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So we build Theories of Change and Impact Pathways, we write policy briefs, we tweet, we engage experts

Of all these engagement strategies- do they work and how?

Assessing effectiveness of different engagement strategies or ‘how to get the ‘why livestock matter’ message into use

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Outcomes
We started with an internal (ILRI) workshop in Dec 2019 and a stakeholders’ engagement in May 2020

We should not forget our own organization!
• Get internal alignment on messages and engagement strategies

Future steps
• Organize the ‘engagement strategies’ into a set of guidelines and develop a framework to assess their effectiveness
• Work will continue Post-2021, also getting new partners and investors (USAID, World Bank)
• Test out communication with new Livestock in food systems report

Our innovative approach
• Be more intentional on ways to get research recommendations used- by trying new ways to communicate and influence, and assessing whether and how they work
• The whylivestockmatter.org website provides clear(er) messages and references, build around ‘stories’ as per the 21st century policy communication model
• This work is conducted through the ILRI project on Global Livestock Advocacy for Development or GLAD, complemented by W1/2 funds

Context
• We do lots of research with the intention that it will lead to outcomes- decision makers and investors reading, understanding and applying our recommendations
• We use a variety of ‘engagement strategies’- writing policy briefs, convening or participating in stakeholders’ forums, collaborating with think tanks, writing blogs, etc
• But do these ‘engagement strategies’ work? we don’t know which ones work better, with whom and how?

Partners

The CGIAR Research Program on Livestock thanks all donors & organizations which globally support its work through their contributions to the CGIAR Trust Fund. cgiar.org/funders

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LLFAS
Isabelle Baltenweck, ILRI
i.baltenweck@cgiar.org
Michael Victor
m.victor@cgiar.org