



COMMUNICATION

STRATEGY

For a better visibility and use of
CountrySTAT

FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
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Communication Strategy for CountrySTAT
For a better visibility and use of CountrySTAT

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Foreword

Access to timely, reliable and accurate data on food and agriculture is particularly important to monitor national trends and allow the formulation of decisions on national agricultural and food security policies. For this reason, nationally owned and reliable information systems with indicators on social, economic and natural resources are an indispensable basis for decision-making and monitoring food and agriculture policies.

As a response to the declining state of agricultural statistics in many countries, the CountrySTAT system was implemented by the Food and Agriculture Organization of the United Nations (FAO) in 2007. The Bill and Melinda Gates Foundation finances the project which supports collection, analysis, and dissemination of data, using adequate tools and international standards.

CountrySTAT is a web-based system for food and agriculture statistics at both national and sub-national levels. It supports multiple-sourced data integration and harmonization, according to international standards and contributes to improve data quality and reliability.

The analysis of data for Supply Utilization Accounts and Food Balance Sheets is facilitated, in order to obtain derived indicators relevant to rurality, food, agriculture, nutrition, and environment.

Through national and regional CountrySTAT projects, FAO forms partnerships with statistical offices and Ministries of Agriculture, Fisheries and Forestry among others, to introduce the system and build the national capacity to use it. In each country, the National Focal Points collaborate with FAO to ensure the correct deployment of the application, deliver training to national staff and guarantee proper system maintenance.

CountrySTAT is in line with the emerging Open Data approach, which provides the conceptual framework for broader collaboration on systems and data integration at the global level. Open Data is expected to establish a more efficient flow of agricultural-related data.

Foreword

FAO's overall objectives in this area include:

- a) Increasing accessibility to quality and timely information;
- b) Strengthening capacity to develop and carry out multi-sector data analysis;
- c) Improving data exchange at national, sub-national and regional levels;
- d) Playing an active role in the establishment and consolidation of a global information network and community.

CountrySTAT contributes to the improvement of statistical data collection, exchange and effective utilization of information, in order to meet the needs and expectations of all statistical data users. Data are provided in the form of tables, charts and maps, and are available free-of-charge.



List of acronyms

AMF	Arab Monetary Funds
BMGF	Bill and Melinda Gates Foundation
CEMAC	Economic Community of Central African States
CFS	Committee on World Food Security
COMESA	Common Market for Eastern and Southern Africa
CS	CountrySTAT
DFID	Department for International Development (United Kingdom)
ECO	Economic Cooperation Organization
ES	FAO Statistics Department
FAO	Food and Agriculture Organization of the United Nations
GCC	Cooperation Council for the Arab States of the Gulf
GIS	Geographic Information System
IFDC	International Fertilizer Development Centre - AfricaFertilizer.org
MAFAP	Monitoring African Food and Agricultural Policies
NGO	Non-Governmental Organization
OCC	FAO's Office of Communications, Partnership and Advocacy
ROPFA	Network of Farmers' and Agricultural Producers' Organisations of West Africa
SADC	Southern African Development Community
TWG	Technical Working Group
UN	United Nations
UEMOA	West African Economic and Monetary Union
UNECA	United Nations Economic Commission for Africa
WFP	World Food Program



1. Introduction

1.1 CountrySTAT overview

CountrySTAT is a web-based information technology system for food and agriculture statistics at the regional, national and sub national levels. It provides decision-makers with a one stop centre with easy access to statistics, across thematic areas such as production, prices and trade. The information available can support data analysis, informed policy-making and monitoring, with the goal of eradicating extreme poverty and hunger.

In particular, it aims to:

- Provide quality statistics on food and agriculture, and promote evidence-based decision making;
- Assist countries in integrating and organizing national data in order to make them comparable at the international level;
- Promote partnerships between various statistical institutions within countries, including national statistical offices and other statistical authorities – establishing a one-stop centre for accessing existing food and agriculture statistics in the country and across the regions.

The long-term objective of CountrySTAT network is to ensure the sustainability of the systems by building capacity of a pool of regional and national experts and competent trainers, able to provide technical support on continuous basis, through regional and national institutions.

How does it work?

In practice, it acts as a one-stop centre which centralizes and integrates data coming from various sources and allows its harmonization according to international standards while ensuring data quality and reliability. This supports, analysis and informed policy-making with the ultimate goal of eradicating extreme poverty and hunger.

