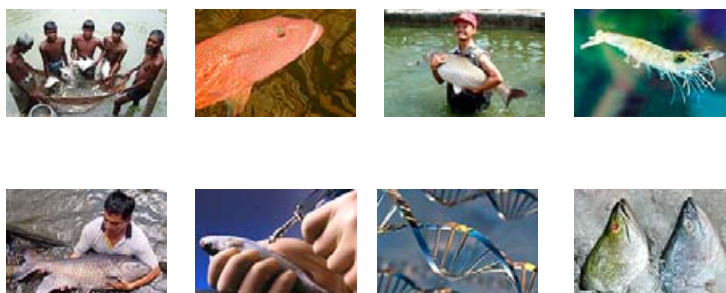




## Network of Aquaculture Centres in Asia-Pacific



[www.enaca.org](http://www.enaca.org)



## Problems and solutions

- **Key issues**
  - Farmers are being drawn into national and global markets
  - Farmers need to increase efficiency to stay competitive (BMPs)
  - There is a huge number of farmers
  - They are widely dispersed
  - There are not enough extension agents to service them all
  - So how can we spread the message about BMPs?
- **Solutions**
  - Study your stakeholders to find the best way to communicate
  - Help farmers to form groups and support each other ('self help')
  - Use mass media, where appropriate

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## Communications plan

- **Most important thing:**
  - Consider the needs of your **stakeholders** and put that first!
  - Government organisations find this hard
  - Internal resistance can be high
- **Once you understand their needs:**
  - You will find it easier to communicate with them
  - Your message will be more relevant to them
  - They will be more willing to listen to what you say.
  - They will understand your organisation better



## Communications plan

- **Identify your stakeholders**
  - Who do you want to influence, exactly?
  - Where do they live?
  - Are there any groups amongst them?
    - Social
    - Economic
    - Geographic
  - Prepare an inventory

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## Communications plan

- **Find out what they need**
  - What are your stakeholders *real* interests?
  - The concerns of farmers are often different from that of government!
  - Identify the areas of common interest between farmers and your own organisation
  - The overlap is where you have the best chance to engage their interest and influence their views, with support from both sides
  - Farmer meetings, work through field staff, find existing reports and surveys

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## Communications plan

- **Find out how they communicate**
- **Information access survey**
  - Identify key issues about stakeholders and their needs
  - What media sources are available to them?
  - What strategies people use to get info?
  - How cost-effective are these?
  - Identify methods of communication most useful to different groups

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## Communications plan

- **Information access survey includes:**
  - Geographic area of the survey?
  - Existing communications networks available?
  - How do people prefer to get information?
  - What kinds of information are useful to them?
  - Relevant social, political or cultural factors?
  - What works well, and why?
- **An integrated approach is often best.**

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## Smarter networking

- **You are heavily outnumbered**
  - Use superior farmer numbers as an asset
    - Get them to help each other!
  - Formation of farmer groups and clusters
    - Focal points for extension services
    - Farmer-to-farmer learning and 'self help'
    - Sustainable due to economic benefits
    - Umesh will cover in detail
  - One stop shops / information centres
    - Can link farmer groups to outside knowledge, eg. BMPs, internet and government / service providers
    - Koji covered in detail

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## Media

- **Television and radio**
  - Agricultural segments (Thailand)
  - Talk back shows (Cambodia)
  - “Infotainment” – eg. “Old Lady” (Nepal)
- **Newspapers and magazines**
  - Making content is expensive
  - Will often print stories for free
    - If you write them
    - If they are interesting to their own readers!



## Publications

- **Available, accessible, affordable?**
  - Problems in accessing
- **Must be carefully targeted**
  - Consider literacy issues of your stakeholders
  - Write in their ‘natural language’
  - Don’t write in ‘official tone’ !
  - Distribution issues
  - A small price may be the largest barrier

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## Internet technologies

- **Accessibility to small scale farmers is limited**
  - Penetration is low in poor, rural communities
  - Language and literacy barriers
  - Computer skill issues
- **Same is often true of other media**
- **Accessibility is improving fast**
  - Rural broadband from satellite & mobile networks
  - Cheap mobile computers are becoming reality
  - Phones are becoming viable internet devices
  - **All computers will eventually be networked!**



## Connecting everything and everyone

- **The internet is giving people a global voice**
  - Individuals can establish their own global, real-time communications networks
  - Exchange ideas with people all over the world with a scale and speed never seen before
  - Changing the way we gather and exchange information
  - Mass media is declining
  - Citizen journalism and social networking are rising (Twitter vs CNN!)



