

Communications and knowledge management are essential activities to help the CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) achieve its development outcomes.

Strategic and complementary communication helps highlight success stories, support a change in behaviour in next-users while expanding the program's reach. This in turn will help flagships and regions follow impact pathways and reach outcomes.



Our Vision

To make a strategic and significant contribution to delivering and communicating research outcomes

How We Do It

Through strategic planning that is focused on CCAFS outcomes and impact pathways

What We Do



Facilitate and manage:

- Internal team communications (CCAFS, CGIAR and partners)
- Capacity building on science communications
- Interactive knowledge-sharing platforms and communities of practice
- Databases and knowledge repositories
- Website content management
- Branding and acknowledgement
- Project and event management and facilitation



Document, synthesise and analyse:

- Interviewing, research, writing, translating and editing: blogs, flyers, working papers, policy briefs, journal papers, research reports, workshop reports, press releases
- Multimedia production: photos, videos, presentations and infographics
- Monitoring and evaluation: for planning and reporting processes and outcome stories (event, research and communication documentation and media tracking)



Engagement with next users:

- Media outreach: identify opportunities and stories, engage with journalists, develop press releases, arrange interviews
- Social media outreach online: twitter, facebook, LinkedIn
- CCAFS outreach channels: the website, newsletters, annual reports, exhibition booths and Slideshare
- Project and partner outreach channels: mini-websites, emailing lists, blogs
- Workshops, seminars and webinars
- Live event reporting: live blogging, tweeting, video interviews, photo blogs

Who We Are

As its foundation, CCAFS has an informed, creative and collaborative communications team

The CCAFS Approach to Communications

As team members, CCAFS communicators are informed, engaged and collaborative; bringing a unique creative skill set to the program. Their specific expertise helps make sure the right communications approach is identified, implemented, monitored and evaluated for individual projects. As efficient project-managers, they are adept to support the production of a range of communications materials including videos, information flyers, blogs and infographics. As natural communicators, they reflect on messaging, framing, format, layout, and representation to ensure that products are tailored to the needs of CCAFS audiences, that they are engaging, but above all, scientifically accurate.

The communicators represent an important link between CCAFS and partners, as they possess a clear understanding of next users and key audiences and know how to successfully reach and influence them. The CCAFS communicator is connected to and active in numerous networks, knowledge-sharing platforms, and keeps in touch with fellow communicators, situated throughout CCAFS and CGIAR. Through reaching out to communications colleagues, as well as research and development partners and the media, communicators ensure research products, content and findings are shared and spread beyond the research groups' immediate networks.

The CCAFS communicator also plays a vital role within the research team. By keeping research products well documented and organized, the communicator makes sure products are stored and managed in a structured way. This will make sure products are visible and accessible as per CGIAR open access policy.



CCAFS Communications Team