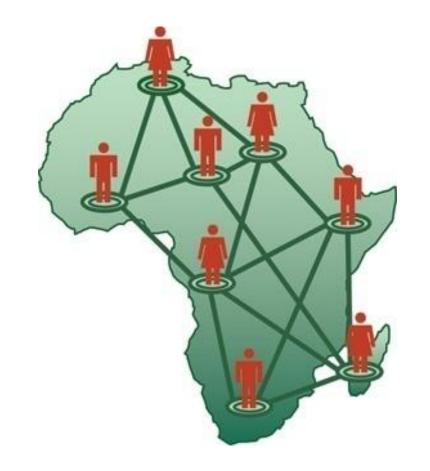
# Communication and Outreach Plan for AGRODEP

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## COMMUNICATION AND OUTREACH PLAN

- The goal of AGRODEP is to position African experts to take a leading role in both:
  - (1) the study of strategic development questions facing African countries as a group, and
  - (2) the broader agricultural growth and policy debate, which traditionally has been dominated by external actors and concerns
  - The goal of the present Communications/Outreach Plan is
    - to identify cost-effective activities that will link the AGRODEP research network to the policy decision-making processes in Africa.



### COMMUNICATION AND OUTREACH PLAN

#### Target Audience

- policymakers in African countries,
- regional economic communities (RECs),
- international development community,
- country opinion makers,
- civil society and non-governmental organizations,
- media,
- ... and the general public.

#### Key Messages

- o Evidence-based research
- .. will support the implementation of CAADP by identifying policy changes that are necessary to meeting CAADP's objectives.
- ... will focus on featuring activities and publications by AGRODEP members
- o ...as well as announcing events organized by AGRODEP



## Communication and Outreach Plan

### Three sets of communication:

- Communication/outreach tools designed and implemented by AGRODEP;
  - Online Communication tools: newsletter/Bulletin/website/social media
  - Direct: conference/Research Valorization Grant/Specific event
- Communication/outreach tools designed and implemented by AGRODEP and its Partners;
  - ReSAKKS
  - ASARECA; CORAF/WECARD; FANRPAN; IAV Hassan II; University of Pretoria
- Communication/outreach tools designed and implemented by AGRODEP members;
  - e.g.: Communication on research from grants