COMMUNICATION AND KNOWLEDGE SHARING

SCALING UP SUSTAINABLE LAND MANAGEMENT AND AGRO-BIODIVERSITY CONSERVATION TO REDUCE ENVIRONMENTAL DEGRADATION IN SMALL SCALE AGRICULTURE IN WESTERN KENYA (SLM)
Project Overview

Project Implementation Area is in Western Kenya Region

- Kakamega County
  - Shinyalu sub-county
  - Other Sub-counties TBD
- Vihiga County
  - Hamisi Sub-County
  - Other Sub-counties TBD
- Nandi County
  - Emgwen Sub-county
  - Other Sub-counties TBD

**Needs Assessment:**
1. High Population density
2. Demand for food
3. Demand for cheap energy – firewood
4. Sources of income – charcoal and herbs

**Socio economic and biophysical status**
1. Encroachment of forests.
2. Deforestation
3. Endangerment of water catchment areas.
Project Objectives

• The development objective
  To promote the adoption and adaptation of sustainable land and forest ecosystem management (SLM/SFM) practices.

• The global environment objective
  To reduce land and ecosystem degradation and conserve agro-biodiversity and contribute to climate change mitigation.
Project Components

**Component 1** - Capacity building of producer groups to adopt sustainable land management (SLM) practices and agro biodiversity conservation

**Component 2** - Strengthening SFM capacities and practices at landscape level

**Component 3** - Support to policies, strategies and institutional capacity for mainstreaming SLFM

**Component 4** – Support knowledge management on SLFM
Knowledge Communication Plan - Definition

This is the systematic planning, implementation, monitoring and control of the project communication activities.

The KCP has three overall objectives:

• Support SLM to use knowledge management and communication strategically to inform and influence key policies
• Guide SLM teams on various KCP-related aspects, including provision of information and publication services, use of modern communication tools for effective outreach,
• Targeted interactions with the media and enhanced internal communications amongst the project partners
• Support the M&E of SLM
The SLM Communication Goal

• Provide a knowledge base
• Ensure the effective flow of information and key messages accurately
• Promptly target stakeholder groups within the three counties and at the same time
• Obtain feedback to continually improve the knowledge base and update the key messages on the SLM practices
The process of developing a KCP

In order to achieve the SLM goal we intend to undergo the process of:

• Stakeholder analysis
• Identifying stakeholder’s current knowledge, attitude and practices about SLM activities.
• Identifying information needs of the different stakeholders.
• Identifying appropriate communication channels and mechanisms for specific key partners and how to apply them inorder to communicate SLM activiti
# Implementation of stakeholder categories

## FARMERS
- Radio talks
- Face-to-face interactions
- Drama or short skit between two different groups
- Posters, fliers, brochures and leaflets
- Participatory videos where farmers get to share their successful stories
- Learning experience through demos, field days, exchange tours etc.

## TRADERS
- Face-to-Face interaction,
- Radio talk shows
- Radio inserts
- Agricultural shows
- Billboards
- Brochures
- Field tours
Implementation of stakeholder categories

**NGOs, CBOs and FBOs**
- Workshops/seminars
- Posters and fliers
- Tshirts and caps
- Brochures
- Website

**UNIVERSITIES**
- Workshops
- Seminars
- Brochures
- Social media platforms (Facebook, Twitter)
- Websites
Implementation of stakeholder categories

INTERNATIONAL ORGANIZATIONS
- Websites
- Seminars
- Conferences
- Journals

SUB-COUNTY OFFICIAL
(County/National level)
- Posters
- Briefs
- Meetings
- Workshops
- Face-to-face discussions
- Field days
Conclusion

Communication should be done by all, for all and always

It should be a constant activity between the project and partners.

Information gathered should be shared to enhance knowledge and build capacity, both internally and externally so as to achieve the objectives of the project.
THANK YOU!!!