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Communications Plan

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This Communications Plan for the CGIAR Initiative **Transformational Agroecology across Food, Land and Water Systems** (AE-I) aims to provide guidance for people working with and for the Initiative as well as anyone who may need to speak or write about it.

Consisting of the sections listed below, this plan proposes an approach for Initiative communications and offers concrete guidelines for implementing partners:

1. Objectives, audiences, and approaches
2. Products
3. Work Plan Year 1
4. Roles and responsibilities
5. Monitoring, evaluation, and learning
6. Media
7. Branding

The CGIAR initiative Transformational Agroecology across Food, Land and Water Systems develops and scales agroecological innovations with small-scale farmers and other food system actors in seven low- and middle-income countries. It is one of 32 initiatives of CGIAR, a global research partnership for a food-secure future, dedicated to transforming food, land, and water systems in a climate crisis.

www.cgiar.org/initiative/31-transformational-agroecology-across-food-land-and-water-systems/

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Introduction

This Communications Plan for the CGIAR Initiative **Transformational Agroecology across Food, Land and Water Systems** (AE-I) aims to provide guidance for people working with and for the Initiative as well as anyone who may need to speak or write about it.

Communications in AE-I will serve as a central means to help achieve the Initiative's outcomes and impact. For this purpose, we will involve stakeholders and reach intended next and end users through networking. The Communications Plan will also be closely aligned with the Initiative's theories of change, activities and outputs, while taking into account its Monitoring, Evaluation, and Learning (MEL) Plan, so that our communications can support the achievement of milestones and results.

AE-I communications will span from specific territories – referred to as Agroecological Living Labs, ALLs – to the global level. In collaboration with communications teams in partner organizations, AE-I will adapt this effort to specific country contexts and target its messaging to specific audiences. The Initiative will also align its communications with CGIAR guidelines and branding so as to reinforce CGIAR's global communications on this and other initiatives. In addition, this Communications Plan focuses on shaping AE-I's own brand and on making it visible through different media and other communication channels.

Consisting of the sections listed below, this plan proposes an approach for Initiative communications and offers concrete guidelines for implementing partners:

8. Objectives, audiences, and approaches
9. Products
10. Work Plan Year 1
11. Roles and responsibilities
12. Monitoring, evaluation, and learning
13. Media
14. Branding

As the Initiative gains momentum in target countries, we will develop more detailed communications plans aimed at helping reach and influence local food system actors (FSAs).

I. Objectives, audiences, and approaches

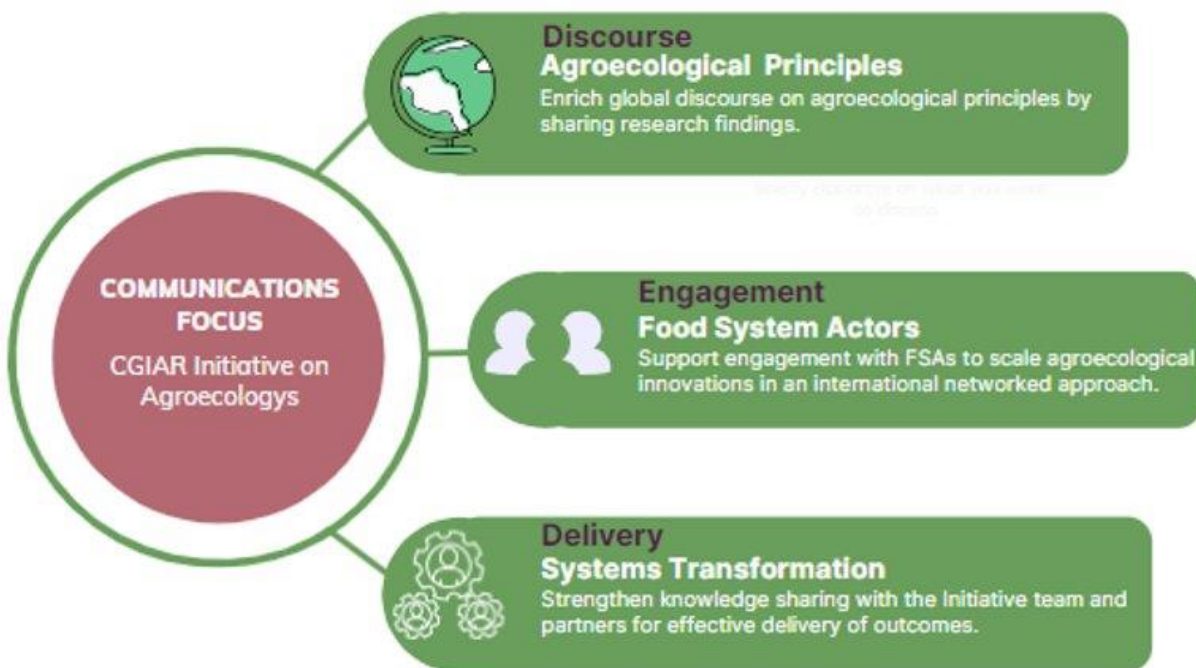
AE-I communications will pursue three main objectives:

