Knowledge sharing and Communication Strategy: Evergreen Agriculture Project

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EXECUTIVE SUMMARY

This document presents a knowledge sharing and communication strategy for the IFAD/EC supported Evergreen Agriculture project “Towards an Evergreen Agriculture in Africa: Scaling-Up Conservation Agriculture with Trees for Improved Livelihoods and Environmental Resilience in Eastern and Southern Africa” which is supported by the European Union (EC) through the International Fund for Agricultural Development (IFAD).

The project is implemented in four countries, three of which are located East Africa namely; Kenya, Tanzania and Rwanda, and one in Southern Africa, Lesotho. However this strategy covers the three countries of East Africa as only a scoping study was intended for Lesotho in the project. The project involves various collaborating institutions in each of the three countries including local governments.

Project Objective

The overall objective of the Evergreen Agriculture project is to improve the livelihoods of smallholder farmers in Eastern and Southern Africa while sustaining the natural resource base, by promoting conservation agriculture and agroforestry practices. The goal will be achieved by building the capacity of smallholder farmers in conservation agriculture and agroforestry practices for improved nutrition, household income and landscape health in Eastern and Southern Africa.

The aim of this strategy is to provide guidance on iterative knowledge management and communication systems needed for scaling out/up of evergreen agriculture innovations. It will give guidance on the generation of local, national and international public goods to reach different beneficiaries in a form that ensures easy access. The knowledge and information generated will be disseminated to various stakeholders throughout the knowledge and product value chain.

The strategy will describe the mechanism for an innovative learning, communication and knowledge exchange that will provide the necessary support to inform the evergreen agriculture innovation systems of the emerging lessons and a communication strategy among members, between governance scales and within participating organizations. It facilitates mobilization of relevant stakeholders to put the outputs of the project in order use to improve their knowledge, change their attitudes, and adopt practices and actions that contribute to the attainment of the project purpose.
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Project sites and baseline surveys

The strategy was developed through stakeholders’ workshops held at district levels in Mbarali district (Tanzania), Bugesera district (Rwanda) and Machakos county (Kenya). The stakeholders involved include farmers, media personnel, Local Government technocrats, Local policy makers, Community Based Organization and Non-Governmental Organization personnel, researchers and extension agents at local and district levels.

The workshop took stakeholders through a number of steps, namely:

(i) Identification and participation of stakeholders;

(ii) Identification and understanding of the target group – (Stakeholders’ analysis);

(iii) Assessment of the communication context

(iv) Identification of the communication objective(s);

(v) Identification of, and collaboration with, partner organizations;

(vi) Selection of appropriate communication products, media and activities for the target group(s).

The exercise was conducted in a participatory manner where all the participating stakeholders were involved fully in the development of the strategy through group discussions and plenary sessions. During the workshop the participants identified 11 groups of stakeholders in Mbarali, 12 groups in Bugesera and 11 groups in Machakos.

These stakeholders are the ones that need to take some action to put the outputs of the Evergreen Agriculture project into use, before the project purpose of building capacity of smallholder farmers in conservation agriculture and agroforestry practises for improved nutrition, household income and landscape health can be achieved.

The strategy has stipulated a number of output-based communication products to be shared amongst stakeholders. These were strategically identified and planned to be communicated to each stakeholder category. The strategy also specifies the means, media and activities for delivering those products to each category of stakeholders. For each stakeholder and each product, the preferred media to put into use are specified including the timeframe and responsible partner for implement each activity.
ACRONYMS

**AF** - Agroforestry

**CA** - Conservation Agriculture

**CAWT** - Conservation Agriculture With Trees

**EGA** - Evergreen Agriculture

**FFS** - Farmer Field School

**IARC** - International agricultural research centres

**KISP** - Knowledge and Information Sharing Products

**KAP** - Knowledge, Attitude and Practice

**MINAGRI** - Ministry of Agriculture (Rwanda)

**NARS** - National Agricultural Research Systems

**NR** - Natural resource

**NRM** - Natural resource management

**RRC** - Rural Resource Centre

**SSA** - Sub-Saharan Africa

**SLM** - Sustainable Land Management
CHAPTER ONE: INTRODUCTION

Background

The main challenge facing researchers and other development partners in natural resources management is to turn knowledge generated into practice and achieve tangible results and outcomes to improve livelihoods of the local communities.

The traditional approaches for dissemination of research findings have continued to use the same linear model of research-extension-farmers pathways (Garforth, 1998, Norrish, 2001). This has resulted to failure of past and current research and development (R&D) Initiatives in natural resources management (NRM) to effectively communicate findings to stakeholders other than farmers (Garforth, 1998, Ashby, 2003).

Recently, various development-related institutions have stressed that natural resources (NR) research should be demand-led in order to improve its relevance and potential for uptake by the intended beneficiaries. Arising from this emphasis, the issues of scaling-up and communication have received more attention.

Increasingly they are recognised as essential considerations for the planning and conduct of development oriented NR research. For scaling-up to be feasible, research teams must develop and implement sound knowledge sharing and communication strategies as an integral part of the research process.

This will ensure that new knowledge is available for users (development practitioners, policy and decision makers, planners and farmers among others) in forms that they can utilise and adapt. Studies by Norrish, (2001) and Gündel et al. (2001) have informed the further development of strategy for communication and scaling-up. It is apparent that an active approach to communication and scaling-up must be adopted from the very beginning of the research project cycle.

Mosse, (1998) and Hatibu et al. (2002) reported that most of the information generated from NR research could not inform policy formulation and decision making to support farmers’ efforts. On the other hand, farmers could not utilise information provided by researchers due to lack of an enabling policy environment that was a necessary ingredient for adoption of new technologies (Turton, et al., 1998; Hatibu et al., 2002).
Van Dusseldrop, (1992) asserts that the crucial issue in exchange of agricultural knowledge is the mode of communication between farmers and scientists. Therefore, appropriate communication tools are needed to enhance the sharing of knowledge. Such tools include face-to-face communication, searchable databases, websites, on-line discussion forums, synthesis documents that draw together current knowledge, forums, workshops, networking opportunities and knowledge brokering.

Knowledge consists of facts, concepts, theories, heuristic methods, procedures and relationships. It is information organized and analysed for understanding and for application in problem solving or decision making. Knowledge functions in description and explanation of phenomenon.

It is also used in prediction and in understanding the causal relationship of events (Boisot, 1995 and Draft, 2000). De Silva, Sanjini, (2005) reports that Knowledge Sharing in Research and Learning is considered at two distinct, but complimentary levels: Knowledge Sharing among researchers, to improve the research process itself; and Knowledge Sharing between researchers and users (policymakers, intermediaries and end-users), to increase the interaction between all stakeholders and most importantly increase the impact of research.

In natural resource management (NRM) farmers, catchment management staff, agents, local council and communities communicate, interact and interrelate though social and institutional networks. In such a complex physical world, knowledge sharing takes place through three types of interactions: people with information, people with people and people with ecosystem models (terrestrial, aquatic, agricultural ecosystems) (Alem et al., 2003).

A sustainable approach to NRM involves three types of communities: the social community of practice (e.g. the local community: land holder, householder etc.) the community of cognitive enquiry (e.g. the scientists), as well as the community of political interest (e.g. the wider society). The search for sustainable solutions requires these communities to interact, share and create knowledge together (Alem et al., 2003).

NRM plans and strategies need to be continually adapted to reflect new scientific knowledge. Managers need to access knowledge and tools that both integrate current scientific understanding of the impacts of alternative decisions and provide effective means of collating, interpreting and using that information.
Definitions

It is important that we explore meanings of some key terminologies used in the knowledge management and communication arena before embarking on their use in order to have precise planning and use of such terms so as to avoid confusion.

**Research products:** Findings and results of research e.g., methodologies; conceptual models; decision-making tools; process recommendations; scientific understanding; technical information; transferable technologies; sets of alternatives from which end-users choose.

**Stakeholders:** Those persons and organisations that should benefit from, or at least engage with, a project (on NRM research) either directly through their involvement in the research or indirectly through the communication and scaling-up of research products. The term can be further sub-divided to consider:

- **Target groups and end-users:** Individuals, households, communities, associations, etc., that are engaged with the management of natural resources (e.g., farmers, service providers, policy actors in various institutional settings etc.). In line with current donor policy poor people are prioritised as end-users.

- **Partners; target institutions; intermediaries**
  - Partners are those with whom the research is conducted.
  - Target institutions are those that should use the products of research beyond the term of the research project.
  - Intermediaries use research products to deliver information, provide access to technology and generate more products such as those needed to create favourable institutional/policy circumstances for end-users. Intermediaries can be development practitioners, other researchers in National Agricultural Research Systems (NARS) and International Agricultural Research Centres (IARCs), non-governmental organizations (NGOs), the private sector, policy makers and bilateral and multilateral donors.

These three groups are not mutually exclusive, i.e., an organisation can be comprised of either all the three functions or one of them.
**Communication**: The process of sharing or conveying information.

**Communication strategy**: In the context of this document, it concerns preparing the ground, through communication and dialogue that will enable effective scaling-up of the research products within project life time and after a project is over.

**Dissemination**: The act of distributing information to various audiences in forms appropriate to their needs. Dissemination aims to increase the wider awareness of research products and, in turn, to enhance the speed of uptake, i.e., the use of research products.

**Scaling-out**: Scaling-out aims to provide ‘more quality benefits to more people over a wider geographical area more quickly, more equitably and more lastingly’ (IIRR, 2000 in Gündel et al., 2001). Scaling-out can be a geographical expansion to more people and communities within the same sector or stakeholder group, as well as institutional, involving expansion to other stakeholder groups and sectors.

**Scaling-up**: Scaling-up aims to provide an institutional expansion from adopters and grass-root organisations to policy and decision makers, donors and development institutions. Scaling-up is an increase in political support.

**Pathways (dissemination/uptake)**: The route or channel through which research products reach the users. The means by which NR users search for potentially useful information and also the means by which research projects make their products known to users. Different groups of users use different pathways to access information. Pathways are multiple and complex, especially with respect to reaching poor people and responding to their needs.
The Project: “Towards an Evergreen Agriculture in Africa: Scaling-Up Conservation Agriculture With Trees For Improved Livelihoods And Environmental Resilience In Eastern And Southern Africa”

The project, herein simply referred to as “Evergreen Agriculture” is an initiative spearheaded by the World Agroforestry Centre (ICRAF) in Eastern and Southern Africa regions. The project is funded by the European Union Commission (EC) through the International Fund for Agricultural Development (IFAD).

The project aims to build the capacity of smallholder farmers in conservation agriculture and agroforestry practices for improved nutrition, household income and landscape health in Eastern and Southern Africa.

The project commenced towards the end of 2010 and is supporting research and capacity development that enhances best practices in conservation agriculture and agroforestry, establishment of sustainable tree seed/seedling supply systems through the ‘Rural Resource Centre’ approach and building the capacity of smallholder farmers in accessing combined conservation agriculture and agroforestry practises, credit and markets, and the capacity of development, research, and policy partners in support of the scaling up Evergreen agriculture.

The overall goal of the project is to “Improve the livelihoods of smallholder farmers in Eastern and Southern Africa while sustaining the natural resource base, by promoting the Conservation Agriculture and Agroforestry practices”.

Evergreen Agriculture is premised on identifying low-cost, sustainable ways to attain food security and sustainable environment for millions of smallholder farmers remains a major development challenge in SSA. The poor performance of the agricultural sector in SSA calls for innovative approaches including those related to agroforestry and conservation agriculture.

Two decades of research in SSA clearly demonstrate that agroforestry reduces poverty and increases returns to labour and land productivity. Evergreen Agriculture, the system of incorporating particularly selected tree species in annual cropping systems preferably integrated with conservation agriculture practices, has increasingly been recognized as a viable, cost-effective win-win option for creating a sustainable agriculture, at small holders’ level in an economically benefiting way documented through recorded farm budgets (Swaminathan and Garrity, 2009).

