

**Communications plan for the Gender Initiative under the CGIAR research
program on Livestock and Fish**

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CGIAR is a global partnership that unites organizations engaged in research for a food secure future. The CGIAR Research Program on Livestock and Fish aims to increase the productivity of small-scale livestock and fish systems in sustainable ways, making meat, milk and fish more available and affordable across the developing world. The Program brings together four CGIAR Centers: the International Livestock Research Institute (ILRI) with a mandate on livestock; the WorldFish Center with a mandate on aquaculture; the International Center for Tropical Agriculture (CIAT), which works on forages; and the International Center for Research in the Dry Areas (ICARDA), which works on small ruminants.

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Communications needs

This communications plan for the Gender Initiative is developed and implemented to increase the visibility and awareness of the CGIAR research program on Livestock and Fish (CRP L&F) Gender Initiative activities in 2015-2016, related to both the (1) coaching tracks and sharing learning within CRP L&F beyond the individual projects involved and (2) strategic gender research. Through use of both existing and, where necessary, new infrastructure and resources, the Gender Initiative core team, together with the communications unit will efficiently develop, disseminate and regularly update information on key project activities tailored for different target audiences, internally and externally.

The coaching tracks in 2015 aim to support L&F researchers in integrating gender into technical and systems research. The research projects should both generate innovative findings but also allow for learning as to the process of integrating gender. In line with this, the objective of this communication plan is to highlight the information and knowledge generated by the research teams, including the gender scientists involved, and; to capture the process of gender integration and how scientists are engaging in it. The ILRI gender team is also undertaking gender strategic research in each L&F CRP value chain, the findings of which will also be highlighted through this communication plan.

Information packages shall be produced for different target audiences at different stages of the projects:

Communication channels

The plan involves use of a combination of both interpersonal and mass communication channels. Channel choice and mix is informed by the nature of communication issues and target audience.

Communication for the Gender Initiative is defined at four main levels:

- ***Sharing amongst GI core team (including KIT coaches)*** on the projects and the opportunities/challenges faced: this will be done involve use of the **Livestock and Fish wiki** and the L&F gender community of practice (**CoP**)
- ***Coached project teams and GI coaches (to the broader CRP)***: will involve use of the **Livestock and Fish wiki** and the **blog**
- ***CRP and public***: gender network, donors etc. - will involve use of the **Livestock and Fish blog** and a **brochure on the GI**.

Other Channels for different audiences

Audience category	Channels and approaches
Internal Audiences	
<ul style="list-style-type: none"> L&F administration & management (KIT, GI core team, L&F) 	Online working space (gender CoP, L&F wiki), A five-page report for each coaching track written by project team, semi-annual newsletters (round-up of highlights), virtual seminars, periodic reports on other research undertaken
<ul style="list-style-type: none"> L&F research community 	L&F wiki (yammer) and blog posts.
External Audiences	
<ul style="list-style-type: none"> All stakeholders/value chain actors including extension officers from Ministries of Agriculture and livestock, community based organizations, cooperatives 	News blogs on L&F site, information leaflets (brochures), policy briefs, workshops, reports; simple illustrations- brief issues; video clips
<ul style="list-style-type: none"> Government ministries and policymakers 	Policy briefs, dissemination workshop
<ul style="list-style-type: none"> Scientific community 	Peer reviewed journal articles, book chapters, writeshop book
<ul style="list-style-type: none"> Gender network 	Newsletter; share fair gender call-in

Key communication objectives

The communication and knowledge management activities will focus on the following objectives:

- Collecting, publishing and disseminating** – The GI core team will support the coached projects to ensure that research products and outputs (also data) are properly documented, organized and published in ways that maximize their visibility and accessibility. The GI core team will also provide draft outputs of strategic research that will be finalised with the communication team.
- Engaging, learning and documentation** – GI works through different networks, groups and levels and stimulating, enriching and expanding interactions, engagement and learning across these is vital to ensure everyone is joined up. This work encompasses face-to-face as well as online activities that lead to better insights and outcomes.
- Internal communications and learning** – GI will support interactions, collaboration and connections within and across different program teams.

Way forward and timelines

- **Blog posts from Gender Initiative core team:** to be produced periodically- topics can include the GI meeting, coaching starting up, etc.
- **Coached research and strategic projects to produce periodic blog posts:** sharing experiences and lessons: Two posts per coaching track
- **A two-page brochure on the GI:** to be produced by November 2015
- All CoP members to get editing rights for the events calendar
- A semi-annual newsletter to be produced, highlighting key achievements