



Agroecology and
Safe Food System
Transitions



ALiSEA General Assembly

Communication strategy

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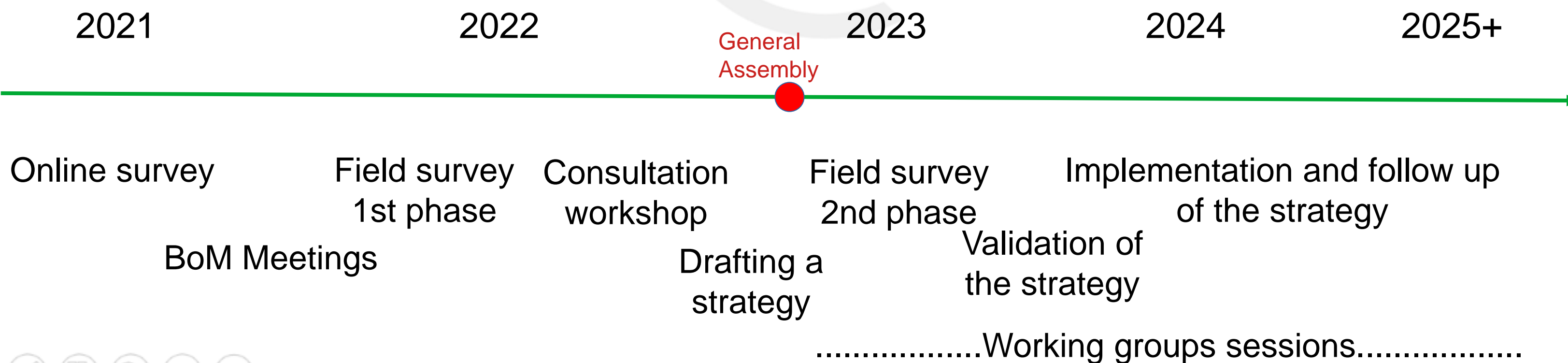
FONDS FRANÇAIS POUR
L'ENVIRONNEMENT MONDIAL



Objectives and Timeline of the strategy

- Improving Internal & external communication of ALiSEA
- Designing the Knowledge Hub /ALiSEA multimedia (website, social media) transformation including communication possibilities

Through a participatory approach → User needs assessment (Online and Field survey), regular meetings with BoM and workshops participation





Understand the difference

INTERNAL COMMUNICATION

- Exchange information between members.
- Promotion of members activities within the network.
- Share on specific topics you are working on with other members.



EXTERNAL COMMUNICATION

- Promotion of network and members activities
- Exchange information with external audiences, outside the network (Policymakers, Consumers, Farmers, Journalists, non members ...)





Insights of the needs assessment on the internal communication

Online Survey (194 answers in 3 countries)

Field survey (20 face to face interviews per country)

- The need to improve the exchange and collaboration between members and contact other members easily
- The need of an online tool to facilitate these exchanges
- The need for more informative and ludic content in national language (video, podcast,...)
- The needs for topics exchange are really diverse
- The most favoured channel are emails and social networks.



Preliminary frame of the communication strategy with the knowledge hub design presented at the July internal seminar

