



# Knowledge Management and Communication Plan



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## Acronyms

CoP	Code of Practices
JICA	Japan International Cooperation Agency
GoB	Government of Balochistan
GoKP	Government of Khyber-Pakhtunkhwa
GoP	Government of Pakistan
KPK	Khyber-Pakhtunkhwa
LNPC	Lead National Project Coordinator
M&E	Monitoring and Evaluation
NPC	National Project Coordinator
PAFAID	The Project for Agri-food and Agro-industry Development Assistance in Pakistan
PCM	Project Cycle Management
SDGs	Sustainable Development Goals
UNIDO	United Nations Industrial Development Organization
VC	Value chain

## Background and Project Introduction:

Agriculture constitutes the largest sector of the Pakistani economy and the majority of the local population, directly or indirectly, dependent on it. The sector also contributes about 20 percent of the country's gross domestic product (GDP)<sup>1</sup> and accounts for half of the employed labor force. However, the country's agricultural productivity is one of the lowest in the world, ranging between 29 and 52 percent. Besides, high sectorial post-harvest losses cause large economic and environmental damage to local women and men farmers, not forgetting to mention the lack of understanding of the need for proper food safety and hygiene standards application. On the other hand, fertile soil, excellent geographical location, availability of rural labor force and adequate climate for agricultural production create a large potential of Pakistan.

The Government of Pakistan (GoP) has requested UNIDO to develop a conceptual intervention approach, which aims to develop agricultural extension services of the provincial agriculture department and simultaneously enhance obsolete practices of agri-food value chains. Subsequently, UNIDO has developed The Project for Agri-food and Agro-industry Development Assistance in Pakistan (PAFAID). PAFAID is a four-year (September 2019 to August 2023) project and will be implemented in close collaboration with the Ministry of National Food Security and Research, Government of Pakistan, Livestock and Agriculture Departments in Khyber Pakhtunkhwa and Balochistan and Food Safety and Halaal Food Authority in Khyber Pakhtunkhwa.

The long-term goal of the project is to revitalize the livelihood of value chain actors in Khyber-Pakhtunkhwa and Balochistan, covering their daily income from the apple and cattle value chains and improve practices of food manufacturers and processors along with the related enabling environment. To achieve this, the short-term goal of the project is to introduce improved practices and techniques in product quality, safety and productivity, the female and male farmers/herders as well as enterprises will be able to generate additional incomes by selling their food safety compliant and value-added products in high-end markets. The project will follow a piloting approach for the apple and cattle meat value chains to showcase best practices in selected districts within the provinces. Furthermore, it will also pay attention to disseminate the developed know-how on best practices in product compliance, traceability value addition, and productivity to actors, with consideration of economically more vulnerable groups, such as youth and women, as well as support the upgrading of their obsolete practices on-farm and processing level. Through the development of institutional capacities of the agricultural departments in KPK and Balochistan, they will be able to disseminate the developed code of practice (COP) after receiving training of trainer (ToT) training from senior experts. This, in turn, will also assist in the sustainability of the departments as an income generation opportunity and upscale of best practices in the long-term.

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<sup>1</sup> [http://www.finance.gov.pk/survey/chapters\\_17/overview\\_2016-17.pdf](http://www.finance.gov.pk/survey/chapters_17/overview_2016-17.pdf)

During the introduction of the new practices, the project will follow a piloting approach for the selected value chains, however, by closely involving the relevant departments at the provincial level as well as their institutional capacity building which in turn allows the establishment of a framework for up-scaling potentials in the future. This approach also allows the identification of lessons learned and additional challenges related to the upgrade of these practices. As part of the value chain performance development, UNIDO will look into numerous thematic areas to improve current practices and income opportunities, such as compliant and productive

