



STRATEGIC COMMUNICATION FOR PARTNERSHIPS & IMPACT

PRESENTED BY: JACOB OUMA

About Admedia Communications

Admedia Communications is a leading 360° communications agency, founded in 2009 with offices in Nairobi, Kenya, and Johannesburg, South Africa.

Over the past 15 years, we have built a reputation in delivering innovative and impactful communication solutions for clients in the private sector, government, and NGO sectors.

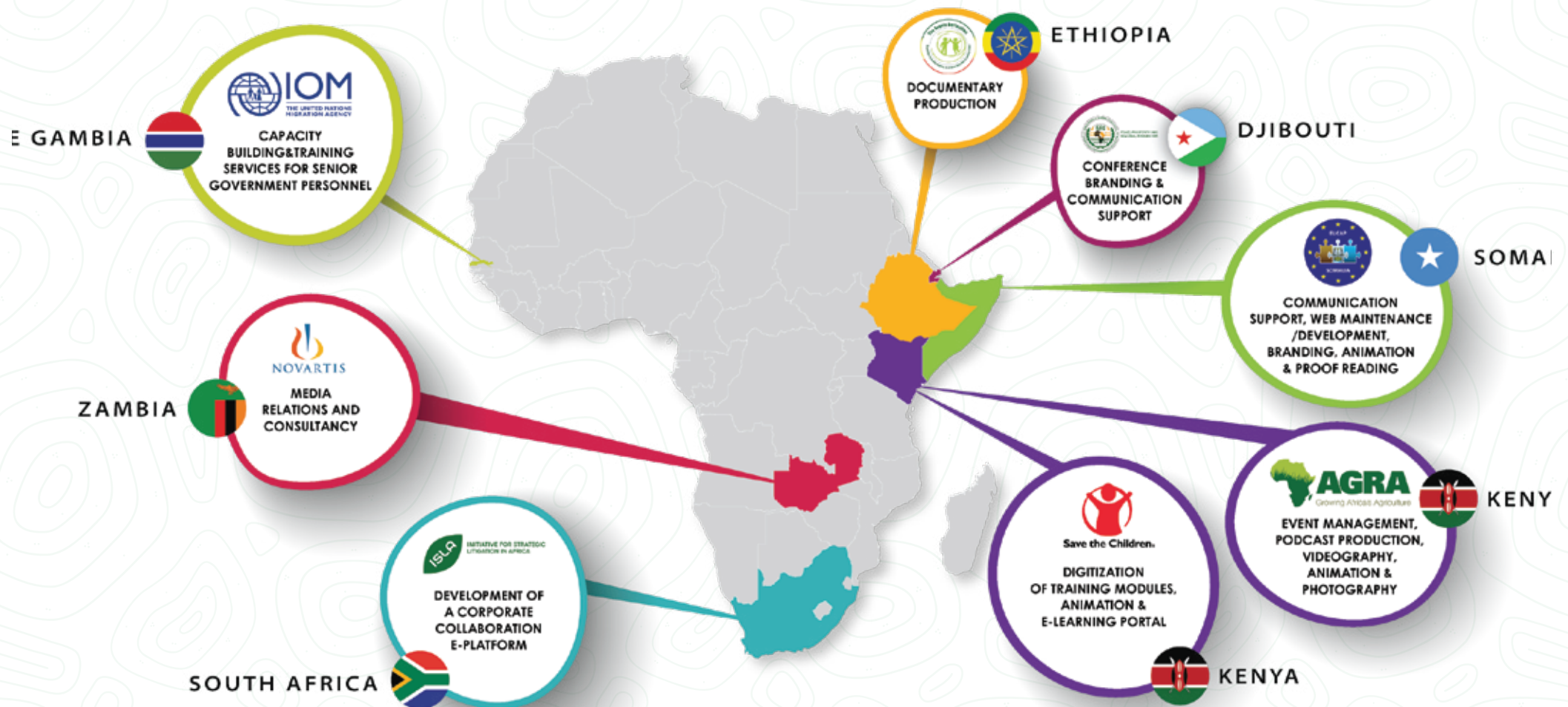
We work to bridge the gap between organizations and their stakeholders, communities, and policy makers.





We have a track record of helping organisations communicate their impact, build rooted relationships with their stakeholders and achieve measurable results irrespective of project scope.

Our Footprint



Why Strategic Communication?

In East Africa, where agriculture supports over 70% of the population, strategic communication is not optional—it is essential.

