



Building  
Nutritious  
FoodBaskets

# Building Nutritious Food Baskets Project Communication Plan

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AUGUST 2017



# **Building Nutritious Food Baskets Project: Communication plan**

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## Acronyms

BMGF	Bill & Melinda Gates Foundation
BNFB	Building Nutritious Food Baskets Project
CIAT	Centro Internacional de Agricultura Tropical
CIMMYT	International Institute for Maize and Wheat
CIP	International Potato Center
FARA	Forum for Agricultural Research in Africa
IITA	International Institute of Tropical Agriculture
M&E	monitoring and evaluation
OFSP	orange-fleshed sweetpotato
RAC	Reaching Agents of Change Project
ToT	training of trainers
SSA	sub-Saharan Africa
SUA	Sokoine University of Agriculture

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## 1. Introduction

The Building Nutritious Food Baskets: Scaling up Biofortified Crops for Nutrition Security Project (BNFB) is a three-year project funded by the Bill & Melinda Gates Foundation. It seeks to reduce hidden hunger by catalyzing sustainable investment for the utilization at scale of biofortified crops, specifically vitamin A cassava, vitamin A maize, vitamin A sweetpotato and zinc and iron rich beans. BNFB is being implemented in Nigeria and Tanzania to demonstrate how multiple biofortified crops can be scaled up together at the country level using a food basket approach. The project is benefiting from the concerted efforts of a range of CGIAR centers and programs, along with community, national, regional and international stakeholders. The project works with a variety of partners focusing on advocacy, policy development, nutrition education, and behavior change communication to support the scaling up of multiple biofortified crops by creating demand for them, strengthening the capacity of the actors involved in their value chains and facilitating institutional learning.

Effective communication and knowledge management will be fundamental to the successful realization of BNFB's objectives through creating market demand for the biofortified crops to drive their production, utilization and consumption. As the core mandate of BNFB is advocacy to catalyze policy change and stimulate investment in biofortification, it is important to link awareness creation on and promotion of biofortified crops to these advocacy efforts for target audiences, which will translate into high adoption and utilization of the crops. BNFB recognizes the need to have a structured linkage of advocacy, awareness creation and promotion for biofortified crops through an appropriate communication strategy to accelerate their scaling-up process.

This BNFB communication plan for 2016–2018 provides a road map on how the project will integrate and monitor behavior change communication and promotion, awareness creation and advocacy activities for the biofortified crops during its implementation. The plan outlines the details on the various BNFB communication products, target audiences, responsibility allocation, and time frames, which will provide the basis for monitoring the plan. It also deals with the approaches considered appropriate for communication and awareness creation that will underpin the effective implementation of BNFB and the achievement of the expected outcomes, which are intended to have impact at national, regional and global levels.

### 1.1 Conceptual framework

The Triple-A Framework<sup>1</sup> is a concept developed by the CGIAR Information, Communication, Technology and Knowledge Management Program to guide CGIAR centers on how to ensure that research outputs become international public goods. It provides guiding principles for improving the impact of research for development by making it available, accessible and applicable to the intended audience. The BNFB communication plan will be aligned with the Triple-A Framework (see Box 1), and this implies that the BNFB project communication products will be:

- Stored in open digital or other formats that can be easily located by the target audience **(availability)**;
- Viewable, queryable and obtainable in full, whether online or in paper form, without restrictive legal, technological or financial barriers **(accessibility)**;
- Customized and adapted for easy uptake, adaptation and use by key actors and change agents **(applicability)**.

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<sup>1</sup>ICT-KM. Making CGIAR research outputs available and accessible as IPGs. [http://ictkm.cgiar.org/document\\_library/program\\_docs/ICT-KM%20AAA\\_complete.pdf](http://ictkm.cgiar.org/document_library/program_docs/ICT-KM%20AAA_complete.pdf) (accessed 1 March 2017).

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**Box 1: Definitions of the As in the Triple-A Framework****Availability**

Availability entails gathering and storing research outputs in such a way that they will be readily found by those who need them. The outputs are processed and stored in systems in such a way that others can easily find them. Research outputs are stored in appropriate open digital formats and described using public metadata standards so that they can be found through structured search and access systems.

**Accessibility**

Research outputs are publicly available online using accepted public formats and appropriate licenses so they can be queried, viewed and obtained in full. Accessibility means making outputs as easy to find, share and open as possible, in the sense that others are free to use, reuse and redistribute them, with appropriate acknowledgement and without restrictive legal, technological or financial barriers.

**Applicability**

Research processes are open and inclusive so that all perspectives and knowledge are considered during research design, planning, implementation and communication. Research outputs are customized and/or adapted for easy uptake and use by other actors in agricultural innovation systems, increasing the public benefits derived from the data, information and knowledge produced through research. Applicability means research and innovation processes that are openly linked to different sources of knowledge, and outputs that are easy to adapt, transform apply and reuse.

<sup>2</sup>Source: ICT-KM.