Depending upon which woody species are used, and how they are managed, the incorporation of woody plants in conservation farming may contribute to; (i) Maintaining vegetative soil cover, (ii) Nitrogen fixation and nutrient
cycling, (iii) Weed suppression, (iv) Enhancing soil structure and water infiltration and penetration, (v) Food, fodder, fuel, fibre and income from tree products, (vi) Carbon storage, and (vii) Biodiversity conservation.

The term Evergreen Agriculture denotes that a green cover is maintained throughout the year. Incorporating trees into farming practices should confer sustainability benefits to the smallholding, principally through diversification, recycling and maintenance of soil organic matter (Garrity et al. 2010).

Building on the gains of earlier efforts on agroforestry in Eastern and Southern Africa and the ample local knowledge and experience of the smallholder farmers, the proposed project aims at applying the science and suite of proven conservation agriculture with trees innovations to help smallholder farmers attain sustainable food production, increased incomes, asset accumulation and improved resilience to climate change.

This will be done by developing options and approaches that ensure more cost effective and rapid adoption of proven Evergreen Agriculture practices into the smallholder farm. The project will also empower farmers and their organizations as well as national level institutions to ensure continuity and sustainability of its interventions.

The Evergreen Agriculture Initiative is rooted in a vision of reaching out to at least 4 million farmers in SSA over a period of 10 years. The project aims at contributing to this vision by reaching at least 6,000 farmers with Evergreen Agriculture practices by the end of 2013.

The primary target of this project is the smallholder farmer population, including those classified by EC/IFAD as semi-commercial emergent smallholder farmers (especially women-headed households) in target areas in Kenya, Tanzania, Rwanda and Lesotho. During this period, farmers will be empowered with knowledge and practices on Evergreen Agriculture thereby contributing to increased crop and livestock productivity, soil nutrient replenishment, increased incomes and household asset accumulation leading to improved nutrition and food security. Increased tree and crop biodiversity will contribute to diversifying farmers’ options and their resilience to climate change while providing potential for carbon credits.

The project will specifically target to support women farmers by identifying and promoting Evergreen Agriculture practices including introduction of species that are preferred by women and identification of farm niches that women can use to invest in Evergreen agriculture.
Other target groups include local institutions in the target areas, extension workers, researchers, NGOs, the private sector and policy makers. The capacity of national level institutions will also be enhanced to support scaling up of Evergreen Agriculture.

The project seeks to: (i) describe the existing farm models among smallholder farmers and propose a modified model to convince critical farmers for adoption; (ii) conduct baseline study to identify the critical drivers of adoption of evergreen agriculture technologies and practices in sub Saharan Africa; (iii) establish a robust infrastructure for the multiplication and supply of improved tree seed/seedling system and its integration with livestock production systems; (iv) build the capacity of smallholder farmers in accessing CAWT practises, credit and markets, and the capacity of development, research, and policy partners in support of the scaling up Evergreen agriculture; and (v) generate, package and disseminate knowledge to various categories of smallholder farmers, partners and institutions.

The output of the project based on the objective are; (1) Baseline information on conservation agriculture and agroforestry in target areas established; (2) Sustainable tree seed and seedling supply systems developed and promoted; (3) Farmers capacity and skills in tree production and agroforestry practices enhanced; (4) Functional institutional and community based partnerships in target sites established and strengthened; and’ (5) Iterative knowledge management and communication systems needed for scaling out/up of evergreen agriculture innovations developed, documented and disseminated.

The project involves a number of necessary steps, which include:

- Conducting a baseline study where a critical evaluation of drivers of adoption of evergreen agriculture in eastern and southern Africa are undertaken as well as a synthesis of Evergreen Agriculture success stories from project area as well as pioneer countries such as Malawi, Zambia and Niger.

- Inputs development which involves tree germplasm diversification and the establishment of a robust infrastructure for the supply of improved tree germplasm.

- Capacity building that involves awareness creation for smallholder farmers, research and development partners and governments on available opportunities in Evergreen agriculture for improved food security, while mitigating land degradation;
The knowledge management domain that involves generation, packaging and dissemination of knowledge to various categories of smallholder farmers, partners and institutions, and provide a forum for addressing institutional and policy barriers to technologies dissemination and adoption.

It is only through inclusive knowledge sharing and communication strategy that this project can expect to facilitate innovations in aspects such as policies, institutions, technologies and practices. Different media will be used to disseminate information on Evergreen Agriculture to different stakeholder categories.

For this reason, such project requires a robust strategy for communicating and sharing information and knowledge to facilitate achievement of the purpose level objective verifiable indicators. Several actions are already identified in the project log-frame with respect to knowledge management and sharing.

These include developing appropriate knowledge and information sharing products (KISP) for different stakeholder groups, conducting mid and end of project conferences to share results, preparing bulletins for different electronic media and establishing a web page within the ICRAF and other partner organizations websites.

This will be accomplished through:

- Conducting knowledge needs assessment, designing information sharing tools like print, electronic/digital and live folk media.
- Developing appropriate knowledge and information sharing products (KISP) which include, print media (flyers, brochures, reports, working papers, monographs, manuals); electronic/digital media (CD Roms, DVDs, tapes, participatory video media - live and animated, telephone, radio, television, and internet - emails and websites) to enhancing information flow, learning and sharing at different levels of governance
- Facilitating promotion of rural resource centres at district levels to enhance cross regional knowledge and information sharing. This will involve the setting up of web pages within the ICRAF and other partner organizations websites and interactive sites such as phone-web system.

The strategy will also provide a forum for addressing institutional and policy barriers to technologies dissemination and adoption.
CHAPTER TWO: METHODOLOGY FOR DEVELOPING THE COMMUNICATION STRATEGY

The strategy was developed through stakeholders’ workshops held at district levels; in Mbarali district (Tanzania), Bugesera district (Rwanda) and Machakos county (Kenya). The stakeholders who participated include farmers, media personnel, Local government personnel (natural resources officers, production officers, extension officers, policy makers, fisheries officers, wetlands officers, veterinary officers, forestry officers, environment officers, gender officers, information officers), personnel from Community Based Organizations and Non-Governmental Organisations and researchers.

The workshops were guided by a knowledge sharing and communication strategy development protocol which was adapted from DFID – Natural Resources Systems Programme (DFID–NRSP) (2002). This protocol took stakeholders through a number of steps such

- Identification and participation of stakeholders;
- Identification and understanding of the target group(s) – (Stakeholders’ analysis);
- Assessment of the communication context.
- Identification of the communication objective(s)
- Identification of, and collaboration with, partner organisations.
- Selection of appropriate communication products, media and activities for the target group(s).

The steps were implemented in a participatory manner and involved both plenary and breakaway group discussions. Identification of stakeholders was done in the plenary session where all relevant stakeholders were identified and thereafter the analysis of stakeholders’ knowledge, attitude and practices were done in working groups.

Likewise, the identification of communication objectives was done in the group work. After group work, each group presented the outcome on the discussion they held in plenary sessions.
Farmers share knowledge during one exchange visit
CHAPTER THREE: STAKEHOLDER ANALYSIS

Who Should Act on the Results of the Project?

Knowledge sharing is about connecting people such as staff, clients and other target institutions and individuals to the best practices, knowledge, and expertise they need in order to perform their jobs well and create value. The strategy identified 11 groups of stakeholders in Mbarali, 12 groups in Bugesera and 11 groups in Machakos who would have to take some action to put the outputs of the project into use, before the project purpose of building capacity of smallholder farmers in conservation agriculture and agroforestry practices for improved nutrition, household income and landscape health can be achieved.

Stakeholders in Mbarali, Tanzania.

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Representatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers</td>
<td>Crop and livestock producers</td>
</tr>
<tr>
<td>Development partners</td>
<td>Non-Governmental Organizations eg. WWF, MVIWATA,</td>
</tr>
<tr>
<td></td>
<td>Faith-Based Organizations eg CARITAS, BAKWATA</td>
</tr>
<tr>
<td>Research institutions</td>
<td>ARI, ICRAF, TAFORI, UNIVERSITIES</td>
</tr>
<tr>
<td>Local Government (Technical staff)</td>
<td>DALDO, DNRO, CDO, DEO</td>
</tr>
<tr>
<td>Agro-dealer</td>
<td>Input Suppliers</td>
</tr>
<tr>
<td>Financial institutions</td>
<td>SACCOS, Banks, Microfinance Institutions</td>
</tr>
<tr>
<td>Donor</td>
<td>EU-IFAD</td>
</tr>
<tr>
<td>Schools</td>
<td>Teachers and students</td>
</tr>
<tr>
<td>Media</td>
<td>Television stations eg. ITV, TBC,</td>
</tr>
<tr>
<td></td>
<td>Radio stations eg. Bomba FM, Baraka Highlands FM</td>
</tr>
<tr>
<td>Extension agents</td>
<td>Ministry of Agriculture</td>
</tr>
</tbody>
</table>
**Stakeholders in Bugesera, Rwanda.**

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Representatives</th>
</tr>
</thead>
</table>
| 1. Local Government (District and Sector Council) | • Policy makers - Executive committee (Mayor and Vice Mayor), Economic commission  
• Technical (Agronomist, forestry, cooperatives, environment, veterinary, land bureau) |
| 2. NGO’s                                  | • International (World Vision, IFDC CATALIST, WFP, LWF, FAO, CRS, UNICEF, JICA, MDG  
(Millennium Development Goals, IOM)  
• National (Caritas Rwanda, Plan Rwanda, Hope Rwanda, Acord Rwanda) |
| 3. Research and Extension                 | • RAB (Rwanda Agriculture Board), ISAR, RADA (Rwanda Agricultural Development Authority) and Rwanda Natural Resources Authority (RNRA)  
• Universities  
• IFDC (International Fertilizer Development Centre), CIAT and ICRAF |
| 4. Farmers                                | • Livestock keepers and Crops producers                                           |
| 5. Media                                  | • Newspapers and other print media  
• TV and Radio broadcasting               |
| 6. Financial institutions                 | • Umurenge SACCO  
• Microfinance institutions and banks                                             |
| 7. Cooperatives                           | • Farming and livestock  
• Financial  
• Environment protection and soil conservation                                      |
| 8. Government projects                    | • PADAB  ● PAIR  ● BRSSP (Rural Sector Support Project)  
• PAPSTA II  ● PAREF  ● PAIGELAC  ● Lux-Rwanda support project |
| 9. Private sector                         | • APAPERWA, Agro- dealers (vendeurs des intrants agricoles)  
• NRD and MIG (multi investment group)                                                |
| 10. Development Partners (funding groups) | • NGO’s and Religious groups  
• Governments                                                                        |
| 11. Defence Forces                        | • Army, Police and Reserve force                                                  |
**Stakeholders in Machakos County, Kenya**

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Representatives</th>
</tr>
</thead>
</table>
| Farmers                               | - Crop producers  
- Livestock keepers  
- CBOs, CSOs, Farmer groups, WRUAs, CFA |
| NGOs                                  | - KENDAT – Landcare, Conservation Agriculture  
- World Vision – Food Security  
- VI – Agroforestry  
- PEN (Poverty Eradication Network) Food security, INADES Formation – FS, Environmental Conservation, RWH  
- UCC & S – FS, Conservation, Marketing.  
- CCF- Conservation, Livestock training.  
- CARITAS |
| Government ministries and departments | - MOA, Extension Department  
- MoLD, KFS, NEMA, MoWI, MoYA, Provincial Administration, MoGSS, HCDA, KEPHIS, TARDA, TANATHI |
| Private Sector                        | - Agro dealers- Inputs suppliers (stockists), Agro mechanics, Agro chemist  
- Traders  
- Tree nursery Operators |
| Research and Academic Institutions    | - KARI – Katumani, ICRAF, KEFRI – Kitui, ICRISAT, ILRI, SEUCO, St Paul, Kenyatta, University of Nairobi, Jomo Kenyatta University. |
| Financial Institutions                | - Banks- KCB, Equity, AFC  
- Microfinance – Sacco’s, Village banks |
| Religious Organizations               | - Catholic Church  
- African Brotherhood Church |
| Media                                 | - Radio – Musyi, Mbaitu, KNA, Transworld radio, Citizen, KTN, NTV, Nation, Standard, Jogoo ya Mashariki, Internet (social media) Mkulima Young |
| Local government                      | - Machakos County government |
| Extension Agents                      | - Agriculture and Livestock, NGOs |

**Assessment of the communication context**

An understanding of the communication context is important as it provides initial information on which to base the development of a communication strategy. This encompasses identifying the different target groups and their respective communication needs and defining potential pathways and uptake opportunities. The communication context for each stakeholder group in each district is presented in the subsequent pages.
Farmers Training session in Mbarali
## Stakeholders Communication Context Assessments in Mbarali District, Tanzania

Stakeholders communication context assessments for scaling up of conservation agriculture with trees for improved livelihoods and environmental resilience in Mbarali district, Tanzania.

