



# Forest and Farm Facility

## Communication Strategy of the Forest and Farm Facility

For Phase II

Climate-resilient landscapes and improved livelihoods

*Draft*

*3 December 2020*

**Forest and Farm Facility**  
a partnership between:



Food and Agriculture  
Organization of the  
United Nations



This draft communication strategy for Phase II has been developed by the coordinator of FFF communications and in consultation with relevant partners (FAO, IIED, IUCN, and AgriCord), in particular:

- i) the FAO Forestry Division, NFOI team, for outreach support,
- ii) the IIED team for knowledge generations, publications, blogs, articles, and
- iii) the FAO Com Dev team for the support to the local communication capacity in the countries.

Linkages were also established with the communication activities of the UN Decade of Family Farming.

The Strategy integrates input from FFF national facilitators received during the last annual FFF team retreat held in 2019.

It also takes into account the lessons learnt from the experiences of the communication work conducted during FFF Phase I (Communication Strategy of Phase 1 in Annex 4).

Output of an internal workshop on FFF communications and outreach, held in January 2019 with NFOI support, such as the audience analysis, the outreach toolkit, and the sets of messages, are included into this strategy.

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## Introduction

Effective communication is vital to the success of the implementation of the Forest and Farm Facility (FFF). It is central to the co-creation of new knowledge that can improve the livelihoods of forest and farm producers and the climate resilience of their landscapes. It is central to the sharing and exchange of that knowledge between forest and farm producer organizations (FFPOs) and their technical support partners so as to upscale beneficial impacts. It is central to outreach and advocacy activities that can shape both policy and market decision-making and the priorities of international resource partners.

This communication strategy defines the general objectives of FFF communications, the main audiences for such communication, the three main pillars of communications work, and detailed approaches, activities and tools that are used by the FFF team.

This overarching strategy does not prescribe national or local outreach activity where communication is best tailored to local circumstances and different stakeholder groups. Communication for Development (ComDev) strategies facilitate the engagement with farmers, foresters and communities at the local and national levels. The strategies are developed in consultation with FFF partners and local communication and media practitioners. A key success factor of the ComDev strategies is the engagement of local groups in the dialogue and the enhancement of FFPOs communication capacities. Furthermore linkages with regional ComDev initiative are established to share lesson and promote collaboration

Two-way communication is necessary for success of the implementation of the FFF communication strategy. Outreach and communication messaging and approach must be based on relevance and reflect stakeholder/audience and individual information needs. Listening is therefore as important as talking. This strategy contributes to the delivery of FFF at all output levels. It will be regularly adapted to feedbacks and lessons drawn from the annual evaluation - based on the Monitoring & Learning - of the activities implementation.

# 1. Goal and strategic priorities of the FFF communication strategy

The goal of the communication strategy is:

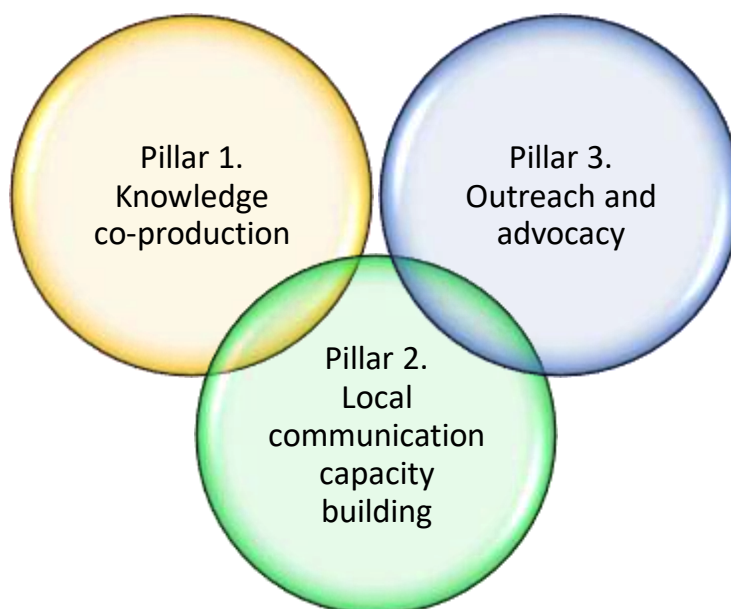
- To improve the communication of useful knowledge from, to and between forest and farm producer organisations (FFPOs) in ways that improve their livelihoods and climate resilient landscapes.

The strategic priorities of the communication strategy are:

- To strengthen the capacity for co-generation, sharing and exchange of useful knowledge by FFPOs and their FFF partners at local, regional and global levels.
- To strengthen the local capacity of producer organizations and partners in rural area to manage communication processes and to make their voices heard.
- To raise awareness about the role and impact of producer organizations and multi-sectoral platforms that shape more enabling policy environments.
- To present FFF approach, share results, lessons and impacts and consolidate greater direct support for FFPOs through and beyond FFF.

## 2. Pillars of the FFF communication strategy

The communication strategy is structured around the following three main pillars. Each of the three pillars support FFF both at the local, regional and global level in an integrated manner.



**Figure 1: Three pillars of the FFF communication strategy**

## 3. Audiences and communication targeting

### 3.1 Key audiences and groups

Through the combined processes of knowledge generation, communication, monitoring and learning (M&L) of FFF Phase I, it has been possible to refine a set of four main audiences that comprise a number of key focal groups for our communication work:

#### Forest and farm producers and their organizations

- Smallholder farmers (family farmers) and foresters
- Indigenous peoples and their organizations and representatives
- Producer organizations and their representatives
- Young entrepreneurs and their groups and representatives
- Women producers and their groups and representatives

#### Technical support partners

- FFF co-management partners – e.g. FAO, IIED, IUCN, AgriCord;
- NGOs and other environment or development organizations
- Research sector / Academia
- Private sector entrepreneurs and support organizations

#### National policy and decision makers

- National and regional governments and their representatives
- Apex level private sector organizations and their representatives
- Media

#### International resource partners

- International development agencies
- Other relevant programmes and processes, e.g. Reducing Emissions for Deforestation and forest Degradation (REDD+), Forest Law Enforcement Governance and Trade (FLEGT), major multilateral funds such as the Green Climate Fund (GCF), Global Environment Facility (GEF), the Forest Investment Programme (FIP), forest landscape restoration (FLR) programmes and UN programmes such as those relating to the Non-legally Binding Instrument on Forests (NLBI)
- FFF donors
- Potential new resources partners

### 3.2 Communication targeting with audience-specific messages

Through an internal communication strategy development process, a series of desired outcomes for each key audience group has been agreed, alongside key messages that are to be targeted to those groups (see Table 1).

**Table 1. Main audiences, desired outcomes and key messages of FFF communications**

<b>Audience</b>	<b>Desired outcome</b>	<b>Key or top line messages</b>
<b>Forest and farm producers and their organisations</b>		
Producer organizations	Communicate useful knowledge and its benefits more widely	You make all of this work. Help us spread the message more widely and clearly.
Other groupings within those organizations	Understand the programme aims, engage to see and share its successes. Act as advocates and broaden visibility.	We need you to help deliver and amplify our messages, make us relevant to a broader audience, and perhaps find synergies with other programmes.
<b>Technical support partners</b>		
FFF co-management partners	Continue actively to develop and communicate new knowledge with FFPOs and provide support and resources.	FFF continues to be successful thanks to your support.
Other NGO / academia / private sector partners	Can see how FFF approach might benefit them and provide sustainable resources. Opportunities for visibility must be clear.	We have highly tangible and visible success stories. There are many benefits to be added from your involvement.
Internal partners (inside FAO and partners)	Understand the programme aims and can see (maybe share in) its successes. Act as advocates and broaden visibility.	We need you to help deliver and amplify our messages, make us relevant to a broader audience, and perhaps find synergies with other programmes.
<b>National policy and decision-makers</b>		
National and regional governments	Clearly understand the benefits that accrue from FFPOs. Open the gates for the programme, listen to and support FFPOs	FFF is helping farmers and foresters to deliver your policy ambitions but they need your support too.
Apex level sectoral private sector bodies	Understand how FFPOs can increase supply and improve social and environmental impacts	

International resource partners		
International development agencies	Continue to see benefits to them. Continue to provide resources. Visibility of the programme and perhaps their own brand may be important	The programme is unique in nature and is proving to be highly successful.
Other relevant programmes and processes.	Obtain their engagement and see what is relevant to this agenda.	Highly successful project relevant to a wider agenda, and that has lessons to share.
Resource partners	Continue to see benefits to them. Continue to provide resources. Visibility of FFF and their own brand may be important.	We have highly tangible success stories. There are many benefits to be added from your continued involvement.
Potential new partners	Can see how FFF might benefit them and provide sustainable resources. Opportunities for visibility must be clear.	We have highly tangible and visible success stories. There are many benefits to be added from your involvement.