## 1.2 Approach of BNFB's communication

The BNFB communication plan draws lessons from and builds on the approach and experiences of the Reaching Agents of Change (RAC) Project that was implemented between 2011 and 2014 by the International Potato Center (CIP) and Helen Keller International in the five countries of Burkina Faso, Ghana, Mozambique, Nigeria and Tanzania. Those lessons include the need to (1) take advantage of national and subnational events such as agricultural and trade fairs, market road shows, etc., (2) engage the media to showcase biofortified crops, and (3) align promotion and advocacy activities with those existing in the CGIAR centers and programs, the Forum for Agricultural Research in Africa (FARA) and other national, subregional, regional and international partners.

The activities outlined in this communication plan are informed by the BNFB results framework as presented in the approved project proposal and are geared towards ensuring that the project realizes its desired outcomes. BNFB also conducted situation analysis studies in Tanzania and Nigeria and at the regional level, the outcome of which helped identify the priority focus areas in the communication of results, more so the activities that will support the advocacy efforts. The foundation that is the basis of this communication plan was strengthened further by the rapid needs assessment conducted in 2016 by the capacity development and communication specialist through

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<sup>2</sup> ICT-KM. Making CGIAR research outputs available and accessible as IPGs. [http://ictkm.cgiar.org/document\\_library/program\\_docs/ICT-KM%20AAA\\_complete.pdf](http://ictkm.cgiar.org/document_library/program_docs/ICT-KM%20AAA_complete.pdf) (accessed 1 March 2017).

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consultative engagements with BNFB partners and project team members to identify the priority areas for BNFB work. Those engagements helped answer these questions:

- Who were the target audiences?
- What were the key messages and products?
- How do we communicate?
- What is the desired impact, or why do we want to communicate?

The interactions with the different BNFB stakeholders not only strengthened the analysis undertaken to inform the communication plan but also helped identify the emerging issues associated with biofortification, such as the need for demystification of biofortification, which often is taken for genetic modification, and for consideration of cultural diversity and cultural acceptance of biofortification, among others. Addressing these issues will greatly support the social and behavior change objectives in this plan.

## **2. BNFB's communication plan**

### **2.1 Objectives of BNFB's communication**

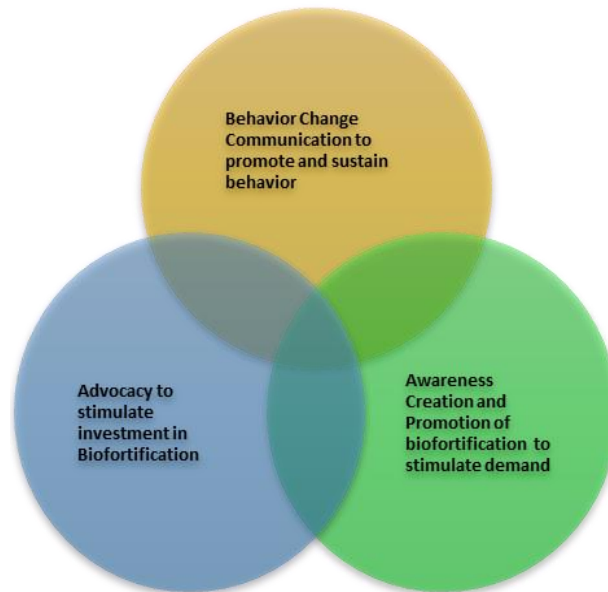
- To enhance the publicity on and increase access, application and utilization by stakeholders of existing research and development outputs such as innovations, tools and technologies relating to biofortified crops as a contribution to the fight against hidden hunger;
- To stimulate the interest of governments, donors and BNFB implementing partners to support and invest in biofortified crops, using BNFB's communication materials such as documentaries, fact sheets, etc. to enhance their knowledge and obtain their buy-in for biofortification as one of the most sustainable and cost-effective interventions for addressing micronutrient malnutrition;
- To ensure that all the knowledge, information, experiences and lessons gathered during the BNFB project implementation are adequately documented and are accessible, available and applicable to a wide range of stakeholders, both internal and external;
- To raise the BNFB profile and increase the visibility of the Nigeria and Tanzania BNFB projects regionally and globally.

BNFB's communication efforts will focus on three key strategic components, i.e. behavior change communication, advocacy, and awareness creation, ensuring that they interact in a synergistic way to realize the desired impact (see Fig. 1).

### **2.2 Objectives of BNFB's communication plan**

- To provide a road map on how the project will integrate, implement and monitor behavior change communication and promotion, awareness creation and advocacy for biofortified crops in its implementation process;
- To define the various communication products, target audiences, responsibility allocation and time frame for BNFB's work, which will in turn provide the basis for monitoring the implementation of the communication plan.





**Fig. 1: Key components of the BNFB communication plan**

### **2.3 BNFB's target audiences**

To effectively communicate and advocate for biofortification, BNFB must be creative and innovative in its approach to reach its different audiences and to gain support and positive response. The messages and communication products will be tailored to the audience needs and take into consideration their level of awareness, knowledge and attitudes on biofortification.

Target audiences are those whose behavior when effectively influenced will be a key indicator of the project's success. BNFB will focus on its target audiences, delivering to them communication products that are aimed at providing information and knowledge; influencing policy, social change, behavior, practices and attitudes; and supporting the engendering of an enabling environment to sustain the desired behavior change in the production and consumption of biofortified crops.

