



# Communication as a tool against poverty.

A communication study of 'Stichting Burkina Faso Platform' in its process of  
creating a well operating platform.

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**"On ne voit bien qu'avec le cœur, l'essentiel est invisible pour les yeux"**  
(Saint-Exupéry)



## Preface

During an interesting five months in Burkina Faso it has become clear what development aid means to a third world country. A country like Burkina Faso is partly dependent on the financial aid of development organisations. A large part of this aid is offered by the bigger development organisations. There are people who believe that a part of this aid does not arrive at the right place at the right time. In order to improve the development aid and to be able to get involved privately individuals start their own projects, the so called Private Initiatives. In order to improve the execution of these projects so that the standards of living in Burkina Faso will improve 'Stichting Burkina Faso Platform' decided to create Burkina Faso Platform. To be involved in some of the activities designed to improve the social situation of the country I decided to focus my final thesis on a topic related to the development of Burkina Faso. After a meeting with Geertje Grondel of 'Stichting Initiat' the idea arisen to focus my thesis on 'Stichting Burkina Faso Platform' who were in the process of the creation and maintenance of Burkina Faso Platform. In order to relate the topic of the thesis to communication I have researched in which way the communication activities of 'Stichting Burkina Faso Platform' could be improved in order for them to reach their goal.

Throughout the research and writing process the members of the board of 'Stichting Burkina Faso Platform' have been of great help in providing the accurate information. The members have functioned as an intermediate between me and the Private Initiatives amongst whom the research has been conducted. My special thanks goes out to Mrs. Zomerdijk, Mrs. Granpré Moliere, Mr Boekelo, Mrs Letterie and Mrs Keijzer of 'Stichting Burkina Faso Platform'. The completion of this thesis would have been impossible without the extensive support and help of my supervisor, Ms van Moorsel. She has been of great assistance in the completion of this report. A special thanks goes out to Stephen Caruana who has assisted me in the correct use of the English language and supported me throughout the process of writing. I would also like to thank Harmke Mulders who has played a big role in the creation of the research topic and the writing process. Last but not least I would like to thank my friends and family who have been of great support in the last five months.

Writing this thesis has been very interesting and instructive. It has given me insight in the world of the Private Initiatives and the development sector. In the future I hope to use the new gained information in a productive and sensible way.

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## Introduction

The popularity of the phenomenon 'Private Initiative' has increased in the Netherlands over the last years. Individual citizens, companies and social institutions start to understand the importance of getting involved in some kind of development work. More important is that they want to do it privately. More often non-traditional individuals start their own (small scale) developing organisations, the so-called Private Initiative.<sup>1</sup> These Private Initiatives focus on different sectors in various countries. In the Netherlands there are approximately 70 Private Initiatives that focus on the development of Burkina Faso.<sup>2</sup> Most of these small organisations operate individually. In 2004 and 2005 the Dutch Embassy in Burkina Faso, together with the 'Liliane Foundation', organised a meeting for the representatives of these Private Initiatives in order to present themselves and to exchange information and knowledge. The purpose of the last meeting was to discuss the ideas and possibilities of a platform. A number of people present concretised the plans for a platform and created 'Stichting Burkina Faso Platform'. From that time onwards, the role of the Dutch embassy in the foundation of a platform decreased and was taken over by 'Stichting Burkina Faso Platform'.

'Stichting Burkina Faso Platform' is a foundation for the formation of a platform of and for Dutch Private Initiatives active in Burkina Faso. The foundation\* is set up by five initiators in the Netherlands in order to bring people and organisations, with an affinity with Burkina Faso, together. Their goal is to create and maintain a well operating platform in order to generate effective communication and cooperation between the Dutch Private Initiatives active in Burkina Faso.

The existence of a well operating platform of and for Dutch Private Initiatives active in Burkina Faso is essential for the communication and cooperation between the PI's\* in the Netherlands. The number of PI's in the Netherlands is increasing<sup>3</sup> and the use of a platform by the PI's active in Burkina Faso in order to share knowledge and experience can improve their efficiency in executing projects in the country.

The hypothesis of the research on the creation and existence of 'Stichting Burkina Faso Platform' states that the foundation is in the early stage of creating a well operating platform. At the time of writing, approximately 65 Dutch Private Initiatives are linked to the foundation. The need for communication and cooperation between the PI's exists but an active communication between them has not yet been generated. The foundation works on the formation of the platform but to reach their goal, more energy and time is required. The communication of the foundation towards the PI's in the Netherlands is not yet adequate enough.

This thesis will cover the current existence of 'Stichting Burkina Faso Platform' and its communication activities. It will examine how a well operating platform can be created and maintained by improving the communication activities of the foundation.

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<sup>1</sup> Bouzoubaa, H & Brok, M. (2005). *Particuliere initiatieven op het gebied van ontwikkelingssamenwerking*. Nijmegen: CIDIN Radboud Universiteit Nijmegen. (p.1)

<sup>2</sup> List of organisations linked to Burkina Faso Platform. Retrieved October 25, 2006, from the 'Stichting Burkina Faso Platform' website:

[http://www.burkinafasoplatform.nl/index.php?option=com\\_content&task=section&id=4&Itemid=26](http://www.burkinafasoplatform.nl/index.php?option=com_content&task=section&id=4&Itemid=26)

<sup>3</sup> Bouzoubaa, H & Brok, M. (2005). *Particuliere initiatieven op het gebied van ontwikkelingssamenwerking*. Nijmegen: CIDIN Radboud Universiteit Nijmegen. (p.1)

\* Further in the report 'Stichting Burkina Faso Platform' is often referred to as the foundation.

\* Further in the report Private Initiative will often be replaced by PI.



## I Central question

***'In which way should 'Stichting Burkina Faso Platform' improve its external communication activities in order to create and maintain a well operating platform?'***

For further clarification, the central question will now be defined.

**Platform:** The name 'platform' is given to a body (in an organisation) where different pressure groups and associations join their knowledge and strength.<sup>4</sup>

**Burkina Faso:** Burkina Faso ('the land of upright men'), formerly known as Upper Volta is the second poorest country in the world with a population of approximately 13.902.972 people. Twenty percent of the national budget depends on international financial aid. Since 1987 the parliamentary government has been lead by President Blaise Compaoré. After the colonisation by France, French has become the official language next to different African (Sudanic) languages. The biggest religion in Burkina Faso is Islam, 50 % of the population is Muslim, the second biggest religion, 40% of the population, is made up from various indigenous beliefs and 10% of the population is Christian.<sup>5</sup>

**Well operating:** In this case, well operating means that the platform functions according to the wishes of the foundation and the Dutch PI's active in Burkina Faso. The different Dutch PI's communicate and cooperate together via the platform. The platform will be well operating if through the use of it by the Dutch PI's projects in Burkina Faso can be set up and executed successfully.

**Private Initiative:** Private Initiatives are independent organisations or are organisations which are linked to national or international organisations. They can be categorised as small-scale organisations with regard to the number of members as well as income. Private Initiatives mainly work on the basis of volunteers. These small organisations are often set up by one or a small group of volunteers who have not necessarily been educated as development workers and who are therefore 'non-professionals' in the development sector.<sup>6</sup> In this report the work of the PI's is focused on projects to improve the development of Burkina Faso.

## II Research questions

In order to find an answer to the central question: "In which way should 'Stichting Burkina Faso Platform' improve its external communication activities in order to create and maintain a well operating platform?" the following sub questions are being used.

- What is 'Stichting Burkina Faso Platform' and why does it exist?
- What are the objectives of 'Stichting Burkina Faso Platform' for the near future?
- What do the Private Initiatives expect of the platform?

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<sup>4</sup> Dictionary definition of platform. Retrieved September 17, 2006, from the Answers.com website: <http://answers.com/platform>

<sup>5</sup> Demographic information of Burkina Faso. Retrieved September 22, 2006, from the Infoplease website: <http://www.infoplease.com/ipa/A0107369.html>

<sup>6</sup> Bouzoubaa, H & Brok, M. (2005). *Particuliere initiatieven op het gebied van ontwikkelingssamenwerking*. Nijmegen: CIDIN Radboud Universiteit Nijmegen.(p. 2)



- Is there communication between the Dutch Private Initiatives? If yes, how is the communication currently being organised between the Private Initiatives?
- What role can the Burkinabè\* in the Netherlands play in the platform?

### III Research methods

To find the answers to these questions a research has been carried out on various levels. A survey amongst the Dutch PI's active in Burkina Faso linked to ‘Stichting Burkina Faso Platform’ has been conducted to understand the expectations and needs of the PI's. Two monthly meetings of the board of ‘Stichting Burkina Faso Platform’ have been attended in order to get a good view on the foundation and to get answers on important questions. Burkina Faso Platform has been compared with another existing platform in the Netherlands and the meaning of a platform has been researched to understand the purpose and activities of a platform. In order to understand whether the current and future external communication activities of the foundation reach the desired effect, Lasswell's transmission model of communication has been used. Additionally, publications on economic and social developments in the Netherlands have been used together with literature concerning different communication studies to found the findings in the report. (See bibliography).

### IV Chapters overview

In addition to the preface and the table of contents, this report consists of seven chapters. To present the result of the research and the answer to the central question, the report will be presented in the following order. After this introduction, the report will start with a situation analysis in which the current environment of ‘Stichting Burkina Faso Platform’ is stipulated. In this part, the environment of the foundation is outlined together with its strengths, weaknesses, opportunities and threats. The following chapter will focus on the target groups of ‘Stichting Burkina Faso Platform’, the communication objectives and the current communication activities of the foundation. Subsequently, the results of the survey are specified in the survey results in chapter four, followed by the survey analysis in chapter five. In the final stage of the report, the recommendations on the creation and maintenance of the platform are given in order for ‘Stichting Burkina Faso Platform’ to reach their goal. The report will conclude with a summary of the most important aspects and findings in order to come to an answer to the central question.

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To be able to improve the development of Burkina Faso by means of an effective execution of projects, a platform for the Dutch Private Initiatives is important in order to generate cooperation and communication. The foundation of ‘Stichting Burkina Faso Platform’ is therefore significant. The aim of this report is to give an advice on the communication activities of ‘Stichting Burkina Faso Platform’ in order to create and maintain a well operating platform. In the next chapter an overview is given of the internal and external situation of ‘Stichting Burkina Faso Platform’.

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\* The inhabitants of Burkina Faso are known as *Burkinabè* or *Burkinabé*.

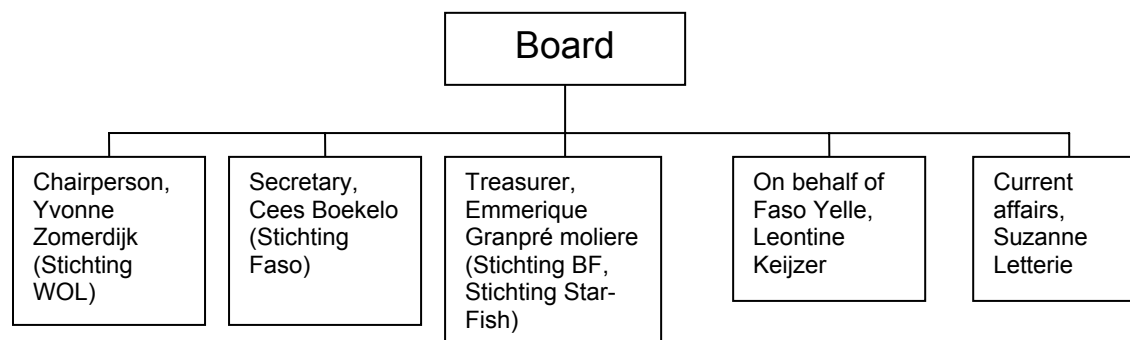


## 1. Situation analysis

To gain insight in the foundation and its environment and to make sure that the communication plan contributes towards achieving the main goals of the foundation, a situation analysis has been carried out.

