Communication and Open Access

HOLLY HOLMES • RTB ISC MEETING, DAR ES SALAAM, TANZANIA
Outline

• Communication in Phase II: What’s new?
• Update on Open Access
• Progress towards Key Performance Indicators
• Next steps: Message guide
Communication
Phase II
Phase II Launch

- CGIAR Goals Campaign: 15 – 28 May
  - Official, external launch of new CGIAR Portfolio
- RTB Launch event at Wageningen University & Research – 11 May, 2017
  - Increase visibility, showcase new and strengthened partnerships
  - Innovation and seed systems
  - Emphasis on scaling in Phase II
  - Visibility alongside System Council Meeting

Credit: WUR
Phase II Launch

- Launch event: Live video stream, joint blogs and social media with WUR
- One blog for each flagship project
- Participated in CGIAR Twitter Chat: #AgSystemsChat
- RTB featured as a highlight in CGIAR campaign report

### Two weeks

<table>
<thead>
<tr>
<th>Twitter &amp; Facebook</th>
<th>11 – 23 May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>831 people</td>
</tr>
<tr>
<td>Reach</td>
<td>49,263 people</td>
</tr>
</tbody>
</table>

Does not include RTB content shared by partners
Rebranding

- Goals
  - Distinguish RTB in Phase II
  - Fresh, modern, functional, professional
  - Encourage consistency
- New logo color, brand graphics, color palette, templates

2012 - 2017

2017 - 2022
Rebranding

Facebook

Roots, Tubers and Bananas (CGIAR) @frrtrain

We are pleased to share our 2016 Annual Report: Research for Innovation and Impact.

2016 brought continued successes for our program, including major scientific breakthroughs in banana research that will accelerate the breeding process for bananas, and lead to the development of improved crop varieties, including disease-resistant, nutrient-dense, and reddish potato high in iron and zinc. Over the past year, we estimate that nearly 1.6 million households adopted new technologies as a result of CGIAR research.

Explore the interactive website and learn more about our highlights from the past year.

Twitter

RootsTubersBananas @RTB_CGIAR

We are pleased to launch our 2016 Annual Report: Research for Innovation and Impact. Explore the interactive website www.cigarr.org.
Rebranding

Website

Banana

Bananas, including dessert banana, plantain, and cooking banana, are the fourth most important food crop in the least developed countries ranked by total production and food consumption. Total global production in 2010 was 136 million metric tons. Banana production in many areas rests upon a narrow genetic base. Many major production zones are dominated by cultivar [...]
Branding Guidelines

6. Templates

The following templates allow for co-branding with partner logos. The preset colors, fonts and font sizes in the templates must not be changed. RTB staff can access the templates through the RTB website.

- PowerPoint Presentation

- Poster

- Name tags
Annual Report 2016

- More than 900 visitors in first two weeks
- Custom links for donors – results to come

Traffic sources

- Social media: 33%
- Direct link: 58%
- Search engines: 7%
- Referral: 2%

Top 10 Countries: Total visits

1. Peru
2. United States
3. Nigeria
4. Colombia
5. Kenya
6. India
7. Uganda
8. France
9. Australia
10. United Kingdom
Publications and Acknowledgements Guidelines 2017
Publications and Acknowledgements Guidelines

• Goals
  • Increase rate of acknowledgements
  • Correct acknowledgements of RTB and CGIAR Fund Donors

RTB Acknowledgement in ‘Selected Publications’

N = 53

- 57% RTB acknowledged wrong
- 25% Other or None acknowledged
- 13% Unknown - Only abstract accessible
- 5% RTB acknowledged
Publications and Acknowledgements Guidelines

Launch upcoming

• RTB-wide campaign to share guidelines and reinforce importance of acknowledgements
• Work with Center Focal Points and Flagship Leaders
• Requires engagement from all RTB team
• Launch together with RTB Open Access repository

“RTB tracks publications that acknowledge the program, and this information is considered during annual performance evaluation and may influence decision-making regarding the allocation of funds. Likewise, CGIAR Research Programs are evaluated by CGIAR and donors partly by the number and calibre (impact factor) of publications produced.”
Open Access
Open Access

• RTB repository created in CGSpace
  • Established with CIP support
  • CGSpace is collectively agreed repository among CGIAR centers
  • Publications are tagged in partner collections and appear in RTB – avoids duplication

• Repository ready for launch
  • 1006 items in repository
  • Journal articles, working papers, briefs, flyers, etc.