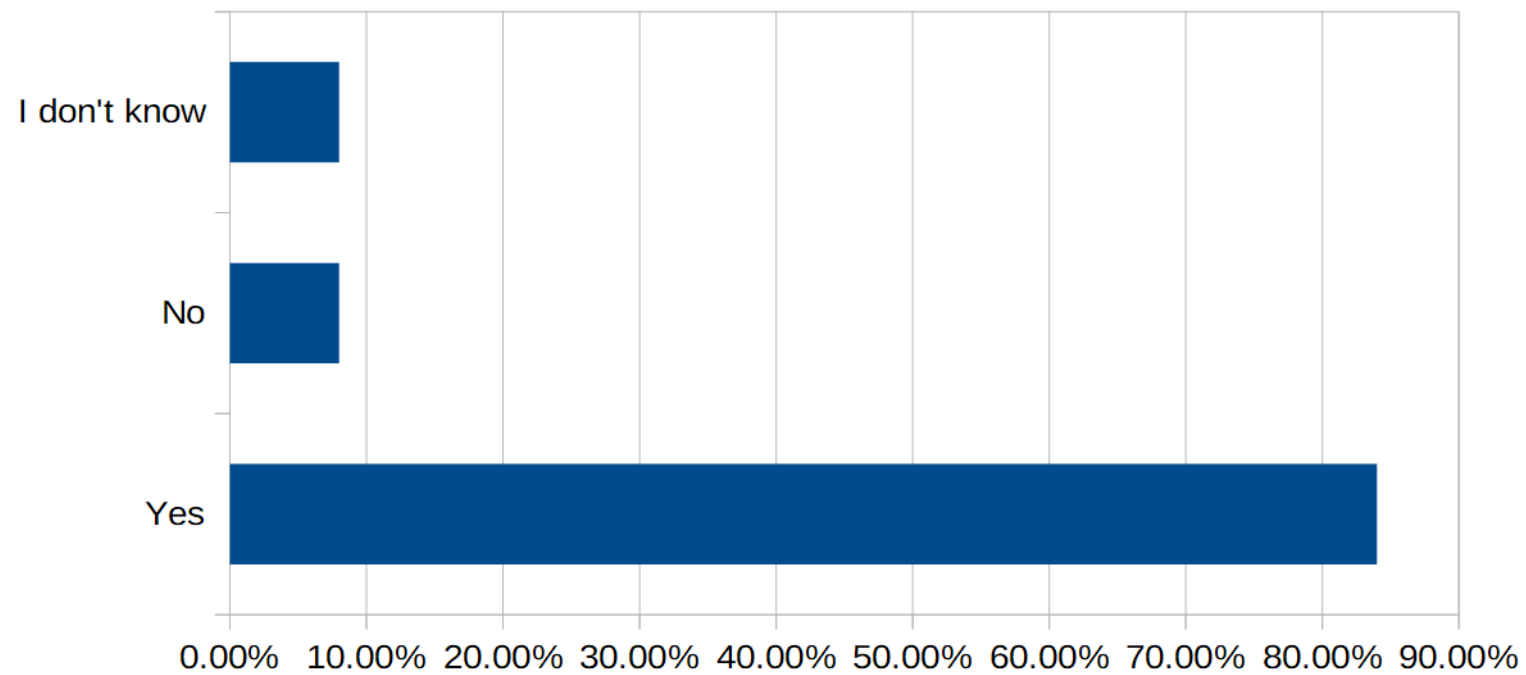


- The Alisea website becomes a Knowledge Hub that gather all the exchanges between ALiSEA members, knowledge production from members and data generated from ASSET project
- Content is improved (attractive contents) and updated as regularly as possible
- An exchange/chat platform on different thematic inside the Knowledge Hub : The ALiSEA Forum
- It also makes links to other existing platforms targeting specific audiences
- The Hub is promoted to non-members through the FB pages and events
- The FB pages becomes a showcase of the Knowledge Hub resources = A lot of links are created from the KH content in the FB posts
- National FB pages help to attract more local members
- The English FB page targets official audiences like donors or policy markers and a bridge is created between the EN page and ASSET FB page