### 1.1 Internal analysis

'Stichting Burkina Faso Platform' is an emerging foundation that has been set up to create a platform for Dutch PI's in the Netherlands. With its activities it is unique in the Netherlands. 'Stichting Burkina Faso Platform' forms the only foundation in the Netherlands that focuses on the creation of a platform for PI's active in Burkina Faso. Due to its distinctiveness the foundation does not encounter any competition. The main purpose of the platform is to offer facilities that help generating contact between the Dutch PI's active in Burkina Faso. The platform does not offer subsidies or other financial help as the PI's set up their own self-sufficient projects. The governing board of 'Stichting Burkina Faso Platform' consists of volunteers from different developing organisations. The internal structure of the governing board is as follows;



In order to create an advisory report that matches the culture of the foundation its main goals and objectives are being taken into consideration. The goals and objectives of 'Stichting Burkina Faso Platform' are written in their mission statement that comprises the following goal:

'Create and maintain a well operating platform of and for the Dutch Private Initiatives active in Burkina Faso.'

This goal distinguishes three sub categories:

- a. To ameliorate the cooperation and the sharing of expertise between the Private Initiatives in the Netherlands
- b. To increase the efficiency of the Dutch Private Initiatives in Burkina Faso.
- c. To involve the Burkinabè living in the Netherlands with the activities and projects of the Dutch Private Initiatives in the Netherlands and in Burkina Faso.





The foundation tries to realise its goals by focussing on the following points;

1. Providing the tools to create a contact between the Private Initiatives in the Netherlands such as; a website, a digital newsletter and an annual Burkina Faso day.
2. Acting as an intermediate and representative for the Private Initiatives regarding contacts with governmental and non-governmental organisations.
3. Improving the coordination of the Private Initiatives and their activities and projects at a local, regional, and national level in the Netherlands and in Burkina Faso.
4. Sharing the knowledge of the Burkinabè living in the Netherlands, in favour of the Private Initiatives to gain information of Burkina Faso and insight in cultural divergence.
5. Making the projects of the Private Initiatives correspond to the national plans of Burkina Faso.

#### 1.1.1 Strengths and weaknesses

The strengths and weaknesses in the internal analysis, as well as at the opportunities and threats in the external analysis, play a big role in resolving the core problem. *'The goal of 'Stichting Burkina Faso Platform', to create a well-operating platform, has not yet been reached.'* Further clarifications of the core problem can be found in section 1.3 of this chapter. The strengths and weaknesses of 'Stichting Burkina Faso Platform' are set out below.

##### **Strengths:**

- The platform can exist and operate with the use of small financial means. The members of the board of the foundation work as volunteers. Their main communication tools are the newsletter, which is sent via e-mail and can be done without high expenses, and the website which once it exists is not expensive to maintain.
- The rules and regulations for a foundation are less complex than those for an organisation. For instance a foundation can exist with a board of a minimum of three members. This means that if the foundation cannot form a board of more than three members, the foundation can still continue to exist.<sup>7</sup>
- The board of 'Stichting Burkina Faso Platform' consists of people who have chosen to work for the foundation because they have the ambition to improve the development of Burkina Faso and not for money purposes. This creates an enthusiastic and active work environment.
- The involvement of Burkinabè in the board of 'Stichting Burkina Faso Platform' gives the platform a cultural diversity that facilitates the needs of the Dutch Private Initiatives and the Burkinabè in the Netherlands.
- The main communication on the platform is regulated digitally and mainly via the website. This is a fast and practical manner.

##### **Weaknesses:**

- 'Stichting Burkina Faso Platform' is a non-profit foundation and therefore their financial resources are limited.
- The board of 'Stichting Burkina Faso Platform' consists of volunteers who can only use their spare time on the creation of the platform due to work obligations. This could result in a slow creation process.
- The main communication within the platform is regulated digitally and mainly via the website. This means that there is little or no non-digital communication. The platform is therefore only accessible for internet users.

<sup>7</sup> Stricker, W.F.O. (2006). *Stichting*. Authenticated notary certificate. (p.2 art. 4.1).



In this internal analysis, it is interesting to see that certain strengths can form weaknesses and that weaknesses can be strengths simultaneously. For example the fact that the board of the foundation consisting of volunteers is a financial strength and at the same time a board consisting of volunteers can slow down the creation process of the platform. These observations will be taken into account while designing the recommendations.

## 1.2 External analysis

In the following sections, the external analysis will be given. The external environment of 'Stichting Burkina Faso Platform' will be mapped out together with the opportunities and threats caused by this external environment.

### 1.2.1 External environment

#### **The meso-environment:**

The public groups who directly relate to the foundation.

- The Private Initiatives
- The subsidy providers

#### **The macro-environment:**

The trends and developments (of the awareness) in society.

- The increase of the CSR (Corporate Social Responsibility) in companies.<sup>8</sup>
- The attention in the media on development projects.
- The societal participation in development work.

These developments in the external environment form opportunities and threats for 'Stichting Burkina Faso Platform'.

### 1.2.2 Opportunities and threats

#### **Opportunities:**

- The growth of the number of the Private Initiatives in the Netherlands.<sup>9</sup> At present, the website of NCDO, a Dutch abbreviation for Nationale Commissie voor internationale samenwerking en Duurzame Ontwikkeling, indicates that there are approximately 6.400 Private Initiatives in the Netherlands.
- The need amongst the Private Initiatives for a platform where expertise is exchanged and cooperation can come about.<sup>10</sup>
- With the subsidies of subsidy suppliers for small organisations and Private Initiatives, 'Stichting Burkina Faso Platform', as a non-profit organisation, has the possibility to organise activities.
- The increase in Corporate Social Responsibility in certain companies e.g. multinationals. Companies spend more time and money on their CSR.<sup>11</sup> This leads to e.g. the financing of developing organisations and Private Initiatives as well as possible financing of 'Stichting Burkina Faso Platform'.

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<sup>8</sup> Harrington, A. (2005). *The good company*. Survey: corporate social responsibility. The Economist. (p. 1)

<sup>9</sup> Van der Heij, E. (2006). *Particulier initiatief groeit*. Retrieved November 2, 2006, from the Vice Versa online website: [http://www.viceversaonline.nl/viceversa/achtergrond/particulier\\_initiatief\\_groeit](http://www.viceversaonline.nl/viceversa/achtergrond/particulier_initiatief_groeit)

<sup>10</sup> Research results of survey carried out amongst Dutch PI's active in Burkina Faso. An overview of the results can be found in chapter four and five.

<sup>11</sup> Harrington, A. (2005). *The good company*. Survey: corporate social responsibility. The Economist. (p.1)



- There is interest in the media for the existence of the great number of Private Initiatives in the Netherlands and the need of development aid in the third world.<sup>12</sup>
- The increase of societal participation in development work due to big awareness campaigns of e.g. UNICEF.<sup>13</sup>
- The existence of other platforms that focus on development work of PI's in West-Africa. These platforms are useful examples for 'Stichting Burkina Faso Platform' and a proof of the need of such a platform.

#### Threats:

- The energy put into the use of the platform by Private Initiatives, for whom the platform is being created, is not yet optimal.<sup>14</sup>
- The professional sector is somewhat sceptical about the activities of the Private Initiatives and not utterly convinced about their contribution to the long-term poverty reduction.<sup>15</sup>

The existence of 'Stichting Burkina Faso Platform' is not disadvantaged much by developments in society and therefore the foundation is not faced with many threats.

In order to offer a clear overview of the strengths, weaknesses, opportunities and threats, they have been put in a matrix.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• The platform can exist and operate with the use of small financial means.</li><li>• The rules and regulations for a foundation are less complex than those for an organisation.</li><li>• The board of 'Stichting Burkina Faso Platform' consists of people with the ambition to improve the development of Burkina Faso, not for money purposes.</li><li>• The cultural diversity of the board of 'Stichting Burkina Faso Platform' facilitates the needs of the Dutch PI's and the Burkinabè* in the Netherlands.</li><li>• The main communication on the platform is regulated digital and mainly via the website.</li></ul>	<ul style="list-style-type: none"><li>• 'Stichting Burkina Faso Platform' is a non-profit foundation.</li><li>• The board of 'Stichting Burkina Faso Platform' consists of volunteers.</li><li>• The main communication on the platform is regulated digitally and mainly via the website.</li></ul>

<sup>12</sup> Bouzoubaa, H & Brok, M. (2005). *Particuliere initiatieven op het gebied van ontwikkelingssamenwerking*. Nijmegen: CIDIN Radboud Universiteit Nijmegen. (p. 1)

<sup>13</sup> Van Rooijen, E & de Hon, M. (2005). *Unicef Nederland Jaarverslag 2004*. (p.21). Den Haag: Stichting Nederlands Comité Unicef.

<sup>14</sup> Information gained from monthly meeting with the board of 'Stichting Burkina Faso Platform'.

<sup>15</sup> Bouzoubaa, H & Brok, M. (2005). *Particuliere initiatieven op het gebied van ontwikkelingssamenwerking*. Nijmegen: CIDIN Radboud Universiteit Nijmegen.(p. 15)



Opportunities	Threats
<ul style="list-style-type: none"><li>• The growth of the number of the Private Initiatives in the Netherlands.</li><li>• The need amongst the Private Initiatives for a platform.</li><li>• With subsidies of subsidy suppliers, 'Stichting Burkina Faso Platform' has the possibility to organise activities.</li><li>• The increase in Corporate Social Responsibility in companies.</li><li>• The attention in the media on development projects.</li><li>• The societal participation in development work.</li><li>• The existence of other platforms that focus on development work of PI's in West- Africa.</li></ul>	<ul style="list-style-type: none"><li>• The scepticism of the professional sector about the activities of the Private Initiatives.</li></ul>

Table 1. SWOT-Matrix

### 1.3 Core problem

Analysing the internal and external environment helps to ascertain the core problem of an organisation. What is the core problem and which problems are related to each other? <sup>16</sup> These questions need to be answered in order to find the suitable solution for each problem and to eventually solve the core problem. The core problem of 'Stichting Burkina Faso Platform' is that the goal of the foundation, 'To create and maintain a well operating platform in order to generate effective communication and cooperation between the Dutch Private Initiatives active in Burkina Faso' has not yet been reached. In this case there are three important smaller issues that cause the core problem.

- The board of 'Stichting Burkina Faso Platform' consists of volunteers who can only use their spare time on the creation of the platform due to work obligations.
- The energy put into the use of the platform by Private Initiatives for whom the platform is being created is not yet optimal.
- 'Stichting Burkina Faso Platform' is a non-profit foundation and therefore their financial resources are limited.



**Core problem:** The goal of 'Stichting Burkina Faso Platform', to create a well-operating platform, has not yet been reached.

