ALiSEA General Assembly

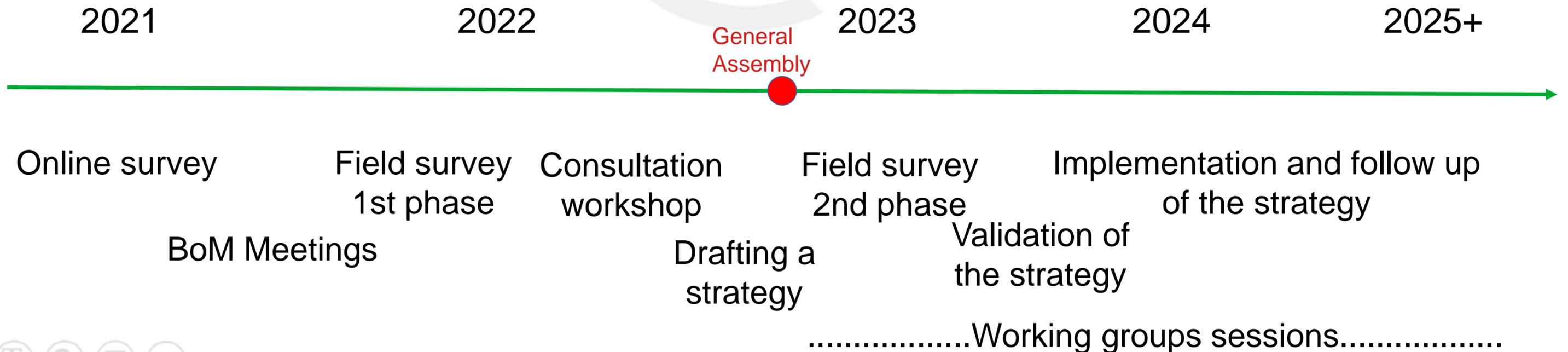# Communication strategy

November, 2022

Objectives and Timeline of the strategy

Improving Internal & external communication of ALiSEA

Designing the Knowledge Hub /ALiSEA multimedia (website, social media) transformation including communication possibilities

Through a **participatory approach** → User needs assessment (Online and Field survey), regular meetings with BoM and workshops participation

2021	2022		2023	2024	2025+

General Assembly

Online survey

Field survey
1st phase

Consultation
workshop

Field survey
2nd phase

Implementation and follow up
of the strategy

BoM Meetings

Drafting a
strategy

Validation of
the strategy

..................Working groups sessions.................

Understand the difference

INTERNAL COMMUNICATION

- Exchange information between members.
- Promotion of members activities within the network.
- Share on specific topics you are working on with other members.

EXTERNAL COMMUNICATION

- Promotion of network and members activities
- Exchange information with external audiences, outside the network (Policymakers, Consumers, Farmers, Journalists, non members ...)

Insights of the needs assessment on the internal communication

Online Survey (194 answers in 3 countries)
Field survey (20 face to face interviews per country)

The need to **improve the exchange and collaboration** between members and contact other members easily

The need of an **online tool** to facilitate these exchanges

The need for **more informative and ludic content** in national language (video, podcast,...)

The needs for **topics exchange are really diverse**

The most favoured channel are **emails and social networks**.

Preliminary frame of the communication strategy with the knowledge hub design presented at the July internal seminar


- The ALiSEA website becomes a Knowledge Hub that gather all the exchanges between ALiSEA members, knowledge production from members and data generated from ASSET project

- Content is improved (attractive contents) and updated as regularly as possible

- An exchange/chat platform on different thematic inside the Knowledge Hub : The ALiSEA Forum

- It also makes links to other existing platforms targeting specific audiences

- The Hub is promoted to non-members through the FB pages and events

- The FB pages becomes a showcase of the Knowledge Hub resources = A lot of links are created from the KH content in the FB posts

