



Agroecology Coalition

WORKING GROUP ON COMMUNICATIONS

Tuesday 19 May 2026 14:00 to 16:00 CEST

WG Co-facilitators:

Robbie Blake (IPES-Food) and Rachael Kirui (Envivu)

Main focus of the meeting: Strategic Communications on LinkedIn.

N.B. This is the first of two LinkedIn training sessions. The second session, scheduled for 4 June at 2 PM CEST, will focus on influence-building, as well as developing and growing personal profiles.

Minutes
Welcome Welcome & introductions
Updates from Secretariat Amelie Steu (Agroecology Coalition) - The General Assembly was held on April 22nd, see minutes here. - Brief summary Agroecology Coalition, Biovision, FAO, SWISSAID, CAFOD, Baylor Children's Foundation, Red CSA on the Deep-dive on Seeds Systems in the Agroecological Transition: Deep-Dive On Governance, Policy, And Best-Practices. Read here. - On April 27th, the Agroecology Coalition co-organized a webinar with the World Food Forum Youth Assembly (FAO), Alliance for Bioversity International and CIAT, and Global Youth Biodiversity Network in the Youth Assembly Webinar series on "Biodiversity, Agroecology and Food Systems: shaping youth priorities for CBD COP17". As we look towards CBD COP17, this means moving beyond consultation toward co-creation, ensuring that youth and indigenous voices are fully integrated into policy design, implementation, and financing mechanisms. Thus, the future of biodiversity depends on bridging agri-food systems and youth leadership. See our LinkedIn post here. Tuesday 16 June, 15:00 to 16:30 CEST : The Agroecology Coalition Implementation and Policies Working Groups are pleased to organize a 90-minute deep dive on sub-national agroecology policies. The objectives are twofold: (1) to sensitize participants on existing sub-national agroecology policies, laws and strategies; (2) to encourage other stakeholders and subnational governments to develop their own agroecology strategies or laws, and/or to mainstream agroecology in other policies on climate and biodiversity. Register here by 15 June - We started to work on proposals for COP17 of UNCCD, soon we will do the same for COP17 of CBD and CFS. - AE Coalition - Members' participation in 2026 events document here, please fill it in if you are participating in 2026 events. - May Newsletter here. Valentina Pavarotti (Agroecology Coalition) - We had a large focus on the National Agroecology Strategy and Member Government Country Brief portals on our website. - Major milestone to have indepth updates about the agricultural situation and agroecology advancements in our member governments - Social Media updates: 20,000 followers on LinkedIn and 1,000 on Bluesky - Revamped the Agroecology Resources page, take a look here! - Key Messages on Agroecology

- “Cards” to have an introductory side with the definition of agroecology, that we have decided and then the key messages, which then form a carousel
 - Project launching soon so that it is accessible to everyone
- Our latest articles and videos
 - Burkina Faso article interviewing Sayouba Bonkougou (CNABio), read [here](#).
 - Video interview with Vijay Kumar, see [here](#).
 - World Plant Day, see LinkedIn post [here](#).
 - Video interview with Martha Viviana Carvajalino Villegas, Minister of Agriculture and Rural Development of Colombia, see [here](#).
- We are developing the video on agroecology and resilience, coming soon.
- We are finalizing our members' space, soon we will be able to share it with you.
- Launch of the call “Photo with a Story Contest ‘Agrobiodiversity as roots of resilience’”. See more [here](#).

Updates from Members

- Sharing events, comms campaigns and projects

Robbie Blake (IPES-Food)

- Shared the launch of the new IPES-Food report on the “[New Geopolitics of Food](#),” which explores local food provision, solidarity-based approaches, and the role governments can play in supporting producers, consumers, and resilient local food systems. Participants were encouraged to amplify the report and related social media campaign. Link [here](#)

Moritz Ferger (Biovision)

- Announced an upcoming policy brief on bio-inputs and the future of the agroecological sector for organic and biofertilizers, to be launched at the end of June.
- Also highlighted new policy briefs on agroecological markets and agricultural enterprises in Kenya, with a forthcoming related publication focused on Uganda. Link [here](#)
- Shared updates on a LinkedIn campaign focused on investment opportunities in Tanzania and Kenya, alongside multi-stakeholder platform work examining agroecological market strategies and enterprise development.

