



RESEARCH
PROGRAM ON
Roots, Tubers
and Bananas



LIFAD
Investing in rural people

Expanding Utilization of RTB and Reducing Their Postharvest Losses RTB-ENDURE

Communications and Visibility Plan

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1. Background

RTB crops are essential staple foods in developing countries. They have high nutritional value, they generate income, and they contribute to the sustainability of cropping and production systems. It is estimated that around 200 million poor families are involved in their cultivation and that many others benefit as consumers. Mainly produced by small farmers, they play an important role in the livelihoods of many vulnerable groups, including women, children/youths, tribal communities, and displaced populations. However, and despite their importance and high potential, RTB crops have historically received little attention by policymakers, donors, and researchers.

The RTB Research Program is the joint effort that four CGIAR centers are making, along with partners, in order to streamline research activities and implement research outcomes to exploit the underutilized potential of root, tuber, and banana crops for increased food security, improved lives, and better gender equity.

2. RTB ENDURE Expanding Utilization for REsearch

The *'Expanding utilization of RTB and reducing their postharvest losses'* (RTB-ENDURE) is a three year research project (2014-2016) funded by EC/IFAD. The project's goal is to contribute to improved food security for RTB-producing communities in East Africa, including producers and other stakeholders along the value chain. The specific objective is to improve food availability and income generation through better postharvest management and expanded use of RTB, based on: (1) postharvest and processing technologies; (2) value chain development; (3) capacity development.

In particular, the project will test and validate technical, commercial and institutional innovations for:

- Decreased RTB postharvest losses;
- Increased shelf-life of fresh RTB;
- Increased processing of RTB for on-farm use;
- Increased income from RTB and their products, including livestock, for rural producers;
- More equitable distribution of benefits between men and women in the communities.

The project addresses postharvest management of four different crops, namely potato, sweetpotato, banana and cassava. Since project inception in March 2014, the various CG (CIP, IITA, Bioversity and ILRI) and non-CG partners (CIRAD, NARO, Makerere University, NGOs, private sector, etc.) have established multi-agency research teams that have been engaged in conducting scoping activities and preparing business cases for funding. Out of these, four cases have been selected for funding (hereafter called 'sub-project'). Following this preparatory phase, in the next two years of the project (Jan 2015-Dec 2016), the four research teams will conduct on the ground testing of innovations for improved postharvest/value chain with evidence of relevance for other countries in East Africa.

The project, although implemented in Uganda, is looking at a regional perspective and it is expected that the most promising innovations will contribute to improved postharvest

management of RTB crop in other East African countries.

The sub-projects that have been selected for funding are:

- Cassava - Extending the shelf life of fresh cassava roots for increased incomes and postharvest loss reduction
- Cooking banana - Reducing post-harvest losses and promoting product differentiation in the cooking banana value chain
- Sweetpotato - Improving the utilization of sweetpotato and other root and tuber crop residues for pig feeds in Uganda
- Potato - Postharvest Innovations for better access to specialized ware potato markets

3. Communication strategy

In the context of this project, strategic communications can play a key role. Strategic communications can:

- Persuade decision makers to adopt new policies for research and build constituency and support.
- Develop partnerships among governments, NARS, local communities, NGOs, private sector and media to encourage people to work together for adoption processes and change.
- Accelerate and improve people's behavior, e.g., farmers' adoption of technologies and behaviors that lead to sustainable agriculture.
- Generate excitement in an entire community that leads to community-wide behavioral change.
- Empower local communities and create opportunities for them to engage with project stakeholders.

4. Communication objectives

The broad objectives of this communications strategy are to:

- Promote the RTB ENDURE project
- Promote and highlight each sub-project
- Promote key activities carried out by the RTB research project
- Organise and promote the project via events, meetings, workshops and stakeholder engagement meetings.
- Improve internal communications and flow of information
- Inform and maintain donors' interest and support of the project.
- Inform the wider community about the donors support and involvement in the project.

The communications strategy will:

- Incorporate key and consistent messaging.
- Target key audience/stakeholders (identified and prioritized).
- Create and manage effective communication channels and tools.

- Create and manage systems for monitoring and evaluating communications outputs.

5. Measurable objectives

- Farmers, processors and policy makers alike able to identify and communicate the purpose of the project.
- 100% of project members trained to deliver consistent key messages to stakeholders.
- A family of audience appropriate materials readily available for stakeholders.
- Stakeholder trainings, donor field days, and milestone celebrations designed to promote the project objectives.
- Guides and templates to ensure 100% compliance with donor branding and communications guidelines across the project.
- A timeline to meet communications outputs as outlined by donors.

6. Monitoring & key indicators

- *One-on-one meetings* with communicators, project leaders, and business case leaders for feedback.
- *Media monitoring* to track the presence of RTB-ENDURE coverage in media (Google News, Google search).
- Google Analytics to track website visits.
- Social media metrics (Facebook likes and shares, Twitter followers, retweets and clicks)
- Online survey with key team members for feedback and input at regular intervals.
- Web analytics from other sites (eg. partner organisations) to measure outgoing traffic
- Feedback from donors and partners via one on one meetings, online surveys and feedback forms.
- Ensuring compliance with communications deliverables as outlined in this plan.

