SAFE4ALL Communication, dissemination, and outreach strategy

This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101137814. "Safeguarding African Foodsheds and Ecosystems for all Actors across Local, regional and international Levels to manage migration"

Call: HORIZON-CL5-2023-D1-01
Topic: HORIZON-CL5-2023-D1-01-11
Type of action: HORIZON-RIA
Duration: 01/01/2024 - 31/12/2027 (48 months)

Deliverable	
Work package number	WP6
Deliverable number	D6.2
Deliverable name	Communication, dissemination, and outreach strategy
Deliverable leader	MMIS
Due date	M6
Submission date	30/06/2024

Document history (Revisions – Amendments)	
Version number	**Change made**
v.0	12/06/2024
v.1	18/06/2024

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Executive Summary

The SAFE4ALL project aims to enhance climate adaptation services in Kenya, Ghana, and Zimbabwe, expanding these services to other African countries. Effective communication, dissemination, and outreach are key to ensuring project success and sustainability. This document outlines the strategy, objectives, key activities, target groups, and monitoring metrics for the communication, use, and impact of the SAFE4ALL project. The strategy will undergo continuous evaluation, updates, and reporting throughout the project duration period to stay aligned with project activities and the needs of the intended target groups.

1. Objectives and Goals

The Communication, dissemination, and outreach strategy aims to enhance the project's impact by ensuring that its results are easily accessible to both project partners and external stakeholders. Specific aims include:

i **Build a solid foundation for outreach** - Establish an effective communication infrastructure to support outreach activities.

ii **Support knowledge exchange** - Facilitate coordination, communication, and dissemination activities to promote knowledge exchange between the scientific community and decision-makers.

iii **Raise awareness and uptake** - Increase awareness about the project activities in Africa (particularly in the regions of our case study countries) and Europe; encourage the adoption of climate services and related policy recommendations among key target groups.

2. Target Audiences

- **Planners and decision-makers** at city, metropolitan, and county-level
- **Government technical departments** such as national meteorological organizations and other relevant departments
- **Stakeholder organizations** such as farmers' associations, park wardens, and similar entities
- **Climate champions** such as community climate activists, youth climate leaders, private sector climate leaders, and regional climate leaders
- **Scientific and professional community**
- **General public**, particularly citizens in the targeted regions and beyond

Different target groups will be approached with tailored information specific to their sectors and interests, ensuring effective engagement and resonance with each audience.

3. Communication Tools, Channels, and Activities

This section outlines the various communication tools, channels, and activities that will be utilized to achieve the project's dissemination and outreach objectives.

3.1 Visual identity and branding

Developing a strong visual identity is essential for ensuring that the project is easily recognizable and memorable. This includes the creation of a logo, project templates, merchandise, and design guidelines.

3.1.1 Logo

A unique and impactful logo that represents the project's mission and values. The SAFE4ALL logo features a water drop shape surrounding growing crops, symbolizing the essential role of water in agriculture. This design reflects sustainability, growth, and the importance of water in supporting agricultural endeavors. The imagery underscores the project's commitment to agricultural development and sustainability in Africa, aiming to reduce migration by fostering local opportunities and growth through agriculture.

3.1.2 Templates

Standardized templates for PowerPoint presentations and Word documents (reports and other official documents) have been created to ensure consistency. These templates incorporate the logo, color palette, and design elements to maintain a cohesive visual identity.

3.1.3 Project merchandise

For the occasion of the first General Assembly meeting (March 2024 - Wageningen, Netherlands), a range of project merchandise was produced to promote the SAFE4ALL brand. The merchandise includes pens, pencils, fabric bags, lanyards, A5 notebooks, and water bottles, all branded with the project logo. These items were designed to reinforce the project's visual identity and provide practical, everyday items for participants, ensuring that the SAFE4ALL brand remains visible and top-of-mind during and after the meeting.