<table>
<thead>
<tr>
<th>Context/Stakeholder</th>
<th>Sources of Information Owned</th>
<th>Sources of Information about Evergreen Agriculture</th>
<th>Means of Communications and Knowledge Sharing</th>
<th>Methods Used to Convey Information</th>
<th>Enabling Factors that Influence Scaling Up</th>
<th>Constraining Factors that Influence Scaling Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers</td>
<td>Direct dialogue</td>
<td>Brochures</td>
<td>Researchers dissemination through farmers experience</td>
<td>Farmers Environmental groups Extension agents Feedback reports Meeting minutes</td>
<td>Realized benefits Enabling policies Complimentary with traditional methods</td>
<td>Difficulties in interpretation Local Preference Change of mindset Inclination towards short term goals.</td>
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<td>Traditional drama</td>
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<td>Radio</td>
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<td>Community gatherings</td>
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<td>Training sessions</td>
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<tr>
<td>Extension Agent</td>
<td>Professional briefings</td>
<td>Disseminated research results</td>
<td>Technical and professional trainings</td>
<td>Brochures Posters Leaflets Exhibition</td>
<td>Cooperation with different levels of government officials and the communities Policy environment Individual expertise</td>
<td>Misinterpretation of information. Poor dialogue between agro dealers and farmers or extension officers Miscommunication due to poor infrastructure. Delay of the commodity.</td>
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<tr>
<td>Agro Dealers</td>
<td>Bulletins</td>
<td>Brochures</td>
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<td>Posters</td>
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<td>Magazines</td>
<td>Field experience</td>
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<td></td>
<td>Media</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Field Visit</td>
<td></td>
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</tr>
<tr>
<td>Development Partners</td>
<td>Bulletins</td>
<td>Bulletins</td>
<td>Emails Project reports Meetings Project presentations Workshops Media</td>
<td>Meetings Workshops Technical reports Journals Bulletins Technical manuals Media Feedback</td>
<td>Positive attitude Enabling policies</td>
<td>Poor infrastructure Lack of funds</td>
</tr>
<tr>
<td></td>
<td>Journals</td>
<td>Project Reports</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Project reports</td>
<td></td>
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</tr>
<tr>
<td>Schools Researchers</td>
<td>Lesson notes</td>
<td>Forest officers Agricultural extension officers Nursery establishment Research reports</td>
<td>Field demonstrations Emails Meetings Paper presentations Media (TV/Radio) Workshops</td>
<td>Dialogue between teachers, Agricultural and forest officers Brochures Leaflets, Journals Bulletins Technical manuals Media</td>
<td>Enthusiasm of students and teachers. Complimentary to the school curriculum. Support from government bodies. Enabling policies</td>
<td>Financial constraints Lack of Knowledge</td>
</tr>
<tr>
<td></td>
<td>Curricula in Agricultural studies Research papers</td>
<td></td>
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<tr>
<td></td>
<td>Research papers</td>
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<tr>
<td></td>
<td>Technical reports Books</td>
<td></td>
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</tr>
</tbody>
</table>
Stakeholders communication context assessments in Mbarali District, Tanzania

Stakeholders communication context assessments for scaling up of conservation agriculture with tree for improved livelihoods and environmental resilience in Mbarali District, Tanzania.

<table>
<thead>
<tr>
<th>Context/Stakeholder</th>
<th>Sources of Information Owned</th>
<th>Sources of Information about Evergreen Agriculture</th>
<th>Means of communications and knowledge sharing</th>
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<th>Enabling factors that influence scaling up</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Financial Institutions</td>
<td>Websites</td>
<td>Customers</td>
<td>Meetings, Brochures, Leaflets, T-Shirts, Media, Noticeboards, Websites</td>
<td>Interviews and negotiation with customers</td>
<td>Provision for farmers to get loans</td>
<td>Limitation of amount of loan. High interest rates, Inadequate collaterals, Sacco’s are group specific</td>
</tr>
<tr>
<td>Donors (Funding agencies)</td>
<td>Project reports</td>
<td>Project reports, Media, Websites, Government Institutions, Research write ups</td>
<td>Emails, Reports, Meetings, Visits, Presentations, Broadcast media, Workshops</td>
<td>Feedback, Workshops, Technical Reports</td>
<td>Communication of developed technologies, Positive attitude, Enabling Policies</td>
<td>Complicated government and organizational procedures</td>
</tr>
<tr>
<td>Policy Makers</td>
<td>Policy documents, Manifestos, Laws and regulations.</td>
<td>ICRAF Agricultural Research Institute, District extension Director, Farmers experiences</td>
<td>Videos, Meetings, Experience sharing, Websites</td>
<td>Field Visits, Monthly implementation reports, Discussions, Formal meetings</td>
<td>Commitment of decision makers, Willingness of community to participate, Availability of trees and field crops</td>
<td>Political Interests, Unreliable financial plans</td>
</tr>
<tr>
<td>Media</td>
<td>Television, Radio, Websites, Blogs, Social Media, Phone</td>
<td>Workshop, Community meetings, Project activities, Project leaders, Scientific conferences</td>
<td>Television, Radio, Websites, Newspapers, Blogs, Social media, Phone calls</td>
<td>Broadcast, Special Columns in Newspapers, Talk shows, Discussions, Meetings, Workshops, Interviews, Project Results</td>
<td>Full involvement in the project</td>
<td>Incompetence of implementers, Poor project management</td>
</tr>
</tbody>
</table>
### Stakeholders communication context assessments in Bugesera district, Rwanda

Stakeholders communication context assessments for scaling up of conservation agriculture with trees for improved livelihoods and environmental resilience in Bugesera district, Rwanda.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Local Government</td>
<td>Websites, Reports, District monographs, District development plan (DDP)</td>
<td>Local Agronomist, Local Environmental officers, Local Veterinary officer, Forestry technician, Research institutions, Government projects (MINAGRI, MNERANA)</td>
<td>Community radios, Meetings, Advertisements, Questionnaires, Interviews, Phone calls</td>
<td>Meetings, Radio Programmes, Religious Institutions, Leaders, Associations, Cooperatives</td>
<td>Enabling policies/laws, Good governance</td>
<td>Climate change, Limited funds and material resources, Low capacity building, Traditional agricultural methods, Low Motivation</td>
</tr>
<tr>
<td>Government Projects</td>
<td>Reports, Research papers, Websites</td>
<td>Agricultural technicians, Institutions, Related partners, Central government, Fellow Farmers</td>
<td>Meetings, Advertisements, Questionnaires, Interviews, Field Visits, Demonstration plots, Websites</td>
<td>Demonstrations, Reports, Meetings, Websites</td>
<td>Availability of Financial and material resources</td>
<td>Reluctance of farmers to adopt inventions, Lack of motivation among citizens.</td>
</tr>
<tr>
<td>Defence Forces</td>
<td>Reports, Security meetings</td>
<td>Agricultural technicians, Government Institutions, Government technicians</td>
<td>Field visits, Advertisement</td>
<td>Meetings, Radio, Technical reports, Media, Websites</td>
<td>Organized channels of communication, Positive attitude, Enabling policies</td>
<td>Limited Skills, Limited capacity</td>
</tr>
<tr>
<td>Private Sector</td>
<td>Websites, Radio, Television, Publications</td>
<td>Meetings</td>
<td>Videos, Meetings, Experience sharing, Websites</td>
<td>Media, Websites, Meetings</td>
<td>Enabling policies and procedures</td>
<td></td>
</tr>
<tr>
<td>Cooperatives</td>
<td>Billboards, Websites, Publications</td>
<td>Cell phones, Websites, Meeting</td>
<td>Media, Websites, Meeting, Publications</td>
<td>Media, Websites, Meeting, Publications</td>
<td>Enabling policies and procedures</td>
<td></td>
</tr>
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Stakeholders communication context assessments in Bugesera district, Rwanda

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</tr>
</thead>
<tbody>
<tr>
<td>NGOs</td>
<td>Media Websites Field visits Reports</td>
<td>Dialogue Political Meetings</td>
<td>Phone calls Websites</td>
<td>Media Websites Meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers</td>
<td>Radio Television Telephone Magazine Newspapers Training workshops Farmer Manuals</td>
<td>Farmer field schools Workshops Media Radio Reports Meetings</td>
<td>Meetings Telephone calls Exhibitions</td>
<td>Oral communication Farmer Field Schools (FFS) Reports</td>
<td>Training Meetings Farmer Field Schools</td>
<td>Lack of Capacity Poverty.</td>
</tr>
<tr>
<td>Researchers and Extension</td>
<td>Books Journals Websites Surveys Radio Television</td>
<td>Publications Websites Media</td>
<td>Publications Meetings Exhibitions Field Visits</td>
<td>Participatory methods (meetings) Publications (Books/leaflets/reports)</td>
<td>Previous research Cooperation between stakeholders</td>
<td>Lack of capacity</td>
</tr>
<tr>
<td>Donors (Funding agencies)</td>
<td>Reports Advertisements Websites Media</td>
<td>Publications</td>
<td>Report Field Visits Conferences</td>
<td>Media Publications Seminars Workshops</td>
<td>Easy access to information</td>
<td>Poor access to information</td>
</tr>
</tbody>
</table>
Stakeholders communication context assessments in Machakos county, Kenya

Stakeholders communication context assessments for scaling up of conservation agriculture with trees for improved livelihoods and environmental resilience in Machakos county, Kenya.

