IP TOOLS/KARIBU SCIENCE BOOK-2_MODEL COMM STRATEGY

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'KARIBU SCIENCE'

COMMUNICATION AND ADVOCACY STRATEGY FOR SCIENCE GOVERNING COUNCIL (SGC) IN KENYA

JULY 2020

"We shall accumulate machinery and establish steel works, iron foundries and factories; we shall link the various states of our continent with communications; we shall astound the world with our hydroelectric power; we shall drain marshes and swamps, clear infested areas, feed the undernourished, and rid our people of parasites and disease. It is within the possibility of science and technology to make even the Sahara bloom into a vast field with verdant vegetation for agricultural and industrial developments".

President Kwame Nkrumah, First speech at the foundation summit of the Organization of African Unity, Addis Ababa, 24 May 1963

SGC Social and behaviour change (SBC) Communication and Advocacy strategy

Background Information:

The Science, technology and innovation landscape in Sub Saharan Africa (SSA) has witnessed some positive improvement in the last decade. There is a renewed commitment by national governments towards funding research, increases in the rate of scientific production and innovation activities that have yielded an increased volume of publications and applications for patents. There are new bodies emerging that fund science, technology and innovation (STI) and there is evidence of increase in the cross-regional collaboration in research. STI has gradually moved to occupy a more central role in the social and economic progress driving seat. Policy makers across the continent are increasingly recognising this role and subsequently there is an increased emphasis on the demonstration of the impact of STI as justification for investment and to make a case for more investment in research and development. There is also the recognition of the inevitability of cross-border collaboration because issues calling for innovative response such as climate change, infectious disease pandemics are global in nature. Now more than ever, there is the acknowledgement of the need for collaboration, interaction, coordination and knowledge exchange between Science Granting Councils, private sector, universities and other research organizations in order to achieve the needed impetus.

Despite all the positive gains, there are still challenges faced in the realm of promoting the STI across SSA that are a setback to the full realisation of social and economic progress. The challenges are:

1. Knowledge gaps to local needs
2. Poor application of knowledge for social and economic development
3. Inadequate collaboration among science systems actors
4. Limited research capacity
5. Weak organizations and institutions

Science Granting Councils (SGC) are set up to mitigate these challenges but despite having achieved a lot a scoping study in 2013 revealed that the Councils themselves faced the following challenges:

- Limited capacity
- Inadequate funding
- Overlapping roles and poor coordination with other agencies
- Lack of appropriate legislation and
- Poor implementation of science and research funding policies

In order to ameliorate these inadequacies, the United Kingdom's Department for International Development (DFID), Canada's International Development Research Centre (IDRC) and South Africa's National Research foundation (NRF) got together in 2015 to fund a capacity strengthening initiative for Science Granting Councils (SGCs) in SSA.

SGC: History of the Science Granting Councils in Africa

Science Granting Councils are key players in the development of strong national STI systems which are the precursors for transformation to knowledge-based African economies proposed by Science, Technology and Innovation Strategy for Africa 2024 (STISA 2024). They perform several crucial functions that contribute to the evolution and effective functioning of national STI systems including setting of research agenda and priorities, disbursement of research funds and management of research projects.

Since 2016, a project supported by the SGCI has been strengthening the ability of Science Granting Councils from Botswana, Burkina Faso, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Namibia, Rwanda, Senegal, Tanzania, Uganda, Zambia and Zimbabwe in sub-Saharan Africa to manage research through training, technical support and peer-to-peer learning. Several achievements have been realized through this project. For instance, the Councils have been supported to review their research and grants management processes, and identify key gaps and challenges. The Councils from Kenya, Uganda, Mozambique, Namibia and Malawi have already used these guidelines to review and improve their research competitions. Last but not least, the project developed and used an online tool to benchmark research management practices among the Councils on an annual basis. This self-assessment exercise enabled the Councils to gauge their own performance, in relation to their peers, and to adopt good practices. Recent consultations with the Councils have shown that there are still some knowledge and skills gaps as well as operational challenges in research management that need to be addressed. These include support to deepen the Councils' understanding and application of the concept of research excellence, and access to new tools for research management including tools to operationalize on-line grant management and related systems.

