

ANNUAL  
MEMBERS  
FORUM  
MEETING 2025



Agroecology and  
Safe Food System  
Transitions

# Breakout Group Work

Enhancing Strategies with Communication Activities  
*Focus: Policies and Access to Finance for Smallholder Farmers*

2 April 2025

# Instructions for Work

Each group will work on **ONE identified strategy**.

## ***Objectives***

Establish **key communication activities** to enhance the effectiveness of the strategy assigned.

Identify the **role and actions of the AE-TPP**, to support the specific activities established above.

# Map of work

1. Strategy Being Enhanced
2. Desired Impact
3. Current Gaps or Challenges
4. Proposed Communication Activities (see the **comms matrix**)
5. Resources or Partners Needed
  1. Specific role for the TPP and linkages with other partners
6. Success Indicators
7. Notes or Follow-up Actions

# Comms matrix

Activity	Purpose	Target Audience	Message / Content	Channel / Tool	Lead Actor(s)	Timeline	Success Indicators
Radio drama on loan access	Raise awareness of loan processes	Young smallholder farmers	"You can apply for a loan without collateral if you're part of a group"	Local radio in native language	NGO + community radio station	July–Sept 2025	30% increase in inquiries at rural loan offices

*An example!*

# Tips for your work!

- Keep the farmer at the center: Think about what they need to hear, understand, and trust.
- Co-design: Engage different stakeholders in your process.
- Be creative: Use local languages, traditional media, or peer learning.
- Think practical: Choose low-cost, scalable communication channels.
- Be specific: Define who leads, when it happens, and how success is measured