

# MOVE COMMUNICATION STRATEGY 2026

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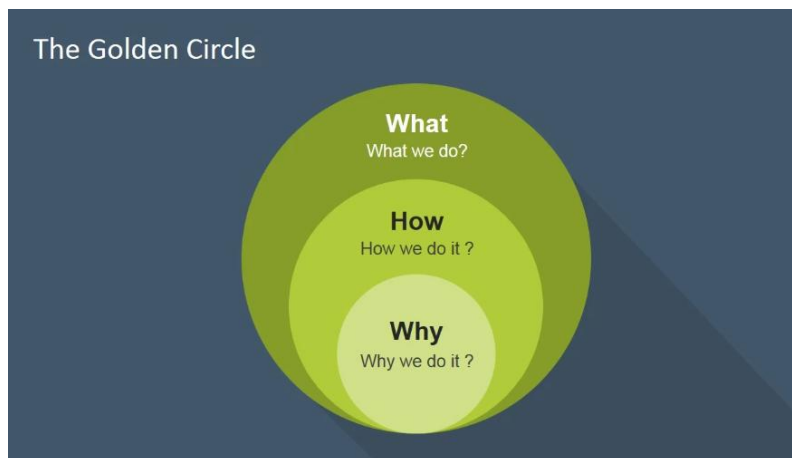
## Introduction

MOVE's communication takes place in a highly dynamic environment. The program is working on rice and cashew value chains, implemented across multiple counties and works with a broad set of actors. This creates a communication context where clarity, message coherence and consistency are essential to remain credible and effective.

Before defining priorities and activities for 2026, it is important to understand what makes MOVE's communication environment particularly demanding. The following challenges are the starting point for the strategic choices outlined in this strategy:

- 1) Multi-stakeholder complexity: MOVE operates with multiple donors, each funding a different value chain. Each donor has strict communication and visibility expectations. This affects stringent and effective communication.
- 2) Competing value chains and channels: Rice vs. Cashew value chain, the cashew value chain has more channels to communicate impact and the need to provide equal visibility for rice and cashew activities.
- 3) High expectations: In contexts where international cooperation is under critique, stakeholders expect communication that is evidence-based, impact-driven, people centered, transparent, and relevant to different audiences.

To respond to these challenges, MOVE applies the **Golden Circle** approach. This method was chosen to create strategic discipline and focus:



- **WHY** ensures a shared purpose and narrative.
- **HOW** translates the purpose into a set of strategic choices (value proposition pillars).
- **WHAT** turns these choices into concrete, deliverable communication products.

## The MOVE Circle

### Inner Circle – WHY?

#### **Problem statement: Why MOVE needs a communication strategy now**

MOVE operates in a complex, multi-stakeholder environment with high expectations from commissioning parties, public- and private partners and end-beneficiaries. In this setting, **communication should not be an add-on but be intentional, strategic and measurable**

With strategic communication, MOVE strengthens the projects legitimacy, increases visibility, improves access for beneficiaries, and consolidates credibility through proof of results.

In 2026 we therefore plan to focus on 3 value proposition pillars:

#### **a) Visibility and Practical Value for Beneficiaries and Implementers**

For MOVE's offerings (e-learning, training, business support, private sector partnerships etc.) to be successful, they must be well known, well understood and trusted. Gaining more visibility will make it more likely that we will reach our end beneficiaries and encourage them to participate in our offers.

#### **b) Demonstrating Impact to Strengthen Credibility**

In contexts where international cooperation is being called into question, MOVE must demonstrate the responsible use of public funds. MOVE's communication strategy accomplishes this by showcasing our achievements, the changes we are bringing about in lives and institutions, and the contributions of MOVE together with our partners.

#### **c) Accountability and Visibility for donors and political stakeholders**

MOVE's communication strategy, which showcases credible results and partner ownership, is helping to improve the conditions for potential co-funding and a follow-up phase.

### Middle Circle – How

From these 3 value proposition pillars guiding questions for our “how” derived:

#### **a) How will we ensure the right people know, understand, and trust MOVE's offers?**

By shifting our communication to a human-centered approach: testimonials and real stories from our beneficiaries will explain the value of MOVE's offers in relatable stories, supported by only the essential facts.

#### **b) How will we make results visible in a way that is evidence-led, attributable, and credible in contested contexts?**

By linking every story to verified data and partner voices, showing what changed, for whom, and why MOVE's approach works.

**c) How will we amplify results and partner ownership, so decision-makers see value and future potential?**

By producing result narratives (short briefs, flagship stories) aligned with donor priorities, consistently attributing contributions, and creating predictable visibility moments (events, milestones, results).