Recently STI landscapes have:

- received enhanced research funding commitments from National governments
- increases in the rates of scientific production and innovation activities
- emergence of new organizations that fund STI and
- increased cases of collaboration on cross-regional research

There is a growing recognition of the STIs in social and economic development among the policy-makers across Africa manifested by developing a Regional science technology and innovation to guide investment and help regional STI to move in a coordinated manner.

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Functions of the SGC in the different countries

The SGCs are at different stages in the development of their systems. For instance, while online grants management systems have been established by the Councils from Uganda, Kenya, Mozambique, Namibia, Senegal among others, few of these systems cover all aspects of grants management. Several Councils have expressed interest in acquiring new software, while others are keen to upgrade their systems. On-line systems have not been established by some Councils including those from Zambia and Burkina Faso. Support for the establishment of national peer reviewers' databases is another area prioritized by the Councils. Several councils have expressed interest in regional databases due to limited numbers of reviewers in their countries. Through the envisaged peer review and closer experience sharing there is huge learning potential from each other. The enhanced communication between the councils will go a long way in making this possible.

The Science Granting Councils Initiative

The Science Granting Councils Initiative (SGCIs) is a five-year Initiative which aims to strengthen the capacities of Science Granting Councils (SGCs) in Sub-Saharan Africa to support research and evidence bases policies that will contribute to economic and social development. The objectives of this initiative are to strengthen the ability of Councils to a) manage research; b) design and monitor research programmes based on the use of robust science, technology and innovation (STI) indicators; c) support knowledge exchange with the private sector; and d) establish partnerships between Councils and other science system sectors.

Among the outputs of the initiative, there are those that rely heavily on strategic communication in order to achieve the social and behaviour change that is necessary to see the aims of the SCG get to fruition. These are:

- More effective research management practices among SGCs
- Increased knowledge transfers to the private sector and cooperation among SGCs and
- Increasingly coordinated and networked Science Granting Councils

Research management in the context of communication would call for increased Public engagement (PE) in all processes along the research continuum; from conceptualization of research problems, to the dissemination of the research findings. Seeking, collating and using public expression of societal need is crucial towards fulfilling the mandate of ethical research as well as ensuring that research is responsive to local needs and interests.

The engagement of more women as researchers and managers of research and innovation calls for lively engagement within and without science forums to dispel deeply held myths and misconceptions about women's participation in science and research. Advocacy that leads to enhanced opportunity

and material and moral support for girls to opt for science and innovation, and discourses that challenge and subvert all manifestations for sexism within the science and innovation will be prioritized.

The SGCs will increase the role and impact of science and innovation when the dissemination of research findings is driven by a 'pull' rather than 'push' from users. Building awareness of existing research and creating need for it creates opportunity for a greater level of engagement and interacting in the sharing of knowledge generated through the aegis of the SGCs. A dialogic relationship between the generator and gate-keepers of knowledge and the consumers will enhance the role that science and innovation plays in social and economic development. This interaction with the private sector will especially create a better environment for collaboration and accessing funds and research infrastructure within industry.

Increased communication flow between the SGCs and universities and research institutes increases the knowledge exchange as well as opportunity for setting the research agenda to align with national goals and priorities. This will enhance the inter-sectoral and cross country research collaboration and exchange of knowledge and form a platform for inter-national and Cross-Council exchange and collaboration.

Monitoring and documenting of the changes attributable to the communication and advocacy initiative will close the loop of the communicative act. The circulation of the information works towards contributing to changing social norms regarding science and innovation in the process of social and economic development.

