Resilient African Feed and Fodder Systems (RAFFS) Project

African Union - Inter African Bureau for Animal Resources

Knowledge Management, Advocacy, Visibility and Communication Strategy

2022 - 2025

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Background

In a collaborative initiative, the African Union-InterAfrican Bureau for Animal Resources (AU-IBAR) and the Bill & Melinda Gates Foundation have embarked on the '***Resilient African Feed and Fodder Systems Project***' (***RAFFS Project***). This partnership emerges as an urgent response to the imperative of developing evidence-driven, short-term solutions to bolster the resilience of African feed and fodder systems in the face of pressing global challenges, notably COVID-19, Climate Change shocks, and the Conflict between Russia and Ukraine. The amplification of these crises has precipitated critical feed and fodder shortages, triggering profound losses in livestock, erosion of livelihoods, diminished income, and escalating costs of essential livestock-sourced sustenance. This is further accentuated by the fact that feed constitutes a substantial 60-70% of the overall expenses in animal production, exposing the fragility of African feed and fodder input and supply chains.

This strategy for Knowledge Management, Advocacy, Visibility, and Communications within the RAFFS Project comprises several essential components:

1. ***Knowledge Management:*** This foundation of the strategy equips decision-makers and stakeholders with actionable insights through robust knowledge management, grounded in data and research.
2. ***Advocacy:*** Advocacy forms a pivotal pillar, aiming to influence policymakers and shape discourse around feed and fodder policies to foster sustainability.
3. ***Visibility:*** This component serves as a bridge connecting project activities with stakeholders and the wider public, showcasing the RAFFS Project's impact and significance.
4. ***Communication:*** As the lifeblood of the strategy, communication facilitates engagement, knowledge dissemination, and collaboration among stakeholders, ensuring adaptability to sector needs.

In parallel, the strategy recognizes the vulnerability of women in rural and informal sectors and promotes their meaningful participation through the African Women in Animal Resources Farming and Agribusiness Network, contributing to gender-inclusive development.

Strategically focused on regions and countries profoundly affected by these crises, the RAFFS Project seeks to collaborate with African Union Member States where livestock's role in livelihoods, income generation, and the economy is paramount. As AU-IBAR assumes a leadership role in supporting livestock development across Africa, this initiative aligns seamlessly with its mandate to enhance the efficiency of feed and fodder systems.

The outcome of this strategy will be a compendium of best practices, insights, and actionable guidelines. Disseminated to support other regions and the Projects selected African Union Member States, these resources will empower them in effectively addressing the complex challenges posed by feed and fodder shortages.

In essence, the Knowledge Management, Advocacy, Visibility, and Communications Strategy within the RAFFS Project lays the foundation for a resilient future, underpinned by informed decisions, collaborative efforts, and a robust commitment to safeguarding food security and livelihoods in Africa.

2.0   Alignment to the RAFFS Project Objectives

The Knowledge Management, Advocacy, Visibility, and Communication Strategy aligns closely with the overarching objectives of the RAFFS Project, including its goal, purpose, and specific results. This strategy is intricately aligned with the overarching objectives of the RAFFS Project, working cohesively to address feed and fodder challenges, enhance food and nutrition security, and drive positive impacts across the four specific results outlined in the project's framework.

1. ***Alignment with Goal:***
   - ***Goal:*** To respond to the worsened food and nutrition security caused by recent crises negatively affecting African feed and fodder systems and the production of animal-sourced foods.

   The strategy directly aligns with this goal by focusing on knowledge management, advocacy, visibility, and communication efforts that aim to address the challenges facing feed and fodder systems. By disseminating evidence-based solutions and advocating for policy reforms, the strategy contributes to improved food and nutrition security in the face of crises.

2. ***Alignment with Purpose:***
   - ***Purpose:*** To harness evidence-driven solutions for short-term interventions that enhance access to affordable and quality feed and fodder critical to ensuring the sustainable production of animal-sourced foods.

   The strategy strongly aligns with the purpose of the RAFFS Project. Knowledge management activities, such as establishing a knowledge repository and sharing best practices, contribute to evidence-driven solutions. Advocacy initiatives seek to address short-term challenges related to feed and fodder access, thereby promoting sustainable animal-sourced food production.

