AFRICAN UNION
INTERAFRICAN BUREAU
FOR ANIMAL RESOURCES



Knowledge Management, Communication & Visibility Strategy

2024 - 2028

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2024 - 2028



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List of Acronyms

AU-IBAR	African Union – InterAfrican Bureau for Animal Resources
AUC	African Union Commission
AU-MSs	African Union Member States
AWSA	The Animal Welfare Strategy for Africa
CAADP	Comprehensive Africa Agriculture Development Programme
LiDeSA	Livestock Development Strategy for Africa
MS	Member State
NGOs	Non-Governmental Organizations
RECs	Regional Economic Communitys
SDGs	Sustainable Development Goals



1.0 Background

The African Union InterAfrican Bureau for Animal Resources (AU-IBAR) plays a crucial role in advancing the development and management of animal resources across Africa. Established with a vision of "An Africa in which animal resources significantly contribute to integration, prosperity, and peace," and a mission to "provide leadership and integrated support services for the development of animal resources in Africa," AU-IBAR has been pivotal in promoting the socio-economic benefits of animal resources on the continent.

To effectively fulfil its mandate, AU-IBAR operates within a strategic framework that aligns closely with the African Union's broader objectives, including Agenda 2063 and the Comprehensive Africa Agriculture Development Programme (CAADP). These frameworks guide AU-IBAR's strategic objectives for the period 2024-2028, which emphasize enhancing governance, fostering innovation and service accessibility, strengthening animal health systems, improving market opportunities, and enhancing coordination capacities across Africa.

In parallel, AU-IBAR is committed to advancing the implementation of the Livestock Development Strategy for Africa (LiDeSA), the Policy Framework and Reform Strategy for Fisheries and Aquaculture, and the Africa Blue Economy Strategy, The Digital Transformation Strategy for Africa (2020-2030); The Science Technology and Innovation Strategy 2024; Animal Health Strategy for Africa (2019-2035); The Animal Welfare Strategy for Africa (AWSA), the African Union Zoonotic Disease Strategy amongst others. These efforts are integral to achieving sustainable development goals outlined in Agenda 2063 and the Sustainable Development Goals (SDGs), ensuring that Africa's animal resources sector contributes effectively to economic growth, food security, and environmental sustainability.



2.0 Introduction to Knowledge Management, Communication and Advocacy Strategy

To be effective and ensure value for animal resources, AU-IBAR must leverage the best available and most relevant knowledge based on both evidence and practice, from internal and external sources. Learning must be a continuous process to ensure AU-IBAR becomes more agile, responsive and innovative in the solutions it brings to the challenges of delivering on the SDGs.

In the context of AU-IBAR's strategic objectives (outlined in 3.0), the Knowledge Management, Communication and Advocacy (KMCV) Strategy is essential for harnessing and disseminating the wealth of knowledge generated through AU-IBAR's programme areas. Effective knowledge management ensures that valuable data and information is systematically captured, stored, and shared, thereby enhancing the impact of AU-IBAR's programmes and projects. Communication, on the other hand, ensures that this knowledge reaches the relevant stakeholders in a timely and accessible manner, fostering collaboration and informed decision-making. Advocacy amplifies these efforts by strategically promoting AU-IBAR's initiatives and influencing policy agendas towards sustainable development in Africa's agrifood sector.

This strategy is anchored in an Evidence-Based Approach that integrates Data, Information, and Knowledge approaches, ensuring that decisions and strategies are grounded in robust data and empirical evidence. This approach emphasises the importance of strengthening capacities in analysis to enhance the accuracy and relevance of insights derived from data and information. By promoting innovative solutions and fostering a culture of continuous learning, the strategy aims to drive transformative change within AU-IBAR and its stakeholders. Central to driving the implementation of this strategy is a partnership approach that leverages collaborative relationships with global organizations, regional economic communities, and other key actors to amplify impact and achieve shared objectives. This integrative strategy not only facilitates informed decision-making but also nurtures a dynamic and responsive knowledge management ecosystem that adapts to emerging needs and opportunities of the sector.

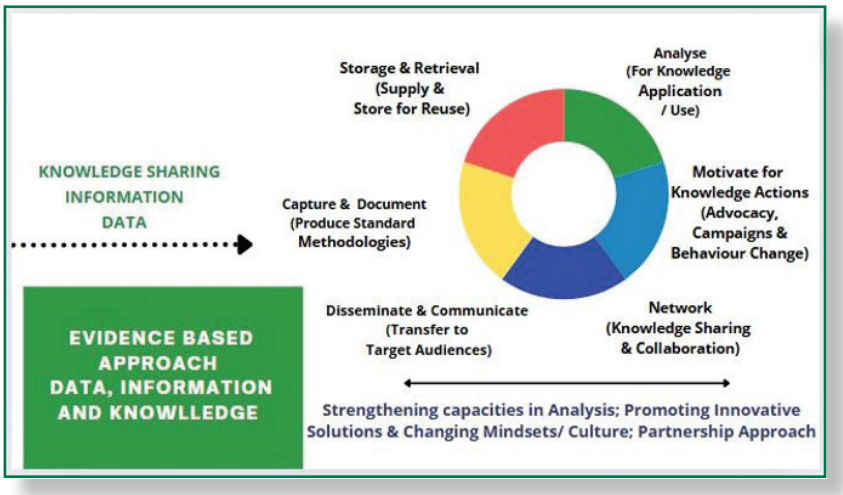


Figure 1: *Evidence Based Approach to Knowledge Management, Communication and Advocacy Efforts (Source: AU-IBAR, 2024)*

3.0 Institution and Knowledge Management Strategic Objectives (2024-2028)

This strategy is designed to support the following 2024-2028 strategic objectives of AU-IBAR as indicated in its strategic plan through the proposed suggestions:



1. **Improve Governance and Create an Enabling Environment for Sustainable Animal Resource Development and Management.**
   - Facilitate the sharing of best practices and policy frameworks among Member States;
   - Improve policy adoption and implementation through dissemination of best practises and lessons learnt;
   - Facilitate a reference digital policy hub for collation and compilation of national, regional and continental policy and regulatory frameworks;
   - Enhance transparency and accountability through effective communication channels.

2. **Enhance Access to Inputs and Services, Resilience, and Innovation of Animal Production and Productivity Systems:**
   - Promote the dissemination and adoption of innovative best practices, technologies and research outputs.
   - Support capacity-building initiatives by providing access to relevant knowledge resources.



3. **Strengthen Animal Health and Welfare; and Epizootic Diseases Control:**
   - Ensure timely and accurate information sharing on disease control, management and intervention measures.
   - Foster One Health collaboration and knowledge exchange among animal health, public health and environmental health value chain actors;
   - Promote strategies to foster the adoption of animal welfare best practices and climate change resilience across Africa's animal resources sector .

4. **Improve Access to Markets for Animals and Animal Products:**
    - Disseminate market information and trade opportunities to stakeholders.
    - Support the development and implementation of standards and regulations through effective communication and the promotion of equity within the sector.
    - Establish Regional and continental platforms that provide information on the availability of and demand for animal commodities and support decisions and stimulate trade initiatives.



5. **Strengthen Capacities and Systems for Coordinating Service Delivery:**
    - Enhance coordination among various stakeholders through integrated knowledge sharing and communication platforms.
    - Document and share success stories and lessons learnt to guide decisions making processes
    - Establish and strengthen platforms to foster debates, policy dialogue and co-ordination in animal resource sector.
    - Enhance capacities for data collection, analysis and transmission, and platforms for information sharing on animal resources development in Africa.
    - Enhance Animal resources data generation, analysis and information sharing
    - Provide training and support for effective knowledge management and communication practices.

4.0 SWOT Analysis: Enhancing Knowledge Management and Communications at AU-IBAR

Understanding the landscape of knowledge management, communications and advocacy is crucial for AU-IBAR as it seeks to enhance its impact in managing animal resources across Africa. This SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis provides an overview of the internal and external factors influencing AU-IBAR's strategic approach to disseminating information, fostering collaboration, and promoting best practices in animal resources management.

By evaluating these factors, AU-IBAR can capitalise on its strengths, address weaknesses, seize opportunities, and mitigate threats in order to effectively communicate its mission, engage stakeholders, and achieve sustainable development goals outlined in Agenda 2063 and beyond. This analysis serves as a foundational tool to guide AU-IBAR in shaping robust knowledge management and communication strategies that align with its vision of integrating animal resources development across the African continent.

Table 1: *SWOT Analysis on knowledge management, communications, and advocacy in the sector*

Strengths	Weaknesses
Established Expertise and Experience AU-IBAR benefits from over 70 years of experience and deep expertise in animal resources management across Africa, providing a strong foundation for effective knowledge management, communications and advocacy. **Robust Work Modalities, Network and Partnerships** AU-IBAR has established work modalities with Regional Economic Communities (RECs), international organisations, and stakeholders in the animal resources sector, facilitating extensive knowledge sharing and collaboration. **Diverse Communication Channels** A variety of communication channels are in use, including stakeholder dialogues, workshops, conferences, and digital platforms, to disseminate information and engage with stakeholders effectively. **Regional Presence** AU-IBAR's continent-wide footprint enables effective communication and collaboration among African Union member states for holistic livestock development. **Policy Influence** AU-IBAR effectively communicates its influence in policy arenas, contributing to the creation of conducive environments for African livestock development.	**Resource Constraints** Limited financial resources and staffing can hinder the implementation of comprehensive knowledge management, communication and advocacy strategies, affecting the reach and impact of AU-IBAR's messaging. **Limited Awareness** Despite its significant role, AU-IBAR may suffer from low awareness among the general public and even within key stakeholder groups, hindering its ability to garner support for programme implementation. **Technological Infrastructure** Challenges in technological infrastructure and digital literacy among stakeholders may limit the effectiveness of online communication and knowledge-sharing initiatives. **Complex Messaging** The technical nature of AU-IBAR's work may pose a challenge in conveying messages in a simple and understandable manner for diverse audiences. **Communication Gaps** There may be gaps in communicating the outcomes and impact of specific projects and initiatives, hindering the understanding of AU-IBAR's role in policy formulation and driving implementation; such as the Livestock Development Strategy.

