



COMMUNICATION AND MARKETING STRATEGY

For

**EUDR/CS3D COMPLIANCE IN THE
COFFEE SUB SECTOR OF UGANDA**

NOV 2024

SUBMITTED BY:



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
Denmark in Uganda





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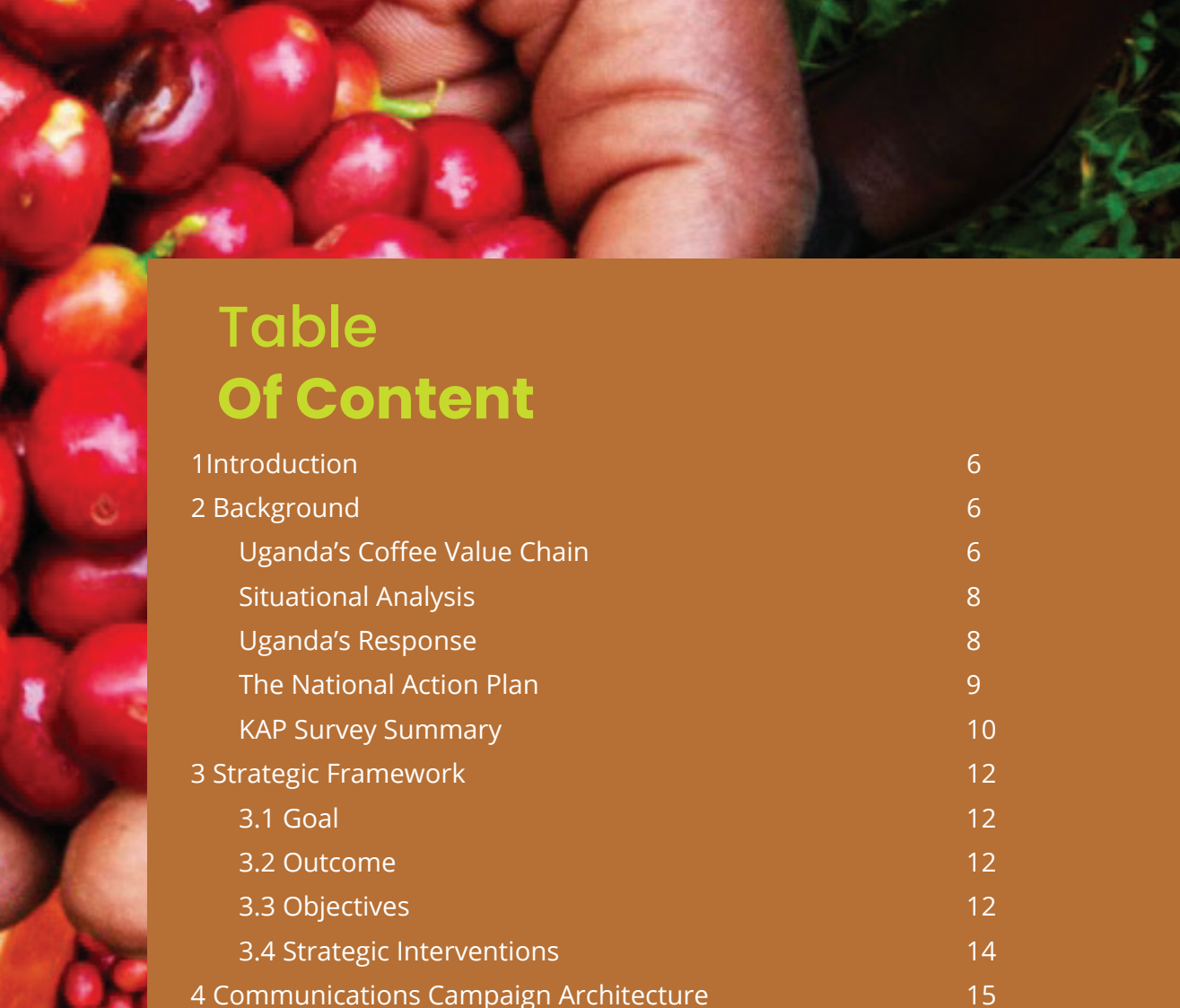


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Acronyms and definitions.

AVE: Advertising Value Equivalent. This is the amount of money that an Advert of the same size as the story would have cost. AVE is money saved by the Company in terms of publicity if instead it were to pay for advertising space.

Clicks- People who have clicked the post for details or a link to visit the website

Engagement- Likes on posts, comments and shares

EUDR- European Union Deforestation Regulation.

Exposures- Number of times an advert or mention appears or is heard

Followers- People who like have followed or liked your page

IEC- Information Educational Communications

IRCU- Inter Religious Council of Uganda

Impression- The number of times the ad appears for the target users

KAP- Knowledge Attitude Practices

Link clicks- Clicks to visit the website

MAAIF- Ministry of Agriculture, Animal Industry and Fisheries

NITA- National Information Technology Authority

PR – Public relations

Radio adverts: 60 seconds audio recorded content addressing the What, Why, How, When and Where of the EUDR Messages. The advert is scheduled to air on radio in different intervals.

Radio mentions: A4 script of EUDR content that the radio presenters read live or recorded at different intervals during their shows.

Reach- The total number of people who have seen the ad

Talk shows- 30-to-60-minute interview on radio or TV to share information on EUDR Messages

TV adverts- 60 seconds visual/audio recorded content addressing the What, Why, How, When and Where of the EUDR Messages. The advert is scheduled to air on TV in different intervals.

UCDA- Uganda Coffee Development Authority

Video Views- Number of people who have viewed the video

Watch Time- Total number of hours your video was viewed on Youtube

1 Introduction

This Communications & marketing Strategy was developed through an inclusive and consultative process involving EUDR communication consultants Royalway Media and partners including Uganda Coffee Development Authority (UCDA), Café Africa and Uganda Coffee Federation among others.

The Strategy is aimed at maximizing the effectiveness of the EUDR communication and awareness campaign, conducted by Royalway Media, to mobilize Uganda's Coffee Value Chain and key stakeholders for the registration of coffee farmers by the Uganda Coffee Development Authority (UCDA). This is to ensure that the coffee sector is prepared for compliance with the EUDR and able to maintain access to international markets by December 31, 2024.

The communication and dissemination strategy takes a phased approach, prioritizing target audiences based on urgency. The "red zone" includes farmers, cultural, religious, and political leaders, along with the media. The "orange zone" consists of civil society groups and lead farmers, while the "green zone" covers exporters, traders, and cooperatives.

This strategy outlines why rallying Uganda's coffee sector for EUDR compliance is essential, what actions are needed to achieve compliance, who the key stakeholders are, how the message will be communicated, and when it will reach the target audiences.

2 Background

Uganda's Coffee Value Chain

Coffee is Uganda's leading export commodity, representing over 10% of the value of goods sold abroad. In the 2022/2023 fiscal year, Uganda achieved a historic milestone in coffee exports, reaching \$940.3 million, a 7% increase from the previous year. The growth was attributed to high crop yields and favorable global prices.

The major coffee varieties, Robusta and Arabica, are grown in the ratio 4:1, which sets Uganda apart from the region's other major coffee growers, Kenya, Ethiopia and Tanzania, which grow mainly Arabica beans. Arabica beans are suitable for high altitudes which are not common in the country, while Robusta grows at altitudes ranging from 900 metres to 1500metres, the ideal topography for the country's coffee growing areas. Robusta is best used as a blend or in soluble coffee, meaning Uganda largely caters to a different market than its neighbours.

Currently, Italy, Germany, India, Sudan and Morocco are the main destinations for Ugandan coffee exports. In addition, Tunisia, Somalia, Egypt, Libya and Kenya are also important buyers.

At the other end of the market, Uganda has been encouraging more sales of high-end coffee. One initiative on this front has been the establishment of an online auction



in early 2018 by the Uganda Coffee Development Authority and African Fine Coffee Association to trade specialty coffee. This follows on from a promotional campaign initiated in 2016 to advertise the country's single-origin coffee in various markets, particularly the US. As a result of this initiative, several brands such as Good African Coffee and Endiro Coffee have begun exclusively producing single-origin coffee.

Unlike its neighbours, Uganda does not sell coffee via a centralized auction system. Instead, local companies are allowed to represent international traders and buy coffee on their behalf, while large coffee companies and cooperatives market their coffee directly to buyers. As a result of the direct links between growers, exporters and buyers the traceability of beans is better managed relative to other parts of East Africa.

The lack of a centralized auction system in part strengthened coffee exports during the pandemic. The harvest also played an important role in the increase in export revenue since more crops fruited this year resulting in elevated production. Coffee exports rose by 21.05% from 4.16 million bags in 2018/19 to 5.06 million bags in 2019/20



2 Situational Analysis

On 17 November 2021 the European Commission published its proposal for a regulation on deforestation. This was the main outcome of an analysis of options for potential EU demand-side measures that the Commission had undertaken following its publication in 2019 of a communication on EU action to protect global forests.

