



Food and Agriculture Organization
of the United Nations

FAO YEMEN COMMUNICATION STRATEGY AND WORKPLAN FOR 2022

Saving livelihoods saves lives



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The Food and Agriculture Organization of the United Nations (FAO) Country Representation in Yemen has been operational for 40 years, providing assistance to farmers, herders and fishers and in the overall improvement of agricultural production and productivity. The overall objective of this communication strategy is to contribute to FAO's programme in Yemen through increasing visibility, accountability, awareness and buy-in among key audiences and stakeholders.

The FAO Yemen Communication strategy is a living and working document that will guide the office's annual communication workplan and inform project-specific communication plans developed under projects and programmes implemented by FAO Yemen. The strategy aligns with FAO's Corporate Communication Guidelines, FAO Yemen's Plan of Action (2022-2024) and FAO's Hand-in-Hand Initiative efforts to improve knowledge sharing on agricultural best practices, engage in data-driven development work and advance agricultural innovation to help small-scale food producers achieve better production and build better lives.

A Communication workplan for 2022 is attached to this strategy document as an annexe. The workplan maps out communication priorities and activities for 2022, taking operational challenges, needs and gaps and the feasibility of communication activities with the available capacity of human resources into consideration.

OBJECTIVES OF THE COMMUNICATION STRATEGY

The overarching objective of this communication strategy is to strengthen FAO Yemen's capacity to initiate and maintain dialogue and information flow with various key audiences in order to:

1. **Increase awareness and visibility for FAO** as the leading agency working to prevent hunger and improve agricultural productivity in Yemen.
2. **Strengthen the visibility of donors** financing FAO projects to raise FAO's profile as the preferred humanitarian partner in the response to the Yemen crisis.
3. **Increase awareness of existing needs** and the need to mitigate impacts of the crisis, protect livelihoods and build the resilience of communities in Yemen to facilitate resources mobilization.

4. **Increase awareness of good practices** that can be scaled up through sharing success stories and communicating key messages related to animal health, sustainable agricultural practices, responsible fisheries, etc.
5. **Enhance outreach and communication with communities** to increase accountability and trust in FAO's actions.

STRATEGIC APPROACH

Project Specific Communication Plans: To maximise communication and visibility efforts, project-specific communication plans for the various projects under FAO's programme in Yemen will be implemented and/or developed, and a communication-based reporting tracker of 2021 will be updated to include the new projects as well as the projects lasting for 2022 to systematically follow up on communication requirements and achievements per project.

Mapping and capacity building of FAO field IP's: Recognising the key role played by field IPs, particularly in the operational context of FAO Yemen, a mapping exercise and capacity building sessions for IPs will continue undertaking in 2022 to strengthen their capacity in delivering information for the development of communications products and empowering them to play key role in rolling out and implementing field visibility actions. As well as in producing visual materials using their own platforms to disseminate in accordance with FAO and donors' respective policies and guidelines.

Evocative, relatable storytelling: Systematic production of compelling human interest stories, social media posts, video productions and other various information materials that showcase the individuals and communities that FAO is impacting and the lives that FAO Yemen is changing through its actions in Yemen.

Promoting FAO Visibility at High-level events: Utilising high-level events (conferences, launches etc.) as opportunities for disseminating FAO's tailored, corporate-level messages and reiterating FAO's mandate and work in Yemen; as well as leveraging opportunities for bilateral dialogue and to pitch FAO

*spokespersons*¹ for interviews to the media. This will include piggybacking on larger, more agile campaigns around emergency food security response, such as those done by WFP.

¹ The official FAO spokesperson in Yemen is the FAOR– this responsibility can be delegated to the OIC or to technical officers (depending on their areas of expertise).

TARGET AUDIENCES AND METHODOLOGY

Target Audience	Objectives	Methodology
<p>General public, including beneficiaries</p>	<ul style="list-style-type: none"> - To increase awareness and visibility for FAO and raise FAO's profile as the leading agency working to prevent hunger in Yemen. - To ensure that the general public and beneficiary population is aware of the role of FAO and its resource partners. - To increase awareness on various agricultural good practices that can be scaled up. 	<ul style="list-style-type: none"> - Producing high-value digital media content that showcases FAO's work, activities and achievements for distribution on FAO's social media channels and the FAO Yemen website. - Producing human interest stories and success stories, press releases, project briefs, other information materials that showcase FAO's actions in Yemen. - Undertaking high-resolution photography and video content shared through public platforms and FAO web pages. - Producing promotional items (T-shirts, hats etc.) developed with messages and FAO logos. - Mapping of FAO field IP's, engaging and empowering them to play a key role in rolling out and implementing field visibility actions, and producing visual materials using their platforms. - Branding and signage on assets and other movable equipment acquired under FAO resources. - Information campaigns and outreach (through TV, radio, roadshows etc.) and general visibility campaigns, in connection with OER and OCC - as necessary.

