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Report on PAEPARD social media campaign **European Development Days 2017**





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M Introduction

The PAEPARD project partners together with six other project partners (CAAST-Net plus, LEAP-Agri, ERAfrica Initiative, RINEA, ProIntensAfrica, and CDAIS) has organised a cluster stand at the European Development Days in Brussels, June 2017. The cluster stand focus was on the lessons shared by seven EU projects in reinforcing Africa-EU research and innovation collaboration for development impact, with special emphasis on the difference made by multi stakeholder partnerships in food and nutrition security and sustainable agriculture (FNSSA).

The European Development Days (EDD17) did not allow for the dissemination of printed material, thus the organizers of the EDD17 encouraged the use of social media as communication tools before and during the EDD17.

The large social media exposure expected from this event was seen as a great opportunity to (i) promote Africa-EU multi-stakeholder research and innovation partnerships and more specifically showcase the mission and impact of PAEPARD and; and to (ii) build PAEPARD visibility on social media was developed. To reach these two main goals, the following specific objectives were set:

- (i) Develop and promote the key messages of partners from cluster stand EDD17
 - Develop and promote PAEPARD key messages to new or existing PAEPARD audience
- (ii) Generate new followers and engagement with relevant contributors and influencers on social media
 - Generate visits to PAEPARD websites (project site, Blog, Dgroup)

A communication strategy was built around these objectives and the social media campaign was launched using Twitter and Facebook (@PAEPARD).

This report describes the methodology implemented and the measurable impacts over the campaign period. This report will mainly focus on the Twitter activities, as it was the main tool promoted and used during the campaign.







Materials & Methods

Timina

The campaign was structured in 3 periods:

- 1. Before the EDD17, from 10 May to 7 June. The objectives during this period were to inform social media users of the participation of PAEPARD to the EDD17 and to increase the number of followers on social media to allow for greater exposure during the EDD17.
- **2. During** the EDD17, from 7 to 8 June.
- 3. After the EDD17, from 9 to 19 June. During this period, the purpose was to continue to benefit from the social media exposure of the event.

Selection and design of the key PAEPARD messages

The PAEPARD management team selected the following key messages:

- PAEPARD exists and is an active multi-stakeholder partnership platform in ARD. It was important to introduce what PAEPARD is as the PAEPARD social media account is relatively new. Therefore, these messages were advanced to communicate PAEPARD objectives and introduce the different PAEPARD mechanisms (CRF, IF, Consortia, ULP) and PAEPARD communication tools. The PAEPARD blog posts were also automatically synchronized with the PAEPARD Twitter account.
- PAEPARD presents tangible results (of the consortia). As the title of the cluster stand was "reinforcing Africa-EU research and innovation collaboration for development impact", it was important to show that PAEPARD consortia generate development impact. To demonstrate their tangible results, consortia and ULP leaders were asked to provide at least one picture and tangible results of their consortium/ULP such as number of farmers trained, percentage of yield increased and impact on livelihood. In total, 8 consortia shared their tangible results which generated about 2 to 3 tweets per consortia.
- PAEPARD seeks partners to ensure the sustainability of its action. As PAEPARD is now in its last year of implementation, we addressed the lessons learned from the PAEPARD project and perspectives envisaged by sharing the relevant quotations from the participants of the PAEPARD brainstorming meeting that focused on the future of PAEPARD. These were

collected, reviewed by the moderator and tweeted after the event.

• Key messages of the cluster stand: "Building partnerships to innovate" and "Investing in partnership, capacity building, public policy and innovation financing"

These key messages were in line with the EDD17 theme and were chosen by the partners of the cluster stand. During the event, visitors feedback and the visits and quotes of visitors of the European Commission (EC) and other decision making organisations were tweeted to promote these key messages of the cluster stand.

To facilitate the implementation of the key messages, 6 themes were defined (Table 1).

THEME 1	Presenting the PAEPARD project
THEME 2	Present each ULP and tangible results
THEME 3	Present each consortium and its tangible results
THEME 4	Address the lessons learned from the PAEPARD project and the perspectives envisaged
THEME 5	Inform / attract individuals and organizations following the PAEPARD social networks
THEME 6	Present the cluster stand and the themes of #EDD17 & Addressing Key Messages from the Stand Cluster

TABLE 1. Themes defined for the social media campaign.