Science Granting Councils:

Science Granting Councils (SGCs) are key players in the development of strong national STI systems which are the precursors for transformation to knowledge-based African economies proposed by STISA 2024. SGCs are key actors promoting Public Private Partnerships (PPPs) around Research and Innovation (R&I) within a country's national system of innovation. The role of SGCs and their proxies in different settings is largely to provide support that funds science through a diversity of platforms. The councils act as agents of the government while representing the interests of the country's scientific community. They are important 'intermediaries' in the flow of international funding and technical support to R&D performing institutions in a country".

The SGCs perform six crucial functions that contribute to the evolution and effective functioning of national STI systems including:

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i) Disbursement of research grants (different categories)
ii) Valorisation' of results/ dissemination /uptake of research reports and findings
iii) Collect data / statistics – Research and Development (R&D) surveys
iv) Capacity Building/ Training (individual/ researchers)
v) Disbursement of scholarships / loans (different categories from Honours to PhD)
vi) Advocacy for STI

Phase 1 of the SGCI helped to strengthen the ability of SGCs from the 15 participating SSA countries to manage research through training, technical support, and peer to peer learning cross visits to other councils. The overall goal of the project was to fortify the capability of the SGC in explicit areas of:

- Research excellence – particularly the knowledge and use of tools such as Research Quality Plus framework
- Research ethics
- Emerging scientific practices (especially open data, open access and citizen science)
- Development of Online grant management systems (including databases of peer reviewers).

The 'Problem' that the SGCs face:

The five-year Science Granting Council Initiative in SSA was mandated to deliver one significant outcome: policies developed from research derived evidence that contribute to economic and social development. However, at the end of the phase 1 it was discerned that there were still challenges. These challenges were listed as:

- Limited capacity for data collection (Capacity to design and monitor research using robust STI Indicators).
- Improving uptake of research findings and appreciation of the benefits of STI (low uptake of research findings).
- Weak capacity to promote research and development mainstreaming by organisations.
- Limited capacity to promote knowledge exchange with the private sector.

Of these challenges three are communication related, while one is a systemic research capacity issue. There is a fourth challenge, that of need to mainstream gender. The problem areas lead to the decantation of four communication and advocacy themes, namely:

I. Advocacy for support for Research and Development
II. Creating an environment for uptake of research finding
III. Engage and exchange knowledge with the private sector.
IV. Support for gender inclusive policies leading to gender mainstreaming.

The SGC Social and Behavior Change Communication and Advocacy goal is:
'Nationally-led research that contributes to social and economic development in the participating countries'

"Karibu Science" – The Communication and Advocacy Strategy

Kenya's STI system stretches back to the last century when the Scott Agricultural Labs was established in 1903 by the colonial government. Soon after this the Coffee Research Labs was set up in 1908 and the Veterinary Research Labs was set up two years later. These research labs focused on the agricultural interest of the colonial settlers and not necessarily the needs of the entire population. It was not until 1958 that the Medical Research Labs was set up that was more focus on bio-medical research. Upon attainment of independence in 1963 it took another 14 years before the national Council for Science and Technology was set up after the introduction of the Science and Technology Act of 1977. In 1979 the amendment of the National Council for Science act was amended that allowed for the establishment of:

- The Kenyan Agricultural and Livestock Research Institute (KALRO)
- Kenyan Medical Research Institute (KEMRI)
- Kenyan Industrial Research Institute (KIRDI)
- Kenyan Forestry Research Institute (KEFRI)
- Kenyan Marine and Fisheries Research Institute (KEMFRI)

Later international research institutes like International Centre for Insect Physiology and Ecology (ICIPE) and International Livestock Research Institute (ILRI) were set up. The establishment of these institutes should have meant that STI assumed high priority in all aspects but the reality is that STI is still relatively a fringe activity as marked by the resources allocated to it, its influence and impact in national discourse on social and economic development and in shaping public interaction.

