DeSIRA
PARTNERSHIPS
FOR INNOVATION

Climate Smart Agriculture Research and Innovation Support for Dairy Value Chains in Eritrea (CSARIDE)

Communication Plan

Revised 20 April 2021

EU Visibility Requirements

In accordance with Article 6 of the general conditions applicable to European Union (EU)-financed grant contracts for external actions[1], the project beneficiaries are obliged to publicise the role of the EU in financing or co-financing the project, and all publicity measures must comply with the specifications set out in the EU's Communication and Visibility Requirements document.[2] In particular, under Article 6.2 of the general conditions, the beneficiaries are obliged to submit a **communication plan** for the approval of the European Commission (EC) and report on its implementation under Article 2.

The required communication plan for the DeSIRA CSARIDE project is set out in this document.

The Communication Plan

Success of the CSARIDE project can only be achieved if there is a high level of awareness and buy-in to its aims and objectives among all of the value chain stakeholders. There is, therefore, need for timely and sustained flow of information and messages across all stakeholders in the project, including those in both the private and public sector and all of the project partners and associates. Information and awareness on key concepts and successful interventions needs to be carefully targeted to the project value chain stakeholders as well as to wider national and international audiences. Effective communications require that important messages are packaged in a systematic way and communicated in a timely manner using appropriate methods.

The proposed Communication Plan will be used for building effective and coordinated project activities as well as creating national and international awareness of the project results. The current document is an initial communication plan that will be updated annually based on analysis of past activities, their effectiveness, including planning new activities, responding to new technology trends, suggestions from local communities and demands from stakeholder groups.

This plan aims to describe how communications will managed throughout the project life cycle by outlining the plan's objectives, target audiences, key messages, approaches, resources, outline schedule of activities, and monitoring/evaluation. Additionally, under WP 6, the consortium will design a dissemination plan to disseminate the approaches, methods, tools and lessons learned beyond the project's immediate beneficiaries.

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[1] https://ec.europa.eu/clima/sites/clima/files/paris_agreement/docs/annex_g_ii_general_conditions_en.pdf

[2] https://ec.europa.eu/europeaid/sites/devco/files/communication-visibility-requirements-2018_english.pdf

Objectives

- Optimize the flow of information between project partners and associates and the project's governance structure and maximize synergies and communication within project work packages
- Inform the target audience of the scope and objectives of the project, the reason for its creation, partners and expected results, progress and partial results obtained throughout the project life cycle
- Raise awareness, understanding and support for the project throughout its development
- Facilitate the adoption, development and implementation of recommendations and tools at stakeholder level
- Report and communicate the results of the project to public and private bodies and entities from other national and international institutions that could be interested in the project
- Facilitate communication with the European Commission on the progress and project results
- Ensure that coherent messages emerge from project partners and associates
- Broaden the learning base beyond the immediate project scope and promote best practices and coordination with complementary interventions
- Promote transparency and accountability in managing public investment.

Expected Outcomes

- Adequate dissemination of project information among all partners, supporters, and other interested parties
- Increased awareness on needs in particular areas and for particular elements of the value chain
- Increased support from policy makers for the implementation of regulatory tools and policies intended to promote a strong dairy value chain
- Enhanced knowledge exchange amongst the partners working on the project
- Increased capacity of project stakeholders to package key messages
- Good quality information that can support active debate and the refinement of learning among funders and technical advisory groups
- Provide access to data and findings emerging from the project
- Permanent record documenting the project journey in print, pictorial and audio-visual formats.

Key messages

The following are the main messages to be transmitted for each of the groups that make up the project audience:

- The needs of the target groups will be addressed by ensuring that a strong pipeline of contextually relevant new knowledge and technologies, complemented by existing knowledge, will be made available and applied on farm and throughout the value chain to accelerate agricultural growth and develop a strong and equitable dairy value chain.

- In addition, other constraints such as shortage of animal feed, absence of improved breeds, limited and below standard processing facilities etc. will be addressed by supporting existing Government and private sector initiatives and by providing seed capital where required.

- This will be complemented by actions to address the education and training needed to produce the requisite human and institutional capacity for a more productive, competitive, and sustainable agriculture (climate smart) that will support decent job opportunities for Eritreans.

Target Audiences

The CSARIDE communications strategy targets four main groups:

1. **Direct Value Chain Stakeholders**: The first group is comprised of the value chain actors and service providers involved in the dairy value chain– referred to as the project value chain group

2. **Indirect Value Chain Stakeholders**: The dairy value chain stakeholders elsewhere in Eritrea who could potentially benefit from similar interventions and approaches.

3. **Wider Research and Development Community**: National and international research organisations, extension and education bodies that could benefit from the knowledge and technologies created.

4. **Project Implementation Group**: national and regional staff and other team members and governance structure.

At the same time, the project will maintain a repository of all project documentation including workshop proceedings, training reports, videos, brochures, publications, videos, articles, audio visual recordings, which will be uploaded regularly on the project website.

Communication channels

The different categories of project audience necessitate an eclectic mix of communication channels for appropriate delivery. The choice of channels is informed by the need for effectiveness and efficiency, cost-effectiveness, relevance, and outreach. The list below highlights some of the communication channels that will be used for different groups and messages:

Newsletters	**Posters**
Video documentary/video clips/YouTube	**Press releases**
Website	**Study tours**
Thematic policy briefs	**Exhibitions**
Thematic workshops	**Seminars**
Radio	**Conferences**
Brochures	**Internal meetings**
Manuals, handbooks and guidelines	**Scientific publications**
Communication materials for interactive field days	**Popular publications**
	Podcasts
Technical and non-technical factsheets	
Virtual networking and social media campaigns.	

