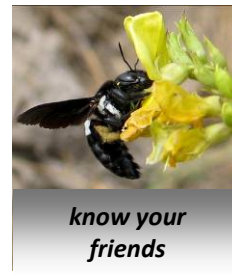


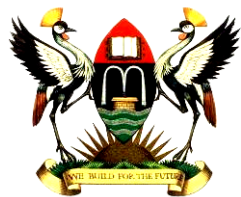


bionet
eafrinet

Communication Strategy 2011 –2016



taxonomy for development



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BioNET-EAFRINET Coordinating Institutions

BioNET-EAFRINET Communication Strategy (2011-2016)

BioNET-EAFRINET's Vision: *The capacity to discover and name organisms is accessible to serve the needs of people everywhere*

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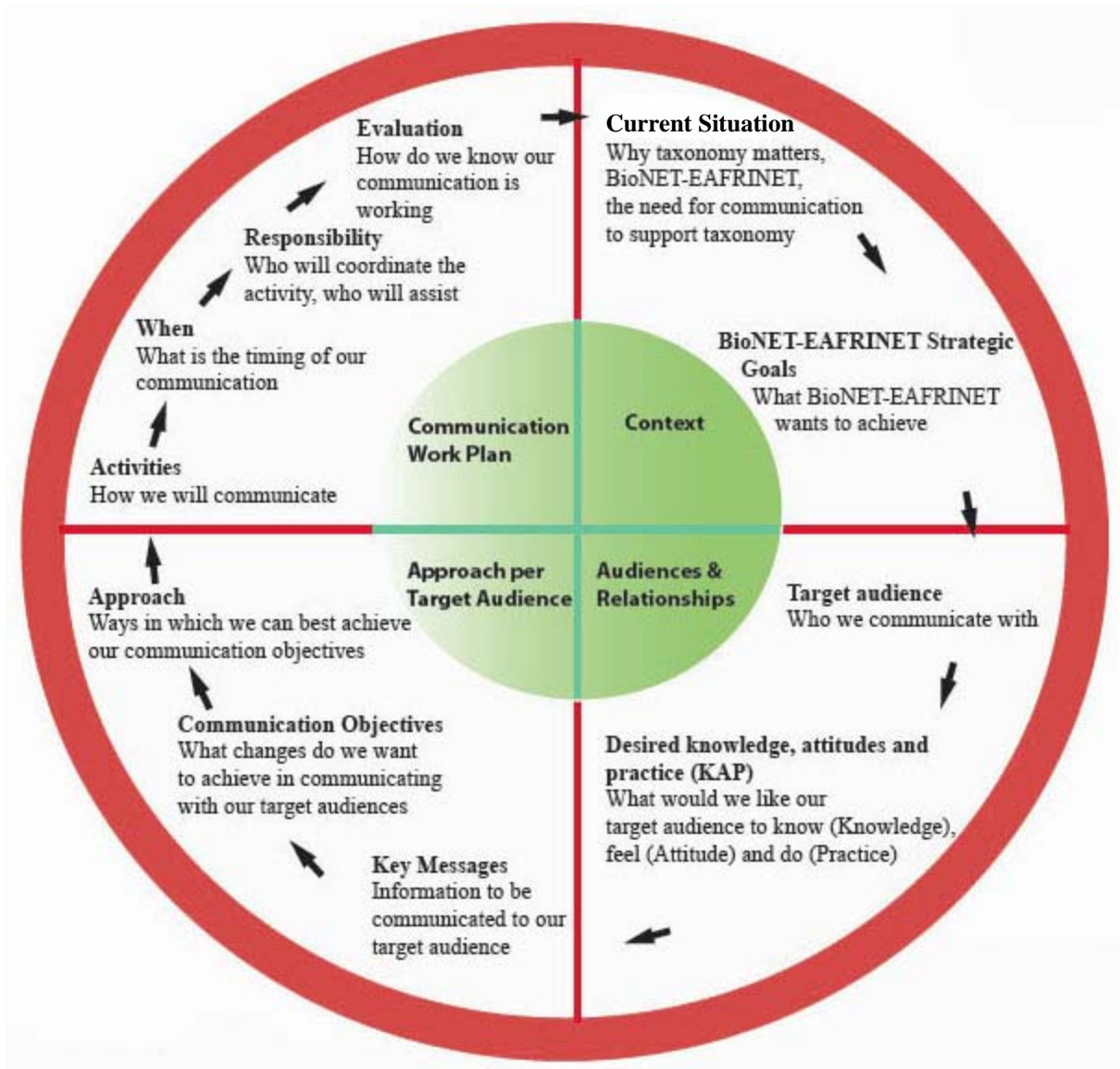
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BioNET-EAFRINET's Mission: *BioNET-EAFRINET – that is EAFRINET individual and institutional members including BioNET officers (Regional and National Coordinators and supporting staff) and the Regional and National Coordinating Institutes – works directly with technical and policy partners and donors (BioNET affiliates) to maximise the potential of taxonomy to contribute to biodiversity conservation, food security, poverty alleviation, animal, plant and human health, and many other fields of human interest.*