Introduction

CountrySTAT is based on the FENIX platform in line with the Open Data approach, which is expected to establish a more efficient flow of agricultural-related data across countries and regions. Its main purpose is to increase the accessibility and the quality of the food and agriculture data and the timely information sharing, in order to strengthen the capacity to develop and carry out multi-sector data analysis, as well as to improve data exchange.

The system is capable of processing large amounts of data and to produce results in “real time”. Data analysis is easy, due to customized tools that allow the creation of different outputs and formats like tables, charts and maps. The FENIX application is distributed on a free-of-charge basis to all CountrySTAT members and partners. Finally, it supports multiple-sourced data integration and harmonization according to international standards and ensures at the same time, data quality and reliability. In doing so, it plays an active role in the establishment and consolidation of a global information network and community.

Evolution

CountrySTAT system was created under the project “CountrySTAT for Sub-Saharan Africa” funded by Bill and Melinda Gates Foundation. Since then, many more countries from several regions worldwide have embraced the system. CountrySTAT ensures long-term sustainability by developing capacity of regional and national experts.

It is owned and maintained by the member countries. Through national and regional CountrySTAT projects, FAO forms partnerships with statistical offices and the ministries of agriculture, fisheries and forestry, among others, to introduce the system and build the national and regional capacity to use it.

CountrySTAT system is constantly evolving in order to better match the users’ need.



Future plans include real time data management and data forecasting, relevant to food and agriculture, also through the use of new mobile technologies and Geographic Information Systems (GIS) for data collection.

The Bill & Melinda Gates Foundation financed the implementation of CountrySTAT in 17 Sub – Saharan African countries in 2007. The achievements of the phase I of the project resulted in attracting additional funding, giving that two regional African Economic Integration Institutions (i.e. UEMOA and EAC) decided to adopt CountrySTAT system and to provide funding for expanding the system, to cover the rest of their member countries. The project has since then attracted numerous partners, including WFP, MAFAP, Africa Fertilizers, Africa Livestock, SADC, ECO and CEMAC, to name a few.

With an increasing number of users and requests from countries to join the CountrySTAT network, it is important to develop and implement a comprehensive communication strategy that would increase the impact of the project, actively engage the users, promote partnerships and collaborations, and ultimately have an impact on national agriculture and food security policies.

1.2 Importance of communication

Communication is a social process that is essential for building sustainable development initiatives and creating environments in which participants share an understanding of the purpose and goals, and implement measures to achieve them.

CountrySTAT's communication strategy puts users in the centre of the communication process, uses established guidelines for building relationship, to promote communication between the FAO and users, and aims to build key relationships with primary stakeholders.

Introduction

Two basic principles guide the development of this communication strategy: it has to ensure the long-term sustainability, as well as an appropriate, timely and efficient implementation of the CountrySTAT system.

While preparing this strategy, extensive consultations were held with national CountrySTAT coordinators and with colleagues from Regional and International Organizations, taking into consideration lessons learned and results achieved so far.

In a nutshell, communication for CountrySTAT shall:

- Promote evidence-based decision making on agriculture and food security at national level;
- Increase the impact on national agriculture and food security policies;
- Increase the participation of stakeholders and their engagement.

Effective and targeted communication is therefore crucial for the successful implementation of project activities.



1.3 Analysis of the current situation

The independent evaluation of Phase I of the project MTF/GLO/345/BMG “CountrySTAT for Sub-Saharan Africa” showed:

- Lack of coordinated communication activities at country level;
- Need to integrate the use of CountrySTAT into national and regional policies;
- Necessity to promote regional cooperation and to enhance capacity-development in the regions;
- Need to develop a detailed plan for communication activities and to promote CountrySTAT visibility, both at national and regional levels, and worldwide;
- Need to promote and strength the use of CountrySTAT data by various different users.

The communications strategy will therefore focus on promotion and sensitization of CountrySTAT as one-stop centre, in order to increase its access and use, taking into account new features and tools of the system, offered by the FENIX platform.





2. Objectives of the Communication Strategy

2.1 Overall objective

The overall objective of this communication strategy is to raise the visibility of CountrySTAT, to allow its impact and effectively engagement with stakeholders, in order to have a greater impact on national and regional food and agriculture policies. Furthermore, this strategy includes the preparation of guidelines on how to prepare all necessary communication material for CountrySTAT activities. The goal is to ensure that the function and the use of CountrySTAT is well understood by the audience.

