



# Africa Research in Sustainable Intensification for the Next Generation

## Communication strategy for the Africa RISING West Africa and East/Southern Africa projects

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The Africa Research In Sustainable Intensification for the Next Generation (Africa RISING) program comprises three research-for-development projects supported by the United States Agency for International Development as part of the U.S. government's Feed the Future initiative.

Through action research and development partnerships, Africa RISING will create opportunities for smallholder farm households to move out of hunger and poverty through sustainably intensified farming systems that improve food, nutrition, and income security, particularly for women and children, and conserve or enhance the natural resource base.

The three regional projects are led by the International Institute of Tropical Agriculture (in West Africa and East and Southern Africa) and the International Livestock Research Institute (in the Ethiopian Highlands). The International Food Policy Research Institute leads the program's monitoring, evaluation and impact assessment. <http://africa-rising.net/>



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# Acronyms

<b>CRP</b>	CGIAR Research Program
<b>ESA</b>	East and Southern Africa
<b>KAP</b>	Knowledge Attitude and Practices
<b>NARS</b>	National Agricultural Research System
<b>PCT</b>	Program Coordination Team
<b>PSC</b>	Project Steering Committee
<b>R4D</b>	Research-for-Development
<b>WA</b>	West Africa

# About Africa RISING

The Africa Research in Sustainable Intensification for the Next Generation (Africa RISING) program comprises three research-for-development projects supported by the United States Agency for International Development as part of the U.S. government's Feed the Future initiative. Through action research and development partnerships, Africa RISING will create opportunities for smallholder farm households to move out of hunger and poverty through sustainably intensified farming systems that improve food, nutrition, and income security, particularly for women and children, and conserve or enhance the natural resource base.

The three regional projects are led by the International Institute of Tropical Agriculture (in West Africa and East and Southern Africa) and the International Livestock Research Institute (in the Ethiopian Highlands). The International Food Policy Research Institute leads the program's monitoring, evaluation and impact assessment.

The overall aim is to transform agricultural systems through sustainable intensification projects in three regions of Africa:

- Sustainable Intensification of Cereal-based Farming Systems in the Guinea-Savannah Zone of West Africa – led by IITA
- Sustainable intensification of crop-livestock systems to improve food security and farm income diversification in the Ethiopian highlands – led by ILRI
- Sustainable intensification of maize-legume-livestock integrated farming systems in Eastern and Southern Africa – led by IITA

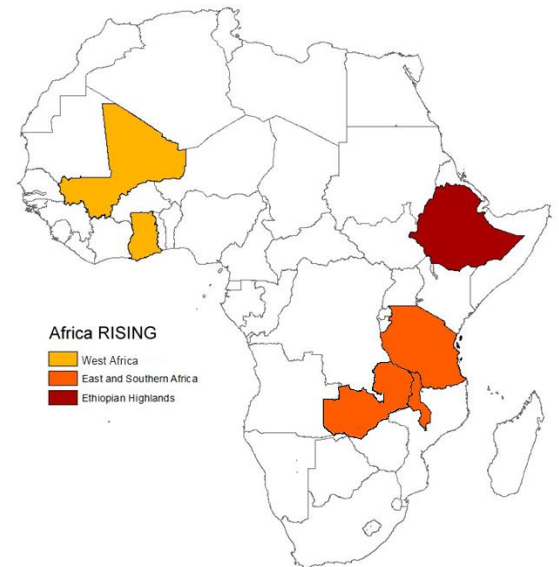


Figure 1: Africa RISING projects map

These regions were chosen based on analysis of cropping systems, poverty, population, country development priorities, and the potential for successfully improving agricultural productivity. These projects will also contribute to the CGIAR's integrated 'systems' research programs on dry lands and on the humid tropics.

## Research and Development Objectives

To emphasize the research for development nature of Africa RISING, the program has established clearly defined research and development-oriented objectives and outcomes.