1. ***Enrich the global discourse on agroecological principles by sharing research findings:*** Agroecology is gaining importance worldwide as a means to strengthen the ecological, economic, and social sustainability of food systems. AE-I can enrich the global discourse on this approach by providing evidence of its transformative potential and by offering replicable models for transitioning to agroecology. With activities at multiple sites in seven countries, the Initiative will provide ample communications opportunities, based on diverse experience, contributing to the discussion of agroecology through inclusive research that

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encompasses on-site assessments, business and financial models, policy integration, and behavioral change. The challenge is to frame our communications in such a way as to recognize CGIAR's recent commitment to agroecological research alongside actors who have advocated agroecology for a long time.

2. **Support engagement with FSAs to scale agroecological innovations:** The initiative aims to engage with FSAs in selected ALLs, uniting them in an international network that promotes research and innovation together with learning focused on the biophysical and socio-economic conditions required for agroecological transitions. Key opportunities for engagement include the co-creation of communications-for-development products, various types of events, campaigns with partners in each ALL, and support for knowledge sharing and learning within the network. Important challenges are to communicate findings from the ALLs in a way that supports the scaling of agroecological transition models and to create an enabling environment for the international network.
3. **Strengthen knowledge sharing for effective delivery of outcomes:** Bringing together multiple CGIAR centers and partners under novel institutional arrangements, AE-I offers an important opportunity to advance CGIAR's systems transformation agenda. The challenge is to speed the delivery of outcomes through strong internal communications, knowledge sharing and learning within the Initiative, thus enabling the five work package teams and seven country teams to implement and adapt their plans swiftly.



The three objectives target specific audiences through tailored communications approaches, which will be fine-tuned as the Initiative advances.

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Objective	Audiences	Communications approaches
Enrich global discourse on agroecological principles by sharing research findings.	- Global FSAs - Civil society and (I)NGOs - Researchers - Press and media - Donors - Private sector and investors	Organize and participate in international events. Co-author publications. Contribute to events and activities of the Transformative Partnership Platform on Agroecology (TPP) and Global Landscapes Forum (GLF).
Support engagement with FSAs to scale agroecological innovations in an international networked approach.	- Lead partner organizations in target countries and FSAs participating in work package and country teams: Farmers, researchers, private sector, and decision & policymakers - Other FSAs in the target territories - Regional and national FSAs - AE-I impact partners	Document and share Initiative activities in ALLs. Systematize experiences in ALLs (along with expected outputs) with FSAs. Communications for development: Develop products targeted at local FSAs, based on outputs and findings of the five work packages. Take part in the TPP and GLF community of practice. Invite FSAs to participate in communications activities (comms working group and agroecology training for comms staff) and empower FSAs to showcase work package activities in their territories.
Strengthen knowledge sharing with the Initiative team and partners for effective delivery of outcomes.	- AE-I work package and country teams with implementing partners - CGIAR system organization and centers involved with AE-I - Staff of CGIAR Transformation Action Area - Researchers in related bilateral projects	Feature AE-I in coordination with CGIAR and Action Areas, according to CGIAR communication guidelines. Encourage the Initiative team to consult and use communications channels (e.g., social media, annual reports, and newsletters). Ensure that Initiative resources (Microsoft Teams site) are readily accessible and available. Promote participatory meeting design and facilitation, internal seminars and capacity strengthening. Formulate an annual technical report by country for sharing with country partners.