The analysis included an extensive consultation exercise and an impact assessment of five main options:

1. Mandatory due diligence system, relying on a deforestation-free definition
2. A benchmarking system and a list of contravening operators as a basis for a tiered improved mandatory due diligence system, relying on a deforestation-free definition;
3. Mandatory public certification combined with an improved due diligence requirement, relying on a deforestation-free definition;
4. Mandatory labeling combined with an improved due diligence requirement, relying on a deforestation-free definition;
5. Deforestation-free requirement for placing on the EU market supported by benchmarking and country card systems.

On 6 December 2022, an agreement was reached in the EU's legislative process on the final version of the EU Deforestation Regulation (to give it its full name, the Regulation of the European Parliament and of the Council on the making available on the Union market as well as export from the Union of certain commodities and products associated with deforestation and forest degradation and repealing Regulation (EU) No 995/2010).

The regulation contains the following main components:

A prohibition on first placing or making available relevant commodities and products on the EU market or exporting them from the EU unless they are deforestation-free and have been produced in accordance with relevant legislation of the country of production.

The second set of criteria is that the products placed on or exported from the EU market must have been produced in accordance with the relevant legislation of the country of production. The definition of legality is: 'the laws applicable in the country of production concerning the legal status of the area of production in terms of:

- . Land use rights.
- . Environmental protection.

- . Forest-related rules, including forest management and biodiversity conservation, where directly related to wood harvesting.
- . Labor rights.
- . Human rights protected under international law.
- . Tax, anti-corruption, trade and customs regulations.

An obligation on companies placing products on the market or exporting them to exercise due diligence to ensure their compliance with these criteria.

A 'benchmarking system' to assess the level of risk that products from producer countries, or parts of them, may not be in compliance with those criteria.

The commodities covered are listed in Article 1 of the regulation includes: cattle, cocoa, coffee, oil palm, rubber, soya and wood. The regulation supersedes the EU Trade Regulations to further include all the timber products listed, as well as other products, such as wooden seats and printed materials.

Uganda's Response

Led by the Uganda Coffee Development Authority (UCDA), stakeholders have convened in various forums, notably the National EUDR Taskforce to accelerate Uganda's transition to sustainable coffee production in line with EU regulations. Discussions have focused on fostering collaboration among industry leaders, exporters, NGOs, and government officials to align national policies, strengthen enforcement, and raise awareness along the value chain.

The National Action Plan

The Uganda National Task Force, spearheaded by the Uganda Coffee Development Authority (UCDA), with support from aBi Development Ltd was established to create a national coffee registry and traceability system, laying the groundwork for a comprehensive framework. Engaging with the European Union to demonstrate commitment, seeking technical and financial assistance, as well as establishing communication channels for information exchange are among its primary objectives. Efforts also include developing regulations compliant with international due diligence requirements, implementing a national traceability system, and supporting industry initiatives like the Coffee Code of Conduct and Due Diligence Information Centre.

Ongoing activities include geospatial enhancements through a collaboration capacity building, and data collection. However, the traceability application's failure to fully meet EUDR/CS3D requirements particularly in capturing the polygons necessitates systemic improvements. Despite challenges such as traders' reluctance to disclose their sourced farmers and the verification of legalities for farmers regarding due diligence, the task force remains dedicated.

aBi Development Ltd contracted Royal Way Media to support UCDA to design and execute an awareness and sensitization campaign that accurately informs policy makers, local administrators, farmer organizations, coffee farmers and other coffee value chain actors, coffee service providers, and the general public about the importance of sustainable deforestation-free coffee production, inclusion in a value chain actors registry, and cooperation with a national common coffee traceability, all in light of increasing global demands for sustainable and deforestation free coffees (with special reference to EUDR and CS3D)

KAP Survey Summary

In order to draw an effective communications strategy, a KAP survey was conducted to understand the knowledge, attitudes, and practices (KAP) among coffee farmers in Uganda. To assess their understanding and response to the European Union's (EU) deforestation regulations. The findings guided how, where and when to communicate with the coffee value chain actors. The study which was conducted between 12th August to Mid-September 2024 aimed to evaluate farmers' awareness of the regulations, their attitudes towards the implications for coffee production, and their adoption of sustainable land use practices.

This report further provides a comprehensive analysis of Uganda's coffee sector, examining the key challenges and opportunities faced by farmers, Traders and producers. The findings reflect wide-ranging issues such as government policies, regulatory compliance, climate change, market volatility, media access, and farm size distribution. The analysis also highlights significant regional differences in how these issues impact farmers, especially in terms of government trust, adoption of sustainable practices, and access to information.

The report synthesizes data collected through surveys and interviews, offering a detailed view of the socio-economic and environmental factors influencing Uganda's coffee farmers and the entire value chain. It highlights the importance of creating region-specific interventions and the need for better communication strategies to address farmers' concerns and improve regulatory compliance.

Key Findings:

- 1. Government Regulations and Farmer Registration:** Overall, 76% of coffee farmers support the government's registration initiative, with strong backing in Eastern Uganda (98%), but a lower approval rate in the Central region (57%) due to fears of increased taxation or government overreach. Farmers in Central Uganda are particularly sceptical, perceiving hidden motives such as land grabbing.
- 2. Deforestation Regulation and Compliance:** While 45% of farmers feel that complying with deforestation regulations is feasible, this percentage is much lower in the South Western region (24%). This suggests the need for tailored support in this area, as environmental challenges are more pronounced in the South Western region.
- 3. Sustainable Farming Practices:** There is widespread adherence to sustainable agricultural practices, with 95% of farmers not clearing forests for coffee cultivation. However, Eastern Uganda has a slightly higher rate of deforestation (6%), indicating the need for more aggressive campaigns and interventions to promote forest conservation in this region.
- 4. Climate Change and Biodiversity Concerns:** Climate change is a significant worry for 60% of farmers, with concern particularly high in Eastern Uganda (83%). This underscores the urgency for climate adaptation measures and environmental resilience programs across the coffee-growing regions.
- 5. Market Challenges and Diversification:** Farmers face significant market challenges,

including price volatility and interference by middlemen. Many farmers use diversification strategies to buffer against these risks, but most lack concrete plans for long-term income stability. There are also concerns about compliance with international regulations like the European Union Deforestation Regulation (EUDR), which some farmers fear will lead to fines, government control, and foreign influence.

- 6. Farm Size and Regional Differences:** The majority of coffee farms in Uganda are smallholder farms, with 76% of farms under 5 acres, particularly in Eastern and South Western Uganda (97% and 99%, respectively). The Central region, while also dominated by smallholder farms (56%), shows a more diverse farm size distribution, with a significant number of medium-sized (20%) and large-scale farms (15%).
- 7. Media Access and Communication:** Radio is the dominant communication medium, with 86% of farmers regularly accessing it. Radio reach is highest in the Eastern region (98%) and lowest in the Central region (78%). Mobile phone access is growing, especially in the South Western region (55%). However, internet access remains low, with only 17% of farmers using it regularly, and just 1% in the Eastern region. The limited internet usage reflects the rural digital divide and the need for expanded digital infrastructure.
- 8. Types of Assistance Provided:** The survey indicated that 81% of farmers received assistance in training and education, while 64% reported help with market access. Other forms of assistance included the provision of quality seedlings (41%), training on pesticide use (28%), and certification support (13%). A small percentage received financial support (1%) and materials for farming (1%).
- 9. Support from Local Organizations:** Many farmers noted the significant role of local organizations and cooperatives in assisting them to meet international coffee standards. These entities often provide resources and training that help farmers understand and comply with international regulations, improving their marketability and competitiveness in the global coffee market.
- 10. Period of Assistance:** When asked about the timing of assistance, 31% of farmers noted support in 2023, while 21% reported assistance in 2022. Notably, 8% were unable to recall the period when they received help, suggesting potential gaps in awareness or record-keeping.
- 11. Training Needs on Regulations:** Regarding training preferences, 86% of respondents expressed a desire for more knowledge on economic sustainability, followed by 53% who wanted training on traceability and record-keeping. Social sustainability (47%) and resource mobilization (36%) were also highlighted, indicating a broad interest in various regulatory aspects.
- 12. Challenges in Accessing Information:** Farmers faced several challenges in understanding regulations. A significant 83% reported a lack of local training programs, while 73% cited insufficient access to information. The complexity of regulations (44%) and language barriers (24%) further hindered their understanding, emphasizing the need for targeted education initiatives.
- 13. Farmer Concerns and Sentiments:** Farmers articulated a range of concerns about the regulations, notably the need for mass awareness (39%) and proper communication of policy changes. Issues related to price sustainability (9%) and the impact of regulations on coffee yield were raised. Many respondents expressed a desire to understand how they would benefit from compliance with regulations, highlighting the importance of clear communication regarding economic incentives.

14. Regulatory Perspectives: Farmers called for regulations to be enforced in good faith, with some expressing skepticism about government motives, particularly regarding taxation (4%). The need for regulations to protect the environment while ensuring farmers' livelihoods was emphasized. Additionally, respondents expressed a desire for translation of regulations into local languages and support in combating issues like child labor and gender inequality.

The full report provides recommendations for communicators, policymakers, coffee industry stakeholders, and development organizations to support coffee farmers in understanding and complying with the EU's deforestation regulations. These recommendations include strengthening awareness campaigns, providing technical assistance for sustainable land use practices, and promoting fair trade and certification schemes.