3.1.4 Design guidelines

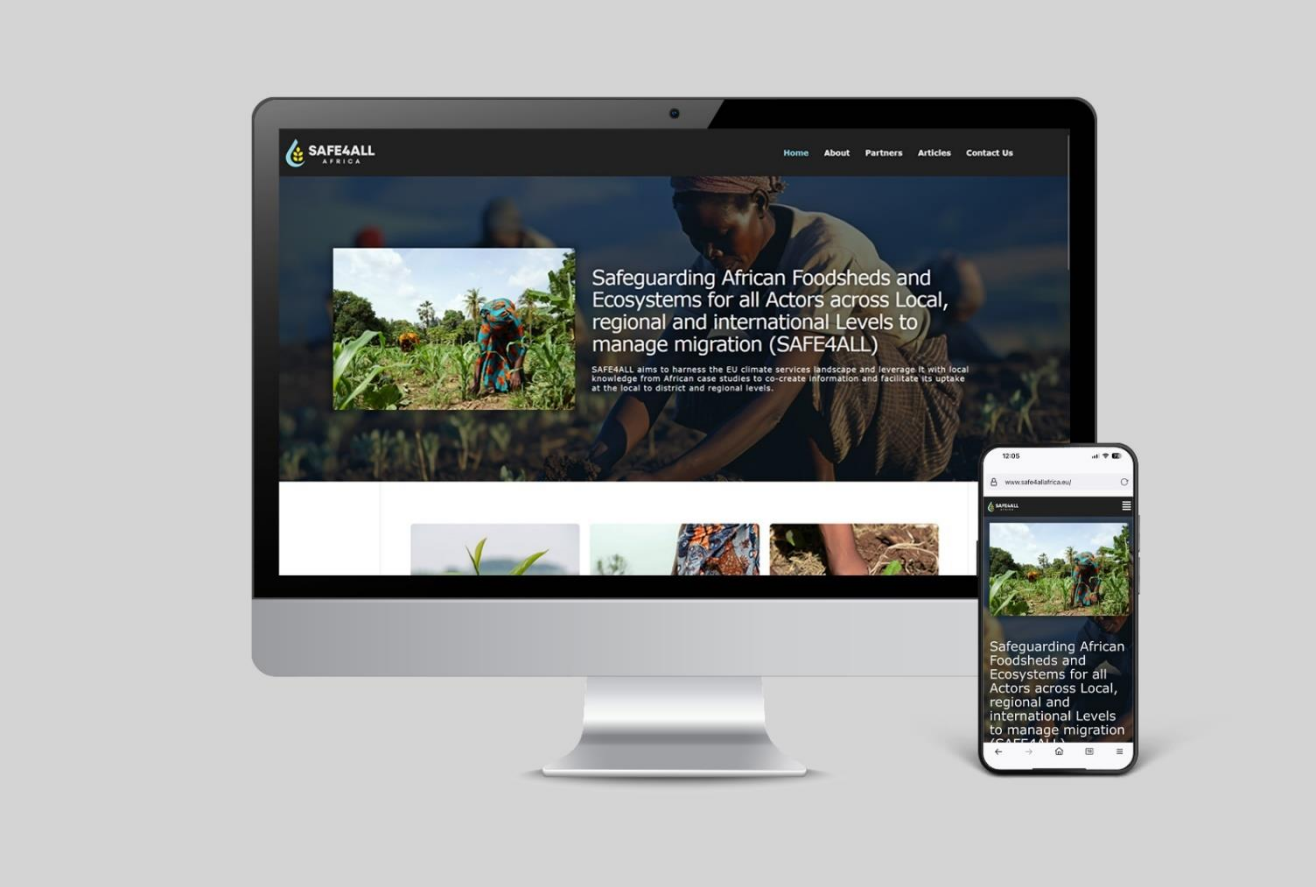
A comprehensive design manual establishes and communicates the project's visual and stylistic standards, covering logo usage, color scheme, typography, imagery, and layouts for reporting and presentations. It specifies the correct application of the logo, including size requirements, color variations, and placement guidelines. Furthermore, the manual ensures consistency in typography and imagery to maintain a cohesive visual identity across all project communications and materials. Attached to this document is the SAFE4ALL Design Manual, which provides in-depth guidance for maintaining the project's visual guidelines.

The visual materials will be regularly updated to reflect current project developments and the project merch will be distributed at any future events to enhance brand visibility.

3.2 Project website

The SAFE4ALL project website (https://www.safe4allafrica.eu/) serves as a key communication channel alongside social media. It provides an overview of the project, including its goals and partner organizations, and features sections like the Home page, About page, Partners page, Articles page, and Contact us page. The sections offer specific information such as project objectives, partner details, news, blog articles, and contact details.