## 4. Co-production of knowledge

This pillar is led by the IIED team based In Edinburgh.

### 4.1 Knowledge demand surveys

In FFF Phase II, the Steering Committee endorsed a commitment to scale up the co-production of knowledge with FFPOs. The FFF Management Team therefore agreed on the need to improve the collaborative interactions with FFPOs that shape knowledge generation – i.e. to undertake consultations about what knowledge products would be most useful.

To achieve this, a knowledge-demand survey methodology was designed, as shown in the figure below. From the academic literature, a **framework for prosperity** was developed that has six pillars (Macqueen, *et al.* 2020).

Values based on familiarity:

- (i) sustained environmental / cultural heritage (issues of land and natural resources);
- (ii) material wealth and health (issues of business and finance).

Values based on common interest:

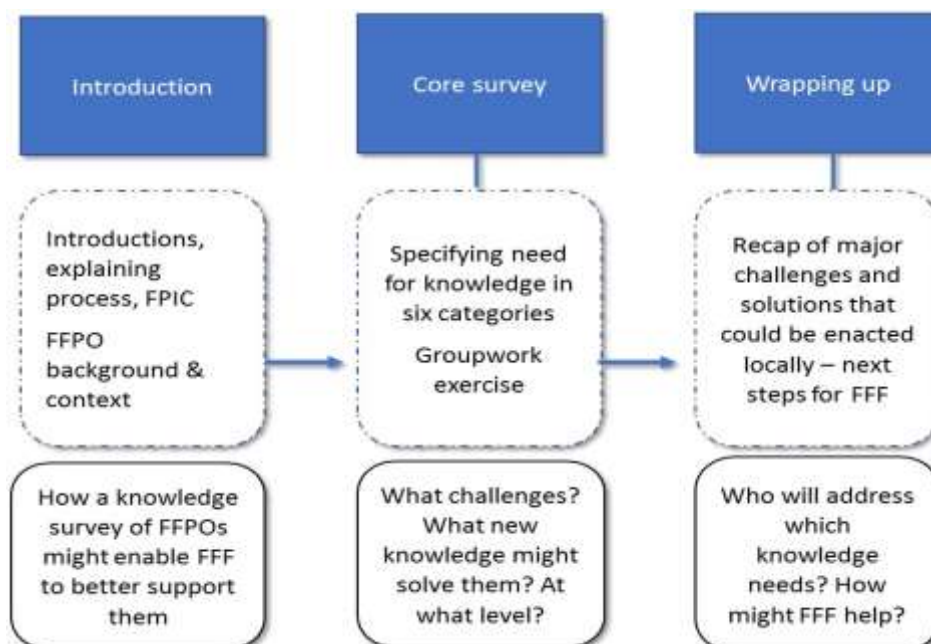
- (iii) affirmative social relations (issue of organisational relationships);
- (iv) health and security (issues around policies, justice, and security).

Values based on passion:

- (v) personal and reproductive fulfilment (issues on youth education and training);
- (vi) cognitive identity and purpose (issues of cultural integrity and gender equality).



This framework for prosperity served as a basis for structured questions about knowledge needs in each of the six pillars of prosperity as shown below.



**Figure 2: The knowledge demand survey process with each of 41 FFPOs in six countries**

Data from knowledge demand surveys which have so far spanned 41 FFPOs in 6 countries have been analysed and will shortly be published (Covey, *et al.*, In prep). The surveys have shown that there is a strong rationale for co-production of knowledge with FFPOs especially in the face of climatic, pandemic, and economic shocks where the generation of new knowledge is needed fast.

Knowledge gaps across all six pillars of prosperity display three characteristics that suggest a strong potential for co-productive approaches to filling knowledge gaps and contributing to FFPO prosperity in that:

- (i) there are pre-existing local practices for most pillars,
- (ii) there is broad existing literatures on most pillars, and
- (iii) communication gaps exist between the two.

The intention is to better combine internal knowledge generation (from within the FFPO membership) with external knowledge generation (drawn from international support partners and the academic literature).

For FFF Phase II there appear to be particularly  
**high priority knowledge gaps** around

- (i) how best to incentivise and deliver climate resilience through **climate-smart agroforestry**
- (ii) how best to mobilize and manage internal financial investment funds that can improve **financial track records**
- (iii) how best to support **women's entrepreneurship** – including through indications of geographical origin and biocultural heritage.

## 4.2 Process of co-generation of knowledge

Through the process above, a framework for the co-generation of knowledge is emerging which includes a number of tentative steps – described below:

- (1) Variably formal exchanges between identified researchers and FFPO stakeholders through some form of demand survey that allows FFPOs to collectively prioritise future knowledge generation.
- (2) Co-commitment on both sides to co-lead a process of documenting one topic of knowledge need across very different knowledge contexts (academic findings and practical stakeholder experiences).
- (3) A responsive researcher-led literature search to help contextualise new knowledge product and inform discussions with FFPOs on how knowledge might best be attained and shared by and with relevant stakeholders.
- (4) A responsive set of practitioner case studies that are produced against a template informed by best practitioner-academic understanding to ensure the possibility of sharing across different elements of that template.
- (5) The co-presentation of those cases and background analysis in a joint researcher-FFPO learning event where findings and useful practices can be discussed.
- (6) The synthesis of those useful steps into some form a guidance toolkit with broad principles that are framed in accessible language.
- (7) Testing of the toolkit by FFPOs and documenting impacts of its flexible use in variable contexts.
- (8) A further researcher-FFPO learning event to discuss and refine the toolkit before publication in FFPO-accessible forums.

## 4.3 Training tools and publications

As noted above, the end point of co-production of knowledge is often some form of replicable guidance in the form of a toolkit. There are now several overlapping sets of FFF co-produce knowledge that combined internal FFPO case studies with external academic knowledge synthesis and end in a toolkit and training programme. Some of these on market analysis and development, risk self-assessment, business incubation approaches and gendered entrepreneurship now form the basis of regular training of trainers.

Following successful reviews of FFF activity, there have been increasing calls to make available some established training materials and approaches that are used. The training materials that have already been designed, tested and used over several years to the benefit of FFPOs by FFF is available [online on the FFF website](http://www.fao.org/forest-farm-facility/resources/training-material/en/) (<http://www.fao.org/forest-farm-facility/resources/training-material/en/>). For some, their origins precede but have been mainstreamed by FFF.

Further materials are under development. For example, FFPO work packages on access to finance, gender empowerment, youth engagement and climate resilience are already designed and being tested and will be made available when they are regarded as complete.

Each of these training materials represent one small part of a broader FFF approach that focuses on listening and responding to the needs of FFPOs. FFF partner country teams and headquarter staff in the four co-management organizations (FAO, IUCN, IIED and Agricord) are linked in an annual monitoring and learning cycle. This cycle feeds demands from FFPOs into operational planning through a management retreat that results in direct small grant agreements, national and regional training, and peer-to-peer exchanges and learning events.

