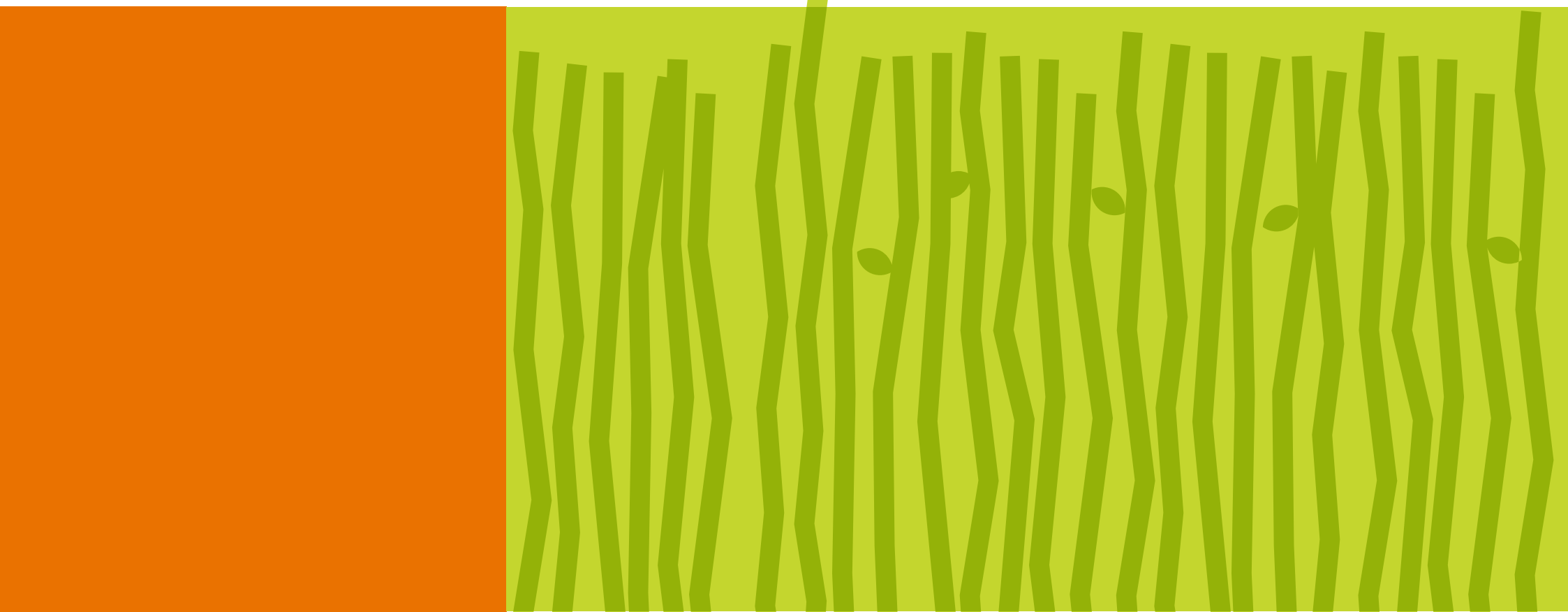




Brand Book

Verbal and Visual
Style Guidelines



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Introduction

Fundamentally, branding is about who we are and what we stand for. It involves representing our values, results, lessons and outputs in a memorable way. With continuous investment of time, talent, and resources, the emotional resonance and reach of the brand will grow tremendously.

The African Women in Agricultural Research and Development (AWARD) brand lives in the hearts and minds of those it touches. The power of our brand will grow, evolve, and increase in value based on the goodwill created by repeated positive experiences over time.

A high degree of clarity and consistency in how we create, and present content will help us build the relationships, trust, and loyalty necessary to achieve our goals for individual and institutional buy-in and ownership of the brand. We must demonstrate discipline in the use of our brand assets so our stakeholders know what to expect from AWARD—the high standard of quality and professionalism we uphold, our

shared commitments as expressed in the mission, and our distinctive brand identity and voice. It will take constant vigilance to manage our brand well and assure that it stays relevant to stakeholders.

The following summary of our brand strategy, creative assets, and graphic design guidelines will serve as a beacon for the AWARD team and relevant stakeholders as together we reach toward our goals.



Award Strategic Direction

Our Vision of Success

- Critical advances and innovations in agricultural development for Africa are led and enriched by the contributions of capable, confident, and influential African women.

Our Mission

To work toward inclusive, agriculture-driven prosperity for the African continent by strengthening the production and dissemination of more gender-responsive agricultural research and innovation.



Our Story

AWARD was founded in 2008 as a career-development program that sought to widen the pipeline of capable, influential African women scientists in leadership. Since our founding, AWARD has significantly expanded in its vision and mission, which are anchored on three pillars that guide the execution of its current strategy:

Pillar 1: We seek to have capable, confident, and influential individuals lead critical advances and innovations in the agricultural research and development (ARD) sector. We will continue to invest in high-achieving African scientists and to build the continent's pool of talented innovators.

Verbal Style

In our written communications, our voice is approachable, forthright, and celebratory, animated by our passion for advancing inclusive agricultural research in Africa. Our engaging style as a culture plays out in our storytelling too.

Brand Narrative

The AWARD brand narrative provides an overview of our commitment. Our story is packaged into a range of communications products and disseminated through various channels and platforms including the website, training events, speeches and presentations, social media platforms, and mainstream media, among others.

The messaging below offers a starting point, a doorway through which people can begin to understand our value. It can be adapted as needed for a range of needs.

