



Sustainable
Intensification of
Mixed Farming Systems

Communication and Knowledge Management (CKM) in the Sustainable Intensification of Mixed Farming Systems Initiative

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Initiative Planning and Inception Meeting

31 May – 2 June 2022, ILRI Campus, Addis Ababa, Ethiopia.

Communications within the Initiative



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Strategic Comms

- Focused on supporting specific outcomes (policy, farmer, resource mobilization, etc)
- Tailor products to different needs (language, format, etc)
- Multimedia: video, news, written, audio, social media, etc

Engagement

- Strategic partner engagement
- Organizing and facilitating events

Knowledge Management

- Collaborative spaces for internal learning and collaboration
- Document/data management

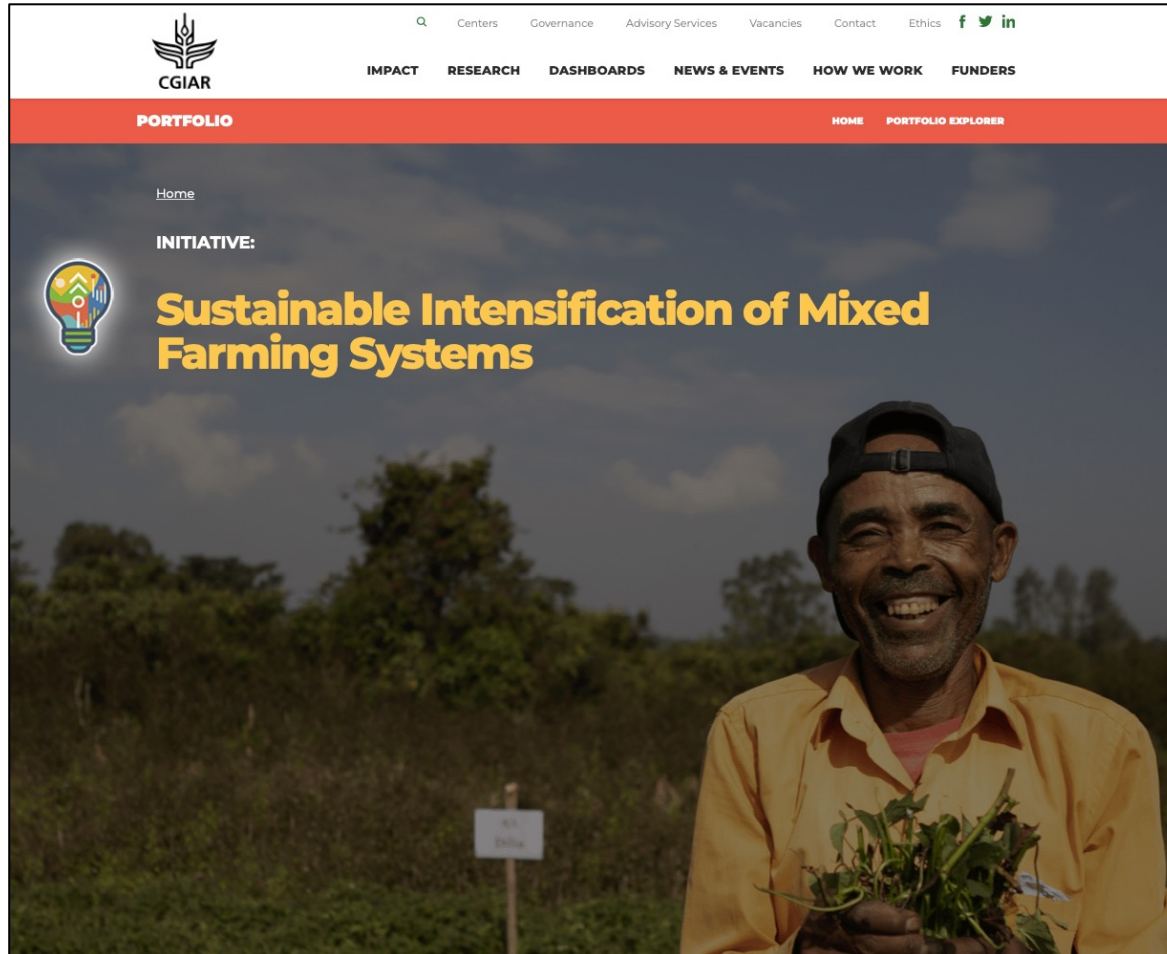
Goal: support and enhance the research effort through targeted strategic communications and support in knowledge management.