Opportunities	Threats
Advancements in Technology Advancements in digital technology provide AU-IBAR with opportunities to enhance communication strategies through interactive platforms, virtual learning environments, and data analytics for targeted messaging. Leveraging prevalent digital platforms in areas such as websites, social media, and online channels, further augments AU-IBAR's visibility. **Growing Stakeholder Engagement and Partnerships** Increasing interest and participation from governments, civil society organisations and private sector partners, present opportunities to expand AU-IBAR's communication networks and amplify its advocacy efforts. This interest can further magnify AU-IBAR's initiatives and elevate its visibility. **Policy Alignment** There is an opportunity to leverage the alignment of national & regional policies with agriculture, livestock, and fisheries development to synchronize its communication with broader development agendas. **Growing Interest in Livestock & Fisheries Development** The increasing global, continental, and regional emphasis on sustainable agriculture, food security, and nutrition provides an advantageous moment for AU-IBAR to spotlight its contributions through livestock development and fisheries governance.	**Competing Priorities and Attention Spans** With diverse stakeholders and competing priorities within the animal resources sector, maintaining sustained attention and engagement for knowledge management and communication initiatives can be challenging. **Limited Capacity Building** Limited resources and expertise for capacity building in knowledge management, communication and advocacy initiatives may impede AU-IBAR's efforts to empower local communities and stakeholders, hindering sustainable development in the livestock sector. **Technological and Access Barriers** Limited access to digital infrastructure and technological literacy among stakeholders can hinder effective dissemination of information and knowledge sharing, exacerbating disparities in access and utilisation of knowledge for decision making. **Cultural and Linguistic Diversity** Language barriers and cultural differences across regions can impede effective communication and knowledge exchange, complicating efforts to reach diverse stakeholders with relevant information. **Resistance to Change and Resource Constraints** Resistance to adopting new technologies and methods for knowledge sharing and communication, coupled with limited financial resources allocated to knowledge management and communication initiatives, can restrict the development and implementation of comprehensive strategies, hindering progress in sustainable livestock management and development efforts. **Funding Constraints** Insufficient funding or fluctuations in financial support can limit AU-IBAR's communication initiatives and hinder its ability to reach its target audience effectivel **Misinformation** The spread of misinformation about the livestock sector and AU-IBAR's initiatives poses a threat to the organisation's reputation & the success of its programmes.

5.0 Target Audiences

The AU-IBAR knowledge management and communications strategic plan is designed to engage a diverse array of stakeholders critical to advancing animal resources development and enhancing food security across Africa. Our target audiences include policymakers and government officials at national and regional levels, veterinary professionals, food safety professionals, Animal production professionals, researchers, large and small-scale animal resource stakeholders (including women and youth), traders, and processors. The strategy also focuses on promoting partnerships with NGOs, educational institutions, private sector stakeholders, international organizations, regional economic communities (RECs), media professionals, donors, and the general public. By tailoring our communications to these groups, we aim to foster collaboration, share knowledge, and promote sustainable practices that support the livelihoods of communities reliant on animal resources while ensuring their long-term health and productivity.



Figure 2: *Target Audiences Across Animal Health, Food Safety and Production, Economic Trade and Marketing*

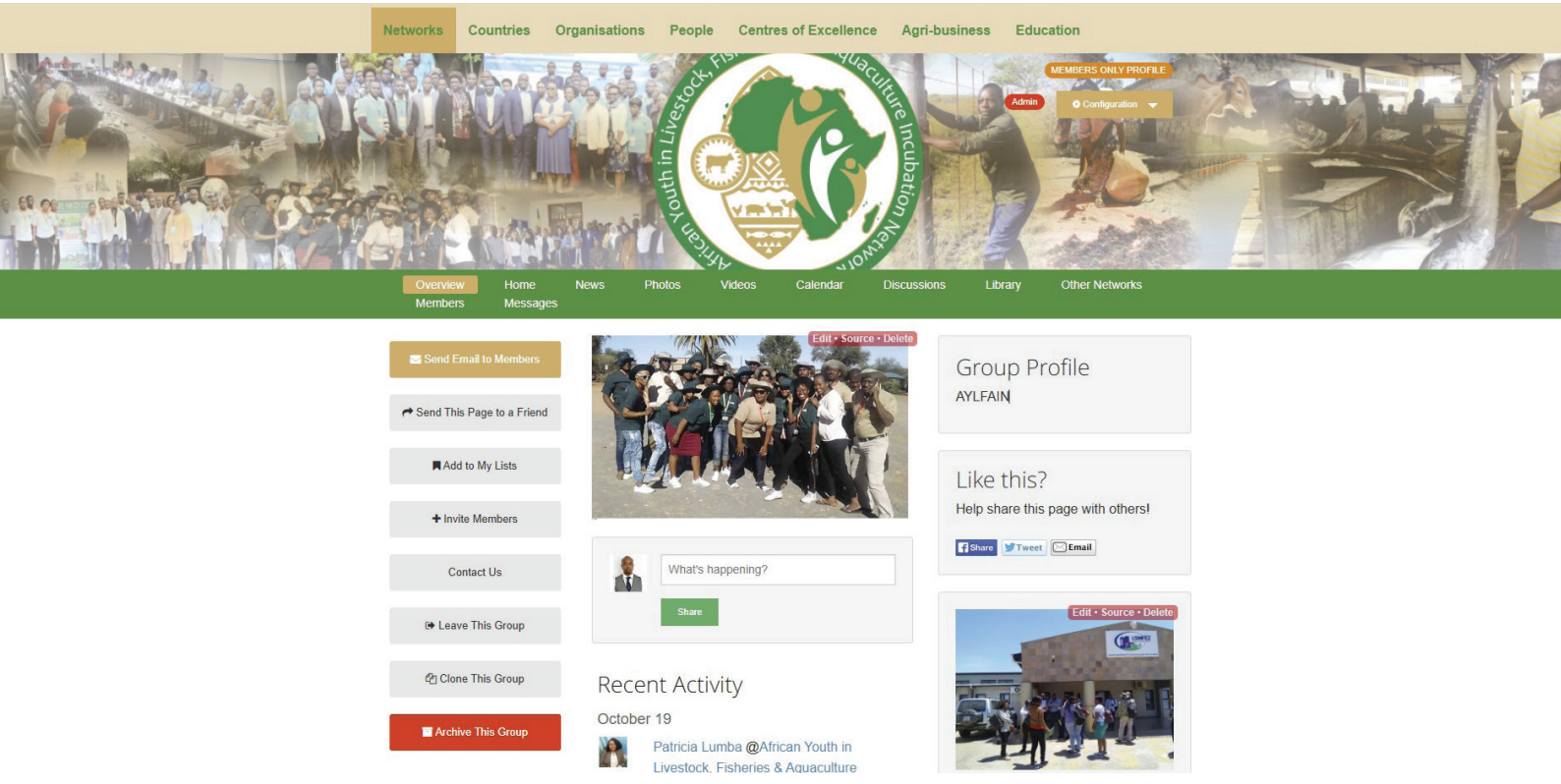
6.0 Communications Channels and Knowledge Sharing Platforms

