

2019 FARA Media Report for PARI Project



This communication activities reported in this piece were carried out under the Program of Accompanying Research for Agricultural Innovation (PARI) www.research4agrinnovation.org , a research program of Center for Development Research (ZEF), University of Bonn, Germany. PARI is supported with funding from BMZ. The logo of other partner organizations is appended

MEDIA ACTIVITIES AT AGRF

EVENT DAYS (3RD -6TH SEPTEMBER, 2019)

At the just-ended #AGRF2019, FARA social media platforms have been leveraged to push PARI-related content and engage with audiences.

The table below highlights the number of posts we did on social media, pre-event, event days and post event.


Social Media Page	No. of Content shared	Total Reach/Impression	Total Engagement/ Reaction
Facebook	24 posts	15,403	888
Twitter	36 tweets	45,950	1078
LinkedIn	14 posts	6,298	106
Instagram	7 posts	894	60

We gained about 20 new followers on Twitter, 162 on LinkedIn, 60 on Facebook and 3 followers on Instagram. Below are screenshots taken for the period, around the event.

LinkedIn

Companies to track ⓘ

Time range: Aug 29, 2019 - Sep 7, 2019 ▼

Company	Total followers	New followers	Number of updates	Engagement rate
 Forum for Agricultural Research in Africa - FARA Your company	3,515	162	14	6.3%












































































Facebook

August 29, 2019 to September 7, 2019			×
Follower Sources	Unfollow Sources		
Follower Source	Number of Followers		Percentage of Followers
Uncategorized Desktop	90	<div></div>	81.08%
On Your Page	16	<div></div>	14.41%
Search	3	<div></div>	2.7%
Page Suggestions	2	<div></div>	1.8%











We created an event tab a week to the event and we had 59 responses, 17 attended and 42 expressed interest. We were excited to see one of the attendees by name Paul Atsu (See screenshot below) engaging with us on Twitter and Instagram during this period.

A total of 2.2K people were reached organically.



	Inbox	Events	Manage Jobs	Notifications	Insights	More +	Reach	Engagement	Settings	Help
Overview										
Ads										
Followers										
Likes										
Reach										
Page Views										
Page Previews										
Actions on Page										
Posts										
Events										
Videos										
Stories										
People										
Local										
Messages										
Promote										
Manage Promotions										
	09/04/2019 6:00 PM		There's no continent, without making agriculture priority, can			428		0 4		Boost Post
	09/04/2019 5:57 PM		We don't need a hand out. We need a hand up ~ Strive Masiwa .			470		1 2		Boost Post
	09/04/2019 5:35 PM		The #digitalrevolution is here. 300m #Africans have smart phones.			553		10 8		Boost Post
	09/04/2019 12:11 PM		Data on blockchain is owned by nobody and by everybody.			1.1K		15 21		Boost Post
	09/03/2019 5:42 PM		#Photos from the ongoing side event organized by the Program of			2.1K		193 53		Boost Post
	09/03/2019 3:51 PM		Creating an Enabling Environment for Digitalisation to Transform			419		13 12		Boost Post
	09/03/2019 3:07 PM		"Digital services will only transform smallholder farming if the			1.3K		44 22		Boost Post
	09/03/2019 3:01 PM		World Bank to commit 30b USD to agriculture over the next four years			1.4K		18 36		Boost Post
	09/03/2019 12:05 AM		#MeetThePanelists for the Zentrum für Entwicklungsforschung / Center			1.2K		40 25		Boost Post
	09/02/2019 11:45 PM		#MeetThePanelists for the Zentrum für Entwicklungsforschung / Center			262		0 1		Boost Post
	09/02/2019 10:28 PM		#MeetThePanelists for the Zentrum für Entwicklungsforschung / Center			527		5 10		Boost Post
	09/02/2019 10:14 PM		#MeetThePanelists for the Zentrum für Entwicklungsforschung / Center			1K		16 21		Boost Post
	09/02/2019 2:23 PM		Earlier today at FARA: PARI, ZEF pays a courtesy call to the			1.9K		150 32		Boost Post
	08/30/2019 11:17 AM		It's 4 Days more to the Side-event The AGRF; Creating an Enabling			996		32 28		Boost Post
	08/26/2019 11:14 AM		#Watch Agricultural Economist, Dr. Kiri Sindi laments shortage of			1.2K		21 51		Boost Post

These selected screenshots are the best performing posts over this period on our Facebook timeline - in the next page is a more detailed screenshot of engagements on these posts

	#Photos from the ongoing side event organized by the Program of			2.1K		193 53	
	Earlier today at FARA: PARI, ZEF pays a courtesy call to the			1.9K		150 32	

Forum for Agricultural Research in Africa - FARA

Published by Daniel Peprah (7) · September 3 at 4:42 PM · 🌐

#Photos from the ongoing side event organized by the Program of Accompanying Research on Agricultural Innovation (PARI) Implemented by the Center for Development Research (ZEF) and the Forum for Agricultural Research in Africa (FARA) #AGRF2019 #GrowDigital #AfricasCentury

👍 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 18,000 people.