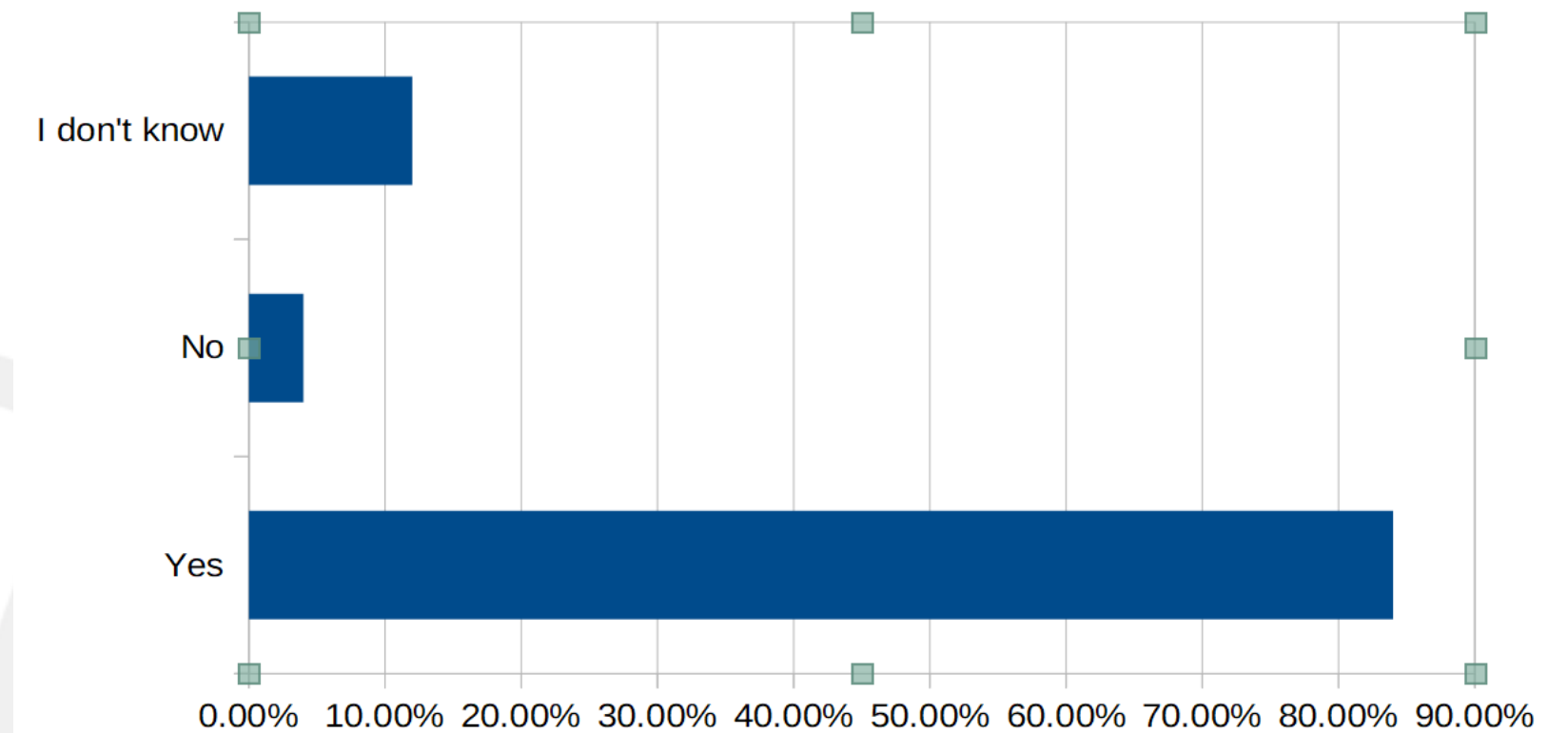


Insights of the July consultation: Internal communication

Do you want to exchange more information inside the network with other members?



Do you want a tool inside the Knowledge Hub to facilitate these exchanges?

