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The U.S. Government's Global Hunger & Food Security Initiative

FEED THE FUTURE CAMBODIA HARVEST III COMMUNICATIONS AND OUTREACH PLAN

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DISCLAIMER

This communications plan was made possible through the generous support of the American people through the U.S. Agency for International Development (USAID) under the Feed the Future initiative.

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I. ACRONYMS

CLA	Collaboration, Learning, and Adaption
KM&L	Knowledge Management and Learning
MEL	Monitoring, Evaluation, and Learning
USAID	United States Agency for International Development
USG	United States Government

2. INTRODUCTION

2.1 ACTIVITY OVERVIEW

The goal of the Feed the Future Cambodia Harvest III (“Harvest III” or “the Activity”) is to promote sustainable, broad-based economic growth through increased diversification, inclusion, sustainability, resilience, and competitiveness in Cambodia’s agriculture sector. Through private sector engagement in key agriculture market systems, the activity will create better jobs and improve livelihoods, diets, and overall well-being for Cambodians, especially women, youth, and marginalized populations. The activity will build on investments that USAID/Cambodia has made in promoting sustainable economic opportunities and climate-smart agriculture technologies through Feed the Future programming. The activity will provide targeted demand-driven assistance to agricultural cooperatives, farmers associations, market actors, finance institutions, and/or micro, small, and medium enterprises (SME) investing in the agriculture sector to take advantage of domestic, regional, and international market opportunities.

Harvest III will work with producers and producer associations, agribusinesses, service and technology providers, financial institutions and investors, and other collaborating stakeholders. The project will work in various locations in Cambodia and with various crops, based on business opportunity and potential. The Activity, implemented by Abt Associates from April 2022 through March 2027, has the following objectives and expected intermediate results (IRs):

Objective 1: Inclusive and sustainable agriculture market systems strengthened.

- IR 1.1: Increased private sector investment to strengthen climate-smart, resilient, and competitive agriculture market systems.
- IR 1.2: Strengthened technical and business capacity of farms and firms, including women and youth farmers and entrepreneurs.
- IR 1.3: Increased incomes, especially for women and youth in the food system, including in climate-smart agriculture.

Objective 2: Strengthened linkages and trust among market actors, for both domestic and international markets.

- IR 2.1: Increased access to markets of agricultural products and services, including women- and youth-owned businesses.
- IR 2.2: Improved food safety, quality, and traceability of agricultural products through the increased use of innovative technologies.

2.2 COMMUNICATION OBJECTIVES

The strategic communication objectives of Harvest III cover four areas:

- Donor communication
- Internal communication
- External communication

- Knowledge management

2.3 DONOR COMMUNICATION OBJECTIVES

- Inform USAID about the Activity's implementation through weekly, quarterly, and annual reports and annual work plans.
- Keep USAID updated about news relevant to the project.
- Provide USAID timely information concerning public events and media requests.
- Provide USAID content (including digital and visual) demonstrating the Activity's impact, such as photos and videos.

2.4 INTERNAL COMMUNICATION OBJECTIVES

- Facilitate Harvest III team members' access to sufficient, consistent, and timely information regarding work plans and reports so they are well informed and able to work efficiently and effectively.
- Use Teams, Facebook, and Telegram as tools to communicate activity planning, reporting, and other information about the Activity's implementation.
- Collect staff feedback using online surveys to improve teamwork, communication, and planning.

2.4.1 External Communication Objectives

- Promote understanding by sharing information with relevant audiences at various stages of the Activity's implementation using multiple platforms and formats such as photos, videos, success stories, and reports.
- Enhance the visibility of the Activity and its initiatives by leveraging communications activities and platforms including site visits, events, workshops, social media, and more.

2.4.2 Knowledge Management and Learning Objectives

- Facilitate knowledge and information sharing among staff about key activities to strengthen efficient and effective implementation.
- Enable effective knowledge and information sharing via appropriate knowledge-sharing platforms and channels.
- Support Harvest III's knowledge management and learning.
- Ensure that knowledge and information about Harvest III is easily accessible and understandable to diverse audiences.

