



Regreening Africa

Communication and Visibility Plan

MARCH 2019



Funded by European Union

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The background of the slide is a close-up photograph of numerous green leaves. The leaves are densely packed, and their intricate vein patterns are clearly visible, creating a complex, organic texture. The lighting is soft, highlighting the natural colors and structures of the foliage.

COMMUNICATIONS OVERVIEW



COMMUNICATION OBJECTIVES

HIGHLIGHTING
OUR KEY OBJECTIVES



Regreening Africa is an ambitious five-year project that seeks to reverse land degradation among **500,000 households**, and across **one million hectares** in eight countries in sub-Saharan Africa.

Vision

To mobilize and work with a critical mass of diverse partners to scale up locally-appropriate ways of integrating trees into agricultural systems to successfully reverse land degradation across Africa.

By incorporating trees into croplands, communal lands and pastoral areas, regreening efforts make it possible to reclaim Africa's degraded landscapes.



A smiling man with a mustache, wearing a dark shirt and a grey blazer, is holding a small plant in a plastic bag. He is standing in a field with trees in the background. A black rectangular box with white text is overlaid on the image.

COMMUNICATIONS OBJECTIVES

UPTAKE OF REGREENING

Accelerate the adoption of agroforestry and evergreen agriculture techniques in the eight focus countries through targeted context based campaigns.

INCREASE ADVOCACY

Accelerate scaling through advocacy via the communication of the successes of approach and the project to policymakers, government and project stakeholders.

SHARE RESULTS PUBLICLY

Creating project visibility for EU funded actions.





ROLE OF COMMUNICATIONS

Communications and advocacy are key to **scaling up**. Without communications, rural communities will have a sub-optimal incentive to adopt and encourage re-greening behaviours; and without **advocacy** and buy-in, the effort to communicate will be hampered by inadequate or counterproductive policies.

Communications and advocacy are also essential to **ensure policymakers understand regreening principles**, adopt them as the most promising approach to accelerate the rural development of their countries at scale, and work with the rest of the development community to ensure its lessons and principles are **integrated into development strategies**.



COMMUNICATION PLAN AS PART OF REGREENING'S SUCCESS

For **Regreening Africa**, our Communications Plan plays a key role in the following key areas:

- Influencing behaviour change
- Advocating for better policies that support land and tree tenure rights by local communities
- Building strong partnerships between various stakeholder who are advancing similar goals in the landscapes
- Outreach of the project through the distribution of communication products
- Linking

A process for successful regreening





COMMUNICATION GOALS

Change mindsets and behaviour

Motivate large-scale uptake of greening

Creation of an enabling environment and evidence based knowledge base to incentivise decision makers

Stimulate policy change



GUIDING PRINCIPLES ON COMMUNICATION & VISIBILITY

To ensure effective and consistent Communication Plan implementation, the following principles will be used to guide communication activities and execution plans.

Quality

Remain committed to producing high quality and credible information that is guided, designed, and aimed at the audience that the project is engaged with.

Open access

Some of our target audience at the local-level will be excluded either technologically or economically from obtaining information intended for them. Communication activities will therefore strive wherever possible and practicable to allow open access to all in their preferred language.

Knowledge sharing and learning

To sustain productive relationships, Regreening Africa will design and implement innovative knowledge-sharing and learning practices.

Focus

Regreening Africa will remain attentive to the current and future communication needs of its targeted internal and external audiences and will aspire to deliver the right message, in the right form, to the right person, using the right channel, being mindful of the right context, and with the right support.



TARGET GROUPS

**HIGHLIGHTING
OUR KEY OBJECTIVES**



TARGET GROUPS



LOCAL FARMERS

Who: Men, women, and youth, recognizing the unique needs of each group as well as power relations that influence their ability to actively engage in land restoration.

Why: Land restoration will only be made possible through active engagement of millions of smallholder farmers across Africa. Communication will play a key role in creating awareness among the farmers on the links between land health and their own food security, economic opportunities and climate change.



PRIVATE SECTOR

Who: Local aggregators, processors and marketers – varying by country.

Why:

- To stimulate investments in tree based value chains;
- To encourage business models that promote environmental stewardship and sustainability;
- To invest in the development of local economies that provide jobs for local youth.



TARGET GROUPS



GOVERNMENT

Who: Relevant ministries of **Local, Regional** and **National Government** for each of the eight countries.

Why:

- To create and implement enabling policies for land restoration;
- Prioritise land restoration in their plans and budgetary allocation;
- To ensure sustainability of greening efforts long after the project is finished;
- Support in creating public awareness and encouraging local communities to take up greening efforts.



DEVELOPMENT PARTNERS AND INTERGOVERNMENTAL AGENCIES

Who: NEPAD, African Union, FAO, UNDP, World Bank, USAID, EC, e.t.c.

Why:

- To invest in and promote land restoration;
- Acknowledge land degradation has negative impacts on food security, migration climate change and sustainable development;
- Research is the engine for sustainable development and investing in "research in development" is the best approach;
- Link ongoing land restoration efforts to broader global initiatives such as UNCCD, UNFCCC, e.t.c.



KEY MESSAGES

**KEY MESSAGING TO THE
TARGET GROUPS**



THE AUDIENCE MINDSET WE'RE AIMING FOR

TRANSFORMATIONAL CHANGE AT LANDSCAPE SCALE

"We have been planting trees for decades but we are still talking about land restoration. Fifty years from now, we should not be talking about land restoration but adding value to what has been restored." - Patrice Savadogo

"How do we bring all that we are doing together upscale and have multiplier effects? There is no panacea for scaling. There is no magic wand to solve land degradation it touches almost everything from livelihoods to food and nutrition security." - Savadogo



TARGET GROUPS



LOCAL FARMERS

KEY MESSAGES

- Simple messaging and information on agroforestry and evergreen agriculture principles and practices based on the context;
- Farmer participation in trainings and adoption of regreening practices will improve their lives, livelihoods and quality, quantity and diversity of their produce.



PRIVATE SECTOR

KEY MESSAGES

- Improving agricultural value chains and market access for tree based value chains will increase quantity and quality of products for sale and incentivise farmers to invest in productive inputs;
- Investments in trees has long-term sustainable returns.



TARGET GROUPS



GOVERNMENT

KEY MESSAGES

- National regreening strategies that enhance farmer adoption contribute and align to national targets and country-based commitments to international targets made within the SDGs, COP agreements, Land Degradation Neutrality and AFR100 contribute;
- Farmer-Managed Natural Regeneration (FMNR) and other regreening practices serve as low-cost approaches to meeting national targets;
- Restoration and regreening has multiple benefits, including stimulating income earning opportunities.