Table 1: Audiences and communication approaches by objective

II. Products

The outputs of each AE-I work package will provide a basis for developing communications products, such as:

- Technical reports
- Scientific publications
- Tools: Datasets/databases and policy tracking
- Websites
- Workshops
- Guides: Investment case, business design, and action plan

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- Country briefs

For each work package, we will identify in more detail a series of communications products for targeted promotion.

2022	2023	2024
WP 1: FSAs collaborate with researchers in an international ALLs network.		
Technical and assessment reports , by ALL (the most suitable agroecological transition pathways, key agricultural practices requiring adaptation or change with agroecological approaches, and potential adaptation and adoption of alternative agroecological practices) Technical report , by ALL: Suitable agroecological production practices for priority farming systems	Technical report , by ALL: Suitable agroecological production practices for priority farming systems One publication synthesizing impact projections across ALLs (early and projected holistic effects of alternative agroecological practices) One scientific publication with global meta-analysis (potential adaptation and adoption of alternative agroecological practices)	Technical report : Actual adaptation and adoption of alternative agroecological practices Innovation package report Final report, by ALL : Suitable agroecological practices for priority farming systems
WP2: FSAs use knowledge gained from assessments to implement agroecological innovations.		
Baseline reports and dataset (current conditions of agricultural systems for small-scale farmers in each ALL)	Holistic assessment framework and website (biophysical/socio-economic metrics and indicators, including financial metrics, to reflect true costs and benefits) Guideline report on holistic assessment framework with local options Knowledge database of the context-specific social, environmental, and economic impacts of agroecology interventions	Seven awareness-raising workshops and lessons-learned seminars for extension workers and multi-stakeholder platforms as well as one global seminar
WP3: FSAs co-develop business models and financial mechanisms that support agroecological innovations.		
Technical reports (at least four value chain maps and analyses carried out per country, with cost-benefit analysis)	Technical reports : (at least two business models and financial modalities identified and classified) One peer-reviewed publication One business design document per ALL	One investment case per ALL One report per ALL (financial mechanisms for agroecological business models)
WP4: FSAs co-develop and promote policy recommendations for mainstreaming agroecological principles. FSAs co-develop, strengthen, or adjust local institutions and governance mechanisms to better support agroecological transitions in each ALL.		
One annual report per ALL (policies, institutions, and key stakeholders that favor or limit agroecology transitions; opportunities for policy integration and change; options for improving local	One annual report per ALL (policies, institutions, and key stakeholders that favor or limit agroecological transitions; opportunities for policy integration and change; options for improving local institutions, organizational	One final report per ALL (policies, institutions, and key stakeholders that favor or limit agroecological transitions; opportunities for policy integration and change; options for improving local

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institutions, organizational arrangements, and governance structures to catalyze agroecology transitions; and policy framework)	arrangements, and governance structures to catalyze agroecological transitions; and policy framework) One document per country (mechanisms for better coordination and adaptation of local institutions to enable agroecological transitions agreed among actors)	institutions, organizational arrangements, and governance structures to catalyze agroecological transitions; policy framework) Policy framework tracking tool One technical report per country, one document for policymakers per country, and one global scientific article (ex-ante assessment of the effects of scaling agroecological transitions on government socio-economic and environmental priorities and commitments) One action plan per country (recommendations and action plans for policy and institutional changes in ALL countries or regions)
WP5: FSAs re-orient or adjust their strategies and action plans, based on scientific studies of behavioral change mechanisms, to implement agroecological transformation.		
	Country briefs (key lessons on agency and behavior change of individuals) Improved MELIA tool Peer-reviewed paper (findings on changes in agency and behavior to support agroecological transitions)	Reports on innovations (supportive institutions and social interfaces for local agroecological innovation, and innovation pathways for cooperative decision-making and widespread behavior change)
Initiative level: Annual reports		

