



GLOBAL ALLIANCE FOR
CLIMATE-SMART AGRICULTURE

COMMUNICATION STRATEGY

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Reviewed by the Strategic Committee

Reaching the right
audience...

with right message....

at the right time...

with the good tools.

MAP THE SITUATION

26 INTERVIEWS - SWOT ANALYSIS

Partnership

- ❖ Partnering with GACSA, why? What do you expect?
- ❖ Which kind of support GACSA has represented (or could be) an added value to your partnership? Give examples
- ❖ What can you say about the GACSA's comparative advantages and what it brings to the table?

Communication

- ❖ What kind of information needs to be shared with you? How can that information best be shared?
- ❖ What could GACSA do differently in order to ensure that its image is correctly portrayed and better communicate its goals and strategy with its stakeholders?

COMMUNICATION OBJECTIVES

Build accurate perception of GACSA and its role in catalysing and upscaling CSA, thereby attracting more stakeholders to the platform.

Target: Members and potential members

Increase the visibility of GACSA

Actors: Members-Communication Task Team - MET - voluntary support of 6 Communication officers of GACSA's members

Strengthen internal communication and encourage dialogue

Actors: Task Teams

AUDIENCE

Countries
committed to
CSA

CSO'S – NGO'S

Farmers' organisa
tions

Research
centers and
academics

Businesses

Regional alliances &
International
initiatives similar to
GACSA

Media &
General public

GACSA TASK TEAMS (MET-FU-COMMUNICATION TASK TEAM)

GENERAL KEY MESSAGES

- ✓ GACSA is an **inclusive, transparent and action-oriented platform** seeking to find and share solutions for **food security, climate adaptation, and mitigation**.
- ✓ GACSA serves as a platform to provide **diverse sustainable practical solutions**, to support multi-stakeholders to transform agricultural, forestry and fisheries practices in the face of climate change.
- ✓ GACSA aims to catalyze and help create transformational partnerships to **encourage actions** that reflect an integrated approach to the three pillars of climate-smart agriculture.
- ✓ To achieve these goals, GACSA fosters **knowledge learning, sharing, and partnership building** among governments, farmers, scientists, businesses, civil society, regional groups and international organizations.
- ✓ All expertise and knowledge sharing **from and between members** stimulate concrete and innovative initiatives at all levels.
- ✓ GACSA is a platform that gives the **same decisional voice to all**. Joining GACSA, does not create **any binding obligations** and members determine their particular voluntary actions according to their needs and priorities.

SPECIFIC KEY MESSAGES FOR GOVERNMENTS COMMITTED TO CSA

- ✓ **GACSA connects countries with research organizations, farmers' organizations and financial institutions to find practical solutions to challenges countries are facing.**
- ✓ **GACSA is problem-solving and actions oriented and it stimulates transfer information to help governments achieve greater efficiency in terms of food security in the face of climate change.**

Actions to engage

- ✓ **Promote the access of knowledge and expertise from the researchers and farmers organisations**
- ✓ **Share how some countries, with different models, have been implementing CSA and how they are forging case study alliances**
- ✓ **Promote the valuable possible interaction with the neighbours countries and with other countries.**

SPECIFIC KEY MESSAGES FOR CSO'S– NGO'S

✓ GACSA is an independent, transparent, open and inclusive platform focused on CSA action where members choose their activities to contribute to the aspirational goals.

✓ CSA is an evolving approach to improve food security in the face of climate change. All options are there – whatever a farmer can do sustainably in a climate conscious-manner, or agroecology, or drip irrigation or any other method.

Actions to engage

- ✓ Define what is CSA and what is not
- ✓ Be as transparent as possible.
- ✓ Follow CSO's blogs and news on CSA
- ✓ Encourage them to keep accompanying the farmers
- ✓ Organise yearly roundtable.