DEVELOPMENT PARTNERS AND INTERGOVERNMENTAL AGENCIES

KEY MESSAGES

- Regreening is a cost-effective scalable development mechanism in rural communities;
- Improved access to extension and information facilitates better adoption of agroforestry and evergreen agriculture technologies and practices;
- Regreening is context specific. Choosing the right tree for the right place, people and reason is critical to achieving land and livelihood goals and sustainability.



KEY MESSAGES

**EXAMPLES OF HEADLINE
KEY MESSAGES**





“

Working across sectors, organizations and people and incorporating evidence both into planning and the way we communicate will support massive and sustainable scaling.

”

SHARED Decision Hub



Regreening Africa



“

Value chains based on regreening activities must include farmers as partners so as to promote re-investment and wealth creation for land restoration.

”

Sammy Carsan,
Regreening Africa Value Chains Component Lead, ICRAF



Regreening Africa



“

Un adage malien très populaire dit: “Celui qui a planté un arbre, n’a pas vécu inutile”

”

Soumaila Sogoba,
Coordinateur projet “Regreening Africa” Mali

“

Les arbres dans les champs pour
restaurer la terre et améliorer la
sécurité alimentaire ”

Anna Daba Ndiaye,
Coordinatrice projet “Regreening Africa” Sénégal

“

Les femmes rurales
sont un levier puissant
du Développement de
l'Agriculture...Mais leur potentiel
est encore freiné par les
disparités

”

Hamed Constantin Tchibozo,
Coordinateur projet "Regreening Africa" Niger



Regreening Africa



“

Tout peut changer grâce à vous! En qualité de Décideur politique, vous avez le pouvoir d'assurer l'autonomisation des femmes rurales en impulsant des reformes favorables pour combles les fossés des inégalités

”

Hamed Constantin Tchibozo,
Coordinateur projet "Regreening Africa" Niger

“

Fruits, fodder, timber and poles harvested from farmlands and community areas, form accessible livelihood options for rural women, youth and men in Africa to participate in local, national and regional markets.

”

Sammy Carsan,
Regreening Africa Value Chains Component Lead, ICRAF



Regreening Africa



“

La terre ne ment pas et elle est à la fois le support et le réservoir de nutriments nécessaires aux plantes pour leur croissance et leur production garantissant ainsi la nourriture des êtres humains. Son potentiel productif est maintenu grâce aux ARBRES qui donc constituent un espoir permanent pour le bien être de l'humanité. Protéger les ARBRES c'est Protéger la Vie Humaine

”

Hamed Constantin Tchibozo,
Coordinateur projet "Regreening Africa" Niger



Regreening Africa

“

Someone once said you cannot do the same thing over and over again and expect different results. It is time to do research and development differently. Research needs to be informed by real development needs and development interventions need to be informed by research. We are not doing our communities—who are the subjects of research and development-- any justice by operating in silos

”

Susan Chomba,
Regreening Africa Project Manager, ICRAF

The background of the entire page is a close-up photograph of green leaves. The leaves are densely packed, and their intricate vein patterns are highlighted in a light, almost white color, creating a complex, organic texture. The overall color palette is a range of greens, from deep forest green to a lighter, yellowish-green where the veins are more prominent.

ACTIVITIES



CENTRAL EXECUTION PLAN

**DETAIL ON ACTIVITIES
UNDERWAY**





**PROJECT LEVEL
(ICRAF)**
CENTRALLY MANAGED
COMMUNICATIONS

CENTRALLY MANAGED COMMUNICATION ACTIVITIES

Situational Analysis Report

Engagement with each of the countries and a matrix of appropriate outreach and communication methods.

Brand Application Toolkit – for ease of application of EU communication guidelines for all communication media disseminated to all implementing partners.

Communication Channels

- Situational analysis report
- Brand application toolkit
- Website
- Social media – Twitter & Facebook
- Newsletter (internal and external)
- Blog series
- Press releases
- Case studies
- SHARED regional workshops
- WhatsApp Groups
- Conferences and workshops
- Stakeholder mailing lists
- Regreening Africa App
- Map access portal