2.2 Specific objectives

a) Design CountrySTAT communication package (including the Brochure, Reference Manual, Communication Strategy, posters, stickers, and any other promotional material for creation of the visual identity).

The CountrySTAT team at FAO headquarters has prepared and distributed a reference documents kit on CountrySTAT system, that can inspire each country and regional organization, and can be adapted to their specificities.

b) Enhance internal communication (FAO HQ, FAO regional and national offices)

b.1 Increase CountrySTAT visibility (e.g. work closely with FAO Office for Communication and Partnerships (OCC) to promote CountrySTAT using FAO corporate website, newsroom, social media, display of information material, involvement in events such as World Food Day, etc.).

b.2 Increase collaboration within the Division and across Departments (networking, creation of synergies with similar initiatives).

Objectives of the Communication Strategy

- c) Enhance external communication (National and Regional levels)
 - c.1 Promote advocacy on CountrySTAT (e.g. High Level meetings, national sensitization seminars for policy makers).
 - c.2 Inform and engage data users (e.g. national user seminars).
 - c.3 Encourage participation of existing user community through discussion groups and other users attracted through social media.
- d) Enhance relations with resource partners
 - d.1 Enhance existing resource partner relations.
 - d.2 Raise visibility and draw the attention of other potential resources partners.
- e) Sensitisation of the International community
 - e.1 Raise visibility of CountrySTAT among UN Agencies, international NGOs and other institutions of interest (through CS website, newsletter, Twitter).
- f) Strengthen key partnerships and increase collaboration.

Ensure regular coordination with CountrySTAT key partners and constantly inform them about CountrySTAT developments, activities and events.

2.3 Impact of communication

Communication is seen as vital for giving a “voice” to people, enabling their participation and social accountability. It is expected that the implementation of the communication strategy will contribute to:

- Improve access to information that will support the decision making process.
- Provide information and access on reliable statistical data on food and agriculture, at national and regional levels.



- Promote networking and partnerships (e.g. MAFAP).
- Influence policy-change (e.g. raise of sugar cane prices case, decided by the Government of Kenya, through data available on CountrySTAT).

2.4 Challenges

Internet connectivity continues to be a problem for most countries and it often presents constraints for CountrySTAT data users.

Another issue is to ensure long-term commitment by national communication focal points since they are not funded by CountrySTAT.



3. Target Audiences

For communication to be effective, the message must be clear and strong. Furthermore, it is important to carefully identify the recipients of the message.

Essentially, the target audience is a specific group of people whom the message is specifically aimed at.

Priority target audiences of CountrySTAT are:

- (1) CountrySTAT National Secretariat Team, Communication Focal Points and Officials from National and Regional Institutions (e.g. National Statistics Institutes, Ministries of Agriculture, Fisheries, etc.);
- (2) Decision-makers involved in agriculture and food security policies;
- (3) Head of National Statistics Institute, Director or Deputy Minister, Government Representatives from various Ministries, etc;
- (4) International resource and project partners (Bill & Melinda Gates Foundation, European Union, Cooperazione Italiana per lo Sviluppo, Arab Organization for Agricultural Development, African Development Bank, African Union, Arab Development Bank, UEMOA, DFID, World Bank, etc.);



- (5) International Community (UN Agencies, International NGOs);
- (6) Farmers' Associations (e.g. ROPPA, Africa Fertilizer, Africa Livestock, etc.);
- (7) Local Authorities;
- (8) Media (national and international);
- (9) Academic environment and Universities (nationals and internationals);
- (10) FAO Regional and National Representatives.

4. Key Messages

Why keys messages are important?

By having key messages, you ensure that all spokesmen of the project, convey the same information and that your communication products deliver the same message.