### *Research objectives*

1. To identify and evaluate demand-driven options for sustainable intensification, that contribute to rural poverty alleviation, improved nutrition and equity and ecosystem stability.
2. To evaluate, document and share experiences with approaches for delivering and integrating innovation for sustainable intensification in a way that will promote their uptake beyond the Africa RISING action research sites.

### *Development objectives*

3. To create opportunities for smallholder farm households, within Africa RISING action research sites, to move out of poverty and improve their nutritional status – especially of young children and mothers – while maintaining or improving ecosystem stability.
4. To facilitate partner-led dissemination of integrated innovations for sustainable intensification beyond the Africa RISING action research sites.

### *Research outcomes*

1. Integrated innovations increase production and/or improve productivity in a sustainable manner for the most relevant farm typologies within the Africa RISING research sites.
2. The aggregated impact of these farming practices at the household/farm levels contributes to an improved understanding of ecosystem stability at the landscape level.
3. Wider dissemination of integrated innovations for sustainable intensification leads to similar impacts beyond the Africa RISING action research sites.

### *Development outcomes*

4. Wider adoption of innovations identified and tested by the program's outputs within the Africa RISING action research sites enhances livelihoods through increased agricultural output, income diversity, reduced vulnerability to adverse environmental and economic challenges and improved nutrition and welfare; especially of young children and mothers.
5. The development community initiates programs, based on the knowledge tools and innovations developed and promoted by Africa RISING, that are directed at developmental goals that are consistent with the Africa RISING program purpose.

# Introduction

This strategy document outlines the deliberate approach to communication adopted for the Africa RISING West Africa (WA) and East/Southern Africa (ESA) projects. It is also important to note that the plans outlined herein are largely guided by the [Africa RISING Program level communication plan](#) developed and adopted in 2012 in line with the [Africa RISING program framework \(2012-2016\)](#). This document will therefore be the basis for communication activities within the two projects until the end of 2016 after which, a refreshed strategy will be developed for the next phase of the project. It showcases how communications will be used in both projects to:

- Help the projects to contribute to achievement of program level objectives and outcomes;
- Effectively engage with stakeholders;
- Ensure stakeholders understand the activities of the projects ;
- Demonstrate the successes of our work; and
- Promote adoption/ use of the projects' research outputs by stakeholders.

## Strategic Communication Objectives

The strategic communication objectives of communication within Africa RISING West Africa and Eastern and Southern Africa Projects are:

1. To enrich learning, interaction and exchange between Africa RISING project teams to foster stronger intra-project collaboration as an enabler for ongoing research work and project management (*linked to program research objective 1*)
2. To enhance Africa RISING project and program visibility and promote wider use and adoption of research outputs and outcomes by the donors, farming communities, private sector, policy makers as well as national and international research/development partners (*linked to program research objective 2 and development objective 4*)
3. To contribute to better understanding of Africa RISING by the donor and their networks (*linked to program development objective 4*)

## Situational Analysis

The year 2015 marks Africa RISING's fourth year of research work. With the current phase of the project expected to come to an end in October 2016, the project needs to demonstrate tangible results for the five year investment by the donors. Effective implementation of this communication strategy will play a big part in showing the impacts, successes and lessons learnt by the two projects over the project period.

In the first year of the projects, USAID requested research partners to implement "quick wins". These included a number of brief studies, community, value chain and stakeholder analyses, seed production, technology identification and testing with farmers in a number of villages in target communities and communes. In the program's second year, the design was modified to achieve a common purpose of "increased adoption by smallholder farmers of productivity increasing sustainable intensification innovations" and goal of "providing pathways out of hunger and poverty through sustainably intensified farming systems". This led to the need for establishment of Research-for-Development (R4D) platforms in the subsequent years of project

implementation as a means of ensuring demand driven research and involvement of communities and local authorities. The approach has also been adopted in preparation for the scaling of the “best-bet” technologies generated from the research work.