3 Strategic Framework

This chapter highlights the goal, outcome, objectives and key strategic interventions identified to enable innovative and effective communication, ensure visibility, and secure strategic partnership for the EUDR project.

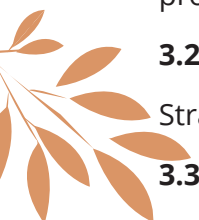
3.1 Goal

Ensure visibility and impactful communication for the successful implementation of the project

3.2 Outcome

Strategic partnerships and effective communication enhanced

3.3 Objectives



The primary objective of this project is to design and execute an awareness and sensitization campaign that accurately informs policy makers, local administrators, farmer organizations, coffee farmers and other coffee value chain actors, coffee service providers, and the general public about the importance of sustainable deforestation-free coffee production, inclusion in a value chain actors registry, and cooperation with a national common coffee traceability, all in light of increasing global demands for sustainable and deforestation free coffees (with special reference to EUDR and CS3D)

The activity will specifically enhance:

1. Understanding by the general public, policy makers and administrators of the EUDR and CS3D background and requirements for coffee production, trade, processing and exporting to the EU and global markets;
2. Knowledge, attitude and practices of producers and coffee service providers about sustainable and deforestation-free coffee production;
3. Awareness for and participation in the national coffee value chain registry and traceability system; Practical understanding of how the national coffee value chain registry and traceability system operates and how to be included. The awareness campaign targets a variety of value chain actors and needs to be tailored to their information needs and interest, their preferred media channels, and the intended mindset and/or behavior change.

The specific communications objectives include:

- i) Educate coffee farmers on the EU's Deforestation-free Regulation (EUDR) and its requirements for their coffee to access the EU market.
- ii) Inform coffee farmers about the importance of sustainable coffee production and the benefits of complying with EUDR.
- iii) Support coffee farmers in understanding and implementing the necessary practices to ensure their coffee is deforestation-free
- iv) Facilitate access to resources and support for coffee farmers to comply with EUDR, such as training, capacity building, and technical assistance.
- v) Encourage coffee farmers to register and geo-locate their farms to ensure traceability and compliance with EUDR.
- vi) Promote the benefits of sustainable coffee production and EUDR compliance to coffee farmers, such as increased market access, improved prices, and enhanced reputation.
- vii) Address concerns and challenges faced by coffee farmers in complying with EUDR, such as cost implications in registration, complexity, and potential market loss.

The consultants' deliverables included:

- . Needs assessment report capturing preferred communication channels and information needs of the various intended audiences.
- . A communication strategy outlining the key messages, target audience, channels, and timeline for the campaign, with a focus on promoting farmer registration.
- . Copies of communication materials, including infographics, videos, radio spots, and

printed brochures, in multiple local languages.

- . Copies of formal partnerships with farmer cooperatives, agricultural extension services, or other relevant organizations in rural areas to disseminate information and facilitate farmer registration.
- . A monitoring and evaluation plan to track the reach and effectiveness of the campaign, including metrics to measure farmer registration progress.
- . Regular progress reports to the EUDR/CS3D taskforce, the Action Plan Implementation Unit and aBi Development on activities; activation/promotional campaigns, sensitization workshops, caravans, experiential and brand/product events, competitions, social media engagement, influencer engagements
- . An interactive EUDR compliance & information website.

3.4 Strategic Interventions

In order to ensure the achievement of the goal, objectives and the outcome of this, the following broad strategic interventions will be pursued.

a) Media engagement

Leverage, manage and sustain partnership with the local media channels (print, broadcast) through relevant programs (workshops & meetings) and news stories to ensure wider reach of the EUDR awareness and impact. Media talk ability and visits and interactions with the leaders in the coffee value chain, local communities and project implementing partners will also be organized. The consultant will also make use of its social media channels to upload appropriate content for raising awareness and garnering support from various stakeholders and partners.

b) Project ownership improved

The consultant will adopt effective and appropriate communications systems and processes such as coordination meetings, workshops and trainings to enable increased understanding of the project deliverables and requirements. Such enhanced understanding will strengthen strategic partnerships and improve ownership of the project by all the stakeholders and partners.

c) Appropriate and effective communication products, systems and processes developed

The consultant will also develop impactful communication materials and products to reach audiences at all levels. These initiatives will help the client to effectively communicate and garner stakeholder and community support for EUDR advocacy, political will and commitment. A crisis communications plan will be developed to provide guidance and to ensure that proper mechanisms are put in place to respond and communicate during man-made or natural crises



4 Communications Campaign Architecture

4.1 Target Audience/Stakeholder Map

To effectively understand, manage and engage stakeholders throughout the campaign, the consultant employed the Stakeholder Engagement Risk Matrix, which categorizes stakeholders based on the level of engagement risk they represent. This matrix uses a color-coded system—Red, Orange (or Amber), and Green—to prioritize stakeholders according to the urgency and intensity of engagement required. The process involved the following steps:

Identification of Stakeholders:

We have identified all relevant stakeholders, including farmers, cooperatives, traders, exporters, civil society, cultural leaders, political leaders, religious leaders and the media that may be affected by or have an influence on the compliance of EUDR/CS3D. This has involved consultations with UCDA, Coffee Africa and aBi.

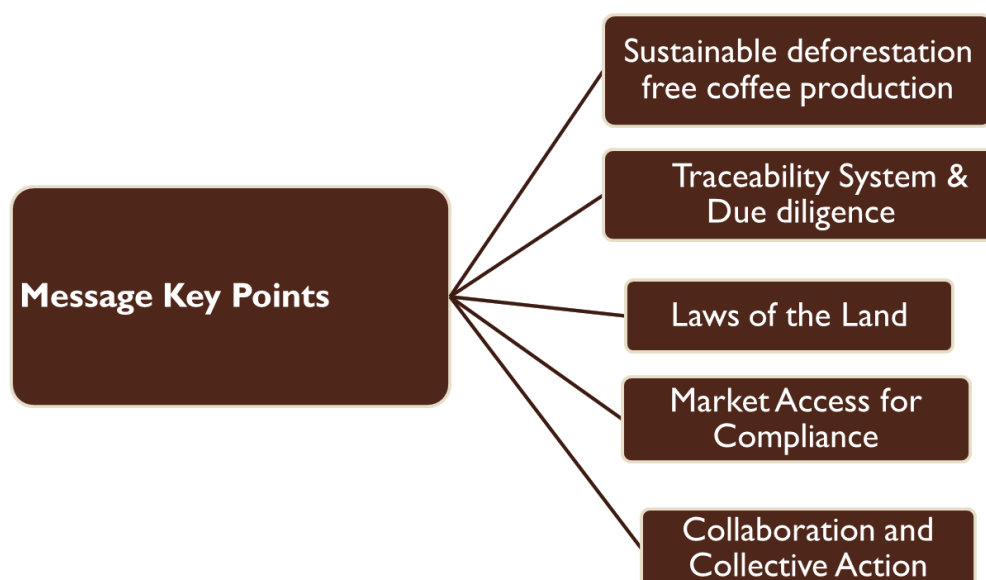
Assessment of Engagement Risk:

Stakeholders were then assessed based on two primary dimensions: their potential impact on the project (risk) and the likelihood of requiring engagement. These assessments were informed by experience and expert evaluations.

Zone	Stakeholders	Degree of Risk
	· Farmers · Cultural, Religious, Political Leaders · Media	High Risk: Stakeholders in this zone pose the highest risk to the project if not effectively engaged. They require immediate and intensive engagement efforts.
	· Civil Society · Lead Farmers	Moderate Risk: These stakeholders present a moderate level of risk. While not as critical as those in the red zone, they still require regular engagement and monitoring to ensure their needs are met and risks are mitigated.
	☐ Exporters ☐ Traders ☐ Cooperatives	Low Risk: Stakeholders in this zone pose minimal risk and may require less frequent or less intensive engagement. They are supporters requiring only periodic updates and basic communication.

A targeted engagement workplan was developed for each zone, detailing the frequency, type, and intensity of engagement required. For instance, stakeholders in the red zone will receive the highest level of attention, including courtesy visits, stakeholder events, media communications, mobile caravans and active involvement in the processes of the project. Orange zone stakeholders were engaged through regular updates on media as necessary, while green zone stakeholders were kept informed with minimal effort.

4.2 Key message design



The key messages designed sought to address the objectives of the assignment as mentioned above as well as achieve acceptance and influence behaviour and defuse attitudes and beliefs on EUDR compliance among coffee value chain actors.

These messages addressed the specific concerns, interests, and priorities of each stakeholder group, ensuring that the project's value proposition is effectively communicated. The elaborative messaging is seen below:

1. What is EUDR and why is it important for their coffee to access the international market?
2. The Benefits of sustainable coffee production and EUDR compliance, such as: Increased international market access, Improved prices, Enhanced reputation, Environmental protection
3. The requirements for EUDR compliance, including: Deforestation-free coffee production, Farmer Geo-location and traceability and Complying with National Laws
4. The importance of registration and geo-location of their farms for traceability and compliance
5. The potential risks and consequences of non-compliance, such as: Market loss, Reputation damage and Legal implications.
6. How to work together with other farmers, cooperatives, and stakeholders to achieve EUDR compliance and improve sustainability.



