



**Sustainable intensification of food production through
resilient farming systems in West & North Africa**

Deliverable D6.4
Communication tool kit

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ABSTRACT

Deliverable 6.4 deals with to SustInAfrica's toolkit for communication, both internally and externally. It details SustInAfrica's visual identity, thorough it's logo and thematically and visually coherent communication materials and templates. It details communication and engagement guidelines and gives details of the key tools that will be used for communication: Tiimeri, the SustInAfrica Dashboard, MergData. The SustInAfrica Newsletter is detailed in D6.3 and the SustInAfrica website was presented in D6.1.





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1. Introduction

This deliverable presents the current toolkit SustInAfrica has for communication purposes, both internally and externally. It is related with providing information to stakeholders or targeted groups. The toolkit includes for example visual identity elements, templates and ICT platforms and systems used.

Please note that project website is presented in **D6.1 Website**, and communication and dissemination strategy including separate channels is presented in **D6.3 Communication engagement & Dissemination Strategy**.

2. Visual identity

The visual identity of the project builds on the project logo and suitable images for different purposes. The project logo consists of two elements: project name SustInAfrica and colourful visualisation of whole of Africa. The visualisation can also be used separately, without the project name, if needed.



Fig 1: SustInAfrica logo, which is also available as a negative (white) version.

The colours of the logo originate from the graphic guidelines of the project coordinator, Natural Resources Institute Finland (Luke). Green, blue and pink are thematic colours for water resources (blue), forest and plant resources (green) and innovative food systems (pink). SustInAfrica covers all of these themes.

3. Templates

SustInAfrica offers certain templates for consortium to use. The reason for common templates is to promote unity and consistency in project communication, no matter which project partner is communicating about the project or creating project-related outputs and documents. The project has templates for (all templates can be found in Tiimeri platform).

- i) **SustInAfrica templates for MS Office (Word, Power Point)**
- ii) **SustInAfrica templates for Deliverables**
- iii) **SustInAfrica templates for dissemination purposes (flyer, poster, policy briefs).**

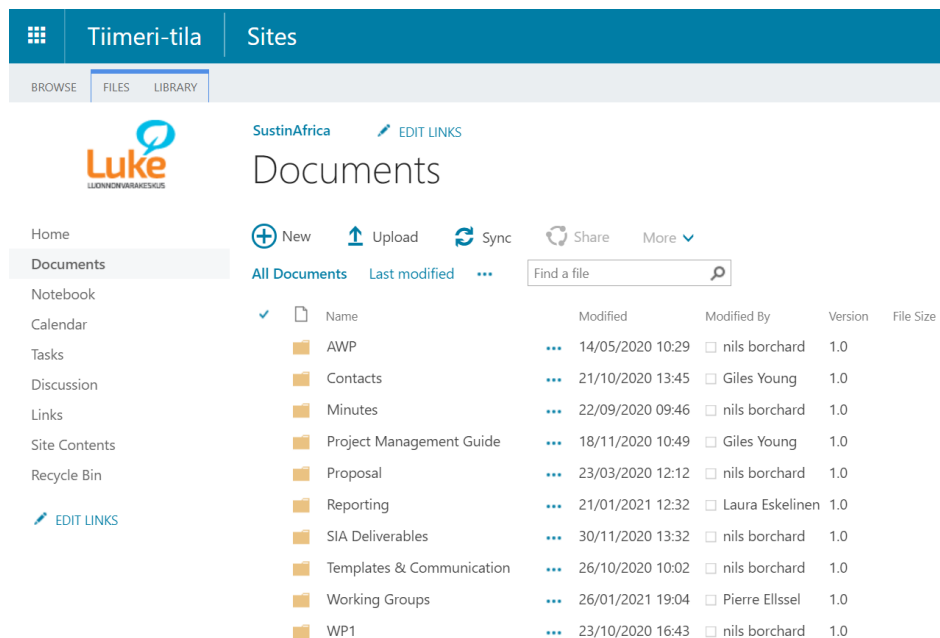




Fig 2: Template for PowerPoint presentation

4. Cooperation platform Tiimeri

The platform for online cooperation activities within the SustInAfrica consortium is Sharepoint-based platform Tiimeri. Within SustInAfrica consortium Tiimeri is mainly used for document sharing, editing and storage. Tiimeri enables users to set up specific group pages, create subpages, store documents, co-edit and co-write documents (Word, Excel, PowerPoint, Onenote), have a shared project calendar and discussion board.



