EKITI STATE FRAMEWORK FOR RESPONSIBLE AND INCLUSIVE LAND INTENSIVE AGRICULTURE (FRILIA)

TOOLKITS COMMUNICATION STRATEGY

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1. Introduction

The Framework for Responsible Investment in Land Intensive Agriculture (FRILIA) represents a transformative approach to bolstering sustainable investment in land-intensive agricultural projects across Nigeria. FRILIA aims to harness principles of stakeholder engagement, environmental and social risk management, community development, and more to enhance the resilience and sustainability of agricultural investments.

FRILIA stands as a beacon of innovation for investors seeking to align their agricultural investment projects with global sustainability standards. By integrating FRILIA principles into their investment process, investors can mitigate risks, enhance community relations, and promote long-term viability in their operations. These principles not only contribute to the success of individual investments but also support the overall growth and stability of the agricultural sector in the State.

Effective communication with stakeholders is paramount in ensuring the successful implementation of FRILIA principles. Engaging stakeholders at every stage of the investment process fosters transparency, builds trust, and aligns diverse interests towards shared objectives.

By keeping stakeholders informed and involved, Ekiti State cultivates a conducive environment for sustainable investment practices and fosters mutually beneficial partnerships within their communities.

This communication strategy outlines a dissemination plan for toolkits developed to unbundle FRILIA and promote effective adoption of the framework by stakeholders throughout the investment project lifecycle.

1.1 Objectives of the FRILIA Communication Strategy

1. Introduce the FRILIA toolkits to stakeholders.

2. Sensitize stakeholders on the toolkits and their applicability.

3. Ensure stakeholder buy-in.

4. Ensure access to the toolkits during FRILIA implementation.

2. Communication Strategy for Disseminating Toolkits

When developing the communication strategy for the toolkits, Ekiti State will focus on the following key points:

1. **What to Share:**

   - Define the important information in the toolkits that need to be shared with stakeholders.

2. **Who to Reach:**

   - Identify the specific groups who need to be reached, like government bodies, MDAs, local government authorities, community leaders, investors, NGOs, and media.

3. **How to Share:**

   - Decide on the best ways to communicate, such as workshops, meetings, infographics, emails, and online platforms.

4. **Who's in Charge:**

   - Assign clear responsibilities to ensure that the communication strategy is carried out effectively.

2.1 Information Disclosure

The key information to be disseminated to stakeholders are the eight FRILIA Toolkits which address various thematic issues and provide templates to guide relevant MDAs and investors in applying FRILIA principles appropriately throughout the investment project lifecycle. These toolkits are:

1. Stakeholder Engagement Toolkit
2. Grievance Redress Mechanism Toolkit
3. Land Access, Easement and Involuntary Resettlement Management Toolkit
4. Valuation and Compensation Toolkit
5. Environment and Social Risk Management Toolkit
6. Community Needs Assessment and Community Development Plan Toolkit
7. Out-grower Models and Food Security Plan Toolkit
8. Global Memorandum of Understanding (GMoU) Toolkit.

2.2 Target Audience

The target audience for FRILIA toolkits and templates are the various FRILIA stakeholders within the State government, local government, federal government (where applicable), host communities and the investor community. It is imperative that stakeholders understand this approach to land intensive investments ahead of the period

when an investment is made so that there is time to reflect on and fully understand the framework.

In deciding the target audience, stakeholders are grouped into categories as the consultation content and methodology may be the same for those falling into the same category or differ across categories.

Box 1: List of Potential Stakeholder Categories

State-level MDAs
Local government authorities
Landowners and land users
Traditional authorities
Vulnerable groups
NGOs, CBOs, and CSOs
Lenders
Local leaders
Development Partners
Investors
Farmers
Actual or potential employees and labour unions
Media
Representative groups for women and youths

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Table 1: Key stakeholders and their respective roles

STAKEHOLDER CATEGORY	ROLES AND RESPONSIBILITIES
State FRILIA Steering Committee	Responsible for the overall coordination of FRILIA in Ekiti State.
State FRILIA Technical Committee	In charge of the Development of FRILIA toolkit/guidelines/policies for land investment projects in Ekiti State.
Federal Ministries, Departments and Agencies (MDAs)	A major stakeholder in land-based investment projects.
State Ministries, Departments and Agencies (MDAs)	They are key stakeholders who are actively involved and have the power to make decisions that impact the project's outcomes.
Traditional authorities	They ensure internal cohesion between local stakeholders within their enclave They ensure internal grievance are redressed before it escalate.
Local businesses	Determine the market force and ensure stability.