Table 2: Planned outputs of the Initiative

III. Work Plan Year 1 (July – December 2022)

	July	Aug	Sept	Oct	Nov	Dec
Brochure						
Communications Plan with branding and social media guidelines)						
Comms products for Launch event (blog, videos, social media coverage)						
Country launches summary blog						
Publish on CGIAR microsite						
Newsletter						

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Annual initiative brief by country for partners						Finish in January 23
Coverage of events and news on social media						

IV. Roles in AE-I communications

Note:

1. AE-I will follow CGIAR communications and branding guidelines, and develop additional resources as needed and in coordination with CGIAR.
2. AE-I can provide support in science writing and multimedia communications to ensure high quality in communications aimed at involving and reaching different audiences effectively.
3. We will seek to involve and empower partners in communications.
4. Strong internal communications will facilitate clear and targeted external communications.

a. Role of communications coordinator

1. Develop a communications plan for AE-I.
2. Provide communications guidelines and resources for AE-I staff.
3. Coordinate communications with:
 - CGIAR communications team (ensuring that branding guidelines are respected)
 - Communications focal point for Systems Transformation (when appointed)
 - Communications team of the lead and co-center Alliance Bioversity-CIAT and IWMI (design and development of comms materials)
 - CGIAR partner centers and other initiative partners
4. Position AE-I within CGIAR's Systems Transformations group.
5. Coordinate production of communications materials with consultants.
6. Assure consistent branding of all communications materials.
7. Lead day-to-day communications, providing updated and impact-oriented content (materials, website, social media, publications, quarterly newsletter, and annual report) to target audiences.
8. Coordinate communications with and among the five work package leads and seven country leads.
9. Ensure optimal coverage of events; coordinate participation and presence in high-level events; and lead/support event implementation with partners and facilitation, as required.
10. Monitor and evaluate communications activities, outputs, and events.
11. Facilitate collaboration between partners' communications units, involve them actively in producing communications outputs, create opportunities for feedback, and follow established decision-making procedures.

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b. Roles of organizations and individuals working with AE-I

Actor	Role
CGIAR	Provides branding guidelines and support for high-level communications. Our focal point is Janet Hodur, who will liaise with the rest of the CGIAR comms team.
Lead center	Comms teams adapt branding and design to specific country and work package contexts. Our focal point is Vicky Rengifo.
Consultants hired by AE-I	Consultants develop comms products according to current branding guidelines, under the coordination of the AE-I comms lead and with input from the lead center comms team.
AE-I communications	See coordination roles above. The communications coordinator is Simone Staiger.
AE-I implementers (CGIAR centers, implementing partners CIRAD, CIFOR-ICRAF, and TPP)	Work package leads and country focal points work with their organizations' communications teams in close coordination with AE-I or directly with AE-I communications to develop comms products, events, etc. All share progress via social media, on the Teams site, and the with comms coordinator. Follow communications and branding guidelines. All connect with local media and seek communications opportunities.
Lead implementing partners	Lead partners in target countries report on activities through their communications units, and coordinate with the comms focal points of AE-I implementers in their country.

V. Monitoring, evaluation, and learning

The Initiative will set up a simple monitoring dashboard to track delivery of its communications outputs. The dashboard will include statistics on website usage, publications (Altmetrics), social media impressions, newsletter readership, mentions, and publications in the press.

MEL opportunities:

- Within CGIAR, the Initiative forms part of various communications working groups and will interact with the communications coordinator of the Systems Transformation Action Area. Relationships will provide opportunities for evaluating and adjusting AE-I communications.
- This plan will be modified continuously and critically reviewed as part of the annual pause-and-reflect moment that is part of the CGIAR Initiatives' lifecycle. The review should identify needs for adjustment in communications approaches, products, and activities.
- A strong connection to partners (CGIAR centers, other global partners as well as national and local partners in ALLs) is essential for testing, evaluating, and adjusting communications interventions.

