



INITIATIVE ON
Nature-Positive
Solutions

COMMUNICATION AND MEDIA CONSULTANT

FINAL REPORT

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**Title - Communication and Media Consultant –
CGIAR Initiative on Nature Positive Solutions**

Contract Ref: CONT/KEN/24/038/CONS

Introduction

This report gives a highlight for communication and media engagement for the period of March 2024-Dec 2024. In 2024, a comprehensive suite of communication activities has been rolled out to spotlight Nature+ initiatives, building broad awareness around ongoing projects within the aggregated farms in Kisumu, the demonstration farm in Vihiga, and across various counties as well as national platforms. These efforts have encompassed a range of initiatives, including soil health and biodiversity, the National Seed and Food Harvest Fair, the launch of value addition units, the My Farm Trees program, and dynamic discussions around conservation and nature balance. Each activity underscores Nature+'s dedication to fostering resilient farming, environmental sustainability, and food security at both local and national levels.

Beyond these cornerstone initiatives, a wide array of additional duties has been executed to bolster Nature+'s mission, enhancing communication efforts across diverse projects. Collaboration with local media has been key in sharing success stories, while live interviews on national television and radio stations, as well as op-ed articles, have extended Nature+'s reach to broader audiences.

Furthermore, the production of short, educational videos has proven essential in harnessing digital platforms to communicate Nature+ activities. By distilling complex information into accessible video content, Nature+ has effectively broadened its engagement and helped audiences better understand and implement sustainable practices. Social media platforms, particularly Twitter and LinkedIn, have also been instrumental in expanding Nature+'s reach, with regular updates that engage both stakeholders and the general public.

The consultant's involvement in creating informative and educational materials for stakeholders has been crucial in reinforcing these messages. Production of Information, Education, and Communication (IEC) materials—including banners and T-shirts—has served as a tangible extension of the Nature+ communication agenda, fostering a sense of identity and purpose within the community.

Overall, each communication effort has contributed to developing a more informed and engaged community that actively participates in preserving and benefiting from nature, aligning with the core goals of Nature+ .



ARTICLES

No	Outlet	Link
1	THE EAST AFRICAN STANDARD	https://www.standardmedia.co.ke/opinion/article/2001500182/agriculture-and-conservation-must-coexist-to-step-up-our-food-security
2	THE EAST AFRICAN STANDARD	https://www.standardmedia.co.ke/farmkenya/crop/article/2001499470/plant-native-trees-experts-now-urge
3	THE EAST AFRICAN STANDARD	https://www.standardmedia.co.ke/opinion/article/2001498515/allow-farmers-to-register-own-seed-varieties
4	THE EAST AFRICAN STANDARD	https://www.standardmedia.co.ke/opinion/article/2001496351/plant-trees-yes-but-get-right-species-for-each-area-to-restore-biodiversity
5	NATION AFRICA	https://nation.africa/kenya/health/optimising-agriculture-soil-health-is-key-to-food-security-4542386
6	THE STAR	https://www.the-star.co.ke/counties/rift-valley/2024-05-19-experts-plant-native-trees-theyre-adaptive-to-climatic-conditions/
7	THE STAR	https://www.the-star.co.ke/counties/nyanza/2024-01-15-icarda-initiative-transforms-farming-practices-in-western-kenya/
8	THE EAST AFRICAN STANDARD	https://www.standardmedia.co.ke/farmkenya/research/article/2001490539/establishment-of-nature-positive-farms
9	THE STAR	https://www.the-star.co.ke/counties/nyanza/2024-03-07-farmers-in-nyanza-urged-to-test-soils-to-improve-yields/
10	NATION AFRICA	https://nation.africa/kenya/business/seeds-of-gold/why-soil-health-is-key-to-good-yields-4786792#story
11	THE EAST AFRICAN	https://www.standardmedia.co.ke/events/article/2001506586/sustainable-agriculture-using-black-soldier-fly