The BioNET-EAFRINET Communication Strategy was drafted by the Communication Strategy Formulation Team (George Mugambi (Team Leader), Bernard Agwanda, Emily Wabuyele, Herbert Talwana, John Mauremootoo, Neduvo Mollé, Patricia Karani, Soud Juma and Wanja Kinuthia). The strategy was finalised following consultation with representatives of target audiences and EAFRINET Coordination and Thematic Teams.

1 BioNET-EAFRINET Communication Strategy Framework

The framework illustrates the process whereby the communication strategy is developed and reviewed.



The Communication Work Plan for 2011 was developed at the EAFRINET Communication Strategy Formulation Workshop (April 2011) and is being implemented by the EAFRINET Coordination and Thematic Teams.

2 Current situation / background

2.1 Why Taxonomy Matters

Taxonomy - the science of discovering, naming, describing classifying and identifying life on earth – is a fundamental knowledge base for mankind. Many fields of human interest such as agriculture, health and conservation depend upon timely access to accurate information on pests, diseases, beneficial organisms or any other species of interest - *the taxonomic imperative*. To date perhaps only 10% of the world's species have been named and of these many can only be identified by a handful of individuals. The result is that taxonomic capacity is insufficient to meet societal needs – *the taxonomic impediment*.

2.2 BioNET-EAFRINET

BioNET-EAFRINET is a government-endorsed network of institutions and individuals who support taxonomy and its applications. EAFRINET is the EAST African LOOP (Locally Owned and Operated Partnership) of BioNET, a taxonomy partnership of 105 member countries (“the most comprehensive network” for taxonomy - Convention on Biological Diversity). EAFRINET provides a platform for cooperation to maximise the potential of taxonomy to contribute to sustainable development.

2.3 The need for communication to support taxonomy

Effective communication is essential if taxonomy and its applications are to be more widely understood and supported. EAFRINET communication activities in recent years such as national awareness raising workshops and the dissemination of communication products during the 2010 International Year of Biodiversity have helped to raise awareness but a great deal still remains to be done.

2.4 BioNET-EAFRINET's Strategic Goals (2011-2016)

The EAFRINET Strategic Plan formulated by the EAFRINET team in late 2010 sets out what the network seeks to achieve in coming years in order to fulfil its vision: *that the capacity to discover and name organisms is accessible to serve the needs of people everywhere*.

EAFRINET seeks to contribute to this vision by addressing the following Strategic Goals:

1. Support capacity building *in and for* taxonomy
2. Accelerate the delivery of taxonomic products and services to meet end-user needs
3. Mobilise resources for the network and taxonomy
4. Promote taxonomy through outreach activities, public relations and communication.
5. Influence and support the IPPC, CBD and other policy and regulatory bodies
6. Support network building at national and regional levels

The need for clear, strategic and focused communication permeates every aspect of the EAFRINET Strategic Plan and is critical to its success. Specifically, the Strategic Plan calls for a *Communication Strategy for EAFRINET to be formulated in Q1 of 2011*. The Communication Strategy, as articulated in this documents should help EAFRINET to increase awareness of why taxonomy matters and how supporting and working with the EAFRINET will enable the network to achieve its strategic goals.