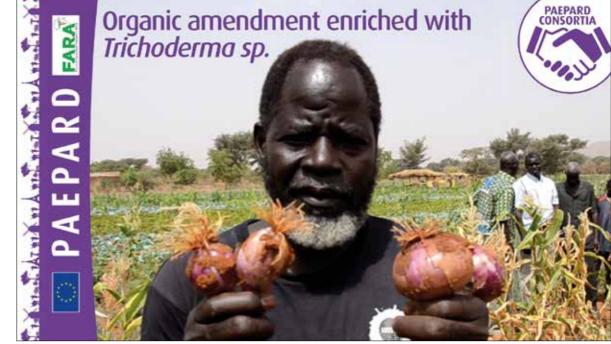
In each tweet, a relevant link to an external electronic resource was attached to the message. The links helps to generate visits to PAEPARD websites (project site, Blog, Dgroup) and increase further PAEPARD visibility.

Methods/tactics to increase tweets' impressions and engagement Visuals in Tweets

As tweets with image is known to generate more impressions, most of the PAEPARD tweets was sent with a visual. Furthermore, to increase visibility and uniformity of PAEPARD tweets, a template for the visuals was designed. A specific logo was created to better communicate on the message sent by PAEPARD supported consortia.

Relevant and trendy hashtags

Relevant and trendy hashtags related with PAEPARD activity were selected using the online tools Ritetag. These hashtags includes: #innovation; #platform;



Example of tweet used to higthlight PAE-PARD Trichoderma consortium progress on a social network.

¹ See previous publications of PAEPARD

to a knowledge management system.

#funding; #entrepreneur; #sucess; #agriculture; #SDGs; #SDGs2; #user; #capacitybuilding; #policy; #Burkinafaso; #Kenya #Uganda ; #Ghana; #Benin; #RINEA; #ERAfrica; #paepard gnvc. A maximum of 3 relevant hashtags were added to the text of the tweet.

Relevant Twitter accounts: contributors and influencers

Relevant Twitter accounts were listed and later tagged in the tweets in order to both spread the key messages and connect relevant individuals and/or organisations with PAEPARD tweets (Annex 2). The Twitter accounts are classified in 2 categories:

- Contributors: PAEPARD partners and stakeholders that know and/or are actively engaged in PAEPARD are expected to contribute and engage with PAEPARD tweets. For instance, the accounts of NWO-WOTRO (@WOTRO) and Food and Business Platform (@foodplatform) were tagged in the tweets that presented the tangible results of the Irish Potato consortium (Applied Research Funds - ARF - from the Dutch funding agency). The partners of the stand are also expected to contribute to PAEPARD visibility during the event. Both PAEPARD and EDD partners were informed about PAEPARD social media campaign and encourage to contribute to the social media activity during the event.
- •Influencers: Organisations or individuals that have many followers and influence on social media users were tagged, notably when promoting tangible results (@sdgs, @Europeaid,...). However, no list of key influencers was created.

Communication materials

Information collected to generate tweets were stored in an Excel sheet and shared with the social media team on the PAEPARD intranet through its Online System to Improve Relationships by Information Sharing (OSIRIS)¹.

The online program Hootsuite was used to plan the tweets, to follow and retweet social media activities of identified contributors and influencers (https://hootsuite.com)

The synchronisation of PAEPARD blog posts with Twitter and Facebook was performed using open access tools IFFTT (https://ifttt.com/discover).

Analysis of PAEPARD social media campaign

Tweet activity metrics of the PAEPARD account was monitored by Twitter analytics (Annex 1). The data monitored were extracted and two additional variables were created: campaign period (before, during, after) and themes. Pivot tables and pivot charts were created in Excel and the most relevant metrics were selected. These metrics include: number of impressions, number of total engagements, number of retweets, likes, URL clicks, profile clicks. Organisations or individuals that have mentioned @PAEPARD were also identified. However, the impact of their tweets (impressions and engagement) could not be monitored.

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The online tool Audiense was used to monitor all tweets sent and retweeted containing the hashtag #EDD17. These data were used to assess the position of PAEPARD social media activity during the EDD17 (Annex 3).

