



***In situ* conservation and use of crop wild relatives in three ACP countries of the SADC region**

COMMUNICATIONS AND VISIBILITY PLAN



INTRODUCTION



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The main goal of the project '***In situ* conservation and use of crop wild relatives in three ACP countries of the SADC region**' (working title- **SADC Crop Wild Relatives**), supported by the European Union through Co-operation Programme in Science and Technology implemented by the Secretariat of the African, Caribbean and Pacific Group of States (ACP) during the period 2014 to 2016, is to develop National Strategic Action Plans (NSAP) for the *in situ* conservation of crop wild relatives (CWR) in Mauritius, South Africa and Zambia, as a means of underpinning regional food security and mitigating the adverse effects of climate change. The working title of "SADC Crop wild relatives" has been agreed among the members of the project consortium. A project logo has been created to provide a visual identity for the project. The full project name is rather lengthy; the short project name would ease communication about the project.



In order that the importance of CWR is well understood by various stakeholders, such as local communities, agricultural and environmental scientists, and policy and decision makers, and that such action plans be adopted and implemented by national policy makers, various communication interventions need to be in place.



This communication and visibility plan will assist to achieve **Work Package 4 'Awareness raising among national policymakers'** of the SADC Crop Wild Relatives project. The plan is developed jointly by the project partners and will be implemented in collaboration with associate partners such as SADC Secretariat, SADC Plant Genetic Resources Centre (SPGRC), Food and Agriculture Organization of the United Nations (FAO), Southern Africa Confederation of Agricultural Union (SACAU) (who are members of the project's Advisory Steering Committee), as well as other like-minded organizations.



This plan also contributes to broader global efforts of the Convention on Biological Diversity (CBD) and the Global Plan of Action (GPA) on Plant Genetic Resources for Food and Agriculture to maintain genetic diversity of cultivated plants and their wild relatives, ensure the *in situ* and *ex situ* conservation and promote their use so as to diversify our food system sustainably.

OBJECTIVES

Overall Communications Objective

The overall objective of the project is to enhance the link between conservation and use of CWR in three ACP countries within the SADC region, as a means of underpinning regional food security and mitigating the predicted adverse impact of climate change.

The overall communication objective is to keep all stakeholders informed about the project activities and outcomes, and create better channels for a two-way communication between project partners and the specific target groups of stakeholders. It will also be used as a mechanism of making aware to all stakeholders how the EU support in this project is working to improve capacities in these areas which will result in the following:

- Improved capacities of research organizations, conservation agencies and relevant governmental agencies in Mauritius, South Africa and Zambia in the conservation and use of CWR.
- Diversity-rich priority sites identified where *in situ* conservation of CWR can be cost-effectively implemented.
- An innovative information system for the management of CWR monitoring where conservation data can be tested and deployed.
- Exemplar NSAPs on cost-effective *in situ* conservation and use of priority CWR developed and shared with relevant stakeholders.
- Farmers and breeders informed about the importance and value of CWR.
- Policy-makers and the general public will be made aware of the ecological and agricultural value of CWR.

TARGET GROUPS

A varied communication campaign will be necessary in the partner countries, namely Mauritius, South Africa and Zambia, where the action is implemented, as well as in other countries in the SADC region. As the main objective of the project is the development of NSAPs, policy makers and decision makers are two target groups of particular importance to the success of the project. It is important to distinguish between policy makers and decision makers. Policy makers are high government authorities that are responsible for defining policies of the country, while decision makers are heads of department or units who are responsible for implementing such policies. In order to ensure that the NSAPs are endorsed by policy makers and decision makers facilitate this process, targeted awareness raising activities will be raised among them. Policy and decision makers as well as **other target groups including local**



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farming communities, national and environmental scientists and breeders will be engaged in awareness raising activities and involved in the process of creating a dialogue around the results of this project at different levels:

At individual country level (in Mauritius, South Africa and Zambia)