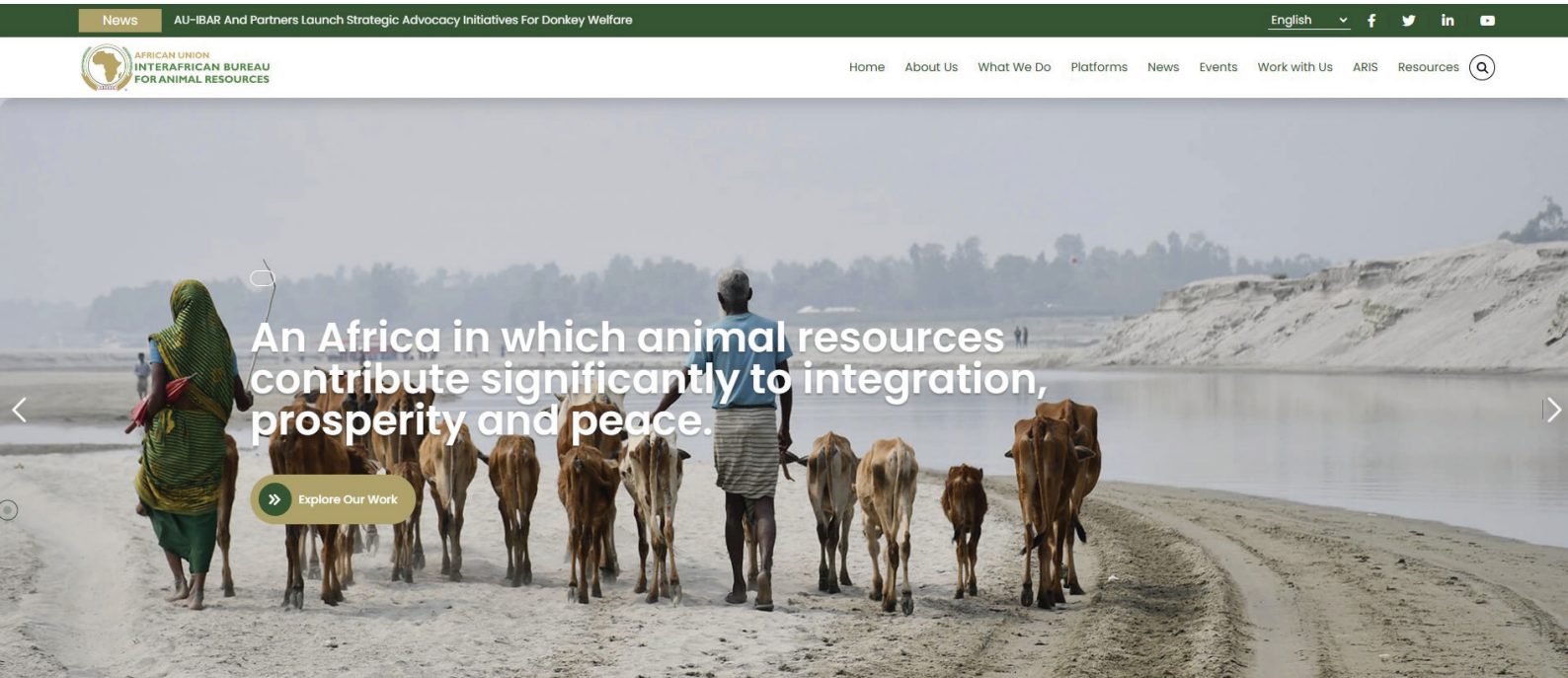
Leveraging a diverse array of communication channels will ensure that information reaches all stakeholders, fostering engagement and collaboration across the continent. The following channels and platforms will be utilised to maximise outreach and impact for various stakeholder:

Channel	Purpose	Content/ Features	Audience Persona
Website and Online Knowledge sharing Portals	Serve as the primary hub for information dissemination, offering easy access to reports, research, data, news, and updates on AU-IBAR's activities, and knowledge sharing platforms.	Interactive elements such as discussion forums, resource libraries, event calendars, and real-time data updates/ dashboards.	Researchers, Policymakers, Donors, Partners – Highly engaged users looking for in-depth resources, project details, and data access.
Interactive learning hubs	Provide hands-on, interactive learning for skill-building and knowledge application.	Provide scenario-based exercises, and collaborative learning projects across thematic areas across the sector.	AU-IBAR Staff, Country and Regional Trainers and project implementers, Community Leaders – Users who benefit from applied learning experiences and skills practice.
Newsletters	Provide regular updates on AU-IBAR's initiatives, achievements, and upcoming events. Quarterly	Highlight success stories, new projects, policy changes, and opportunities for engagement, and research findings.	Government Officials, Partners, Donors, Community Organisations – Users looking for concise updates, policy shifts, and AU-IBAR Project summaries.
Social Media Facebook, Twitter, LinkedIn, Instagram, and YouTube	Engage a broader audience through dynamic and interactive content	Short messages, alerts and updates, infographics, videos, live streams of events, and interactive posts to encourage participation and feedback.	General Public, Youth, Donors, Partners – Users looking for engaging, bite-sized content and real-time updates.
Webinars and Online Workshops	Facilitate real-time knowledge exchange and capacity building, providing an accessible platform for training and discussion. Regularly scheduled sessions, with additional special events as needed.	Expert presentations, panel discussions, Q&A sessions, and interactive workshops.	Technical Experts and professionals in the sector, Capacity Building Practitioners, AU-IBAR Staff – Users interested in deepening their technical knowledge and skills.

Channel	Purpose	Content/ Features	Audience Persona
Research outputs, Publications, Bulletins, Reports and factsheets	Disseminate in-depth information and research findings to stakeholders, policymakers, and partners. Print and digital formats to cater to diverse preferences.	Research reports, policy briefs, technical papers, bulletin of animal health and production, and AU-IBAR annual report.	Researchers, Policymakers, Institutional Partners – Users needing evidence-based or analytical content for decision-making.
Conferences and Seminars	Provide opportunities for in-person networking, collaboration, and the sharing of best practices among stakeholders.	Keynote speeches, panel discussions, breakout sessions, and poster presentations.	Policymakers, Donors, Institutional Partners, Community Leaders – Users who value face-to-face networking and hands-on learning.
Exhibitions and trade shows/fairs	Provide interactive platforms to showcase AU-IBAR's work, engage with stakeholders, and explore partnership opportunities.	Exhibits, demonstrations, networking spaces, and promotional materials.	Private Sector, Institutional Partners, NGOs, Local Communities, pastoralists; Agribusiness networks in animal sector (e.g. AWARFA; AWFISHNET; AYLFAIN) – Users interested in hands-on interactions and partnership opportunities.
Email Lists and Direct Communications	Ensure targeted and personalized communication with key stakeholders and partners using Mail Marketing Subscriptions.	Regular updates and follow-ups on specific initiatives.	Key Donors, Partners, AU Member State Representatives, RECs – High-priority stakeholders expecting direct, personalized communication.
Multimedia	Enhance engagement through visual and audio.	Videos, podcasts, photo galleries, and interactive media.	Youth, General Public, Local Communities – Users drawn to easily digestible, multimedia content.
Edutainment (TV Shows, Radio Dramas, Interactive Games)	Use engaging formats to educate and inform a wider audience, especially in rural areas and among youth.	Short educational films, animated videos, interactive games, radio dramas, and social media challenges.	Youth, Rural Communities, General Public – Users drawn to entertainment-based learning, benefiting from a combination of storytelling and educational content.
Traditional Media, (community leaders Radio, television, and print media)	Reach a wider audience through established media channels, particularly in regions with limited internet access.	Press releases, interviews, feature articles, and public service announcements.	Rural Communities, General Public – Users with limited internet access who rely on traditional media channels.

Channel	Purpose	Content/ Features	Audience Persona
Mobile Applications	Leverage mobile technology to provide easy access to information and resources.	Push notifications, offline access to key resources, interactive tools, and direct communication options.	Field Officers/ researchers, Community Leaders, Farmers, Rural Stakeholders – Users needing accessible, mobile-friendly resources and updates.
Localised/ Contextualised knowledge products	Utilise existing networks and regional offices to amplify messages and ensure local relevance.	Tailored communications that address regional issues and leverage local expertise. Translated in appropriate language.	Regional Partners, Local Organizations, Community Leaders and regional networks – Users seeking locally relevant and language-appropriate content.





7.0. Quality Assurance Guidelines for Communications and Knowledge Products

All AU-IBAR communications and knowledge products, including policy briefs, research reports, data sets, publications, and multimedia content, undergo a thorough quality assurance process to ensure they meet the organization's high standards for accuracy, relevance, reliability, clarity, and accessibility. This process is integral to AU-IBAR's Knowledge Management and Communications Strategy, fostering consistency, credibility, and alignment with the organization's strategic objectives. Each product is carefully reviewed by a dedicated Quality Assurance team, composed of subject matter experts, editors, and content specialists, and is subject to peer review when appropriate. This rigorous process ensures that every knowledge product is well-validated before public dissemination, reinforcing AU-IBAR's commitment to providing high-quality, impactful information to stakeholders. Detailed quality assurance guidelines are provided in the annex for reference.



8.0 Knowledge Management

Knowledge management plays a pivotal role within AU-IBAR, serving as the cornerstone of effective decision-making, innovation, and sustainable development across Africa's animal resources sector. It will improve AU-IBAR's ability to generate, use and share the best available evidence and experiential knowledge to achieve higher quality operations, and greater visibility and influence in the African development community. By systematically capturing, sharing, and leveraging knowledge, AU-IBAR enhances its ability to address complex challenges such as animal health, food and nutrition security, and economic resilience. Through robust knowledge management practices, AU-IBAR ensures that valuable insights, best practices, and scientific advancements are not only preserved but also disseminated widely among stakeholders, including policymakers, researchers, veterinarians, farmers, and regional economic communities. This strategic approach not only enhances operational efficiency but also fosters collaboration and empowers stakeholders to make informed decisions that positively impact the welfare of livestock populations and the livelihoods of communities dependent on them.

8.1 AU-IBAR Knowledge Management Conceptual Framework

AU-IBAR recognizes the essential role of effective Knowledge Management (KM) in fostering innovation, improving decision-making, and ensuring the successful implementation of its strategic objectives for the 2024-2028 period in alignment with its mission and vision. This framework outlines the primary components, processes, and guiding principles for AU-IBAR's KM initiatives, emphasizing a holistic approach that integrates data, information, and knowledge management.

A key focus of the KM framework is the seamless interaction between data, information, and knowledge. AU-IBAR prioritizes building a robust foundation that supports the systematic collection, validation, storage, and dissemination of accurate data and information. This includes establishing reliable information systems and libraries that offer readily accessible, high-quality resources for stakeholders. These systems aim to facilitate evidence-based decision-making and to support policy development across AU-IBAR programs.

