



Long-term EU-AU Research and Innovation Partnership for Food and Nutrition Security and Sustainable Agriculture

LEAP4FNSSA

Long-term Europe Africa Partnership
for Food and Nutrition Security and Sustainable Agriculture
West Africa-EU Alliance Workshop

Contribution to West Africa – Europe Alliance
Communication Concept on
Food and Nutrition Security and Sustainable Agriculture

Katharina Kuss (Go Africa, Germany)

18th February 2021 | 11:00 – 14:15 CET





Objective of the presentation

- Contribution to West Africa – Europe Alliance Communication Concept
- Involve West African Innovation Hubs

Presentation | Discussion | Development

WHO communicates to **WHOM** by using
which **TOOLS** and to achieve **WHAT?**





WHO communicates ?

LEAP4FNSSA towards Africa – Europe Alliance on FNSSA

(Currently 15 organisations from Africa and 20 from Europe)

Steering Committee members

- CIRAD (France),
- WR (Netherlands),
- FARA (Ghana),
- BLE (Germany),
- ANR (France),
- SLU (Sweden),
- DLR (Germany),
- CSIR-GH (Ghana),
- CIHEAM-IAMB (Italy),
- JYU (Finland),
- MHESR (Egypt),
- ARC (South Africa),
- DST (South Africa),
- ACU (United Kingdom)

WP Leader and Co-leaders

- **WP 1** Leader *“Support to the FNSSA Partnership and the HLPD Bureau”*: JYU (Finland) / Co-Leader DST (South Africa)
- **WP 2** Leader *“Actors, Alliances, and Policies”*: DLR (Germany) / Co-Leader CSIR-RH (Ghana)
- **WP 3** Leader *“Information Generation and Knowledge Management”*: SLU (Sweden) / Co-Leader ARC (South Africa)
- **WP 4** Leader *“Dissemination and communication”*: CIHEAM-IAMB (Italy) / Co-Leader MHESR (Egypt)
- **WP 5** Leader *“Management and coordination”*: CIRAD (France) / Co-Leader FARA (Ghana)
- **WP 6** Leader *“Ethics requirements”*: CIRAD (France)



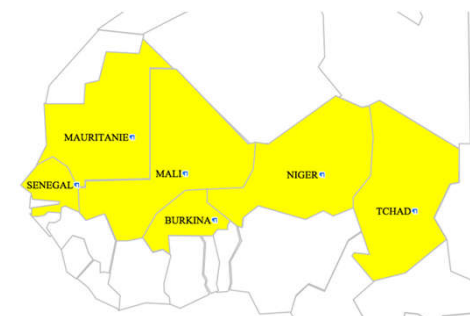
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DECLARATION DE OUAGADOUGOU
DE LA RECHERCHE AGRICOLE FRANCO-AFRICAINE
EN APPUI A L'INITIATIVE ALLIANCE SAHEL

The Sahel Alliance is a network of National agricultural research systems (NARS) of G-5 Sahel countries + agricultural research institutions of Senegal (ISRA), West African regional cooperation institutions (ECOWAS, CILSS, CORAF/WECARD, WASCAL) and European partners (CIRAD, IRD, AFD)

The Sahel Alliance aims at respond adequately to the social, economic and technical demands of agricultural and rural development for the benefit of rural populations.





WHO are the target groups?

Stakeholders (External Communication)

- Policy makers in international organisations (ECOWAS, AU, EU), policy makers at national and local level (**importance of scientific advice increased!**)
- Regional research networks and institutions in Africa and Europe
- International networks funded by AUC and EC such as AUC DeSIRA projects, Horizon 2020 projects and other
- Investors, entrepreneurs, start-ups
- Farmer's Organisation
- General public





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Communication Tools for West Africa – Europe Alliance for Food and Nutrition Security and Sustainable Agriculture





Internal meetings and communication: consortium meetings, steering committee meetings, work package meetings...

Activities: conferences, webinars, workshop, summits, stakeholder fora

Publications: reports, newsletter, deliverables, policy briefs, draft road maps

Internet: website, working space, emails, social media, Wikipedia

Challenges: tool for network management (partners and stakeholders) to be aligned for a long term with EU data protection policy

Opportunities: Covid-19 pandemic has stressed the importance of scientific advice to policy makers! Digitalization boom and new communication tools allow higher participation

Suggestions: working group for strategic communication





Activity example: LEAP4FNSS Workshop: Dialogue for Action and Brokerage in West Africa, October 2020

High-level policy dialogue and presentation of innovative businesses by 25 idea-carriers

Dialogue for Action and Brokerage in West Africa
The selected idea-carriers

Fostering Knowledge, Communication & Innovation Hubs

28-29 October 2020

The LEAP4FNSS Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 817663.



Clabi Bienvenu Adje
African Bio - Compost Grower



Mori Gouroubera
ISADA - Consulting



Alaye H. M. Firmin Oteyami
VartLab



Daniel Oulai
Grainotheque



Stephen Edward Moore
Integrable Farms



Shaibu Zikuru
YICT4Ag



Isaac Senu Sesi
GrainMate, Sesi technologies



Ibrahim Abdulmalik
Farmula



Rachel Gakii
Mitsa Elengos Ltd





Short-term Communication



Impact on LEAP4FNSSA strategy and long-term communication?

- Build on existing **research support infrastructures** and include innovation hubs
- **Quality assurance system** for farmers and all value chain actors to improve FNSSA systems
- Start-ups call for an **enabling environment with good policies**, supportive regulations, investments, **private public partnerships**, digitalisation, ICT education, knowledge management and **reliable platforms**





WHAT do we want to achieve with our communication?

What are the **OBJECTIVES** of the West Africa – Europe Alliance for Food and Nutrition Security and Sustainable Agriculture?





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Discussion: regional research agenda and science-based outreach

1. Support to territorial development
2. Ecological intensification of all value chains
3. Development of hydro-agricultural schemes and of irrigated crops
4. Pastoralism and animal health
5. Management of habitats and natural resources
6. Deployment of sustainable food systems
7. Strengthen capacities and consolidate research and innovation support to rural training institutions

What are the mechanisms and support structures for science-based outreach and informed policies?





Development: **HOW to proceed?**

LEAP4FNSSA proposes a WAEA Working Group 2 on Communication and invites

- partners of the Sahel Alliance /innovation hubs
- start-ups and entrepreneurs
- investors, funders and farmer's organisations

to discuss/compare/align/merge **existing Communication Concepts**

to co-develop **internal and external communication concept(s)** for a West Africa – Europe Alliance on FNSSA, including dissemination plans

to co-develop the West Africa Europe Alliance's external communication to build on evidence-based research outputs to strengthening policies across Africa and Europe.





2. Agenda and Working Documents for the WAEA Working Group #2 | Communication

Feb. 2021

#4 Virtual WAEA Workshop | Sorting House Mechanism Communication Concept

Jul. 2021

- Draft 'WAEA Communication Concept'
- Registration tool and data base for stakeholders
- Workshop on the development of the draft WAEA communication concept

Dec. 2021

Workshop with funders about the implementation of the WAEA Sorting House Mechanism and the Sorting House Network

Jun. 2022

- WAEA Communication Concept finalized together with funders
- Funding approach for the maintenance of the Sorting House Mechanism and the Sorting House Network, drafted in the context of the WAEA TCIP
- Report to the AU-EU High Level Policy Dialogue produced

Aug. 2022

Workshop about the way ahead

Oct. 2022

End of LEAP4FNSSA project

After Oct. 2022

Maintenance of the Sorting House Mechanism and the Sorting House Network





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THANK YOU FOR YOUR KIND ATTENTION

