



PAP

Pacific Agriculture Policy

Engagement Plan

2016/17

To encourage increased awareness and use of Agriculture Policy Banks (APBs) across the 15 countries targeted by PAPP



Pacific
Community
Communauté
du Pacifique



INTRAACP
Agricultural Policy Programme

PAPP
Pacific Agriculture Policy Project

Agriculture Policy Banks (APBs) are supported by:

The European Union (EU) supported Pacific Agriculture Policy Project (PAPP), implemented by the Land Resources Division (LRD) of the Pacific Community (SPC), in partnership with the ACP (African, Caribbean, Pacific) EU Technical Centre for Agricultural and Rural Cooperation (CTA).

APB ENGAGEMENT PLAN

CONTENTS

ABSTRACT	Error! Bookmark not defined.
1. INTRODUCTION	4
1.1 Overview	Error! Bookmark not defined.
1.2 Role of the Engagement Plan	Error! Bookmark not defined.
1.3 Background	Error! Bookmark not defined.
1.4 Definition of an Engagement Plan.....	Error! Bookmark not defined.
1.5 Situation Analysis	Error! Bookmark not defined.
1.6 Contents of the Plan.....	Error! Bookmark not defined.
1.7 Goal and Objectives	Error! Bookmark not defined.
1.8 Target Audiences.....	Error! Bookmark not defined.
-TABLE: A Note on Research	Error! Bookmark not defined.
1.9 Implementation	10
2. ENGAGEMENT PLAN - FIVE PHASES	12
2.1 Implementation in Phases.....	13
DIAGRAM: Engagement Plan – 5 Phases.....	Error! Bookmark not defined.
3. CONSULTATION AND CONTEXT	16
3.1 Workshops to Develop Capacity and Guide Advocacy.....	16
3.2 Support for Improved Usage of KM Tools	16
3.3 Consultation with Countries.....	Error! Bookmark not defined.
3.4 Fostering ACP Inter-Regional Knowledge Sharing.....	Error! Bookmark not defined.
3.5 APB User Insights from the Periodic Survey Report.....	17
3.6 Long Term	18
4. TARGET AUDIENCES AND COMMUNICATION MEDIUMS	20
4.1 Target Audience	20
4.2 Overview of Audiences and Mediums	20
- TABLE: Target Audiences for Stakeholder Engagement	21
4.3 Communication Channels or Mediums	23
4.3.1 Activities that should not require a budget	23
4.3.2 Linking with existing activities that do not require a direct budget.....	25
4.3.3 Activities that may require a budget.....	25
5. ENGAGEMENT PLAN OVERVIEW	28
5.1 Roles and Responsibilities	28
5.2 Key Messages and Themes	28
5.3 Branding, Imagery and Logo Placement	29
5.4 Process for Approval	30
5.5 Considerations	30
5.5.1 Core Considerations	30
5.5.2 Financial considerations.....	30

6.	EVALUATION AND REPORTING	31
6.1	MOA Reporting and Results	31
6.2	Effectiveness of the regional Engagement Plan template	32
	-TABLE: Indicators to Measure Countries' Effectiveness Adoption of the APB Engagement Plan.....	32
6.3	End of Project Outcomes (EOPO)	33
	-TABLE: WHO will be doing WHAT differently after the project?	34
7.	FUTURE OUTREACH.....	36
7.1	Long Term Behaviour Change	36
8.	ANNEX 1 – IMPLEMENTATION GUIDE & TEMPLATES	37
9.	ANNEX 2 – APPENDICES.....	38
	Appendix 9.1 – About PAPP	38
	Appendix 9.2 – User and Participant Feedback	38
	Appendix 9.3 – Ideas from other agriculture plans.....	38

ABSTRACT

Following is an Abstract, or summary, of the objective and contents of the APB Engagement Plan.

A PLAN FOR THE PEOPLE

This Agriculture Policy Bank (APB) Engagement Plan has been developed to provide in-country Ministry of Agriculture (MOA) officers - in liaison with Ministry of Media and Information officers - with an easy-to-use, practical guide to better engage current and potential APB stakeholders, targeting key policy users.

EASY TO IMPLEMENT AND GET POSITIVE RESULTS

The Engagement Plan is divided into Five Phases of implementation, with each phase including a range of outreach activities that may be tailored for country-specific conditions. Central to the plan is 'Annex 2: Implementation Guide & Templates' that aims to assist MOA officers implement the plan, and includes checklists, step-by-step instructions, templates, pre-written media releases and more,.

END OF PROJECT OUTCOMES (EOPO)

The plan initially focuses on APB awareness-raising during the short-medium term (6-18 months) with a focus on developing a Mini Campaign, then the final phase recognises the long-term agriculture policy challenges ahead. In this way, the plan looks beyond the End of Project Outcomes (EOPO) and towards the future need for policies to drive better decisions-making and collaborations.

1. INTRODUCTION

1.1 Overview

The development of online libraries for Pacific Island agriculture policies, known as Agriculture Policy Banks, are the result of a collaboration between the Pacific Community (SPC) Land Resources Division (LRD) and its European Union (EU) supported Pacific Agriculture Policy Project (PAPP) and the Intra-ACP (African, Caribbean, Pacific) Project for the Technical Centre for Agricultural and Rural Cooperation (CTA).

Agriculture Policy Banks (APBs) have been created for 15 Pacific ACP countries including Timor-Leste, to assist countries to better manage their agriculture policies and related information. Of those 15, three countries (Solomon Islands, Tonga and Vanuatu) have launched their own comprehensive banks with the remaining 11 countries encouraged to launch in 2016-17.

Now that several countries have launched their comprehensive APBs there is a need to assist their Ministries of Agriculture (MOAs), through their officers, and in close collaboration with the relevant national Ministry of Media or Information, to engage key stakeholders to increase levels of awareness and use of APBs, initially targeting key agriculture policy users.

The Engagement Plan aims to provide MOAs with an easy-to-implement solution to increase APB engagement, and a plan that may be adopted and tailored for use by each of PAPP's 15 countries.

1.2 Role of the Engagement Plan

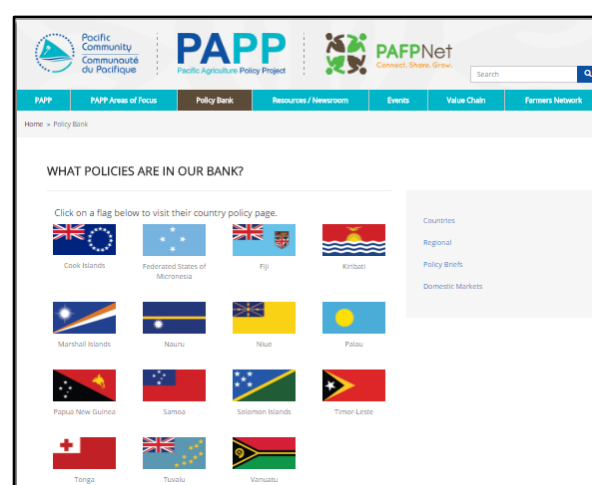
The generic APB Engagement Plan – and its Implementation Guide partner-product (attached) – has been developed to provide MOA officers with a practical guide to assist them increase the level of awareness and use of their national policy bank, targeting key policy users.

Given the plan aims to assist MOAs from a wide

variety of Pacific Island nations, it is flexible and not a prescriptive plan of exact activities each country should undertake but, moreso, a guide that provides the rationale, process, engagement ideas and

What is an Agriculture Policy Bank?

An APB is an online repository of key national agriculture policy documents including sector and sub-sector plans, instantly accessible from any location globally where there is an internet connection. Its purpose is to serve as a point of reference for policy makers, funders and other stakeholders to compare policies between countries, guide decision making, and to inform negotiations of agricultural policies.



implementation steps to assist countries develop their own plan specific to national capacities and resources.

Role: The role of the Engagement Plan is to identify and develop:

- APBs core target audiences (only the key users of policies, for this initial Engagement Plan)
- APBs key messaging for outreach promotional activities, and
- outreach activities that may be implemented by participating governments in 2016-17.

The Engagement Plan's development was based on inputs from more than 50 MOA government stakeholders from many of PAPP's 15 participating countries (refer to Section 3.3). These stakeholders provided a range of insights, in particular to the 'Wishlist' of outreach ideas from which countries can choose their preferred engagement activities and tools (Annex 1, template 2.4). To further assist MOAs, the easy-to-implement plan includes checklists, step-by-step instructions, and templates such as pre-drafted media releases, meeting agenda, and more.

1.3 Background

The policy banks, first developed in 2015, are one of many agriculture knowledge management (KM) initiatives supported by the PAPP Intra-ACP project implemented by SPC LRD, which concurrently developed its own LRD KM plan that addresses the need to provide knowledge and facilitate knowledge exchange amongst member states.

The PAPP Intra-ACP collaboration has resulted in the design and implementation of KM workshops, tools, and other initiatives to promote information transparency for MOAs and affiliates to better inform and engage all key stakeholders. More broadly, this work demonstrates how the adoption of a KM framework to guide knowledge sharing, amplified through the use of Information Communication Technology (ICT), supports the development of agriculture that is an important sector and the economic backbone of many Pacific Island nations. PAPP, and its APBs, are helping countries embrace and work with technology to maximise impacts and benefits in agriculture, using the sector's limited resources. Furthermore, this is being achieved in partnership with the Intra-ACP that coordinates valuable inter-regional exchanges between ACP countries. (For more details refer to 'Annex 2: Appendix 8.1 – About PAPP'.)

1.4 Definition of an Engagement Plan

The Engagement Plan aims to be the campaign to engage key parties involved in agriculture policies to make sure they are fully aware of the ABPs and how best each party can utilise, and contribute to, the usefulness of APBs.

There is no internationally agreed definition for a stakeholder engagement plan, with variations depending on organisational or academic philosophies. However, one simple definition¹ is: “that stakeholder engagement is the process used by an organisation to engage relevant stakeholders for a purpose to achieve accepted outcomes.” By using communications and outreach tools and approaches to engage current and potential APB stakeholders, the PAPP Intra-ACP project aims to obtain timely and useful feedback on APB content, plus increase awareness and usage of the banks.

Interestingly, initial desk research indicated that few outreach or engagement plans exist for the agriculture sector for use in the Pacific Islands (Annex 2, Appendix 9.3) There is a typical trend in agriculture technical papers, reports and projects to highlight the importance of outreach and advocacy but then limited content is provided to suggest new or reference existing communications or Engagement Plans. *(Notably, the target audiences for the APB Engagement Plan [refer to Section 4.0] excludes youth and farmers, for which agencies such as SPC have recently introduced a number of communications initiatives.)*

1.5 Situation Analysis

In preparing to develop the APB Engagement Plan, significant research and consultation was undertaken to systematically collect and assess the level of need and capacity of participating countries and governments to undertake APB engagement activities. The extensive findings and insights were documented and analysed in the *APB Periodic Survey Report* publication of June 2016, to provide the research evidence-base for the development of the Engagement Plan. *(Refer to Section 3.3 for details.)* Specifically, research included several days of face-to-face facilitated discussions, role plays, and workshop activities by more than 30 government representatives from 10 of the 15 invited PAPP countries, at the *Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific*, 31 May to 3 June 2016. An online survey was also conducted to assess post-launch usage and engagement insights for the two countries that had launched their APBs; Vanuatu and Solomon Islands.

