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FOR ANIMAL RESOURCES
AU-IBAR



EUROPEAN COMMISSION

Communication and Visibility Plan for the Project

*Strengthening the Capacity of African Countries to
Conservation and Sustainable Utilization of African
Animal Genetic Resources*

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ACCRONYMS AND ABBREVIATIONS

AnGR	Animal Genetic Resource
ASARECA	Association for Strengthening Agricultural Research in Eastern and Central Africa
APU	Animal Production Unit
AU	African Union
AUC	African Union Commission
AU-IBAR	African Union-Interafrican Bureau for Animal Resources
CAADP	Comprehensive Africa Agriculture Development Programme
CCARDESA	Centre for Coordination of Agricultural Research and Development for Southern Africa
CBOs	Community Based Organizations
CIRDES	Centre International de Recherche-Développement sur l'Élevage en zone Subhumide
CORAF	Conseil Ouest et Centre Africain pour la Recherche et le Développement Agricoles
DREA	Department of Rural Economy and Agriculture
EC	European Commission
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GPA	Global Plan of Action
ILRI	International Livestock Research Institute
INRAA	Institut National de Recherche Agronomique d'Algerie
ITC	International Trypanotolerance Centre
MS	Member States
NGOs	Non-Governmental organizations
PSC	Programme Steering Committee
RECs	Regional Economic Communities
WALIC	West Africa Livestock Innovation Centre

INTRODUCTION

On XX July 2013 the African Union Interafrican Bureau for Animal Resources (AU-IBAR¹) on behalf of the African Union Commission (AUC) signed with the European Commission (EC) a € 14.929 million – 5 years grant for joint management through a contribution agreement for the implementation of the *"Strengthening the Capacity of African Countries to Conservation and Sustainable Utilization of African Animal Genetic Resources"* project to strengthen the inherent capacities of Regional Economic Communities (RECs) and the end-users at community level to improve the utilization of AnGR and rural livelihoods.

The purpose of the project is to strengthen the capacity of countries and Regional Economic Communities to sustainably use and conserve African animal genetic resources through institutionalizing national and regional policy, legal and technical instruments.

Animal genetic resources are an important component of agricultural biodiversity which encompasses the diversity of cultivated plants, domestic animals and fisheries utilized by humankind for the production of food, goods and other services. Over a period of hundreds of years, selection and controlled breeding activities have resulted in genetically distinct breeds for the various domestic species of livestock and fisheries. These species have been reared to contribute to livelihoods, food and nutrition security as well as economic development for humankind.

The programme, in the short term, will primarily target four result areas namely: (a) establishment of the status and trends of animal genetic resources in West, Central and East Africa; (b) development of policy frameworks for the sustainable use of AnGR, (c) supporting and strengthening national and regional conservation and improvement strategies and initiatives and (d) increasing knowledge, attitude and practice of the contribution of livestock and livestock sector to economic growth, food security and poverty reduction.

The main beneficiaries of the action are the livestock owners in target countries, especially those who rely on livestock production for their livelihoods, and members of breeders' associations. Other beneficiaries are the technical staff and decision makers of national, regional and continental institutions and research centers involved in policy development, design of intervention strategies and support tools, and implementation of specific activities. Indirect beneficiaries are the local communities benefitting from biodiversity conservation measures. The exhaustive list of beneficiaries and their quantification, disaggregated per gender, will be finalized during the inception phase of the action.

The Animal Genetics project will be coordinated by AU-IBAR in close partnership with the International Livestock Research Institute (ILRI), the United Nations' Food and Agriculture Organization (FAO), the International Trypanotolerance Centre (ITC) the

¹ AU-IBAR (African Union Interafrican Bureau for Animal Resources) is a specialized technical office of the African Union Commission (AUC) dealing with all aspects of livestock development in Africa. They are applying internal procedures from African Union.

Centre international de recherche développement sur l'élevage en zone Sub-humide (CIRDES).