3 Audiences and Relationships

TARGET AUDIENCE Who do we communicate with	DESCRIPTION Who belongs to this Target Audience	RELATIONSHIP: DESIRED KNOWLEDGE, ATTITUDE AND PRACTICE What would we like our audience to know (Knowledge), feel (Attitude) and do (Practice) - KAP
1. BioNET-EAFRINET members (Internal Target audience)	BioNET member institutes and individual members who engage with BioNET-EAFRINET: <ul style="list-style-type: none"> ▪ BioNET-EAFRINET National Coordinating Institute ▪ BioNET-EAFRINET Regional Coordinator ▪ BioNET-EAFRINET National Coordinators ▪ BioNET-EAFRINET members in the Region ▪ BioNET-EAFRINET LOOP Coordinating Committee (LCC) – LOOP governing body ▪ BioNET-Secretariat ▪ Other BioNET LOOPS 	<ul style="list-style-type: none"> ▪ Understand how EAFRINET can help advance individual and institutional goals (K) ▪ Understand how EAFRINET can benefit as part of the BioNET network (K) ▪ Willing to champion taxonomy and its applications (A) ▪ Appreciate how networking and working with BioNET can enhance individual and institutional effectiveness (A) ▪ Motivated to support, participate in and contribute to the implementation of the EAFRINET strategic Plan (A) ▪ Commit to working through the EAFRINET platform to strengthen taxonomy and its applications in support of their core activities (A) ▪ Value EAFRINET as a platform for knowledge exchange, learning, and collaborative work, providing access to modern technologies, leading to an integrated taxonomy that will enhance taxonomic productivity. (A) ▪ Provide support to establish network structures, increase participation, build ownership (P)
2. Donor agencies (from industry, agriculture, conservation, government agencies, etc.)	Agencies responsible for funding science and its applications for sustainable development notably in agriculture, biodiversity, the environment and health: <ul style="list-style-type: none"> ▪ International, regional and national donors ▪ Technical partners who fund relevant initiatives 	<ul style="list-style-type: none"> ▪ Understand how taxonomy and its applications can contribute to the mainstream development agenda (why taxonomy matters) (K&A) ▪ Appreciate EAFRINET’s track record in spearheading taxonomy for development in the region (A) ▪ Commitment to support taxonomy and its applications for sustainable development (P)

TARGET AUDIENCE	DESCRIPTION	RELATIONSHIP: DESIRED KNOWLEDGE, ATTITUDE AND PRACTICE
<p>3a Technical partners:</p> <ul style="list-style-type: none"> ▪ Networks, 	<p>National, regional and global networks for whom taxonomy and its applications are directly relevant such as:</p> <ul style="list-style-type: none"> ▪ Networks of museum professionals ▪ Professional associations (e.g. horticultural societies, entomological societies) ▪ Biodiversity informatics networks ▪ Thematic networks ▪ Public associations (e.g. museum societies) 	<ul style="list-style-type: none"> ▪ Awareness of the importance of taxonomy to the execution of their missions (K) ▪ Awareness of the value of taxonomic tools and a desire to use them (K,A) ▪ Appreciation of how networking and working with EAFRINET can enhance their effectiveness (K,A) ▪ Commitment to working with EAFRINET to strengthen taxonomy and its applications in support of their activities (P)
<p>3b Technical partners:</p> <ul style="list-style-type: none"> ▪ Research, Education & Training institutions 	<p>Institutions engaged in research and teaching in the biosciences such as:</p> <ul style="list-style-type: none"> ▪ National universities – departments of biological sciences, agriculture, forestry, medicine, veterinary, law ▪ Other tertiary education institutes ▪ Museums ▪ National and international research organisations (e.g. NARS (National Agricultural Research Systems) and CGIAR Centres (Consultative Group on International Agricultural Research)) 	
<p>3c Technical partners:</p> <ul style="list-style-type: none"> ▪ Conservation /ecosystem management & Agriculture 	<p>Institutions engaged in nature conservation, ecosystem management and agriculture such as:</p> <ul style="list-style-type: none"> ▪ Government, non-government and community-based organisations mandated to manage national parks and nature reserves ▪ National, regional and international conservation NGOs ▪ Local authorities responsible for environmental management ▪ National Plant Protection Authorities (NPPOs) ▪ Farmer extension support agencies 	
<p>3d Technical partners:</p> <ul style="list-style-type: none"> ▪ Custodians of traditional knowledge 	<p>Institutions who maintain traditional culture and indigenous knowledge such as:</p> <ul style="list-style-type: none"> ▪ Traditional healers and herbalists ▪ Cultural institutions ▪ Organised groups pertaining to cultural heritage ▪ Ministries of Youth and Culture 	