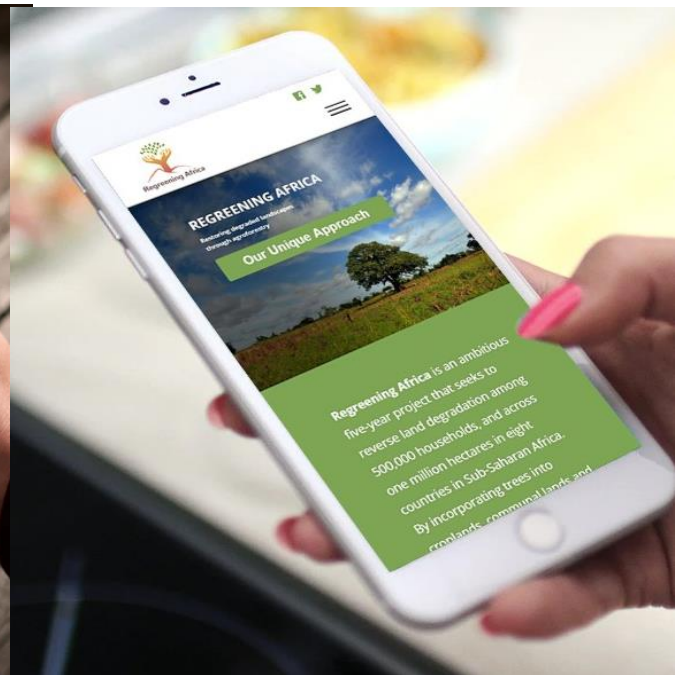
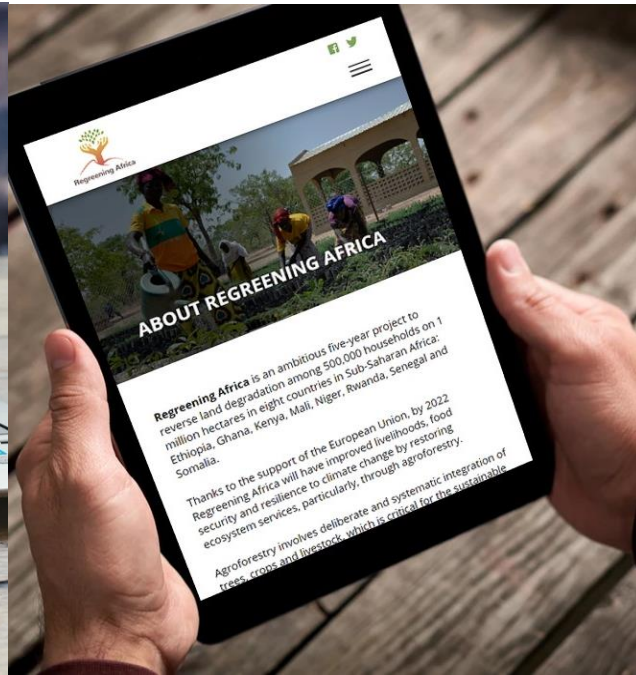
ACTIVITY	PRIMARY ROLE	CONTENT APPROACH	RESPONSIBILITY & TIMELINE	FREQUENCY
WEBSITE	Maintain the highest level brand presence and provide a central resource for content on activities, countries and results.	Showcase the programme approach and highlights. House programme news and events. Provide links to partners and owned digital social channels.	ICRAF	Monthly content updates and enhancements
FACEBOOK	The channel where our activities come alive and connect with our audience emotionally. Where we can spread our key messages from the brand and update the audience on activities, updates, and achievements.	Use our planned content pillars and themes to create engaging content that encourages interaction and action. Make use of new Facebook & Twitter post types to continually improve our social media engagement.	ICRAF Establishment of social media accounts - March 2019 Social media plan April 2019	4 posts per month
TWITTER	A 'live' social media platform to react to relevant conversations live. Also, a live event platform at key times.	Follow the same content pillars but in a far more 'live' sense and also create new relevant design concepts to support the 'live' medium.	ICRAF Establishment of social media accounts - March 2019 Social media plan April 2019	2 tweets per week with higher frequency over tactical days and events
NEWSLETTER	Highlight success stories, upcoming events, challenges faced, lessons learnt, way forward and targets. Internal one to target learning between countries.	Mobile optimised professionally design email template available in multiple language formats. A newsletter template will be shared with the countries to populate with locally relevant information.	ICRAF – newsletter roll out end of April 2019	1 per month
BLOG SERIES	Tell relatable stories with a credible and authentic voice of successes and challenges.	Always ensure that the positioning is specific to either an individual in the central team or a country manager. Try and focus on country stories here.	ICRAF Lead and co-ordinate implementing partners Monthly blogs	1 per month
PRESS RELEASES	Media outreach on key events. Effective route into the international press network to potentially get earned PR coverage beyond owned paid channels.	Professional press releases prepared well in advance and updated just before dispatch to have exclusive content updates. Rich content links.	ICRAF	Responsive to events
WHATSAPP GROUPS	Groups for central teams, key stakeholders, per country, country project manager, and 1-to-1 WhatsApp usage of Model Farmers	In some cases these will be Admin-Only groups for broadcast messaging but where possible we want to encourage peer to peer sharing and communication.	ICRAF Lead and co-ordinate implementing partners	Weekly and sometimes daily updates.
STAKEHOLDER MAILING LISTS	Keep key stakeholders up to date with results and milestones.	Mobile optimised and well designed email templates that offer valuable short-format content with links to more detail as well as a summary of the project leader.	ICRAF	Every 2 months

WEBSITE

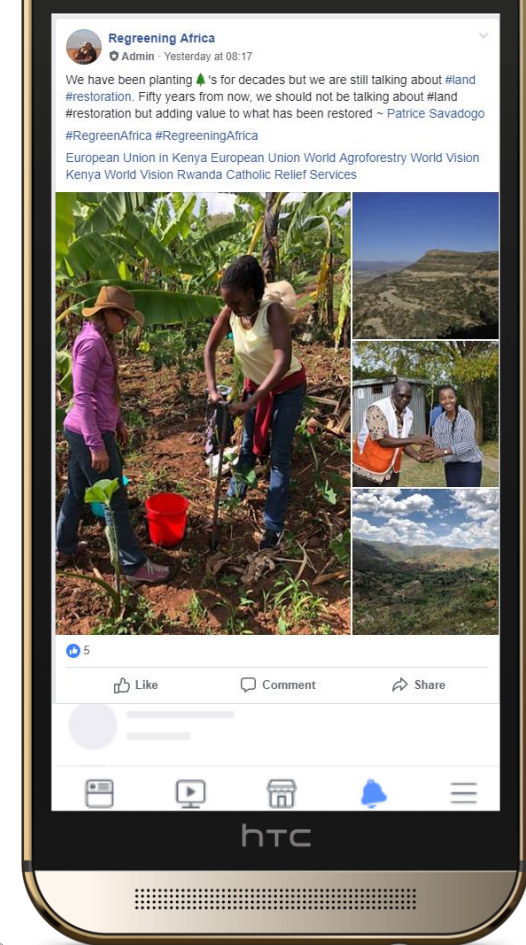
Launched on 22nd November 2018.

Undergoing **visual enhancements, including interactivity**, access to resources and a new version to be upgraded by end of May 2019.

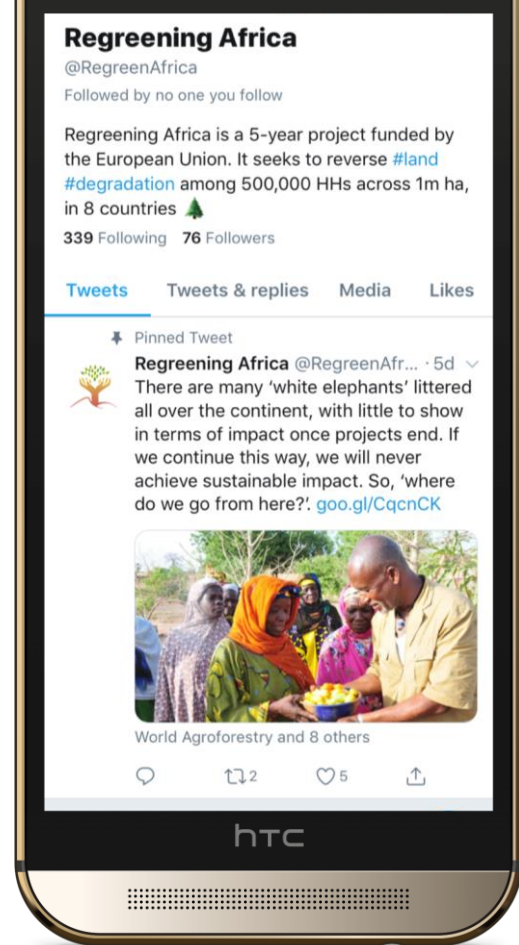
Website **dual language functionality** to be complete by end of June 2019.



FACEBOOK GROUP & EXAMPLE POST



TWITTER PAGE & EXAMPLE TWEET



SOCIAL MEDIA CONTENT PILLARS

WHAT WE DO REGREENING ACTIVITIES

- Stories of change with real people
- Animated micro-videos of greening practices
- Basic agroforestry education

This content is focused on the ground-level impact our programme has on the real people locally. It highlights the stories of individuals and communities.