**Outer circle - WHAT**

From these guiding principles of the how, action points derived:

**a) Communication products and touchpoints that we are planning to create in order to ensure a human-centered approach:**

- Testimonial series: short beneficiary stories, each tied to one MOVE offer. --> One special e-learning series, showcasing the winners of the call for viable business projects.
- Audiovisual-first content: audiovisual storytelling [short videos (30–60s)] captures attention faster, builds trust through human presence, and increases on social media channels.

**b) Formats that we will publish to stay credible and an “evidence minimum standard” that each product will include:**

- Quarterly results snapshots (visual): 1 pager combining one human story + partner quote + verified figure(s).
- Best-practices: Showcasing MOVE’s most successful tools (e.g. MGF, MTP, etc.), focusing on replicability and scaling.

**Quality Assurance Measurements:**

- Evidence minimum standard: one verified metric or documented outcome, one named partner/ quote.
- Cross-cutting gender lens: ensure at least 50% of testimonials and flagship stories feature women/youth and include gender-specific results/learning (where verified).

**c) Communication products that we will deliver in 2026 to support decision-making and follow-up conversations.**

- Flagship packages including: Articles (MGF, MTP, women/youth entrepreneurship & e-learning) with a video + photo set + graphics with data.
- Visibility moments: planned “peaks” around milestones (e.g., Trainings, App launches, Events, High-level visits) with pre-produced content.
- Presentations for conversations with donors: showcasing the achievements of MOVE and the possible impact a follow-up phase could have.

## Visibility and Growth

The main objective of this strategic focus is to expand the audience of the project, especially within the digital world.

Our communication channels and modes of delivery have been updated and rebranded (websites, social media profiles, communication templates, etc.) to meet expectations of viewers/readers and also to allow broader communication efforts and more traffic.

Special attention has been given this year to the project visibility within GIZ, since the project is entering its last implementation year. For this, the comms team will be participating in all comms working groups in the different countries, as well as proposing proactive news and reports to these teams. Also, a closer link to HQ-UK will be developed, to also provide them periodically with news on the project. To achieve this, we will feature country-specific posts on the following channels: GIZ Ghana, GIZ Côte d'Ivoire, GIZ ECOWAS/Nigeria and GIZ Germany.

The communication channels as well as modes of delivery have been identified and reviewed on the basis of the potential outreach these have, as well as the type of news they handle.

To ensure that each communication product is tailored to the right audience, we have created personas (linked in column 1/ channel in the table below) for each of our channels. Personas are archetypal users that represent the goals and needs of our target group. These personas help us determine the optimal content focus and tone for each channel.

Channel	Target groups	Communication expectations	Modes of delivery
<b>MOVE Social Media</b> (Facebook & Instagram)  <b>Persona:</b> <a href="#">Ama Boateng</a>	Farmers & processors, local communities, youth, agripreneurs, public. People seeking relatable stories, practical inspiration, opportunities to learn.	Raise awareness of MOVE, build community engagement, test formats/topics, and grow an active follower base	Short videos, photo stories, impact posts, simple CTAs: "Share your experience", "Tag someone".
<b>MOVE Website</b> (MOVE + subpages: ComCashew, CARI) <b>Persona:</b> <a href="#">Dr. Amina Mensah</a>	Public plus professional audiences: researchers, NGOs, government/policy makers, development partners & donors.	Provide a trusted source of formal information: transparency, accountability, and credibility.	Success stories, articles, press releases, publications, factsheets downloadable as PDFS
<b>GIZ-Websites</b> (GH, GIV, GER, NG) <b>Persona:</b> <a href="#">Dr. Amina Mensah</a>	Professional and public visitors looking for official information on GIZ Ghana: stakeholders, partners, media, institutions.	Grow MOVEs visibility, provide country-context information, and activity updates.	News articles, press releases, event recaps.
<b>GIZ Ghana Social Media</b> (Facebook, Instagram, LinkedIn) <b>Persona:</b> <a href="#">Daniel Okoye</a>	NGO staff, partners, informed public, practitioners.	Broaden reach and connect MOVE stories to GIZ's broader narrative.	Milestone announcements, partnership highlights, short impact stories.
<b>GIZ Internal News Channels</b> (MS Teams, newsletters, IDA) <b>Persona:</b> <a href="#">Markus Schneider</a>	GIZ colleagues and management looking for information: event updates, strategic	Enable internal alignment, keep staff/management informed, highlight achievements,	Major milestones, events, internal articles, publications.

	relevance, key partnerships, results.	encourage cross-unit collaboration.	
<b>EU Social Media Channels</b> (Instagram, Facebook, LinkedIn) <b>Persona:</b> <a href="#">Elena Rossi</a>	(Young) professionals, international NGOs, private sector.	Highlight EU-funded impact, strengthen partner visibility, and alignment with EU priorities.	Major milestones, events, impact stories with partnership highlights.

## Measuring Impact and Reach

To consistently grow, we permanently track the performance of the different channels. Our aim is not just to report numbers, but to learn from them. Based on the results of our analysis, we adjust our content and the formats we use. We are actively testing different formats and platforms tailored to the target audience of each channel.