Additionally, the framework highlights the importance of libraries and digital repositories as central hubs for storing, categorizing, and retrieving knowledge assets. These libraries will be equipped with interactive tools to enhance user engagement and support continuous learning within AU-IBAR and among its partners. By promoting interaction between users and resources, AU-IBAR's knowledge management strategy seeks to enable the conversion of raw data into valuable insights, ultimately transforming information into actionable knowledge.

This conceptual framework serves as a roadmap to operationalize KM practices, aiming to build a harmonized, interconnected KM ecosystem across AU-IBAR's programs that aligns with the needs of African stakeholders. Through these KM efforts, AU-IBAR strives to drive sustainable, knowledge-based development across the continent.

8.2 Objectives of the Knowledge Management Framework

In alignment with the current AU-IBAR strategic objectives, the knowledge management framework objectives will seek to:

i. Enhance Governance and Enable Sustainable Development
   - Strengthen transparency, accountability, and decision-making by implementing effective Information and Knowledge Management practices, sharing best practices, supporting policy adoption, and creating a centralized policy hub for national, regional, and continental frameworks.

ii. Facilitate Access to Services and Innovation in Animal Production
   - Promote the dissemination of innovative best practices, technologies, and research findings, while building capacity and resilience in animal production systems.

iii. Strengthen Animal Health and Epizootic Diseases Control
   - Improve the timeliness and accuracy of disease control information, foster collaboration between veterinary and public health professionals, and enhance disease management efforts.

iv. Improve Market Access for Animals and Animal Products
   - Provide stakeholders with up-to-date market information and trade opportunities, while supporting the development and implementation of new standards and regulations for animal products.

v. Strengthen Coordination and Service Delivery
   - Improve coordination among stakeholders through integrated Information and Knowledge Management systems and offer training and support to enhance effective knowledge management practices.

8.3 Components of the Knowledge Management Framework

The Knowledge Management Framework comprises four components: (i) capture and documentation, (ii) storage and retrieval, (iii) sharing and dissemination, and (iv) utilization and learning, ensuring systematic documentation, accessible repositories, and effective decision-making.

The Knowledge Management (KM) Framework at AU-IBAR will provide a structured approach to optimize the management of information and knowledge across its various projects and initiatives. It will be implemented through four key components (Capturing and documentation; Storage and Retrieval; Sharing and Dissemination; and Utilization and Learning), as illustrated in Figure 3.

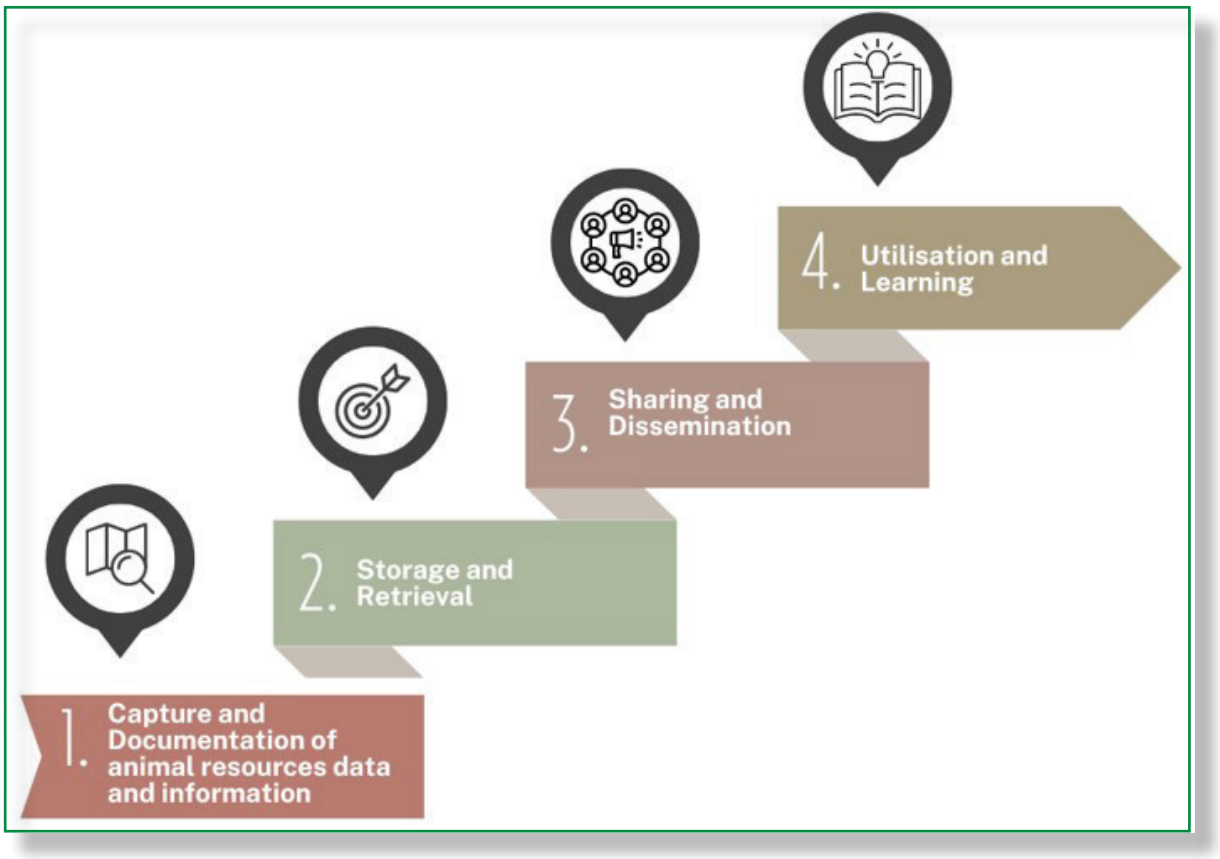


Figure 3: *AU-IBAR Knowledge Management Framework*

According to Figure 3; capturing and documentation will focus on identifying, gathering, and documenting valuable knowledge from diverse sources. This will include capturing both tacit knowledge (e.g., staff and expert expertise, practical experiences) and explicit knowledge (e.g., reports, policy documents). The goal will be to establish templates, guidelines, and processes to support staff and stakeholders in capturing knowledge during programme activities, meetings, workshops, and research. This systematic approach will help ensure that all valuable information is recorded for future decision-making.

The second component of the framework - Storage and Retrieval will enable the organisation, storage, and ensure easy retrieval of captured knowledge by building structured and centralized repositories, such as digital archives and databases, where documents, research findings, and project reports will be housed. This process will ensure that all information is categorized in a user-friendly way, enabling staff, researchers, and other stakeholders to search and retrieve relevant data and information and publications efficiently. AU-IBAR will implement content management systems or specialized knowledge repositories to store this information securely, enhancing accessibility for the future.

Sharing and Disseminationn will be promoted by actively creating platforms and channels such as Microsoft teams for sharing knowledge internally, and externally to various audiences,African Union stakeholders, and external partners through various communication Workshops, webinars, publications, and online platforms will be utilized to make knowledge widely accessible.

AU-IBAR will develop user-friendly dissemination materials, such as newsletters, briefing documents,

and interactive knowledge hubs, to reach a wide range of stakeholders, from policymakers to practitioners. Through these efforts, AU-IBAR will enhance knowledge exchange and build a more informed network of collaborators.

The final element will promote knowledge utilization and learning by ensuring that captured, stored, and shared knowledge is integrated into decision-making, problem-solving, and ongoing learning across all levels. Communities of practice among stakeholders will be instrumental in applying this knowledge to daily work processes, enhancing program effectiveness, informing policies, and supporting evidence-based decisions. AU-IBAR will foster regular reviews of knowledge practices and use feedback loops, adaptive management, and input from these communities of practice to apply lessons learned to future projects and initiatives. This approach will enable AU-IBAR to continually refine strategies and improve outcomes in sectors like animal health, fisheries, and aquaculture.

By implementing this framework, AU-IBAR will systematically capture, store, disseminate, and utilize knowledge, supporting its long-term goals and strengthening its ability to address challenges across Africa's agricultural, environmental, and animal health sectors.

8.4 Key Knowledge Management Activities

1.	**Knowledge Capture** Effective knowledge capture is critical for AU-IBAR to harness the wealth of experiences, insights, and expertise generated through its various programmes across African Union Member States	**Documenting Best Practices, Success Stories, and Lessons Learned** • Regularly compile and document best practices from AU-IBAR projects, ensuring that successful strategies and methodologies are systematically recorded. • Capture success stories that highlight impactful interventions and their outcomes, providing concrete examples of effective practices. • Identify and document lessons learned from both successful and unsuccessful projects to inform future initiatives and avoid repeating past mistakes.
2.	**Knowledge Storage** Efficient storage solutions ensure that captured knowledge is preserved, organized, and easily accessible for future use.	Maintaining a Centralised Digital Repository and physical library and archives • Maintain a centralised digital repository that acts as a reference that consolidates all knowledge assets, integrated with the Animal Resources Information System (ARIS) for seamless access and management. • Ensure the repository supports various formats, including documents, videos, and multimedia resources, to cater to diverse knowledge types.
		Metadata Tagging for Easy Retrieval • Implement a robust metadata tagging system that categorizes and tags knowledge assets with relevant keywords, themes, and classifications. • Enable advanced search functionalities to facilitate quick and efficient retrieval of specific information by users.