<p>Resource partners/donor community</p>	<ul style="list-style-type: none"> - To provide visibility to the donors financing FAO projects to raise FAO's profile as the partner of choice/preferred humanitarian partner in the response to the Yemen crisis. - To demonstrate aid effectiveness and value of resources entrusted to FAO by providing feedback and updates on FAO's activities and how they are contributing to increased food security and safeguarding livelihoods. - To increase awareness of existing needs and the need to mitigate impacts of crises, protect livelihoods and build the resilience of communities in Yemen. 	<ul style="list-style-type: none"> - Ensuring donor's visibility requirements are met through developing projects-based communication strategies for new projects and implementing already-prepared strategies. - Developing a communication-based reporting tracker to follow up on communication requirements/achievements per project. - Producing regularly updated project briefs and updates, donor-tailored briefs and other requested operational/situation briefing documents and information materials that show FAO's actions. - Ensuring effective communication between FAO and donors by taking part in seminars and workshops and producing high-value content for donor meetings to highlight ongoing partnerships and projects results. - Mentioning donor contributions in interactions with the media, speeches and press releases (all media coverage monitored and shared with the Resource Partner) - High-resolution photography and videos shared through public platforms and FAO web pages. - Donor-centric visibility on social media platforms (i.e posts on Twitter crafted for donors) - International media placements.
<p>Media</p>	<ul style="list-style-type: none"> - To build partnerships that encourage better and more informed reporting on FAO's activities in Yemen. - To ensure that media are aware of FAO's innovative approaches, good practices, impact and results, and the role of resource partners in FAO's work. - To ensure that the media communicate accurate information regarding areas of FAO's mandate to the general public. 	<ul style="list-style-type: none"> - Regularly updating FAO Yemen's media list at the national and international level for better media engagement. - Pitching stories to the media through issuing Press Releases at project milestones, high-level meetings and special events. - Ensuring media engagement of Senior officers throughout the year and as part of the Senior Officer Media initiative (SOMI). - Sharing communication products (brochures, briefs, human interest stories and success stories) with the media. - Engaging local radio stations as learning and outreach platforms reaching Yemen's remote and rural areas. - Leveraging global moments such as WFD, Women Rural Day, World Fisheries Day, etc., to launch awareness-raising activities and materials for print and radio.

<p>Government/key policy implementers, Private sector, Academia</p>	<ul style="list-style-type: none"> - To promote partnership and collaboration by ensuring that FAO's activities in the country are broadly known and supported. - To share knowledge, ideas, and experiences with the objective of influencing favourable policy changes, promoting collaboration, and advocating for increased investments in the agriculture sector in Yemen. 	<ul style="list-style-type: none"> - Producing high-value digital media content that showcases FAO's work, activities and achievements. - Sharing information materials, including FAO global flagship publications (SOFA, SOFI etc), technical briefs/ bulletins. - Sharing human interest stories and success stories, press releases, project briefs, other information materials that showcase FAO's actions in Yemen. - Undertaking high-resolution photography and video content shared through public platforms and FAO web pages.
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The successful implementation of this Communication Strategy hinges on resources, both human and financial. The Emergency Outreach and Reporting Specialist, in coordination with the Senior Communications and Outreach Analyst and supported by the Programme Assistant Outreach and Reporting and in liaison with programme teams, guided by the Head of Programme and the FAO Representative, will be primarily responsible for the implementation of this communication strategy.

In 2022, several vacancies will be allocated to fill the gaps which were established over the course of 2020/2021 and in anticipation of the planned communication activities, i.e. webmaster for the newly established country website:

- Communication and Outreach Assistant based in Aden(vacant)
- Media Relations Assistant based in Sana'a(vacant)
- Webmaster based in Sana'a (vacant)

The implementation of this strategy relies heavily on technical staff/projects teams and field IPs for the collection and sharing of information for information products, as well as for sharing success stories and photographs from the field. Various communication services, including photography and videography will be procured with the assistance of the Operations and Procurement units.