The *APB Periodic Survey Report's* research findings, discussions, insights, and outreach ideas revolved around the central challenge that each Pacific Island country has significantly varying needs, resources, capacities and communication mediums. This is a key issue for the Engagement Plan to address, and was emphasised in the 10-country analysis of the strengths, weaknesses, opportunities and threats (*SWOT*) of communication mediums and outreach capacity (refer to Annex 1, Appendices – Section 11 ‘Other’ for

¹ AccountAbility 2008, cited by *Engaging Stakeholders - A strategy for Stakeholder Engagement*, downloaded 24/11/16: <http://www.stakeholdermap.com/stakeholder-engagement.html>

the Table: (SWOT) *Summary of Country Presentations – Challenges and Strengths*). Other key insights to guide the Engagement Plan’s development, gleaned from the combined workshop and survey findings, include:

- MOA officers recognised their need to be KM advocates; working to educate others and reduce the incidence of ministry colleagues, private sector and others being reluctant to share information.
- Among the most recommended outreach ideas (to raise awareness of the APBs), were radio, social media and mobile phone SMS campaigns.
- An integrated outreach approach to outreach was prioritised whereby multiple mediums are used concurrently. The SWOT detailed the need for in-country considerations such as production expertise, cost, reach, etc.

1.6 Contents of the Plan

The Plan has a Five (5) Phase engagement approach to engage key stakeholders, with its focus on the Official Launch of the National APB (for countries that have not already launched) plus a Mini Campaign to boost or kick-start awareness (refer to ‘Section 2’). The overall Engagement Plan includes: engagement activities, internal and external communications channels, leveraging partnerships, embedding knowledge within inductions and training, social media, roadshows, radio adverts and talkback, and other engagement activities. In summary, this Engagement Plan has been developed to assist MOAs to simply, inexpensively and consistently engage with key stakeholders, to improve awareness and use of APBs. It includes:

- Five simple phases for ease of implementation, focussed on a government-led ‘Mini Campaign’.
- Budget friendly engagement options to engage key stakeholders (from free² media publicity to paid SMS messaging campaigns).
- *Wishlist* template to “brainstorm” and list desired, country-based outreach options for APBs.
- ‘Annex 1: *APB Engagement Plan – Implementation Guide & Templates*’. This includes multiple easy to use templates such as pre-written media releases, contact lists, meeting templates, and more.

1.7 Goal and Objectives

The plan’s goal is that by the end of 2016 there is a significant boost in the number of targeted APB users in countries that have implemented their APB Engagement Plan.

² Media relations campaigns may result in coverage in local media without the need for direct payment for advertising, however, there are indirect costs in terms of staff resourcing to prepare and generate this coverage.

The objective of the APB Engagement Plan is to assist participating countries to raise awareness and use of their policy banks, specifically targeting key policy users and those most directly involved in policy development and promotion.

This links with the longer-term objective for APBs, to assist in providing clear, evidence-based national agriculture and forestry policies critical to ensure that there is a coherent plan and evidence-based decision making for governments, farmers, private sector and other stakeholders to secure rural livelihoods, ensure food security and collectively grow the sector. Subsequently, the APBs aim to be the primary source of agriculture policy information, as well as a resource to facilitate multi-country collaborations for the development of policies and sector plans, e.g. one nation's sub-sector plan may be used as a template by another country for the development of their national sub-sector plan.

The key objectives of this Engagement Plan are:

1. To use engagement approaches to engage targeted stakeholders to increase their levels of awareness, understanding and use of the Agriculture Policy Bank (APB) tool. The focus is on the specific target audiences comprising core users of agriculture policies.
2. To advocate for improved KM within the agriculture sector, such as improved knowledge sharing between staff, across ministries, private sector and development partners.
3. To promote the APB as a vehicle enabling improved access to, and information sharing of, policy information across participating Pacific Island countries, and for ACP inter-regional sharing.
4. To facilitate and promote potential partnerships or collaborations across countries for the development of future national or regional agriculture policies or sub-sector plans.
5. To promote the support of the donors and partner agencies.

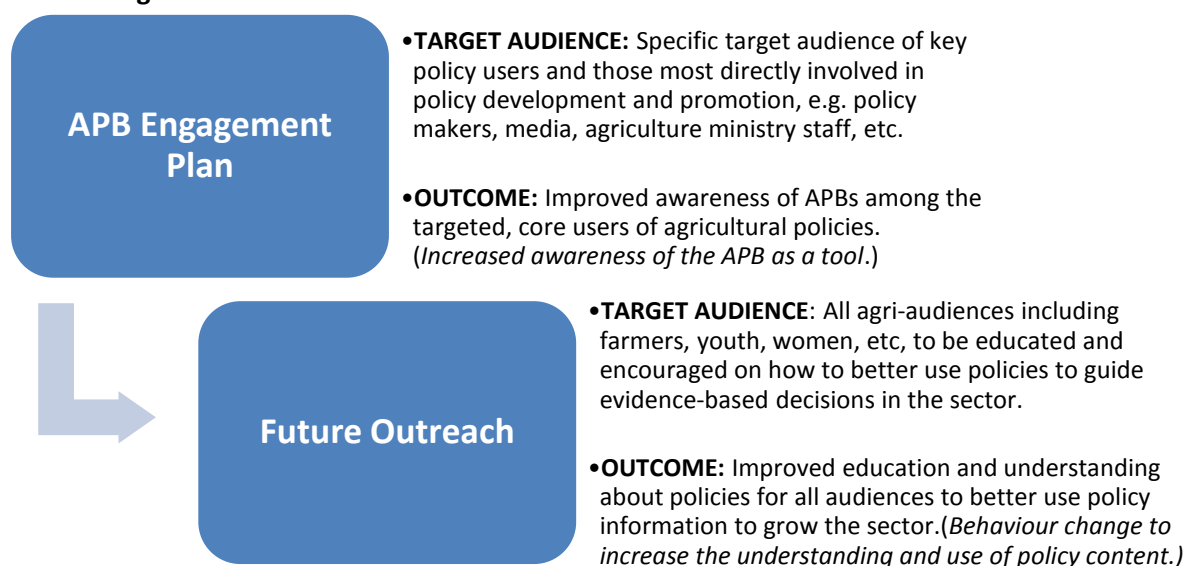
1.8 Target Audiences

Refer to 'Section 4 – Target Audiences and Communication Mediums' for more explanation on why the Engagement Plan focusses primarily on the specific audience of key policy users, as defined by the SPC PAPP team, as being: Policy Makers, Government Officers, Agriculture Extension Officers (MOA), Development partners, Farmer organisations and Media.

For the target audience of media, the plan aims to increase journalists' level of awareness and use of APBs. Longer term, through activities separate to the Outreach Plan, it is hoped to encourage journalists to also be advocates of APBs. However, while media can assist with promotions via media coverage they are not the plan's implementers; the respective country's MOA is the implementing agency.

Interestingly, youth and farmers are not primary target audiences. This plan focusses on engaging the core users of policies and does not focus on the longer term, broader target audiences of youth, farmers, women, private sector and others who, it is hoped, may become more engaged in policy use and development through persistent KM and policy outreach activities over several years. (Refer to 'Section 4: Target Audiences and Communication Channels' for more details.)

TABLE: APB target audiences and desired outcomes



-TABLE: A Note on Research

This Engagement Plan has been developed based on extensive user feedback and insights detailed in the first *APB Periodic Survey Report*, which collates and analyses insights gathered from the June 2016 *APB Survey* and also from the May-June 2016 *Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific*. The *APB Survey* results are from an online survey of the first two countries to launch their APBs (Solomon Islands and Vanuatu), while the Regional Workshop's outreach discussions gleaned APB insights from representatives from 10 Pacific Islands. (For details refer to 'Section 3' and also 'Appendix 9.2 – User and Participant Feedback'.)

1.9 Implementation

This is designed to be an easy-to-implement government-led Engagement Plan, supported by partner agencies and organisations.

Specifically, the Engagement Plan may be led by staff within the Ministry of Agriculture (MOA) in each of the 15 PAPP countries with APBs launched. Some of these ministries will have communications specialists to assist with the planning and implementation of their APB Engagement Plan, however, for other countries the plan may be led by policy or extension officers (with limited or no outreach or communications experience). Also, based on feedback from Ministry of Agriculture (MoA), such as via a

recent regional workshop³, there will likely be limited financial and human resources to implement such activities.

Most important to the Engagement Plan, is the complementary document:

- ‘Annex 1: *APB Engagement Plan – Implementation Guide & Templates*’. This includes multiple easy to use templates such as pre-written media releases, contact lists, meeting templates, and more.

³ *Feedback from ministries primarily via the May-June 2016 participatory Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific.*

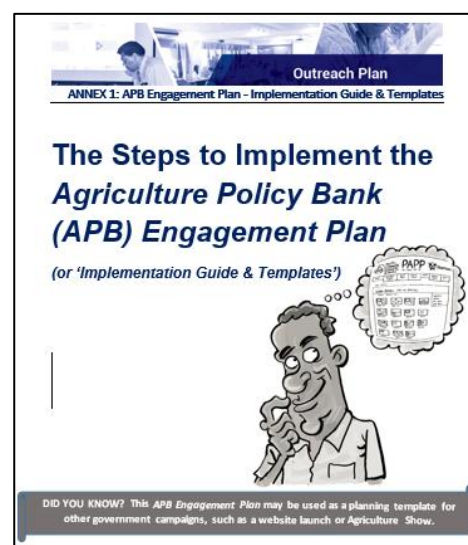
2. IMPLEMENTATION GUIDE AND TEMPLATES - FIVE PHASES

This Engagement Plan aims to assist MOAs to engage the core users of agriculture policies, to ensure they are aware and use the national APBs. Central to plan, is the '*Engagement Plan – Implementation Guide & Templates*' which provides MOAs with an easy-to-implement guide to increase APB engagement with targeted policy users. Templates are also provided to assist MOAs with this engagement process.

2.1 'Annex 1: APB Engagement Plan – Implementation Guide & Templates'.

The Implementation Guide is an easy-to-read guide that aims to make the APB Engagement Plan simple for MOA officers to implement by providing checklists, step-by-step instructions, templates such as media releases, meeting agenda, and more.

Staff without communications or media experience could implement this Engagement Plan. Some of the MOAs implementing the APB Engagement Plan will have communications specialists to assist with the planning and implementation of their APB Engagement Plan, however, for many countries it may be policy or extension officers (with limited outreach or communications experience). Templates containing 'helpful hints' aim to assist agriculture policy officers and other non-communications staff who may be tasked with implementing this plan. (These helpful hints do not replace any expert advice provided by a governments' media and communications staff.)



Any MOA can simply tailor the plan to country-specific conditions. This generic, regional Engagement

Plan may be adopted and tailored for use by each country, as part of their APB implementation approach.