3.0 Alignment with RAFF Project Result Areas

Result 1: _Establishment of a Knowledge and Analytical Ecosystem for Informing Evidence-Based Solutions._

The strategy is centred around knowledge management, emphasizing the establishment of a knowledge ecosystem. This directly aligns with Result 1, ensuring that knowledge is effectively captured, shared, and used to inform evidence-based solutions.

Result 2: _Support for Viable Business Models, Strategic Partnerships, and Catalytic Interventions to Attract Enhanced Investment for Short-Term Solutions to Feed and Fodder Shortages._

Advocacy efforts, especially in building partnerships and engaging with the private sector, align with Result 2. The strategy aims to catalyze investments and support viable business models that address feed and fodder shortages.

Result 3: _Empowerment of Women to Participate and Benefit from Feed and Fodder and Animal Sourced Food Supply Chains to Enhance Their Food and Nutrition Security._

The strategy explicitly addresses Result 3 by focusing on women's empowerment within the feed and fodder sector, ensuring their meaningful participation and benefit from the supply chains.

Result 4: _Reform of Policies, Regulations, and Institutions for the development of a more sustainable and resilient feed and fodder industry._

Advocacy objectives in the strategy are closely tied to Result 4. By advocating for policy reforms and engaging with decision-makers, the strategy contributes to the necessary policy changes and institutional reforms for a more sustainable feed and fodder industry.

4.0 Rationale for Knowledge Management, Advocacy, Visibility, and Communication

In the landscape of the Resilient African Feed and Fodder Systems (RAFFS) Project, Knowledge Management, Advocacy, Visibility, and Communication stand as vital and interconnected pillars. These components not only complement each other but are also indispensable for the project's effectiveness. They collectively ensure that the project operates on an informed basis, engages stakeholders with precision, advocates for policy reform, raises public awareness, and, most importantly, leaves a lasting imprint on the pressing issues of feed and fodder challenges and food security in Africa. The significance of these strategy components within the context of RAFFS Project is profound and multifaceted, and is expected to drive Project success and enduring impact through the following actions:

1. ***Informing Evidence-Based Solutions:*** Knowledge Management is essential for collecting, analyzing, and disseminating data and insights related to feed and fodder systems. Informed decision-making is critical for designing effective solutions to address the challenges faced by these systems, such as shortages caused by crises. By managing knowledge effectively, the project can base its actions on robust evidence.

2. ***Advocacy for Policy Change:*** Advocacy plays a pivotal role in influencing policymakers and government agencies to enact supportive policies and regulations for the feed and fodder sector. Effective advocacy can lead to changes that improve the resilience of these systems, thereby safeguarding food and nutrition security for vulnerable populations.

3. ***Engagement with Stakeholders:*** Communication and visibility strategies facilitate meaningful engagement with a diverse set of stakeholders, including government bodies, private sector entities, farmers, and communities. Engaging these stakeholders is essential for building a collaborative and inclusive approach to address feed and fodder challenges.

4. ***Awareness and Understanding:*** Communication efforts help raise awareness about the project's goals, activities, and their significance. They educate stakeholders and the public about the adverse effects of crises on feed and fodder systems, fostering a better understanding of the project's purpose and impact.

5. ***Capacity Building:*** Knowledge Management involves building the capacity of project staff, partners, and stakeholders in data collection, analysis, and decision-making. This empowers them to actively contribute to the project's objectives, ensuring sustainability beyond the project's duration.

6. ***Gender Inclusivity:*** Advocacy and communication strategies can focus on women's empowerment and gender equality within the feed and fodder sector. This is crucial because women often play a significant role in agriculture and livestock activities, and their inclusion can enhance food and nutrition security.

7. ***Leveraging Partnerships:*** Effective communication and visibility efforts can attract partners and donors, including the private sector, who may contribute resources and expertise to the project. Building and maintaining these partnerships is vital for scaling up project interventions and achieving sustainable impact.

8. ***Accountability and Transparency:*** Through communication and visibility, the project can establish mechanisms for accountability and transparency. This ensures that project activities are conducted openly, ethically, and with a focus on achieving desired outcomes.

9. ***Learning and Adaptation:*** Knowledge Management allows the project to capture lessons learned and best practices. This continuous learning and adaptation improve the efficiency and effectiveness of project interventions over time.

10. ***Demonstrating Impact:*** Visibility efforts, such as sharing success stories and impact reports, demonstrate the tangible results of the project's work. This can inspire confidence among stakeholders and attract further support and investment.