Key messages, to reach target audiences, should be identified and provide an overview, regarding:

- *“What problem(s) CountrySTAT can solve?”*
- *“What are the benefits of using CountrySTAT?”*
- *“What are the recent achievements of CountrySTAT?”*



Some examples of key messages for CountrySTAT:

a) For decision-makers:

- *“CountrySTAT is a powerful instrument for strengthening statistical governance and decision-making based on facts”*
- *“CountrySTAT is a strengthening tool for the good governance in the agriculture and food sector”*
- *“CountrySTAT is a one-stop centre for official statistics on agriculture and food”*

b) For data users:

- *“Easy access to existing data through a single on-line access point”*
- *“CountrySTAT is country-owned, sustainable and accountable”*
- *“CountrySTAT is an instrument to improve data quality”*

c) For data producers:

- *“CountrySTAT is a web-based system for harmonization and improvement of quality of statistical data, on food and agriculture”*
- *“CountrySTAT simplifies the process from collection to dissemination of data and accelerates their publication”*
- *“CountrySTAT promotes the exchange of data within countries, between countries and between FAO and countries”*



5. Communication Tools

Most suitable communication tools need to be identified to effectively target each audience, as listed in the communication planning table (p. 22).

The following communication tools can be used for CountrySTAT:

- (1) **Printing** (Brochure, CountrySTAT Reference Manual, Newsletter, Collection of best practices)
- (2) **On-line** (website updates, e-mail alerts, e-newsletters)
- (3) **Multimedia** (audio/video files)
- (4) **Social media** (blog, Twitter, Wiki)
- (5) **Media-communication** (press-conferences, media advertising, press-releases, etc.)
- (6) **Seminars** (internal FAO seminars, national user and sensitization seminars)
- (7) **Events** (national CountrySTAT launches, presence during international events such as WFD, CFS, etc.)
- (8) **Technical Working Group Meetings** (including virtual trainings on how to use CountrySTAT)
- (9) **Relations with Resource Partners** (meetings, resource partner reports, video conferences)
- (10) **Libraries** (FAO Regional and National Representations, universities, national libraries, etc.)

Communication Tools



6. CountrySTAT communication planning

Below is the list of communication activities for the period from January to December 2014. Detailed planning of these activities is described in the table on page 22.

Objective A: Design CountrySTAT communication package

- Ensure dissemination of the CountrySTAT Communication package (Brochures, Reference Manuel, Communication Strategy, E-Learning, E-Newsletter, etc);
- Develop a CountrySTAT Communication kit adapted to the specificity of each country;
- Develop PowerPoint presentations on CountrySTAT, in relation to the chosen Target Audience, and for various occasions;
- Create CD-ROM with information material for various purposes (trainings, events, user seminars, etc).

Objective B: Enhance internal communication (FAO HQ, FAO regional and national offices and media relations)

- Organize seminars on CountrySTAT at FAO HQ and invite colleagues from other Departments and from other Rome-based Agencies to join;
- Encourage all staff of Statistics Division and CountrySTAT to provide contributions and promote their activities using FAO channels;
- Collaborate with OCC to promote CountrySTAT by using FAO channels and media relations contacts (FAO newsroom, FAO in touch, FAO social media, radio, etc).
- Regularly update the CountrySTAT website;
- Create and update CountrySTAT Wiki page.

Objective C: Enhance external communication at national and regional levels

- Identify key opportunities/events for communication campaigns at country level involving the media (e.g. national CountrySTAT launches, CountrySTAT Technical Working Group Meetings, National User seminars and National Sensitization seminars involving high-level stakeholders);
- Organize national CountrySTAT launches;
- Organize one national user seminar for data users per country;
- Organize one national sensitization seminar for policy-makers per country;
- Draft policy briefs on CountrySTAT for advocacy, targeting policy-makers;
- Include communication activities in national CountrySTAT work plans for the year;
- Develop and circulate a template for individual country communication plans;
- Designate Communication Focal Points in institutions and within the National Secretariat and make sure they are implementing activities as agreed in national communication plans;
- Conduct monthly follow-up to monitor the status of communication activities at national levels;
- Develop a template for presenting success stories and invite the countries to participate in the “contest”;
- Use social media (Twitter, Facebook) to invite users to participate in discussions that are relevant for them;
- Invite regional and national FAO communication officers to raise the visibility on CountrySTAT through their channels;
- Liaise with FAO national and regional offices and ensure the presence of CountrySTAT through the establishment of links on their website and organization of virtual trainings on CountrySTAT;
- Promote the use of CountrySTAT E-learning.



Objective D: Enhance partner resource relations

- Organize Steering Committee meetings twice a year and inform BMGF about progress;
- Organize meeting and video conferences with existing and potential resource partners.