Quarterly, the project leader and business case leaders will compile an outline of project communications activities using a communications checklist to ensuring compliance with communications deliverables as outlined in this plan.

It is proposed that once the communications strategy is approved and implemented a review process will be set up to:

- review communications on a 6 monthly basis to ensure targets have been met and to review whether adjustments are required moving forward.
- this review will be a collaborative process between the project management team, the sub-projects' Principal Investigators and the identified project communications coordinator.

7. AUDIENCE & STAKEHOLDER MAPPING

a. Target groups

The main target groups and the intended beneficiaries of this proposal are the RTB farmers who may be poor, food-insecure, and malnourished populations in rural and peri-urban areas of SSA (and specifically EAC).

RTB producers are often poor farmers who rely on these low value crops mainly for food security. However, RTB crops, such as potato and cooking banana, are increasingly are regarded as higher value cash crops and can potentially contribute to valuable income to farmers. However, many women rely on these products to ensure that the family gets sufficient caloric and nutritional intake. Overcoming the constraints of the fresh product chain directly helps women achieve their goal of feeding the family.

The proposed activity further narrows to target the women of these poor households who are responsible for food consumption and security for the family that fresh product provides.

Processed products also may target women directly as they are often involved in small scale home processing to add value or to prolong shelf life of RTB crops.

Although the main target populations are the RTB producers, the value chain approach often requires the improvement of the overall chain efficiency in order to benefit the downstream producers. In such cases, the other stakeholders along the value chain may also be targeted as appropriate and within the scope of the activity's resources.

b. Project stakeholders & audience

More broadly, there a wide range of project stakeholders and audience members. These stakeholders are identified in the table below and key messages and communications tools identified for each one.

Audience	Key Message	Communication Tools
Project Beneficiaries: 1. RTB producers: 2. Farmers in Uganda (and regional): 3. Female farmers (Uganda & Regional): 4. Female household members who make decisions about food consumption:	<ul style="list-style-type: none"> Smallholder farmers, extension workers, etc. in developing countries are the ultimate people we want to benefit from the RTB ENDURE project Farmers are aware of and have access to RTB products and technologies produced through RTB ENDURE <p><i>(these messages/tools will be made more specific and targeted towards each of the 4 audiences as the project progresses)</i></p>	<ul style="list-style-type: none"> On site visits by project leaders/staff Field days/Open days Educational & Training Resources (in person, multimedia and print) Community meetings Stakeholder Meetings
Donor Community (e.g, IFAD, EU, USAID, BMGF, IrishAid, etc)	<ul style="list-style-type: none"> Donors have shown interest in RTB ENDURE and in RTB crops and they should be assured of the relevance of the program to their work. RTB crops and RTB ENDURE technologies can help improve the livelihoods of millions of poor smallholder farmers. With appropriate information on RTB and RTB ENDURE activities, donors express satisfaction and keep supporting the project. 	<ul style="list-style-type: none"> Website Social Media Printed publications (with logo) Multimedia publications Events (field days, on site visits) International events and conferences Press Releases Media engagement Partner engagement Stakeholder Meetings Specific Donor Reports, Updates and Meetings
Policy Makers	<ul style="list-style-type: none"> Policy-makers often underestimate the importance of RTB crops for food security and development purposes and may not be aware of ways to improve production and processes. 	<ul style="list-style-type: none"> Website Social Media Printed publications (with logo) Multimedia publications

