

Asia Pacific Communications Strategy



**The Asia Pacific Regional Action Plan
of the *Global Strategy to Improve
Agricultural and Rural Statistics***

1. Introduction

The Global Strategy to Improve Agricultural and Rural Statistics (GS) is a comprehensive framework for improving and ensuring the sustainability of agricultural and rural statistics (including crops, livestock, aquaculture, forestry production and fisheries), addressing the emerging data needs as they arise.

The initiative to develop the Global Strategy came as a response to the declining quantity and quality of agricultural statistics, and to address the emerging data requirements posed by the Millennium Development Goals (MDGs), mainly on biofuels, global warming, environment and food security. The challenge of agriculture is to lift millions out of poverty and hunger, reduce the impact of agriculture on the environment and global warming, and sustain water and land resources, while still providing food, fodder, fiber and materials for fuel and housing to a growing world population. Development of Sustainable Development Goals (SDGs) to replace the MDGs will also drive demand for additional agricultural and rural statistics.

Outcome, Pillars and Outputs

The main goal of the Global Strategy is to provide a vision for national statistical systems enabling target countries to produce the basic data and information to guide decision making in the 21st century.

The three pillars forming the foundation of the Global Strategy are the following:

1. Establishing a minimum set of core data that will be provided on a regular basis by all countries;
2. Integrating agriculture into the national statistical systems;
3. Fostering the sustainability of agricultural statistical systems through governance and statistical capacity building.

Target countries will be enabled to develop sustainable statistical systems through the following three outputs:

1. Coordinating bodies of the national statistical system, legal frameworks and strategic plans established by countries (in target countries) to enable the integration of agriculture into the national statistical system;
2. Developing and disseminating new cost-effective methods for data collection, analysis and dissemination;
3. Increasing capacity for agricultural statistics staff in regional training centres and target countries.

2. Goal and Objectives

The communications strategy for the Asia Pacific region responds to the distinct communication and advocacy needs of the Regional Action Plan within the domain of the Global Strategy.

The Asia Pacific strategy also complements the Global Communication Strategy through production and dissemination of communications products and activities that inform the Global Strategy. It draws on experiences and lessons learned since 2013, when activities began in this region.

The Asia Pacific strategy supports the Global Strategy through coordination with partners, stakeholders, policy makers and other identified audiences, and strategic advocacy and communication activities.

The Strategy is a living document and should be reviewed annually in light of experiences and lessons learned to refine objectives, approaches, interventions and outputs as necessary.

Communications Goal

This communications strategy, launched in September 2015, is focused on the final two year period of the Global Strategy in Asia Pacific. The Global Strategy's initial five year mandate will end in December 2017. Therefore, by December 2017, the communications component of the Global Strategy's Regional Action Plan in Asia Pacific will:

1. Increase awareness of the need for rigorous and effective agricultural and rural statistics systems as a means to address emerging needs in relation to the Millennium Development Goals and food, environment and natural resources security.
2. Heighten cooperation between stakeholders to enhance capacity for statistical systems development and achieve the Global Strategy's three pillars.

Communications Objectives

The communications goal will be reached through two objectives, modeled on the Global Strategy's four communications objectives of visibility, dialogue, knowledge sharing and impact:

1. Visibility and Dialogue: Build an Asia Pacific communications network of partners and beneficiaries that encourages regular participation and reporting of Global Strategy efforts through frequent engagement via targeted messages and products
2. Knowledge sharing and impact: Devise a suite of Asia Pacific focused media materials, publications and events which lead to enhanced outreach, knowledge sharing and overall development in relation to the Global Strategy.

3. Target Audiences

Target audiences for Asia Pacific communications are segmented into three main groups: program, invested and associative. These audiences are differentiated by their level of participation and potential impact on the Strategy and its activities.