TARGET AUDIENCE	DESCRIPTION	RELATIONSHIP: DESIRED KNOWLEDGE, ATTITUDE AND PRACTICE
<p>4 Policy partners: regulatory/enforcing agencies</p>	<p>Those responsible for developing strategies, policies or regulations of relevance to taxonomy and its applications (e.g. regulations relating to trade and biodiversity strategies) such as:</p> <ul style="list-style-type: none"> ▪ Relevant Ministries and Government Departments ▪ Kingdoms, Chiefdoms, Clans and Local Governments ▪ Focal points of relevant conventions (e.g. CBD – Convention on Biological Diversity & IPPC – International Plant Protection Convention) ▪ Trade and development agencies (e.g. EAC – East African Community) 	<ul style="list-style-type: none"> ▪ Understanding and recognition that taxonomy is a key part of the science information base needed for the implementation of national policy agendas and Multilateral Environmental Agreements, to ultimately achieve the anticipated Rio+20 goals (K&A) ▪ Awareness and appreciation of how taxonomy can help national development agendas (K&A) ▪ Awareness and appreciation of how networking and working with EAFRINET can help them to address the taxonomic dimensions of policy (K&A) ▪ Commitment to work with EAFRINET to strengthen taxonomy-related aspects of policy (P)
<p>5. Private sector</p>	<p>Associations representing private sector interest in areas that benefit from taxonomy as a knowledge base including those involved in:</p> <ul style="list-style-type: none"> ▪ Tourism ▪ Primary industries ▪ Pharmaceuticals 	<ul style="list-style-type: none"> ▪ Understanding and recognition that taxonomy is a key part of the science information base for value added by their industry (K&A) ▪ Awareness and appreciation of how networking and working with EAFRINET can help them to address the taxonomic dimensions of their industry (K&A) ▪ Commitment to work with EAFRINET to strengthen taxonomy-related aspects of their industry (P)