HOW WE WORK SCALING IN ACTION

- Success stories of scaling
- Taking the theory out into the field
- Long-format articles of impact

Showcasing our approach and methods across the eight countries using real examples of how scaling of greening methods is being achieved in both field level and policy engagement actions.

NEWS & EVENTS A PROGRAMME OF PEOPLE

- Event highlights and commitments
- Meet the teams and their stories

Show our audience the teams in action, in collaboration, and coming together to share ideas and working to continually optimise the ambitious program targets.



SOCIAL MEDIA HASHTAG STRATEGY



Where relevant - gain discoverability and increase brand equity

with the following hashtags....

#RegreenAfrica #RegreeningAfrica

#LandRestoration

#regreening

@RegreenAfrica & @EU_Commission

#agroforestry

#drylands

Branded hashtag and partner tags

#FMNR

#NaturalResources

#EcosystemHealth

#Africa

#Reforestation

#trees

Context and discoverability hashtags



INTERNAL & EXTERNAL NEWSLETTERS

INTERNAL

Newsletter “manager” will collect scheduled contributions from each country, and enter text into existing, user-friendly templates on Mailchimp, to create professional newsletters. (Instructions will be provided on how to do this).

EXTERNAL

Uses same content as internal newsletter, but with a more general introduction and external links suitable for those outside of the Regreening Africa project (e.g. no email links to internal project managers)

Automatically emailed to anyone who signs up via the Regreening Africa website

Directs readers to the Regreening Africa website for further information, thereby growing awareness of Regreening Africa as a whole

Provides regular feedback on Regreening Africa for invested stakeholders

his newsletter:

Our smallholder farmers

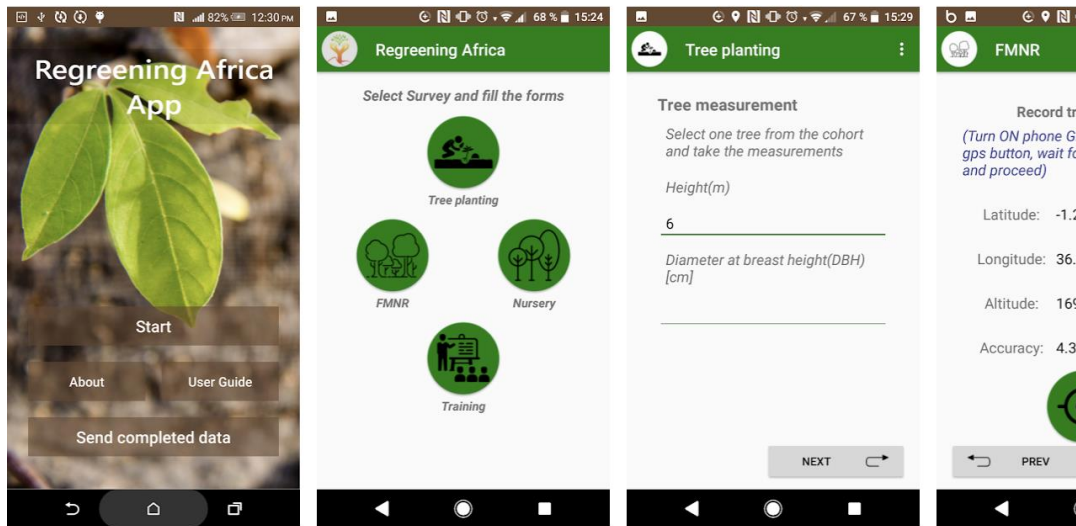
Environmentally-friendly agriculture can meet the sharp increase in food demand through smallholder farming, without compromising natural capital and vital ecosystem services. With appropriate policies and practices in place, African food systems can become more sustainable and resilient. To better understand where that resilience begins, we profiled smallholder farmers in four of our collaborating countries. This is what we found.

A small input to gain a powerful output.

Only 200 words required from each country, approximately every 12 weeks. Countries will be provided with the newsletter schedule ahead of time.



OPEN ACCESS INFORMATION HUBS - REGREENING APP



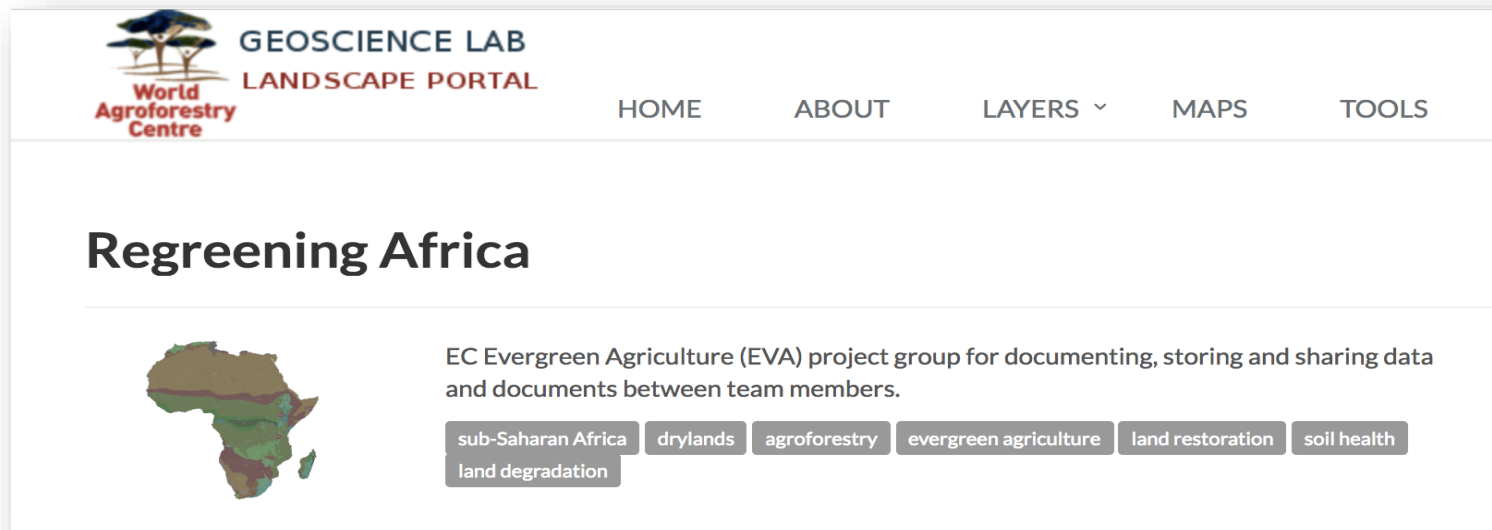
Freely available through the Google Play Store for Android-based mobile phones.

