

Development and Scaling of Sustainable Feeds for Resilient Aquatic Food Systems in Sub- Saharan Africa (FASA)

Communications Strategy

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Funded by:



Norad

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1. FASA Context

Twenty-two percent of all human dietary protein in sub-Saharan African (SSA) countries is supplied by fish. The aquaculture sector is expanding and is expected to grow across the region by as much as 55 percent by 2030. Development of the aquaculture industry has been prioritized within the national agriculture development plans of more than 20 African countries.

Aquatic animal feed is a key enabler for the sustainability and profitability of aquaculture. According to the [Blue Food Assessment](#), increasing the efficiency of feed to aquatic food weight gain represents the biggest opportunity to improve environmental performance.

Until recently, most smallholder fish farmers engaged chiefly in the production of on-farm feed. For example, in 2005, approximately 70 percent of aquafeed in Nigeria was farm-made and in Kenya, prior to the availability of compounded feeds, most smallholder fish farmers used locally available feedstuffs such as corn meal or rice bran to feed their fish or fish were reared in ponds with manure—with or without supplemental feeds. However, while many smallholder fish farmers in SSA still use on-farm feeds, the upsurge in aquaculture growth over the past decade has led to the emergence of informal small-scale feed millers and formal large-scale aquafeed manufacturers.

SSA countries often depend on imports in addition to domestic production for their supply of quality feed ingredients. In Zambia, for instance, almost all micro-ingredients in feeds, such as fishmeal, premixes and vitamins, are imported. This reliance on imported ingredients is coupled with inconsistent quality of farm-made feeds in SSA related to limited knowledge of in-country ingredients available, the potential processing techniques to improve local ingredients, the formulation of local balanced diets and the use of digital tools to access information on local ingredients.

The **Development and Scaling of Sustainable Feeds for Resilient Aquatic Food Systems in Sub-Saharan Africa (FASA) project**, funded by NORAD, will take place over a 5-year period in three African countries – Nigeria, Zambia, and Kenya. In Nigeria, WorldFish will focus on Oyo State and Lagos State where the Nigerian Institute for Oceanography and Marine Research is located while in Zambia, the focus will be on the Northern Provinces and in Kenya, WorldFish will work in Nairobi as well as Nakuru where Egerton University is located.

This project has the following primary goal: to develop low-cost, highly nutritious fish feeds based on novel ingredients and enable 5,000 smallholder fish farmers in three African countries to test and adopt these ingredients and feeds, leading to increased income, improved food security and reduced waste and pollution. WorldFish estimates that 30 percent of total fish farmers will be women and 40 percent will be youth.

The project is aligned to address Norad's international development priority areas, particularly sustainable food production and Norway's intention to improve nutrition, enhance jobs and value creation, and promote capacity building.

2. Communications Objectives

FASA's communications activities are aimed to achieve the following objectives:

- Demonstrate to stakeholders and wider audiences what and how FASA is making a difference in the well-being of people dependent on aquatic food systems
- Disseminate knowledge and learnings from the project to stakeholders within project countries and outside for possible adaptation and scaling
- Enable project staff and partners to communicate and exchange knowledge with the stakeholders
- Support FASA's project deliverables, such as trainings and policy briefs, to ensure their effective uptake and outcomes
- Ensure that investors and partners view FASA (and WorldFish) as a credible, relevant and results-oriented project (and organization)

To engage FASA's diverse stakeholders effectively, relevant and credible content will be developed and packaged into compelling products, tailored to the needs of the audiences and disseminated through appropriate channels.

3. Target Audiences

Primary audiences

- Donor (NORAD)
- Partners involved in research and delivery (e.g. CORAF, ICIPE)
- Policymakers in project countries
- Local and regional media

Secondary audiences

- Regional associations and agencies, such as ECOWAS, COMESA, and AUDA-NEPAD
- Africa Development Bank and other potential donors/partners
- Wider stakeholders of sustainable development in Africa
- Global aquatic foods and 'blue economy' community

4. Key Messages

The following are key messages of the FASA project that are to be communicated in communication products:

Aquatic foods

- Aquatic foods and aquaculture can be a game-changer for advancing sustainable development and fighting hunger and malnutrition in Africa.
- Sustainable aquaculture is a win-win solution for people and planet – it contributes to income generation, food and nutrition security, family well-being, gender parity, and inclusivity, with a smaller carbon footprint compared to land-based food production.
- Sustainability is a priority in aquaculture development, demanding a circular economy approach, waste reduction and avoidance of environmental pollution.
- Thriving aquaculture value chains offer a large, untapped opportunity in Africa to empower women and youth and bridge inequities.

Aquatic animal feed

- Climate change impacts aquaculture and necessitates environmentally friendly and cost-effective technologies like sustainable fish feeds.
- Developing local, sustainable aquatic animal feed is crucial to overcome challenges in low-income countries, such as high feed costs and reliance on expensive imported resources.
- Efficient feed-to-animal weight conversion offers the biggest opportunity to improve the environmental performance of aquaculture.
- Conventional fish feeds have a high environmental cost, are of poor quality, and are often inaccessible to smallholder fish farmers, especially women and youth.