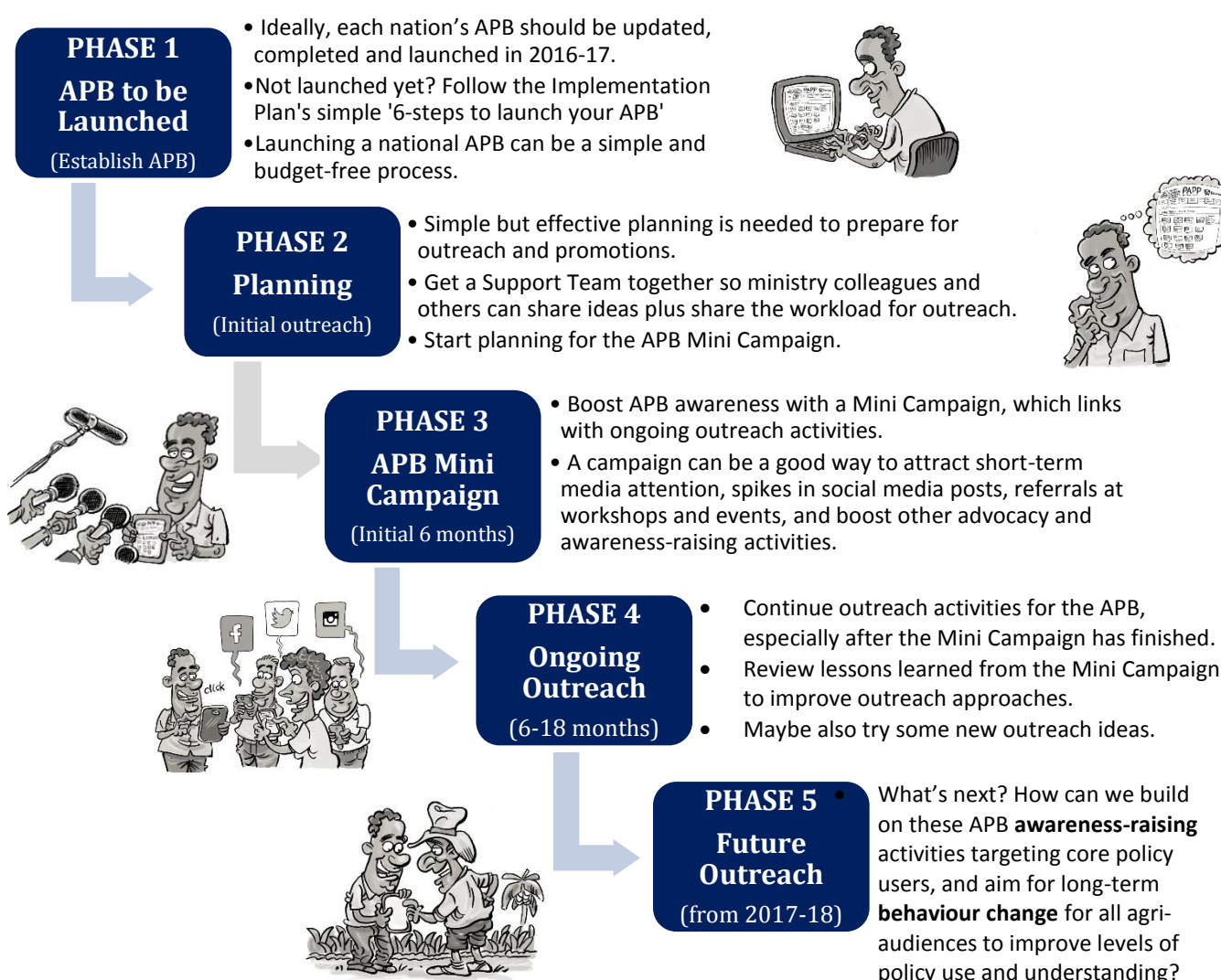


The Implementation Guide may be used for any campaign, and not just for APBs. The APB Engagement Plan particularly its Implementation Guide, may be used as a planning template for other government campaigns, such as a website launch or Agriculture Show.

2.2 Five (5) Phases for Simple Implementation

Following are the five (5) phases of implementation for the Engagement Plan. For each of the five phases, step-by-step instructions and supporting templates are provided in the Implementation Guide (Annex 2).

DIAGRAM: Five (5) Phases of Implementation for the Engagement Plan – 5 Phases



Short to Long Term Phases

The Engagement Plan's first four phases focus on increasing the short-medium term levels of awareness and use of the APB *tool*, targeting the specific audience of key policy users. The plan's fifth and final phase, addresses the long-term agriculture policy challenge: to advance beyond awareness-raising for the APB and other KM *tools*, and toward behaviour change whereby stakeholders focus on the tool's *policy*

contents. This long-term goal will require persistent KM and educational approaches over several years and will target all agri-audiences - from farmers and youth to private sector. The aim is for people involved within the Pacific agriculture sector to better understand and use policy information to help drive evidence-based decisions to collectively grow the agriculture sector and its contribution to national development. (Refer to ‘Section 4: Target Audiences and Communication Channels’ for more details.)

2.3 Templates to Assist MOAs with Implementation

The Implementation Guide includes several templates, checklists and helpful “how to” instructions to assist MOA officers, to engage stakeholders including:

- TEMPLATE 1 – Media, Social Media and Advocacy
- TEMPLATE 2 – APB Launch – Media Release
- TEMPLATE 3 – APB Support Team
- TEMPLATE 4 – *Wishlist* for Engagement Activities
- TEMPLATE 5 – Mini Campaign – Implementation Checklist
- TEMPLATE 6 – Mini Campaign – Media Releases
- TEMPLATE 7 – APB Presentation for Workshops
- TEMPLATE 8 – APB User Guide
- TEMPLATE 9 – Social Media
- TEMPLATE 10 – Evaluation and Reporting

2.4 Case Study: Sample of Country-Specific Tailoring of the Engagement Plan

Following is a sample of how the ‘Annex 1: APB Engagement Plan – Implementation Guide & Templates’ may be tailored and used by a country’s MOA officers to increase APB engagement. The sample focuses on the five (5) phases of implementation detailed in the plan, in particular its *Wishlist* of potential outreach activities, “Do it Yourself” Implementation Checklist and Mini-Campaign. This sample only uses some components of the Implementation Guide for demonstrative purposes, and users of the Engagement Plan should refer to the comprehensive Implementation Guide.

TABLE: Implementation Guide – Sample Case Study

PHASE 1:

-Vanuatu has already ‘Officially Launched’ its APB, so it would not need the six simple steps to launch, and would advance to Phase 2.

PHASE 2:

-Support Team to be created – The Vanuatu MOA would create a Support Team of colleagues and partners (e.g. 3-5 people) to share outreach ideas and workload. Templates for team selection and meeting agenda are provided in the Implementation Guide.

-Start planning Mini Campaign activities – Find a ‘partner event’ such as the Vanuatu Agritourism Week from which engagement can be leveraged for the APB Mini Campaign

-Create a *Wishlist* of engagement activities -Complete the easy-to-use templates and checklists to plan promotional ideas.

PHASE 3:

-‘Do it Yourself’ Implementation Checklist - Use the campaign’s checklist as an easy-to-use tool to draft and plan activities most suited to best engaging target audiences in Vanuatu.

-Confirm timing and engagement activities for the Mini Campaign

-Prepare Engagement Activity such as photos, FB posts, media releases, etc.

PHASE 4:

-Complete the Mini Campaign – The Vanuatu Support Team is to review the activities implemented and continue those that were most effective.

-Follow-up and ongoing engagement - Cross-post Mini Campaign outreach across multiple communications mediums. Continue activities

-Continuous improvement

-Keep refining outreach to best suit the target audiences and the Engagement Plan objectives.

PHASE 5

-What’s next? Future Outreach

SAMPLE: *Wishlist* of engagement activities i.e. Vanuatu MOA

- Agritourism Week:
 - ICT seminar presentation (invite other govt. officers, media, etc)
 - Talkback Radio campaign
 - Social media and media campaign; for new Agritourism Policy draft on APB
- Roadshow to demonstrate ‘User Guide’ to govt. officers, farmer orgs, dev. Partners, etc.
- Facebook – APB competition targeting MOA and govt. staff
- MOA staff engagement activities
- Articles in stakeholder newsletters, websites, etc.
- Media Morning Tea
- And more... refer to the *Wishlist* of outreach ideas to engage stakeholders (Annex 2: Implementation Plan).

3. CONSULTATION AND CONTEXT

APBs are just one component of a suite of agriculture KM workshops, tools and initiatives being supported by the PAPP Intra-ACP project. Specifically, the APBs are an ICT tool developed collaboratively with participating countries, and further support is now required to equip stakeholders with the necessary awareness and understanding to best promote and use the tool within the broader KM framework.

3.1 Workshops to Develop Capacity and Guide Advocacy

The APBs have been developed and promoted through an extensive series of country-based and regional workshops for KM capacity development, consultation and advocacy. The PAPP Intra-ACP supported KM and APB workshops have been held in Fiji, Samoa, Solomon Islands, Tonga, and Vanuatu with three of them culminating in the launch of the respective national Agriculture Policy Bank. Many of the participants who attended the workshops are responsible for the APBs in their country and, as a result of the PAPP Intra-ACP events, are now also advocates for improved KM approaches in the agriculture sector.

Through the series of country and regional KM workshops, participating countries were also encouraged to provide ideas on content, format, ongoing APB management, and other aspects. The intention is that each country “own” and manage its APB, and has direct inputs into the design and content, with PAPP offering support where required to assist each country with this process. Furthermore, at the May 2016 regional KM workshop, several sessions focussed on attendee discussions and targeted consultations to glean insights about country-specific outreach and engagement ideas (see Section 3.3).

3.2 Support for Improved Usage of KM Tools

Creating the APB tool is simply one step in the broader KM process. It is an important initial step, to ensure improved management, centralisation and accessibility of policies. However, it will be the next steps that are critical to ensure improved awareness and use of the *tool*, then longer term a better understanding and knowledge of the *policy content* within the tool.

Now the APB tool exists it is important to develop strategies such as the APB Engagement Plan and supporting KM initiatives, to ensure target audiences are engaged and aware of its existence; understand how to use it; use it regularly for policy-related work; and ideally become advocates to promote the APB to others.

3.3 APB User Insights from the Periodic Survey Report

With the APBs in place and more preparing to launch across the 15 Pacific ACP countries, including Timor-Leste, it was timely in mid-2016 to review the initial implementation stage and reflect on successes and lessons learned. As a result, the first *APB Periodic Survey Report* was created, which collated insights gleaned from the June 2016 *APB Survey* and also from the May-June 2016 *Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific* held in Suva, Fiji.

The data and information contained in the first *APB Periodic Survey Report* combines the APB Survey results from two countries, combined with feedback from the Regional Workshop attended by 10 nations. These insights aim to provide an evidence-base to guide future planning for APBs, including more bank launches and the implementation of Engagement Plans. Also, as more countries launch their banks they may replicate the APB Survey to produce data trends comparable over time and across countries.

The *APB Periodic Survey Report* publication, June 2016, also includes the regional workshop's *SWOT Summary of Country Presentations – Challenges and Strengths (Annex 2, Appendix 11 'other')*.

APB Survey: The APB Survey targeted users of the APBs in Vanuatu and Solomon Islands, which were the first two countries to launch their comprehensive banks. The one-week survey was held from Wednesday 25 May to Tuesday 31 May 2016, ending on the first day of the Regional Workshop as a strategic way to cross-reference and aggregate online and interpersonal responses.

For the survey there were 21 respondents from 56 invitations (37.5% response rate being well above the 25% online survey standard⁴), all of whom have been involved in the APB project. Of those, 10 were from Solomon Islands and 11 were from Vanuatu (three females and 18 males). Survey respondents were from a range of organisation types including: department of agriculture, commodities export, technical mission, forestry, and a grower group.

Regional Workshop: During the Regional Workshop, held in Fiji from 31 May to 3 June 2016, participants provided comments, ideas and opinions about the APBs. These insights were provided during presentations, feedback sessions and group activities. Invitations to attend the workshop were sent to all 15 PAPP countries and 10 accepted: Vanuatu, Tonga, Niue, Cook

⁴ *Fluid Surveys* –© Survey Monkey product, 8 October 2014. Accessed online 24 June 2016, <http://fluidsurveys.com/university/response-rate-statistics-online-surveys-aiming/>

Islands, Solomon Islands, Federated States of Micronesia, Papua New Guinea, Timor Leste, Fiji and Samoa. Attendees had a mix of agricultural, information and communication career backgrounds.