CKM goals for the initiative

- Enhance the Initiative's **external communication** (informing and engaging with its stakeholders);
- Contribute to translating initiative **outputs into outcomes** and getting knowledge into use;
- Enrich **intra-initiative learning, interaction, and exchange**;
- Facilitate **capturing, organizing, and disseminating** research products and outputs; and
- Ensure that the Initiative stays **lockstep with the broader One CGIAR goals**.

CKM within the One CGIAR



- Communications and outreach group are developing guidelines now.
- Move towards common communication and knowledge sharing approaches within One CGIAR.
- Branding, templates, etc to follow
- Services to be provided and how still not sorted but we will work with center comms to coordinate efforts for now
- A team of communication and knowledge management experts drawn from various CGIAR centers already collaborating to support SI-MFS activities.
- Communications work plan developed and a modest budget available

Activities and deliverables



Global activities (initiative-wide)

Activity	System/Country	2022 Deliverables			
		Q.1	Q.2	Q.3	Q.4
Develop a CKM strategy/plan for the initiative	Global				
Publish a thought piece for the SI-MFS Initiative	Global				
Publish a short teaser video/whiteboard animation for the Initiative	Global				
Develop country briefs (highlighting peculiarities of each site)	Global				
Develop a communications branding toolkit for the Initiative (one identity!)	Global				
Set up SI-MFS initiative website	Global				
Regular learning seminar/webinar series	Global				
Collaboration space for initiative stakeholders and partners	Global				
Set up an accessible online repository	Global				
Coordinate organization of initiative inception meetings	Global				
First initiative learning event	Global				
Annual reports for the SI-MFS Initiative	Global				

Activities and deliverables



Work Package activities

Activity	System/Country	2022 Deliverables			
		Q.1	Q.2	Q.3	Q.4
Editing, branding, layout/design, publish, and develop blog outputs from work package (WP) outputs:					
WP1: Synthesis report on the status of MFS	Global				
WP1: Case study reports on drivers of change and their impact on MFS	Global				
WP2: Mixed farm types and farming systems descriptions	Global				
WP2: Manual of methods and tools for gender/intersectional analysis in the DEED cycle	Global				
WP3: Manual for the sustainable, inclusive, and gender-transformative implementation of SI-MFS innovations in different contexts	Global				
WP4: Compendium of validated approaches for scaling gender-transformative approaches	Global				
WP4: Decision-support tool for policymakers that optimizes scaling of market opportunities and institutional innovations	Global				
WP5: Training materials	Global				
WP5: Manual for building critical reflection sessions into SI innovation processes	Global				

Activities and deliverables



Work Package activities

Activity	System/Country	2022 Deliverables			
		Q.1	Q.2	Q.3	Q.4
Support web development, branding and publishing of virtual/digital web-based tools and platforms for the initiative					
WP1: Living e-Atlas with socio-technical entry points and gender-transformative approaches for equitable and inclusive SI	Global				
WP3: Atlas of MFS typology and characterization of selected farming systems in terms of their potential for SI, with a specific focus on resilience, efficiency, equity, and farmers' preferences	Global				
WP4: Digital platform developed that links to Regional Scaling Hubs with training modules for building the capacity of target beneficiaries to accelerate the scaling of SI socio-technical innovation packages	Global				
WP5: Global virtual institute for capacity development for relevant actors	Global				