5.0   Knowledge Management, Advocacy, Visibility, and Communication Strategy Objectives

Overall Objective:

The main objective of the Knowledge Management, Advocacy, Visibility, and Communication Strategy for the Resilient African Feed and Fodder Systems Project is to facilitate informed decision-making, raise awareness, and foster collaboration among stakeholders, thereby enabling the project to effectively address short-term feed and fodder challenges while building long-term resilience within African feed and fodder systems.

Specific Objectives:

The strategy supports various specific objectives that collectively aim to enhance the project's ability to disseminate critical information, advocate for positive change, and engage stakeholders effectively in addressing the challenges faced by African feed and fodder systems.

These broad objectives provide a foundation for the Knowledge Management, Advocacy, Visibility, and Communication Strategy, guiding efforts to effectively manage knowledge, drive advocacy initiatives, enhance visibility, and establish meaningful communication channels within the RAFFS Project.

Knowledge Management Objectives:

- **Establish a Centralized Knowledge Repository:** Create a comprehensive repository to store project-related information, research findings, best practices, and resources for easy access and sharing.
- **Promote Knowledge Sharing:** Facilitate a culture of knowledge sharing among project stakeholders, partners, and team members to enhance collaboration and informed decision-making.
- **Facilitate Knowledge Exchange:** Facilitate the exchange of knowledge and experiences among stakeholders through online forums, and interactive platforms.
- **Capture Lessons Learned:** Systematically document and analyze lessons learned from project activities to identify successful approaches, challenges, and areas for improvement.
- **Strengthen Capacity Building:** Develop and deliver training materials, workshops, and resources to enhance the knowledge and skills of project staff, partners, and stakeholders.

- **Ensure Data and information Accessibility:** Implement data and information management practices that ensure accurate, organized, and accessible project data for analysis and informed decision-making.

Advocacy Objectives:

- **Influence Policy Change:** Advocate for policy reforms that support resilient feed and fodder systems by presenting evidence-based arguments and policy recommendations to relevant decision-makers.
- **Raise Awareness:** Increase awareness among stakeholders, policymakers, and the public about the significance of feed and fodder systems, their challenges, and the importance of addressing them.
- **Strengthen Partnerships:** Collaborate with NGOs, government agencies, private sector entities, and international organizations to build a network of partners committed to advocating for improved feed and fodder systems.
- **Empower Stakeholders:** Empower local communities, farmers, women in agriculture, and other stakeholders to participate actively in advocating for policy changes that benefit their livelihoods.
- **Engage with Decision-Makers:** Organize policy dialogues, workshops, and conferences to engage directly with policymakers and influence the policy agenda related to feed and fodder systems.

Visibility Objectives:

- **Establish a Strong Online Presence:** Develop and maintain an engaging project website and active social media profiles to showcase project activities, progress, and impact.
- **Showcase Success Stories:** Highlight real-world success stories, case studies, and testimonials that demonstrate the positive impact of the project on livelihoods and food security.
- **Create Compelling Visual Content:** Develop visually appealing infographics, videos, and images that communicate complex information and capture the essence of the project and supporting donors and stakeholders.
- **Leverage Media Outlets:** Collaborate with local and regional media to secure coverage of project events, activities, and milestones to increase project visibility.
- **Utilize Influencer Engagement:** Partner with influential figures, thought leaders, and experts and the media to amplify project messages and reach a wider audience.

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Communication Objectives:

- **Ensure Clear and Consistent Messaging:** Develop consistent messaging that effectively communicates project goals, strategies, and outcomes across all communication channels.
- **Engage Stakeholders:** Foster two-way communication with stakeholders, encouraging their active participation, feedback, and collaboration throughout the project lifecycle.
- **Tailor Content to Audience:** Customize communication materials to resonate with different audiences, including policymakers, farmers, women in agriculture/ livestock, and the general public.
- **Provide Timely Updates:** Deliver regular updates, newsletters, and announcements to keep stakeholders informed about project developments, milestones, and upcoming events.

Monitoring and Evaluation:

- Implement a robust monitoring and evaluation framework to assess the effectiveness of the knowledge management, advocacy, visibility, and communication efforts.
- Regularly review and adapt the strategy based on feedback and performance metrics.
- Use data-driven insights to refine knowledge management, advocacy, visibility and communication approaches.

