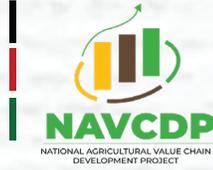




REPUBLIC OF KENYA



NAVCDP
NATIONAL AGRICULTURAL VALUE CHAIN
DEVELOPMENT PROJECT

NAVCDP COMMUNICATION PLAN

2026/2028



NATIONAL AGRICULTURAL VALUE CHAIN DEVELOPMENT PROJECT

NAVCDP COMMUNICATION PLAN

JANUARY 2026

©MoALD

National Agricultural Value Chain Project (NAVCDP)

Project Coordinating Unit (NPCU)

P.O. Box 8073-00200 Nairobi

Website: www.navcdp.go.ke

Developed by Judy Amadiva, Tervil Okoko and Josephine Mogere.

Table of Contents

1. INTRODUCTION	3
1.1 About NAVCDP	3
1.2 The NAVCDP Communication Strategy, updated 2026	3
1.3 Objectives of the communication plan	4
Specific Objectives of the strategy.....	4
2. NAVCDP AUDIENCE, COMMUNICATION NEEDS, MESSAGING AND CHANNELS FOR COMMISSION	4
3. KNOWLEDGE MANAGEMENT	9
4. . NAVCDP ANNUAL COMMUNICATION PLAN TEMPLATE	12
5. SUMMARY OF NAVCDP ANNUAL COMMUNICATION ACTIVITIES UNDERTAKEN IN THE PROJECT	14

List of Tables

<i>Table 1: Audience, Communication Needs, Messaging and Channels for Communication.</i>	
<i>Table 2: Audience information needs for value chain development</i>	9
<i>Table 3: Communication plan Template</i>	12
<i>Table 4: Communication Reporting (Example on how the table should be filled)</i>	14

1. INTRODUCTION

1.1 About NAVCDP

The National Agricultural Value Chain Development Project (NAVCDP) is a Government of Kenya project with co-funding from the World Bank and the National Government implemented in 33 Counties for the period 2022 to 2027. The Project Development Objective (PDO) is to **“increase market participation and value addition for targeted farmers in select value chains”**. It builds on the strong foundation laid by previous World Bank projects: NARIGP and KCSAP. The project deepens investments in existing interventions around productivity enhancement, community-led farmer extension, water management investments, and data-driven value chain services. Additionally, the project introduces intensified infrastructure investments into select value chains to support aggregation and commercialization, scale up value addition and market linkages with agribusiness off-takers and SMEs, support FLID, enhance access to credit and financial services and develop proof of concept around Urban Food Systems and peri-urban agriculture in select clusters.

NAVCDP has 5 main components namely:

Component 1: Building Producer Capacity for Climate Resilient Stronger Value Chains.

Component-2: Climate Smart Value Chain Ecosystem Investments.

Component 3: Climate Smart Safer Urban Food Systems.

Component 4: Project Coordination and Management.

Component 5: Contingency Emergency Response Component (CERC).

1.2 The NAVCDP Communication Strategy, updated 2026

NAVCDP developed the project communication strategy in 2024, updated in 2026, whose goal is to enhance information and knowledge sharing among project stakeholders while managing risks and the reputation of the project. The strategy defines the target audience, the messages, the channels for communication, the responsible persons for communication activities and the repository for communication assets. The strategy is aligned to the Stakeholder Engagement Plan (SEP) updated 2026 which has defined and identified the NAVCDP Stakeholder. The project stakeholders are diverse with varied interests and expectations that require efficient and effective modes of communication for improved decision-making in the course of project implementation.

This communication plan operationalizes the NAVCDP communication strategy by defining the information to be disseminated to the project stakeholders, the frequency of communication and channels to be used for effective communication. The communication plan provides a framework for defining the project target audience, communication and knowledge management activities, channels for communication, timelines to be observed and reporting on the project communication achievements. These are captured in Tables 1 to 4.

1.3 Objectives of the communication plan

The overall goal of this communication plan is to enhance information sharing among stakeholders for efficient and effective project implementation and performance.

