

Guidelines for communication in the Proli-FaNS project and with the wider PROLINNOVA network

“Promoting local innovation for Food and Nutrition Security” (Proli-FANS) is a three-year project (1 August 2016 to 31 July 2019) being implemented in five African countries in the international PROLINNOVA network – namely, Burkina Faso, Cameroon, Ethiopia, Ghana and Kenya – with funding coming through the Catholic Central Agency for Development Aid (KZE) / Misereor. The Association of Church-based Development Projects (ACDEP), which hosts the PROLINNOVA Country Platform (CP) in Ghana, is the legal holder and coordinator of the project on behalf of the PROLINNOVA network. The International Support Team (IST) members in the International Secretariat hosted by the Royal Tropical Institute (KIT) in the Netherlands and in the International Institute of Rural Reconstruction (IIRR) in the Philippines are backstopping the project.

Proli-FaNS aims to strengthen the innovation capacity of rural communities, particularly of women, and to increase the level of local resilience to change, as well as to contribute to building functional multi-CP platforms in two subregions in Africa: i) West & Central Africa and ii) Eastern & Southern Africa.

These communication guidelines are intended to facilitate information flow and ensure functional reporting relationships, project coordination and transparency among project stakeholders. They outline the project’s stakeholders and target audiences and identify the communication needs and the communication channels/media to be used.

1. Communication at the action-learning sites

Parties in the communication: Local implementing non-governmental organisations (NGOs), local multi-stakeholder platform (MSP) at action-learning site, CP Coordinator/Coordinating NGO, CP Implementation Team/Working Group

- The CP Coordinator will communicate regularly with the local implementing NGO at the action-learning site(s) to plan activities, monitor implementation, transfer funds for activities, follow up on budget and reports and share information; and will copy emails and reports to the CP’s monitoring and evaluation (M&E) focal point, with cc to the local implementing NGO.
- The local implementing NGO at the action-learning site will communicate with the local MSP for planning, field implementation, joint advocacy and policy dialogue, fund mobilisation and sharing information and reports.
- The CP Implementation Team (Technical Support Team) will communicate with the local implementing NGO on field implementation, M&E and training activities for field staff, local stakeholders and innovators.

- The local implementing NGO at the action-learning site will report on field activities to the CP Coordinator on a monthly basis.

Means of communication: In order to keep the parties / groups and individuals informed of upcoming meetings, events and activities, periodic use will be made of phone calls, emails, field visits, meetings and minutes of meetings and field reports to disseminate such information.

2. Communication with the Country Platforms (CPs)

Parties in the communication: CP Coordinator, host NGO Project Management Team (Director, Coordinator, Finance, M&E), CP Project Implementation Team, National Steering Committee (NSC), local implementing NGO managers, Subregional Coordinator (SRC)

- The CP Coordinator will involve the implementation team and learning-site NGO managers in planning, field implementation, monitoring etc and copy all communication to the NSC.
- The CP Coordinator will share workplans, budgets, project reports and technical information with the CP members, Project Implementation Team, NSC and SRC. The NSC will have to approve the CP workplan and budget before it is sent to ACDEP.
- The CP Coordinator will share relevant project information and technical materials from the Project Coordinator at ACDEP, Misereor, IST and SRC with CP members, Project Implementation Team and NSC.

Methods of communication will include emails, reports, meetings, phone calls, policy briefs, reports, videos and brochures.

3. Communication between ACDEP (project holder) and project partners (CPs) and IST

Parties in the communication: CPs in Kenya, Cameroon, Burkina Faso, Ethiopia and Ghana; IST; SRCs

- ACDEP will organise quarterly Skype conference with the CPs and IST to exchange ideas and information from the action-learning sites and to prepare for the upcoming quarter.
- ACDEP will share the CPs' quarterly budgets, annual workplans, programme and financial reports and audit reports among all project CPs, and copy these documents to the IST and SRCs.
- ACDEP will coordinate all capacity-building support for the CPs and will share the reports with all parties above.
- ACDEP will communicate with the SRCs and CPs to plan and implement South–South mentoring and capacity-building support and will share the reports with all parties.
- ACDEP will share information on project issues and documentation from Misereor, the IST and the PROLINNOVA Oversight Group (POG) to all the parties in the project CPs.
- In the case of dissatisfactory or lacking response in the communication process as described here, any party can contact the POG with a request for help in improving the communication.
- Periodically and when necessary, Zoom meetings will be held between ACDEP and the IST/KIT for monitoring progress and any other issues that could arise during implementation.

Means of communication will include emails, Skype, Zoom, website postings, Yahoogroups, meetings, reports, policy briefs and annual PROLINNOVA International Partners Workshops (IPWs).