1. Program Audience	Who they are
Direct partners with the Asia Pacific program responsible for implementing program policies and activities	<ul style="list-style-type: none"> • National statistics offices • Line ministries (Agriculture, Forestry and Fisheries, Natural Resources, Land and Water, Environment, etc.) • Ministries of Finance and Planning • Implementing partners: FAO, UNESCAP-SIAP, ADB
2. Invested Audience	Who they are
Donors and potential donors that have direct interest in the Strategy and its outcomes	<ul style="list-style-type: none"> • Bill and Melinda Gates Foundation • UK Department for International Development (DFID) <p>Potential donors:</p> <ul style="list-style-type: none"> • Government: GIZ, JICA, KOICA, Norad, Sida, SDC, USDA • Regional organizations: ASEAN, SPC, SAARC • Multilateral institutions: World Bank, IMF, UNDP, UNICEF, UNFPA, UNESCO, WFP, UNAIDS, ILO
3. Associative Audience	Who they are
Individuals and institutions that have direct or related interests in the Strategy's work and goals and whose involvement will increase its progress and success	<ul style="list-style-type: none"> • Research and training institutions • Universities • NGOs • Private sector

4. Key Messages and Delivery Channels

Target audiences will be reached through a number of delivery channels, some of which are existing and some of which will be developed during the remaining time of the project’s operational phase. The two communications objectives will be achieved through key messages crafted for the project’s three main audiences, with an emphasis on improving visibility, knowledge sharing and direct action. Delivery channels are outlined in the box below.

<p>Online and Social Media</p> <ul style="list-style-type: none"> • Asia Pacific website • Partner websites • Social media* – Facebook, Twitter and YouTube • Knowledge sharing platform <p>Media/Print and Video</p> <ul style="list-style-type: none"> • Short films • Opinion editorials and interviews <p>*no dedicated sites – posts published on partner sites</p>	<p>Publications</p> <ul style="list-style-type: none"> • Asia Pacific newsletter (online) • Partner newsletters • Brochures, flyers and country profiles • Reports • Advocacy kits • Posters and banners <p>Events</p> <ul style="list-style-type: none"> • Regional best practices and related workshops • Communications calls and seminars
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Communications in Asia Pacific must serve as an information source and knowledge management tool for the project’s diverse range of stakeholders that implement, fund and benefit from it. Key messages will be tailored to individual audiences, and delivered through channels best placed to reach that audience. Messages and communications products should serve as a “call to action” to audiences, encouraging them to enhance and refine their participation in the Global Strategy and champion it amongst their peers and other participating and interested parties.

Objective 1: Build an Asia Pacific communications network of partners and beneficiaries that encourages regular participation and reporting of Strategy efforts			
Audience	Message	Primary delivery channels	Timing
Program	Your expertise and participation is vital to the Regional Action Plan’ success.	Communications calls	Sept-Nov 2015
		Knowledge and sharing platform	Weekly (updates)
		Workshops	As scheduled
		Newsletter	Bi-monthly
Invested	The Asia Pacific Regional Action Plan is fostering success through its strong mandate and the participation and collaboration of its	Newsletter	Bi-monthly
		Partner newsletters	As published

	diverse group of stakeholders.	Website	Weekly (updates)
		Partner websites	Monthly, or as warranted
		Short films	At scheduled events
		Reports	As scheduled
Associative	Success in the Asia Pacific Regional Action Plan is built upon your interest and participation.	Newsletter	Bi-monthly
		Partner newsletters	As scheduled
		Website	Weekly (updates)
		Partner websites	Monthly, or as warranted
		Social media	Weekly
		Reports	As scheduled
Objective 2: Devise a suite of Asia Pacific focused media materials, publications and events, which lead to enhanced outreach, knowledge sharing and overall development			
Program	The Asia Pacific Regional Action Plan is vital to progressive growth and sustainable development in your country through building advanced statistics policy and practice.	Knowledge sharing platform	Weekly (updates)
		Website	Weekly (updates)
		Reports	As scheduled
		Brochures, flyers and country profiles	At scheduled events
		Advocacy kits	At scheduled events
		Posters	Nov 2015 (with yearly update)
		Short films	At scheduled events
Invested	The Regional Action Plan is leading to success in Asia and the Pacific in meeting the challenges of modern agricultural systems for sustainable and inclusive development.	Website	Weekly (updates)
		Reports	As scheduled
		Brochures, flyers and country profiles	At scheduled events
		Advocacy kits	At scheduled events
		Posters	Nov 2015

			(with yearly update)
		Short films	At scheduled events
		Opinion editorials and/or interviews	Quarterly
Associative	Championing improved agriculture and rural statistics is a vital component of meeting the challenges of environmental sustainability, food security and poverty reduction in a growing and dynamic Asia Pacific.	Website	Weekly (updates)
		Partner websites	Monthly, or as warranted
		Social media	Weekly
		Brochures, flyers and country profiles	At scheduled events
		Short films	At scheduled events
		Opinion editorials and/or interviews	Quarterly
		Newsletter	Bi-monthly
		Partner newsletters	As scheduled
		Reports	As scheduled

5. Visual Identity and theme

To foster increased project participation and knowledge sharing, it is essential that the Strategy in Asia Pacific becomes a recognizable brand that is used consistently in all communications products. Asia Pacific will use the Global Strategy’s visual identity – including already established logos, colors, templates and design elements – on its products and events, revising them as appropriate to identify their origins in Asia Pacific. As with the Global Strategy, designs should be simple and unfussy, but also modern, visually appealing and representative of the project.