	<ul style="list-style-type: none"> • Livelihoods of poor smallholder farmers, men and women alike, can be improved with RTB crops, new technologies and new varieties. • Incorporation of RTB crops and RTB recommendations in their agricultural and development policies. • Donors have shown interest in RTB ENDURE and in RTB crops and they should be assured of the relevance of the program to their work. 	<ul style="list-style-type: none"> • Events (field days, on site visits) • National, Regional and International events and conferences • Press Releases • Media engagement • Partner engagement • Stakeholder Meetings
RTB Team	<ul style="list-style-type: none"> • Inform and update the entire CRP-RTB team on RTB ENDURE project activities and events and progression. • CRP-RTB team members can explain in five minutes what the RTB research program is about; what the RTB ENDURE project is about and what the current activities are in RTB ENDURE 	<ul style="list-style-type: none"> • RTB ENDURE Staff Meetings • RTB Staff Meetings • Website – restricted access section to share info/updates • Social Media updates • Events (field days, on site visits) • Phone calls, email and in person meetings with RTB, CG Partner, CGIAR, Donor, Beneficiaries etc • Stakeholder Meetings
CIP (lead), IITA, CIAT & Bioversity as CRP-RTB partner center	<ul style="list-style-type: none"> • Inform and update the entire Partner Center team on RTB ENDURE. • Partner Center team members can explain in five minutes what the RTB is about; what RTB ENDURE is about and what the current activities are in RTB ENDURE 	<ul style="list-style-type: none"> • RTB ENDURE Staff Meetings • RTB Staff Meetings • Website – restricted access section to share info/updates • Social Media updates • Events (field days, on site visits) • Phone calls, email and in person meetings with RTB, CG Partner, CGIAR, Donor, Beneficiaries etc • Stakeholder Meetings
CGIAR Community (including CRPs and Centers)	<ul style="list-style-type: none"> • Share RTB crop and RTB ENDURE information across all CGIAR centers • CGIAR community members can explain in five minutes what the RTB is about and what the current activities are; they express interest in engaging with RTB and RTB ENDURE. 	<ul style="list-style-type: none"> • Website • Social Media • Printed publications (with logo) • Multimedia publications • Events (field days, on site visits) • National, Regional and International events and conferences • Press Releases • Media engagement • Partner engagement
Media	<ul style="list-style-type: none"> • RTB crops are often forgotten or underestimate • RTB crops are very relevant to millions of poor smallholder farmers in the poorest areas of the world • Media reports consider RTB crops for food security, agriculture and development issues • RTB ENDURE is working to improve food availability and income generation through better postharvest management and expanded use of RTB, based on: (1) postharvest and processing technologies; (2) value chain development; (3) capacity development. 	<ul style="list-style-type: none"> • Website • Social Media • Printed publications (with logo) • Multimedia publications • Events (field days, on site visits) • Press Releases • Media engagement
General Public with interest in food security	<ul style="list-style-type: none"> • RTB crops are often forgotten or underestimated. • Food security debates should include RTB crops. • Discussions, media reports on food security consider RTB crops. • RTB ENDURE is working to improve food availability and income generation through better postharvest management and expanded use of RTB 	<ul style="list-style-type: none"> • Website • Social Media • Printed publications (with logo) • Multimedia publications • Events (field days, on site visits) • National, Regional and International events and conferences • Media Coverage
National research institutes (Uganda & East Africa)	<ul style="list-style-type: none"> • RTB crops have been studied by different centers but joint research should be improved and promoted. • Research should be more focused to get better results. • Exchanges with and feedback from NARS, including with the priority-setting exercise. 	<ul style="list-style-type: none"> • Website • Social Media • Printed publications (with logo) • Multimedia publications • Events (field days, on site visits) • National, Regional and International events and conferences

	<ul style="list-style-type: none"> The NARS are key partners in delivering RTB and RTB ENDURE outputs 	<ul style="list-style-type: none"> Media Coverage Stakeholder Meetings
Private Sector	<ul style="list-style-type: none"> The private sector is a key partner in delivering RTB and RTB ENDURE outputs RTB crops are often forgotten or underestimate RTB crops are very relevant to millions of poor smallholder farmers in the poorest areas of the world Media reports consider RTB crops for food security, agriculture and development issues There is high potential for repositioning RTB crops into added value cash crops RTB ENDURE is working to improve food availability and income generation through better postharvest management and expanded use of RTB, based on: (1) postharvest and processing technologies; (2) value chain development; (3) capacity development. 	<ul style="list-style-type: none"> Website Social Media Printed publications (with logo) Multimedia publications Events (field days, on site visits) National, Regional and International events and conferences Media Coverage Stakeholder Meetings
Farmer organisations	<ul style="list-style-type: none"> Smallholder farmers, extension workers, etc. in developing countries are the ultimate people we want to benefit from the RTB research. These farmers represent 200 million people, men, women and children, in the poorest areas of the world. Farmers are aware of and have access to RTB products and technologies Farmer organisations are key partners in delivering RTB and RTB ENDURE outputs 	<ul style="list-style-type: none"> Social Media Printed publications (with logo) Multimedia publications Events (field days, on site visits) Local, National, Regional events and conferences Media Coverage Stakeholder Meetings

8. Communications strategy: SWOT analysis

	Situation	Goals
Strengths	<ul style="list-style-type: none"> RTB ENDURE builds on previous and current work done in RTB and across the four CG centers RTB ENDURE is well received among donor community leading on from existing RTB programs RTB ENDURE is a unique and original program CRP-RTB and the four participating CG centers already have strong communication activities that can be capitalized 	<ul style="list-style-type: none"> Centers and RTB program should mutually benefit from success as work done by four centers is clearly stated Uniqueness of RTB program must be clearly stated and communicated
Weaknesses	<ul style="list-style-type: none"> Complexity of the project message (compared to one-crop, one-issue CRP). Many people involved from a range of organisations, crops 	<ul style="list-style-type: none"> Keep the project unified with good branding + clear mission statement Scientists should introduce themselves both as project, RTB Research Program and Center
Opportunities	<ul style="list-style-type: none"> Current media interest in food security, health food and sustain Current media interest SSA Competitive marketplace for media coverage and branding opportunities 	<ul style="list-style-type: none"> Relevance of the RTB program must be clearly explained and communicated
Threats	<ul style="list-style-type: none"> Many new agriculture-for development initiatives may confuse media/public/donors Complex program structure Multi center, CRP can be difficult to communicate 	<ul style="list-style-type: none"> Relevance of the project and the RTB program must be clearly explained and communicated Uniqueness of project and RTB program must be clearly stated and communicated

9. Communication tools

a. Existing communications tools

The RTB Research Program and CIP (the leader CGIAR Center) both have existing website platforms, branding guidelines and both have a strong presence across social media (mostly Facebook and Twitter) which the project can take advantage of.