STAKEHOLDER CATEGORY	ROLES AND RESPONSIBILITIES
Project affected persons	Key stakeholders who will be afftected by the project. Government must ensure that rights of individuals and groups are protected and not violated.
Local Government Departments and Agencies	They are key stakeholders who are actively involved in community interventions
NGOs and CSOs	In charge of driving social change, advocating for rights and welfare
Development partners	Ensure projects are inclusive, sustainable and with little disruption to the society and environment. Provide Financial support for project implementation
Media	To establish communication channels between institutions and officials that facilitate collaboration and coordination, including information sharing between relevant Stakeholders.

3. Communication Channels:

Most project failures are due to poor communication with project stakeholders. Different stakeholders have unique and evolving requirements, expectations, and communication needs, requiring Ministry of Agriculture & Food Security (MAFS) and other relevant Ministries, Departments & Agencies (MDAs) to apply a range of different communication strategies to meet all stakeholder needs.

3.1. Pre-Implementation Communication

To kick start the implementation of FRILIA, MAFS and other relevant MDAs will convene a series of sensitization and consultative workshops with key stakeholders (see Annex 1 for draft agenda for the workshop).

Following the workshop, any feedback from participants will be incorporated into the toolkits, which will then be finalized and officially issued by MAFS and other relevant MDAs.

3.2. Implementation Communication

Once the toolkits have been finalized and officially issued by MAFS and other relevant MDAs then the agency should ensure that the toolkits are disseminated to key stakeholders at a workshop (see Annex 2 for draft agenda for the workshop). Following this dissemination, relevant information about the toolkits will be made available on the State's website and in the list of resources provided to investors and host communities during the Investment Approval Process (IAP). Copies will also be available in the relevant Ministries, Departments and Agencies responsible for each of the eight areas to ensure uniformity and applicability across the board. These will be available in mainly soft copies for potential investors and other stakeholders.

The table below provides a structured guide for MAFS and other relevant MDAs to effectively communicate the implementation of FRILIA with stakeholders, outlining key communication elements, strategies, and responsible parties to ensure transparent and timely engagement.

Table 2: Communication Strategy Table for FRILIA Implementation with Stakeholders

Communication Element	Description	Communication Strategy	Responsible Party
Objectives and Outcomes	Clearly define the communication objectives and outcomes to stakeholders.	Develop concise messaging on project objectives and expected outcomes.	MAFS and other relevant MDAs
Key Messages	Identify core messages to stakeholders regarding FRILIA implementation.	Create key messages highlighting project benefits, milestones, and impact	FRILIA Technical Committee
Audience Segmentation	Categorize stakeholders based on their roles, interests, and communication preferences.	Tailor communication strategies to address the specific needs and interests of different stakeholder groups.	FRILIA Technical Committee
Communication Channels	Determine the most effective channels for reaching stakeholders (e.g., workshops, newsletters, social media).	Utilize a mix of channels such as workshops, social media, email updates, and community meetings for broad reach.	FRILIA Technical Committee
Communication Timeline	Establish a timeline for communication activities to ensure timely updates and engagement with stakeholders.	Develop a communication calendar with milestones and regular updates on project progress.	MAFS and other relevant MDAs
Feedback Mechanisms	Implement mechanisms for stakeholders to provide feedback, ask questions, and share concerns.	Set up feedback mechanisms such as surveys, suggestion boxes, and feedback sessions to gather stakeholder input.	MAFS and other relevant MDAs
Engagement Activities	Plan interactive engagement activities to involve stakeholders in the implementation process.	Organize engagement activities like focus groups, webinars, and town hall meetings to foster dialogue and collaboration.	FRILIA Technical Committee
Risk Communication	Address potential risks and challenges transparently to stakeholders and	Develop risk communication protocols and messaging to address concerns and	Risk Management Team, FRILIA Technical