This is not a unique Kenyan phenomenon; indeed, Kenya is probably better off than many SSA nations. Kenya has the highest density of researchers per million inhabitants in East African region but lags way behind South Africa (Hanlin, 2017). In terms of gender equity Kenya also lags behind at 25.7% of researchers being female compared to over 40% in Namibia, South Africa and Mauritius (Hanlin, 2017). The engagement of Kenyan researchers with their global counterparts through papers published in international journals is also scanty and tends to concentrate on biological or medical sciences (Hanlin, 2017). This is despite the advantage Kenya has because of a very well developed and widely networked internet.

'Karibu Science' strategically seeks to, symbolically, let science into our Socio-cultural, political and economic lives. The communication and advocacy strategy is positioned to move STI from its seclusion within high walled research labs and facilities, universities and libraries, from the enclave of

white starched lab coated researchers speaking to themselves in jargon and sceinceese into the public domain. This communication strategy seeks to develop interest and emotional investment in STI from outside of the STI community. The communication activities and messages will seek to draw in students making career choices, young researchers starting their careers, seasoned researchers, non-scientists in the private and public sector to appreciate the importance of a dyadic exchange on STI. This discourse, should shift STI from the periphery to the centre of social and economic development.

Karibu Science seeks to re-position Science, Research and Innovation in the perception of non-scientists so that STI sheds the esotericism associated with it. The strategy aims to increase awareness of existing research and findings, increase access to it through raising media engagement with research, research findings and researchers. The resultant public discourse on STI should galvanise all stakeholders and specifically the private sector actors, especially captains of industry to have a renewed interest in STI. This interest will create the environment in which lobbying for research funding and use of research findings in policy formulation will be routine. Such an environment will also favour the uptake of STI by successive generations and more so young women.

Karibu Science will be monitored to ensure fidelity to the strategic goals and objectives and learnings used in course-correction. At the end of its implementation period an evaluation will be conducted to ascertain if attitudes towards STI have shifted, if social and economic structures have become more accommodative and if behaviours supportive of the goals of the strategy have become entrenched. The implementation of this strategy is not preceded by a Knowledge, Attitude and Perception (KAP) as well as a behavioural study, however the M&E plan will monitor changes based on the indicators for each of the interventions. By tracking the trends, a determination will be possible of the impact of the strategy.

Strategic Communication and Advocacy Themes.

I. Advocacy for support for ethical and quality Research and Development

The centrality of STI to the economic and social development in the African nations is countermanded by ambivalence. Though there are pronouncements, such as the commitments to the African Union to commit 2% of GDP to R&D this has not been fulfilled. It is also notable that Science and Technology portfolio has been bandied around from ministry to ministry and this lack of locus does not allow for the establishment of strong institutional foundations with champions. The task is to advocate for strengthening of the position of STI in the hierarchy of priority among STI stakeholders. Changing attitude towards STI and enhancing its prominence and visibility. The focus on quality and ethics while conducting research cannot be overemphasized. The role of the SGCs as custodians of ethics as well as ensuring that research undertaken is relevant to the local issues is essential. This role must be emphasized to balance the influence of the funders of research.

II. Creating an environment for uptake of research finding

The generation and dissemination of research finding should be driven by need. Scientists must realise that the research and innovations they generate must be seen to respond to a need by the consumers of their findings. Value and relevance of research lies in communicating how those findings will respond to the everyday needs that the non-scientific population are dealing with. Similarly, the non-science public need to look at the researcher and innovator as the one fulfilling their demand for solutions to their day to day problems and questions. A 'push' and 'pull' dynamic that describes a symbiotic relationship where research and innovation is not pushed to an unwilling and unprepared public, but rather to one demanding of the science fraternity findings. The value of the research findings will be premised on the anticipation of solutions to the problems faced by the public. It is this perception of value that will not only translate to lobbying and support for STI from the non-science public as well as an appetite for research findings, but will also create among scientists a greater sense of accountability and fidelity to the needs of the public.