The five participating CG centers – Bioversity, CIAT, CIP, IITA, ILRI – each have their own web and social media activities, where they can relay information about the RTB project.

b. Key Strategies

Online strategy

- Use of online channels to disseminate news on RTB ENDURE activities and to gather and disseminate news on RTB crops and RTB-related topics.
- RTB external website at the core of the online communication activities. It will provide access to background information and news on the RTB program activities, information by themes and crops, easy ‘share’ functionalities and links to relevant knowledge portals.
- RTB ENDURE Project - Internal (restricted access on-line platform) website at the core of the online communication activities for the RTB ENDURE Project team discussions, updates, reporting etc.
- Social media activities will help to reach out more broadly to audiences, leverage participating centers’ social media activities, interact with partners, and bring traffic to the RTB website and RTB ENDURE pages.

Meetings and events

- Leverage internal (workshops) and external (conferences) events to reach out to audiences (farmer/farmer groups, private sector, donors, policymakers, NARS) at local, national and regional level.
- Engage with stakeholders to reinforce message and get feedback on messages and strategy. This can be with a presentation, stand with posters and dissemination materials, on-site surveys, etc. to explain RTB ENDURE project and activities.
- Workshops as a platform for internal communications, providing training and disseminating project information to key stakeholders as well as including feedback on activities to beneficiaries and stakeholders.

Publications/products

- Draft and publish background, high-quality communication documents to raise awareness on the RTB ENDURE program and its activities; brochures, annual report, newsletter.
- Print education and training tools for beneficiaries and stakeholders.
- Use infographics, audio-visuals materials to make information more appealing and user-friendly for both internal and external use.
- Publish blogs and stories from the field designed and written to give a ‘human face’ to the Activities including: web stories, blogs and press releases, interviews and photographs of RTB ENDURE activities, impacts and activities.

Communication Channel	Specific communications tool available for use
Website	<ul style="list-style-type: none"> • RTB website • CIP website • CGIAR website (<i>push material to be promoted via CGIAR channels</i>)
Web Platform specific to project	<ul style="list-style-type: none"> • Requires external visibility and internal communications (restricted access) <p><i>Proposal – TBC:</i> Create separate web spaces for RTB ENDURE.</p> <ul style="list-style-type: none"> • Google Sites and Wikispaces are the two options under consideration. • Ideally this will be hosted on the RTB website to ensure linkage with the overall RTB brand. • Google Site could be a quick and easy way to have a basic platform for the project stakeholders. • External visibility: a dedicated page is the option favored. This could be built on WordPress following CIP/RTB websites set up. • Need to ensure alignment of practices, recommendations based on specs and implementation over coming months and across all RTB projects
Social Media	<p>The project will utilise existing social media sites:</p> <ul style="list-style-type: none"> • CIP & RTB Facebook • CIP & RTB Twitter • CIP LinkedIn page • CGIAR social media sites • CGIAR Yammer Online Platform (Internal platform but used widely across the CGIAR so a great platform for sharing news within this community).
Printed Promotional Material	<ul style="list-style-type: none"> • Brochures/Fliers • Posters • Banners • Folders
Multimedia: Photography, Video & Audio	<ul style="list-style-type: none"> • Photography of projects including: field sites, beneficiaries, staff, farmers, events • Video Production (promotion, education, training purposes)
Manuals, Guidelines & Protocols	<ul style="list-style-type: none"> • Education tools which can be used for and by a variety of audiences including: farmers, extension workers, NGO's (Print and multimedia options available)
Weekly & Monthly reports	<ul style="list-style-type: none"> • Regular reporting mechanisms which can be used to share and distribute information about the project internally and information drawn from these tools to be used externally. • These internal publications provide a great tool for uncovering stories and information for communications.
Academic & Scientific Publications	<ul style="list-style-type: none"> • Journals, working papers, academic publications, research • Open access policies apply: see relevant section in RTB Branding Guidelines: http://www.rtb.cgiar.org/branding-guidelines/ • CIP/RTB Open Access focal point is Selim Guvener s.guvener@cgiar.org
Templates & Guidelines	<ul style="list-style-type: none"> • RTB & CIP media release template • CIP & RTB presentation templates
Events (internal & external)	<ul style="list-style-type: none"> • Field Days • Project visits for donors, partners etc • Training • Workshops • Media visits
Donor Channels	<p>Donor communication channels which the project can utilize:</p> <ul style="list-style-type: none"> • Website • Social media • Newsletters • Pamphlets • Case Studies • Meetings and Events
Partner Channels	<p>Partner communication channels which the project can utilize:</p> <ul style="list-style-type: none"> • Website • Social media • Newsletters • Pamphlets • Case Studies • Meetings and Events
Opportunistic	<ul style="list-style-type: none"> • There should also be room in any plan to seize a good opportunity. • A good communication reflex and the ability to exploit unexpected opportunities to the benefit of the action will often be as important as more formal efforts and may often be free of cost. Where such opportunities arise, they should be exploited. • This will rely on project and support staff recognizing and initiating these opportunities on the ground.