4.3 Brand identity



A complete brand guide and application of the brand created with various IEC tools provided.¹



¹ <https://bit.ly/IECTools-CoffeeForTomorrow>

4.4 Communication Channels

For purposes of the communications strategy, there was need to understand the best channels to use to reach the different stakeholders in 4. 1 above. The insights from the KAP survey guided on this and the findings included:

Key Media Types and Insights:

The analysis of media access among 470 respondents highlights that radio is the dominant source of information, with an overall access rate of 86%. The Eastern region shows the highest access at 98%, while Central and Southwestern regions report 78% and 82%, respectively. This indicates a strong reliance on radio broadcasting for information dissemination.

Table 1: Media regularly accessed by farmers

	Total	Central	Eastern	S. Western
	470	241	155	74
Radio	86%	78%	98%	82%
Mobile phone	38%	32%	39%	55%
Television	38%	58%	6%	41%
Internet	17%	29%	1%	12%
Newspapers	13%	23%	1%	1%
Word of mouth	2%	3%	1%	0%
Community leaders	1%	2%	0%	0%
None	1%	0%	0%	4%

Mobile phones are also increasingly important, with about 38% of respondents using them in conjunction with radio, underscoring the growing role of mobile technology as a complementary tool for farmers. The Southwestern region leads in mobile phone access at 55%, compared to Central's 32% and Eastern's 39%.

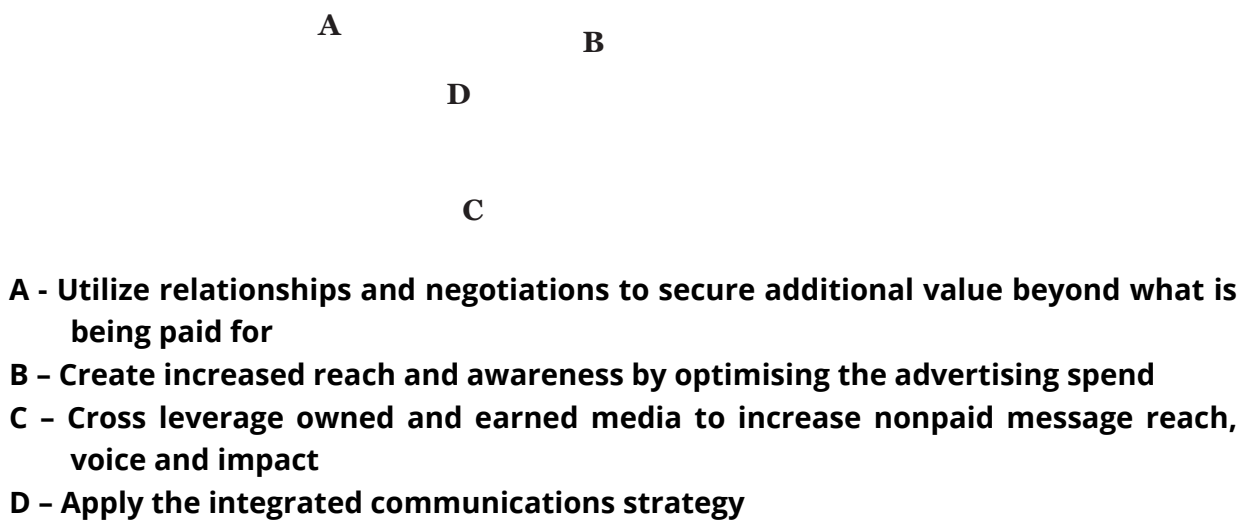
Access to television stands at 38% overall, with Central Uganda leading at 58%. A significant 9.36% of respondents utilize both radio and television, demonstrating a preference for traditional broadcast media. However, only 4.68% reported using television exclusively, indicating that reach is constrained by factors like electricity availability and device costs. Internet access is low overall at 17%, with only 2.55% of respondents accessing a combination of radio, television, internet, and mobile phones, revealing infrastructure challenges and high costs, particularly in rural areas.

A small segment, 6.38%, reported access to a diverse mix of media, including radio, television, newspapers, internet, and mobile phones, representing a more affluent demographic with broader media access. In terms of media combinations, 9.36% use both radio and television, while the mix of radio, television, newspapers, internet, and mobile phones reflects a greater urban presence and higher income. The mention of community and local leaders as information sources was minimal, indicating a significant gap in utilizing community-driven communication channels.

Overall, these findings emphasise radio's central role as an affordable and reliable communication medium, particularly in rural areas. The increasing integration of mobile phones into farmers' communication strategies suggests a need for expanding mobile content delivery. An integrated approach to communication can enhance outreach effectiveness, while addressing the limitations of internet access will be essential for diversifying information sources, particularly among rural farmers. Enhancing community engagement and developing targeted content for specific regional needs could further improve information dissemination efforts.

Based on the findings, Royalway media drew out a dissemination plan guided by the KAP findings above. Below is the mechanism that has been used.

Figure 1: Communication/ Media Channels

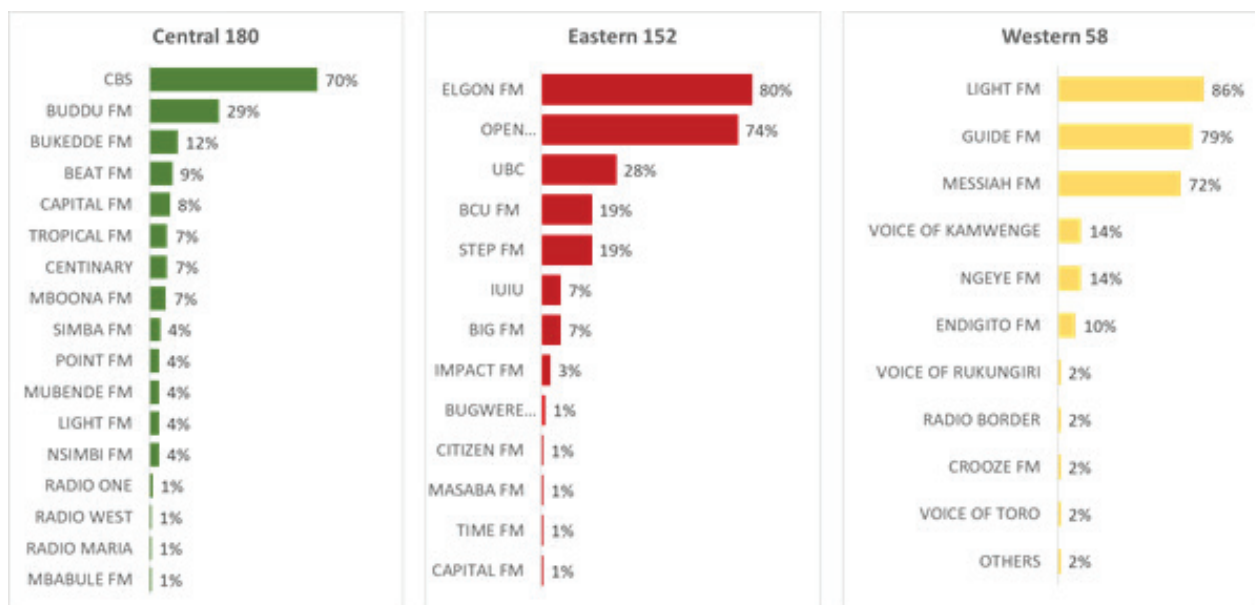


4.4.1 Radio

Specific Radio Analysis



The survey findings indicate that radio remains the most prevalent and reliable communication medium among farmers, underpinned by accessibility and cost-effectiveness. Data shows that out of 390 surveyed respondents in central, CBS FM emerged as the most popular station overall, with 70% listenership. This is particularly significant in the Central Region. Similarly, Elgon FM (80%) and Open Gate FM (74%) are notable in the Mt. Elgon Region. Moreover, there was a strong trend toward using mobile phones in combination with other media, which signifies the growing importance of integrating mobile-based communication.

Table 2: Radio's Listened to often by region

- Central Region Insights:** The data collected from coffee farmers in Bukomansimbi, Masaka, Mityana, and Mubende provides a clear view of radio station preferences, based on 233 entries where farmers listed their top three listened-to stations in the past week. CBS FM's dominance in these districts, with a significant mention from 70% of farmers, underscores its role as a primary source of information and entertainment. Buddu FM follows as the second most frequently mentioned station, particularly prominent in Masaka and Mityana, highlighting the need for localized communication strategies that resonate with regional audiences.

District-level analysis shows CBS FM as the dominant station in Bukomansimbi, Masaka, Mityana, and Mubende. Buddu FM holds a strong presence in Masaka and Mityana, while other stations like Beat FM, Bukedde FM, and Centenary FM are mentioned in specific communities, suggesting variations in media preferences. Notably, some farmers reported that they do not listen to the radio or only do so occasionally, primarily due to time constraints or access issues, which suggests the need for alternative communication methods.