<b>Project Name</b>	The Project for Agri-food and Agro-industry Development Assistance in Pakistan
<b>Duration</b>	4 years (September 2019 – August 2023)
<b>Cost</b>	USD 5.2 Million
<b>GoP Focal Department</b>	Ministry of National Food Security and Research
<b>Location</b>	<b>Balochistan:</b> Pishin, Killa Abdullah, Killa Saifullah and Quetta districts <b>Khyber Pakhtunkhwa:</b> Peshawar, Abbottabad, Kohistan and D.I. Khan Districts
<b>Contribution to SDGs</b>	1, 2, 5, 9, 12 and 17
<b>Further information</b>	<a href="http://www.pafaid.org">www.pafaid.org</a>

capacities, value addition, and establishment of market linkages. The project will create a total 5,000 new jobs for the agri-food industry and will improve the livelihood 50,000 beneficiaries through project activities for the rural farmers/workers. The project will contribute to Sustainable Development Goals (SDGs) 1, 2, 5, 9, 12 and 17. Further details about the Project for Agri-food and Agro-industry Development Assistance in Pakistan can be found at [www.pafaid.org](http://www.pafaid.org)

## Purpose and Objectives of the Knowledge management and communication plan

The purpose of the plan is to ensure the systematic identification, integration and communication of knowledge products acquired through the PAFAID and transfer to all relevant stakeholders<sup>2</sup> through specific channels in a culturally appropriate and gender-sensitive manner. The objectives of the plan are to;

1. Systematically collect and transfer relevant stakeholders the knowledge related to agri-food and agro-industry acquired during all stages of the project with participation and active involvement of women and youth;

<sup>2</sup> In this document the conventional binary division of sexes is indicated nearly at all relevant points. Hence terms like stakeholders, beneficiaries, participants, farmers, students, workers, butchers, sellers, traders, and entrepreneurs are inclusive -in terms of age and sex diversity.

2. Share best practices and lessons learned acquired throughout the PAFAID project implementation with the general public; and
3. Facilitate direct communication with project stakeholders and partners and improve their ownership of the project.

## Definition of Knowledge Management and Communication

To have a common understanding of the term, the agreed-upon definition of Knowledge Management is as follows.

**Knowledge Management** is the process of creating, sharing, using and managing the knowledge and information of an organization.<sup>3</sup> It refers to a multidisciplinary approach to achieving organizational objectives by making the best use of knowledge.<sup>4</sup>

Knowledge Management is, therefore, a conscious strategy of getting the right knowledge to the right people at the right time and helping people share and put information into action in ways that strive to improve organizational performance (O'Dell & Grayson, 1998). Knowledge Management draws from existing resources that your organization may already have in place—good information systems management, organizational change management, and human resources management practices (Thomas H. Davenport, Laurence Prusak, Working Knowledge).

## Communication or Development Communication

Development communication refers to the use of communication to facilitate social development. Development communication engages stakeholders and policymakers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change in a sustainable manner. Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

## Methodology

This knowledge management and communication plan is developed based on the recommendations provided by the different technical assessments conducted during the inception phase of the PAFAID intervention. This plan intends to follow a holistic approach by not only

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<sup>3</sup> Girard, John P.; Girard, JoAnn L. (2015). "Defining knowledge management: Toward an applied compendium" (PDF). *Online Journal of Applied Knowledge Management*. 3 (1): 14

<sup>4</sup> "Introduction to Knowledge Management". [www.unc.edu](http://www.unc.edu). University of North Carolina at Chapel Hill. Archived from the original on March 19, 2007. Retrieved 11 September 2014

ensuring the capturing of the results and lessons learned of the project implementation stage but also aiming to disseminate the developed best practices to identified project beneficiaries and the wider public. To develop this knowledge management and communication plan, the finalized project activities as per the inception report were taken into consideration and as well as the relevant technical reports developed by the UNIDO experts. As per best practices identified in other capacity-building projects, this knowledge management and communication plan has also taken into consideration the relevant literature on knowledge management and capacity building. The knowledge management and communication plan is developed based on the following questions:

- What knowledge is needed by the PAFAID?
- What knowledge will be created by the PAFAID?
- What system, processes, technologies and roles will be used to manage knowledge within the project PAFAID?
- What actions need to be taken to implement the system?

Accordingly, knowledge management and communication plan will specifically.

- Support know-how transfer to beneficiaries (women and men, boys and girls, setups/social enterprises/companies/organizations that are youth & or women-led/focused/owned/inclusive) and improve their ownership.
- Share best practices and lessons learned acquired throughout the PAFAID project implementation with the general public.
- Facilitate direct communication with project stakeholders and partners.