The number of Dgroup subscription were monitored using the analytics of the Dgroup and compared with previous statistics collected every month by the communication manager of PAEPARD. Analytics on the PAEPARD Blog were monitored using google analytics tool.



Overall visibility and awareness generated by the social media campaign

The PAEPARD project was already present on social media via the PAEPARD hashtag (#PAEPARD) (Figure 1). The creation of a Twitter profile for PAEPARD (@PAEPARD) has created greater awareness and better "control" of the information sent via this social media. Indeed, the profile section allows for a short introduction and a link to PAEPARD website, what is not possible with a simple hashtag #PAEPARD. Overall, the impact of the new @PAEPARD account in 2017 is more visible (Figure 1).

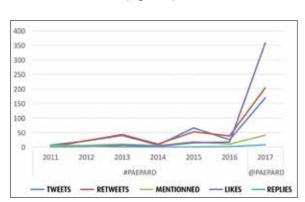


FIGURE 1. Past and current (passive and active) activity of PAEPARD on Twitter.

In total, 95 tweets were sent from the @PAEPARD account during the campaign period, which generated about 37,000 impressions and 1,200 profile visits on Twitter. During the EDD17, 23 tweets (excluding PAEPARD retweets) were sent and generated, within 2 days, 36% of the total tweets' impressions. Most

of the activity was generated on the first day of the EDD17 (7 June). In total, 30,328 Twitter accounts tweeted using the hashtag #EDD17 among which PAEPARD ranked at the 30th place (Annex 3).

Overall engagement generated during the campaign

In total 140 retweets and 238 likes were generated during the campaign. A large number of engagement was observed during the EDD especially on the first day of the event (Figure 2). In addition to the retweets and likes, a large number of interactions with the tweets were observed during the EDD17, especially during the first day. These interactions were measured with the following parameters: number of clicks on the tweet (detail expands), on the visual (media engagements), on the PAEPARD profile (user profile). PAEPARD ranked at the 13th place of the 565 retweeted accounts that contained the #EDD17 (Annex 3).

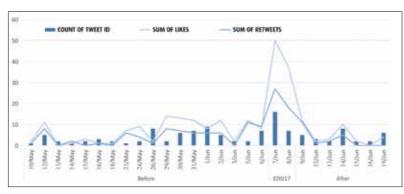


FIGURE 2. Number of tweets, likes, and retweets during the social media campaign.

Results in line with the specific objectives of the campaign

Address and promote the key messages of PAEPARD and the EDD17 cluster stand

The number of impression and engagement (like and retweet) is positively related with the amount of tweets sent (Figures 3-4). However, the impact is larger

on theme 6 because most of the tweets were sent during the event (using #EDD17), which was followed by a large audience. During the event, the visits and quotes of visitors of the European Commission (EC) and other decision making organisations that were tweeted generated a high number of impressions (see top tweets: https://twitter.com/PAEPARD/status/872823747916570627; https://twitter.com/PAEPARD/status/872475416136744960).

A large number of tweets covering the theme 3 (present each consortium and its tangible result)

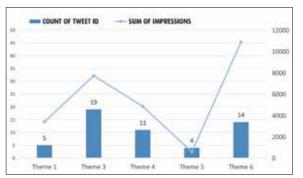


FIGURE 3. Number of tweets and impressions per

were sent (Figure 3). These were liked and retweeted by relevant actors involved in PAEPARD consortia (notably Wageningen University and Research Center – WUR – and WOTRO for the ARF consortium). Other organisations and individuals that have liked or retweeted PAEPARD tweets are described in the next

The tweets sent during the campaign can be find here: https://twitter.com/i/moments/869820096100937728 https://twitter.com/i/moments/870586057137553410 https://twitter.com/i/moments/869926358511759361

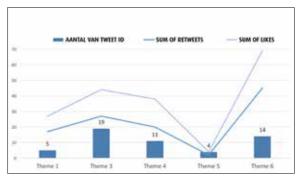


FIGURE 4. Number of retweets and likes earned per theme.

