



**ALiSEA**

AGROECOLOGY LEARNING ALLIANCE  
IN SOUTH EAST ASIA

ALiSEA National General Assembly 2024

# **ALiSEA's COMMUNICATION STRATEGY in VIETNAM**

**Hanoi, 13th November 2024**

National Secretariat  
Presented by Ms. Nguyen Thi Trang

ALiSEA aims at **bringing people together to analyze, address issues and identify future mutual areas of work** for supporting farmers in transitioning from their current practices to AE practices.

**Main communication objectives are**

- **Internal Communication :**
  1. Strengthen interactions and links between members
  2. Reinforce dissemination of information among the network
  3. Understand members' needs and interests
  4. Attract more members to join the network.
- **External Communication:**
  1. Promote members work and results
  2. Scaling up adoption of AE practice among **farmers**
  3. Raise awareness of **general audience** about the impacts of the network & AE
  4. Increase visibility and credibility of agroecological movement towards **policy makers and consumers**

# Communication Strategy



1. Channels: Email, Zalo, Facebook page, Phone Call
2. In-charge: Ms. Trang - National Secretariat
3. Type of productions: Photo, Image, short video, articles
4. Target Audience:

For the external communication, the workshop discussed a number of potential audiences, and then voted to define the objectives of the communication strategy including **consumers, farmer groups, and researcher.**

## Potential audiences

## Selected audiences

Policy maker

Consumer

Farmer group

Donor

Journalist

Researcher

Local authorities

Others

**Consumer**

**Farmer group**

**Researcher**

# Main Communication Channels

## EMAIL



trang9099.vn@gmail.com

## ZALO



## PHONE CALL



+84 97 777 99 52

## FACEBOOK PAGE



## WEBSITE



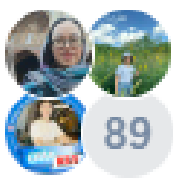
**Email and phone call** are used to share general information and to announce formal and important updates regarding the Network and members.





# ABOUT ZALO/ZALO GROUP

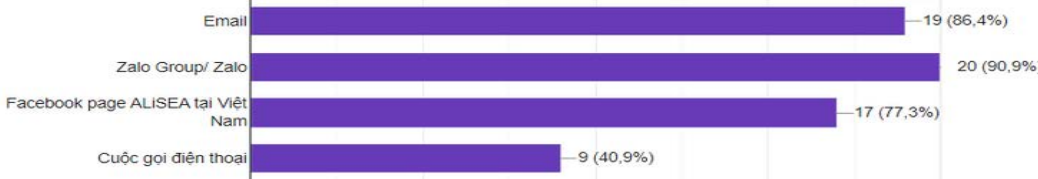
Created June 2023 - 57members. As off Nov 2023, 49 links, 55 photos/videos, 39 files shared and discussed



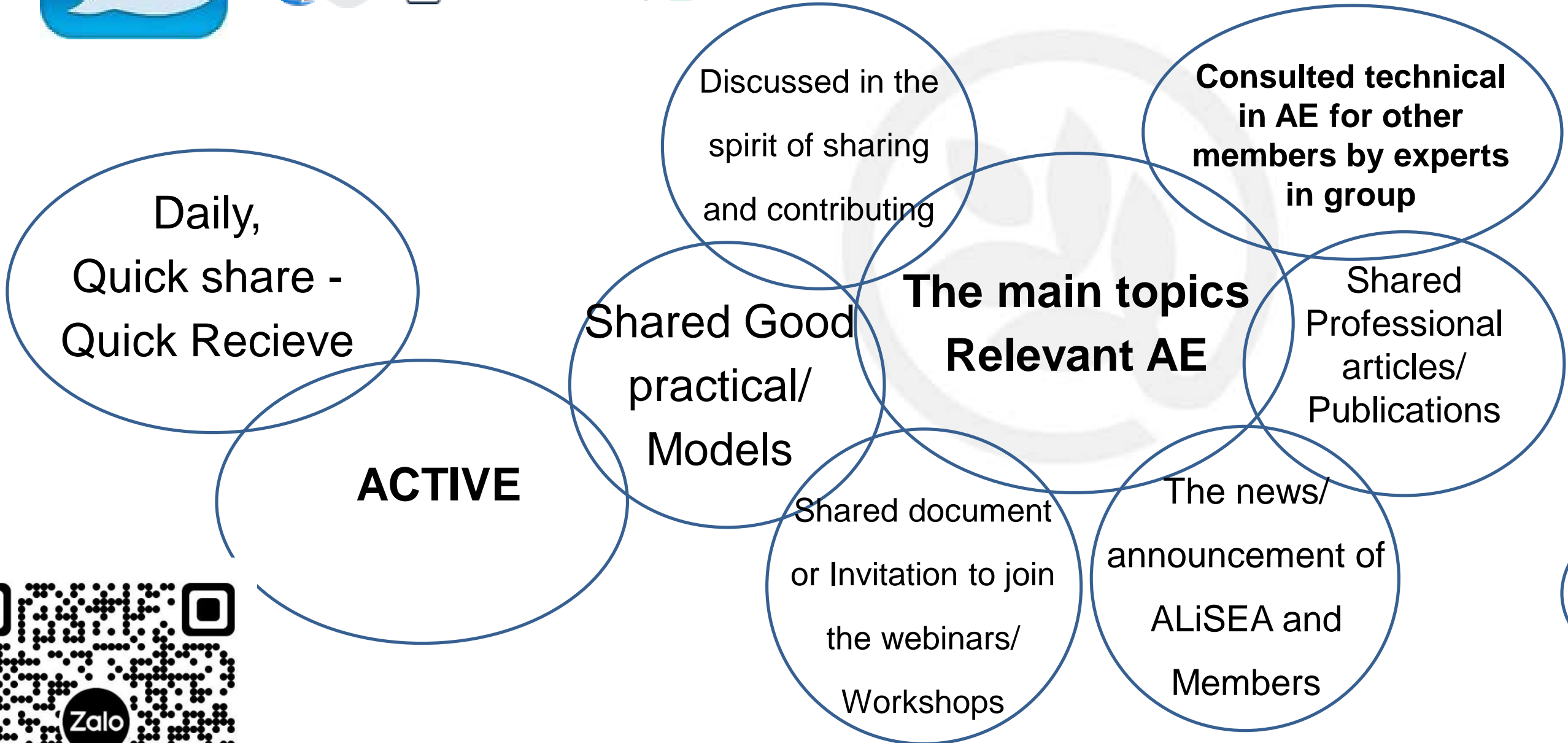
ALiSEA Vietnam

89 members

282 links, 207 photos/videos, 140 files shared and discussed



Appreciated by members via activities on social media channels: Zalo, Facebook page

