



COMMUNICATION AND MEDIA ENGAGEMENT

FINAL REPORT

May 2023 - Dec 2023

Prepared by Rachel Kibui

Title : Communication and Media Consultant – Nature Positive Initiative

Contract Ref : CONT/KEN/23/106/CONS



ABOUT THIS DOCUMENT

This report gives a highlight for communication and media engagement for the period of May 2023-Dec 2023. Communication activities have been focusing on the establishment of aggregated permaculture farms in Vihiga and Kisumu, seed fair, agroecology, seed laws among other aspects. The coverage both for media, blogs and social media had been on the achievements and plans for the Nature Positive initiative, with Kenya being the main country of focus.

There have been other duties executed which focused on same and other projects as detailed in this document.

MEDIA COVERAGE

Television

The table below summarizes television coverage for the contract period.

STATION	LINK
KBC	https://youtu.be/2dFfn8QUZvc
	https://youtu.be/7OFgHs6QCHQ?si=AtUtkx6VygnGfBkC
	https://youtu.be/cxuHmbGF8gg?si=m1i0-xtl7MJofd7J
	https://youtu.be/wsD7ZXijUSc
	https://youtu.be/R7f-4DrpqNA?si=gvhequlAUwRAKrQS
	https://youtu.be/7OFgHs6QCHQ?si=vUrqYrE2nKv36X64
	https://youtu.be/cxuHmbGF8gg?si=3ePRHE-ccyRMdZwF
	https://youtu.be/uKwLmofoSJg?si=iy3vGybgQVnRk59v
TV47	https://youtu.be/Jf6hz7onWCk?si=Xhl0F7-x3MOazMpV
KTN Farmers TV	https://youtu.be/soN1WPKdeLY?si=vpSVk-LwE0dzSZHY
	https://youtu.be/soN1WPKdeLY?si=vpSVk-LwE0dzSZHY
KTN	https://youtu.be/sZrke5JILJU?si=1Tn3V62fp5smkvGb
KTN News	https://youtu.be/sZrke5JILJU?si=NQXg-ee9QENVbnfi

Articles

OUTLET	LINK
KBC Online	https://www.kbc.co.ke/state-urged-to-relax-rules-for-sale-of-traditional-vegetable-seeds/
The Star	https://www.the-star.co.ke/counties/rift-valley/2023-05-26-counties-advised-to-embrace-agro-ecology-legal-framework/
Nation Africa	https://nation.africa/kenya/blogs-opinion/blogs/let-us-rethink-food-systems-environmental-sustainability-4447238
The Standard	https://www.standardmedia.co.ke/farmkenya/news/article/2001473455/enhancing-biodiversity-calls-for-collective-action
The Standard	https://www.standardmedia.co.ke/farmkenya/crop/article/2001478677/aggregated-farms-set-for-permaculture
KNA	https://www.kenyanews.go.ke/stakeholders-want-seeds-act-reviewed/
The Star	https://www.the-star.co.ke/counties/rift-valley/2023-07-07-farmers-in-western-and-nyanza-regions-trained-on-permaculture/
The Star	https://www.the-star.co.ke/counties/nyanza/2023-09-09-woman-establishes-climate-resilient-model-farm-in-nyanza/

Sample Articles Screenshots



<https://www.the-star.co.ke/counties/rift-valley/2023-05-26-counties-advised-to-embrace-agro-ecology-legal-framework/>



INITIATIVE ON
Nature-Positive
Solutions

Sample TV Links



Dr. Carlo Fadda - Research Director for Biodiversity for Food and Agriculture

<https://youtu.be/soN1WPKdeLY?si=vpSVk-LwE0dzSZHY>



Farmers urged to practice Agro-ecology farming

<https://www.youtube.com/watch?v=cxuHmbGF8gg>



Farmers in Nyanza have embraced Agroecology

<https://www.youtube.com/watch?v=Jf6hz7onWCk>

Aggregated Farms set for Permaculture

Crop By Kennedy Gachohi | Aug 04, 2023



<https://www.standardmedia.co.ke/farmkenya/crop/article/2001478677/aggregated-farms-set-for-permaculture>