Our Story



Pillar 2: We will support African ARD institutions to prioritize and embrace gender responsiveness in both policy and practice. We will work with selected partner institutions to grow their capacity for gender-responsive agricultural research by leveraging the talents of gender-diverse research teams, and by strengthening gender prioritization in research, design, implementation, and dissemination.

Pillar 3: We will work to ensure that gender responsiveness becomes an embedded cultural norm and practice in the African ARD sector by building an enabling environment for gender responsiveness. We will continue to focus on increasing the visibility of women scientists and leaders, generating and curating compelling evidence on the value of gender responsiveness in ARD. We will also work to transform the growing awareness of gender issues into policies, programs, and accountability mechanisms.

AWARD Brand Strategy

Our brand supports this strategic direction by:

1. confirming what we want to be known for;
2. expressing why we do what we do and;
3. defining the substance and style with which we tell our story

The role of brand strategy is to increase the overlap between identity (how we see ourselves) and image (how others see us).

Our Primary Target Audience

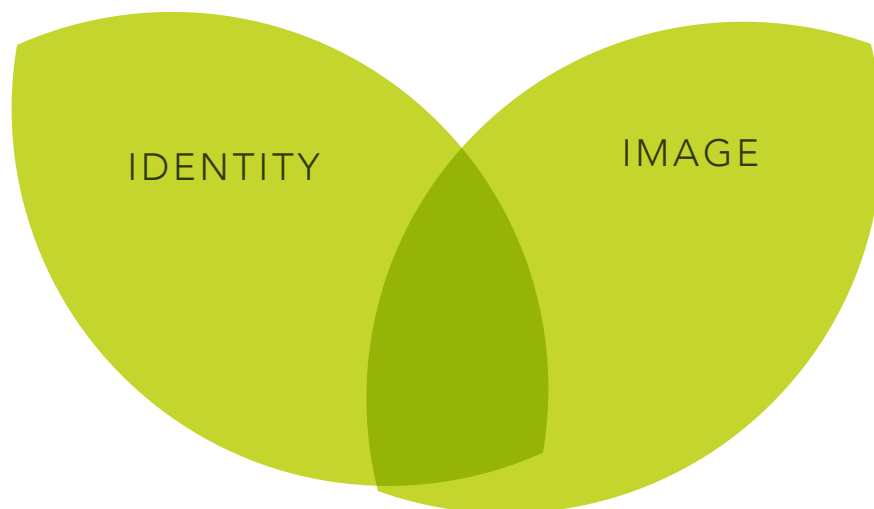
African scientists, agribusinesses, and agricultural research and development institutions.

What We Do

AWARD invests in African scientists, research institutions, and agribusinesses so that they can deliver agricultural innovations that better respond to the needs and priorities of a diversity of women and men across Africa's agricultural value chains.

External Message to Key Audiences:

AWARD understands gender-responsive agricultural research as research that addresses the needs and priorities of a diversity of both men and women across Africa's agricultural value chain. To create the robust, resilient, and gender-responsive environment that we envision, AWARD is investing in African scientists, research institutions, and agribusinesses to deliver sustainable agricultural research and innovation.



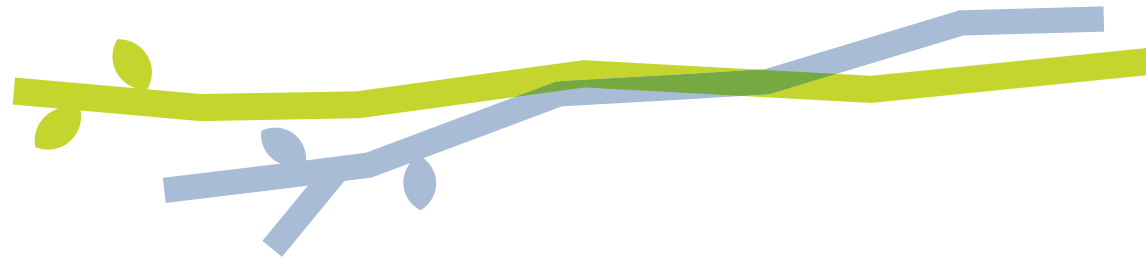
Initiatives

Five initiatives form the core of AWARD's programmatic activities:

- **Fellowships**

These are career-accelerator programs that target the continent's young scientists to build their leadership and scientific skills.

- The AWARD Fellowship is designed for leading women agricultural scientists to ensure that a growing cohort of capable, confident, and influential African women scientists is available to lead critical advances and innovations for the agricultural sector.
- The One Planet Fellowship is building a vibrant, highly connected, and intergenerational network of African and European scientists equipped to lead next-generation research focused on helping Africa's smallholder farmers cope with climate change.



- **Gender Responsive Agricultural Research and Development (GRARD)**

These are career-accelerator programs that target the continent's young scientists to build their leadership and scientific skills.

- **Gender in Agribusiness Investments for Africa (GAIA)**

This program identifies, spotlights, and supports the growth of agribusinesses that have the potential and commitment to bridge the gender gap in African agriculture.

- **AWARD Training**

This initiative designs customized learning experiences focused on building the leadership, mentoring, scientific research, and technical gender skills of Africa's agricultural research workforce and decision makers.

- **Global Forum on Women in Scientific Research (GoFoWiSeR)**

This initiative is designed as a global platform that convenes researchers and research leaders, emerging women in science, institutional leaders, and research funders to address the systemic causes of and solutions to the gender gap in STEM (science, technology, engineering, and mathematics). GoFoWiSeR spotlights the strategies and approaches that improve the numbers and experiences of women in STEM.