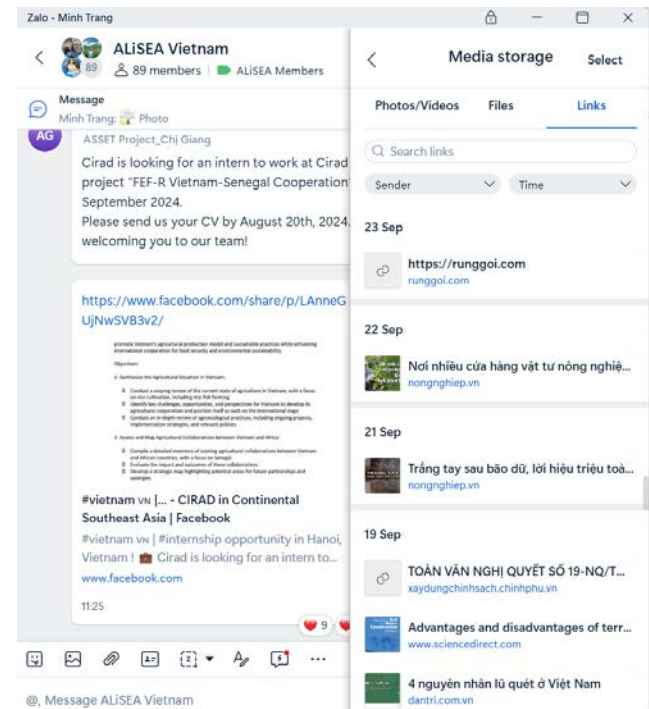
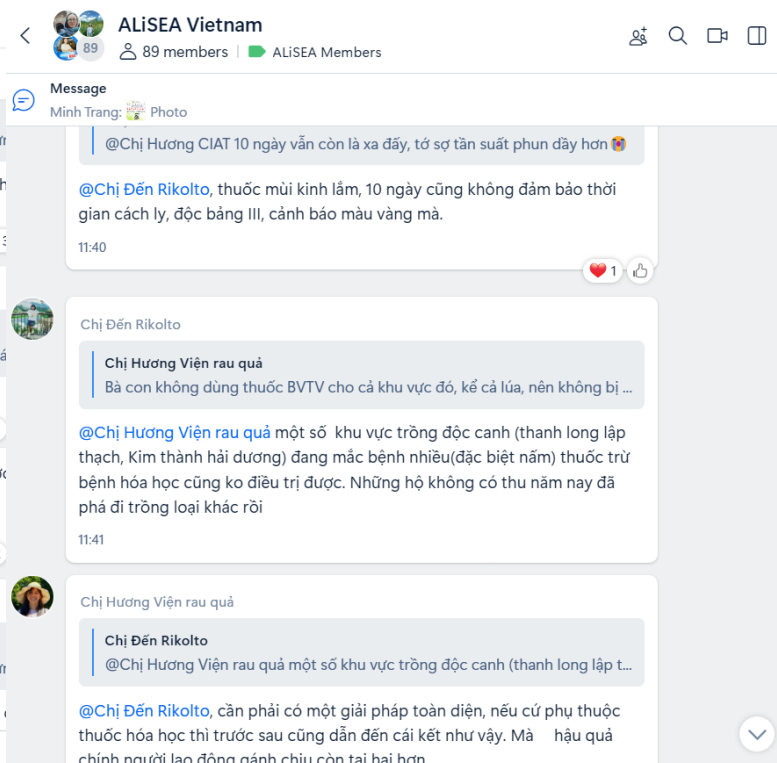
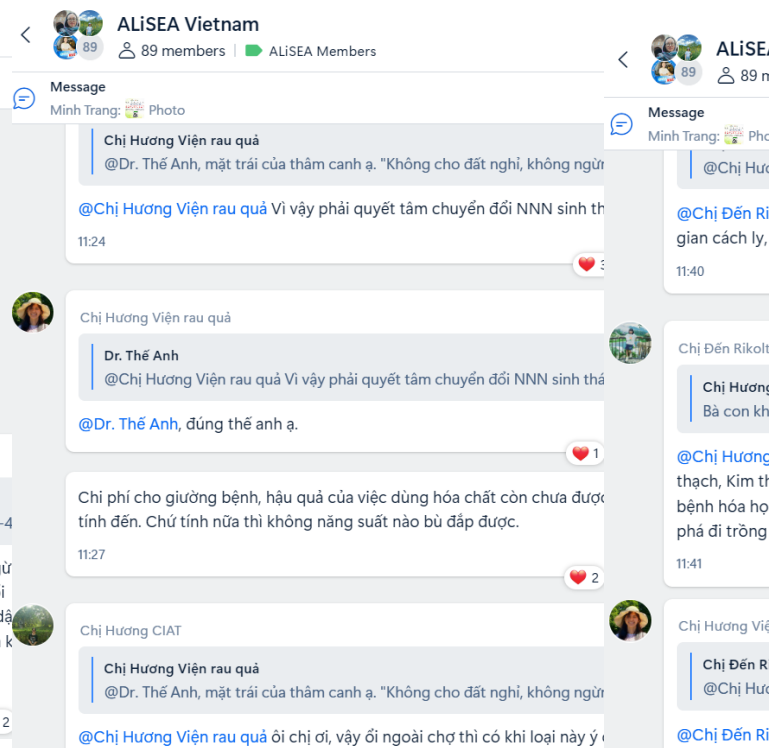
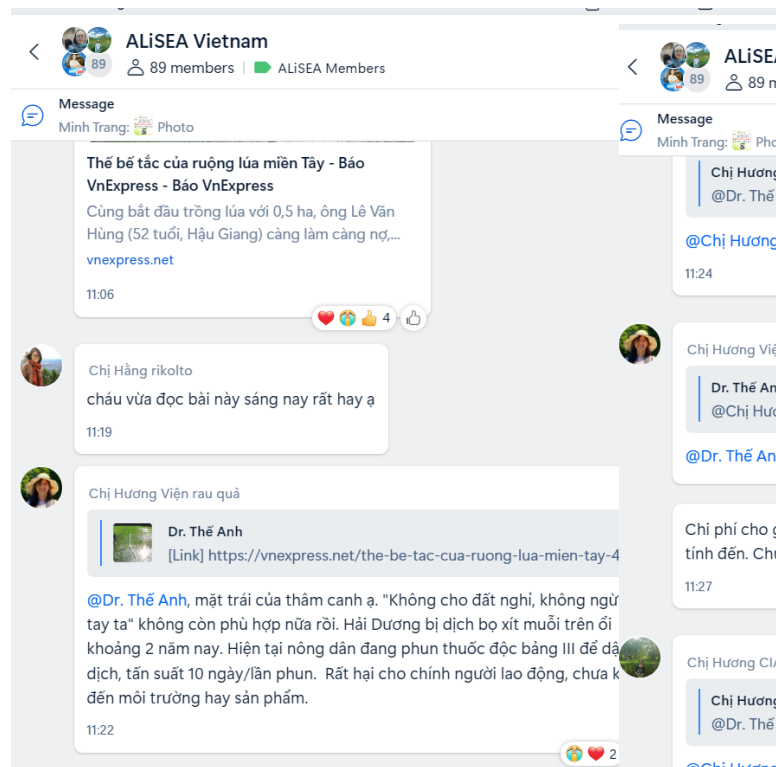
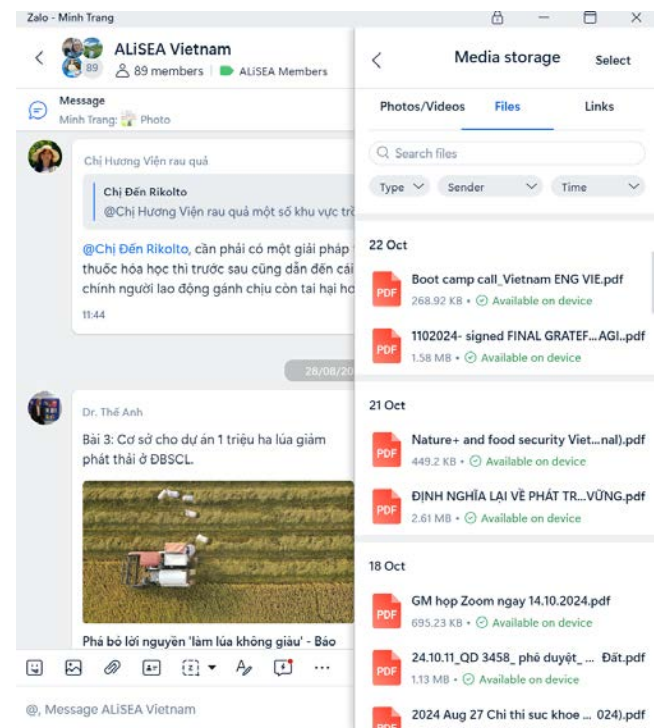