Establishment of R4D platforms across the project countries/sites is at different stages - with some already functional while others are still in the process of being set up. The platforms create a space within the projects for multi-stakeholder learning, collaboration and action. They are therefore an important asset for implementing some of the strategic communications activities for the two projects. However, because the platforms only involve a limited number of stakeholders, who are usually representatives, more communication activities have been built into this strategy which would go beyond the R4D platforms to reach those stakeholders not involved in the platforms. This is important to ensure complementary support of the scaling efforts by the projects.

**Figure 1:** A communications-focused SWOT analysis of the Africa RISING West Africa and East and Southern Africa projects

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> <li>1. An already existent communications team at program level based at ILRI</li> <li>2. Communication personnel in all project and program decision making</li> <li>3. Establishment of a functional cross-learning culture within the Africa RISING program</li> <li>4. Strong support by the IITA communications office where the management of both projects is based</li> </ol>	<ol style="list-style-type: none"> <li>1. Research teams still not fully aware of the value of adequate communication practice within the projects and how it influences achievement of outcomes</li> <li>2. Limited communications focal personnel in all the project regions (sometimes hinders reporting/involvement of communications in all project activities)</li> <li>3. Skill gaps in usage of some of the internal communication tools for Africa RISING</li> <li>4. Not yet established criteria for determining “best-bet” technologies that the communications personnel can dedicate resources to and build strategic activities around</li> </ol>
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> <li>1. R4D Platforms offer a formalized avenue for engagement with stakeholders and feedback to project</li> <li>2. Research teams regularly organize farmer field days that can be capitalized on for outreach activities both for the intervention and non-intervention communities</li> <li>3. Functional cross-learning culture gives chance to harmonize or borrow outreach approaches across the 3 Africa RISING projects</li> <li>4. Involvement of various CGIAR centers offers further potential for awareness raising about project activities and successes</li> </ol>	<ol style="list-style-type: none"> <li>1. Funding constraint may limit the extent to which some communication activities may be implemented</li> </ol>



# Audience Analysis

The project stakeholders/audiences are at the center of this strategy. As represented in table 1, 2 and 3, the type of audience and their communication needs determine the tactics, channels and mode of delivery used for each audience category. Africa RISING project audiences are aggregated into two broad categories; the primary audiences and the secondary audiences. The primary audiences are the main target audience of the project for whom the communication team will implement activities to influence certain defined changes in them or meet their specific communication needs. This is because they are key decision makers within the context of both projects and they have the power to affect the outcome of the project objectives directly. The secondary audiences are equally target audiences of the project, but to a lesser extent than the primary audiences. They are mainly individuals and groups with the ability to influence the project's primary audiences.

Africa RISING's primary audiences include: the project donor (USAID), Feed the Future Program leaders, the project steering committee, the project scientists, the program coordination team, the science advisory group, the intervention communities, the R4D/Innovation platform members, Intervention communities village leaders/their equivalents, district agricultural officers/their equivalents as well as IITA, CG and other international research centers involved in Africa RISING.

The project's secondary audiences include: non-intervention farming communities, the national agriculture research systems involved in Africa RISING, journalists, bloggers, science communicators, the Humidtropics CRP, government ministries in Africa RISING project countries, the extensionists and potential donors.

**Table 1:** Objective 1 audience analysis

**Objective 1:** To enrich learning, interaction and exchange between Africa RISING project teams to foster stronger intra-project collaboration as an enabler for ongoing research work and project management

Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
Program Coordination Team (PCT)	Regular updates on Africa RISING WA and ESA project activities, outputs and impact	Program and project management decision making based on comprehensive knowledge about actual project progress	Number of program implementation decisions made with involvement and consideration of inputs from the communications team	Project content	Institutional communication such as updates during meetings and emails	PSC Meetings  Africa RISING Wiki space  Africa RISING Yammer page	Face to Face, Group and online	Direct feedback during the PCT meetings and from yammer
WA and ESA Project Steering Committees	Regular updates on project activities, outputs and impact	Project management decision making based on comprehensive knowledge about actual project progress	Number of Project implementation decisions made with involvement and consideration of inputs from the communications team	Project content	Institutional communication such as updates during PSC meetings	PSC Meetings  Africa RISING Wiki space  Africa RISING Yammer page	Face to Face, Group and online	Direct feedback during the PSC meetings and from yammer
Program	Regular updates	Greater	Number of times	Project	Regular email	Emails,	Online and	Immediate