6.0   Stakeholders and Beneficiaries

Identifying and engaging stakeholders is a crucial aspect of any strategic plan, including the Knowledge Management, Advocacy, Visibility, and Communication Strategy for the Resilient African Feed and Fodder Systems (RAFFS) Project. Here, we will describe the key stakeholders and how they will be identified:

1. **Project Partners:** These are organizations and institutions collaborating directly with the RAFFS Project. They may include the African Union-InterAfrican Bureau for Animal Resources (AU-IBAR), the Bill & Melinda Gates Foundation, NGOs, academic institutions, and local organizations that contribute resources, expertise, and funding to the project.

2. **Policymakers and Government Agencies:** Policymakers at local, national, and regional levels, as well as government agencies responsible for agriculture, livestock, and food security, play a critical role in shaping policies and regulations that impact feed and fodder systems. Their support is essential for translating project outcomes into actionable policy changes.

3. **Livestock Farmers and Producers:** Livestock farmers and producers are the direct beneficiaries of the project's efforts to enhance feed and fodder systems. Their input, needs, and feedback are crucial for designing effective solutions and interventions that cater to their challenges and requirements.

4. **Women's Groups and Networks:** Women's groups and networks represent a vulnerable and often marginalized demographic, particularly in rural areas. These stakeholders are crucial for ensuring gender-sensitive approaches to the project's activities and for empowering women to participate in the feed and fodder sector.

5. **Donors and Funding Agencies:** Donors and funding agencies provide financial support and resources that drive the project's implementation. Their engagement is vital for sustaining project activities and achieving its objectives.

6. **Media and Communication Channels:** Media outlets and communication channels help amplify the project's message, successes, and challenges to a broader audience. Engaging with these stakeholders enables

effective dissemination of information and increases public awareness.

7. *Academic and Research Institutions:* Academic and research institutions contribute knowledge, expertise, and data that inform evidence-based decision-making. Their involvement ensures that project initiatives are grounded in research and best practices.

8. *Civil Society Organizations:* Civil society organizations are engaged in advocacy, community mobilization, and awareness-raising. Collaborating with these stakeholders strengthens the project's outreach and impact at the grassroots level.

9. *Local Communities and Beneficiaries:* Local communities and beneficiaries are directly impacted by the project's interventions. Engaging with them ensures that solutions are contextually relevant and aligned with their needs and aspirations.

10. *Project Staff and Advisory Committees:* Project staff are responsible for implementing the strategy's activities. Advisory committees, comprised of experts in relevant fields, provide guidance and expertise to ensure the strategy's effectiveness.

11. *Monitoring and Evaluation Partners:* Monitoring and evaluation partners contribute to assessing the strategy's progress and impact. Their insights help refine the strategy and ensure that goals are being met.

Each of these stakeholders brings unique perspectives, expertise, and contributions to the RAFFS Project's objectives. Effective engagement and collaboration with these stakeholders will ensure the strategy's success in addressing feed and fodder challenges and building resilience within African feed and fodder systems.

7.0   Messaging

The Knowledge Management, Advocacy, Visibility, and Communication Strategy for the Resilient African Feed and Fodder Systems (RAFFS) Project should convey a range of messages to various stakeholders and the public. These messages should be tailored to specific objectives and target audiences. Here are different types of messages that will be considered:

1. ***Project Introduction and Purpose:***
    *   Introduction to the RAFFS Project, its goals, and the importance of addressing feed and fodder challenges.
    *   Emphasis on the urgent need to build resilience in African feed and fodder systems in the face of global crises.
2. ***Evidence-Based Decision-Making:***
    *   Highlight the significance of data and research in shaping project interventions and policy recommendations.
    *   Emphasize the role of evidence-driven solutions in addressing feed and fodder shortages.
3. ***Policy Advocacy:***
    *   Messages advocating for policy changes and reforms to support sustainable feed and fodder systems.