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Farmers</td>
<td>Meetings Barazas Extension services Cultural shows Radio Television</td>
<td>Extension services Workshops Meetings Contact farmer groups Books Bulletins</td>
<td>Field days/ study Baraza Extension services Television and radio</td>
<td>Drama and songs Video Television and radio Face to face communication Exhibitions Extension services</td>
<td>Willingness to learn. Facilitation from relevant stakeholders Availability of funding Enabling policies</td>
<td>Low literacy Poor infrastructure Limited funding Poor policies</td>
</tr>
<tr>
<td>Extension Agents</td>
<td>Technical reports Meetings Workshops</td>
<td>Internet Emails Phone Field days Meetings Workshop</td>
<td>Workshops Meetings Books Bulletins Newspapers</td>
<td>Media Workshops/ Meetings Meetings Face to face Exhibitions / Presentations Field study</td>
<td>Availability of resources Commitment from relevant stakeholders Availability of funding Enabling policies</td>
<td>Unfriendly policies Poor infrastructure Limited resources Unwillingness of community to share information Political Interest</td>
</tr>
<tr>
<td>NGOs</td>
<td>Books Newsletter Posters / Brochures Websites Technical reports Meetings / Workshops</td>
<td>Brochures Websites Technical reports Phone calls Publications Meetings / Workshops</td>
<td>Publications Posters Brochures Technical reports Meetings</td>
<td>Websites Meetings Workshops Field tours Publications</td>
<td>Good networks Synergy with current activities Embrace multi-sectorial partners</td>
<td>Limited funds Inadequate technical skills</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>Field tours Agricultural Shows Meetings Drama and Songs Workshops</td>
<td>Brochures Internet Phone calls Publications Workshops</td>
<td>Teaching Announcements Drama and songs Posters Websites Television and Radio</td>
<td>Websites Meetings Workshop Field days Brochures</td>
<td>Enabling Networks Embracing multi-sectorial partners</td>
<td>Limited finances Inadequate technical skills</td>
</tr>
<tr>
<td>Research and academics</td>
<td>Baseline reports Newsletter Posters / Brochures Websites Meetings Skilled Personnel</td>
<td>Websites Emails / Phone calls Journal / Reports Conferences / Workshops Meetings Media</td>
<td>Baseline Reports Raw data Journals Websites Research Publications</td>
<td>Websites Journal Conferences Workshops meetings</td>
<td>Availability of funds Willingness to adopt Enabling policies</td>
<td>Unfriendly policies</td>
</tr>
</tbody>
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Stakeholders communication context assessments in Machakos county, Kenya

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<th>Constraining Factors that influence scaling up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Ministries</td>
<td>Media Personal communication</td>
<td>Workshop Reports Publications Websites Meetings interviews</td>
<td>Leaflets / Posters Exhibitions Publications Workshop/ Meetings Letters Media</td>
<td>Face to face Letters Telephone Television and Radio Exhibition</td>
<td>Supporting Infrastructure Partnerships with development partners.</td>
<td>Classified information that is not shared. Lack of required facilities Lack of funds Policies are punitive.</td>
</tr>
<tr>
<td>Local Government</td>
<td>Media Personal communication</td>
<td>Workshop / Meetings Report Leaflets Media Exhibitions Websites Interviews / Surveys</td>
<td>Posters and leaflets Report Publication Workshop / Meetings Posters Media</td>
<td>Face to face Letters Email Telephone Presentation Media Exhibition</td>
<td>Present local level Enabling environment of access to Information.</td>
<td>Limited funds Punitive policies Limited knowledge Political Interest Corruption</td>
</tr>
<tr>
<td>Media</td>
<td>Radio and Television Newspapers Websites Bulletin Blogs</td>
<td>Face to face Interviews Meetings Workshops Websites</td>
<td>Publications Websites Journalists</td>
<td>Meetings Workshops Websites</td>
<td>Capacity for mass dissemination of information. Mushrooming of local media houses</td>
<td>Bias in reporting political rather than other developmental issues. Partiality in reporting some issues</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>Media Clients</td>
<td>Publications Face to face communication Media Television and radio Exhibition</td>
<td>Face to face communication Letters Websites Posters Exhibitions</td>
<td>Face to face Letters Telephone Presentation Exhibition</td>
<td>Clear guidelines Enabling policies Availability of required information</td>
<td>Inaccurate information Lending terms not always friendly.</td>
</tr>
</tbody>
</table>
Stakeholders keenly follow a knowledge sharing workshop
Analysis of Stakeholders Knowledge, Attitude and Practice

The analysis of Knowledge, Attitude and Practice (KAP) was done to understand what kind of information should be communicated to the target stakeholders to achieve project outcomes and desired impact. The summary of the KAP analyses of stakeholders form each district showing the potential contribution expected from each stakeholder’s group with respect to the purpose of the project is presented in the following pages.
Stakeholder analysis of knowledge, attitude and practice in Mbarali, Tanzania

Stakeholder, analysis of knowledge, attitude and practice in relation to conservation Agriculture and Agroforestry in Mbarali, Tanzania

<table>
<thead>
<tr>
<th>Category of Stakeholders</th>
<th>Knowledge</th>
<th>Attitude</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers</td>
<td>• Have traditional/local knowledge on mixed tree and crops/ agroforestry</td>
<td>• Positive to tree planting and farming in parklands</td>
<td>• Planting trees</td>
</tr>
<tr>
<td></td>
<td>• Experienced on agriculture</td>
<td>• Multiple entrepreneurship</td>
<td>• Farm in tree landscape especially in the Faidherbia spp parklands</td>
</tr>
<tr>
<td></td>
<td>• Limited knowledge/skills on improved CA and agroforestry systems</td>
<td>• Like quick results/ tangible</td>
<td>• Some are self – centered not ready to share knowledge</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Learn from others easily</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Hard working</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Act on advise provided to them if beneficial</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Can mobilize each other to work collectively</td>
</tr>
<tr>
<td>Development partners</td>
<td>• More knowledgeable on different farming systems including CA and Agroforestry</td>
<td>• Positive to promote agriculture</td>
<td>• They promote various agricultural project through funding and capacity building</td>
</tr>
<tr>
<td></td>
<td>• Knowledgeable and have adequate expertise and access to information</td>
<td>• Donor driven</td>
<td>• Sensitize community and advocacy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Firm on their mission</td>
<td>• Some conceal information from others</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Readily provide assistance financial and material support</td>
</tr>
<tr>
<td>Research</td>
<td>• Good knowledge/skills of Evergreen agriculture</td>
<td>• They are positive to research and transfer technologies</td>
<td>• They conduct research on various issues to help famers</td>
</tr>
<tr>
<td></td>
<td>• Inquisitive and know farmers problems.</td>
<td>• Too detailed in scientific issues</td>
<td>• Develop solution for farmers problems and disseminate them</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Stimulate development</td>
</tr>
<tr>
<td>Local Government (Technical staff)</td>
<td>• Knowledge on various technical issues.</td>
<td>• They are positive and supportive to farmers</td>
<td>• They promote transfer and up scaling of technologies</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>Agro-dealer</td>
<td>• Knowledgeable on different inputs like seeds, pesticides, herbicides, tools</td>
<td>• Business/profit oriented</td>
<td>• Stock adequate required inputs but are expensive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Positive to assist farmers acquire appropriate inputs</td>
<td>• Influence prices.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Some are self-centered</td>
<td>• Some offer more advice on inputs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Market- driven</td>
<td>• Concentrate in urban than rural areas because of infrastructure</td>
</tr>
</tbody>
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<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donor</td>
<td>• Knowledgeable in agriculture</td>
<td>• Positive to funding agriculture</td>
<td>• Fund agricultural projects</td>
</tr>
<tr>
<td></td>
<td>• Funding of agricultural enterprises</td>
<td>• Impact oriented</td>
<td>• Monitor and evaluate performance</td>
</tr>
<tr>
<td>Financial institutions</td>
<td>Knowledge on the economic value of agriculture</td>
<td>Financial institutions</td>
<td>Knowledge on the economic value of agriculture</td>
</tr>
<tr>
<td>Media</td>
<td>• Knowledgeable on dissemination of information using various methods</td>
<td>• Popularity oriented</td>
<td>• Reach a wider area and mass of communities at a very short period</td>
</tr>
<tr>
<td></td>
<td>• Limited knowledge and not informed of evergreen agriculture</td>
<td>• Ready to disseminate information once availed to them</td>
<td>• Good in publicity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sometimes they are business oriented</td>
<td>• Breakers and multipliers of news and information</td>
</tr>
<tr>
<td>Local Government (Policy makers)</td>
<td>• Knowledgeable on various policies</td>
<td>• Like recognition</td>
<td>• Making policies. Laws and regulations</td>
</tr>
<tr>
<td></td>
<td>• Know about agriculture in general</td>
<td>• Strive for fame</td>
<td>• Mobilize communities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Influential</td>
<td>• Misuse of opportunities and resources for political gains</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Quick result oriented</td>
<td></td>
</tr>
<tr>
<td>Extension agents</td>
<td>• Technical Know-how</td>
<td>• Positive and supportive to farmers</td>
<td>• Promote transfer and up scaling of technologies</td>
</tr>
<tr>
<td></td>
<td>• Ability to educate/train</td>
<td>• Open to change and learning</td>
<td>• Build capacity of farmers</td>
</tr>
<tr>
<td></td>
<td>• Good at receiving information and dissemination</td>
<td>• Respond more to directives from above</td>
<td>• Bring new ideas and link with partners</td>
</tr>
<tr>
<td></td>
<td>• Understand the working environment better</td>
<td>• Feel more educated than village leaders</td>
<td></td>
</tr>
</tbody>
</table>
Stakeholder analysis of knowledge, Attitude and practice in Bugesera, Rwanda

Stakeholder, analysis of Knowledge, Attitude and practice in relation to conservation Agriculture and Agroforestry in Bugesera, Rwanda.

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<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Government</td>
<td>• Planning and monitoring&lt;br&gt;• Advisors&lt;br&gt;• Leadership</td>
<td>• Orders/Authoritative&lt;br&gt;• Respectful&lt;br&gt;• Understandable&lt;br&gt;• Hard working</td>
<td>• Evaluation&lt;br&gt;• Mobilization through extension &amp; meeting&lt;br&gt;• Marketing</td>
</tr>
<tr>
<td>Government Projects</td>
<td>• Working with other partners&lt;br&gt;• Research&lt;br&gt;• Cooperation</td>
<td>• Experienced&lt;br&gt;• Self esteem&lt;br&gt;• Capacity building</td>
<td>• Research knowledge&lt;br&gt;• Extension&lt;br&gt;• Output results dissemination</td>
</tr>
<tr>
<td>Defense Forces</td>
<td>• Organized / discipline&lt;br&gt;• Enough skills related to development</td>
<td>• Hard working&lt;br&gt;• Empowered&lt;br&gt;• Environment protection&lt;br&gt;• Commitment</td>
<td>• Collective action (Umuganda)&lt;br&gt;• Terracing&lt;br&gt;• Tree planting</td>
</tr>
<tr>
<td>Media</td>
<td>• Read, write and listening&lt;br&gt;• Advertisement&lt;br&gt;• Communication&lt;br&gt;• Skills</td>
<td>• To be known&lt;br&gt;• Exaggeration&lt;br&gt;• Multiplication&lt;br&gt;• Ambitious</td>
<td>• Users of different tools os communication&lt;br&gt;• To look for money</td>
</tr>
<tr>
<td>NGO'S</td>
<td>• Informal (working exp.)&lt;br&gt;• Formal (Higher education level)</td>
<td>• High understanding</td>
<td>• Government supporters&lt;br&gt;• Implementing government policies&lt;br&gt;• More field workers&lt;br&gt;• Technical assistance for workers</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>• Credit knowledge&lt;br&gt;• Accounting&lt;br&gt;• Management&lt;br&gt;• Economy skills</td>
<td>• Customer care&lt;br&gt;• Marketing&lt;br&gt;• Interest oriented&lt;br&gt;• Innovations&lt;br&gt;• Creativity&lt;br&gt;• Very attractive</td>
<td>• Saving behavior&lt;br&gt;• Giving loan&lt;br&gt;• Forex currency</td>
</tr>
</tbody>
</table>
### Stakeholder analysis of knowledge, attitude and practice in Bugesera, Rwanda

Stakeholder analysis of Knowledge, Attitude and practice in relation to conservation Agriculture and Agroforestry in Bugesera, Rwanda.

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Product from output</th>
<th>Why</th>
<th>Expectations after communication</th>
</tr>
</thead>
</table>
| Cooperatives | • Preliminary information  
• Training on nursery construction/establishment  
• Seed and seedling propagation | • Quality seedling production | • Establishments of more nurseries  
• Improved availability of seedlings  
• Improved land productivity |
| Farmer       | • Key baseline findings on tree based farming system  
• Tree planting techniques  
• Availability of nurseries  
• Seed & seedling availability  
• Seedling support systems. | • Suitable seeds/seedling systems accessed  
• Trees resistant to termites known  
• To get good variety of trees (quality) good quality. Increased, trees or farmer  
• To improve the quality of seedlings | • Increased food production  
• Increased tree planting  
• Increased production on evergreen agricultural systems |
| Media        | • Baseline report findings  
• Technical knowledge  
• Source of good quality and quantity of seeds/seedlings | • To improve Knowledge & skills to media  
• To disseminate information targeting key audience | • Use their experience to promote the quality seeds and seedlings through media |
| Researchers  | • Baseline information  
• Needs for quality seeds & seedlings technical report | • Acquaint with the study area | • The right information used for this research  
• Adaptive research conducted  
• Research result awarded dissemination |
| Funding Agencies | • Key findings of the baseline information  
• Achievement of seeds & seedling enterprises  
• Training reports  
• To achieve information on capacity building | • To verify indicators including Monitoring & Evaluation  
• Assess knowledge delivered | • Start funding evergreen agriculture related enterprises |
Stakeholder analysis of Knowledge, Attitude and practice in relation to conservation Agriculture and Agroforestry in Machakos, Kenya.

