

# FBLN Ethiopia Communication Plan

# With what group will you work

- Farmers Network
- Development agents
  - Natural resource
  - Crop extension
  - Animal resource
  - Cooperatives and agricultural business
- Stakeholders
  - BoARD (bureau of agriculture and rural development)
  - Bureau of water resources
  - Bureau of finance and economic development
- Bureau of cooperatives Agencies

# How do you start

- Need assessment (what farmers need) potential areas
- Prioritizing according to their need and viability
- Planning and implementation of interventions
- Who is the focal group in your group
- Farmers network

# What are the possible activities ?

- Start resource mobilization
- Define clear rolls and responsibility of major stakeholders
- Establish and strengthen water user association
- Experience sharing

# Discuss on kick of communication plan

- Identify stakeholders which have to participate in the kick of
- Share and agree responsibilities of all stakeholders