BNFB does not believe in dealing with the general public but in targeted audiences. This is because communication materials aimed at the general public are too broad in their content to be effective in their messaging. The project's communication will target the following diverse range of stakeholders:

- BNFB implementing partners, including:
  - Forum for Agricultural Research in Africa (FARA)
  - Governments of Nigeria and Tanzania
  - HarvestPlus
  - International Center for Tropical Agriculture (CIAT)
  - International Institute of Tropical Agriculture (IITA)
  - International Maize and Wheat Improvement Center (CIMMYT)
- Bill & Melinda Gates Foundation
- BNFB champions, advocates and agents of change
- BNFB project steering committee
- BNFB team and CIP colleagues internally
- Civil society organizations
- Community-based organizations

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- Development partners at national, regional and international levels
  - Education and training institutions
  - Farmer organizations and lead farmers
  - Government officials, including parliamentarians
  - Media professionals
  - Ministries of agriculture, health and nutrition, education, budget and planning
  - National implementing partners e.g. the Sugarcane Research Institute–Kibaha (Tanzania), National Root Crops Research Institute, Umudike (Nigeria) and Tanzania Food and Nutrition Centre
  - Policy-makers and opinion leaders in Nigeria and Tanzania
  - Private sector actors including processors, seed companies and agrochemical dealers in Nigeria and Tanzania
  - Processors, marketers and consumers of biofortified crops
  - Research and extension officers in Nigeria and Tanzania
  - Research institutes
  - Seed certification agencies

## **2.4 Communication products and channels**

BNFB will avoid the one-size-fits-all approach and will ensure that the messages are contextualized to the needs of the target audiences and that they accommodate and promote cultural diversity. The desired impact of the communication will be to achieve behavior change and uptake and application of the knowledge, tools and technology, which will ultimately lead to demand creation for biofortified crops. To achieve this calls for the project to consistently consider and apply the Triple-A Approach and to ensure that the information and knowledge are relevant, accurate, timely and persuasive.

The BNFB communication team implementing the plan will carefully select the appropriate channels through which to disseminate messages. These channels will be diverse and suitable to the needs of the different target audiences, whether they are internal or external (see Table 1). This will ensure that the variety of communication products will consider the level of complexity of the message, the current behavior of the audience, the level of knowledge and awareness on biofortification, the preferred information resources for the audience and the motivations for, or barriers to, information access.

**Table 1: Key target audiences, type of message and communication channels**

Target audience	Type of message	Communication channel
<ul style="list-style-type: none"> <li>• BMGF</li> </ul>	<ul style="list-style-type: none"> <li>• Progress updates</li> </ul>	<ul style="list-style-type: none"> <li>• Progress reports</li> <li>• Monthly briefings</li> <li>• Face-to-face meetings and workshops</li> <li>• Impact and success stories</li> <li>• Donor visits</li> </ul>
<ul style="list-style-type: none"> <li>• BNFB team and CIP colleagues internally</li> <li>• Implementing partners e.g. CIAT, CIMMYT, IITA, HarvestPlus, FARA</li> <li>• National partners e.g. Sugarcane Research Institute–Kibaha (Tanzania), National Root Crops Research Institute, Umudike (Nigeria), Tanzania Food and Nutrition Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting collaboration in work</li> <li>• Progress updates</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Progress reports and updates</li> <li>• Quarterly meetings and workshops</li> <li>• Annual planning and review meetings</li> <li>• Calendar of events</li> <li>• Social media including Twitter, Facebook</li> <li>• BNFB web page</li> <li>• Sweetpotato knowledge portal</li> <li>• Policy briefs, posters, banners, pull-ups, flyers, fact sheets, brochures</li> <li>• Manuals, toolkits, learning modules</li> <li>• Trip reports for CIP staff</li> <li>• Reminders of report deadlines</li> <li>• Report trackers</li> <li>• Progress markers, etc.</li> </ul>
<ul style="list-style-type: none"> <li>• BNFB champions and advocates</li> </ul>	<ul style="list-style-type: none"> <li>• BNFB mission and objectives</li> <li>• Advocacy, policy development and awareness creation on biofortification as a sustainable and cost-effective intervention for addressing micronutrient malnutrition</li> <li>• Nutrition education emphasizing biofortification as a food-based approach</li> <li>• Evidence-based knowledge and information on biofortification</li> </ul>	<ul style="list-style-type: none"> <li>• Champions and advocates’ retreat to build capacity on how to advocate and create awareness on biofortification, on policy development, and on how to package the message</li> <li>• Biofortification and nutrition factsheets</li> <li>• BNFB web page</li> <li>• Feature impact stories and human interest stories</li> <li>• Social media</li> <li>• Discussion groups</li> </ul>
<ul style="list-style-type: none"> <li>• Agents of change</li> <li>• Civil society organizations</li> <li>• Community-based organizations</li> <li>• Opinion leaders</li> <li>• Media professionals</li> <li>• Parliamentarians</li> </ul>	<ul style="list-style-type: none"> <li>• BNFB mission and objectives</li> <li>• Nutrition education emphasizing biofortification as a food-based approach</li> <li>• Knowledge and facts on biofortification</li> <li>• Advocacy, policy development and awareness creation on biofortification as a sustainable and cost-effective intervention for addressing micronutrient malnutrition</li> </ul>	<ul style="list-style-type: none"> <li>• Biofortification and nutrition fact sheets</li> <li>• Capacity development through ToTs</li> <li>• ToT manuals</li> <li>• Special events such as exhibitions and field days</li> <li>• Flyers and brochures</li> <li>• Press releases</li> <li>• Mass media</li> <li>• Feature impact stories and human interest stories</li> <li>• Social media</li> <li>• Collaborator networks</li> <li>• BNFB web page</li> </ul>
<ul style="list-style-type: none"> <li>• Development partners at national, regional and international levels</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy to influence policy and mobilize resources</li> <li>• Awareness creation</li> </ul>	<ul style="list-style-type: none"> <li>• Biofortification and nutrition fact sheets</li> <li>• Special events such as exhibitions and field days</li> <li>• Flyers and brochures</li> <li>• Press releases</li> <li>• Mass media such as radio and television broadcasts</li> <li>• Feature impact stories and human interest stories</li> <li>• Social media</li> <li>• BNFB newsletter</li> <li>• Policy briefs</li> <li>• BNFB web page</li> <li>• Sweetpotato knowledge portal</li> </ul>