<table>
<thead>
<tr>
<th>Category of stakeholder</th>
<th>Knowledge</th>
<th>Attitude</th>
<th>Practices</th>
</tr>
</thead>
</table>
| Farmers                 | - Have traditional knowledge on crops  
- Have indigenous livestock keeping | - Have positive attitudes towards ideas that benefit them  
- Farmers ready to learn new methods of farming  
- Ready to adopt new technologies | - Introduction of fodder trees/ shrubs, bee keeping  
- Farm production |
| Extension Agents        | - Well trained personnel hence knowledge on many farming technologies  
- technical knowledge on tree management and practice | - Willing to work with farmers  
- Ready to learn new technologies  
- Want to see a lot of tree species planted  
- No tree cut without replacement | - Poor facilities affecting extension efforts  
- Work with other stakeholders  
- Incorporate indigenous knowledge  
- Training  
- Nurseries  
- Give and sell seeds  
- Permit tree cutting to farmers  
- Field days |
| Research                | - Do research and baseline survey  
- Have formal knowledge and skills  
- Know the species | - Ready to select new varieties  
- Attitude varies with situations and circumstances | - On-farm trials  
- Coming with new technologies more friendly approach (participatory approach) |
| Religious organizations | - Follow biblical teaching  
- Knowledgeable on micro-finance  
- Experienced in food security, tree nurseries | - Members follow their spiritual leaders  
- Economic empowerment  
- Desire to see a food secured community  
- FBO may support only their members | - Being more prayerful for desired interventions  
- Members contribute towards charitable projects  
- Establishment of tree nurseries  
- Capacity building – value addition of traditional foods |
| NEMA                    | - Environment conservation/management  
- Environment Impact Assessment | - Want well maintained (sustainable) environment | - Issue permit  
- Trainee EIAA experts and associate |
| Local Government        | - Local environment management  
- Infrastructure development  
- By-laws  
- Local economic development at the market place | - Enhance local development as per jurisdiction  
- Provide infrastructure  
- Desire accountable utilization of funds | - Collect revenue  
- Make by-laws  
- Regulate private sectors eg sand harvesting |
| Donors                  | - Development models  
- Cross country analysis  
- International policy process | - Equitable development for all  
- Utilization of funds properly  
- Encourage sharing of success stories | - Disbursement of funds  
- Bilateral negotiation  
- Share the success stories  
- Monitoring the programme |
| Financial Institutions  | - Economic analysis  
- Various credit packages  
- Risk management  
- Project viability | - Profit making  
- Thriving economy  
- They need a guarantee (risk management)  
- Ready to meet with other stakeholders | - lends money  
- advice on investment  
- training  
- collective action |
Stakeholder analysis of knowledge, attitude and practice in Machakos, Kenya

Stakeholder analysis of Knowledge, Attitude and practice in relation to conservation Agriculture and Agroforestry in Machakos, Kenya.

<table>
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<tr>
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<th>Attitude</th>
<th>Practice</th>
</tr>
</thead>
</table>
| NGOs                    | - Knowledgeable on CA activities  
                         - Have experience in CA technologies, Landcare activities  
                         - Experience in community mobilization, food security  
                         - Extensive experience on AF principles, issues, practices  
                         - Documented information on AF  
                         - Knowledgeable on FFS  
                         - Experience on food security | - Desire to see the up-scaling of CA interventions  
                         - Ready to partner with other stakeholders  
                         - Well equipped with skills and knowledge on agriculture  
                         - Promotion of partnership at community level  
                         - Desire to see transformed lives especially of children  
                         - Working closely with farmer groups  
                         - Ready to partner  
                         - Willingness to work towards food secured communities | - Work with farmer groups for adoption of CA  
                         - Sourcing funds to implement CA  
                         - Supply of CA technology equipment  
                         - Capacity building on CA, Landcare  
                         - Working with established groups  
                         - Resource mobilization  
                         - Working with schools  
                         - Working with farmer groups for promotion of tree planting  
                         - Seed distribution  
                         - Capacity building on CA, Landcare  
                         - Working with established groups  
                         - Resource mobilization  
                         - Working with community groups  
                         - Establishment of green houses for interventions |
| Agro-dealers, Agro-processors, Tree nursery operators | - Experience on quality agro-inputs  
                         - Knowledgeable on market forces of demand and supply  
                         - Always in contact with the farmers | - Profit driven  
                         - Customer satisfaction | - Deliver goods and services as demanded by farmer- monitor of demand  
                         - Linking manufacturers and farmers |
| Ministry of Agriculture | - Agroforestry and conservation agriculture  
                         - Crop cultivation and husbandry  
                         - Water harvesting  
                         - Catchment/landscape conservation | - Improved production of crops  
                         - Conservation of environment | - Training  
                         - Exhibitions  
                         - Regulation |
| Ministry of Livestock | - On fodder trees and cultivation  
                         - Range management  
                         - Livestock management  
                         - Livestock breeding | - Increased meat, milk and hide production  
                         - Improved breeds/ Diversification of breeds  
                         - Avoids overstocking  
                         - Improve livestock health | - Conduct training  
                         - Conduct exhibition  
                         - Relief – give hay when there is drought  
                         - Vet service providers |
| Ministry of Water | - Water resource management  
                         - Water harvesting  
                         - Water quality assurance  
                         - Design of irrigation schemes | - Control water usage (license)  
                         - Want to have safe water  
                         - Want every house to have water  
                         - Increase area under irrigation | - Water treatment  
                         - Regulation of abstraction  
                         - Design irrigation schemes  
                         - Manage irrigation schemes |
| Media | - Knowledgeable on collection, processing and dissemination of information  
                         - Documentation of information | - Attention seeking/ information searching  
                         - Profit driven and self-centered  
                         - Confrontational and confident | - Awareness creation  
                         - Dissemination of information to the public |
Communication objectives are central to the communication strategy. They need to be firmly rooted in the context of the project, and can therefore only be identified once the overall project objectives have been clarified. The identification of the communication objectives was done through interaction with stakeholders in the workshop. Communication is a two way interaction which demands a response after a signal is sent.

A number of communications products identified will require response from the target group once the communication is made. During the workshop the participants identified expected action after each communication target group receives a certain communication. The sections below present the identified expectations after communication based on each communication product.
## Communication objectives for evergreen agriculture in Mbarali, Tanzania

| Stakeholders     | Product from output                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Why                                                                                                                                                                                                 | Expectations after communication                                                                                                                                                                                                                      |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|
| Farmers          | • Feedback from the baseline survey report  
• Tree seed supply/availability and propagation and management  
• Optimum spacing, specific management construction, different technologies on agroforestry practices (pollarding, alley cropping)                                                                                                                                   | • To Identify the need for evergreen agriculture  
• To be able to know the source of the preferred tree species and to know how to propagate and manage them  
• To be able to implement agroforestry practices and attain the tangible and intangible benefits | • Increased practice of evergreen agriculture by farmers  
• More tree nurseries on farm  
• Increased agroforestry practices |
| Extension Agents | • Aims of the project and expected outcome  
• Their roles in the EGA project,  
• Knowledge on tree seed supply/availability, management and propagation  
• Information and feedback from the farmers  
• To be equipped with recommended agroforestry technologies relevant to Mbarali (eg formal training, supporting literatures etc)                                                                 | • To participate in research and understand the value and needs for EGA  
• To facilitate tree seeds collection, propagation, planting and management  
• To link the project leaders with the farmers  
• To be able to transmit the knowledge to farmers | • More knowledgeable in Evergreen Agriculture  
• Facilitate more nurseries in the District  
• More activities to disseminate evergreen related information to farmers |
| Agro-dealers     | • The information of the project (EGA)  
• The results of the baseline survey  
• The requirement of the farmers (types of seeds, tools) etc.  
• Available/existing/developed technologies of conservation agriculture that are affordable to the farmers | • To be able to forecast the demand of the project  
• To be able to know the livelihood status  
• To be able to know what can be supplied to the farmers and this stock. | • More service provision related to evergreen agriculture  
• Supply of evergreen related inputs |
| Technical Staff  | • Needs for policy integration and adoption techniques  
• Specific needs for capacity building | • Mainstreaming agroforestry policies and technologies  
• Strategies for facilitating extension personnel | • Evergreen agriculture mainstreamed in district policies |
| Schools          | • The information about the project (EGA)  
• Knowledge on tree seed sources, supply, propagation and nursery management, utilities of tree species  
• Knowledge of CA/agroforestry and EGA and their importance for environment and livelihood to the teachers / pupils | • To be able to participate in the project implementation  
• Be able to incorporate relevant tree species to their nurseries  
• Be able to transmit/import the knowledge to the students | • More schools involved in evergreen agriculture initiative  
• More schools have tree nurseries  
• Students are knowledgeable about evergreen principles |
## Communication objectives for evergreen agriculture in Mbarali, Tanzania

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Product from output</th>
<th>Why</th>
<th>Expectations after communication</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Researchers</strong></td>
<td>• Indigenous knowledge and practices</td>
<td>• Prioritization of practices and develop appropriate technologies</td>
<td>• More evergreen agriculture technologies developed</td>
</tr>
<tr>
<td></td>
<td>• Existing species</td>
<td>• Strategies for scaling up</td>
<td>• Wider scale spread of Evergreen agriculture practices</td>
</tr>
<tr>
<td></td>
<td>• Identify key findings</td>
<td>• Strategies for monitoring and evaluation</td>
<td>• Functional RRCs</td>
</tr>
<tr>
<td></td>
<td>• Framework for development of rural resource centre (RRC)</td>
<td>• Establish RRC and develop strategies of making germplasm available</td>
<td>• More stakeholders trained on evergreen principles</td>
</tr>
<tr>
<td></td>
<td>• Specific capacity needs</td>
<td>• Strategizing training methods and approaches</td>
<td></td>
</tr>
<tr>
<td><strong>Development Partners</strong></td>
<td>• Key findings from the project</td>
<td>• Mainstreaming key findings</td>
<td>• Evergreen agriculture mainstreamed in agricultural development plans</td>
</tr>
<tr>
<td></td>
<td>• Sourcing the tree germplasm and putting up nurseries</td>
<td>• Strategizing on sourcing germplasm and putting infrastructure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Inception workshop, seminars, meetings</td>
<td>• Strategies on how to deliver the information</td>
<td></td>
</tr>
<tr>
<td><strong>Donor</strong></td>
<td>• Findings from the baseline survey</td>
<td>• Provide the finances/funds</td>
<td>• More funds provided to support evergreen initiatives</td>
</tr>
<tr>
<td></td>
<td>• Stakeholders to be involved</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• Infrastructure to be put in place</td>
<td></td>
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<tr>
<td></td>
<td>• Number of trees to be planted</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• number of stakeholders to be trained and reached (farmers &amp; agents)</td>
<td></td>
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</tr>
<tr>
<td><strong>Policy Makers</strong></td>
<td>• Summary of the report, key areas and findings (meetings and workshops)</td>
<td>• Policy support</td>
<td>• Policy, financial and human resources support to evergreen agriculture in the district</td>
</tr>
<tr>
<td></td>
<td>• The existing situation and relevance of the project</td>
<td>• Financial support</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Stakeholders analysis</td>
<td>• Manpower support</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Relevance of the project</td>
<td>• Enforcement of bylaws</td>
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<td></td>
<td>• District policies supportive to the project</td>
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<tr>
<td></td>
<td>• Monitoring and evaluation plan to ensure sustainability</td>
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<tr>
<td></td>
<td>• Setting adoption strategies</td>
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<tr>
<td></td>
<td>• Sensitization meetings</td>
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<tr>
<td></td>
<td>• Assign responsibilities at different levels of governance</td>
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<tr>
<td><strong>Media</strong></td>
<td>• Project objectives,</td>
<td>• Document and publicize project objectives and outputs/outcomes</td>
<td>• Wider coverage of Evergreen agriculture initiative in media</td>
</tr>
<tr>
<td></td>
<td>• Summary of key findings of the survey</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Stakeholders of the project</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Project implementation framework and benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Financial Institutions</strong></td>
<td>• Available financial institution and capacity</td>
<td>• Existing financial institutions to expand membership and loans to support evergreen agriculture</td>
<td>• Investment on evergreen agriculture related enterprises</td>
</tr>
<tr>
<td></td>
<td>• Relevant information to loan policy</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• Benefit of tree species available</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Opportunity in Evergreen agriculture</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Communication objectives for evergreen agriculture in Bugesera, Rwanda.