As detailed in section 4 above, messaging should be positive and action oriented, with an emphasis on collaboration and resulting successes. Messaging may further be refined if the audience is country specific.

6. Priority actions and due dates

To achieve the communications objectives, the Global Strategy in Asia Pacific will build a communications infrastructure consisting of products and activities that raise visibility and inform stakeholders of its current status and progress. Development of the Strategy in the region will be furthered by the active uptake and refinement of this communications infrastructure. The following are priority actions, and their due dates, for communications in Asia Pacific, to be developed in the first four months after this strategy has been launched in September 2015. These actions, and associated activities, are further detailed in the *Action Plan for August 2015 to September 2016* in Annex 1 below.

1. Mobilize a communications network in Asia Pacific

- 1.1 Identify and contact communications focal points for each country, informing them of communications infrastructure and products, and provide mentoring – Aug-Oct 2015
- 1.2 Create and promote an online inter-country knowledge sharing platform – Sept 2015

2. Increase Asia Pacific's online presence and activities

- 2.1 Develop Asia Pacific website – Sept 2015
- 2.2 Begin regular postings of news and events on partner social media pages – Sept 2015

3. Disseminate project news and events through newsletters

- 3.1 Publish a bi-monthly Asia Pacific newsletter – Sept 2015 (first issue)
- 3.2 Contribute features to partner newsletters: ESCAP-SIAP, ADB CARS and Global Strategy – Sept 2015 and ongoing

4. Develop and publish foundational Asia Pacific media materials to be used throughout the life of the project

- 4.1 Publish an Asia Pacific brochure – August 2015
- 4.2 Develop a program flyer format for donor briefings and updates – Sept 2015
- 4.3 Publish and distribute country profile flyers – October 2015
- 4.4 Develop an Asia Pacific advocacy kit for meetings, events and the media – Sept 2015
- 4.5 Produce a regional video highlighting progress, lessons learned and country-specific experiences for meetings, events and online promotion – November 2015

7. Monitoring and Evaluation

Progress toward achievement of communications objectives will be monitored throughout the life of the Global Strategy in Asia Pacific. The proposed framework below will measure this progress.

Objective	Delivery Channel	Impact Indicator	Means of Verification
Build an Asia Pacific communications network of partners and beneficiaries that	Communications calls	Increase in country submissions to Asia Pacific comms products/activities	Monthly review of Asia Pacific comms products

encourages regular participation and reporting of Strategy efforts through frequent engagement via a suite of targeted messages and products	Knowledge sharing platform	Platform adoption and increase in traffic and posts	Google Analytics
	Asia Pacific website	Site launch	Live site
	Partner websites	Increase in Asia Pacific visibility and features on sites	Site reviews
	Social media	Increase in Asia Pacific visibility, via posts, on partner Facebook and Twitter pages	Site reviews
	Newsletter	Number of country or partner contributions to first issue and subsequent issues	Newsletter review
Devise a suite of Asia Pacific focused media materials, publications and events, which lead to enhanced outreach, knowledge sharing and overall development in relation to the Global Strategy.	Brochures and flyers	One brochure produced and updated on annual basis	Asia Pacific reports and posting on knowledge sharing platform
		Country profile flyers produced and updated on annual basis	Asia Pacific reports and posting on knowledge sharing platform
	Advocacy kits	One kit produced and updated annually	Asia Pacific reports
		Distribution of kits at all events attended by Asia Pacific	Asia Pacific reports
	Posters and banners	One produced each year, from 2015-2017, and distributed to country partners	Asia Pacific reports and posting on knowledge sharing platform
	Website and partner sites	One update per week published	Website review
		Increase in visits and page views	Google analytics
		Partner sites – increase in published features on Asia Pacific	Website review
	Social media	One post per week on partner or FAO	Social media analytics