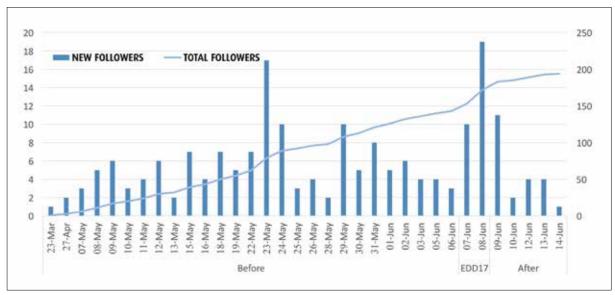


FIGURE 5. Evolution of the number of followers during the social media campaign.

Generate new followers and engagement with relevant contributors and influencers on social media

The @PAEPARD profile was created in February 2017. Since its first tweet (1st March), PAEPARD has gained about 200 followers. The first period of the campaign has helped PAEPARD gain about 150

followers. We note that a large number of members of the PAEPARD Dgroup started to follow @PAEPARD from 23 May, date on which an email was sent to the Dgroup about PAEPARD social media activity (Figure 5). We observe the increase of followers notably during the second day of the event. The full list of the current followers can be found at:

https://twitter.com/PAEPARD/followers.



Direct and indirect contributors to PAEPARD: Who retweeted, liked PAEPARD tweets or mentioned PAEPARD

The partners of PAEPARD have promoted the cluster stand during the campaign (Table 2). We observed a synergy among these partners: organisation and individuals involved in PAEPARD have contributed to increase its visibility during this campaign (Tables 2-3). Among the organisations that retweeted PAEPARD, some of them have a large number of followers and therefore have spread the key messages with a larger audience (Table 2). However, the individuals that supported PAEPARD have less followers and therefore had less influence.

We note that only one regional farmers' organisation has retweeted the PAEPARD message.

Furthermore, organisations involved in a PAEPARD consortium like the Marketing & Consumer group of WUR, CIRAD and NWO-WOTRO have engaged with PAEPARD by retweeting the information in which they are involved (Table 2).

There was a significant increase of the @PAEPARD mention during the EDD17 event (Figure 6). Some organisations or individuals have tweeted about PAEPARD with the mention of @PAEPARD (Annex 4).

(https://twitter.com/i/moments/869926358511759361).

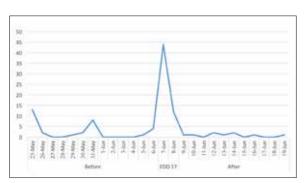


FIGURE 6. Number of times @PAEPARD was mentioned during the campaign.

ORGANISATIONS /PROJECTS	NUMBER OF FOLLOWERS
CAAST-Net Plus	907
EFARD	91
FARA Africa	16,900
IntensAfrica	466
CTA Brussels	3,514
COLEACP	582
Innovation Hub	5,871
ICRA	1.298
CIRAD	10,800
СТА	15.800
WUR Marketing & Consumer	519
NWO-WOTRO	576
PROPAC	40
LEAP Agri	100
EuropeAid (EC)	39.500
Farmers' Corner	382
Wageningen U&R (WUR)	21 800
CABI Plant Wise	1 660
CorporateFarmers Intl	2 928
FAO Zambia	448
Farmers Square	518
ICTs for Agriculture	3 264

TABLE 2. Top contributors (organisations) to PAEPARD tweets: likes and retweets. In purple: PAEPARD partners and in orange: Projects on the cluster stand.

INDIVIDUALS	ORGANISATIONS	NUMBER OF FOLLOWERS
Laurianne Ollivier	CTA/EFARD	17
Rémi Kahane	Agrinatura/CIRAD	28
Sharon Alfred	FANRPAN	93
Joël Sor	Agrinatura/CIRAD	24
Oluwafemi Adebo	University of Johannesburg	121
Vesta Nunoo	FARA	22
Jean-Michel Sers	CIRAD	12
Kudzie Chimhanda	student	695
Eric Beaume	EC	229
Hilary Barry	COLEACP/Nat. Univ. Ireland	151
Jana Dietershagen	CTA	240
Ranjitha Puskur	IRRI	446
Vanessa Nigten	University of Amsterdam	876
Christel Kénou	CTA	805
Melissa Plath	RINEA	204
Patrice Sewade	Sojagnon	22

TABLE 3. Top individual contributors to PAEPARD tweets.

Generate visits to PAEPARD websites (project site, Blog, Dgroup)

In total, during the campaign 94 clicks were recorded on the URL links provided in the text of the tweets. Two peaks were measured 2nd and 7th June (Figure 7).