4 Key Messages

KEY MESSAGE	DESCRIPTION
<p>1. Taxonomy matters: taxonomy is an essential knowledge base supporting sciences, agriculture, industries, biodiversity conservation, food security and policy decision making among other areas.</p>	<ul style="list-style-type: none"> ▪ Taxonomy - the practice of describing, classifying, naming and identifying life on earth constitutes a fundamental knowledge base for mankind. ▪ There is a need for timely access to accurate information on species in many fields of human interest (the Taxonomic Imperative); this includes for example the following: <ul style="list-style-type: none"> ▪ Agriculture – e.g. through the correct diagnosis of pest and pathogens which is the basis of rational pest management; ▪ Biodiversity conservation – e.g. the data, information and expertise associated with biological collections provides a key basis for defining and monitoring priority areas for biodiversity conservation, creating new economic sectors and adding value to existing sectors. ▪ Tourism – e.g. taxonomy is needed to document species distribution which helps to identify areas of touristic value; guides with high level identification skills add value to the tourism experience. ▪ Climate change responses – e.g. predicting, using data from taxonomic collections, the changes in distribution of species in response to climate change can aid in the design of conservation areas and in the monitoring of their effectiveness. ▪ International trade – e.g. correct species identifications are key to opening markets for exports and preventing harmful species introductions ▪ Faced with considerable biodiversity challenges, including climate change impacts and substantial biodiversity loss, we need more than ever to know what we have, what we are losing, and what is changing, in order to meet present and future global challenges, including environmental health, food security and economic well-being.
<p>2. There is insufficient taxonomic capacity to meet societal needs (the Taxonomic Impediment).</p>	<ul style="list-style-type: none"> ▪ The idea that somebody “out there” will know the correct name of a pest, a medicinal plant or some other organism of concern is a widely held but often incorrect assumption. ▪ At the global scale perhaps only 10% of the world’s species have been named. ▪ Possibly even more serious is the fact that many of those species with names can only be named by a handful of individuals. ▪ The taxonomic impediment is a worldwide phenomenon but it is most severe in the south including in East Africa.
<p>3. Enhanced collaboration within the taxonomic community can help to increase taxonomic capacity and enhance delivery of taxonomic outputs and services.</p>	<ul style="list-style-type: none"> ▪ The members of the “taxonomic community” constitute a diverse group including taxonomists - professional taxonomists and expert amateurs, as well as trained specialists, i.e. parataxonomists) and taxonomy end-users (such as ecologists and other scientists, policy decision makers, industries). ▪ No country or institution can be self-sufficient in taxonomy because of the specialisation required. ▪ Taxonomy is a global science hence needs strong collaborative links. ▪ Users typically require a consensus taxonomic view to be certain of the names of organisms - for example of regional species checklists and taxonomic keys - but this has often been difficult to obtain because of the fragmentation of taxonomic capacity

	<p>world-wide, hence enhanced collaboration is vital.</p> <ul style="list-style-type: none"> ▪ Users need the quick responses to their identification queries that a taxonomic network can provide. ▪ Collaboration between individuals, institutions and initiatives is an efficient and cost-effective means of developing and sustaining the capacity needed to meet user demands
<p>4. Provision of adequate resources can help to increase taxonomic capacity and enhance delivery of taxonomic outputs and services.</p>	<ul style="list-style-type: none"> ▪ Taxonomy is an up-to-date science embracing modern molecular and information technology approaches ▪ Taxonomic output delivery can be greatly accelerated by integrating these various approaches ▪ These approaches can complement but should not replace traditional taxonomic approaches ▪ These approaches are valuable for all levels of taxonomy – fundamental (species description, classification and naming) and applied (serving end-user needs by providing baseline information on the distribution of species and identification tools, training and services)
<p>5. Increased uptake of new taxonomic technologies by the taxonomic community can help to increase taxonomic capacity and enhance delivery of taxonomic outputs and services.</p>	<ul style="list-style-type: none"> ▪ Institutions must understand their taxonomic needs and put measures in place to address these needs. ▪ Target audiences need to recognise and articulate taxonomic needs through EAFRINET. ▪ Taxonomic institutions need to be responsive to expressions of need, not simply support their scientists to do more science. ▪ Users need to budget for the taxonomic support required. ▪ Taxonomic institutions need to consider how to recover more of their costs from end-user groups. ▪ Government funders need to provide more funding to build and sustain the taxonomic capacity that will meet their immediate needs and underpin their long term economic development and well-being.
<p>6. BioNET-EAFRINET helps to bridge the gap between taxonomy end users and the taxonomic sector.</p>	<ul style="list-style-type: none"> ▪ BioNET-EAFRINET is the East African LOOP (Locally Owned and Operated Partnership) of BioNET-INTERNATIONAL - network of 105 member countries and over 2,500 individual members representing the taxonomy and taxonomy end-user communities and their supporters. ▪ BioNET is according to the Convention on Biological Diversity probably “the most comprehensive network” for taxonomy. ▪ EAFRINET comprises of five territories (Eritrea, Kenya, Tanzania including Zanzibar and Uganda). ▪ EAFRINET works through its coordinating institutes and individual members to bridge the gap between end-user taxonomic needs and the capacity of the taxonomic sector to meet those needs. ▪ BioNET-EAFRINET is a proven platform for building capacity <u>in</u> taxonomy and <u>for</u> taxonomy, prioritising taxonomic efforts to deliver demand-driven taxonomic services, tools and products; mobilising new technical, human, financial and other resources for taxonomy; raising awareness of the relevance of taxonomy for society; and for both developing an enabling policy environment for taxonomy as well as assisting to implement policy decisions and agendas at the national, regional and global level in order to achieve the Rio+20 Goals and other emerging agenda.