<sup>16</sup> Vos, M, Otte, J & Linders, P. (2003). *Setting up a strategic communication plan*. Den Haag: Boom/Lemma



#### 1.4 Financial overview

'Stichting Burkina Faso Platform' is a non-profit foundation and exists with minimal financial means. In order to decide on an effective solution for the core problem it is necessary to have insight in the foundation's expenses and income. There are important costs concerning the establishment of 'Stichting Burkina Faso Platform' and within 'Stichting Burkina Faso Platform' there are the costs for the organisation of the annual Burkina Faso day and other future activities. The financial means of the foundation consist of:

- a. contributions of participants and sponsors;
- b. donations and subsidies;
- c. loans and other credits;
- d. all legal income possible in relation to the goal of the foundation.<sup>17</sup>

(The financial overview of 'Stichting Burkina Faso Platform' can be found in appendix 1)

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By carrying out this situation analysis the main goals of 'Stichting Burkina Faso Platform' have become apparent and insight is gained in its internal and external environment. The analysis shows that the foundation has valuable strengths which facilitate its existence together with some potential opportunities. It shows that some of the strengths can form weaknesses as well as weaknesses can be strengths. The foundation encounters a limited number of threats. In the next chapter the relation of 'Stichting Burkina Faso Platform' with its target groups is being looked at as well as the current communication activities of the foundation towards these target groups.

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<sup>17</sup> Stricker, W.F.O. (2006). *Stichting*. Authenticated notary certificate. (p.1 art. 3.1).



## **2. Field of forces, target groups and current communication activities**

To find the most effective solutions for the core problem, it is significant to understand which role communication can play in solving the problem. In this part of the report the target groups of 'Stichting Burkina Faso Platform' are outlined. Furthermore the general communication objectives are stated per target group. Additionally the current communication activities of 'Stichting Burkina Faso Platform' to achieve these objectives are specified.

### **2.1 Field of forces**

A foundation like 'Stichting Burkina Faso Platform' is not influenced much by forces in the external environment. It is the only foundation in the Netherlands that focuses on the creation of a platform for PI's active in Burkina Faso and is therefore unique. Due to its distinctiveness the foundation does not encounter any competition of other organisations. The foundation is mostly influenced by the Dutch Private Initiatives. Without the influence and input of this group the platform cannot exist. The PI's therefore form the most important target group for the foundation. The foundation provides information and offers facilities designed to generate contact between the different PI's. These activities encounter minimum influence of external forces.

### **2.2 Target groups**

As a foundation 'Stichting Burkina Faso Platform' focuses on a small number of target groups. The target groups that are of main concern for 'Stichting Burkina Faso Platform' are the primary target groups. These groups affect the foundation in its existence directly. The primary target groups need to be approached in the short term in order to solve a large part of the problem and to optimise the existence of the foundation. In addition to the primary target groups, there are the secondary target groups. These groups are indirectly involved in solving the problem.<sup>18</sup>

#### **The primary target groups:**

- Dutch Private Initiatives active in Burkina Faso

Small organisations that are often set up by one or a small group of volunteers and that are active in Burkina Faso. The platform is made up of these PI's and their representatives; they form the main factor in creating a well performing platform. With an active cooperation of these PI's in the creation process 'Stichting Burkina Faso Platform' can reach its goal of creating and maintaining a well operating platform. (An overview of the Dutch Private Initiatives active in Burkina Faso can be found in appendix 2.)

- Burkinabè in the Netherlands

For the PI's in the Netherlands it is significant to communicate and cooperate with the Burkinabè in the Netherlands in order to set up functional projects that correspond to the situation and needs in Burkina Faso. One of the main goals of the platform is to provide a service that helps the PI's in the Netherlands to set up and execute projects and activities in Burkina Faso successfully. To be able to do that it is essential to generate communication and cooperation between the Burkinabè in the Netherlands and the Dutch PI's.

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<sup>18</sup> Vos, M, Otte, J & Linders, P. (2003). *Setting up a strategic communication plan*. Den Haag: Boom/Lemma



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**The secondary target groups:**

- NCDO and other Dutch subsidy providers

As 'Stichting Burkina Faso Platform' is a non-profit organisation, its existence partly depends on subsidies. The NCDO (Nationale Commissie voor internationale samenwerking en Duurzame Ontwikkeling) is a subsidy provider for certain activities of the foundation and therefore an important target group. NCDO does not subsidise the expenses of the creation of the platform but partly covers the costs for the organisation of the annual Burkina Faso day. Other Dutch subsidy providers can be of importance for financial support regarding other costs within 'Stichting Burkina Faso Platform'.

- The Dutch embassy in Ouagadougou, Burkina Faso

The Dutch Embassy in Burkina Faso has played an essential role in the creation of 'Stichting Burkina Faso Platform'. It has taken the initiative to bring the PI's in the Netherlands together by organising two meetings. A continuous liaison of 'Stichting Burkina Faso Platform' with the Dutch Embassy is of importance regarding the exchange of information on developments in the country and other information.

- The embassy of Burkina Faso in Brussels, Belgium

A continuous liaison of 'Stichting Burkina Faso Platform' with the embassy of Burkina Faso is important for the foundation and all the PI's involved. The embassy can be of great assistance regarding political and social issues in relation to the execution of projects.

### 2.3 General communication objectives per target group

To present, as accurately as possible, what needs to be achieved with a certain target group in the future in order to reach the goals of 'Stichting Burkina Faso Platform', the communication objectives are set per target group.

**The primary target groups:**

- Dutch Private Initiatives active in Burkina Faso

In July 2007, all Dutch Private Initiatives active in Burkina Faso and all relevant organisations are aware of the existence of Platform Burkina Faso.

- Burkinabè in the Netherlands

In September 2007, at least 80% of the Burkinabè in the Netherlands are aware of the existence of Burkina Faso Platform. A functional network between the Dutch PI's and a number of Burkinabè in the Netherlands is created.

**The secondary target groups:**

- NCDO and other Dutch subsidy providers

End 2007, subsidy providers are aware of the existence of 'Stichting Burkina Faso Platform' and possible subsidy requests are being looked at.

- The Dutch embassy in Ouagadougou, Burkina Faso

In July 2007, an exchange of information between 'Stichting Burkina Faso Platform', the Dutch PI's and the Dutch embassy in Burkina Faso is created.

- The embassy of Burkina Faso in Brussels, Belgium

In July 2007, an exchange of information between 'Stichting Burkina Faso Platform', the Dutch PI's and the embassy of Burkina Faso in Belgium is created.



## 2.4 The current communication activities of 'Stichting Burkina Faso Platform' towards their target groups

### **The primary target groups:**

Communication activities towards the Dutch Private Initiatives active in Burkina Faso:

- A website, [www.burkinafasoplatform.nl](http://www.burkinafasoplatform.nl) is created to function as a communication board for the Private Initiatives. On the website the names of all the Private Initiatives that are linked to the platform are indicated. There is a forum where visitors can leave a message. There is a news page where visitors can publish news articles and important messages on certain projects or news from Burkina Faso. (A copy of the homepage of [www.burkinafasoplatform.nl](http://www.burkinafasoplatform.nl) can be found in appendix 3)
- A newsletter is distributed via e-mail to all Private Initiatives linked to the platform. In the newsletter information is given on 'Stichting Burkina Faso Platform' and the platform. Information is also given on the annual Burkina Faso day.
- An annual Burkina Faso day is organised for all Dutch PI's and other people interested in exchanging information and knowledge concerning Burkina Faso. On this day there will be workshops and a plenary session. The workshops will be used to focus on questions posed by Dutch PI's prior to this day and answers will be given by the speakers, as well as by the guests. In the plenary sessions, the workshops will be evaluated and there will be time for discussion. (The program of the annual day can be found in appendix 4)
- An Invitation for the annual day for volunteers of Dutch PI's to lead workshops on the Burkina Faso day.

Communication towards Burkinabè in the Netherlands

- A member of 'Faso Yelle' (association of Burkinabè living in the Netherlands) in the board of 'Stichting Burkina Faso Platform'.
- Invitation to meetings of 'Stichting Burkina Faso Platform' for members of the foundation 'Faso Yelle'.
- Cooperation between 'Stichting Burkina Faso Platform' and members of 'Faso Yelle' concerning the organisation of the annual Burkina Faso day.

### **The secondary target groups:**

Communication activities towards the NCDO and other Dutch subsidy providers:

- The communication with the possible subsidy providers is not a regular communication. The moment that communication takes place concerns the application for a possible subsidy. This is processed through sending a concept form with the mission statement of the foundation and its future plans and activities. The subsidy provider then decides whether it will subsidise 'Stichting Burkina Faso Platform'. Currently the NCDO has provided 'Stichting Burkina Faso Platform' with a subsidy for the annual Burkina Faso day.

Communication towards the Dutch embassy in Ouagadougou, Burkina Faso

- An invitation to employees of the Dutch embassy in Burkina Faso to participate at the annual Burkina Faso day.
- A newsletter is distributed every two months via e-mail. In the newsletter information is given about 'Stichting Burkina Faso Platform' and the platform. Information is also given about the annual Burkina Faso day.

Communication towards the embassy of Burkina Faso in Brussels, Belgium

- An invitation to the annual Burkina Faso day for the ambassador of Burkina Faso Brussels.





- A newsletter is distributed every two months via e-mail. In the newsletter information is given about 'Stichting Burkina Faso Platform' and the platform. Information is also given about the annual Burkina Faso day.

- ж -

'Stichting Burkina Faso Platform' has two target groups that are of their main concern, the primary target groups and three groups that form the secondary target groups. Communicating with these groups, by means of the communication activities indicated in section 2.4, the objectives indicated in section 2.3 should be reached. In the next chapter, the result of the survey conducted amongst the Dutch PI's linked to 'Stichting Burkina Faso Platform' will be presented.



### 3. Survey results

In order to come to an applicable answer to the central question: "In which way should 'Stichting Burkina Faso Platform' improve its external communication activities in order to create and maintain a well operating platform?" a survey has been conducted amongst Dutch PI's linked to 'Stichting Burkina Faso Platform'. The goal of this survey is to understand the expectations of the PI's regarding a platform. In this part of the report, the type of research conducted will be explained. Additionally, the survey results will be outlined and the survey results will be analysed. A conclusion will be drawn from these analyses which will eventually be of great importance in stipulating the recommendations for 'Stichting Burkina Faso Platform'.

#### 3.1 Type of research

The research has been conducted with the use of a self-administered questionnaire. The questionnaire was completed by the respondents and then delivered and returned electronically via e-mail.<sup>19</sup> By using this research method, apparent research results can be obtained fast, to generate a clear view on the expectations of the target group. The questionnaire consists of thirteen multiple-choice questions and two open questions. The questions concern the current communication between the Dutch PI's active in Burkina Faso and their expectations of a platform. The language used in the survey is Dutch. (The English version of the questionnaire can be found in appendix 5)

#### 3.2 Survey results

When people are asked to participate in a research, there will most certainly be a percentage of recipients who, for one reason or the other, do not respond. Some refuse to participate in the research, others are difficult to be contacted at the moment of research, and others are just not in the position to participate. The percentage of respondents is often lower when using written inquiring rather than when using interview inquiring. In written inquiring a non-response of 50% is common.<sup>20</sup> From the 65 recipients of the survey conducted amongst the Dutch PI's active in Burkina Faso, a mere 17 responded. This means that 26% of the total number of recipients has replied. A survey with a non-response higher than 50% is not truly representative. The missing data and information can be retrieved by using the 'follow-up-method'.<sup>21</sup> In the survey conducted amongst the Dutch PI's this method has not been used. The decision was made to send the questionnaire a second time, including a written reminder after which the obtained results have been analysed. This decision was made since the non-response itself has given an interesting conclusion. The low number of recipients has been taken into account in the analysis of the survey results.