2,135

People Reached

246

Engagements

[Boost Post](#)

Julius Lubega, Mah Andrimaina and 12 others · 1 Comment · 4 Shares

Performance for Your Post

2,135 People Reached

53 Reactions, Comments & Shares

45

Like

14

On Post

31

On Shares

1

Love

0

On Post

1

On Shares

3

Comments

1

On Post

2

On Shares

4

Shares

4

On Post

0

On Shares

193 Post Clicks

90

Photo Views

0

Link Clicks

103

Other Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

Forum for Agricultural Research in Africa - FARA

Published by Daniel Peprah (7) · September 2 at 1:23 PM · 🌐

Earlier today at FARA: PARI, ZEF pays a courtesy call to the Executive Director of FARA, ahead of the Side Event At #AGRF2019 on the theme Creating an Enabling Environment for #Digitalization to Transform African Agriculture. #AGRF #Photos

👍 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 18,000 people.

1,912

People Reached

182

Engagements

[Boost Post](#)

Noelle Ede Nette, Jurnay Ravel Mass and 15 others · 3 Shares

Performance for Your Post

1,912 People Reached

32 Likes, Comments & Shares

29

Likes

17

On Post

12

On Shares

0

Comments

0

On Post

0

On Shares

3

Shares

3

On Post

0

On Shares

150 Post Clicks

64

Photo Views

0

Link Clicks

86

Other Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

For the first 10 days in September our top media post has been Fig .1 below, reaching over 2.6k people and engaging a total of 97 followers.

Tweet activity



Impressions	2,609
Total engagements	97
Media engagements	56
Likes	18
Retweets	7
Profile clicks	7
Detail expands	4
Link clicks	2
Hashtag clicks	2
Replies	1

Figure 1

Fig 2 is our top tweet and mention post during this #AGRF2019, garnering 2,657 impressions.

Tweet activity



Impressions	2,657
Total engagements	73
Likes	21
Profile clicks	17
Retweets	16
Media engagements	12
Detail expands	4
Link clicks	2
Hashtag clicks	1