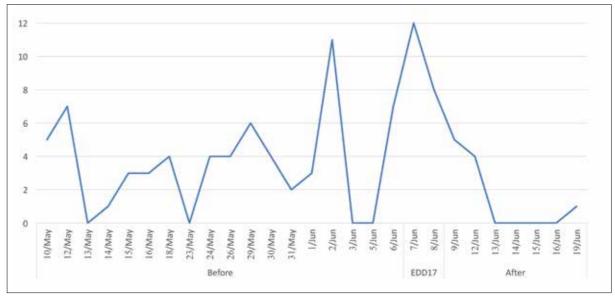


FIGURE 7. Evolution of the number of clicks on URL links of tweets during the social media campaign.

PAEPARD Dgroup

No clear impact of the social media campaign of PAEPARD was observed on the number of subscriptions in the Dgroup community. A high number of subscriptions in May was observed however it was not related to the social media campaign. A large number of subscriptions were completed after a workshop in November 2016 (Figure 8).

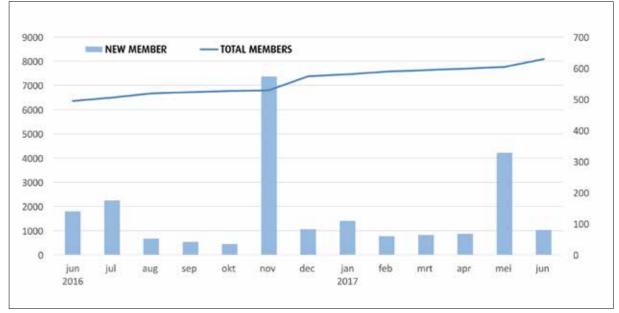


FIGURE 8. Evolution of the d group member since June 2016.







PAEPARD blog

During the social media campaign, 63 PAEPARD blog posts were tweeted. (Table 4). During the social media campaign, 5 % of the session on the PAEPARD blog

originated from social media users (Figure 9). Unfortunately, no comparison can be made with previous periods as no tool was in place to monitor these parameters.

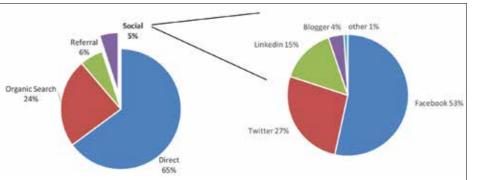


FIGURE 9. Légende......

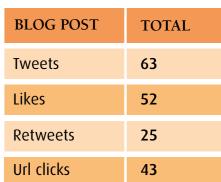


TABLE 4. Total number of likes and retweets and URL clicks earned by blog post tweet during the campaign.

Conclusion

The social media campaign, with 95 tweets, 37,000 impressions and 1,200 profile visits on Twitter profile, has contributed to increase the visibility of PAEPARD. PAEPARD has set up a professional image and is linked to the social media activities of its partners. PAEPARD may not have reached the desired visibility at the event because many organizations with larger followership made a better use of the spot (Annex 3). Nevertheless, considering the fact that the PAEPARD Twitter account was recently created, the outcome of the EDD17, 30th place ranking, is commendable and a encouraging for future events.

PAEPARD key messages were shared with a larger effort put on showing that Africa/EU multi-stakeholders partnerships for ARD generates development impact (PAEPARD consortia). The key messages of the cluster stand were shared and promoted by the visits and quotes of visitors of the European Commission (EC) and other decision making organisations which helped PAEPARD to gain visibility on Twitter.

The social media campaign has generated 200 new followers and created engagement with relevant contributors. The various tweets generated by both the projects' partners of the cluster stand and PAEPARD own partners have spread some key messages to a larger audience. The social media cam-

paign helped identify some relevant stakeholders present on the social media (Annex1) and not active in or ignoring PAEPARD. In particular, we found that some PAEPARD consortia had shared information during the campaign via their own Twitter or Facebook account. These social media will be easily used as a passive approach to collect information on consortium activities.