The Regional Workshop was primarily designed as technical workshop aimed at national technical officers that have an existing role (fully or partially) with managing and disseminating agricultural policies, research information and other information. Its objectives were to: provide and update key agricultural content for the APBs and other related databases; design national Engagement Plans for agricultural policy and research information; share information on national and regional initiatives on knowledge sharing in the agricultural sector, and discuss the next steps for promoting KM and information sharing at the national and regional levels.

APB Periodic Survey Report - Key insights

- Before APBs, 40% of survey respondents were unaware of any existing agriculture policies or plans.
- 95% claim policies are now easier to access – the 5% not finding it easier blame a lack of internet.
- Workshop participants overwhelmingly encouraged each other to upload their documents to able improved cross-country sharing of policy formats, content, research and market insights.
- Workshop attendees committed to being KM advocates, working to educate others and reduce the incidence of ministry colleagues, private sector and others being reluctant to share information.
- Statistics, census and agriculture survey information were survey respondents' most requested 'additional resources' for the APBs. For links via the Policy Bank or related portals, an overwhelming 100% of respondents wanted improved access to Production and Market Access information such as Value Chain reports, followed by 95% wanting links to more Research and Extension information.
- Survey respondents' most recommended engagement ideas (to raise awareness of the APBs), were radio and mobile phone approaches for farmers, and social media then mobile phone SMS for youth.
- Workshop participants prioritised an integrated outreach approach using multiple mediums. A SWOT detailed the need for in-country considerations such as production expertise, cost, etc.
- 95% of survey respondents said they would recommend the Policy Bank to another person.

3.5 Fostering ACP Inter-Regional Knowledge Sharing

The Intra-ACP APP coordinates inter-regional exchanges between the Pacific, Caribbean and African (ACP) countries given the regions share many challenges and opportunities, so there are benefits in fostering information sharing and mutual exchange – especially between the Caribbean and the Pacific. Subsequently, a key goal of the PAPP Intra-ACP project is improved south-south sharing of information, with APBs well placed to be a key enabler to facilitate this process for agriculture policies of the Pacific.

As detailed in 'Section 6: Evaluation and Reporting' it is envisaged that increased engagement with stakeholders may result in the following five (5) key results for APBs:

1. Increased Awareness of National Agriculture Policies
2. APBs to Become the Primary Source to Access Pacific Policies
3. Increased use of APB information for Agriculture Development Planning and Processes
4. Evidence of Improved Knowledge Sharing across Countries
5. Evidence of Collaborations across Countries and Inter-regionally

3.6 Long Term

The short-medium term focus of the Engagement Plan is to raise awareness and use of the APB *tool* targeting only the specific audience of key policy users. The intention is that APBs become the *primary source* of policy information for the Pacific Islands.

Then longer-term, the PAPP Intra-ACP broader aim is to advance beyond awareness-raising for the APB and other KM policy *tools*, and to focus on effective use of the tools' *policy contents* to assist with improved evidence-based decision making plus collaborations across Pacific and ACP countries. For example, farmers and youth are not currently primary users of the APBs and therefore not target audiences for the initial APB Engagement Plan but, in time, it is hoped through ongoing educational and KM activities that they become regular users of policies (and therefore of APBs). (*For more details, refer to 'Section 7.1 – Long Term Behaviour Change'*)

4. TARGET AUDIENCES AND COMMUNICATION MEDIUMS

4.1 Target Audience

In 2015-16 several countries launched their comprehensive APBs. Now that several APBs are launched, the next step is to increase awareness and use of these tools among target audiences.

The Consultant developing the Engagement Plan facilitated a discussion among senior members of the PAPP team, to assist them define the target audiences for Agriculture Policy Banks and, subsequently, the ‘primary’ audiences to be targeted for the Engagement Plan. Initially the target audience focus for APB outreach is on the ‘primary’ users of policy banks, detailed below. Then longer-term, it may expand to include the ‘secondary’ and ‘tertiary’ audiences across the agriculture sector (such as youth, women and farmers). The ‘big picture’ or long-term goal for the sector is to improve the ongoing dissemination and adoption of applied agricultural production research, policies and technologies across all target audiences.

This Engagement Plan aims to raise awareness and use of policy banks, targeting the specific audience of key policy users and those most directly involved in policy development and promotion, who include:

- Policy Makers (govt. officers, private consultants, etc.)
- Government Officers (MOA and other ministries across government including policy officers, KM-ICT officers, research officers, etc.)
- Agriculture Extension Officers (MOA)
- Development partners (donors, partners, agencies involved in policy development)
- Farmer organisations (involved in policy development)
- Media.

Notably, the Engagement Plan does not aim to target youth and farmers – who typically are the target audiences for most agricultural projects but given their current, limited use of agriculture policies they are not included in the primary target audiences.

4.2 Overview of Audiences and Mediums

The target audiences are divided into ‘internal’ (within government) and ‘external’ as each group requires targeted messaging delivered via appropriate mediums (or communication channels).

- TABLE: Target Audiences for Stakeholder Engagement

Target audience	Internal or External	Messaging (“What’s in it for me?” (W4M) information to convey)	Communication Channels or Mediums
PRIMARY AUDIENCE (APB Engagement Plan) – Who may use the APBs regularly, such as weekly?			
Extension Officers	Internal	<p><i>APB Benefit:</i> Extension Officers can assist farmers to better understand national agriculture priorities (detailed in policies) and target market or sub-sector opportunities, which may also include access to potential funding. Policies are now accessible in the field (wherever there is internet)</p> <p><i>W4M:</i> Can better do their job now they are equipped with better access to key policy and information documents.</p>	<p>Staff meetings</p> <p>Seminars</p> <p>Community & Participatory Events</p> <p>Staff Toolkits</p> <p>Radio & TV</p> <p>SMS texts</p> <p>Workshops</p> <p>Roadshows</p> <p>Newsletters</p> <p>Staff emails</p> <p>e-networks</p> <p>Social media</p> <p>Mainstream media, etc</p>
Govt. Officers - MOA	Internal	<p><i>APB Benefit:</i> There exists many agriculture policies, plans, market access reports, etc. – often developed at significant consultancy costs – and making them more accessible means more people can use the information and collaborate to grow the sector.</p> <p><i>W4M:</i> For MOA officers, less time is wasted responding to requests for policies, as now accessible simply and online. Also less time and money wasted on incomplete or inaccessible policies – policies now transparently and publicly managed.</p>	<p>Staff meetings</p> <p>Workshops</p> <p>Newsletters</p> <p>Staff emails</p> <p>e-networks</p> <p>Social media</p> <p>Mainstream media, etc</p>
Govt. Officers – Other ministries	Internal	<p><i>APB Benefit:</i> Agriculture is the nation’s economic backbone, linking with most other ministries. Now have improved access to this sector’s key documents.</p> <p><i>W4M:</i> Benefits in accessing ag plans and sharing plans across ministries.</p>	<p>Staff meetings</p> <p>Workshops</p> <p>Newsletters</p> <p>Staff emails</p> <p>e-networks</p> <p>Social media</p> <p>Mainstream media, etc</p>
Policy Makers	Internal / External	<p><i>APB Benefit:</i> Policies are now easy to access in one location.</p> <p><i>W4M:</i> Policy makers can now compare and share across countries, e.g. use one country’s sub-sector plan as the template or basis for another country’s plan.</p>	<p>Staff meetings</p> <p>Workshops</p> <p>Newsletters</p> <p>Staff emails</p> <p>e-networks</p>
Development Partners (incl. donors, internationals, etc)	External	<p><i>APB Benefit:</i> Policies are being better managed making it easier for donors and development partners to access ag data and information.</p> <p><i>W4M:</i> Can now see what policies exists or are in draft or are due for review, making it easier to assess any policy gaps and need for funding. Also easier to access and cite policy references during reports and meetings.</p>	<p>Radio & TV</p> <p>Donor reports</p> <p>Committees</p> <p>Workshops</p> <p>Newsletters</p> <p>e-networks</p>
Farmer Organisations	External	<p><i>APB Benefit:</i> As core conduits, these organisations may increase APB referral levels across key stakeholders.</p> <p><i>W4M:</i> Policies that were difficult to access – typically involving a visit to the agriculture ministry – can now be viewed instantly online. Also, policies from across several countries can be viewed, shared and collaborations encouraged.</p>	<p>Radio & TV</p> <p>Donor reports</p> <p>Committees</p> <p>Workshops</p> <p>Newsletters</p> <p>e-networks</p>

Media	External	<i>APB Benefit:</i> Ag stories are prepared daily and weekly, and often information is being sought from govt. departments but delays often occur and deadlines are missed. <i>W4M:</i> APBs offer a 'one-stop shop' reliable source of latest ag. data, trends, national priorities, market access, etc.	Media Releases Media Event Workshops Events
(PAPP Committee)	Internal / External	<i>APB Benefit:</i> Members of this regional committee now have improved access to their national and other national policies. <i>W4M:</i> Improved opportunity to share and collaborate on policy development across countries, or potentially regionally.	Media Releases Workshops Newsletters Staff emails e-networks);
SECONDARY AUDIENCE (Future Outreach) – Who may use the APBs in the future or occasionally?			
Non-Government Organisations (NGOs)	External / Internal	NGOs can benefit from accessing and using current policy details, such as for submissions and reports and presentations.	Media news Workshops Newsletters e-networks
Farmers (men and women)	External	Talk to your extension officer about latest policies and information, ie potential growth crops. Knowing policy priorities can assist with farming choices, submissions for grants, access to training, etc.	Extension Officers Ag. Meetings Media news Workshops Newsletters e-networks, etc
Youth	External	Agriculture can be a lucrative career to support your family, especially if you have knowledge about key markets and national priorities (e.g. via policies hosted on the APB). Ag is fast advancing with its use of ICTs and innovation, such as with APBs, making it an increasingly tech-savvy career.	Media news Social media Radio & TV Workshops Newsletters e-networks, etc
Women	External	Women are a cornerstone of the ag. sector in many Pacific Island countries, and now they may be more proactive about representation of women in policies, given anyone – including many women – can access and assess current policies. Agriculture is already a key industry for women, many of whom are already recognising the sector as a business opportunity for income earning and not just a subsistence farming approach to feed the family. Nutrition is important and understanding national policy priorities can help women “sell” their nutritional needs, such as to donors or govt. seedling suppliers.	Media news Workshops Newsletters e-networks
Students / Academia	External	Research projects often need or can be improved via the inclusion of national policy information and data contained within sub-sector plans and reports.	Media news Workshops Newsletters e-networks
Other	External	Consultants, market research companies, and ‘others’ often benefit from accessing and using current policy details.	Media news Workshops, etc
TERTIARY (Future Outreach) – Who may be ad hoc users, advocates or sometimes refer to the APBs?			
SPC staff (Pacific)	Internal	SPC staff benefit from accessing and using current policy details, such as for submissions and reports.	Staff e-networks Workshops Newsletters
SPC staff (New Caledonia and regional)	Internal/ External	SPC staff benefit from accessing and using current policy details, such as for submissions and reports.	Staff e-networks Workshops Newsletters
‘Other’ Local and International Agencies	External / Internal	Agencies can benefit from accessing and using current policy details, such as for submissions and reports and presentations. (Note: This category excludes donors and partners, and includes “general” agencies)	Media/social Workshops Newsletters e-networks

Private Sector (Digicel, etc)	External	Private sector is often removed from govt. processes and policy making. With improved access to policies and related information there is an opportunity for private sector partners to better understand and become more involved with national agriculture priorities. (<i>Note: Tonga is doing this well.</i>)	Media/social Workshops Newsletters e-networks
Sub-national, e.g Provincial, District, etc authorities & govt bodies	External / Internal	Extension Officers often link national, sub-national and community approaches to agriculture – a large burden for a limited number of officers. Now sub-national govt. can also access policies easily, so they too can share and promote them	Media/social Workshops Newsletters e-networks
Across regional bodies	External	Regional agencies often have limited access to national policies. The APBs offer an easy to access and summarise list of each country's policies, therefore providing a regional multi-country overview.	Media/social Workshops Newsletters e-networks, etc
South-South or peer to peer learning across countries	External	A key goal of the Intra-ACP is improved south-south sharing of information (between Africa, Caribbean and the Pacific). APBs are a key enabler to facilitate this process for agriculture policies of the Pacific.	CTA newsletter Workshops Newsletters e-networks, etc

4.3 Communication Channels or Mediums

The focus of this Engagement Plan is to support each country's Ministry of Agriculture (MOA) to improve awareness of its Agriculture Policy Bank (APB) to core users of agriculture policies, e.g. policy makers, MOA staff, development partners, media and others (refer to 'Section 2.2: Overview of Audiences').