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Product from output</th>
<th>Why</th>
<th>Expectations after communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Government</td>
<td>- Baseline report</td>
<td>- Monitoring and evaluation</td>
<td>- Champion and support Evergreen Agriculture initiatives in the district</td>
</tr>
<tr>
<td></td>
<td>- Documentation of outputs</td>
<td>- To know the progress of the activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Sources of good quality seeds/seedlings</td>
<td>- Acquiring skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Identification of tree beneficiaries</td>
<td>- To meet demand on seeds and seedlings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Inventory of existing tree species diversity</td>
<td>- Plan well for beneficiaries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Capacity and skills in AF (Training skills demo plots, farmer exchange visits)</td>
<td>- Recognize adapted tree species and recommend them</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>- Knowledge adapted tree species and recommend them</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Increase our knowledge</td>
<td></td>
</tr>
<tr>
<td>Government Projects</td>
<td>- Extension methodology in use</td>
<td>- Proper planning</td>
<td>- Consider Evergreen Agriculture in their project areas</td>
</tr>
<tr>
<td></td>
<td>- Baseline report</td>
<td>- Experience build up</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Documentation</td>
<td>- Knowledge</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Inventory of existing tree species diversity</td>
<td>- To know species to be adopted and to be promoted</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Adoption packaging</td>
<td>- Acquiring new technics for</td>
<td></td>
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<tr>
<td></td>
<td>- Knowledge exchange among farmers and others stakeholders</td>
<td></td>
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</tr>
<tr>
<td>Defence Forces</td>
<td>- Baseline report</td>
<td>- Get information</td>
<td>- Embed Evergreen agriculture principles in their project sites</td>
</tr>
<tr>
<td></td>
<td>- Seed/seedling resources</td>
<td>- Meet seedling demand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Adoption packages</td>
<td>- Acquiring new technics/methods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Training skills</td>
<td>- Knowledge improvement</td>
<td></td>
</tr>
<tr>
<td>Financial Institution</td>
<td>- Baseline report</td>
<td>- Sharing information</td>
<td>- Evergreen agriculture related enterprise supported with capital</td>
</tr>
<tr>
<td></td>
<td>- Sustainable access to credit in invest of business of seeds and seedlings</td>
<td>- Skills development</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Information on credit opportunities</td>
<td>- Plan credit products</td>
<td></td>
</tr>
<tr>
<td>Private Sector</td>
<td>- Nursery construction &amp; enhanceing tree seed propagation</td>
<td></td>
<td>- Start tree seeds enterprises</td>
</tr>
<tr>
<td></td>
<td>- Training on EGA practices and methods</td>
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<tr>
<td></td>
<td></td>
<td>- Share of existing knowledge</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Seedling production</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Availability of tree seeds</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Skills development</td>
<td></td>
</tr>
<tr>
<td>NGOs</td>
<td>- Baseline report</td>
<td>- Gathering of information</td>
<td>- Start enterprises to support evergreen agriculture in their project areas</td>
</tr>
<tr>
<td></td>
<td>- Funding &amp; technical assistance</td>
<td>- Implementing project and related to EGA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Training &amp; technical support</td>
<td>- Skills development</td>
<td></td>
</tr>
</tbody>
</table>
# Communication Objectives for Evergreen Agriculture in Bugesera, Rwanda

<table>
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<tr>
<th>Stakeholders</th>
<th>Product from output</th>
<th>Why</th>
<th>Expectations after communication</th>
</tr>
</thead>
</table>
| Cooperatives           | • Preliminary information  
                        • Training on nursery construction/establishment  
                        • Seed and seedling propagation                         | • Quality seedling production                              | • Establishments of more nurseries  
                                                                                       • Improved availability of seedlings  
                                                                                       • Improved land productivity |
| Farmer                 | • Key baseline findings on tree based farming system  
                        • Tree planting techniques  
                        • Availability of nurseries  
                        • Seed & seedling availability  
                        • Seedling support systems.                      | • Suitable seeds/seedling systems accessed  
                                                                                       • Trees resistant to termites known  
                                                                                       • To get good variety of trees (quality) good quality. Increased, trees or farmer  
                                                                                       • To improve the quality of seedlings                              | • Increased food production  
                                                                                       • Increased tree planting  
                                                                                       • Increased production on evergreen agricultural systems |
| Media                  | • Baseline report findings  
                        • Technical knowledge  
                        • Source of good quality and quantity of seeds/seedlings | • To improve Knowledge & skills to media  
                                                                                       • To disseminate information targeting key audience                               | • Use their experience to promote the quality seeds and seedlings through media |
| Researchers            | • Baseline information  
                        • Needs for quality seeds & seedlings technical report | • Acquaint with the study area                          | • The right information used for this research  
                                                                                       • Adaptive research conducted  
                                                                                       • Research result awarded dissemination |
| Funding Agencies       | • Key findings of the baseline information  
                        • Achievement of seeds & seedling enterprises  
                        • Training reports  
                        • To achieve information on capacity building          | • To verify indicators including Monitoring & Evaluation  
                                                                                       • Assess knowledge delivered                              | • Start funding evergreen agriculture related enterprises |
## Communication objectives for Evergreen Agriculture in Machakos, Kenya

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<th>Expectations after communication</th>
</tr>
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</table>
| **Government Ministries** | ❑ Existing dominant tree species  
❑ Extension methodology to use  
❑ Report from survey  
❑ CA activities in place  
❑ Availability of seedlings suitable to research area  
❑ Beneficiary training  
❑ Expected project implementation structure and approaches | ❑ Experience  
❑ Knowledge  
❑ Collaboration & Advice | ❑ To give information on tree management  
❑ Seed and seedling sources known  
❑ Farmers sensitization  
❑ Train on Importance of EGA & CA  
❑ Recommend on good fertilizer and tree species  
❑ Adopt the expected methodology |
| **Local Government** | ❑ Survey report  
❑ Methodology and activities  
❑ Existing tree species  
❑ Training-demonstration, visits  
❑ Expected project implementation structures and approaches | ❑ Collaboration and advice  
❑ Knowledge  
❑ Experience and understanding  
❑ High demand of seedlings  
❑ Help in planning | ❑ Adoption of recommended tree species in the area  
❑ Collaboration between farmers and project leaders  
❑ Help in sourcing of seed/seedlings  
❑ Sensitize the farmer  
❑ Public nursery established  
❑ Support farmer group financially |
| **Donors**          | ❑ Survey report  
❑ Expected Impact of EGA & CA  
❑ Methodology in use  
❑ Demand for quality seeds  
❑ Capacity skills and tree management  
❑ Suitability plan of the project  
❑ Expected project implementation structures and approaches | ❑ Monitoring and evaluation  
❑ Collaboration  
❑ Develop confidence in project implementation  
❑ Knowledge and information  
❑ Suitability of intervention | ❑ Increase funding for EGA implementation  
❑ To evaluate the project  
❑ Fund the up scaling of the project |
| **Financial Institutions** | ❑ Survey report  
❑ Methodology to be used  
❑ Expected impact of the project  
❑ Demand for quality seeds  
❑ Capacity skills on tree management  
❑ The business opportunities | ❑ Collaboration  
❑ Information  
❑ To Know how they will help the farmers and nursery operators  
❑ Capacity building assistant  
❑ Monitoring and evaluation | ❑ To fund the project related enterprise  
❑ Evaluate and monitor the project outcome  
❑ Advice |
| **NGOs**            | ❑ Summary of baseline report  
❑ Seed supply systems  
❑ Potential tree nursery sites  
❑ Understand potential tree species per site  
❑ Sharing capacity building plans | ❑ Understand availability and use of appropriate tree species  
❑ Share current understanding of network | ❑ Be supportive and use it for guidance  
❑ They will support the project and be involved in its implementation  
❑ Replication of best practices elsewhere  
❑ Feedback on capacity gap and network |
## Communication objectives for Evergreen Agriculture in Machakos, Kenya

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<th>Expectations after communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private sector</td>
<td>• Existing preferred tree species</td>
<td>• To know tree species and their availability</td>
<td>• Tree species stocked and exploited for business</td>
</tr>
<tr>
<td></td>
<td>• Summary of CA practice and equipment used</td>
<td>• To understand opportunity</td>
<td>• Exploit them for business</td>
</tr>
<tr>
<td></td>
<td>• Seed systems</td>
<td>• To be informed of the project focus</td>
<td>• To stock recommended species</td>
</tr>
<tr>
<td></td>
<td>• Recommended tree species and how to raise them</td>
<td>• To know the centres for training and technology transfer</td>
<td>• They will interact and create awareness</td>
</tr>
<tr>
<td></td>
<td>• Location of resource centre</td>
<td>• To understand existing and potential markets</td>
<td>• Sustain project activities beyond project phase</td>
</tr>
<tr>
<td></td>
<td>• Capacity building</td>
<td>• To increase their capacity</td>
<td>• Improve their supply system in number and quality</td>
</tr>
<tr>
<td></td>
<td>• Existing networks and roles</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Communicate the capacity building targets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>• Baseline: Status of the target community</td>
<td>• Heighten their interest in the project</td>
<td>• Communicate to the wider audience</td>
</tr>
<tr>
<td></td>
<td>• Seed systems: Existing seed supply systems</td>
<td>• Raise awareness on the project</td>
<td>• Disseminate information to wider audience</td>
</tr>
<tr>
<td></td>
<td>• Recommended tree species per site</td>
<td>• Package information for dissemination</td>
<td>• Publicize project objects and sites</td>
</tr>
<tr>
<td></td>
<td>• Capacity building: Plans for capacity building and skill development</td>
<td>• Understand capacity building package</td>
<td>• Participate in the capacity building process</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>• Summary of baseline report</td>
<td>• Wider reach</td>
<td>• Higher adoption</td>
</tr>
<tr>
<td></td>
<td>• Seed supply systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Potential tree nursery sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Understand potential tree species per site</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sharing capacity building plans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extension agents</td>
<td>• Summary of baseline report</td>
<td>• Understand availability and use of appropriate tree species</td>
<td>• Start tree seeds enterprises</td>
</tr>
<tr>
<td></td>
<td>• Summary of CA practice and equipment used</td>
<td>• To know how they will help the farmer and nursery operator</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Recommended tree species and how to raise them</td>
<td>• Capacity building assistance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Seed supply systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Potential tree nursery sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Understand potential tree species per site</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sharing capacity building plans</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• They have to participate with researchers and understand the value and needs for EVA</td>
<td>• To link the project leaders with the farmers</td>
<td>• More knowledgeable in Evergreen Agriculture</td>
</tr>
<tr>
<td></td>
<td>• They have to facilitate on tree seeds collection, propagation, planting and management</td>
<td>• To be able to transmit the knowledge to the farmers</td>
<td>• Facilitate more nurseries in the District</td>
</tr>
<tr>
<td></td>
<td>• To link the project leaders with the farmers</td>
<td></td>
<td>• More active to disseminate evergreen related information to farmers</td>
</tr>
</tbody>
</table>
CHAPTER FOUR: THE KNOWLEDGE SHARING AND COMMUNICATION STRATEGY (KSCS)

Aim and expected outcomes of the Strategy

The aim of this strategy is to describe the mechanism for an innovative learning, communication and knowledge exchange that will provide the necessary support in informing the innovation clusters and platforms of the emerging lessons and a communication strategy among members, between governance scales and within participating organisations.