10. Implementation

This section outlines the roles and responsibilities of the individuals and groups who are responsible for the development, implementation and monitoring of the communications strategy.

A shared responsibility

A core component of this plan is to engage with RTB ENDURE project staff and project partners so that we share responsibility for the communications strategy across the project. This includes a shared responsibility for identifying and creating communications opportunities and content, reviewing and editing content, coordination, engaging with media, event organization and so forth.

RTB ENDURE incorporates project management staff, project staff working across the four sub-projects including staff from the CRP-RTB CG members (CIP, IITA, CIAT & Bioversity) and the CRP-RTB management team. All staff members will play an active role in supporting and implementing the communications plan.

RTB ENDURE staff and RTB team members should be considered and consider themselves ambassadors of the program and will be tasked with helping to identify and produce communications outputs for the program (For example: assisting with event planning and implementation, opportunistic communications, media interviews, content production etc.)

Consultants will also participate actively in the implementation of the plan as required.

For first year (2015), it is proposed (to be conformed) to have a dual approach with a CIP/RTB person as the main support, with local communications support available for readiness to travel in the region, flexibility and connections with local institutions and media coverage.

Further, that RTB ENDURE engages with Esther Nakkazi, free-lance journalist who is based in Entebbe, and is the SciDev.net correspondent for Uganda (email: estanakkazi@gmail.com) to support and engage with the project on a regular basis.

The communications staffing and responsibilities will be reviewed in year II (2016) as activities ramp up.

Individual	Responsibilities
<p>Communications Coordinator</p>	<ul style="list-style-type: none"> • Finalise communications strategy • Coordinate initial implementation of the plan (3-6 months) • Ongoing support & coordination • Available to conduct project visits for photography, video, case studies, interviews etc • Can provide assistance in promoting the project across CIP and CGIAR website and social media <p>Allocation of Time (first 6 months):</p> <ul style="list-style-type: none"> • 1 day a fortnight dedicated to coordinating the project communications (<i>to be confirmed</i>) • Increased around busy times/events • Field visits (7-10 days x 4 times a year) <p>Potential candidates for this role:</p> <ul style="list-style-type: none"> • Sara Quinn, Communications Specialist, CIP (Nairobi, Kenya) • RTB Communications Specialist, (Lima, Peru)

RTB Communications Specialist (Lima, Peru)	<ul style="list-style-type: none"> • Branding • Logo Design • Finalisation of communications strategy • Link with broader RTB communications strategy • Focal point for project in Lima (CIP HQ – Lead Center) and for contact with RTB Director
Diego Naziri Project Leader (Kampala, Uganda)	<ul style="list-style-type: none"> • Overall project leader • Overall responsibility for implementation of plan • Management of budget • Provide key assistance for co-ordination of 4 research teams
Sarah Mayanja Deputy Project Leader (Kampala, Uganda)	<ul style="list-style-type: none"> • Overall support • Regular and active support for implementation of communications plan • Provide key assistance for co-ordination of 4 research teams and across project • Assistance with creating and reviewing content, highlighting opportunities, stakeholder engagement, relationships and on the ground logistics for events, field trips, media etc
Each of the 4 sub-projects' PIs	<ul style="list-style-type: none"> • Regular and active support for implementation of communications plan for each crop • Assistance with creating and reviewing content, highlighting opportunities, stakeholder engagement, relationships and on the ground logistics for events, field trips, media etc for each crop
All RTB ENDURE Implementing Staff (Across Uganda)	<ul style="list-style-type: none"> • Engage with project staff and project partners so that they share responsibility for the communications strategy – share responsibility for creating content, reviewing content, engaging with media, event organization
RTB Staff Members	<ul style="list-style-type: none"> • RTB Staff members will provide support to the RTB Endure Project team as required. In particular, RTB staff will provide support for identifying, producing, editing and reviewing content for communications as requested. • The project leader will identify when this is required.
External Consultants (preferably used regional/local consultants)	<ul style="list-style-type: none"> • External consultants will be hired as required to work on specific outputs such as Video Production; Photography; Graphics Design.
Cecilia Lafosse & CPAD Graphics Department	<ul style="list-style-type: none"> • Branding • Logo Design • CPAD Graphic Design team will be primary resource for graphic design across project material (design of material as required) • Support from external sources will be sourced if required.

11. Resources

An outline of costs for various communications outputs is attached as a separate document for review and discussion. It outlines the list of communications tools which are available for use and an approximate cost for design and production of each item.