Visual Style

Our visual identity includes our logo, graphics, color palette, photography, and more. The visuals add meaning to the words and the words add meaning to the visuals.

The purpose of defining a visual identity is to represent what AWARD stands for in visual terms and to create a consistent and authentic look to the brand that is distinctly ours.

Our visual style expresses our culture—innovative, crisp, and confident. For page layout, we use a strong yet flexible grid for graphic placement, taking advantage of right angles and using striking color to suggest our commitment to excellence. The game-changing nature of our program is reflected in the vibrant color palette, imagery, and visual style we've chosen to express our brand strategy.

Our Logo

The inspiration for our new logo comes from an African proverb.

The wisdom that sticks in a bundle are stronger together seems a perfect metaphor for AWARD. It is with the support of a passionate community of collaborators—fellows, mentors, trainers, staff, donors, partners, steering committee, and many other sources of support—that each woman can rise up to reach her full potential.

bundle of sticks



AWARD

AWARD type

**African Women in Agricultural
Research and Development**

AWARD descriptor

Logo Elements

Our logo consists of three elements—the AWARD type, the AWARD descriptor, and the bundle of sticks. These elements should not be modified in any way. Whenever possible, use the logo in full color. The logo is available in electronic format from AWARD's Communications team.

The logo should be placed on a white background. Do not use the logo on a photograph or over text.

Logo Clear Space

Always allow an adequate amount of clear space around the logo, no matter where it sits on the page or screen, so it doesn't get overshadowed by other elements. The minimum clear space requirement is the height of the "A" in Agricultural in the descriptor.

Logo Sizes

In the best scenario, the AWARD logo should never appear smaller than other logos on the page or screen. The minimum size recommended is 3.5 cm wide.



Smallest logo size is 3.5 cm wide.



1.5 cm wide logo is the smallest size you may use without the descriptor.



AWARD Logo Clear Space

Logo Variations

The color logo is the primary logo for AWARD. It should only be used in the specified Pantone, CMYK, and RGB builds. Use the gray scale and all reverse logos only when necessary. Only the communications department may approve the use of an alternate logo configuration.



Primary AWARD Logo



Gray scale Logo



Reverse Color Logo



Reverse Logo



Alternate AWARD Logo Configuration

Logo Violations

Never change the color or font, screen back, add a shadow, add a symbol, stretch, or rotate the logo.

File Type Usage

The communications department has logos in various file types. Use the appropriate file type for your purpose or application.

Use AI or EPS files when the logo needs to be sized. Send this file to people who ask for vector art.

Use JPG files when the logo needs to be inserted into a Word document or when you are sure the logo will not be sized.

Use PNG files for PowerPoint or when a transparent background behind the



Never change the logo colors.



Never change the logo or descriptor fonts.



Never screen back the logo.



Never add a shadow or a symbol to the logo.



Never stretch the logo out of proportion.

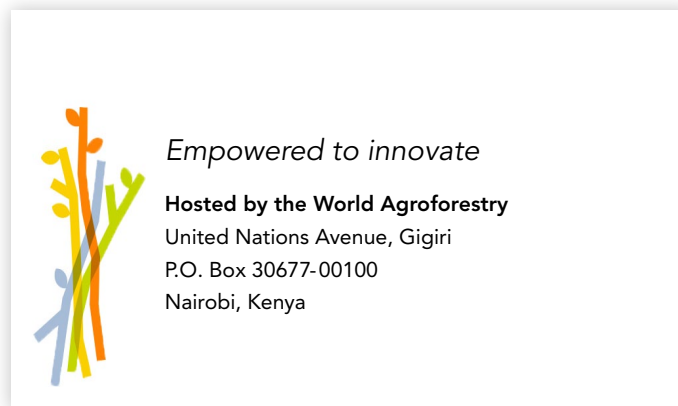


Never rotate the logo.

logo is needed.

Tagline

Our tagline, A decade of advancing inclusive agricultural research (AWARD Fellowship), and , Building a robust pipeline of scientists leading climate science research in Africa (One Planet Fellowship) are used sparingly to add emphasis to our identity in publications. It should be used in tandem with the bundle of sticks icon as it is on the back of our business cards. It is set in Avenir book oblique.



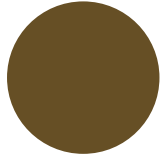
AWARD business card back panel.

Example of tagline usage.

Color

AWARD comes to life in full color. It stands out against a clean white field. While not trendy, fashionable, or traditionally scientific, AWARD's colors are distinctive and representative of the vibrant people that make up AWARD. The photography includes full-color images of work in the field and in the laboratory showing how we make a difference. Color is also used as a graphic device punctuating and adding emphasis, often depicted in stick patterns and graphics.

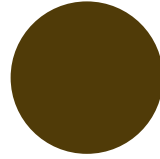
For most uses, the color should be used at 100% saturation. Occasionally, tints or screens of the colors may be used. An example of this usage is in tables with color areas. Tints are used to separate areas and improve the readability of text. If you need help creating color charts and diagrams, contact the Communications team.