Target audience	Type of message	Communication channel
<ul style="list-style-type: none"> <li>• Education and training institutions e.g. Sokoine University of Agriculture and the Agricultural and Rural Management Training Institute</li> </ul>	<ul style="list-style-type: none"> <li>• BNFB mission and objectives</li> <li>• Knowledge and facts on biofortification</li> <li>• Nutrition education including technical knowledge on each of the biofortified crops in the basket</li> <li>• Awareness creation and advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Biofortification and nutrition factsheets</li> <li>• Capacity development through ToTs</li> <li>• ToT manuals</li> <li>• Special events such as exhibitions and field days</li> <li>• Flyers and brochures</li> <li>• BNFB web page</li> <li>• Social media</li> </ul>
<ul style="list-style-type: none"> <li>• Research and extension officers in Nigeria and Tanzania</li> <li>• Farmer organizations and lead farmers</li> <li>• Women groups</li> <li>• Traders</li> <li>• Food processors and food vendors</li> </ul>	<ul style="list-style-type: none"> <li>• BNFB mission and objectives</li> <li>• Knowledge and facts on biofortification</li> <li>• Variety releases relevant for their agroecology</li> <li>• Where and how to obtain seed and planting materials</li> <li>• Nutrition education and processing and utilization of biofortified crops</li> <li>• Technical knowledge on how to produce biofortified crops</li> <li>• Awareness and behavior change messages</li> </ul>	<ul style="list-style-type: none"> <li>• Leaflets and posters</li> <li>• Instructional how-to leaflets on planting and cultivating these specific biofortified crops, i.e. do's and don'ts</li> <li>• ToT manuals, recipe books and leaflets</li> <li>• Field days and demonstrations</li> <li>• Feature impact stories and human interest stories</li> <li>• Mass and community media, including television, radio and newspapers</li> <li>• Online and offline social media</li> <li>• Exhibition at special events at national and regional levels</li> <li>• Step-down ToT training</li> <li>• Seed systems' platforms</li> <li>• BNFB web page</li> </ul>
<ul style="list-style-type: none"> <li>• Children of school-going age</li> <li>• Teachers and parents</li> <li>• Nutritionists</li> <li>• Health workers</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness creation on biofortification as a sustainable and cost-effective intervention for addressing micronutrient malnutrition</li> <li>• Nutrition education e.g. on micronutrient malnutrition, vitamin A and iron deficiencies as well as how to prevent them through food consumption</li> <li>• Behavior change communication to promote consumption and demand for biofortified food</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness events e.g. shows, fairs, field days, demonstrations and exhibitions</li> <li>• Social media</li> <li>• Television and radio broadcasts</li> <li>• Posters, flyers and mass media coverage</li> <li>• Press releases</li> </ul>
<ul style="list-style-type: none"> <li>• Policy-makers; government officials; ministries of agriculture, health and nutrition, education, budget and planning</li> <li>• Seed certification agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Call-to-action and advocacy messages to influence policy and mobilize resources for biofortification</li> <li>• Succinct facts about biofortification, including on new biofortified varieties, technologies and tools, as well as proven evidence on biofortified crops combating hidden hunger</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy and awareness events</li> <li>• Research and policy briefs</li> <li>• Opinion pieces in the mass media</li> <li>• Case studies as needed</li> <li>• Mass media</li> <li>• Press releases</li> <li>• Online and offline social media</li> <li>• BNFB web page</li> </ul>
<ul style="list-style-type: none"> <li>• Private sector, seed companies, agrochemical dealers, and food processors and manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborative working</li> <li>• Business potential and opportunities for biofortified varieties</li> </ul>	<ul style="list-style-type: none"> <li>• Biofortification fact sheets</li> <li>• Customized leaflets and posters</li> <li>• Customized how-to guides for farmers</li> <li>• Farm demonstrations</li> <li>• Field days</li> <li>• BNFB web page</li> <li>• Step-down ToT training</li> <li>• ToT manuals</li> </ul>

### 3. Implementation of BNFB's communication Plan

#### 3.1 Internal communication plan

The internal communication plan will promote collaboration in work among the BNFB team and implementing partners while at the same time ensuring that BNFB adheres to its reporting requirements. Details on the internal communication plan are summarized in Table 2.