*   Calls to action for policymakers to prioritize the sector and enact supportive regulations.
4. ***Impact and Success Stories:***
    *   Showcase tangible results and success stories from project initiatives.
    *   Highlight how the project has positively impacted the lives of livestock farmers and communities.
5. ***Resilience Building:***
    *   Messages about the importance of building resilience in feed and fodder systems to withstand future crises.
    *   Promote the project's role in enhancing resilience within the sector.
6. ***Gender Inclusivity:***
    *   Messages emphasizing the empowerment of women in the feed and fodder sector.
    *   Highlights on how gender-inclusive approaches benefit food security and livelihoods.
7. ***Public Awareness and Education:***
    *   Raise public awareness about the challenges faced by feed and fodder systems in Africa.
    *   Educate the public about the role of livestock in food security and economic development.

8. *Collaboration and Partnerships:*
   - Stress the value of collaboration with diverse stakeholders, including government agencies, NGOs, private sector, and local communities.
   - Encourage stakeholders to join forces to address feed and fodder challenges collectively.

9. *Innovation and Best Practices:*
   - Messages highlighting innovative approaches and best practices that have been successful in improving feed and fodder systems.
   - Promote the adoption of these practices for sustainable development.

10. *Private Sector Engagement:*
    - Encourage businesses in the private sector to invest in and support the feed and fodder value chain.
    - Highlight the economic opportunities associated with private sector involvement.

11. *Capacity Building:*
    - Messages promoting capacity-building efforts for project staff, partners, and stakeholders.
    - Emphasize the importance of skill development for effective project implementation.

12. *Transparency and Accountability:*
    - Stress the project's commitment to transparency and accountability in all its activities.
    - Communicate how the project ensures responsible use of resources and adherence to ethical standards.

13. *Long-term Impact:*
    - Messages showcasing the project's dedication to long-term impact and sustainability.
    - Explain how project interventions are designed to have lasting effects on food security and livelihoods.

14. *Call to Action:*
    - Encourage stakeholders, including the public, to actively engage in and support the project's objectives.
    - Invite individuals and organizations to contribute their expertise, resources, or advocacy efforts.

The messages will be specific to communication channels and target audiences to help ensure that they resonate effectively and contribute to the success of the Knowledge Management, Advocacy, Visibility, and Communication Strategy for the RAFFS Project.

8.0 Communication Tools and Channels

The success of the Knowledge Management, Advocacy, Visibility, and Communication Strategy for the Resilient African Feed and Fodder Systems (RAFFS) Project relies on effective communication tools and channels to reach diverse audiences. Various communication tools and channels will be considered during the Project implementation period.

8.1 Knowledge Management Tools

The utlisation of existing Knowledge management tools and development of new ones will play a crucial role in organizing, capturing, sharing, and leveraging information, insights, and expertise within the context of the Resilient African Feed and Fodder Systems Project. Here are several knowledge management tools that will support the Project's objectives:

1. **Knowledge and Document Management Systems:**
   - The existing DSpace document management system and SharePoint provide centralized platforms to store, organize, and share project documents, reports, research findings, and other resources. Subject collections and sites associated with livestock and feed and fodder will be developed to ensure easy access of Project documents and information resources.

2. **Data Analytics and Visualization Tools:**
   - Software like Tableau, Power BI, and Google Data Studio can help in analyzing project data, creating visualizations, and generating actionable insights. By effectively utilizing Tableau, Power BI, and Google Data Studio in knowledge management activities, the RAFFS Project will enhance data-driven decision-making, streamline reporting, and improve collaboration among stakeholders. These software tools offer the flexibility and power needed to manage and visualize complex information related to feed and fodder systems and food security in Africa.

3. **Collaborative Online Platforms:**
   - Tools like Microsoft Teams, and AU-IBAR's E Platform will be used to facilitate real-time collaboration, communication, task management, and knowledge sharing among Project team members and country teams.
   - The E Platform will also host online discussion forums where stakeholders can ask questions, share insights, and engage in

meaningful dialogue and share experiences related to feed and fodder systems.

4. *Content Management Systems (CMS):*
   - A Project Microsite will be built and enhanced using Drupal to create and manage project event articles and integrate with other information tools (calendar, repository and social media) making information easily accessible to stakeholders.

5. *E-Learning Platforms:*
   - Platforms like Moodle or LearnDash can host training materials, courses, and resources for capacity-building efforts within the project. These will particularly promote online learning activities among stakeholders and will be integrated with AU-IBAR's EPlatform.

6. *Document Collaboration Tools:*
   - Google Docs, Microsoft Office Online, and Zoho Docs will be utilized in Project writing to enable real-time collaboration on documents, facilitating teamwork and version control.

