

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



### AgriFoSe2030 PROJECT COMMUNICATIONS TOOLKIT

This toolkit is aimed for project teams in the AgriFoSe2030 programme. It contains information on the different channels and tools we can use to communicate our outputs and results on local, regional, national and international level. It is a guiding document, however feel free to always get in touch with the AgriFoSe2030 Communications & Engagement team (C&E) when you have questions and need further support.

#### CHANNELS AND TOOLS

Projects can use already existing AgriFoSe2030 communication channels and tools as listed below:

- 1) Online** ([AgriFoSe2030 microsite](#), social media pages – Facebook: [AgriFoSe2030 Network Group](#). Twitter: @SLUglobal1, @SIANlagri, @SEIforskning, @SEIresearch, @Focali\_se, @SIDA). In addition, we publish and share an online newsletter 4 times a year with content from the AgriFoSe2030 microsite to our networks in target regions.
- 2) Publications** (synthesis reports, policy briefs, peer-reviewed journal articles),
- 3) Policy dialogues and stakeholder meetings** (policy dialogues, stakeholder meetings, including capacity sharing workshops, training courses)
- 4) Media** (local and regional media in target regions, international channels)

The C&E team can support development and use of specific tools and channels for specific outputs, however the communication for outputs is produced within each AgriFoSe2030 project. Below we go through the channels and tools in more detail.

#### 1) ONLINE

##### Website content

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



The C&E team publish reflective blogs, news stories, Question and Answer interviews (Q&A), photo stories, change stories and event pages on our microsite [www.slu.se/agrifose](http://www.slu.se/agrifose). These pieces of content we create in close collaboration with challenge leaders and project teams. When relevant we also publish pieces of content on our consortium partners' websites. We also share pieces on our associated social media accounts and in our Facebook group.

See section 4 on media and press for more information about blog writing and Annex 2 for a blog template.

### **Social media**

While it can be easy to underestimate or be intimidated by social media, tools like blogs, Facebook, Twitter, Instagram, YouTube and many more are free resources that can extend the reach of your message. However, just because there are so many free resources available to you, this does not mean you should necessarily use all of them. You should use the one(s) that will be most effective in promoting your project.

Do get in touch with us in the AgriFoSe2030 C&E team for further guidance.

### **2) ALL PUBLICATIONS**

Challenge leaders and project teams will interact with the C&E team to ensure that all written outputs will be published on the AgriFoSe2030 website. Besides the peer-reviewed scientific journal articles, AgriFoSe2030 is producing two types of publications: shorter "briefs" and longer "reports". The C&E team provides templates for these publications and there is an internal review process that needs to take place for each publication. The C&E team will further disseminate the outputs (in close collaboration with authors) through social media outlets and help to further develop the material into for example blog posts.

The following text should be included in the scientific journal articles:

"This study was financially supported by the Sida-funded programme AgriFoSe2030."

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



On other publications, such as briefs and reports, a longer boilerplate is needed. See further below in the section on branding.

Please note that the C&E team can help with text editing for briefs and reports as well as for web-based popular-science material, given that there are available time and editors. For longer publications, this needs to be communicated at least 6–8 weeks in advance of expected publication deadline.

A template is to be used for briefs and reports, do contact the C&E team for further information.

### **3) POLICY DIALOGUES AND STAKEHOLDER MEETINGS**

One of the most common activities that project teams undertake is to organise stakeholder meetings. These can take different shapes and forms, and be smaller meetings or larger events. Whatever the structure, the C&E team encourages these activities and can support when needed. We can also share reference material on how to organise these types of events, simply get in touch with anyone in the team for further support.

When a public event is being planned, contact the C&E team to ensure announcement on AgriFoSe2030's website. Any post-event content that could be published as a follow-up (photos, videos, articles, etc.) should also be sent to the AgriFoSe2030 C&E team. If you would like support with, for example a blogpost, video interview, etc., contact the C&E team.

### **4) MEDIA OUTREACH AND PRESS**

For any planned media outreach, it may be best to work with the university/host organisation's PR officer, together with anyone in the C&E team to ensure seamless engagement with journalists.

You are encouraged to use different types of media outlets where appropriate and possible, for example:

- Broadcast media (such as television and radio)
- News journals, web portals and newspapers

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



- Popular science media platforms

### Writing a press release

A key factor in whether or not you get attention from the media is the quality of your press release.

The headline or title is arguably the most crucial part of a press release. On average, 8 out of 10 people read the headline, but only 2 out of 10 will read the rest of the copy. The goal of the headline is to convince readers to read the introduction.

Here are a few tips for writing headlines:

- Keep it short (typically one line)
- Add statistics to your headline
- Use action verbs to elicit emotion
- Focus on informative titles instead of clickbait/sensational headlines
- Identify and use a tone that is suitable for your target audience
- Use title case
- Avoid exclamation marks and punctuations

See Annex 1 for a press release template.

### Writing a blog article or news story

A blog post is any article, story, news piece, or guide that's published in the blog section of a website. A blog post typically covers a specific topic or query and can be educational in nature or sometimes more reflective and personal.

Blog posts allow you to publish insights, thoughts, and stories about any topic. They can help you boost awareness around the mission of your project, credibility, achievements, and learnings. You can pitch a blog post to an already established news platform or blog site. But you can also choose to post something on our microsite or on your home institution's website. This can help you drive traffic to your website. See Annex 2 for a blog post template. A short boilerplate is needed for these types of posts, see below in the section on branding.