Communication as a Tool for Action and Impact means using language—not just to exchange information—but to influence, mobilize, provoke change, and drive decisions.



Why Strategic Communication?



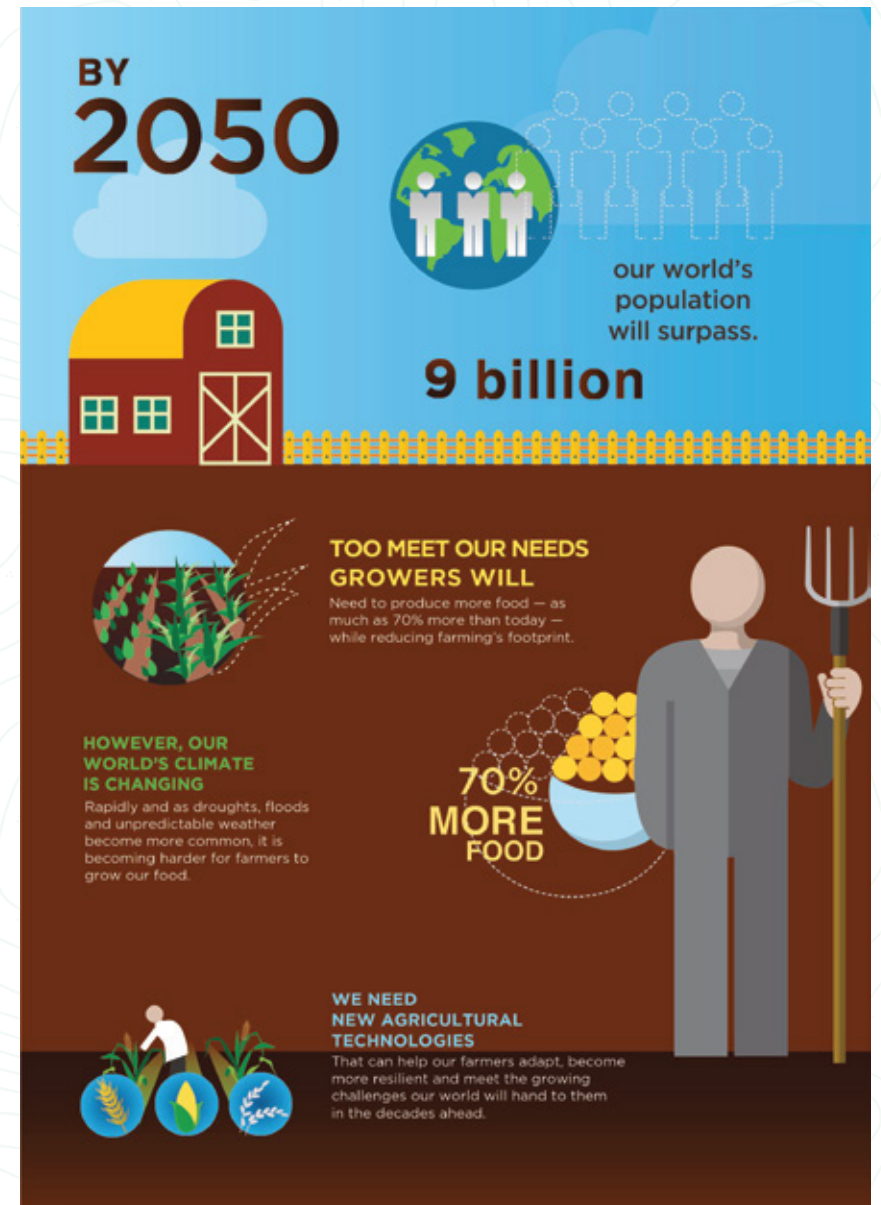
Moreso, Impact communications plays a critical role in tackling the challenges of food security, sustainable energy, and water management in East Africa by fostering awareness, coordination, behaviour change, and policy advocacy.



Communication As A Tool for action

► Raising Awareness And Building Knowledge

- **Community Education:** Educates communities on how their daily choices affect water use, food production, and energy consumption





- **Science Translation:** Converts complex scientific data (e.g., climate projections, drought forecasts, or sustainable energy options) into accessible formats for decision-makers and the public.
- **Media Campaigns:** Uses radio, social media, and TV (widely consumed in East Africa) to spread awareness about efficient water use, climate-resilient crops, and clean energy.