5. Communications Tools and Tactics

A mix of audience-tailored communication products and channels is crucial for achieving successful communication outcomes and maximizing the impact of communication activities that meets the Results Framework and MEL Plan. WorldFish will use the following tools and tactics to communicate and engage FASA's diverse audiences, with tailored strategies for specific project activities and objectives as needed.

- **Project microsite**

A project microsite or webpage, residing on the WorldFish website, will provide access to all project communications materials and reports and curate related posted news updates and stories. The WorldFish website has some 40,000 unique visitors monthly, equipped to provide adequate visibility to FASA's activities and impact. [Project URL](#)

- **Social media**

WorldFish has some 100,000 followers on its social media channels – Twitter, Facebook, and LinkedIn. WorldFish will promote FASA's events, activities, and outcomes on its social media channels, tagging the relevant partners to engage and promote. Posts will be used to disseminate publications, news updates and other FASA content posted on the website, as well as to push out content in small bites to share knowledge and promote events and activities.

- **E-newsletter**

An annual e-newsletter will be sent out to stakeholders sharing FASA's activities, outcomes, and any publications.

- **Promotional products**

A suite of promotional products to engage different audiences at varied occasions will be developed to succinctly convey FASA's objectives, activities, partners, and countries of work. These include a project brochure or factsheet, a roll-up banner for use in events, and any other products as need arises.

- **Blogs and Stories**

A series of blogs and impact stories will be developed periodically throughout the implementation of FASA to provide insights into the project's activities and outcomes, including 'In the Spotlight' featuring project staff.

- **Events**

Visibility at country, regional, and global events is a powerful medium to engage stakeholders and disseminate the project's knowledge and outcomes. WorldFish will identify strategic events to participate in for FASA and plan with partners to shape the project's participation – abstracts at conferences, exhibits, panel discussions, and for speaking roles.

- **Knowledge exchanges**

Knowledge exchange amongst the communities within the countries and across project countries will be crucial for project implementation, learning, and adaptation. WorldFish will host 'Fish for Thought' events – its branded series of knowledge exchanges to bring FASA's stakeholders together for knowledge exchange.

- **Videos**

Leveraging WorldFish's YouTube channel, videos highlighting FASA's activities will be produced to further communicate and amplify the outcomes of the project.

- **Media**

As opportunity emerges, WorldFish will pitch stories from FASA and its experts to media channels, including radio and television, for coverage, particularly targeting media channels in Africa.

Content Strategy

While using a mix of tools and tactics can help the project reach its audiences, strategizing content is equally important to ensure its uptake and engagement with the program's outputs. WorldFish will disseminate and promote FASA's activities and outputs through a variety of online products, including news updates, stories of impact, infographics, short videos, interviews, and photo stories, disseminated through social media, WorldFish's e-newsletters and at events.

Photo assets from FASA will be accessible through a devoted FASA album on [WorldFish's Flickr](#). Similarly, FASA's videos will be curated on [WorldFish's YouTube handle](#).

6. Being on Brand

FASA's communications will adhere to the following guidelines to ensure they are on brand:

- NORAD's Branding Guidelines
- WorldFish Branding Guidelines
- Guide on Funding and Support Acknowledgements for WorldFish publications and other research, knowledge and communication outputs:

Acknowledgment

This work was undertaken in the framework of [*add bilateral project name*]. Funding support for this work was provided by [*add names of all funders in alphabetical order including WorldFish*]. WorldFish is supported by contributors to the CGIAR Trust Fund.

Peer-review clause

This [*paper, book, publication*] has gone through the standard WorldFish science review procedure.

or

This [*paper, book, publication*] has not gone through the standard WorldFish science review procedure.

Disclaimer

The opinions expressed here belong to the authors, and do not necessarily reflect those of [*add names of all funders in alphabetical order*], WorldFish or CGIAR.

- **Note:** All digital statements should be hyperlinked to the WorldFish website (www.worldfishcenter.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material.

All products and activities will be adequately branded, displaying donor logo and partner logos clearly and visibly.

7. Evaluating Performance

The performance of the communication activities will be measured through various qualitative and quantitative indicators, which will be used to continually refine the activities and tactics. The following indicators will be used to assess the performance and efficacy of online communications activities:

- Number of visitors to the FASA project webpage (repeat and new visitors)
- Number of views of blogs, stories, and news updates from FASA
- Number of downloads of publications from FASA
- Digital reach of social media posts

Aside from online indicators, the visibility of FASA's activities will be monitored via the following metrics:

- Number of coverages in media
- Number of events FASA project participated in or was featured
- Number of newsletters/e-blasts sent out

Aside from quantitative indicators, qualitative indicators and incidental feedback will be key to reflecting the sentiment of stakeholders surrounding FASA. These may include but are not limited to recognition from partners and beneficiaries, mentions from influential stakeholders and institutions in the development and agricultural space, development of new partnerships/collaborations, and/or additional funding and expansion of the project activities.