III. Engage and exchange knowledge with the private sector

Globally, the private sector is a unique and key contributor to research and development as: a) funders b) laboratory for testing innovations, c) as agents for commercialization, d) distributers. The private sector has developed and perfected this product supply chain and enjoys a comparative advantage compared to scientists and research institutions. Private sector engages with the market directly and therefore understands consumer needs and habits because their businesses rely on this insight. Indeed, private sector invests a lot ion consumer intelligence to ensure that they respond to the needs of the consumer. As a specialised segment of the non-science public, the private sector is a key target for communication and collaboration. Since the private sector has evolved a commercial language and communicative framework research findings must be re-cast to conform to this language in order that meaningful interaction and exchange can happen. The private sector also thrives off the research and development by the researchers and therefore this mutuality needs to be cultivated and maintained regularly.

IV. Support for gender inclusive policies leading to gender mainstreaming.

The gender disparity in science, research and development varies in different regions, but is cause of concern everywhere in SSA. Women have tended to be marginalised and have not enjoyed equal opportunities in science-based careers. This marginalization extends to leadership in research institutions. Tradition, culture and historical institutional biases have kept women participation at a minimum and those who break through are still perceived as an oddity. Science granting councils are making effort towards gender mainstreaming, but there is a lot that needs to be done to challenge beliefs and attitudes that are not supportive of gender equality in the realm of STI research and innovation. There has to be a systematic engendering of STI research and innovation, challenge and subversion of images

of STI as masculine preserves, promotional activities and messages encouraging the uptake of STI by girls as early as in primary school. There will have to be strategic messaging that normalizes the participation of women in STI research and development and amplify the trail blazers and their achievements so that they act as role models and inspirers.

Communication Strategies, Approaches and Tools

Aim:

The purpose of the communication strategy is to:

i. To create an environment in which there is high level support from government, private sector, academia, research institutions and the general public for funding STI research, development and innovation.
ii. To institutionalise the utilization of the findings and evidence of STI research in policy formulation as well as in planning and implementation of social and economic development
iii. To increase public interest, engagement, interaction and investment in research and development in the science, technology and innovation realm.
iv. To encourage and facilitate greater and more significant involvement of women in STI.

Goal:

The goal of the communication strategy will be to achieve social and behaviour change leading to:

i. better research management practices, ethics and integrity in promoting STI research excellence
ii. better use of evidence in policy and decision-making
iii. increased and more effective knowledge exchange and technology transfer between the public and private sector
iv. increased investments in STI research and innovation
v. more networked Science Granting Councils promoting peer cross-country learning and cooperation towards enhanced learning, knowledge uptake and utilization.
vi. greater visibility and engagement in STI research development and innovation by women.

Methods

This Social and Behaviour Change Communication Strategy is developed through a two-step process:

i. An in-depth review of existing literature on: the current state of uptake of science and innovation in SSA, the Setting up and Functions of Science Granting Councils in SSA, the current state of the private sector in supporting science based research and innovation and the current state of public engagement with science and technology.
ii. A Creative workshop bringing together disparate individuals involved at various stages of the processes that impact the conducting of science research, policy formulation, public engagement and beneficiaries of science research and innovation.

In-depth Literature Review.

The literature review and gap analysis was carried out through an assessment of a series of documents availed by the SGCI that included: annual reports and meetings reports. We also carried out an online review of the websites of selected Councils and the African Union as well as a Key Informant Interview and a report of interviews with the Councils. This review was used to arrive at the Goals, Aim, Objectives and to define the strategic consideration and themes.

The reports availed analyzed for: description of communication/ advocacy strategies developed, personnel hired and allocated to communication and advocacy, activities conducted, budgets allocated to communication and advocacy, messages disseminated, publications prepared, meetings held etc.