MEDIA COVERAGE TELEVISION

The table below summarizes television coverage for the contract period

	Station	Link
1.	KBC	https://youtu.be/stZe6UAtd0Y?si=JsYcMX4O6KTHzpPw
2.	Citizen	https://youtu.be/a6Elu8SMDSU?si=oAQFKESYvR5oXwh9
3.	Ramogi	https://youtu.be/Xb04mzQofaw?si=WvgEU4uKPuzEJ-MM
4.	KBC	https://youtu.be/vYYQjgvpN9g?si=K-9Fv7L-5iCaRiDI
5.	KTN FARMERS	https://youtu.be/0b-3rfgwm9I
6.	KTN FARMERS	https://youtu.be/cBoO_ePltX0?si=pf3kMBAiEhpsk6X7
7.	KTN NEWS	https://youtu.be/QdA63nzAwWE?si=luAYojPCyH03iusQ
8.	KTN NEWS	https://youtu.be/jvf-NBfbZM8?si=Tczs70mYfhMN4QSc
9.	KBC	https://youtu.be/zF4R1Pdggow?si=bhKOaSSO7HBCyy_n
10.	KBC	https://www.youtube.com/watch?v=Y4kfQ39zeXY
11.	KBC	https://youtu.be/5RgCEXEePNw?si=HeY14ljmiUzS6pF1
12.	KTN	https://youtu.be/Y9M13SJc3P0?si=kFQvs5LKOoiurbtp

RADIO

No	Station	Link
1.	RADIO CITIZEN	https://drive.google.com/file/d/1BJ5sRaYvdBrnWeoif5mnZlTwQ2xE3YQF/view?usp=drive_link
2.	MULEMBE FM	https://drive.google.com/file/d/1B0d4FCxLaT_Grm0NZzQSbJ0suRyZRMf0/view?usp=drive_link
3.	RADIO CITIZEN	https://drive.google.com/file/d/1BWUKZjphKyYyXd5kzxBBWzSyJ5YgqhpG/view?usp=drive_link
4.	INOORO FM	https://drive.google.com/file/d/1BFZSQeh7iaDZgalpcpjL6QIAYAdG3fs9/view?usp=drive_link
5.	RADIO CITIZEN	https://drive.google.com/file/d/1B27I08VS_t9_EbkFtnGVsrY4PCuMqLDQ/view?usp=drive_link
6.	RADIO CITIZEN	https://drive.google.com/file/d/1B9Psd_HmOk4sKqWupdFg1Jsizl1o3_Mf/view?usp=drive_link
7.	INOORO FM	https://drive.google.com/file/d/1BStDi5Q9ZA40IUJzch7rY9hwXwjEB0k/view?usp=drive_link
8.	RADIO CITIZEN	https://drive.google.com/file/d/1BGUG1X9GcXVsDUja6qiNrowVi-xxlo5p/view?usp=drive_link
9.	RADIO MAISHA	https://drive.google.com/file/d/1mmMWu801u-TgjnJNx36I39XVqA1y-lUF/view?usp=drive_link
10.	RADIO MAISHA	https://drive.google.com/file/d/1AyZXqreVmyR-8bRZ6nKnkm3O_ijyW0iT/view?usp=drive_link

BLOGS AND VIDEOS

1.	https://www.cgiar.org/news-events/news/the-high-social-and-environmental-costs-of-food-in-kenya-vietnam-new-research
2.	https://alliancebioversityciat.org/stories/agriculture-conservation-must-co-exist
3.	https://alliancebioversityciat.org/stories/understanding-soil-biodiversity
4.	https://alliancebioversityciat.org/stories/siaya-kenya-breaking-barriers-trees-farming
5.	https://www.cgiar.org/news-events/news/how-kenyan-women-are-leading-the-agroecology-revolution-in-kenya/
6.	https://alliancebioversityciat.org/stories/nyando-community-seed-bank-hosts-3rd-national-indigenous-seed-food-fair-kenya
7.	https://www.cgiar.org/news-events/news/nature-partners-highlight-need-for-soil-sampling-on-degraded-farms-in-kenya/
8	https://drive.google.com/file/d/1DkeEWc8g4O4o66tmUMtdMM2GJirSKIsQ/view?usp=drivesdk
9	https://drive.google.com/file/d/1SGgSvBMQLY0D3liMmRqyoBf4364bt2XD/view?usp=drive_link
10	https://drive.google.com/file/d/1DX0UdQw2iK680spY2lQSIACd8Bei3w1N/view?usp=sharing