4. Communication between ACDEP (project holder) and Misereor

Parties in the communication: ACDEP Project Team (Project Coordinator, Executive Director, Finance Manager, Bilingual Officer), IST, Misereor Finance and Project Officers, SRCs

- Sabine Dorloechter-Sulser (Project Officer) and Susanne Oster (Finance Officer) will copy any correspondence from Misereor to ACDEP also to Chesha Wettasinha for the information of the IST.
- Under normal circumstances, the CPs will not communicate directly with Misereor but rather via the project coordination in ACDEP.
- Questions from the Project Coordinator and CP partners to Misereor will be collected and sent in one email, except in the case of urgency.
- The IST will be copied on ACDEP communications to Misereor.
- ACDEP will copy consolidated project quarterly budgets and annual workplans sent to Misereor also to the IST/KIT and to the SRCs.
- ACDEP will copy quarterly, semi-annual, annual reports and audit reports sent to Misereor also to the IST/KIT and to the SRCs.
- ACDEP and the IST will coordinate press releases and publications from CPs and share these with Misereor, the POG and the CPs. An acknowledgement of the donors (Misereor/KZE and BMZ SEWOH) will be included in all publications. This text or a shortened version thereof can be used: *"The PROLINNOVA network thanks the Special Initiative One World No Hunger (Sonderinitiative Eine Welt Ohne Hunger, SEWOH) of the German Ministry for Economic Cooperation and Development (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung, BMZ) for making financial support available for the Proli-FaNS project through the Catholic Central Agency for Development Aid (Katholische Zentralstelle für Entwicklungshilfe, KZE) at Misereor (German Catholic Bishop's Organisation for Development Cooperation) in Aachen, Germany."*
- A standard text that will be included in all publications is the PROLINNOVA "copyleft" statement about innovations:
"Anyone may use the innovations described in this document and may modify or develop them further, provided that the modified or further developed innovation or any follow-up innovation, of which the innovation described here is an element, is likewise freely available and any description of it includes this proviso and acknowledges the source of information."
- CPs will be allowed to download the Misereor/KZE logos from the Misereor website and use the logos in Proli-FaNS publications, even though it is not a requirement.

Means of communication will include emails for regular communications, periodic Skype/Zoom meetings, monitoring visits and meetings, reports and the PROLINNOVA website.

5. Communication within and between the Subregional Platforms

Parties in the communication: *West & Central Africa and Eastern & Southern Africa SRCs, all active CPs in the respective subregions; subregional taskforces; ACDEP/Project Coordinator, IST*

- The SRCs will send workplans and reports to ACDEP and the POG on subregional-level planning, capacity building, policy dialogue, fund mobilisation and international networking activities, and copy these documents to the IST.
- However, in the transition period when the SRCs are not yet in place, the focal person for each of the two subregional taskforces will be copied and act on emails relevant for the subregions, until the SRCs are recruited.
- The SRCs will coordinate joint CP activities and joint proposal writing, with involvement of ACDEP and backstopping by the IST.
- The SRCs will share prepared policy briefs and publications with ACDEP, the IST, the POG, Misereor and relevant international networks identified by the subregional platforms.
- The two subregional platforms will share their workplans, reports and other documentation with each other through ACDEP, copied to the IST.
- The subregional platforms will engage in joint planning and sharing results and lessons on a regional level (Africa), using available avenues including the annual PROLINNOVA IPW.
- The SRCs will employ the PROLINNOVA website and Yahoo group and subregional newsletters as additional means to share and exchange information on subregional activities. SRCs will be responsible for preparing the subregional newsletters.
- Back-to-office reports from persons involved in workshops or conferences, visits to potential donors on behalf of PROLINNOVA or South–South mentoring visits will be written and shared with the SRC, who will in turn report to or share with ACDEP with cc to the IST and the POG.

6. Communication with the francophone CPs (Managing the language differences)

The people involved in the CPs in Burkina Faso and Cameroon are French-speaking and therefore have some difficulties in communicating (reading and writing) in the English language. Measures to address this challenge and ensure fairness in the communication process will be as follows:

- ACDEP will arrange that all project guidelines will be made available in both English and French.
- The CPs in Burkina Faso and Cameroon will write reports, workplans, budgets and all other project documents in French and submit these documents to ACDEP with cc to the West & Central Africa SRC and the relevant backstoppers in the IST.
- Longer and more complicated emails from the francophone CPs will be communicated in French. However, ACDEP would expect that they send shorter and simpler mails in English for faster response and action, since the coordinators of these two CPs possess some knowledge of written and spoken English. If need be, they can make use of Web-based translation software, e.g. Google Translate.
- To ease the language challenge and to save time in communication, Skype or Zoom will be used as frequently as possible to complement email correspondence and responses.