- Local farming communities
- National agricultural and environment scientists
- Policy makers
- Decision makers
- Breeders

Within the SADC region

- Partners and associates (SPGRC, SACAU)
- Indian Ocean Commission (IOC)
- Other biodiversity initiatives in the region (e.g. GERMINATION project)

At international level

- Appropriate audiences within the EU, ACP secretariat, ACP Group of States, including opinion formers and other advisors working in international cooperation (e.g. EIP-AGRI)
- FAO Commission on Genetic Resources for Food and Agriculture (CGRFA)
- International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)
- IUCN Crop Wild Relative Specialist Group
- Other policy makers in countries where visibility on lessons learned can be communicated.

SPECIFIC OBJECTIVES FOR EACH TARGET GROUP

Table 1 Target groups and communication objectives

level	Target Groups	Objectives
National Level	Policy and decision makers	<ul style="list-style-type: none"> • Raise awareness of the importance of CWR in increasing food security and the need to ensure their conservation in their local environment • Raise awareness about development of the NSAP • Ensure that target group is aware of the roles of the SADC Crop Wild Relative partnership including the role of the EU • Establish channels for providing feedback and input into NSAP development and implementation
National Level	National agricultural and environment scientists;	<ul style="list-style-type: none"> • Inform about role of CWR, their ecological and agricultural value, and means of conservation • Inform about project activities, tools and results • Make aware of project and roles of the SADC Crop Wild Relative partnerships including role of the EU • Establish channels for providing feedback and input into project activities



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National Level	Local farming communities	<ul style="list-style-type: none"> • Ensure that the small holder farmers themselves understand the importance of CWR and the benefits and their role in <i>in situ</i> conservation of CWR • Establish channels for providing feedback and input into use and <i>in situ</i> conservation of CWR
National Level	Breeders	<ul style="list-style-type: none"> • Raise interest in CWR genetic diversity as breeding material • Make aware of project and roles of the SADC Crop Wild Relative partnerships including role of the EU • Establish channels for providing feedback and input about traits and use of CWR, and project activities and result uptake
National Level	Project partners	<ul style="list-style-type: none"> • Keep project partners continuously informed about project activities and results and the relevance of their roles and contributions
Regional (SADC) level	Regional associates such as SPGRC, IOC, other biodiversity initiatives,	<ul style="list-style-type: none"> • Increased knowledge sharing of the project results beyond the three countries • Keep informed about the project activities and outcomes • Create better channels for a two-way communication between the various groups. • Make aware to all stakeholders how the EU partnership in this project is working to improve capacities in the SADC region
International level	EU; ACP Group of States; FAO, CGRFA, ITPGRFA; CWR specialist group. Other policy makers in countries where visibility on lessons learned can be communicated.	<ul style="list-style-type: none"> • Raise awareness around roles of the partners and of the EU in delivering aid and assistance in the project and the work around CWR. • Make aware international bodies how the EU partnership in this project is working to improve capacities on <i>in situ</i> conservation of CWR. • Raise awareness about the development of NSAPs for CWR in the SADC region and their importance for national reporting to CGRFA, GPA, ITPGRFA

COMMUNICATION ACTIVITIES

Introduction

An awareness campaign (online and traditional media such as radio, TV and print media) targeted at policy-makers/ decision makers, agricultural and environmental scientist, farmers and the general public will be undertaken, thus creating 'fertile ground' for facilitating the adoption of the NSAPs within the partner countries and beyond. Various materials will be produced, shared and disseminated through different channels (conferences, web channels, social media, etc.) to maximize the outreach. These materials will be built around strong and consistent messaging on the importance of CWR and how they are a key tool to adapt to climate



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change and underpin food security, and will include fact sheets, infographics (visual representations of information and data aimed at showing complex knowledge quickly and clearly) and short videos/animations. These materials will be used during national stakeholder meetings to better inform the various stakeholders. The activity will also share the project's results with scientific and policy maker communities in the SADC region, Africa, Europe, and even further abroad, with the hopes of inspiring and informing similar efforts in other countries and regions.