Linkages with other Initiatives/ One CGIAR efforts



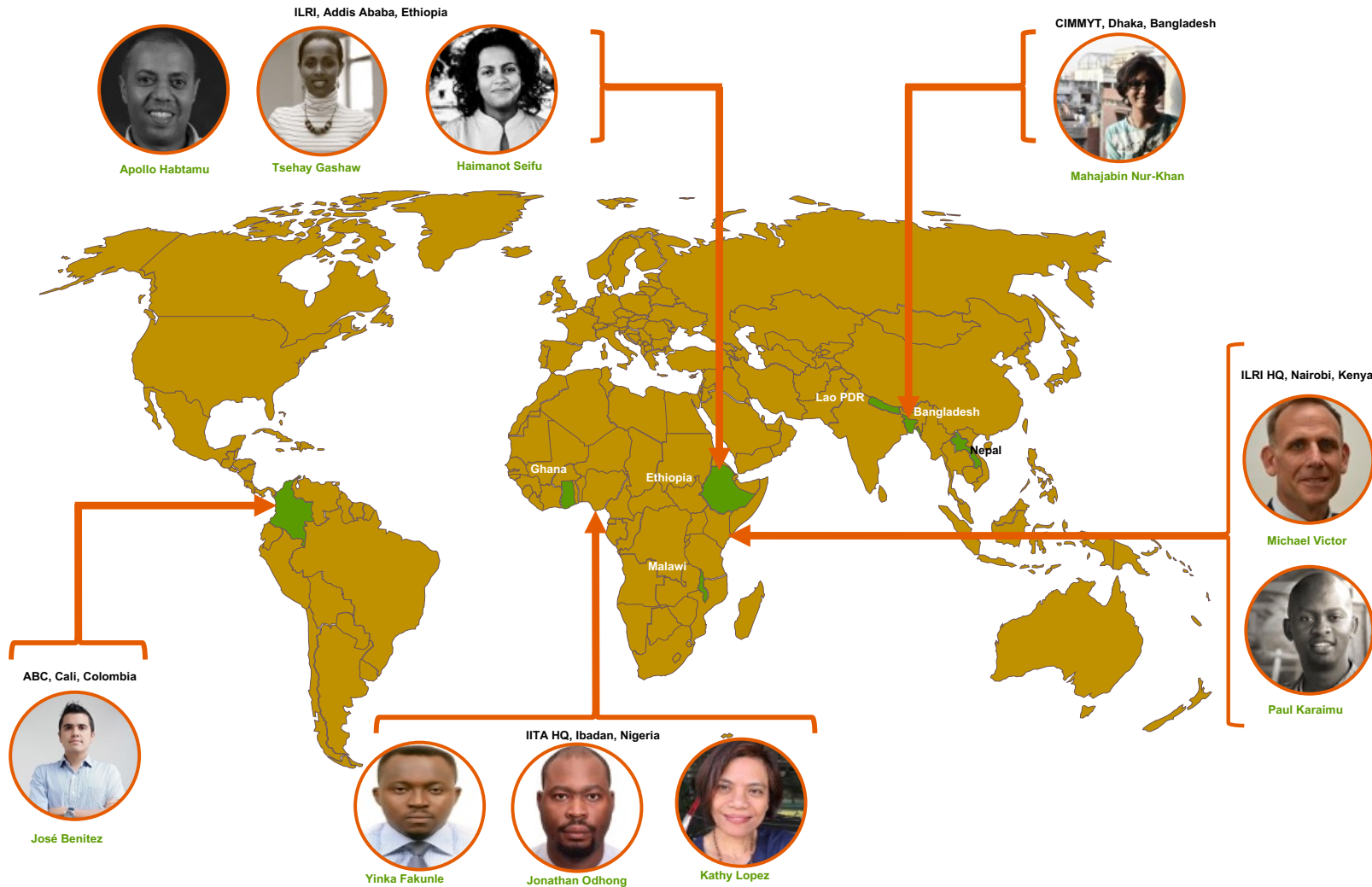
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- Embedded into the One CGIAR Communication and Outreach Task forces that are contributing to the broader strategy.
- Also providing support for other One CGIAR Initiatives.
- Vastly experienced global team with background in other bilateral projects that provide a sound springboard for delivering a vibrant CKM for SI-MFS (next slide)

Communications support



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Key messages from pre-inception meetings



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- Still a couple of talent gaps that need to be filled.
- Looking to embed members of the comms. group into specific work packages as focal points for CKM needs.
- Modalities for contributions and practical operation processes to be further clarified during day 3 CKM team side-meeting.
- CKM is a team effort, we need all hands-on deck for success!



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Thank you