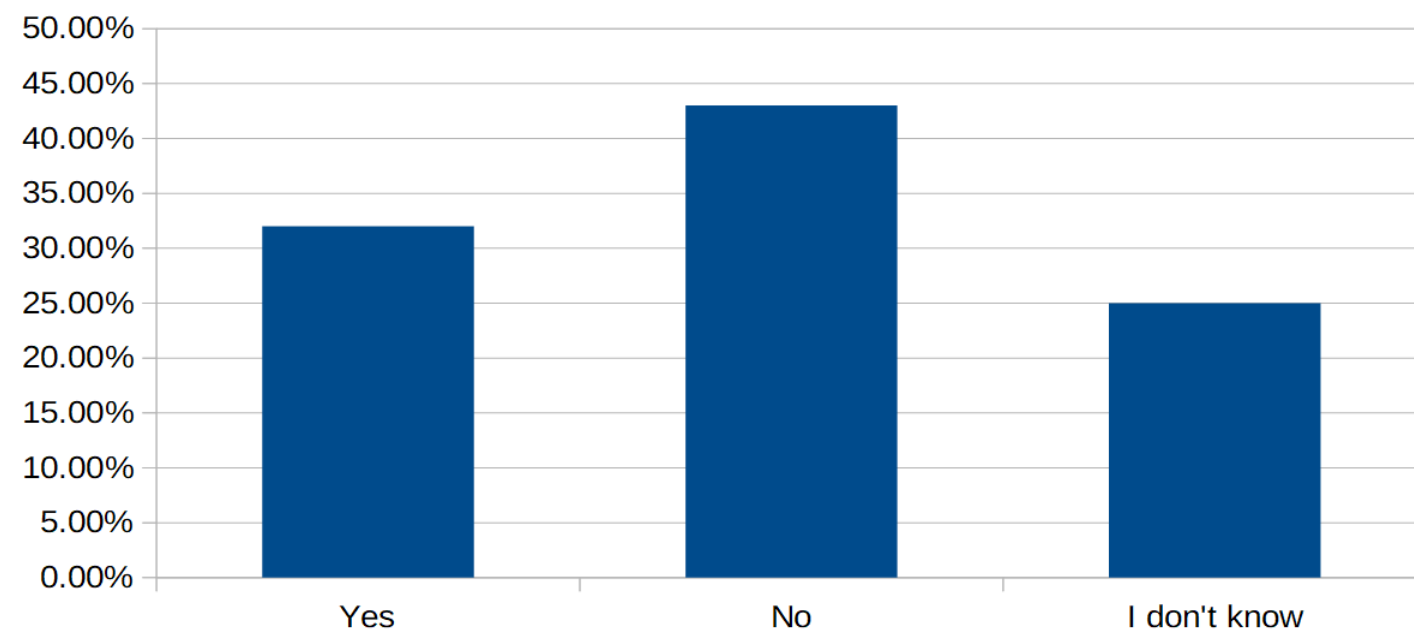


- Tools to exchange between members:
- A public forum for formal and hierarchized information
- TG(Cambodia)/Whatsapp (Laos)/Zalo (Vietnam) groups for informal exchanges.

