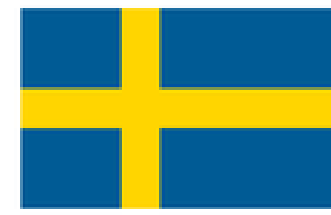




AFRICAN UNION
**INTERAFRICAN BUREAU
FOR ANIMAL RESOURCES**



Sweden
Sverige

CONSERVING AQUATIC BIODIVERSITY IN THE
CONTEXT OF THE AFRICA BLUE ECONOMY
STRATEGY

COMMUNICATION, VISIBILITY & KNOWLEDGE MANAGEMENT PLAN

Presented by: Patricia Mweene Lumba
Senior Knowledge Management Officer, AU-IBAR



content

Overview of Communication Plan

- Objectives
- Actions to Implement
 - Communication Channels
 - Capacity & Awareness
 - Networking & Knowledge Sharing
 - Monitoring & Evaluation
- Messages
- Target Audiences
- The Team

Project Aim:

To enhance the policy environment, regulatory frameworks and institutional capacities of AU member states and regional economic communities to sustainably utilize and conserve aquatic biodiversity and ecosystems



Scope

Two dimensional

- Raising public awareness on value of aquatic biodiversity by offering action perspectives to societal stakeholders
- Increasing coherence and cooperation on continent-wide biodiversity initiatives & evidence-based outputs through knowledge sharing



Objectives

01

Raise the profile of the need to conserve & protect aquatic biodiversity in the context of the Africa Blue Economy Strategy among government and industry stakeholders, the marine research community, and the general public.

02

Encourage, enable and build the capacity of Science Communicators; partners and the general public to participate in communication activities.

03

Promote aquatic biodiversity research, achievements, and policies to governments around African Union member states, industry stakeholders, the marine research community, and the general public.

04

Promote networking and knowledge sharing among stakeholders as multipliers for disseminating information.

05

Align information needs and tools for stakeholder use

Actions to Implement

01

Identify, develop and use the right mix of communication channels and tools to promote advocacy surrounding aquatic biodiversity issues

02

Developing communication products that promote upscaling best practices on aquatic biodiversity issues

03

Develop and implement capacity building and awareness to media partners and stakeholders on issues surrounding aquatic biodiversity

04

Strengthen networking and knowledge management among networks and stakeholders to ensure better collaboration of aquatic biodiversity issues

05

Review communication plan annually



Communication Channels

Action 1: Identify, develop and use the right mix of communication channels and tools to promote advocacy surrounding aquatic biodiversity issues

Champaigns

- ‘mini campaigns’ focused on priority events, thematic interests and achievements
- Utilise mix of communication tools & channels for each mini-campaign[e.g. Twitter Space.
- Implement mini-campaign plans and evaluate effectiveness collectively with stakeholders.

Website & On-line Platforms

- Maintain website to ensure information is current and relevant to all and stakeholders (<https://www.au-ibar.org/au-ibar-projects/conserving-aquatic-biodiversity-african-blue-economy>)
- Develop user-generated content on AU-IBAR online platform on Fisheries, Aquaculture & Blue Economy (<https://networks.au-ibar.org/show/fisheries-3/wiki>)
- Community in repository focused on the Conserving Aquatic Biodiversity providing synthesis of information (<http://repository.au-ibar.org/handle/123456789/1130>)



Social Media

- 'Prepare social media guidelines to generate a shared understanding about the project and aquatic biodiversity approach and practices for social media.
- Identify and develop social media content.
- Monitor LinkedIn & Twitter to find people, groups and 'hashtags' to interact with.
- Set up a Google alert for relevant topics.
- Management a social media management service (e.g. Hoot Suite).
- Review progress within six months of commencement.

Traditional/ Online Products

- Liaise with partner communication groups to foster joint communication arrangements.
- Develop and maintain contact list (including social media) of key journalists and publications that cover aquatic biodiversity management.
- Individual contracts to air/ broadcast interviews on radion/ television
- bi-annual e newsletter will be produced linking to news stories, project highlights, events, web updates or journal publications.

Events and creative initiatives

- Create visibility on key conferences on website; joint calendar
- Identify conferences involving AU-IBAR and stakeholder presence and ensure stakeholders are provided with appropriate communication materials.

Evidence-based Synthesised Products

Identify and develop synthesised knowledge products to enhance research-user understanding on aquatic biodiversity. E.g. Briefs, infographics, brochures and fact sheets.