**Objective 1:** To enrich learning, interaction and exchange between Africa RISING project teams to foster stronger intra-project collaboration as an enabler for ongoing research work and project management

Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
Communication Team	on Africa RISING WA and ESA communications activities	understanding of activities in ESA and WA that translates to better support of communication activities in the two projects	and quality of support for Africa RISING WA and ESA project activities	content	updates/exchanges with PCT members  Interactions with PCT members on the Africa RISING Yammer page  Bi-monthly Skype calls	Skype and Yammer	face to face	feedback obtained during meetings and responses to email and yammer messages
Africa RISING project scientists	Communication support during the research process	Involved and engaged scientists in intra-project cross-learning/experience sharing using the internal project communication tools	Percentage of scientists using Africa RISING Wiki space and Yammer page  Number of project scientists offered technical support in developing communication materials	Project content	Capacity building trainings on use of internal project communication tools  Technical support for developing communication materials  Distill information from emerging	annual review and planning meetings  Emails  Skype calls	Face to face and online	Annual survey of usage of internal project communication tools and technical communication support (to be done during the annual review and planning meetings)

**Objective 1:** To enrich learning, interaction and exchange between Africa RISING project teams to foster stronger intra-project collaboration as an enabler for ongoing research work and project management

Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
					research reports from both projects into digestible formats that can more influence or inform decisions/actions by program and project stakeholders and their respective networks			
The Science Advisory Group (SAG)	Regular updates on Africa RISING WA and ESA project activities, outputs and impact	Clear understanding of activities in ESA and WA that translates to better scientific advisory support for the two projects	Number of project implementation decisions made with involvement and consideration of inputs from the communications team	Project content	Institutional communication such as updates during meetings  Email updates	Meetings, Emails	Face to face, Channels	Immediate feedback obtained during meetings and responses to email

**Table 2:** Objective 2 audience analysis

<b>Objective 2: To enhance Africa RISING project and program visibility and promote wider use and adoption of research outputs and outcomes by the donors, farming communities, private sector, policy makers as well as national and international research/development partners</b>								
<b>Audiences</b>	<b>Communication needs</b>	<b>Expected Changes</b>	<b>Indicators</b>	<b>Technical Messages</b>	<b>Tactics</b>	<b>Channels</b>	<b>Mode of Delivery</b>	<b>Metrics (Feed-Back)</b>
Intervention communities (due consideration to be given to men and women differences)	Information on the efficacy and economics of Africa RISING project technologies  Simplified information (in their local languages) on how the technologies work	Farming communities understand the value addition and risks by these technologies to their agricultural enterprise  Adoption of the Africa RISING project technologies	Number of farmers understanding research technologies (to be from both men and women gathered during field visits)	Africa RISING technologies if implemented as recommended will ensure they are able to sustainably produce adequate food for their families.	Develop simplified knowledge products for use by farmers during the farmer field days (For each project country use pictures of the farmers in those countries for rapport creation)  Implement strategic and gender aware information campaigns with the community radio networks for the best bet technologies	Community radio  Leaflets/ brochure  Farmer field days  Community events  Farmer demonstration plots	Radio  Face to Face  Printed materials	Carry out a knowledge attitude and practice (KAP) study in mid 2016  Observation of farmers practices on their crop fields during field visits
R4D/Innovation	They need	R4D platform	% of R4D	The Africa	Involve R4D	Leaflets	Face to Face	To be included

**Objective 2:** To enhance Africa RISING project and program visibility and promote wider use and adoption of research outputs and outcomes by the donors, farming communities, private sector, policy makers as well as national and international research/development partners

Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
platform members	<p>information on the efficacy of Africa RISING project technologies and the value addition to small holder farmers in the Africa RISING project intervention areas</p> <p>Africa RISING is a serious project worth partnering with for activity implementation in the communities</p>	<p>members understand the value addition by AR technologies and become active advocates for scaling them</p>	<p>platform members willing to partner with Africa RISING and where necessary be advocates for Africa RISING technologies</p>	<p>RISING technologies will help meet the mutual objective of improving farmers livelihoods</p>	<p>platform members in Africa RISING project activities with the farming communities</p> <p>(Where possible) take part in activities organized by other R4D platform members</p> <p>Share Africa RISING knowledge products with platform members</p>	<p>Stakeholder activities</p>	<p>Printed materials</p>	<p>as part of the proposed KAP study in mid 2016</p>
Non-intervention communities	<p>Information on the efficacy of Africa RISING project</p>	<p>The non-intervention farming communities</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>Community radio</p> <p>Community</p>	<p>Radio</p>	<p>To be included as part of the proposed KAP study in mid</p>

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Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
	technologies	understand the value addition by these technologies to their agricultural enterprise  Adoption of the Africa RISING project technologies				events		2016
Extension officers working in project intervention sites	Technical support for developing communication materials to support extension work	Well equipped extensionists with material for better service provision to small holder farmers	Number of useful materials produced and shared with the number of extensionists	Africa RISING is a partner with the extension and it has agricultural technologies that they should help promote among the farming communities to improve their	Help develop extension materials (in relevant local language) for Africa RISING related intervention that they can use for the training the farmers	Extension brochures  Meetings	Printed materials  Face to face	To be included as part of the proposed KAP study in mid 2016  Feedback from the extensionists on whether the materials distributed were useful

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Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
				livelihoods	Involve them in Africa RISING organized events and meetings			and how they have been used
District agricultural officers/their equivalent in AR project countries	Need to be aware of the activities/ technologies being promoted by Africa RISING within their domains of influence	District agricultural officers become aware and supportive of the work being implemented by Africa RISING in their districts	Level of awareness/ interest in what Africa RISING is doing	Africa RISING is a project that is willing and able to partner with the district agricultural officers to improve the livelihoods of small holder farmers in the district	Share Africa RISING knowledge products like brochures and posters with them  Invite them for Africa RISING meetings and events like farmer field days	Periodic visits/courtesy calls to the district agricultural offices  Meetings	Printed materials  Face to face	To be assessed during the courtesy calls to the district agricultural officers
Village leaders/their equivalents in Africa RISING	Need to be aware and involved in the activities/	Village leaders become aware and	Number and Level of participation by village	Africa RISING is implementing activities in the village because	Share Africa RISING knowledge products with	Posters Videos Meetings	Print and audio-visual materials	To be included as part of the proposed KAP study in mid



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Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
project intervention communities	technologies being promoted by Africa RISING within the villages	involved in ongoing project activities in their villages	heads in project activities within the villages like farmer field days	it genuinely cares for the farmers welfare	them Invite them for Africa RISING meetings and events like farmer field days		Face to face	2016
Journalists, Bloggers, Science Communicators	Need to know more about the impact of Africa RISING technologies to small scale farmers	More and better stories about Africa RISING project interventions tailor-made to media needs	Quality/tone and number of stories about Africa RISING project interventions	Africa RISING project is implementing research activities to develop agricultural technologies that aim to provide small holder farmers with better income and food security.	Optimize social media use for Search Engine Optimization  Proactive use of social media (via IITA, ILRI and social media platforms managed by other CGIAR and international research centers	Social media use  Africa RISING blog contribution  Press releases  Meetings	Printed materials	Media monitoring, and archive