► Promoting Behavior Change

- **Social Marketing:** Encourages adoption of sustainable practices such as solar-powered irrigation, rainwater harvesting, or conservation agriculture.
- **Cultural Framing:** Communicates solutions in culturally resonant ways to increase local buy-in, particularly in rural or pastoralist communities.

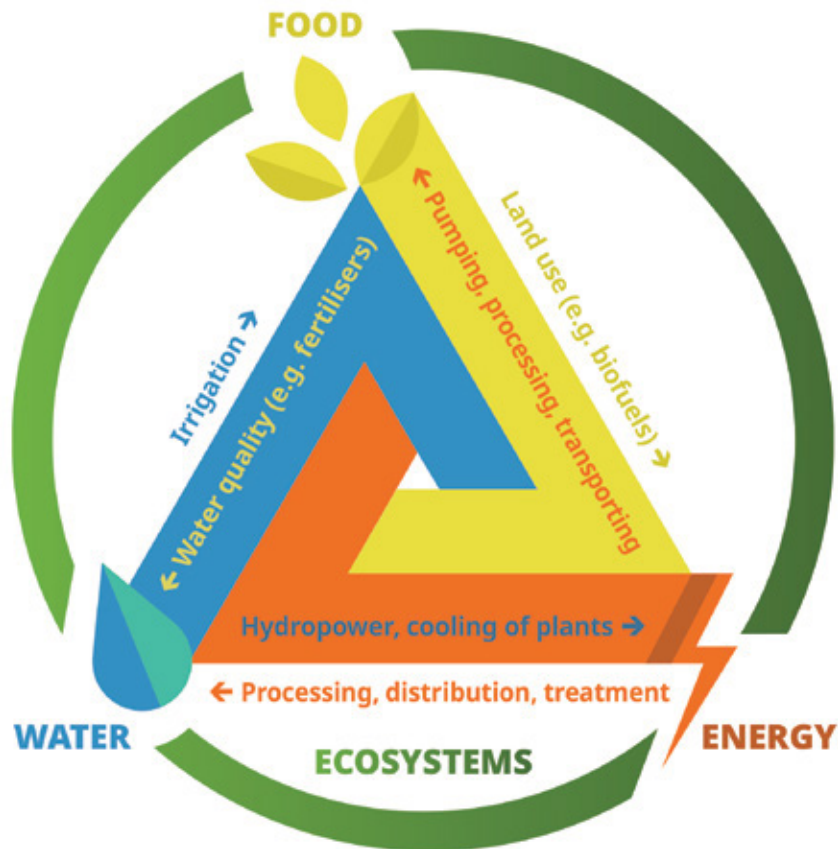


► Facilitating Stakeholder Collaboration

- **Multi-sector Dialogue:** Helps align goals between ministries (e.g., agriculture, water, energy), NGOs, researchers, and private sector actors.
- **Knowledge Sharing Platforms:** Promotes regional knowledge exchange across countries like Kenya, Uganda, Tanzania, and Ethiopia through webinars, conferences, and local forums.



► Influencing Policy And Investment



- **Evidence-based Advocacy:** Uses stories, data visualizations, and case studies to advocate for integrated policy approaches (e.g., the water-energy-food nexus).
- **Donor Engagement:** Demonstrates impact of local projects to attract international support and sustainable financing.

► Crisis Communication And Early Warning

- **Drought and Flood Alerts:** Delivers timely information to farmers and communities to reduce crop loss and improve resilience.
- **Resilience Planning:** Enables anticipatory action through better communication of risks tied to El Niño, desert locusts, or hydro-energy disruptions.



Participatory Radio Campaigns and food security
How radio can help farmers
make informed decisions

IMPACT STORY TELLING PRO TIPS

does your impact story harm those you serve? \



7 ways to shift from deficit-based to asset-based impact storytelling

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1. portraying people as helpless victims

assumes excluded people do not have a voice and need an external entity to "give" it to them, rather than recognizing their existing agency. ❌



"We give a voice to the voiceless."

Vs



"We amplify the voices of communities advocating for change."

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2. using 'rescue' narratives

reduces ranjeeta to a passive recipient of aid rather than recognizing her agency, contributions, and leadership within her community. It defines her by what she receives instead of the impact she is making. ↘



"Meet Ranjeeta, one of our beneficiaries from Haryana."

Vs



"Ranjeeta is driving sustainable farming solutions in Haryana—here's how she's leading change."

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3. depicting the organization as the savior

implies that the women lacked power before the organization intervened. It assumes power is something given rather than something people already have. ❌



“Our mission is to empower women to become leaders in their communities.”

