



« 4 per 1000 Initiative: Soils for food security and climate »

Document Consortium 3-9



## 3<sup>rd</sup> Meeting of the Consortium

Thursday 16<sup>th</sup> November 2017

14:30 to 17:30

Stadthalle BAD GODESBERG - Germany

### Elements of a Communication Strategy for 2018

During the first two years of its existence, the "4 per 1000" initiative limited its communication actions due to limited human and financial resources. The development of its own website in three languages is one of the first actions in terms of communication, following the first web site which was a "Tumblr".

In order to develop a real communication strategy starting in 2018, the implementation of which will depend on the available resources, a consultant has been hired to propose strategic actions articulated in two parts: internal communication and external communication.

#### **1. Internal Communication**

##### ***Main goals***

- Inform of what is done (actions and everyday life of the "4 per 1000" Initiative)
- Relay the life of the "4 per 1000"
- Encourage to support the "4 per 1000"
- Encourage to become "4 per 1000 ambassador"

##### ***Target Audiences***

- Target Heart: Partners and Members
- Main target: partners and regional correspondents
- Secondary Target: Friends of the "4 per 1000"

##### ***Content to be transmitted***

- Communication way
- Key messages (short and simple)

##### ***Modes of communication proposed: 4 main tools***

###### 1- Collaborative platform

It is a powerful tool that should benefit, after its phase of testing and adaptation, of a momentum to ensure its development.

## 2- Monthly Newsletter (launch planned end of January 2018, depending on the means)

As a first step, the newsletter will only be in French and English, but as soon as possible a Spanish version will be proposed.

This newsletter will have three main sections:

- A focus or a background topic on the "4 per 1000";
- An actuality;
- An agenda with events (symposium, scientific publication, meeting of the Consortium and the Forum, prize ...).

## 3- Creation of the group of regional correspondents

They will be the local relays and the "ambassadors of the 4 per 1000". They will be based in large regions (South America, North America, Africa, Asia ...). Their role is essential and multiple:

- Ensure a watch (strategic, sectoral, scientific, economic ...)
- Identify potential partners
- Encourage to support the "4 per 1000"
- Inform and guide the various potential partners and project leaders
- Receive requests, information
- Propose ideas, actions, topics, events ...
- Inform the Executive Secretariat and / or those concerned

## 4- Club of Friends of "4 per 1000"

The group of "Friends of the 4 per 1000" (individuals and organizations "sympathizing" which have not yet joined the Initiative) will have its place on the collaborative platform with a dedicated wiki and forum. The Friends of "4 for 1000 " can relay information related to the Initiative and become true ambassadors.

## **2- External Communication**

An influence strategy is strongly recommended. It will be developed during 2018.

### ***Main goals***

- Promote the "4 per 1000"
- Increase the awareness of the Initiative to have new partners, new members, new sponsors / supporters
- Publicize the actions of "4 per 1000" actors (Consortium members, Forum partners, project leaders, etc.)
- Encourage to support the "4 per 1000"

### ***Target Audiences***

- Target heart: journalists
- Main target: potential partners
- Secondary target: wider audience (students, ...)

### ***Content to be transmitted***

- Communication way
- Key messages (short and simple)

## **Modes of communication: 4 main channels**

### 1- Internet

- The website of “4 per 1000” Initiative in 3 languages (French, English, Spanish) which will be developed and enriched;
- Social networks
  - o Facebook, Twitter, LinkedIn, Instagram
  - o chats and videoconferences
- Mobile app

### 2- General documentation (presentation files, leaflets, book ...)

### 3- Press relations

### 4- Events

- traditional (trade shows, conferences ...)
- alternative (training via the collaborative platform, Chat and Visio conferences)

## **3- Human and financial resources**

### **Human resources**

Optimally, it would be desirable to build a responsive, autonomous team composed of 2 people under the responsibility of the Executive Secretary:

- A Community manager and Webmaster (Secondment);
- A consultant (strategies, editorial content, organization, watch, press relations and coordination).

### **Financial resources**

#### 1- Budget communication supports (k€ 30)

- Participation in the publication of a book
- 4 Kakemonos (graphics and printing)
- 2 Roll-up (graphics and printing)
- Videos

#### 2- Consulting budget (k€ 50)

This budget will be adjusted according to the resources, the actions launched and the work done each month.

### **Evaluation**

The strategic communication actions will be evaluated during the year 2018, in order to adjust the actions over the following years.