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<sup>19</sup> Saunders, M, Lewis, P & Thornhill, A. (2000). *Research Methods for Business Students*. London: FT Prentice Hall

<sup>20</sup> *Kennisbasis onderzoek*. Retrieved February 1, 2007, from the Wynneconsult website: <http://www.wynneconsult.com>

<sup>21</sup> Huisman, J.M.E. (1999). *Omgaan met non-response*. Rijks Universiteit Groningen. Retrieved February 2, 2007, from the Nieuwsbank website: <http://www.nieuwsbank.nl/inp/1999/02/0204U017.htm>



### 3.3 Low number of respondents

Before the survey results are further discussed and analysed, the number of respondents should be emphasised. Of the 65 recipients a total of 17 responded. This means that only 26% of the total number of recipients has replied. The Burkina Faso Platform is being created *of* and *for* the Dutch PI's active in Burkina Faso. The fact that the platform is being designed *for* the PI's has become clear in the report. The fact that the platform is being created *of* the PI's means that the input of the PI's is necessary for the platform to exist. As stated in the introduction of this report, 'the name 'platform' is given to a body (in an organisation) where different pressure groups and associations join their knowledge and strength.'<sup>22</sup> In this case, these pressure groups and associations are the Dutch Private Initiatives active in Burkina Faso. This means that the information (knowledge) that can be found on the platform needs to be put in by these PI's to join their knowledge and strength on the platform. A response of 17 out of 65 can be considered low. With assessing the research results and the non-response, it is important to understand to what extent the accessibility and the willingness of the recipients is of influence.<sup>23</sup> Taking into account that only 26% percent of the respondents have made the effort to fill out the questionnaire, a conclusion that can be drawn is that a great number of Dutch Private Initiatives active in Burkina Faso do not show enough affinity with the platform. Simultaneously, they do not feel involved in the existence of the platform. The little response could also mean that even though the PI's are linked to 'Stichting Burkina Faso Platform', the awareness amongst the PI's of the existence and the facilities of the platform is insufficient. Also important to consider is, that the time the PI's are willing to utilize for actively participating in the existence of the platform, could be deficient.

In the following part of the report the most important questions together with the questions that give the most remarkable results will be outlined and analysed to understand the meaning of the outcome.

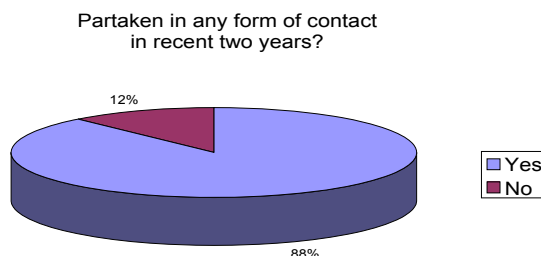
#### 3.3.1

Essential for the survey is, whether the need for contact with other organisations exists amongst the PI's. One of the first questions in the questionnaire has therefore been:

*3. Have you partaken in any form of contact with other Dutch organisations active in Burkina Faso in the recent two years?*

- a. Yes
- b. No

As 17 respondents = 100% the result in terms of percentage is as follows;



<sup>22</sup> *Dictionary definition of platform*. Retrieved September 17, 2006, from the Answers.com website: <http://answers.com/platform>

<sup>23</sup> Stoop, I. (2005). *The hunt for the last respondent, nonresponse in sample survey*. (p 50) The Hague: Social and Cultural Planning Office of the Netherlands.



The survey result of this first question shows that 88% of the respondents have partaken in any form of contact. The contact with other Dutch organisations mainly concerned the exchange of expertise and experience.<sup>24</sup> The 12% of the respondents who have not partaken in any contact, point out that this is due to lack of time. This indicates that the interest in communicating with other PI's exists amongst this group of respondents but that due to lack of time, contact is often difficult to generate. When the platform functions optimally due to the contact details and communication facilities offered on the website, generating contact should become less time consuming.

### 3.3.2

To comprehend whether the PI's believe that more cooperation should be generated in order to improve the efficiency of the execution of projects in Burkina Faso, the following question has been posed.

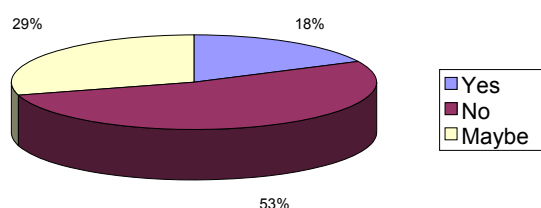
*10. Do you believe that there are too many Private Initiatives individually active in Burkina Faso?*

- a. Yes, why....*
- b. No, why...*

In the questionnaire the option 'maybe' was not given. In the research results it has become clear that this question was difficult to answer with 'yes' or 'no' and a great number of respondents has therefore given an answer which indicated both 'yes' and 'no'. Those answers are presented in the chart as 'maybe'. Their clarifications are amongst the results below.

As 17 respondents = 100% the result in terms of percentage is as follows;

Too many Private Initiatives individually active?



The respondent has been given the possibility to give further clarifications to the answer. The most important comments are stated below.

The clarifications given by the respondents who have answered 'Yes'

- "It should be possible to improve cooperation, this hopefully through the use of a platform."<sup>25</sup>
- "The knowledge and expertise of others could avoid problems"<sup>26</sup>
- "The way the projects are being executed at the moment is not successful because different organisations work on the same type of project next to each other, instead of together."<sup>27</sup>

<sup>24</sup> Research results of survey carried out amongst Dutch PI's active in Burkina Faso.

<sup>25</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>26</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso



The clarifications given by the respondents who have answered 'No'

- "There can never be enough projects being executed and enough help being offered. Burkina Faso is a large country with immense problems. Therefore there will always be work for organisations." <sup>28</sup>
- "Diverse initiatives emphasise different issues." <sup>29</sup>
- "As long as the organisations are not in each others way, there should not be a problem. There is enough need for support." <sup>30</sup>

As the phrasing of this question allows the outcome to be read in different ways, a few interpretations will be given. The majority of respondents have answered that they do not believe that there are too many Dutch PI's operating individually in Burkina Faso. They stress that diverse initiatives emphasise different issues in the country. This indicates that organisations believe that operating individually is not inefficient. This therefore may illustrate that the PI's operate successfully without being linked with other PI's by means of the platform. The platform could function as a tool to generate contact between the PI's but does not necessarily exist to generate cooperation. As seen in the survey results, this question was difficult to answer with 'yes' or 'no' and therefore 29% of the respondents have answered 'maybe'. They have pointed out that there can never be enough projects being set up by PI's as Burkina Faso is a country with immense problems. Together with the 18% that answered 'yes', this group also indicates that working on a project together could make the execution of projects more successful than when executing similar projects individually. 'Stichting Burkina Faso Platform' agrees on this last statement. The foundation believes that generating cooperation by means of a platform ameliorates the help offered by the Dutch PI's to Burkina Faso. <sup>31</sup> In order to get more Dutch PI's actively involved in the existence of the Burkina Faso Platform, the value of the platform should be emphasised amongst these small organisations.

### 3.3.3

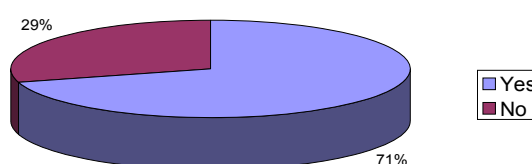
To evaluate the current utility of the platform and to give 'Stichting Burkina Faso Platform' an idea of what facilities the platform should offer in order to facilitate the generation of contact between the PI's, the following questions have been part of the research.

*8. Has generating contact with other organisations active in Burkina Faso been facilitated with the existence of platform Burkina Faso?*

- Yes
- No

As 17 respondents = 100% the result in terms of percentage is as follows;

Generating contact facilitated with existence of platform?



<sup>27</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>28</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>29</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>30</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

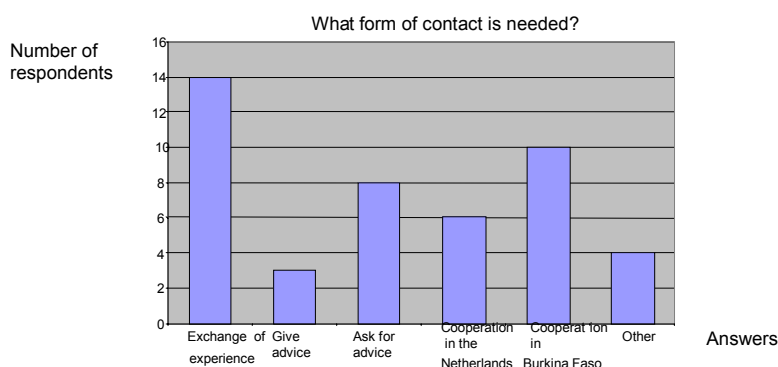
<sup>31</sup> Information gained from monthly meeting with the board of 'Stichting Burkina Faso Platform'.



71% of the respondents indicate that the platform does facilitate generating contact with other organisations. The result of this question could be influenced by the low number of respondents. The group of recipients that responded may already feel affinity and involvement with the platform, which might have been the reason for them to participate in this research. With a respondent percentage higher than 50%, a more objective result could have been gained. Presuming that this research result is objective and represents the current functioning of the platform, this means that the platform operates as an adequate tool to generate contact between the Dutch PI's active in Burkina Faso. Interpreting other information gained through meetings with the board of the foundation, the platform is not optimally being used by the PI's and therefore the website, as a main communication tool, does not offer the facilities needed to generate contact. In the next chapter, the website will be studied and recommendations for possible improvement will be given. The annual Burkina Faso day offers the possibilities to generate contact between the Dutch PI's as well. In the next chapter, the annual day will also be discussed.

7. *What form of contact do you require? (Multiple answers possible)*

- a. *Exchange of expertise and experience*
- b. *Give advice*
- c. *Ask for advice*
- d. *Cooperation in the Netherlands*
- e. *Cooperation in Burkina Faso*
- f. *Other, ...*



The research result shows that the majority of respondents require an exchange of expertise and experience between the different Dutch PI's. Next to that, the respondents believe that generating cooperation in Burkina Faso is important. 'Stichting Burkina Faso Platform' and its website should facilitate these requirements in order to become a well operating platform. The foundation should also use the annual day to meet these requirements.

### 3.3.4

Except for generating communication and cooperation between the Dutch PI's, 'Stichting Burkina Faso Platform' believes that involvement of Burkinabè living in the Netherlands with the activities and projects of the Dutch Private Initiatives could be of great importance. The following question is posed to understand the opinion of the PI's concerning this topic.

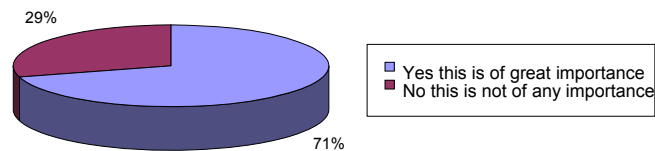
11. *Do you believe that the involvement of Burkinabè living in the Netherlands, in projects and activities of Dutch organisations active in Burkina Faso, will improve the execution of projects?*

- a. *Yes this is of great importance*
- b. *No this is not of any importance*



As 17 respondents = 100% the result in terms of percentage is as follows;

Involvement of Burkinabé in the Netherlands?



The respondent has been given the possibility to give further clarifications to the answer. The most important comments are stated below.

