

Co-organizers



Convention on
Biological Diversity



RESEARCH PROGRAM ON
Climate Change,
Agriculture and
Food Security



In cooperation with

Embedding mutually supportive implementation of the Plant Treaty and the Nagoya Protocol in the context of broader national policy goals
Addis Ababa, 16-20th November 2015

Communications Report, Samantha Collins, December 12th

External outreach:		
<u>Activities</u>	<u>Outputs</u>	<u>Outreach</u>
<p>Media release: Published in both English and French, through the “Seeds without Borders” campaign, devised as a tool to externalize the issue through the workshop</p>	<p>Seeds without Borders – Using and sharing plant genetic diversity to adapt to climate change in Africa</p> <p>Semences sans frontières: L'utilisation et le partage de la diversité phytogénétique pour une adaptation au changement climatique en Afrique</p>	<p><u>Views:</u></p> <p>English version: 465 views from 75 countries (Nov 23 to 11 Dec) French version: 34 views from 7 countries</p> <p>English version published or linked to by round 25 media outlets, both in Africa and internationally.</p> <p>Distributed through partner networks, posted on Biodiversity International website, CGIAR website and shared on social media.</p> <p>A journalist called to interview Michael Halewood for Channel Africa Radio</p> <p>The media release was extensively shared on social media (Twitter, LinkedIn and Facebook) provoking lots of</p>

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		<p>discussion – highlights included being ‘favourited’ by COP21 news on Twitter.</p> <p>Partner requests in response to release: USAID Liberia African Union SAFGRAD</p> <p>See separate report at end of this table for full details of coverage. Outreach achieved through extensive effort by partners after media outreach help request from us – a special thanks to CBD, African Union, CCAFS, ILRI, Treaty and GIZ.</p>
<p>Ann Tutwiler, Director General, Bioversity International Blog timed for COP21 – Seeds without borders</p>	<p>http://www.bioversityinternational.org//news/detail/seeds-without-borders/</p>	<p>113 views from 35 countries December 1-11 Shared on CGIAR.org and promoted in the Bioversity International December newsletter</p>
<p>Michael Halewood guest blog for CCAFS – Seeds without borders: Using crop diversity to adapt to climate change</p>	<p>https://ccafs.cgiar.org/blog/seeds-without-borders-sharing-crop-diversity-adapt-climate-change#.VmWRRtKDFBc</p>	<p>Views unknown as not held on our website. We can get number on request as needed.</p>
<p>Video</p>	<p>Create short video featuring partners and participants from different focal areas for capturing the key messages from the event</p>	<p>Video now in editing phase, awaiting final edit from external editor at ILRI and then French/English subtitles added. It may need polishing from our side before making it publicly available.</p>

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<p>Presentations</p>	<p>Place 12 of the meeting presentations online through Biodiversity International's Slideshare and promote each one through social media</p>	<p>Presentation views combined (as of 11 Dec): = 8612</p> <p>Top 3: The Nagoya Protocol, poverty alleviation and climate change – Andreas Drews, ABS Capacity Strengthening Initiative (1036)</p> <p>Implementing the multilateral system for development – Michael Halewood, Biodiversity International (1020)</p> <p>Overview of the International Treaty on Plant Genetic Resources for Food and Agriculture – Kent Nnadozie, Treaty</p>
<p>Social media</p>	<p>Flickr set created for participants to be able to download photos as needed</p>	<p>Some preplanned tweets promoting key publications, but little tweeting during event as very internally focused. Social media really used to push the media release, related blogs and presentations.</p>
<p>Additional activities to note</p>	<p>Created a strong network of communication partners to help spread the word about the event – namely Treaty, GIZ, ILRI, African Union and strengthen the existing relationship with CCAFS and CBD, which we can leverage in future.</p>	
<p>Internal communications</p>		

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Support internal communications-related activities during the event

- Support layout and messaging for 4 x presentations for Michael Halewood as well as partner branding logos for use during the workshop/African Union Commission
- Create a web page for the event with programme, directions, recommended reading etc, and update in real time during the conference with related materials such as presentations
- Take photographs during the event – for record-keeping, sharing with participants and for external promotion
- Support logistics and generally help where needed

Creation of [event web page](#) in two languages – French and English

Views of the [event web page](#)

(which has not been promoted externally – rather as a one-stop shop for attendees and partners):

= **908** (29 Oct - 11 Dec)
from approx. 33 countries.