The social media campaign has given some specific exposure to the communication tools developed by PAEPARD communication. In total, 94 URL clicks were recorded during the period. Although no direct comparison could be done with the blog posts, the social media represented 5% of the total sessions of PAEPARD blog. It would be interesting to follow this figure across the various events where PAEPARD will participate in the coming months. No impact has been observed on the number of Dgroup membership and no analysis could be performed on the PAEPARD website.

The campaign has also created a momentum to improve the website content of PAEPARD. The information collected for the EDD17 was used to document or complete some webpages of the PAEPARD consortia. In addition, external information sources linked with consortium activities and results have been identified and added to each relevant webpage. This approach will have to be repeated for the next event to support both web content and social media activity.

This EDD17 campaign was the first social media campaign of PAEPARD and therefore, provided an opportunity to design and set up a new communication approach to highlight any PAEPARD event/ activity in the future. PAEPARD has raised its visibility overall and on Twitter and will continue to use social media to promote Africa-Europe multi-stakeholder partnerships (MSHP) in ARD, the importance of users' engagement in research and innovation and the impact of these partnerships on the ground; increased production, earnings and livelihoods. After investing in numerous events, the future PAEPARD social media campaigns should provide a clear indication on their impact on ownership and sustainability, two key indicators of success in PAEPARD communication and advocacy strategy.

Limitations and recommendation for future social media activities

Although the social media campaign has helped identify PAEPARD contributors, PAEPARD target audience on social media, including organisations/individuals should be clearly identified to improve the delivery of key messages to the key actors during the next international events where PAEPARD will participate. To better understand the position of PAEPARD on social media and identify pathways to reach this audience, social media network analysis could be considered, using Audiense (https://audiense.com/)and/orNodeXL (http://www.smrfoun dation.org/nodexl/). Furthermore, PAEPARD should continue to use the strength and numbers of its Dgroup to increase Twitter followers as well as to

make the other social media platforms function effectively for upcoming major events.

During the event, PAEPARD focused on delivering key messages, however tweets with more contents such as live videos of the event or short interviews and relevant quotes from the main speakers or high-level personalities at the event would have helped PAEPARD and partners gain more visibility on social media. For future events with high social media exposure, PAEPARD should get more on-site and off-site reporters who are credible social media influencers rather than one or two technical people who have a small group of followers. This will generate more posts with different views for the followers to share. In addition, although the official language for the event was English, PAEPARD largest audience is usually English and French speaking. Therefore, PAEPARD should explore tweeting in these two languages, using the same account.

PAEPARD should also try to showcase how their key messages and lessons relate to the current hot topics in agricultural research and innovation on social media such as youth entrepreneurship and agribusiness development. This will help PAEPARD gain visibility and at the same time enhance (young) social media users' interest to promote and/or engage in MSH agricultural research and innovation.

Finally, PAEPARD should define a global social media strategy which should be aligned with the targeted events where PAEPARD will participate. Relevant events in which PAEPARD cannot participate but that have a high potential of social media exposure should be considered. Reasonably, PAEPARD visibility is expected to thrive more when it is involved in the organization of the event. In addition, the role of social media shall be envisaged beyond the events: a role for ensuring sustainability through the creation of community groups exchanging information/knowledge without the need for PAEPARD facilitation.





Acknowledgement: The author wish to thank her supervisor, Mrs. Judith Francis, Executive Secretary of EFARD, CTA, and her PAEPARD colleagues: Thierry Helmer, CIRAD; Remi Kahane, CIRAD; Jonas Mugabe, FARA; Sharon Alfred, FANRPAN; Vesta Nunoo, FARA; the FARA social media team; and Delphine Bonnet, art designer. All PAEPARD and Cluster booth partners who contributed to and supported her in this social media learning journey, and provided critical inputs in the preparation of this report.