3. TARGET AUDIENCES

Target audiences are the individuals and groups that Harvest III must reach with information about Harvest III objectives, implementation, and grant opportunities. Each audience has different communication needs and therefore requires different communication strategies, approaches, and channels. Harvest III target audiences include USAID, private sector partners, development partners and other stakeholders, government actors, the general public, and media outlets. The main activities and key messages for Harvest III outreach and communications are divided into two main categories: primary audiences and secondary audiences.

3.1 PRIMARY AUDIENCES

Table 1. Summary of Communication Activities and Channels for Primary Audiences

Communication Activity	Communication Channel
<ul style="list-style-type: none"> ● Weekly highlights ● Quarterly and annual reports ● Fact sheets ● Infographics ● Photos and videos ● Social media posts (e.g., to be shared through USAID/Cambodia’s Facebook page) 	<ul style="list-style-type: none"> ● Email ● Digital material ● Printed material ● Social media

3.2 SECONDARY AUDIENCES

Table 2. Summary of Key Messages and Communication Channels by Secondary Audience

Audience	Key Message	Communication Channel
1. Private sector partners 2. Development partners and other stakeholders 3. General public	<ul style="list-style-type: none"> ● How does Harvest III build on earlier USAID-funded interventions? ● What are the main challenges in the three markets (traditional, modern, and export) that the Activity seeks to address? ● What is Harvest III’s approach to strengthening the agriculture sector in Cambodia? ● How does Harvest III partner with other USAID projects and development partners to strengthen the agriculture sector in Cambodia? ● What activities or results is the Activity undertaking or achieving, and how are they relevant to the audience? What are possible implications of the Activity’s ongoing learning for the audience? 	<ul style="list-style-type: none"> ● Quarterly meetings with various groups in each market and cross-cutting component (anticipating one per component January to September 2023, and twice per component from October 2023 onward) ● Workshops ● Trainings ● Events ● Social media ● Blog posts
Government counterparts (e.g., Ministry of Agriculture, Forestry, and Fisheries; Ministry of Commerce)	<ul style="list-style-type: none"> ● How does the Activity support the government objectives? <ul style="list-style-type: none"> - Agricultural Sector Development Strategic Plan 2019–2023 - Crops Master Development Plan 2030 ● Event-related news and outcome reporting 	<ul style="list-style-type: none"> ● Meetings ● Workshops ● Trainings ● Events ● Social media
Media	Event-related news: <ul style="list-style-type: none"> ● Launch event ● Closeout event ● Events on specific topics ● Activities and progress 	<ul style="list-style-type: none"> ● Press releases ● Social media ● Blog posts

4. COMMUNICATION FOR KNOWLEDGE MANAGEMENT

The communications team will collaborate with the monitoring, evaluation, and learning (MEL) team and grants team to plan and implement learning activities that will advance continuous learning and adaptive management through the Activity's partnership with grantees. The communications team will also collaborate with the partnership managers and work closely with Harvest III's operations specialist to organize events for market actors in each of the three markets throughout the year. Through its outreach plan and activities, the Harvest III team will work together to adjust initiatives and develop new cycles of grant programs that will support "like-minded" businesses in strengthening the food system and benefiting other market actors in the Cambodian agriculture sector. The communications team's specific contributions to learning activities will be to:

- Facilitate knowledge and information sharing among staff about key activities to strengthen efficient and effective implementation.
- Enable effective knowledge and information sharing via appropriate knowledge-sharing platforms and channels.
- Support Harvest III's knowledge management and learning.
- Ensure that knowledge and information about Harvest III is easily accessible and understandable to diverse audiences.

5. TRAINING

Communications are part of every Harvest III team member's responsibilities and are linked to our broader learning agenda. For that reason, Harvest III will conduct communications training to emphasize the importance of communications and help staff identify how they can support communications in their roles. For example, staff will be urged to submit photographs from Harvest III activities as well as provide high-impact written captions and other technical content.

Communications training will:

- Familiarize Harvest III staff with the Activity's design and objectives so that they can communicate with various audiences in a clear and consistent manner.
- Familiarize Harvest III staff with the Activity's communications strategy and assess its effectiveness.
- Encourage staff to identify communication opportunities that might extend the reach of the Activity's communications strategy.
- Provide appropriate guiding principles and best practices for staff and grantees on how to capture photographs and other communications content.
- Collaborate with the MEL team to identify themes and quotes that demonstrate the Activity's impacts.
- Advise staff on how to respond to press requests for information, as instructed by USAID.