7. *Social Bookmarking Tools:*
   - Tools like Diigo and Pocket allow team members to bookmark, tag, and share relevant online resources, making it easier to discover and share knowledge.

8. *Enterprise Search Tools:*
   - Solutions like Elasticsearch or Algolia provide powerful search functionalities to quickly locate relevant information across various Project documents and resources.

9. *Survey and Feedback Tools:*
   - AU-IBAR's SurveyMonkey account will be used to gather feedback from stakeholders. These will be used to aid in identifying areas for implementation improvement and learning.

10. *Knowledge Mapping and Visualization Tools:*
    - Tools like MindMeister or Lucidchart will help visualize relationships between knowledge elements, processes, and concepts.

Choosing the appropriate knowledge management tools will be based on the Project's specific needs, objectives, and available resources. Integrating these tools effectively can enhance collaboration, information sharing, and decision-making within the RAFFS Project.

8.2   Communication Tools and Channels

1. Project Website:
- This component will involve in the creation of an official project micro-website as a central hub for project information, updates, resources, and contact details.
- The micro-site will include sections for news, success stories, publications, data visualization and a calendar of events.

2. Social Media Platforms:
- Social media platforms (Facebook, Twitter, and LinkedIn) will be established and maintain to actively profile event highlights and key messages.
- The social media platforms will also disseminate project updates, success stories, infographics, and engage with followers.
- The use of relevant hashtags to increase visibility will be communicated with relevant stakeholders.
- A calendar of events shall be maintained to guide in messaging and pre-event tweeting.

3. Email Marketing and Newsletters:
- An email database of stakeholders, partners, and interested individuals shall be maintained.

- Email marketing software shall be subscribed to send regular newsletters, updates, and announcements.
- Emails shall be personalized to specific audience segments when possible.
- Newsletters will highlight project progress, activities, and upcoming events.
- Newsletter will include testimonials, interviews, and success stories.

4. Video Content:
- Informative and visually appealing videos will be created across the selected countries to explain key project concepts, showcase success stories, and share interviews with experts.
- The videos will be hosted on YouTube and Vimeo.

5. Infographics and Visuals:
- This function will involve the designing of infographics and visual content to simplify complex information and statistics.
- Infographics and visuals will also be used to illustrate project impact, data, and key messages.

6. Podcasts and Webinars:
- A podcast series will be launched featuring interviews with experts, stakeholders, and Project team members.

7. **Brochures and Pamphlets:**
   - Informative brochures, pamphlets, and fact sheets about the Project's objectives, outcomes, and benefits will be developed.
   - A distribution list will be maintained to enable distribution of physical copies at conferences, workshops, and events within countries.

8. **Press Releases:**
   - Press releases will be issued to announce project milestones, partnerships, and important developments.
   - Press releases will be shared with local, regional, and international media outlets.

9. **Radio Broadcasts:**
   - Collaboration with national radio stations will enable the broadcast of interviews, discussions, and programs related to the project.
   - Radio will be used as an effective medium for reaching rural and remote communities.

10. **Collaboration with Local Media:**
    - Relationships with local media outlets, including newspapers, magazines, and television stations will be established to secure coverage of Project activities and stories.

11. **Academic Journals and Publications:**
    - Publish project findings, research papers, and articles in academic journals and publications to reach a scholarly audience.

12. **SMS and Mobile Apps:**
    - Utilize SMS messages and mobile apps to disseminate quick updates, reminders, and important information to stakeholders with mobile devices.

13. **Community Engagement and Workshops:**
    - Organize community meetings, workshops, and focus group discussions to engage directly with local stakeholders and gather feedback.

14. **Collaboration with Partner Organizations:**
    - Partner with NGOs, academic institutions, and relevant organizations to leverage their communication networks and channels.

15. **Multi-language Content:**
    - Key project materials and content will be translated into local languages to ensure accessibility to diverse linguistic groups.
    - It is essential that the use of these tools and channels will be tailored to specific objectives, target audiences, and cultural contexts.
    - Regular evaluation on the effectiveness of each communication method will be made to adjust this strategy based on feedback and evolving information needs.

9.0   Monitoring and Evaluation

Incorporating M&E objectives into each component of the strategy ensures that ongoing assessment and data-driven decision-making are integral to the RAFFS Project's Knowledge Management, Advocacy, Visibility, and Communication efforts. This allows for continuous improvement and adaptation based on performance metrics and stakeholder feedback.