VI. Communications media

a. Website

- Any materials (blogs, press releases, event pages, webpages, etc.) related to the CGIAR Research Portfolio and Initiatives should be published first and fully at the Portfolio's online home (www.cgiar.org). Pages on

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CGIAR center websites should point to the Initiative page on cgiar.org. The Initiative pages on cgiar.org will be expanded into larger microsites with more flexibility in terms of design and content.

- The Initiative webpage is: <https://www.cgiar.org/initiative/31-transformational-agroecology-across-food-land-and-water-systems/> Short URL: <https://on.cgiar.org/3x6kv1F>
- To update or publish anything on CGIAR accounts (web content, videos, photos, and tweets), contact the Initiative's comms lead, Simone Staiger at s.staiger@cgiar.org

b. Publications and repositories

CGSpace <https://cgspace.cgiar.org> is the Repository for all research initiative outputs.

Initiative staff should work with their respective Centres that are responsible for Knowledge or Information Management, Communications, or Library (different names in each Center) to submit any research initiative outputs (Information products, Publications, and Datasets).

The following are the key steps involved.

- Use the established workflow or procedures of your Center to submit your research outputs – journal articles, books, chapters, reports, etc. Basically, follow the procedure you have previously followed while submitting your research outputs. If you are new to this and you don't know the process, pls check with your Centers' knowledge managers/comms specialists.
- Ask authors when submitting to always indicate where possible any initiative(s) that are associated with each output This helps us to make sure they get assigned to the correct initiative.

Disclaimer on publications

This work was implemented as part of the CGIAR initiative Transformational Agroecology across Food, Land and Water Systems.

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c. Social media

- The hashtag for the Initiative is #AgroecologyInitiative - Include @CGIAR in the body of the message. - Centers involved should be tagged at the end of the message, in the photo/graphic element (depending on format and space available), or in the body of the message if the context allows. - If space allows, use hashtags: #OurInitiatives and/or #OneCGIAR. - Include a link to the Initiative webpage. Note: - The Initiative will not create separate social media accounts (YouTube, Flickr, LinkedIn, Twitter, etc.) but will use the hashtag and CGIAR accounts. - AE-I colleagues and friends of the #AgroecologyInitiative are invited to post on social media, using the hashtag and following the recommendations above.	 CGIAR @CGIAR The launch of CGIAR's #AgroecologyInitiative in Tunisia allowed participants to discuss opportunities to accelerate agroecological transition at scale. Read about the Initiative's objectives on.cgiar.org/3x6kv1F #OurInitiatives #OneCGIAR @ICARDA @IRESA_Tunisia  7:30pm · 30 Jun 2022 · Buffer
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Social media handles #AgroecologyInitiative

Organization	Handle
CGIAR	@CGIAR #ONECGIAR #OurInitiatives
Alliance	@BioIntCIAT_eng (English) @BioIntCIAT_esp (Spanish)
IWMI	@IWMI_
IFPRI	@IFPRI @IFPRI_Africa
CIMMYT	@CIMMYT @CIMMYTesp
CIP	@cipotato
WorldFish	@WorldFishCenter
ICARDA	@ICARDA
IITA	@IITA_CGIAR
CIRAD	@CIRAD

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CIFOR-ICRAF	@CIFOR @ICRAF
TPP	-
Biovision Foundation	@FutureForAll
Peru - Gobierno Regional de Ucayali Colpa de Loros	@GoreUcayali #ColpaDeLoros
Zimbabwe – Bio Hub Trust	@BioHubTrust