- Elgon Region Analysis:** In the Elgon Region, coffee farmers in Bududa, Manafwa, and Mbale show similar engagement patterns, with commonly mentioned stations including Open Gate FM, Elgon FM, and Step FM. Elgon FM stands out as the dominant station with an impressive 80% listener base, often mentioned in conjunction with other stations like Open Gate FM and UBC Butebo Channel. The multichannel engagement observed—where farmers reference combinations of stations—suggests that they benefit from accessing multiple sources of agricultural information, enhancing their decision-making capabilities.

This trend signifies the importance of partnerships and cross-promotion among local radio stations to create a more cohesive communication strategy. Additionally, stations like Capital FM and Bugwere FM, mentioned infrequently, suggest that these channels have less engagement compared to the dominant stations.



- **Rwenzori Region Overview:** In the Rwenzori Region specifically Kasese, the analysis reveals that Light FM, Guide Radio, and Messiah FM are the leading stations among coffee farmers, with 83 total responses recorded. Light FM's strong role in sharing agricultural news is evident, with around 22 mentions, while Guide Radio and Messiah FM, with 20 and 13 mentions respectively, also serve significant community roles. Endigito FM and Ngeya FM, although less popular, provide niche content that complements the leading stations.

The above analysis guides which radio channels to be aware of and use. Radio will be used for adverts, talk shows and public relations for all EUDR activities. Radio adverts are intended to create awareness about the registration and advantages of the process.

Radio talk shows will provide a more interactive and in-depth platform to elaborate to the target audience the need for registration but also build trust and credibility. Talk shows are more interactive and will help the audience interact with the project. UCDA representatives will attend the said talk shows as the custodians of the project.

Radio will also be used a medium for public relations, as regional radios will be engaged to cover stories of the various EUDR events so as to keep the various stakeholders informed every step of the way. Based of the data shared above, below is a table of recommended radio stations that can be incorporated for adverts, talk shows and public relations.

Table 3: Recommended radio stations

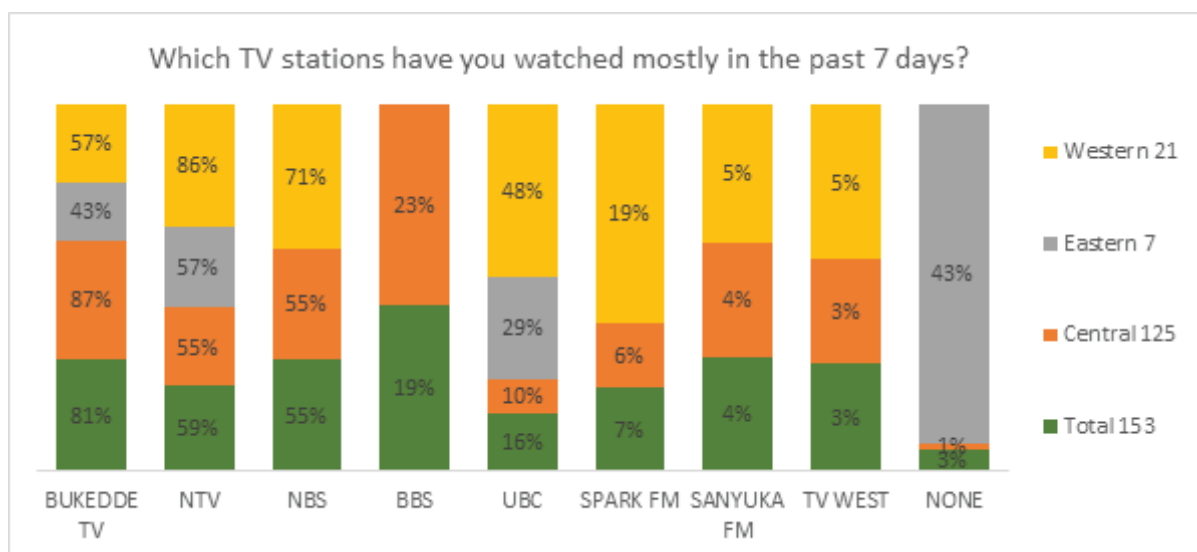
Central	East	West	North
CBS	Elgon FM	Light FM	Mega FM
Buddu FM	Open gate FM	Guide FM	Radio Pacis
Bukedde FM	UBC	Messiah FM	Radio Paidha
Beat FM	Step FM	Voice of Kamwenge	
Capital FM	BCU	Nyege FM	
Centinary FM	Impact FM	Endigyito FM	
Mubende FM		Radio West	
Radio One		Voice of Kigezi	



4.4.2 Television

Specific TV Analysis

Out of the 763 respondents, 153 indicated that they watch TV at list once a week. Out of these 153, the survey data suggests that Bukedde TV is the most popular station, with 81% of respondents having watched it in the past week, particularly in the Central Region (87%). Following closely by NTV, with an overall viewership of 59%; it enjoys the highest engagement in the South Western Region at 86%. NBS also has a significant presence, with a 55% overall viewership, especially in the South Western Region (71%). In contrast, BBS and UBC have lower engagement, at 19% and 16% respectively, indicating that their content may not resonate as strongly with farmers across regions outside central region.

Table 4: TV stations watched past 7 days

Regional analysis also shows a stark difference in viewership patterns. In the Eastern Region, viewership for key stations like Bukedde TV (43%) and NTV (57%) is lower compared to the Central Region, with 43% of respondents indicating “NONE.” This highlights a critical communication gap that may necessitate alternative platforms or content tailored to local agricultural needs. Conversely, the South Western Region demonstrates strong engagement with NTV (86%) and NBS (71%), suggesting opportunities for agricultural outreach and education through these channels.

To optimize outreach to coffee farmers, it is recommended to leverage the high viewership of **Bukedde TV, NTV and NBS TV**, particularly focusing on the Central and South Western Regions, respectively, for agricultural messaging. Incorporating regional and niche TV like BBS Telefyna and TV West can further tailor communications to local contexts.

Television is very influential in peri-urban areas especially in relaying the message to opinion leaders and secondary audience like coffee buyers, traders, processors and exporters. TV would run adverts, talk shows as well as coverage of all EUDR activities. The preferred TV stations that would serve countrywide would include NTV, Bukedde TV, BBS TV, UBC and TV West .

Language Preference for Broadcasts

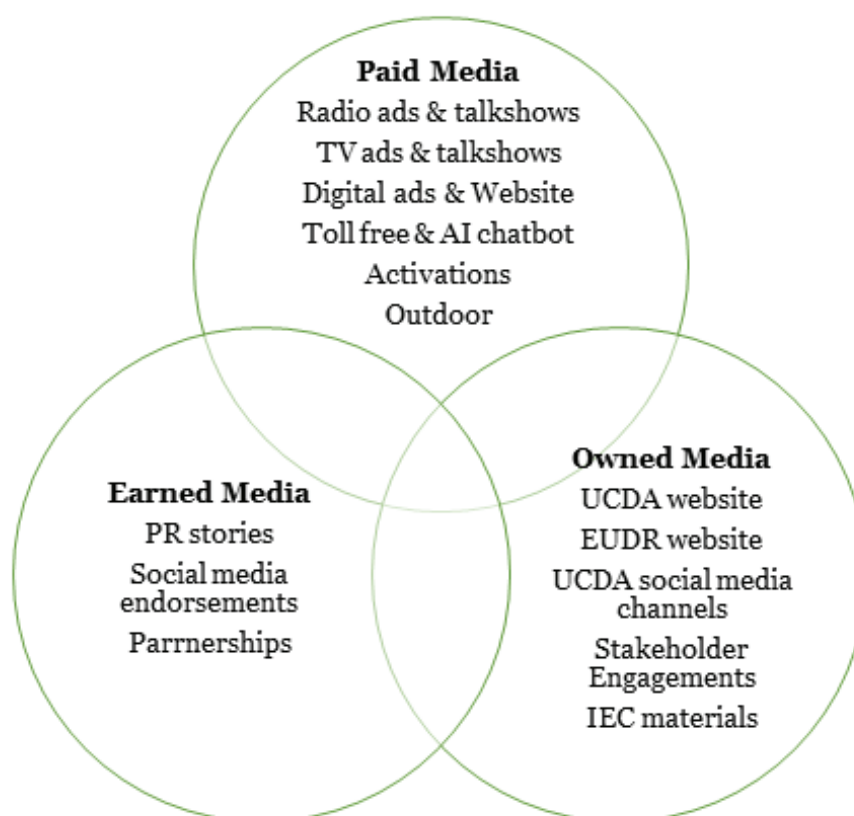
The data on language preferences for receiving information about agricultural regulations in Uganda reveals significant regional variations among the 470 respondents. In the Central Region, Luganda is the overwhelmingly preferred language, with 96% of respondents indicating it as their choice. Conversely, the Eastern Region shows a strong preference for Lugishu, which is favoured by 97% of respondents. In the South Western Region, Lukonzo dominates with 97%, while English also has notable support, particularly in the South Western Region (41%). This indicates that effective communication strategies must consider the local languages to ensure better understanding and engagement with agricultural policies.



