

## Communication Strategy in the framework of ProSAVANA

### 1. Background

In the framework of the Japan Brazil Partnership Programme (JBP), signed in March 28<sup>th</sup> 2000 in Tokyo, the leaders from Japan, Brazil and Mozambique decided to implement the Triangular Cooperation Programme for Agricultural Development of the Tropical Savannah in Mozambique (hereinafter referred to as ProSAVANA), signed in September 17<sup>th</sup> 2009.

ProSAVANA comprehends the implementation of three projects, namely: (1) the Project for Improving Research and Technology Transfer Capacity for Nacala Corridor Agriculture Development in Mozambique (hereinafter referred to as the "ProSAVANA-PT"), launched in April 2011 in Mozambique, (2) the Support of the Agriculture Development Master Plan for Nacala Corridor in Mozambique (hereinafter referred to as "ProSAVANA-PE"), launched in July 2011, and (3) the Project for Establishment of Development Models at Communities' Level under the Nacala Corridor Agriculture Development in Mozambique ("ProSAVANA-PE"), which started in June 2013.

### Vision

Improve the livelihood of inhabitants of Nacala Corridor through inclusive and sustainable agricultural and regional development.

### Missions

- (1) Improve and modernise agriculture to increase productivity and production, and diversify agricultural production.
- (2) Create employment through agricultural investment and establishment of a supply chain.

### Objective

Create new agricultural development models, taking into account the natural environment and socio-economic aspects, and seeking market-orientated agricultural/rural/regional development with a competitive edge.

### Principles of ProSAVANA

- (1) ProSAVANA will be aligned with the vision and objectives of the national agricultural development strategy of Mozambique, the "Strategy Plan for the Agricultural Sector Development - 2011 - 2020 (PEDSA)",
- (2) ProSAVANA supports Mozambican farmers in order to contribute to poverty-reduction, food security and nutrition,
- (3) Activities of ProSAVANA, in particular those involving the private sector, will be designed and implemented in accordance with Principles of Responsible Agricultural Investment (PRAI) and Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests,
- (4) Ministry of Agriculture of Mozambique (MINAG) and Local Government, in collaboration with the Brazilian Cooperation Agency (ABC) and Japan International Cooperation Agency (JICA), will strengthen dialogue and involvement of civil society and other appropriate parties,
- (5) Appropriate consideration will be given for mitigation of the environmental and social impacts, which might be provided through the activities under ProSAVANA.

### Approaches of ProSAVANA

- (1) Incorporate the results of relevant studies on the natural conditions and socio-economic situations, to support the establishment of appropriate agricultural development models,
- (2) Increase agricultural productivity and production through appropriate measures, including improvement of farming systems, access to agricultural extension services including techniques and quality/quantity of inputs, value chain system and expansion of farmland,
- (3) Promote diversification of agricultural production, based on research results to increase profitability.

- (4) Provide opportunities to change from subsistence agriculture into a sustainable agriculture, with respect given to the farmers' sovereignty,
- (5) Strengthen the capacity and the competitiveness of farmers and farmers' organisations,
- (6) Enhance the enabling environment to promote responsible investments and activities, aiming to establish a win-win relationship between small-scale farmers and agribusiness firms,
- (7) Promote and strengthen local leading farmers to disseminate and scale-up development impacts,
- (8) Establish regional agricultural clusters and develop value chain systems,
- (9) Promote public and private partnership as one of the driving forces for inclusive and sustainable agricultural development.

## 2. Long-term Communication Strategy

This initiative comprehends two stages:

- (1) Hiring of consultant for establishing social communication of ProSAVVANA comprehending the following aspects:

- (a) Consultancy based on products, TV and Radio shows, written articles to be publicized among a certain range of readers (national and international medias, news agency, etc.)
- (b) Advice for the ProSAVVANA-HQ Coordinators, as well as implementing and coordination institutions of ProSAVVANA on the suitable behavior towards the media,
- (c) Preparation of messages about ProSAVVANA,
- (d) Preparation of journalist articles, shows and TV and radio broadcasts on the Programme,
- (e) supporting deliverance of press release and newsletter of ProSAVVANA among medias, news agency, etc.

- (2) Hiring consultant firm or consultants for definition and implementation of the communication strategy comprehending the following aspects:

3

- (a) Preparation of media messages on the principles and approaches of the program.
- (b) Definition of the communication strategy among the diverse range of ProSAVVANA stakeholders: purpose of the message, how to communicate, with who communicate, who communicates, when communicate, and media monitoring to assess the impact and range of the communication strategy.
- (c) Confirmation of the ProSAVVANA stakeholders (based on the definitions by ProSAVVANA-HQ).
- (d) Identification and design of an approach for each group of intervention (including civil society).
- (e) Definition of message for each group of intervention (including civil society).
- (f) Definition of tools for reaching each stakeholder (radio, TV, newspapers, brochures, etc.).
- (g) Presentation and confirmation of a schedule of intervention (when and how to publicize).
- (h) Analysis of the result of the communication and possible change of course.
- (i) Preparation of the strategy with a media communication schedule, with the definition and preparation of spokesperson of ProSAVVANA, definition key-message to be delivered.
- (j) Preparation of a list of Questions and Answers (Q&A) based on the frequent questions raised about ProSAVVANA in the media (and Civil Society).
- (k) Preparation of press releases.
- (l) Support to ProSAVVANA coordination and implementing institutions
- (m) Putting in place encounters between medias and ProSAVVANA.
- (n) Production of contents and media articles for the website of ProSAVVANA.