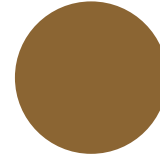
Pantone Coated
4485



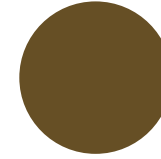
Pantone Uncoated
4485



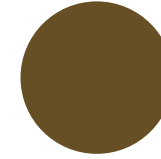
CMYK Coated
C24 M42 Y89 K72



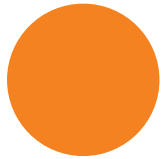
CMYK Uncoated
C30 M50 Y85 K30



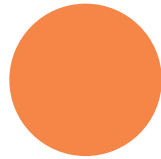
RGB
R100 G79 B37



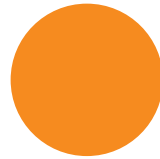
HEX
644E25



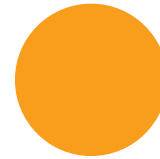
Pantone Coated
151



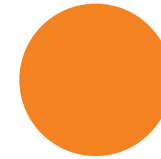
Pantone Uncoated
151



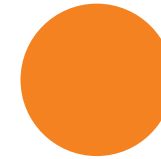
CMYK Coated
C0 M55 Y100 K0



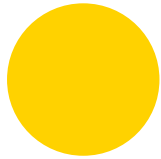
CMYK Uncoated
C0 M45 Y1000 K0



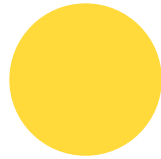
RGB
R255 G131 B0



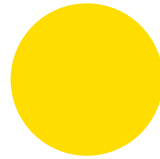
HEX
FF8300



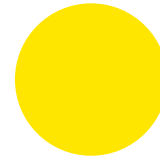
Pantone Coated
109



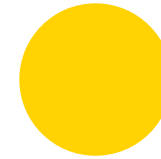
Pantone Uncoated
108



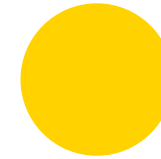
CMYK Coated
C0 M10 Y100 K0



CMYK Uncoated
C0 M5 Y100 K0



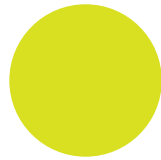
RGB
R255 G209 B0



HEX
FFD100



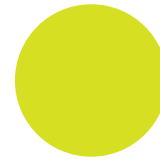
Pantone Coated
382



Pantone Uncoated
396



CMYK Coated
C28 M0 Y98 K0



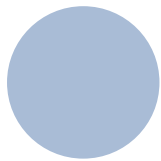
CMYK Uncoated
C20 M0 Y100 K0



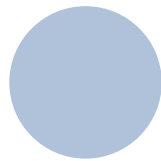
RGB
R195 G216 B50



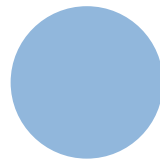
HEX
C3D831



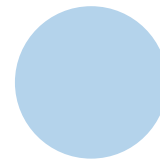
Pantone Coated
651



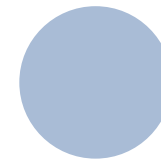
Pantone Uncoated
651



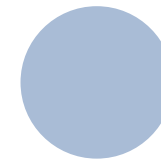
CMYK Coated
C40 M16 Y1 K2



CMYK Uncoated
C25 M5 Y0 K3



RGB
R169 G188 B214



HEX
A9BBD5

Type

The Avenir type family has been chosen as the foundation of all of AWARD's communications. Avenir is a progressive, sans-serif font that has been selected for its inherent readability, variations in weight, and its even stroke width, which provides optimal legibility, particularly in small applications.

The Google font Open Sans has been chosen to replace Avenir in online applications. Arial is also a possible substitute if Avenir is not available.

The chart on page 16 and the examples on page 17 can be used as a style guide for professionally produced publications. These paragraph and character styles are included in the AWARD Brand Guidelines InDesign file. Use the LOAD PARAGRAPH STYLES command found in the paragraph styles menu in InDesign to add them to your document.

Examples of these styles can be found on pages 20 through 24 of this document.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Avenir LT Standard 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Avenir LT Standard 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Avenir LT Standard 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Avenir LT Standard 95 Black

Paragraph Styles	
Context	Font style and size
Cover Title	Avenir 95 Black 30 Points
Cover sub-title	Avenir 85 Heavy 24 Points
Main Heading	XX Avenir X
Subhead Level 1	Avenir 85 Heavy 15 Points
Subhead Level 2	Avenir 95 Black 12 Points
Subhead Level 3	Avenir 95 Black 11 Points
Table Text	Avenir 55 Roman 10 Points
Body Copy	Avenir 55 Roman 11 Points
Chart title	Avenir 55 Roman 14 Points
Footnote	Avenir 55 Roman 8 Points
Figure caption	<i>Avenir 55 Oblique 10 Points</i>
Chart Notes	<i>Avenir 55 Oblique 9 Points</i>
Tip title	Avenir 85 Heavy 15 Points
Page number	Avenir 55 Roman 11 Points
Pull quote	Avenir 55 Roman 16 Points
Pull Quote Author	Avenir 55 Roman 10 Points

Body copy in our publications should be left justified. Left justification creates an active flow in documents that is easy to read. Some headings or page titles may be right justified if the document has been designed by a professional designer. Some of our documents produced with InDesign have this feature. Body copy should always be left justified.

AWARD publications use a one-column format for areas of large text and a two-column format when needed to accommodate graphics and charts. Two columns give us flexibility to produce documents that are easy to read and interesting to look at aesthetically. A single column may also be used when graphics need to be spread across the whole page for readability.

Main Heading Avenir 55 Roman 24 Point

Subhead Level 1 Avenir 85 Heavy 15 point

Award body copy Avenir 55 Roman 11 point. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Subhead Level 2 Avenir 95 Black 12 point.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna volutpat.



Tip Title

Award body copy is used for the tip text.

Subhead Level 3 Avenir 95 Black 11 Point

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper commodo consequat.