Gender mainstreaming, human rights-based approach, result-based management, environmental sustainability, and capacity building will be among the guiding principles for all phases of project management.

The PAFAID's Knowledge Management and Communication Plan is a dynamic document and will be reviewed and revised based on needs and gaps of knowledge identified by key stakeholders of the project.

The under the PAFAID will be managed in collaboration with key stakeholders, especially relevant government technical experts, government officials from relevant federal and provincial ministries/departments, agricultural extension workers, officers and inspectors, female and male actors and well as the youth of the selected value

The review process of Knowledge Management and Communication Plan will be based on.

- Regular knowledge need assessment
- Requests by stakeholders
- Feedback section on PAFAID website
- Feedback box at project office or a location in KP and Balochistan so stakeholders can provide their comments and complaints

chains and I/NGOs, relevant United Nations (UN) agencies.

Main tools that will be used by the project for communicating and transferring the knowledge will include 1) technical reports; 2) administrative or progress reports; and 3) public advocacy materials. The first categorization includes, *inter alia*, assessments, feasibility studies, training manuals, guidelines, and draft policies, laws, and strategies. With regard to the administrative or progress reporting, the project will report on the progress made and lessons learned based on the project achievements. Finally, public advocacy materials are considered as success stories, press releases, social media posting, and videos about the PAFAID. Project website ([www.pafaid.org](http://www.pafaid.org)) will be the main channel for communicating the knowledge; other channels include training, workshops, meetings, video conferences, Social Media (Facebook/Twitter), exposure visits, and emails will be also used.

One of the important activities related to success stories will be the creation of “stories” of the project beneficiaries by project staff with support from the communication department for the UNIDO website. These stories will also include the gender champions and students who won any competition in the project e.g. the packaging competition.

The knowledge management and communication plan will be integrated with the Project Cycle Management (PCM) and will be facilitated through regular monitoring throughout all phases of the PCM. The plan will be evaluated and reported on an annual basis. The Monitoring and Evaluation (M&E) framework of the project has targets and indicators for the activities related to the knowledge management and communication plan and data will be collected on the targets and indicators set in the M&E framework on regular basis and will be analyzed and the progress will be assessed and reported.

Regular feedback related to the project and the knowledge management plan will be sought through PAFAID website and the feedback boxes at the project offices or any other locations in KP and Balochistan. This will help UNIDO improve the implementation of the plan.

## **Knowledge transfer approach to institutional counterparts in the rise of COVID-19 crisis**

During the project inception phase, the COVID-19 has become a global pandemic situation, forcing governments globally to introduce drastic measures, such as lockdown or travel ban, which has clear implications on a capacity-building initiative like PAFAID. For this reason, PAFAID needed to develop a contingency plan, integrating elements from knowledge management, in order to ensure the achievement of the project goals. Subsequently, as part of the project’s contingency plan, activities were reconsidered based on the knowledge transfer approach that local beneficiaries from relevant departments are able to connect with PAFAID experts remotely. Since the required infrastructure is not in place in most of the departments, the procurement and installation of IT-mediated communication tools became a prerequisite for conducting the project



activities in this fashion. From the sustainability perspective, these communication tools will further serve the relevant departments during and after the project closure to coordinate activities relevant to their operation. Meanwhile, the project will coordinate with the counterparts to establish expert working groups represented by the identified counterparts and beneficiaries, including representatives from the private sector and where relevant youth and gender groups.

With regard to the delivery of the guidelines, laws, and policies, the assigned experts will work closely with the working group members, utilizing the IT-mediated communication tools to have monthly meetings and discussions. This mentoring approach will not only allow better stakeholder ownership and clear comprehension of the envisaged outputs but will also train several experts locally which will increase the potential for future upscale.