Other activities maybe included based on the analysis of needs by ProSAVVANA-HQ, as well as based on the consideration of the status of the communication strategy, such as:

4

\* (a) Press-trips to the Nacala Corridor or other sites recommended/advised by ProSAVANA-HQ.

(b) Preparation of ProSAVANA special publications: brochures, pamphlets, etc. on the Programme and its Project.

(c) Improvement of the internal communication tool and social network monitoring (facebook, twitter, etc.).

(d) Preparation of merchandizing of ProSAVANA. T-shirts, caps, buttons, signs, etc.

(e) Elaboration of institutional video, radio broadcast.

(f) Photography and video media: photo and video library of ProSAVANA (for the website).

\* If necessary, formation of the internal consultant

ProSAVANA-HQ has previous identified the following target groups, which can be increased or changed based on the results and findings from the consultancy. The communication target groups of ProSAVANA as being: target group of beneficiaries of ProSAVANA (farmers and farmers organizations along the Nacala Corridor), General public (media, development partners, donors, foment and development institutions, etc.), Scientific and Academic public, and ProSAVANA decision-making group (MINAG, JICA, ABC, other related ministries in Mozambique, Japan and Brazil).

### 3. Necessary inputs

(1) Human Resources

(a) Consultant Journalist

To prepare news, interviews, articles and other related materials of ProSAVANA and contact with local and international media, journals and magazines.

\* Photographer.

At least one mission based photographer.

\* Assistant or intern,

Part time professional to support the preparation of clippings and other related work.

5

(b) Consultancy company  
Consultancy Company, national or international, with technical background and past experience in developing such work.

(2) Equipment, materials and related miscellaneous

\* Graphic software, digital cameras for video and photo record, computers, and tools capable to perform the media activities.

### 4. Schedule of implementation

Agreement by JICA  
starting in October  
Partner

Starting of the selection  
process responsibility for  
social communication  
and assistant  
\* Confirmation of the  
selection process and  
starting of the activities

\* Presentation and  
discussion of the final  
document of the  
communication strategy  
Mozambique (as  
scholarship to be lodged  
by ProSAVANA  
HQ and the company)

### 4. Immediate Actions

(1) Hiring consultant for preparing the communication audit and strategy definition

(2) Hiring advisor consultant journalist

(3) Finalization of the ProSAVANA presentation to be made for governmental institutions at central, regional, provincial and district level

(4) Press-trip to the Nacala Corridor to collect images and prepare "campaign" about ProSAVANA and its beneficiaries

(5) Press-trip

(a) Take advantage of relevant activities of ProSAVANA to promote press trips to Brazil or Japan. Since the trip to Japan was implemented by MINAG, it is possible to hold the next press-trip to Brazil.

6

Preparation should be at least with month advance.  
 \*\*\* Mozambican media to invite: TVM, STV/O País, Notícias, RDM, AlM, Savana, A Verdade.

This press-trip will be at PROSAVANA expenses. It is advisable to have the communication consultants to manage the media, as well as to have specific materials as common understanding ready for this press-trip. It is necessary to prepare and approve the key-messages and a Q&A list to have a common speech for the journalists.

**5. Media monitoring**

(a) Start monitoring the Mozambican media to be constantly aware of the image PROSAVANA has in the country.

END.



Anexo II

Cronograma tentativo da prestação de serviços

	Agosto				Setembro				Outubro			
	Semana 1	Semana 2	Semana 3	Semana 4	Semana 1	Semana 2	Semana 3	Semana 4	Semana 1	Semana 2	Semana 3	Semana 4
Auditoria de Comunicação												
Definição de Estratégia de Comunicação com públicos externos												
Definição de Estratégia de Comunicação Interna												
Implementação da estratégia de comunicação externas												
Assessoria Médica: Apoio ao contacto direto com os media												
Desenvolvimento e acompanhamento de duas press-trips												
Criação do documento de apresentação da PROSAVANA												
Criação e actualização do boletim PROSAVANA destinado aos seus parceiros												
Revisão / Criação de FAQ												
Revisão / Criação conteúdos website												
Edição/revisão de apresentações powerpoint da PROSAVANA												
Criação de linguagem gráfica para descrição das atividades da PROSAVANA												
Concepção de materiais de apoio gráfico e merchandising												
Concepção do layout e paginação do documento de apresentação												
Concepção do layout e paginação do boletim destinado aos parceiros												
Monitorização de imprensa												

Nota: Este cronograma terá sempre de se ajustar à agenda da PROSAVANA e a ações impendáveis que não sejam responsabilidade da CV&A.