



Communications and Knowledge management in the African Chicken Genetic Gains program

Tsehay Gashaw, ILRI

Second ACGG Program Management Team
Meeting, Arusha, 27-28 January 2016

Primary audiences



Farmers and producers (especially women)

- Farmers (and producers), and the wider communities around them are the intended beneficiaries of this program. They, or their representatives, will play a major role in the innovation platforms and are expected to contribute to a number of the program outcomes

Private sector actors

- An essential dimension of ACGG to ensure sustainability.

Ministry and governmental agencies

- Ministries of livestock and/or agriculture for policy uptake and aider scaling and uptake. Important for regulatory aspects.

Research and development community in-country

- To mobilize and deliver the in-country research (especially). International and regional research for spillovers and wider uptake/replication

Donor community

- For wider scaling and uptake

Internal audiences



Country project teams

Consortium technical partners

- Wageningen UR, PICO east africa, Koepon and ILRI

Scientific and industrial advisory committee

The program activity areas



- **Outreach, engagement and influence for wider impact** – Help put research into use and support uptake of results, technologies and practices developed through or with the program.
- **Collecting, publishing and disseminating** – Ensure that research products and outputs (also data) are properly documented, organized and published in ways that maximize their visibility and accessibility.
- **Engaging, learning and documentation** – Stimulate, enrich and expand interactions, engagement and learning with key actors, partners, stakeholders, influential individuals.
- **Internal communications and learning**– Support interactions, collaboration and connections within and across different program teams.
- **Presence and branding** – Develop visual identity and online and offline presence through public awareness activities.

Example activities



1. Engagement & influence: Industry briefs, private sector cocktails, policy briefs, IP work
2. Publish & disseminate: Web updates, quarterly newsletter, info sheets, CG Space
3. Learn & document: Engagement campaigns, field visits, peer-assists, process documentation
4. Internal comms: PMT, SIAC meetings, monthly team meetings, collective work spaces
5. Presence & branding: Brochure, poster, logo, give-aways, templates, media attention

Principles



- The knowledge we generate is open and public
- We value the knowledge of our clients and partners
- We publish and communicate using multiple formats for multiple purposes
- We support knowledge collecting, connecting and conversing
- Face-to-face communications are as important as other communication channels
- Communications is everyone's responsibility
- Communications is inextricably linked to research outputs and development outcomes
- Internal communication is part of our communication strategy
- Communications partnerships are key to our impacts
- We innovate in the ways we share knowledge and use ICTs.

Tools – wiki workspace



Wiki Home

Recent Changes

Pages and Files +

Members +

Settings

Search

Web site

Test page

About the Program

- Overall ACGG Program
- Tanzania Country Team
- Ethiopia Country Team
- Nigeria Country Team
- PICO-EA and the Innovation Platform
- Long-term Genetic Gains

Program-wide Teams & Work

- Program Management Team (PMT)
- Scientific and Industry Advisory Committee (SIAC)
- Monitoring & Evaluation (M&E)
- Global Access Strategy
- Communication

Events

☆ Communication

This is the communication page of the African Chicken Genetic Gains (ACGG) program. Here you can find:

- The [logo of the program](#)
- The project [presentation template](#) and project document template (upcoming)
- The communication strategy and planning for the first six months of 2015

Communication in the ACGG program relies on the following communication and engagement channels and information platforms:

- A [public website](#)
- This work space (wiki), which is also public but editable only by approved members - [request your account if you are program staff](#)
- A [social network \(Yammer\)](#), restricted to approved members - [request your account if you are program staff](#)
- A [Google calendar](#) to keep an overview of program-wide activities - complemented by an [overview of events](#) (planned and documented on this work space).

Soon a dedicated collection of final outputs will be created on [Mahider](#), the publication repository of the International Livestock Research Institute (ILRI).

For specific types of outputs, ACGG will make use of ILRI's dedicated repositories such as [Flickr](#) for pictures, [Slideshare](#) for presentations and posters etc.