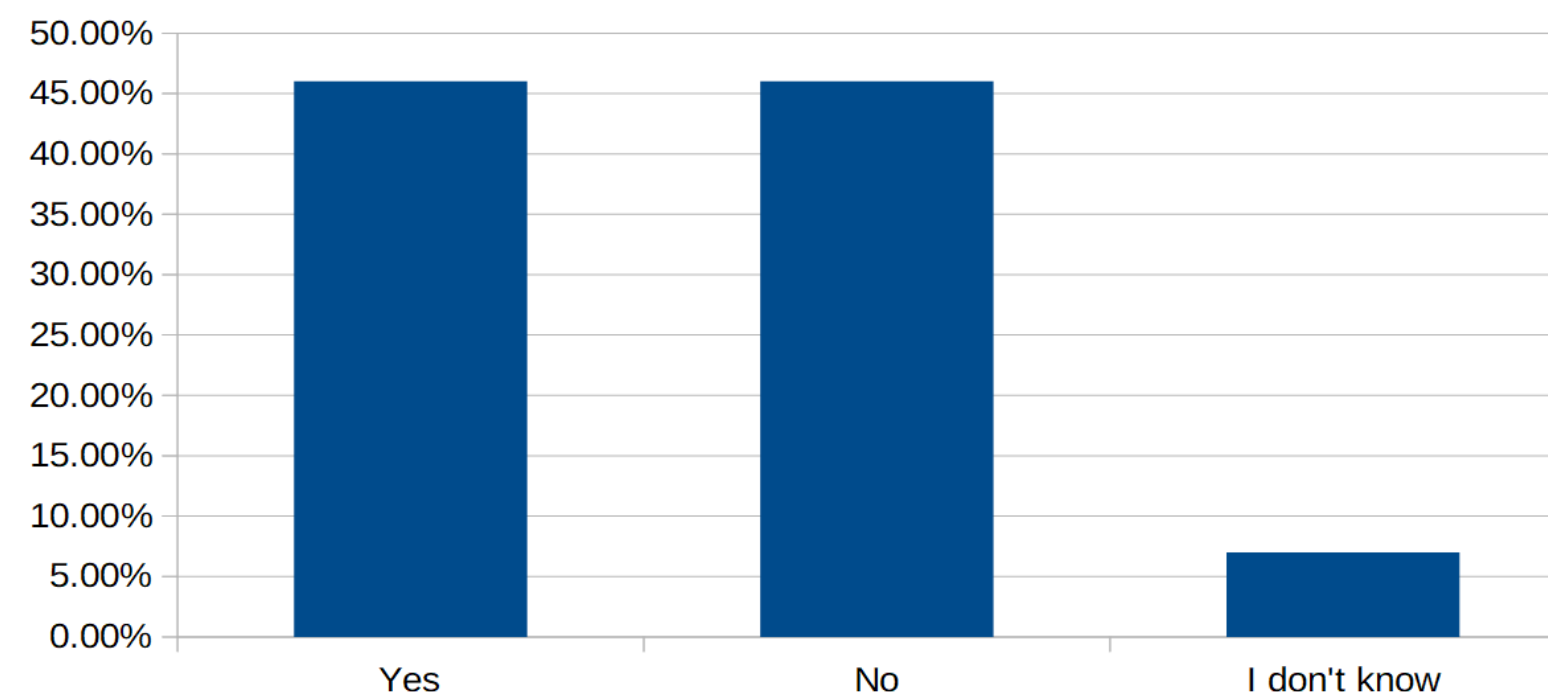


Insights of the July consultation: Internal communication

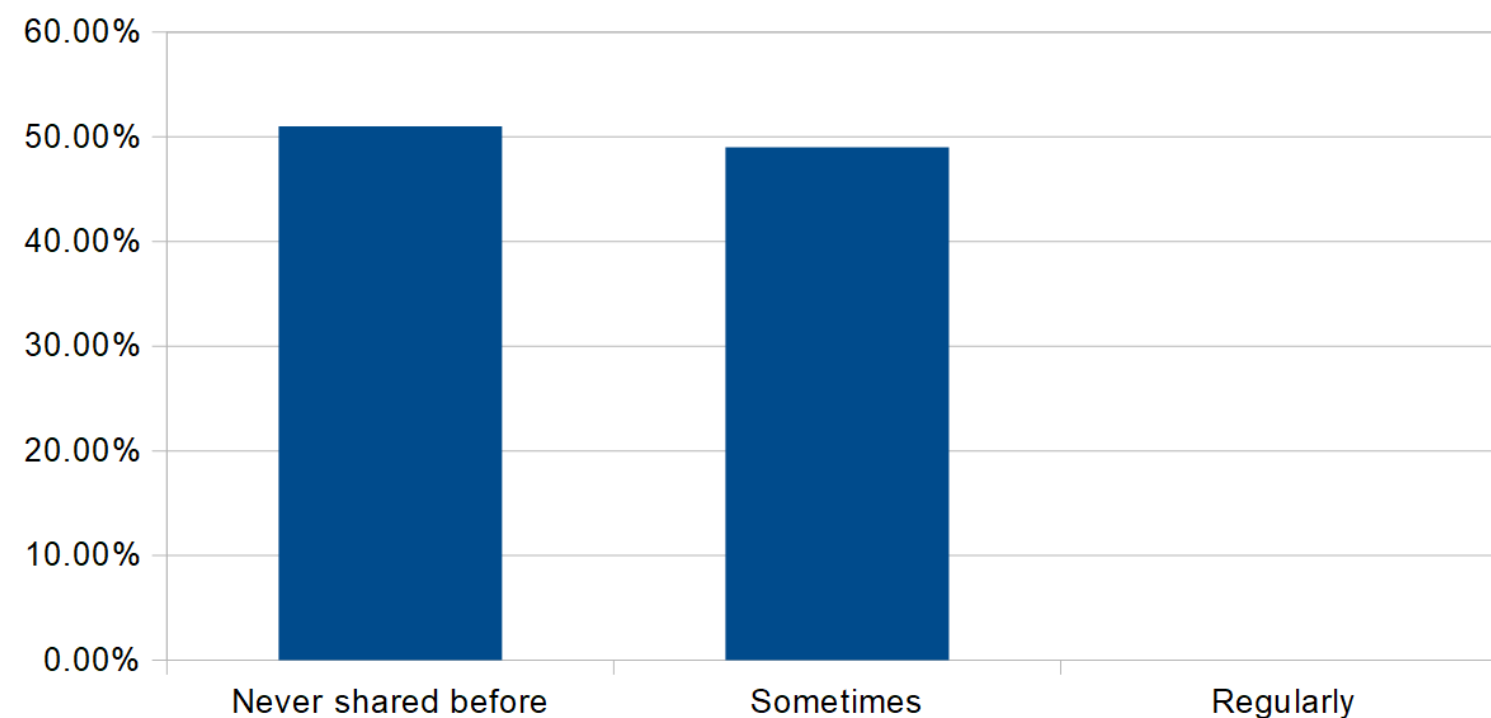
Did you share information with ALiSEA that was posted on Facebook page in English?