VII. Branding

a. Message grid

Title: Transformational Agroecology across Food, Land and Water Systems		
Short name: Agroecology Initiative		
Tagline: Harnessing nature's goods and services, while fostering social inclusion and co-innovation for a sustainable food future		
Objective: This Initiative aims to develop and scale agroecological innovations that minimize environmental impacts with small-scale farmers and other agricultural and food system actors across different socio-ecological contexts in seven low- and middle-income countries.		
Key message 1: Challenge	Key message 2: Activities	Key message 3: Outcomes
Global food systems are falling far short of sustainability goals. Not only do they leave 820 million people undernourished worldwide, while deepening social inequities, but from production to consumption, they also contribute to biodiversity loss, pollute water, and deplete natural resources. Moreover, these systems account for about a third of the world's greenhouse gas (GHG) emissions causing climate change.	Food system actors in specific territories of seven countries will co-design, test, and adapt agroecological practices – from food production to consumption. In the process, they will link markets with investments, while considering policy issues and consumer behavior. These actors will also form an international network to advance the implementation of agroecological innovations.	Farmers and communities across a wide range of contexts apply relevant agroecological principles, with support from other food system actors.
Supporting facts/data/arguments		
820 million people are undernourished worldwide. Food systems are responsible for much of the world's GHG emissions as well as for deepening social inequities, biodiversity loss, water pollution, and depletion of natural resources. Two-thirds of hungry people live and work in rural areas, and of the global total of 570 million farms, 475 million are small-scale operations. Nonetheless, more than 95% of research on agricultural and food systems is irrelevant to small-scale farmers.	In each ALL, AE-I engages with FSAs to determine which agroecological innovations (practices, business models, and institutional arrangements) work best, where, why, and for whom. AE-I identifies business opportunities and financial mechanisms for agroecological innovations that work for local enterprises. AE-I develops strategies and action plans to encourage and support sustainable behavior change oriented to agroecological principles and transitions. AE-I proposes the most suitable policies and policy-integration mechanisms to promote effective and sustainable agroecological transitions.	At least 250 national and international researchers collaborating with FSAs (at least 7,000 farmers, 70 policymakers and 35 private-sector companies) across seven countries co-design and test context-specific agroecological innovations in an international network of ALLs. Food system actors (at least 7,000 farmers, 70 policymakers, and 35 private companies) use knowledge gained from science-based assessments to implement innovations that are sustainable and enhance resilience.

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AE-I builds on a long history of CGIAR work and responds to key emerging themes from CGIAR-commissioned evaluations. These call for more integrated research and development platforms as well as more systems-focused research encompassing ecosystems, biodiversity, and livelihoods in agroecosystems.	AE-I is being implemented by a multidisciplinary team of researchers and non-researchers, which includes CGIAR, CIRAD, and CIFOR-ICRAF as well as multiple national and local partners in target countries. AE-I contributes to and learns from the Transformative Partnership Platform on Agroecology and cooperates with key partners for scaling and impact, including GIZ, Biovision, and national authorities.	In each ALL, FSAs co-develop business models and financial mechanisms, linking agroecological innovations to markets and investments. At least 20 national and regional policymakers and sectoral organization representatives develop and in each ALL, promote recommendations and institutional arrangements to bring about the policy integration required to mainstream agroecological principles. Scientists, funders, policymakers, business partners and civil society re-orient or adjust at least 10 strategies and action plans per identified stakeholder group, based on CGIAR and partners' science on behavioral change mechanisms.
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B. Boilerplate

For use in communications products

The CGIAR initiative Transformational Agroecology across Food, Land and Water Systems **develops and scales agroecological innovations with small-scale farmers and other food system actors in seven low- and middle-income countries** (Burkina Faso, India, Kenya, Laos, Peru, Tunisia, and Zimbabwe). In specific territories – referred to as Agroecological Living Landscapes – the Initiative identifies business opportunities and financial mechanisms that work for local enterprises, develops strategies and action plans for sustainable behavior change, and proposes suitable policies and policy integration mechanisms to promote effective and sustainable agroecological transitions. The Initiative is being implemented by a multidisciplinary team of researchers and non-researchers, which includes CGIAR, CIRAD, and CIFOR-ICRAF as well as multiple national and local partners in the target countries. The Initiative contributes to and learns from the Transformative Partnership Platform on Agroecology and cooperates with key partners for scaling and impact, including GIZ, Biovision, and national authorities. This is one of 32 initiatives of CGIAR, a global research partnership for a food-secure future, dedicated to transforming food, land, and water systems in a climate crisis.