Channels that may be used to engage and communicate most effectively with the target audiences include, but are not limited to, the following list that has been divided into three sections:

- 4.3.1 Activities that should not require a budget.
- 4.3.2 Linking with existing activities that do not require a direct budget.
- 4.3.3 Activities that may require a budget.

4.3.1 Activities that should not require a budget

Digital channels

- Websites and internet (e.g. agriculture ministry websites, other agriculture and related sites targeting general news pages, policy sections, ICT tabs, etc.). *Note: Many agriculture ministries do not have websites but do have link to other government sites and portals⁵.*
- Website links (e.g. increase web links from APBs connecting to websites for govt., NGOs, development partners, etc. and also cross-post news on other ministry or organisational websites)

⁵ At the recent 'Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific', only four of the 10 attending countries reported current websites: Cook Islands, Samoa, Tonga and Vanuatu, while Fiji has an outdated website that needs a rebuild.

- Email and e-networks (staff email groups, direct personal emails, regional e-networks such as PAFPNNet)
- APB “news” and “upload” updates (e.g. an MOA may post “latest news” on the homepage, as appropriate, and send the updates to APB stakeholders (across the 15 countries) plus in-country target audiences.)
- Blogs and online e-discussion forums.
- Social media generally (e.g. social media including Facebook and Twitter for the ministry, media, other affiliates as well as Instagram, LinkedIn, etc.)
- Social media campaign (e.g. Facebook is ideal for targeted campaigns). *For example, a member of a ministry may post APB updates on their personal Facebook page and include “names” of other ministry staff members, so that the post is automatically shared on others’ personal FB page. This can be very effective for internal knowledge sharing but should be done reservedly (for privacy).*
- Social media competitions. *For example, Vanuatu MOA suggests a Facebook competition for the most popular (liked) “post from the field” that relates to the nation’s top-five (5) agriculture priorities (as detailed in the national policy housed on the APB) wins a major prize (e.g. private sector donation). By targeting extension officers and the communities they work with (farmers, youth, women, etc) the resulting posts may be a story, testimonial, picture, video, poem, meme, or other post.*
- You Tube posts of “vox pops” (quick interview) and testimonials. *For example, mid last year PAPP hosted an agri-KM event in Vanuatu including the national APB launch, promoted via this online video: [ITW Howard Aru, DG for Agriculture, Vanuatu - YouTube](#). Recently Red Cross reached record popularity on You Tube just having its staff share their heartfelt stories of “challenges in the field”.*

Traditional media

- Media relations campaigns including a Media Release or photo opportunity targeting national and regional (e.g. newspaper stories, TV news, radio interviews)
- Sector specific or niche media (e.g. technical newsletters, technical blogs, development publications)
- Newsletters (ministry, national government, partner and donor newsletters)
- Media event (Refer to ‘Section 2.3.3 Activities that may require a budget’ to read more about hosting a media launch event or simply a morning tea with journalists to explain APBs and answer questions.)

Events

- Workshops, regular committee meetings and other events (e.g. committees, agriculture and related cluster groups, working groups). Link with existing or pre-planned events to promote APBs.
- Seminars and participatory community gathering

- ‘Flashmob’ or ‘pop-up APB trials’ and other gimmick-style events can be created momentarily in public spaces, as a fun way to promote sometimes complex topics such as policies. *For example, [climate change was the topic of a Flashmob](#) in Apia⁶, Samoa, held in a busy shopping precinct and attracting viral social media coverage and mainstream media mentions..*

Survey and “statistic gathering”

- Surveys are a great way to generate interest in a topic, and also to glean interesting “facts and stats” for use such as with social media posts, SMS messages or traditional media. Countries can use the APB Survey pre-prepared and trialled by PAPP, to also seek national benchmarks from key users.

4.3.2 Linking with existing activities that do not require a direct budget

Identify products (or gaps) or other existing agricultural information products drawn from each country (or the region) that can complement engagement activities:

- Agriculture Shows are a great medium for promotional activity, and would be ideal for APB outreach.
- Link with existing, in-country agriculture ministry activities, such as Vanuatu’s ‘Knowledge Hubs’⁷ of farmer groups that focus on knowledge sharing, plus also cascading lessons learned and new agricultural farming and ICT ideas to communities.
- Leverage partnerships with private sector, other ministries, development partners, NGOs, farmer organisations and other agencies. For example, a partner may host regular events, pay for weekly advertising or other activities from which the ministry could be “invited” to join or, otherwise, leverage off.
- Ministry staff inductions (for new staff) and ongoing training should include information about agriculture ICTs such as the APB. The APB should be promoted internally as a standard staff resource.

4.3.3 Activities that may require a budget

- SMS or Mobile Messaging text message campaign or utilisation of online database with a subscriber base. In Fiji this can be done without cost via the FCLC, but in countries such as Vanuatu the recent 2015 post-Cyclone Pam ‘Agriculture and Livelihood Cluster’ paid Digicel a discount rate for national SMSs.

⁶ Downloaded July 2016. Source: <https://terranova.org.au/repository/paccsap-collection/action-against-climate-change-a2c2-youth-generated-content-voices-of-youth-samoa-maluafou-college-video-agriculture>

⁷ Knowledge Hubs. Downloaded July 2016: <http://www.asia-pacific.undp.org/content/rbap/en/home/presscenter/pressreleases/2015/07/31/vanuatu-leads-knowledge-hub-exchange-between-pacific-countries-.html>

- Roadshows may include Extension Officer farmer visitations; ministry expos or roadshows; etc. *For example, APB engagement may “link” with pre-planned ministry Extension Officer roadshows, or establish a policy-specific roadshow visiting targeting government agencies, development partners, farmer organisations, NGOs and others.*
- Mainstream media advertising (radio, TV, print) including paid weekly advertising (ads) or ‘media relations’ generated news stories (no cost but also no control over final published story content):

Radio:

- Radio news (ie via media relations)
- Community radio like FEMlink
- Radio Talkback Shows (interview). *Note: Agriculture ministries and organisations such as NARI in PNG have negotiated weekly “free” radio Talkback shows and newspaper columns, with this being an option worth investigating for ministries in other countries.*
- Paid advertising

Television (TV):

- TV news (ie via media relations)
- Locally produced TV shows, ie Talk Business in Fiji (interview) or TV Walesi⁸ (Digital TV with wireless, which is something that Fiji is working on)
- Paid advertising

Print media:

- Newspaper or magazines Media Release news stories,
- weekly column e.g. a ‘Talking Ag Weekly Column’
- Paid advertising
- Magazine features stories or paid advertorial stories
- Media events such as a ‘Journalist Morning Tea’. This does not have to be a launch event or a major ministerial event, but simply a small gathering of targeting (invited) journalists to hear an update about what is happening in the agriculture ministry, especially in relation to ICTs in agriculture such as the APB. This may be a one-off event or an activity that is conducted each time the ministry wants to update media about a strategy or overview of activities. It costs little but results in improved media relations can be significant – plus sometimes the events may result in additional media coverage.
- Printed materials – factsheets, case studies, impact stories, brochures, etc. (may be online and print). For example, APB user feedback (survey and regional workshop) requested that APBs contain more summarised versions of policies (and translated summaries) plus some impact stories (or case studies) that reveal tangible examples of how policy makers, farmers or others have benefitted from using policies to develop agri-business opportunities.

⁸ TV Walesi. Download August 2016: <https://www.newswire.com.fj/national/going-walesi-fiji-on-track-for-digital-television/>

- Video production that may be a short user guide and introduction to APBs (that may be downloaded onto Extension Officer and MOA staff phones and computers, ready to preview to stakeholders) or a longer video for presentations that may include interviews and testimonials. (This would also link with You Tube and social media activity.)

5. ENGAGEMENT PLAN OVERVIEW

5.1 Roles and Responsibilities

The responsibility for the implementation of this Engagement Plan rests with each country's respective Ministry of Agriculture (MOA), and the nominated agriculture or information officer(s) responsible for the national Agriculture Policy Bank (APB). It is suggested that a Support Team or committee is created to coordinate the implementation of the Engagement Plan (Template 3).

The SPC PAPP team will continue to provide technical and other support to assist the 15 participating countries to continue APB implementation activities, including regular updates of their APB. However, from now countries are being encouraged to take ownership of their own APB given the PAPP project will discontinue at some stage.

5.2 Key Messages and Themes

Following are several key messages and themes that may be used in relation to APB communications. For example, they may be used in Social Media posts, for media interviews, for developing presentations or other engagement activities. There is also a Branding Statement or 'boilerplate' for inclusion within each Media Release, such as at the end of a release. The statement is to acknowledge the APB collaboration between the government and SPC PAPP and its partners.

APB Branding Statement (for inclusion in all *APB media statements and releases*):

The government's development of its Agriculture Policy Bank (APB) is a collaboration between the European Union (EU) supported Pacific Agriculture Policy Project (PAPP), implemented by the Land Resources Division (LRD) of the Pacific Community (SPC), and the Intra-ACP Agricultural Policy Programme at the Technical Centre for Agricultural and Rural Cooperation (CTA).

Purpose: The APB serves a point of reference for policy makers, funders and other stakeholders to compare policies between countries, guide decision making, and to inform negotiations of agricultural policies and decision at the national level.

Background: The policy bank initiative was established to enable countries to disseminate and communicate their national agricultural and forestry policies to the public. It will also be playing the role as a repository for all 15 countries covered by the European Union (EU) supported Intra-ACP Pacific Agriculture Policy Project (PAPP).

Improved access: The new, national Agriculture Policy Bank (APB) managed by the MOA provides a simple, centralised, online repository for people to access agriculture policies and plans. Previously, many of these policies and plans were difficult to attain, and were outdated or stored in private or government libraries not easily accessible by the public.

Policies contain valuable information: Agriculture policies and plans contain important national planning objectives and priorities as well as useful data, research, growth trends, market access, and other valuable information. This information can be helpful to farmers, investors, planners and others to grow their farming enterprises and the overall agriculture sector.

Evidence-based decision making: Having access to reliable, national agricultural information and data - contained within current policies and plans hosted on the APB – assists people to make better evidence-based decisions for planning, private investing, donor funding, and other purposes.