Vs



“Our mission is to support the efforts of Women leading change in their community.”

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4. centering the organization instead of the community

credits the organization as the primary driver of progress instead of recognizing the community's role. ➤



"We built 50 wells for this village."

Vs



"The community now has 50 wells, built through collective effort"

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5. focusing only on suffering

centers the narrative on suffering rather than resilience and progress, reinforcing a pity-based approach. ❌



“These youth have endured unimaginable hardship.”

Vs



“These youth are leading change in their communities despite immense challenges.”

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6 . using language that suggests dependence

frames the nonprofit as the hero and the community as passive recipients rather than active participants in their own progress. ❌



"Our interventions are saving lives in this village."

Vs



"By working together, we are improving access to healthcare."

7. highlighting shortcomings instead of achievements

focuses on a negative statistic rather than recognizing and encouraging progress. ❌



"Only 25% of youth in this area complete school"

Vs



"More than 20% of the youth are now graduating each year, and we're supporting that progress."

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your impact story

shouldn't harm the
people you serve by
tying the problem to
their identity. \

it should celebrate their agency & aspirations.

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CASE STUDIES

01

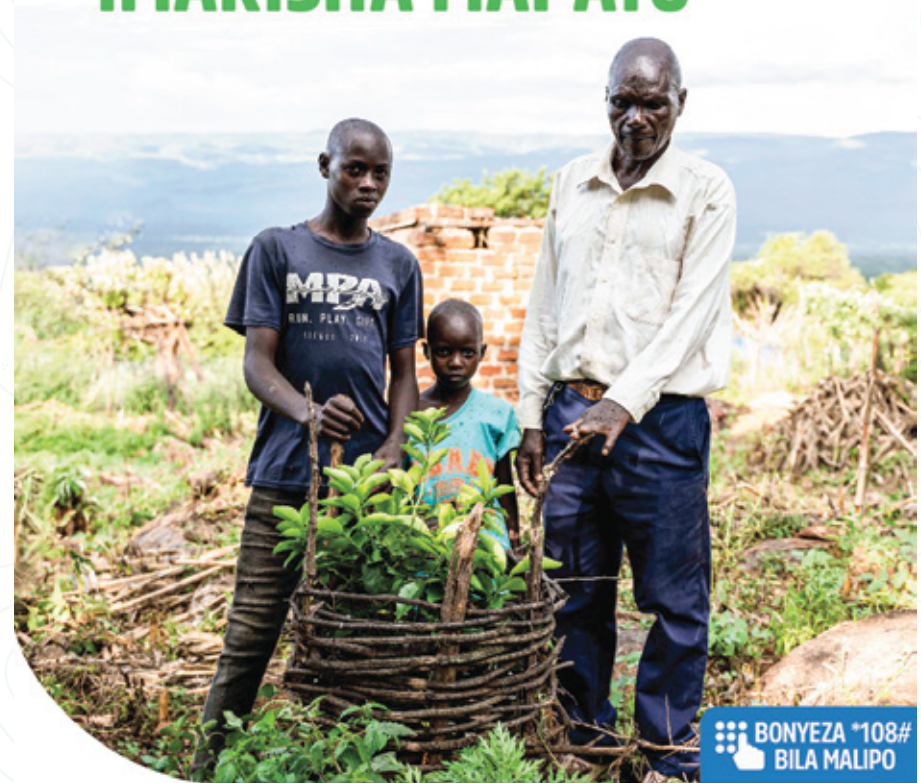
Restore Africa

Admedia has used communication in the ReSaf project to translate complex climate and carbon concepts, execute relatable local media campaigns, change community behaviour and make them climate champions, unite donor, partners and communities towards a common goal.

restore
Africa



PANDA MITI, IMARISHA MAPATO



**BONYEZA *108#
BILA MALIPO**



02

AGRA

Admedia has been working with AGRA since 2021 to document and amplify the impact of their programmes through storytelling as well as conferencing for strategic partnerships and learnings.





03

African Agricultural Technology Foundation (AATF)

Admedia has partnered with AATF to develop a strategic communication plan to educate farmers, promote new agricultural technologies, amplify institutional impact, and counter misinformation about GMO crops in Africa.



04

IGAD

Admedia collaborated with IGAD to implement the 3rd IGAD Regional Scientific Conference on Migration and Development bringing together researchers, policy makers, practitioners and international institutions to share their experiences, knowledge and give policy recommendations= promoting dialogue and action.



In Conclusion

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Communication IS Action!



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