Vincent Dauby (Agroecology Europe (AEEU))

- Shared updates on a campaign launched in March to highlight women in agroecology through storytelling and visibility efforts, while inviting participants to identify women leaders and share their own experiences through a campaign submission form. Link [here](#) and you can share directly your own story: [Tell us your story - Women in Agroecology](#)
- Announced the upcoming EU Food Justice Conference taking place on 9 June and shared examples from the Women in Agroecology campaign to encourage broader participation and amplification. Link [here](#)

Shane Rogers (University of Vermont (UVM))

- Announced the launch of a new Master’s program in Agroecology at the University of Vermont, highlighting its connection to the university’s Institute for Agroecology and focus on applied learning and research. Link [here](#)

Rachael Kiviu (Enviu)

- Shared that Enviu will launch a new report in the coming weeks focused on catalytic funding and sustainability-oriented startups across Africa. The report aims to provide evidence and insights into enterprises grounded in sustainability, and will be shared once publicly available.

Training on LinkedIn Influencing

[Vanessa Lustosa](#) - Senior Digital Strategist

- Vanessa shared reflections on how LinkedIn can be strategically used to increase the visibility and influence of agroecology within professional, policy, research, and funding spaces. She emphasized that key audiences include policymakers, donors, researchers, NGOs, advocacy actors, and industry stakeholders, while also highlighting the importance of “silent readers” and indirect influencers who may not actively engage online but still absorb and circulate content within institutions and networks.
- She noted that visibility on LinkedIn creates access to partnerships, funding conversations, and strategic influence, while helping agroecology remain present in policy and development debates. LinkedIn was described as a professional knowledge-sharing space where credibility, authority, and coalition-building can be strengthened through consistent engagement, reposting, commenting, and participation in broader conversations.

- Vanessa discussed both opportunities and limitations of the platform, including the risk of echo chambers, uneven reach across regions and sectors, and reduced visibility for nuanced or systemic issues. She explained that algorithms often favor simplified, emotional, or highly personal content, making it important to communicate agroecology in accessible language while balancing technical expertise with storytelling and lived experiences.
- Key recommendations included focusing on narratives, real-world examples, practical lessons, and human-centered storytelling rather than relying only on technical updates or data-heavy communication. She stressed the value of creating consistent, recognizable content over time to build authority and influence, particularly through clear perspectives, strong opening lines, short readable formats, videos, carousels, and explainer content.
- Vanessa also outlined practical guidance for managing disagreement online, encouraging participants to remain factual, calm, and constructive when responding to criticism while avoiding engagement with purely provocative or bad-faith comments. She emphasized that comments and discussions contribute significantly to algorithmic reach, and that responding strategically can help shape public understanding for wider audiences observing the exchange.
- Participants discussed how LinkedIn algorithms prioritize meaningful engagement, especially comments, shares, and content that keeps audiences reading and interacting. Vanessa noted that consistent posting is generally more effective than pursuing viral content, and that thought leadership, practical insights, and authentic communication styles perform better than overly promotional or generic institutional messaging.

Q&A

- In response to questions about “silent” users and metrics, Vanessa explained that many audiences consume content without visibly engaging, making influence difficult to fully measure through comments or likes alone. She noted that visibility often shows up indirectly through network growth, partnership opportunities, invitations, and offline conversations.
- In response to questions about reposting website articles directly onto LinkedIn, Vanessa advised first identifying the intended audience and explained that posting content on multiple platforms is not necessarily a problem. She noted that LinkedIn articles may generate less virality than standard posts but can build stronger credibility and long-term authority.
- In response to concerns about harmful or inappropriate comments, Vanessa explained that responses should depend on context and audience, while Stacia added that users should step back, assess whether engagement is worthwhile, and report comments if necessary. Vanessa also recommended documenting severe comments with screenshots when needed.
- In response to questions about opinion pieces and blogs, Vanessa emphasized the importance of understanding who the intended audience is and selecting platforms accordingly. She explained that publishing on both personal websites and LinkedIn can help reach different audiences simultaneously.
- In response to questions about what types of content perform best, Vanessa highlighted that practical insights, storytelling, behind-the-scenes reflections, concise formats, videos, and visually engaging posts tend to perform well, while overly promotional content, excessive hashtags, and generic engagement bait are less effective.
- In response to questions about LinkedIn ads, Vanessa shared that private message campaigns tend to work better for sales-oriented communication, while short explainer videos and thought leadership content are more effective for NGOs and advocacy spaces. She also suggested that ads often perform better when shared through personal profiles rather than institutional accounts.
- In response to questions about reposting versus commenting, Vanessa explained that comments tend to generate stronger algorithmic engagement, though reposts remain useful for amplifying other people’s content.
- In response to questions about AI tools, Vanessa noted she would follow up with recommendations later, while participants shared examples of using AI to improve framing, strengthen opening questions, and make posts more engaging.

Closing

Next training session is on 4 June 2026 14:00-15:30 CEST.