We track three focus areas:

1. Visibility - Gives us information on the number of people we have reached:
  - Facebook: *Views, Viewers, Visits*
  - Instagram: *Views, Reach, Visits*
2. Engagement – Gives us information on how interesting our content is to our audience:
  - *Content interactions, Likes, Comments, Shares*
3. Traffic & community growth – Gives us information on the depth of interest our audience shows:
  - *Link clicks, Follows*

## Overview of activities and set targets:

Activity	Set Target
Communication packages for events, and MOVE-Tools (e.g. MGF, MTP), including communication peaks: 2 articles, 3 social media posts, photography, speeches on demand	At least 3 packages
Best Practices, e.g. Impact documentation on gender in partner organizations, success stories, Rice MGF & Cashew MGF Testimonials	At least 10
Videos: MGF in MOVE, Marketing Service Packages, New Cashew & Rice Products	At least 2 high quality videos
Communication Products published on GIZ CIV, GH and Germany Channels	At least 6 per Country

## Visual Identity



The MOVE logo is the program's primary visual identifier. It should be used on all MOVE communication products to strengthen visibility and coherence. (Exceptions can be made where partner requirements apply.)

### Combination of Logos:

As MOVE emerged out of the former programs ComCashew and CARI, their logos remain strong visual identifiers for many stakeholders. The MOVE logo can therefore be combined with the ComCashew or CARI logo, especially when the communication focuses on one value chain.

### Logo arrangements with partner logos:

MOVE communication products should visibly acknowledge our partners to reflect shared ownership and ensure transparent attribution. Depending on the focus of the product (overall MOVE, rice, or cashew), the relevant partner logos must be applied accordingly.

For official communication products that involve **both value chains** the following logo arrangement will be used:



For official communication products that involve only the **rice value chain** the following logo arrangement will be used:



For official communication products that involve only the **Cashew value chain** the following logo arrangement will be used



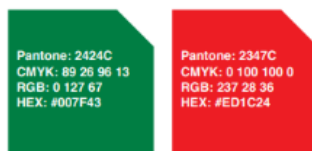
## Colors:

The MOVE corporate colors are a key part of the program's visual identity and should be used consistently across all communication products to ensure recognition and a coherent look.

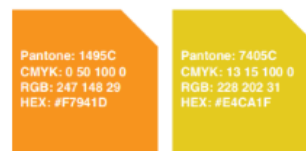
## MOVE Colors:

### Colours

#### Primary colours.



#### Secondary colours.



## Color Palette MOVE-ComCashew

**Strategic intent:** warm, value-addition, market-oriented and aligned with MOVE

### Color Palette MOVE - ComCashew



## Explanation & Use

### Cashew Cream = product + cleanliness

- Tone reflects cashew leaves. It also creates an airy, clean base that works well for social posts with text, icons, and infographics.  
Role suggestion: Backgrounds & whitespaces

### Cocoa Brown = processing, credibility

- Cocoa brown communicates the “value-addition”, roasting, processing, packaging. It also symbolizes seriousness and trust.  
Role suggestion: Headlines & body text

### Terracotta = energy + visibility

- Tone links to MOVE’s warm spectrum but feels more refined than bright orange/red. It’s a strong attention color for highlights  
Role suggestion: Highlights

### Brass Gold = quality + impact

- Tone is strongly associated with quality, certification, export-readiness. It bridges into the MOVE “jobs & growth” narrative  
Role suggestion: Impacts

### Warm Gray = structure + calmness

- Keeps layouts professional and makes templates easier to standardize  
Role suggestion: Backgrounds & whitespaces

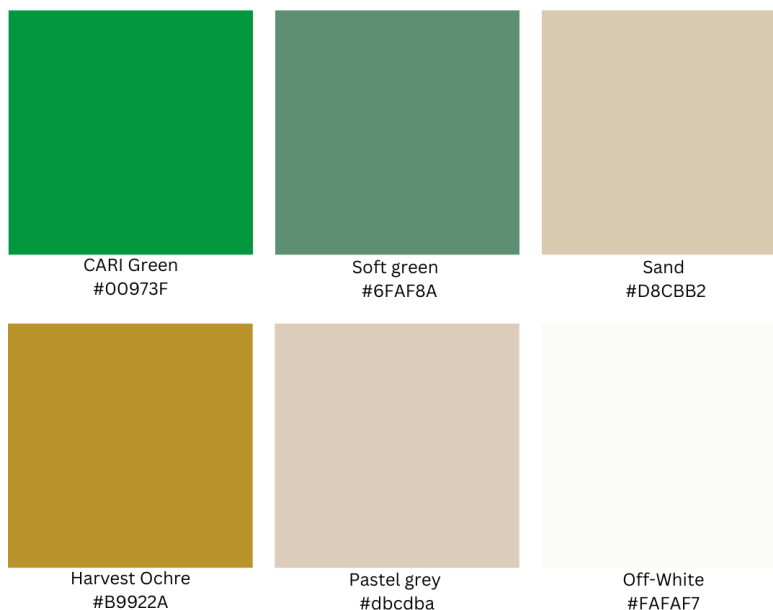
### Impact Red = high visibility

- A controlled accent color to add high visibility and urgency where ComCashew communication requires immediate attention—such as calls to action