Figure 2

PARA	FARA Africa @FARAInfo - Sep 5 Dr. Helga Baurhuf of @BMZ Bund @PARI_ZEF @ZEFbunn speaking to @gongenszhang @BBGAfrica on the margins of @TheAGRF #AGN2019 @Akintami1 @JohnAgboola @Gabaithu1 @AGRAAlliance m.facebook.com/story.php?stor... View Tweet activity	705	10	1.4%
PARA	FARA Africa @FARAInfo - Sep 5 Last day of #AGRF2019 #GrowDigital #AfricaCentury @PARI_ZEF @Akintami1 @BMZ Bund @ZEFbunn @Gabaithu1 @Gabaithu1 @Gabaithu1 @JohnAgboola @TheAGRF How will digitalization enhance the fight to rid the continent of hunger and poverty? pic.twitter.com/Wj0TU1F02 View Tweet activity	1,424	33	2.3%
PARA	FARA Africa @FARAInfo - Sep 5 Achieving food and nutrition security the China story. @SouthSouthCooperation @AGRF2019 @PARI_ZEF @ZEFbunn @BMZ Bund @TheAGRF @Akintami1 @Gabaithu1 @KrishtanFARA @ccardesa @CCAFNews @ASARECA pic.twitter.com/tu0wVtRym View Tweet activity	906	11	1.2%
PARA	FARA Africa @FARAInfo - Sep 5 Certified seed usage in Ghana under the Planting for Food and Jobs has targeted 10k farmers in 2019. It may be exceeded. Fertilizer usage increased to 20kilo per hectare - @OusuAhyie Akoto at #AGRF2019 @PARI_ZEF @ZEFbunn @BMZ Bund @TheAGRF @Akintami1 @Gabaithu1 pic.twitter.com/z10Gav7Uu View Tweet activity	1,112	16	1.4%
PARA	FARA Africa @FARAInfo - Sep 5 Under the South - South Cooperation model, MoFA (Ghana) and OGP (Morocco) collaborate to improve the fertilizer value chain in Ghana. #AGRF2019 @PARI_ZEF @ZEFbunn @BMZ Bund @TheAGRF @Akintami1 @Gabaithu1 @KrishtanFARA pic.twitter.com/qwkvGyUJ4 View Tweet activity	1,824	23	1.3%
PARA	FARA Africa @FARAInfo - Sep 4 Vice Pres of Rwanda - we're trying to de-risk the ag sector in Rwanda, to make it profitable. We have invested heavily in managing effects of climate change. #AGRF2019 @PARI_ZEF @ZEFbunn @TheAGRF @BMZ Bund @Akintami1 @Gabaithu1 View Tweet activity	906	8	0.6%
PARA	FARA Africa @FARAInfo - Sep 4 We have a much more scientific approach to gathering of data and distribution of resources, thanks to digital application. Ghana should be able to feed west Africa - President Akufo Addo at #AGRF2019 @TheAGRF @BMZ Bund @PARI_ZEF @ZEFbunn View Tweet activity	769	1	0.1%
PARA	FARA Africa @FARAInfo - Sep 4 Vice President of Nigeria - Digital technology has brought in a large number of young people into agriculture. Most technologies in the ag sector are owned and run by young Nigerians. #AGRF2019 @TheAGRF @BMZ Bund @PARI_ZEF @ZEFbunn pic.twitter.com/UdHnCPJf View Tweet activity	962	18	1.6%
PARA	FARA Africa @FARAInfo - Sep 4 President Akufo Addo - Adoption of digital technology in agriculture has made the making of policy much more efficient. #AGRF2019 @PARI_ZEF @ZEFbunn @Akintami1 @PARI_ZEF @AGRAAlliance @ZEFbunn @BMZ Bund @Gabaithu1 @Gabaithu1 @JohnAgboola @TheAGRF pic.twitter.com/0DMnVgq View Tweet activity	858	21	2.3%
PARA	FARA Africa @FARAInfo - Sep 4 President of Niger - 60% of arable land of the world in Africa. We must leverage this and promote intra-African trade. We need to promote shared value and resources. #AGRF2019 @AGRAAlliance @PARI_ZEF @Akintami1 @BMZ Bund @ZEFbunn @Gabaithu1 @Gabaithu1 @JohnAgboola pic.twitter.com/CsVhucyy View Tweet activity	1,403	29	2.1%
PARA	FARA Africa @FARAInfo - Sep 4 "We cannot tackle all the constraints of the agricultural sector at the same time. The strategy is to target small holder farming and revamp it" - President Akufo Addo at #AGRF2019 @PARI_ZEF @ZEFbunn @BMZ Bund @Gabaithu1 @Gabaithu1 @JohnAgboola @TheAGRF View Tweet activity	711	6	0.6%
PARA	FARA Africa @FARAInfo - Sep 4 President Akufo Addo - the inability to take advantage of the wealth of arable land and water to prop agriculture is an obstacle we must overcome. #AGRF2019 #GrowDigital #AfricaCentury @PARI_ZEF @Akintami1 @BMZ Bund @ZEFbunn @Gabaithu1 @Gabaithu1 @JohnAgboola pic.twitter.com/0an0X0YE View Tweet activity	660	13	2.0%
PARA	FARA Africa @FARAInfo - Sep 4 There is no continent, without making agriculture priority, can grow. Agriculture should be given a priority on our continent - @Emmanuel	1,052	26	2.5%

Some screenshots of our Twitter engagements

FARA Forum for Agricultural Research in Africa - FARA Admin view View as member										
Page	Content Suggestions	Career Pages	NEW	Analytics	Activity	NEW	Admin tools			
Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	
Under the South - South Cooperation model, MoFA (Ghana) and OCP... All followers	Daniel Peprah	9/5/2019	383	-	2	0.52%	12	0	1	
Vice President of Nigeria - Digital technology has brought in a large... All followers	Daniel Peprah	9/4/2019	500	-	17	3.4%	10	0	0	
Data on blockchain is owned by nobody and by everybody. Speaking to the issu... All followers	Daniel Peprah	9/4/2019	302	-	3	0.99%	1	0	0	
#Photos from the ongoing side event organized by the Program of... All followers	Daniel Peprah	9/3/2019	1,033	-	161	15.59%	17	4	1	

Marked with green - Photos shared on the PARI side event have recorded the highest impressions on our LinkedIn platform so far with 161 Clicks and 17 Reactions.