The website will be regularly updated to ensure it remains current and visually engaging throughout the project's duration. In later stages, it will incorporate links to the project tools or their respective platforms, providing stakeholders easy access to utilize the developed climate services during the SAFE4ALL Africa project, or until stakeholders take ownership.



3.2.1 Website development

The SAFE4ALL website is built using WordPress, chosen for its ease of development. The website's architecture includes:

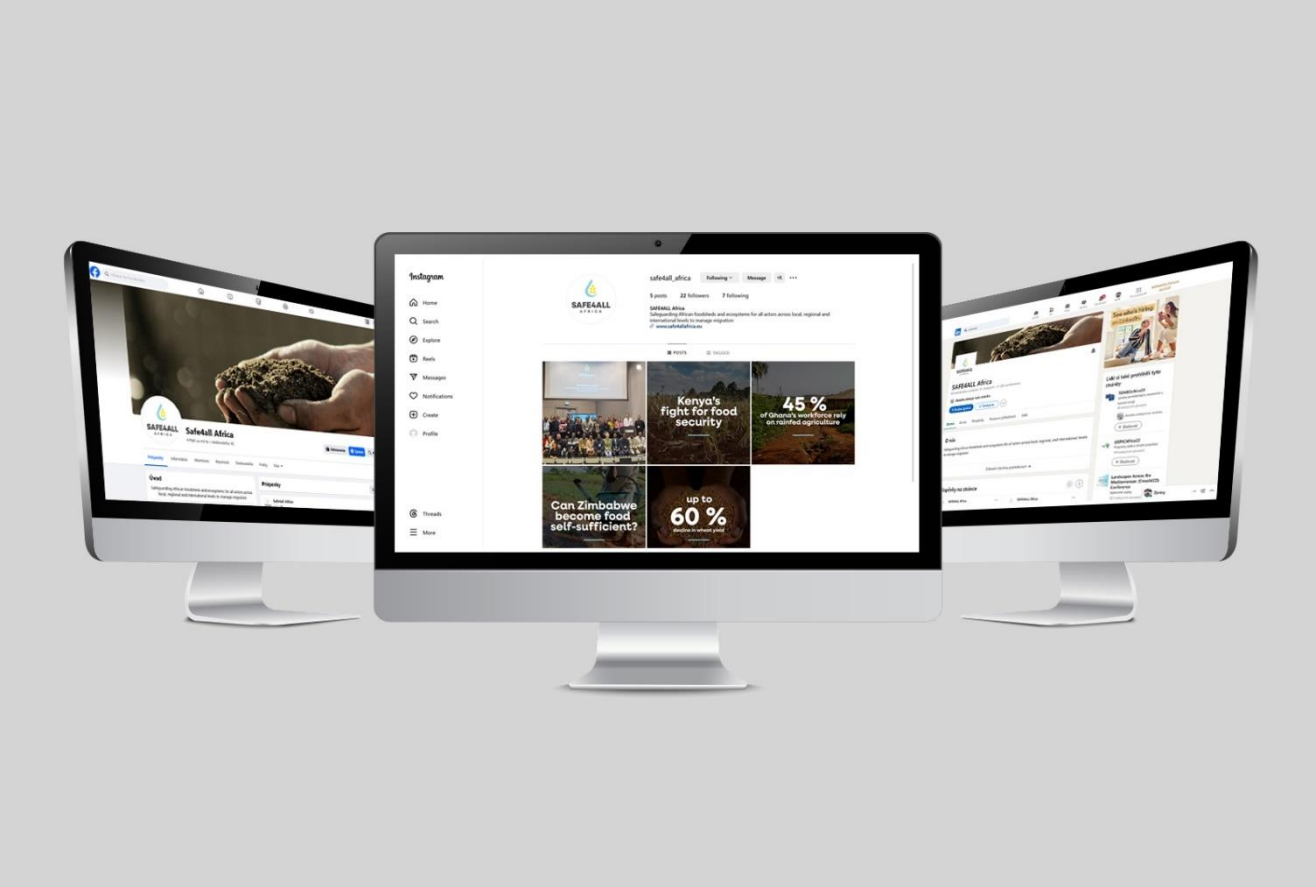
- **Frontend:** WordPress themes define the site's look and feel. The SAFE4ALL website uses the popular "Hello Elementor" theme. Various plugins enhance the site's appeal and optimize SEO.
- **Backend:** The site is built with PHP and hosted on an Nginx web server, with a MySQL database.

