

Communication and Outreach Plan for AGRODEP

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Steering Committee Virtual Meeting
July 16, 2012

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
 - 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
 - ...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