Monitoring and evaluation activities are crucial for assessing the effectiveness and impact of the Knowledge Management, Advocacy, Visibility, and Communications components within the Resilient African Feed and Fodder Systems (RAFFS) Project. The breakdown of M&E activities for each component include:

Knowledge Management:
1. **Content Analysis:** To regularly review and analyze the quality and relevance of knowledge products, such as research reports, policy briefs, and data repositories.
2. **Usage Metrics:** To track the usage of knowledge resources, including downloads, views, and interactions with online platforms or knowledge repositories.
3. **Surveys and Feedback:** To collect feedback from project stakeholders, including

policymakers and researchers, on the usefulness of knowledge products and their impact on decision-making.
4. **Knowledge Sharing Events:** To monitor participation and feedback from knowledge sharing events like workshops, webinars, and conferences to assess their effectiveness.

Advocacy:
1. **Policy Change Tracking:** To monitor policy changes at various levels of government and assess the extent to which they align with the Project advocacy efforts.
2. **Stakeholder Engagement:** To regularly evaluate the engagement and participation of stakeholders in advocacy campaigns and policy dialogues.
3. **Advocacy Impact Assessment:** To assess the impact of advocacy efforts by measuring changes in policies, resource allocation, and government commitments related to feed and fodder systems.

Visibility:
1. **Media Coverage Analysis:** To monitor media coverage related to the Project, including the reach and tone of articles, interviews, and broadcasts.
2. **Website and Social Media Analytics:** To track website traffic, social media engagement,

and online interactions to gauge the effectiveness of online visibility efforts.

3. **Public Awareness Surveys:** To conduct surveys to measure public awareness of the project's objectives and impact and assess changes in awareness over time.

Communication:

1. **Stakeholder Surveys:** To collect feedback from project stakeholders, including communities, farmers, and women's groups, on the clarity and effectiveness of communication materials and engagement activities.

2. **Collaboration Assessment:** To evaluate the extent to which collaboration among stakeholders has improved as a result of communication efforts.

3. **Message Effectiveness:** To assess the impact of the RAFFs project messaging by measuring changes in stakeholder perceptions and behavior related to feed and fodder systems.

Overall Impact Assessment:

1. **Cost-Benefit Analysis:** Evaluate the cost-effectiveness of various components within Knowledge Management, Advocacy, Visibility, and Communications in relation to the achieved outcomes.

2. **Project Sustainability:** Assess the long-term sustainability of project activities, especially

those related to knowledge management, advocacy, visibility, and communication.

3. **Lessons Learned:** Document lessons learned from M&E activities and incorporate them into strategy adaptation and improvement.

By systematically conducting these M&E activities, the RAFFS Project is expected to gain valuable insights into the effectiveness of its Knowledge Management, Advocacy, Visibility, and Communications components. This data-driven approach allows for informed decision-making, continuous improvement, and the maximization of the Project's impact on feed and fodder systems and food security in Africa.

10.0 Budget Summary

The Knowledge Management, Advocacy, Visibility, and Communication Strategy budget provides a detailed understanding of the project's specific needs, scope, and available resources. The specific details of the budget vary significantly depending on factors like project scale at country level, geographic reach, staffing, and technological requirements. Below is the general framework of the budget that is further elaborated in the appendix.

1. ***Personnel and Staffing:***
   - Content Creators and Writers (Media Mobiliser)
   - Graphic Designer/ Animator
   - Data Analysts
   - Outreach and Media support (Local Journalists)

2. ***Technology and Infrastructure:***
   - Community Platform upgrade (Mobile, Dash boards)
   - Social media management tools
   - Data collection and analysis software
   - Video and audio production equipment/ software
   - Communication channels (e.g., email marketing platforms - MailChimp)

3. ***Dissemination and Outreach:***
   - Printing and distribution of communication and visibility materials
   - Event and workshop expenses for capacity strengthening (venue, logistics, catering)
   - Public relations and media outreach

4. ***Research and Content Development:***
   - Research studies and data collection
   - Content creation (writing, graphics, videos, etc.)
   - Translation and localization services (multiple languages)

5. ***Capacity Building:***
   - Training workshops and seminars for project staff
   - Capacity-building programs for stakeholders at country level