The clarifications given by the respondents who have answered 'Yes'

- "Involvement is of great importance for the communication between the Burkinabé and the organisation. It creates mutual understanding about the purpose of projects and knowledge of local circumstances can be shared." <sup>32</sup>
- "Burkinabé in the Netherlands can well assess what aid is needed and in which way the aid should be offered." <sup>33</sup>
- "Burkinabé in the Netherlands are in a position to make a comparison between two cultures and are aware of the cultural practices, therefore they can advise the organisation on the execution of their projects." <sup>34</sup>

The clarifications given by the respondents who have answered 'No'

- "Involvement of Burkinabé in the Netherlands can lead to unilateral cooperation as the cooperation could only be focussed on his or her network in Burkina Faso." <sup>35</sup>
- "Involvement of Burkinabé in the Netherlands could make the execution of projects more complicated and will not be of any value" <sup>36</sup>
- "The fact that people originate from Burkina Faso, does not automatically mean that they have the required knowledge regarding projects" <sup>37</sup>

### 3.3.5

Interesting to know is if the involvement of Burkinabè living in the Netherlands has been important for the PI's in the recent two years.

*12. Have you partaken in any form of contact with Burkinabè living in the Netherlands concerning projects and activities of your organisation in the recent two years?*

- Yes
- No

<sup>32</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>33</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>34</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>35</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

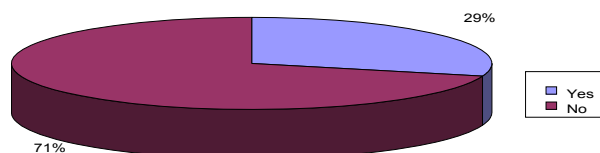
<sup>36</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.

<sup>37</sup> Research result from questionnaire conducted amongst Dutch PI's active in Burkina Faso.



As 17 respondents = 100% the result in terms of percentage is as follows;

Partaken in any form of contact in the recent two years?



The outcome of these questions shows that 71% of the respondents believe that involvement is significant while, at the same time, an equal percentage of respondents indicate not to have partaken in any form of contact. This indicates that the involvement of Burkinabè is perceived as important but that contact seems to be difficult to generate.

### 3.3.6

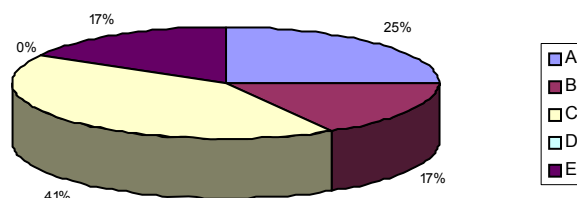
To understand why a percentage of PI's has not partaken in any form of contact, the following possibilities have been given to choose from.

14. Why has a contact with Burkinabè living in the Netherlands not been generated in the last year? (Multiple answers possible)

- a. No need for contact
- b. Difficulties in generating contact with Burkinabè living in the Netherlands due to indistinctness concerning their projects and activities.
- c. Difficulties in generating contact with Burkinabè living in the Netherlands due to lack of contact details.
- d. Difficulties in generating contact with Burkinabè living in the Netherlands due to non-responds.
- e. Other,...

As 17 respondents = 100% the result in terms of percentage is as follows;

Why was contact not generated?



- A. No need for contact
- B. Difficulties in generating contact due to indistinctness concerning their projects and activities.
- C. Difficulties in generating contact due to lack of contact details.
- D. Difficulties in generating contact due to non-responds.
- E. Other





The outcome of this question indicates that difficulties in generating contact were mainly caused by a deficiency in contact details of the Burkinabè. As 'Stichting Burkina Faso Platform' believes that the involvement of Burkinabè in the Netherlands is important for the execution of projects in Burkina Faso, the foundation should focus on facilitating contact details of the Burkinabè.

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With the use of a self-administered questionnaire consisting of 15 questions, insight has been gained in the opinions and expectations of the PI's that are linked to 'Stichting Burkina Faso Platform'. The survey results give information regarding issues such as the current communication between the PI's, the facilities that the platform offers and the involvement of Burkinabè in the Netherlands. In the next chapter the conclusions from the survey results discussed in this chapter will be used in order to stipulate the recommendations for the foundation to create and maintain a well operating platform.



## 4. Recommendations

'Stichting Burkina Faso Platform' has as its main goal: 'Create and maintain a well operating platform of and for the Dutch Private Initiatives active in Burkina Faso.' With the use of the survey results, background information obtained through meetings with the board of the foundation and internet research, the recommendations have been designed in order to meet the objectives of the foundation. They will be designed according to an analysis of 'Stichting Burkina Faso Platform' using Lasswell's transmission model of communication. The three main communication activities of 'Stichting Burkina Faso Platform' towards its target groups are the website, the newsletter and the annual Burkina Faso day. In order to increase the affinity and awareness of the PI's and to reach the objectives of 'Stichting Burkina Faso Platform', the recommendations for these communication activities will be given in this chapter together with the general recommendations concerning the foundation.

### 4.1 Lasswell's theory

The results of the survey conducted amongst the Dutch PI's active in Burkina Faso and other research methods used in the report, have shown that the communication activities of 'Stichting Burkina Faso Platform' have not yet reached the desired result. In other words the communication activities have not yet reached the desired 'effect'. Lasswell sees communication as the transmission of message: it raises the issue of 'effect' rather than meaning.<sup>38</sup> According to Lasswell's model, changing elements in the transmission of communication changes the 'effect'. In order for 'Stichting Burkina Faso Platform' to get the desired 'effect' and measurable developments in the receiver, elements in their communication should be improved. In order to indicate which elements to change in the communication process, 'Stichting Burkina Faso Platform' is analysed by means of Lasswell's model.

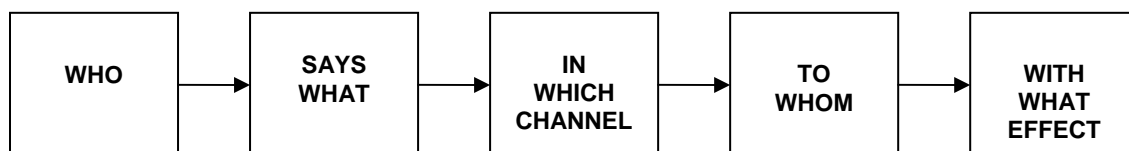


Figure 1: Lasswell's transmission model of communication<sup>39</sup>

'Who': In the situation of 'Stichting Burkina Faso Platform', the board of the foundation is the 'who'. They represent the foundation and have a message to bring across.

'Says what': In the case of 'Stichting Burkina Faso Platform', the message that the foundation wants to transmit to its receivers is: 'when Burkina Faso Platform is actively used by its target groups the efficiency of executing projects of the Dutch PI's active in Burkina Faso will improve in order to ameliorate the standard of living in the country.'

'In which channel': In the situation of 'Stichting Burkina Faso Platform', the internet is the main channel used to transmit their message. This channel is used to offer the facilities of the platform on the website and to send the newsletter. The annual Burkina Faso day is the medium used to combine different channels in order to bring the message of the foundation across.

<sup>38</sup> Fiske, J. (1990). *Introduction to communication studies*. London: Routledge.

<sup>39</sup> *The Lasswell formula*. Retrieved January 25, 2007, from the CCMS website: <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/introductory/lasswell.html>



'To whom': In the situation of 'Stichting Burkina Faso Platform', the 'to whom' concerns the target groups of the foundation and in particular the primary target groups.

'With what effect': For 'Stichting Burkina Faso Platform' the desired 'effect' is derived from the main goal of the foundation: 'creating a well operating platform in order to eventually improve the standard of living in Burkina Faso.' This includes the sub categories of the main goal. (See situation analysis)

#### 4.2 The increase of affinity and awareness

In view of the 26% percent of respondents that have filled out the questionnaire, an interpretation has offered the following conclusions in the survey analysis: the PI's do not show enough affinity with the platform, the awareness amongst the PI's of the existence and the facilities of the platform and its website is insufficient, the PI's do not feel involved in the existence of the platform and the time the PI's are willing to utilize for actively participating in the existence of the platform, could be deficient.

As the participation of the PI's in the platform is significant for the existence of the platform, the affinity and awareness of the PI's regarding the platform needs to increase in the near future. In order to realise this, a culture should be created amongst the PI's that represents the added value of being part of the Burkina Faso Platform. The website, the newsletter and the annual Burkina Faso day are the most important elements that need to change to reach this. In order to improve these communication activities recommendations concerning these activities will be given below. Other elements can also improve the message that is being transmitted by the foundation in order to reach the desired 'effect'. The value of the existence of the platform can grow when the Dutch embassy in Burkina Faso and the embassy of Burkina Faso in Belgium, refer to the website of Burkina Faso Platform when it receives questions from PI's.

In chapter two in section 2.2.2 a threat that is mentioned is: 'the professional sector is somewhat sceptical about the activities of the Private Initiatives and not utterly convinced about their contribution to the long-term poverty reduction.'<sup>40</sup> The understanding of the contribution by the PI's to the poverty reduction might ameliorate with the existence of a professional platform like Burkina Faso Platform. This message should be transmitted to the Dutch Private Initiatives.

#### 4.3 The website

As the website of Burkina Faso Platform forms one of the main communication tools of 'Stichting Burkina Faso Platform', the website should be efficient and should operate optimally in order to create and maintain a well operating platform. Without a functional website the platform loses the majority of its facilities offered to its target groups. At the time of writing, the platform is still in the experimental stage and will officially be launched on the annual Burkina Faso day, March 2007. The recommendations will be designed in order to create an efficient website in the future. To find out what elements to change or adapt in the communication via the website of Burkina Faso Platform, the Lasswell's transmission model of communication is used to analyse the website.

'Who': It is necessary that the visitor of a website understands who the sender is. In other words the website needs a clear identification of the sender. Another important matter of the 'who' aspect is that the structure, layout and content of the website represent the person or organisation behind it. On the homepage of the website of 'Stichting Burkina Faso Platform', the name of the platform can be found on the top of the page. The name of the foundation is

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<sup>40</sup> Bouzoubaa, H & Brok, M. (2005). *Particuliere initiatieven op het gebied van ontwikkelingssamenwerking*. Nijmegen: CIDIN Radboud Universiteit Nijmegen. (p. 15)



not clearly indicated. In the situation of 'Stichting Burkina Faso Platform' it is of less importance to represent the foundation in all aspects of the website than to have the name of the platform clearly indicated. It is important that the visitor remembers the name of the platform in order to create awareness of the existence of the platform. On the homepage, news messages are placed between the name of the platform and the introductory part of the platform, this is confusing. In order to offer a clear identification of the platform it is advised to place the news message under the link 'nieuws' ('news').

'Says what': The second aspect of the Lasswell's theory is the 'says what'. This refers to the message in the content of the website. In the situation of 'Stichting Burkina Faso Platform' the introductory part on the homepage contains some information on the platform. In this section, the message of the foundation: 'when Burkina Faso Platform is actively used by its target groups the efficiency of executing projects of the Dutch PI's active in Burkina Faso will improve in order to ameliorate the standard of living in the country.' is specified.

'In which channel': The only channel that can be used for the website of 'Stichting Burkina Faso Platform' is the internet. As the website is one of the main communication tools of the foundation, it is of great importance that the website is designed in order to operate efficiently in every system, allowing it to attract as many visitors as possible.

'To whom': To create an efficient website, the 'to whom' requires good evaluation. The goal is to produce a website that perfectly matches the needs of the target groups. After stipulating these needs each aspect of the website should reflect the wishes of the target groups. With its website, 'Stichting Burkina Faso Platform' focuses on all of its target groups. The aim of the foundation is to eventually design the website in order to reach the primary and the secondary target groups of the foundation. At the time of writing, the website does not yet offer all the facilities needed to reach all of its target groups. In order to reach the primary target groups it is important that when the platform exists optimally, generating contact between the different PI's and Burkinabè in the Netherlands becomes simple and less time consuming.<sup>41</sup> This can be generated through placing useful and correct contact details on the website and through creating efficient communication facilities on the site. In order to reach the secondary target groups, the website should offer necessary information about 'Stichting Burkina Faso Platform' such as a mission statement and information on the activities of the Dutch PI's active in Burkina Faso.