Table 5: Language/s preference to receive information about agricultural regulations

Languages	Total	Central	Eastern	South Western
	470	241	155	74
Luganda	58%	96%	14%	26%
Lugishu	32%	1%	97%	0%
English	27%	31%	16%	41%
Lukonzo	17%	4%	1%	97%
Runyakitara	8%	15%	1%	3%
Rutooro	1%	0%	0%	5%
Lunyarwanda	1%	2%	0%	0%
Swahili	1%	0%	1%	5%
Lufumbira	0%	1%	0%	0%

For effective execution of the media campaign, all radio messages will have to be translated in the languages mentioned above to ensure that the message is understood by the intended audiences.



4.4.3 Digital (Mobile Phone & Internet)

Understanding Uganda's Digital Landscape/Environment

- . 13.30 million internet users in Uganda in early 2024, with 27.0% penetration.
- . Internet users increased by 1.2 million (+10.3%) from January 2023 to January 2024.
- . 2.60 million social media users in January 2024, equating to 5.3% of the population.
- . 33.34 million active cellular mobile connections (67.7% of the population).
- . Social media users increased by 750,000 (+40.5%) between early 2023 and 2024.
- . 62.2% of social media users were male, 37.8% were female.
- . Facebook users: 2.60 million; Instagram users: 711.6K; LinkedIn users: 1.30 million; X (Twitter) users: 638.8K.

Social media Channels Mix



☐ **Magnet Platform: TikTok and YouTube**

We'll use these platforms to attract and engage stakeholders through creative, viral content, including short videos, and success stories related to farmers that have registered.

☐ **Awareness: Facebook, Instagram, and X**

We'll use these platforms to increase brand visibility, sharing updates and content to build a strong community and raise awareness of EUDR.

☐ **Corporate: LinkedIn, Google, Website**

We'll use this mix to focus on professional outreach, showcasing credibility, thought leadership, and detailed product information for potential business partnerships or corporate clients.

☐ **Conversion: WhatsApp for Business, AI Chatbot, Toll-Free**

These tools streamline customer interactions, making it easy for users to sign up, inquire, or transact with UCDA/MAAIF, ensuring a smooth path from interest to action.

☐ **Content Distribution: Video 60%, Still Artwork 20%, Blogs 20%**

Digital Tactics

- ☐ **Creative Platform:** Launch a 'Coffee for Tomorrow' still and video to connect stakeholders with all the relevant information they need for registration.



- Collaboration: Partner with influencers in the coffee value chain to reach wider audiences. Like Ms. Jaeline Arinda, Owekitibwa Waggwa Nsibirwa, Robert Kabushenga among others
- Traditional Media Plug: Collaborate with media outlets like radio and TV hosts to promote 'Coffee for Tomorrow' discussions on their online platforms.
- Paid Ad Buying: Expand the audience using targeted ads across platforms to drive traffic and reach all regions.
- Content Creation: Use owned and user-generated content to build credibility and re-shape brand perception.

4.4.4 Stakeholder Engagement Meetings

Stakeholder management is a key activity that requires focused attention throughout the EUDR Communication project life cycle. The more people you affect, the more likely it is that actions will impact individuals with high levels of power and influence over the project.

As part of the strategy, we identified key people that could be strong supporters of the project, but equally can be a risk if they're not engaged. Stakeholder engagement is an important activity that is being used to win support of our intended target. These meetings are intended to take place across the country.

In addition to radio, TV and Digital, the stakeholders from the segmentation above will be engaged through the following activities:

Table 6: Stakeholder Engagement Matrix

Key Stakeholder	Categories	Engagement Mode
Media/Journalists	Reporters Editors	Media Breakfast Media Launch Press Briefing Regional stakeholder meeting
Farmers	Individual and groups	Regional stakeholder meeting
Cultural Leaders	Katikiro of Buganda Busoga Kingdom Tooro Kingdom Bamasaba Cultural Leader Omukama of Bunyoro Omusinga	Courtesy Meeting Media Briefing Regional stakeholder meeting
Religious Leaders	Inter-Religious Council of Uganda	Courtesy Meeting Media Briefing Regional stakeholder meeting
Political Leaders	Parliament of Uganda District leaders	Courtesy Meeting Media Briefing Regional stakeholder meeting
Exporters, Traders, Cooperatives	All	Media Briefing Regional stakeholder meeting
Civil Society	All	Courtesy Meeting Media Briefing Regional stakeholder meeting

The proposed areas for regional stakeholder meetings include:

Table 7: Regional Meetings

Region	Location
Busoga- Elgon & Sebei	Kamuli, Mbale, Kapchorwa
Ankole, Rwenzori, Kigezi	Fort portal, Kasese
	Mbarara, Ibanda
Greater Masaka, Mukono, Luweero	Masaka, Gomba, Bukomansimbi
	Mukono, Buikwe, Kayunga
	Luweero, Nakaseke
Acholi & Lango	Gulu
	Lira
Bunyoro & West Nile	Masindi
	Nebbi, Zombo

Key focus areas for the engagements would include:

- ☐ EUDR coffee registration and its benefits
- ☐ Improving coffee quality and productivity
- ☐ Enhancing market access and competitiveness
- ☐ Strengthening stakeholder partnerships

4.4..5 Activations and promotions.

The success of farmer registration in the coffee subsector in Uganda can only be achieved if a clear and effective communication engagement is well laid out and implemented among stakeholders in the coffee value chain. Whereas stakeholders may have heard about EUDR/ CS3D compliance over the press and media a lot of farmers requires clear and effective communication and engagement to give proof to register their farms.

The Village caravan will be used as a mobile marketing campaign van that utilizes a typically decorated with eye-catching graphics and slogans, to promote a farmer registration. The caravan will travel to various locations, such as village localities, rural events, to reach a wide audience and create buzz around farmer registration. The caravans often will include interactive elements, such as demonstrations or giveaways, to engage with farmers and leave a lasting impression to register.

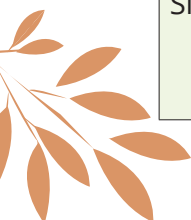
Sample branded Caravan vehicle



Table 8: Proposed route plan for the mobile caravan - countrywide.

District- Cluster	Caravan Days	Villages/Drives
Luweero	1	Bamunanika, Luweero Town Council, Kikyusa, Wobulenzi, Kasozi, Ziobwe, Kavule , Butuntumula,
Nakaseke	1	Kasangombe village, Kikamulo village, Migeera village, Kibanda
Mpigi	1	Kiringente, Muduma, Butuwuka, Kasana, Makukuba, Kamengo, Buwama,
Butambala	1	Gombe Town Council, Bwijanga, Kituntu, Maddu, Kibingo, Mpanga,
Masaka	1	Kitengesa, Kyesiga, kijonjo, lwengo, kasaka, kyalubanga,
Kalungu	1	kalungu town council, Kasasa village, Butawuka village, Bukulula village, Kyamulibwa village, Lukaya village, Tebajukila village, Mukondo village
Bukomansimbi	1	Bukomansimbi town council, Butenga village, Kitanda village, Kisojo village, Lwensinga village, Mbirizi, Ngogwo, Kitimba, Kyakatula
Lwengo	1	Lwengo town council, kinoni, Makondo, Lwajjali,kamuli,Bukoto, Nkondo, Maddu
Rakai	1	Kasasa, Kabira, Kigongo, Lwanda, Kyabiambire, Byakabanda, Mpana, Rakai Town Council, Kyebe, Ntale
Mbarara	1	Rwemikoma, Nyamitango, Kakoba, Nyakayojo, Rugazi, Bukiro, Kicuzi, Mbarara town, Kashare, Ruharo
Rwampara	1	Nyakasharara, Kabura, Mbarara, Rwemiyaga, Kishenyi, Bukinda, Nyakabingo, Rweshama, Kabingo
Ntungamo	1	Rwemikoma, Ntungamo town council, Kahunga, Nyamirama, Rwempogo, Kajara, Nyakyeru, Rwejubu, Kitwe, Nyamityobora
Rukiga	1	Muhanga town council, kamwezi, Rwamarhano,Bukinda, Nyakagyeme, Kebisoni, Rwakaraba, Bukara, Nyamirama,Kashyambya.
Kabale	1	Ndorwa, Rubanda, Rukia, Ruhara
Kisoro	1	Kisoro town council, Chahi, Kahungye, Nyarasiza, Munanura, Muramba,Nyakabande, Gasiza, Muchwini.
Kanungu	1	Kanungu town council, Kambuga, Butogota, Mpungu,Kaharo,Rutenga,Kameme,Rukondo, Kayonza,Kanyantorogo
Rukungiri	1	Rukungiri town council,Bwambara,Nyakishenyi,Kebitooke, Mparo,Rwemikoma,Bukinda,Rwenjeru
B u h w e - ju-Bushenyi	1	Bihanga, Kamukira, Kayanga, Buhweju town council, Nyakabirizi, Mukondo, Kashongi, Rwengiri, Butare, Kishanje
Shema	1	Kagango, Kibingo, Rugaga, Sheema town council, Kabwohe, Bukomero, Kashozi, Mazinga, Rutete, Kyangyenye
Kiruhura	1	Rwamikoma, Kanyanyeru, Nyabugando, Kagongi, Mazi-ma, Kinoni, Sanga, kanyogoga, Rukarara, Nyakasharara
Isingiro	1	Kabuyanda, Muko, Kikagate, Rwashande, Isingiro town, Kahembe, Nyabubare, Kabingo, Rwamujojo, Kagorogoro

