

ANNUAL
MEMBERS
FORUM
MEETING 2025



Agroecology and
Safe Food System
Transitions

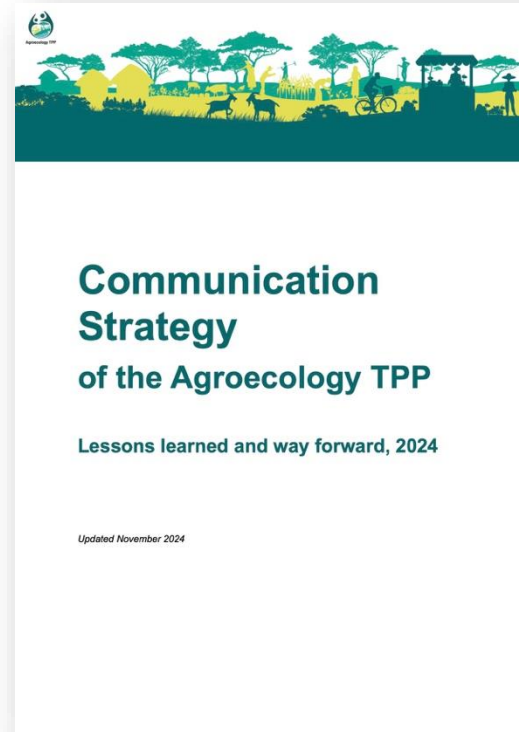
Enhancing Strategies with Communication Activities

Focus: Policies and Access to Finance for Smallholder Farmers
Introduction

3 April 2025

Doing “communications” differently

- At the **2024** Annual Members Forum Meeting in Nairobi, Kenya, we presented a fully revamped communication strategy, further refined and approved by the AE-TPP Steering Committee
- In line with the AE-TPP's motto to do *science differently*, its communication, outreach and knowledge dissemination ***also should be done differently***
- The strategy incorporates agroecological perspectives, I believe some of the AE principles apply very well to comms
- *For those interested, contact me!*



Our speakers today

Irish Baguilat • AFA

Perspective from the Asian Farmers' Association for Sustainable Rural Development

Ma. Stella Tirol • ComDev Asia

Co-designing a Communication Plan for a Development Project

Marlene Ramirez • AsiaDHARRA

Unlocking Opportunities through Digital Connectivity and Communication

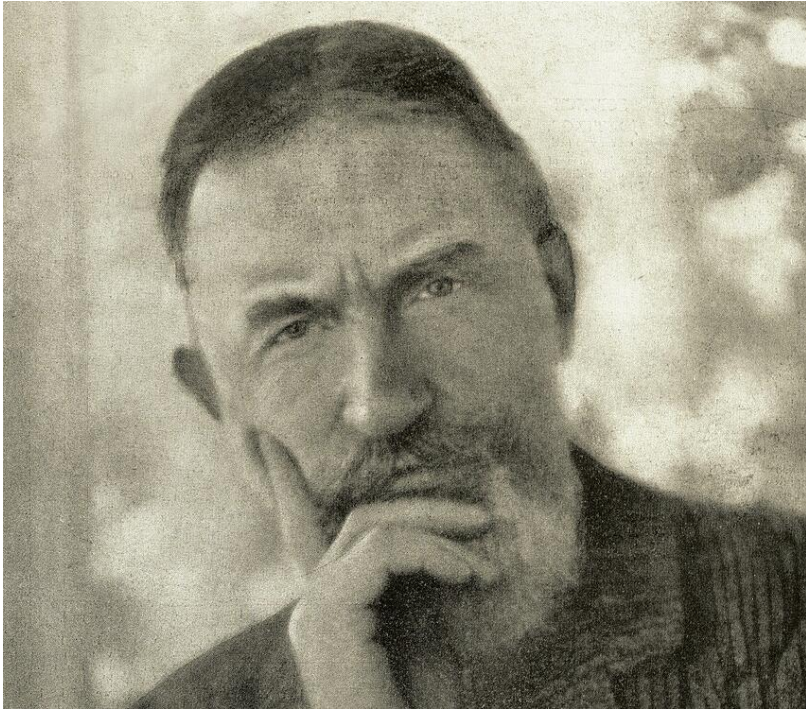
Group work

Following we will break out in groups for a very focused workshop session on identifying **entry points for communication** to enhance identified strategies and improve on lessons learned

I am here to learn today, not to preach!



A last thought to keep in mind for your work today



George Bernard Shaw

Nobel Prize in Literature 1925

Born: 26 July 1856, Dublin, Ireland

Died: 2 November 1950, Ayot St. Lawrence,
United Kingdom

**The single biggest problem in
communication is...**

**THE ILLUSION THAT
IT HAS TAKEN PLACE**

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Thank you!

Reach out to me in the room, I'd love to connect!

Or contact me here: f.ricci@cifor-icraf.org

Visit our website  agroecologytpp.org