'With what effect': The desired 'effect' for the website of 'Stichting Burkina Faso Platform' by transmitting the message is: 'multiply the use of the Burkina Faso Platform by the target groups with a website that reflects the wishes of the primary and secondary target groups'. In order to create a website that reflects the wishes of these groups recommendations for the website are designed. For the creation of these recommendations, the website of 'Stichting Burkina Faso Platform' has been compared with the website of SINTAN, a Dutch abbreviation for Support en Informatie Netwerk Tanzania Nederland. As this platform has offered facilities with the use of a well operating website for quite some years, it has proven to be a useful example for Burkina Faso Platform.

- In order to make generating contact less time consuming, the existing link on the website; 'werkvelden' ('work fields') should be used as a facility to generate contact. The different PI's linked to the platform can be divided over the different fields according to their specialisation. By placing a link to the website of the PI or possible contact information on this page, a visitor of the website of Burkina Faso Platform can easily find more information or generate possible contact.

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<sup>41</sup> Research results of survey carried out amongst Dutch PI's active in Burkina Faso. An overview of the results can be found in chapter four and five.



- For Burkinabè in the Netherlands who are not linked to the platform as a PI, a page could be created on which contact details can be found of Burkinabè in the Netherlands.<sup>42</sup>
- The website should offer the possibility to share expertise.<sup>43</sup> This could be generated by placing a link 'vraag en aanbod' ('demand and offer') on the website where visitors/ PI's of the website can ask for services or goods and where visitors/PI's can offer services or goods.<sup>44</sup>
- To improve the communication between the different PI's, Burkinabè in the Netherlands, 'Stichting Burkina Faso Platform' and other visitors of the website, a webpage on which questions can be asked may be useful to create. This page is used to place questions for 'Stichting Burkina Faso Platform' or for visitors/ PI's. On the same page, a section is placed in which answers can be given. The foundation can decide to make a summary of commonly asked questions and design a separate page under the link 'veel gestelde vragen' ('commonly asked questions').<sup>45</sup>
- In order to exchange information about the projects of different PI's every two months, a different PI could be focussed on. On the homepage of the website an announcement is placed in which a different PI is introduced. Every PI that is interested can send a short story regarding one of its projects, via e-mail to the webmaster who will put it on the website. By doing this, visitors of the website are instantly introduced to a different PI with different projects every two months.
- To improve the interest in the annual Burkina Faso day, it is recommended to create a separate webpage on which information can be found of the annual day. Before the day of the event, a program of the day could be placed on the page with further information on the speakers and the topics that will be discussed. When coming closer to the date of the annual day, an announcement should be placed on the homepage in order to directly remind the visitors of the day and the date of the event. After the day of the event, an evaluation of the day could be placed on the separate webpage.
- In order to simplify the subsidy requests, it is important that the website of Burkina Faso Platform clearly represents its goal. By the time a clear mission statement is designed, this could be placed on the website. This will make it possible for the subsidy providers to find necessary information on the website.
- To make the website accessible for all the target groups, a version of the website in French should be possible to access as this is the official language of Burkina Faso.

It is not particularly required for the foundation to aim for a great number of visitors on the website. 'Stichting Burkina Faso Platform' should aim for satisfaction amongst the visitors regarding the functioning of the website and the facilities it offers.<sup>46</sup>

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<sup>42</sup> Research results of survey carried out amongst Dutch PI's active in Burkina Faso. An overview of the results can be found in chapter four and five.

<sup>43</sup> Research results of survey carried out amongst Dutch PI's active in Burkina Faso. An overview of the results can be found in chapter four and five.

<sup>44</sup> Information gained through personal e-mail contact with Mr. J. van der Meulen, 'Stichting SINTAN' (Support en Informatie Netwerk Tanzania Nederland).

<sup>45</sup> Information gained through personal e-mail contact with Mr. J. van der Meulen, 'Stichting SINTAN' (Support en Informatie Netwerk Tanzania Nederland).

<sup>46</sup> Information gained through personal e-mail contact with Mr. J. van der Meulen, 'Stichting SINTAN' (Support en Informatie Netwerk Tanzania Nederland).



#### 4.4 The newsletter

Involvement and participation in the existence of the platform and its website can be increased when enough energy is put into the newsletter. This is a direct communication tool towards the primary target groups, the PI's and Burkinabè in the Netherlands. In the newsletter information concerning the foundation and its website is given as well as information on the activities of the platform. According to 'Stichting Burkina Faso Platform' the aim is to distribute the newsletter once every two months. At the time of writing, this has not yet been realised. Affinity and awareness amongst the PI's regarding the platform and its website can be increased by regularly distributing the newsletter.

In all communication between the target groups and the foundation, clarity of the name of the platform and the name of the foundation is important. Currently, the name of the platform is not clearly indicated in the newsletter and it is unclear with what name to refer to the foundation.

As recommended on the website, the newsletter could also focus on a different PI every next newsletter. In the newsletter a current activity of a PI could be emphasised. The newsletter should contain a request for the PI's to write a short story concerning one of their projects. This can be sent via e-mail to the editor of the newsletter so as to have it published in a following newsletter. By doing this the Dutch PI's become more aware of and involved in the activities of other Dutch PI's active in Burkina Faso. It could be useful to place the link to the website of this particular PI in the newsletter so that it is fast and simple to visit a 'colleagues' website.

#### 4.5 The annual Burkina Faso day

Next to the website and the newsletter, the annual Burkina Faso day is an important communication activity of 'Stichting Burkina Faso Platform'. As the other two tools focus on the generation of contact digitally, the annual day is used to put the communication between the target groups into practice in person. This day should offer all the facilities needed to generate contact in order to eventually improve the execution of the projects of the PI's in Burkina Faso. The goal of this day should be; increase the affinity and awareness amongst the PI's regarding the platform and its website.

The majority of the recommendations given in this chapter are meant to advise 'Stichting Burkina Faso Platform' on the creation of the platform. The recommendations for the annual Burkina Faso day will therefore also mainly focus on this creation process. This means that these recommendations are best to be implemented in the coming annual day in March. Understandable is that, the time between the completion of this report and the annual day is limited. The recommendations that can not be implemented in the coming annual day can then be considered to use in the organisation of the next Burkina Faso day.

As it is planned to launch the website on the annual day, it may be valuable to emphasise this event during the day. By emphasising the existence of the website the visitors of the event become aware of its existence. In following Burkina Faso days an evaluation of the functioning of the website could be carried out in cooperation with the visitors of the day.

In the recommendations, information gained through e-mail contact with Mr. van der Meulen from SINTAN is used. As this platform, for PI's with affinity with Tanzania, has been active for quite some years, it has proven to be a useful example for Burkina Faso Platform. For the Burkina Faso day it could be valuable to invite a member of the board of SINTAN to talk about the experiences with a platform for Dutch PI's. As the preparation time for the Burkina Faso day in March is limited, a member from SINTAN could be invited as a guest for a following annual day.



The involvement of Burkinabè in the Netherlands is important for 'Stichting Burkina Faso Platform' and therefore invitations for the annual Burkina Faso day should be sent to this group. The newsletter, in which the annual day is announced, is written in Dutch and may therefore not be comprehensible for all the Burkinabè. 'Faso Yelle' (association of Burkinabè living in the Netherlands) can be of assistance in providing necessary translations and contact details. With the presence of Burkinabè at the annual day, contact can be generated with PI's in order to exchange expertise and experience.

#### 4.6 General recommendation

The recommendations given in the previous sections are designed mainly according to the existing communication activities of 'Stichting Burkina Faso Platform'. In order to explore other possibilities to improve Burkina Faso Platform, the following recommendation is given. Examining the possibilities for a liaison with colleges and universities for possible participation of 'Stichting Burkina Faso Platform' in school projects could be of great value for the foundation. The foundation 'Initiat' (a Dutch Private Initiative active in Burkina Faso) is an example. As a foundation, they form an assignment provider for a project at the 'The School of European Studies', HEBO, The Hague. The project focuses on the writing of an advisory report for a company or organisation. As 'Stichting Burkina Faso Platform' does not have the financial means to invest in a professional advisor for the foundation a student or a group of students could assist the foundation in improving their facilities and activities. E.g. an assignment could be created for ICT-students in order to assist with the adjustments to the website. After the launch of the website an evaluation of the functioning of the website could be carried out. In the future an idea for a useful project assignment could be to ask a number of students to evaluate Burkina Faso Platform in order to research whether it has become a well operating platform.

#### 4.7 Limitations

When designing the recommendations, limitations should be taken into account. For 'Stichting Burkina Faso Platform' these limitations mainly concern the budget of the foundation and the fact that the board of the foundation consists of volunteers.

##### 4.7.1 Budget

As shown in the financial overview in chapter two, 'Stichting Platform Burkina Faso' is a non-profit foundation and exists with minimal financial means. The foundation financially depends on contributions of participants and sponsors as well as donations and subsidies. This means that the recommendations have been designed so as to be applicable with the use of small financial means.

##### 4.7.2 Board of volunteers

As indicated in the weaknesses in chapter two, the board of 'Stichting Burkina Faso Platform' consists of volunteers who can only use their spare time on the creation of the platform due to work obligations. The recommendations given in this report are designed so as to make the implementation as less time consuming as possible.

#### 4.8 Planning

The time between the completion of this report and the annual Burkina Faso day in March is limited. As 'Stichting Burkina Faso Platform' mainly focuses on the organisation of this day at the time of writing, a great number of recommendations stated in this chapter can either be implemented on the annual day, after the annual day or on the annual day next year. As the



website of the platform will be launched on the annual day 2007, it is advised to implement some of the recommendations for the website before the launch. This could be achieved through creating links on the website to indicate what facilities the website will offer without fully activating these links. The first newsletter of ‘Stichting Burkina Faso Platform’ should be distributed as soon as possible after the annual day. This to inform every PI linked to the foundation about the issues discussed at the annual day, the launch of the website and other activities of the day. From that time onwards, the newsletter should be distributed regularly. The other recommendations given in this chapter should be implemented in the following months in order to achieve the objectives stated in chapter three.

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The recommendations that are stipulated in this chapter are designed to advise ‘Stichting Burkina Faso Platform’ on the creation and maintenance of Burkina Faso Platform. The recommendations have been focussed on the main communication tools of the foundation and are designed in order to increase awareness and affinity. The most important tool is the website. This chapter has therefore given a detailed analysis of the website with the use of Lasswell’s transmission model of communication followed by applicable recommendations. Suggestions for improvement of the newsletter and the annual Burkina Faso day have also been given. The majority of the recommendations have been designed to be implemented in the near future in order to achieve the objectives stated in chapter three. The following chapter will give a summary of the most important aspects and findings in the report together with an answer to the central question.





