

Yenkasa Africa – UNDFF Communication Campaign 2021

Family Farming at the Heart of Sustainable Food Systems

ADVANCING FAMILY FARMING IN AFRICA: A COMMUNICATION CAMPAIGN

The United Nations Decade of Family Farming (UNDFF 2019-2028) aims at unleashing the potential of family farmers as key agents of change to transform food systems in the context of the Sustainable Development Goals (SDGs). Within the **UNDFF Global Action Plan (GAP)**, Pillar 4 seeks to strengthen the capacity of farmers' organizations to generate knowledge, represent their members, and deliver inclusive services.

In particular, the GAP recognizes the role of communication as a driver to advance family farming and emphasizes improved communication, ICT capacities and increased awareness of family farmers' roles and challenges.

As part of its contribution in the UN Decade of Family Farming initiatives, **Yenkasa Africa**, a regional communication initiative promoted by the Food and Agriculture Organization of the United Nations (FAO), Farm Radio International (FRI), AMARC and farmer organizations (among which La Via Campesina, PAFO, ROPPA, PROPAC) conducts a communication campaign addressed to family farmers and the general public to raise awareness on the UNDFF and the role that family farming plays in achieving sustainable food systems and the 2030 Agenda. The main theme of the campaign is **"Family farming at the heart of sustainable food systems"** and focuses on three key aspects: progress in the implementation of the UNDFF; regional policy dialogues and parliamentary initiatives; and experiences of farmers organizations and projects in the field of family

farming and sustainable food systems. The campaign is deployed targeting both the family farmers and the general public at the regional level as well as in the following countries: Tanzania, Kenya, Ghana, Zambia, Togo, Sierra Leone, Gambia and Madagascar.

OBJECTIVES OF THE CAMPAIGN

The campaign pursues the twofold goal of sensitizing and informing about the role of family farming contributing to sustainable food systems and the progress of the UNDFF in the African region, while giving the voice to farmers and their organizations.

Specifically, the campaign aims at:

- raising awareness about Family Farming National Action Plans (NAPs);
- raising awareness on Policy Dialogues, development opportunities, programmes, Parliamentarians' activities;
- raising awareness on the contribution of family farmers to sustainable food systems.

CAMPAIGN MATERIALS

a) Campaign materials for the general public

The primary stakeholders of the campaign materials produced for the general public include consumers, government and private sectors, nongovernment organizations, and media organizations, among others. These materials aim to raise awareness on the role of family farmers



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➔ in ensuring food security and sustainable development. In addition, these materials also seek to inform different stakeholder groups on how they can support family farmers. The different elements of the materials can also be easily adapted and used in other media and in other formats (e.g. creating posters from the tweets, etc.). The campaign materials for the general public are:

- **Social media cards:** 15 twitter cards with key messages focusing on the National Action Plans advancement status, policy dialogues and parliamentary activities in the different countries. The key messages are related to: the NAP's progress in Sierra Leone, Gambia, Madagascar, Ghana, Tanzania and Togo; policy dialogues on family farming (e.g. regional dialogues on Family Farming and sustainable food systems); parliamentary action for gender equality and resilient food systems for family farmers in response to Covid-19 (Togo, Gambia and Sierra Leone); Family farmers fostering: inclusive value chains, adaptation to climate change and innovation; role of Women and Youth in family farming. The content has been produced both in English and French and is deployed on FAO RAF, FAO ComDev and FAO Africa country office twitter accounts, and YenKasa Facebook page. These contents are also made available in the YenKasa website.
- **Video:** A video centred on family farmers as key agents for sustainable food systems available in English and French.
- **Interest stories:** The stories focus on the experiences of farmers and farmers' organizations in different African countries.

b) Radio programmes and campaign materials for the family farmers

A radio campaign has been designed to inform family farmers while drawing international attention to their role in building sustainable food systems. It envisages two layers of dissemination: Regional/ International, and local comprising eight countries: Madagascar, Tanzania, Kenya, Ghana, Zambia, Togo, Sierra Leone, Gambia. Radio Magazines (8 to 10 minutes format) are produced in local languages and translated into French and English for wider dissemination at the regional and international level(ex: Signis, FRI network, AMARC network, UN radio, BBC and others). Factsheets are also produced to provide more information on family farming in the selected countries.

Locally, radio features will be broadcast in local languages in each country. Each radio station will provide the translated scripts (English or French) of the radio feature, as well as the original files of interviews in order to ensure the production of



the English and French version of all the radio feature with the same audio identity.

Internationally, the dissemination of the radio features translated versions, will be shared through existing international radio networks, as well as published on different online communication platforms (ex: YenKasa Africa, Soundcloud, Social pages etc..) as podcasts.

HOW TO PARTICIPATE IN THE CAMPAIGN

You can participate in the campaign products by accessing and downloading the campaign materials available in the [Yenkasa website](#). The materials can be shared on twitter (tagging **#FAOComdev** and **#FAOAfrica**) and Facebook (tagging **@YenKasa Africa - Facilitating Dialogue**).