The partnership is committed to share the knowledge, experiences and information gained in the field to enhance participatory local management and planning for sustainable natural resources. The Partnership has taken several step to ensure that its experience and outputs are effectively and widely disseminated both locally as well as regionally and at the global level. Furthermore, all disseminated approaches will be in accordance with the EC visibility guidelines. In accordance with the general provisions on Communication and Visibility of the EC funded projects, the EC and the implementing organisation are required to work together to ensure appropriate visibility actions for a programme as a whole, as well as for specific interventions and activities under the programme. This document presents the visibility plan for the Animal Genetics project. It outlines the objectives, activities, methods and resources that AU-IBAR and the project implementing partners will utilise to ensure widespread publicity for the Animal Genetics project, its objectives, activities, progress and achievements.

GENERAL COMMUNICATION STRATEGY

1. Overall Communication Objective

The overall communication objective will be to:

- enhance the visibility and promote the Animal Genetics Project
- establish a feasible and efficient system of communication to contribute to knowledge creation and to policy and decision-making in the field of Animal Genetics;
- to inform about the project activities and outcomes and to raise awareness on the key issues addressed by the Animal Genetics project among all stakeholders and final beneficiaries, while assuring the effective communication within the consortium and with other relevant actors outside the project consortium;
- to facilitate knowledge sharing among the project partners, relevant external actors, and final beneficiaries.

Communication Purpose

The purpose of the Genetics Project is to develop and disseminate Animal Genetics information, products about the project and its achievements on an ongoing basis, and to all relevant stakeholders.

Key Messages

The key messages that the project will disseminate are that:

- 1) The European Union, in partnership with AU-IBAR is supporting African countries, through capacity building, to sustainably use and conserve animal genetic resources.
- 2) Animal genetic resources make an important contribution to food and nutrition security, incomes and livelihoods of about one third of Africa's populations.
- 3). African Member States should make every effort to sustainably manage animal genetic resources and support the implementation of the [*Global Plan of Action for Animal Genetic Resources*](#), the globally agreed framework for the management of animal genetic resources for food and agriculture

2. Target Groups

The main target groups for communication and visibility for the Animal Genetics project by category are as follows:

2.1 Target groups within the countries where the action is implemented

- The livestock keepers and fisher-folk (including women) amongst the rural communities in the vulnerable household category that survive with few assets on the peripheries of the wider production system.²
- Other local vulnerable members sharing common resources with livestock keepers

2.2 Targets within the EU

- The EC as the main target; which is the Donor Organization and has responsibility for accounting the funds used on the project to the European Parliament.

2.3 Other targets

- Local institutions such as councils of elders and other CBOs including local NGOs (pastoral association, farmers etc).
- Stakeholders at local, national and regional levels involved in sustainable use of animal genetic resources, including decentralized public services providers and municipalities.
- Academic institutions and research organizations;
- Institutional actors (national Governments, local Governments, Departments and Ministries in charge of animal production).
- Implementing partners (AU-IBAR, ILRI, FAO, ITC, CIRDES)
- Media in EU states and participating countries

² About 1 million livestock keepers' households in rural communities in 16 ACP states within the vulnerable household category that survive on few assets on the peripheries of the wider production systems.

3 Specific communication objectives for each target group, related to the action's objectives and the phases of the project cycle

There are six main communication stages of the project cycle namely: programming, identification, appraisal, financing, implementation and evaluation and audit. The EC will largely be responsible for visibility at the programming, identification, appraisal, financing and evaluation stages while AU-IBAR and implementing partners during the financing, implementation and evaluation and audit stages. At all these stages, the visibility of the project and channels and tools used will vary with each target group.

3.1 Livestock keepers, fisher-folk and other community groups

The specific communication objectives to the livestock keepers and the others community members would be to:

- Enhance awareness, information and sharing best practices through case studies on sustainable use of animal genetic resources;
- Promote the strike-down effects and the uptake of good practices in relation with the sustainable use and conservation of African animal genetic resources through the institutionalization of national and regional policies, legal and technical instruments
- Offer opportunity for learning and exchange of good practices amongst the different target groups.