## 5. Conclusion

'Stichting Burkina Faso Platform' is a foundation which has been set up for the formation of a platform of and for the Dutch Private Initiatives active in Burkina Faso. The goal of the foundation is to create and maintain a well operating platform in order to generate effective communication and cooperation between the Dutch Private Initiatives active in Burkina Faso. In the early stages of this report, the hypothesis states that the need for communication and cooperation between the PI's exists but that active communication between them has not yet been generated. The foundation works on the formation of the platform but to reach their goal, more energy and time is required. The communication of the foundation towards the PI's in the Netherlands is not yet adequate enough. It is expected that by improving the communication activities of 'Stichting Burkina Faso Platform' towards its target groups the foundation should be able to reach its goal. To understand what the foundation needs to focus on in the future in order to improve its communication, the following central question was designed: *'In which way should 'Stichting Burkina Faso Platform' improve its external communication activities in order to create and maintain a well operating platform?'*

To gain insight in the foundation and its environment, a situation analysis was carried out. A SWOT analysis has been designed from which information concerning the internal and external environment of the foundation was gained. The platform can exist and operate with the use of small financial means because the main communication on the platform is regulated mainly digitally and because the board of 'Stichting Burkina Faso Platform' consists of volunteers who do not get paid for their work. Communicating by means of a website also means that there is little or no non-digital communication and that the platform is therefore only accessible for internet users. Working with volunteers who can only use their spare time on the creation of the platform due to work obligations, could slow down the creation process. A growth in the number of Private Initiatives in the Netherlands has been observed which makes the existence of a platform important. At the same time the professional sector is somewhat sceptical about the activities of the Private Initiatives and not utterly convinced about their contribution to the long-term poverty reduction. This could result in a decrease of energy put into founding new PI's or into the creation of the platform. This internal and external situation analysis gives an idea of the elements that contribute to the slow process of 'Stichting Burkina Faso Platform' to create a well-operating platform. This represents the core problem of the foundation.

The current communication activities of 'Stichting Burkina Faso Platform' towards its target groups have been studied in order to decide which improvements or changes need to be made. The target groups that the foundation directly communicates with are the Dutch Private Initiatives active in Burkina Faso and Burkinabè in the Netherlands. The secondary target groups are the NCDO and other Dutch subsidy providers, the Dutch embassy in Burkina Faso and the embassy of Burkina Faso in Belgium. As their main communication activities towards these target groups, the foundation uses the website, a newsletter and the annual Burkina Faso day. In order for 'Stichting Burkina Faso Platform' to reach its main goal, objectives have been designed per target group.

In order to come to an applicable answer to the central question, a survey was conducted amongst Dutch PI's linked to 'Stichting Burkina Faso Platform'. The goal of the survey has been; understand the expectations of the PI's regarding a platform. From the 65 recipients of the survey, a mere 17 responded. A survey with a non-response higher than 50% is not truly representative and therefore the low number of recipients has been taken into account in designing the survey analysis. The questionnaire focussed on issues such as the current communication between the Dutch PI's active in Burkina Faso, the facilities that the platform offers and the involvement of Burkinabè in the Netherlands in the activities of the Dutch PI's.



The analysis of the survey results has given the following findings:

- The PI's do not show enough affinity with the platform and the awareness amongst the PI's of the existence and the facilities of the platform is insufficient.
- The time the PI's are willing to utilize for actively participating in the existence of the platform, could be deficient.
- 88% of the respondents have partaken in any form of contact with other Dutch PI's. 12% of the respondents have not partaken in any form of contact and point out that this is due to lack of time.
- 71% of the respondents indicate that the platform does facilitate generating contact with other organisations. Interpreting information gained through meetings with the board of the foundation the platform is not optimally being used by the PI's and the website does not offer the facilities needed to generate contact.
- The possibility to exchange expertise and experience is important for the PI's who have partaken in the survey.
- 71% of the respondents believe that involvement of Burkinabè in the Netherlands is significant. Due to lack of contact details, 71% of the respondents have not yet partaken in any form of contact with Burkinabè in the Netherlands.

The conclusions of the survey results show that the hypothesis stated at the beginning of the report is correct. The need for communication exists but for 'Stichting Burkina Faso Platform' to reach their goal more energy and time is required.

The conclusions of the survey results have been used in chapter four to stipulate the recommendations for 'Stichting Burkina Faso Platform' in order to give an answer to the central question: *'In which way should 'Stichting Burkina Faso Platform' improve its external communication activities in order to create and maintain a well operating platform?'* The affinity of the PI's with the platform needs to increase in the near future. In order to realise this, a culture should be created amongst the PI's that represents the added value of being part of the Burkina Faso Platform. Awareness amongst the PI's can be increased by regularly distributing the newsletter with information on the platform and its website. The recommendations for the website are diverse but the main improvements concern the creation of new links such as; 'work fields', 'demand and offer', 'annual Burkina Faso day', 'questions' and 'commonly asked questions' to make generating contact between the PI's less time consuming. For Burkinabè in the Netherlands, who are not linked to the platform as a PI, a page could be created on which their contact details can be found. In order to increase the affinity and awareness amongst the target groups regarding the platform and its website, the newsletter should be distributed regularly. The annual Burkina Faso day should offer all the facilities needed to generate contact in order to eventually improve the execution of the projects of the PI's in Burkina Faso. This day should also eventually increase the affinity and awareness of the PI's regarding the platform and its website. As a general recommendation, an advice is given to examine the possibilities for a liaison with colleges and universities for possible participation of 'Stichting Burkina Faso Platform' in school projects.

When designing the recommendations, limitations have been taken into account. For 'Stichting Burkina Faso Platform' these limitations mainly concern the budget of the foundation and the fact that the board of 'Stichting Burkina Faso Platform' consists of volunteers.

When the survey results and the recommendations given in this report are taken into account, 'Stichting Burkina Faso Platform' should be able to create and maintain a well operating Platform in order to eventually improve the standard of living in Burkina Faso.'



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## **Appendices**

Appendix 1: Financial overview

Appendix 2: Overview of Dutch PI's linked to platform

Appendix 3: Copy of homepage of [www.burkinafasoplatform.nl](http://www.burkinafasoplatform.nl)

Appendix 4: Program of the annual Burkina Faso day

Appendix 5: English version of questionnaire



## Appendix 1. Financial overview

Appendix 1.1 contains a financial overview with estimated costs concerning the creation of the foundation and the annual Burkina Faso day. Appendix 1.2 contains the financial overview of the subsidy request at NCDO for the annual Burkina Faso day. Both obtained from 'Stichting Burkina Faso Platform'.

### Appendix 1.1

#### BESCHRIJVING VAN HET FINANCIËLE DEEL VAN UW PROJECT

##### Begroting

De begroting geeft een volledig en gespecificeerd overzicht van alle kosten van het project. Specificeer zo goed mogelijk, stuur de begroting eventueel in Excel. Onderstaande tabel is een voorbeeld.

<b>Begroting Burkina Faso Platform</b>	
<b>Post</b>	<b>Kosten €</b>
<b>Activiteitenkosten</b>	
Webhosting en domeinregistratie website	50,00
Notariskosten	400,00
Kosten Stichtingsakte	250,00
Inschrijvingskosten Kamer van Koophandel	90,00
Reiskosten en visa deskundigen uit BF	2.500,00
Verzekering in NL voor deskundigen uit BF	400,00
Verblijfkosten deskundigen uit BF	300,00
Huur locatie landelijke dag	1.000,00
Aankleding/inrichting locatie landelijke dag	500,00
Kosten voor consumpties en feestmaal landelijke dag	1.600,00
Transport materialen naar landelijke dag	200,00
Reiskosten initiatiefgroep	200,00
<b>Totaal</b>	<b>7.490,00</b>

##### Financieringsplan

In het financieringsplan worden alle inkomsten vermeld. Specificeer zo goed mogelijk, stuur de begroting eventueel in Excel.

<b>Financieringsplan</b>	
<b>Post</b>	<b>Inkomsten €</b>
Bijdrage aanvragers (verblijfkosten deskundigen BF)	300,00
Jaarlijkse bijdrage aangesloten PI's	300,00
Inkomsten uit activiteiten: toegangskaarten	1.000,00
Sponsoring notaris	400,00
Bijdrage ambassade	500,00
<b>Totaal</b>	<b>2.500,00</b>
<b>Gevraagde NCDO bijdrage</b>	<b>4.990,00</b>
<b>Totaal</b>	<b>7.490,00</b>

Datum:

Plaats:

Handtekening:



## Appendix 1.2

### BESCHRIJVING VAN HET FINANCIËLE DEEL VAN UW PROJECT

#### Begroting

De begroting geeft een volledig en gespecificeerd overzicht van alle kosten van het project. Specificeer zo goed mogelijk, stuur de begroting eventueel in Excel. Onderstaande tabel is een voorbeeld.

<b>Begroting Landelijk dag Burkina Faso Platform</b>	
<b>Post</b>	<b>Kosten €</b>
Activiteitenkosten	
Ticket en luchthavenbelasting gast uit BF	1.150,00
Overboekingskosten bank, visum en reiskosten naar Ouagadougou voor gast uit BF	100,00
Reis- en ziektekostenverzekering gast uit BF	300,00
Verblijfskosten deskundigen uit BF	300,00
Huur locatie Albeda College	300,00
Personeelskosten/beveiliging Albeda College (2 conciërges + 2 bewakers: 4 x 14 uur x 10 Euro)	560,00
Koffie / thee vergoeding Albeda College	50,00
Aankleding/inrichting locatie	140,00
Consumpties en buffet 300 personen	1.600,00
Muziekgroep (workshop + huur en transport instrumenten + optreden)	800,00
Reiskostenvergoeding en attenties gastsprekers en workshopbegeleiders	500,00
Reiskostenvergoeding medewerkers organisatie	500,00
<b>Totaal</b>	<b>6.300,00</b>

#### Financieringsplan

In het financieringsplan worden alle inkomsten vermeld. Specificeer zo goed mogelijk, stuur de begroting eventueel in Excel.

<b>Financieringsplan</b>	
<b>Post</b>	<b>Inkomsten €</b>
Bijdrage aanvragers (verblijfskosten deskundige BF)	300,00
Sponsoring locatie Albeda College	300,00
Bijdrage ambassade BF in Brussel	200,00
Bijdrage ambassade NL in BF	500,00
<b>Totaal</b>	<b>1.300,00</b>
Gevraagde NCDO bijdrage	5.000,00
<b>Totaal</b>	<b>6.300,00</b>

Datum: 16 oktober 2006.