SAMPLE TV SCREENSHOTS

<https://youtu.be/a6Elu8SMDSU?si=oAQFKESYvR5oXwh9>



Wakulima wahudhuria maonyesho ya mbegu za kiasili Nyando



Citizen TV Kenya
5.36M subscribers

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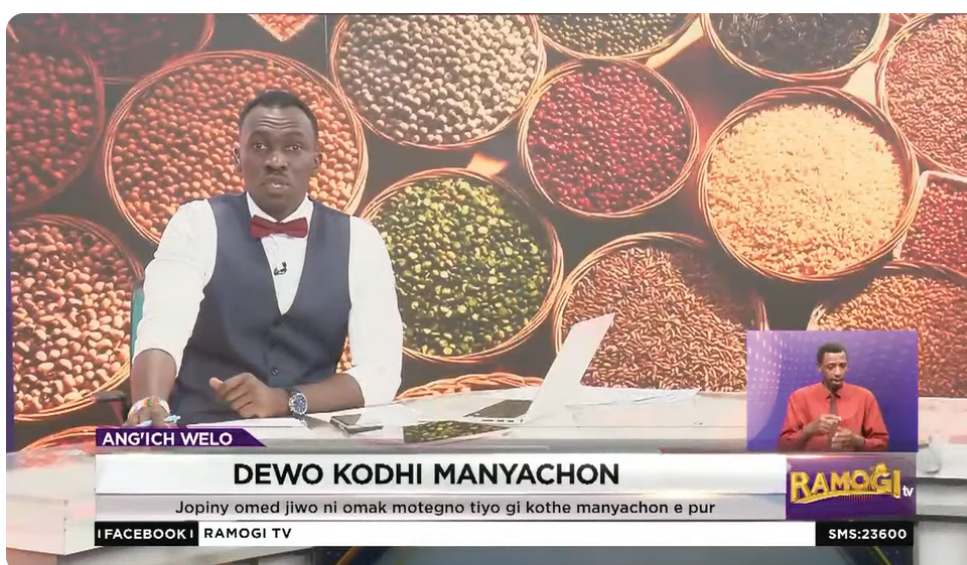
6