**Table 2: Summary of BNFB internal communication plan details**

Deliverable/What	To whom?	When?	Who?	How?	Where?
BNFB project reports	BNFB team	<ul style="list-style-type: none"> <li>• Bi-weekly</li> <li>• Monthly</li> <li>• Quarterly</li> <li>• Half yearly</li> <li>• Annually</li> </ul>	As required	As per guidelines	<ul style="list-style-type: none"> <li>• Email</li> <li>• SharePoint/Dropbox</li> <li>• Uploaded to sweetpotato knowledge portal</li> </ul>
BNFB meetings/ minutes	BNFB team distribution list	<ul style="list-style-type: none"> <li>• Monthly</li> <li>• Annually</li> <li>• As-scheduled</li> </ul>	Invited staff	Agenda sent out in advance and minutes circulated	<ul style="list-style-type: none"> <li>• Set venue</li> <li>• Email</li> </ul>
Virtual meetings	BNFB project staff invited	As scheduled	Invited staff	<ul style="list-style-type: none"> <li>• Skype</li> <li>• Telephone</li> <li>• Video conferencing</li> </ul>	<ul style="list-style-type: none"> <li>• Skype</li> <li>• Telephone</li> <li>• Minutes shared by email and SharePoint</li> </ul>
Event concept note to highlight the type of planned event and link to BNFB objective/result	BNFB team	As scheduled	BNFB staff	Concept note – brief description of event, who will be involved, date, location, tools and resources needed, deliverables, lessons learned, documentation	<ul style="list-style-type: none"> <li>• Email</li> </ul>
BNFB staff directory	BNFB team	As scheduled	BNFB staff	Excel spreadsheet with key contact details	<ul style="list-style-type: none"> <li>• Email</li> <li>• Uploaded to sweetpotato knowledge portal</li> </ul>

#### 3.2 External communication plan

BNFB will communicate with its key external target groups including the donor, partners, implementing partners, agents of change, farmers etc. as outlined in Table 3.

**Table 3: Summary of BNFB's external communication plan**

What?	To whom?	When?	Who?	How?	Channels	Purpose
Donor briefings	BMGF	As scheduled	Project manager, with inputs from all thematic leaders	<ul style="list-style-type: none"> <li>• Skype</li> <li>• Teleconferencing</li> </ul>	<ul style="list-style-type: none"> <li>• Skype</li> <li>• Briefing notes and minutes shared by email</li> </ul>	To update donor on progress and discuss critical issues
Mid-term review report if required	<ul style="list-style-type: none"> <li>• BMGF</li> <li>• BNFB partners and stakeholders</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• Evaluators</li> <li>• Project manager</li> <li>• M&amp;E specialist</li> <li>• BNFB team</li> </ul>	Report	<ul style="list-style-type: none"> <li>• Email</li> <li>• Uploaded to sweetpotato knowledge portal and SharePoint</li> </ul>	Review progress, identify issues and areas for improvement
End-term evaluation if required	<ul style="list-style-type: none"> <li>• BMGF</li> <li>• BNFB team partners and stakeholders</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• Evaluators</li> <li>• Project manager</li> <li>• M&amp;E specialist</li> <li>• BNFB team</li> </ul>	Report	<ul style="list-style-type: none"> <li>• Email</li> <li>• Uploaded to sweetpotato knowledge portal</li> </ul>	To review and evaluate the extent of achievement of project objectives