Short version: The CGIAR initiative Transformational Agroecology across Food, Land and Water Systems **develops and scales agroecological innovations with small-scale farmers and other food system actors in seven low- and middle-income countries**. It is one of 32 initiatives of CGIAR, a global research partnership for a food-secure future, dedicated to transforming food, land, and water systems in a climate crisis.

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CGIAR boilerplate

English	Spanish	French
CGIAR is a global research partnership for a food-secure future, dedicated to transforming food, land, and water systems in a climate crisis.	CGIAR es un consorcio mundial de investigación para un futuro sin hambre, dedicado a transformar los sistemas alimentarios, terrestres y acuáticos en medio de una crisis climática.	CGIAR est un partenariat mondial de recherche pour améliorer la sécurité alimentaire du futur, en transformant les systèmes alimentaires, la gestion des terres et de l'eau dans un contexte de crise climatique.
Shorter version: CGIAR is a global research partnership for a food-secure future.	CGIAR es un consorcio mundial de investigación para un futuro sin hambre.	CGIAR est un partenariat mondial de recherche pour améliorer la sécurité alimentaire du futur.
Describing the portfolio: CGIAR is working to transform food, land, and water systems in a climate crisis.	CGIAR está trabajando para transformar los sistemas alimentarios, terrestres y acuáticos en medio de una crisis climática.	CGIAR s'efforce de transformer les systèmes alimentaires, la gestion des terres et de l'eau dans un contexte de crise climatique.

C. Logos and color schemes

Logo	Primary Color	Secondary Color
 INITIATIVE ON Agroecology	 Process (CMYK) C: 64 M: 19 Y: 82 K: 3 RGB R: 105 G: 158 B: 92 HEX #699E5C	 Process (CMYK) C: 27 M: 67 Y: 44 K: 4 RGB R: 180 G: 105 B: 114 HEX #B46972
 INITIATIVE ON Agroecology		
 INITIATIVE ON Agroecology		

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Complementary Colors

			
Process (CMYK) C: 77 M: 42 Y: 99 K: 41	Process (CMYK) C: 31 M: 0 Y: 49 K: 0	Process (CMYK) C: 64 M: 94 Y: 42 K: 40	Process (CMYK) C: 42 M: 75 Y: 17 K: 0
RGB R: 48 G: 82 B: 39	RGB R: 175 G: 235 B: 160	RGB R: 82 G: 31 B: 71	RGB R: 158 G: 92 B: 144
HEX #305227	HEX #AFEB40	HEX #521F47	HEX #9E5C80

Branding Assets

Environmental health and biodiversity
Agroecology



Use of logo

- In all communications materials, the logo will be positioned prominently at the top.
- No co-branding will be used (no center or CGIAR logo next to Initiative logo).
- Partners will be acknowledged at the bottom under the title Implementing partners, followed by names and/or logos in the following order:
 1. **Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT)**
 2. International Water Management Institute (IWMI)
 3. International Maize and Wheat Improvement Center (CIMMYT)
 4. International Center for Agricultural Research in the Dry Areas (ICARDA)
 5. International Institute for Tropical Agriculture (IITA)
 6. International Potato Center (CIP)
 7. WorldFish
 8. French Agricultural Research Centre for International Development (CIRAD)
 9. CIFOR-ICRAF
 10. The Transformative Partnership Platform on Agroecology (TPP)
 11. Other implementing partners

Note: You can adapt the order and put in third position (after Alliance and IWMI) the logo that is most relevant to your activity, e.g., CIP in an event banner in Peru).

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 Agroecology PTT	AE-I contributes to and learns from the Transformative Partnership Platform on Agroecology (TPP). With TPP, the initiative can “address key knowledge and implementation gaps to support agroecological transitions, underpin advocacy and inform policymakers and donors about the environmental and social benefits of agroecological approaches”. AE-I will contribute to the TPP Community of Practice on Global Landscapes Forum (GLFx). The name and logo of TPP should be added to the list of partners (see table above).
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