6. ROLES AND RESPONSIBILITIES

Under supervision of the deputy chief of party and overall technical support from the chief of party, the communications team will have primary responsibility for developing the Activity's internal and external communication tools and working collaboratively with staff and grantees to identify success and partnership stories. In particular, the communications team will:

- Develop communications strategies to strengthen the visibility of the Activity and the partnerships it facilitates or develops.
- Support the Activity's components in drafting work plans by component and track the implementation of those work plans.
- Lead preparation of quarterly and annual reports, including the translation of executive summaries into Khmer.
- Collaborate closely with other Harvest III teams (including technical, grants, and MEL) to collect partnership stories on a quarterly basis.
- Design and help disseminate fact sheets, infographic presentations, and other materials
- Develop various communication tools, which may include written success stories, photography, short videos, weekly reports, social media posts or campaigns, and other forms of media (print and broadcast). Illustrative examples include:
 - Short videos highlighting women entrepreneurs in agriculture and/or innovative climate-smart agriculture technologies
 - Digital campaign commemorating observances such as World Food Day
- Develop and maintain a social media profile and quality content on Facebook.
- Draft and issue press releases, both in Khmer and English.
- Monitor and maintain a media list and monitor relevant news/publications.
- Facilitate media field visits and other missions related to visibility, information, and communications.
- Assist in the translation of relevant communication materials from English to Khmer and vice versa.
- Ensure that all Harvest III communications adhere to its Branding and Marking Plan.
- Conduct communications training for staff and partners.

7. BRANDING AND MARKING

7.1 BRANDING IMPLEMENTATION PLAN

The Harvest III will use multiple tools to convey the Activity’s messages to partners and stakeholders and to promote the Activity to host-country citizens. These may include press releases, press conferences, media interviews, site visits, success stories, partner testimonials, professional photographs, public service announcements, videos, webcasts, emails sent to group lists (such as participants for a training session), blast e-mails, or other internet-based communications.

The following are examples of opportunities that Harvest III will use to generate awareness that the assistance being provided by Harvest III is from the American People through USAID, with the close collaboration and support of the Royal Government of Cambodia.

- Launch event for the Activity
- Report or study publication
- Trends spotlight
- Success story highlight
- Harvest III partner(s) featured as a spokesperson
- Showcase of before-and-after photographs
- Marketing event for agricultural products
- Endorsement from ministries or local organizations
- Final or interim report promotion
- Activity communication of impact/overall results

7.2 MARKING PLAN

The Marking Plan enumerates public communications, commodities, program materials, and other items that will visibly bear or be marked with the Feed the Future and USAID identities. All materials produced under Harvest III will include both Feed the Future and USAID logos, pending any exceptional cases deemed necessary by USAID. Co-branding will follow guidance for acquisition instruments in the Feed the Future Graphic and Naming Standards Manual, and the USAID Graphic Standard Manual. Administrative materials (such as letterheads, business cards, and equipment and office supplies) will not be USAID or Feed the Future branded, although they may include language to reflect the Activity’s association with USAID (e.g., by referring to personnel as “USAID Contractor” on business cards or email signatures).

Acknowledgements: Abt Associates understands that we will be involved directly with other international donors, various Cambodian government ministries, and a range of host-country institutions throughout the course of implementation. Abt will acknowledge, whenever possible, all materials and events developed with the identities of relevant government partners and other USG agencies in accordance with ADS 320.3.4.1. Where applicable, a host-country government or ministry symbol may be added. Except for the manufacturer’s trademark on a commercial item and purely administrative documents, the corporate identities or logos of contractors or subcontractors are not permitted on USAID-funded program materials and communications.