Top 5 countries who viewed the page:

Ethiopia
Italy
Madagascar
Côte D'Ivoire
France

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Media Coverage Report (detailed):

Media Release report: Update- December 7th 2015

Online media outlets that featured the story "[Seeds without borders](#)" (either reproducing it, or having a link)

Number of views of media release on our own website: 430 from 69 countries (this does not include views of articles hosted on other websites)

Africa wide

All Africa.com

<http://allafrica.com/stories/201511241349.html>

Biosciences for Farming in Africa

<http://b4fa.org/8752-2/>

African Union Commission

<http://au.int/en/newsevents/19348/seeds-without-borders-using-and-sharing-plant-genetic-diversity-adapt-climate>

<http://www.african-union.africa-newsroom.com/press/seeds-without-borders-using-and-sharing-plant-genetic-diversity-to-adapt-to-climate-change-in-africa?lang=en>

Channel Africa (radio interview with Michael)

<http://iono.fm/e/231686>

Platform for African – European Partnership in Agricultural Research for Development

<http://paepard.blogspot.it/2015/11/seeds-without-borders.html>

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African Press Association

<https://appablog.wordpress.com/>

The East African

<http://www.theeastafrican.co.ke/news/11-African-countries-to-share-plant-genes--/-/2558/2976280/-/9evwkg/-/index.html>

African Business Magazine

<http://www.africanbusiness-magazine.com/>

Trade Africa

<http://www.tralac.org/news/article/8577-tralac-s-daily-news-selection-25-november-2015.html>

Research in Africa

<http://resaf.org/aggregator/sources/1>

African Oracles

<http://africanoracles.com/peoples/>

Benin

le Beninois

<http://www.lebeninois.net/seeds-without-borders-using-and-sharing-plant-genetic-diversity-to-adapt-to-climate-change-in-africa/>

Congo

Congo News

<http://www.topix.com/world/congo/#>

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Ethiopia

Ethiopia Today (Twitter news journal)

<http://paper.li/OPride/1320887891>

Gambia

The Point

<http://thepoint.gm/africa/gambia/article/seeds-without-borders-using-and-sharing-plant-genetic-diversity-to-adapt-to-climate-change-in-africa>

Ghana

Ghana MMA

<http://www.ghanamma.com/worldnews/2015/11/seeds-without-borders-using-and-sharing-plant-genetic-diversity-to-adapt-to-climate-change-in-africa/>

Mauritania

Mauritania VOX

<http://mauritaniavox.com/seeds-without-borders-using-and-sharing-plant-genetic-diversity-to-adapt-to-climate-change-in-africa/>

International:

India Environment Portal

<http://admin.indiaenvironmentportal.org.in/news/africa-seeds-without-borders-using-and-sharing-plant-genetic-diversity-adapt-climate-change>

News United

<http://www.newsunited.com/africa-seeds-without-borders-using-news/19900477/>

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Plant Seeds UK

<http://www.plant-seeds.org.uk/news.htm>

Topic-based (rather than country)

Desertification

<https://desertification.wordpress.com/2015/11/25/seeds-without-borders/>

Biodiversity media alliance

<http://biodiversitymedia.ning.com/>

The Access and Benefit-Sharing Initiative

<https://absch.cbd.int/>

IFPRI Food Security Portal

<http://www.foodsecurityportal.org/madagascar>

Social Media:

Widely shared on Twitter and Linked In, provoking much discussion. The “seeds without borders” title has been particularly effective in attracting attention on the topic. On Twitter #COP21 news favoured the media release.