WordPress offers an easy-to-use dashboard for content management. For instance, the "Pages" tab lists all SAFE4ALL web pages, allowing for straightforward edits. The "Posts" tab manages blog posts, articles, and events, categorizing them for easy navigation.

3.3 Social media presence

Profiles on social media platforms, including LinkedIn, Facebook, and Instagram, have been created and will be actively maintained. Targeted messages will be used to engage with stakeholders and the public, with regular posts featuring updates, success stories, and interactive content.

- ***LinkedIn:*** *https://www.linkedin.com/company/102097531/*
- ***Facebook:*** *https://www.facebook.com/profile.php?id=61556421567233*
- ***Instagram:*** *https://www.instagram.com/safe4all_africa/*

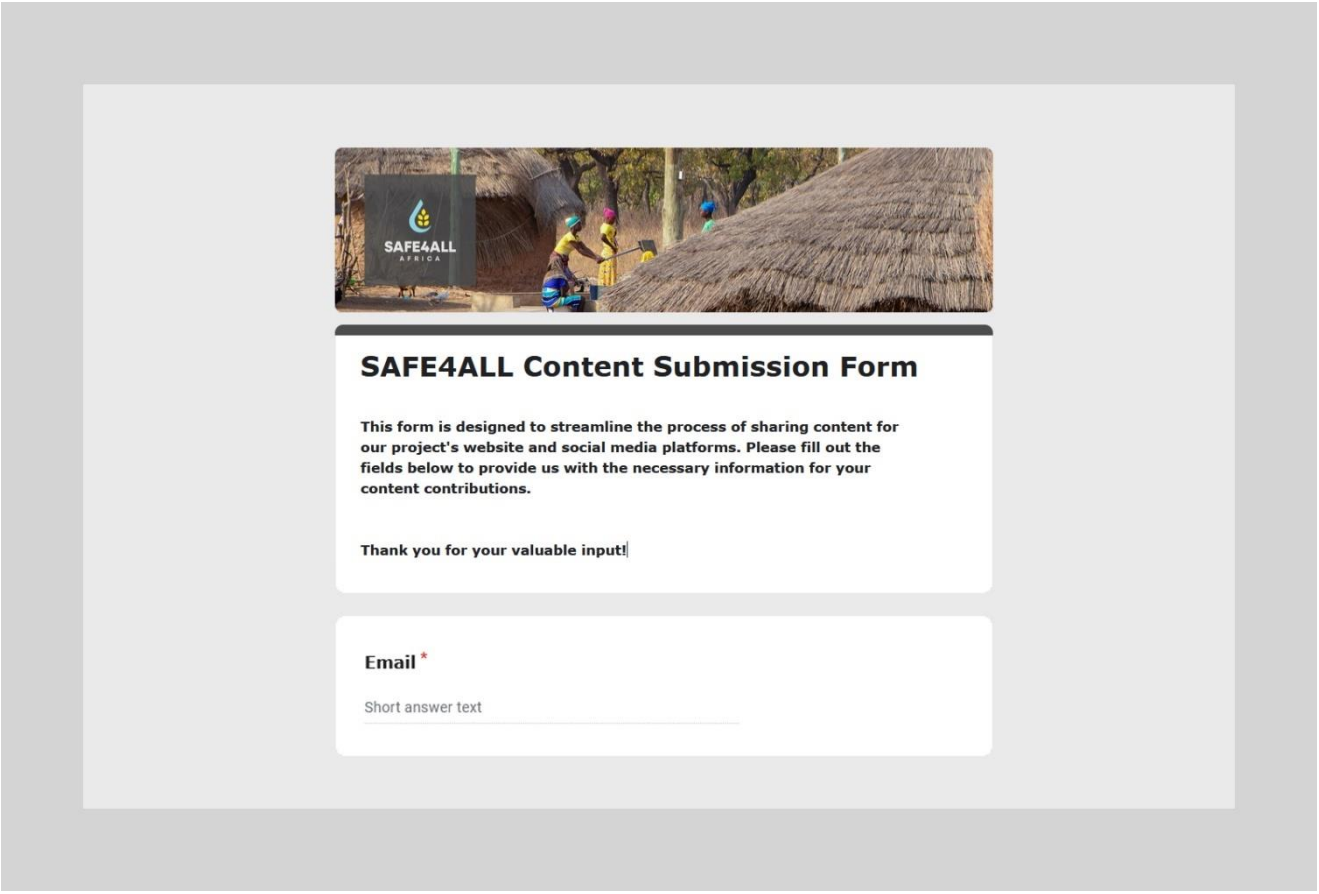


3.3.1 Publication calendar

We have created a publication calendar, accessible to all consortium members via MS Teams, which provides an overview of past and future website and social media posts. The calendar is formatted as a table and includes the publication date, post details, and the publication platforms. Several future posts on key topics, such as the introduction of consortium partners and various project tools, are scheduled with approximate dates. The calendar will be regularly updated and supplemented with additional posts as they are created, ensuring it remains current and comprehensive.

3.3.2 Content submission form

To ensure seamless communication and marketing information flow within the consortium, we have created a content submission form using Google Forms. This form is designed to collect ideas and content for social media posts from the consortium partners. It will remain online for the duration of the project, and partners will be regularly reminded and encouraged to share anything they find interesting to post. The form includes a list of various types of posts to inspire partners and encourage their engagement.