A publication planning is regularly updated and approved by FAO Forestry senior management, see an example in Annex 2. All publications developed under a Letter of Agreement with FAO have FAO copyrights, and follow FAO requirement for layout. Co-publication agreements can be signed for publications developed outside a Letter of Agreement. The partnership dimension of the FFF is difficult to be recognized in FAO publications and therefore other ways to publish in the partnership should be explored. Publication process at FAO is guided through a Publication Workflow System (PWS) which includes 12 steps. Publishing process at FAO is long. Analyzing carefully the need for a publication is key. Planning and timeline must be defined as it implies resources, budget (editor, proof-reader, ...). Launch opportunities are identified in order to promote the publications during events, and outreach is organized together with FAO Forestry Division to strengthen the outreach.

## 5. Local communication capacity building

This pillar is led by Communication for Development (ComDev) team based at FAO HQ.

Communication for development (ComDev) is key to enhance producer organizations, and especially to ensure that stakeholders are accurately informed and that their views, knowledge and resources are taken into account and properly valued. The approach combines participatory methods with the power of media and ICTs in order to respond to such needs. Facilitates the active engagement of stakeholders in defining their problems, identifying alternative solutions and negotiating options. Rather than solely focusing on media and technologies, it encourages stakeholders' empowerment through dialogue, knowledge exchange and mutual learning.

ComDev is being integrated as a cross-cutting component in FFF field activities to facilitate two-way, dialogic processes and ensure that local communities and producer organizations are informed, actively engaged in policy dialogue and appropriate the use of media and ICT for their own development. Targeted communication services and products will empower FFPOs increasing development opportunities through innovative services with a special focus to involving women and youth.

## 5.1 Designing local Communication for Development strategies

The FFF ComDev strategies at the local level consider the following key elements:

- Develop participatory communication plans to facilitate stakeholder engagement, access to information and knowledge sharing based on FFPOs priorities;
- Enhance FFPOs' communication capacities to ensure the sustainability of local efforts; and
- Promote farmer driven inclusive rural communication services, documenting and capitalizing lesson emerging in partner countries.

The ComDev strategies are being drafted in FFF countries with technical guidance and support of the FAO Communication for Development team, PSU, based at FAO HQ. The strategies are designed through a participatory communication appraisal and provide a framework and tools for community empowerment, and FFPO improved capacities and services. Each process responds to specific objectives defined by the FFF at country level and is adapted to the socio-cultural characteristics of the FFPOs involved.

FFF ComDev strategies will be regularly adapted based on feedbacks and lessons drawn from the local annual evaluation - based on the Monitoring & Learning - of the activities implementation.

## 5.2 Enhanced FFPOs' communication capacity

Special attention will be given to enhancing FFPOs communication capacities along the following lines

- Assist FFPOs in developing their own communication strategies to tell their story and to serve their objectives.
- Training courses and coaching in ComDev for FFPOs with special attention to women and youth in forestry goods production.
- Experience sharing among FFPOs in the use of communication.
- Enhance FFPOs capacities in using media and ICTs: social media; cellphones; participatory video, brochures and leaflets; edu-communication material/videos/infographics.
- Apply communication solutions to specific value chains and landscape management.
- Experience sharing among FFPOs through ComDev platforms and community media (eg. Webinars, use of platforms, etc.).
- FFPOs partnership with community media and radios enhance as well as with broadcast media (corporate and social responsibility)

## 5.3 Communication for/of FFPOs engagement and advocacy

Some objectives of the FFF are to improve policy advocacy, access to market, landscape approach and social services for smallholders. ComDev is key to empower and enhance FFPOs through participatory communication and advocacy.

This will involve:

- Raise general awareness on FFPOs contribution to different dimensions (eg. Food security, resilience, landscape management, etc) of their activities and promote policy change.
- Support policy dialogues and negotiation of relevant agendas (eg, climate change, resilience, natural resource management, new services etc).
- Provide better value to FPPOs products and services.
- Establish short value chains linking producers to consumers.
- Encourage policy change which reflect FFPOs needs.
- Promote sustainable investments.

A detailed description of the ComDev components of the FFF work is presented in Annex 7.

#### 5.4 South-south collaboration (exchanges, learning visits, regional conferences)

Under the global and regional component of the FFF, IUCN coordinates with regional and global apex organizations exchanges and learning visits, regional conferences and online webinars.

This allows to strengthen the capacity of national partners to engage at regional and international levels but also helps to reach out to other FFPOs and build their capacity without specific funding.

The coordination with the regional/global apex FFPOs also builds their internal capacity to provide similar services to their national members.

It allows access to high level international policy processes such as UNFCCC, GLF, IUCN Congress and World Forestry Congress.

The peer learning taking place during these visits, conferences and webinars can be topic specific (e.g. youth with AFA) or run across all the main aspects of FFF from market development, to policy influencing and sustainable farm management.

Often short videos and briefs are developed for the peer learning. After or during the events, web stories are developed on the FFF partners websites.

Another important dimension of the ComDev work is the collaboration with FFF in the context of the UN Decade of Family Farming (UNDFF) to have FFPOs voices heard sharing their views and experiences through regional ComDev initiatives (i.e. Yenkasa Africa, ComDev Asia, Onda Rural), as well as the UNDFF global and regional events. Some of these activities are sometimes developed in collaboration with the south-south cooperation team of FAO.

## 6. Outreach and advocacy

This pillar is coordinated by the FFF Management team hosted at FAO HQ.

### 6.1 Promote and feature FFF activities and results

These activities have the objective to amplify the core message about the role and impact of rural producer organizations, to raise the local voice and to engage relevant actors to action that support forest and farm producers.

#### Country activities

- Update actively the **country pages on the FFF website** which give detailed activities implemented in the countries through the FORIS database.
- Extract from **final country reports** of Letters of Agreement some key results of the activities to share scientific knowledge and promote good practices.
- Develop **country factsheets** that summarize the achievements in the partner countries.
- Analyse with M& L team and **feature the results of country activities** to show FFF impact in numbers, through figures, by thematic and to give a sense of the scale of impact.

#### Success stories

- Maintain a **bank of success stories** with powerful imagery.
- Bring the success stories to life using **video/audio interview**.
- Document **successful activities** through short narrative video developed on Wochit;
- Strengthen **local capacity** to develop their own outreach (from local to global);
- Produce **video interviews** of women champions, family farmer leaders and FFF beneficiaries.
- Suggest **staff from the field** to develop stories to be told where possible through a combination of text, photography, videos, audio and graphics.
- Use **FAO platforms** and other initiatives as a basis to raise local voice through success stories (e.g. ComDev regional initiatives).

See in Annex 4 and 5 some templates proposed by FAO to collect relevant information to build a success story.

#### Role of FFF national facilitators to identify success stories

- Country Facilitators can contribute by making a systematic process in order to communicate the advances/results of FFF in the field in each country.
- Making short videos during field missions where the producer is the protagonist and says his/her story.
- Monthly/quarterly 1 pager with photos/5 minute video clips
- Develop and share success stories for publications.
- Testimonials from training in programme toolkits – with/without videos and photos.
- Share FFF communication materials with national and internal organism in my country

## Events

- Update regularly an **agenda** of FFF events and international major events.
- Look for **speaking and presentation opportunities** at appropriate events and include speakers from FFPOs who benefit from the programme.
- **List outreach possibilities** well in advance and programme it with FO outreach team, see an example in Annex 1.
- Develop **specific outreach products** (FO webstory, FAO local or regional press release, FFF webstory...) and social media coverage for some events.
- Develop **thematic advocacy campaign** related to special events (FAO Committee on Forestry, World Forestry Congress, Food Systems Summit, UN Decades, International Day of Forests, International Day of the World's Indigenous Peoples ...)

Annex 1 sets out in more detail the activities, deadlines, roles and responsibilities of the outreach. This outreach plan is updated every month according to the upcoming events and discussed with the NFOI team in order to ensure a good outreach coverage.

## Promotional material

- Develop **flyer and factsheets** adapted to the target audience (donors, facilitators, global) to feature FFF impact in countries and in the regions.
- Create thematic **infographic** to raise awareness on specific topics.
- Use Back to Office reports as the basis for **blog content**.
- Fully utilize programme **publications** to underline and promote key messages, and ensure these are timed for release and plugged into the outreach plan.
- Focus web **imagery** on outcomes/end users rather than process (team) shots;
- Create **branded templates** for presentations, leaflets, posters, social media, banners etc. making it easy for people to use the brand, strapline etc. See below visual identity.
- Create and distribute a regular engaging **newsletter/update**.