At national level, engaging with the policy makers and decision makers will be critical for the success of the project in getting their buy-in for adoption and implementation of the NSAP on *in situ* conservation of CWR. This will be achieved by engaging them in the inception workshop, training workshops, national stakeholder meetings, regular project meetings, field visits, exchange visits and providing inputs for internal meetings and/or for reporting at the Ministerial level. Breeders and farming communities will be informed about the importance and role of CWR and be involved in project activities such as training workshops, data collection and field visits and *in situ* conservation actions. Also the project will be promoted through national media, both written and audiovisual. Policy briefs, flyers, video, infographics about importance of CWR will be produced to assist with raising awareness among all national target groups.

At the regional level, the project will be promoted to other countries in the region through the participation of other countries in the two regional training workshops. Associate partners such as the SPGRC, SADC secretariat, SACAU, IOC and other regional bodies will be briefed and results of the project will be disseminated through their respective networks and at regional meetings, conferences and workshops.

At the international level, the project will facilitate links to intergovernmental policymaking fora, particularly the CGRFA, CBD as well as the ITPGRFA. Technical contributions in the form of policy briefs and information documents, based on the three countries' technology transfer needs assessments and project experiences will be submitted to the African Regional Group of member states to the ITPGRFA for consideration as part of their preparation for the sixth session of the Governing Body in 2015. The project will also be promoted at 15th Regular session of the CGRFA in January 2015 and the 8th Session of the CGRFA Intergovernmental Technical Working Group on PGRFA in 2016.

The CGRFA is examining ways and means of establishing a global network for *in situ* conservation of CWR to which this project can make a major concrete contribution. Efforts will be made to highlight the project in the CBD reporting mechanism, specifically mentioning the results of the project in the target countries' National Biodiversity Strategic Action Plans (NBSAP). Country reports to FAO about the state of world's biodiversity for food and agriculture and national reporting under the GPA information sharing mechanism will include statements and results of the project. In addition, the ITPGRFA's Governing Body will be examining experiences, noting best practices, and establishing mechanisms to support international transfers of technology to developing countries that are relevant to the conservation and sustainable use of CWR.



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A project brand name and website to provide information and a discussion forum for the scientific communities in Europe and Africa on CWR will be developed. Bioversity Communications Unit will be supporting global awareness about the project activities, while individual countries will be active in engaging the local media for country-specific campaigns and in producing materials in different languages to reach the target audiences.

Many activities will focus on digital communications such as making available contents packaged in formats appropriate for the selected groups on the website and through other online channels. One of the main communications activities will focus on creating a face-to-face dialogue with stakeholders through events and workshops scheduled throughout the project duration.

Delivery of the communication objectives will be done by collaboration among all partner institutions, and through dialogues between the various levels of stakeholders themselves.

Communication tools

Communication activities will ensure that the action will have high visibility both within the countries participating in this action and outside by disseminating results through flyers, factsheets, infographics and videos through the project website. Presentations will be made about the project at major meetings. It is envisioned that newspaper articles will be pitched locally as appropriate by country partners. In all communication materials developed, due acknowledgement of the contracting authority will be made.

National media

The project partners will seek to invite representatives of the national media to key meetings/workshops and keep them informed on the project activities and outcomes to provide coverage. The national media in Zambia will be involved in the production and dissemination of a documentary on project activities on *in situ* conservation of CWR and in the documentation, publication and distribution of national project activities in the national year book of the Zambia Agriculture Research Institute. Press releases will be issued at key moments of the project implementation such as the regional training workshops and the final project meeting, as well as national stakeholder meetings and a project seminar in Mauritius for national institutions.

