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Agroecology TPP  
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# The Role of Communications to Enable Smallholder Farmers Accessing Finance

## Co-designing a Communication Plan for a Development Project

April 03, 2025

# Advantages of co-designing a communication plan

|  |  |
|--|--|
| <b>1. Enhanced ownership</b>                   | Involving stakeholders builds ownership, commitment, and support to the plan.                          |
| <b>2. Diverse perspectives</b>                 | Diverse viewpoints enhance understanding ensuring that the issue, need, and preferences are addressed. |
| <b>3. Improved relevance and effectiveness</b> | Incorporating stakeholder input makes the plan more relevant and achievable.                           |
| <b>4. Conflict resolution</b>                  | Engaging stakeholders helps identify and resolve conflicts early.                                      |
| <b>5. Stronger relationships</b>               | Co-designing encourages partnership, stronger relationships and trust.                                 |

# Co-designing the plan: 6 steps

## 1. Situation analysis



## 2. Strategic Design

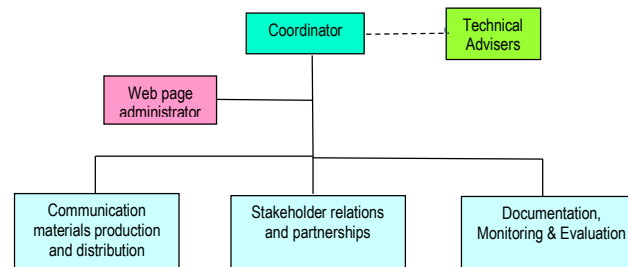


# Co-designing the plan: 6 steps

## 3. Design, pretesting and production of communication materials



## 4. Management and Implementation



| Activity   | Pre-construction | Construction | Transition | Operational/<br>Implementation | One-year after<br>implementation |
|--|------------------|--------------|------------|--------------------------------|----------------------------------|
| Conduct of situation analysis (stakeholder consultation)     |                  |              |            |                                |                                  |
| Development of communication plan                            |                  |              |            |                                |                                  |
| Design and development of communication materials            |                  |              |            |                                |                                  |
| Pretesting and revision of communication materials           |                  |              |            |                                |                                  |
| Production and distribution of communication materials       |                  |              |            |                                |                                  |
| Conduct of communication campaign                            |                  |              |            |                                |                                  |
| Monitoring of campaign and communication activities          |                  |              |            |                                |                                  |
| Evaluation of communication campaign and materials           |                  |              |            |                                |                                  |
| Re-entry planning for continuity of communication activities |                  |              |            |                                |                                  |



# Co-designing the plan: 6 steps

## 5. Evaluation



## 6. Continuity/Sustaining communication efforts



- Continuous public information
- Capacity building
- Partnerships and networking
- Identifying a champion



# Effects of Co-designing

## 1. Increased Learning and Awareness

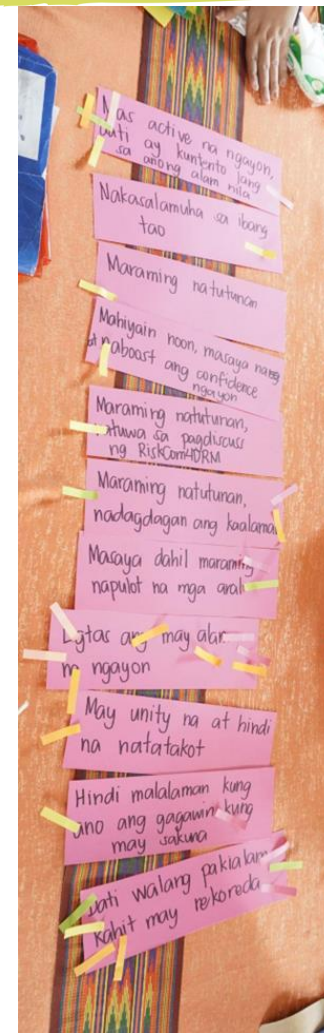
- Participants found the program educational and valuable in expanding their understanding.

## 2. Increased Confidence and Participation

- Empowered participants, helping them build confidence and disaster preparedness.

## 3. Stronger Community Bonds and Unity

- Shift toward stronger communal relationships and sense of shared responsibility



# Building Capacities



1. Participatory rapid communication appraisal
2. Participatory strategic communication planning
3. Participatory video
4. Participatory design and production of communication materials
5. Participatory monitoring, evaluation, accountability and learning
6. Most significant change and photovoice as participatory evaluation tools
7. Writing for print/broadcast materials, and for the web
8. Advocacy tools and skills
9. Developing the policy brief

# Co-design and implementation of communication plan vis a vis Rural Communication Services (RCS)

## RCS

- Focus on stakeholder and behavior change
- Address their communication needs
- Use participatory communication activities
- Organize communication events to share information
- Utilize local media and materials for effective communication
- Collaborate with organizations to enhance support

## RCS Services

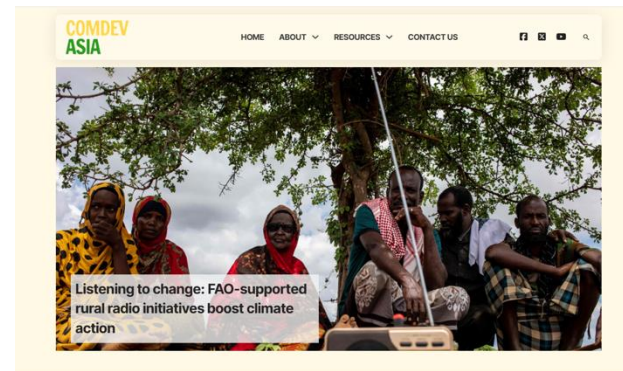
- ❖ Technical assistance in:
  - a. communication and advocacy planning
  - b. Conduct of RCS research and results sharing
- ❖ Documentation of RCS case studies
- ❖ Link to capacity building



# Communication for Development Asia (CDA) Initiatives

## CDA Digital Platform

- Connecting stakeholder groups (CoP)
- Sharing lessons learned
- Documentation of evidences and impact
- New and existing partnerships
- Good practices and lessons



To build ComDev capacities and to support rural communication policies and services in the region.

ComDev Asia (CDA) is a regional initiative that promotes Communication for Development (ComDev) in the Asia-Pacific region. Its purpose is to build ComDev capacities and to support rural communication policies and services in the region.

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## Thank you!

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