Run in bold character style Avenir 95 black dolor sit amet, consectetur adipiscing elit, sed od tincidunt ut laoreet dolore magna.

- Award Bullet 1 Lorem ipsum dolor elit, sed diam nonummy nibh.
- Award Bullet 2 Lorem ipsum dolor sit amet, consectetur nonummy nibh euismod.
- Award Bullet 3 Lorem ipsum adipiscing elit, sed.

1. Numbered List 1

2. Numbered List 1

✓ Checklist

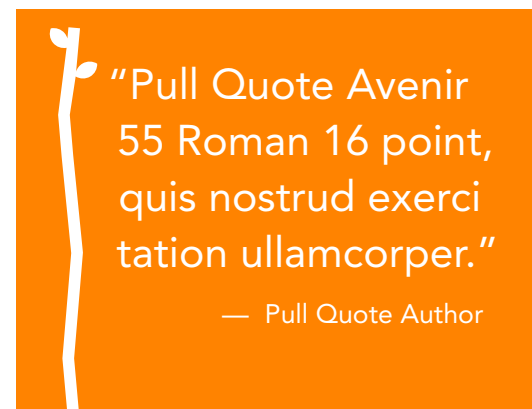
✓ Checklist

→ Bullet Arrows 1

→ Bullet Arrows 1

c. Lettered List

d. Lettered List



Charts, tables and figures may have a half point, Pantone 446 rule around them.

Caption Avenir 55 Oblique 10 point

1 Footnote Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Photography

Photographs of our field and laboratory work are a powerful addition to the AWARD brand. People and surroundings are ideally photographed from a unique perspective or images are cropped to maximize graphic interest and impact.

People captured in the moment, active, engrossed, and candid, allow photos to express more personality. Whenever possible, include areas of vibrant color. Only high-resolution images (300 dpi for printed materials and 72 dpi and above for digital materials) should be used.



Graphic Elements (Sticks)

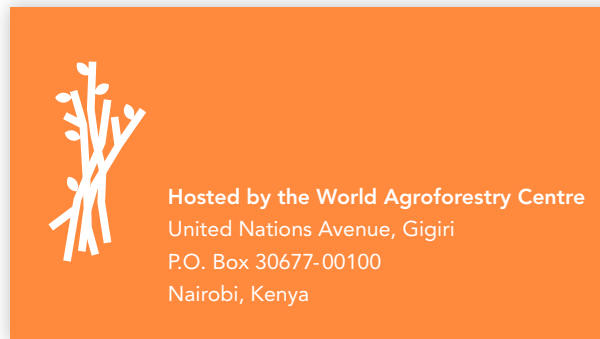
The bundle of sticks in the AWARD logo may be used as a graphic element. The sticks may appear in their bundle form, alone, or in a pattern. Use the sticks for emphasis and to create visual breaks in content. Use them sparingly.

"The most exciting part of research is the opportunity to interact with rural women."



African Women in Agricultural Research and Development (AWARD) works toward inclusive, agriculture-driven prosperity for the African continent by strengthening the production and dissemination of more gender-responsive agricultural research and innovation. We invest in African scientists, research institutions, and agribusinesses so that they can deliver agricultural innovations that better respond to the needs and priorities of a diversity of women and men across Africa's agricultural value chains.

Two sticks used to divide text.

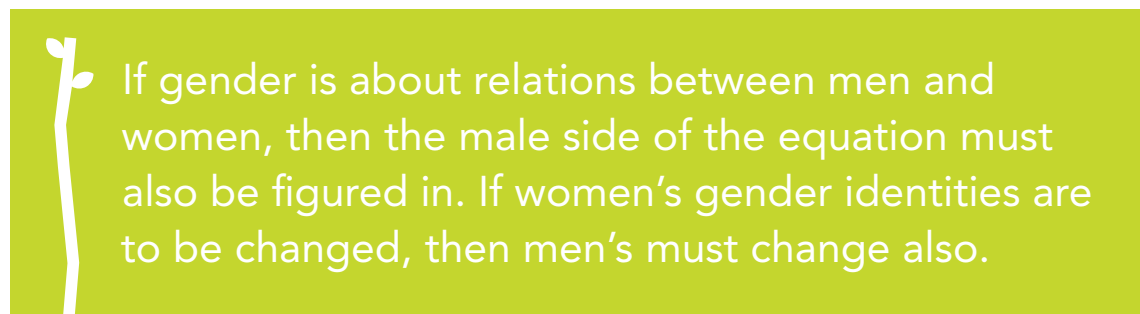


Bundle of sticks used for emphasis.

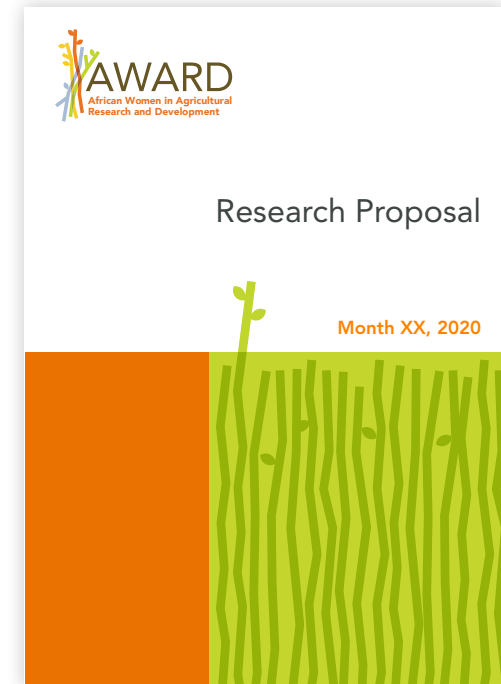


"My research has also gone further in identifying the roles of women in dealing with climate-change issues, since women are the ones who are most heavily burdened by the impacts."