It will mobilize relevant stakeholders to put the outputs of the project into use to improve their knowledge, change their attitudes, and adopt practices and actions, which contribute to the attainment of the project purpose. The expected outcome of the implementation of the knowledge sharing and communication strategy is raised knowledge, attitudes change and practices of stakeholders influenced to have a critical role to play in improving land management in the target areas.

These include policy makers, investment decision makers, programme planners and managers as well as implementers including farmers and their support agents. It may not be possible for this project to achieve its aims within the planned project life, but interactions in the innovation clusters and platforms will result into experiential learning that will enhance adaptive capacities of rural communities for adoption of evergreen agriculture.

Implementation of the Strategy

The overall responsibility for implementing the strategy will rest with Project Team Leader Jonathan Muriuki with assistance of others as follows:

- Knowledge Management Specialist – Kenneth Masuki/ Danyell Odhiambo.
- Rwanda ICRAF Country Office - Athanase Mukuralinda
- Tanzania ICRAF Country Office – Mathew Mpanda and/or Anthony Kimaro
- ICRAF EA Region – Mieke Bourne and Lydia Wafula
Potential Communication and Knowledge Sharing Activities and Products

There are a number of channels that are used by various stakeholders in managing and sharing knowledge in day to day activities. These have proven to be effective and they are proposed for use in this project. These include:

Correspondence: This type of communication is in general usage, it is a non-concurrent, remote communication between people, including letters, memos, phone and fax, email, newsgroups, intranet/Internet forums and blogs.

Meetings: These may take the form of face-to-face interactions, staff, departmental or divisional meetings, workshops and seminars, breakfast and luncheon briefings, focus groups specialised committees (e.g. Parliamentary committees, village development committees), policy forums, symposia and debates. Meetings can be held at any time convenient and should normally target all types of stakeholders in the sector. The deliberations are usually recorded as minutes.

Interpersonal channels: They involve one-on-one conversations or individuals interacting with many people within a society. They include extension work, toll free lines, opinion leaders, phone-ins, video and audio clips.

Training activities: Media and government ministry communication units can be used to equip PR officers and journalists with knowledge and skills for reporting on agricultural issues. Training, most probably be short term, can be used as a tool for also raising awareness.

Publication: Publication is a major and common way of sharing knowledge and information. It may take the form of brochures, calendar of events, information bulletins/folders, pamphlets, bibliographies, newsletters, quarterly or annual reports, and research and consultancy reports. Research institutions and government ministries should produce pamphlets and brochures that explain its mandate or highlight best practices in the national, regional and international. Such publications can be updated frequently, such as quarterly or biannually. Publications can be distributed at various types of meetings or, if necessary, during training or presentation sessions.

Media: Broadcast and print media are the most common modes; they may also be used to target all agricultural sector stakeholders. Some targeted outdoor advertising can also be used to achieve visual impact. Radio and Television have wider coverage and most accessible stations in each country so they can be used. Newspapers circulate around the country and some, publish in local languages which can be used to disseminate information.
Public events: These could be used for educational and awareness raising purposes. Agricultural, trade, industry, scientific, environmental, disaster awareness days, and other fairs can be exploited by the project team and its stakeholders to disseminate information on the benefits and actualization of evergreen agriculture.

Socio-Cultural marketing: The three countries are well endowed and rich in culture and use of non-traditional forms of media such as traditional dances, drama, community theatre, ‘infotainment’, jam sessions involving poetry, music or and song and debates as a major avenue of disseminating information. This genre will be appropriate for agricultural champions that are in the entertainment industry.

Websites: Websites can be used interactively and are very vital platforms for archiving and information sharing. To achieve greater impact, websites should be updated regularly. The project partners have a websites their own while a number of private sector companies, scientific and innovation institutions and media houses also have websites. For a product to be received, understood and utilized by a particular stakeholder it must be packaged and delivered in a manner appropriate for the target stakeholder. This packaging and delivery is done using specific communication media and activities, which are selected to suite the KAP and circumstances of the target stakeholder.

Activities are those actions taken directly to communicate and share information. Most of these activities use media but others such as face- to- face meetings may be carried out without media. Table in the next page highlights the selection of communication platforms and activities for the category of stakeholders for each of the product.
## Communication Platforms and Activities

<table>
<thead>
<tr>
<th>Print media</th>
<th>Electronic media</th>
<th>Folk or Live Media</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>Radio</td>
<td>Drama</td>
<td>Face to face interaction</td>
</tr>
<tr>
<td>Journals</td>
<td>Television</td>
<td>Poetry</td>
<td>Meetings</td>
</tr>
<tr>
<td>Magazines/Newsletters</td>
<td>Video and DVDs</td>
<td>Songs</td>
<td>Workshops</td>
</tr>
<tr>
<td>Books/Book Chapters</td>
<td>Telephone and SMS</td>
<td>All the genre called folklore</td>
<td>Training</td>
</tr>
<tr>
<td>Fliers/Leaflet</td>
<td>Social Media</td>
<td></td>
<td>Seminars</td>
</tr>
<tr>
<td>Poster</td>
<td>CDs and tape</td>
<td></td>
<td>Field days</td>
</tr>
<tr>
<td>Brochures</td>
<td></td>
<td></td>
<td>Study tours</td>
</tr>
<tr>
<td>Technical reports</td>
<td></td>
<td></td>
<td>FFS/ innovation</td>
</tr>
<tr>
<td>Maps</td>
<td></td>
<td></td>
<td>Innovation Cluster</td>
</tr>
<tr>
<td>Policy Briefs</td>
<td></td>
<td></td>
<td>Demonstration (IP/IC proceedings)</td>
</tr>
<tr>
<td>Booklet/Guidelines</td>
<td></td>
<td></td>
<td>Exhibition</td>
</tr>
<tr>
<td>Bulletin boards</td>
<td></td>
<td></td>
<td>Hand delivery</td>
</tr>
<tr>
<td>Calendars</td>
<td></td>
<td></td>
<td>Displays</td>
</tr>
</tbody>
</table>

## Communication Strategy for Evergreen Agriculture

This section presents the communication strategy which points out the products to be communicated to every group of identified stakeholder based on the project outputs. The strategy highlights the appropriate media to be used, timeframe for communicating the product and the responsible partner among the project members to prepare and disseminate the product. The strategy is presented in the subsequent pages.
Farmers get practical skills about using a Jab planter
Communication Strategy and implementation timeframe and responsible partner for Evergreen Agriculture in Mbarali, Tanzania

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGES</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
</table>
| Output 1: Baseline information on conservation agriculture and agroforestry in target areas established | - Agro-dealers | - The information about the project (EGA)  
- Description of farming practices and input needs | - Fliers/Leaflets  
- Posters  
- Brochures | Muriuki/Anthony/Mpanda | Jul-Sep 2012 |
| | - Donor  
- Development Partners  
- Financial Institutions | - Description of farming practices and input needs  
- Information about the role of development partners and financial institutions in EGA | - Meetings  
- Workshop  
- Policy briefs  
- Technical report  
- Email, Websites | Muriuki/Anthony/Mpanda | Jul-Sep 2012 |
| | - Extension Agents  
- Researchers  
- Technical staff (LG) | - Aims of the project and expected outcomes and the roles of partners in the EGA project,  
- Indigenous knowledge and practices  
- Existing agroforestry tree species  
- Existing farmer institutions | - Technical reports  
- Meeting  
- Workshop | Muriuki/Anthony/Mpanda Martha | Jul-Sep 2012 |
| | - Farmers  
- Schools | - Feedback from the baseline survey  
- The information about the project (EGA)  
- Benefit of existing and potential tree species | - Meetings  
- Poster  
- Fliers/leaflets | Muriuki/Anthony/Mpanda Katja | Jul-Sep 2012 |
| | - Media | - Feedback from the baseline survey  
- The information about the project (EGA)  
- Benefit of existing and potential tree species | - Press releases  
- Policy briefs  
- Websites postings  
- Meetings/Workshops | Muriuki/Anthony/Mpanda Katja | Jul-Sep 2012 |
| | - Policy Makers (LG) | - Key findings of the baseline study  
- The overview of the policy framework versus project expectations | - Policy briefs  
- Meetings/Workshops | Muriuki/Anthony/Mpanda /Edith | Jul-Sep 2012 |
Communication Strategy and implementation timeframe and responsible partner for Evergreen Agriculture in Mbarali, Tanzania

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGES</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output 2: Sustainable tree seed and seedling supply systems developed and promoted</td>
<td>- Agro-dealer</td>
<td>- The requirement of the farmers (types of seeds, tools) etc.  - Role of agro-dealer in tree seed &amp; seedling systems</td>
<td>- Fliers/leaflets  - Bulletin  - Meetings/Workshops</td>
<td>Moses/Mpanda/Anthony</td>
<td>Oct 2012 – Jun 2013</td>
</tr>
<tr>
<td></td>
<td>- Farmers  - Schools</td>
<td>- Knowledge on tree seeds sources, supply, propagation  - Good tree nursery practices</td>
<td>- Poster  - Fliers/leaflets  - Demonstrations  - Exhibitions  - Meetings/workshops</td>
<td>Moses/Mpanda/Anthony</td>
<td>Oct 2012 – Jun 2013</td>
</tr>
<tr>
<td></td>
<td>- Policy Makers (LG)</td>
<td>- Identification of beneficial tree species  - Best practices in seeds and seedling production  - Needs for policy integration on seed &amp; seedling supply systems</td>
<td>- Policy briefs  - Meetings/Workshop</td>
<td>Moses/Mpanda/Anthony</td>
<td>Oct 2012 – Jun 2013</td>
</tr>
</tbody>
</table>
## Communication Strategy and Implementation Timeframe and Responsible Partner for Evergreen Agriculture in Mbarali, Tanzania

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGES</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
</table>
| Output 3: Capacity and skills in tree production and agroforestry practices enhanced | - Agro-dealer  
- Donor  
- Development Partners  
- Financial Institutions  
- Extension Agents  
- Researchers  
- Technical staff (LG) | - Information on inputs and equipment needs for CAWT adoption by farmers  
- Capacity needs on CA and AF technologies by farmers and other stakeholders  
- Most effective and efficient capacity building approaches  
- Possible business models and value chains in CA and AF  
- Existing networks and roles  
- Effective methods for collecting information and feedback from the farmers  
- Agroforestry technologies relevant to site  
- Best extension approaches in EGA  
- Specific capacity needs on EGA tree production and AF practices | - Fliers/leaflets  
- Bulletin/Brochure  
- Meetings  
- Brochure/Technical reports  
- Emails, Websites postings  
- Meetings/workshops  
- Video/VCD/DVD  
- Training/Seminars  
- Demonstrations  
- Study tours | Muriuki/Moses/Esther/Mpanda/Anthony  
Muriuki/Moses/Mieke/Esther/Mpanda/Anthony  
Muriuki/Moses/Mpanda/Anthony/Mieke/Martha  
Muriuki/Moses/Mpanda/Anthony/Martha  
Muriuki/Moses/Martha  
Mowo/Anthony/Muriuki/Mpanda/Mieke | Mar-Dec 2013  
Mar-Dec 2013  
Mar-Dec 2013  
Mar-Dec 2013  
Mar-Dec 2013 |
Communication Strategy and implementation timeframe and responsible partner for Evergreen Agriculture in Bugesera, Rwanda