3.2 European Commission

Within the European Union (EU) and elsewhere the specific communication objectives will be:

- Highlight in Europe the contribution and role of the EC in supporting initiatives to mitigate the negative effects of the food crisis in developing countries;
- Raise awareness on EU funded interventions in strengthening the governance approaches for food security through policy and strategy formulation and support their implementation;
- Raise awareness on the partnerships between the EC, AU-IBAR, the International Livestock Research Institute (ILRI), the United Nations' Food and Agriculture Organization (FAO), the International Trypanotolerance Centre (ITC) the Centre international de recherche développement sur l'élevage en zone Sub-humide (CIRDES) in promoting food security and enhancing sustainable use and management of Africa's natural resources.

3.3 Other target groups: local, national and regional institutions, government ministries and stakeholder groups e.g. RECS and service providers; and media

The specific communication objectives for institutions, other stakeholders and media are to:

- Increase public awareness on sustainable use and conservation of animal genetic resources
- Share knowledge between practitioners of sustainable use and conservation of animal genetic resources
- Influence policy makers to make informed decisions and enabling policies for use and conservation of animal genetic resources.

COMMUNICATION ACTIVITIES

4 Main Communication Activities that will take place during the period covered by the communication and visibility plan

The main nature of communication activities and the responsibilities for delivering them are summarized in a visibility matrix in Table 1 below.

Table 1: Animal Genetics Communication and Visibility Matrix

Project cycle stage/communication activity and target groups	Financing	Implementation	Evaluation and Audit
Communication objective	Highlight the EU response and partnership with AU-IBAR for mitigation of the food crisis in Africa	Raising awareness on the progress and achievements of the Action	Demonstration of impact
Responsibility	AU-IBAR and EC	AU-IBAR, implementing partners	EC, AU-IBAR, ILRI, FAO, CIRDES and ITC
Key message	EU working through African Institutions to support countries in crisis	Collaboration between EU and AU-IBAR for mitigating the negative impacts of soaring food prices	EU and partners make a difference in improving food security and enhancing sustainable use and management of Africa’s natural resources
Most appropriate tools	Letters, policy-briefs, e-mails, workshops, press release and websites, broadcastings	Stakeholders’ workshops and meetings, radio and other news media, websites, flyers, banners, brochures, promotional material and adhesive stickers	Reports, Public conference, websites and photos

Beneficiary population of livestock keepers, national veterinary services and other service providers	Inform through the press releases, websites and meetings following confirmation of the financing	Information campaigns through the media, workshops, high level site visits and photos	Publicise key results through the media, e-mails, websites adhesive stickers and promotional material.
EU Institutions and international donor community	Inform through e-mail, publications, and websites	Information campaigns, raising awareness through TV/radio interviews, brochures, websites and photos.	Make key results and reports publicly available through the media and websites
European citizens	Inform through press release and websites,	Raising awareness through websites, flyers, photos and brochures, press tours	Make key results publicly available through websites and inform through the media.

5 Communication Channels and Tools

Several communication channels and tools will be utilised to ensure widespread visibility of the Animal Genetics project, its implementing partners and the role of the EU in funding the project as part of the EU Food Facility.

5.1 Letters

After signing the contribution Financial Agreement, the Director of AU-IBAR will prepare and circulated formal letters of information on the initiation of the project to beneficiary countries, the implementing partners and other agencies implementing related interventions in the Livestock and Fishery Sector of the beneficiary countries. This action will officially inform all parties of the start of the project, its objectives, activities and the role of the EU in financing it.

Target audience: beneficiary member countries, implementing partners and related agencies

5.2 Press Release

At the start of the project, a press release jointly prepared by AU-IBAR and the EC will be widely circulated through e-mail, the AU-IBAR and EC websites to relay information to livestock sector players in the beneficiary countries. This action will provide pertinent information on the project to a wide spectrum of stakeholders.

Target audience: livestock and fishery sector players in beneficiary countries

5.3 Flyers

Flyers will be produced and widely circulated to provide summarised information on the project. The distribution mechanism will include e-mailing and posting to website addresses to further provide information on the project.

