

CDAIS Communication strategy 2015-2018

Objective

The overall objective of this communication strategy is to contribute to CDAIS core objective of making agricultural innovation systems more efficient and sustainable in meeting the demands of farmers, agribusiness and consumers.

As a consequence, communications on CDAIS aim to inform relevant audiences, particularly in beneficiary countries, on the positive impact on agricultural innovation of this global partnership and its contribution to improving livelihoods of rural people in developing countries.

Key messages

- Public investment in Capacity Development for Agricultural Innovation Systems (AIS) is crucial to drive sustainable growth and poverty reduction in developing countries through profitable, climate smart, socially inclusive and environmentally sound agricultural systems.
- CDAIS assists countries and key stakeholders such as value chain actors to strengthen capacity for the development and diffusion of demand-driven agricultural innovations through a global platform based on a common agreed framework and tools.
- In bringing together the major actors in capacity development for agriculture in the global partnership of the TAP, CDAIS will contribute to improved efficiency and effectiveness of capacity development interventions to strengthen agricultural innovation systems in the tropics.

Target audiences – communication goals

Key actors (Tropical Agriculture Platform partners, organisations, policy makers and AIS-CD trainers) in pilot countries

Communication goal: Actively support promotion of the Common Framework together with the tools for Capacity Development for Agricultural Innovation Systems

Governments, research organisations, rural advisory services and agricultural interest groups in pilot countries

Communication goal: foster the uptake of capacity development in agricultural innovation systems based on assessed needs by decision-makers in relevant areas of policy-making and promote follow-up by government, industry, farming organizations and the scientific community.

International and regional research organisations, UN, donor community

Communication goal: foster continued support and funding of governments, regional authorities and the donor community for capacity development in agricultural innovation systems.

Media in pilot countries and international media working on agriculture and development

Communication goal: create understanding of, and public support for capacity development in agricultural innovation systems and its positive impact on rural livelihoods.

Approach

This communication plan aims to support the CDAIS project and TAP by sharing information and raising awareness of its activities and results, demonstrating the relevance of CDAIS for agricultural innovation and to the livelihoods of rural people in the tropics.

The communication plan is embedded in the CDAIS Action Plan and envisages an integrated approach, building on the communications strengths of each of the project's partners and their outreach capacity in specific (geographical and social) areas to interact with a wide range of relevant stakeholders.

Information sharing of CDAIS among key stakeholders and engaging new partners will be achieved through existing dissemination platforms of the Tropical Agricultural Platform, such as the Marketplace and TAPipedia.

At the same time, information and advocacy material, particularly focussing on project activities and results, as well as best practices, will be disseminated through print, audio-visual and social media and the Internet to reach out to stakeholders, as well as beneficiary countries, the donor community and the general public.

Communication activities

Major communication activities, to be specified in the communication plan, include:

- Production of advocacy material for distribution to target audiences, such as flyers, leaflets, stickers, banners and posters.
- Production of information material (audiovisual, photographic, print and electronic) for distribution to target audiences, such as policy briefs, fact sheets, background papers, illustrated feature stories, slideshows, videos or animations.
- Develop online presence, including a dedicated CDAIS website and a social media presence.
- Support to communications and information sharing in conferences, roundtables and workshops and other events.
- Support to the development of the TAP website and related online resources, such as TAPipedia, learning modules on the Common Framework and possibly an online marketplace, to foster the sharing of relevant information, news and publications on CDAIS.

Human resources

As equal partners in the project, the assigned communication specialists from AGRINATURA-EEIG and the FAO/TAP will work as a collaborative team.

Partners of AGRINATURA-EEIG and TAP will contribute to awareness raising by sharing information produced under this communication plan through their own channels as appropriate.