## Color Palette MOVE-CARI

**Strategic intent:** clean, credible, agriculture-rooted, lightness, rice

### Color Palette MOVE - CARI



## Explanation and Use

### Off-White = quality + clarity

- Tone delivers a clean, modern look and keeps text-heavy content readable in carousels  
Role suggestion: Backgrounds

### Sand = rice identity beyond “just green”

- Tone symbolizes grain, storage sacks, markets. Prevents the palette from feeling “too green” and helps look distinct from generic agriculture content  
Role suggestion: Backgrounds

### CARI Green = agriculture + growth + resilience

- Tone is confident and an “owned” color. Immediate brand recognition and consistency with CARI identity  
Role suggestion: Headlines

### Soft Green = community + training

- Tone is friendlier and less institutional, perfect for content featuring farmers, youth/women participation, training moments  
Role suggestion: Supporting shapes, softer highlights

### Harvest Ochre = harvest value + impact

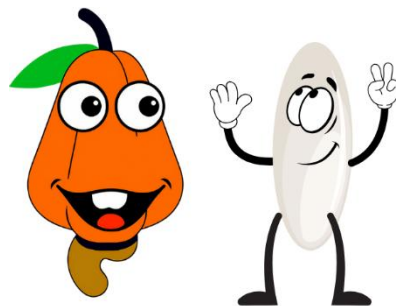
- Tone symbolizes results and value, also provides a visual bridge to MOVE’s impact narrative, without using high-saturation yellow  
Role suggestion: Key Outcomes

### Pastel Grey = structure and stability

- Tone is neutral, helps to keep posts consistent and professional  
Role suggestion: Dividers, info boxes

## The Mascots

We introduced dedicated mascots for CARI (rice) and ComCashew (cashew) to make the two value chains instantly recognizable at a glance. In fast-scrolling feeds, mascots work as a clear visual cue that supports the color system, strengthens brand recall, and reduces confusion between rice and cashew content. They also make technical topics more approachable, improve engagement in educational formats (e.g., carousels and tips), and provide a consistent, reusable asset for campaigns, events, and partner communication across countries and languages.



## **References to Partnerships and Co-Funders:**

We ensure that our co-funders are visible in all our communication products. We achieve this by including one of the standard references tailored to the specific value chain or activity.

### All MOVE-Activities referencing both Value Chains:

MOVE is co-funded by the European Union (EU) under the Samoa agreement with Organisation of African, Caribbean and Pacific States (OACPS), the Gates Foundation (GF) and by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

### All MOVE-ComCashew Activities:

MOVE-ComCashew is co-funded by the European Union under the Samoa agreement with the Organisation of African, Caribbean and Pacific States (OACPS) and by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

### All Joint-Action Activities:

The Joint Action “Business Support Facility for Resilient Agricultural Value Chains” is co-funded by the European Union under the Samoa agreement with the Organisation of African, Caribbean and Pacific States (OACPS) and by the German Federal Ministry for Economic Cooperation and Development (BMZ). This initiative is implemented by GIZ/MOVE-ComCashew and GIZ/ABF.

### All MOVE-CARI Activities:

MOVE-CARI is co-funded by the Gates Foundation (GF) and the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

## **Donors to tag:**

Facebook:

**EU:** [EU International Partnerships](#)

**OACPS:** [OACPS Secretariat - Secrétariat OEACP](#)

**BMZ:** [Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung \(BMZ\)](#)

Instagram:

**EU:** [@eu\\_partnerships](#)

**OACPS:** [@businessacp](#)

**BMZ:** [@bmz\\_bund](#)

LinkedIn:

**EU:** [European Union](#)

**OACPS:** [Samoa Agreement with the Organisation of African, Caribbean and Pacific States \(OACPS\)](#)

**BMZ:** [Federal Ministry for Economic Cooperation and Development \(BMZ\)](#)

**GIZ:** [Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\) GmbH](#).

## EU Visibility Requirements

### A. Visibility in documents, reports, communication materials, digital assets

The logos of all donors and key partners need to be put on all templates and documents such as reports:

- All communication materials (documents, pull-up banners, factsheets, flyers, posters and other publications printed or electronic etc.), reports, documents on the project must feature the German cooperation logo, EU logo with the Co-funded by the European Union, OACPS logo and ComCashew logo (see logo arrangement on this document). The same applies to websites.
- A disclaimer has to be added to publications. This is to acknowledge the financial support of all donors to the project and to clarify that products do not necessarily reflect their views but are the sole responsibility of the lead applicant:
  1. **For websites:** “This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <lead applicant’s name> and do not necessarily reflect the views of the European Union”
  2. **For publications in print or electronic format (e.g. factsheets, flyers):** “This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of < lead applicant’s name > and do not necessarily reflect the views of the European Union”
  3. **For videos:** “This <video/film/programme/recording> was produced with the financial support of the Euro-pean Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the Euro-pean Union.”