Objective E: Outreach international community

- Develop a comprehensive mailing list with different target audiences;
- Develop a calendar for regular liaising with each target audience group, informing them about CountrySTAT;
- Develop bi-monthly e-newsletter to be published on the website and sent by e-mail to target audiences;
- Set-up CountrySTAT Twitter account to raise visibility;
- Ensure wide dissemination of success stories and results achieved (Communication package, newsletter).

Objective F: Increase collaboration among key partners

- Liaise with key partners on regular basis and inform them about CountrySTAT activities;
- Invite key partners to attend CountrySTAT events.

Detailed communication plan

Detailed communication plan

Objective A: Designing communication package and visual identity						
ACTIVITY	COMMUNICATION TOOLS	RESPONSIBLE	TIME FRAME	IMPACT	INDICATORS	TARGET AUDIENCE
Develop Country/STAT Communication package (brochure, best practices and reference manual)	Brochure Reference manual Best practices	CS communications officer/ designer	Brochure- March Reference guide- September Best practices – September	Information sharing/ awareness-raising	Increased number of users Target audiences informed about CS	Brochure: all audiences. Reference guide: data users, students, researchers Best practices: policy makers, partners
Update existing PowerPoint presentations, briefs and press releases on CS	Seminars, meetings, website updates	CS Communications Team	March-April	Information sharing/ awareness-raising	Information on CS successfully disseminated to target audiences	All
Prepare CD-ROM with information and training materials	CD-ROM	CS Team	When needed	Information dissemination when internet access is not available	Target audiences updated on CS activities	National CS users Participants to seminars and workshops
Create bi-monthly CS e-newsletter	e-newsletter	CS communications office	July	Providing updates on CS activities and raising awareness on CS	Key partners and target audiences updated on CS activities	All



Detailed communication plan

Objective B: Enhanced internal communication (FAO HQ)						
ACTIVITY	COMMUNICATION TOOLS	RESPONSIBLE	TIME FRAME	IMPACT	INDICATORS	TARGET AUDIENCE
Collaborate with FAO/OCC to promote CS	FAO communication channel (intranet, newsroom etc.)	CS Communication office, OCC	Process started in February, follow-up if needed	CS promoted through FAO media	Colleagues aware of CS, more users	FAO HQ, FAO regional and national offices, FAO media contacts
Promote CS where possible in informal settings	Meetings, missions	CS Team	On-going	Information sharing	More stakeholders informed about CS	FAO colleagues UN Agencies National partners
Increase collaboration with other initiatives within ESS division	On-line community on agristats, joint events	CS communications office	Process started in February, follow-up will be ensured every 2 months	Information sharing/collaboration	More colleagues informed about CS, increased collaboration	FAO HQ colleagues
Organize thematic seminar on CS for FAO departments and Rome-based agencies	seminar	CS Team	1 st seminar on e-learning and Fenix – March/April	Increased awareness on CS, opportunities for collaboration	Colleagues informed about CS, more interest in collaboration	FAO colleagues, other UN Rome-based agencies
Set up a Wiki page on CountrySTAT	Wiki page	CS Team (everyone should contribute with updates)	March/April	Information sharing	Improved accessibility of information resources on CS	CS community (HQ team, national secretariats)

Detailed communication plan

Detailed communication plan

Objective C: Enhanced external communication – national and regional levels						
ACTIVITY	COMMUNICATION TOOLS	RESPONSIBLE	TIME FRAME	IMPACT	INDICATORS	TARGET AUDIENCE
Designate communication focal points in each country	e-mail, telephone follow-up	National CS coordinators	February/ March	Ensuring commitment in promoting CS at nat. and regional levels	National communications focal points actively supporting communication activities	
Develop individual country communication plans including media coverage of key events (launches, TWG, sensitization and user seminars)	Communication plans	National communication focal points with support from CS communications office	Template sent to countries. Follow-up March/April	Ensuring commitment and accuracy in promoting CS at nat. and regional levels	Communication plans successfully implemented	National communication focal points
Organize sensitization seminars for policy-makers	Seminars/visibility events	National CS secretariats in collaboration with CS communications office	One in each country, starting from: May-December	Policy-makers informed about CS and supporting CS	Sensitization seminars held with media coverage and participation of policy-makers	National and regional policy-makers and government representatives