Did you share information with ALiSEA that was posted on Facebook page in your national language?



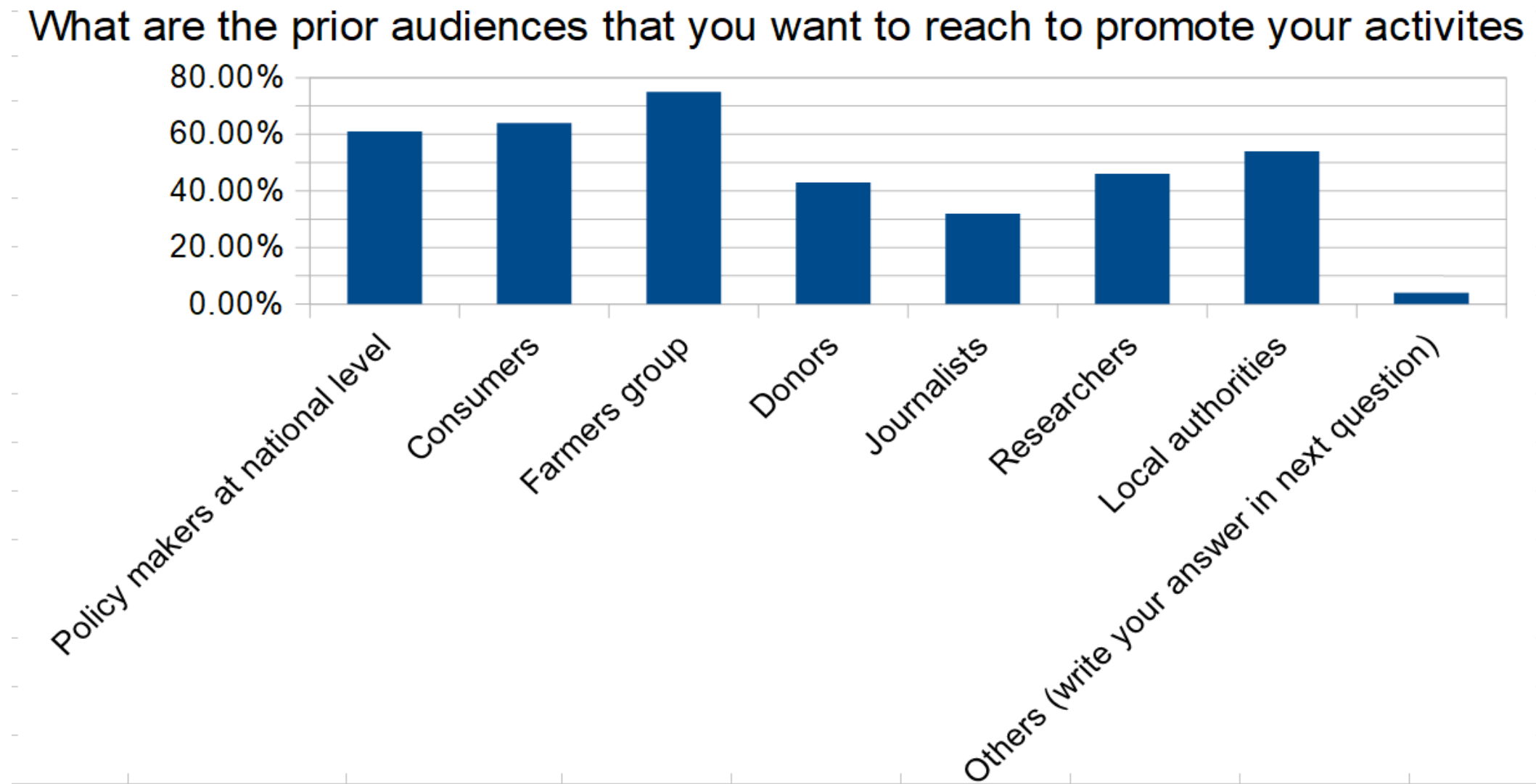
Have you ever shared resources developed by your organization to ALiSEA