Share

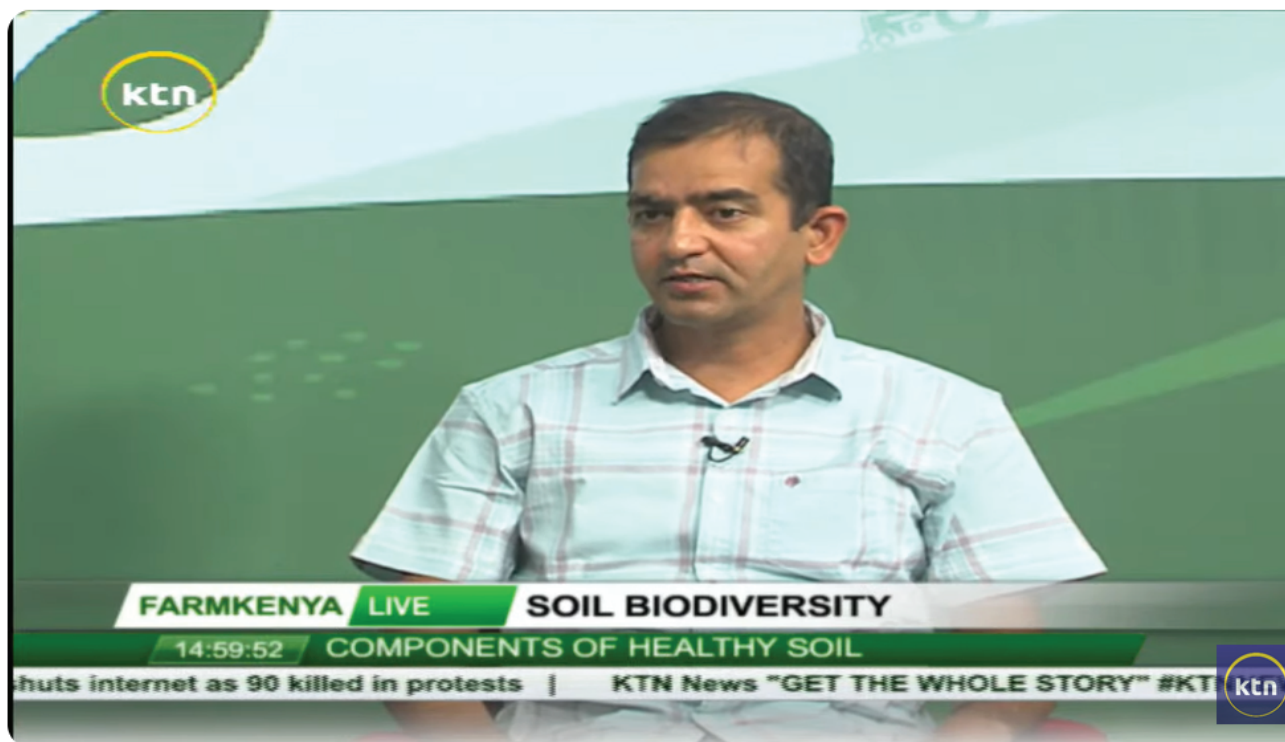


<https://youtu.be/Xb04mzQofaw?si=WvgEU4uKPuzEJ-MM>



**Jokenya ojiw omak motegno pur mar kit kothe kod cham machon kaka
yor kedo gi lokruok mar kor lwasi**

<https://youtu.be/0b-3rfgwm9I>



<https://youtu.be/QdA63nzAwWE?si=luAYojPCyH03iusQ>



SAMPLE ARTICLE SCREEN SHOTS

https://www.standardmedia.co.ke/opinion/article/2001500182/agriculture-and-conservation-must-coexist-to-step-up-our-food-security#google_vignette

Agriculture and conservation must coexist to step up our food security

By Carlo Fadda | 3mos ago



<https://nation.africa/kenya/health/optimising-agriculture-soil-health-is-key-to-food-security-4542386>

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NATION

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Optimising agriculture: Soil health is key to food security

Monday, March 04, 2024



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How n

SAMPLE ARTICLE SCREEN SHOTS

<https://www.the-star.co.ke/counties/nyanza/2024-03-07-farmers-in-nyanza-urged-to-test-soils-to-improve-yields/>



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Farmers in Nyanza urged to test soils to improve yields

Scientists say erosion in some areas has washed away rich top soils.



DISE MACHARIA

Counties

arch 2024 - 18:54



In Summary

- A soil scientist urged government to create awareness, recruit more extension officers and train them together with chiefs and assistant chiefs at village level.
- He emphasised the need to find long-term solutions and sustainable methods to restore soils in areas that are characterised by deep wide gullies and bare lands.



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<https://www.standardmedia.co.ke/events/article/2001506586/sustainable-agriculture-using-black-soldier-fly>