In addition, face-to-face engagement will be essential for the successful cooperation and coordination of work among all parties and partners involved in ACGG.

Communication strategy

(This is work in progress and will be updated soon again).

Read the [full communication strategy](#) which was developed in February 2015 and updated in April 2015.

Edit

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Tools – dspace repository



African Chicken Genetic Gains (ACGG)

Funded by BMGF

Part of CGIAR Research Program on Livestock and Fish

Recent Submissions



Title: Initial performance data on some chicken breeds identified for ACGG in Ethiopia

Author: Getachew, F.

Date: 2015-05-15

Subject Focus: INDIGENOUS BREEDS

Output Type: Brief

Status: Open Access



Title: African chicken genetic gains: Providing well-adapted chickens for African smallholders

Author: International Livestock Research Institute

Date: 2015-02-15

Subject Focus: ANIMAL BREEDING, GENETICS, POULTRY, CHICKENS

Output Type: Brochure

Status: Open Access

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Author affiliations

International Livestock Research Institute (2)

Authors

Getachew, F. (1)
International Livestock Research Institute (1)

Subjects

ANIMAL BREEDING (2)
AFRICA (1)
CHICKENS (1)
GENETICS (1)
POULTRY (1)
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Tools – Yammer updates



ACGG

Home

Inbox 1

2

Search for people, groups and conversations



Peter Ballantyne

Update Poll Praise

What are you working on?

Groups

All Network

6

Top · All · Following



Browse Groups

Create Group



Ewen Le Borgne

May 15 at 1:20pm

All Network

Ok so two tips for all of you:

1. If you want to grab the attention of someone mention them using '@' in the text of your Yammer update as I'm doing here: Tsehay Gashaw you did a good job today! You can also them (see the 'Add people to notify' option when you write an update?)

2. If you want to 'tag' the conversation with a keyword you can use # e.g. #yammer #training (you can also 'add topics' when you're writing an update).

cc: Tsehay Gashaw

Like · Reply · Share · More

Training Yammer



Oladeji Bamidele

May 15 at 7:45pm

Thanks for the training....guess it works like Facebook

Like · Reply · Share · More



Write a reply...

App Directory

see all

6 new featured apps added to the App Directory this week.

Suggested Groups

see all



Communications and Knowledge Management

Join

Network Resources

Network admins can post files and Notes here for quick access by everyone in their network. Upgrade your network to become a network admin.

Upgrade Your Network

Related Networks

Cgiar.org (parent)

Mbg.au.dk

Wur.nl

© 2015 Yammer
English (US)

Tools – web site



African Chicken Genetic Gains

More productive chickens for Africa's smallholders

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Introducing ACGG

Posted on October 1, 2014 by ILRI COMMUNICATIONS • [Leave a comment](#)

African Chicken Genetic Gains is an Africa-wide collaboration led by the International Livestock Research Institute. Part of the wider 'LiveGene' initiative, ACGG tests and makes available high-producing, farmer-preferred genotypes that increase smallholder chicken productivity in Africa. The program approach is characterized by 5 principles that guide the delivery of results and outcomes. The program is supported ...

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Africa chicken genetics project gains momentum – kicks off in Ethiopia

Posted on May 18, 2015 by PETER BALLANTYNE • [Leave a comment](#)

This week, chick geneticists and researchers are meeting in Addis Ababa to set out plans and deliverables for the African Chicken Genetic Gains project. [Continue reading →](#)



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ILRI is a member of the CGIAR Consortium

Tools – email alerts



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Thank you for your request.

Your email address:

...will receive a verification message once you submit this form. FeedBurner activates your subscription to "African Chicken Genetic Gains news" once you respond to this verification message.



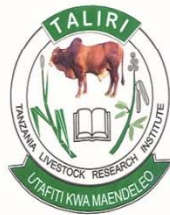
To help prevent spam, please type the text you see in the box above:



Questions?



Partners



more productive chickens for
Africa's smallholders

<http://africacgg.net>



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