## Special outreach for resource partners and fundraising

Outreach should focus also on fundraising and make FFF attractive to donors in order to consolidate greater direct support for FFPOs through and beyond FFF.

- **Tweets** is a good way to reach donors: GIZ, tag EU for example has no cost, Belgium is also very much interested in social media.
- FFF already does **special reports** to donors and has a factsheet included in the FAO TC Portfolio for donors.
- Develop special material with **figures, and numbers** aligned on donor's priorities.
- Develop **power point presentations** and narrative for special events related to resource partners (Flexible Multi-Partner Mechanism, European Development Days, and others)
- Ensure **donor logos** are updated, available in high resolution and included in all communication material, including material producer locally (website, publication, power points, meetings banner, flyers).
- Maintain **good visibility of donor related information** in FFF material, and update the donor webpage on the FFF website.



## Channels of distribution/dissemination

- Keep the **FFF website** active, relevant and engaging, in particular with regular updates under the news and highlights sections.
- Create linkages with **local, regional and global partners** to disseminate outreach products.
- Engage with **FAO regional initiatives**
- Use **regional ComDev networks** and platforms such as Yenkasa Africa, ComDev Asia, Onda Rural
- Link to the FAO [Family Farming Knowledge Platform](#) and other similar platforms.
- Ensure any **website URLs/social media tags** are included on all communication media;
- Fully utilize **official key social media channels** – e.g. FO Twitter, IIED blogs – including using and re-using partner media.
- Build up our **mailing lists** for distribution.
- Explore wider outreach outside FAO/UN regular channels.

## Tweets - #forestfarmfacility

- Develop a set of key messages for social media cards
- Tweet quotes of FFF staff during events
- Build thematic campaigns
- Plan social media cards with partners
- Use graphical elements of the infographic on FFPOs
- Update a database with pictures of team members for quotes
- Ensure that the #ForestFarmFacility hashtag is used with all posts, also by partners;
- Organize social media and media interview skills training for the programme team;

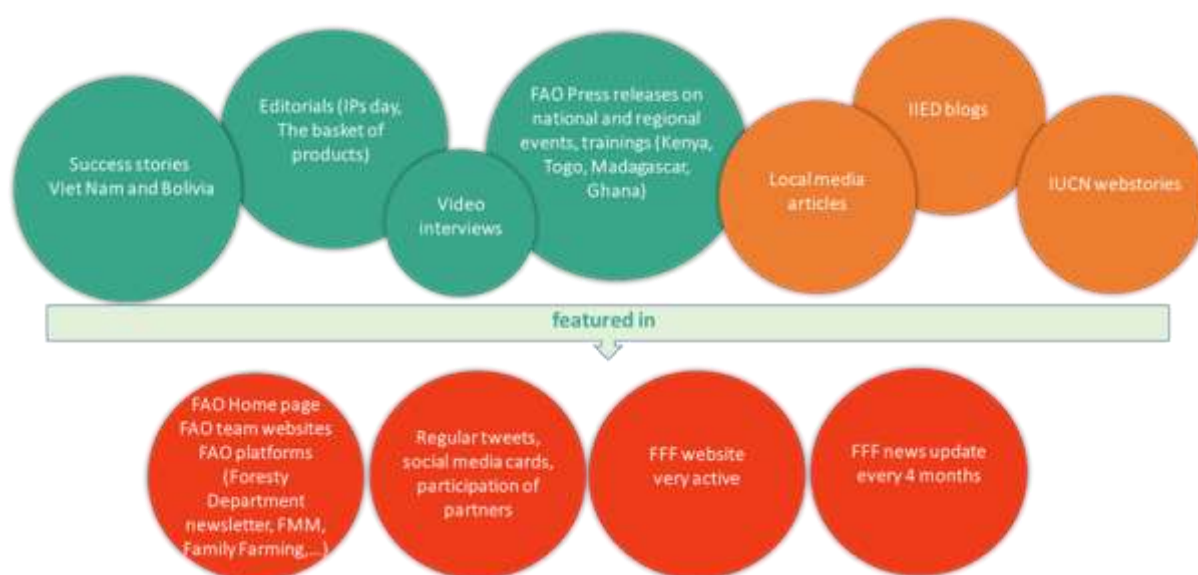
## Visual identity

FFF developed a new visual identity for Phase II which includes a new logo, templates for power points, several templates for publications and reports, banners for meetings. However FAO does not allow the use of the FFF logo in official material published by FAO. Logo can be found in Annex 6 for internal use, and technical documentation. The partnership dimension of the FFF needs to be visible in all the material produced, through the use of the logo of the four partner organizations FAO, IIED, IUCN and AgriCord.





## Example of outreach activities developed annually

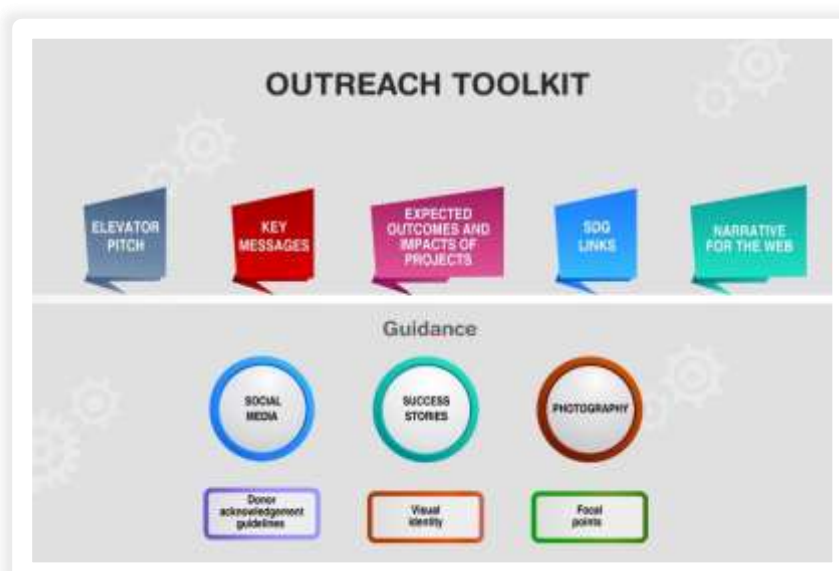


## Monitoring and expanding outreach activities

In implementing these activities, changes in stakeholder attitudes or information needs will be monitored through social media, google analytics, personal interaction and website feedback. All partners are involved in the outreach activities, however additional resources would allow IIED and IUCN to be even more active in the production of promotional material to document good results and lessons and to run advocacy campaigns. AgriCord developed a plan to integrate the implementation of the FFF communication strategy into its ongoing advocacy work, see Annex 9.

## 6.2 Outreach toolkit

An FFF outreach toolkit is under development. An outline was prepared by NFOI with input from FFF team discussed during a communication workshop. Most of its elements are already developed and used in FFF communications. See some draft elements in Annex 3.



### 6.3 Messaging tips

- Tailor our messages and languages to specific stakeholders and audiences;
- Emphasize that this unique programme directly reaches farmers, women, young, and indigenous peoples;
- Show the tangible results achieved in rural area;
- Use verifiable facts, numbers and figures to support messaging;
- Illustrate with a real success story of an individual is engaging;
- Focus your narrative on those concrete things that make us human;
- Underline the crucial role of small producers at national and global levels, they are part of solution;
- Explain the power of grassroots organizations, the concept of “strength in numbers”;
- Where possible use clear messages, but understand that more complex or technical communication is also required for some issues or stakeholders;
- Avoid the use of acronyms;
- Keep your power point slides with a few powerful words instead of long sentences;
- Be consistent in messaging and visual identity and use of FFF look and feel.

