



Pan African FO Exchange Platform

SESSIONS

"Communication: A Fundamental Pillar of Success for Farmers' Organisations"

OVERALL CONCEPTUAL NOTE

Context

Farmers' organisations play a crucial role in rural development, food security and the promotion of sustainable livelihoods. However, to maximise their impact, it is imperative that FOs adopt effective communication strategies. Communication is the link that strengthens internal cohesion, facilitates external collaboration, raises awareness among stakeholders and amplifies the influence of FOs.

The Pan-African Platform for Farmer Organisation Exchange, in partnership with AHA, is dedicating its 13th session to "Communication: Fundamental Pillar of Success for Farmer Organisations", which will be moderated by PROPAC.

Global Objective

The overall aim of these training sessions is to equip farmers' organisations with the skills they need to optimise internal and external communication, thereby strengthening their ability to achieve their objectives, mobilise the community and positively influence their environment.

Specific objectives

1. **Understanding the Role of Communication:** To enable participants to fully grasp the crucial importance of communication for the overall success of farmers' organisations.
2. **Development of Internal Communication Skills:** Strengthening the internal communication skills of members of the organisation, thereby promoting more effective collaboration within the organisation.
3. **External Communication Strategies:** Train participants to develop sound external communication strategies to establish fruitful partnerships, mobilise community support and raise the organisation's profile.



4. **Community Awareness and Mobilisation:** Giving members the skills to design and implement effective awareness campaigns, helping to strengthen links with the local community.
5. **Use of Social Media and New Technologies:** to familiarise participants with the use of social media and modern technologies to improve the reach of communication and increase the visibility of the organisation.
6. **Advocacy and Political Influence:** Equipping members with the tools to carry out advocacy actions, influence agricultural policies and participate actively in relevant political discussions.

Expected results :

- Improving internal coordination within POs.
- Strengthening partnerships with external players.
- Increased visibility and credibility of POs.
- Active participation in political decision-making processes.

Structure

Communication: A Fundamental Pillar of Success for Farmers' Organisations" will be organised into three separate sessions. Each focuses on a specific topic:

- **Session 1: Optimising Internal Communication in Farmers' Organisations using Digital Tools**

The main **aim of** this session is to deepen participants' understanding of the crucial role of digital tools in simplifying and improving internal communication within farmers' organisations. The specific advantages of these tools, including project management platforms, instant messaging applications and real-time document sharing tools, and illustrate how they have helped overcome traditional challenges, promoting more effective coordination and smoother communication.

Resources: The session will be structured interactively, combining informative presentations with concrete case studies. The first part will be devoted to an in-depth analysis of the role of digital tools in improving internal communication. PROPAC will highlight the specific advantages of each type of tool and explore with participants concrete examples of farmers' organisations that have succeeded in optimising their communication thanks to these technological innovations. Practical demonstrations and



Question-and-answer sessions will be integrated to encourage interaction and deeper understanding.

The discussion will then focus on potential challenges and solutions for effectively integrating these tools into farmers' organisations. Interactive workshops will encourage participants to share their experiences and work together to identify specific strategies adapted to their particular contexts.

- **Session 2: Opportunities offered by social media and websites** The central aim of this session is to enable participants to take full advantage of the opportunities offered by social media and websites.

opportunities offered by social media and websites in the agricultural context. It will attempt to understand how these platforms can act as powerful levers for reaching farmers, other farmers' organisations and partners. In addition, it will highlight the crucial role of a website in this dynamic, exploring how these interconnected tools can be used synergistically to strengthen communication and engagement within the farming community.

Resources: The session will begin with an introduction to the strategic importance of social networks and websites in the agricultural sector. Success stories will demonstrate how these tools have been used in innovative ways to reach diverse audiences within the farming community.

An exploration of the most relevant social networking platforms for reaching farmers and other farmers' organisations will be carried out, focusing on effective strategies and best practices. The discussion will continue by analysing the role of the website and how it can be synergistically integrated with social networks to maximise impact.

Interactive workshops will enable participants to develop strategies tailored to their specific contexts, with an emphasis on aligning communication objectives with the functionalities of social networks and websites.

The session will conclude with a reflection on future opportunities and emerging trends in the use of social networks and websites in agriculture, encouraging participants to stay at the forefront of technological developments to optimise their communication efforts. The overall aim is to equip participants with an in-depth and practical understanding of how these tools can be strategic enablers to strengthen communication and engagement within the farming community.



- **Session 3: Networking: Strategic Exploration of Networking**

Objectives: This session aims to deepen participants' understanding of the strategic importance of networking in politics. The session aims to explore how networking can influence policy strategy, focusing on the relevant formats and digital tools that facilitate this dynamic. It will provide participants with the knowledge and skills to effectively use networking as a strategic lever for developing and refining strategies vis-à-vis politicians, highlighting the interconnection with activities such as lobbying and advocacy.

Resources: The session will begin with an introduction to the role of networking in the policy context, highlighting its strategic implications. Presentations will illustrate concrete case studies where networking has had a significant impact on the formulation of successful policy strategies.

An in-depth analysis of the specific formats conducive to effective networking will be carried out, highlighting the advantages of each. A practical demonstration of digital networking tools will also be included, enabling participants to explore these solutions interactively.

The second part of the session will focus on how networking can be strategically used to develop strategies vis-à-vis politicians. Interactive discussions and case studies will provide concrete perspectives on how networking can be aligned with specific policy objectives, highlighting its role in activities such as lobbying and advocacy.

Collaborative workshops will encourage participants to apply the concepts covered in practical scenarios, fostering a deeper understanding and practical application of the knowledge acquired.

The session will focus on creating a personalised action plan for each participant, implementing the lessons on networking in a specific policy context. The overall aim is to equip participants with the skills to use networking strategically in their policy work. The aim will be to understand how these elements combine to enhance influence and impact in the policy arena.

Target audience

- Heads and managers of communications in farming organisations.
- Members of project management teams.



- PO staff
- Agricultural policy professionals.
- Lobbyists working in POs.
- Members of agricultural advocacy groups.