Detailed communication plan

Develop policy-briefs for policy-makers	Organize national CS launches	Policy-briefs High level events	CS communication office National Secretariat with support of national communications focal points for press-coverage, in collaboration with CS communications office	October Guinea-Bissau May Burundi UEMOA EAC Afghanistan	Increasing information/ advocacy on CS National CS launched with the participation of high-level participants and the media	Policy-makers informed about CS and support it National CS officially launched with media coverage	Policy-makers Government representatives National and regional policy-makers and government representatives, data users and producers, students, media
Technical Working Group meetings promoted in the news	Media article	Media article	National comms focal points	See country work plans	Increased visibility about CS activities	Media article published in CS Web site	CS users
Organize national data users seminars	Seminars	Seminars	National CS Secretariat/ in coordination with CS Team	1 st seminar for each country starting from May-December	Increased community of CS users	Increased number of CS data users	Data users Data producers National Secretariat
Ensure monthly follow-up to monitor the implementation of activities	Telephone calls, e-mail updates	Telephone calls, e-mail updates	CS communication office	Monthly	Comms plans implemented	Objectives and activities set in comms plans achieved	CS nat. secretariats Comms focal points

Detailed communication plan

Detailed communication plan

Update nat. CountrySTAT websites; add link to all materials produced	Website updates, media articles	National communications focal points	Monthly	Raising visibility at nat. and international level	International and Nat. users informed about CS	Nat. users Nat. policy-makers
Strengthen collaboration with regional organizations such as JEMOA, EAC, ECO, SADC, GEMAC	Meetings, video conferences	CS Team	Technical missions/project formulation missions (see workplan)	Collaboration strengthened		Regional organizations
Streamline CS activities among regional organizations	Newsletter, e-mail updates	CS communication office		Raising visibility at regional level	Partners informed about recent activities	Regional organizations
Set up social media (Twitter and Facebook for CS) to actively engage users and stimulate discussions	Twitter, Facebook	CS communication office with inputs from CS Team	August	Increased exchange and collaboration between users	Number of posts by users	National users CS Nat. Secretariat (eventually open to larger number of interested users, international community, NGOs etc)
Develop a template for presenting success stories and invite the countries to participate in the "contest"	A selection of best practices to be published on CS website	CS communication officer in collaboration with national focal points	Design of the template-end March Send invitation to countries –April	Dissemination of success stories for evidence on CS impact	Number of success stories published on CS website	National CS Secretariats, national commis focal points



Detailed communication plan

Objective D: Enhanced partner resource relations						
ACTIVITY	COMMUNICATION TOOLS	RESPONSIBLE	TIME FRAME	IMPACT	INDICATORS	TARGET AUDIENCE
Report to BMGF and organize SC meetings	Steering Committee meetings, Progress reports	CS communication officer	May October	Partners resources aware of progress	Reports and annexes submitted	BMGF, SC members
Organize meetings and video conferences with partners resources	Face -to-face meetings , video conferences	CS communication officer, in collaboration with ESS Management	Coordinate with ESS Management	Partners resources informed about value-added of CS	More partners resources supporting CS	Partner resource community (EU, WB, ADB etc)

Objective E: Outreach to the international community						
ACTIVITY	COMMUNICATION TOOLS	RESPONSIBLE	TIME FRAME	IMPACT	INDICATORS	TARGET AUDIENCE
Create different mailing lists with target audiences	e-mail	CS communication officer	June/July	Raising visibility on CS	Website hits increased by Dec	UN agencies INGOs, farmer organizations, other interested Institutions
Identify key international and national events (such as Africa Statistics Day, WFD etc) to promote CountrySTAT and organize side events when possible	Event, Group Communication	CS communication officer	Create calendar of events with opportunities for promoting CS- May/ June	Raising visibility on CS	CS promoted during events	Event/conference participants, UN agencies INGOs, farmer organizations, IGOs Private sector

Detailed communication plan

Detailed communication plan

Create a TV advert/promotional video on CountrySTAT	TV advert	CS communication officer/designer	October	Raising visibility on CS by using national and international TV channels	Increased number of people aware of CS	Large number of audiences at national and regional levels, possibly UN TV etc
Liaise with Universities and inform them about CS	E-mail updates, telephone	CS communication officer	September/ October	Raising visibility on CS	Number of users/website hits increased by Dec	Universities
Liaise with the international organizations and inform them about CS	E-mail updates, telephone	CS communication officer	September / October	Raising visibility on CS	Number of users/website hits increased by Dec	Un Agencies, international organizations, INGOs

