

Highlights of the Hand-in-Hand Communications Strategy

The Hand-in-Hand Communications Strategy was developed based on in-depth review of HHH background materials and semi-structured interviews with key internal and external stakeholders. It sets out to boost Hand-in-Hand's capacity to engage investors, donors and partners, and to generate buy-ins from internal audiences.

While Hand-in-Hand communications and outreach activities will operate at global, regional and national levels, the strategy only addresses global level engagement, given varying national contexts and diverse governance structures and media landscapes. However, it can be adapted to serve the initiative's needs in individual countries or regions.

The following is a highlight of the Hand-in-Hand Communications Strategy.

Communication objectives

1.1 Select objectives

- To raise awareness about the Hand-in-Hand Initiative, and its unique approach, benefits and relevance through the strategic dissemination of clear and consistent messaging targeting internal and external audiences.
- To capture and promote the progress of Hand-in-Hand, building confidence in the initiative's work, mobilize additional support and attract investment that can be applied to transform agriculture and food systems in participating countries.
- To influence a change in behavior among target audiences: ensuring that the data and evidence Hand-in-Hand produces is used by audiences to more precisely target their investments, strategies or interventions to transform agriculture and enhance rural development.
- To capture and promote lessons learned and best practices that can help FAO Country Offices to implement Hand-in-Hand and align the initiative with existing projects and programs that can benefit from the initiative's technical support and facilitation role.

Target audiences

1.2 External and internal audiences

The target audiences have been divided into external and internal audiences. Strategic outreach and engagement with both will help Hand-in-Hand achieve the communications objectives outlined above: raising awareness; promoting lessons learned, best practices and progress; and influencing a change in behavior, ensuring that FAO data and technical support inform more precise investments and interventions.

Key messages

1.3 Vision statement

We envision a transformation of agricultural sectors so that agrifood systems become more sustainable, resilient and equitable and can drive economic growth, alleviate poverty, reduce hunger and malnutrition and protect the world's increasingly fragile biodiversity.

1.4 Mission statement

We provide the technical support and data that enables governments, donors and the private sector to more precisely target agriculture-related investments and policies, ensuring that agrifood systems become more resilient, sustainable and productive and help to eradicate poverty, address hunger and malnutrition and reduce inequality.

1.5 Select key messages

- Hand-in-Hand provides a package of comprehensive support that encompasses extensive and verified data, expert analysis and strategic resource mobilization efforts to help governments, donors, development practitioners and the private sector more precisely target their agricultural investments to address poverty and maximize economic, environmental and social impacts.
- Hand-in-Hand is closely aligned with the 2030 Agenda, accelerating agricultural transformation and sustainable rural development to eradicate poverty (SDG1), end hunger and all forms of malnutrition (SDG2) and reduce inequality (SDG10).
- Hand-in-Hand provides access to a comprehensive database of validated geospatial, biophysical and socio-economic data. This valuable resource, with over two million information and data layers, is an international public good that can be used by anyone free of charge.
- Hand-in-Hand facilitates partnerships between governments and donors and the private sector to build consensus on the strategic measures needed to transform agrifood systems and ensure that investments reflect the interests, needs, opportunities and national priorities that governments have identified.
- Hand-in-Hand encourages agrifood system investments that are not only motivated by economic profit but also social and environmental goals — to strengthen the equity, resilience and long-term sustainability of agricultural value chains.
- Hand-in-Hand targets high-potential sectors and geographical areas, where investments are designed to drive economic growth, as well as poorer and more marginal areas where they are directed towards poverty alleviation.
- Hand-in-Hand is a country-led initiative. It works alongside national governments and helps them to make more informed and evidence-based decisions through enhanced access to data, technical support and capacity strengthening.

Communications channels and products

1.6 Hand-in-Hand Initiative website

The website will be used to demonstrate progress, communicate the relevance of the initiative's work and promote dialogue among different stakeholders, communicate investment opportunities and disseminate knowledge products and learning resources.

1.7 Social media

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1.8 Knowledge products

Foundational knowledge products will introduce the initiative, outline key aims, objectives and the initiative's approach to agricultural transformation, demonstrating investment opportunities based on FAO data and modeling. Other knowledge products, including the M&E dashboard, will capture progress, impact and lessons learned.

1.9 Media relations

External media outlets will be leveraged as a strategic way to reach and engage with target audiences.

1.10 Events and workshops

Events will be an important channel to communicate the priorities, progress and impacts of the Hand-in-Hand Initiative. In addition to the Hand-in-Hand Investment Forum that was held in Rome in October 2022, and the targeting of strategic global, regional and national agriculture-related forums, the initiative will consider regularly hosting its own events.

1.11 Newsletter

A digital newsletter directly targeting key audiences will be used to promote the initiative's progress and milestones and disseminate new knowledge products and case studies as they become available.

Monitoring and evaluating success

1.12 Capturing and analyzing data

- **Quantitative data.** The reach of communications will be tracked through a range of metrics. The information gathered will be used to assess whether Hand-in-Hand communications have reached target regions or audiences.
- **Qualitative data.** To understand what target audiences actually think of Hand-in-Hand communications and how they are using them, the initiative will aim to capture feedback directly from audience members.

1.13 Monitoring behavior change

As well as keeping track of specific cases of implementation, such as policies and investments, Hand-in-Hand will use surveys to assess the impact of its communications strategy.