What?	To whom?	When?	Who?	How?	Channels	Purpose
Presentation at workshops	Specialized stakeholders e.g. BNFB project steering committee	As invited	<ul style="list-style-type: none"> <li>Project manager</li> <li>Selected staff</li> </ul>	<ul style="list-style-type: none"> <li>PowerPoint presentations</li> <li>Exhibitions</li> <li>Demonstrations</li> </ul>	PowerPoint slides	To share project objectives, progress and achievements
Advocacy, promotion and communication materials targeted at national and regional levels	<ul style="list-style-type: none"> <li>Policy-makers</li> <li>Agents of change at national and regional levels</li> <li>Media professionals</li> </ul>	As required	BNFB team	<ul style="list-style-type: none"> <li>Flyers, brochures, pull-ups, posters, fact sheets, policy briefs, banners, wall and table calendars</li> <li>Success stories in English and Swahili</li> <li>Meetings and discussions</li> </ul>	<ul style="list-style-type: none"> <li>Print copies disseminated</li> <li>Email</li> <li>Uploaded to sweetpotato knowledge portal and BNFB web page</li> <li>Social media i.e. Twitter and Facebook</li> </ul>	To facilitate advocacy, influence policy and promote production and consumption of biofortified crops at national and regional levels
ToT manuals on OFSP, beans and maize	<ul style="list-style-type: none"> <li>Implementing partners</li> <li>Agents of change</li> <li>Training participants</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>BNFB</li> <li>CIMMYT</li> <li>CIAT</li> <li>IITA</li> <li>HarvestPlus</li> </ul>	ToT manuals in English and Swahili	<ul style="list-style-type: none"> <li>Print copies distributed</li> <li>Email</li> <li>Uploaded to sweetpotato knowledge portal and BNFB web page</li> </ul>	To provide a manual for reference and to ensure sustainability after project ends
Situation analysis reports	<ul style="list-style-type: none"> <li>Implementing partners</li> <li>Agents of change</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>Senior country coordinators</li> <li>Regional advocacy coordinator</li> <li>BNFB team</li> </ul>	<ul style="list-style-type: none"> <li>Report</li> <li>PowerPoint presentations</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Uploaded to sweetpotato knowledge portal</li> </ul>	To inform the implementation of BNFB project, advocacy and capacity development plans and other related interventions
Advocacy strategies	<ul style="list-style-type: none"> <li>Implementing partners</li> <li>Agents of change</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>Senior country coordinators</li> <li>Regional advocacy coordinator</li> <li>BNFB team</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy plan</li> <li>PowerPoint presentations</li> <li>Meetings and discussions</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Uploaded to sweetpotato knowledge portal and BNFB web page</li> </ul>	To guide implementation and targeting of advocacy efforts and investment raising activities
Advocacy toolkit	<ul style="list-style-type: none"> <li>Advocates and champions</li> <li>Agents of change</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>Senior country coordinators</li> <li>FARA – lead partner in advocacy</li> <li>Capacity development and communication specialist</li> </ul>	Toolkit	<ul style="list-style-type: none"> <li>Print copies distributed</li> <li>Email</li> <li>Uploaded to sweetpotato knowledge portal</li> </ul>	To facilitate advocacy for OFSP for improved health and wealth
<ul style="list-style-type: none"> <li>Training/ learning event/ retreat</li> <li>Workshop reports</li> </ul>	<ul style="list-style-type: none"> <li>Implementing partners</li> <li>Agents of change (participants)</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>Capacity development and communication specialist</li> <li>BNFB team and project partners</li> </ul>	<ul style="list-style-type: none"> <li>Reports</li> <li>Blogs</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Uploaded to sweetpotato knowledge portal and BNFB web page</li> </ul>	To share outcomes of the learning event/training/ workshop or retreat with participants and all target audiences
BNFB communication plan	<ul style="list-style-type: none"> <li>Implementing project partners</li> <li>Agents of change</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>Capacity development and communication specialist</li> <li>BNFB team</li> </ul>	Plan	<ul style="list-style-type: none"> <li>Email</li> <li>Dropbox</li> <li>Uploaded to sweetpotato knowledge portal</li> </ul>	To guide the implementation of BNFB communication and awareness raising activities

What?	To whom?	When?	Who?	How?	Channels	Purpose
Databases, directories and inventories	<ul style="list-style-type: none"> <li>• BNFB team</li> <li>• Implementing partners</li> <li>• Agents of change</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• Capacity development and communication specialist</li> <li>• BNFB team</li> </ul>	<ul style="list-style-type: none"> <li>• BNFB photos</li> <li>• Inventory of agents of change trained</li> </ul>	<ul style="list-style-type: none"> <li>• Uploaded to sweetpotato knowledge portal</li> <li>• Files and reports share through Dropbox</li> <li>• Flickr for photos</li> </ul>	To promote knowledge and information sharing as well as collaborative working
Video clips	<ul style="list-style-type: none"> <li>• Implementing partners</li> <li>• All BNFB target audiences</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• Capacity development and communication specialist</li> <li>• BNFB team</li> <li>• Implementing partners</li> </ul>	Video	<ul style="list-style-type: none"> <li>• Uploaded to sweetpotato knowledge portal</li> <li>• YouTube</li> <li>• AgTube</li> <li>• Link to blogs</li> </ul>	To capture event and educational videos and to share activities, events, success stories
Radio messages	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• BNFB target audiences</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• BNFB team</li> <li>• Farm Radio International</li> <li>• Local radio stations in Tanzania and Nigeria</li> </ul>	Radio messages	<ul style="list-style-type: none"> <li>• Broadcast on radio</li> <li>• Uploaded or linked to sweetpotato knowledge portal</li> </ul>	To disseminate technical know-how to actors along the biofortified crops value chain
Media appearances	<ul style="list-style-type: none"> <li>• BNFB team</li> <li>• Implementing partners</li> <li>• BNFB target audiences</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• BNFB team</li> <li>• Partners</li> <li>• Media houses</li> </ul>	Media coverage	Media appearance	To work closely with media partners to cover national/ regional issues on biofortification to raise the profile of BNFB
BNFB web page and sweetpotato knowledge portal	<ul style="list-style-type: none"> <li>• BMGF</li> <li>• BNFB team</li> <li>• Implementation partners</li> <li>• Agents of change</li> </ul>	As scheduled	BNFB team	BNFB content	Uploaded to sweetpotato knowledge portal	To share and promote research outputs, experiences and lessons learned
Seed systems platforms and crop-specific platforms	<ul style="list-style-type: none"> <li>• Implementing partners</li> <li>• Agents of change</li> <li>• Key BNFB audiences along the biofortified crops value chains</li> </ul>	As scheduled	<ul style="list-style-type: none"> <li>• BNFB project</li> <li>• Partners</li> <li>• Seed systems coordinator</li> </ul>	Platforms framework	<ul style="list-style-type: none"> <li>• Regular meetings organized by seed systems specialist and partners working on specific crops</li> <li>• Discussion groups facilitated through Sweetpotato knowledge portal</li> <li>• Selected participants' or advocates' discussions</li> </ul>	To provide a forum for sharing and exchanging ideas, information and knowledge on biofortification and issues on up scaling biofortified crops in Nigeria and Tanzania
Events, launch, exhibitions, demonstration, fairs, agricultural shows, site visits, conferences, meetings	<ul style="list-style-type: none"> <li>• BNFB team</li> <li>• Implementation partners</li> <li>• Agents of change</li> <li>• BMGF</li> <li>• Media professionals</li> <li>• BNFB target audiences</li> </ul>	As scheduled	BNFB project team Implementing partners	<ul style="list-style-type: none"> <li>• Exhibitions</li> <li>• Farmer field days</li> <li>• Demonstrations</li> <li>• Open Days</li> <li>• Trade or agricultural fairs or shows</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural shows e.g. Nane Nane in Tanzania, Nigeria</li> <li>• Day of Food and Nutrition</li> <li>• Key regional events</li> </ul>	To raise the image of BNFB with relevant target audiences, showcase BNFB objectives and outputs, promote biofortified crops and influence policy and investment