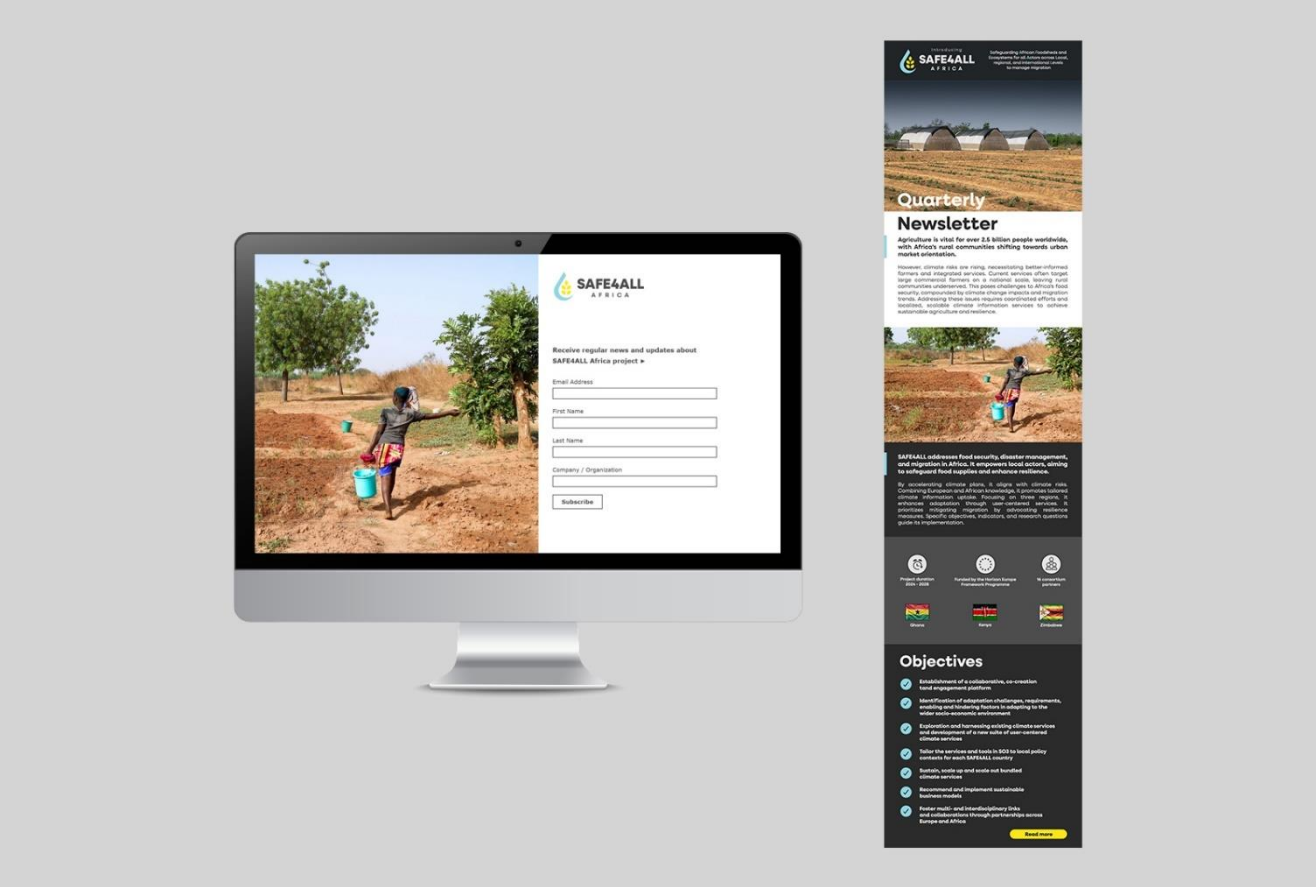


3.4 Email communication

The emails media@safe4allafrica.eu and info@safe4allafrica.eu have been established for sending newsletters and collecting emails.

3.4.1 Newsletter Sign-Up Form

A Mailchimp sign-up form is available at https://mailchi.mp/c8b95dfbd95c/safe4all-africa and advertised on social media. It collects email addresses, names, and company names, with subscribers giving permission to receive newsletters.



3.4.2 Regular newsletters

We use the Mailchimp platform for crafting and distributing the project newsletters. The inaugural newsletter, which introduced the project and its objectives, was sent out in early June. Subsequent newsletters will be distributed quarterly and will feature a variety of content, including detailed introductions of our consortium partners and overviews of the individual tools developed within the project. These newsletters aim to keep all stakeholders informed and engaged by providing regular updates, success stories, and highlights of key milestones and achievements. Additionally, we will include upcoming events, opportunities for collaboration, and other relevant news to foster a sense of community and active participation among our audience.

Our strategy to expand the subscriber base involves targeted campaigns and strategic utilization of newsletter analytics to refine the content strategy within the outreach plan.

3.6 Brochures and flyers

An informative brochure summarizing the project's concepts, objectives, co-creation case studies, and individual tools has been created. The brochure is available in both print and web formats and will be uploaded on the project website. A limited number of printed copies will be distributed to consortium partners upon request.

The outreach initiatives will involve distributing brochures at conferences, workshops, and stakeholder meetings, with a focus on ensuring that digital versions are easily shareable through social media and email campaigns.