Objective F: Increasing collaboration among key partners

ACTIVITY	COMMUNICATION TOOLS	RESPONSIBLE	TIME FRAME	IMPACT	INDICATORS	TARGET AUDIENCE
Inform key partners about CS activities	Meetings, e-mail updates	CS communication officer	On-going	Enhanced collaboration/commitment	Partners aware of CS activities	CS partners
Invite key partners to attend CS events	Events, seminars	CS management, with support from CS communication officer	Check work plan (in line with CS events)	Strengthened collaboration	Partners attended CS events	CS partners



7. Budget

Budget is an essential part of every communication strategy. Communication activities should be supported by their own budget linked to the achievement of objectives of the communication strategy.

Furthermore, CountrySTAT communication strategy should include detailed cost estimates for all communication activities, at FAO HQ level, as well as, at national and regional levels.

8. Resources

It is crucial to allocate human resources needed for the implementation of communication activities both at FAO HQ and in the field. A Communications Officer employed on full-time basis is needed for timely implementation of planned communication activities.

For communication at national level, designated communication focal point already member of the national CountrySTAT secretariat, will provide support in the organization of communication activities according to the previously established communication plans.

At FAO HQ, collaboration with OCC and the communication focal point of the ES Department will be vital for the promotion of CountrySTAT within the organization and in the field, using official FAO communication channels.

9. Follow-up and Evaluation

Evaluation is a necessary element of communication strategy and it serves to monitor the effectiveness of its implementation.

The question we need to ask is:

“Are we providing the right communication products to the desired target audiences and are we using the most appropriate communication tools, in a timely manner?”

Frequently used methods for evaluation are the use of questionnaires, surveys, feedback from main stakeholders or external evaluation.

While external evaluation may be expensive, on-line surveys or questionnaires that can be sent by e-mail, prove to be an efficient means for obtaining feedback in relation to objectives set and results achieved. A number of tools, such as www.surveymonkey.com can be used for on-line surveys.





Annex: Sample of chronogram regarding proposed activities

ACTIVITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Objective A: Design communication package and visual identity												
Develop CountrySTAT Communication package			✓	✓								
Update existing PowerPoint presentations, briefs and press –releases on CS				✓								
Set up a Wiki page on CountrySTAT				✓								

Objective B: Enhance internal communication (FAO HQ)												
Organize thematic seminar on CS for FAO Departments and other UN Rome-based agencies				✓						✓		

Objective C: Enhance external communication at national and regional levels												
Designate communication focal points in each country	✓											
Develop individual country communication plans			✓									
Organize sensitization seminars for policy-makers									✓			
Develop policy-briefs and guidelines for sensitization seminars				✓								



ACTIVITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Organize national launch of CS												✓
Technical Working Group meetings	✓			✓			✓			✓		
Organize national data users seminars									✓			
Promote CS activities through regional organizations channels				✓	✓	✓	✓	✓	✓	✓	✓	✓
Set up social media (Twitter, virtual forums) to actively engage users and stimulate discussions										✓		
Develop a template for presenting success stories and invite the countries to participate in the "contest"			✓									

Objective D: Enhance relations with resource partners

Report to BMGF and organize SC meetings				✓						✓		
Organize meetings and video conferences with partners resources	✓				✓		✓	✓				

Objective E: Outreach the international community

Create different mailing lists to reach out target audiences	✓			✓					✓			
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ACTIVITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Identify key international and national events (such as Africa Statistics Day, WFD, CFS etc) to promote CountrySTAT and organize side events, when possible										✓ CSA	✓	

Objective F: Increase collaboration among key partners												
Invite key partners to attend CS events (seminars, launches, side events etc)				✓	✓	✓	✓	✓	✓	✓	✓	✓