## Target Audience

- Legislatures (policymakers) from Balochistan and Khyber Pakhtunkhwa
- Government technical experts and officials from the national Ministry of National Food Security & Research and Provincial Ministries of Agriculture and their institutions
- Agricultural extension workers, officers, and inspectors from government relevant departments and institutions in the target provinces
- Female and male actors and well as the youth of the apple value chains in Balochistan and meat value chain in Khyber Pakhtunkhwa
- Women Associations in the target provinces
- Farmers' Cooperative Associations in the target provinces
- Women groups in the target provinces
- Youth groups (girls and boys) in the target provinces
- Final beneficiaries
- I/NGOs, relevant UN agencies, media, academia, civil society organization, e.g., trade union, etc. and private sector
- Government of Japan and PAFAID donor
- UNIDO Member States and Development Community
- General public

## Tools and Channels

It is really important to use the tools which are best suited for a specific purpose, audience, and message type. There are a plethora of tools available for communication and knowledge management. Cultural sensitivities, especially with regards to women and value for money are considered before finalizing the tool.

## ***Tools***

- Assessment reports
- Feasibility reports
- UNIDO approaches and technical material for Value chain development
- Training manuals and guidelines
- Guidelines on New Technologies
- Code of Practices
- Technical report on traceability
- Guidelines on compliance, productive capacities, food safety and quality
- Best practices, success stories, lessons learned from other projects/regions
- Fact Sheets, flyers, brochures
- Banners, Posters, Infographics
- Newsletter
- Press releases/articles

## ***Channels***

- Project website
- Workshops and training
- E-learning distance learning
- Project meetings and meetings with stakeholders
- Video conferences
- Social Media (Facebook/Twitter)
- Exhibitions
- Exposure visits – Site Visits
- Business association interactions
- Emails

**Table 1: Tools and channels**

Target Audience	Tools	Channels	Expected Outcome
<b>Polymakers</b>	<ul style="list-style-type: none"> <li>- Policy recommendations</li> <li>- Newsletter</li> <li>- Fact Sheets and brochures</li> <li>- Assessment, feasibility and project progress reports</li> <li>- Reports on UNIDO learning from other regions and from the projects</li> </ul>	<ul style="list-style-type: none"> <li>- Face to face advocacy meetings and courtesy calls</li> <li>- Expert working group meetings</li> <li>- Project website</li> <li>- Meetings, seminars</li> <li>- Other advocacy events, e.g. event on international days</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Exposure visits – Site Visits</li> <li>- Emails</li> </ul>	<ul style="list-style-type: none"> <li>- Support in policy formulation and strategy development in the area of apple and meat value chain</li> <li>- Enhanced knowledge and awareness which will help in providing strategic directions and replication of best practices in other provinces of Pakistan</li> </ul>
<b>Government technical experts and Government officials from relevant federal and provincial ministries/departments and their institutions</b>	<ul style="list-style-type: none"> <li>- Assessment, feasibility and project progress reports</li> <li>- Reports on UNIDO learning from other regions and from the PAFaid projects</li> <li>- UNIDO's VC, Gender, ISID, and other strategies and approaches</li> <li>- Infographics</li> <li>- Newsletter</li> <li>- Fact Sheets and brochures</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Expert working group meetings</li> <li>- Workshops and training</li> <li>- E-learning distance learning</li> <li>- Project meetings</li> <li>- Video conferences</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Exhibitions</li> <li>- Exposure visits – Site Visits</li> <li>- Emails</li> </ul>	<ul style="list-style-type: none"> <li>- Updated knowledge of relevant government department and their institutions in areas identified by TNA</li> <li>- Enhanced capacity of the institution to impart training in the identified area</li> <li>- The capacity of the department and institutions to replicate the capacity in other districts of the province</li> </ul>
<b>Agricultural extension workers, officers, and inspectors from government relevant departments and institutions</b>	<ul style="list-style-type: none"> <li>- Guidelines on compliance, productive capacities, food safety, and quality</li> <li>- Code of Practices</li> <li>- Technical reports on traceability</li> <li>- Assessment, feasibility and project progress reports</li> <li>- Training manuals and guidelines</li> <li>- Best practices, success stories, lessons learned from other projects/regions</li> <li>- Fact sheets, flyers, brochures</li> <li>- Banners, Posters, Infographics</li> <li>- Newsletter</li> <li>- Press Releases/Articles</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Workshops and training</li> <li>- E-learning distance learning</li> <li>- Meetings</li> <li>- Video conferences</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Exhibitions</li> <li>- Site Visits</li> <li>- Business association interactions</li> <li>- WhatsApp Group</li> <li>- Emails</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance the capacity of the target group to the ability to apply developed guidelines and code of practices</li> <li>- Enhanced capacity to assist support value chain actors</li> <li>- Enhanced awareness about new technologies</li> </ul>
<b>Female and male actors and well as the youth of the apple value chains in Balochistan and meat value chain in Khyber Pakhtunkhwa</b>	<ul style="list-style-type: none"> <li>- Guidelines on compliance, productive capacities, food safety, and quality</li> <li>- Code of Practices</li> <li>- Technical reports on traceability</li> <li>- Training manuals and guidelines</li> <li>- Best practices, success stories, lessons learned from other</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Workshops and training</li> <li>- E-learning distance learning</li> <li>- Project meetings and meetings with experts</li> <li>- Video conferences</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>- Enhance the capacity of the target group to the ability to apply developed guidelines and code of practices</li> <li>- Enhanced awareness about new technologies</li> </ul>