- National FB pages help to attract more local members

- The English FB page targets official audiences like donors or policy markers and a bridge is created between the EN page and ASSET FB page
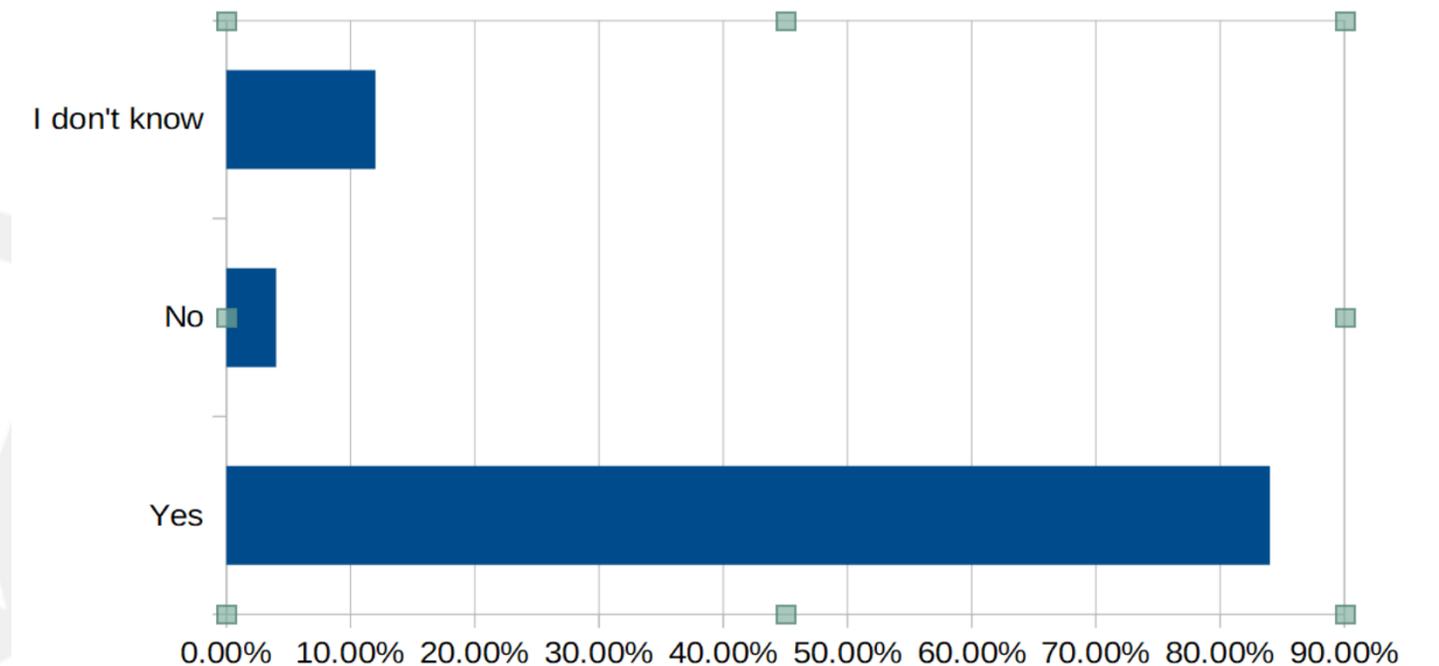
Insights of the July consultation: Internal communication

Do you want to exchange more informati on inside the network with other members?
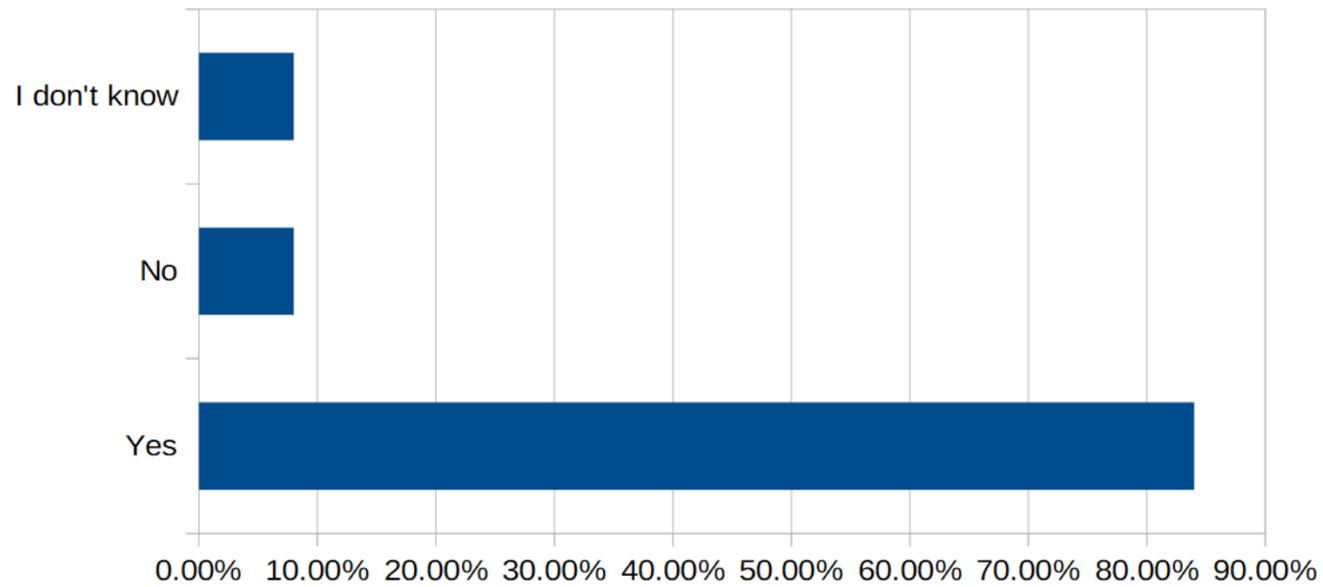
Do you want a tool inside the Knowledge Hub to facilitate these exchanges?

