

AfriCenter at a Glance

Knowledge that Transforms



Vision

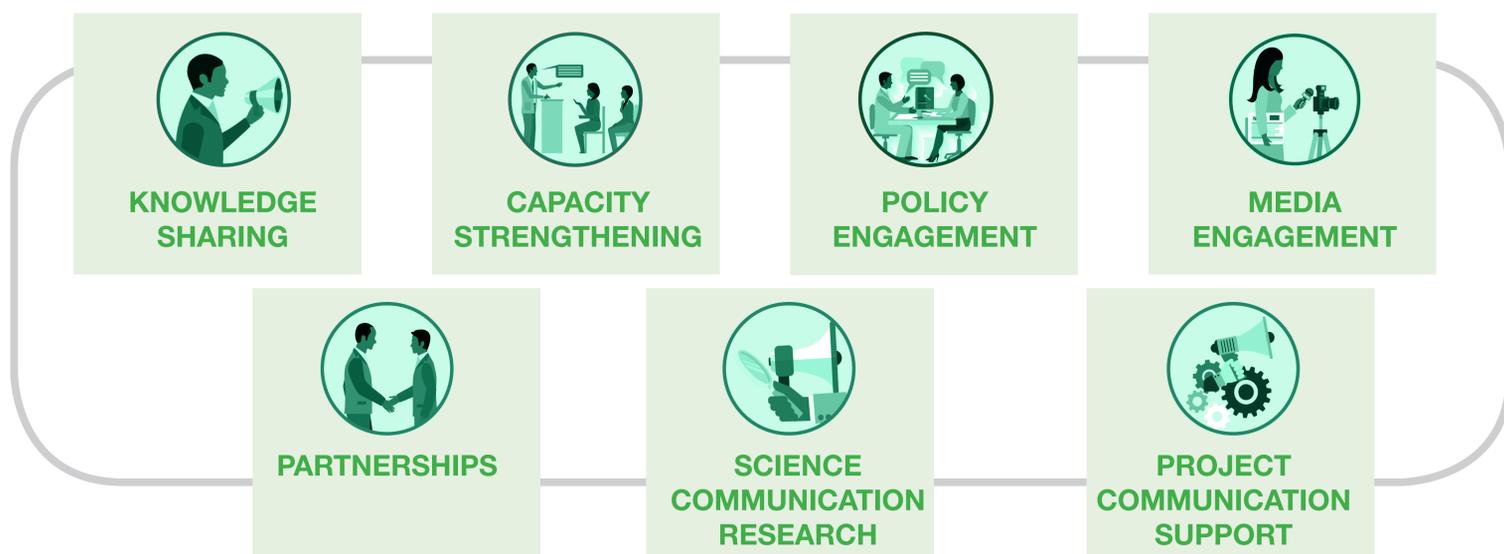
A food secure Africa free of hunger and poverty

Mission

To share knowledge on biosciences and biosafety through strategic communications and outreach for informed policy and choice

Our Systems Thinking Approach

Inform decisions: Inspire Change: Impact lives



COMMUNICATION AND KNOWLEDGE SHARING



CAPACITY STRENGTHENING



POLICY ENGAGEMENT



MEDIA ENGAGEMENT



STRATEGIC PARTNERSHIPS



CURRENT ISSUES

- Misinformation
- Few biotech products to demonstrate impact
- Aggressive activism against biosciences



OUR INTERVENTION

- Simplified knowledge products
- Seeing-is-believing biotech study tours to countries that are more advanced
- Grassroots outreach to share credible information



IMPACT

- Informed dialogue; retained position as one-stop source for credible biotech and biosafety information in Africa
- Positive change in perceptions about bioscience potential
- Increased demand for bioscience products



CURRENT ISSUES

- Poor communication skills by those tasked with engaging the public on bioscience and biosafety
- Low participation of African party states in international biosafety negotiations



OUR INTERVENTION

- Effective science and biosafety communication trainings
- Synergize partners to prepare and coordinate participation of African party states



IMPACT

- Improved communication skills and enhanced delivery of messages to diverse stakeholders
- Enhanced preparedness and improved participation by African party states



CURRENT ISSUES

- Policy makers face the challenge of making evidence-based policy decisions on highly technical issues



OUR INTERVENTION

- Policy makers sensitization platforms
- Seeing-is-believing biotech/biosafety study tours
- Creating opportunities for peer-to-peer learning, regionally and globally



IMPACT

- Increased positive policy pronouncements
- Improved political support for an enabling environment for biotech development



CURRENT ISSUES

- Poor relationship between scientists and journalists
- Inaccurate and sensational coverage of agri-biotech and biosafety stories



OUR INTERVENTION

- Establishing good working relationship with the media through various capacity building initiatives
- Scientists-journalists pairing program
- Strengthening media networks



IMPACT

- More balanced and accurate coverage of agri-biotech and biosafety issues in Africa
- Biotech recognized as a public agenda issue



CURRENT ISSUES

- Limited resources and duplication of efforts
- Weak inter-institutional collaboration



OUR INTERVENTION

- Forming strategic partnerships that seek to optimize resources and synergies expertise
- Working with allies and leveraging



IMPACT

- Enhanced coordination to outreach with minimal duplication
- Increased networking among partners and optimal impact towards shared goals