Target audience: Donors, livestock and fishery sector government ministries, academic and research institutions

5.4 Brochures

Brochures will be prepared at different stages of the implementation of the project to provide more detailed information on the project and its achievements. They will also incorporate feedback from the beneficiaries on the activities and results of the project.

Target audience: Donors, implementing organizations

5.5 Media Campaigns

Media campaigns through radio/TV and other news media will be conducted in the target countries to ensure wide audience and to support the project activities.

Target audience: All groups

5.6 Stakeholders' Workshops

Stakeholders' workshops in the beneficiary countries will be held at the beginning of the project to create awareness and also serve as forums for the exchange of information and experiences between the different stakeholder groups. The information gathered will help shape the project direction in each beneficiary country.

Target audience: Stakeholder groups at local, national, regional and continental levels

5.7 Banners

Banners will be produced for special events of the project including key stakeholders' workshops.

Target audience: Stakeholder groups (Implementing: ILRI, FAO, CIRDES, WALIC; Facilitating (ASARECA, CCARDESA, INRAA, CORAF, RUFORUM) and other beneficiaries (RECs, Ministries, Associations, Small holders Community groups), media, national veterinary services and other livestock service providers

5.8 Promotional Items

The project partners will produce and distribute promotional items including caps, T-Shirts, hats, lap-top bags, pens and notebooks. These will be distributed to participants of stakeholders' workshops.

Target audience: Workshop participants, Stakeholder groups, Community groups, media, livestock service providers

5.9 Photographs

The Project implementing partners will ensure that all the major field events of the project are captured in photographs using digital cameras. The pictures will focus on activities involving the training workshops and field visits by high ranking officials. The photographs will be shared with the Press and Information Officer at the EC Delegations in the respective countries and the EuropeAid Information Communication and Front Office in Brussels.

Target audience: EU and donor agencies

5.10 Videos

Video recordings of key events of the project will be produced for distribution to media houses and all the institutions involved in the implementation of the project in the region. The videos will be shared with the Press and Information Officer at the EC Delegation and the EuropeAid Information Communication and Front Office in Brussels. Videos offer the advantage of visualization of key project events to audiences who may not have the opportunity to participate in the actual events.

Target audience: media, implementing institutions.

5.11 Websites

Materials highlighting the progress and achievements of the project will be posted on the websites of AU-IBAR and the Implementing Partners. Additional dissemination channels will include the websites of other partners involved in the project.

Target audience: AU-IBAR and implementing partners

5.12 Exchange visit programs

Facilitation of exchange visits for the dissemination of success stories and lessons learnt will be organized. Cooperate and build strategic alliances with other regional organizations and donors in order to share knowledge, information and build capacities for sustainable use and management of Africa's natural resources.

Target audience: government institutions from the livestock and fishery sectors.

5.13 Success stories

A first steps will be taken towards documentation of the success stories and lessons learnt and sharing of information on the project. Focus will be on dissemination of project experience to wider audience through the organization of a progress assessment workshop.

Target audience: Implementing organizations, donors, media.

5.14 Working Papers

Working Papers on Animal Genetics methodologies and concepts will be published and available on website. Related guidelines, participatory tools, and training materials on the critical issues at local level targeting practitioners in the sustainable use and management of Africa's natural resources sector will be developed.

Target audience: Training institutions, researchers.

5.15 Policy briefs

Policy briefs will be developed on specific issues related to the project interventions where solutions have been found in order to provide decision-makers with the guidance towards solving such problems.

Target audience: Government policy makers.

5.16 Public conferences/meetings

A series of different public events such as an international workshop, organizations of panels at international conferences, discussion seminars, focus groups, stakeholders forums are planned to present, discuss and disseminate project's inputs and outcomes and to contribute to policy-making.

Target audience: All groups

INDICATORS OF ACHIEVEMENTS

6. Completion of communication objectives (include indicators of achievement for the different tools proposed)

Table 2 below shows the indicators of achievement for each communication tool.

