



COMMUNICATION AND ADVOCACY STRATEGY

Strategic Orientation

CERFAM’s Communication and Advocacy strategy aims to support the promotion of good practices and innovative solutions for food security and nutrition, raise awareness among different stakeholders and support strategic and operational partnership building for Zero Hunger.

The main objectives of CERFAM communication :

1

Raise the profile of CERFAM at local, regional and global level, and position the Centre as a player of reference in the know-how and documentation of good practices.

2

Strengthen, establish and mobilize strategic resources, partnerships and alliances to support current and future efforts by governments, and support sustainable solutions against hunger and malnutrition

3

Increase the visibility of CERFAM and the initiatives undertaken by governments/countries, and communicate strategically on CERFAM’s support to countries, emphasizing the positive and sustainable impact of actions/interventions on the populations.

4

Contribute to national, regional and global advocacy in the fight against hunger and malnutrition, by ensuring synergies and complementarities with partners.

Objectives



Contribute to strengthening the role of CERFAM to identify, document, promote and disseminate good practices at different levels especially, especially in africa, and deploy expertise for the implementation of good practices through capacity building and South-South Cooperation



Create and engage a network of influence by working closely with different stakeholders to share and exchange on good practices



Extend the scope of CERFAM communication activities to the regional and global levels in order to obtain the support necessary to better contribute to solutions against hunger and nutrition



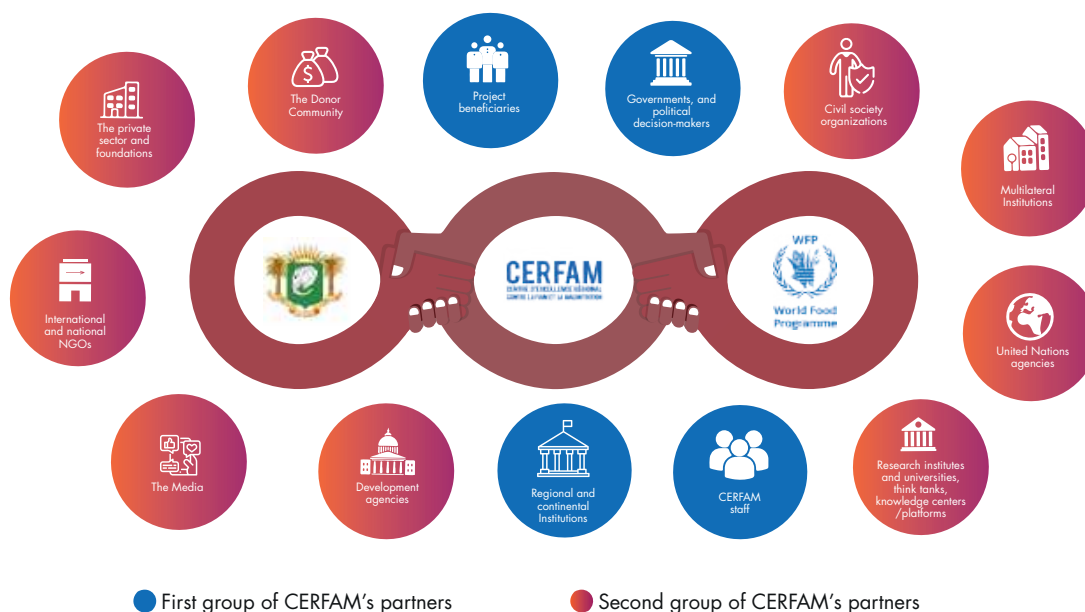
Support the implementation of CERFAM's 2020 - 2024 Strategic Plan and influence policy and practices by engaging stakeholders



THE 2020 NOBEL PEACE PRIZE LAUREATE

Audience and Stakeholders Mapping

CERFAM strives to target several audiences with specific goals, which can be divided into two groups. The first group is made up of partners that can influence the decisions and implementation of CERFAM's activities. The second group is made up of partners that can support and amplify CERFAM's activities and messages



Expected Results

Exchanging and communicating with audience and stakeholders, CERFAM is established as a reference for innovative solutions and good practices that are disseminated to fight hunger and malnutrition;

- ◆ Evidence-based practices are disseminated to the appropriate public, and CERFAM is recognized, cited and referenced.
- ◆ Partners and specific actors know, understand, support, participate and are willing to contribute to the mission, purpose and activities of CERFAM.
- ◆ The impact of CERFAM on achieving SDG 2 is illustrated and partners understand that the center is efficient, and optimizes the value of their investment.
- ◆ Partners support CERFAM's initiatives through advocacy activities at national, regional and international level.

Key messages

CERFAM promotes good practices and innovative and sustainable solutions in the fight against hunger and malnutrition.

The promotion and implementation of good practices require strong partnerships, mobilization of expertise, and sustainable human, technical and financial resources.



CERFAM Channels of Communication



Here are some channels: CERFAM webpage, CERFAM Tweeter account, CERFAM Knowledge Exchange Platform (KEPT), WFP Facebook account