Multimedia productions

- Identify and prioritise video topics.
- Engage with research partners, researchers and professional videographer/ animator to produce project branded video.
- Establish dedicated video and image section/pages on AU-IBAR website/ online community platform.
- Commission professional photography where appropriate to support mini-campaigns and strong media opportunities such as high-profile publications.
- Develop mechanisms for stakeholders to capture and share videos and images of their experiences via community platform.
-

Promotional materials

- Create a project pull-up banners and fact sheets for use on mini-campaigns and events
- Identify, develop and circulate promotional materials for use in mini-campaigns and events
- Identify focus for a generic poster on the main themes



Capacity and Awareness

Action 2: Develop and implement capacity building and awareness to media partners and stakeholders on issues surrounding aquatic biodiversity

- Identify opportunities (such as in online network platform for media) for media engagement, and where appropriate, participation in project events
- Regular awareness to stakeholders in order to promote awareness that strengthens involvement in global fora,



Knowledge Management: Research Outputs; Best Practices & Lessons Learned

Action 3: Upscaling of best practices on aquatic biodiversity issues

Stakeholder & Citizen Participation

- Identify opportunities (such as in online network platform) for stakeholders to communicate achievements, and where appropriate, participate in communication events.
- Identify and provide opportunities for early career researchers to participate in the science communication process.

Publications/ Outputs

- Manage open-access online repository (DSpace)

Link/ curate to resources - e.g. Mauritius, Seychelles, South Africa, Namibia, Cote D'Ivoire, Cape Verde

- Lessons from Pilots
- Identify and develop synthesized knowledge products to enhance research-user understanding on aquatic biodiversity. E.g. Briefs, infographics, brochures and fact sheets.
- Capture lessons learned/ relevant publications from studies



Conserving Aquatic Biodiversity in the Context of the Africa Blue Economy Strategy (ABES)

Browse by

By Issue Date Authors Titles Subjects



AU-IBAR, with support from the Swedish International Development Cooperation Agency (SIDA), is implementing a project on "Conserving Aquatic Biodiversity in African Blue Economy", for three year's period (starting in October 2021). The overall objective of the project is to enhance the policy environment, regulatory frameworks and institutional capacities of AU member states and regional economic communities to sustainably utilize and conserve aquatic biodiversity and ecosystems. The specific objectives of the project are as follows: 1. Ratify and/or align relevant international/regional instruments related to blue economy themes (with specific reference to protecting and conserving biodiversity) 2. Optimizing conservation and sustainable

GET NOTIFICATIONS

Register Here

BROWSE

All of AU-IBAR Repository >

This Community >

DISCOVER

Author >

Subject >

Date Issued >

Language >

Has File(s) >

STATISTICS

View Usage Statistics

RSS FEEDS

RSS 2.0

Knowledge Management: Networking & Knowledge Sharing



Action 4: Strengthen networking and knowledge sharing among networks and stakeholders to ensure better collaboration on aquatic biodiversity issues - one voice, one message

- Stakeholder online ecosystem (in addition to face to face mechanisms)
 - Identify opportunities for face-to-face and online engagement and linking stakeholder with similar interests
 - Linkages to information sources & event information - reduce disintegration
 - Promote learning between multi stakeholders through knowledge sharing; discussions on experiences on aquatic biodiversity management.
- Capacitate stakeholders in utilisation of engagement tools; such as social media and online community platform.



PUBLIC PROFILE

Admin

Configuration



Fisheries, Aquaculture & Blue Economy

Home

News

Photos

Videos

Upcoming Events

Discussions

Ads

Stakeholders

Fisheries, Aquaculture and Blue Economy Home

Edit Page

The State of World Fisheries and Aquaculture

- To ensure a food secure future for all, the fisheries and aquaculture sector is key.
- Global fish production is estimated to have reached about 179 million tonnes in 2018. 156 million tonnes ended up on our plates.
- All of us must work together to protect the oceans, seas, inland waters and marine resources and ensure sustainable livelihoods diets, and development for the future.
- The 2020 SAFIA statistics reveal encouraging progress towards that goal.
- But are we working hard enough? Can we do more, and in what area?

Suggested Pages

Edit - Source - Delete

News & Updates

- [Access news items on the Fisheries Governance Project 2](#)
- [Do you have news to share? Write a blog. We would like to hear from you](#)
- [Would you like to place an advertisement? Do so here.](#)



FAO State of World Fisheries and Aquaculture 2020: Sust...