Definition of social media terms

TWITTER-METRICS	DEFINITIONS
Impressions	Times a user is served a tweet in timeline or search results
Engagements	Total number of times a user interacted with a tweet. Clicks anywhere on the tweet, including tetweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or tweet expansion
Engagement rate	Number of engagements divided by impressions
Retweets	Times a user retweeted the tweet
Replies	Times a user replied to the tweet
Likes	Times a user liked the tweet
User profile clicks	Clicks on the name, @handle, or profile photo of the tweet author
Url clicks	Clicks on a URL or Card in the tweet
Hashtag clicks	Clicks on hashtag(s) in the tweet
Detail expands	Clicks on the Tweet to view more details
Follows	Times a user followed you directly from the tweet
Media engagements	Clicks to view a photo or video in the tweet



Non-exhaustive list of organisations and individuals involved in PAEPARD and/or as project partner of the EDD17 stand present on twitter



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Project partners of the EDD17 stand



Individuals representing the PAEPARD project



Influencer from European Commission



We are following: https://twitter.com/PAEPARD/following They follow us:

https://twitter.com/follower

Stakeholders/ Organisations involved



Individuals representing project partners of the EDD17 stand



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Ranking of the top twitter account that tweeted or was retweeted with #EDD17

Top 30 Twitter accounts that tweeted most #FDD17. (Source: https://audiense.com/)

RANKING	TWITTER ACCOUNT'S NAME	NUMBER OF TWEETS WITH #EDD17
1	europeaid	650
2	CTABrussels	232
3	EDDYoungLeaders	165
4	WHOatEU	136
5	EU_Commission	135
6	prensamingob	122
7	MimicaEU	97
8	dsw_intl	82
9	uclg_org	77
10	WorldVisionEU	76
11	SDGaction	68
12	UNDP	68
13	Platforma4Dev	67
14	OxfamEU	63
15	BelgiumMFA	60
16	unwomenEU	56
17	EIB	51
18	CTAflash	50
19	DevelopmentMin	48
20	IOMatEU	46
21	devex	45
22	isolinaboto	45
23	RwandaBriefing	44
24	EU_ScienceHub	37
25	Botswana	34
26	Cirad	31
27	FORWARDUK	31
28	acpYPN	28
29	UNFPA	28
30	PAEPARD	27

Top 20 Twitter accounts that was rewetted and contained #EDD17. (Source: https://audiense.com/)

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RANKING	TWITTER ACCOUNT'S NAME	NUMBER OF RETWEETED TWEET CONTAINING #EDD17
1	MohamedSMYassin	669
2	RwandaBriefing	206
3	dsw_intl	98
4	europeaid	76
5	CourtneyGehle	66
6	CTABrussels	53
7	WorldVisionEU	50
8	EDDYoungLeaders	41
9	IOMatEU	39
10	TV_theavy	39
11	MelissaLJulian	36
12	Ennassirachid	34
13	PAEPARD	33
14	PHRENOS_eu	33
15	Platforma4Dev	33
16	DzikunuRichard	31
17	DevelopmentMin	30
18	acpYPN	28
19	NiliMajumder	28
20	rodgers_kirwa	27