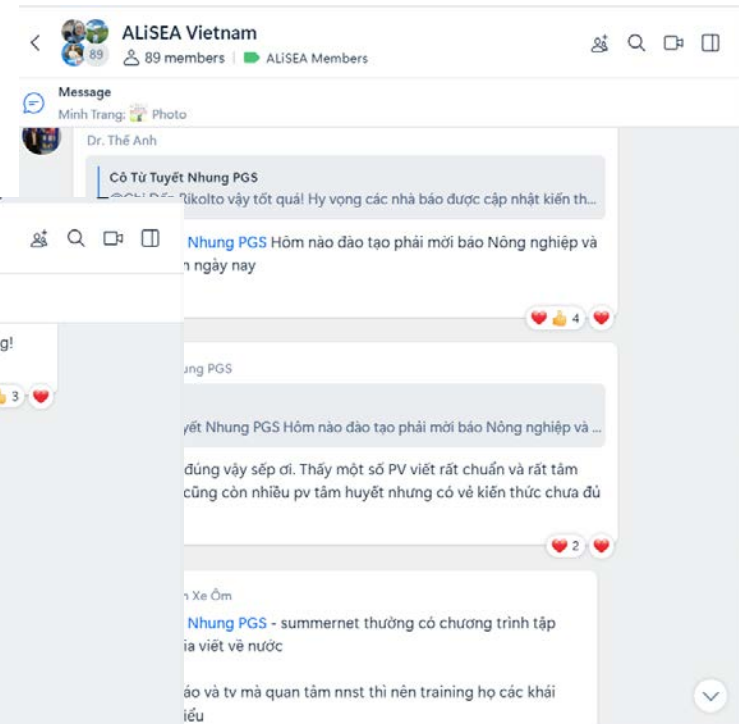
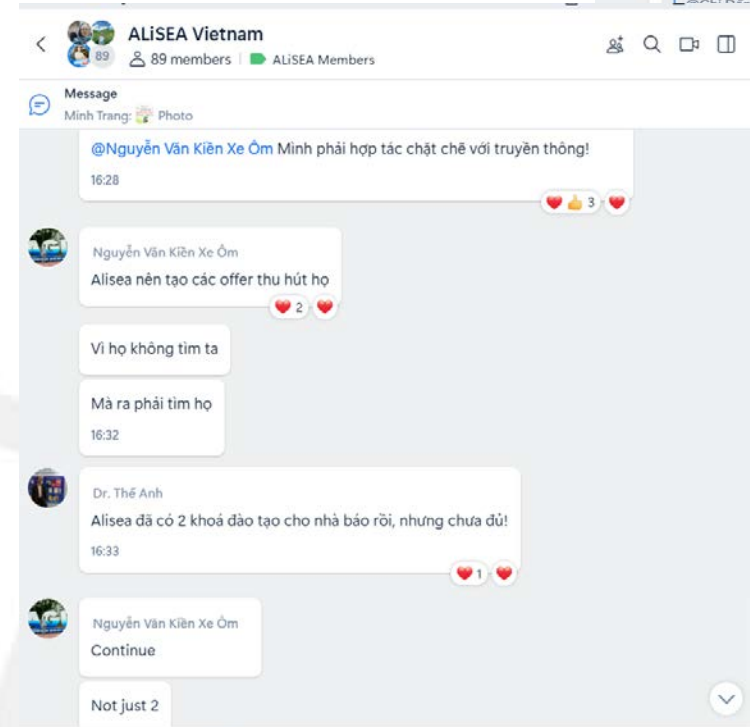
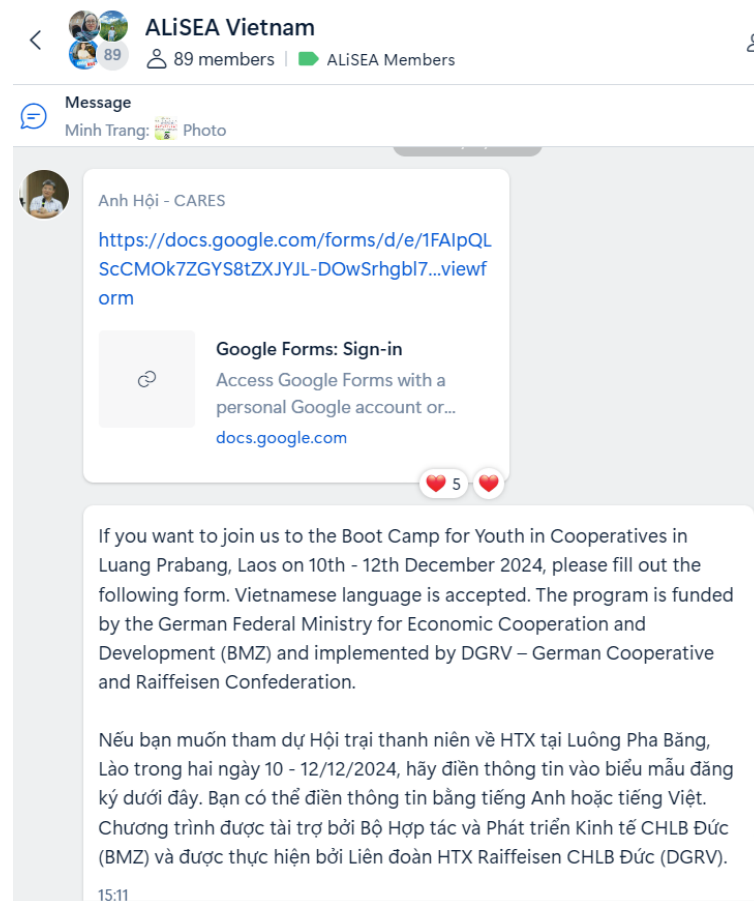
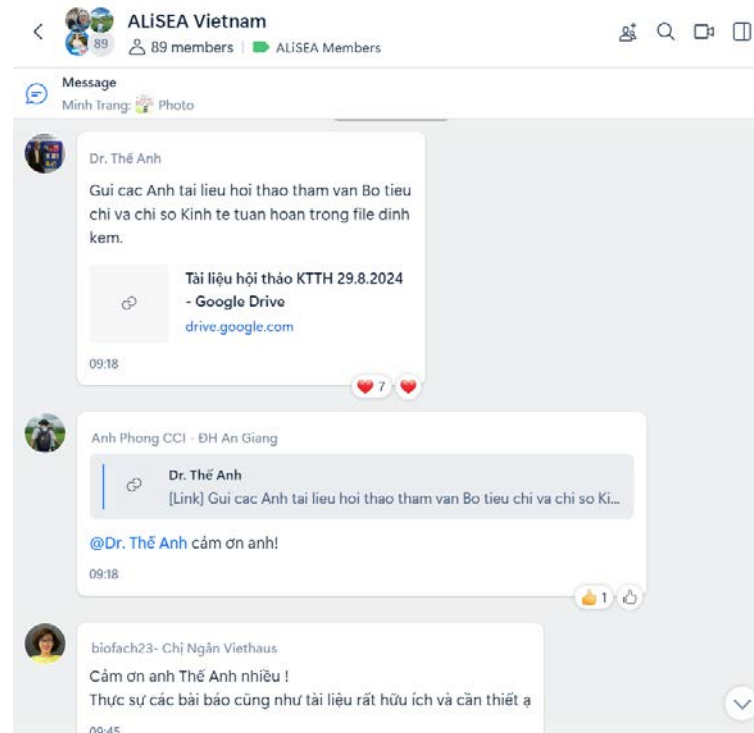