Communication Element	Description	Communication Strategy	Responsible Party
	provide mitigation strategies.	maintain stakeholder trust.	Committee
Monitoring and Reporting	Establish monitoring mechanisms to track communication effectiveness and report on engagement outcomes.	Monitor communication metrics, gather feedback on messaging, and report on stakeholder engagement progress regularly.	Monitoring and Evaluation Teams at MAFS and EKDIPA
Capacity Building	Provide training and resources to stakeholders to enhance their understanding of FRILIA and their roles in the implementation process.	Conduct capacity building workshops, webinars, and training sessions to equip stakeholders with relevant knowledge and skills.	Capacity Building Team, FRILIA Technical Committee

Annex 1: Pre-Implementation Workshop Outline

Training Workshop Outline: Introduction to FRILIA for Stakeholders

Objective: The training workshop aims to introduce stakeholders to FRILIA principles and objectives, FRILIA toolkits, and the implementation process.

Duration: Full Day Session (8 hours)

Agenda:

Welcome and Introduction

- Welcoming remarks and setting the context for the workshop.
- Brief overview of the workshop objectives and agenda.

Understanding FRILIA

- Presentation on the core principles and goals of FRILIA.
- Importance of sustainable agricultural practices and investor engagement.

Introduction to FRILIA Toolkits

- Overview of the key toolkits developed for stakeholders.
- Explanation of each toolkit and its relevance to sustainable agricultural projects.

Interactive Session: Toolkit Application

- Group activity or case study exercise to apply the toolkits in hypothetical scenarios.
- Discussions on applying the toolkits to real-world projects and challenges.

Stakeholder Engagement and Feedback

- Importance of stakeholder engagement in the success of FRILIA.
- Open discussion for stakeholders to provide feedback, ask questions, and share insights.

Next Steps and Action Planning

- Summary of key takeaways from the workshop.
- Action planning session for stakeholders to identify their roles in the IAP and compliance with FRILIA principles, alike.

Closing Remarks and Networking

- Appreciation of stakeholder participation.
- Networking opportunity for stakeholders to connect and collaborate post-workshop.

Materials Needed:

- Presentation slides on FRILIA principles and toolkits.
- Case study/scenarios where FRLIA principles have been applied and benefits realized.
- Handouts or materials detailing the content of each toolkit.
- Flip charts, markers, and sticky notes for interactive activities.
- Evaluation forms for feedback collection.

Annex 2: Workshop for FRILIA Toolkit Dissemination

Stakeholder Engagement Workshop for FRILIA Toolkit Dissemination

Objective: The workshop aims to introduce stakeholders to the toolkits developed for implementation, facilitate understanding of key frameworks, and foster engagement for successful adoption in land-intensive agricultural projects.

Duration: Full-Day Session (8 hours)

Agenda

Registration and Welcome

- Registration of participants
- Welcome and introduction to the workshop objectives.

Overview of FRILIA and Toolkit Introduction

- Presentation on the background of FRILIA initiative
- Introduction to the toolkits and their significance in sustainable agricultural development

Stakeholder Engagement and Needs Assessment

- Understanding the importance of stakeholder engagement in project success
- Needs assessment discussions with stakeholders.

Deep Dive into Toolkit Frameworks

- Breakout sessions for each toolkit area
- Guided exploration of toolkit frameworks and templates

Interactive Activity: Applying Toolkits

- Group exercise to apply toolkit principles to case studies.
- Q&A session with toolkit experts

Stakeholder Feedback and Open Forum

- Opportunity for stakeholders to provide feedback on toolkits.
- Open discussion on challenges, opportunities, and best practices

Action Planning and Commitments

- Group activity to develop action plans for toolkit implementation.
- Individual commitments to support toolkit utilization in projects.

Closing Remarks and Next Steps

- Summary of key takeaways from the workshop
- Distribution of toolkit resources and materials
- Acknowledgment of stakeholder contributions and next steps for implementation

Materials Needed:

- Presentation slides on FRILIA principles and each toolkit.
- Case study/scenarios where FRLIA principles have been applied and benefits realized.
- Handouts or materials of each toolkit.
- Printed and soft copies of case studies for each toolkit
- Flip charts, markers, and sticky notes for interactive activities.
- Evaluation forms for feedback collection
- Stakeholder Contact Information Sheets