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Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
					<p>involved in Africa RISING)</p> <p>Contribute to science blogs</p> <p>Meet media agenda via event-based story pitch.</p> <p>Invite journalists to farmer field days, field trips</p> <p>Prepare and send press releases for significant project activities</p>			
International Institute of Tropical Agriculture (IITA)	Need to know the project progress, success stories	Institutions are informed about Africa RISING	Number of stories about Africa RISING project	Information on the programme	Share all stories written and published by Africa	IITA Bulletin, IITA facebook	Institutional newsletters, websites, social media	Archive all stories published in the

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Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
International Livestock Research Institute (ILRI)	and implementation challenges	project progress	interventions shared and published in their institutional newsletters		RISING for cross publication in the institutional mediums. The focal persons in charge of each of the targeted publications within each institute will be contacted with the story and a request for cross publishing	IITA twitter	and blogs	newsletters of partnering institutions
International Food Policy Research Institute (IFPRI)						IITA website		
World Agroforestry Centre (ICRAF)						ILRI blogs, facebook and twitter		
International Crops Research Institute for the Semi-Arid-Tropics (ICRISAT)						Harvest Choice blog		
International Water Management Institute (IWMI)						Transformation/ The Link		
International Center for Tropical Agriculture (CIAT)						ICRISAT Happenings		
International Maize and Wheat						IWMI Newsletter		
						CIAT Soils Blog CIAT News Blog		
	CIMMYT Blog							

**Objective 2:** To enhance Africa RISING project and program visibility and promote wider use and adoption of research outputs and outcomes by the donors, farming communities, private sector, policy makers as well as national and international research/development partners

Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
Improvement Center (CIMMYT) Africa Rice Center (AfricaRice)  The World Vegetable Center (AVRDC)						Africa Rice Blogs (Africa Rice Daily)  AVRDC's Fresh Newsletter (monthly), AVRDC's Feedback from the Field(quarterly)		
Humidtropics CRP	Better linkage between Africa RISING and Humidtropics through stories	Systems based stories illustrating linkage published On Africa RISING and Humidtropics blogs and newsletters	Systems based stories published showing the linkage between Africa RISING and Humidtropics	Africa RISING and Humidtropics are complementary research programs that apply a systems approach as a method of improving farm productivity lift	Publish success stories showing success of both programs in applying systems approach to improve agricultural productivity	Aim to share and cross publish Africa RISING and Humidtropics stories across the platform like newsletters	Online	Feed-back on the complementarities of Humidtropics and Africa RISING by partners.

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Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
				small holder farmers out of poverty		and blogs  (Humidtropics blog/newsletter and Africa RISING blog)		
National Agricultural Research Systems (NARS) involved in Africa RISING project (including universities)	Regular updates the project progress, success stories and implementation challenges	More vibrance in the NARS involvement in Africa RISING	Stories published showing the linkage  Recognition of Africa RISING within the NARS it partners	The NARS are key partners in the implementation of Africa RISING project activities	Publish stories highlighting Africa RISING's linkage with the NARS	Africa RISING blog	Online	
Relevant government ministry departments	Need to be sure that the work of Africa RISING is in line with their	Awareness within the relevant ministry	support expressed to Africa RISING events and	Africa RISING is a project that is working (in line with the	Share Africa RISING knowledge products like	Africa RISING branded caps/ t-	Printed materials  Face to face	To be assessed during the courtesy calls

**Objective 2:** To enhance Africa RISING project and program visibility and promote wider use and adoption of research outputs and outcomes by the donors, farming communities, private sector, policy makers as well as national and international research/development partners

Audiences	Communication needs	Expected Changes	Indicators	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
(crops and livestock or their equivalents per project country)	priorities and policies	departments about Africa RISING work	activities	ministry/departments objectives) to improve the livelihoods of small holder farmers	brochures and posters with them  Invite them for Africa RISING meetings and events like farmer field days  Share with them Africa RISING promotional materials  Organize for a briefing seminar with the relevant officials in the ministry	shirts  Meetings		to the relevant ministry of agriculture officials

