How can communication initiatives become more sustainable?

**Know your audience**

**To use and diversify marketing channels**

When teams of activists are trained in participatory video, not only can they produce more valuable content for their own organizations, but their skills can also be used for commercial endeavors that can bring them funding.

**Sense of ownership and accountability**

Defining key competences and investing in key competences to strengthen Catholic media.

**Know your audience.**

**improve strategy planning**

Capacity building in marketing as a process: workshops, follow-up with consultants, sharing experiences; marketing should involve the whole team and not just the marketing officer.

**Cooperation with local organisations/NGOs, Universities, etc.**
How can communication initiatives become more sustainable?

- Strengthen their comparative advantage as local alternative to big media.
- Users can and should contribute according to their own financial capacities.
- Don’t forget sustainability can’t be reduced to the economic viability.

- Durch mutimediale reports
- We need a business plan done by skilled people. Relying mainly on volunteers is not sustainable in the long run. Need a core staff of employees.
- Using a functional network

- Need to diversify funding as much as possible, be creative and don’t depend solely on donors though that can be part of a sustainable mix.
- Get sponsors who have similar advocacies as you.