

COMMUNICATING

THE

TAAT BRAND

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delivered at the TAAT Partnership Engagement Workshop held 5-7 November 2018 at the Safari Park Hotel in Nairobi, Kenya.



TECHNOLOGIES FOR AFRICAN
AGRICULTURAL TRANSFORMATION (TAAT)



Presentation OUTLINE

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- 🌍 SO WHAT IS THE TAAT BRAND?

2

- 🌍 WHY COMMUNICATE THE TAAT BRAND?
- 🌍 KEY ASPECTS OF THE TAAT BRAND?

3

- 🌍 WHAT DOES THIS MANIFESTLY TRANSLATE INTO?

4

- 🌍 COMMUNICATING TAAT: WHOSE RESPONSIBILITY?



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Background



Communication on TAAT dates back to AfDB's media advisories



Executing + Implementing Agencies have been carrying out communication activities



Coherence, strategic focus and integration: urgent necessity



Communication should therefore become a strategic tool to drive TAAT's mission and objectives within the framework of the "Feed Africa Strategy".



A draft communication strategy for TAAT is ready – validation processes.



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So what is the TAAT brand?



A brand is not a logo. A brand is not a name. A brand is not a trademark, symbol or jingle



Endowing a product or service with the power of the brand



A brand exists only in the minds of your stakeholders




A brand is the sum total of all the impressions a stakeholder has, based on every interaction they have had with you, your programme



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Why Communicate the TAAT BRAND?

 **Enhance** stakeholders' understanding of TAAT;

*AfDB; Regional Member Countries of the Bank (African States)
Development Partners; Farmer unions/Cooperatives, Women
Groups, NARES; Compacts; Private Sector; Civil Society; Opinion
Leaders; and the Public*

 **Broaden** its partnerships;

 **Deepen** its resources and capacities

 **initiate** and **maintain** dialogues with stakeholders and secure their
feedback



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Key Aspects of Communicating the TAAT BRAND

STRATEGIC OBJECTIVE 1 (SO1)

COMMUNICATE TAAT AS A KEY ACTOR IN AFRICA'S AGRICULTURAL TRANSFORMATION

STRATEGIC OBJECTIVE 2 (SO2)

ACHIEVE SUPPORT TO TAAT'S OBJECTIVES

PILLAR 1 (P1)

Profile TAAT

PILLAR 2 (P2)

Position TAAT

PILLAR 3 (P3)

Call to Action

- 1.1 Define and project the vision of TAAT
- 1.2 Define and establish TAAT's identity
- 1.3 Define TAAT's profile
- 1.4 Communicate reasons to believe in TAAT

- 2.1 Differentiate TAAT
- 2.2 Shape the debate on Africa's agricultural transformation
- 2.3 Communicate TAAT opportunities to target audience
- 2.4 Establish crisis communications guidelines

- 3.1 Engage, enthuse and mobilise target audiences and key stakeholders of TAAT
- 3.2 Support resource mobilisation
- 3.3 Build and shape the image of TAAT through outreach and media
- 3.4 Communicate TAAT's support for Africa and member states involvement
- 3.5 Amplify messages in partnership with like-minded organisations
- 3.6 Facilitate interactive cooperation and collaboration












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Technologies for African Agricultural Transformation

What does these Manifestly Translate into?

-  Programme Reports
-  Business Cards
-  Banners
-  Flyers/Brochures
-  Newsletters – contact database generation – Partners/Farmers
-  Templates
-  Audiovisual Productions
-  Media Toolkits – Press Releases/Media Advisory
-  Social Media



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Transforming African
Agriculture through Innovative
Technologies and Partnerships



Technologies for African
Agricultural Transformation



TAAT Magazine

Issue 001

January – March 2019



2019

Transforming African Agriculture through proven technologies and partnerships

www.taatafrica.org

| July | |
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| Sun | 7 14 21 28 |
| Mon | 1 8 15 22 29 |
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| Thu | 4 11 18 25 |
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| Sat | 6 13 20 27 |

| August | |
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| Sat | 7 14 21 28 |





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Urea Deep Placement

Learn More >

Creation Of An Enabling Environment For Technology Adoption

Regional Technology Delivery Infrastructure

Deployment Of Appropriate Technology

Programme Management

TAAT OBJECTIVES

Our Priority Areas

The overall goal of TAAT is to catalyze a vibrant and sustainable agricultural sector by bringing productivity and enabling technologies and knowledge to the farming sector.

- Beans**
The Bean Crop is led by the International Center for Tropical Agriculture (CIAT) through collaboration with local partners and researchers across the region. CIAT is the lead institution.
- Small Ruminant Meat**
The Small Ruminant Meat is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Cassava**
The Cassava Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Rice**
The Rice Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Aquaculture**
The Aquaculture Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Wheat**
The Wheat Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Maize**
The Maize Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Sorghum/Millet**
The Sorghum/Millet Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.
- Orange-Fleshed Sweet Potato**
The Orange-Fleshed Sweet Potato Crop is led by the International Center for Agricultural Research in Dry Areas (ICARDA) through collaboration with local partners and researchers across the region. ICARDA is the lead institution.