This was followed by the post on the Courtesy call by the PARI team on the Executive Director of FARA, shared ahead of the event with 26 Impressions **in red below**

FARA Forum for Agricultural Research in Africa - FARA Admin view View as member										
Page	Content Suggestions	Career Pages	NEW	Analytics	Activity	NEW	Admin tools			
#Photos from the ongoing side event organized by the Program of... All followers	Daniel Peprah	9/3/2019	1,033	-	161	15.59%	17	4	1	
*Digital services will only transform smallholder farming if the agricultural... All followers	Daniel Peprah	9/3/2019	259	-	2	0.77%	1	0	1	
World Bank to commit 30b USD to agriculture over the next four years... All followers	Daniel Peprah	9/3/2019	350	-	9	2.57%	5	1	1	
#MeetThePanelists for the side event: Dr. Heike Baumüller (ZEF, Germany)... All followers	Daniel Peprah	9/2/2019	362	-	10	2.76%	4	1	0	
#MeetThePanelists for the side event: Dr. Philip Dayo, Agricultural Research... All followers	Daniel Peprah	9/2/2019	550	-	8	1.45%	9	1	0	
#MeetThePanelists for the side event: Dr. Rose Omari, Council for Scientific and... All followers	Daniel Peprah	9/2/2019	359	-	2	0.56%	4	1	0	
#MeetThePanelists for the side event: Dr. Lawrence Mose of Kenya Agricultural a... All followers	Daniel Peprah	9/2/2019	189	-	2	1.06%	2	0	0	
Earlier today at FARA: PARI, ZEF pays a courtesy call to the Executive Director ... All followers	Daniel Peprah	9/2/2019	507	-	26	5.13%	9	2	0	

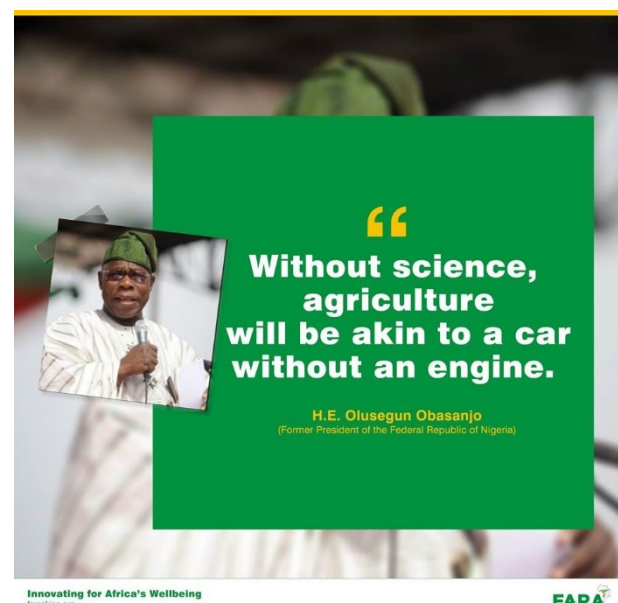
KEY MEDIA CONTACTS-Pan - African Agricultural Journalists Association

NAME OF JOURNALIST	MEDIA ORGANISATION	COUNTRY	NAME OF GUILD	EMAIL ADDRESS	TELEPHONE
Jean Baptiste Musabyimana	www.ajacrdc.org	DR Congo	AJAC	ajacrdc2018@gmail.com	+243 994 411 011
Hamidou	www.agroactu.net	Sénégal	REJAQUES	hdiop19@gmail.com	+221 440 906 7
Souaré Alpha Ousmane	www.agriguinee.net/ City fm	Guinea	AMEDAR	agriguinee2018@gmail.com	+224 622 303 692
PODJOLEY Essonana Gilles	Journal Agricole	TOGO	JTAD	obrenergilles@yahoo.fr	+228 901 042 18
Jefferson Massah	Local Voices	Liberia	Liberia Agricultural Journalists Network	jeffmassah@gmail.com	+231 886 828 622
Stanley Ihedigbo	Daily Independent Newspapers	Nigeria	Nigeria Association of Agricultural Journalists (NAAJ)	oluwanstanley2@yahoo.com	+234 708 810 195 5
Talib Ussi Hamad	Tanzania Daima Newspapers	Tanzania	Juwahamaza	talibussi2015@gmail.com	255 777 470 271
Paulina Acheampong	JAM Media Group, Atinka Media Village (Agyenkwa FM)	Ghana	Ghana Agricultural and Rural Development Journalists Association	akuapaulina84@gmail.com	+233 244 623 893
Amadou Jallow	The Point Newspaper	Gambia	Network of Agricultural Communicators (NAC) The Gambia	youthhits@gmail.com	
Abdallah el-Kurebe	Newsdiaryonline.com	Nigeria	NAAJ	www.elkurebe@gmail.com	+234 311 400 09
Richmond Frimpong	Promise Broadcasting Limited (Oyerepa 100.7 Fm)	Ghana	Agricultural and Rural Development Journalists Association	frimzrice@gmail.com	+233 268 909 020
Joseph Opoku Gakpo	Multimedia Group Limited	Ghana	Ghana Agriculture and Rural Development Journalists Association	joseph.opoku2000@gmail.com	+233 247 714 498
Henry Kwesi Badu	Multimedia Group Limited (Joy FM, Joy News TV, www.myjoyonline.com)	Ghana	Ghana Agriculture and Rural Development Journalists Association	baduhenry@yahoo.com	+233 244 432 498