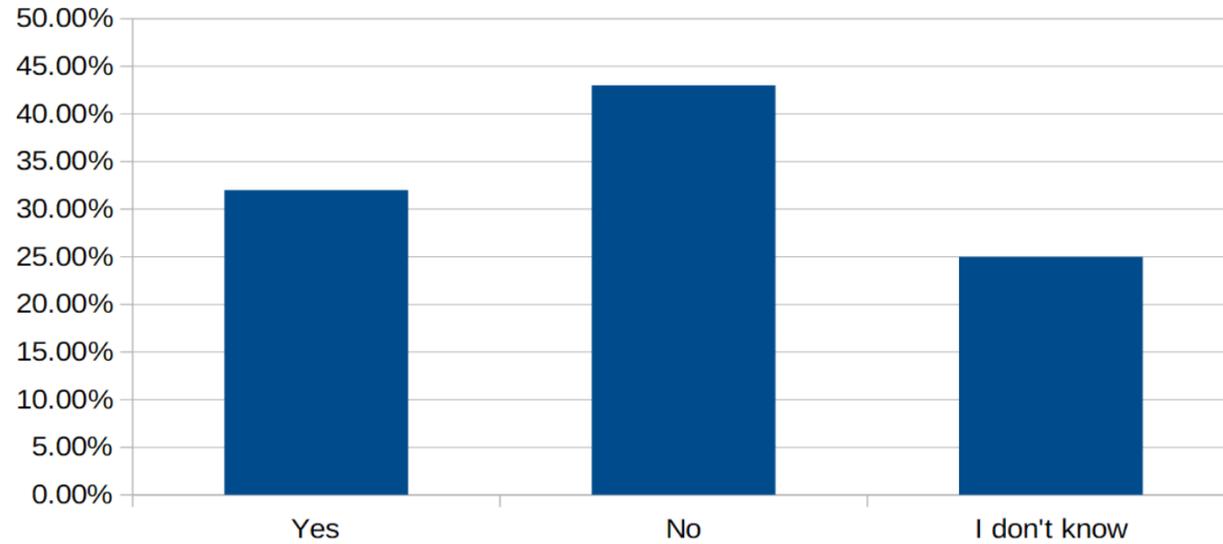## Tools to exchange between members:

A public forum for formal and hierarchized information

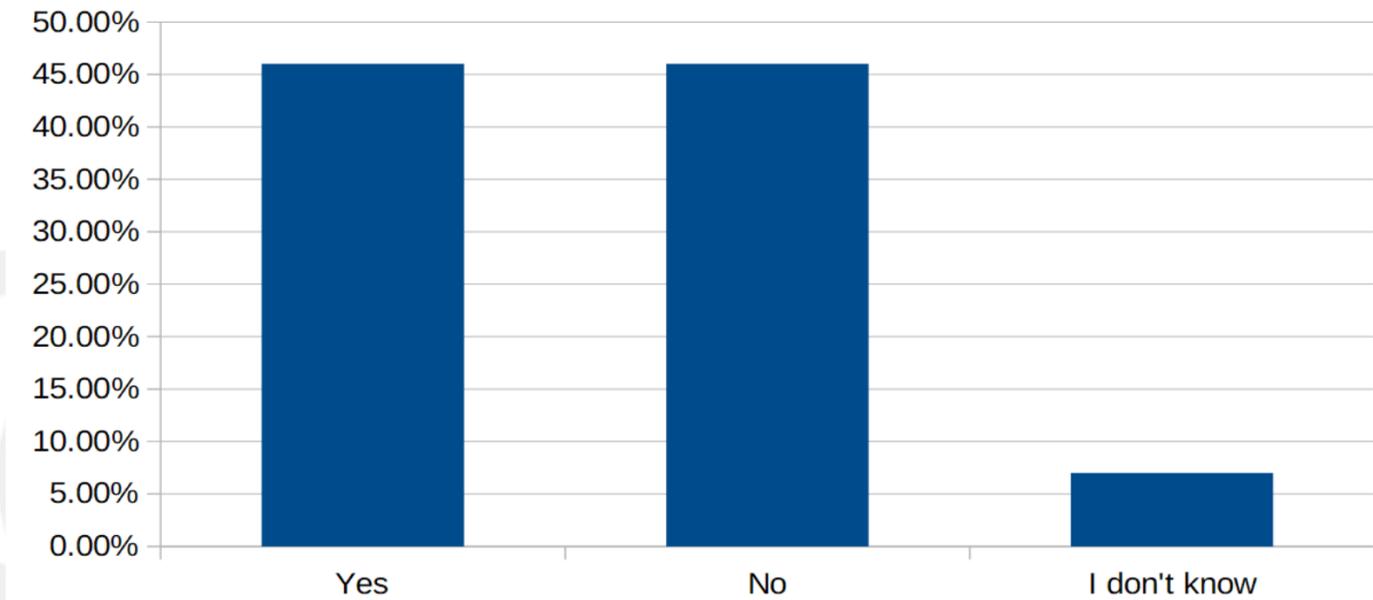Telegram (Cambodia) groups for informal exchanges.

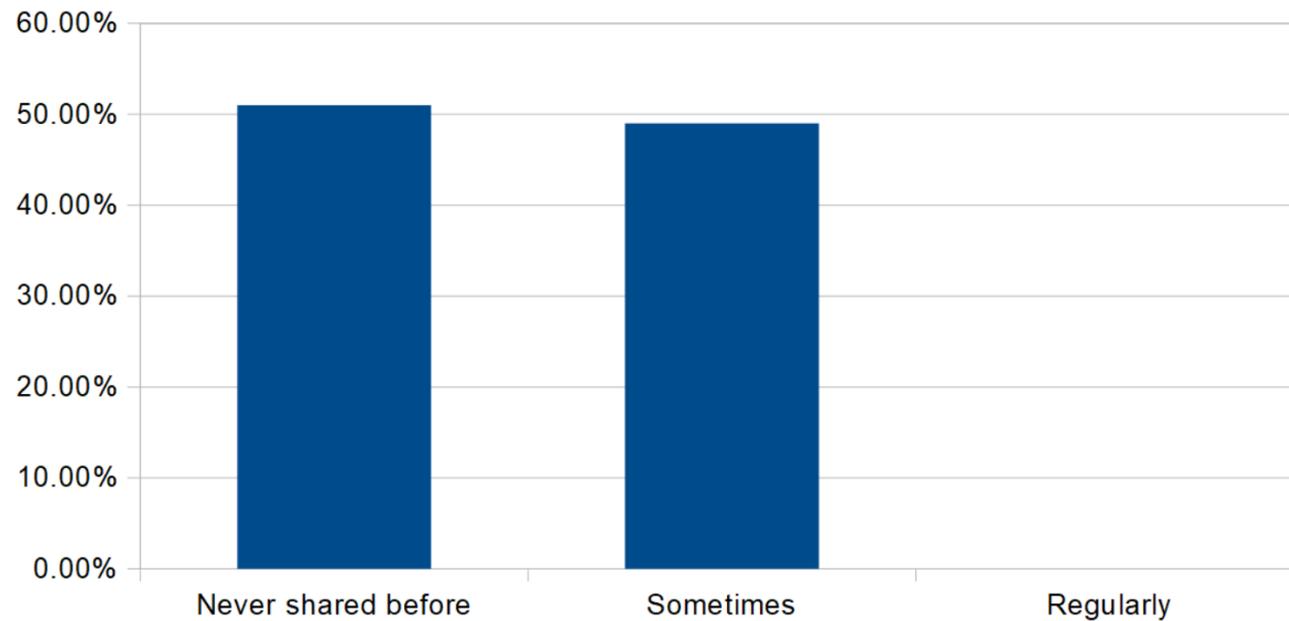# Insights of the July consultation: Internal communication

Did you share information with ALiSEA that was posted on Facebook page in English?