Monitoring and Evaluation

To measure progress on communication activities, the project will adopt a core set of indicators based on the overall monitoring framework of the project. The indicators will seek to measure level of diffusion of project messages among the key audiences. Monitoring activities will be undertaken in line with the reporting timelines of the overall project. The indicators will be developed based on the overall result framework of the project. Tentative generic output indicators include:

- Number of information materials produced and disseminated

- Number of articles in print, online and electronic media.

- Number of smallholder farmers reached by materials developed.

- Number of tools/manuals/guidelines produced

- Number of communication plans developed.

Knowledge capturing, sharing and learning

To reach farmers and other value chain actors, CSARIDE will make use of various forms of knowledge sharing and learning. It is envisaged that initially, emphasis will be on study tours of key project participants (service providers, farmers and other value chain actors) to

interact/learn from the earlier experiences. Also, the use of field days and technology exhibitions will be encouraged to share knowledge between farmers and value chain actors. Participatory Agricultural Radio Series (PARS) on targeted commodities (see promotion) will be reproduced for use in FTCs. Also, the use of participatory video to stimulate learning will be tested. As indicated in the gender strategy, particular attention will be paid to women's participation in knowledge management events as part of a strategy to have a more gender balanced development.

Seminars, workshops and meetings will also be encouraged for knowledge sharing and learning between the value chain actors and service providers. As much as possible, the project will try to integrate such learning into already existing/planned government structures.

Another component of knowledge capturing, and sharing is the development of the CSARIDE website and brochure. All relevant documentation developed will be uploaded on this site for use by project partners and others.

Promotion

A strategy for promoting project approaches and interventions will be developed during the PIP planning phase and will be reviewed annually. Two main targets are envisaged for promotional activities i.e. location specific promotion/scaling out in learning districts and non-location specific promotion for programs in and outside Eritrea.

The non-location specific promotion will target agricultural research and development partners in general through presentation by project staff and partners in seminars, workshops, conferences and participation in meetings.

Also project will organize regional conferences and a national conference to share the results with wider audiences. Such events will be integrated as much as possible into regional, national events organized by the MoA/Zobas.

CSARIDE will also experiment with Participatory Agricultural Radio Programs Series (PARS) with Farm Radio International and local radio stations to promote project approaches and interventions more widely. Similarly, videos will be developed on the commodities and or key interventions.

Documentation and monitoring

Based on the interventions proposed and implemented for value chain development, capacity development and knowledge management, a program will be developed annually to generate evidence/knowledge/lessons on the value chain and actions undertaken. A distinction is made between the formal documentation and the project's Results-based Monitoring and Evaluation (RBME).

The formal monitoring consists of diagnostic, action and impact studies. In the annual meetings, research priorities will be established and reviewed. Good documentation and monitoring is essential component of the project as it provides the principal method of quantifying what worked well or conversely failed/ performed poorly so that lessons and guidelines for rolling interventions outside of the project can be justified.

Diagnostic studies aim at quantifying identified problems/generate knowledge to better understand problem causes. Such studies are targeted at policy makers to contribute to policy formulation as well as to design/improve interventions.

The following diagnostic studies may be considered:

- Studies on existing input supply/services for livestock
- Gender specific studies documenting/quantifying the role of women in the value chain as a whole as well as in components thereof (e.g. role of women and user rights of women in grazing land)
- Environmental studies on particular aspects of value chain interventions such as food safety and human diseases resulting from interactions with animals (zoonotic diseases).

Action research studies will focus on individual and/or combinations of interventions initiated by the project partners. Particular attention will be paid to studies aimed at developing alternative input service supply systems. Such studies will look at the technical and economic viability of the interventions as well as distribution/sale of inputs/services to different target groups including government programs, gender, and type of farmer. Since the number of alternative/service suppliers is relatively small, use will also be made of recording systems.

Impact studies will consider individual and/or combinations of production interventions and measure impact on income, value chain performance (VCP), gender, nutrition, and others.

In the first year, CSARIDE will establish a baseline against which project progress will be measured in particular at the ultimate outcome level and the intermediate outcome level. Part of this information will be obtained from secondary sources, key informants and community focus group discussions.

An overview of the main formal and informal communications planned in CSARIDE is summarized in Table 1. Table 2 presents a tentative implementation schedule over the project lifetime.

Table 1: Communication Strategy/Tools for Target Groups

Communication tools/approach	Project value chain actors	Non-project value chain actors	Project implementation partners	Wider R&D Community	Remarks
Newsletters/brochures/ posters/press releases/popular publications	X	X	X	X	
Technical publications/handbooks /manuals/policy briefs/training materials/working papers	X	X	X	X	
Scientific pubs/theses/books			X	X	
Project field days, study tours, exhibitions	X	X	X		
Project workshops, seminars, meetings	X	X	X	X	
Project regional and national conferences	X	X	X	X	
Internal project meetings	X		X		
Steering committee meetings	X			X	
Project videos	X	X	X	X	
Project website	X	X	X	X	
Eritrean agricultural portal			X	X	
Participatory radio series/podcasts/social media	X	X	X	X	

Table 2: Tentative Schedule for Communication Strategy/Tools Implementation

Communication tools/approach	Year 1	Year 2	Year 3	Year 4
Newsletters/brochures/posters/press releases/popular publications		X	X	X
Technical publications/handbooks/manuals/policy briefs/training materials/working papers		X	X	X
Scientific publications/theses/books			X	X
Project field days, study tours, exhibitions		X	X	X
Project workshops, seminars, meetings	X	X	X	X
Project regional and national conferences			X	X
Internal project meetings	X	X	X	X
Steering committee meetings	X	X	X	X
Project videos	X	X	X	X
Project website		X	X	X
Eritrean agricultural portal			X	X
Participatory radio series/podcasts/social media		X	X	X