Across country knowledge sharing: The APBs mean Pacific Island nations can more easily access each other's national agriculture policies via one online repository. By enabling improved knowledge sharing of policies across countries, the APBs may assist some countries to:

- a) collaborate to save money and time while developing plans to grow their agriculture industry, e.g. if one country has a sub-sector policy for kava then another with similar climate and economic challenges may collaborate to share the policy template, market access research, statistical data, lessons learned and other information.
- b) conduct comparative analysis of how the sector performs in other Pacific countries.

5.3 Branding, Imagery and Logo Placement

The focus of this Engagement Plan is to support each participating PAPP country's agriculture ministry or department to promote its Agriculture Policy Bank (APB). This is a government-led campaign, supported by PAPP, and so MoA promotional materials such as Media Releases feature branding or imagery from the relevant ministry or national government. There is no requirement to feature PAPP, SPC or other partner logos or branding and, should you wish to include these, then they must be pre-approved by your contact at SPC PAPP. However, MOAs are asked to include the 'branding statement' that details the APB funders and partners in media and public statements ('Annex 1: Template 1 - Media and Advocacy').

5.4 Process for Approval

Development and approval of promotional materials such as government Media Releases are the responsibility of the relevant agriculture ministry or departmental team. A sample Media Approval Process is included in the templates, as a guide if useful for the implementing MOA (refer to 'Annex 1: Template 1 - Media and Advocacy, and Section 7.1.6, Process for Media Approval').

5.5 Considerations

There are various considerations when developing and implementing the APB Engagement Plan.

5.5.1 Core Considerations

Core considerations for implementing the Engagement Plan include a need to:

- 1) Closely interface with supporting PAPP strategies for APBs and related policy initiatives across the 15 Pacific Island countries.
- 2) Focus on supporting, facilitating and promoting existing and planned partnership activities of the PAPP in-country teams and KM advocates.
- 3) Support partners to initiate new APB engagement and communication activities such as media liaison, and online communications such as a website or social media presence.
- 4) The APBs are products 'owned' and increasingly managed by each country's MOA, but were developed thanks to support from PAPP and partners. Consider the many partners when making statements to the media (refer to 'Annex 1: Template 1 - Media and Advocacy').

5.5.2 Financial considerations

Each country may tailor this Engagement Plan to suit its own in-country outreach and communication channels, staff resourcing, budget, and other country-specific factors. Typically, most MOAs in the Pacific have limited resources and, as a result, it is likely the Engagement Plan's focus will be on 'budget-free' media relations activities such as public relations and media liaison, external newsletter and knowledge sharing, and speaker engagements complemented by internal stakeholder engagement. For this reason, there is no attached budget to this Engagement Plan.

Each country should consider whether they have some budget available to promote their APB and, if so, how much is available and where should that money be allocated with consideration to the most appropriate and effective outreach channels available on-country, to reach the target audience of core users of agricultural policies. Thus, at the initial planning phase advance financial consideration should be given to proposed activities such as radio advertising, SMS text messaging campaigns or brochure printing.

6. EVALUATION AND REPORTING

6.1 MOA Reporting and Results

It is difficult but important to evaluate an awareness-raising outreach campaign. The best indicators of the results are usually Outputs (activities completed) more so than Outcomes (behaviour change).

To assist MOAs track the effectiveness of their Engagement Plan implementation, with a focus on its Mini Campaign, the following five (5) simple results are suggested. This is a guide only and may be amended by MOAs.

TABLE: MOA engagement - five key results

Engagement Objective	Indicators	Results
1. Successful MOA adoption of the Engagement Plan, including implementation of its Mini Campaign	Mini Campaign completed. Ongoing outreach continuing.	TBC
2. Increased public advocacy	List media coverage. Tabulate volume of stories and coverage	TBC
3. Increased social media	Track social media posts, likes, etc. Focus on Facebook and Twitter, but with consideration to other social media such as Instagram.	TBC
4. Increased users of the APBs	(To confirm, as PAPP can track site users but only for the whole repository, and not country specific APBs. Perhaps extrapolate trends and significant spikes in usage during a country's Mini Campaign)	TBC
5. Positive feedback from the 'partner event' for the Mini Campaign	Gather anecdotal feedback from 3-5 attendees at the public event.	TBC

6.2 Effectiveness of the regional Engagement Plan template

Separate to the country-specific results for national MOAs, is the need to determine the effectiveness of the overall APB Engagement Plan, such as whether countries were able to adopt and implement the plan.

-TABLE: Indicators to Measure Countries' Effectiveness Adoption of the APB Engagement Plan

Engagement Objective	Action(s)	Desired Outcome (2016-17)	Long Term (beyond 2017)
Country adoption and ease-of-implementation of the Engagement Plan	Track the countries adopting the Engagement Plan (2016-17)	Pilot country (Vanuatu) successful adoption. Additional countries to adopt and implement the plan.	Long term that all participating countries launch their APBs and activate outreach.
Primary users (target audience) increased APB awareness and use	Informal and formal feedback process (e.g. APB Survey or follow-up survey)	Pilot country (Vanuatu) successful adoption. 1-2 additional countries adopt and implement Plan.	Long term that all participating countries adopt the Plan.
Increased public advocacy for APBs is achieved such as via media coverage, SMS messaging, workshops or other outreach activities.	Tabulate volume of stories and coverage	Regular coverage in all participating countries	Countries negotiate regular 'ag' media, e.g. weekly Radio Talkback or Newspaper columns
Increased social media interactions	Track monthly users (PAPP tracking may only be for the whole site, not country specific components)	Exponential growth in users.	-APBs respected as the primary source for Pacific policy information. -ICT use becomes integral in agriculture, not just tools like APBs or random social media
Increased APB webpage users	Track monthly users	Exponential growth in users of the webpage/policy banks	TBC
Positive donor feedback	Ongoing liaison. Possible qualitative process to glean anecdotal feedback	Satisfied or very satisfied with APB awareness and knowledge sharing facilitation across countries	Further donor funding to develop future policy education campaigns

6.3 End of Project Outcomes (EOPO)

Phase five of this Engagement Plan recognises the need to plan beyond the End of Project Outcome (EOPO) of increasing awareness of APBs among the core users of agriculture policies, and advance towards the 'big picture' goals of improving levels of understanding and use of the content within agriculture policies.

RESULT 1: Increased Awareness of National Agriculture Policies

That more stakeholders are aware of the existence of the various agriculture national policies, plans and sub-sector strategies. Also, that more people are aware that policies may be easily accessed via the APBs. In the longer term, the aim is to increase awareness of agriculture policies' content and usefulness across all stakeholders, including those directly involved in agriculture and indirectly involved, e.g. stakeholders who share cross-cutting issues such as ministries of women and youth. *(Note: Initial APB Survey results for Vanuatu and Solomon Islands indicated that, of those within the agriculture sector using the new APBs, more than 40% were previously unaware of the existence of any national agriculture policies or plans.)*

RESULT 2: APBs to Become the Primary Source to Access Pacific Policies

That APBs become recognised and utilised as the 'one stop shop' to access Pacific agriculture policies. If the APBs are well recognised as the most reliable central repository for policies it will increase the likelihood of each country prioritising updates to their online library, and create 'economies of scale' for countries to commit resources to ensure the proper, ongoing management of their respective APB.

RESULT 3: Increased use of APB information for Agriculture Development Planning and Processes

That stakeholders use quality, credible information and national objectives as detailed within the nation's policies and plans - easily accessed via the APB - to inform their planning and decision making for the agriculture sector. In the longer term, the aim is that more people use policies as practical, reference documents containing valuable information for improved planning and development activities.

RESULT 4: Evidence of Improved Knowledge Sharing across Countries

That MOA staff, other government staff, private sector, farmer bodies, donors and others encourage more knowledge sharing practices. In the longer term, the aim is to expand inter-country KM tools such as the APBs to encourage more regional knowledge sharing of policies and plans, especially via the use of ICTs.

RESULT 5: Evidence of Collaborations across Countries and Inter-regionally

That ACP countries share, use and collaborate on the development of future agriculture policies and plans. Longer term there should be evidence of cross-country collaborations in the development of national or regional policies and plans (e.g. one country's kava sub-sector plan may be used as a template for another country's plan, thus benefitting from shared research, national priorities, objectives and future plans.)

-TABLE: WHO will be doing WHAT differently after the project?

Target Audiences	Messaging <i>(Summary only; refer to target audience table for complete messaging)</i>	APB Engagement Plan outcomes	End of Project Outcomes (EOPO) <i>Ideal 'awareness' or 'behaviour change' beyond the PAPP project</i>
PRIMARY			
Extension Officers	Extension Officers' clients, farmers, can benefit directly from policy information, that can now be accessed in the field (where there is internet)	Increase their use of APBs; contribute to APB updates; advocate for APB use and improved KM; teach others to use APBs	Primary advocates in the ag. sector to deliver policy information to APB audiences, from farmers to other govt. staff.
Govt Officers – MOA	For MOA officers, less time is wasted responding to requests for policies, as simply online. Also less time and money wasted on incomplete or inaccessible policies – now transparent and managed. Accessing, using and sharing ag plans across ministries and countries saves time and money and improves knowledge to grow sector.	Increase their use of APBs; contribute to updates; advocate for improved KM and ICT use in ag such as with the APBs.	Sub-sector plans on APBs – whether from that or another country – used as a template for new plan development. Saves time and money and increases 'initial knowledge base'.
Govt. Officers – Other ministries	Agriculture is the nation's economic backbone, linking with most other ministries. Now have improved access to this sector's key documents. <i>W4M</i> : Benefits in accessing ag plans and sharing plans across ministries.	Increase their use of APBs; contribute to updates; advocate	That more government ministries share policies, and also collaborate to ensure inclusion of cross-sectoral issues, such as women and agriculture or tourism and agriculture.
Policy Makers	Policies are now easy to access in one location. You can also compare, share and collaborate across countries.	Increase their use of APBs; contribute to updates; advocate	Start to use one country's sub-sector plan as the template or basis for another country's plan.
Development Partners	Policies are being better managed making it easier for donors and development partners to access ag data and information; to know what policies exists or are in draft or are due for review; to analyse policy gaps and opportunities for funding.	Increase their use of APBs; increased citing of policy references in donor reports and documents.	More evidence-based funding decisions based on policy gaps detailed in the APBs
Farmer organisations	Farmer organisations contribute to policy development and can also	Increase their use of APBs.	Help to educate farmers about policy objectives and priorities to endeavour to increase farmer

	become more involved in outreach to farmers – help to educate and raise awareness of how people can use policy content.	Increased APB referrals to third parties.	involved in policy development and, more importantly, national decision making processes and planning for the sector.
Media	One-stop shop reliable source of latest agriculture data and trends. Ag stories are prepared daily and weekly. APBs offer a ‘one-stop shop’ reliable source of latest agriculture data, trends, national priorities, market access, etc.	Increase their use of APBs	Use APBs as their primary information source for agriculture policy information. MOAs can use media relations to cross-pollinate the APB URL link onto other documents ie media releases from across SPC LRD etc
(PAPP Committee)	Improved opportunity to share and collaborate on policy development across countries, or potentially regionally.	Increase their use of APBs.	-

7. FUTURE OUTREACH

In the process of developing this APB Engagement Plan, it has been highlighted that there is a need to advance beyond the End of Project Outcomes (EOPO) and towards long-term goals of improving levels of understanding and use of policy content (as detailed in the plan's previous section: 'Section 5.3 - End of Project Outcomes'). To advance towards that goal, PAPP has taken initial steps by creating APBs to ensure that people in the agriculture sector are firstly aware that policies exist, and now may easily access policies

For the long-term goals to be achieved, it will take several years of persistent education and engagement. Converting policy *awareness* to *behaviour change* - whereby people proactively seek and use information contained within policies - will require a complete knowledge management cycle within MOAs, across governments and regionally, and across all parts of the sector from private business to farmers. This links with PAPP's three Key Result Areas (KRAs):

1. Strengthen evidence based regional agricultural development plans and strategies
2. Improve the dissemination and adoption of applied agricultural production research and technologies
3. Contribute to agricultural enterprise development through improved market linkages.