www.taatafrica.org

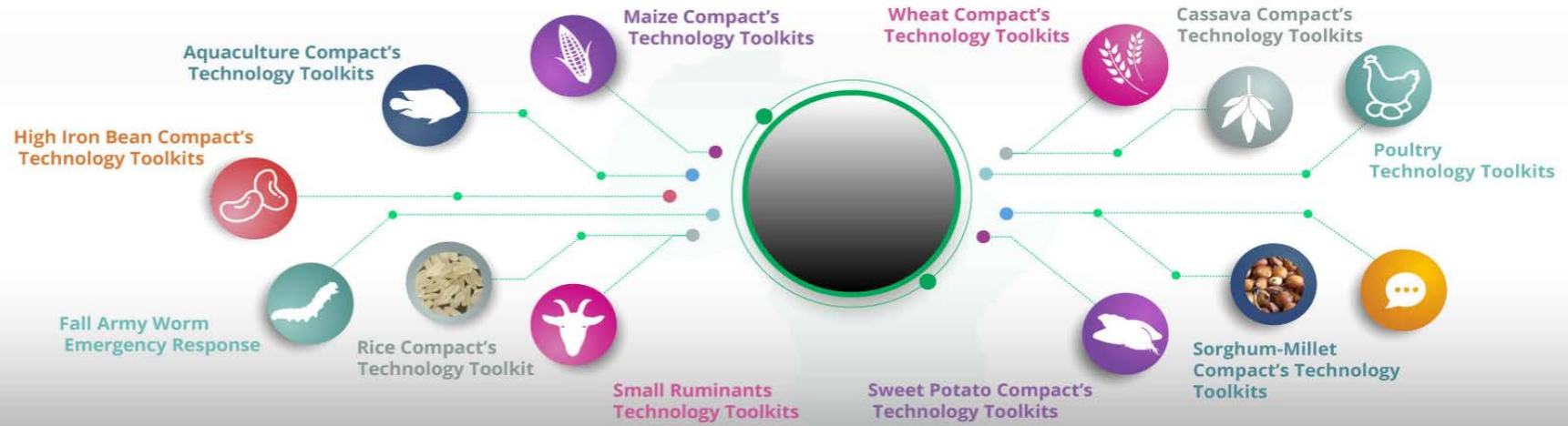


AGRIC



Technologies for African Agricultural Transformation

with the goal of mobilizing \$1 billion towards its goal of scaling up agricultural technologies” – AfDB “TAAT represents the “most significant effort to pull resources together to deliver t



CAPACITY DEVELOPMENT COMPACT



Fall Army Worm Emergency Response COMPACT



POLICY COMPACT



SOIL FERTILITY MANAGEMENT COMPACT




WATER MANAGEMENT COMPACT











ENABLE TAAT COMPACT

Where We Work

Search locations

 Compacts

-  Benin Compacts: Cassava, Fish, Maize, Rice
-  Burkina Faso Compacts: Orange-Fleshed sweet potato, Rice, Sorghum/Millet
-  Burundi Compacts: Beans, Cassava, Fish
-  Cameroon Compacts: Cassava, Fish, Livestock, Maize, Orange-Fleshed sweet potato, Rice
-  Chad Compacts: Wheat
-  Congo, DRC Compacts: Beans, Cassava, Orange-Fleshed sweet potato
-  Cote d'Ivoire Compacts: Fish, Rice
-  Ethiopia Compacts: Livestock, Maize, Wheat



[See All >>](#)

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Partners



News And Events



TAAT sweet potato compact launched in Accra



How TAAT is meeting Ethiopia's Livestock needs through Feed



TAAT Wheat Compact Seed Sector Success Story: The Case of Sudan

Upcoming Events

PREVIOUS MONTH CURRENT MONTH

MARCH, 2019 < >

28-01 FEB MAR **PROCUREMENT AND FIDUCIARY TRAINING**

08 MAR **WOMEN'S DAY**

Tweets by @Taata_Africa

#Technologies to #FeedAfrica
 @Taata_Africa
 Orange-Fleshed Sweet Potato has enormous health benefits including its ability to help boost immunity, ease digestion etc. #ENABLETAAT18 through its food basket component is doing a lot in promoting the variety. More info @IITA_CGIAR @Cipotato @Taata_Africa

#Technologies to #FeedAfrica Retweeted
 WorldFish
 @WorldFishCenter
 Training in proven technologies & best practices to boost aquaculture in #Africa. Pictured are trainees in Abbassa, Egypt during a hands-on #aquaculture session run by #WorldFish & @Taata_Africa: bit.ly/2S4dnm3 #fish #tilapia

Embed View on Twitter



Photostream



You and 155 other friends like this



Communicating the TAAT BRAND: Whose RESPONSIBILITY?



All Stakeholders - Everyone



TCCP



Feed Africa Media List



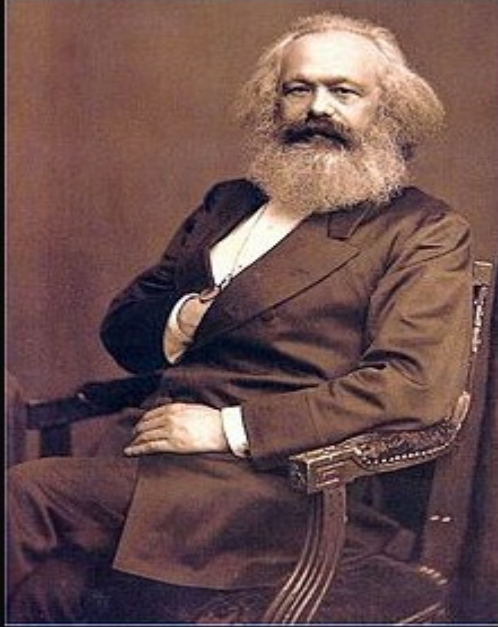
Increased synergy with Opinion Molders/Leaders of thought - Field Visits, Partnerships with News Agencies, Hangouts with Editors



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The philosophers have only interpreted the world,
in various ways. The point, however, is to change
it.

(Karl Marx)

izquotes.com

Lets TRANSFORM AFRICA!

OBRIGADO

Technologies for African
Agricultural Transformation