² Activity	Outputs	Indicator	Timeline
Information and Outreach materials/ Publishing	<i>Project Briefs and updates:</i> Regularly updated briefs on projects and implementation updates are published and distributed to donors, partners and on FAO web pages.	No of project briefs and updates published	Q1- Q4
	<i>Donor-tailored briefs:</i> Donor-tailored briefs and other requested operational/situation briefing documents are produced and shared with donors.	No of donor briefs produced and shared with donors	(As requested)
	<i>Newsletter:</i> A monthly newsletter sharing news, developments, human interest stories, compiled PRs, FSIS products etc., is produced and shared with all partners.	No of monthly newsletters published and shared with partners.	Q2- Q4
	<i>Fundraising publications:</i> The Emergency Livelihoods Response Plan (ELRP) and a revised Response Plan brochure, and other publications advocating for increased funding in relation to the situation/needs on the ground are published and distributed to partners.	The Emergency Livelihoods Response Plan (ELRP) and a revised Response Plan brochure are published and shared with partners.	Q2-Q3
	<i>Press releases:</i> English/Arabic PRs on key FAO and joint project progress and special events and project milestones (including 1 PR on the occasion of each international day officially celebrated by FAO offices worldwide) are published on FAO web pages.	No of PRs published and posted on FAO webpages	Q1- Q4
	<i>Other various information and outreach materials:</i> Information is disseminated to project beneficiaries through information leaflets (Arabic) and support to awareness-raising campaigns (key messages, banners, leaflets etc.)	No of leaflets, posters, banners developed and distributed.	Q1- Q4
Multimedia productions	<i>Video Productions:</i> Both long videos and short social media videos showcasing FAO's work and success stories are produced and shared widely on FAO web pages and social media channels.	No. of videos produced and shared widely	Q1-Q4
	<i>Photography:</i> The FAO Yemen photo library is expanded to include a wider selection of professional high resolution, in-action photos.	No. of quality pictures/images available included in the FAO Yemen photo library	Q1-Q4
Storytelling	<i>Success Stories:</i> Compelling human interest stories showcasing the individuals and communities that FAO is impacting are produced	No of HISs published and posted on FAO webpages	Q2-Q4

² The workplan for 2022 is formulated, taking into consideration the current operational challenges, COVID-19 implications, the gaps and needs identified, and the feasibility of communication activities given the human resources currently available.

	and shared on FAO web pages and in the monthly newsletter.		
	<i>Story book</i> : A story book containing compiled Human interest stories and high-resolution photos is produced, printed and distributed to all partners.	Story book is published and distributed	Q3-Q4
Digital Media outreach	<i>FAO Yemen Website</i> : A Yemen country office website containing regular updates on FAO's work in Yemen, including multimedia products (video, photos, slide shows, 2D animations) is developed and launched.	FAO Yemen website is launched in English and Arabic	Q2-Q3
	<i>Social Media</i> : High-value social media content that showcases FAO's work, activities, and achievements and provides various target audiences with information relevant to their needs is produced and shared on FAO Yemen's Twitter and other FAO social media pages.	No. of tweets on FAO Yemen/ No of increased followers and follower engagement on Twitter	Q1-Q4
Media relations/ Traditional Media outreach	<i>Media Contacts</i> : FAO Yemen's local and international media network is expanded through Internet searches and mobilization of relevant media, journalists and photographers into a media list.	FAO Yemen has a regularly updated and active media list.	Q1-Q4
	<i>Press Releases</i> : English/Arabic PRs on key FAO and joint project progress and special events (including 1 PR on the occasion of each international day officially celebrated by FAO offices worldwide) are published and shared with the media list.	No of PRs published and documents posted on FAO webpages	Q1-Q4
	<i>SOMI</i> : Senior officers are engaged in the production of media articles/interviews and features throughout the year and as part of the Senior Officer Media initiative (SOMI).	No. of articles/interviews in the national, regional and global press per month/ No. of articles in partners' publications (e.g. OCHA bulletin, etc.) per month	Q1-Q4
	<i>Media briefs/kits</i> : Media briefs for special events that include electronic information packs (i.e. folder/USB containing project sheets, thematic sheets, FAO Yemen PoA brochure, brochures, SitRep,, are developed and disseminated.	No. of information packs distributed	(As relevant)
Internal Communications	<i>Updated Project Communication Tracker</i> : A communication-based tracker is used to systematically follow up on project-specific communication requirements.	Project Communication activities are effectively implemented.	Q1- Q4
	<i>Consistent branding for Office events</i> : Consistent branding for the FAO Yemen office, particularly for event/workshop banners, and project updates etc., is developed.	FAO Yemen office has consistent branding for event/workshop banners, and project updates etc.	Q1- Q4
	<i>Programme events</i> : A list of programme events is compiled every month for communication planning (PRs invites, etc.)	No of programme events covered per month.	Q1 – Q4

	<p><i>Media monitoring:</i> A weekly email with FAO Yemen media impressions and Twitter mentions is shared with staff to encourage further distribution and engagement.</p>	No. of weekly media monitoring emails shared with staff	Q1- Q4



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