The objective of the Regreening Africa App is to collect information on the current status of each intervention area and track its real-time progress:

- Tree nurseries (location, species, number of seedlings)
- Tree planting (planting date, species management, survival) farmer managed
- Natural regeneration species management
- Photos
- Livestock information



OPEN ACCESS INFORMATION HUBS - MAP PORTAL



Maps for the intervention and scaling sites in each of the eight countries are available on the ICRAF Landscape Portal.

This is a data and mapping repository where all geospatial outputs will be shared with partners, including interactive maps and up-to-date action site layers.



CROSS CUTTING APPROACHES

SHARED DECISION HUB

ADVOCACY STRATEGY

In addition to central communication outputs and country led execution, two key cross cutting methods in Regreening Africa are being utilized collaboratively to ensure a linkage to leverage policy change and create an enabling environment.

SHARED DECISION HUB

Tailored **stakeholder engagement** through the SHARED Decision hub, building relationships and approaches for leveraging policy entry or advocacy opportunities:

- Scaling support
- Leveraging policy change
- Continued stakeholder engagement and relationship building with key actors

ADVOCACY STRATEGY

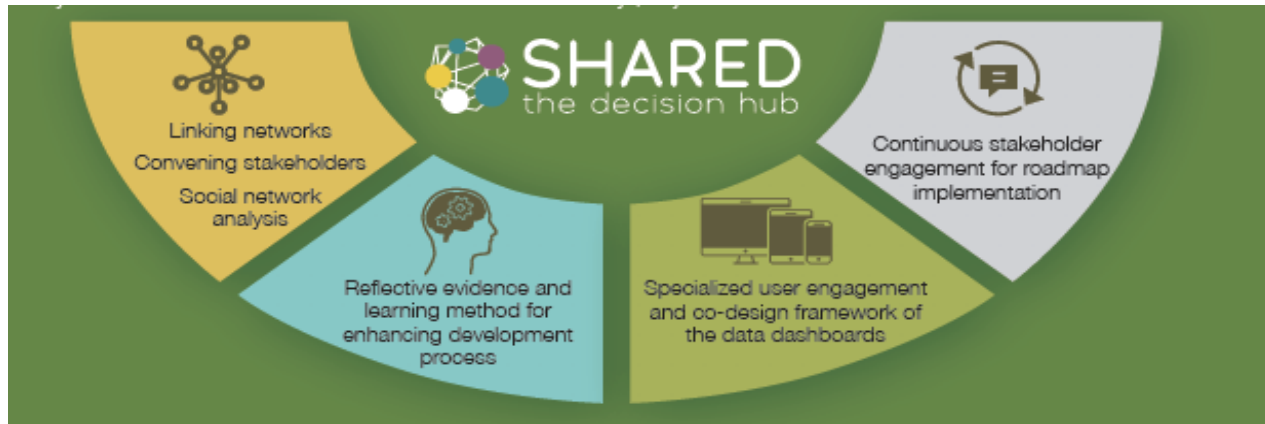
Aims to change the attitudes of public and private decision-makers towards the management of landscapes at regional and national scales, and leverage the creation of comprehensive national movements that will induce the scaling-up of evergreen agriculture to tens of millions of farm families.



SHARED METHODOLOGY

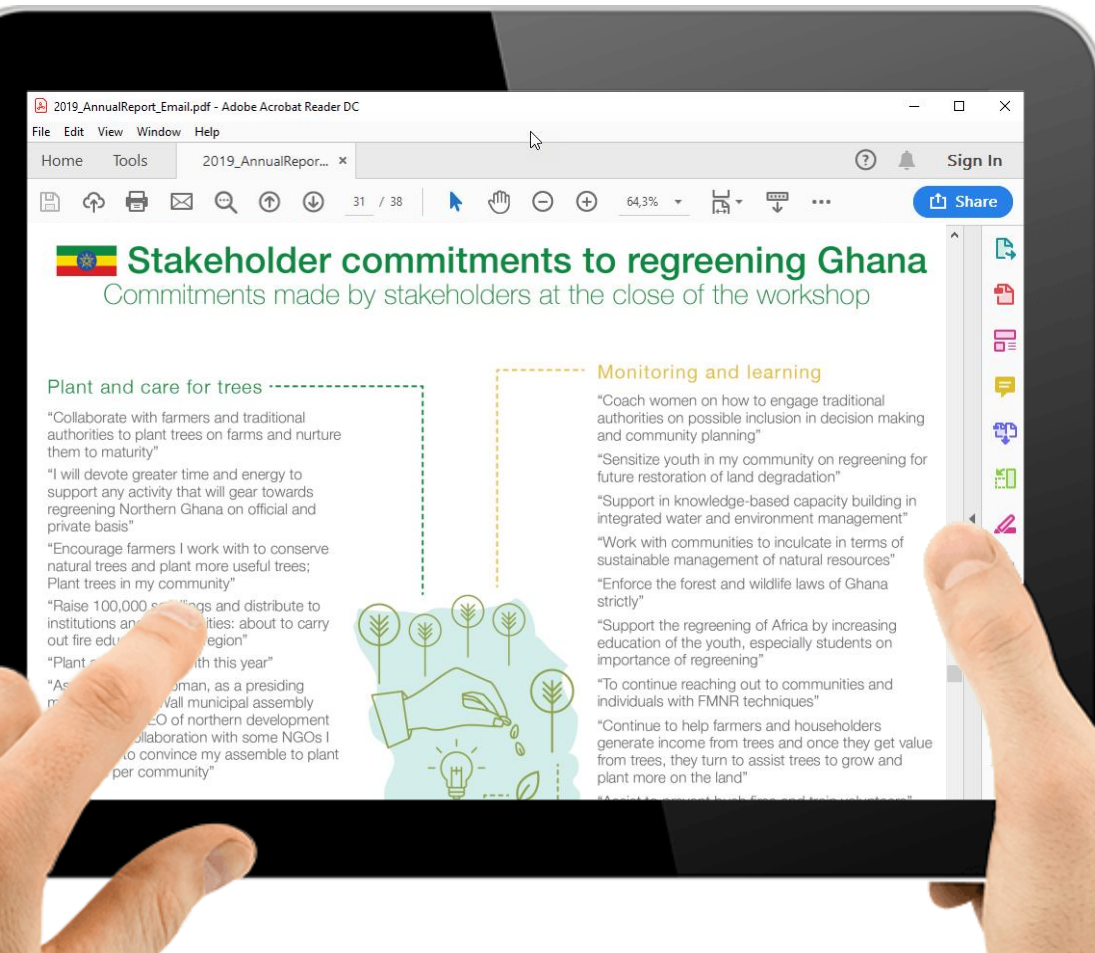
Build and manage relationships
with key stakeholders for
leveraging scaling opportunities





- Bringing stakeholders around key themes and addressing bottlenecks to create action plans for scaling out
- Establishing outcome strategies and a tailored engagement process for each country
- Establishing commitments for scaling targets and roles and responsibilities
- Creating and stimulating networks
- Convening country teams to co-design dashboards to access key evidence around regreening





An example of workshop summary output displaying stakeholder commitments.