- **Need to increase resources shared by members.**
- **Working groups on internal communication on main topics to exchange inside the network.**



Insights of the July consultation: External communication



- **Main audiences to target are diverse and well represented ⇒ working groups on external communication inside the network to think how to reach every audience.**



Next steps in 2023 in line with the network structuration

INTERNAL COMMUNICATION



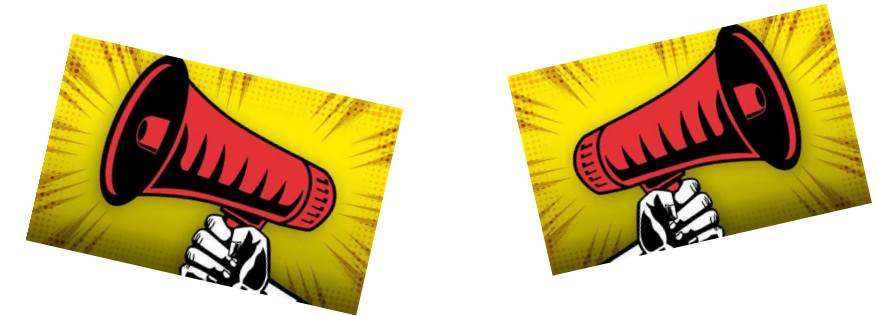
- Find the favorite thematics for internal exchange
- Field survey second phase: Testing the forum with multiple agroecology thematics
- Creating TG/Whatsapp/Zalo groups for unformal exchanges
- Increase ressources sharing, discussion about incentives and knowledge format

NETWORK STRUCTURATION



- Working groups inside the network (thematics, resources, external audiences)
- Forum and Message app facilitation
- Content production and resources sharing

EXTERNAL COMMUNICATION



- Find messages and channels to reach targeted external audiences
- Organize events targeting specific audiences