SustInAfrica team has folders for different work packages, contact information, minutes of project meetings, guidelines and instructions, proposal phase, reporting, communication and templates and final versions of deliverables.

5. Communication and engagement guide (D6.3)

The communication guide begins with definitions of what Communication, Engagement and Dissemination mean in relation to the SustInAfrica project.

Secondly, the guide provides information about the roles of the SustInAfrica communication experts; see D6.3. Furthermore, the guide provides communication representatives and work package leaders with an overview of their responsibilities, procedures, and requirements in relation to:

- Input for the SustInAfrica website
- Input to the SustInAfrica newsletter
- Input to the SustInAfrica dashboard
- Workshops
- Deliverables and deadlines (WP 6 reporting)

6. Dashboard

The primary function of the Dashboard is to provide a visual representation of how each research output/ product is progressing through the WP5 Exploitation screening process. Built on Salesforce, it provides a transparent tool for WP5, SustInAfrica participants, managers and the EU to assess the progress of their research and to demonstrate project progress to the donors. Graphs and other visuals produced through the Salesforce Dashboard can be used to populate internal and external communications (website, FarmerLine) updates.

7. Mergdata

The Mergdata platform has a module for integrated interactive learning material/courses and decision-making that provides training and education possibilities, e-learning tools, materials and accesses for other applications for guest users.

Farmerline's Mergdata Platform is a data collection, dissemination, and analytics platform built by which has the capability to aggregate data related to maps, customer profiles, traceability, and other vital metrics. The platform has a mobile and web application that works together to gather and analyse data. Data can be collected with the mobile application either online or offline and synced onto the web platform when internet connectivity is established.

The platform has modules that enable users to access different functionalities of the platform including customer education and communication, registration and identification, field mapping, traceability, digital finance among others.



Users require a username and password to access the platform. The access level can be restricted and defined by an administrator. However, end-users such as farmers can access information without the need for login, and information can be disseminated through mobile phones in the form of Voice/ IVR, SMS or USSD.

Through the messaging module, you can influence farmer behaviour through reinforcement of information in voice calls in farmers' local languages or in SMS. Below is a list of the functionalities.

- Automatically schedule messages and track farmer engagement with information in farmer's own local language
- Bridge the information gap to smallholder farmers using SMS/ Voice technology
- Deliver vital messages to farmers irrespective of their mobile network
- Manage farmer contacts, create groups and send targeted information to each farmer

MergData will act as a Sharepoint for:

- All project research data sets
- e-learning tools and materials (WP4)
- Open databases to share knowledge (WPs 1, 2, 3 and 5) and tools (WP2)
- Technical summaries/fact sheets for practitioners (WPs 3, 4 and 5)
- What else?

MergData will be GDPR, FAIR (findable, accessible, interoperable and reusable) and CERIF (Common European Research Information Format) compliant.

8. Partners communication guidelines for the use of tools

To support the dissemination and ensure impact across stakeholder groups, each partner is asked to delegate one contact information for communication-related matters (D6.3). Each representant will be asked to:

Social Media outreach

- Follow/join SustInAfrica social media groups or social media accounts
- Share SustInAfrica's content on partners own social media channels

Site/newsletter contents

- Provide SustInAfrica's communication coordinator with interesting events to include on the website (EVENTS page)
- Provide SustInAfrica's communication with the communication materials presented in events attendant discussing and presenting SustInAfrica's
- Provide SustInAfrica's communication content of relevance to the activities/publications of the respective partner
- Provide SustInAfrica's communication pictures for the activities that will be covered



- Provide to SustInAfrica’s communication coordinator with 1 editorial piece on SustInAfrica’s approach or results for site publication
- Provide SustInAfrica’s communication coordinator photos of events or activities of the project

Code of Conduct for Images

- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places;
- Use images, messages and case studies with the full understanding, participation and permission of the subjects (or subjects’ parents/guardian);
- Establish and record whether the subjects wish to be named or identifiable and always act accordingly;
- Conform to the highest standards in relation to human rights and protection of the vulnerable people.

Suggested Citation format

The toolkit will provide a “preferred citation format” that will be added to SustInAfrica publications. Example:

Suggested citation: Burpee, G., B.S. Janet & A. Schmidt. 2015. *Preparing smallholder farm families to adapt to climate change: Pocket Guide 3; Managing water resources*. Catholic Relief Services: Baltimore, MD, USA

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