SPECIFIC KEY MESSAGES FOR FARMERS' ORGANIZATIONS

- ✓ **GACSA's vision is a world where CSA helps farmers and farming systems to increase agricultural productivity and incomes in a sustainable and equitable way.**
- ✓ **GACSA is a platform that gives the same decisional voice to all members.**
- ✓ **GACSA stimulates research in CSA and aligns research and innovation with the needs and experiences of farmers.**

Actions to engage

- ✓ **Attend farmers' organisations events**
- ✓ **Organise yearly round table meetings with farmers**
- ✓ **Value voices of farmers**

SPECIFIC KEY MESSAGES FOR BUSINESSES

- ✓ **GACSA is a network allowing to reach out to a global audience about different CSA tools and to build partnerships.**
- ✓ **GACSA aims to foster partnerships to scale-up CSA practices around the world.**

Action to engage

- ✓ **Invite to showcase during events**
- ✓ **Invite to participate to the online forum**

SPECIFIC KEY MESSAGES FOR RESEARCH CENTERS AND ACADEMICS

- ✓ **GACSA focuses on knowledge-based actions to drive innovations in the practice of CSA.**
- ✓ **GACSA promotes multi-stakeholder partnerships for participatory research that takes into account the experiences of farmers and other CSA practitioners**

Action to engage

- ✓ **Collect and publish results and invite them to use the results of KAG**
- ✓ **With country actions, the existing and evolving research on CSA, is essential to advancing GACSA.**

SPECIFIC KEY MESSAGES FOR REGIONAL & NATIONAL ALLIANCES & INITIATIVES SIMILAR TO GACSA

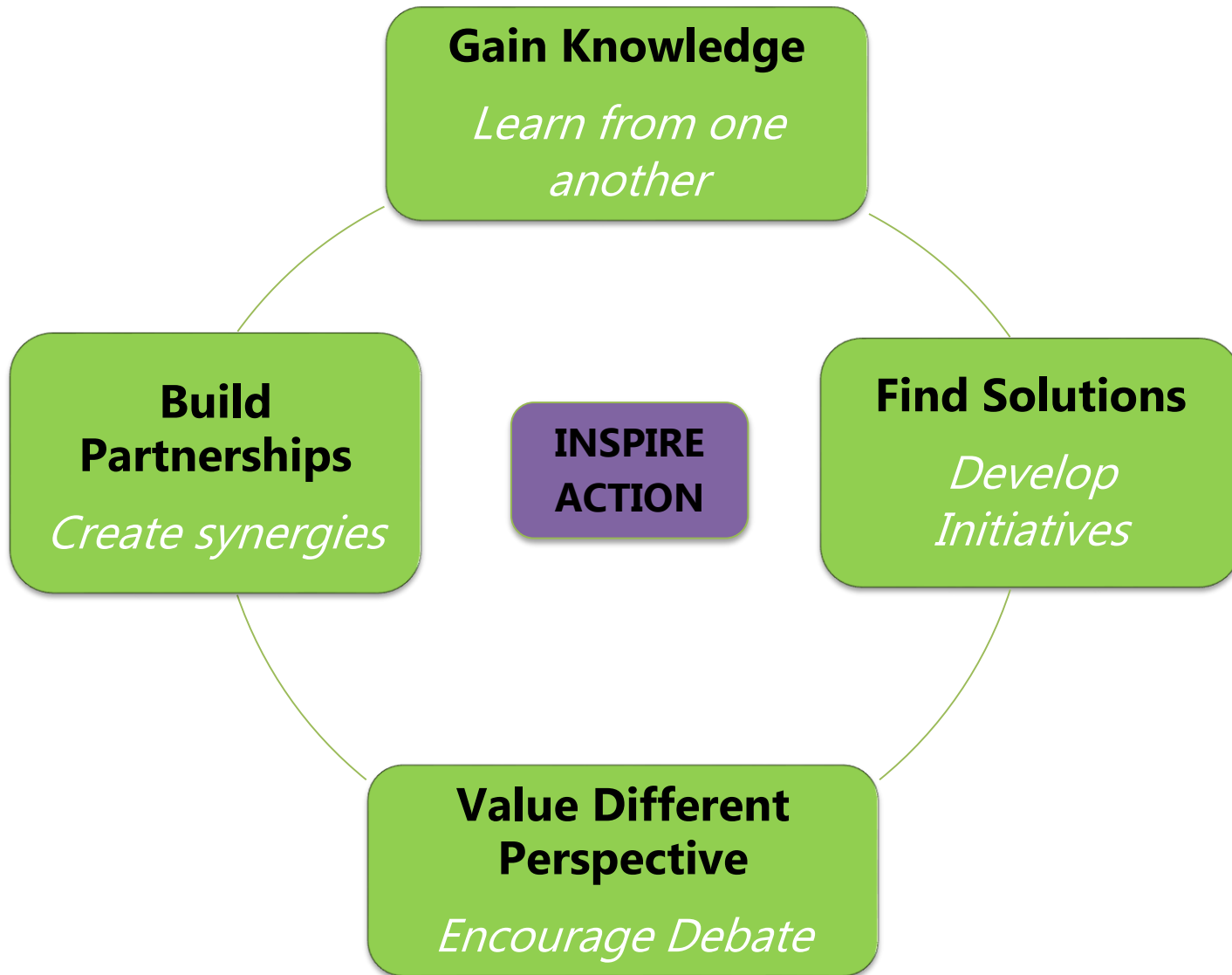
- ✓ **GACSA aims to complement other regional and international processes and initiatives related to agriculture, food security, nutrition and climate change.**
- ✓ **GACSA aims to foster partnerships to scale-up CSA practices around the world and to work hand-in hand with the national CSA initiatives and with related initiatives**
- ✓ **GACSA's intervention approach is in line with the principle of subsidiarity, making the regional /national alliances the one responsible for coordinating with lower levels of action.**