Mitoma	1	Rweshama, Kasheshero, Nyabwina, Kabira, Rwemiyanja, Bukumba, Kanyatorongo, Nyakabungo, Rwemikoma
Ibanda-Kazo	1	Nyamarebe, Kabujweje, Bishenyi, Rugado, Kyeibare, Bwizi, Ibanda town council, Nyabuhikye, Kabara, Rweshama
Kasese	1	Rukoki, Kilembe, Kisinga, Muhokya, Bukonzo, Maliba, Kyondo, Karambi, Kabuth, Kanoni, Mpondwe
Fortportal	1	Bukwali, Kaboyo, Kibiito, Nyabukara, Kasulenge, Mugusu, Iruhuura, Kijura, Harugongo, Busoro
Kamwenge	1	Kamwenge town council, Kashozi, Rugazi, Kitagwenda, Rukunyu, Kashanda, Nkomi, Kashongi, Rukarora
Mubende	1	Buluya, Kitenga, Kassanda, Bukuya, Butoloogo, Migadde, Kibalinga, Kakamba
Mityana	1	Bulera, kakamba, bukumi, kikandwa, Namungo, kawanda, migadde, Kabule, ssenkanyanyi
Wakiso	1	Wakiso town council, Kakiri, Namusera, Buloba, Kabojja, Kitende, Sisa, Busukuma, Kasanje, Kyengera, Kawanda
Mukono	1	Bukerere village, Butagaya village, Kijjabwemi, Lwankadala, Nakanyonyi, Kisoga, Namumira, Kasala, Kasawo, Nagojje, Kakamba, Ntunda, Kyagwe, Mbalala, Nakifuma
Buikwe	1	Ngogwe village, Lwajjali village, Kitiko village, Nakalongo village, Mukono - Buikwe Border, Buikwe town council
Kayunga	1	Kayunga Town Council, Bbaale, Ntenjeru, Kasawo, Butagaya, Nalinya, Bukolooto, Kiswera, Nakasagala, Ssitoya
Kamuli-	1	Kamuli town council, Nabwongo, Kawagulu, Butansi, Nalufeenya, Bukonde, Kisiki, Nabikenge, Kamuli central, Nakisenyi
Karilo	1	Kaliro town council, Bumanya village, Nansololo village, Kisalu village
Iganga	1	Iganaga Town council, Bulamanyi village, Nambale village, Kasolo village, Mbulamiti village, Nmungwale village, Bukooma village, Kigulu village
Namutumba-	1	Namutumba town council, Kagulu village, Nawadyo village, Kisiki village, Kibale subcounty
Bugiri	1	Bugiri town council, Bunha village, Nkoma village, Manjanji village, Kasolwe village
Mbale	1	Bungokho subcounty, Bukondo, Busiu, Bungokho Village, Bulago, Mbale municipal council, Nakaloke, Naamatala village, Kidepo village, Bugema village,
Manafwa	1	Manafwa town council, Nakiyole village, Bugobero, Bubukwanga village, Manafwa village, Busobolo subcounty, Busobolo village, Bugobero village, Bukhaweka village
Sironko	1	Sironko subcounty, Sironko village, Budadiri subcounty, Budadiri village, Bukisa village, Bulukoba village, Busabula village, Bugusege subcounty, Bugusege village, Bukhwaka village,



Bulambuli	1	Bulambuli town council, Bukhalu village, Buwalasi village, Sisiyi village, Lugulu village, Bunabutye village, Bukhofu village, Kachonga village, Bulambuli central village, Sibanga
Bududa	1	Bududa town council, Nabooti village, Bulucheke village, Kmchinga village, Bukigali village, Nalwanga village, Bumasheti village, Kangulamuli village, Nabukhoyi village, Sumi village
Kapchorwa	1	Sipi village, Cheptui village, Kapchwora town, Kapterer village, Tegeres village, Muwandi village, Bukora village, Kabeywa village
Kween	1	Benet village, Cwemwania village, Nyenge village, Kwo-sir village, Tokora village, Mugodo village, Kortek village, Lodea village
Bukwo	1	Bukwo town council, Suan village, Kabei village, Chesowet village, Kamutur village, Kaserem village, Teya village, Bukiri village, Kabungo village
Otuke	1	Otuke Town Council, Olilim, Ogwete, Adwari, Ogur, Ayamu, Olwelai, Acoromai
Gulu- Lira	1	Gulu town council, Bungatira village, Kawempe village, Pece village, Palaro village, Ovoo village, Alero village, Kigaya village, Cwero village
Oyam - Apac	1	Oyam town council, Aber village, Oyam town village, Loro village, Ocok village, Ngai village, Loro central village
Arua	1	Arua town council, Omugo, Oluvu, Aroi, Lodonga, Kulu-vu, Pajulu, Bajere, Ocoko
Zombo	1	Zombo town council, War, Oyanga, Jangokoro, Alero, Paidha, Abanga, Zeu
Nebbi	1	Nebbi town council, Panyimur, Nyabitooke, Kicyiny, Wadelai, Alwi, Goli
Total	45 days	

4.4.6 Information Education and Communication tools

To complement the mass media, we use of posters, brochures and fliers. These will be very important, especially in the grassroots farmer's efforts. Many of the coffee rural farmers and cooperatives, by nature of their lifestyles, spend only a limited amount of time listening to radio. As such, it is difficult to target them as there are no studies to show exactly when such audiences actually tune in.

We will, therefore, need a more direct approach that ensures that we reach these audiences directly, hence the need to print adequate IEC materials for direct distribution in the target communities. All materials have been designed as seen above with a heavy visual element to enhance emotional appeal towards EUDR.

4.4.7 Outdoor Media

For an effective outdoor channels to promote EUDR/CS3D compliance in Uganda's coffee sector, focus on using physical spaces and outdoor media to reach audiences in coffee-growing regions, markets, and transport hubs where stakeholders frequently visit. Here are some ways to leverage outdoor channels:

Billboards in High-Traffic Areas

Strategic Locations: Place billboards in key coffee-producing regions and main transport routes. Kampala, Mbarara, Mbale and other areas with strong ties to coffee export and production can be ideal for exposure.

Educational Messaging: Use bold, simple messages and visuals that highlight the benefits of compliance, such as increased market access and sustainable farming benefits. Ensure messages are localised.

Signage at Coffee Processing Plants and Warehouses

Compliance Tips: Place signage that outlines EUDR/CS3D compliance steps at coffee processing plants, warehouses, and other locations where coffee is graded and processed.

Checklists for Workers: Include simple checklists or reminders about sustainable practices (e.g., deforestation prevention, safe storage) that can be referenced daily by workers and managers.

Murals in Coffee-Growing Villages

Community-Inspired Art: Work with local artists to create murals that promote sustainable coffee farming and environmental protection. Murals can depict scenes of thriving farms, biodiversity, and the benefits of compliance to future generations.

Awareness for All Ages: Murals can serve as both visual reminders and educational tools for the whole community, reinforcing the importance of sustainability and global market requirements.

Transit Advertising on Boda Bodas and Trucks

Mobile Messaging: Use stickers or banners on motorcycles (boda bodas) and trucks that transport coffee. These mobile ads can spread awareness across regions as they travel, reaching even remote communities.

Simple Compliance Messages: Keep messages brief and visual, focusing on core ideas.

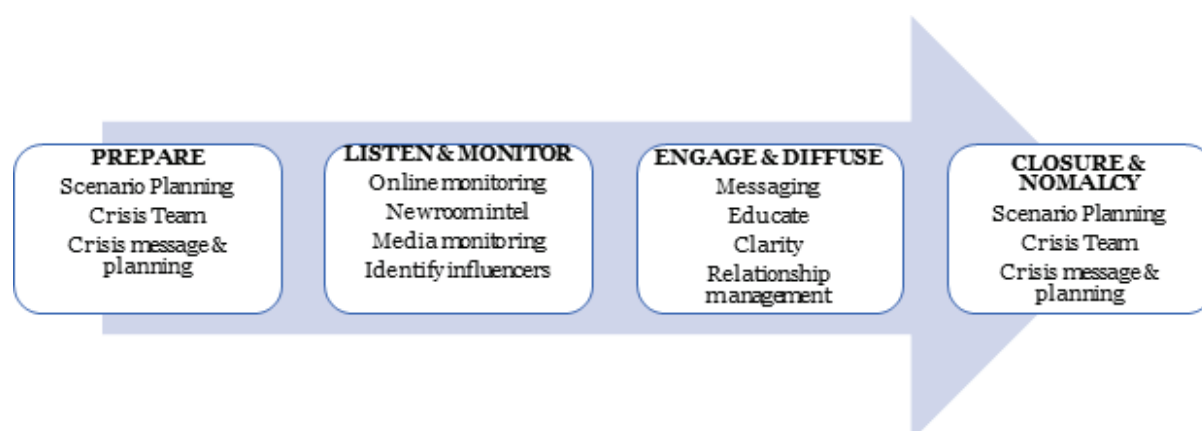
Street Cloth Banners in Coffee-Hub Towns

Awareness in Coffee-Hub Towns: Install banners along main streets in towns that are known as hubs for coffee processing and trade. These banners can remind stakeholders of compliance deadlines and the value of sustainable practices.