5 Communication Objectives, Approach per Target Audience

COMMUNICATION OBJECTIVES What changes do we want to achieve in communicating with our audience	APPROACH Ways in which we can best achieve our communication objectives	TARGET AUDIENCES				
		Members	Donors	Technical	Policy	Private
1. Target audience is aware of the contribution of taxonomy and its applications to sustainable development.	Raise awareness of the role that taxonomy and its applications plays in sustainable development (“taxonomy for development”) <ul style="list-style-type: none"> ▪ Meetings (field days, agricultural shows, exhibitions) ▪ Presentations ▪ Dissemination of communications products such as case studies (demonstrating the use / relevance of taxonomy...) 	✓	✓	✓	✓	✓
2. Target audience is aware that there is insufficient capacity for taxonomy and its applications to adequately support sustainable development.	Raise awareness of the fact that there is currently insufficient taxonomic capacity to meet societal needs through: <ul style="list-style-type: none"> ▪ Meetings (field days, agricultural shows, exhibitions) ▪ Presentations ▪ Dissemination of communications products 	✓	✓	✓	✓	✓
3. Target audience actively collaborate in taxonomic research, dissemination and networking.	Raise awareness of how collaboration can increase the effectiveness of taxonomy and its applications - identify links with existing relevant networks and related initiatives through: <ul style="list-style-type: none"> ▪ Meetings (field days, agricultural shows, exhibitions) ▪ Presentations ▪ Dissemination of communications products ▪ Enhance networking at institutional levels 	✓		✓	✓	✓
	Ensure that relevant information is circulated through: <ul style="list-style-type: none"> ▪ Regular provision of relevant information in accessible formats 	✓	✓	✓	✓	✓
	Identify new opportunities for collaboration through: <ul style="list-style-type: none"> ▪ Utilising existing activities as networking opportunities 	✓	✓	✓	✓	✓

COMMUNICATION OBJECTIVES	APPROACH	TARGET AUDIENCES				
		Members	Donors	Technical	Policy	Private
What changes do we want to achieve in communicating with our audience	Ways in which we can best achieve our communication objectives					
4. Target audience is committed to integrate the use of modern taxonomic tools and technologies into their routine operations.	Raise awareness of the potential of new taxonomic tools and technologies to increase the effectiveness of the execution of the Communication Partner's routine operations through: <ul style="list-style-type: none"> ▪ Meetings (field days, agricultural shows, exhibitions) ▪ Presentations ▪ Dissemination of taxonomic products ▪ Dissemination of communications products 	✓		✓	✓	✓
	Build capacity for the use of new taxonomic tools and technologies among target audience through: <ul style="list-style-type: none"> ▪ Training workshops ▪ Dissemination of taxonomic products 	✓		✓	✓	✓
5. Target audience will work to ensure that adequate resources are made available to fully support the taxonomic dimensions of their work.	Raise awareness of the need for increased funding for taxonomy and its applications through: <ul style="list-style-type: none"> ▪ Position papers ▪ Presentations ▪ Meetings with donors, technical and policy partners 	✓	✓	✓	✓	✓
6. Target audience understand what BioNET-EAFRINET can offer; and how engaging with the network can help to strengthen the taxonomic dimensions of their work to support the Communication Partner's mission.	Raise awareness of BioNET-EAFRINET's Strategic Plan (Vision, Mission, Strategic Goals, Values and Objectives), its structure and how engaging with the network can help to bridge the gap between taxonomic needs and the ability of the taxonomic sector to meet these needs through: <ul style="list-style-type: none"> ▪ Meetings (field days, agricultural shows, exhibitions) ▪ Presentations ▪ Communications products ▪ Regular provision of relevant information in accessible formats 	✓	✓	✓	✓	✓