Did you share information with ALiSEA that was posted on Facebook page in your national language?

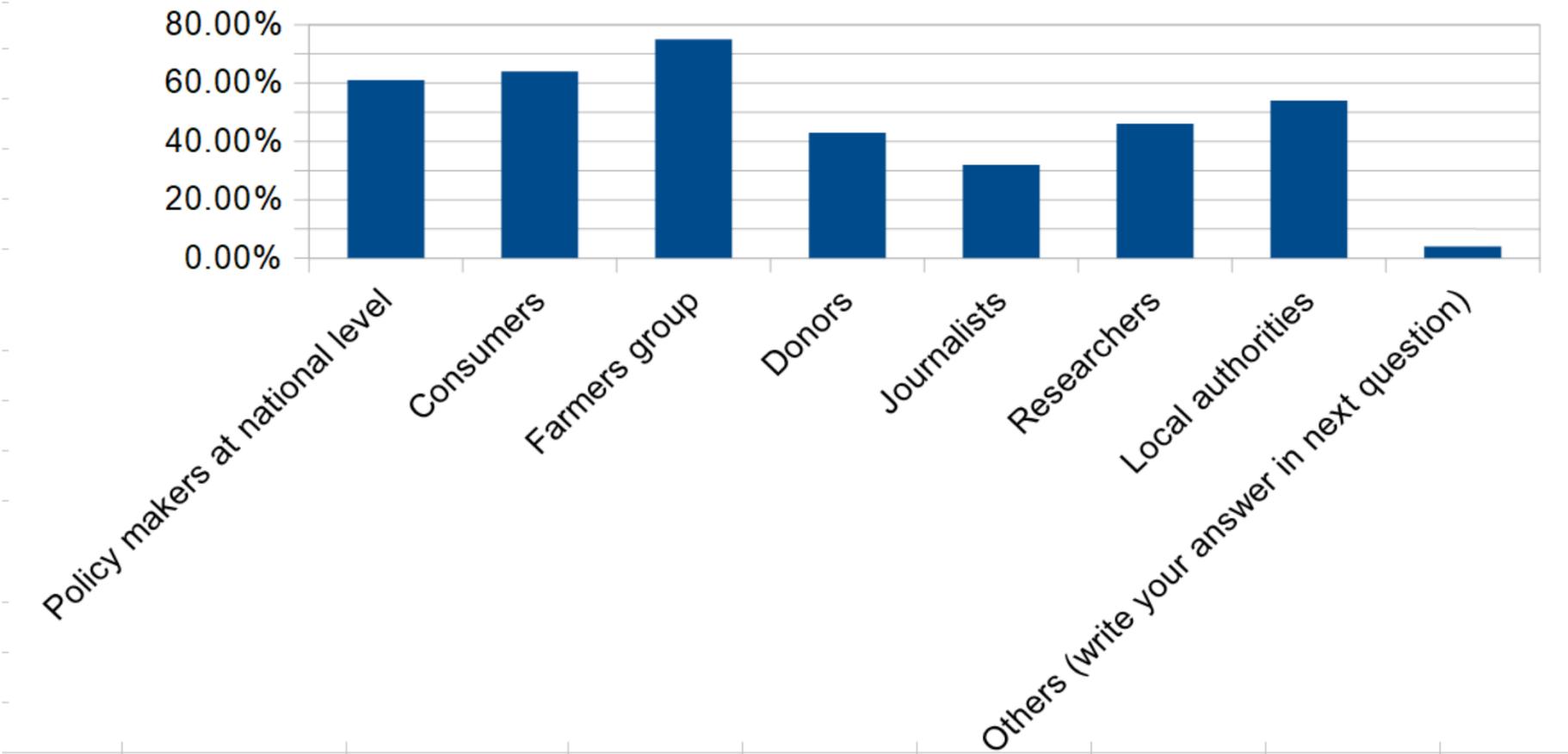Have you ever shared resources developed by your organization to ALiSEA