Copy link

Networks & Teams

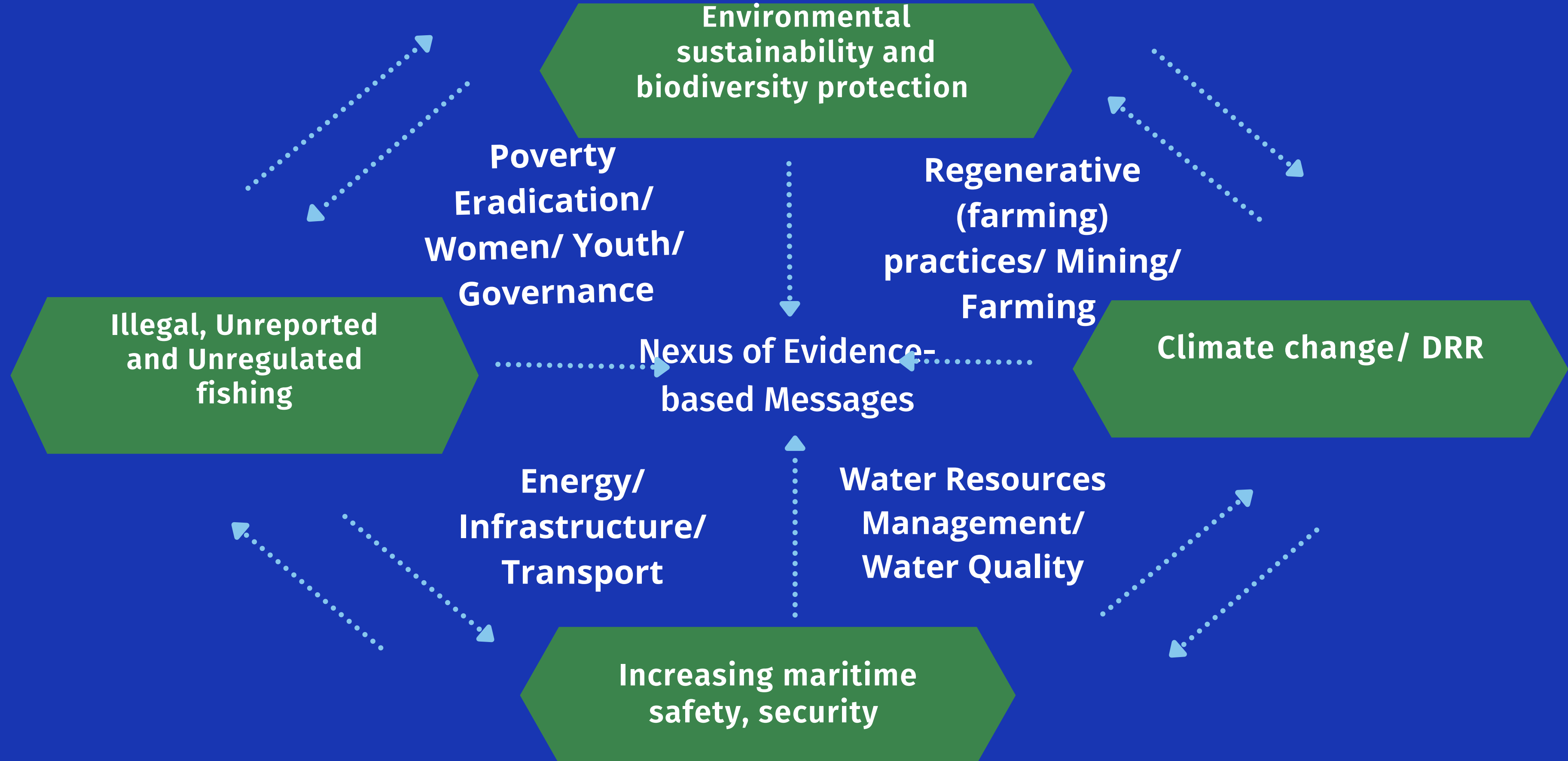
Monitoring & Evaluation

Action 5: Review communication plan annually

The communications plan be reviewed annually to ensure it is current and relevant. Platform analytics maintained to monitor usage trends. Reviews will include an evaluation element that will consider questions such as:

- Did we implement actions outlined in the plan?
- Have we achieved our objectives?
- Did we reach the right audience?
- Did we use the right channels and tools?
- Are our messages relevant and timely?





Target Audience

A broad range of stakeholders that could promote art-science collaborative communication - such as:

01

Local & regional entities: Ministries of Environment; Fisheries; Regional Economic Communities; Regional Fisheries Management Organizations; & Regional Fisheries Bodies.