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



### **BRANDING FOR AgriFoSe2030**

#### **Visual identity**

In 2020, at the start of Phase II, a new visual identity was created for the AgriFoSe2030 programme. This includes logotype, publications layout, presentation material and banners. The visibility of AgriFoSe2030 is ensured through consistent application of logotype and programme branding. Where appropriate, consortium partners' branding shall also be included on communications material produced and presented, according to the branding guidelines of these partners.

The programme banner will be visibly located at all events, especially the ones involving media visits.

#### **AgriFoSe2030 boiler plate statement**

##### **Long, for briefs and reports:**

*Agriculture for Food Security 2030 (AgriFoSe2030) is a collaborative, multi-stakeholder programme aiming to support sustainable smallholder farming systems in sub-Saharan Africa (SSA) and in South and Southeast (SE) Asia. The programme works across four identified cross-disciplinary challenges: safe and nutritious food systems, the crucial role of smallholder farmers, agricultural productivity and ecosystem services, and science-based extension services. A key focus is on building researchers' capacity to translate research into knowledge relevant for policymakers and practitioners. AgriFoSe2030 is funded by the Swedish International Development Cooperation Agency (Sida), led by a consortium made up of the Swedish University of Agricultural Sciences, Lund University, the University of Gothenburg and Stockholm Environment Institute. More information available at: [www.slu.se/agrifose](http://www.slu.se/agrifose)*

##### **Short, for blog posts and similar:**

*This project is funded by Sida through the AgriFoSe2030 programme whose focus is on building researchers' capacity to transform science into policy and practice. More information available at: [www.slu.se/agrifose](http://www.slu.se/agrifose)*

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



### ANNEX 1 PRESS RELEASE TEMPLATE

**[Start of template]**

**(INSERT YOUR LOGO IN THE HEADER TOGETHER WITH THE AgriFoSe2030 LOGO)**

#### FOR IMMEDIATE RELEASE

##### Contact:

First Last, Title

[email@email.com](mailto:email@email.com), 555-555-5555

#### TITLE SHOULD HIGHLIGHT MAIN POINT

***Subtitle Can Include Secondary Point***

**CITY, Jan. 1, 20xx** – The first paragraph of your release should be short and explain main point(s) in one to three sentences. For example, mention an award or grant that was received by your organisation at a certain location and date.

*On Dec. 28, 20xx, Organisation Name was awarded \$5,000 at the City Gala from Grant Funder X.*

Use the following paragraph(s) to give further details on how the grant funds will be used by your organisation. Make sure to include any guidelines provided by the grant funder.

*Grant Funder X is committed to arts and culture in the community, and*

*Organisation Name is pleased to be a recipient of their funds to bring after-school art programs to local elementary and middle schools.*

*“Insert a quote by your Vice-Chancellor or Executive Director,” says Executive Director John Smith. “We are honored to be a recipient, and the funds will greatly impact our community’s young people.”*

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



Include stats or community information that relates to the main point to further describe the reason for public awareness and publication interest. Keep the release as close to one page as possible.

*In 2011, more than 10,000 people ages 6-12 in City were enrolled in after-school care programs. Organization Name offers 15 different health and wellness activities in more than 30 public schools throughout the community.*

### **(Boiler plate) About AgriFoSe2030:**

*Agriculture for Food Security 2030 (AgriFoSe2030) is a collaborative, multi-stakeholder programme aiming to support sustainable smallholder farming systems in sub-Saharan Africa (SSA) and in South and Southeast (SE) Asia. The programme works across four identified cross-disciplinary challenges: safe and nutritious food systems, the crucial role of smallholder farmers, agricultural productivity and ecosystem services, and science-based extension services. A key focus is on building researchers' capacity to translate research into knowledge relevant for policymakers and practitioners. AgriFoSe2030 is funded by the Swedish International Development Cooperation Agency (Sida), led by a consortium made up of the Swedish University of Agricultural Sciences, Lund University, the University of Gothenburg and Stockholm Environment Institute. More information available at: [www.slu.se/agrifose](http://www.slu.se/agrifose)*

###

**[End of template]**

# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



### ANNEX 2 BLOG TEMPLATE

#### [Start of template]

##### Headline

- Catchy and short, maximum 8 words

##### Introduction

- Short and to the point, maximum 400 characters including spaces
- The introduction can include information on:
  - What
  - Who
  - When
  - Why
  - Where

##### Section #1

- Main point
- Additional information – quotes and data
- Don't forget to add a sub-heading for section 1!

##### Section #2

- Main point
- Additional information – quotes and data
- Don't forget to add a sub-heading for section 2!

##### Conclusion

- The conclusion should be short too, and ideally include some key take home messages.

##### (Boiler plate) About AgriFoSe2030

- *This project is funded by Sida through the Agriculture for Food Security 2030 programme whose focus is on building researchers' capacity to transform science into policy and practice. More information available at: [www.slu.se/agrifose](http://www.slu.se/agrifose)*

#### [End of template]

Think about the points below when writing the story:

- A quote or several quotes from you or one of the other authors or engaged stakeholders make the text livelier.



# AgriFoSe2030

## Agriculture for Food Security 2030

Translating Science Into Policy & Practice



- Kindly include images related to the text. It could be images from workshops and/or from the farming field. Include a short caption that describes what is in the photo, and include the name of the photographer. Think of GDPR when choosing the photo (ensure you have consent from people in the photograph to use the material)!