Home / Events

Sustainable agriculture using Black Soldier Fly - training

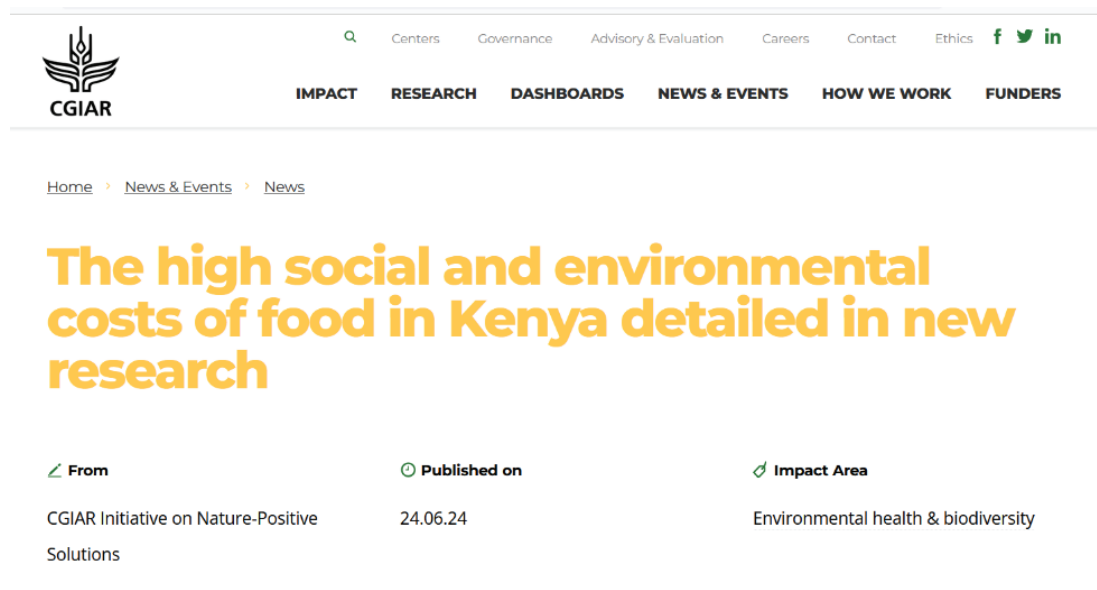
By Rachel Kibui | 2d ago



Performance of B.S.F. headshots for adding 22 more...

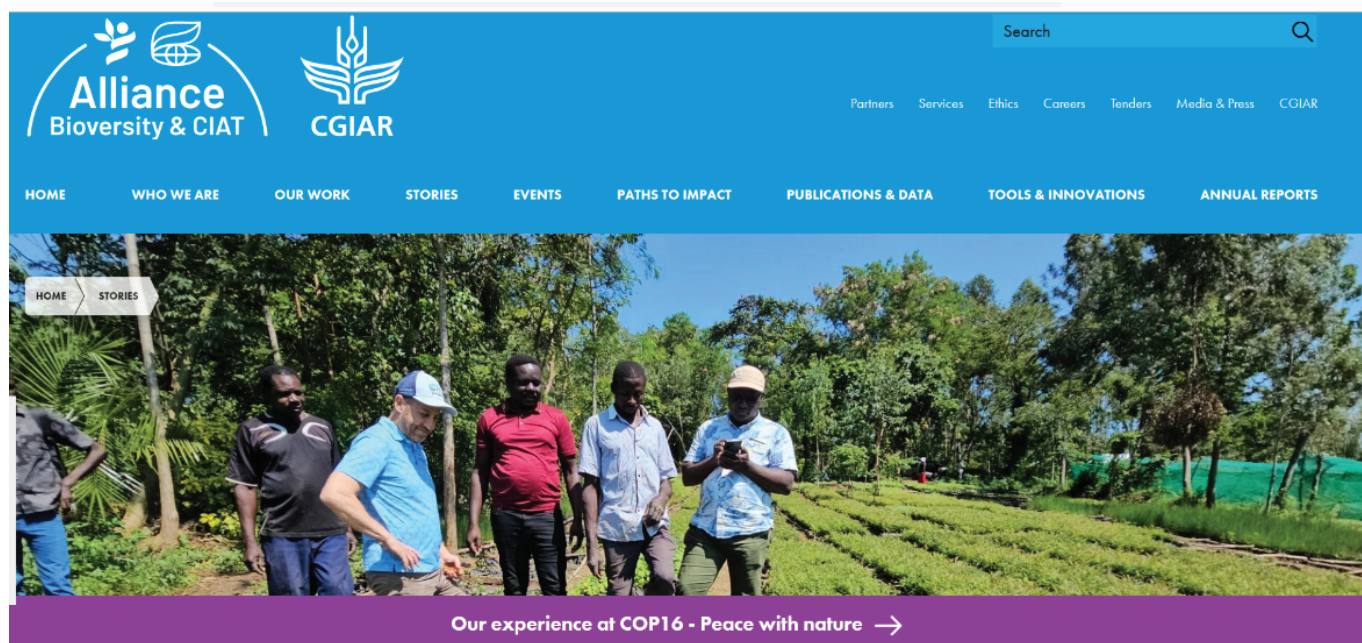
SAMPLE BLOGS SCREENSHOTS

<https://www.cgiar.org/news-events/news/the-high-social-and-environmental-costs-of-food-in-kenya-vietnam-new-research>