This style of accessible information is disseminated within the countries to a wide network of key stakeholders to allow easy access to the most relevant content in an accessible manner.





Another example of a designed Regreening Africa project timeline infographic.

Following the SHARED method, we're able to bring stakeholders around key themes and both address bottlenecks in policy or implementation and create a road map for action. These key activities are then laid out in engaging and digestible formats to allow country teams to use the information in multiple fora.

ADVOCACY STRATEGY

TO STIMULATE KEY POLICYMAKERS INTO ACTION



TARGET AUDIENCES FOR ADVOCACY

GOVERNMENT MINISTRIES AND NATIONAL POLICY MAKERS

- Policymakers are busy people
- They are surrounded by networks of advisors and helpers whose job is to shield them from external distraction and filter the information they receive.
- Getting in front of policy makers therefore, means either a direct intervention, for example at a conference or a scheduled conversation, or getting positive media coverage in the major international media that they're likely to read online.

DEVELOPMENT PARTNERS WITH THE AIM TO INVEST IN LAND RESTORATION

We need to encourage others actors doing rural development work in our countries to adopt agroecological land restoration techniques, both through the SHARED process and through ongoing interactions and communication efforts.

LOCAL COMMUNITIES

- The project uses the advocacy component to influence behaviour change among farmers and advocate for the adoption of FMNR and other land restoration techniques at scale.
- Tactically, this should deploy fellow farmers who are movers and shakers in the land restoration arena across all communications efforts and, wherever possible, encourage influencers and officials to visit them.
- Examples include those recognised through Beating Famine as outstanding environmental stewards. Building a critical mass of such local leaders, and encouraging them to become advocates for greening is key.





ADVOCACY MESSAGES FOR POLICYMAKERS

EMBED OUR ADVOCACY MESSAGE WITHIN THE CLIMATE CHANGE MITIGATION AND ADAPTATION DISCOURSE

Regions experiencing increasingly erratic changes in the amount or timing of rainfall can be made more resilient to that disruption through:

- Agroforestry
- farmer-managed natural regeneration
- assisted natural regeneration on public lands,
- Holistic grazing management
- Many other approaches in the agroecological toolkit.

BROADEN THE MESSAGE BEYOND FMNR AND TREE PLANTING TO INCLUDE OTHER AGRO-ECOLOGICAL AND AGROFORESTRY PRACTICES

- Acknowledge that although FMNR is a primary method of restoring degraded lands, it is not a silver bullet.
- Promote a diversity of land restoration techniques, including soil and water conservation and livestock management, to meet the ecological, social and economic needs of farmers, pastoralists and the land.
- Land restoration is first and foremost about livelihoods.



TOOLS TO ENABLE ADVOCACY



THIRD PARTY ENDORSERS

Example:

French president Macron's Council for Africa

Global Evergreening Alliance

Advocacy assistance

- Relays keys messages on the impact of agroforestry in policy fora
- Leveraging off the convening power by bringing together a host of international development and conservation NGOs



CONFERENCES

Using key note speeches and attendance at conferences and workshops to disseminate findings

Examples

- Beating Famine
- Mo Ibrahim foundation meeting April 2019
- Global Soils Week and World Congress on Agroforestry in May 2019
- European Development Days in June 2019
- The Alliance for a Green Revolution Conference in Sep 2019
- Number of climate-smart agriculture conferences
- Linking to World Economic Forum



TOOLS TO ENABLE ADVOCACY

MEDIA RELATIONS

The results that Regreening Africa generates, and the research that it engages in, including literature research, is to be used to encourage reporters from major media to come and cover examples of regreening successes.

The objective is not only to publicize the work of the Regreening Africa project, but also the successes of many similar interventions which have had the time to mature.

Simple key messages

- Regreening is the solution to some of the challenges facing the continent such as land degradation and providing income
- Regreening works. Look for yourself.

ECONOMIC FOCUS

The advocacy advisory team work closely with the impact evaluation component of the project to understand, analyse, and report the successes of a value chain-based approach on regreening

- Strong focus to appropriately communicate the potential of regreening to help countries not only meet their NDCs
- Assisting to communicate on the potential for carbon capture and credit schemes through implementing regreening activities



COUNTRY ACTIVITY PLAN

**COMMUNICATION
ACTIVITIES IN EIGHT
IMPLEMENTING COUNTRIES**





COMMUNICATION ACTIVITIES

COUNTRY LED
COMMUNICATION ACTIVITIES

COUNTRY LED ACTIVITY EXAMPLES

- Outreach materials
 - Brochures in French and English
 - Roll-up and horizontal banners
 - Templates (letterheads, PowerPoints etc.)
 - Posters, Flyers
 - Infographics
 - T-shirts, caps, and stickers
- Local radio
- Regional and local workshops
- Field days/ commemoration days
- Country Newsletters
- Farmer to Farmer visits



Activity list

- Drama
- Songs and poetry
- Brochures
- Engaging the International Evangelical Church (IEC)
- Road shows
- Social media
- Farmer field days
- Rural Resource Centres
- Field days and exchange visits
- Community groups, volunteer farmers and extension agents
- Media - videos, radio and video shows
- Posters, brochures, training materials, technical reports, success stories and pictorial leaflets
- Trainings
- Notational advocacy platforms e.g. national agroforestry platform
- Workshops, high-level meetings with government officials and stakeholder meetings

ETHIOPIA



Proposed activity list

- Champion farmers
- FMNR hubs
- Exchange visits
- Trainings
- Media – radio, TV and community information centres
- Digital classrooms
- Faith leaders
- Nucleus farmers
- Enterprise groups
- Lead farmers
- Savings groups
- Environment clubs in schools
- Village agents

GHANA

Proposed activity list

- Stakeholder engagements
- Farmer to farmer trainings
- Radio
- Educative theatres
- Community gatherings
- Manuals, illustrations, policy briefs, brochures and posters
- Rural Resource Centres and model sites
- Reward systems and ceremonies
- Exchange visits and intra/ inter-county visits
- EVA hubs in schools, churches, CBOs, model sites and CVAs
- Participatory educative theatres and theatre groups
- Reward systems
- Trainings
- Model sites
- Exchange visits
- Community and church leaders
- Farmer field days
- Poems as well as training other farmers on poetry and buy-in
- Oral traditions
 - Messages on adoption of FMNR/ buy-in
 - New information into old traditions (retro innovation)
- FFS/ demonstration practices
- Shamba Shape up videos
- National and global environment events
- Trainings
- Faith-based organisations
- Policy dialogues