Policy Briefs

Technical contributions in the form of policy briefs and information documents, based on the three countries' technology transfer needs assessments and project experiences can be submitted to the African Regional Group of member states to the International Treaty for consideration as part of their preparation for the sixth session of the Governing Body in 2015; CGRFA and NBSAPs.

Websites and social media

The [Crop Wild Relatives Global Portal](http://www.cropwildrelatives.org), managed by Bioversity, serves as a home base for the project web site, which is available at <http://www.cropwildrelatives.org/sadc-cwr-project/>, and many of the online materials, allowing current beneficiaries as well as representatives from



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other governments and other relevant decision makers to learn from the projects experiences and to increase engagement. On the project website, funders and partners contributions will be acknowledged and given visibility and the web site will reflect the visual identity developed for the project through the logo and short project name.

The key results will be also disseminated through project partners' websites and social media. This will help ensure that a) project activities and outputs reach a broad audience, b) the specialized scope of the project is put into a wider context of research s c) that the content remains visible beyond the life-span of the project.

We will also collaborate with the Communications functions of a number of like-minded organizations with an interest in enhancing the link between conservation and use of CWR. The following organizations will be contacted to further explore ways and means to run joint events with them:

- CGRFA (FAO)
- ITPGRFA (FAO)
- CBD Secretariat
- SPGRC
- SADC Secretariat
- South Africa National Biodiversity Institute (SANBI)
- GERMINATION project
- IUCN Crop Wild Relatives Specialist Group

Conferences and meetings

The project partners will attend a range of national and international conferences and meetings, in which project-related information and products will be shared. Flyers will be distributed and where possible side events will be organized to raise awareness of the project. Possible events are:

- Side-event at 15th Regular Session of CGRFA
- Presentations about project at regional meeting of GERMINATION and SANbio network
- National review and planning meetings in Zambia;
- National Plant Genetic Resources Centres/SPGRC Review and Planning meetings
- Side-event at 8th session of International Technical Working Group of CGRFA, 2016
- IUCN word conservation congress, September 2016

Promotion of publications

Appropriate technical and scientific publications and reports will be promoted to relevant audiences upon release. Internal newsletters of national partner organizations are also a means of communication about the project

Communication and Promotion around Toolkit

Additionally, communication activities and events will be planned around the development and dissemination of science, technology and innovation toolkits for the conservation and use of CWR. This is described in project plan **Annex C: LOGICAL FRAMEWORK FOR THE PROJECT - 2.3 Activity.**



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This final toolkit will be published, distributed and made available to key stakeholders in partner countries and abroad. A helpdesk on *in situ* conservation will be made available to the three partner countries and other countries in the region. A specific communications plan around these resources will be developed.

EU, S&T Programme and ACP Group of States visibility

The EU as funder, the Science & Technology Programme and the ACP Group of States as implementer of the Programme, will be explicitly acknowledged in all communication activities. Their respective logos are included in all electronic and printed communication outputs, such as the web site, factsheet, PowerPoint presentations, policy briefs.

Indicators of Achievement

Introduction: Implementation of the Communication and Visibility Plan

The project's coordination meetings will provide a general oversight of the communication activities, which may be realigned as the project develops. The envisaged communication activities are listed in table 2.

Table 2 – Communication activities and means of verification

Activity	Means of verification
Development of visual identity for the project	Short title and Logo developed and used on electronic and print communication outputs as well as in project reports
Development of project web site	Project web site available online
Media coverage at project inception workshop in Zambia	Video footage of workshop; newspaper articles; newsletters
Interviews with local TV channel during the first regional training workshop in Mauritius	Video of interviews available online
Participation in conferences and side events	Official programmes of the conferences; Report of conference and/or side events
Media coverage at second regional training workshop	Video footage of workshop; newspaper articles; newsletters
Media coverage at final project conference	Video footage of workshop; newspaper articles; newsletters
Documentary on project activities on <i>in situ</i> conservation of CWR	Documentary



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(Zambia)	
Development of factsheet in multiple languages	Factsheet available as PDF in English and local languages of partner countries. Electronic version of factsheet used in communication with stakeholders. Printed factsheets distributed at conferences and meetings.
Development of policy briefs	Policy briefs
Development of infographics	Infographics on line
Development of videos and slide shows	Video materials made available
Visibility of project on web sites of organizations with interest in CWR	Websites of the partners

The roles and responsibilities for the implementation of the communication plan will be divided as detailed in Table 3.