### B. Display panels

Display panels must be clearly visible so that passers-by are able to read them and understand the nature of the action and the role of the EU as donor. Display panels must be erected beside access routes to the site where the action is taking place and must remain in place from the start of the action until six months after its completion. Partners must also produce display panels when promoting EU co-funded actions at exhibitions or events, and at the entrances to training centres, office receptions, etc. The display will feature all the logos (german cooperation, EU + funding statement, OACPS, giz, MOVE-ComCashew).

### C. Visibility on equipment and supplies

All vehicles, supplies and equipment used in, or delivered under the BSF4RAVC must be clearly identified, and visibly bear the German cooperation, EU, OACPS logos. The EU emblem must be accompanied by the relevant funding statement (“Co-funded by the European Union”).

See logos that should be on every equipment



### Key Messages

For efficient communication, standardized key messages have been developed. The catalog of key messages can be expanded and adapted accordingly. These messages can be used alone or combined with other text elements.

Key messages ensure that we communicate with one voice across countries, partners and channels. They translate our communication strategy into consistent, audience-friendly language that makes our work easy to understand and trust.

They were created to align MOVE communication with the GIZ organizational messages, while still reflecting MOVE's specific mandate and components.

A dedicated key message was created for each MOVE component to ensure every workstream can communicate its specific contribution consistently.

The messages can be used as a **“pick-and-use” toolkit** in speeches and talking points, presentations, factsheets, reports, event materials, and media enquiries.

They should also guide our day-to-day storytelling, so every post or product reinforces the same core narrative.

#### **MOVE Core-message:**

MOVE works with public and private partners to strengthen selected value chains, driving jobs and growth in the ECOWAS region.

#### **GIZ Corporate Messages & fitting MOVE messages:**

1. *As a federal enterprise with international operations, we work to shape a future worth living around the world.*

*As a regional project, MOVE strengthens selected value chains, driving jobs and growth in the ECOWAS region.*

2. *We operate directly in our partner countries – close to people, markets and developments.*  
MOVE works with local actors along selected value chains.
3. *We offer advice, design and practical implementation, all from a single source.*  
MOVE combines training, business support, and policy advice to strengthen value chains.
4. *We are well positioned for long-term success – thanks to our trust-based partnerships, our many years of experience and our innovative capacity.*  
MOVE builds long-term partnerships and experience to scale innovations and best practices.
5. *We create sustainable solutions that make a difference – for Germany, our partner countries and the local population there.*  
MOVE co-creates practical solutions that create jobs and strengthen resilience for local partners.
6. *Our actions are guided by our core values.*  
MOVE promotes inclusive growth by supporting women and youth with skills and opportunities.
7. *We maintain our capacity to implement effective projects, even in crisis situations.*  
We put multi-stakeholder partnerships at the heart of our implementation to ensure long-term effectiveness.

### **Key Message for each component:**

#### PSD

We support local rice and cashew SMEs to become stronger businesses and create better jobs in ECOWAS.

Short tag: *Stronger value chains, stronger income.*

#### Production

We support farmers to build farms that are profitable today and resilient tomorrow.

Short tag: *Resilience you can earn from.*

#### Consumption

We help regional rice and cashew products to win trust and markets.

Short tag: *Local products, stronger demand.*

#### HCD

We empower individuals and organizations so inclusive agribusiness can flourish.

Short tag: *Inclusion that pays off.*

#### Policy

We bring together public and private sector organizations to develop evidence-based job and income policies.

Short tags: *Policies built on facts.*

## Value Chain Specific Messages:

### Rice:

MOVE-CARI\* strengthens the rice value chain to create jobs and strengthen food security in the ECOWAS region.

### Cashew:

MOVE-ComCashew\* strengthens the cashew value chain to create jobs by increasing local processing in ECOWAS.

### **Note:**

Messages and products that are related to one value chain will be labelled as either MOVE-CARI or MOVE-ComCashew.

***The spelling is therefore always MOVE(no space)-(no space)(name of former project).***

## EU-aligned key messages for MOVE-ComCashew

### Alignment with EU Global Gateway Strategy: Strengthening sustainable regional value chains in food systems

1. MOVE-ComCashew strengthens sustainable cashew value chains by fostering local value addition and market access.
2. MOVE-ComCashew supports SMEs access new markets, ensuring that more value remains in the countries where the products are produced.