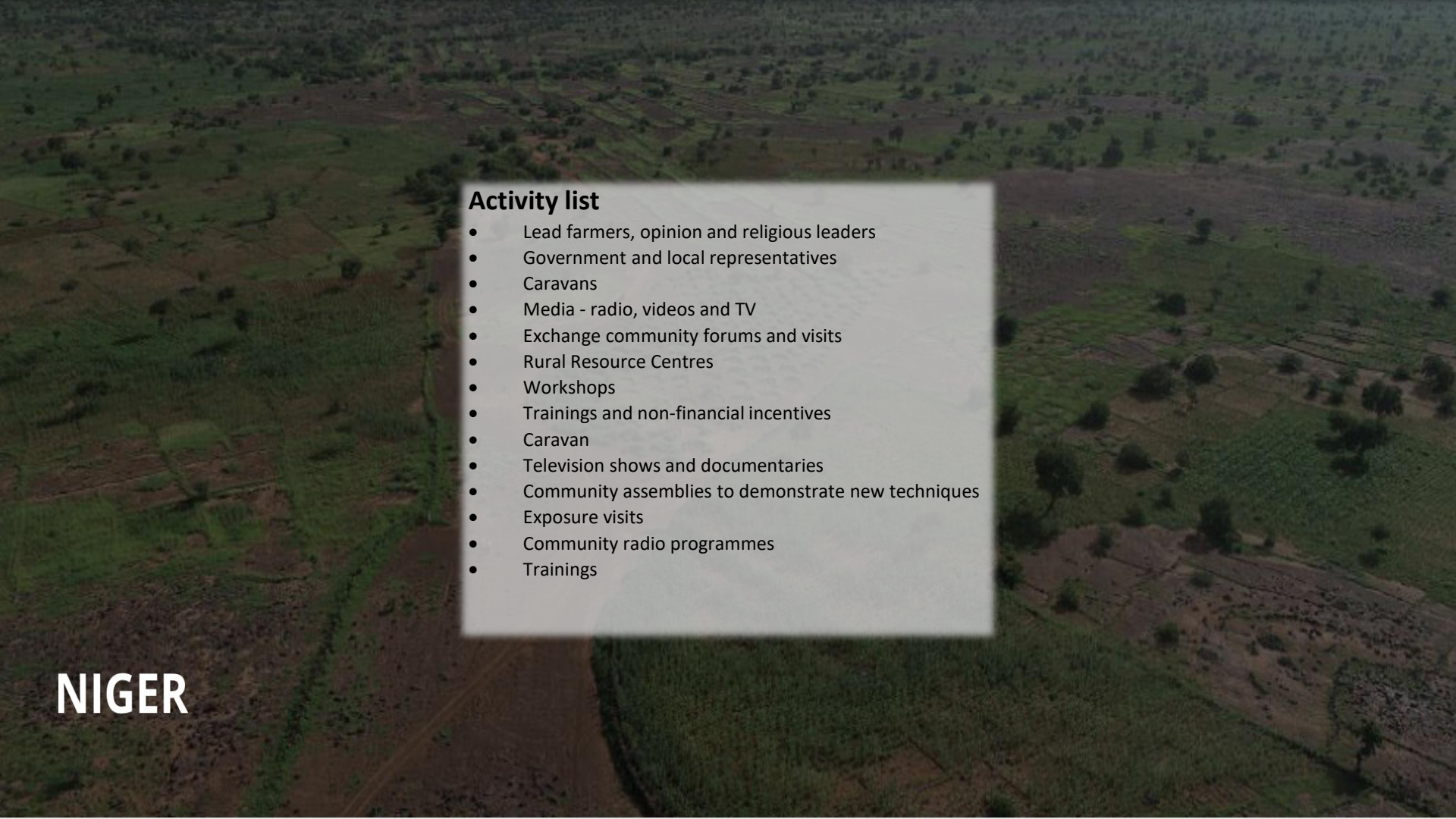
KENYA



MALI

Activity list

- Trainings
- Videos - testimonials and documentaries
- Leaflets, booklets and pictographic guides
- Radio programs
- Exchange visits and exhibitions
- Rural resource centres
- FMNR competitions - printed fabric or farming tools as prizes
- Women and savings groups
- Customary and village chiefs
- Workshops and policy dialogues
- Rural Resource Centres
- Savings groups
- Farmer to farmer trainings
- Exchange visits
- Video shows
- Sketches/ drama
- Open debates
- Opinion and religious leaders



Activity list

- Lead farmers, opinion and religious leaders
- Government and local representatives
- Caravans
- Media - radio, videos and TV
- Exchange community forums and visits
- Rural Resource Centres
- Workshops
- Trainings and non-financial incentives
- Caravan
- Television shows and documentaries
- Community assemblies to demonstrate new techniques
- Exposure visits
- Community radio programmes
- Trainings

NIGER

RWANDA

Activity list

- Community works (an established policy across the country)
- Farmer trainers, extension and government agents
- Media - local radios, videos, advertisements, newspapers and sketches
- Church services, faith-based organisations and schools
- Community nurseries
- Exchange visits
- Savings groups, farmer cooperatives and community-based organisations
- Stakeholder forums, conferences and workshops
- Posters
- Exchange visits and pilot demonstration plots
- Farmer field schools
- Savings groups
- Community work (Umuganda)
- Farmer field schools
- Rural Resource Centres
- Farmer to farmer trainings/ visits



SENEGAL

Activity list

- Media - engage 1 community radio station or 3 different radio stations for a monthly broadcast
- Trainings
- Rural Resource Centres
- Animations and films
- Lead farmers
- Community leaders
- Commune workshops
- Exchange visits
- Newsletters distributed by multi-disciplinary working groups
- Illustration booklets, posters, training materials, fact sheets
- FIARA (a national event) and national environment days
- Testimonials and success stories
- Non-financial incentives e.g. nursery equipment
- Caravans and sensitisation campaigns
- Lead farmers
- Trainings
- Demonstration plots/ farms
- Exchange visits
- Rural Resource Centres
- Farmer to farmer trainings and visits
- Savings groups
- Religious leaders

Activity lists

- Community radios
- SMS
- Model farms
- Exchange visits/ farmer to farmer
- Community dialogues/ assemblies
- Printed publications
- Workshops/ seminars/ conferences
- Radio and public broadcasts
- Television
- Technical working groups/ joint task forces

SOMALIA



The background of the image is a dense, close-up photograph of green leaves. The leaves are mostly oval-shaped with prominent, light-colored veins that create a complex, web-like pattern across the entire frame. The lighting is soft, highlighting the texture of the leaves. Overlaid on this background is the text 'FEEDBACK AND MONITORING' in a clean, white, sans-serif font, centered horizontally. Below the text is a short, thick white horizontal line.