	<ul style="list-style-type: none"> <li>projects/regions</li> <li>- Fact sheets, flyers, brochures</li> <li>- Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>- Site Visits</li> <li>- WhatsApp Group</li> <li>- Business association interactions</li> </ul>	
<b>Women, Farmers' Cooperative Associations and youth groups</b>	<ul style="list-style-type: none"> <li>- Guidelines on compliance, productive capacities, food safety, and quality</li> <li>- Code of Practices</li> <li>- UNIDO approaches and technical material for Value chain development</li> <li>- Training manuals and guidelines</li> <li>- Best practices, success stories, lessons learned from other projects/regions</li> <li>- Fact sheets, flyers, brochures</li> <li>- Banners, posters, and infographics</li> <li>- Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Workshops and training</li> <li>- E-learning distance learning</li> <li>- Project meetings and meetings with technical experts</li> <li>- Video conferences</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Exhibitions</li> <li>- Site Visits</li> <li>- Business association interactions</li> </ul>	<ul style="list-style-type: none"> <li>- Enhanced awareness about new technologies</li> </ul>
<b>Government of Japan and PAFAID's Donor</b>	<ul style="list-style-type: none"> <li>- Assessment, feasibility and project progress reports</li> <li>- Success stories, lessons learned from PAFAID</li> <li>- Fact sheets, flyers, brochures and Infographics</li> <li>- Newsletter</li> <li>- Press Releases/Articles</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Meetings</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Site visits</li> <li>- Emails</li> </ul>	<ul style="list-style-type: none"> <li>- Regular updates on PAFAID</li> <li>- Communicate a strong partnership of UNIDO with GoP, GoB, and GoKP</li> </ul>
<b>UNIDO Member States and Development Community</b>	<ul style="list-style-type: none"> <li>• Progress report</li> <li>• Best practices, success stories, lessons learned from PAFAID project</li> <li>• Fact sheets, flyers</li> <li>• Newsletter</li> <li>• Articles</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- UNIDO events organized in Vienna</li> <li>- UNIDO participation in global food safety working groups and conferences</li> <li>- Video conferences</li> <li>- Social Media (Facebook/Twitter)</li> </ul>	<ul style="list-style-type: none"> <li>- PAFAID presented to participants of UNIDO conferences and development community</li> <li>- Success stories and best practices related to Knowledge Management shared in the conference</li> <li>- Regular updates on the PAFAID</li> </ul>
<b>General public</b>	<ul style="list-style-type: none"> <li>- Best practices, success stories, lessons learned from PAFAID</li> <li>- Fact Sheets, flyers, brochures</li> <li>- Banners, posters, and infographics</li> <li>- Press Releases/Articles</li> </ul>	<ul style="list-style-type: none"> <li>- Project website</li> <li>- Social Media (Facebook/Twitter)</li> <li>- Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure widespread awareness about the PAFAID and its successes amongst the local development actors, community members, the beneficiaries and other stakeholders</li> </ul>