## Internet usage: Asia vs world

	Asia	World
Number of users	657 million (41.2%)	1,596 billion
Average penetration	17.4%	32.1%
Growth since 2000	474.9%	342.2%

- Asian region has the most internet users
- Average penetration in Asia is lower than global average (ranging from 0.1 – 76.1%)
- Internet growth in Asia is above global average
- Statistics are skewed towards urban populations
- Skewed towards young (mean age is 29 years)

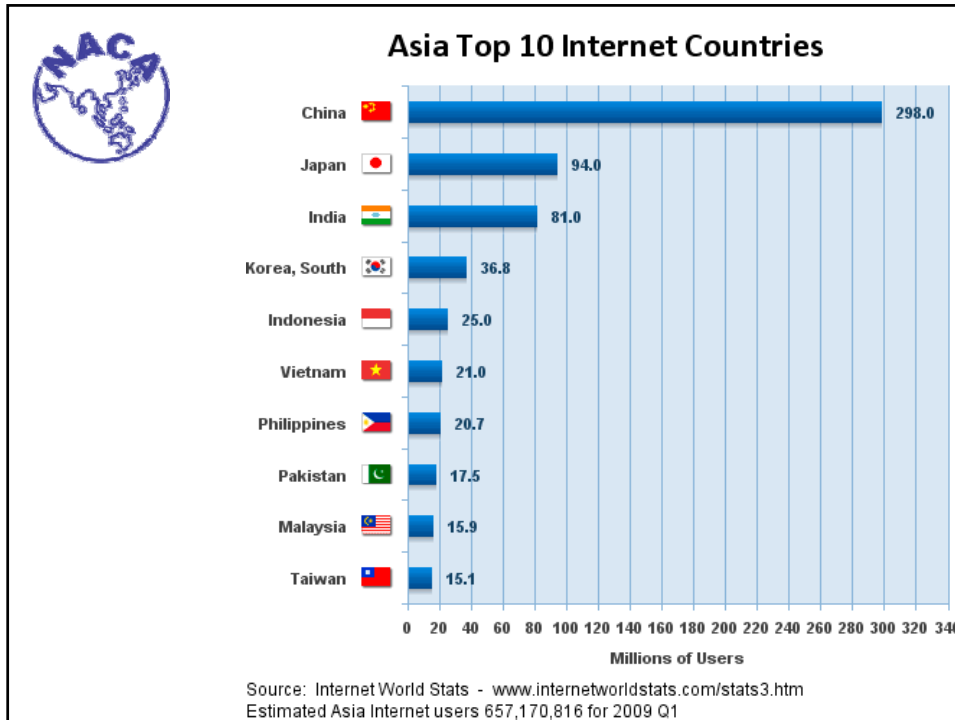
[www.enaca.org](http://www.enaca.org)



## Top 5 internet countries (number of users)

- China (298 million, 22.4% of population)
- European Union (297 million, 60.7%)
- USA (227 million, 74.7% of population)
- Japan (94 million, 73.8% of population)
- India (81 million, 7.1% of population)
- Brazil (67 million, 34% of population)

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## Internet penetration in project countries

- **Vietnam: 21 million (24.4% of population)**
- **Thailand: 13.4 million (20.5% of population)**
- **Indonesia: 25 million (10.5% population)**
- **Cambodia: 70,000 (0.5% of population)**

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## Internet technologies

- **Facilitated access can work**
  - Village That Learns (Thailand)
  - Livelihood centres (Aceh, Indonesia)
  - Aquachopals (India)
  - Nabuur 'Global Neighbour'
- **Indirect benefits to farmers**
  - Networking amongst those that work with farmers (eg. you)

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## Practical ways to use the internet

- **Set up a website / blog**
  - Blogger
  - Facebook
- **Set up email newsletter**
  - Good way to link people to web
- **Sharing photos and videos**
  - Flickr
  - Youtube



## Practical ways to use the internet

- **Podcasting**
- **Mobile phones and SMS**
- **Social networking - the gorilla of the internet**
  - Facebook
    - Integrates personal website, instant messaging, photos, videos, email, games
    - Automatically searches for your friends
    - Nags you if you forget to reply to them
  - Twitter
    - Integrates personal website and SMS



## Further reading

- **The Cluetrain Manifesto**
  - [www.cluetrain.com](http://www.cluetrain.com)
- **Guidelines on digital publishing**
  - In your training materials

[www.enaca.org](http://www.enaca.org)