The Creative Workshop – Nairobi August ** - **

This is a participatory approach used in the development of communication strategies. It actively engages and involves the stakeholders in thinking through, exploring and engaging in role-play to delve deeper into problem identification, review current practices, identify challenges and underlying issues through root cause analysis of the issues that determine individual and corporate behaviour. This approach allows for a root cause analysis of the issues that need airing out.

The Creative Workshop process seeks deeper understating of the profiles of the target audiences that the strategy is meant to reach. It goes beyond the demographic details by including socio-graphic and psychographic profiles. The creative workshop offers an opportunity to understand the 'grey noise' in the communication process; the other communication ongoing that may distract, misinform or confuse the target audience. The process considers the competitive frame of the communication environment. It also allows for participatory planning of the communication initiatives, thus stronger appreciation of on-the-ground intelligence to inform the communication interventions and building stakeholder 'buy-in'.

At the creative workshop, there are no inhibitions. We go beyond cerebral issues and touch on feelings, attitudes, beliefs and perceptions as well as internalised prejudices that that inform individual or corporate behaviour. The creative workshop provides a 'safe environment' where the stakeholders can be vulnerable and offer insights into issues that hinder communication. This is where deeply held prejudices towards social groups or gender can be openly explored and discussed. The approach allows for an exploration of corporate culture and traditions that determine how entities perceive and position themselves among their peers and examine individual and corporate values and ethical concerns.

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2.0 Situation Analysis of SGCI

2.1 Background: Science Research and Innovation in SSA.

At the point of attainment of independence, African nations, through their leaders recognized the centrality of science, technology and innovation (STI) in the achievement of social and economic development. This recognition is manifested, for instance, in continental policy initiatives such as The African Union Commission's (AUC) Science, Technology and Innovation Strategy for Africa 2024 (STISA-2024) which was developed in 2014 as part of the AU Agenda 2063 that places STI at the epicenter of the continent's socio-economic development. STISA's mission is to "Accelerate Africa's transition to innovation-led knowledge-based economies". The STITA-2024 is clear on the urgent need for Africa to have knowledge-based economies by putting in place a competitive research infrastructure base, supportive technical and professional competencies, flourishing innovation and entrepreneurship and a conducive policy environment for STI.

2.1.2 Science Granting Councils:

Science Granting Councils (SGCs) are key players in the development of strong national STI systems which are the precursors for transformation to knowledge-based African economies proposed by STISA 2024. SGCs are key actors promoting Public Private Partnerships (PPPs) around Research and Innovation (R&I) within a country's national system of innovation. The role of SGCs and their proxies in different settings is largely to provide support that funds science through a diversity of platforms. The councils act as agents of the government while representing the interests of the country's scientific community. They are important 'intermediaries' in the flow of international funding and technical support to R&D performing institutions in a country" .

The SGCs perform six crucial functions that contribute to the evolution and effective functioning of national STI systems including:

vii) Disbursement of research grants (different categories)
viii) Valorisation' of results/ dissemination /uptake of research reports and findings
ix) Collect data / statistics – Research and Development (R&D) surveys
x) Capacity Building/ Training (individual/ researchers)
xi) Disbursement of scholarships / loans (different categories from Honours to PhD)
xii) Advocacy for STI

2.1.3 The Science Granting Council Initiative.

The Science Granting Council's Initiative (SGCI) since its inception in 2015, has been strengthening the capacities of Science Granting Councils in 15 Sub-Saharan Africa countries in order to support research and evidence-based policies that will contribute to economic and social development. SGCI participating countries include Burkina Faso, Côte d'Ivoire, Ghana and Senegal, Ethiopia, Kenya, Rwanda, Tanzania and Uganda, Botswana, Namibia, Malawi, Mozambique, Zambia and Zimbabwe.