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## 4. Human and financial resources

The availability of resources, both financial and human, to support the implementation of the communication plan will underpin its success. BNFB has therefore allocated adequate levels of those resources at the national and regional levels to support the communication efforts.

The BNFB team driving the communication effort consists of a capacity development and communications specialist; FARA's regional advocacy advisor; senior country coordinators for Tanzania and Nigeria, who are experienced and well-connected national agronomists; seed experts from partner organizations; nutritionists from national partners; the senior monitoring and evaluation specialist; the senior program assistant; and two program assistants, one for Nigeria and one Tanzania. This team is supported by the BNFB project manager, BNFB advisor and the project steering committee.

BNFB is also supported by a cadre of dynamic African advocates, change agents and champions who are committed to driving the biofortification agenda forward for better nutrition impact.

The capacity development and communication specialist will take the leading role at the regional level while the senior country coordinators will lead at country level. These efforts will be strengthened by various communication specialists from the project partner organizations and the CIP knowledge management and communications team, who will provide specialized services for graphic and web design, as well as any communication service needed to effectively reach out to key stakeholders.

## 5. Intellectual assets and intellectual property rights

All internal communication materials will be shared privately among the BNFB staff and project partners. However, BNFB communication will conform to the CGIAR principles on the management of intellectual assets (CGIAR IA principles)<sup>3</sup> and, therefore, all its outputs and products will be treated as international public goods in order to maximize impact and global visibility, values that are dear to CGIAR. CGIAR regards the results of its research and development activities as international public goods and is committed to their widespread diffusion and use to achieve the maximum possible access, scale, scope of impact and sharing of benefits to advantage the poor, especially farmers in developing countries. BNFB will widely disseminate communication products and outputs to a diverse range of stakeholders to access, share and reuse. However, the source must be acknowledged, as stipulated in the CGIAR IA principles.

All rights, title to and interest in any intellectual property such as copyright protections and patents generated from any study, report or other print, graphic, electronic material or otherwise during the project life cycle will be owned by all project partners and will be subject to the intellectual property policies of all of them and the Bill & Melinda Gates Foundation's regulations. Where appropriate and depending on the level of contribution, any jointly generated output will be owned by all the partners and individuals significantly involved in its production. Such joint products will acknowledge all authors, major contributors, the partners and Bill & Melinda Gates Foundation, where

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<sup>3</sup> CGIAR. (2012). CGIAR principles on the management of intellectual assets ("CGIAR IA Principles"). <https://cgspace.cgiar.org/bitstream/handle/10947/4486/CGIAR%20IA%20Principles.pdf?sequence=1> (accessed 15 February 2017).



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appropriate. All the project partners will adhere to the specific project’s intellectual property guidelines as outlined in their sub-grant agreements.

## **6. Guidelines on use of institutional and project logos**

The logo of an institution or a project is a symbol or design, often combined with words or phrases, that identifies and distinguishes the institution or project from other institutions or projects. Logos of donors, implementing partners or projects are protected trademarks and the respective institutions have rules and guidelines regarding their use.

The policy adopted by BNFB is that the logo of an institution or project should not be used unless approval has been granted by the relevant contact or institution.

The general rules governing the use of institutional logos are that they may be used by third parties if they have prior permission in writing and if the product with which they are used is linked to the objectives and activities of the BNFB project. The logo used needs to be identical to the institutional or project logo and should not be modified. An official logo should be obtained from the relevant authority within the source institution, as opposed to secondary sources such as websites and publications.

Logos should not be used to imply sponsorship, ownership or endorsement of project-related products. Since the information in BNFB documents reflects the views of the authors, there is need for a disclaimer with these words: “The information expressed herein reflects the views of the authors”. This indicates that the institutions or projects whose logos appear on the documents cannot be held responsible for the content of the documents.

The use of the logos of BNFB and the implementing partners involved in the project activity is recommended for all BNFB communication materials, whether of print, display or electronic nature. The logo of the project’s donor agency, Bill & Melinda Gates Foundation, must not be included on any of the materials, as specified in the project agreement.