Anticipated Elements of the Marking Plan: Deliverables to be marked include products; equipment and inputs delivered; places where activities are carried out; external public communications, studies, reports, publications, and informative and promotional products; and workshops, conferences, fairs, and any other such events. Materials and communications prepared under the Feed the Future Cambodia Harvest III will make clear that Abt produced the product with the support of USAID. In instances where USAID funds the publication of materials but does not fully support their contents, the following disclaimer will be noted: *USAID will not be held responsible for any or the whole of the contents of this publication.*

The following table details the type of marking and positioning for all expected materials produced under this contract:

Table 3. Types of Marking and Positioning for Communications Materials

Category	Marking	Notes	Positioning
Technical reports, studies, briefing papers, memoranda, policy recommendations, training materials and manuals, and materials positioned for the host-country government	Feed the Future and USAID identities	Will include a disclaimer on the front page stating that the views expressed do not reflect the views of USAID or the U.S. Government.	White Feed the Future logo in top left corner, layered over a color banner across the top of the page/publication. No additional language or logos will be included in the top banner. The USAID logo will be positioned at the lower left corner, with additional partner logos positioned to the right, where applicable.
PowerPoint presentations	Feed the Future and USAID standard graphic identities	The Feed the Future Acquisition Presentation template is available at https://feedthefuture.gov/resource/feed-future-acquisition-presentation-template . The Feed the Future website address must be included in the final slide.	White Feed the Future logo in top left corner, layered over a color banner across the top. USAID logo in the lower left corner.
Event signs, photography, and banners	Feed the Future and USAID standard graphic identities	Follows USAID and Feed the Future co-branding guidelines. Can be co-branded with other partners, if applicable.	White Feed the Future logo in top left corner, layered over a color banner across the top. USAID logo in the lower left corner.
Posters, pamphlets, brochures, printed and electronic bulletins	Feed the Future and USAID standard graphic identities	Follows USAID and Feed the Future co-branding guidelines. Can be co-branded with other partners, if applicable.	White Feed the Future logo in top left corner, layered over a color banner across the top. USAID logo in the lower left corner.

Category	Marking	Notes	Positioning
Media interviews, press releases and conferences, television, radio, video, public service announcements	Feed the Future and USAID standard graphic identities or other acknowledgement of USAID assistance	USAID standard graphic identity or other acknowledgement of USAID printed on the materials, if and as appropriate, per Mission approval.	Verbal acknowledgment that the event is jointly sponsored by USAID and other partners, when applicable.
Website	Feed the Future and USAID standard graphic identities	Disclaimer on site's index page and every major entry point. Must be compliant with Section 508 amendments to the Rehabilitation Act.	White Feed the Future logo in top left corner, layered over a color banner across the top. USAID logo in the lower left corner.

7.3 OUTREACH AND COMMUNICATION

The communications team will organize communication activities and develop communication materials for the life of the Activity as shown in the table below.

Table 4. Communications Calendar

Timing (Fiscal Year 1–5)	Communications Activities and Products
September	Conduct communications training for internal staff
October	<ul style="list-style-type: none"> Quarter 4 Progress Report Organize the first quarterly stakeholder meetings for three markets (traditional, modern, and export) Social media post features World Food Day
November	<ul style="list-style-type: none"> Develop outreach activities Social media post features National Nutrition Day
December	<ul style="list-style-type: none"> Create internal and external photo library/sharing system(s) (database, Flickr, and/or Instagram) Social media post contributes to the 16 Days of Activism against Gender-Based Violence
January	Quarter 1 Progress Report
February	Organize the second quarterly stakeholder meetings for each of the three markets
March	<ul style="list-style-type: none"> Collaborate with technical, grants, and MEL teams to organize pause-and-reflect sessions on grantees' performance Social media post features International Women's Day
April	Quarter 2 Progress Report

Timing (Fiscal Year 1–5)	Communications Activities and Products
May	Organize the third quarterly stakeholder meeting
June	Organize stakeholder meetings for each market (including the cross-cutting components of finance and investment; gender equality, youth, and social inclusion (GYSI); and climate change)
July	<ul style="list-style-type: none"> • Quarter 3 Progress Report • Develop Work Plan
August	<ul style="list-style-type: none"> • Fiscal Year Work Plan for submission on August 15 • Social media post features International Youth Day
September	<ul style="list-style-type: none"> • Draft Annual Performance Report • Finalize Annual Performance Report • Organize the fourth quarterly stakeholder meetings for each of the three markets