Table 2: Indicators of achievement for each communication Tool

Communication Channel/Tool	Indicators of achievement
<i>Letters</i>	Letters of information sent to all implementing partners and other agencies implementing related interventions in the livestock sector of the beneficiary countries. This will be done within the first month of project implementation
<i>Press release</i>	At least one press release produced and circulated within the first three months of project implementation and another towards the project closure
<i>Flyers</i>	At least one set of flyers produced and distributed in the target countries, partners and to the EU
<i>Brochures</i>	A minimum of 2 sets of brochures printed and distributed during the project life
<i>Media Campaigns</i>	At least one broadcast or news coverage in each target country through radio or other news media by the end of the project
<i>Stakeholders workshops</i>	At least one stakeholders workshop in each target region
<i>Banners</i>	At least 5 banners printed, distributed and used in workshops or displays at project offices
<i>Promotional Items</i>	At least three different promotional items produced and distributed to stakeholders by the end of the project
<i>Photographs</i>	At least one key project event in each target country recorded pictorially
<i>Video</i>	At least two video recordings of project field activities are widely circulated by the end of the project
<i>Websites</i>	At least 2,000 visitors browse the project articles posted on different websites by end of the project
<i>Cross visit programs</i>	At least six different exchange visits for the dissemination of success stories and lessons learnt are organized by the end of the project
<i>Success stories</i>	At least one document of the success stories and lessons learnt and sharing of information on the project are produced by the end of the project
<i>Working Papers</i>	At least three different Working Papers on Animal Genetics methodologies and concepts will be published and available on website by the end of the project
<i>Public conference</i>	Main achievements and impacts explained to wider audiences
<i>Policy briefs</i>	At least two policy briefs on livestock for livelihood circulated to decision-makers and other stakeholders by the end of the project

7. Provisions for feedback

Feedback from stakeholders will be expected mainly from the stakeholders' workshops. A simple questionnaire will be designed to assess the expectations and state of knowledge of the participants on EU funding and AU-IBAR involvement in the continental and/or country livestock sector before the start of the workshops. A second form will assess their understanding and expectations after the workshops. Analysis of this feedback will provide an indication of the effectiveness of some of the visibility tools employed by the project. It is also planned a feedback at the end of the project to gauge awareness and knowledge of the EU support to the project and AGRs issues. This will be

could be considered under the M&E plan and particularly as part of monitoring achievements under Result area 4 of the project.

8. Expected outcome of the communication and visibility plan

The expected outcome of the communication and visibility plan is to advocate for and raise awareness of the importance of animal genetic resources and the need to sustainably utilize and conserve them for current and future humankind needs.

RESOURCES

9. Human Resources

A total of 10 persons /days will be required to implement the communication activities. The activities will be implemented by both the AU-IBAR staff and the Implementing Partners staff. The AU-IBAR staff will comprise of the Animal Genetics Project officers, the Technical Assistant, the Data Manager and the Communication Team. The communication activities of the four implementing partners will be conducted by their staff.

IMPLEMENTATION PLAN

Item/Activity	Time-frame	Responsible
Letters	Immediate	AU-IBAR
Press release	Within 2 working days of event	AU-IBAR and partners
Flyers, Brochures, Banners	30 days after validation by the PSC	AU-IBAR and partners
Media Campaigns	Start 30 days after validation of the PSC	AU-IBAR and partners
Stakeholders workshops	As and when necessary	AU-IBAR and partners
Promotional Items	30 days after validation by PSC	AU-IBAR and partners
Photographs;	Collection at every event; Immediate use; Publication as Encyclopaedia by Year 3	AU-IBAR and partners
Videos	Collection of movies at every event Production twice by the end of project	AU-IBAR and partners
Websites	Immediate	AU-IBAR and partners
Exchange visit programs	Mid-term (2015/16) & end of project (2018)	AU-IBAR and partners
Success stories	Year 5	AU-IBAR and partners
Working Papers	Occasional	AU-IBAR and partners
Policy briefs	Occasional	AU-IBAR and partners