3.	**Knowledge Sharing** Proactive knowledge sharing is essential to disseminate valuable information to stakeholders and promote collaborative learning.	**Publishing Reports, Policy Briefs, and Case Studies** • Regularly produce and distribute comprehensive reports that provide in-depth analysis and findings from AU-IBAR programmes, projects and initiatives. • Develop policy briefs and position papers that summarise key recommendations and insights for policymakers and decision-makers. • Compile case studies that illustrate real-world applications of best practices and innovative approaches in animal resources development. • Manage peer reviewed publications and contributions such as the Bulletin for Animal Health and Production.
		Organising and strengthening Knowledge-Sharing initiatives • Host webinars and virtual seminars to share knowledge with a broad audience, leveraging digital platforms for wider reach. • Strengthen existing Communities of Practice or informal or formal groups where stakeholders with shared interests collaborate, exchange ideas, and solve problems together. • Strengthen the use of Knowledge Exchange Platforms (both online or physical spaces) designed to facilitate the sharing of information, resources, and experiences among stakeholders in the sector. • Facilitate field visits and study tours to enable stakeholders observe practices and learn from direct interactions. • Facilitate knowledge-sharing sessions within AU-IBAR to foster internal learning and collaboration.
		Developing and Supporting Internal and External Knowledge Sharing Processes • Establish and support internal communication channels such as intranet platforms and collaborative tools to facilitate knowledge exchange among AU-IBAR staff. • Develop partnerships with external organizations, academic institutions, and industry experts to promote cross-organizational knowledge sharing and collaboration. • Implement mechanisms for regular feedback and continuous improvement of knowledge-sharing processes, ensuring they remain effective and responsive to stakeholder needs.

		Creating and Disseminating Knowledge Products • Develop various knowledge products, including technical manuals, guidelines, training modules, toolkits, and policy guidelines, based on documented best practices and insights. • Produce multimedia content such as instructional videos, podcasts, and infographics to present information in engaging and accessible formats. • Distribute these knowledge products through multiple channels, including online platforms, print media, and direct dissemination to stakeholders.
4.	**Knowledge Utilization and Learning** Ensuring that captured and shared knowledge is effectively utilized is crucial for translating information into actionable insights and improved practices.	**Integrating Knowledge into Policy, Practice and Capacity-Building Initiatives** • Incorporate documented best practices, case studies, and success stories into training modules and capacity-building programs for stakeholders. • Design training curricula that emphasize the practical application of knowledge, fostering skills development and competency building in utilization of information tools.
		Strengthening Communities of Practice and Knowledge Sharing Platforms • Encourage active participation and collaboration within CoPs, Continental, Regional and Country networks in animal resources by promoting the sharing of insights, lessons learned, and innovations among stakeholders at all levels. • Utilize online knowledge sharing platforms to foster continuous learning, cross-regional interactions, and collective problem-solving.
		Developing Guidelines and Toolkits • Create comprehensive guidelines and toolkits based on documented best practices to support stakeholders in implementing effective strategies and methodologies. • Ensure guidelines are user-friendly and accessible, providing clear instructions and resources for practical application.
		Encouraging Feedback Mechanisms • Establish feedback mechanisms that allow stakeholders to provide input and suggestions on knowledge management practices. • Regularly review and analyse feedback to identify areas for improvement and refine KM strategies accordingly. • Foster a culture of continuous learning and improvement by encouraging the iterative refinement of knowledge management processes.

		Data Utilisation and Dashboards Leveraging data effectively and utilising dashboards for visual representation and monitoring of key metrics is essential for informed decision-making. Key activities will include: • **Data Integration and Analysis** » Integrate data from various sources, including project reports, surveys, and monitoring systems, into the centralized repository. » Conduct thorough data analysis to extract actionable insights and identify trends, patterns, and correlations that inform strategic planning and operational decisions. • **Developing Interactive Dashboards** » Create interactive dashboards that provide real-time visual representation of key metrics, project progress, and performance indicators. » Ensure dashboards are user-friendly and accessible, enabling stakeholders to monitor and track progress, identify areas for improvement, and make data-driven decisions. • **Training and Capacity Building** » Train stakeholders on the effective use of data and dashboards, enhancing their ability to interpret and utilize visual data representations. » Develop guidelines and training materials that outline best practices for data utilization, dashboard management and communication and knowledge management.

9.0 Communication and Advocacy

Effective communication and robust advocacy will be fundamental to the success of AU-IBAR's mission to enhance the sustainable management and development of animal resources across Africa. In a diverse and dynamic continent where animal resources play a crucial role in food security, livelihoods, and economic development, clear and strategic communication will be essential for building awareness, fostering collaboration, and driving impactful change.

Communication will serve as the backbone of AU-IBAR's efforts, ensuring that vital information, innovations, and best practices are disseminated effectively among stakeholders, including policymakers, researchers, farmers, and the general public. By crafting tailored messages and utilizing various communication channels, AU-IBAR will enhance understanding, engagement, and participation in its initiatives, thereby maximizing their reach and impact.

Advocacy will complement these communication efforts by actively promoting policies, practices, and investments that support sustainable animal resource management. Through strategic advocacy, AU-IBAR will influence decision-makers, mobilize resources, and shape the policy landscape to create an enabling environment for the sustainable development of animal resources. Advocacy will also amplify the voices of marginalized communities and ensure that their needs and perspectives are considered in policy and programmatic decisions.

9.1 Communication and Advocacy Objectives

1. Enhance the recognition of AU-IBAR's work and its impact through targeted communication campaigns and strategic outreach efforts.
2. Build and maintain robust relationships with media, stakeholders, and partners to ensure continuous and active engagement at all levels.
3. Implement efficient communication channels and protocols to guarantee that information within AU-IBAR and to external stakeholders is timely, accurate, and relevant.
4. Promote communications and advocacy efforts towards harmonisation of regulations for the integration of animal resources management into national and regional agricultural policies and frameworks.
5. Design and implement targeted communication and advocacy campaigns to foster positive behaviour change among stakeholders, encouraging the adoption of best practices in animal resources management and sustainable livestock and fisheries practices.

Together, communication and advocacy will play strategic roles in:

Raising Awareness: Effective communication on the critical role of animal resources in food security and economic development will build widespread support and awareness. AU-IBAR will conduct regional workshops and media campaigns to highlight success stories in climate-smart livestock practices and sustainable fisheries management, fostering public understanding and support.

Influencing Policy and Practice: Through targeted advocacy efforts, AU-IBAR will shape policies that support sustainable animal resource management. By advocating for the integration of livestock-related targets into national agriculture plans and promoting policy frameworks that enhance market access and trade, AU-IBAR aims to create enabling environments for sectoral growth.

Enhancing Collaboration and Partnerships: Clear and effective communication will facilitate collaboration among diverse stakeholders—Regional Economic Communities, governments, NGOs, private sectors, and international organisations. AU-IBAR will leverage its convening power to foster partnerships that drive innovation, enhance resource mobilization, and ensure coordinated actions across borders.

Empowering Stakeholders: AU-IBAR will empower stakeholders by providing them with the necessary information, tools, and platforms to participate actively in sustainable animal resource management. For example, the Africa Pastoral Markets Platform (APMP), could empower stakeholders in livestock markets in selected African countries by providing market information, training, and business management tools. This would empower pastoralists and traders to make informed decisions, improve economic outcomes, and promote sustainable practices.

Mobilising Resources: Effective advocacy will mobilise financial and technical resources needed to support AU-IBAR's initiatives. By engaging with development partners and private sector partners, AU-IBAR will secure funding for technical support and capacity-building initiatives, ensuring sustainable development and resilience in the animal resources sector. For example, AU-IBAR's communication and advocacy efforts in PPR eradication will exemplify their ability to mobilise resources effectively. By leveraging strategic partnerships and raising awareness about the need for action, AU-IBAR will strengthen the resilience of pastoral communities and contributions to sustainable development in the animal resources sector across Africa.

Attitudinal and Behavioural Change: Effective advocacy and sharing of best practises through efficient risk communication and community engagements will improve health security. For example, in One Health, the identical of socio-cultural behaviours that influence zoonotic disease emergence, amplification and transmission and educating communities will promote disease prevention and improve well-being.

9.2 Key Communication and Advocacy Activities

Media/ Science Communicators Partnerships and Engagements	Establish and maintain media partners at country level and engagements with associated institutions; including the African Union offices for joint awareness on common themes and commemorations on animal resources development, and in process raise awareness about AU-IBAR's goals and initiatives and contributions to broader goals (Agenda 2063; CAADP; LiDeSA; PFRS). Strengthen existing media networks; such as the Media Observatory for Sustainable Fishing in Africa; Agenda2063, and CAADP Media networks.
Media Campaigns	Collaborate with local media outlets and influencers to amplify campaign messages and reach diverse audiences. Utilise various media platforms, such as television, radio, newspapers, and online channels, to disseminate information about AU-IBAR's work, successes, and impact on animal resources and food security in Africa.
Multimedia Productions	To integrate videos and documentaries as communication tools that can educate, inspire, advocate, engage, and visually represent efforts and impact in the field of animal resources and food security across Africa.
Press Releases and Media Briefings	Issue press releases and holding media briefings to announce important developments, project launches, and key findings, ensuring that AU-IBAR's activities receive adequate media coverage.
Social Media Outreach	Leverage social media platforms like Twitter, Facebook, LinkedIn, and Instagram to share updates, success stories, and advocacy messages, and to engage with a wider audience.
Dedicated website and project microsites	Maintain AU-IBAR website (and associated microsites) to ensure it serves as a central hub for information, resources, updates, and interaction, allowing stakeholders easy access to all relevant content.
Newsletter Updates	Regularly publish updates, success stories, expert insights, event information, policy updates, and resources to keep stakeholders informed and engaged. These newsletters, distributed via email and shared on social media, will aim to foster continuous engagement, highlight partner collaborations, and encourage feedback and active participation.
Public Events and Exhibitions	Organise and participate in public events, exhibitions, and fairs to showcase AU-IBAR's projects, research, and innovations in animal health, trade, and food security.
Information Kits, Educational Materials and Memorabilia	Create and distribute information kits, brochures, flyers, and educational materials that highlight AU-IBAR's work, promotes its brand identity, funders, achievements, and the importance of animal resources in Africa.
Workshops and Training Programmes	Conduct workshops and training sessions to build capacity among stakeholders, including the media to improve their understanding of animal resources management, mobilise support for AU-IBAR's initiatives and bring about improvements in reporting.
Advocacy Campaigns	Design and implement targeted advocacy campaigns around specific themes or issues related to animal health, trade, and food security, aiming to influence policy decisions and public opinion; and mobilise funding for programme implementation; e.g. PPR eradication; animal welfare; improving market access for pastoralists.