6. ***Monitoring and Evaluation:***
   - Tools and software for monitoring and evaluation
   - Data collection and analysis costs
   - External evaluation services

Appendix

Summary Implementation Plan: Detailed Activities and Budget

2024 Communications and Knowledge Management Budget		
Output 1 1: Support Knowledge Management Processes		*76,000*
Activities		
1.1.2. Collect and catalogue research outputs produced by RAFFS Project and regularly develop metadata to support integration with other institutional information repositories/ E Libraries		
1.1.3. Develop and implement collection management workflow and policy for RAFFS document libraries		
1.1.4 Develop guidelines on publication management and templates for research outputs		
1.1.5. Standardise knowledge outputs based on output templates and guidelines		
1.1.6. Produce lessons learned documentation for external audiences and learning		*10, 000*
1.1.7. Review and package annual documents (reports)		
1.1.8. Training of Trainers on Awareness on use of information tools to various stakeholder groups		*3, 000*
1.1.9. Upgrade of repository to Ubuntu 8.0x		*3, 000*
1.1.10. Foster dialogue and engagement through online discussion forums and community engagement on various RAFF Communities among different stakeholders. (moderators)		*10, 000*
1.1.11. Development and deployment of E Platform features (IOS, Android, Groups, Meet up - immediate video conferencing, Documents, Videos, People, Recs, company profiles, Live maps, Businesses).		*30, 000*
1.1.12. Customisation of SharePoint (site structure, metadata, workflow, governance and user support on project management)		*5, 000*
1.1.13. Facilitate scholarly publications in journals and bulletin (Bulletin of Animal Health & Production Feed and Fodder Edition)		*15, 000*
Output 1.2 Advocacy and Campaigns		*48, 000*
Activities		
1.2.1. Engage with media outlets to publish op-eds, articles, and reports, radio and television programmes highlighting the need for policy reform.		*30, 000*
1.2.2. Collaborate with other organizations to strengthen the collective voice in advocating for policy changes.		*10, 000*
1.2.3 Develop evidence-based policy briefs outlining thematic challenges and recommendations		*6,000*

1.2.4. Organize advocacy campaigns (Twitter (X) Spaces) to raise public awareness and generate support for policy changes.		2,000
Output 1.3 Visibility and Branding		**74, 000**
Activities		
1.3.1. Design and maintain AU-IBAR Website to serve as a central hub for project information and updates.		
1.3.2. Manage official social media profiles on platforms such as Facebook, Twitter, and LinkedIn. Include advert messages; and host and X Space)		1, 000
1.3.3. Develop a project brand identity, including logos, color scheme, and visual assets for memorabilia, banners, and materials		
1.3.4. Publish bi-monthly regular newsletters and email updates to keep stakeholders informed about project progress. Subscription to Email Marketing software (MailChimp)		3,000
1.3.5. Produce informative videos, infographics, and animations to explain key project concepts.		20, 000
1.3.6. Collaborate with national/ local media outlets to secure coverage of project activities and success stories.		20, 000
1.3.7. Create visually appealing communication materials & memorabilia for conferences, workshops, and events.		30, 000
Output 1.4 Communication		**99, 000**
Activities		
1.4.1. Develop a comprehensive communication plans outlining key messages, target audiences, and channels for selected countries.		6,000
1.4.2. Design and distribute informative brochures, fact sheets, and pamphlets about project objectives.		6, 000
1.4.3. Organize RAFFS workshop and training to sensitise media and communication experts focal points on RAFFS KMCVA Strategic Plan.		20, 000
1.4.4. Strengthen media engagement to strengthen reporting at country and regional level and provide feedback.		10, 000
1.4.5. Launch a podcast series featuring interviews with experts and stakeholders in the sector.		6, 000
1.4.6. Collaborate with local radio and television stations for broadcasts and interviews in the selected countries.		20, 000
1.4.7. Translation of communication materials in different languages		10, 000
1.4.8. Production of IEC materials for local use		15, 000
1.4.8. Payment to media for publicity and opinion pieces on RAFFS		6, 000

Output 1.5 Monitoring and Evaluation		*19,000*
Activities		
1.5.1.Tools and software for monitoring and evaluation (Capturing lessons learned)		*5,000*
1.5.2. Data collection and analysis costs		*7,000*
1.5.3. External evaluation services		*7,000*
TOTAL		*316,000*