All BNFB communication materials and products must meet BNFB standards for publications, the most important of which relate to formatting and branding. Therefore, they must be channeled through the capacity development and communication specialist before being published or disseminated, to ensure compliance and adherence with BNFB standards. This applies to authors as well, who must submit the final digital copy of their materials for dissemination and archiving following this process.

## **7. Dealing with the mass media**

The mass media will play a very important role in BNFB’s communication and advocacy efforts, especially in influencing social and behavior changes relating to the adoption of biofortification. BNFB staff and project partners should appreciate the role of the media, act in a professional and coordinated matter when dealing with the media, and make accurate and appropriate statements that reflect BNFB’s values. Examples of media relations activities include issuing media releases or statements, writing to newspaper editors, responding to media enquiries over the phone and via email, participating in interviews or briefings, disclosing information to the media, commenting or participating in workshops and forums, addressing seminars, partaking in a conference or event where the media are present, and organizing for media presence during BNFB events.

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BNFB's project manager is responsible for approving all content for external dissemination through media engagement including media releases, media statements and letters to the editor among others. The project manager will work in collaboration with and obtain clearance where required from the regional director of CIP Sub-Saharan Africa and the CIP communications and knowledge management director. The project manager will allow only the authorized official spokesperson to convey BNFB's position on any issue, and particularly so for issues of impact and significance or situations that may be of a particularly controversial or sensitive nature. BNFB staff and project partners should also cultivate positive relationships with the media, filter media enquiries and always alert CIP's senior management on sensitive or controversial media items relevant to BNFB.

## 8. Using social media

Social media include blogs, Facebook, Twitter, YouTube, Flickr, Agtube; Instagram, Pinterest, LinkedIn, wikis, social forums such as webinars, etc. BNFB embraces and encourages the use of social media to publish content and target and engage policy-makers and other influential people in an effort to promote and raise awareness on biofortification. The use of social media is widespread and well embraced, and social media can be a very powerful communication tool. However, it still has potential risks relating to information misinterpretation and misinformation and if misused can hugely damage the reputation and image of an organization.

BNFB staff and partners are encouraged to be professional, impartial and objective in their social media communication and to apply the guidelines of their specific institutions. Here are some general guidelines for use of social media:

- **Be professional** – Apply the same professionalism and etiquette while using social media as you would while using the other communication channels.
- **Maintain confidentiality** – Avoid using your blogs or other social media to disclose BNFB's confidential information.
- **Avoid objectionable or inflammatory posts** – Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity.
- **Do not speak for BNFB** – Make it clear that your opinions are your own and do not necessarily reflect the views of BNFB.
- **Respect copyright restrictions** – You must recognize and respect other people's or BNFB partners' intellectual property rights including copyright and you should credit the information sources you use and if possible provide a link to those sources. This applies to the use of photos and videos.

## 9. Monitoring of BNFB's communication

BNFB communication will be integrated into the project's monitoring, learning and evaluation framework to facilitate monitoring of activities and outputs. Monitoring of the implementation of the communication plan will help the project to assess the progress of activities and provide constructive feedback that is necessary for corrective action where required. The indicators will include:

- Number and type of items uploaded to the sweetpotato knowledge portal and the BNFB web page
- Number and type of promotional materials produced and disseminated
- Number and type of advocacy communication materials produced
- Number and type of media articles and stories published

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- Number and type of events, exhibitions and fairs attended
  - Number and type of policy briefs produced
  - Number and type of manuals, learning modules and toolkits published and their language of communication
  - Timely preparation and dissemination of progress reports and activity reports
  - Social media statistics and analytics
  - Number of platform meetings and discussions facilitated
  - Number of videos produced and uploaded to YouTube and AgTube and links shared on social media
  - Number of agents of change reached

## **10. Languages**

Based on BNFB's target audience, all knowledge and communication materials will be produced in English and, where required, translated into Swahili to suit Tanzanian audiences.

## **11. Conclusion**

Communication efforts will be mostly guided and informed by the BNFB results framework to ensure that the project realizes the desired outcomes. The emerging priorities identified by the implementing partners also will influence the communication activities; for example awareness creation and promotional efforts on biofortified crops will be tied to the availability and accessibility of the biofortified crops' varieties. This communication plan, therefore, is but a starting point; however, it will be flexible and agile enough to respond to the changing communication priorities, audience needs and lessons from the implementation of the project.

In all communications, BNFB staff and partners should consider that it is their responsibility to always serve the interests of BNFB and to ensure that their content is appropriate for promoting and raising awareness on biofortification.

# Building Nutritious Food Baskets

**The Building Nutritious Food Baskets:** Scaling up Biofortified Crops for Nutrition Security seeks to reduce hidden hunger by catalyzing sustainable investment for the production and utilization of biofortified crops (Orange-fleshed sweetpotato (OFSP); vitamin A (yellow) cassava, vitamin A (orange) maize and high iron/zinc beans) at scale. The project is implemented in **Nigeria** and **Tanzania**, to demonstrate how biofortified crops can be scaled up through a multi-crop ("food basket") approach. BNFB draws on complementary expertise for scaling up through a partnership between CGIAR centers and programs, regional organizations and other public and private sector agencies to create a movement that will eventually reach the target populations. BNFB's hypothesis is that scaling up is dependent on supportive policy environment, strong institutional capacities and availability of proven technologies.

