#### **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?

## 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 21<sup>st</sup> 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

RESEARCH

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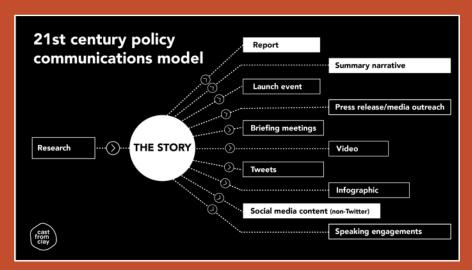
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# POVERTY REDUCTION, LIVELIHOODS & JOBS

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

- As researchers working on livestock in the CGIAR, we hope for more than 'just papers', hoping our research will be used by someone 'important'
- 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?



#### **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

#### **Partners**









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