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGES</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output 1: Baseline information on conservation agriculture and agroforestry in target areas established</td>
<td>- Farmers - Cooperatives</td>
<td>- Key baseline findings on tree based farming system - Availability of existing seed/seedling systems</td>
<td>- Fliers/leaflets - Posters - Meeting - Workshop,</td>
<td>Muriuki/Moses/Agnes/Daniel/Mukuralinda</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td></td>
<td>- Funding Agencies - Financial Institutions</td>
<td>- Key findings of the baseline information - Expected Impact of EGA &amp; CA</td>
<td>- Technical reports - Emails, Websites - Meeting/Workshop/Seminars</td>
<td>Muriuki/Mukuralinda/Edith</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td></td>
<td>- Government Projects - Defence Forces</td>
<td>- Existing dominant tree species - Adoption packages</td>
<td>- Fliers/Leaflets - Brochures/Technical reports - Websites postings</td>
<td>Muriuki/Mukuralinda/Moses/Daniel</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td></td>
<td>- Local Government</td>
<td>- Key findings of the baseline information</td>
<td>- Technical reports - Websites postings</td>
<td>Muriuki/Mieke/Mukuralinda/Edith/Danyell</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td></td>
<td>- Media</td>
<td>- Key findings of the baseline information</td>
<td>- Technical Reports - Meeting/Workshops</td>
<td>Muriuki/Mieke/Mukuralinda/Edith/Danyell</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td></td>
<td>- Private Sector - NGOs</td>
<td>- Key findings of the baseline information</td>
<td>- Baseline report (Brochure Booklet) - Workshop/Seminars</td>
<td>Muriuki/Mieke/Mukuralinda/Edith/Danyell</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td></td>
<td>- Research</td>
<td>- Key findings of the baseline information</td>
<td>- Technical report - Websites postings - Workshops</td>
<td>Muriuki/Mukuralinda/Edith/Danyell</td>
<td>Jul-Sep 2012</td>
</tr>
<tr>
<td>OUTPUT</td>
<td>TARGET GROUP</td>
<td>KEY MESSAGES</td>
<td>MEDIUM</td>
<td>WHO</td>
<td>WHEN</td>
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</tr>
</tbody>
</table>
| Output 2: Sustainable tree seed and seedling supply systems developed and promoted | - Farmer Cooperatives | - Seed & seedling supply systems  
- Nursery management | - Fliers/leaflets  
- Posters  
- Radio  
- Television | Muriuki/Agnes/Daniel/Mukuralinda | Oct 2012 – Jun 2013 |
| | - Funding Agencies  
- Financial Institutions | - Suitable seeds & seedling systems  
- Needs for credit and investment on seeds & seedling systems | - Technical reports  
| | - Government Projects  
- Defence Force | - Inventory of existing tree species diversity  
- Seed/seedling resources | - Technical reports  
- Seminar/Workshops  
- Study tours | Moses/Katja/Daniel/Mukuralinda | Oct 2012 – Jun 2013 |
| | - Local Government | - Inventory of existing tree species diversity  
- Identification of beneficial tree species  
- Sources of good quality seeds/seedlings | - Technical reports  
- Policy brief  
- Posters/Brochures  
- Seminars/Meetings | Moses/Katja/Daniel/Mukuralinda/Muriuki | Oct 2012 – Jun 2013 |
| | - Media | - Inventory of existing tree species diversity  
- Identification of beneficial tree species  
- Source of good quality seeds/seedlings  
- Best practices in seeds and seedling production | - Brochure  
- Policy briefs  
- Websites postings  
- Meeting/Workshop/Seminar  
- Study tours | Moses/Katja/Daniel/Mukuralinda/Muriuki | Oct 2012 – Jun 2013 |
| | - Private Sector  
- NGOs | - Nursery establishment & tree seed propagation  
- Funding and technical assistance needs | - Seminar/Workshops  
- Study tour  
- Demonstrations | Moses/Agnes/Daniel/Mukuralinda | Oct 2012 – Jun 2013 |
| | - Research | - Community needs for quality seeds & seedlings  
- Best tree propagation methodologies  
- Methodologies for seeds & seedlings systems development | - Technical report  
- Journal articles  
- Book/book chapters  
- Emails, Websites  
- Meeting/Workshop | Moses/Agnes/Daniel/Mukuralinda/Muriuki | Oct 2012 – Jun 2013 |
## Communication Strategy and Implementation Timeframe and Responsible Partner for Evergreen Agriculture in Bugesera, Rwanda

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGES</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
</table>
| Output 3: Capacity and skills in tree production and agroforestry practices enhanced | - Farmers  
- Cooperatives | - Knowledge in tree planting and agroforestry practices  
- Capacity on seed and seedling preparation (Nursery management) | - Fliers/leaflets  
- Radio/Television  
- Poetry/Songs  
- Demonstrations | Muriuki/Moses/Agnes/Daniel/Mukuralinda | Mar-Dec 2013 |
| | - Funding Agencies  
- Financial Institutions | - Investment opportunities in CA and AF | - Technical reports  
- Policy briefs | Muriuki/Esther/Mukuralinda | Mar-Dec 2013 |
| | - Government Projects  
- Defence Forces | - Knowledge exchange among farmers and others stakeholders  
- Training skills on CA and AF  
- Investment opportunities in CA and AF | - Training manuals  
- Seminar/Workshops  
- Study tours  
- Demonstrations | Muriuki/Moses/Esther/Danyell/Mieke/Mukuralinda | Mar-Dec 2013 |
| | - Local Government | - Capacity and skills in CA and AF  
- Investment opportunities in CA and AF | - Training manual  
- Policy brief  
- Video/DVD  
- Study tours | Muriuki/Esther/Mieke/Mukuralinda | Mar-Dec 2013 |
| | - Media | - Technical knowledge on CA and AF practices  
- Investment opportunities in CA and AF | - Websites postings  
- Meeting/Workshop  
- Study tours | Muriuki/Esther/Mieke/Mukuralinda | Mar-Dec 2013 |
| | - Private Sector  
- NGOs | - Technical knowledge on CA and AF practices  
- Investment opportunities in CA and AF | - Training manual  
- Meeting/Workshops  
- Demonstrations | Muriuki/Daniel/Mieke/Mukuralinda | Mar-Dec 2013 |
## Communication Strategy and Implementation Timeframe and Responsible Partner for Evergreen Agriculture in Machakos, Kenya

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGE</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
</table>
| Output 1: Baseline information on conservation agriculture and agroforestry in target areas established | - Donors  
- Financial Institutions  
- Extension Agents | - Expected Impact of EvA & CA  
- Extension agents roles in the EVA project  
- Best bet technologies in EvA | - Technical report  
- Policy Briefs  
- Meetings/Workshops | Muriuki/Lydia/Edith | Jul-Sep 2012 |
| | - Farmers  
- Schools  
- Government Ministries  
- Local Government | - Key baseline findings on tree based farming system  
- Availability of existing seed/seedling systems  
- Existing dominant tree species  
- CA activities in place | - Fliers/Leaflet/Posters  
- Brochures  
- Meetings/Workshops | Muriuki/Lydia/Moses  
Agnes  
Daniel | Jul-Sep 2012 |
| | - Media | - Status of the target community (Farming System and livelihoods)  
- Recommended tree species per site | - Newsletters  
- Technical report  
- Policy Briefs  
- Websites postings  
- Meetings/Workshops | Muriuki/Lydia/Moses  
Edith/Daniel | Jul-Sep 2012 |
| | - Private Sector  
- NGOs  
- Religious Organisations | - Preferred tree species  
- CA practices and equipment used  
- Inputs and financial needs of farmers | - Technical reports  
- Policy briefs  
- Web postings  
- Workshops/Seminars | Muriuki/Lydia/Edith/  
Joyce | Jul-Sep 2012 |
Communication Strategy and implementation timeframe and responsible partner for Evergreen Agriculture in Machakos, Kenya

<table>
<thead>
<tr>
<th>OUTPUT</th>
<th>TARGET GROUP</th>
<th>KEY MESSAGE</th>
<th>MEDIUM</th>
<th>WHO</th>
<th>WHEN</th>
</tr>
</thead>
</table>
| Output 2: Sustainable tree seed and seedling supply systems developed and promoted | - Donors  
- Financial Institutions | - Demand of quality seed/seedlings  
- Input and financial needs of nursery operators and seed dealers | - Technical report  
- Policy Briefs  
- Web postings  
- Meetings  
- Workshops | Moses/Agnes/Daniel Muriuki | Oct 2012 – Jun 2013 |
| | - Extension Agents | - Knowledge on tree seed supply/availability, management and propagation  
- Functionality of Rural Resource Centre | - Brochures  
- Technical report  
- Booklet/Guidelines  
- Video and DVDs  
- Meetings  
- Workshops  
| | - Farmers  
- Schools | - Seed and Seedling availability  
- Seeds & Seedlings supply systems. | - Flyers/Leaflet  
- Poster/Brochures  
- Meetings  
- Workshops  
- Field days  
- Study tour  
| | - Government Ministries  
- Local Government | - Priority tree species suitable for the area  
- Most suitable tree seed & seedlings supply systems | - Policy brief  
- Technical report  
- Brochures  
- Workshops  
- Meetings  
| | - Media | - Priority tree species suitable for the area  
- Most sustainable tree seed & seedlings supply systems | - Technical report  
- Video and DVDs  
- Websites postings  
- Meetings  
- Workshops  
- Field days  
- Study tours | Moses/Agnes/Daniel Muriuki | Oct 2012 – Jun 2013 |
| | - Private Sector  
- NGOs  
- Religious Organisations | - Seed & seedling supply systems  
- Potential tree species suitable for the area and their propagation  
- Functionality of Rural Resource Centre | - Posters  
- Brochures  
- Technical report  
- Workshops  
- Seminars  
- Study tours | Moses/Agnes/Daniel Muriuki | Oct 2012 – Jun 2013 |
## Communication Strategy and Implementation Timeframe and Responsible Partner for Evergreen Agriculture in Machakos, Kenya

<table>
<thead>
<tr>
<th>Output</th>
<th>Target Group</th>
<th>Key Message</th>
<th>Medium</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output 3: Capacity and skills in tree production and agroforestry practices enhanced</td>
<td>- Donors - Financial Institutions</td>
<td>- Capacity needs on quality seeds and tree management - Possible business models and value chains in EvA</td>
<td>- Poster - Technical report - Policy Briefs - Meetings - Workshops</td>
<td>Muriuki/Daniel/Mieke/Esther</td>
<td>Mar-Dec 2013</td>
</tr>
<tr>
<td></td>
<td>- Extension Agents</td>
<td>- Information and feedback from the farmers - Agroforestry technologies relevant to site</td>
<td>- Brochures - Policy Briefs - Meetings - Workshops - Training/Seminars</td>
<td>Muriuki/Daniel/Mieke Lydia</td>
<td>Mar-Dec 2013</td>
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<td></td>
<td>- Farmers - Schools</td>
<td>- Knowledge on best tree and crop management practices - Knowledge on best CA practices - Application of healthy learning methodologies</td>
<td>- Fliers - Leaflets - Posters/booklet - Meetings - Workshops - Training - Seminars - Field days - Study tour - Rural Resource Centre</td>
<td>Daniel/Mieke Danyell</td>
<td>Mar-Dec 2013</td>
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<td></td>
<td>- Government Ministries - Local Government</td>
<td>- Expected project implementation structure and approaches - Project capacity building framework</td>
<td>- Technical reports - Meetings - Workshops - Training/Seminars - Field days/Study tour</td>
<td>Muriuki/Mieke/Lydia</td>
<td>Mar-Dec 2013</td>
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<td>- Media</td>
<td>- Capacity needs of other stakeholders</td>
<td>- Brochures - Meetings - Workshops - Training/Seminars</td>
<td>Mieke/Muriuki/Moses/Lydia/Esther</td>
<td>Mar-Dec 2013</td>
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<td></td>
<td>- Private Sector - NGOs - Religious Organisations</td>
<td>- Capacity needs of farmers - Existing networks and roles</td>
<td>- Meetings - Workshops - Training/Seminars</td>
<td>Muriuki/Mieke/Agnes/Esther</td>
<td>Mar-Dec 2013</td>
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REFERENCES


DFID–Natural Resources Systems Programme (DFID–NRSP) 2002, Scaling-up and communication: Guidelines for enhancing the developmental impact of natural resources systems research, 8 pp.