One stick used to offset an important sentence.



One stick used to offset an important sentence.



Sticks used as a pattern.

Examples

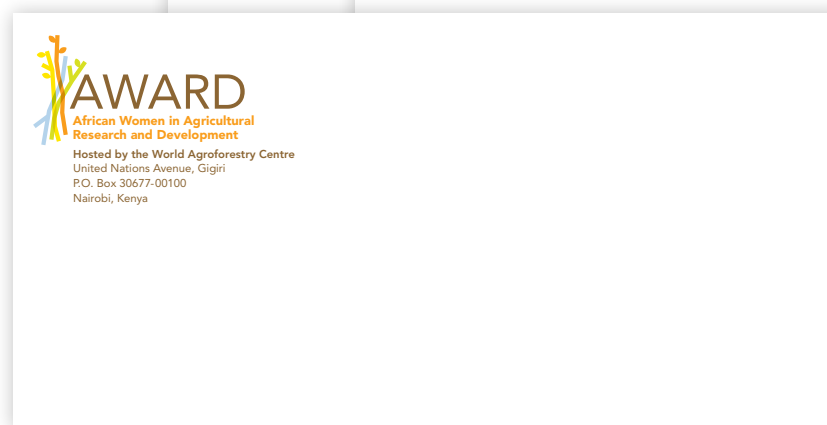
The AWARD publication strategy has five main elements:

1. Use of vibrant photography
2. White background for the logo and copy
3. Varied column layout that is easy to read
4. Solid and patterned blocks of color
5. The sticks used for emphasis

These examples show various ways to combine the brand elements to express our unique look.