MEMBERS OF THE PAN-AFRICAN AGRICULTURAL JOURNALISTS ASSOCIATION, A SUB-SET OF THE INTERNATIONAL FEDERATION OF AGRICULTURAL JOURNALISTS. PLANNED TRAINING; Q1, 2020 PROGRAMME TO EXPOSE JOURNALISTS TO ALL FARA COORDINATED RESEARCH PROGRAMMES/PROJECTS

Dissemination of PARI result in High level platforms

1. Agricultural Research and Development opportunities in South-South collaboration framework: the case for China – Africa: 2nd International Agricultural Research Conference of Centre for International Agricultural Research (CIAR), Beijing, China- 24- 29 September 2018
2. FARA delegation to H.E. Ambassador Josefa Sacko, African Union Commissioner for Agriculture and Rural Development – 5 April 2019: Discussing new opportunities in the CAADP/Malabo agenda
3. Supporting agricultural Innovations and IAR4D in Jigawa State- 4- 10 October.
4. Advancing the Pan African Agricultural University, Punjab Agricultural University (PAU) in India 27 October- 1st November.
5. Launch of the Brazil-Africa Agribusiness & Innovation Network (BRAIN), 21-24 November 2018, Salvador, Brazil.
6. Achieving a food secure Africa: breaking the glass ceiling 3rd October 2018- West African Centre for Crop Improvement
7. Meeting with AUDA-NEPAD, Addis Ababa, Ethiopia – 4th October 2019
8. Hosting of Arewa Research and Development Platform, Accra Ghana – 3rd October
9. Hosting of Yam Improvement for Income and Food Security in West Africa, Accra – 2nd October 2019
10. Courtesy call on Executive Governor of Abia State, Nigeria – 25th September 2019
11. 32nd International Conference of the Biotechnology Society of Nigeria, Ibadan Nigeria – 19th August, 2019
12. African Food and security leadership dialogue, Kigali Rwanda – 6th August 2019
13. FARA and partners support formulation and implementation of science-led policies in the context of S3A, Rome – 21st June, 2019.



General Learning

1. The need to empower FARA professional staff to be ambassadors to engage with FARA/PARI activities online, i.e. by posting, sharing, tweeting, retweeting etc., events organised.
2. The need for early planning and coordination of the communications activities across PARI-ZEF and FARA
3. Availability of budget for communications at all stages (for Pre-event hype, Event day coverage, and post event reviews)

PARI Communication Strategy

February 2019

A. Background

Effective Communication is critical to organizational performance and relevance. This is particularly the case in the current information age where competition for attention of audiences is high. Communications is deployed to achieve a range of objectives; to lobby political and business actors, to raise funds and promote the visibility of organizational brands, to boost awareness of important social issues, to alter behavior etc.

Communications in a research and development program such as the **Program of Accompanying Research for Agricultural Innovation (PARI)**, is vital to the delivery of its goal of generating knowledge to foster changes that contribute **to sustainable agricultural growth as well as food and nutrition security** in Africa.

Reflecting on the antecedents of the PARI projects and many other agricultural research and development efforts in Africa, it is well known that technology generation as well as its adoption in Africa is the lowest among the seven continents of the world. This further underscores the poor state of the agricultural sector on the continent. Many thought leaders in Africa agricultural development have opined that Africa has a handful of good and proven technologies that are sitting on the shelves in various research stations on the continent. The reasons for this include the appropriateness of the technologies for the projected end users, the demand pull for the technologies, the effectiveness of the technology transfer systems and the communication of the technologies to the right audience. Apparently, the bane to progress has been low adoption of the generated knowledge and technologies; owing to obvious lack of communication of research results and ineffective communication in few cases. The traditional communication means for research outputs is the journals, books, proceedings, and periodicals. The key audience of these media are the researchers, largely limiting the reach of the information to scientists, leaving out other critical actors that enable the utilization of the information and subsequent impact.