## Annex 1: Example of FFF outreach planning

Forest and Farm Facility			
DATE	EVENT/PUBLICATION	Organizer/Lead officer	Proposal for FODI to be discussed
	<b>September</b>		
21-25 September 2020	<b>14th International Conference</b> on Community-based Adaptation	FFF/IIED	FFF webstory
	<b>October</b>		
2-3 October	<a href="#">AFA REGIONAL EXCHANGE Young women and men farmers as advocates for sustainable, resilient, gender sensitive agri-forest based livelihoods.</a>	IIED/IUCN	FFF webstory
5 - 9 October 2020	<b>Participation to COFO session 7.2</b> (UN Decades: Family Farming and Ecosystem Restoration in the context of COVID-19)	FFF - Jhony Zapata	
<b>22-23 October 2020</b>	<b>Launching workshop</b> of new FFF partner country Tanzania	FFF - Jhony Zapata	Tweet (quote) - National PR (FAO Tanzania)
	<b>November</b>		
	<b>Launch of the publication:</b> Connecting FFPOS to climate change finance (Toolkit)	FFF/José Diaz/Marguerite	FO Webstory already drafted/ reviewed
26-27 Nov	<b>National training</b> for Forest and Farm producer Organizations <b>in Ghana</b>	FFF/Elvis Kuudaar and IUCN Ghana	Local FAO press release Ghana
28-Nov	<b>FMM Resource Partner Consultation</b>	FFF/Marguerite/Jhony	FAO internal meeting
	<b>December</b>		
1,3,7,8 December	<b>FFF internal virtual Retreat</b> - introduction of the new Manager	FFF/Francesca	FFF Highlights
1-4 December	<b>National Training</b> on farmer led tree inventory <b>in Tanzania</b> (in presence)	FFF/Geofrey Bakanga, FFF national facilitator and Benjamin Caldwell, FAO HQ	Tanzania PR
15-Dec	New Manager - David		Highlights + Tweet
end of December/mid January	<b>Launch of the publication:</b> Taking stock: what we grow together counts (A practical guide)	Benjamin Caldwell, FAO HQ	FO webstory
	<b>January</b>		
	<b>Launch of the publication:</b> Taking stock: what we grow together counts (A practical guide)	FFF/ Benjamin Caldwell	
	<b>February</b>		
tbd	FFF Steering Committee	FFF - Manager and M. France-Lanord	
	<b>Mars</b>		
tbd	<b>Webinar</b> on Resilient business models of FFPOs. Launch of the <b>FFF/IIED publication</b> on business model country cases	FFF- Sophie Grouwels	

## Annex 2: Example of FFF Publications planning 2019

FO preliminary consultation plan - FO publications planning exercise 2018-2019					
FAO Forestry HQ (FOD-FOA)					
Expected publication date	Title	Language (s)	Type 1/	Expected launch event (please give name/dates of event)	PWS record ID
<b>Forest Farm Facility</b>					
Jan-19	Measured development	E	Working Paper	Will be launched by IIED	7525
Mar-19	FFF Phase II	E, S, F	Flyer	SC meeting and Family Farming event in March	to be created
Mar-19	Lessons learnt of the FFF implementation	E,	Factsheet	Steering Committee meeting	912
Apr-19	FFF Annual Report 2018	E	Report	Steering Committee meeting	to be created
May-19	Infographic on Family farming	E	Infographic	launch of the Family Farming Decade in May, FAO HQ	to be created
Jun-19	Forest and Farm Facility making a difference - Gender and Youth	E	Factsheet		6715
Sep-19	Strengthening Governance and Gender Equality in Producers Organizations - Handbook for Facilitators	E	Toolkit of 5 handbooks	For application in the countries in Phase II implementation	4216+4214+4782+4788
Sep-19	Climate resilient landscapes	E	Study	copublication with IUCN	to be created
Sep-19	FFF Working Paper Number 4	E	FFF Working paper		to be created
Dec-19	The path from sustainable producers to responsible consumers	E, S	Practical Guide	For application in the countries in Phase II implementation	8746

## Annex 3: Elements of the FFF Outreach toolkit



**Elevator pitch** – A short, succinct introduction to the programme used to engage an audience to get attention and raise interest. The elevator pitch should be adapted to specific target audiences. For example, the following pitch could be used when speaking to a journalist:

*The Forest and Farm Facility supports forest and farm producers to organize into producer organizations.*

*While the voice of a single farmer is unlikely to be heard and to influence a government's policies, an organization of farmers speaking together can be empowered to break into new markets, influence laws, restore degraded lands and improve livelihoods.*

*The Forest and Farm Facility is a partnership between FAO, IIED, IUCN and Agricord.*



### **Key messages and slogan or strapline**

A set of strong, generic **key messages** should be used consistently in outreach and communications activities. For example:

- An estimated 1.5 billion forest and farm producers make up 90 percent of the world's farmers and also constitute a large proportion of the rural poor.
- Globally, small-scale forest and farm producers are making significant cost-effective and tangible contributions to achieving many of the Sustainable Development Goals.
- Forest and farm producers are more powerful when they are organized into formal and informal producer organizations, which allow them to access markets, benefit from economies of scale and have more influence over the policies and regulations that affect them.
- The Forest and Farm Facility tailors its work to regional, national or local contexts and has the tools and experience for success.
- The Forest and Farm Facility has linkages with the Sustainable Development Goals.

A simple, short memorable **slogan or strapline** that can translate well would increase visibility and understanding. This should be used consistently alongside the FFF tile and as part of the visual look and feel.

Some suggestions:

- Harnessing the power of partnership
- Empowering small-scale producers and their organizations
- Supporting organizations for livelihoods and landscapes
- Collective power, better lives
- Empowering smallholders, local communities and indigenous peoples

- Helping people to work together for better lives
- Working to strengthen forest and farm producer organizations



### Expected outcomes and impacts of the project.

See FFF project document.



### Links to the Sustainable Development Goals.

The Forest and Farm Facility has linkages with the following Sustainable Development Goals (SDGs):

- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 3: Good Health and Well-being
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequality
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land
- SDG 16: Peace, Justice and Strong Institutions
- SDG 17: Partnerships for the Goals

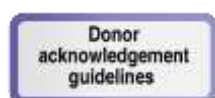


### Web narrative.

See [FFF website](#)



Guidance for producing [social media](#) content, [success stories](#) ( see [Annex 4 and 5](#)) and taking [photographs](#). NFOI will provide.



Guidelines for [donor](#) acknowledgement



[Visual identity](#): logos high definition, See [Annex 6](#), power point templates, A4 templates, FAO publication layout, available.



Roles and contact information for [focal points](#).

## Annex 4: Guidelines for documenting stories worth telling

**If possible, include photos (action photos/photos that tell a story).**

Short description of project implementation in the area [County/sub county].
Beneficiary contact details (Name, contact, village, Name of group beneficiary is affiliated to etc)

<i>Main Content goes in the spaces provided.</i>
<b>Who</b> the farmer is or farmers are
<b>Where</b> (village name, locality)he/she is situated,
<b>What</b> they have done with the knowledge that FAO imparted to them
<b>Why</b> his/her story is important/ <b>what</b> makes them stand out
<b>How</b> they transformed after FAO's intervention (e.g improved income, higher harvest, children going to school, diverse crops being grown, etc.)