Table 3 – Roles and responsibilities of project partners

Partner	Roles and responsibilities
Bioversity International	<ul style="list-style-type: none"> • Serve as central coordination point of implementation for communication plan • Coordinate the project's website and assist with the promotion of policy briefing documents • Liaise with regional and international organizations such as SPGRC, FAO, ITPGRFA, and ACP Group of States to determine communication opportunities on a rolling basis • Inform the EU and ACP countries of major communication breakthroughs and achievements in country participation and awareness campaigns.
National partners Mauritius, South Africa, Zambia (with target groups being policy makers, agricultural and environment scientists; farming communities; breeders)	<ul style="list-style-type: none"> • Link to own organization's websites • National and regional policy information (through policy briefs, national action plans, etc.) • Press releases and media campaigns and coverage of project events • Meetings with relevant Ministries (both environment and agriculture) and government technical departments
University of Birmingham	<ul style="list-style-type: none"> • Publication, distribution and promotion of toolkit

In addition to the above, members of Steering Committee will play an active role in disseminating the results of the project to their constituencies.



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Overall Indicators for Project cycle

Completion of communication objectives:

- **Quantitative indicators** of the online outreach - there are **tracking tools** in place for each of the digital communication channels (Google analytics for the website, twitter counter for twitter)
- **Number of mentions** in the media and on other websites etc.
- **Number of speaking opportunities secured for project partners on topics**
- Research engagement in policy processes, including fora and publications (**Qualitative feedback** from internal and external stakeholders on the impact that the project has in awareness raising and education)

Provisions for feedback

We will gather opinions through online surveys, face to face meetings and community consultations, website comments and by sending out additional targeted questionnaires that will be developed towards the end of the project to all stakeholder groups.

RESOURCES

Human resources

All partners contribute staff time towards the project's communications activities. For details on roles and responsibilities, see Table 2– Roles and Responsibilities.

Financial resources

The main communication activity will be to produce a range of communication and public awareness materials to promote the conservation and use of CWR among target groups of stakeholders including the general public. This will be integrated in existing communications staffing support from Bioversity International. Additional budget is required for local communication material development, production services, publication costs and other resources. Dedicated budget for communications spread over three years includes:

Human resources – 23,371 Euros (budget for the communication specialist (Bioversity) and production assistant (UoB))

Production of communication materials and publications – total of 23,800 Euros (19,800 (policy briefs, fact sheets, infographic, video/slideshows) + 4,000 (publications)), allocated as detailed in table 4.



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Table 4: Communication products and allocated project budget

Material (including budget line)	Allocated budget
5.81 Bioversity - Summary Policy Brief	1,650.00
5.82 Bioversity - Summary Fact Sheet	1,650.00
5.8.3 Bioversity - Infographics	1,500.00
5.8.4 South Africa - Country-specific Policy Brief	1,850.00
5.8.5 South Africa - Fact sheet	1,850.00
5.8.6 South Africa - Video/Slideshow	1,300.00
5.8.7 Mauritius - Country-specific Policy Brief	1,850.00
5.8.8 Mauritius - Fact sheet	1,850.00
5.8.9 Mauritius - Video/Slideshow	1,300.00
5.8. 10 Zambia - Country-specific Policy Brief	1,850.00
5.8.11 Zambia - Fact sheet	1,850.00
5.8.12 Zambia - Video/Slideshow	1,300.00
5.1 University of Birmingham - Publications	4,000.00



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