PLEASE NOTE: that all prices for both design/printing are approximate and will depend on final content required. Price will fluctuate depending on final products required, editing required, changes in prices, number of items ordered.

12. Proposed communications outputs

Activity plan for 2015 – 2016

(Once finalized we can expand with opportunity for review 6 months into implementation)

This section is not comprehensive – but instead aims at giving direction and guidance about the

resources required and about what we need to produce and manage overall and for each business case.

Diego Naziri as project leader will be included in all activities and be responsible for approval of expenses.

INITIAL OUTPUTS:

Channel	Actions	Responsibility	Timing
Logo Design	<ul style="list-style-type: none"> Graphic design team to design draft logo Consultation with project staff Review and approval Roll out of logo across material Share with stakeholders 	V. Durroux C. Lafosse	February 2015
Project Branding	<ul style="list-style-type: none"> Produce branding guidelines Consultation with project staff Review and approval Roll out of branding guidelines across material Share with stakeholders 	V. Durroux C. Lafosse	February 2015
Communication Messages (to be used across materials)	<ul style="list-style-type: none"> Produce branding guidelines Consultation with project staff, stakeholders Review and approval Roll out of key messages Share with stakeholders 	V. Durroux S. Quinn D. Naziri	March 2015

OVERALL PROJECT: 0-12 MONTHS

Channel	Actions	Responsibility	Timing
Web Platform	<ul style="list-style-type: none"> Decide on platform to use (Wiki, Google Drives) Set up new platform Design aspects of new platform Populate platform with existing content Create new content for platform Review content every 3 months Push content across Donor/Partner web platforms as well. Include a restricted area where project staff/partners can discuss/share ideas/googol docs style. 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri J.Ranck RTB Webmaster Graphic Design Project staff - Content 	April 2015
Ongoing maintenance of web platform	<ul style="list-style-type: none"> Update the web platform every 2 weeks with new content (blogs, photos etc) or as required Review entire platform every 3 months Monthly Google analytics review 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri J.Ranck RTB Webmaster 	<ul style="list-style-type: none"> Ongoing Update as required Monthly review
RTB Website	<ul style="list-style-type: none"> Push project content across the RTB website – links, pages etc Share Project blogs/updates on the RTB website 	<ul style="list-style-type: none"> RTB Comms Specialist RTB Webmaster 	<ul style="list-style-type: none"> Ongoing Update as required Weekly review
Social Media (all through)	<ul style="list-style-type: none"> Weekly updates sent to CIP/RTB social media coordinator to be pushed across all social media platforms Push content across Donor/Partner web platforms as 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri 	<ul style="list-style-type: none"> Ongoing Update as required

RTB/CIP existing platforms)	well.	<ul style="list-style-type: none"> Project staff for Content 	<ul style="list-style-type: none"> Weekly review
Printed Publications	<p>Creation of new material to publicize project (first 6 months)</p> <ul style="list-style-type: none"> Overall project brochure (2 pages) Pull up Banner x 4 (1 for each crop) Horizontal banner x 2 Wall Poster x 2 <p>Creation of new material to publicize each crop (first 6 months)</p> <ul style="list-style-type: none"> Overall project brochure (2 pages) Crop brochure (2 pages) Pull up Banner x 4 (each crop) Horizontal banner x 2 Wall Poster x 2 <p>Review & Update of printed materials.</p> <ul style="list-style-type: none"> Every 3 months or as required 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri J.Ranck Graphic Design Project staff - Content 	
Promotional Material	<ul style="list-style-type: none"> Creation of promotional material for project (exact outputs to be confirmed) Pens, USB, Bags, T-Shirts, Hats 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri J.Ranck Graphic Design Project staff – what is needed 	
Media Relations	<ul style="list-style-type: none"> Communicate with/approach media in local context on RTB activities Ongoing media engagement via: Press Release – 1 every 3 months (minimum) or as required(Media Field Visits – 1 every 6 months or as required Ongoing media monitoring (weekly) 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri J. Ranck Project staff - Content 	
Field Days (Project and/or each Crop)	<ul style="list-style-type: none"> Project Field Day - Overall (once every 12 months) Business Case x 4 – Field Days (once every 12 months) 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri Business Case leaders 	
Workshop & Training Days (Project and/or each Crop)	<ul style="list-style-type: none"> Project Field Day - Overall (once every 12 months) Business Case x 4 – Field Days (once every 12 months) 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri Business Case leaders 	
Photography	<ul style="list-style-type: none"> Photography Field Visit conducted early in the project (first 3 months) to get a range of high quality images which can be used across all publications Photography included as element on all field visits/events etc. Staff can do photography on a regyular basis but bring in an external photograph for key events/activities 	<ul style="list-style-type: none"> Project staff (regular) S. Quinn (events, field days, as required) Consultant (as required) 	
Video Production	<ul style="list-style-type: none"> 1 overall project video 1 video x each business case Update version created at 2 year mark Created for specific occasions as required 	<ul style="list-style-type: none"> S. Quinn (events, field days, as required) Consultant (as required) 	As required Initially - 1 overall project video and 1 video x each business case
Blogs	<ul style="list-style-type: none"> Blogs to be created/written by project staff on a regular basis (overall and each crop to submit a blog idea/content once every 3 months) 	<ul style="list-style-type: none"> RTB Comms Specialist S. Quinn D. Naziri 	Ongoing At least 1 blog a month