<b>When</b> the project was started,	
Details of <b>how</b> things were before FAO intervention.	
Interview date/location	<b>Contact of person documenting</b> <i>(Name, mobile number, email address)</i>

**Areas of focus along the value chain**

	<b>Success stories in relation to...</b>	
1	Production (change in production/productivity/diversification)	-
2.	Service provision (input supplies, spraying services, tillage, lending/loan provision, transportation)	-
3	Post-harvest management and handling	
4	Processing	
5	Marketing	
6	Extension services (enhanced capacity, accessibility, approaches etc)	
7	Impact on livelihoods	
8	Use of agricultural information	



## Annex 5: FAO Stories template

### Around 700- 900 words

Heading	A short, engaging title with important keywords, such as country names, that would be important for SEO (Search Engine Optimization), what people would search for to find this story. Consider also how it will work over the chosen first photo.
Subheading	The subheading can be longer but no more than one line. If there is a specific hashtag, incorporate it in the sub-heading.
Main photo	Choose a photo that will work with the text over it. For example, a photo of a person's face wouldn't work if the person's eyes are covered by the text. This photo must be landscape (i.e. horizontal or panoramic not portrait) and must be high resolution (at a very minimum 1MB, ideally higher). This should be your best photo. Facebook and Twitter automatically pick this photo when the story is shared via a post/tweet.
Caption for main photo	This is likely the first thing people will read so make sure it is written in a clear and engaging way to draw the audience to read the rest of the story. The caption doesn't always have to describe the photo. Instead you could include a version of your key message here for example. After the caption, add the credit for the photo using the format ©FAO/FirstName LastName
Introduction	This is the first part of your story, ideally around 3-4 short paragraphs depending on the overall length of your story, to balance the text and photos.
2 small images	These images are next to each other and should both be landscape (not portrait) and be the same dimensions i.e. the same width and height. These photos do not have to be as high a resolution as the main photo i.e. your 3 <sup>rd</sup> and 4 <sup>th</sup> best photos can go here.
captions for 2 small images	You could write one caption that covers both photos, or two separate captions such as: Left/Top: A mother and son at the... ©FAO/FirstName LastName. Right/Bottom: At an FAO training day... ©FAO/FirstName LastName.
Middle	Again, ideally around 3-4 short paragraphs to balance the text and photos.
1 large image	This should be your 2 <sup>nd</sup> best photo. It needs to be high-resolution and landscape not portrait.

Caption for large image	Again, the caption does not have to describe the photo but could be used to highlight the best quote, important facts or your key message. After the caption, add the credit for the photo using the format ©FAO/FirstName LastName
Additional paragraphs	If you are not uploading a video then this is your concluding paragraphs.
Video embed	Only use this section if you are embedding a video from FAO's YouTube channel or a flickr album.
Last paragraph	<p>At the end of the story, you want to make sure to tie the story back to FAO's mission, the SDGs or the current campaign. We want to show the relevance between this story and FAO's reason for being.</p> <p>Sometimes this paragraph will also include standard messaging for World Food Day for example.</p>
Learn More	<p>At the end of the story, a new paragraph in this section should include links to point the reader to other FAO pages or resources and should keep to the below format of a bold and italics title with hyperlinked titles underneath. For example:</p> <p><b>Learn more</b></p> <ul style="list-style-type: none"> <li>• Website: <a href="#">An FAO page</a></li> <li>• Publication: <a href="#">Title</a></li> <li>• Podcast: <a href="#">Title</a></li> <li>• Resource: <a href="#">Another useful resource</a></li> </ul>

## Annex 6: FFF logos



**Forest and Farm Facility**



**Forest and Farm Facility**



Food and Agriculture  
Organization of the  
United Nations

iied

IUCN



AgriCord



**Forest and Farm Facility**







# Forest and Farm Facility



**Forest and Farm Facility**  
a partnership between:



Food and Agriculture  
Organization of the  
United Nations

iiED



# Forest and Farm Facility



Food and Agriculture  
Organization of the  
United Nations

iiED



## Annex 7: Communication for Development Strategies

Communication for Development (ComDev) can be integrated as a cross-cutting component in FFF activities to facilitate two-way, dialogic processes and ensure that local communities and producer organizations are informed and actively engaged in policy dialogue. Targeted communication services and products will empower FFF key stakeholders to share their experiences and influence the public and political agenda at national, regional and interregional level.

### 1. COMMUNICATION FUNCTIONS IN SUPPORT OF FFF COUNTRY-LEVEL PROCESSES

National ComDev strategies will combine participatory techniques with a variety of local/community media interfaced with new information and communication technologies (ICTs) in order to:

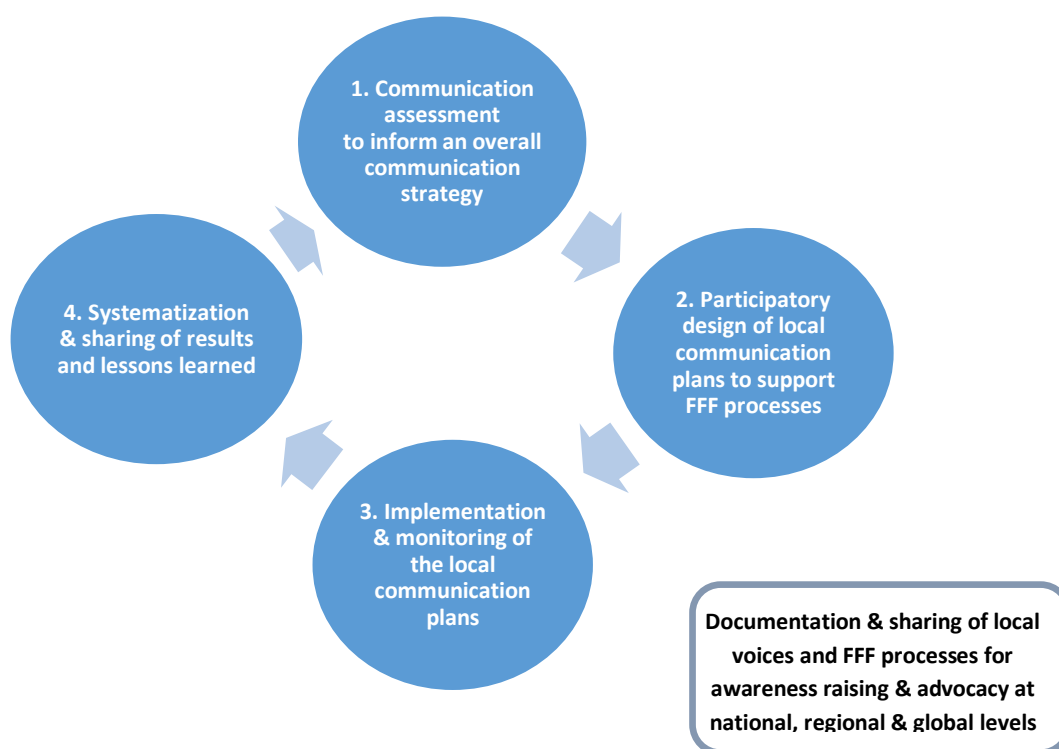
- **facilitate access to relevant information** and funding opportunities by smallholders, women, community and Indigenous Peoples' organizations
- **mobilize and empower stakeholders to participate** in local-level planning and activities
- **document local practices and indigenous knowledge** as well as project activities and results
- **promote experience/knowledge exchanges and networking** among producer organizations
- **advocate and make local voices heard** in forest- and farm-related policy-making processes at national, regional and global level
- **raise public and political awareness** on the benefits of forests and trees for food security, poverty alleviation, climate change mitigation and adaptation

### 2. STEPS IN THE DEVELOPMENT OF COMDEV STRATEGIES

FAO ComDev team will provide technical advice and support for the formulation, implementation and monitoring of national communication strategies in selected FFF countries through 4 main steps:

1. Rapid assessment of info/communication needs, habits and resources as a basis to formulate a communication strategy identifying: priority stakeholders, key themes/messages, suitable channels and strategic partners.
2. Participatory design of local communication plans in pilot areas to identify specific activities that respond to local needs and agree on viable implementation arrangements.
3. Implementation of planned communication activities, including: awareness raising and social mobilization initiatives on key FFF-related issues; production of info/communication materials (e.g. leaflets, posters, comics, interactive radio/TV shows, participatory video, folk theatre/songs); facilitation of face-to-face workshops and knowledge-sharing events.
4. Systematization and sharing of communication outputs and lessons learned through national, regional and global platforms as well as social media.

