

Communication, Advocacy and Exit strategy



Presentation to the
Joint Steering
Committee

Vilanculos,
Mozambique
September 8th 2011



Communication and advocacy

Main messages	Who	Strategies
Good production practices	Producers Para vets Community leaders	Training Exchange visit Model farm Radio
Specific needs of each value chain actors	Value chain actors	IP meetings
Commercialization practices (live weight, price negotiation, fairs)	Producers Para vets Buyers	IP meetings Demonstrations Discussions
Value of Goats (commercial potential)	Producers Para Vets Buyers Consumers	Training Exchange visits Radio



Communication and advocacy

Main messages	Who	Strategies
Policy – Water, infrastructure and grazing areas	Government SPP, SDAE, District Administration	IP meetings Share of information « Champions »
Participation in IP	Buyers, private investors, Gov	Personal Invitation Ensuring relevance of meeting
Value and success of IP and other imGoats innovations	Government, Donors, Partners, Community leaders	Film, Success stories, Photos, Reports, Articles

Research communication

- Audiences:
 - International (research) communities
 - CGIAR, other CG centers, working together within CRP's
 - Universities
 - Research institutes
 - Donors

Research communication

- Messages:
 - Share lessons learnt on IP, hubs, learning processes
 - Answer research questions
- Means:
 - Analysis reports
 - Working papers
 - Scientific journal publications (peer reviewed)
 - Conference contributions

Exit Strategy

- Progressive transfer of IP leadership to the secretariat
- IP need to come up with a solution for transport to meetings
- Para-vet system
- Linking Para-vets with SDAE (regular meetings)
- Involving SDAE and Para-vets in Fair organization
- Progressive pull-out of CARE from the groups (shifting to support/monitoring role)



Thank you!

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