## Plan of Action – this section will be finalized on the basis project overall work plan

Proposed Plan of Action					Y1	Y2	Y3	Y4	Total
#	Deliverables	Description	Responsibility	Budgeted	2019-2020	2020-2021	2021-2022	2022-2023	
1	Apple value and meat chain analysis and reports	The reports describe detailed value chain analysis for cattle meat value chain in Khyber Pakhtunkhwa and apple value chains in Balochistan and assessments on the institutional capacities. These reports will help in designing and planning related projects.	National Experts on Apple and Cattle Value Chains	Yes	2	0	0	0	2
2	Assessment Reports	Assessments on enabling environment for cattle meat value chain in Khyber Pakhtunkhwa and apple value chain in Balochistan assessment. These assessments will help in formulation of policies and strategies related to selected value chains.	National Experts on Apple and Cattle Value Chains	Yes	2				2
3	Feasibility reports	Feasibility studies undertaken and reports produced on 1) apple packing and grading unit; (2) apple juice producing and bottling unit; (3) apple jam production; (4) slaughterhouse; (5) meat processing center (6) meat value-added products; (7) butcher store, (8) meat by-products	National Research Analyst	Yes	8				8
4	UNIDO approaches and technical material for Value chain development	These resources are available with UNIDO and have been developed over the year based on the learning of UNIDO from different projects and regions across the world. These resources are available on PAFaid website	Lead National Project Coordinator (LNPC)  National Project Coordinator	N/A	N/A	N/A	N/A	N/A	N/A

			(NPC)						
5	Curriculum, training manuals and guidelines <sup>5</sup>	These resources are basically for the butcher training program and include curriculum and training materials with the integration of food safety practices. This can be scaled up by GOKP across the province	National or international expert	Yes		1			1
6	Code of Practices	Code of practices in the forms of Good Animal Husbandry Practices (GAHP), Good Hygiene Practices (GHP) and Good Agriculture Practices (GAPs) will be developed and disseminated among training of trainers at relevant government department and institutions in KP and Balochistan	National or international expert	Yes		3			3
7	Guidelines on the new technologies	The project will introduce new techniques at the farm, pre-processing, and processing levels in the selected value chain, and guidelines for the effective utilization of new technologies will be developed and disseminated.	National or international expert on food engineering	Yes		1	1		2
8	Technical report on traceability	Current traceability practices will be analyzed and based on the outcome of analysis a revised traceability system will be recommended for implementation.	International expert on traceability	Yes		2			2
9	Guidelines on compliance, productive capacities, food safety,	Based on the results from the assessment of the current compliance and productive capacities, in the selected value chains, guidelines on compliance, productive capacities, food safety, and quality will be produced	National or international expert	Yes		1	1		2

<sup>5</sup> Curriculum and training material will be pre-tested in the field before finalization

	and quality								
10	Fact Sheets	This will be one-pager facts and figures related to the project context, its contribution, and the beneficiaries	LNPC and NPC	N/A	1	1	1	1	4
11	Brochures	The Brochures will provide a summary of the project, its key performance indicators, the stakeholders and the approaches project use to bring about positive changes in the lives of the people	LNPC and NPC	N/A	1		1		2
12	Newsletter	A newsletter will communicate regularly with the stakeholders and will provide them with regular updates about the project	LNPC National M&E & communication expert	N/A	5	12	12	9	38
13	Press releases	A press release will be prepared for the media on the eve of special project events or announcements of something newsworthy.	LNPC and NPC	N/A	2	5	3	2	10
14	Articles for Newspapers	Articles for Newspapers will be developed for advocacy purposes to showcase project success stories and lessons learned	LNPC National M&E & communication expert	N/A	0	1	1	1	3
15	Articles for Newspapers and social media	Articles will also be developed for social media and other websites for project communication and advocacy to showcase project success stories and lessons learned	LNPC National M&E & communication expert	N/A	1	2	3	3	9

16	Presentation of the project in UNIDO conferences	Key learning from the project will be presented, at least, in one UNIDO related global event to showcase project success stories and lessons learned at the global level.	International Associate Development Expert	Yes			1		1
17	Presentation of the project in Food safety global event	PAFAID project and its lessons learned will be presented in at least 2 events per year to the Standards and Trade Development Facility (STDF) of the World Trade Organization (WTO) and other food safety and SPS related global gatherings.	International Associate Development Expert	Yes	1	2	2	2	7