	<ul style="list-style-type: none"> • Communications Coordinator to edit/review • Share across web, social media, donors, partners, media etc 	<ul style="list-style-type: none"> • Business Case leaders • Sarah Mayanja • J. Ranck • Project staff - Content 	
Ongoing Content Creation and Sharing	<ul style="list-style-type: none"> • Expectation that staff will share content for communications on a very regular basis (eg. Case studies, quotes, photos, evens etc) which can be used on a regular basis to populate communication channels/tools. 	<ul style="list-style-type: none"> • Project staff - Content 	Ongoing Regular
Manual, Guidelines & Protocols	<ul style="list-style-type: none"> • Education and Training material (print, online and multimedia) to be produced as required. 	<ul style="list-style-type: none"> • RTB Comms Specialist • S. Quinn • D. Naziri • Business Case leaders • Sarah Mayanja • Project staff - Content 	As required A minimum of 2 items per business case
FIELD VISITS	<ul style="list-style-type: none"> • To accurately capture project events it was requested that 4 x 7-10 days site visits were incorporated into the plan. This needs to be priced in time wise & cost of travel. 	<ul style="list-style-type: none"> • RTB Comms Specialist • S. Quinn • Consultants as required 	4 visits each year to project sites (7-10 days each time) Visit for specific events

Subprojects – Communications Plans

A breakdown of communications requirements for each business case will also be developed with specific outputs. *This section will be completed once the overall plan is approved and with input from each research team.*

Fresh Cassava Roots - Extending the shelf life of fresh cassava roots for increased incomes and postharvest loss reduction

OUTPUT	MESSAGE	TIMING
Publications		
Blogs		
Case Studies		
Photography		
Video		
Educational Tools		
Events: Field Days, Site Visits, Project Meetings, Stakeholder Meetings		

Cooking banana - Reducing post-harvest losses and promoting product differentiation in the cooking banana value chain

OUTPUT	MESSAGE	TIMING
Publications		
Blogs		
Case Studies		
Photography		
Video		
Educational Tools		
Events: Field Days, Site Visits, Project Meetings,		

Stakeholder Meetings		
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Sweetpotato - Improving the Utilization of Sweetpotato and other Root and Tuber Crop Residues for Pig Feeds in Uganda

OUTPUT	MESSAGE	TIMING
Publications		
Blogs		
Case Studies		
Photography		
Video		
Educational Tools		
Events: Field Days, Site Visits, Project Meetings, Stakeholder Meetings		

Potato - Post-Harvest Innovations for better access to specialized ware potato markets

OUTPUT	MESSAGE	TIMING
Publications		
Blogs		
Case Studies		
Photography		
Video		
Educational Tools		
Events: Field Days, Site Visits, Project Meetings, Stakeholder Meetings		

13. Communicating the plan:

The communications plan will be circulated to the RTB ENDURE Project leader and to the Communications support team for review and comment.

Once approved, the plan will be circulated more widely to ensure all key actors have read and understood the communications plan and have a good understanding of their role in the delivery of this plan.

The plan will be reviewed on a quarterly basis and updated as required. All changes to the plan will be communicated to the stakeholders as required.

14. RTB, CIP & CGIAR REQUIREMENTS & BRANDING

Branding guidelines, the project falls under RTB Branding Guidelines which are available on website (this includes details of RTB donors' requirements).

All publications should have RTB ENDURE logo and RTB logo as well as EU and IFAD logos.

Guidelines to utilize:

- RTB Branding Guidelines

- Branding and Publications Guidelines CGIAR Research Program on Roots, Tubers and Bananas (RTB) December 2014 (available from Veronique Durroux at v.durroux@cgiar.org and at: <http://www.rtb.cgiar.org/branding-guidelines/>
 - Refer to RTB Branding Guidelines for questions regarding the following issues: *use of RTB, references to partners and CGIAR, RTB Logo; Center Logos; Boilerplate Text, Author Affiliations, Acknowledgements, Legal Page, Open Access and Templates.*
- Project Branding Guidelines
 - RTB Communication’s Specialist and CIP Graphic Design team are producing branding guidelines for the project.
- [CGIAR Branding Guidelines and Toolkit 2012](#)