Seasonal Campaigns: Plan banner placements to align with key seasons, such as planting or harvest times, when interest in market requirements and compliance information is likely to be highest.

5 Crisis Mitigation

In any crisis, Communications is paramount. Stakeholders need to be informed as soon as possible and continually informed throughout the crisis.



Several impediments to effective crisis management have been identified in the KAP survey. Farmers articulated a range of concerns about the regulations, notably the need for mass awareness (39%) and proper communication of policy changes. Issues related to price sustainability (9%) and the impact of regulations on coffee yield were raised. Many respondents expressed a desire to understand how they would benefit from compliance with regulations, highlighting the importance of clear communication regarding economic incentives.

- a) A Crisis Management Plan will be developed that outlines the chains of command; spokespersons; holding statements; responsibilities of district managers and guidance on where in the system issues should be handled.
- b) A potential list of crises will be developed that will outline possible responses, responsibilities and mitigation plans
- c) A Crisis Management Team will be constituted. This team will comprise of both government and private sector representatives.
- d) Proactive Communications/Engagement. When a crisis hits, the Crisis Management Team will be expected to engage with the other parties to resolve the problems.
- e) We will work with other players in the sector to develop system wide outage protocols.
- f) A person on the UCDA/MAAIF Communications team will be dedicated to potential crisis and issues.

6 Workplan.

The workplan outlines the tasks, timelines, and resources that have been required to achieve the project's objectives. It serves as a roadmap, ensuring that the project progresses in an organized and efficient manner. It is a working document and will be adjusted on a rolling basis.

	PROJECT NAME	Resource Responsible	Project Duration	Project Start	Project End				
	Coffee Compliance EUDR_CS3D		185	Aug 08, 2024	Feb 09, 2025				

	Task Description	Resource Responsible	Duration (Days)	Start Date	End Date	Aug 12, 2024	Aug 13, 2024	Aug 14, 2024	Aug 15, 2024
	BULLS EYE DELIVERABLES								
1	Inception Report	RW	4	Aug 12, 2024	Aug 16, 2024				
2	Needs assessment report	RW	14	Aug 12, 2024	Nov 14, 2024				
3	Communications Strategy	RW	12	Aug 16, 2024	Nov 15, 2024				
4	Message design and Implementation	RW	120	Aug 08, 2024	Dec 06, 2024				
5	Monitoring and evaluation plan	RW	14	Jan 26, 2025	Feb 09, 2025				
6	Regular progress reports – Monthly	RW	0	Sep 12, 2024	Sep 12, 2024				
7	Interactive EUDR compliance & information website.	RW	15	Aug 17, 2024	Nov 20, 2024				
	KEY PRIORITY AUDIENCES OF FOCUS								
A	Influential Leaders (Cultural, Religious and Political Actors, Lead Farmers, Traders, Exporters, Civil Society)								
A1	National Coffee Stakeholders Engagement Event	UCDA-PIU, Cafe Africa, RW	0	Aug 27, 2024	Aug 27, 2024				
A2	Courtesy Visits & Dialogues (10 i.e. 2 Weekly). Media briefings after each visit	UCDA MD, Cafe Africa, RW	60	Aug 20, 2024	Dec 20, 2024				

B	Media								
B1	Hybrid Media Breakfast Meeting	UCDA, Cafe Africa, RW	0	Aug 22, 2024	Aug 22, 2024				
B2	Media Launch	UCDA, Cafe Africa, RW, MAAIF	30	Sep 10, 2024	Oct 10, 2024				
C	Farmers, Cooperatives, Traders, Exporters & Civil Society								
C1	Message formulation (Radio Spots, Talking Points)	RW	6	Aug 08, 2024	Aug 14, 2024				
C2	Creative design (Brochures, FAQ's)	RW	8	Aug 08, 2024	Aug 16, 2024				
C3	Social Media Plan (Content and Digital posters)	RW	10	Aug 17, 2024	Aug 27, 2024				
C4	Video storyboards (TV & Socials)	RW	12	Aug 17, 2024	Aug 29, 2024				
C5	Website/ Webpage design	RW	15	Aug 17, 2024	Sep 01, 2024				
C6	Rolling approval of messages, creative, socials, videos, plan	UCDA	16	Aug 14, 2024	Aug 30, 2024				
C7	Media Production (Radio, TV, Printing)	RW	15	Aug 17, 2024	Sep 01, 2024				
C8	Media plan implementation	RW	120	Sep 01, 2024	Dec 30, 2024				
C9	Farmer Road shows - Experientials (based on registration route plan)	UCDA, Cafe Africa, RW	100	Aug 31, 2024	Dec 09, 2024				
	Regional Stakeholder Meetings (4) - Farmers, Growers & Cooperatives (based on registration route plan)	UCDA, Cafe Africa, RW	100	Aug 31, 2024	Dec 09, 2024				
	Regional Stakeholder Meetings (4) - Processors & Exporters (based on registration route plan)	UCDA, Cafe Africa, RW	100	Aug 31, 2024	Dec 09, 2024				

7 Monitoring and Evaluation

The primary goal of this section is to develop a comprehensive monitoring and evaluation (M&E) framework that will assess the impact and effectiveness of the EUDR communication strategy. The M&E process will be divided into three distinct phases: media monitoring, end-line impact assessment of the baseline done prior and event feedback.

□ Media Monitoring During Campaign

The second phase of the M&E framework involves media monitoring throughout the campaign. This phase is crucial for tracking the real-time dissemination and reception of campaign messages across various media channels. Daily media monitoring will involve tracking newspapers, radio, TV, and online platforms for mentions of the campaign and relevant discussions.

Data will be collected and documented, focusing on the frequency and context of campaign message appearances, as well as audience reactions. The collected data will be analysed to provide progress reports that summarize key findings. In addition to daily monitoring, a comprehensive monthly media content analysis will be conducted.

This involves aggregating daily data, performing in-depth qualitative and quantitative analysis, and evaluating the overall reach and impact of the campaign. Monthly content analysis reports will be prepared, offering actionable insights and recommendations based on the trends and patterns identified during the campaign.

□ Endline Impact Assessment

The final phase of the M&E framework is the endline impact assessment, which aims to measure the effectiveness and overall impact of the media campaign and communication activities. This phase mirrors the baseline survey process to ensure comparability. We will develop post-campaign survey instruments similar to those used in the baseline survey, define the target population, and employ the same stratified random sampling method.

Participants will be recruited, and surveys will be administered through various methods, including face-to-face interviews and phone interviews. Data from the endline survey will be analysed and compared with baseline metrics to assess changes in awareness, knowledge, attitudes, and behaviours. The findings will be compiled into a comprehensive endline survey report, providing an evaluation of the campaign's success and its impact on the target audience.

□ Event Feedback Data Collection and Evaluation.

In addition to surveys and media monitoring, feedback will be collected from workshops and seminars conducted as part of the campaign. Feedback forms will be distributed to participants during and after these events to gather their responses and suggestions. This feedback data will be analysed to assess participant satisfaction and the effectiveness of the events.

Evaluation reports based on this data will be prepared and shared with the client, providing further insights into the strengths and areas for improvement of the events and overall campaign strategy. By following this detailed M&E framework, we aim to provide a thorough evaluation of the EUDR communication strategy, ensuring that its impact is accurately measured and areas for enhancement are identified.

8 Conclusion

The registration exercise is expected to improve the quality and competitiveness of Ugandan coffee, ultimately benefiting farmers and the entire coffee value chain. Hence the need to ensure that all stakeholders are aware and comply accordingly.

This strategy outlines the strategic framework for the consultancy services aimed at developing and implementing a comprehensive communication and awareness campaign for EUDR/CS3D compliance in Uganda's coffee sub-sector. The report has detailed the methodology for stakeholder identification and classification, the methodology of execution development of a tailored communications strategy, the creation of a structured workplan, and a robust crisis management approach.

The coffee sub-sector in Uganda plays a critical role in the country's economy and aligning it with EUDR/CS3D compliance standards is essential for ensuring continued access to key international markets. Through targeted communication efforts, this campaign will not only raise awareness of these compliance requirements but also foster greater understanding and adoption among all stakeholders within the sector.

The successful execution of this project will require close collaboration with stakeholders, meticulous planning, and proactive risk management. With these elements in place, the campaign will effectively contribute to the broader goal of enhancing the sustainability and global competitiveness of Uganda's coffee industry.

This strategy sets the foundation for the next phases of the consultancy, providing a clear path forward and ensuring that all necessary components are aligned to achieve the desired outcomes. As we move into the implementation phase, the strategies and plans outlined here will guide our efforts, ensuring that the campaign is both impactful and sustainable, ultimately benefiting the coffee sub-sector and the broader Ugandan economy.

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