• Launch with Publications & Acknowledgements Guidelines
  • Similar messages
Open Access

Journal Articles

ISI and Non-ISI

- ISI Journals: 397 (65%)
- Non-ISI Journals: 211 (35%)

Total - 608

Open and Limited Access

- Open Access: 328 (54%)
- Limited Access: 280 (46%)

Total - 608
Open Access and Alt Metrics

Most downloaded paper in RTB CGSpace

Outreach
- Published June 2017 - IITA
- Blog on RTB website
- Blog shared on Bioversity website
- CIP Newsletter
- Social media

<table>
<thead>
<tr>
<th>Country</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>75</td>
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<tr>
<td>Tanzania</td>
<td>22</td>
</tr>
<tr>
<td>Nigeria</td>
<td>20</td>
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Key Performance Indicators
Website

Approach to communication

- Produce and cross-post content with Communications Focal Points and partners, and increasingly with scientists
- Campaign based approach, e.g. Phase II launch and UN World Food Day
- Communicating evidence and visibility for research

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Visits</th>
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<tbody>
<tr>
<td>2013</td>
<td>11440</td>
</tr>
<tr>
<td>2014</td>
<td>14111</td>
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<tr>
<td>2015</td>
<td>28117</td>
</tr>
<tr>
<td>2016</td>
<td>29456</td>
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<tr>
<td>Aug-17</td>
<td>19951</td>
</tr>
</tbody>
</table>

Traffic sources

- Search engines: 47%
- Direct link: 20%
- Referral: 16%
- Social media: 10%
- Unknown: 7%

2013 – Aug 2017
Website

Top 10 countries: Total visits

1. 🇳🇬 Nigeria
2. 🇺🇸 United States
3. 🇵🇪 Peru
4. 🇰🇪 Kenya
5. 🇺🇬 Uganda
6. 🇬🇧 United Kingdom
7. 🇮🇳 India
8. 🇫🇷 France
9. 🇨🇴 Colombia
10. 🇨🇲 Cameroon

Aug 16 – Aug 17

Key audiences

- National level policymakers
- Donors
- Partners including NARS, advanced research institutes
- CGIAR Centers and CRPs
- Regional and international media
- Informed general public
Social media - Growth and engagement

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Followers</th>
<th>No. of Engaged Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2,036</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>3,330</td>
<td></td>
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<tr>
<td>2016</td>
<td>5,283</td>
<td></td>
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<td>Aug-17</td>
<td>6,583</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td>8322</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td>4760</td>
</tr>
<tr>
<td>Aug-17</td>
<td></td>
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</tbody>
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**Kanayo Nwanze**  
@knwanze

I am IFAD's former President and winner of the first Africa Food Prize. A Nigerian national, I’ve always been a passionate advocate of change.

**Asuogyaman Agric**  
@AgricAsuogyagh  
FOLLOW YOU

Department of Agriculture, Asuogyaman District Assembly, Local Government Service, Ghana. Providing agricultural extension services. FB

**UKO, Utibe N.**  
@NobleQJones  
FOLLOW YOU

Youth Farmer • Agripreneur • Agribusiness Coach • Organic Farming Enthusiast • I empower the young and old into agriculture and agribusiness...
Summary

- Branding and visual communication
- Publications and acknowledgements
- Open Access
- Outreach for research
- Communicating with partners
- Engaging our audiences
- Monitoring and evaluating
What’s next?

Message guide

• Compelling narrative aligned with CGIAR and RTB centers
• ISC involvement and representative/s?
Thank you