Easy to miss messages





# ZALO/ZALO GROUP



Easy to miss messages

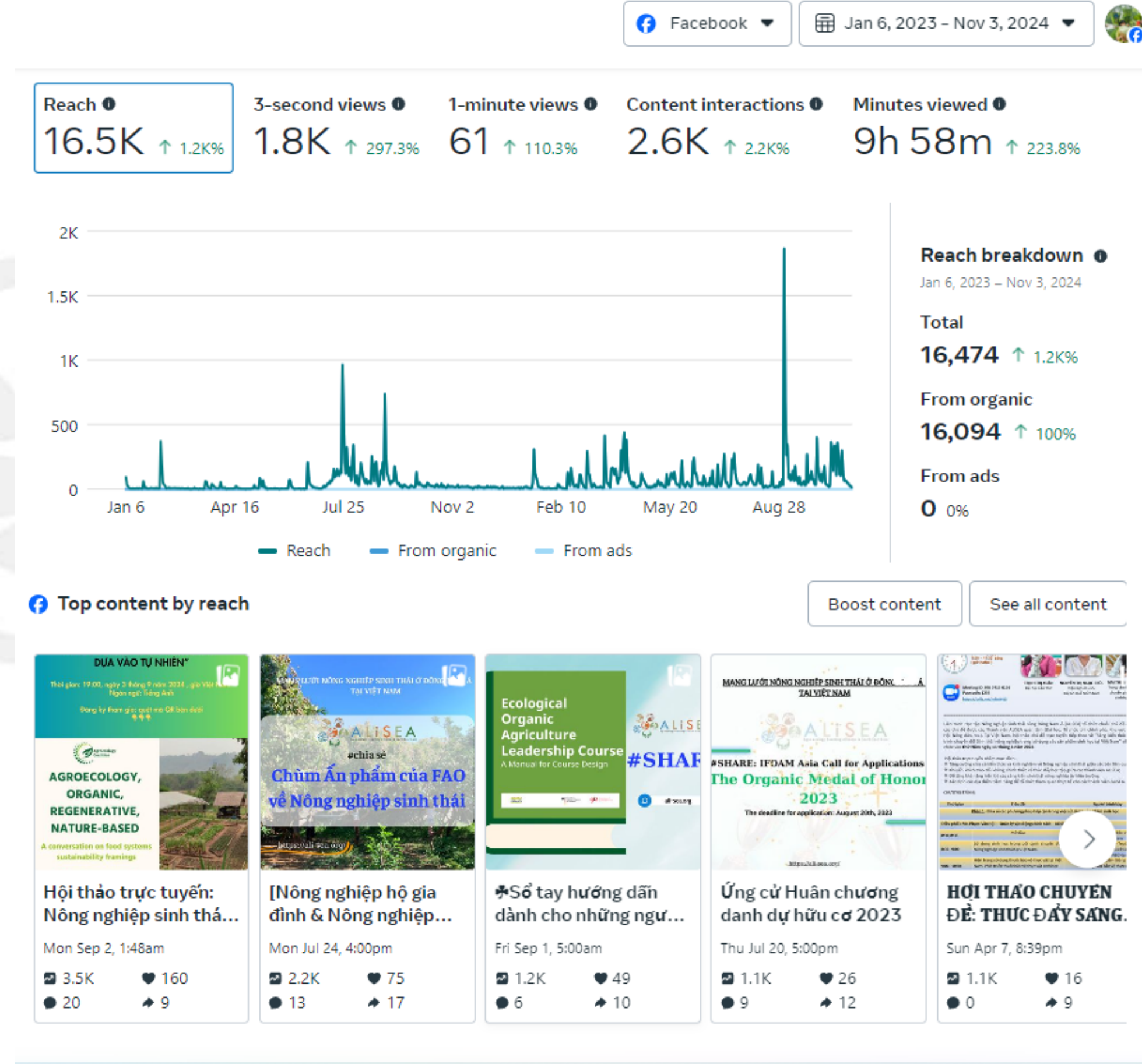


# FACEBOOK PAGE

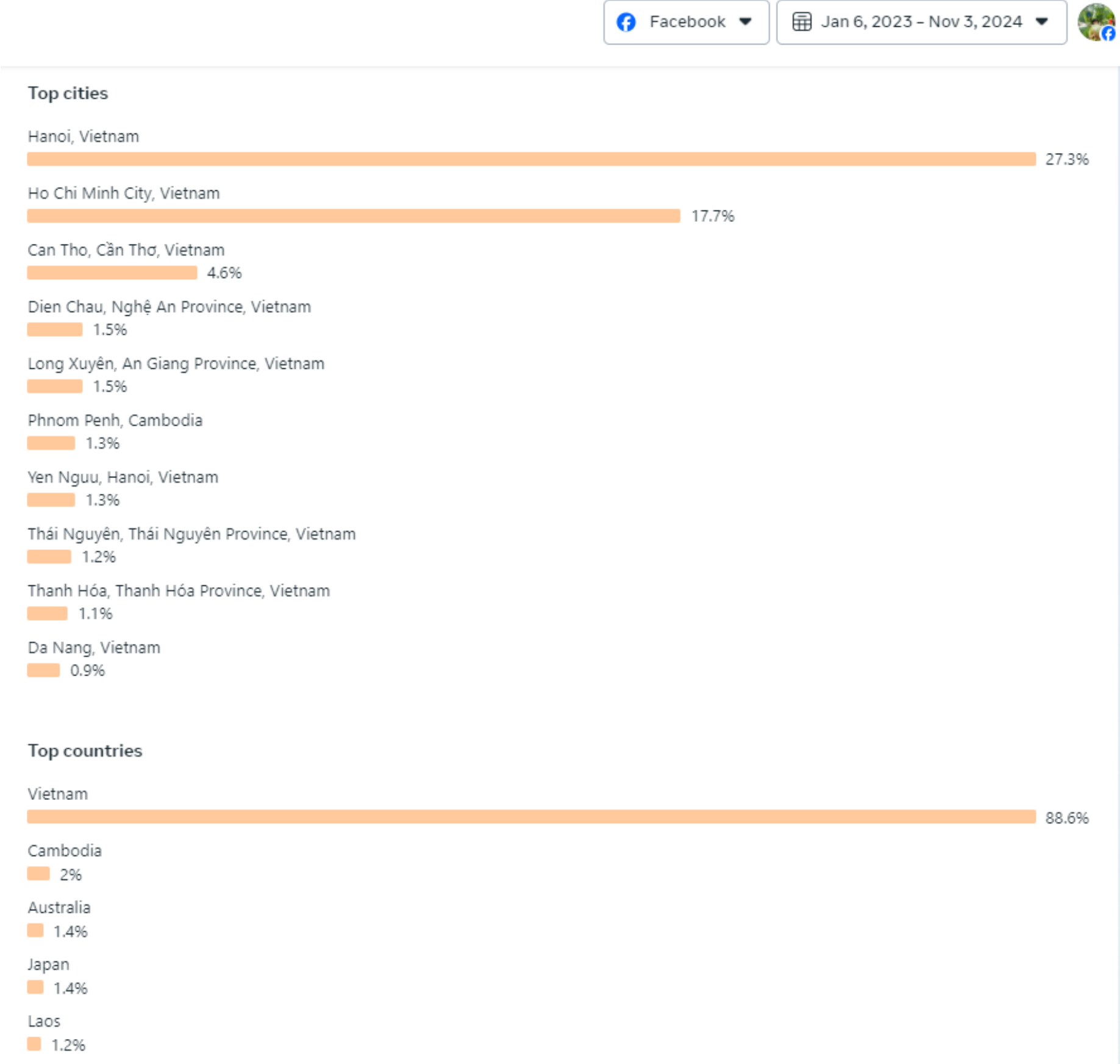
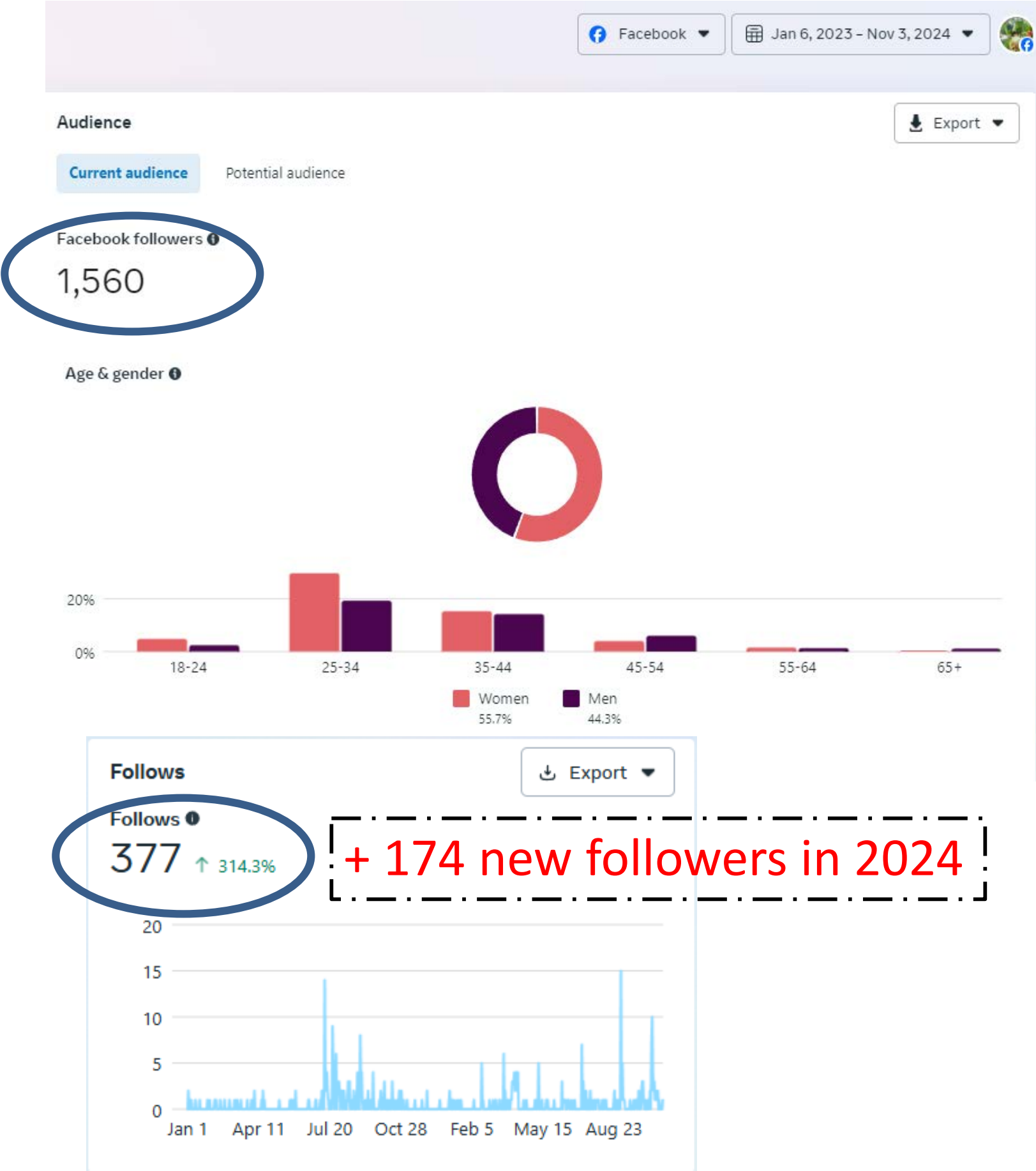
Focus on sharing information for the following audiences:

1. **For Consumers:** Share information on safe and eco-friendly production processes, reputable sources for agricultural products, and food safety action campaigns.
2. **For Farmer Groups:** Share eco-agricultural practices to inspire a shift in production mindset among farmers.
3. **For Researchers:** According to communication reports, this appears to be the main audience, showing the highest engagement and interest in ecological and organic agriculture.

Scan QR to read more information:



# FACEBOOK PAGE



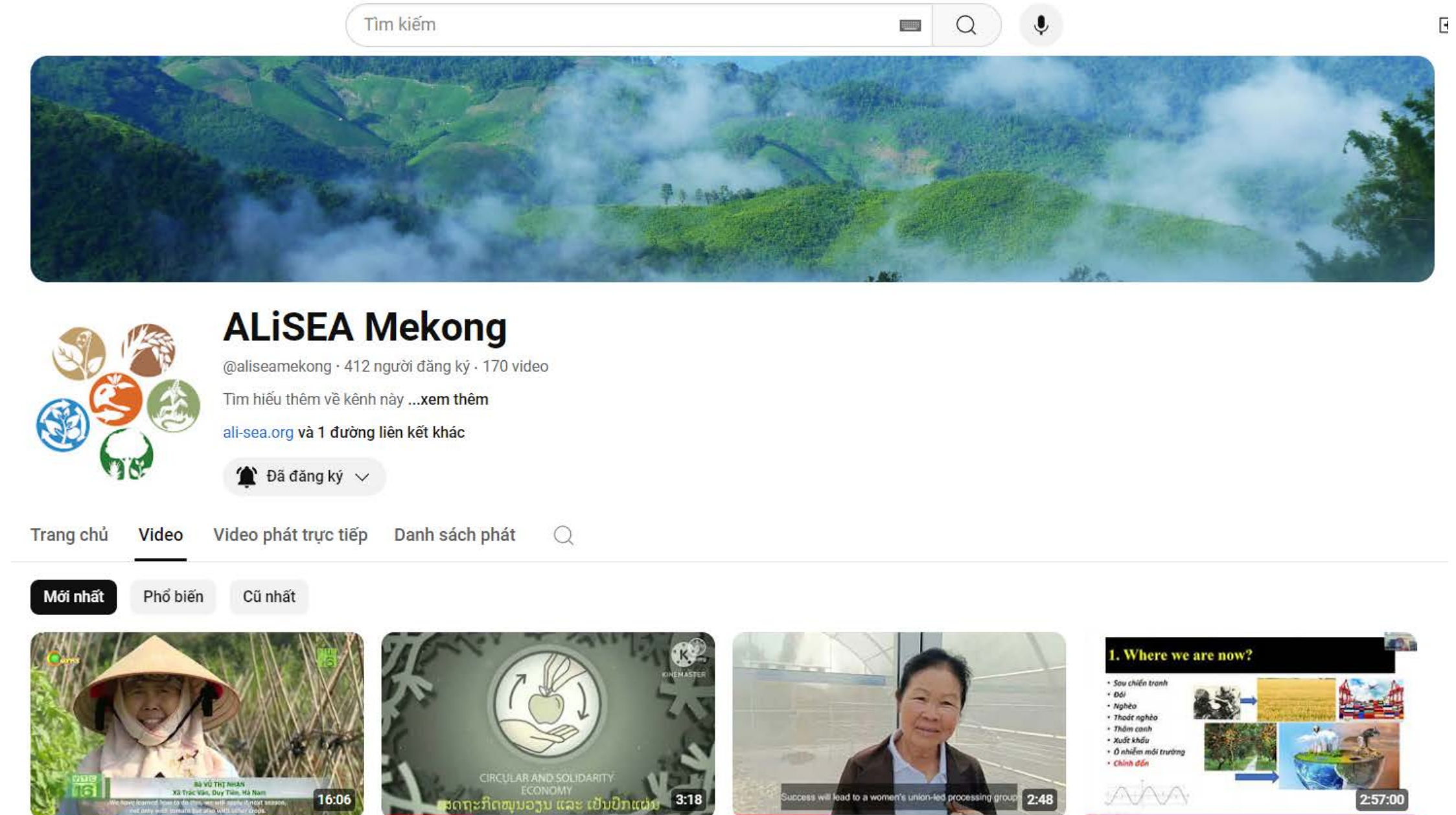


# YOUTUBE

A platform for sharing both short and long videos, focusing on 3-5 minute videos introducing techniques and ecological agriculture practices. Vietnam contributes materials from trainees who participated in media training courses in Son La and Dong Thap.

In addition, organizations that received Small Grants in previous years also contribute positive media products.

**Scan QR to watch more videos:**







# ALiSEA Website

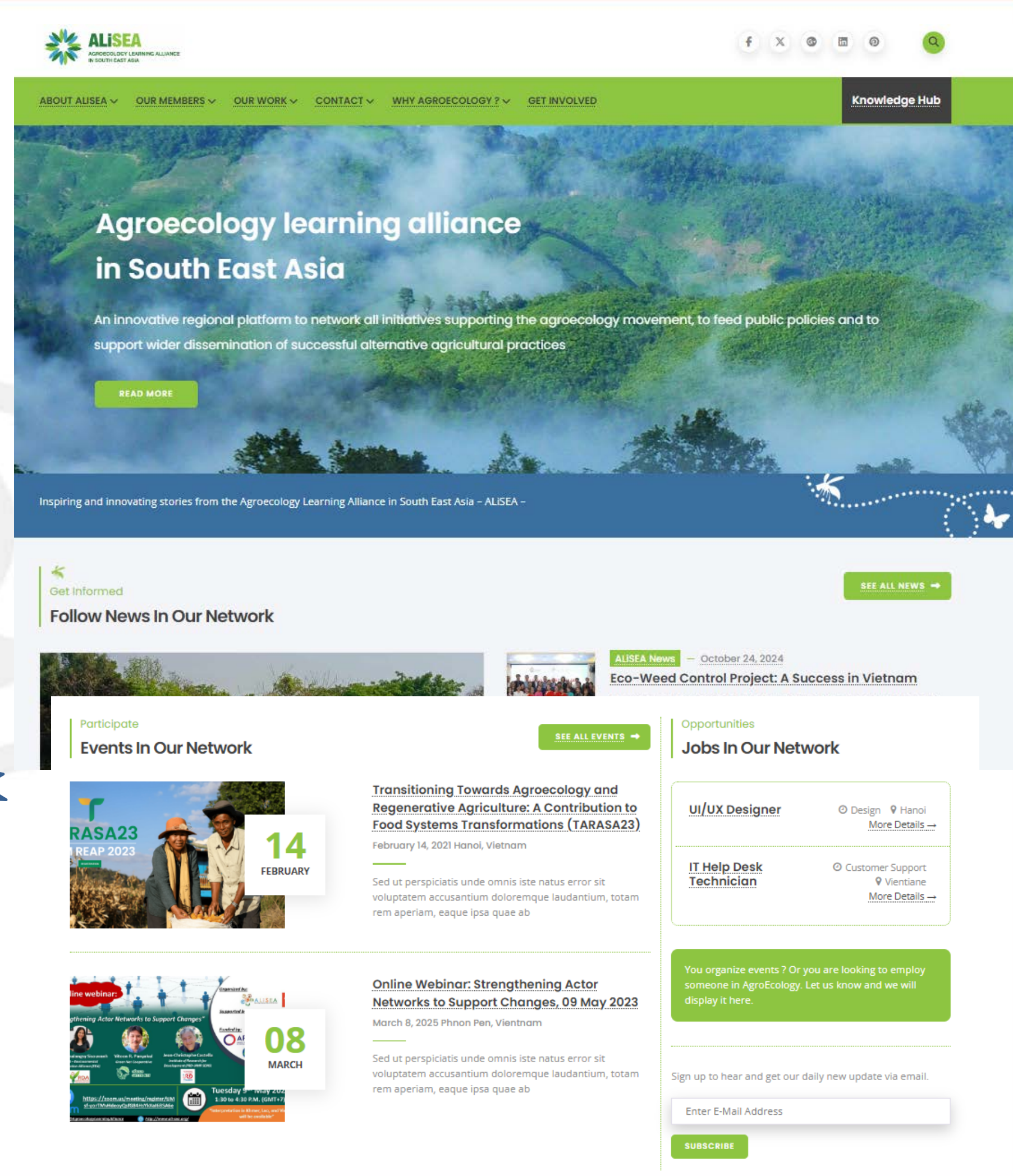
The ALiSEA website is a platform for sharing official information and serves as an online hub to share lessons learned and good ecological agricultural practices, not only in Vietnam but also across the region.