Key RTB requirements

Standard Reference:	<ul style="list-style-type: none"> • RTB, the CGIAR Research Program on Roots, Tubers and Bananas • Roots, Tubers and Bananas (RTB), a CGIAR Research Program
Boilerplate Text:	<p>The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a broad alliance of research-for-development stakeholders and partners. Our shared purpose is to tap the underutilized potential of root, tuber, and banana crops for improving nutrition and food security, increasing incomes and fostering greater gender equity – especially amongst the world’s poorest and most vulnerable populations.</p> <p>CGIAR is a global agriculture research partnership for a food-secure future. Its science is carried out by the 15 research centers who are members of the CGIAR Consortium in collaboration with hundreds of partner organizations. www.cgiar.org</p>
Open Access	All CGIAR publications should be in accordance with the Open Access and Data Management Policy . All publications should be notified with indication of the relevant URL to rtb@cgiar.org for dissemination on the RTB website and other channels.
Templates	<p>RTB templates are available for:</p> <ul style="list-style-type: none"> • PowerPoint Presentations • Letterheads • Workshop reports • Working papers • Posters <p>They are available on Google Drive for RTB staff: http://bit.ly/17X6e6f and by request to rtb@cgiar.org</p> <p>RTB publications such as working papers and workshop reports should be submitted to rtb@cgiar.org for branding check.</p>

Donor requirements & branding

- EU branding and communications guidelines (*available upon request*)
- IFAD branding and communications guidelines. (*available upon request*)
 - a. Standards regarding visibility shall be derived from the EC’s manual “Communication and Visibility Manual for EU External Actions” edited in April 2008, and any other guidelines agreed between the Centre and the Fund.

Key DONOR requirements: [European Commission](#)

What formal references do you have to make?

You are requested to indicate at all times that your project has received funding from the European Union, using a corresponding sentence as well as the following logos:



▶ High-resolution emblems can be found here:
<http://europa.eu/about-eu/basic-information/symbols/flag/>



▶ Logos of the FP7 programme can be found here:
http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos

More information, including specific examples, can be found at the following link (notably p.3):
http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf

The following written formulas are taken from Annex II to the **Grant Agreement**:

Promotional material and publicity	<p>II.12. Unless the Commission requests otherwise, any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), must specify that the project has received research funding from the European Union and display the European emblem. When displayed in association with a logo, the European emblem should be given appropriate prominence. [...]</p> <p>Any publicity made by the beneficiaries in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.</p>
Patents	<p>II.28. Patent applications relating to foreground, filed by or on behalf of a beneficiary, must include the following statement to indicate that the foreground was generated with the assistance of financial support from the European Union:</p> <p><i>The work leading to this invention has received funding from the European Union Seventh Framework Programme ((FP7/2007-2013) (FP7/2007-2011)) under grant agreement n° [xxxxx].</i></p>
Results	<p>II.30. All publications or any other dissemination relating to foreground must include the following statement to indicate that the foreground was generated with the assistance of financial support from the European Union:</p> <p><i>The research leading to these results has received funding from the European Union Seventh Framework Programme ((FP7/2007-2013) (FP7/2007-2011)) under grant agreement n° [xxxxx].</i></p>

During the project

Projects are legally bound by the terms of the *Grant Agreement*. Annex II contains some relevant provisions regarding communication, including:

Grant Agreement, Annex II.4. Reports and deliverables and Guidance Notes on Project Reporting

- ▶ The consortium has to provide periodic reports that include a **publishable summary** of such quality that the Commission can publish it right away in the public domain. It includes information on the expected final results and their wider societal implications. This text will be used as is on the Commission's public websites, so it needs to be understandable for a lay audience.
- ▶ You will **need to supply a link to your website** and declare whether it is up to date. The link will be published together with general information on each funded project on the Commission's website.

Grant Agreement, Annex II.12. Information and communication

- ▶ Beneficiaries are to **take appropriate measures to engage with the public and the media about the project and to highlight the financial support from the European Union**.
- ▶ The Commission is authorised to publish information on the project.

At the end of a project:

Grant Agreement, Annex II.30. Dissemination

- ▶ Each beneficiary is to ensure that their foreground (the project's results) is disseminated as swiftly as possible. If it fails to do so, the Commission may disseminate that foreground.

Grant Agreement, Annex II.4. Reports and deliverables and Guidance Notes on Project Reporting

- ▶ The consortium has to provide a final publishable report including a **publishable summary** of such quality that the Commission can publish it right away in the public domain. It includes information on the expected final results and their wider societal implications. This text will be used as is on the Commission's public websites, so it needs to be understandable for a lay audience.
- ▶ The final report should include a **plan for the use and dissemination of foreground**, to demonstrate the added value and positive impact of the project on the European Union. It should include a list of all **scientific (peer reviewed) publications** relating to the foreground (the project's results) of the project, a list of all **dissemination activities (e.g. conferences, flyers, articles published in the popular press, videos)**, a list of the applications for patents, trademarks, registered designs, etc., a list of exploitable foreground and a report on societal implications.

Communications with EU Project Officer:

- RTB ENDURE Communications team will regularly inform the project officer about the project events, news and so forth
- Utilise EU platforms to disseminate and share project information (refer to guidelines for specific information and avenues to do so)
- Refer to the branding and communications guidelines for how the European Commissions can assist in this process.