10.0 Key Messages

The messages crafted for knowledge dissemination and communication will emphasise AU-IBAR's dedication to implementing strategic frameworks aimed at advancing animal health, production, economics, and policy reforms throughout Africa. They will showcase AU-IBAR's strengths in disease control and management, enhancing productivity, facilitating market access, and aligning policies with global agendas. Concurrently, these messages will address identified challenges through collaborative strategies and advocacy for sustainable development. Consequently, they will align closely with the issues pinpointed in the SWOT analysis of AU-IBAR's 2024-2018 Strategic Plan, ensuring a comprehensive approach to addressing the region's animal resources challenges, as elaborated in the sample messages.

A key challenge in communication is that the technical nature of AU-IBAR's work can make it difficult to convey messages in a simple and understandable way for diverse audiences. To address this, AU-IBAR shall create different types of messages based on various types of evidence to meet the needs of different audiences and to align with various knowledge products developed.

Table includes the types of knowledge products and communication channels that align with each form of evidence, offering a clearer understanding of how to effectively communicate different types of evidence to various stakeholders.

Type of Evidence/ Messages	Message support	Types of Knowledge Products/ Communication Channels for messages
Implementation	Shows how well policies, strategies, and projects are being implemented and delivered.	Project reports, case studies, fact sheets, briefings, newsletters, project microsites/ websites.
Impact	Assesses how effective policies, strategies, and projects are in achieving program goals.	Impact assessments, evaluation reports, success stories, impact reports, infographics.
Descriptive analytical	Measures the nature, size, and dynamics of problems and populations.	Surveys, data analysis reports, demographic studies, issue briefs, policy briefs.
Public attitudes and understanding	Shares opinions, quotes, and testimonials from stakeholders about program impacts.	Testimonials, KAP reports, stakeholder interviews, social media posts, videos.
Statistical modelling	Uses data methods to make reliable predictions.	Predictive models, data visualizations, statistical reports, dashboards on performance of the animal resources sector.
Economic	Highlights the cost-benefit or cost-effectiveness of policies and programs.	Cost-benefit analysis reports, economic impact studies, policy briefs, financial reports.
Ethical	Highlights issues related to social justice, redistribution, and who benefits or loses (e.g. women; gender; youth; pastoralists)	Ethical reviews, policy recommendations, gender assessments, stakeholder engagement reports, advocacy materials.

By integrating these diverse forms of messages into its knowledge sharing and advocacy strategies, AU-IBAR will enhance the credibility, relevance, and impact of its communication efforts, ensuring that its messages are informed, effective, and ethically grounded.

Key Messages

1. **Supporting the implementation of key strategies**
   Highlight AU-IBAR's commitment to the implementation of continental and global strategies, such as the Livestock Development Strategy for Africa, emphasizing AU-IBAR's role in providing technical expertise, policy guidance, and capacity building.

2. **Animal Health Programmes**
   Showcase AU-IBAR's initiatives in disease prevention, control, management preparedness and Response. Emphasize the impact on disease burden reduction, improved animal welfare, and safeguarding public health.

3. **Animal Production Initiatives**
   Communicate AU-IBAR's efforts in enhancing livestock, fisheries and aquaculture productivity, promoting sustainable practices, and supporting small-scale farmers and pastoralists by illustrating success stories and best practices.

4. **Economic Trade and Marketing**
   Demonstrate how AU-IBAR contributes to improving market access, trade facilitation, and economic opportunities in the livestock, fisheries and aquaculture sector. Highlight regional collaborations and policy advocacy.

10.1 Animal Health Message Samples

Strengths in Disease Management

AU-IBAR plays a pivotal role in implementing the Livestock Development Strategy for Africa and Animal Health and welfare Strategyfocusing on disease surveillance, management, and control to enhance animal health across the continent. By leveraging partnerships and regional cooperation, AU-IBAR strengthens veterinary governance and promotes One Health approaches to address zoonotic diseases effectively.

Challenges Addressed Through Strategic Frameworks

By promoting a One Health approach, AU-IBAR integrates efforts across human, animal, and environmental health sectors, addressing the interconnectedness of disease transmission and enhancing resilience against emerging health threats.

Despite strategic frameworks, challenges persist in funding, capacity building, and infrastructure development for comprehensive disease management programs. AU-IBAR advocates for increased

investment and technical support to overcome these barriers and ensure sustainable health outcomes for livestock and communities.

Capacity Building and Knowledge Sharing

Through associations such as the African Association of Veterinary Education Establishments (2A2EV), the African Association for Veterinary Statutory Bodies (2A-VBDs), AU-IBAR strengthens technical capacities and facilitates knowledge exchange among veterinary professionals, fostering innovation and best practices in animal production.

10.2 Animal Production Message Samples

Enhancing Productivity and Resilience

AU-IBAR supports the adoption of advanced breeding technologies and sustainable practices to enhance nature-positive livestock production systems, mitigate environmental impacts, and improve livelihoods for livestock keepers including women and Youth across Africa.

Capacity Building and Knowledge sharing

AU-IBAR supports technical capacity building through the dissemination of training materials on nutrition, animal genetics, conservation and animal husbandry practises. Additionally, avails information on new and emerging technologies and innovation in Animal production for improved production and productivity.

Enhancing Productivity and Resilience

AU-IBAR supports the adoption of the Livestock Development Strategy's recommendations to improve animal genetics, nutrition, and husbandry practices. By promoting sustainable intensification and resilience-building measures, AU-IBAR empowers farmers and pastoralists to enhance productivity while conserving natural resources.

Implementation Challenges Addressed

Implementation of the Livestock Development Strategy faces obstacles such as inadequate funding, limited adoption of technological innovations, and insufficient policy harmonization across African countries. AU-IBAR advocates for policy reforms and regional collaboration to streamline implementation efforts and maximise impact.

11.3 Economics, Trade, and Marketing Message Samples

Strengthening Trade and Market Access

AU-IBAR promotes policies and frameworks that facilitate intra-African and international trade in animal products, including livestock, fisheries, and aquaculture. By supporting the Policy Framework and Reform Strategy for Fisheries and Aquaculture and the Livestock Development Strategy for Africa, AU-IBAR enhances market access and economic opportunities for producers, fishers,

aquaculture farmers, and traders. By promoting sustainable practices, value chain development, and market integration, AU-IBAR contributes to regional economic growth and food security.

Supporting Standards and Regulations

AU-IBAR plays a crucial role in supporting the development and implementation of standards and regulations for livestock, fisheries, and aquaculture products. Through effective communication and stakeholder engagement, AU-IBAR ensures that these standards are widely understood and adopted to promote safe and competitive trade practices.

Promoting Market Information Dissemination

AU-IBAR actively disseminates market information and trade opportunities to stakeholders across the livestock, fisheries, and aquaculture sectors. This ensures that producers and traders are well-informed and can capitalize on emerging market trends and opportunities.

Value Chain Development and Market Integration

By supporting value chain development and market integration, AU-IBAR enhances the competitiveness of African livestock and fisheries sectors, fostering sustainable economic growth and reducing dependency on food imports.

10.4 Aligning with Global Goals and Continental Frameworks Message Samples

AU-IBAR aligns its initiatives with Agenda 2063, SDGs, focusing on Goal 2 (Zero Hunger), Goal 14 (Life Below Water), and Goal 15 (Life on Land), Livestock Development Strategy for Africa (LiDeSA). By promoting sustainable agriculture, responsible fisheries management, and inclusive economic development, AU-IBAR contributes to achieving these global targets and ensuring a prosperous future for Africa's animal resources sector.



11. Branding and Visibility

Effective branding is critical for AU-IBAR to establish a consistent, trusted presence within the animal resources sector across Africa. This component supports not only AU-IBAR's visibility but also reinforces the African Union Commission brand identity, ensuring AU-IBAR's alignment with continental objectives. By embedding AUC's branding principles, AU-IBAR will aim to strengthen its position as an essential player in advancing Africa's development agenda, while also elevating the visibility of programmes and its projects, donors, and partners.

11.1 Branding Objectives

- Align AU-IBAR's identity with AUC's established brand to leverage its credibility and enhance AU-IBAR's visibility as a leading organization in the animal resources sector.
- Ensure brand consistency across all communications to present AU-IBAR as a trustworthy source of knowledge and policy leadership.
- Highlight the critical contributions of donors and partner organisations within AU-IBAR's branding, recognising their support in all relevant communications and project materials.