Radio Links

STATION	LINK
Radio Citizen	https://drive.google.com/file/d/1c4Jcv9Jc9SvJ53EzhiVOleYdykeHG9dx/view?usp=drive_link
Radio Maisha	https://drive.google.com/file/d/1wN-PewwtDnYSEgpN6XduREyVEkrS72cY/view?usp=drive_link
Radio Citizen	https://drive.google.com/file/d/1ozLc28dw4CRdJRV5rkDCBD5xAtoAoAZm/view?usp=drive_link
Radio Maisha	https://drive.google.com/file/d/1ozLc28dw4CRdJRV5rkDCBD5xAtoAoAZm/view?usp=drive_link
Mulembe FM	https://drive.google.com/file/d/1_pBLI2PxfMQTf1zRZX1GJshBPkII-4md/view?usp=drive_link
Radio Citizen	https://drive.google.com/file/d/14Rh5zGGAWESh-hcTj1IQ2Aav5uDdaFnE/view?usp=drive_link
Inooro FM	https://drive.google.com/file/d/1JTUJEmdMezkDvw1TLKQrEt7Ljn538E1D/view?usp=drive_link

Blogs

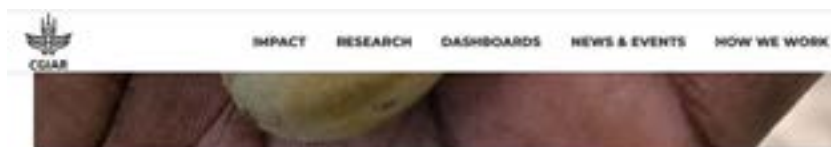
	LINK
1.	https://www.cgiar.org/news-events/news/initiatives-first-nature-positive-farms-are-a-community-effort-in-kenya/
2.	https://www.cgiar.org/news-events/news/promoting-permaculture-for-sustainable-food-systems-and-environment-conservation/
3.	https://www.cgiar.org/news-events/news/underutilized-yet-important-wild-edible-plants-threatened-in-kenya/
4.	https://www.cgiar.org/news-events/news/turkana-kenya-reaping-immense-benefits-of-vegetables-production/
5.	Women in Agroecology
6.	My Farm Trees
7.	Seed Fair
8.	TLVs Seed laws review

*NB: Last four are in waiting

Sample Blogs Screenshots



<https://www.cgiar.org/news-events/news/initiatives-first-nature-positive-farms-are-a-community-effort-in-kenya/>



Authors: Dr. Céline Terrate, Francis Odusir, Wyclife Agumba Oluoch and Rachel Kibul (The Alliance of Bioversity International and CIAT)

Photos by Wyclife Agumba Oluoch

Climate change, increased reliance on processed food and landscape degradation threaten a potentially critical source of nutrition in Kenya's arid and semi-arid lands. Work by CGIAR's NATURE+ Initiative and partners points to actions to increase production and consumption of these foods.

Northern Kenya's Turkana County is part of the country's arid and semi-arid lands (ASALs).

<https://www.cgiar.org/news-events/news/underutilized-yet-important-wild-edible-plants-threatened-in-kenya/>

OTHER DUTIES CARRIED OUT DURING THE CONTRACT PERIOD

- Production of info-cards for the Nature Positive Initiative
- Production of videos for My Farm Trees Project
- Participated in the ongoing documentation project for the Nature Positive Initiative
- Social Media Engagement on Twitter for the Nature Positive Initiative
- Worked with ICASA



WHAT WORKED WELL

- Team work worked well for this assignment
- Working with an overall project communication expert made work efficient
- Networks with media practitioners eased the quest towards getting coverage

CHALLENGES

- There is a gap for journalists specializing in nature-positive reporting
- Information flow while planning for activities should be enhanced to avoid last-minute planning

LESSONS LEARNT

- There is a lot of publicity which needs to be done along Nature-Positive communication
- Branding for Nature+ needs to be improved

PLANS FOR THE NEXT ONE YEAR

1. Continuous visibility for the project – through internal and external media engagements
2. Media and Scientists training
3. Participation in the aggregated farms and other Nature-Positive Initiative's activities
4. Branding for the project
5. Communication activities for other relevant and related projects
6. Social media vibrancy – Twitter, LinkedIn, Tiktok and others
7. Multimedia productions
8. Other duties as will emerge

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