Pleased to share exciting news: the **ALiSEA website** has been upgraded and will be launched end of January 2025

**Live demonstration - work in progress**

<https://alisea.joomlafact.com/>

Scan QR to read more information:



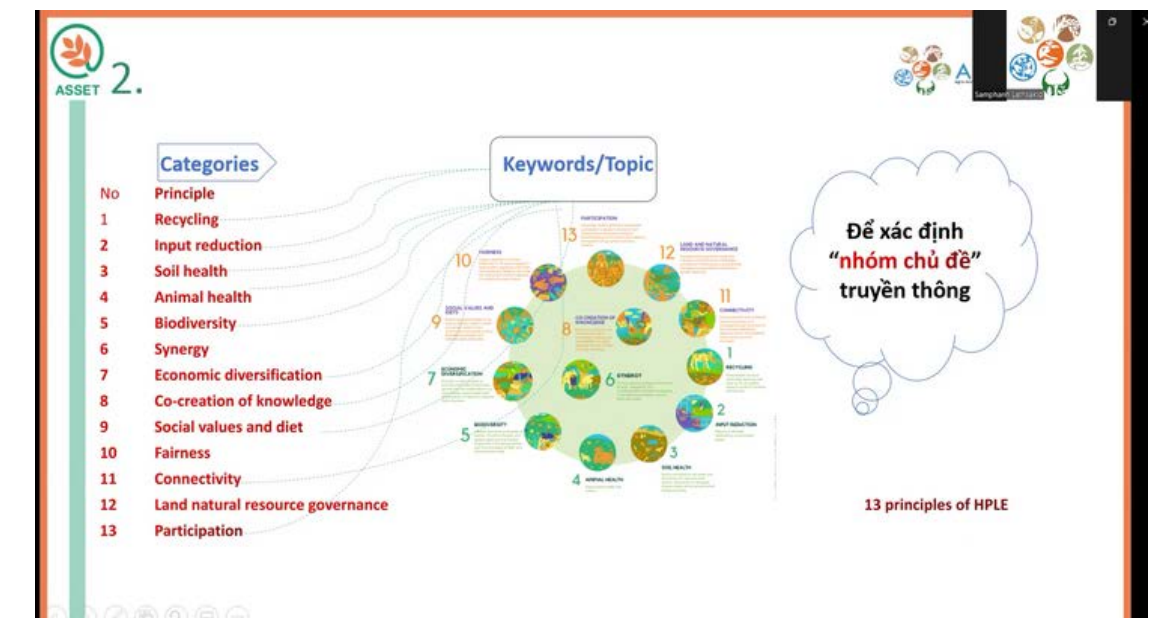


# Sharing on Communication for members fff ffffffffffffffffffffffffffff

- ✓ The meeting was held in May, 2024
- ✓ **Members attended:** 11, included member organizations: ICRAF Vietnam, CARES, RIKOLTO, FAVRI, TRUECOOP, CGFED, COAPS, SRD
- ✓ **Organized:** PHANO
- ✓ **Topics:**
  - Shared about ALiSEA profile for members
  - Introduced Agroecological principles and the good practices in AE for members that is promoted by ALiSEA such as: Agro-forestry, Organic agriculture, SRD, SRI, Intergrated, IPHM, Conservations framing,....
  - Discussion group among members to promoting on AE ensure correctly and sustainability.



No	Organization
1	Rikolto Vietnam <a href="https://ali-sea.org/alisea-member/rikolto-in-vietnam/">https://ali-sea.org/alisea-member/rikolto-in-vietnam/</a>
2	Tổ chức Nghiên cứu Nông Lâm Quốc tế (ICRAF) <a href="https://ali-sea.org/alisea-member/world-agroforestry-centre-icraf/">https://ali-sea.org/alisea-member/world-agroforestry-centre-icraf/</a>
3	Trung tâm Sinh thái Nông nghiệp - CARES <a href="https://ali-sea.org/alisea-member/center-for-agricultural-research-and-ecological-studies-cares/">https://ali-sea.org/alisea-member/center-for-agricultural-research-and-ecological-studies-cares/</a>
4	Trung tâm Phát triển Nông thôn bền vững - SRD <a href="https://ali-sea.org/alisea-member/srd-the-center-for-sustainable-rural-development/">https://ali-sea.org/alisea-member/srd-the-center-for-sustainable-rural-development/</a>
5	Viện Nghiên cứu Rau Quả - FCRI <a href="https://ali-sea.org/alisea-member/food-crops-research-institute-fcrl/">https://ali-sea.org/alisea-member/food-crops-research-institute-fcrl/</a>
6	Trung tâm nông nghiệp hữu cơ, Học viện nông nghiệp Việt Nam - COAPS <a href="https://ali-sea.org/alisea-member/centre-for-organic-agriculture-promotion-and-studies-coaps/">https://ali-sea.org/alisea-member/centre-for-organic-agriculture-promotion-and-studies-coaps/</a>
7	HTX Điều Trucoop <a href="https://ali-sea.org/alisea-member/cooperative-of-organic-cashew/">https://ali-sea.org/alisea-member/cooperative-of-organic-cashew/</a>
8	Trung tâm NGHIÊN CỨU GIỚI, GIA ĐÌNH VÀ MÔI TRƯỜNG TRONG PHÁT TRIỂN (CGFED) <a href="https://ali-sea.org/alisea-member/research-centre-for-gender-family-and-environment-in-development-cgfed/">https://ali-sea.org/alisea-member/research-centre-for-gender-family-and-environment-in-development-cgfed/</a>
9	Hội Khoa học Phát triển Nông thôn Việt Nam - PHANO <a href="https://ali-sea.org/alisea-member/vietnam-rural-development-science-association-phano/">https://ali-sea.org/alisea-member/vietnam-rural-development-science-association-phano/</a>



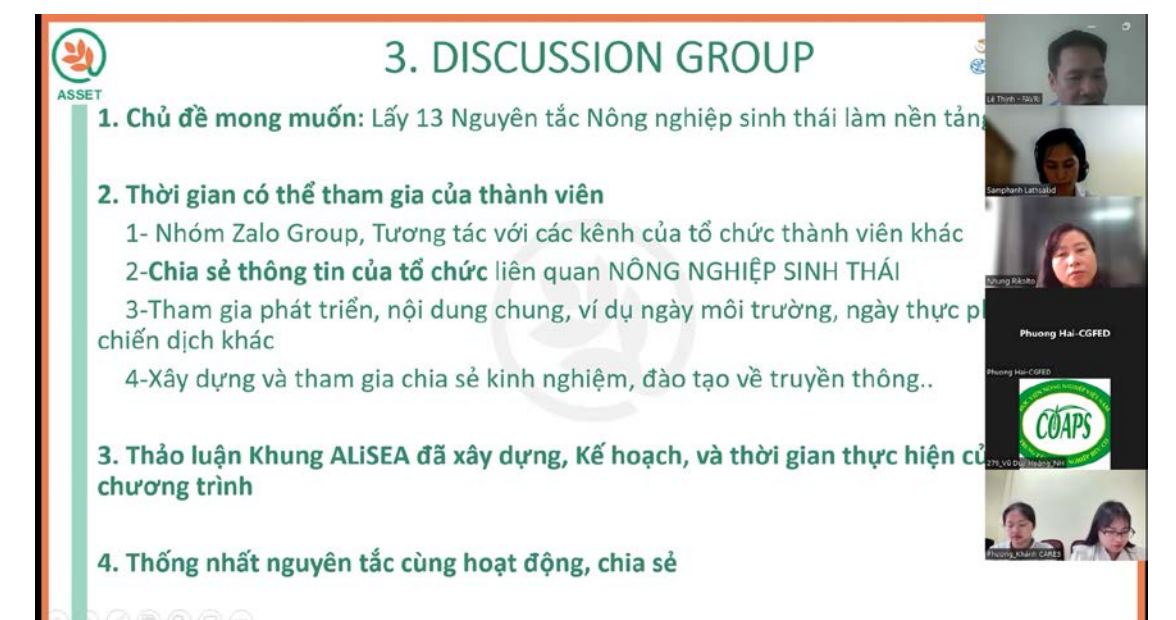
**Categories**

No	Principle
1	Recycling
2	Input reduction
3	Soil health
4	Animal health
5	Biodiversity
6	Synergy
7	Economic diversification
8	Co-creation of knowledge
9	Social values and diet
10	Fairness
11	Connectivity
12	Land natural resource governance
13	Participation