11.2. Alignment with AUC Branding Standards

AU-IBAR will use its logo in tandem with the AUC emblem and, where relevant, donor logos, adhering closely to guidelines on placement, sizing, and color to maintain compliance with AU and donor branding requirements. All AU-IBAR materials will reflect AUC's designated color palette and typography, ensuring a consistent and unified visual style, while incorporating donor-specific color accents to acknowledge their contributions. Communications will adopt AUC's inclusive and diplomatic tone, positioning AU-IBAR's initiatives within a pan-African narrative and emphasizing the vital support of stakeholders, including donors, in achieving strategic program goals across the continent.

11.3. Branding Practices for AU-IBAR Knowledge Products

AU-IBAR will implement standardized templates for reports, policy briefs, newsletters, and presentations that align with AUC branding standards, incorporating donor and partner logos where appropriate to ensure clear and visible collaboration. Unified messaging will be crafted to reflect programme priorities and highlight donor support, recognizing their contributions to AU-IBAR's initiatives within the broader AU goals. To maintain consistency and professionalism, a quality assurance process will be established to ensure all knowledge products adhere to AUC and donor branding guidelines, with a focus on content quality, design, and coherent brand messaging.

11.4. Enhancing Brand and Project Visibility

For specific AU-IBAR projects, tailored branding elements such as project logos and taglines will be developed to align with AUC branding while showcasing the unique impact of each initiative. Donor logos will be prominently displayed on all materials related to these projects (in conformity to donor branding and visibility guidelines). Strategic partnerships and donor engagement will be strengthened by collaborating with regional bodies and international partners, emphasizing the contributions of AU-IBAR and its donors in communication outputs and public events. AU-IBAR's digital presence, including its website and social media channels, will be aligned with AUC branding and feature sections dedicated to key projects and donor involvement. These platforms will actively promote the work of AU-IBAR and its donors through engaging posts, updates, and visual content. During AU-IBAR-sponsored or -hosted events and conferences, branded materials will be used, ensuring that both AU-IBAR and partner contributions are prominently displayed on banners, presentations, and promotional materials.

11.5. Memorabilia and Brand Materials

To enhance AU-IBAR's visibility and foster a sense of identity and connection among stakeholders, well-designed memorabilia and branded materials are essential components of the Knowledge Management and Communication Strategy. These items, ranging from event-specific merchandise like pens, notebooks, lanyards, and tote bags to high-quality banners and signage, not only reinforce the AU-IBAR brand but also increase awareness of AU-IBAR's initiatives and the contributions of partners and donors. All memorabilia should prominently feature AU-IBAR's logo, align with the AUC brand guidelines, and, where applicable, include donor logos to recognize their support. By distributing branded materials at events, conferences, and workshops, AU-IBAR will aim to lasting impression and promote continuous engagement. Digital branding materials, such as branded presentation templates, virtual backgrounds, and email signatures, also ensure that AU-IBAR's identity is consistently visible across virtual interactions, reinforcing AU-IBAR's mission and vision throughout its engagements.

11.6. Visibility and Brand Alignment for Donors and Partners

Partner and donor recognition will be prominently featured in AU-IBAR's knowledge products, such as reports, policy briefs, and newsletters, by including partner and donor logos and dedicated acknowledgment sections (where prior permission has been granted). Testimonials or messages from donor representatives may also be incorporated to highlight their commitment to the initiative. Success stories and case studies will showcase the positive outcomes and impacts of AU-IBAR projects, with co-branding of donor

and partner logos and the inclusion of their quotes to illustrate the collaborative efforts involved. Additionally, AU-IBAR's website and knowledge-sharing platforms will feature dedicated sections profiling donor and key partner organizations, detailing their specific contributions and their role in advancing AU-IBAR's initiatives, further strengthening partnerships and visibility.



12.0 Monitoring and Evaluation

In the future, monitoring and evaluation will be integral to AU-IBAR's approach to knowledge management and communications. It will involve systematically tracking the dissemination of information, assessing stakeholder engagement levels, and evaluating the effectiveness of knowledge-sharing platforms across diverse regions of Africa. AU-IBAR will use these processes to gauge how well its communication strategies reach and resonate with target audiences, identifying areas for refinement and adaptation. Evaluation efforts will provide critical insights into the quality and relevance of shared information, the efficiency of communication channels utilized, and the overall impact on enhancing knowledge exchange and fostering collaboration among stakeholders. By implementing robust monitoring and rigorous evaluation frameworks, AU-IBAR aims to strengthen its capacity to leverage knowledge effectively, adapt communication approaches to diverse contexts, and advance sustainable development in the management of animal resources across the continent.

12.1 Monitoring and Evaluation Objectives

1. Monitor the implementation of knowledge management and communication activities.
2. Assess the effectiveness of knowledge management and communication strategies and their contribution to AU-IBAR's goals.
3. Ensure transparency and accountability in the execution of activities.

12.2 Key Monitoring and Evaluation Activities

Develop M&E Framework	• Establish indicators and targets for knowledge management and communication activities. • Develop tools and methodologies for data collection and analysis.
Regular Reporting	• Prepare periodic progress outreach reports. • Conduct annual reviews to evaluate the effectiveness of knowledge management and communication strategies.
Continuous Improvement	• Utilise M&E findings to refine and improve knowledge management and communication strategies. • Incorporate stakeholder feedback to enhance activities.

13.0 Responsibilities

The successful implementation of the knowledge management and communication strategy at AU-IBAR will require coordinated efforts among various stakeholders and internal staff.

Knowledge Manager	• Oversee information collection, organisation, and dissemination, ensuring information is accurate and accessible. • Develop and maintain knowledge management systems and databases. • Facilitate knowledge-sharing workshops, seminars, and training sessions. • Monitor and evaluate the effectiveness of knowledge management practices. • Collaborate with subject matter experts to curate and update content. • Ensure compliance with data protection and intellectual property regulations. • Support research activities by providing data and information translation, packaging & access to relevant knowledge products.
Communication Officer	• Craft and deliver targeted messages, manage digital presence, and foster stakeholder engagement.
Graphic Designer	• Create visually compelling materials to support communication efforts. • Ensure consistency and professionalism in all visual content. • Design infographics, reports, and promotional materials. • Collaborate with the Communications Officer to enhance the visual appeal of digital and print media.
Documentalist/ Information/ Library	• Manage documentation processes, ensuring proper archiving, retrieval, and distribution of information. • Maintain and organize digital and physical archives. • Develop and implement documentation standards and protocols. • Support access to information and resources for staff and stakeholders. • Ensure timely and accurate distribution of documents and reports.
Data Management	• Manage data collection, analysis, and interpretation. • Ensure data integrity and accuracy. • Provide insights and reports to inform strategic decisions. • Develop and maintain data management systems and tools. • Collaborate with the Knowledge Manager to ensure effective use of data in knowledge management practices.
Technical staff/ Subject matter experts	• Provide specialized knowledge and expertise in their respective fields. • Contribute to the creation and review of content to ensure accuracy and relevance. • Participate in knowledge-sharing activities and training sessions. • Collaborate with the Knowledge Manager to update and maintain knowledge management systems.
African Union Commission	• Ensure alignment among AUC technical offices, promote a unified voice, and align the strategy with continental priorities and policies to ensure coherence with broader AU goals.

Regional Economic Communities	• Facilitate the implementation of the strategy at the regional level, ensure alignment of messages with regional priorities that foster collaboration among member states.
Global/ International Organisations	• Provide strategic guidance, align with global agendas, share best practices, and offer resources for effective execution of the knowledge management and communication strategy.
African Union Centres of Excellence	• Foster innovation, implement best practices, and develop specialised knowledge. They will provide expertise, support research activities, and serve as hubs for advanced knowledge and solutions in relevant sector fields.
Media Networks	• Disseminate information, raise awareness, and ensure wide reach of AU-IBAR's messages.



14.0 Conclusion

The successful implementation of AU-IBAR's knowledge management and communications strategy is pivotal in transforming the landscape of animal resources across Africa. This strategy will enhance the continent's socio-economic development by addressing diverse stakeholder needs, improving access to critical information, and fostering collaboration. It aims to bridge gaps in data and research accessibility, improve policy advocacy, and boost stakeholder engagement through effective communication channels.

By providing comprehensive training and capacity-building initiatives, AU-IBAR will equip veterinary professionals, policymakers, and other stakeholders with the skills needed to navigate the complexities of animal resource management. These efforts will foster a culture of continuous learning and innovation, ensuring that best practices and new technologies are readily adopted across the sector.

The strategy will also emphasize the importance of aligning AU-IBAR's objectives with broader global agendas, such as Agenda 2063 and the Sustainable Development Goals (SDGs). This alignment will help to ensure that the organization's initiatives contribute to wider efforts to achieve sustainable development and economic growth. By doing so, AU-IBAR will play a critical role in advancing agricultural productivity, improving animal health, and promoting sustainable fisheries and aquaculture practices.

One of the key strengths of this strategy is its focus on enhancing stakeholder communication and engagement. By leveraging modern communication tools and platforms, AU-IBAR will ensure that timely and accurate information reaches all relevant parties. This will facilitate better decision-making, foster greater collaboration, and ultimately lead to more effective and coordinated efforts across the continent.

The strategy also recognizes the importance of addressing the challenges identified in the SWOT analysis, such as limited funding, technological barriers, and regulatory constraints. Through targeted advocacy and the development of innovative solutions, AU-IBAR will work to overcome these obstacles and create an enabling environment for animal resource development.