FEEDBACK AND MONITORING



INDICATORS OF ACHIEVEMENT AND FEEDBACK MECHANISMS – CENTRAL COMMUNICATION CHANNELS

*UNDER DEVELOPMENT WITH COMMUNICATIONS, COMPONENT LEADS AND MONITORING, LEARNING AND EVALUATION

- **Website** | Monthly Sessions, Time on site, Pages viewed per session, Bounce rate
- **Social media** | Twitter & Facebook | Monthly reach, Engagement Rate, mentions
- **Newsletter** | Quarterly questionnaire feedback, Total opens, Click-through-rate
- **Blog series** | Blog views, Blog inbound links
- **Press releases** | Media mentions, earned public relations value
- **WhatsApp Groups** | Monthly Read messages, Monthly participants, Sentiment
- **SHARED workshops** | Attendees, Workshop evaluation, follow up with road map activities
- **Stakeholder mailing lists** | Quarterly subscribers, Total opens, Click-through-rate, Semi-qualitative interviews with random selection of mailing list participants
- **Regreening Africa App** | Number of downloads, Active monthly users, user engagement survey and use testing
- **Map access portal** | Use, number of map downloads, application of maps as evidence into an event or advocacy process



INDICATORS OF ACHIEVEMENT – COUNTRY COMMUNICATION CHANNELS AND EVENTS

*UNDER DEVELOPMENT WITH COMMUNICATIONS, IMPLEMENTING PARTNERS, COMPONENT LEADS AND MONITORING, LEARNING AND EVALUATION UNIT

Communication products and outreach materials

Activity	Audience	Proposed Indicators	Means of Assessment
Brochures in French and English Roll-up and horizontal banners Posters Flyers Infographics Country Newsletters Policy Briefs	International, National, Regional Government, NGOs, Advisory Services and Farmer Leaders National advocacy platforms (e.g. national agroforestry platform)	Number of Meeting and outlets in which the materials are used. Level of awareness of project Follow up activities Involvement of new actors Use of language or advocacy in other venues	Mid-line/End Line Surveys and Reflections
T-shirts, caps, and stickers	Local Actors, NGOs, Extensionists and Farmers	Interest and use of materials	Surveys and Focus Groups
Templates (letterheads, PowerPoints etc.)	Project Teams	Consistency of layout of all project based materials	Internal review



Sensitisation, Training, Outreach and Advocacy Activities

Indicative outlets - Rural Resource Centres, Engaging the International Evangelical Church (IEC), FMNR Hubs, Community Centres

Activity	Audience	Proposed Indicators	Means of Assessment
Drama, Songs and Poetry Village sensitisation visits	Men, women and youth, community and village members and farmers	Level of Awareness Related follow up activity/ practice Engagement of new farmers or other actors	Process documentation Event evaluations
Establishment of FMNR Hubs Training and Knowledge Exchange Farmer to Farmer Exchange Visits Farmer Field Days/Commemoration Days Road Shows Local and Regional workshops Village competitions Digital Classroom	Men, women and youth, Community groups, volunteer farmers and extension agents, faith leaders, nucleus farmers, Enterprise groups, Lead farmers, Savings groups, Environment clubs in schools, Village agents, Champion farmers	Level of Awareness and understanding Skills improvement Related follow up activity/ practice Engagement of new farmers or other actors in adoption	Event evaluations Surveys and semi-structured interviews, Farm visits
Advocacy and Policy Influence Awareness and Evidence Use Capacity Development	High-level government officials, Regional Officials, stakeholder groups within and outside of the project, National Platforms	Level of Awareness Level of Understanding of Project outputs Implications of project outputs and evidence	Pre and post event surveys Event evaluations Process documentation End-line surveys



Media

Activity	Audience	Proposed Indicators	Means of Assessment
National Radio	National and Regional Level Influencers	Level of awareness Related follow up activity engagement of new actors	SMS Feedback Surveys
Local Radio	Regional influencers, Farmers, Extensionists	Level of awareness Related follow up activity Engagement of new actors	SMS Feedback Surveys Semi-structured surveys






KEYS TO SUCCESS

DO's

- ✓ Plan centrally managed and country-led comms via a schedule.
- ✓ Focus on the smallholder farmer as the key to change.
- ✓ Use digital channels to trial new communication.
- ✓ Reflect on communication results and be responsive to optimise.
- ✓ Reward local participation in communication where affordable.

DONT's

- ✗ Publish ad hoc.
- ✗ Think of communication only as a channel of marketing.
- ✗ Be afraid to be brave.
- ✗ Release communication without a method of measurement.
- ✗ Forget to include credits following EU Communication and Visibility Manual
- ✗ Be afraid to ask for help.



RESOURCES



HUMAN RESOURCES

**COMMUNICATION
FOCAL POINTS**



Malefia Tadele
CRS, Ethiopia



Asfaw Mariame
WV, Ethiopia



Edward Akunyagra
WV, Ghana



Mawuli Apanka
CRS, Ghana

Hamed Constantin
WV, Niger



Boube Chayaya
Care, Niger



May Muthuri
Communications
Assistant



Susan Onyango
Global Communications
Coordinator



Gilberte Koffi
Communications Officer



Charles Odhiambo
WV, Kenya



Alex Mugayi
WV, Rwanda



Patrick Worms
Senior Science Policy
Advisor



Anna Daba
WV, Senegal



Coulibaly Mamadou
Oxfam, Mali



Pierre Dembele
Sahel Eco, Mali

Dennis Garrity
Drylands
Ambassador, UN
Convention to
Combat
Desertification;
Chair, EverGreening
Global Alliance



Susan Chomba
Programme Manager



Sabrina Chesterman
SHARED behavioural
scientist



Aminata Fofana
CRS, Mali



Josue Goita
WV, Mali



Dorcas Sanginga
Communications
Intern



Will Talbot
Communication Consultant



Abraham Assefa
WV, Somalia



Abdirahim Salah Gure
Care, Somalia



Funded by European Union



World Vision



ELD
THE ECONOMICS OF
LAND REGENERATION

Oxfam
International



Website: www.regreeningafrica.org

Email: regreeningafrica@cgiar.org

Ethiopia, Ghana, Kenya, Mali, Niger, Rwanda, Senegal & Somalia