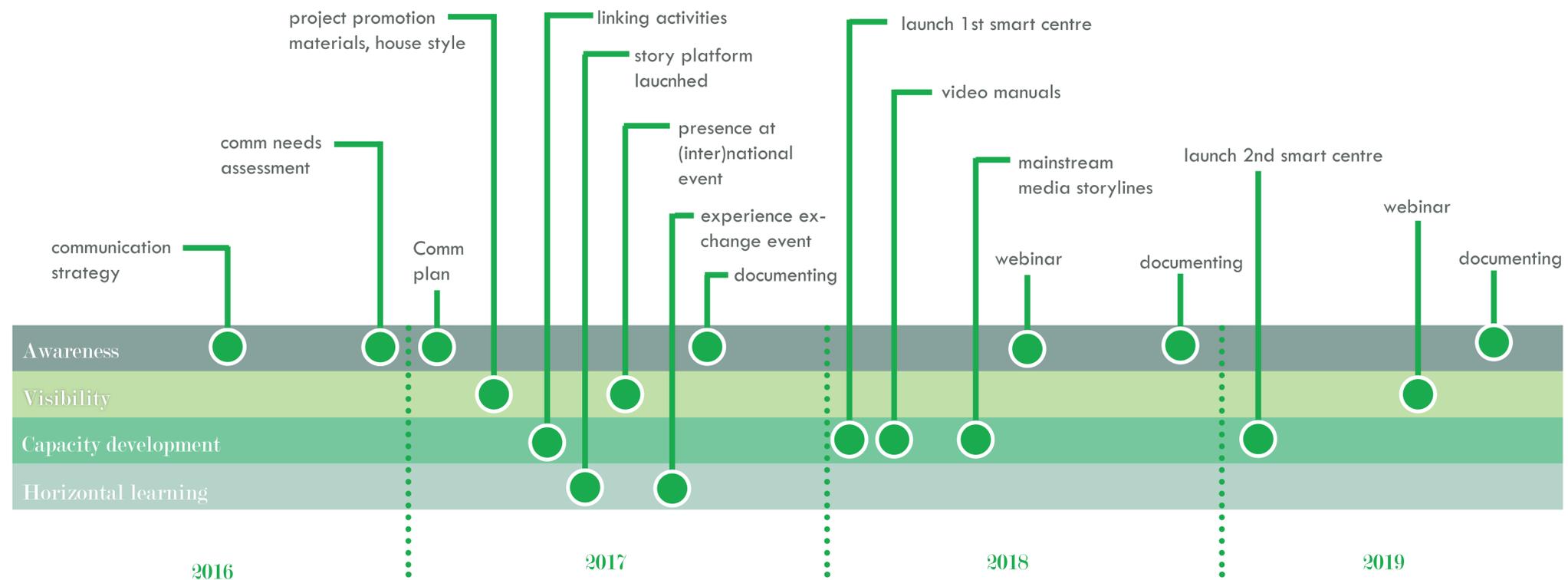


# Communication Strategy

## Smart Water for Agriculture Programme (SWA) – Kenya



### Awareness

Under SWA awareness creation activities will be carried out at different levels. **At project team level** a comprehensive communication strategy will be developed, and a short training on documentation will be provided within the project team. This will enable the communication strategy to permeate the entire project cycle, rather than communication activities being carried out within the box of an outreach module. A communication workflow will be co-developed during this training to identify the best way to embed communication in the daily work and to keep each other updated.

**At target group level** the concept of farmer-led and market-based smart water solutions will be strengthened. SME farmers, financial institutes, government agencies and knowledge centres will be targeted through (amongst others) Smart Centres.

### Visibility

A range of activities will create visibility among a more general public. This would help the programme develop a brand/appearance that broadens the range of partners, especially within the private sector and among financial institutions.

Visibility will be strengthened through conventional (online) promotion of project activities. More importantly, we want to reach out using content of the program to showcase the success of selected technologies.

Given the imperative to appeal to individual SME farmers, a strategy adopted would be developing stories of individual farmer experiences with Smart technologies, disseminated through the mainstream media space. Specific media have already been identified as targets, such as the successful TV show 'Shamba Shape Up.'

### Capacity Development

Agricultural innovation systems are shifting towards systemic partnership-based co-innovation processes in which farmer groups play a strong role. Farmers are not 'just' a target group, but are at the forefront of exchange and learning. Farmers have considerable innovation capacity, based on their need to address practical challenges and the knowledge and connectedness of farmers within and between groups.

Capacity development and societal change are unthinkable without further investment in the improvement of learning-oriented networking among relevant actors in the community of practice. The project adopts a twin-purpose approach where capacity-development and horizontal learning go hand-in-hand.

### Horizontal Learning

Through systematic use of horizontal learning, good practices can move around fast and serve as the basis to strengthen the farmer networks / irrigation platforms. Creating linkages between different sectors (mainly farmers and financial institutes) to improve access to new technologies would be an important part of capacity development.

Bringing groups together that have similar interests and challenges can unleash much energy, both by learning from each other as well as to create a self-evolving movement of new institutions. Horizontal learning deals with the exchange of good practices, knowledge and ideas between peers or groups of peers, in which there is no monopoly on knowledge. It entails people coming together to see, observe, discuss and learn from people who have first hand experience.

There are three layers in horizontal learning: the sharing of already known good practices; discovering good practices that are worth sharing; and jointly developing innovations and new good practices. An important step is to uncover and capture what is there.



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