- Notes from Skype/Zoom meetings, including agreements on responsibilities, timing of activities and deadlines, will be written and shared with relevant parties after the Skype/Zoom meeting in French.
- The ACDEP Bilingual Officer (Wilhelmina) and the IST backstoppers for francophone CPs (Gabriela Quiroga and Ingrid Flink) will be copied in all correspondence between the francophone CPs and ACDEP.
- The Bilingual Officer will accompany ACDEP staff on visits to these two CPs, or other arrangements would be made for translation support in case of her unavailability on account of other ACDEP assignments.
- Project reports and at least the summaries of major documents (e.g. from project workshops) in English related to Proli-FaNS will be translated into French for sharing with francophone countries and vice versa.
- Publications brought out by the Proli-FaNS project will be in both English and French. In cases where ACDEP, project partners, SRCs and/or IST members publish about the project in other media, these publications will be shared via the PROLINNOVA Yahooogroup and posted on the PROLINNOVA website only in the language of original publication

7. PROLINNOVA website

- The PROLINNOVA website (www.prolinnova.net) will be used to share Proli-FaNS information including publications, reports and other relevant information with stakeholders and the general public.
- ACDEP, with support from the IST (above all, IIRR), will handle the Proli-FaNS project webpage on the PROLINNOVA website.
- The SRCs will provide information materials such as reports, subregional newsletters, policy briefs and other publications to ACDEP to be posted onto the webpage.
- Each CP will be responsible for updating and posting information and reports onto their webpage on the website and will furthermore communicate with its respective general public by sharing materials (brochures, policy briefs, videos, booklets and other publications).

THE COMMUNICATION MATRIX

Internal audience, communication needs and media

Level	Target audience	Communication needs	Media
Action-learning sites	Local implementing NGO, local MSP, CP Coordinator/Coordinating NGO, CP Implementation Team/Working Group, field staff, local stakeholders, innovators	Project planning, implementation and monitoring, budgeting, fund transfer and reporting	Emails, phone calls, face-to-face meetings, field visits, field and progress reports, presentations
Country Platform	CP Coordinator, Project Management Team (Director, Coordinator, Finance, M&E), Project Implementation Team, NSC, Learning-site NGO managers, SRCs	Project planning, implementation and monitoring; budgets, technical & financial reporting	Emails, reports, meetings, phone calls, policy briefs, reports, videos, brochures, presentations
ACDEP and project partners (CPs)	CPs in Kenya, Cameroon, Burkina Faso, Ethiopia and Ghana; IST; SRCs; POG	Exchange of ideas and information from action-learning sites, project information and decisions, workplans, budgets, audit and financial reports	Emails, Skype/Zoom, face-to-face meetings and workshops, reports, policy briefs, website postings, presentations, Yahoo and Whatsapp groups
ACDEP and Misereor	ACDEP Project Team (Project Coordinator, Executive Director, Finance Manager, Bilingual Officer), IST, Misereor Finance and Project Officers, SRC, POG	Correspondence between Misereor and ACDEP to the IST; annual workplans and budgets for Misereor to IST/KIT and SRCs; coordination, approval and acknowledgement for press releases, publications from CPs or project	Email, Skype/Zoom, meetings, monitoring visits, progress reports, PROLINNOVA website
Subregional Platforms	Central & West Africa and Eastern & Southern Africa SRCs; Cameroon, Burkina Faso, Ghana, Kenya and Ethiopia CPs and other active CPs in the respective subregions; ACDEP / Project Coordinator; IST; POG	Preparation and sharing of subregional workplans, budgets, capacity building, policy dialogue, proposals and fund mobilisation, sharing of project results and lessons, participation in international networking activities	Annual IPWs, website, newsletters, Yahoo and Whatsapp groups, newsletters
Francophone CPs	CPs in Burkina Faso and Cameroon	Reports, workplans, budgets and all other project documents	French and English versions of documents shared through emails, posted on website

External audience, communication needs and media

Level	Target audience	Communication	Media
Community	Community-based organisations, farmer organisations, women's groups, youth, opinion leaders	Project information, activities, innovations, successes and testimonies for replication	Radio, meetings, focus group discussions, brochures, posters, success stories (print and video)
Policy	Government ministries, departments and agencies; civil society organisations	Project information and activities, impact and successes.	Emails, brochures, meetings, press releases brochures, website, presentations, newsletters, networking platforms and events
Partners	NGOs and donor agencies	Information on project activities and outcomes/successes, collaborative projects, case studies and publications	Emails, brochures, meetings, press releases, print and electronic media reports, videos, presentations, website, newsletters, networking platforms and events
Research and learning	Training institutions, research organisations, agricultural advisors, champions of change	Information on project objectives, activities and impact, reports and publications	Emails, brochures, meetings, press releases, print and electronic media reports, videos, website, newsletters, networking platforms and events
Media	Media owners and managers, editors, columnists and reporters (local and international)	Project activities, outcomes and successes; events	Press conferences, press releases, brochures, publications, reports, videos, website, success stories and events