The evolving paradigm change in agricultural research systems in Africa from the linear method to the innovations systems approach is calling for effective communication. The new approach embraces broader partnerships from multiple-institutions, multiple-sectors and disciplines. It favors the engagement of all the necessary actors around the innovation sphere of the system and the commodities. It ensures the contributions of broad stakeholder groups to define research issues, such that the outputs meet a pressing, well-articulated demand for knowledge and technologies. The new approach requires smart communication to deliver the needed change in the agricultural sector. The PARI projects will require an effective corporate communication strategy to ensure its visibility on the continent as a viable knowledge generating endeavor, as well as garnering the required demand for its knowledge contribution to policy development and to provide direction for other interventions.

B. PARI Communication Goal

A properly targeted communication will position PARI in good stead to attract the much-needed attention and partner support to deliver on its related goals to promote and support the scaling of proven innovations in the agri-food sector, as well as to support and enhance investments in Green

Innovation Centers (GICs).

The PARI communications strategy will streamline the processes which will seek to

- I. Undertake actions that will enhance the visibility of PARI and its contributions to the promotion of agricultural innovation in Africa.*
- II. Publicize the achievements and impacts of PARI research outputs and its partners; and*
- III. facilitate exchanges among stakeholders to elicit feedback to PARI.*
- IV. Identify and segment key audiences of PARI outcomes for the purposes of targeted communication.*
- V. Formulate key messages and sub-message based on the outputs of PARI's five cluster themes.*
- VI. Design appropriate communications channels for transmitting messages to the appropriate audiences*

The PARI strategy will remain a living document and sets the strategic direction for PARI's internal and external communications with potentials to evolve over time, in order to accurately reflect the priorities of PARI's works and to support its key functions.

PARI exists among many agricultural research acronyms for organizations and programs on the continent. Some examples – AGRA, IITA, FARA, ASERECA, ECOWAS, AU, ICRAF, EIAR, NEPAD, CAADP, S3A. Some are donors, some project implementers, some focus on policy, some fall under the umbrella of others, some are regional, some national, some supranational. Many of these organizations are similar with overlapping focus. There is a critical need to ensure that PARI stands out.

In terms of communications avenues and collaterals, PARI has a functional website and some social media presence, which must be revamped with the relevant and well targeted content. It also has several publications out of which relevant content needs to be teased for easy communication to its audiences regularly.

PARI Communication Mission

The PARI project needs to stand out as a unique initiative that responds to critical information and knowledge needs to foster innovation. It will particularly respond to high level knowledge demand for designing continent-wide policy interventions around pertinent subject matters. The Project has recognized the need to communicate its outstanding research results in order to meaningfully contribute to agricultural change on the continent. PARI aims to communicate what it does and how it has done it to its most important stakeholders; its essential audiences and donors. There is the need to harmonize and align communications for all projects that exist under the PARI umbrella.

Thus, the strategy outlined, is designed to position PARI to its most important audiences as:

Vision: *A purely professional research program generating knowledge products to influence policy systems and is also highly recognized among researchers and technocrats as an essential instrument for supporting and strengthening agricultural systems across Africa and India.*

Expected outcome: *PARI products become demanded, acclaimed and useful source of well researched information as instruments to inform the direction of policies and interventions as well as further studies.*

With the vision statement above, the PARI communications shall strive to achieve several targets

across the short, medium and long terms. A few are listed in the table below:

Output	Target		
	Short Term	Medium Term	Long Term
Strengthening PARI Visibility & External Communications	PARI Stakeholder Events (Communications activities for AGRF 2019)	Social media buzz Photo & Video documentary of PARI activities in the countries	Media/Press Engagements
Strengthening Projects Communication	Acquisition of communications equipment (Camera & Accessories/editing software)	Media engagement training for researchers	Research Blogging Contest
Communicating PARI Thought-Leadership	PARI Media Force - PMF (Growing a critical mass of journalists for PARI projects across the continent)	PARI thought-leadership series (What's new? Gathering stakeholders to engage around critical research findings)	Feature PARI in FARA expert dialogue series (What's new?)
Internal Communications & Visibility	Branding of Designated PARI Collaterals and Internal Spaces at the FARA Secretariat as	On-street Directional Signposts	Outdoor Billboards

Table 1: Short to long term Communications targets

C. Implementation Roadmap

To get the much-needed visibility for PARI and to re-establish donor interest very quickly, a number of approaches would be deployed:

- Building the capacity of Project Staff (PS) for effective media engagement:** In their line of duty, the PS of are most likely the public-facing agents of this program, and must therefore be properly equipped to be able to leverage every opportunity to put PARI in a positive light.
- PARI Thought Leadership & Stakeholder Engagement:** PARI will be positioned to contribute to the narrative that sets the agenda for agricultural research on the continent and beyond. This will be done through a quarterly event; a public-facing encounter (PARI Thought-leadership Series - PTS), during which technical expertise from the research community and allied organizations, shall be harnessed to lead narratives and generate conversations around topical and emerging issues in the area of agriculture science research and innovation across the globe. Issue papers shall be developed from the quarterly engagements and targeted at the relevant audiences. This is also an avenue to court very influential media practitioners and organizations on the continent and beyond; and make it easier for them to access the PARI knowledge products to tell the PARI story from a credible third-party perspective.
- Adopting a proactive approach to media opportunities:** PARI will leverage partner/stakeholder events such as the AGRF to communicate its mandate and activities and to engage policy makers on uptake of PARI research findings.

- d. **Leveraging digital media:** Social and digital media are a less expensive way to prop PARI's reputation in the digital space, with very granular approach to analytics and results. Deploying **ALL** PARI's digital and social media platforms proactively to tell the PARI stories in a more visually compelling way, will increase the program's visibility among the general public and targeted audiences. Improving the capacity of key PARI stakeholders to engage with the program on social media will give PARI great social capital and mileage.
- e. **Internal branding and communication:** The need to sell PARI first, to its internal customers, the host countries, before going far afield. Internal communications collaterals to be fully branded to communicate the PARI essence and mandate. Quarterly internal newsletters to be shared among target audience.
- f. **Consistent messaging:** Every PARI communication product (press releases, keynote addresses, presentations, annual reports etc.) must carry a consistent message which aligns with the Program's mandate and must be properly tagged with the PARI logo. For example, for every one-page communication emanating from PARI directed at a targeted audience, there must be at least 5 mentions of 'PARI'.

D. Equipment

The implementation of the Communication Strategy requires the involvement of;

- a. **Fully functional** communications department (personnel and equipment)
- b. **Buy-in of Key Stakeholders (Internal/External):** PARI to deploy mechanisms to rope-in donor agencies and essential partners through proactive information sharing
- c. **Media:** Media Opportunity Plan and an up-to-date database of regional and international media contacts and mailing list. Regular engagement of media
- d. **Communication and visibility collaterals:** Development and deployment of a wide array of communications and visibility materials targeting specific audiences.

This Strategy responds to the needs of streamlined PARI activities with a stronger focus on acceptable external visibility.

E. Segmenting the Audiences

Engaging the appropriate target audiences will ensure that the main goals and objectives of the PARI communications strategy can be met. Prioritizing of audiences is critical as PARI's communications must look in two directions:

- a. to the donor world, and
- b. to the African agricultural research and extension world.

We define some specific objectives for communications based on this audience analysis.

Table 2: Audience Model for PARI

Audience looking to the Donor world	Who are they?
Populations	The general citizenry of donor countries mostly educated adults who are most likely to be opinion shapers when informed in bulk. PARI to use this group to have some influence on the

	Practitioners and Organizations. PARI will leverage the successes of its projects to tell compelling stories targeted at these audiences.
Practitioners	Individual development officers in donor countries and organizations with responsibilities for agricultural research funding. These are the people who read reports and know the territory. They may be on the continent or overseas. They will for the most part be technology savvy and may use social media quite well. One more reason key PARI staff must be empowered and given the capacity to engage appropriately on social media.
Organizations	Donor organizations both national (multilateral) and foundation based that PARI wants to target for potential funding as well as current donor organizations. Among these will be BMZ/ZEF
Systems	Multilateral donor mechanisms including The World Bank as well as major donor countries where ministries responsible for international development appropriations may need reminding of the significance of agricultural research by local scientists in contributing to the UN Sustainable Development Goals (SDG)
Audience looking to the partner, stakeholder world	Who are they?
Populations	This is an important target audience for projects in which dissemination and scaling is a desired outcome; the Innovations Platforms, for example. This local audience will be less computer/technology connected but mobile phones even smart phones along with radio and perhaps television can be powerful communications tools. PARI could partner organizations that wish to use television or radio reality shows to reach these category of audience
Practitioners	National program scientists and technical staff, counterparts in sub-Regional Organizations (SROs). These may be contributors and beneficiaries of PARI work in terms of research scholarship and capacity development.
Organizations	One of the key objectives of PARI is to ensure the ongoing buy-in and support of research entities across the continent
Systems	Policy level – Ministries of Agriculture in member countries where the objective might be to encourage more funding for both research and innovation.