Plaats: Limmen

Handtekening: Yvonne Zomerdijk-Vermeer



Appendix 2. Overview of Dutch PI's linked to platform

- Ablas Solo Foundation, Stichting
- Adadyia BF - Zij-actief Limburg
- AFOS / de Naaste Veraf
- AFRO-Shop
- Agriterra
- ASAP, Stichting
- Atos Derde Wereld Fonds
- Buggenum-Ouezindougou, Project
- Burkina Faso, Stichting
- CAF/SCO, Stichting
- CAMA-zending
- Comite Maastricht-Niou
- CREDO, Stichting
- Cross Your borders, Stichting
- Donders, Mr. A.
- Ecole Christ Roi, Stichting
- Emmaus Haren, Stichting
- Emmerique Granpré Moliere
- Faso stichting
- Faso Yelle
- Focus Twee, Stichting
- FORCE, Stichting
- Friends of IMAGINE
- Galerie de Watervogel
- Gered Gereedschap, Stichting
- Hakuna Matata, Stichting
- Haparako, Stichting
- Heifer Nederland, Stichting
- Help Burkina, Stichting
- ICCO
- Initiat, Stichting
- Interplast Holland, Stichting
- Kinderen in Koubri, Stichting
- Kinderhulp Burkina Faso, Stichting
- Kinderpostzegels, Stichting
- KoZon, Stichting
- Liliane Fonds, Stichting
- Lionsclub Groenloo-Slingelanden
- Lokaal Comite Ontwikkelingssamenwerking / LCO Putten
- Mundial Productions
- Naaba Yambaga, Stichting
- Nederlandse Katholieke Sportfederatie-NKS, Vereniging
- Ondersteuning Christenen Burkina Faso, Stichting
- PIM, Stichting
- PLAN Nederland
- PRACTICA, Stichting
- Puits sans Fonds, Vereniging
- S en A

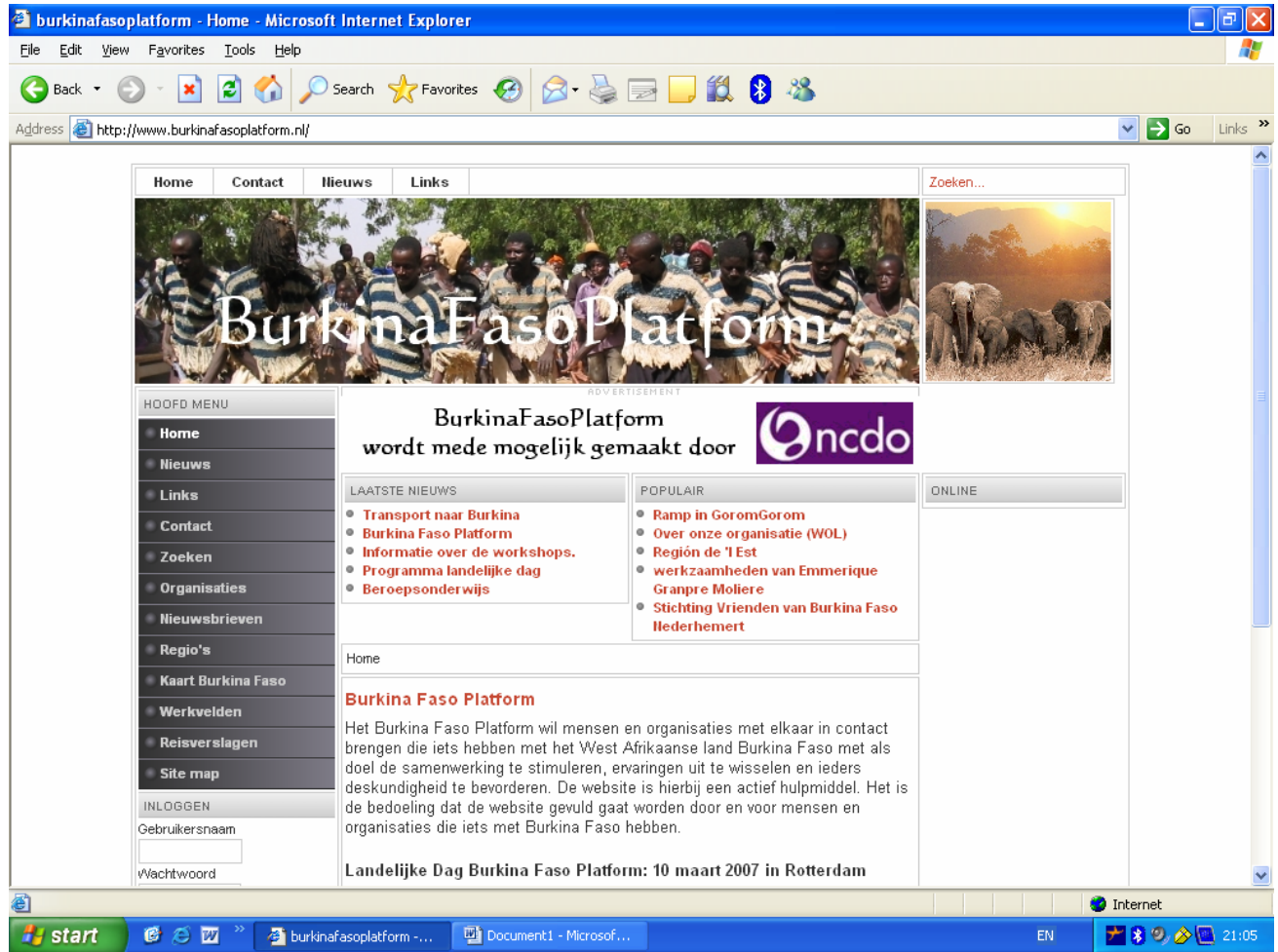


- Sahelp, Stichting
- Schoonhoven helpt, Stichting
- s t a r f i s h
- STEP (Stichting Tanwalbougou Educatie Project)
- Steunfonds Sahelpprojecten, Stichting
- SUNSIA
- SUPO (Stichting Urbane Projecten Ontwikkelingslanden)
- Support Benennooma, Stichting
- Support Sustainable- Development-in-Action (SDA), Stichting
- Tele-Vie-Deo
- Titao-Solobo, Stichting
- Vive l'Initiative, Stichting
- Vrienden van Burkina Faso Eindhoven, Stichting
- Vrienden van Burkina Faso, Stichting
- Wilde Ganzen
- WOL Stichting
- Woord en Daad, Stichting
- Yelkabé, Stichting
- Zod Neere Nederland, Stichting
- ZWO Geldrop, Commissie





Appendix 3. Copy of homepage of [www.burkinafasoplatfom.nl](http://www.burkinafasoplatfom.nl)





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Appendix 4. Program of the annual Burkina Faso day

**\*\*\*\*\*LANDELIJKE DAG 2007\*\*\*\*\***

**10 maart 2007, Albada College, Sportlaan 90, 3078 WR Rotterdam.**

**Voorlopig Programma**

- |       |   |
|-------|---|
| 11.30 | Inrichten informatiemarkt door PI's: presenteren van eigen werkwijze om bij te dragen aan de millenniumdoelstellingen. Tot 13.00 uur kan men ook terecht om in het computerlokaal vragen te stellen over het gebruik van de website van het Platform. |
| 12.00 | Ontvangst met koffie en broodjes, netwerken op informatiemarkt, verkiezing origineelste manier om bij te dragen aan het behalen van de millenniumdoelstellingen   |
| 13.00 | Opening door Yvonne Zomerdijk-Vermeer, voorzitter Burkina Faso Platform   |
| 13.15 | Toespraak door Ambassadeur van Burkina Faso in Brussel  |
| 13.40 | Algemene demonstratie van de website van het Platform door Kees Zomerdijk, webmaster  |
| 14.00 | Onderwijs en armoede bestrijding. Presentatie door de heer Salif Sodré, coördinator van de Association Développement Sans Frontière uit Burkina Faso.   |
| 14.45 | Pauze   |
| 15.15 | Workshops: keuze uit verschillende workshops  |
| 16.15 | Pauze   |
| 16.30 | Plenaire terugkoppeling van de uitkomsten van de workshops / vragen voorleggen aan het panel. Panel bestaat uit: Salif Sodre, Ambassadeur BF, medewerkers ambassade NL in BF, deskundige workshopinleiders  |
| 17.30 | Bekendmaking uitslag verkiezing millenniumdoelstellingen  |
| 17.40 | Afsluiting van het formele deel door Leontine Keijzer-Gango, voorzitter van Faso Yelle en bestuurslid van het Platform  |
| 17.50 | Pauze, opruimen van de informatiemarkt  |
| 18.30 | Afrikaans buffet  |
| 19.30 | Muziek en dans met optreden van de groep van Ablas Solo   |
| 21.00 | Einde Landelijke Dag  |



## Appendix 5. English version of questionnaire

*Please note down your answer to the open questions in the therefore intended space.  
Please select your answer to the multiple-choice questions by highlighting it in bold.*

1. In which sector in Burkina Faso is your organisation active? (multiple answers possible)
  - a. Education
  - b. Health care
  - c. Disabled care
  - d. Widow and orphan care
  - e. Access to water
  - f. Road-construction and hydraulic engineering
  - g. Agriculture and cattle-breeding
  - h. Trade, technology and employment
  - i. Culture
  - j. Sport
  - k. Other,...

2. What is the main objective of your organisation?



3. Have you partaken in any form of contact with other Dutch organisations active in Burkina Faso in the recent two years?
  - a. Yes (continue with question 4)
  - b. No (continue with question 6)
4. What was the nature of this contact? (multiple answers possible)
  - a. Exchange of expertise and experience
  - b. Give advice
  - c. Ask for advice
  - d. Cooperation in the Netherlands
  - e. Cooperation in Burkina Faso
  - f. Other...
5. How was this contact generated? (multiple answers possible)
  - a. Via e-mail
  - b. Via telephone
  - c. During a meeting
  - d. Other...

If you have answered question 3 with 'yes' please continue with question 7.

6. Why has a contact with other Dutch organisations active in Burkina Faso not been generated? (multiple answers possible)
  - a. No need for contact with other organisations.
  - b. Difficulties in generating contact with other organisations due to lack of contact details.
  - c. Difficulties in generating contact with other organisations due to indistinctness concerning projects of other organisations.
  - d. Difficulties in generating contact with other organisations due to non-responses.



- e. Other...
7. What form of contact do you require? (multiple answers possible)
- a. Exchange of expertise and experience
  - b. Give advice
  - c. Ask for advice
  - d. Cooperation in the Netherlands
  - e. Cooperation in Burkina Faso
  - f. Other...
8. Has generating contact with other organisations active in Burkina Faso been facilitated with the existence of Burkina Faso Platform?
- a. Yes (continue with question 10)
  - b. No
9. Why, in your opinion, has generating contact with other organisations active in Burkina Faso not yet been facilitated with the existence of Burkina Faso Platform? (multiple answers possible)
- a. Spreading information from the platform to the Dutch organisations is insufficient.
  - b. The website does not contain enough necessary information.
  - c. The platform is not being used optimal by other Dutch organisations.
  - d. Other,...
10. Do you believe that there are too many Private Initiatives individually active in Burkina Faso?
- a. Yes, why....
  - b. No, why....
- One of the goals of 'Stichting Burkina Faso Platform' is to involve Burkinabè living in the Netherlands, in projects and activities of Dutch organisations active in Burkina Faso.
11. Do you believe that the involvement of Burkinabè living in the Netherlands, in projects and activities of Dutch organisations active in Burkina Faso will improve the execution of projects?
- a. Yes this is of great importance
  - b. No this is not of any importance

Clarification:



12. Have you partaken in any form of contact with Burkinabè living in the Netherlands concerning project and activities of your organisation in the recent two years?
- a. Yes
  - b. No (continue with question 14)
13. What was the nature of this contact? (multiple answers possible)
- a. Exchange of information concerning cultural differences.
  - b. Exchange of information concerning the need of projects and activities in Burkina Faso.



- c. Generate cooperation between your organisation and Burkinabè living in the Netherlands
- d. Generate cooperation between your organisation and Burkinabè in Burkina Faso.
- e. Other,...

14. Why has a contact with Burkinabè living in the Netherlands not been generated in the last year? (multiple answers possible)

- a. No need for contact
- b. Difficulties in generating contact with Burkinabè living in the Netherlands due to indistinctness concerning their projects and activities.
- c. Difficulties in generating contact with Burkinabè living in the Netherlands due to lack of contact details.
- d. Difficulties in generating contact with Burkinabè living in the Netherlands due to non-responds.
- e. Other,...

15. As you know, 'Stichting Burkina Faso Platform' is creating and maintaining the platform. Do you have any suggestions in order to achieve the goal of the foundation: 'Create and maintain a well operating platform of and for Private Initiatives in the Netherlands.' within a short period of time?

