Introducing ILRI communications and knowledge management team

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ILRI Strategy
Strategic objective 1

ILRI and its partners will develop, test, adapt and promote science-based practices that—being sustainable and scalable—achieve better lives through livestock.
Strategic objective 2

ILRI and its partners will provide compelling scientific evidence in ways that persuade decision-makers—from farms to boardrooms and parliaments—that smarter policies and bigger livestock investments can deliver significant socio-economic, health and environmental dividends to both poor nations and households.
Strategic objective 3

ILRI and its partners will work to increase capacity amongst ILRI’s key stakeholders and the institute itself so that they can make better use of livestock science and investments for better lives through livestock.
The critical success factors:
Together with partnership, five areas where ILRI needs to excel to be able to deliver the strategy: 

1. Get the science right
2. Secure sustainable and appropriate funding
3. Influence decision-makers
4. Ensure ILRI is fit for purpose
5. Grow capacity

Partners
ILRI creates knowledge about livestock (feed-health-genetics research) to benefit rural poor in developing countries in a way that has global application and draws on knowledge from around the world.

Success is: the creation of new knowledge that has a significant global profile as well as being applied on a significant scale.
CKM team
CKM vision

One CKM community delivering value for money so ILRI meets its mission and strategic objectives.

One multi-skilled and motivated, community several teams, with flexible structures and mechanisms providing:

1) decentralized targeted delivery to meet different demands,

2) coherent institute-wide products, and

3) consistent standards and service levels.

As individuals and teams, role models for communications, collaborating and sharing, learning and innovating, and working out loud.
Principles

1. The knowledge we generate will be open and public
2. We value the knowledge of our clients and partners
3. We publish and communicate using multiple formats for multiple purposes
4. We support knowledge collecting, connecting and conversing
5. Face-to-face communication is as important as other more explicit communication channels
6. Advocacy is everyone’s responsibility
7. Communication inextricably linked to outcomes
8. Internal communication is part of our communication strategy
9. Partnerships are key to impact
10. We will innovate in the ways we share knowledge and use ICTs.
Functional elements

**Engage and collaborate**
- Facilitation
- Events
- Documenting and reporting
- Collaboration tools

**Publish**
- Editing
- Design
- Graphics
- Multimedia
- Printing

**Curate**
- Knowledge management
- Infoservices
- Website
- CRM
- Repository

**Awareness and advocacy**
- Advocacy
- Media
- Events
- Messaging
- Multimedia
Communications and knowledge management

- Publish and curate
- Awareness and advocacy
- Engage and collaborate

Community of Practice

Embedded staff
3 teams

Knowledge, publishing and curation team
This team organizes and publishes ILRI knowledge to maximize its accessibility and use.

Knowledge, engagement and collaboration team
This team facilitates engagement, collaboration, learning and knowledge sharing across ILRI and with key stakeholders.

Communications, awareness and advocacy team
This team helps ILRI to frame issues, attract higher quality attention to livestock in the developing world, build greater support for pro-poor livestock research for development and make its science stories 'stick.'
Research publishing and reporting
Sustainable management of globally significant endemic ruminant livestock in West Africa (PROGEBE)

Summary for decision making — the Gambia

Abdulal, B.N., Augustu Ajarakiwala, Dicko, O., Isbister, R., Owolabi, I., and Kasumu, A.

1 Background

Livestock contribute significantly to livelihoods and incomes of people living in rural areas. The losses are often significant and can be substantial. Livestock populations are vital for the economy of many countries and their health and productivity are important for food security and poverty reduction. Sustainable management of ruminant livestock in West Africa is crucial for the region's development.

2 A focused approach

The project is focused on developing strategies for the management of livestock diseases. It aims to improve the health and productivity of ruminant livestock in West Africa. The project has developed a comprehensive strategy for the management of livestock diseases, which includes the identification of key diseases, the development of control measures, and the implementation of these measures in the field.

3 Estimates of livestock disease burden

A study conducted in the Gambia estimated the total cost of livestock diseases to be approximately $100 million. The study found that livestock diseases are responsible for a significant portion of the economic losses in the region. The project is working to develop strategies to reduce the burden of livestock diseases and to improve the economic prospects of the region.

4 Vaccine biosciences program

The project has developed a vaccine biosciences program to improve the health and productivity of ruminant livestock. The program includes the development of new vaccines, the testing of these vaccines in the field, and the evaluation of their effectiveness. The program has already developed several new vaccines and is working to further improve their effectiveness.

5 Institutional flyers

The project has developed a series of institutional flyers to promote the benefits of sustainable management of ruminant livestock in West Africa. The flyers include information on the benefits of the project, the objectives of the project, and the results achieved to date. The flyers are available in several languages and are distributed to stakeholders in the region.

6 Conclusion

The project has made significant progress towards the sustainable management of ruminant livestock in West Africa. The project is working to further improve the health and productivity of ruminant livestock and to reduce the burden of livestock diseases. The project is an important contribution to the economic development of the region and is making a significant impact on the lives of people in rural areas.
Research publishing and reporting

• Editorial oversight: standards, procedures, policies and guidelines

• Services
  • Editing, copyediting, and design and layout
  • Manages specialist and non-specialist editorial pool
  • Graphic design (logos, posters, photos, templates, videos, etc.)

• Publications: scientific, briefs, corporate, profiles, blogs

• Social reporting and social media
Public awareness
Public awareness

- Corporate messaging/frames
- News stories and updates
- Media liaison, press releases and interviews
- Events, public speeches
- Films/multimedia products
- Corporate social media campaigns
- Corporate reports (annual and financial)
- Posters and exhibits (displays and handouts)
- Give-aways – caps, folders, pens, etc.
better lives through livestock

ilri.org