02

International Organisations,

03

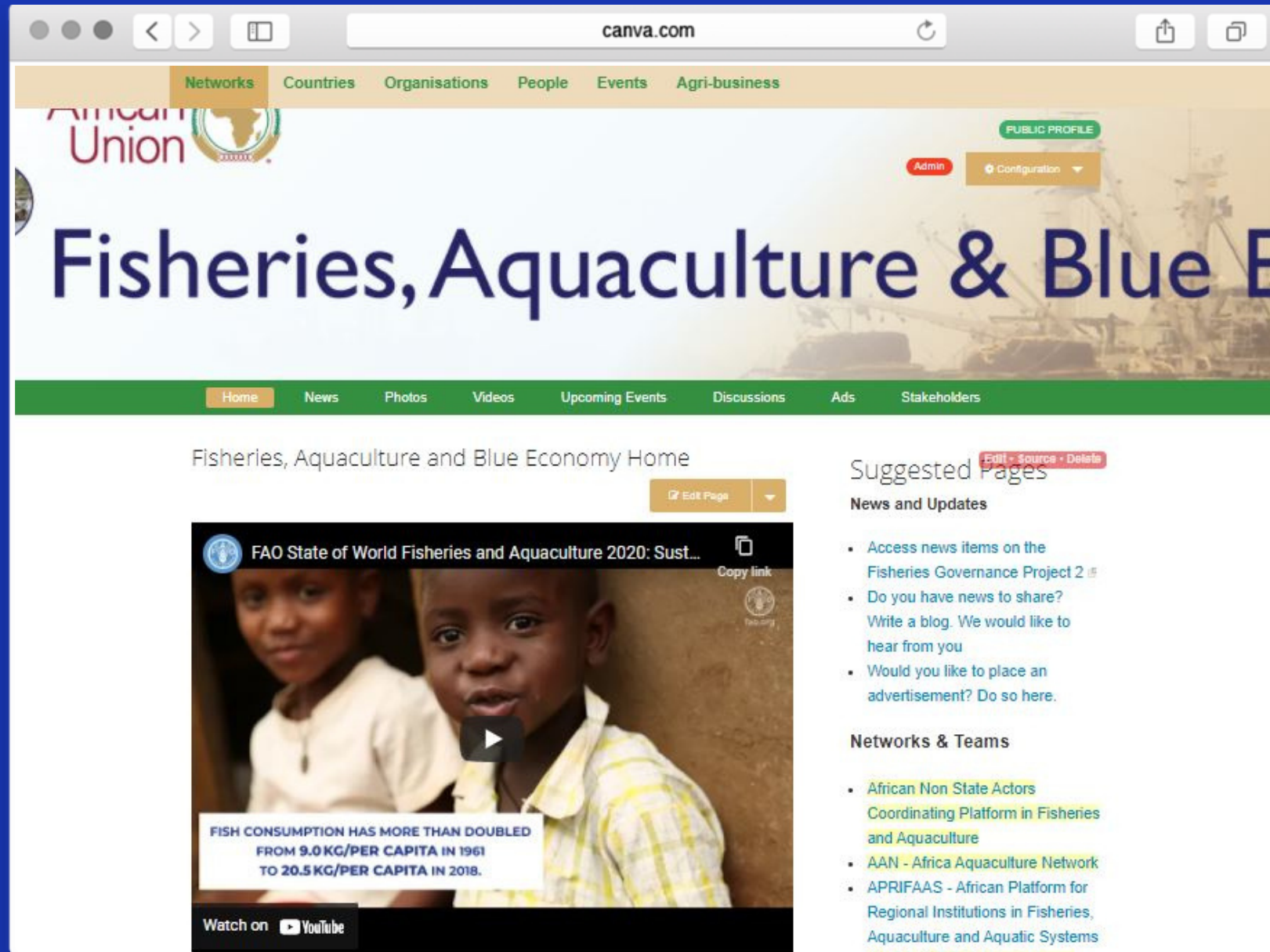
Research collaborators and users (e.g. Universities; Think Tanks, Centres of Excellence).

04

Other projects & Project partners & donors.

05

Citizen engagement: local communities/ Non State Actors/ Media



Thank You for Your Attention

REPOSITORY: <http://repository.au-ibar.org/handle/123456789/1130>

ONLINE COMMUNITY: <https://networks.au-ibar.org/show/fisheries-3/wiki>

MICROSITE: <https://www.au-ibar.org/au-ibar-projects/conserving-aquatic-biodiversity-african-blue-economy>