**Fig. 1 Steps in the development of national ComDev strategies**



### 3. MENU OF COMDEV ACTIVITIES/PRODUCTS IN SUPPORT OF FFF

According to the national context and priorities, the existing communication capacity and the resources available in each country, the following ComDev activities can be implemented:

- **Information provision and awareness raising** on FFF project activities, sustainable forest and farm management practices, market prices, credit facilities, indigenous peoples' rights, conflict resolutions frameworks (e.g. *Voluntary Guidelines on Responsible Governance of Tenure*) etc., targeting different audiences through:
  - print/visual materials (posters, leaflets, comics, news bulletin)
  - interactive radio programmes (magazine, drama, talk show) with call-in sessions<sup>1</sup>
  - audiovisual materials (TV shows, mobile cinema, public service announcements<sup>2</sup>)
  - mobile services (interactive voice response, SMS)
  - traditional media (theatre, folk songs)
  - multimedia campaigns (combining different channels and formats)
- **Stakeholder engagement and mobilization** for local-level planning, conflict resolution, adoption of voluntary guidelines, etc. through:
  - multi-stakeholder consultations
  - facilitation of face-to-face meetings and community-level negotiations<sup>3</sup>
  - informal discussion groups and community listeners clubs

<sup>1</sup> See for example the agricultural programmes broadcast by [Krishi Radio](#) in Bangladesh

<sup>2</sup> See for example the [PSAs to strengthen disaster preparedness](#) in Jamaica, Dominican Republic and Haiti

<sup>3</sup> See for example the [Espacios Locales de Concertación](#) in Bolivia

- **Documentation and sharing of local practices and indigenous knowledge** through:
  - participatory mapping
  - storytelling and audio/video interviews<sup>4</sup>
  - participatory production of multimedia materials<sup>5</sup>
  
- **Development of organizational and communication capacities** to promote knowledge sharing and networking between local producer organizations, community leaders, field agents and community media professionals through:
  - training resources on organizational strengthening and networking<sup>6</sup>
  - training workshops on ComDev methods and knowledge management/sharing tools
  - training on participatory radio/video/photo production
  - virtual exchange/learning groups and discussion forums in the regional ComDev platforms
  
- **Advocacy** to raise public and political awareness at national, regional and global level on forest and farm-related issues faced by local communities and on their contribution to food security, poverty alleviation, climate change mitigation and adaptation through:
  - multimedia campaigns with national media partners (combining print/audio/video formats)
  - exhibitions of communication materials (photo/video/print/music) produced by and with local communities
  - content sharing through regional ComDev platforms (OndaRural, Yenkasa Africa, ComDev Asia)
  - use of social media (Facebook, Twitter, YouTube, Flickr, etc.)

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<sup>4</sup> See examples of [participatory video projects](#) in Gambia, Sierra Leone and Guinea Bissau

<sup>5</sup> See for example the [Modulos de Conocimiento y Capacitación](#) produced in Bolivia

<sup>6</sup> See for example the [microprogramas y cuñas radiales sobre fortalecimiento organizacional, ley de bosque, consentimiento libre previo e informado](#) produced by CIDOB



## Annex 8: Implementation arrangement with FAO ComDev Team

The Communication for Development team at FAO headquarters will coordinate with FFF communication specialist and country programme officers to provide technical advice and backstopping. The tasks and their sequence may vary according to the specific context, the implementation arrangements and the availability of human and financial resources.

TASKS		REQUIREMENTS [staff time & cost]
<b>Identification and formulation</b>		
1	Conduct a situation analysis to identify existing opportunities, potential partners and in-country capacity to provide ComDev services	
2	Prepare a proposal for the communication component tailored to country priorities	
3	Agree on purpose, content and methodology of ComDev component and preliminarily identify ComDev outputs and activities (Logframe)	
4	Agree on implementation arrangements, tasks, responsibilities and schedule (Workplan) and estimate costs of ComDev component (Budget)	
<b>Implementation and monitoring</b>		
5	Prepare TORs and partnership agreements (e.g. LOAs) and assist in the selection of partner organizations (POs, CSOs, universities, national/TCDC communication specialists) to implement ComDev activities according to the agreed workplan	
6	Brief and provide necessary technical advice/backstopping in ComDev to implementing partners, including technical inputs, training and clearance of project reports	
7	Supervise/assist the implementing partners with the implementation of communication activities and provide inputs to the production of communication materials, training activities etc.	
8	Monitor the status, effectiveness and impact of ComDev activities and adjust workplan as needed	
<b>Evaluation and closure</b>		
9	Document, systematize and share project results and lessons learned	
10	Identify mechanisms for sustainability and opportunities for follow-up	

\* Staff time (desk/field work, n. of days) and costs (TSS, travel) -> TBD

## Annex 9: Communication plan of AgriCord to support the FFF Communication Strategy

### Events

- look for speaking and presentation opportunities at appropriate events and include speakers from FFPOs who benefit from programs' implemented by AgriCord
- develop social media coverage for events to which FFPO partners participate in
- share information about FFF and other FAO events, and international major events to FO partners through social media and AgriCord's internal communication channels
- ensure good social media presence for own events such as the launch of the Resilience case studies publication, at minimum an event advertisement post before the event, posts during the event and access to the event materials afterwards via AgriCord and FFF webpage
- FFF country training agenda shared to AgriCord secretariat and to AgriCord country coordinators
- Joint EU Infopoint session
- disseminating information about UN Decade of Family Farming events and seeking opportunities to collaborate around events

### Support to shared learning, knowledge management and amplifying FOs messages

- mapping of FFF and AgriCord key contact persons at the country level
- sharing AA country coordinators and FFF facilitators contact list to all partners
- share and promote, through AgriCord and its agri-agencies' social media channels, (LinkedIn, Facebook and Twitter) messages and posts by RFOs, NFOs and their members
- include FFF update into national coordination meetings held in the context of AgriCord co-implemented programs in the common FFF- AgriCord intervention countries in Africa, South East Asia and Latin America
- include FFF program update, including inviting FFF partners, to AgriCord's Project Committee meetings held minimum twice a year, all AgriCord member agri-agencies participate in Project Committee
- identification of at least 2 success stories/year to be shared with FFF partners and to be published in blogs, social media and other communication materials
- contributing photos for use in FFF publications and communication materials
- join FFF facilitators in creating linkages with partners and FAO regional initiatives to disseminate outreach products
- mutual results sharing during FFF steering committee and AgriCord General Assembly – via posters, video, disseminating publications etc.

### Channels of distribution/dissemination

- contribute to FFF mailing list for distribution for communication materials
- ensure that #ForestFarmFacility is used with all posts related to FFF activities, also by AgriCord's agri-agencies and partners
- promoting FFF events, new publications etc. via AgriCord website and social media channels and providing FFF with information about AgriCord events and publications to be disseminated to relevant FFF partners

**Indicative Planning 2021 of outreach and communication activities by AgriCord and its members**

<b>Date</b>	<b>Activity/Event/ Publication</b>	<b>Remarks</b>
Throughout the year	National coordination meetings – FFF sharing session	Dissemination of FFF flyers and factsheets, event calendars, publications etc.
First quarter	Mapping of FFF/AgriCord actors at country level	
First quarter	Launch event – physical or virtual – Resilience publication	Invitation via social media – social media updates during the event – materials to FFF and AgriCord website
May	AgriCord Project Committee – FFF update session	Dissemination of FFF news update, flyers and factsheets, event calendars, publications etc.
May	World Forestry Congress	Social media posts from sessions, support to FO speakers preparations
June	AgriCord General Assembly	
TBC	Joint forestry themed event in East Africa	
October	AgriCord Project Committee – FFF update session	Dissemination of FFF flyers and factsheets, event calendars, publications etc.
TBC	Joint EU Infopoint session	Banners, dissemination of communication materials

## Annex 10: Communication Strategy of FFF Phase 1

### PILLAR 1: Strengthen smallholder, women, community and Indigenous Peoples' producer organizations for business/livelihoods and policy engagement

#### Linked to M&L output:

- Regional and national gender inclusive associations actively connect with each other to share priorities, develop strategies and collaborate on policy issues.
- Regional or national gender inclusive associations and federations actively engage in policy dialogues
- Experience sharing and exchanges between FFPOs organizations of men and women result in increased resilience, improved practices and continued networking.