		FB, Twitter or YouTube channels	
		Increase in likes or shares of individual posts	Social media analytics
		Video posted on FAO YouTube channel	YouTube review
	Knowledge sharing platform	Month to month increase in posts, conversations and overall activity on platform	Platform analytics
	Newsletter	Newsletter sent bi-monthly	Asia Pacific reports
		Increase in mailing list	Newsletter analytics
		Increase in open rate on an annual basis	Newsletter analytics
	Opinion editorials and interviews	At least one op-ed or interview/feature on the project published quarterly in one of the participating countries	Country reporting
	Short films	Number of views of film uploaded on Asia Pacific, international and partner sites	Site reviews
		Film shown at events attended by Asia Pacific staff	Asia Pacific reports

Annex 1 – Action Plan for August 2015 to September 2016

This detailed action plan covers communications activities for one year from the time of this strategy’s launch in September 2015. Focus during this period will be on building a communications foundation for implementation of the Asia Pacific component of the Global Strategy. This action plan will be updated on a six month basis to reflect future activities.

Objective 1: Build an Asia Pacific communications network of partners and beneficiaries that encourages regular participation and reporting of Strategy efforts through frequent engagement via a suite of targeted messages and products															
Action	Activity	Responsibility	Timeframe												
			2015					2016							
			Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Mobilize a communications network in Asia Pacific	Hold communications calls with country focal points	Communications Advisor													
	Create and promote online knowledge sharing platform	Communications Advisor, Asia Pacific Manager													
Increase Asia Pacific’s online presence	Develop and launch Asia Pacific website	Communications Advisor, FAO Web designer													

	Post on partner social media pages	Communications Advisor															
	Post features on partner websites	Communications Advisor															
Create Asia Pacific newsletter	Build mailing list	Communications Advisor															
	Design and populate first issue	Communications Advisor															
	Distribute first issue	Communications Advisor															
Objective 2: Devise a suite of Asia Pacific focused media materials, publications and events, which lead to enhanced outreach, knowledge sharing and overall development in relation to the Global Strategy.																	
Publish Asia Pacific brochure	Finalize design and text and print copies	Communications Advisor															
	Publish on Asia Pacific website	Communications Advisor															
	Distribute at events attended or organized by Asia Pacific staff	AP staff attending event															

Publish Asia Pacific promotional flyers	Design flyer format	Communications Advisor	Yellow															
	Finalize text for each country	AP Global Strategy team		Green														
	Print copies	Communication Advisor		Yellow														
	Publish on Asia Pacific website	Communications Advisor		Green														
	Distribute at events attended or organized by Asia Pacific staff	AP staff attending event		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Create Asia Pacific Advocacy Kit	Finalize kit contents, to include country flyers, brochure and newsletter	Communications Advisor		Green														
	Distribute kits at events attended or organized by Asia Pacific staff	AP staff attending event		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Publish Asia Pacific poster	Develop design and layout	Communications Advisor			Green													

	Print copies	Communications Advisor														
	Post online	Communications Advisor														
	Distribute poster at events attended or organized by Asia Pacific staff	AP staff attending event														
Launch Asia Pacific website	Design and populate site	Communications Advisor, FAO webmaster														
	Update site with news and features at least once a week, or as warranted	Communications Advisor														
	Add latest reports and documents on a monthly basis	Communications Advisor, Asia Pacific staff														
	Post and update handouts, including brochure, country profiles and poster	Communications Advisor														
Publish Asia Pacific news on	Identify partner sites and	Communications														

social media	contacts	Advisor													
	Submit posts – one per site bi-weekly, or as warranted	Communications Advisor and AP Global Strategy team													
Create Asia Pacific newsletter	Secure newsletter platform	Communications Advisor													
	Design and populate first issue	Communications Advisor													
	Distribute to mailing list on a bi-monthly basis	Communications Advisor													
Produce Asia Pacific short film	Secure country participation and hire film company	Communications Advisor, AP Regional Coordinator													
	Write script	Communications Advisor													
	Film on location in chosen countries	Film company													
	Edit and finalize film	Film company, Communications Advisor													

	Post film on Asia Pacific website	Communications Advisor														
	Post film on partner websites	Communications Advisor														
	Show film at Asia Pacific attended or organized events	AP staff attending event														
Publish opinion editorials and interviews in news media (newspapers, magazines, websites)	Identify author or interview candidates and media outlets in AP countries	Communications Advisor, Regional Coordinator														
	Write and publish OpEd or interview	Author, Communications Advisor														