

**Southern Africa Climate Smart  
Agriculture Alliance (SACSAA)**



## **Communications and Visibility Strategy**



## 1 Introduction

After the launch of the Global Alliance for Climate-Smart Agriculture (GACSA) in 2014, the AU-NEPAD constituted the Africa Climate Smart Agriculture Alliance (ACSAA) in partnership with five international NGOs, namely; CARE International, Catholic Relief Services, Concern Worldwide, Oxfam and World Vision; and four technical partners (CGIAR Research Programme on Climate Change Agriculture and Food Security (CCAFS), Forum for Agriculture Research in Africa (FARA), Food and Agriculture Organization (FAO) of the UN, and the Food Agriculture and Natural Resources Policy Analysis Network (FANRPAN).

ACSAA was formed to leverage policy, technical and financing support for grassroots national and regional-level programmes and initiatives that could drive the widespread adoption of CSA practices throughout Sub-Saharan Africa (SSA). For effectiveness, given the diversity characterising SSA, ACSAA promoted the development regional CSA Alliances. For southern Africa, the Southern Africa Climate Smart Agriculture Alliance (SACSAA) was launched in November 2018, at a regional policy event in Maputo, Mozambique, with financial support from CARE Southern Africa.

In line with the Africa Climate Smart Agriculture Vision 25X25, SACSAA seeks to contribute to the vision's aim of supporting at least 25 million farming households in practicing CSA by 2025. SACSAA seeks to provide a multi-stakeholder platform for facilitating peer exchange and learning, building a common understanding of contributions to CSA, and aligning and harmonizing various climate change and agriculture programmes being undertaken across the Southern Africa region and at multiple scales.

More specifically SACSAA seeks to

- Foster CSA partnerships, alliances and networks across the continent
- Share the latest information, research findings and new insights and innovations on CSA and modalities for its implementation
- Facilitate more rapid implementation of CSA programmes by enabling access to information on financing opportunities
- Support a more coherent approach to formulating national climate change and agriculture policy frameworks such as NAIPs, NDCs, NAPs etc.

To that end, this Communications and Visibility seeks to guide the activities of the Alliance to effectively promote its growth and attainment of its objectives.

## 2 Communication Strategy

### a) Objectives

The main purpose of this Communication and Visibility Strategy is to ensure effective communication with target groups and stakeholders, as well as raising awareness of the need to build the resilience of farmers to the impact of climate change. SACSAA desires that all stakeholder in southern Africa are aware of its existence, its objectives, and how they can join. The Alliance seeks to ensure that its programmes and projects are profiled and its core messages are effectively disseminated.

## b) Target Groups and Specific Objectives

Target Audience	Specific Communication Objectives
National and regional organisations in the field of food, agriculture and natural resources (FANR) who are concerned about the impact of a changing climate on agriculture Research organisations and think tanks engaged in climate science and policy research Individuals in the FANR space	Creating an all-inclusive platform for stakeholders to share knowledge and experiences on best practices towards building resilience to climate change Mobilizing a common voice to amplify specific positions/core messages
Technical and development partners with potential/capacity to fund or support investments towards building resilience of agriculture to climate change	Compelling evidence and narratives to influence investment decisions.

## 3 Communication Activities

### a) Main Communication Activities

SACSAA's communication activities are divided into two, recurrent and time/single project activities, discussed below.

- Recurrent communication activities:

Recurrent communication activities include periodic releases of information such as publications, newsletters, progress reports released at regulated intervals, and periodic announcements of upcoming activities across multiple media. It will be ideal for SACSAA to rely on the following recurrent activities;

- i) publish a quarterly newsletter with updates on developments within the Alliance. The regularity of publication creates a degree of expectation/anticipation amongst the existing and prospective members.
- ii) Conduct periodic/regular interval meetings such as Annual Convention, bi-annual review sessions, and quarterly update meetings. It is important for SACSAA's schedule of meeting to align with ACSAA and GACSA calendars to enable it to feed its into continental and global discourse.
- iii)

- Timeline of single project communication activities:

SACSAA's planning must be sensitive to key developments with the climate change discourse, and especially the implications for agriculture and food systems. For instance, continental and global developments need to be tracked and used to determine time or single project communication activities. For the July 2020 to June 2021 planning period, the following key events require planning of targeted single project communication efforts;

UNFCCC CoP26  
 UNFSS  
 AMCEN  
 AU Summit  
 SADC RVAC  
 Africa Climate Week  
 Biennial Review Report

## **b) Communication Tools**

SACSAA will actively raise funds to support communication activities. However, in the absence of a communications budget, the Alliance will utilize the following tools;

- i. **Social Media**  
SACSAA will rely on social media, to include twitter, Facebook, and WhatsApp. Administered by the regional committee, SACSAA's regional WhatsApp Group will be one of the cheapest approaches to maintain contact and momentum amongst members. The WhatsApp platform will be an effective to quickly share information and experiences. The Alliance will also use twitter to provide updates about upcoming and past meetings. Facebook will be ideal to amplify stories featured on the alliance's website, whilst twitter has capability to reach a wider audience if all the members participate.
- ii. **Alliance webpage**  
There is potential for SACSAA to establish and operate a webpage, hosted on the corporate website of the Food, Agriculture and Natural Resources Policy Analysis (FANRPAN). The network is currently providing secretarial support to the Alliance.
- iii. **Press releases:**  
SACSAA will also rely on developing and disseminating press releases, before and after key alliance or partner events. To this end, it is important for SACSAA to establish and maintain relations with the media fraternity at national and regional levels.

With an improvement in the funding scenario, the following will be effective communication tools;

- iv. **Workshops and Awareness raising events**  
SACSAA will be able to organise and stage workshops and special events for raising awareness on its existence and its programmes to prospective members. Further, the Alliance will be able to participate at knowledge and advocacy events organised by other organisations to further their objectives. In the prevailing era of the COVID-19 pandemic, special events can be convened virtually, thus cutting on a lot of traditional costs.
- v. **Information material:**  
Brochures and pamphlets with information on the Alliance or a specific core message can be developed and distributed to all partners, potential donors, potential beneficiaries and other interested stakeholders.

## **c) Language**

SACSAA draws its membership from the southern Africa region. A feature of the region's colonial legacy is the array of languages that includes English (spoken in most of the countries); Portuguese (spoken in Mozambique and Angola); and French (spoken in Mauritius, Madagascar, and the Democratic Republic of the Congo). To promote broader understanding, whilst the bulk of the Alliance's work will be conducted in English, efforts will be made to provide simultaneous translation for French and Portuguese for meetings, and translated documents for publications.

#### 4 Activities, Tools and Feedback

Communication activities	Tools	Indicators of achievement of the tools	Feedback forms (if any)
Recurrent Activities			
Other Activities			

#### 5 Resources

##### a) Budget

The estimated budget for SACSAA's communication visibility activities is presented below.

Activity	Description	Annual Cost (US\$)	Status
Social Media	WhatsApp Group	-	Already in existence and vibrant.
	Twitter		
	Facebook		
Webpage	Design and regular updates	1,500	FANRPAN to provide
Press Releases	Media consultant to accompany Alliance activities	6,000	
Workshops and Special Events	Physical events (travel, accommodation, and subsistence)		
Workshops and Special Events	Virtual events (zoom or MS Teams platforms)		FANRPAN to provide virtual platform
Knowledge and Advocacy materials	Brochures, pamphlets		

##### b) People

The following people/functions are critical for SACSAA's communications and visibility strategy to succeed.

- i) Media Consultant
- ii) Webmaster
- iii) Events Coordinator