Communication Kit of CountrySTAT



Poster for a CountrySTAT event

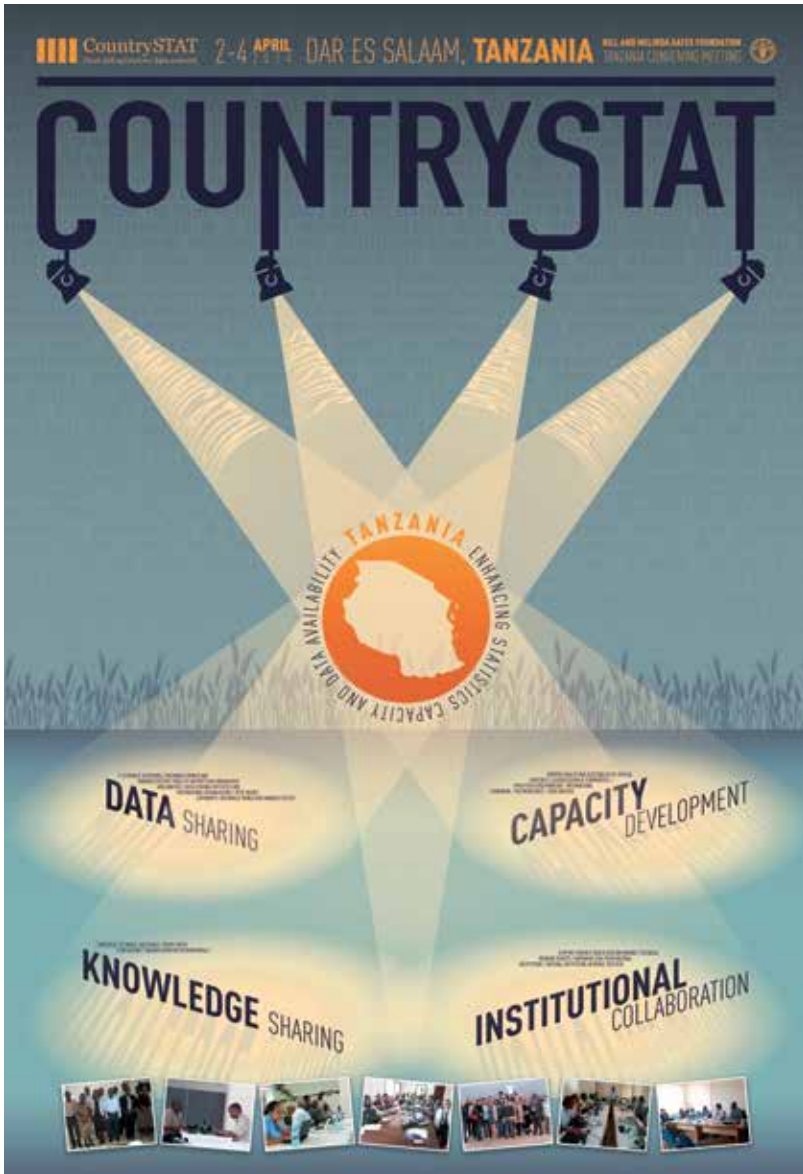


Photo References

Pag vi: (2013) Kiroka, Tanzania - An FAO project to strengthen capacity of farms for climate change is underway in Kiroka, Tanzania

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Pag 5: (2014) CountrySTAT Team at FAO HQs

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Pag 6: (2013) Dong Son, Viet Nam - A farmer herding cattle through a rice field. Since 1990, Viet Nam has reduced hunger by more than 80 percent. Some of that progress comes from a revival of traditional family farming

Credit : ©FAO/AFP/Hoang Dinh Nam / FAO

Pag 10: (2012) Batad Rice Terraces, Philippines

Pag 12: (2014) Regional Basic Training for the Administrator of CountrySTAT for the GCC Countries, in Abu Dhabi, February 2014

Pag 14: (2010) Rome – Government statisticians from Chile attending a CountrySTAT training session held in the David Lubin Library, FAO headquarters

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Pag 16: (2012) Issyk Kul Oblast, Kyrgyzstan – Artisanal fishermen harvesting fish from nets Credit : ©FAO/Sergey Kozmin / FAO

Pag 16: (2012) Jalal-Abad Oblast, Kyrgyzstan - Farmers harvesting corn

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Pag 18: (2013) CountrySTAT Consultative Meeting with presence of all National Coordinators and National Focal Points of CountrySTAT, December, Casablanca, Morocco

Pag 18: (2013) Bujumbura, Burundi – Official Launch of CountrySTAT-Burundi, by the Minister of Agriculture and Livestock, Ms Odette Kayitesi, Bujumbura, Burundi, 28 June 2013

Pag 31: (2006) Bao Alamada Philippines - A shepherdess tending a small herd of goats grazing on farmland

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