The screenshot shows the CGIAR website's news section. The header includes the CGIAR logo, a search bar, and navigation links: Centers, Governance, Advisory & Evaluation, Careers, Contact, Ethics, and social media icons for Facebook, Twitter, and LinkedIn. Below the header is a secondary navigation bar with links: IMPACT, RESEARCH, DASHBOARDS, NEWS & EVENTS, HOW WE WORK, and FUNDERS. The main content area displays the breadcrumb "Home > News & Events > News" and the title "The high social and environmental costs of food in Kenya detailed in new research" in large orange text. Below the title, there are three filters: "From" (CGIAR Initiative on Nature-Positive Solutions), "Published on" (24.06.24), and "Impact Area" (Environmental health & biodiversity).

<https://alliancebioversityciat.org/stories/siaya-kenya-breaking-barriers-trees-farming>



The screenshot shows the Alliance Bioversity & CIAT website's stories section. The header includes the Alliance Bioversity & CIAT logo, the CGIAR logo, a search bar, and navigation links: Partners, Services, Ethics, Careers, Tenders, Media & Press, and CGIAR. Below the header is a secondary navigation bar with links: HOME, WHO WE ARE, OUR WORK, STORIES, EVENTS, PATHS TO IMPACT, PUBLICATIONS & DATA, TOOLS & INNOVATIONS, and ANNUAL REPORTS. The main content area features a large photograph of a group of people standing in a field of young trees. Below the photograph is a purple banner with the text "Our experience at COP16 - Peace with nature" and a right-pointing arrow.

SAMPLE BLOGS SCREENSHOTS

<https://www.cgiar.org/news-events/news/how-kenyan-women-are-leading-the-agroecology-revolution-in-kenya/>



IMPACT

RESEARCH

DASHBOARDS

NEWS & EVENTS

HOW WE WORK

FUNDERS



WHAT WORKED WELL

- Having good cooperation and collaborations with scientists make communication impactful, efficient and timely.
- 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

Lessons Learnt

- Team work is important as it enhances structured communication.
- By working with other projects, Nature + is able to amplify not only voice but also impact.
- Branding the project has enhanced visibility. There is still more work to be done.
- Equipment such as a professional camera would be important for better documentation.

Recommendations for Future Communications Efforts

1. There is need to invest in equipment such as a professional camera.
2. A sensitization workshop between Media practitioners and Scientists as well as farmers, would be important towards strengthening partnerships.
3. Leverage influencers and community champions can enhance message delivery, amplify local voices strategically and facilitate positive reception within communities.

PLANS FOR THE NEXT ONE YEAR

- **Continuous visibility for the project:** Maintain high project awareness through regular updates and features in internal and external media outlets.
- **Engage International Media:** Build relationships with global media platforms to amplify project milestones and success stories to a broader audience.
- **Produce a documentary:** Create an in-depth visual narrative capturing the progress and impact of aggregated farms under the initiative.
- **Showcase progress on important days:** Use videos and photos to highlight achievements during key commemorative events like World Environment Day.
- **Media-Scientists linkage training:** Organize workshops to enhance collaboration between scientists and media professionals, ensuring accurate and impactful storytelling.
- **Participation in activities:** Actively engage in aggregated farms and other Nature-Positive Initiative events to document and support field activities.
- **Branding for the project:** Develop and implement consistent branding strategies to strengthen the project's identity and public recognition.
- **Communication for related projects:** Expand communication efforts to include interconnected initiatives, demonstrating a holistic approach.
- **Social media vibrancy:** Boost engagement on platforms like Twitter, LinkedIn, and TikTok with tailored, frequent, and impactful content.
- **Multimedia productions:** Develop diverse content formats, including infographics, podcasts, and short films, to cater to varied audiences.
- **Other duties as they emerge:** Adapt communication strategies and undertake additional responsibilities as new opportunities or challenges arise.