The SAFE4ALL Project Brochure is attached to this document, and it is also submitted as a separate Deliverable (*D6.7 SAFE4ALL brochure summarizing the main concepts and goals of the project in an easy-to-understand, reader-friendly, and visually attractive manner*).

3.7 Scientific publications and policy briefs

The project will produce findings in open-access journals, aiming for at least ten peer-reviewed articles covering co-creation processes, climate service bundling, and sustainable business models. Policy briefs will summarize research findings and provide actionable recommendations for policymakers, with at least four briefs targeting local and national decision-makers on issues such as food security, climate resilience, and climate-induced migration. These efforts ensure our research impacts both the scientific community and policymakers, fostering informed decision-making and broader influence.

4 Monitoring and Evaluation

To ensure the effectiveness of the communication, exploitation, and outreach strategy, the following key performance indicators (KPIs) will be monitored:

Website traffic	>1000 unique visitors per month
Social media engagement	>500 followers on each platform for the project period

Newsletter distribution	12 newsletters for the project period
Policy briefs	>4 for the project period
Scientific publications	>10 for the project period
Attendance at outreach and industrial events	>20 events for the project period

Conclusion

The SAFE4ALL Communication, exploitation, and outreach strategy is designed to maximize the project's impact by raising awareness, fostering engagement, promoting knowledge sharing, and ensuring sustainability. By effectively utilizing various communication channels and tools, and by closely monitoring the progress through well-defined KPIs, the project aims to create a lasting and positive impact on climate adaptation efforts in the targeted regions and beyond.

Appendix

SAFE4ALL Design Manual

SAFE4ALL Project Brochure

SAFE4ALL

AFRICA

Safeguarding **A**frican **F**oodsheds and **E**cosystems **for** all **A**ctors across **L**ocal, regional and international **L**evels to manage migration.

More information: www.safe4allafrica.eu

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