### Alignment with EU Global Gateway Strategy: Support for sustainable practices and green transition

3. MOVE-ComCashew promotes climate-smart cashew production by training actors along the value chain in good agricultural practices – benefitting both the people and the planet.

### Alignment with EU Global Gateway Strategy: Public-private investment

4. MOVE-ComCashew mobilizes private sector investment through innovative tools like the Matching Grant Fund.
5. MOVE-ComCashew brings together relevant stakeholders along the value chain to transform innovation into investment opportunities.

### Alignment with EU Global Gateway Strategy: Inclusive development and job creation

6. MOVE-ComCashew fosters opportunities for women and youth through skills-development, the support of inclusive business models, and policy-dialogues.

## **Gates Foundation-aligned key messages for MOVE-CARI**

### Alignment with Gates Foundation Values: Empowering farmers through tools and digital innovation

1. MOVE-CARI provides rice farmers with digital solutions to improve the quality and quantity of their rice production.

### Alignment with Gates Foundation Values: Mobilizing private sector investment

2. MOVE-CARI mobilises private sector investments through innovative partnership models like the Matching Grant Fund.
3. MOVE-CARI connects actors along the value chain to exchange knowledge and scale what works in the rice-sector.

### Alignment with Gates Foundation Values: Social inclusion

4. MOVE-CARI supports economic opportunities for women and youth in the rice value chain.

## **ECOWAS-aligned key messages for MOVE**

### Alignment with ECOWAP strategy: Value Chain Development and Food Security

1. MOVE supports SMEs to access new markets to strengthen regional food systems.
2. MOVE promotes the transformation of value chains by building skills, establishing resilient agricultural systems and strengthening market links.

### Alignment with ECOWAS climate priorities: climate-resilient, inclusive agriculture

3. MOVE supports ECOWAS climate goals by training producers in climate-smart practices and good agricultural practices.
4. MOVE promotes sustainable agriculture that reduces risk and protects livelihoods across the region

Also, a series of hashtags as well as digitalized logos and pictures have been made available and classified depending on expectations and interests of the audiences (and donors).

## Content and Research

To systematically capture relevant content from MOVE activities, we have tailored a "Monthly Content Plan" to capture specific technical outputs from each of the project's key components (Private Sector, Production, Policy, HCD, and Gender). This structure ensures that the "raw ingredients" we collect are directly aligned with the project's strategic pillars. We will apply a proactive "two-week lookahead" approach:

In each ComCashew and Rice team meeting, we will ask about upcoming activities for the next two weeks and identify which ones have strong communication potential. A member of the communication team will join component specific meetings for details and follow up. For selected activities, a technical expert is nominated as the key contact responsible for providing accurate information and context. Based on this, the communication team prepares a short questionnaire and communication plan (key messages, people to feature, proof points to confirm). Where feasible, a designated communications team member joins the activity to capture audiovisual material and conduct short interviews with participants, ensuring the content is both human-centered and technically correct. If a communications team member cannot join an activity, the technical advisors responsible will be briefed in advance and provided with a simple checklist so they can collect the required photos, short video clips, quotes, and key facts.

In addition to communication content generated through MOVE's technical activities, we plan on expanding our content and explore options for own research products. We plan on translating the technical implementation strategies of the MOVE into compelling narratives that resonate with partners, funders, and the public.

To do so we will proactively **explore broader content opportunities** and conduct communication-led research to identify stories with high relevance and visibility potential. This includes selecting topics like cooperation with the private sector, south-south and triangle cooperations, gender and youth, digitization, gender and youth, policy dialogues, MOVE collaboration of ECOWAS Rice Observatory, Sustainable farming etc.

### Examples of proactive content themes include:

Component	Potential Feature/Article Topics	Research Focus
PSD	Circular Economy in Cashew	The potential of cashew by-product processing (e.g., Cashew Apple Juice or shell oil) as a new revenue stream for women and youth.
	Highlighting B2B linkages, traceability, and food safety certifications that open international markets.	Identify the role of MOVE in local processing vs. export of raw materials.
Production	The future of West African Rice	How regional harmonization and quality standards (Paddy Grading) can help ECOWAS achieve rice self-sufficiency. (The role of the National Chapters & our collaborations with ERO)

	How tools like <i>RiceAdvice Lite</i> , <i>CADI-AI</i> , and <i>Cashewlator</i> are changing field-level decision-making.	Comparative data on yield increases using ICT tools vs. traditional methods.
	Seeding Sustainability: The role of Sustainable Rice Production (SRP) and carbon credits in West African agriculture.	Success stories of farmers transitioning to conservation agriculture
HCD	Impact of E-Learning	Analyzing data from the e-MOVE platform (hosted on atingi.org) to see how digital training is scaling capacity building across multiple countries.
Policy	Standardizing Quality: How MOVE and the ECOWAS Rice Observatory (ERO) are harmonizing regional trade standards.	Case studies on how policy dialogues have directly reduced trade barriers.???