**Table 3:** Objective 3 audience analysis

<b>Objective 3: To contribute to better understanding of Africa RISING by the donor and their networks</b>								
<b>Audience</b>	<b>communication need</b>	<b>Expected Change</b>	<b>Indicator</b>	<b>Technical Messages</b>	<b>Tactics</b>	<b>Channels</b>	<b>Mode of Delivery</b>	<b>Metrics (Feed-Back)</b>
FtF programme leaders, Project donor (USAID)	<p>Understanding on value addition and return on investment (RoI)of the Africa RISING research work to the small holder farmers and why they should continue supporting it</p> <p>Project success stories, based on RoI</p> <p>They need to be aware of the overall project progress, activity implementation and outputs and outcomes</p>	A better understanding among the donors about Africa RISING research work, its impact and RoI and how it fits with USAID’s and US government objective	Continued interest by the donor, US government in ongoing work by Africa RISING and FtF	Africa RISING as part of FtF is a well implemented, managed and run project that is contributing towards USAID’s Feed the Future objectives by delivering scientifically backed agricultural technologies that are improving the overall farm output of the small holder farmers in a sustainable manner hence gradually lifting them out of poverty	Develop and disseminate to the donor simplified graphic materials that explain RoI patterns and various aspects of Africa RISING	<p>Africa RISING blog</p> <p>Infographics addressing various topics in Africa RISING e.g. showing quantitative impact of Africa RISING</p> <p>Direct mail.</p>	<p>Online</p> <p>Printed materials</p>	<p>Feedback to be obtained through the donor focal point for Africa RISING during meetings with him/her.</p> <p>Indirect feedback via FtF to Africa RISING and continuation of program</p>

**Objective 3: To contribute to better understanding of Africa RISING by the donor and their networks**

Audience	communication need	Expected Change	Indicator	Technical Messages	Tactics	Channels	Mode of Delivery	Metrics (Feed-Back)
Potential donors	<p>They need to be aware of the value addition of the Africa RISING research work to the small holder farmers and why they should consider supporting it</p> <p>They need to know how Africa RISING's work fits into their programs and priorities</p> <p>They need information on the outputs and outcomes of the Africa RISING project</p>	Potential donors are aware and get interested in supporting aspects of Africa RISING	<p>Number of request for partnerships</p> <p>Invitation by the potential donors/ their networks to meetings that closely relate to Africa RISING focus areas</p>	Africa RISING's research has had on sustainable intensification within sub-Saharan Africa and is a suitable partner for donors who are interested in expansion of its impact.	<p>Success stories posted on Africa RISING blog</p> <p>Simplified graphic materials explaining various aspects of Africa RISING</p>	<p>Africa RISING blog</p> <p>Infographics addressing various topics in Africa RISING</p>	<p>Online</p> <p>Printed material</p>	Ask for feedback for any materials shared with potential donor



## Delivery Strategies

Content production and delivery to meet audience needs will at all times be guided by two principles:

- i. Coming down from the mountain (simplifying project content for use by non-technical audiences)
- ii. Different messages for different audiences, using different audience preferred channels

Being a research project, most of the content generated by Africa RISING scientists is mostly technical in nature. Concepts like *sustainable intensification*, *systems approach* or *Research for Development platforms* within the context of the project and what it is doing are easily understood by the project scientists. However, this is not the case for other project stakeholders. Scientific content will therefore be developed through specific messaging in different formats and tools for non-technical audiences. Also on a need basis, certain project content/knowledge products will be translated into local languages for easier consumption by the local communities where Africa RISING works.

In all circumstances, materials developed by the project’s communication team will be strongly dictated by the target audience preferences. Various channels of dissemination will therefore be used to meet audience communication needs. Table 4 below offers a brief description of the various online communication tools/channels that will continue to be used by the project communication team as a means of reaching various target audience groups.