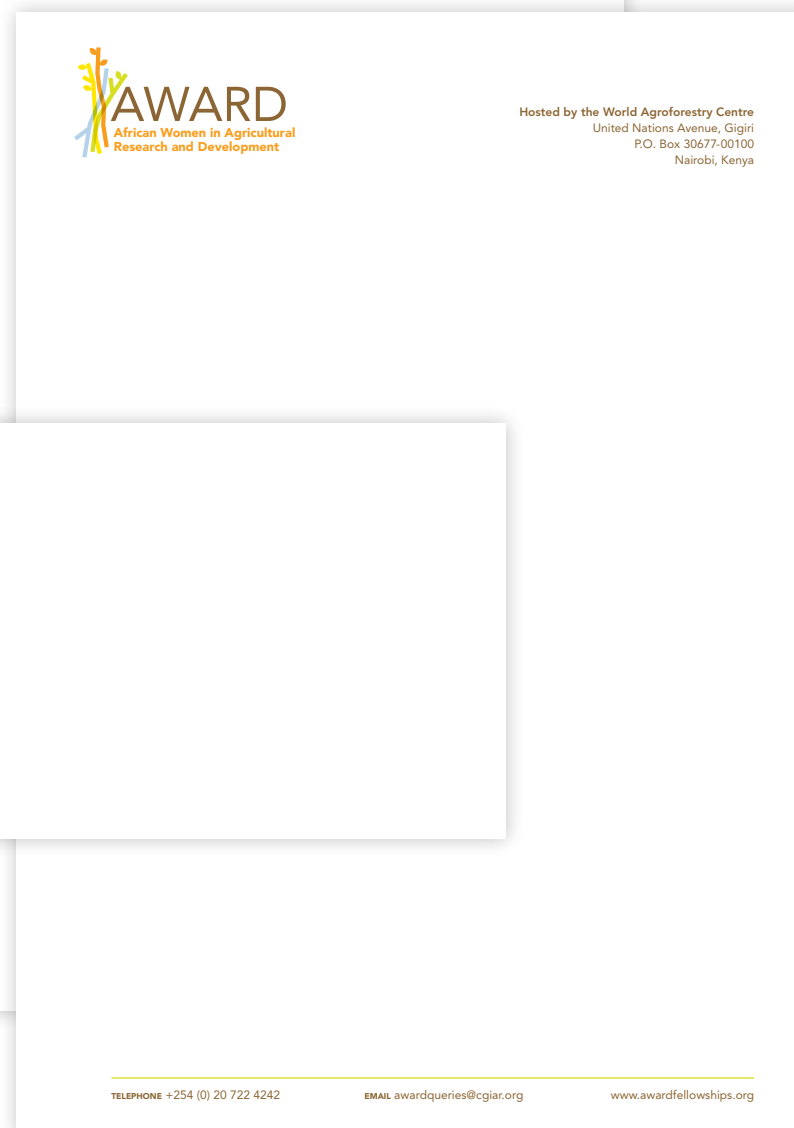


Business Card



Envelope

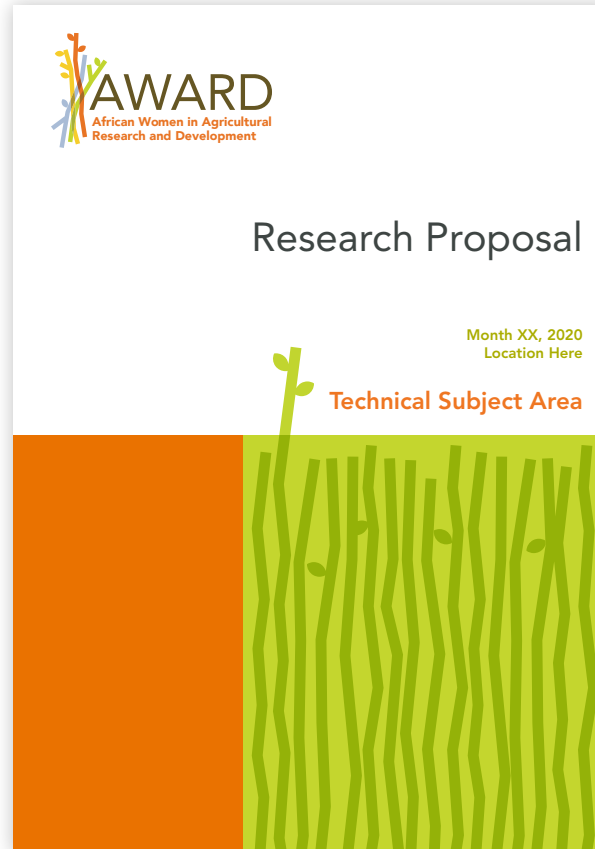
Second Sheet



Letterhead



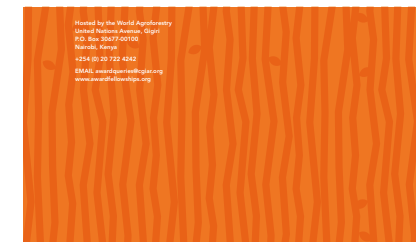
Manual Front Cover



Document Front Cover



For more information, visit www.awardfellowships.org



Manual Back Cover



Document Back Cover



Divider Pages

Award quotation goes here.
This area may also be left blank.

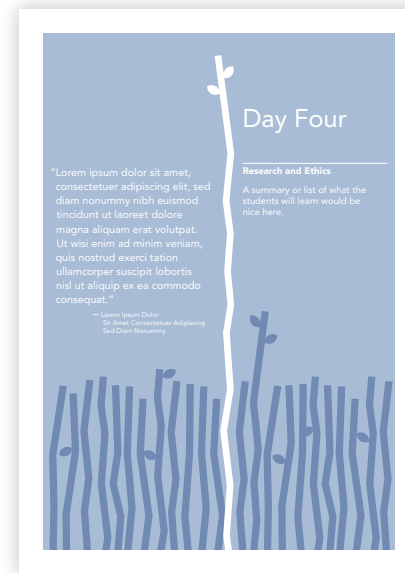
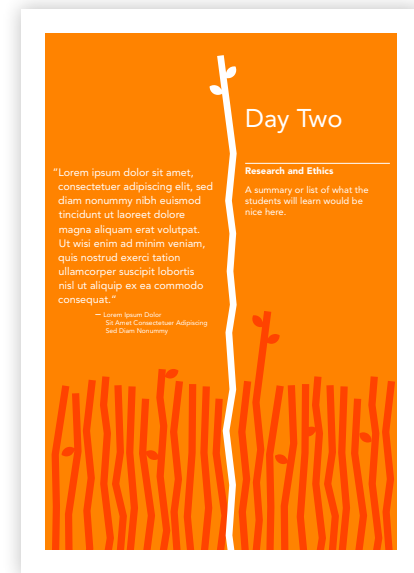
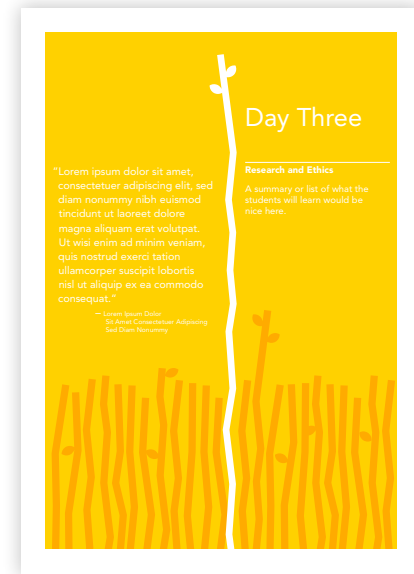
Divider Section Title

Divider Section Subject

Divider Summary

Pull Quote

Pull Quote Author



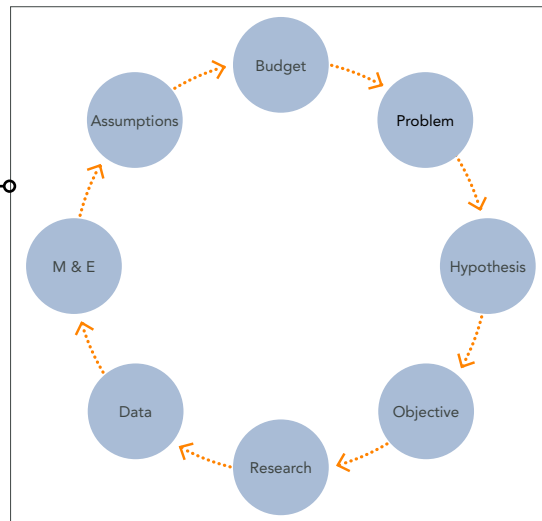
Use AWARD brand colors for the dividers.

Introduction to Gender Analysis Tools

Pull Quote

If gender is about relations between men and women, then the male side of the equation must also be figured in. If women's gender identities are to be changed, then men's must change also.

Use a 0.5
Pantone 446 line
around graphics.



Caption

Integration of gender-responsive research (cycle)

Tools for gender integration into research

1. Analyzing the gender situation
2. Analyzing the problems/opportunities
3. Analyzing the feasibility of options

Gender situational analysis: This covers who does what, who has access to what, who controls which resources, who participates in community events, etc. This analysis helps researchers identify specific gender groups or issues (identifying specific problems/opportunities for a specific gender).