**Keywords/Topic**

Để xác định "nhóm chủ đề" truyền thông

13 principles of HPLE



### 3. DISCUSSION GROUP

- Chủ đề mong muốn:** Lấy 13 Nguyên tắc Nông nghiệp sinh thái làm nền tảng
- Thời gian có thể tham gia của thành viên**
  - Nhóm Zalo Group, Tương tác với các kênh của tổ chức thành viên khác
  - Chia sẻ thông tin của tổ chức liên quan NÔNG NGHIỆP SINH THÁI
  - Tham gia phát triển, nội dung chung, ví dụ ngày môi trường, ngày thực phẩm địa phương khác
  - Xây dựng và tham gia chia sẻ kinh nghiệm, đào tạo về truyền thông..
- Thảo luận Khung ALiSEA đã xây dựng, Kế hoạch, và thời gian thực hiện của chương trình**
- Thống nhất nguyên tắc cùng hoạt động, chia sẻ**



# Upcoming Communication tools : 2025

## Logo Variations

### Primary Logomark

In vertical and horizontal formats



### Combination Logomark

Full name separated into two specific lines following order of colored letters and clear reading.



### Black and White Alternatives

Available for all logo formats above. The primary logomark should be used whenever possible.



## Primary and Secondary colors



## List of upcoming communication templates

Power Point Slides

Leaflet

Brochure

Poster

Intro and Outro Videos

Social media templates

Report

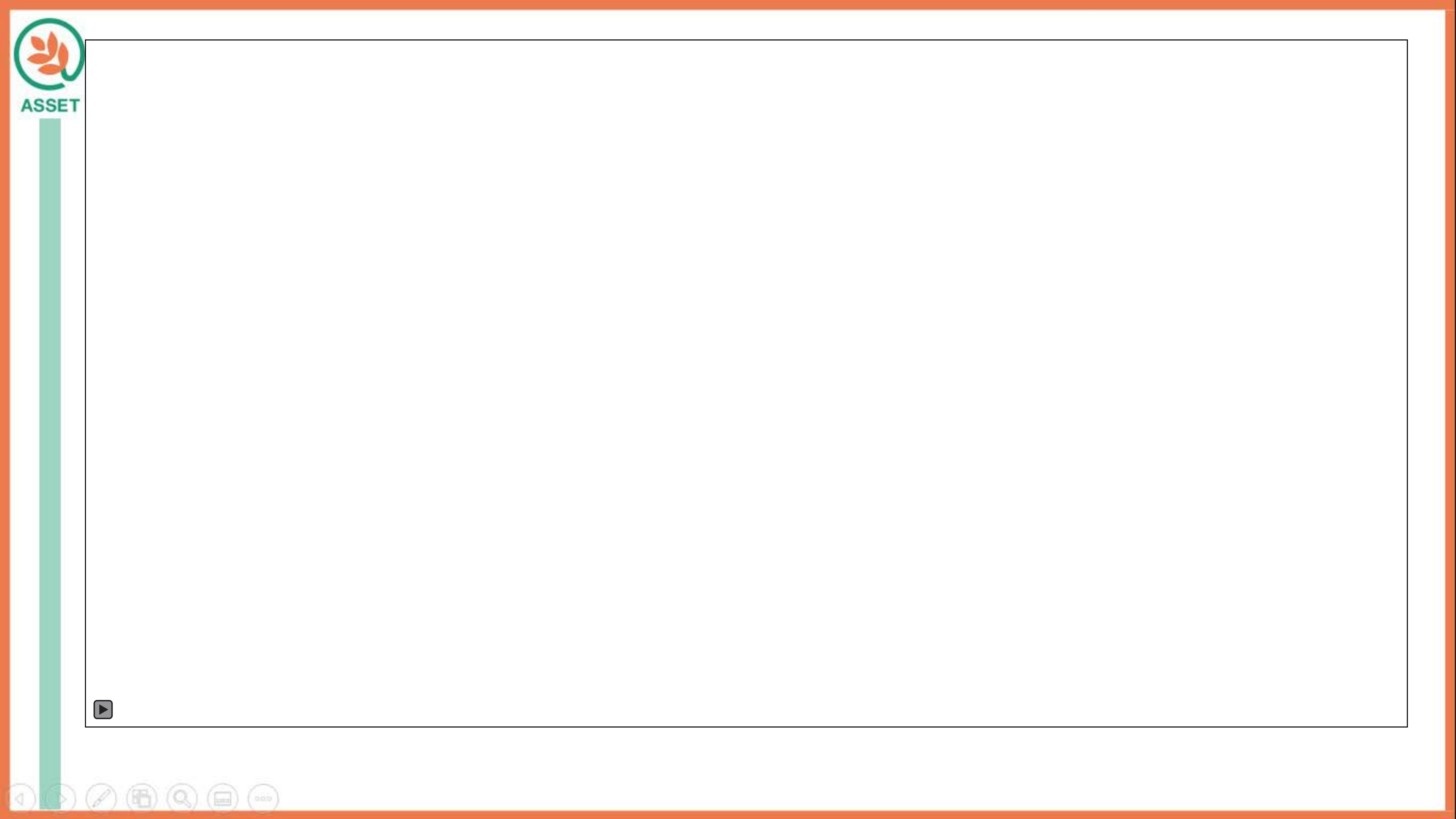
# Advantages and Challenges

## Advantages

- Members actively share information, models, success stories, and initiatives on organic agriculture and ecological agriculture;
- A variety of organizations in various fields create diverse knowledge treasures;
- The need to learn, approaches and discussions among members and the community. For example: receiving high interaction in articles/publications of FAO, UN, Research Institute, workshops, ALiSEA's webinars,...etc.
- ALiSEA organizes training courses on communication and writing in AE to improve communication skills

## Challenges and Suggestions:

- Lack of the "topicality/hotness" of communication;
- Lack of the communication staffs, most of whom are in general charge. (Except: VOAA, Rikolto, Cirad, Icrat, SRD, SOFRI)
- Lack of the communications staff's understanding of AE to ensure communication about it is **CORRECT & ENOUGH**
- Communication Officer = Multitasking officers: lack of time to study, networking exits, and improve knowledge and skills  
=> Budget and Training plan for communications officers and journalists/press activities, this as a **"leading - important" officer.**  
=> Should advertise on platforms to increase accessibility



ASSET