Specific Objectives of the strategy

1. To ensure all project stakeholders receive timely, accurate, and relevant information for effective communication and deepen knowledge sharing and project understanding among the stakeholders.
2. To ensure that stakeholder feedback received by the project is acted upon to reduce misunderstandings and project delays
3. To assist the communication units to identify specific communication activities for each stakeholder category
4. To promote the use of right tools and strategies for effective communication among stakeholders

2. NAVCDP AUDIENCE, COMMUNICATION NEEDS, MESSAGING AND CHANNELS FOR COMMISSION

NAVCDP has identifies the project audience that the project intends to reach and influence through communication actions or media through the Stakeholder Engagement Plan (SEP) 2026. The audience in this context is categorized into primary, secondary and tertiary audiences spread from community to national levels. These categories have differing communication needs, activities and approaches therefore, timely, relevant and accurate information delivered through appropriate channels of communication is a key component in the realization of the project's development objective. Table 1 below is a summary of the project Audience, Communication Needs, Messaging and Channels for Communication.

Table 1: Audience, Communication Needs, Messaging and Channels for Communication.

No	Audience	Why do you want them to know about the programme?	Message	Channel
1	General public: This include the primary, secondary and tertiary audience.	For participation in the project, government accountability, support, benefit, for information, knowledge sharing and learning.	Overview of the programme activities; Programme stakeholders; Expected benefits; Achievements; Innovations; Weather advisories, programme components, Market linkages, Input supply, TIMPs, Value addition and Value chain trends	Posters, banners, signage, branding & merchandise, Websites, brochures, radio, TV, exhibition, newspaper articles, newspaper supplements, special launches, demonstrations, Field days, roadshow, conferences, workshop, signage, Edutainment (role-plays, skits, songs), success stories
	Farmers Community institutions (CIGs, VMGs, IPs, IWUA, FPOs, SACCOS, CBOs, FBOs,) Agripreneurs, Local Agro-dealers, private extension service providers, off-takers, value chain players, technology and equipment providers, Ward administrators, local leaders,	For participation, engagement and project implementation; accountability; partnership; support and buy-in; benefit; for information, knowledge sharing and learning.	Overview of the programme activities; Stakeholders; Programme targets; Expected benefits; Achievements; Innovations; Weather advisories, programme components, Market linkages, Input supply linkages, Insurance & de-risking; Access to credits; TIMPs, Aggregation & transport; Value addition; Value chain trends; social and environmental safeguarding; Stakeholder engagement.	Posters, banners, branding & merchandise, Websites, brochures, radio, TV, exhibition, newspaper articles, newspaper supplements, special launches, demonstrations, Field days, roadshow, conferences, workshop, signage, Edutainment (role-plays, skits, songs), success stories
2	NAVCDP Staff-county and national	For implementation and dissemination, benefit, evaluation,	Programme processes and components, Achievements, processes, lessons learnt,	Project document, Work-plan and budget report,

No	Audience	Why do you want them to know about the programme?	Message	Channel
		redesigning, benchmarking, knowledge sharing and learning	impacts, innovations Programme budget, processes, activities, funding source, Grievance redress, social and environmental safeguarding	Project document, progress and M&E reports, Field visit reports, photos, Grievance redress mechanism, social and environmental safeguards reports, success stories
3	Donors and development partners (including World Bank)	For funding, sharing with other programme, for planning, accountability to their governments, for evaluations, for benchmarking	Programme budget, processes, activities, funding source, de-risking, ethics, compliance, social and environmental safeguarding	Work-plan and budget report, Websites, Programme document Evaluation report Progress reports, success stories, letters, emails, meetings (Physical/Virtual), newsletters, Newspapers (stories and supplement), Documentaries, MoUs, Digital media, Exhibitions, Policy briefs, Fact Sheets, Project briefs, Workshops, conferences
4	Government ministries	Knowledge and information	Detailed overview of the programme activities, Expected benefits, Achievements, Innovations, Weather advisories, programme components, De-risking, Programme lessons	Websites, brochures, radio, TV, booklets, exhibition, conferences, meetings, workshops, newspaper articles, newspaper supplements, special launches, mobile alerts, letters, meetings (physical and virtual), documentaries, newspaper

No	Audience	Why do you want them to know about the programme?	Message	Channel
				stories (stories & advertorials), project briefs, Fact sheets, Policy briefs
	Treasury	Accountability, information and knowledge, evaluation, planning, funding	Achievements, budgets, workplans,	Brochures, progress reports, financial reports, evaluations, websites
5	Presidential communication unit	Knowledge and information, for dissemination,	Detailed overview of the programme activities Expected benefits Achievements Innovations Impacts	Brochures, progress reports, financial reports, evaluations, websites
6	Value chain actors	Implementation, Knowledge and information, Accountability, evaluation	Detailed overview of the programme activities Expected benefits Achievements Innovations Impacts Weather advisories, programme components, Access to credits	Posters, Project brief, meetings (physical/virtual), Websites, brochures, radio, TV, exhibition, conferences, newspaper articles, newspaper supplements, special launches, success stories
7	Governor- County government	Implementation, Knowledge and information, Accountability, evaluation	Detailed overview of the programme activities Expected benefits Achievements Innovations Impacts Weather advisories, programme components	Brochures, progress reports, project brief, Fact sheet, financial reports, evaluations, websites, success stories