Actions to engage

- ✓ **Promote the valuable possible interaction with the neighbours countries and with other countries as well as with other related initiatives.**

SPECIFIC KEY MESSAGES FOR MEDIA/GENERAL PUBLIC

- ✓ **GACSA is an inclusive, voluntary and action-oriented multi-stakeholder platform on Climate-Smart Agriculture.**
- ✓ **GACSA is the one, worldwide platform for Climate-Smart Agriculture where all come together to meet the climate challenge.**
- ✓ **GACSA is the one platform for jointly addressing the challenge of food security and climate change through Climate-Smart Agriculture.**



COMMUNICATION ACTIVITIES & TOOLS

Standard informational materials

- Brochure , leaflets, infographics...
- FAQ's on GACSA and CSA
- Videos
- Website

Interactive communication materials

- Online Forum for members only
- Social Media (Twitter, Linkedin, Youtube Channel)
- Newsletter
- Podcasts

Outreach activities

- Networking
- Organising events (side events, booths....)
- Hosting events
- Webinars

MONITORING AND EVALUATION

Online tools

- Number of unique visits on the website (monitor monthly web traffic)
- Number of registrations for online forum
- Number of registrations for e-Newsletter
- Number of followers and friends on social media

Event Planning

- Number of conferences attended by GACSA members on behalf of GACSA
- Number of hosting events
- Number of new members attending events

Membership

- Number of published stories on members' websites and newsletters (track coverage using Google Alerts)
- Number of member's outputs that are submitted to the GACSA website.
- Number of new members and evaluation of active members

RECOMMENDATIONS

- **Endorse key messages to ensure consistency and simplicity**
- **Finalize mission statement**
- **Develop a GACSA newsletter**
- **Launch an online forum**
- **Encourage members to agree to participate in the promotion of GACSA**
- **Review the role of the Communication Task Team**

MERCI! THANK YOU! DANK JE!