2.1.4 The SGCI aims to strengthen the ability of the Councils to:

i) manage research;
ii) design and monitor research programmes, and to formulate and implement policies based on the use of robust science, technology and innovation indicators;
iii) support knowledge transfer to the private sector, and
iv) establish partnerships among Councils and with other science system actors
v) ensure research excellence and
vi) enhance gender equality

2.2 Current state of Science Research and Innovation in SSA

Current state of Science Research and Innovation, Science communication and Knowledge uptake – understanding the processes that produce scientists, scientific knowledge including data and scientific innovation. What are the strengths and weaknesses of these processes? What is the current state of scientist to non-scientist interaction? What is the root cause of the current state of engagement between science, scientists and non – scientists (public, policy makers, private sector).

2.3 What is the ideal situation for conducting science research and achieving interaction with non-scientists

2.4 Barriers

What are the barriers to the ideal situation where there is unrestricted engagement and interaction between scientists and non-scientists and science plays its rightful role in economic and social development? What are the root causes of these barriers?

2.5 Stakeholders

Who are the key stakeholders in realising the ideal situation? Who have the power to influence the attainment of that ideal situation? Who have the power to influence the attainment of the ideal situation?

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3.0 Audience Segmentation

3.1 Understanding the target audience: demographic, socio-graphic and psychographic profiling – understanding their motivations, desires, fears and challenges. The sociographic and psychographic profiling allows for understanding of attitudes, beliefs, perceptions which guide behaviour.

3.2 Target audience mapping – primary, secondary and tertiary audience. From the stakeholder mapping we will determine the levels of stakeholders who we need to engage with. The primary target for any communicative act is premised on the communication objective; messages are directed at them. The secondary target has messages directed at the target through them. They act as the amplifiers of the messages because of their unique access to the primary target, or because the position they hold adds validation the message. Lastly, there are influencers who play an advocacy role.

3.3 Development of target audience profiles. This exercise allows for an in-depth appreciation of the target population.

3.4 The Stake in the stakeholders' hand – the skin in the game – The position held by the stakeholders that could be facilitative or a barrier to communication of advocacy. Based on the premise of persuasive communication there is always a trade-off when one seeks behaviour change. The target must feel that there is some gain from the communicative transaction while they also have a contribution.

4.0 Behaviour Change Objective, Communications and Advocacy Objectives

Theme II. Creating an environment for the uptake of research findings

Behaviour Change Objective	Communication /Advocacy objectives
Target will seek communication on STI Research and development	Create awareness of existing STI research
Target will lodge requests for STI research materials from libraries and archives.	Create demand for access to existing STI research
Target will participate in public discussions on STI	Enhance public discourse/ dialogue on STI
Target will engage in and participate in discussions on research and development	Enhance public discourse/ dialogue on STI Research and development
Target will engage directly, or with material that showcases individual science researchers/ institutions discussing STI research and development	Enhance public discussion of contribution of individual STI researchers on the social and economic development of the nation
Target will visit research institutions in a 'show and tell' session with researchers.	

Theme III. Engage and Exchange knowledge with the Private Sector

Behaviour Change Objective	Communication /Advocacy objectives
STI researchers and private sector players will share platforms to discuss STI Research and Development	To enhance private sector access to research findings
Private sector will support publication of research finding	To enhance public sector engagement and investment in enhancing access to research
Private sector will support public engagement with research findings	To raise awareness of the business opportunities and benefits of public demand for STI research findings
Private sector to will support consumer surveys of the impact of STI research and development.	To raise awareness of commercial benefit of consumer intelligence regarding STI.