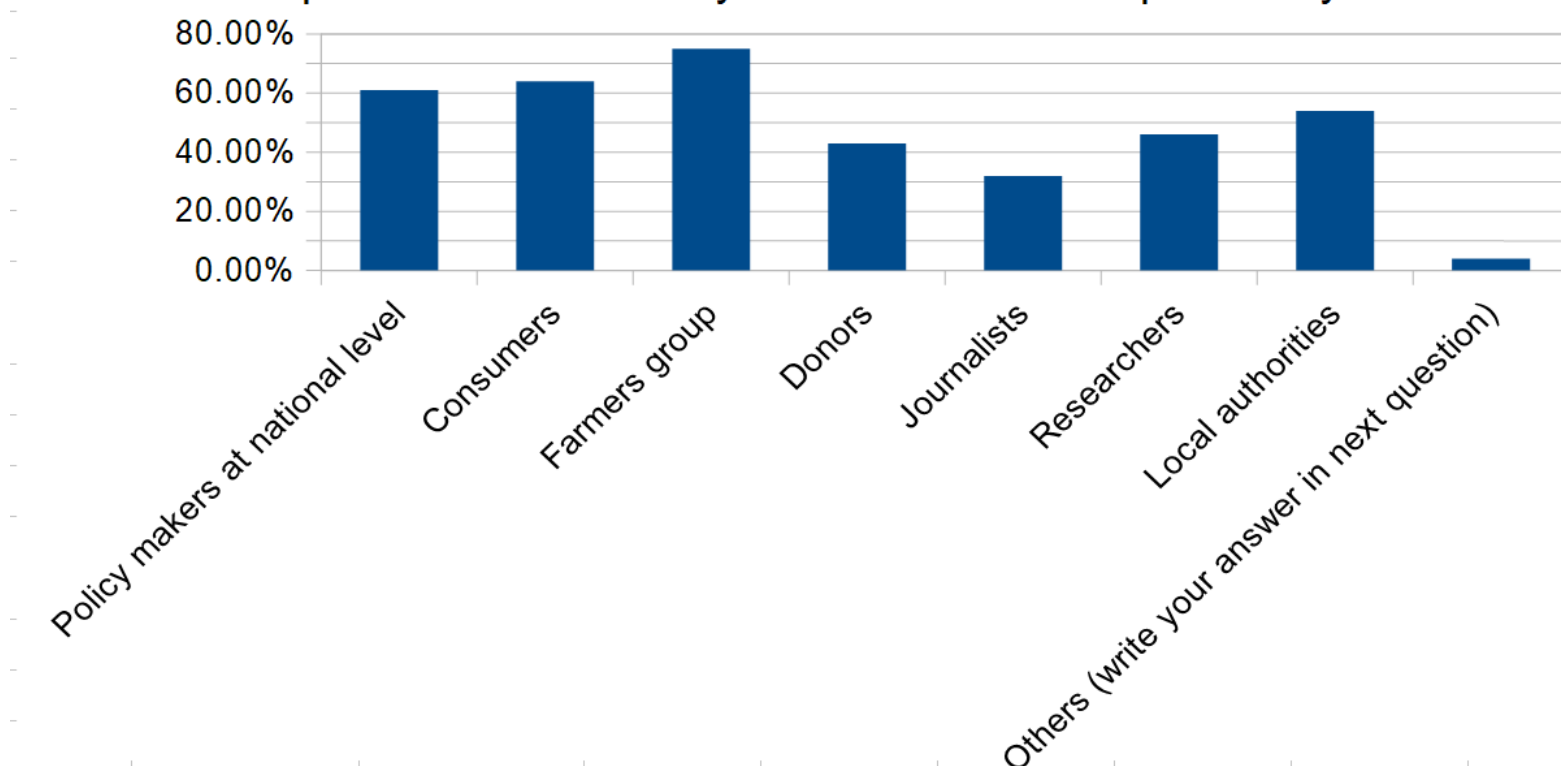


Creating working groups On external audiences (For working sessions in 2023)



Setting up group list to brainstorm how to target every external audiences.

What are the prior audiences that you want to reach to promote your activities



- Write your name and contact under your favorite audience that you would like to reach
- You can be in 2 or 3 groups
- Working sessions will be organized in 2023



Q&A and suggestions



Participatory approach before setting a strategy