Sample of tweet sent by PAEPARD contributors



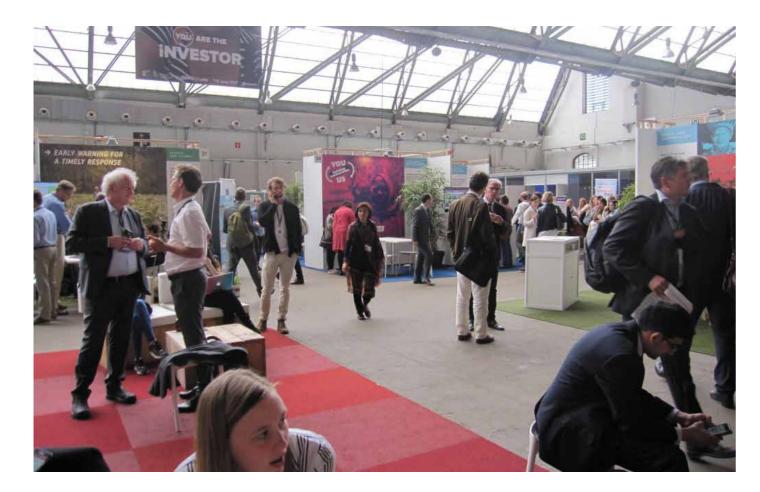


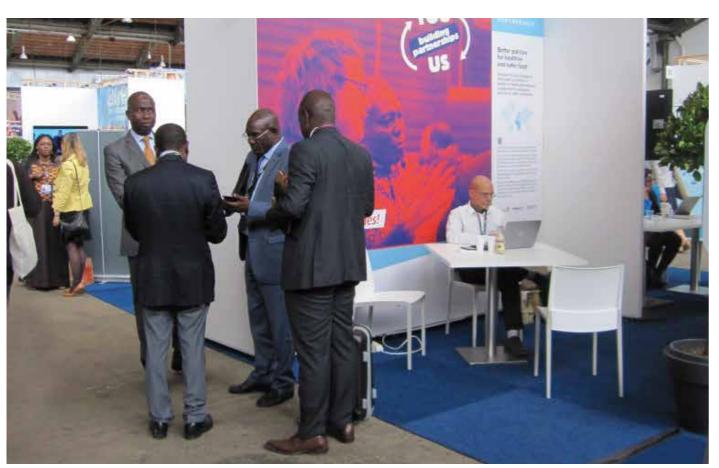












List of acronyms

AIF: Agricultural innovation facilitators

ARD: Agricultural research for development

ARI: Agricultural Research and Innovation

CAAST-Net Plus: Science, Technology and Innovation Cooperation Network between Sub-Saharan Africa and Europe

CDAIS: Capacity Development for Agricultural Innovation Systems

CIRAD: French Center for International Cooperation in Agricultural Research for Development

CRF: Competitive Research Fund

COLEAP: Comité de Liaison Europe-Afrique-Caraïbes-Pacifique pour la promotion des exportations de fruits et legumes / Europe-Africa-Caribbean-Pacific liaison committee for the promotion of fruit and vegetables exports

CTA: Centre Technique de coopération Agricole et rurale

D-group: Online Discussion group

EC: European Commission

EDD: European Development Days

EFARD: European Forum on Agricultural Research for Development

EU: European Union

FARA: Forum for Agricultural Research in Africa

IF: Incentive Fund

LEAP-Agri: Long-term EU-Africa research and innovation Partnership on food and nutrition security and sustainable Agriculture

MSHP: Multi-stakeholder partnership

MSHRQ: Multi-Stakeholder Research Question

NGO: Non-government organization

NRI: Natural Resources Institute (UK)

NWO-WOTRO: The Netherlands Organization for scientific research – Science for Global Development

OSIRIS: Online System to Improve Relationships by Information Sharing

PAEPARD: Platform for African European Partnership on Agricultural Research for Development

PROPAC: Plateforme Sous-Régionale des Organisations Paysannes d'Afrique Centrale / Sub-regional Platform of Farmers' Organizations in Central Africa

RINEA: Research and Innovation Network for Europe and Africa

R&I: Research and innovation

SDG: Sustainable development goals

ULP: Users-Led Process

WUR: Wageningen University and Reseach Center (NL)





PAEPARD



The Platform for Africa-Europe Partnership in Agricultural Research for Development (**PAEPARD**) is a 8-year project sponsored by the European Commission (80%) and partners' own contribution (20%).

It is coordinated by the Forum for Agricultural Research in Africa (**FARA**) since December 2009, and extended until end of 2017.

It aims at building joint African-European multi-stakeholder partnerships in agricultural research for development (ARD) contributing to achieving the Millennium Development Goals. On the European side, the partners are **AGRINATURA** (The European Alliance on Agriculture Knowledge for Development, coordinating the European partners), **COLEACP** (representing the private sector), **CSA** (representing the NGOs), **ICRA**, specialized in capacity building in ARD, and the Technical Centre for Agricultural and Rural Cooperation (CTA). On the African side and in addition to FARA, the partners are the Pan-African Farmers Organization (**PAFO**), the Regional Universities Forum for Capacity Building in Agriculture (**RUFORUM**) based in Kampala, and the Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN) based in Pretoria, PAFO involves its members that are the Fastern Africa Farmers. Federation (EAFF) based in Nairobi, the Réseaux des Organisations Paysannes et des Producteurs d'Afrique de l'Ouest (ROPPA) based in Ouagadougou, and the Plate-forme Régionale des Organisations Paysannes d'Afrique Centrale (PROPAC) based in Yaoundé. The Southern African Confederation of Agricultural Unions (SACAU) is an associate partner of PAEPARD.





Disclaimer: «This project has been funded with the support of the European Commission's Directorate-General for International Cooperation and Development (DG-DevCo). This publication reflects the views only of the authors, and the European Union cannot be held responsible for any use which may be made of the information contained therein».

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