Theme IV: Support for gender inclusive policies leading to gender mainstreaming

Behaviour Change Objective	Communication /Advocacy objectives
Policy makers, academia, STI researchers, the media will engage the public on the importance of gender equity on STI research and development.	To raise awareness of the developmental potential of involvement and participation of women.
Private sector will incentivize the involvement of women in STI research through grants, scholarships, internships etc.	To raise awareness on the need for corrective action to establish gender equity in the field of STI research and development.
Stakeholders in STI research and development will actively engage young women about science and technology.	To encourage participation of young women in science subjects and science based careers.
Women in science will be amplified through diverse media channels.	To promote positive images of women in science to normalize their participation

5.0 Communication approaches and Activities:

Communication/ Advocacy Objective	Communication/Advocacy Activity	Indicator
Raise awareness of benefits of ethical and quality research and development to the social and economic progress of the nation	Design and publish target specific material that highlights benefits of ethical and quality research to social and economic progress. Organise forums where STI researchers can speak about their research and contextualise to social and economic development Highlight the political mediation role of the SGCs	# of publications developed # of public forums held # of persons reached
Raise awareness of the returns on investment on STI research and development	Collect, package and share lessons learned from the initiative to broader audiences within and beyond the region and feed into global efforts to strengthen science systems	# of publications produced
Raise awareness of the political capital that accruable from supporting STI research and development.	Raise the profile of the work of participating SGCs and stimulate engagement with key audiences and stakeholders	# of interactive sessions held with stakeholders
Raise awareness of the economic and commercial benefits accruable from support of STI research and development.	To raise the visibility through multiple media of the initiative and recognition of its funding partners Nurture strong links with Canadian, British and sub-Saharan African audiences in the region and increase flow of information and collaboration through relevant networks	# of stakeholders addressing the issue of economic and social benefit of STI # of high-profile meetings held on STI research and development. # of papers written in support of commercial benefits from STI
Create awareness of existing STI research	To collect, collate and publish abstracts of all researches carried out in-country over the last 30years	# of databases created
Create demand for access to existing STI research	To publish and disseminate popular version of existing research	# of requests for research findings
Enhance public discourse/ dialogue on STI	To hold public sessions e.g. Science Café to sensitize public on existing research	# of hits on on-line research repositories
Enhance public discussion of contribution of individual STI researchers on the social and economic development of the nation	Inform regional and international media about the critical role SGCs are playing in informing national science systems	# of inquiries on existing and potential researches
To enhance private sector access to research findings	Clearly demonstrate the initiative's value, relevance, uniqueness and positioning	# resource mobilization meeting held with private sector players
To enhance public sector engagement and investment in enhancing access to research		# of funding proposals submitted to private sector
To raise awareness of the business opportunities and benefits of public demand for STI research findings		# of open day meetings/ exhibitions hosted.
To raise awareness of commercial benefit of consumer intelligence regarding STI.		

To be filled after workshop

4.0 Communication & Advocacy Objective
4.1 Identifying what the target audience needs to Know, Feel and Believe in order to adopt the desired behaviour.
4.2 Identify the indicators for tracking the communication objective.

5.0 Strategic Approaches
5.1 The 'perceived benefits' stakeholders expect –
5.2 Determining what would sustain the desired behaviour
5.3 Determine the strategic approach/ tone of the communication and the advocacy.

6.0 The Messages.
6.1 Message Themes
6.2 Key messages –
6.3 Unique Selling Proposition – Perceived and Real benefits
6.4 Support statement – facts, data,
6.5 Competitive frame – misinformation, myths, preconceptions, culture and tradition
6.6 The Message
6.7 Message Pre-test

7.0 Communication Channels and Tools
7.1 Communication and advocacy channels/ approaches currently in use by stakeholders
7.2 Potential channels available for use
7.3 Tools needed to support messages and channels

8.0 Implementing and Managing Communication and Advocacy Campaign
8.1 Channel and activity choice
8.2 Media Planning – frequency and duration of campaigns
8.3 Communication and Advocacy Budget

9.0 Monitoring Plan
9.1 Monitoring strategy and tools – Fidelity to strategy and QA/QI
9.2 Feedback mechanism and tools

10.0 Evaluation Plan
10.1 Scope and type of evaluation – against Behaviour change & Communication objectives
10.2 Tools for evaluation.

11.0 Public Engagement and Course Correction Plan.
11.1 Activities for PE.