**Table 4:** Africa RISING online communication tools

	<b>Communication tool</b>	<b>Description</b>	<b>Used by</b>
1.	<p>Wiki  <a href="http://africa-rising.wikispaces.com/">http://africa-rising.wikispaces.com/</a></p>	<p>Collaboration space to support planning, sharing early documents, reporting and organizing events.</p>	<p>Project Steering Committee, project scientists, the Program Coordination Team, the Science Advisory Group</p>
2.	<p><b>Calendar</b></p> <p><b>Program</b>  <a href="http://africa-rising.wikispaces.com/events">http://africa-rising.wikispaces.com/events</a></p> <p><b>Africa RISING ESA Project wiki page</b>  <a href="http://africa-rising.wikispaces.com/events#East and Southern Africa project events">http://africa-rising.wikispaces.com/events#East and Southern Africa project events</a></p> <p><b>Africa RISING WA Project wiki page</b>  <a href="http://africa-rising.wikispaces.com/events#West Africa project events">http://africa-rising.wikispaces.com/events#West Africa project events</a></p>	<p>Where you can see upcoming program or project events.</p>	<p>the project donor (USAID), the Project Steering Committee, the project scientists, the Program Coordination Team, the Science Advisory Group</p>

3.	CG Space <a href="https://cgspace.cgiar.org/handle/10568/16498">https://cgspace.cgiar.org/handle/10568/16498</a>	Repository for project documents, reports and publications.	the project donor (USAID), the project steering committee, the project scientists, CG and other international research centers involved in Africa RISING, the NARS involved in Africa RISING projects, journalists, the Humidtropics CRP, relevant government ministry departments in Africa RISING project countries, potential donors, the Program Coordination Team, the Science Advisory Group
4.	Project website <a href="http://africa-rising.net/">http://africa-rising.net/</a>	Where to share project news, updates and announcements.	the project donor (USAID), the project steering committee, the project scientists, CG and other international research centers involved in Africa RISING, the NARS involved in Africa RISING projects, journalists (with particular interest in agriculture, science, environmental and international development), the Humidtropics CRP, government ministries in Africa RISING project countries and potential donors
5.	Slide share <a href="http://www.slideshare.net/africa-rising">http://www.slideshare.net/africa-rising</a>	Where to share presentations and posters.	Same as above
6.	You Tube	Where to share video interviews and success stories	Same as above
7.	Flickr <a href="https://www.flickr.com/photos/africa-rising/sets/">https://www.flickr.com/photos/africa-rising/sets/</a>	Where to share – and find – photos and images	Same as above
8.	Email Alerts  <a href="#">News alerts by email</a> <a href="#">Publication alerts by email</a>	Subscribe to email alerts when updates and reports are published	Only for individual subscribers, subscription can be done from the project website
9.	Yammer <a href="https://www.yammer.com/africa-rising/#/Threads/index?type=algo">https://www.yammer.com/africa-rising/#/Threads/index?type=algo</a>	Private web and email communication and exchange space for participants to share updates and plans.	the project scientists, CG and other international research centers involved in Africa RISING

\*Table adopted from [Africa RISING information sharing and communication tools brief](#)

## Assumptions of the Strategy

The assumptions of this communication strategy are as follows:

- i. Viable best-bet technologies that are attractive enough to be adopted by farmers will be generated through the research process;
- ii. A second phase of the project will be funded to enable communication to play a more sustained role in supporting the scaling of technologies being promoted by the projects;
- iii. A budget will be available for most of the communications activities.

## Monitoring

Monitoring of progress in the implementation of the strategy is crucial for success. Within the audience analysis presented in tables 1, 2 and 3, a component for monitoring (metrics) has been presented for each audience category for the project. This strategy will also be reviewed at the end of each year and revised appropriately to reflect project changes, realities and needs that may emerge.

## Implementation and Resources

Implementation of this strategy will be led by the Africa RISING Communication Specialist based at the project coordination office at IITA headquarters. From time to time consultants, interns and communication focal points from CGIAR centers and international research organizations involved in Africa RISING will also be involved (when strategically appropriate). A budget to support implementation of the strategy will also be availed for use by the communication team as part of the project management funds.