In addition to improving internal operations, the strategy will focus on strengthening working modalities with RECs, member states, and other key stakeholders. By building strong, collaborative networks, AU-IBAR will enhance its ability to influence policy, mobilise resources, and drive impactful change.

Moreover, the strategy will prioritize the monitoring and evaluation of its initiatives to ensure that they are meeting their intended goals and objectives. This will involve regular assessments, feedback loops, and the use of data-driven insights to make informed decisions and adjustments. This commitment

to continuous improvement will help to ensure that the strategy remains dynamic and responsive to emerging challenges and opportunities.

Through these comprehensive efforts, AU-IBAR will solidify its role as a leader in animal resources development in Africa. The organization's commitment to knowledge management and effective communication will pave the way for a more resilient, sustainable, and prosperous future for the continent's animal resources sector. By fostering a culture of innovation, collaboration, and continuous improvement, AU-IBAR will contribute significantly to the well-being and economic growth of African communities.

15.0 Appendix

15.1 Quality Assurance Guidelines for Communications and Knowledge Products

1.0 Introduction and Aim

The quality assurance guidelines for communications and knowledge products at AU-IBAR are designed to ensure that all outputs meet high standards of rigor, accuracy, and relevance, aligning with the organization's Knowledge Management and Communications Strategy. This systematic approach facilitates informed decision-making, supports policy development, and strengthens stakeholder engagement by ensuring AU-IBAR's knowledge products are credible, accessible, and impactful. Key quality control processes—such as peer review and transparency—bolster confidence and foster a culture of continuous improvement and accountability.

2.0 Governance

Effective governance is essential to uphold the quality and credibility of AU-IBAR's communications and knowledge products. This framework establishes rigorous standards and workflows for creating, reviewing, and disseminating research outputs, data products, and multimedia content. The following governance structure enables AU-IBAR to consistently deliver knowledge products that align with strategic objectives and resonate with target audiences.

3.0 Quality Standards and Criteria

To maintain high-quality standards, clear criteria are established for all communications and knowledge products, including policy briefs, reports, datasets, and publications. These standards address critical attributes:

- *Accuracy:* Content must be factually correct and based on reliable sources.
- *Relevance:* Products should meet the needs of the intended audience and align with AU-IBAR's objectives.
- *Reliability:* Information must be well-researched, consistent, and verifiable.
- *Clarity:* Language should be clear and concise, making complex topics accessible.
- *Accessibility:* Products should be accessible to diverse audiences, with inclusive design, translated language options, and adaptive formatting as necessary.

4.0 Quality Assurance Team

A dedicated Quality Assurance (QA) team is appointed to oversee the review and validation of all knowledge products, drawing from a cross-functional group that includes:

- Subject Matter Experts (SMEs): Assess content accuracy and relevance within their areas of expertise.
- Content Specialists: Review structure and clarity to ensure content is well-organized and audience-appropriate.
- Editors: Enforce linguistic quality, consistency, and compliance with AU-IBAR's style guidelines.
- Reviewers: Independent or internal experts to conduct a final assessment, confirming the quality

and impact of each product.

5.0 Review Process

The review process at AU-IBAR follows a structured, multi-stage workflow designed for thoroughness and efficiency:

1. *Initial Drafting:* Content is drafted according to specific terms of reference and organizational guidelines.
2. *First Review (Content & Structure):* QA team reviews the draft for accuracy, relevance, and structural clarity.
3. *Peer Review:* Selected external experts or stakeholders evaluate scientific rigor, methodology, and content relevance, providing impartial feedback.
4. *Editing:* The document undergoes a final editorial review for language, format, and adherence to AU-IBAR guidelines.
5. *Final Approval:* The product is submitted to senior leadership for final review and approval for public dissemination.

6.0 Peer Review Mechanism

A mandatory peer review process applies to scholarly publications, research reports, and other complex outputs, ensuring alignment with international standards. Key elements include:

- External Experts: Independent reviewers provide objective, informed assessments.
- Focus Areas: Reviewers assess the product's methodology, data quality, findings, and relevance to the field.
- Feedback Integration:Authors must address reviewer feedback, enhancing credibility and technical rigor before final approval.

7.0. Continuous Improvement

To remain responsive to best practices and emerging trends, AU-IBAR embeds a continuous improvement process within its quality assurance framework:

- *Feedback Loops:* Input from authors, reviewers, and stakeholders informs iterative improvements.
- *Evaluations:* Regular evaluations of the QA framework identify areas for enhancement.
- *Adaptation:* Processes are updated based on lessons learned, technology advancements, and evolving knowledge management practices.

Continuous improvement helps AU-IBAR maintain high standards and adapt to the changing needs of its audience.

8.0 Documentation and Transparency

Transparency and documentation are essential for maintaining accountability and trust in the quality assurance process. Comprehensive documentation includes:

- *Clear Guidelines:* Criteria for assessment, role descriptions, and procedures for each review stage.
- *Review Timelines:* Defined timelines for each stage to ensure timely handling of products.

- *Reporting Mechanisms:* Structured channels for communicating feedback and revisions, facilitating collaboration among authors, reviewers, and the QA team.

9.0 Approval Flow for Public Dissemination

Following final edits and internal review, knowledge products are prepared for public dissemination, following a defined approval flow:

- *Internal Review and Final Edits:* AU-IBAR management reviews the product to confirm alignment with strategic objectives.
- *Senior Leadership Approval:* Senior leadership authorizes the product for public dissemination.
- *Public Dissemination:* Approved products are distributed via AU-IBAR's communication channels (website, social media, reports), in compliance with branding and accessibility guidelines.

16.1 Implementation Plan and Budget

Activity	Description	Year 1	Year 2	Year 3	Year 4	Year 5	
1. Develop Knowledge Management Systems.	Design and implement knowledge management databases and platforms.						**Knowledge Manager:** Oversee system design and implementation. IT **Technical Staff:** Develop and configure systems. Ensure data integration and management.
2. Website development and maintenance.	Design, develop, and maintain the AU-IBAR website, including integration with data and knowledge management systems.						**Graphic Designer:** Design website layout and visual elements. **Technical Staff:** Develop and maintain website design/ navigation. Knowledge Manager/ Communications Officer: Manage website content updates.
3. Dashboard development and maintenance.	Create and maintain interactive dashboards for data visualization and monitoring on performance of the animal resources sector.						**Knowledge Manager /Graphic Designer:** Data translation & Design dashboard visuals. **Data Specialist:** Develop and manage interactive features. IT **Technical Staff:** Ensure dashboard functionality and integration.
4. Data Collection and Management	Collect and manage data, ensure data integrity and analysis.						**Data Specialist:** Oversee data collection, analysis, and integrity. **Documentalist/ Information Officer:** Manage data storage and access.

Activity	Description	Year 1	Year 2	Year 3	Year 4	Year 5	
5. Content Creation and Curation	Develop and curate content, including reports, infographics, and multimedia materials.						**Communications Officer:** Coordinate content creation. **Graphic Designer:** Design visual content. **Knowledge Manager:** Ensure content aligns with strategy and objectives of AU-IBAR.
6. Knowledge Sharing Workshops/ webinars	Organise and conduct knowledge exchange sessions and webinars.						**Knowledge Manager:** Plan and organize workshops. **Communications Officer:** Coordinate logistics and promotions. **Technical/ Subject Expert Staff:** Provide technical support and engage in discussions.
7. Documen-tation and Archiving	Implement documentation standards, manage archives, and ensure access to information.						**Documentalist/ Information Officer:** Develop documentation standards and manage archives. **Data Specialist:** Ensure data access and retrieval.
8. Knowledge Fairs and Exhibitions	Organize and participate in knowledge fairs and exhibitions to showcase AU-IBAR's work.						**Communications Officer:** Organize and manage events. **Graphic Designer:** Design exhibition materials. **Knowledge Manager:** Coordinate participation and showcase content.
9. Capacity Building	Conduct training programs and capacity-building activities for staff and stakeholders.						**Knowledge Manager:** Develop training programs. **Technical Staff:** Provide technical training and support.

Activity	Description	Year 1	Year 2	Year 3	Year 4	Year 5	
10. Communication and Outreach	Develop and execute communication plans, manage media relations, and promote knowledge sharing.						**Communications Officer:** Develop and execute communication plans. **Media Networks:** Manage media relations. **Graphic Designer:** Create promotional materials.
11. Advocacy and Behaviour Change Initiatives	Develop and implement initiatives aimed at advocacy and influencing behaviour change related to knowledge management.						**Communications Officer:** Lead advocacy and behaviour change initiatives. **Graphic Designer:** Design campaign materials. **Knowledge Manager:** Oversee strategy and implementation.
12. Technical Support and Maintenance	Provide ongoing technical support and maintenance for systems and platforms.						**Technical Staff:** Provide ongoing support and maintenance for systems and platforms. **Data Specialist:** Ensure system performance and data integrity.
13. Branding, Printing and Design	Print reports, brochures, and other materials; design promotional and informational materials.						**Graphic Designer:** Design materials. Printing Services: Produce physical materials. **Communications Officer:** Oversee production and distribution.
14. Monitoring and Evaluation	Assess the effectiveness of knowledge management practices and make improvements.						**Knowledge Manager:** Oversee M&E activities. Analyze M&E data and provide recommendations. **Technical Staff:** Implement and manage M&E tools.
TOTAL ESTIMATES							



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