#### Other possible topics are:

- Gender-focused storytelling: portraits of successful women (and youth) in the cashew and rice business, highlighting barriers overcome and what enabled their success, including how the support from MOVE has helped them develop.
- Country spotlights: short, country-specific features of Matching Grant Fund partners (who they are, what they produce, what has changed since MOVE's support, what could come next).
- Success stories and best practices: concise stories that show how a tool, training, or business support by MOVE has translated into a concrete business step or market outcome.
- Deep-dive topics: occasional thematic features (e.g. access to finance, market access, inclusive business models) based on interviews and field observations.

This approach strengthens MOVE's communication by creating stories that could fill in vacancies in times with less technical activities.

#### Looking back & looking forward: Overview of the diversity of communication products

Communication products developed in 2025	Identified products to be developed in 2026
5 Stakeholder map MOVE, components	Further Success Stories to identified topics
24 Success stories	Cashew & Rice MGF Testimonials
5 Implementation Strategies: Components, gender	Women in rice publication
12 Country factsheets for rice & cashew	Update of all factsheets for 2026
2 Results models: Joint Action & MOVE	Best Practices

## **Innovative tools and formats**

To keep MOVE's communication relevant and engaging, we will explore new tools and formats that strengthen our reach and partner visibility. We therefore plan on exploring new tools and formats. We hereby follow the Lean Startup approach (build, measure, learn). Any new format will be tested on a small scale first, assessed for audience response and feasibility, and then scaled, if it adds clear value.

### **CommsHub – an innovative knowledge management tool**

To strengthen information accessibility, MOVE will establish a [Comms Hub page on IDA](#). The CommsHub will serve as a central, team-wide knowledge management tool where all key communication materials and resources, such as key messages, templates, visuals, photos, consent forms, and links to published articles are easy to find and reuse. It will also host important reference documents and guidance so that communication-related information is accessible, up to date, and consistent across the whole team.

### **Podcast**

We will furthermore explore the options for a podcast format. Here we will create a short session (minimum viable product), measure its performance after the launch, learn from the results and eventually iterate if it is feasible.

### **Quarterly Brown Bag Lunch series**

The Communication team will introduce a quarterly Brown Bag Lunch series that brings together the wider MOVE team and, where relevant, colleagues from other teams in our implementing countries. Each session will feature a clearly defined focus topic and provides an interactive space to exchange insights. The series will help raise internal visibility of MOVE activities, surface research findings and lessons learned, and support cross-country knowledge sharing.

## **Coordination and Reporting**

### **Coordination**

To ensure continuity and responsiveness, MOVE allocates a weekly communication task to a team member. Each week, one team member is responsible for posting content and monitoring the channel. They also regularly check the dedicated communication mailbox and, depending on incoming requests, coordinate and distribute tasks within the team. These responsibilities are assigned at the beginning of each month by the communications team and documented in the communication plan for transparency.

#### **Content approval and quality assurance**

For activities involving component heads and/or project leads, the content and key messages of related posts must be agreed with prior to publication. If an activity requires a dedicated communications approach (e.g. events, high-level visits), the activity lead must inform the communications team at least one week in advance. The communications team will then develop a short communication plan with predefined key messages, formats and responsibilities. This will be reviewed with the technical colleagues before the activity to ensure accuracy and consistency.

This is an overview of the meetings in which the Communication Team participates in order to gather the necessary information, stay connected to the activities of each component, and engage with the broader communication communities in the selected countries.

Meeting	Purpose of Comms Team Participation
ComCashew Team meeting	Provide an update of communication activities to the cashew-team as well as to gather information about upcoming events and activities and acknowledge team with the most content submissions.
Rice Team meeting	Provide an update of communication activities to the rice-team as well as to gather information about upcoming events and activities and acknowledge team with the most content submissions.
Production Team meeting	Gather information about upcoming events and activities in the Production component.
PSD & Consumption Team meeting	Gather information about upcoming events and activities in the PSD component.
HCD & Gender Team meeting	Gather information about upcoming events and activities in the HCD component.
Policy Team meeting	Gather information about upcoming events and activities in the Policy component.
Communication Team meeting Joint Action (EU)	Align communication products developed in the framework of the Joint Action, quality assurance on EU specific visibility requirements, plan joint communication activities.
Communication Team meeting GIZ Ghana	Provide an update on MOVE communication activities, understand the ongoing communication activities at GIZ Ghana, inform about upcoming posts and articles from MOVE-side.
Communication Team meeting GIZ CIV	Provide an update on MOVE communication activities, understand the ongoing communication activities at GIZ CIV, inform about upcoming posts and articles from MOVE-side.