F. Key Messages

PARI's main and supporting messages are based on the key objectives and vary from informative to aspirational, seeking to address common information gaps and misperceptions that may act as obstacles for a positive and accurate impression of PARI. The main messages and accompanying supporting messages are as follows:

a. "Contributing to sustainable agricultural growth and food and nutrition security in Africa"

- Supporting message: PARI provides a unique platform for developing continentally coordinated and coherent approaches for generating and scaling knowledge products and innovation platforms for improving agricultural productivity in rural communities.
- Supporting message: PARI has the leverage to generate and aggregate knowledge and experiences through key stakeholders to meet the Malabo Declaration of ending hunger on the continent by 2025.

b. "Promoting and supporting the scaling of proven innovations in the agri-food sector"

- Supporting message: PARI in collaboration and partnership with all relevant actors, provides solid scientific basis and technical support to enable decision-making at policy level

c. "Supporting and enhancing investments in GICs and their enabling environments"

- Supporting message: PARI contributes to global and continental commitments and is well connected to agriculture organizations beyond Africa, and utilizes, as well as shares knowledge, solutions and experiences with other frameworks.

d. "Identification, assessment and up-scaling of innovations"

- Supporting message: PARI engages several sectors, such as research institutions, agriculture and food systems, continental and regional political structures as well as national policy units; to support the scaling of agricultural innovations on a continental level.

G. Tools and Methods

The deployment of targeted, specific and achievable methods and actions is essential in reaching the Communication objectives set above. When focusing on more singled-out messages, using multiple channels and tools simultaneously will be favored; paying attention to social media and mobile devices, as well as other web-friendly designs and distribution. The more traditional means, such as print, will coexist but in smaller quantities.

5.2. For effective PARI communication, depending on the sub-objective and message, audience, time frame, etc., a mix of both modern and well-established communication channels, tools and materials will be used. These include the website, extranet, social media, press releases and newsletters, PR events and campaigns, involvement of mass media, print products, and multimedia, among others.

Short term Communication Activities (August - December 2019)

SR	Date	Activity Description	Location	Remarks	Budget USD
1	Sept -Oct	Provide media coverage for the PARI side event at the 2019 AGRF. <ul style="list-style-type: none">• Media reporting and press releases• Gathering snippets messages for social	Accra Ghana	Social media buzz before, during and after the event	1000

		media broadcast. • Video coverage, production and dissemination of key messages			
2	Aug-Nov	Production of media snippets from previous studies and publications.	From FARA secretariat	Curating communication content for social media and blogs	1000
3		Scheduling one field visit to partners organization	TBC		5,000
4	Aug - Dec	Poised for opportunistic presentation of PARI results and media coverage in upcoming events • Animal science society conference, Accra.	Accra	Leveraging partner events to communicate PARI results	5,000
5	Aug-Dec	Field documentary of existing projects in 5 countries	Malawi, Zambia, Ethiopia, Cameroon, Ghana	A video documentary of projects utilizing knowledge products generated by PARI	TBD
TOTAL					12,000

Proposed Budget

Equipment	Description	Unit Cost(USD)
Photography		
Canon 5D Mark IV +24-70mm lens	Professional photography camera that produce high standard visuals for any kind of use	
On Camera Flashlight	Helps the camera shoot better under low light conditions	
Canon lens 70-300mm f2.8	This lens is wide range and helps shoot objects at a far distance	
SD Card (64/128GB)	Extra card to record video and photos	

Rechargeable AA batteries	To be used with the on-camera flashlight to capture events and activities under low light conditions	
Videography		
Canon xa35	Video camera (capable of recording events for hours without interruptions)	
On Camera Light	Attached to camera for video recording during low light conditions	
Wireless Lapel Microphone	For capturing of audio during one on one video interviews	
Shotgun Microphone	For capturing of audio when recording videos at an event	
Camera Tripod	For stable shots during video recording	
Postproduction Software / Equipment		
Adobe Photoshop	For Graphic design and photo editing	
Adobe illustrator	For graphic design and PDF editing	
Adobe Lightroom	For bulk photo editing	
Adobe Premier Pro	For Video Editing	
Adobe After Effect	For Motion graphic editing	
Adobe Indesign	For preparing magazine and brochures	
Externatl drive (2TB or more)	For Storage of media files	
Social Media Streaming	To send live feed to social media during any event /Program	
Capture card (Ultra Studio Mini Recorder/H.264 Pro recorder)		
Wirecast Software Pro /MX light Software		
Audio Cable, Cleanbox to Camera		
	TOTAL	

