



# *Communication as a Strategic tool for Africa's Agricultural Transformation*

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TECHNOLOGIES FOR AFRICAN AGRICULTURAL TRANSFORMATION (TAAT)





# Focalising on Stakeholders

-  TAAT's Communication focuses on:
-  **Enhancing** stakeholders' understanding of TAAT;
-  **Broadening** its partnerships;
-  **Deepening** its resources and capacities; and
-  **Initiating** and **maintaining** dialogues with stakeholders to secure their feedback (**Stakeholders:** *AfDB; Regional Member Countries of the Bank (African States) Development Partners; Famer Unions; Women Groups; NARES; Compacts; Private Sector; Civil Society; Opinion Leaders; and the Public*)



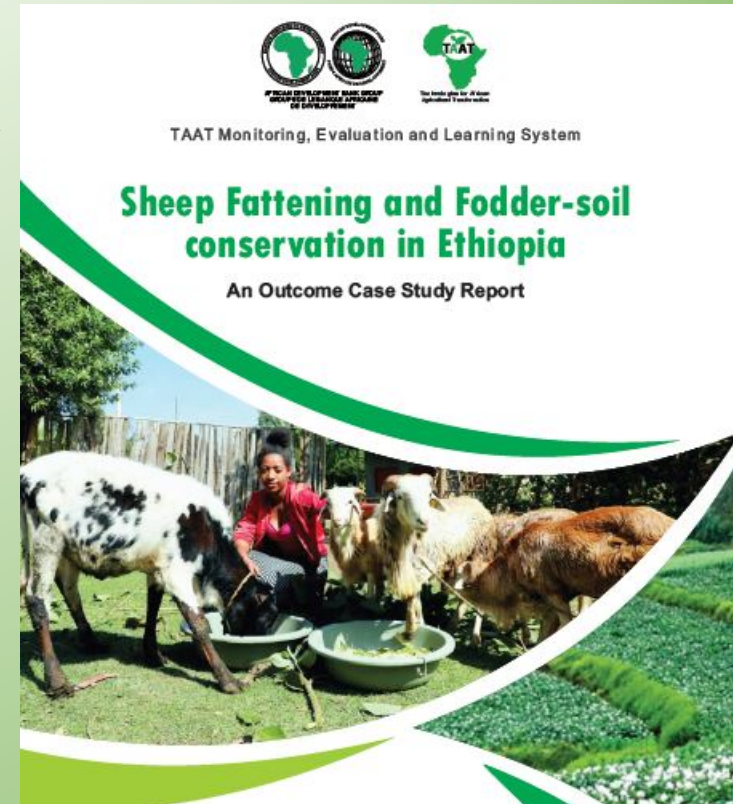
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# Communication Priorities

## 8 Priority Intervention Areas for TAAT Communication:

- Develop TAAT's profile and visual identity (Branding);
- Deploy the TAAT website as a strategic tool;
- Intensify strategic outreach and engagement;
- Intensify media outreach;
- Develop publications;
- Disseminate Newsletters;
- Engage stakeholders on social media;
- Develop audio-visuals



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# Communication Milestones

-  TAAT website is up and running
-  TAAT Communication Community of Practice (TCCP) is adding value to TAAT Communication efforts
-  Region-wide publication and broadcast of TAAT stories and activities
-  Production of IEC materials: Flyers, Newsletters, video documentaries and banners
-  Strategic Partnership with News Agencies – Kenya, Nigeria, France & China
-  Increased synergy through Feed Africa Mailing List for Journalists
-  Stakeholder engagement via social media



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Technologies for African Agricultural Transformation



2019

Transforming African Agriculture through proven technologies and partnerships

www.taatafrica.org

# TAAT Updates 2018

## TAAT Celebrates 143 Interventions in 132 Sites Across Africa



- TAAT Approach to Combating Fall Armyworm Offers Hope to Millions of Smallholder Farmers in sub-Saharan Africa
- TAAT's Business Platform approach boosts access to High Iron Beans in Zimbabwe
- How TAAT's deployment of feed resources is meeting Ethiopia's livestock needs
- TAAT records increased food production and income through maize technologies
- TAAT Steering Africa towards a water-secured wheat production

July							August							September						
Sun	7	14	21	28			Sun	4	11	18	25			Sun	1	8	15	22	29	
Mon	1	8	15	22	29		Mon	5	12	19	26			Mon	2	9	16	23	30	
Tue	2	9	16	23	30		Tue	6	13	20	27			Tue	3	10	17	24	31	
Wed	3	10	17	24	31		Wed	7	14	21	28			Wed	4	11	18	25		
Thu	4	11	18	25			Thu	1	8	15	22	29		Thu	5	12	19	26		
Fri	5	12	19	26			Fri	2	9	16	23	30		Fri	6	13	20	27		
Sat	6	13	20	27			Sat	3	10	17	24	31		Sat	7	14	21	28		

October							November							December						
Sun	7	14	21	28			Sun	4	11	18	25			Sun	1	8	15	22	29	
Mon	1	8	15	22	29		Mon	5	12	19	26			Mon	2	9	16	23	30	
Tue	2	9	16	23	30		Tue	6	13	20	27			Tue	3	10	17	24	31	
Wed	3	10	17	24	31		Wed	7	14	21	28			Wed	4	11	18	25		
Thu	4	11	18	25			Thu	1	8	15	22	29		Thu	5	12	19	26		
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es th the goal of mobilizing \$1 billion towards its goal of scaling up agricultural technologies" – AfDB "TAAT represents the "most significant effort to pull resources together to deliver t



### Urea Deep Placement

Creation Of An Enabling Environment For Technology Adoption

Regional Technology Delivery Infrastructure

Deployment Of Appropriate Technology

Programme Management

#### TAAT OBJECTIVES

www.taatafrica.org

#### Our Priority Areas

Bees

High Iron Beans

Small Ruminant Meat

Cassava

Rice

Aquaculture

Wheat

Maize

Sorghum/Millet

Orange-Fleshed Sweet Potato