**GOAL: *capacity strengthening*** (improve communication of organisations at local and communities and provide them with the information and tools necessities to sustainably manage their forests and farms, to create efficient small enterprises and to influence policy decisions)

**TARGETED AUDIENCE:** Local forest and farm producer groups

FFF Objectives	Who? Audience / To...From...	What? / Content of the message	How? Tools/ Activities	Resources
<b>Communication capacity of local forest and farm producer groups is strengthened.</b>	Local forest and farm producer groups  Communication partners within and beyond FFF management team (and including in-country media specialists)	Analysis of communication tools/techniques (their importance, relevance, and use)  Stakeholders' knowledge, attitudes and practices, preferred sources of information, access to communication resources and	<ul style="list-style-type: none"> <li>• Communication appraisal and related tools (questionnaires or topic guides for focus groups/ interviews)</li> <li>• Capacity Building Workshops</li> <li>• Coaching/Formulation of country-level communication strategies and local plans</li> <li>• Training resources on communication planning and implementation (including publications and audiovisual materials)</li> <li>• Website creation</li> <li>• In-country Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>• Results of the baseline study</li> <li>• FFF Small Grants</li> <li>• FFF Management team inputs</li> <li>• FAO ComDev team</li> <li>• National communication expert/coach</li> <li>• In-country journalists</li> </ul>

		social networks, potential partner organizations		
<b>Exchange mechanisms are developed so that local forest farm producer groups can know each other and share experiences.</b>	<p>Emerging local forest and farm producer groups</p> <p>Well-established local forest and farm producer groups</p>	Experiences / lessons of the benefits of collective action in securing tenure, forest management, business development, and policy advocacy	<ul style="list-style-type: none"> <li>• Baseline studies of existing forest farm producer group aspirations</li> <li>• Exchange visits</li> <li>• Partnership with community media and relevant communication partners to produce targeted communication materials (radio programmes, participatory videos, posters, drama, comics, etc.)</li> <li>• Training on the use of communication to document and share local knowledge and experiences</li> <li>• eForum Discussion</li> <li>• Share Fairs</li> <li>• Radio community listener clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Results of baseline studies</li> <li>• FFF Small Grants</li> <li>• FFF Management team missions</li> <li>• FAO ComDev team</li> <li>• FAO Dimitra Project (listeners'club)</li> <li>• National communication expert/consultant</li> </ul>

## PILLAR 2: Catalyze multi-sectoral stakeholder policy platforms with governments at local and national levels

### Linked to M&L output

- Inter-ministerial and multi-stakeholder fora established at national and sub-national levels and actively including FFPOs group representatives.
- Increased information sharing and coordination between sectors results in improved understanding and implementation of different policies and programs affecting FFPOs organizations within forest and farm landscapes/territories, helping them to better manage these landscapes/territories and increase income and livelihood resilience

### GOAL: *influencing*

### TARGETED AUDIENCE: Local forest and farm producer groups and national decision makers

Objectives	Who? Audience / To...From...	What? / Content of the message	How? Tools/ Activities	Resources
<b>Local forest and farm producer groups aware of emerging decision-making and its likely impacts at national level</b>	Local forest and farm producer groups  National decision-makers	Impact of national decisions on the local level	Briefings prepared on national and international developments and engagement opportunities that are relevant and accessible to local producer groups	<ul style="list-style-type: none"> <li>• FFF management team</li> <li>• Contracted specialists</li> </ul>
<b>Local forest farm producer groups establish joint organisations to influence policies at national/regional/international level.</b>	Local forest and farm producer groups  Other local forest and farm producer groups with similar market or political interests	<ul style="list-style-type: none"> <li>• Negotiated goals that require collective action (including business scale efficiencies, bargaining power and political lobbying)</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitated space for networking and partnership development.</li> <li>• Formal meetings to agree goals and constitution of new joint organisations.</li> <li>• Participation into international fora discussions and meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• FFF Management Team facilitation</li> <li>• FFF Small Grants</li> <li>• G3 alliance engagements</li> <li>• North-South-South twinning initiatives</li> </ul>

### PILLAR 3: Link local voices and learning to global processes through communication and information dissemination.

#### Linked to M&L outcome:

- FFPOs Organizations establish information and communication channels and access opportunities to influence larger regional and global processes, and vis versa.
- Experiences, learning, stories and practices are shared within and between countries and regions, and globally.

**GOAL: *information sharing*** (mechanisms are developed to ensure that communication amongst multi-sectoral platforms flows efficiently and there are feedback mechanisms that ensure that the voices of producer farm groups are heard in national multisectoral platforms)

**TARGETED AUDIENCE:** Multi-sectoral platforms / processes and forest and farm producer groups

Objectives	Who? Audience / To...From...	What? / Content of the message	How? Tools/ Activities	Resources
Multi-sectoral platforms / processes developed to share information about issues confronting forest and farm producer groups	National multi-sectoral decision makers  FFF Management team and in-country partners	<ul style="list-style-type: none"> <li>• FFF mission</li> <li>• FFF modus operandi</li> <li>• Call for proposals</li> <li>• Country activities (workshops, ongoing activities, results &amp; lessons learnt)</li> <li>• Partner institutions in countries (grant beneficiaries...)</li> </ul>	<ul style="list-style-type: none"> <li>• Baseline studies on forest farm producer group aspirations</li> <li>• Analysis of current policy platforms and processes (e.g. REDD+, FLEGT, NAPA, PRSPs etc)</li> <li>• Engagement with architects of those processes to improve breadth and inclusivity</li> <li>• Communication feed back mechanisms are designed to ensure communication flow and inclusiveness</li> </ul>	<ul style="list-style-type: none"> <li>• In-Country policy platforms and processes</li> <li>• FFF Management team</li> <li>• FFF Partnership agreements</li> </ul>
Local forest and farm producer groups present concerns in national multi-sectoral platforms / processes	National multi-sectoral decision makers  Local forest and farm producer groups	Desired policy changes and support packages for emerging forest and farm enterprises	<ul style="list-style-type: none"> <li>• Selection of representing persons participating in national level policy dialogue.</li> <li>• Assistance with preparation of their negotiating stance.</li> <li>• Use of ComDev platforms to raise awareness and advocate for local</li> </ul>	<ul style="list-style-type: none"> <li>• FFF Small grants</li> </ul>

			<p>issues at the national and regional level.</p> <ul style="list-style-type: none"> <li>• Awareness campaigns based on the communication materials produced at community level.</li> <li>•</li> </ul>	
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### Promote FFF overall mission

*“To promote sustainable forest and farm management by supporting local, regional and international organisations and platforms for effective engagement in policies and investments that meet the needs of local people”*

**GOAL:** *influencing*

**TARGETED AUDIENCE:** Global forest and farm decision-makers

Objectives	Who? Audience / To...From...	What? / Content of the message	How? Tools/ Activities	Resources
The local forest and farm producer group voices are better heard and recognised at international level.	Global forest farm decision-makers	Real local stories  Priorities of forest and farm producer groups on the ground	<ul style="list-style-type: none"><li>• In-country journalist networking</li><li>• Participation in international meetings</li><li>• Campaigning</li><li>• Share Fair</li><li>• Press</li><li>• Video Interviews</li><li>• FFF website</li></ul>	<ul style="list-style-type: none"><li>• IIED</li><li>• FFF Team</li><li>• G3</li></ul>
The FFF approach, and results are well presented and consolidate international support behind the FFF mission	Donors/SC/global forest and farm decision-makers	<ul style="list-style-type: none"><li>• National stories of change</li><li>• Annual FFF highlights against mission and outputs</li><li>• Clear operational guidelines explaining FFF modus operandi</li></ul>	<ul style="list-style-type: none"><li>• FFF Website</li><li>• FORIS country database</li><li>• Monitoring &amp; Evaluation system in FORIS</li><li>• Newsletter</li><li>• National progress reports</li><li>• In-country and international media work</li><li>• Youtube (video interviews, country activities monitoring,...)</li><li>• Flyers</li><li>• Annual Report</li></ul>	<ul style="list-style-type: none"><li>• FFF Management team</li><li>• FFF Small grant reporting requirements</li><li>• M&amp;E missions</li><li>• Media network</li></ul>