7.1 Long Term Behaviour Change

Establishment of each national APB, in liaison with PAPP, was to initially create a tool to improve the management and accessibility of agriculture policies in the Pacific. The next step is to use the APB Engagement Plan to boost awareness and use of this new tool, the APB, especially among the core users of agriculture policies.

Longer term, the intention is that APBs will become the primary source of policy information for the Pacific Islands, and that the focus of outreach activities advances beyond 'awareness raising' and to improved policy development, education and collaboration. For example, farmers and youth are not primary users of the APBs and therefore not target audiences for the APB Engagement Plan but, in time, it is hoped they become regular users of policies (and therefore of APBs).

8. ANNEX 1 – IMPLEMENTATION GUIDE & TEMPLATES

Refer to the separate document:

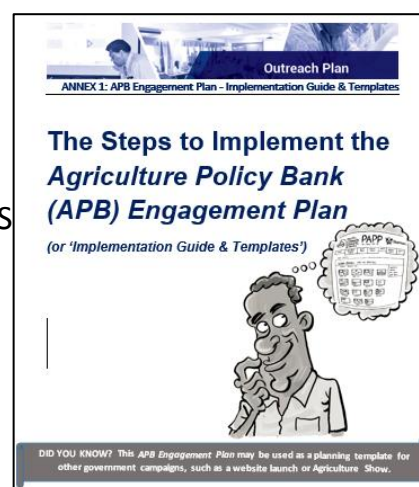
‘Annex 1: APB Engagement Plan – Implementation Guide & Templates’.

The **Implementation Guide** aims to make the **APB Engagement Plan** **simple to implement** by including checklists, step-by-step instructions, templates such as pre-drafted media releases, meeting agenda, etc.

Staff without communications or media experience could implement this Engagement Plan. Some of the MOAs implementing the APB Engagement Plan will have communications specialists to assist with the planning and implementation of their APB Engagement Plan, however, for many countries it may be policy or extension officers (with limited engagement or communications experience). Templates containing ‘helpful hints’ aim to assist agriculture policy officers and other non-communications staff who may be tasked with implementing this plan. (These helpful hints do not replace any expert advice provided by a governments’ media and communications staff.)

Templates and helpful “how to” instructions include:

1. TEMPLATE 1 – MEDIA, SOCIAL MEDIA AND ADVOCACY
2. TEMPLATE 2 – APB LAUNCH MEDIA RELEASE
3. TEMPLATE 3 – SUPPORT TEAM
4. TEMPLATE 4 – WISHLIST FOR ENGAGEMENT ACTIVITIES
5. TEMPLATE 5 – MINI CAMPAIGN - IMPLEMENTATION CHECKLIST
6. TEMPLATE 6 – MINI CAMPAIGN - MEDIA RELEASES
7. TEMPLATE 7 – WORKSHOP PRESENTATION
8. TEMPLATE 8 – APB USER GUIDE
9. TEMPLATE 9 – SOCIAL MEDIA
10. TEMPLATE 10 – EVALUATION AND REPORTING



9. ANNEX 2 – APPENDICES

Appendix 9.1 – About PAPP

Appendix 9.2 – User and Participant Feedback

Appendix 9.3 – Ideas from other agriculture plans

Appendix 9.1 – About PAPP

The APBs are just one component of a suite of workshops, tools and KM resource support being provided by the Pacific Agriculture Policy Project (PAPP). The European Union (EU) supported PAPP, implemented by the Land Resources Division (LRD) of the Pacific Community (SPC) is a collaboration with the Intra ACP Agricultural Policy Programme (Intra-ACP APP) at the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA). The Intra-ACP APP coordinates inter-regional exchanges between the Pacific, Caribbean and African (ACP) countries given the regions share many challenges and opportunities, so there are benefits in fostering information sharing and mutual exchange – especially between the Caribbean and the Pacific. SPC PAPP and CTA together with Global Intra-ACP APP continue to work in partnership to strengthen agriculture policies, research, value chains and markets by facilitating learning and information sharing among key stakeholders.

PAPP has three Key Result Areas (KRAs):

1. Strengthen evidence based regional agricultural development plans and strategies
2. Improve the dissemination and adoption of applied agricultural production research and technologies
3. Contribute to agricultural enterprise development through improved market linkages.

To achieve these KRAs, much of PAPP's work is dedicated to supporting the agriculture sector, in particular Pacific Ministries of Agriculture (MOAs), to build capacities to better organise, disseminate and manage agricultural information. PAPP has supported the design and implementation of a number of initiatives to promote information transparency for MOAs and related stakeholders to better inform and engage all key stakeholders. These initiatives include:

- Establishment of electronic libraries or the APBs for all 15 participating PAPP countries, of which four countries have developed and launched comprehensive national policy banks (Vanuatu and Solomon Islands launched late 2015 and Tonga mid 2016).
- Agricultural technical exchange e-forum and portal (PAFPNet) that promotes exchange of extension and technical information on a wide range of agricultural topics;
- KM Capacity assessments for Tonga, Samoa, Cook Islands and Vanuatu;
- Supporting the development of Market Information Systems and mobile-based farmer services
- Strengthening of databases for agricultural research and extension information.

More broadly, this work demonstrates how agriculture is using Information Communication Technology (ICT) to develop the important sector of agriculture, which is the economic backbone of many Pacific Island nations. PAPP, and its APBs, are helping countries embrace and work with technology to maximise impacts and benefits in agriculture, using the sector's limited resources.

Appendix 9.2 – User and Participant Feedback

PREAMBLE: The following extracts are from the first *APB Periodic Survey Report* collates and analyses insights gathered from the June 2016 *APB Survey* and also from the *Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific*. These insights aim to provide an evidence-base to guide future planning for APBs, including more bank launches and promotional Engagement Plans. Also, as more countries launch their banks they may replicate the APB Survey to produce data trends comparable over time and across countries.

EXTRACT FROM THE APB Periodic Survey Report, Introduction

With several national APBs launched in place and more preparing to launch across the 15 Pacific ACP countries, including Timor-Leste, it was timely in mid-2016 to review the initial implementation stage and reflect on successes and lessons learned. As a result, the first *APB Periodic Survey Report* was created, collating insights gleaned from the *APB Survey* and also from the *Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific* which took place in May 2016. The first APB Periodic Survey Report collates and analyses insights gathered from the APB Survey and Regional Workshop. These insights will provide an evidence-base to guide future planning for APBs, including more bank launches and promotional Engagement Plans. Also, as more countries launch their banks they may replicate the APB Survey to produce data trends comparable over time and across countries.

Key insights

- Before APBs - 40% of survey respondents were unaware of any existing agriculture policies or plans.
- 95% claim policies are now easier to access – the 5% not finding it easier blame a lack of internet.
- Workshop participants overwhelmingly encouraged each other to upload their documents to enable improved cross-country sharing of policy formats, content, research and market insights.
- Workshop attendees committed to being KM advocates, working to educate others and reduce the incidence of ministry colleagues, private sector and others being reluctant to share information.
- Statistics, census and agriculture survey information were survey respondents' most requested 'additional resources' for the APBs. For links via the Policy Bank or related portals, an overwhelming 100% of respondents wanted improved access to Production and Market Access information such as Value Chain reports, followed by 95% wanting links to more Research and Extension information.
- Survey respondents' most recommended outreach ideas (to raise awareness of the APBs), were radio and mobile phone approaches for farmers, and social media then mobile phone SMS for youth.
- Workshop participants prioritised an integrated outreach approach using multiple mediums. A SWOT detailed the need for in-country considerations such as production expertise, cost, reach, etc.
- 95% of survey respondents said they would recommend the Policy Bank to another person.

The use of mediums for engagement activities

The survey results and workshop insights indicate a desire to prioritise the use of mediums such as radio, mobile phone SMS and workshops for any Engagement Plan activities. However, as discussed in detail at the workshop, the question is whether each country has the capacity to use their preferred channels. As each country seeks to adopt the APB Engagement Plan and tailor it for use within their own country, consideration will need to be given to the in-country capacity, media channels and resources.

At the workshop, representatives from each of the 10 countries attending provided a presentation about their national agricultural KM and Policy Bank progress. Key points from these presentations were summarised in a basic SWOT chart (strengths, weaknesses, opportunities, and threats) detailed in the Appendices ('TABLE: SWOT Summary of Country Presentations – Challenges and Strengths'). The following insights and analysis are based on, and limited to, the presentations and discussions throughout the workshop.

All countries indicated radio was a reliable channel and the mainstay during disaster communications, but Television varies greatly with Niue and Timor Leste receiving coverage for only a few hours a day and Vanuatu's TV typically only reaching the main island of Efate (only one of six provinces).

Only four of the 10 countries have current, operational websites (Cook Islands, Samoa, Tonga and Vanuatu – Fiji has an outdated site) and similarly only four countries have launched, or are about to launch, their national APBs (Samoa, Solomon Islands, Tonga and Vanuatu). This may indicate a correlation between the Information Technology (IT) capacity within an agriculture ministry, and its ability to develop and manage its website, policy bank and other ICT projects – and therefore its resource capacity, or lack thereof, to promote these resources via an Engagement Plan. Notably, while the lack of a website may limit some Engagement Plan web-based cross-promotions it does not exclude nations from having an APB given these are hosted on SPC PAPP's PAFNet e-forum portal. Also, some countries such as Niue have no agriculture department website but still conduct social media activity, targeting computer and smartphone internet users.

A growing number of Pacific Island countries are improving their internet connectivity such as, but not limited to, Niue (an estimated 95% of homes have internet access), Tonga (underwater broadband internet cable since 2013), and Vanuatu (access to fibre optic cable). This has positive implications for any Engagement Plan online activities, such as those targeting users of social media and – as internet access improves – a growing number of smartphone mobile internet users. Notably, SMS campaigns can target old keypad phones and do not need users on smartphones, such as the Digicel campaign conducted in Vanuatu before and after Cyclone Pam or the Fiji Crop and Livestock Council (FCLC) ongoing mobile-farmer service. There are also excellent opportunities to link Engagement Plan promotions with the ongoing weekly media activity pre-scheduled by several countries, including PNG, Tonga, and Timor Leste (uses community radio and also TV that operates only five hours a day).

Face to face consultations and networks are always the most effective form of outreach, but also possibly the most resource-intensive. However, countries highlighted many existing networks that could link to the Engagement Plan such as agriculture technical working groups; farmer clubs;

clusters e.g. agriculture and climate change; print materials e.g. quarterly newsletter; e-group forums; training, or linkages with schools such as in Samoa where agriculture is integrated into the school curriculum.

Gender considerations were addressed, at a basic level, with some workshop participants expressing the sentiment that women are integral within the agriculture sector and do not need to be specifically targeted, though there are definitely additional benefits in outreach to women's groups.

APB Periodic Survey Report, Section 5.0 'ENGAGEMENT IDEAS'

5.1 Summary

The key outreach ideas and considerations discussed by survey and workshop participants follow.