➢ **Need to increase resources shared by members.**

➢ **Working groups on internal communication on main topics to exchange inside the network.**

Insights of the July consultation: External communication

What are the prior audiences that you want to reach to promote your activites

Main audiences to target are diverse and well represented ⇒ **working groups** on external communication inside the network to think **how to reach every audience.**

Next steps in 2023 in line with the network structuration

INTERNAL COMMUNICATION

Find the favourite thematic for internal exchange

Field survey second phase: Testing the forum with multiple agroecology thematic

Creating Telegram groups for informal exchanges

Increase resources sharing, discussion about incentives and knowledge format

NETWORK STRUCTURATION

ALiSEA
Agro-ecology Learning alliance in South East Asia

Working groups inside the network (thematic, resources, external audiences)

Forum and Message app facilitation

Content production and resources sharing

EXTERNAL COMMUNICATION

Find messages and channels to reach targeted external audiences

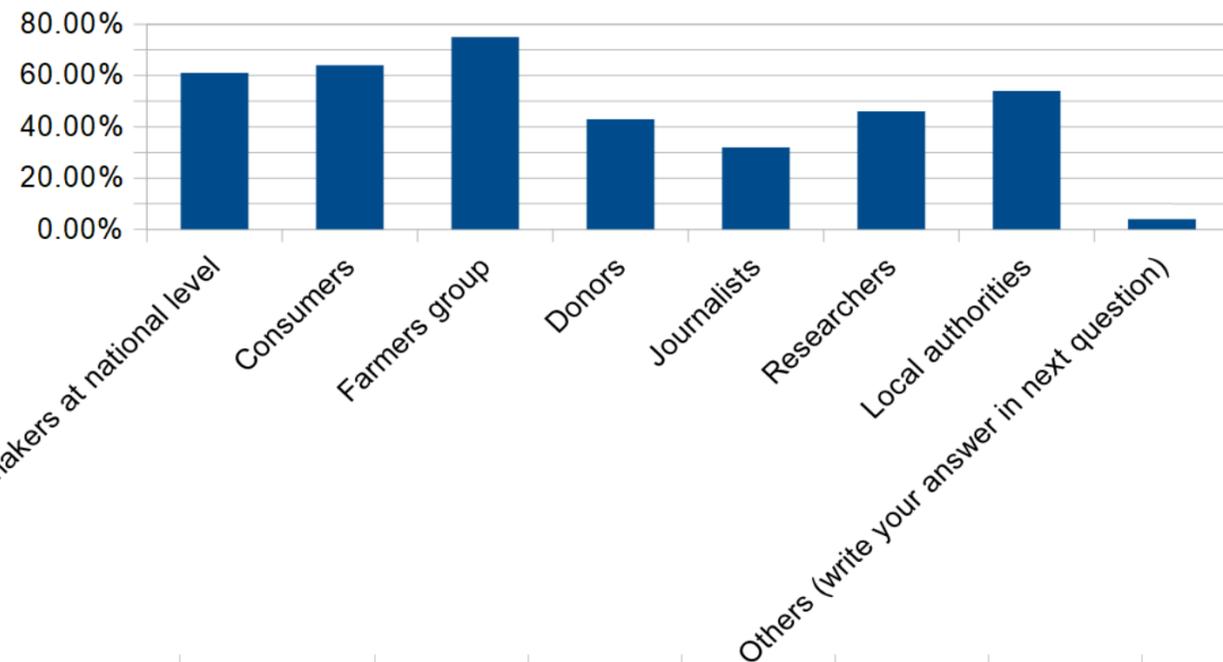Organize events targeting specific audiences

Creating working groups
On external audiences
(For working sessions in 2023)

Setting up group list to brainstorm how to target every external audiences.

What are the prior audiences that you want to reach to promote your activites

➢ **Write your name and contact under your favourite audience that you would like to reach**
➢**You can be in 2 or 3 groups**
➢**Working sessions will be organized in 2023**

Q&A and suggestions

Participatory approach before setting a strategy