No	Audience	Why do you want them to know about the programme?	Message	Channel
8	Financial institutions	Funding, Knowledge and information, planning and innovations, accountability, evaluation	Detailed overview of the programme activities; Expected benefits; Access to credits De-risking	Brochures, websites, meetings, conferences, workshops
9	Research institutions	Research, Knowledge and information, innovations, resources	Detailed overview of the programme activities Expected benefits Innovations Technologies	Brochures, websites, meetings, conferences, workshops, demonstrations, exhibitions
10	Academia	Knowledge and information, Innovations, Resources, Research	Detailed overview of the programme activities, Expected benefits, Innovations, Technologies	Brochures, websites, meetings, conferences, workshops, demonstrations, exhibitions
11	Insurance organizations	Knowledge and information, planning and innovations,	Detailed overview of the programme activities Expected benefits, De-risking	Brochures, websites, meetings, conferences, workshops
12	Media	Knowledge and information, dissemination, publicity	Detailed overview of the programme activities Expected benefits Achievements Innovations Impacts	Brochures, media briefings/round-tables, progress reports, branding & merchandise, financial reports, evaluations, websites, success stories
13	MOAL&F staffs	Implementation, participation, M&E, accountability, Knowledge and information,	Detailed overview of the programme activities Expected benefits Achievements Innovations Weather advisories, programme components	Websites, brochures, booklets, exhibition, conferences, meetings, workshops, newspaper articles, newspaper supplements, special launches, mobile alerts,

No	Audience	Why do you want them to know about the programme?	Message	Channel
14	NGOs	Knowledge and information, partnership,	Detailed overview of the programme activities Expected benefits Achievements Innovations Impacts Weather advisories, programme components	posters Websites, brochures, radio, TV, exhibition, conferences, newspaper articles, newspaper supplements, special launches, success stories

3. KNOWLEDGE MANAGEMENT

Accessing and harnessing the right information from the right sources is a core requirement for value chain development. The importance of acquiring the right information for the project beneficiaries and other stakeholders cannot be underestimated. NAVCDP endeavors to leverage the knowledge amassed from project implementation and key institutions, together with indigenous knowledge to enhance the Project's efficiency and effectiveness in achieving the PDO. Table 2 below summarizes the information requirements by various stakeholders to enhance value chain development.

Table 1: Audience information needs for value chain development

No	Audience	Information needs	Appropriate channels
1	General public	<ul style="list-style-type: none"> • TIMPs • Market information • Food security • Social and Environmental issues • Advisories- weather • Outbreaks- diseases, pests • Value chain actors 	Radio, TV, newspaper, supplements, websites, KIAMIS, articles, notice boards, exhibitions, flyers, press conferences, talks shows, technical manuals
2	NAVCDP Staff- county and national	<ul style="list-style-type: none"> • TIMPs • Effective Networking • Partnerships creation • Capacity building 	Trainings, conferences, workshops, meetings, reports, WhatsApp, websites, technical manuals, Guidelines

No	Audience	Information needs	Appropriate channels
3	Value chain players		
	Input Suppliers	<ul style="list-style-type: none"> • Weather forecast and advisories • Stocking, licensing and ethics as per regulators • Stronger linkages to other Value Chain actors 	Brochures, Radio programmes, meetings, exhibitions, launches, conferences, KIAMIS
	Producers (Farmers, CIGs)	<ul style="list-style-type: none"> • Technology for improved production and post – production management • Stronger linkages to other Vale Chain actors • Formation/organization of groups, • Weather forecast and advisories 	Brochures, handbooks, Radio Programmes, videos, Shows and exhibitions, demonstrations, KIAMIS, Website, SMSs Whats app, Blogs, campaigns, Photographs, Roadshows,
	Transporters	<ul style="list-style-type: none"> • Weather forecast and advisories • Stronger linkages to other VCAs/organizations • Type and condition of infrastructure • Distance 	Website, SMSs, WhatsApp, Brochures, Fliers, Radio programmes, Roadshows, KIAMIS
	Wholesalers and Retailers	<ul style="list-style-type: none"> • Market information • Storage • Produce handling • Stocking, licensing and ethics as per regulators 	Brochures, Radio programmes, KIAMIS, SMS, Workshops, launches, Roadshows, Photographs, Campaigns
	Processors	<ul style="list-style-type: none"> • Market information • Stocking, licensing and ethics as per regulators • Produce handling • Patenting and branding • Technical information 	Brochures, Radio programmes, KIAMIS, SMS, WhatsApp, Fliers, Workshops, Launches, Roadshows, Photographs, Campaigns, TIMPs, Conferences, Meetings, Exhibition, Website,