## Reporting

For EU-relevant communications, the communications team prepares Communication Information Packages, which **summarize** the communications measures implemented (e.g. posts, articles and videos). These packages are shared with Beate for onward transmission to the EU.

The Information Packages will follow the following model:

- Mail prepared for donors to be addressed with all the links
- Word document with all relevant logos and the links

**Further reporting activities planned for 2026:**

<b>Report</b>	<b>Timeline</b>
BMZ Report	30.04.2026
EU Report	30.06.2026
End of project Comms Plan	June - August
Inception Report BF	Aprox. June - July
MOVE CPE 2025	January - March
MOVE Learning Space & M&E Exchange	Throughout the year

Additional reports may come during the course of the year and will be included in the strategy.

## ANNEX:

### Overview of Communication Activities 2026

Activity	Responsible
<b>Comms strategy: Visibility &amp; Growth</b>	Jeffrey, Elisabeth
Develop a Communication Plan & Monitoring Tool. Set goals to be reached	
Rebranding of social media handles	
Define modes of delivery, channels, include UK, GIZ Germany, GIZ Ghana, UE, etc	
Update Website, new sections, clean up old stuff, upload new stuff	
Develop a social media growth plan: Number of Followers, type/regularity of posts, personas, etc Who delivers when / what). Monitoring and inform MT	
Set up a monitoring tool	
Update media database	
Launch and regular information to MT	
<b>Comms strategy: Targeted visibility</b>	Elisabeth, Valerie
Identify possible digital channels (UK, SNRD, FmB, Website GIZ, News, Wir, others...), required contents and formats, contact deliver information, monitor, inform MT	
Concept - MOVE visibility day	
Participate in CommsTeam GIZ GH, content focussed contributions, agree number of	

contributions, monitor and inform MT	
Participate in CommsTeam GIZ CIV, content focussed contributions, agree number of contributions, monitor and inform MT	
Participate in CommsTeam EU, content focussed contributions, agree number of contributions, monitor and inform MT	
Participate in CommsTeam ABF, content focussed contributions, agree number of contributions, monitor and inform MT	
<b>Comms strategy Contents &amp; Research</b>	Adiza
Link to components, Identify topics, Experiences, Ideas, Impacts. Develop key messages,	
Research Information (studies, stats, testimonials, partners, etc). Develop texts for Best Practices / Success Stories, Publications, Longer Articles	
Strengthening internal news sources & awareness creation on the available news networks	
Explore options and feasibility of a podcast, talk to focal points in NIED cluster to collect information, discuss resources (monetary & personell), production, topics etc.	
Comms strategy: Innovative Tools	Elisabeth, Valerie
Develop a Guideline, channels & formats exist that we can use, (include decision tree) --> e.g. reels, podcasts, video, interview, factsheet, best practice, Setc.	

Develop MOVEs Comms Hub - prepare design, set up as a KM tool Launch and internal promotion plan. Admin and updates of the page	
<b>Comms strategy: Coordination and reporting</b>	Sonia
BMZ Report	
EU Report	
End of the project Comms Plan	
Inception Report- Burkina Faso	
MOVE CPE 2025	
MOVE Team Meetings (12X)	
MOVE Learning Space & M&E Exchange	
<b>Social Media Campaigns for Events</b>	
Standard Package: 2 articles, 3 social media posts, photography, speeches on demand)	
World Cashew Conference	Valerie
CICC-Council of Ministers	Valerie
EAC	Jeffrey
ACA Conference	Valerie
CICC-Technical Commissions Meeting	Valerie
MTP Rice	Jeffrey
MTP Cashew	Adiza
ISM Fair	Elisabeth
Processors Roadshow	Elisabeth
Investors Roadshow	Elisabeth
ComCashew Board Meeting	Valerie

Quarterly GIZ Ghana brownbag launch of best practices	Adiza, Elisabeth
MOVE Business Space (Market)	Elisabeth, Valerie
Round Table Discussion for Rice	Jeffrey
Set-up of Nigeria Women in Rice Platform	Jeffrey
<b>Best Practices</b>	
National Chapters on rice related activities	Comfort
Activity with CBF(Regulatory Authority for Cashew in BF)	Aida
Impact documentation on gender in partner organization / Success Story on partners adoption of gender transforative approaches	Adiza
Success Stories & Best Practice	Comms-Team
Rice MGF Testimonials	Jeffrey
Cashew Testimonials	Elisabeth
<b>Videos</b>	
MGF in MOVE (EU Relevant) - in production	Valerie, Adiza
Marketing Service Packages Video	Aida, Comfort
New Cashew & Rice Products (EU Relevant)	Jeffrey, Elisabeth
Video & Photography on Harvesting (Cashew)	Elisabeth, Adiza