- Both the workshop and survey insights highlighted radio and social media among the most recommended channels.
- An integrated approach using multiple, complementary mediums or channels is best.
- Radio is ideal for remote communities, especially now that more people have solar radios.
- Social media is fast growing in popularity and is particularly useful to target youth but internet access is still limited or non-existent in many remote parts of the Pacific Islands.
- Mobile phone SMS messaging is an ideal way to reach farmers, especially in Fiji where the FCLC offers a free service for the farmer community, but it can be costly to pay wholesale.
- Agriculture ministries in some countries have negotiated discounted or free rates in mainstream media, and this may be replicated by other countries.
- Roadshows and agriculture shows are great promotional tools to reach farmers directly.
- Face to face remains the most effective form of outreach, albeit costly and time consuming – importantly this should include 'internal' within and across ministries and not just to 'external' audiences such as farmers, youth, women, general committees, etc.
- There is value in linking with groups such as religious, women's and youth networks.
- Include more links to the Policy Banks on existing websites (for those countries whose agriculture ministries have sites); social media campaigns, and products e.g. Cook Islands calendar for farmers and fishers with crop planting times; and other resources.
- In-country considerations must be assessed when selecting mediums, e.g. radio or TV, such as cost, audience, access, production expertise, storage, long term management, etc.

5.2 Outreach to Specific Audiences

In the survey, respondents were asked for their top suggestion *"to raise awareness and increase the use of the Policy Banks"* firstly for farmers, then for youth.

For farmers, radio was selected as the most popular way to promote the Policy Banks to farmers (42%), attracting almost double the votes of the second choice of mobile phones via SMS or text messaging (23%). Sixteen respondents volunteered comments, many of whom highlighted the need to ensure workshops are included in the promotional mix to reach farmers. Some extracts from the comments are listed below in verbatim form:

- *"Combine radio, newspaper, tv, workshops"*

- *Other = Community awareness and consultations. Majority of farmers and farming communities in my country live in rural locations and some even reside in very remote communities thus accessing information from central locations in some cases quite difficult and challenging. In addition, most farmers are illiterate (cannot read and write) and only a number of them are quite up to date with use of modern technology (internet etc).*
- *Radio has wide coverage in Solomon Islands... Use of linkages with other partner organisations will be a bonus with regards to wider coverage.*
- *Almost everyone has a mobile phone. People in the rural and remote areas can access information.*
- *Workshops also. Radio coverage encompasses a mass population and workshops delivers interactions between officers and farmers.*
- *Because workshops is the only time when officers come to meet the farmers. Face to face contact is more better than the other source of communications."*

For youth, the top three approaches nominated were social media (38%), mobile phone SMS or text messaging (23.8%), then radio (14%). There was a mix of comments from respondents about why they chose their option (a selection of verbatim responses follow):

- *"Facebook, everyone has it..."*
- *Most youths have access to mobile phones and can read.*
- *Using the options of radio, newspaper, websites, social media and workshops should at least capture attention of wider cross section of youth across Solomon Islands.*
- *Youths usually listen to radios but FM not AM.*
- *Partnership with Ministry responsible for youths, Churches' Youth ministries, and other NGOs."*

In comparison, the workshop participants focussed less on youth and farmers as the target audience for the APBs and the promotion of KM – though they were discussed as those groups are a key focus for the agriculture sector – and more so about ways to outreach to government officers, policy makers, media and extensions officers. Also, the workshop conversations focussed more on in-country considerations and challenges to carefully select media channels and how these should be mixed or integrated, such as a television campaign supported by newspaper, SMS and social media activity.

TABLE: Outreach channels preferred for farmers

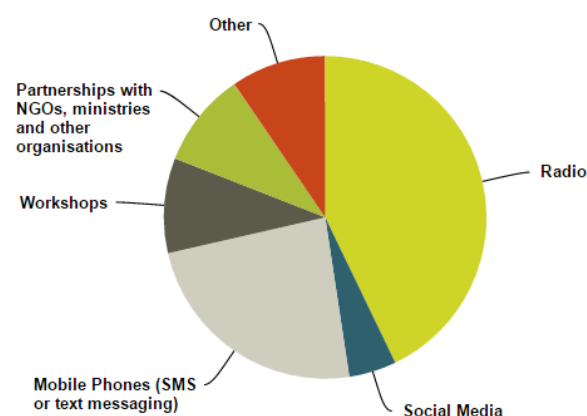


TABLE: Outreach channels preferred for youth

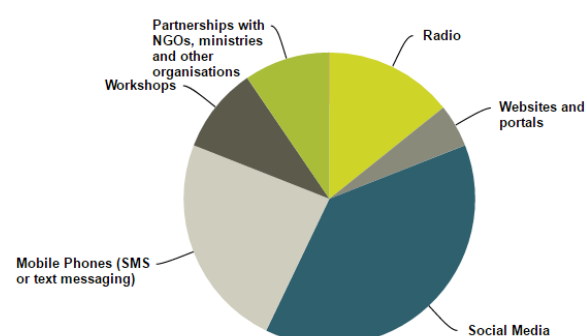


DIAGRAM 6: APB Survey results for questions seven and eight.

Notably, both the survey and workshop participants focussed on the same outreach channels as the most effective ways to raise awareness and use of the policy banks, namely: radio, social media, television, mobile phone SMS as well as face to face interactions, with workshop participants regularly referencing agriculture roadshows (national and regional). The need for more online links with government websites was also highlighted at the workshop, where participants also discussed some of the considerations when selecting the channels or mediums including: cost (produce and transmit), research, audience, what channel is suited to particular content, preparation time, expertise or 'content curation' (e.g. what is the level of expertise of those who create your video, SMS, website). There were also challenges: storage, approving access, placement, partnerships, management, etc. (Refer to the appendices for more details: SWOT chart and the Group Activity whereby specific in-country campaigns and mediums were used, and spreadsheets were subsequently developed.)

Considerations to tailor the Engagement Plan for each country

The survey results and workshop insights indicate a desire to prioritise the use of mediums such as radio, mobile phone SMS and workshops for any Engagement Plan activities. However, as discussed in detail at the workshop, the question is whether each country has the capacity to use their preferred channels? As each country seeks to adopt the APB Engagement Plan and tailor it for use within their own country, consideration will need to be given to the in-country capacity, media channels and resources.

At the workshop, representatives from each of the 10 countries attending provided a presentation about their national agricultural KM and Policy Bank progress. Key points from these presentations were summarised in a basic SWOT chart (strengths, weaknesses, opportunities, and threats) detailed in the Appendices ('TABLE: SWOT Summary of Country Presentations – Challenges and Strengths'). The following insights and analysis are based on, and limited to, the presentations and discussions throughout the workshop.

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internet cable since 2013), and Vanuatu (access to fibre optic cable). This has positive implications for any Engagement Plan online activities, such as those targeting users of social media and – as internet access improves – a growing number of smartphone mobile internet users. Notably, SMS campaigns can target old keypad phones and do not need users on smartphones, such as the Digicel campaign conducted in Vanuatu before and after Cyclone Pam or the Fiji Crop and Livestock Council (FCLC) ongoing mobile-farmer service. There are also excellent opportunities to link Engagement Plan promotions with the ongoing weekly media activity pre-scheduled by several countries, including PNG, Tonga, and Timor Leste (uses community radio and also TV that operates only five hours a day).

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Gender considerations were addressed, at a basic level, with some workshop participants expressing the sentiment that women are integral within the agriculture sector and do not need to be specifically targeted, though there are definitely additional benefits in outreach to women's groups. In terms of participants, the workshop comprised five females who officially RSVP'd plus many female presenters and organisers in attendance, while three of the 21 survey respondents were female. Analysis of the survey responses indicated that the female responses and comments were similar to those of their male counterparts, with two of the three being aware of agriculture policies before the launch and two of three believing it was difficult to access those policies prior to the APBs. The key difference was that one of the females said "no" she would not recommend the APB – the only one of all respondents to provide this response – then explained this was because the APBs rely on internet access for which she has limited connectivity.

Appendix 9.3 – Ideas from other agriculture plans

SUMMARY: There is a typical trend in agriculture technical papers, reports and projects to highlight the importance of engagement and advocacy but then limited content is provided to suggest new, or reference existing, communications approaches. This review was primarily focussed on project plans that mentioned outreach and communications, more so than specific agriculture Engagement Plans which were either largely absent or simply difficult to find.

Notably, this APB Engagement Plan does not target youth or farmers – as determined by PAPP - for which agencies such as SPC have recently introduced several communications initiatives.

REVIEW – PRODUCTS

KOKO SIGA – VALUE CHAINS PACIFIC AGRICULTURE GUIDE FOR THE PACIFIC ISLANDS

<http://pafpnet.spc.int/attachments/article/504/Agricultural%20Value%20Chain%20Guide%20for%20the%20Pacific%20Islands.pdf>

NOTES: Design and content focus on the “user” (ie farmer).

This emphasis on “easy to use and adopt” has been taken with the Implementation Guide with personal instructions, many templates and checklists.

Great use of “farmer” photos and testimonials (mini impact statements).

Great “easy to follow steps”, multiple summaries and breakout boxes.

FAO E-AGRICULTURE STRATEGY (strategy and toolkit for countries to develop their strategy)

The Food and Agriculture Organisation (FAO) of the United Nations and the International Telecommunications Union (ITU) have published the the FAO-ITU E-agriculture Strategy Guide

www.fao.org/asiapacific/resources/e-agriculture

E-agriculture Strategy Guide (and toolkit)

PDF URLs: <http://www.fao.org/3/a-i5564e.pdf>

Card URLs: <http://www.fao.org/documents/card/en/c/24f624ea-7891-45e8-9b24-66cbf13f004d/>

NOTES: P136 ‘Developing a national e-ag strategy’ section has useful templates and ideas for APB outreach:

- Diagram to illustrate phases (this was already done in the APB Engagement Plan)
- Suggested structure (similar to an easy to follow checklist)
- Templates, ie ‘template for developing an activity’

Great use of imagery – pictures of people, symbols to represent topics (ie for each stream of ICTs there is a symbol and not just bullet-point text). In particular great graphics depicting complex policy, plans and goals – user friendly.

THE EXPORT OF HORTICULTURE AND HIGH VALUE AGRICULTURE PRODUCTS IN PACIFIC ISLANDS

Refers to the need for outreach and advocacy but provides no details: “Following the RFFMP model, the program would have three core functions: market access facilitation, **advocacy**, and applied research.”

NOTES: This seems to be a typical trend in ag products and strategies, that the importance of outreach and advocacy is referenced but limited information or detail is provided.

PROJECTS – GENERAL

‘Farm to Table’ (Youth) - More than a thousand Fijian, Vanuatu and Samoan youths will be assisted to secure employment through organic agriculture with the launch of a USD 1.5 million two-year programme in Suva, Fiji, recently. The ‘Farm to Table’ project is a partnership between the United Nations Development Programme (UNDP), the International Fund for Agriculture Development (IFAD) and the Pacific Organic and Ethical Trade Community (POETCom) housed within the Pacific Community (SPC) funded by the SDG-F.

NOTES: Youth are not a core target audience for the APB Engagement Plan, as specified by PAPP, but similar approaches can be used for other audiences.

Literacy Multi-Media (Youth) - In the lead up to International Literacy Day on 8 September, the Pacific Community (SPC) is conducting a campaign with Pacific education ministries to raise awareness on the importance of reading. The campaign includes the launch of a multi-media competition today which is open to children up to 16 years.

NOTES: Youth not a core target audience for APB outreach, but multi-media the focus for outreach (integrated communications solutions).