No	Audience	Information needs	Appropriate channels
			Photographs, E-mails, Newsletter
5	Financial institutions/Insurance organization SACCOS	<ul style="list-style-type: none"> • VCA inventory • Effective Business models • Types of Value Chains • De-risking 	KIAMIS, Websites, Workshops, Flyers, Brochures, Meeting, Workshops, E-mails,
7	Research institutions/Academia	<ul style="list-style-type: none"> • Existing technologies • Enterprises/Value chains 	Brochures, Websites, KIAMIS, Workshops, Meetings
10	Media	<ul style="list-style-type: none"> • Technologies • Type of Value Chain 	Reports, Press briefs, Articles, Opinion editorials, Press releases/statements
11	NGO	<ul style="list-style-type: none"> • Type of VC • Technologies • Approaches/Methodology • Effective Networking 	Guidelines-partnerships Brochures, Reports, meetings, workshops, newsletter, emails, websites.

4.. NAVCDP ANNUAL COMMUNICATION PLAN TEMPLATE

Table 2: Communication plan Template

Communication plan for 2026/2027

No	Channels	Activity	Output No.	Target Audience	Responsibility (Who is responsible?)	Time Frame			
						Q1	Q2	Q3	Q4
1	Brochures	Review of the existing brochures							
2	Flyers	Develop, design and print Value chains development flyers							
3	Posters	Develop NAVCDP posters							
4	Banners	Review of the existing banners							
5	Stickers	NAVCDP stickers for project assets							
6	Articles	Develop topical articles on VC development, progressive CIGs, VMGs IPs FPOs, CDDCs SACCOs for website and booklet							
7	Booklets	NAVCDP Success stories and NAVCDP case studies.							
8	Manuals	Review of the project manuals							
9	Video documentary	Produce video documentaries on project activities and successes							
10	Photographs	create a photo gallery for the project activities							
11	TV programme	Hold talk-shows for the CEC, about the project							

No	Channels	Activity	Output No.	Target Audience	Responsibility (Who is responsible?)	Time Frame			
						Q1	Q2	Q3	Q4
12	Radio programmes	Produce topical radio discussions on FPOS and SACCOs in the local language							
13	Newspaper supplement	Develop content for the supplement covering the NAVCDP achievements							
14	Website	Develop and regularly update content for the project website							
16	WhatsApp	Create a WhatsApp account							
17	Facebook	Create a dedicated Facebook account or use an existing one.							
18	X	Create a dedicated X account							
19	Youtube	Create dedicated Youtube account or use an existing one							
20	Stakeholder meeting/Bar azas	Convene meetings for project managers, collaborators, and beneficiaries							
21	Others								

5. SUMMARY OF NAVCDP ANNUAL COMMUNICATION ACTIVITIES UNDERTAKEN IN THE PROJECT

NAME OF COUNTY

Table 3: Communication Reporting (Example on how the table should be filled)

	IEC /EVENTS	NO. OF TOPICS COVERED	TOPICS COVERED	TOTAL NO./ HITS/MENTIONS	TARGET AUDIENCE	REMARKS
1	Brochures	5	NAVCDP project information	1000 pcs	All Stakeholders	
			Clean milk production	500 pcs	Dairy VC CIGs, FPO	
			SACCO	200 pcs	CIGs, FPOs, VMGs	
			SEA Prevention	100 pcs	FLID	
			ESS	100 pcs	FLID FPOs	
2	Flyers					
3	Posters					
4	Banners					
5	Stickers					
6	Articles					
7	Booklets					
8	Manuals					
2	Flyers					
3	Posters					
4	Banners					
5	Stickers					
6	Articles					
7	Booklets					

	IEC /EVENTS	NO. OF TOPICS COVERED	TOPICS COVERED	TOTAL NO./ HITS/MENTIONS	TARGET AUDIENCE	REMARKS
8	Manuals					
9	Video documentary					
10	Photographs					
11	TV programme					
12	Radio programmes					
13	Newspaper supplement					
14	Website					
16	WhatsApp					
17	Facebook					
18	X					
19	Youtube					
20	Stakeholder meeting/Barazas					
21	Others					



NAVCDP COMMUNICATION PLAN

JANUARY 2026