Problem analysis: This enables researchers to carry out in-depth analysis of problems identified during situational analysis. Community preferences and perceptions by different gender groups become clearer during this analysis, generating data on the problem to be analyzed.

Feasibility analysis: This helps researchers solicit a community's perception by gender, enabling them to determine potential solutions for each group and reasons for the differences. It helps narrow down options to be tested during the research process.

Example Work Profile

Reproductive roles	M	W	YM	YW	Comments
Taking care of young children	*	***		***	If the wife is away or sick, males may take care of children.
Fetching water	**	***	***	**	Males fetch water mainly for cash. Youths sometimes help.
Cooking		***		***	Males never cook. It is taboo for them if there is a female.
Cleaning		****	**	****	Mature men do not clean. It is considered a female role.

M = men, W = women, YM = young men, and YW = young women

Chart Title

Chart Notes

Page number

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Presentation Skills

Presenting One's Self with Confidence and Poise

How can you:

- Reduce the anxiety associated with presentations?
- Organize and plan your presentation?
- Communicate through body language?

Quickly jot down everything you remember related to an effective presentation you recently saw. Include everything you recall about the speaker's delivery. Include his/her:

Tone of voice/ Inflection (Quality and Reality Emphasis)	
Stance (Position/Posture)	
Eye contact	
Hand movements	
Other	

Use a 30% screen of Pantone 651 for boxes used for writing.

Section Title on all right hand pages

Page number

DAY ONE: RESEARCH AND ETHICS | 19

C) Information Gathering

Preparing Yourself

Preparing yourself for serious negotiation involves thorough research. You will need to seek out useful information to support your objectives—once you have identified them—and find information that will help you to undermine the other party's case.

Points to Remember

- ✓ Incorrect information is worse than no information at all.
- ✓ Companies' annual accounts can be a mine of useful information.
- ✓ Your approach should bear in mind what information is available to the other party.
- ✓ Too many statistics may only confuse an issue.
- ✓ It is worth developing lines of access to information since they may be useful in future, if not now.

Using Formal Sources of Information

Carefully examine all formal written information about your opponents. For example, analyze articles printed in trade journals and other allied publications that detail what they have done. They may include invaluable background information about your opponent's present state, history, and current strategic objectives. You can also examine all of the publicly available documentation held by government agencies about an opponent's legal history and financial circumstances.

Using Informal Sources of Information

To be proficient at gathering information you must train yourself to think like a detective. Use informal social occasions, business networks, casual encounters, or timely phone calls to the appropriate people to find out how your opponents operate on a day-to-day basis. You can also send someone to their offices to see how they treat their staff and their customers, or invite one of their long-standing employees/customers to lunch and ask a few discreet questions. Disenchanted ex-employees can also prove to be a mine of useful information, but beware in case they are unwittingly passing on to you disinformation with little basis in reality.



Tip

To become a good negotiator learn to 'read' the other party's needs.

Collecting Information

Use an informal social occasion with someone who has connections with both parties in the negotiations to acquire as much information about your opponents and their strategies as possible.

Master pages and margins have been defined.

The tip graphic uses AWARD body copy and Tip Title styles.

Course Agenda

Day One

- Welcome and introductions
- Objectives, agenda, and guidelines
- Leadership portraits
- Course administration
- Presenting yourself with poise and confidence: video baseline
- Introduction to leadership with a cultural and gender optic
- Time-management
- Time management exercise
- Steven Covey model
- Day 1 reflections
- Reception with special guest

Day Two

- Listening skills
- Giving and receiving feedback
- Presentation skills for strengthening confidence
- Video review and feedback
- Day 2 reflections

Daily start time: 8:30 am
Daily end time: 4:30 pm
Lunch: 1:00-2:00 pm (approximately)
AM/PM tea breaks: 15 minutes each

Day Three

- Assertiveness skills
- Negotiation skills
- Team building
- Beehive model
- Team-building activity
- Day 3 reflections

Day Four

- Team dynamics
- Conflict management and leadership
- The Ubuntu model
- TK Inventory
- Video
- Preparation
- Presentation and filming
- Day 4 reflections

Day Five

- Proverbs
- Course review: topics and frameworks
- Trio consultations
- Presentation review and feedback
- Action plans
- Certification and course closure

Time Management Tips

This section will provide you with some practical tips, tools and skills to improve time management. Time management starts with the commitment to change. Time management is easy as long as you commit to action. You can improve your time management through better planning; prioritising; delegating; controlling your environment; understanding yourself and identifying what you will change about your habits, routines and attitude.

"I'm in a hurry to get things done
 Oh, I rush and rush
 until life's no fun
 All I really got to do
 is live and die
 But I'm in a hurry
 and don't know
 why."

— Lyrics to the song
 "I'm in a Hurry"

The key to successful time

management is planning and then protecting the planned time. People who say that they have no time do not plan, or fail to protect planned time. If you plan what to do and when, and then stick to it, then you will have time. This involves conditioning, or re-conditioning your environment. For people who have demands placed on them by others, particularly other departments, managers, customers, etc, time management requires diplomatically managing the expectations of others. Time management is chiefly about conditioning your environment, rather

than allowing your environment to condition you. If you tolerate, and accept without question, the interruptions and demands of others then you effectively encourage these time management pressures to continue.

Time management has enormous implications for organisations and the whole.



Pull quotes may be any of the Award brand colors.

Give spot graphics plenty of air around them.

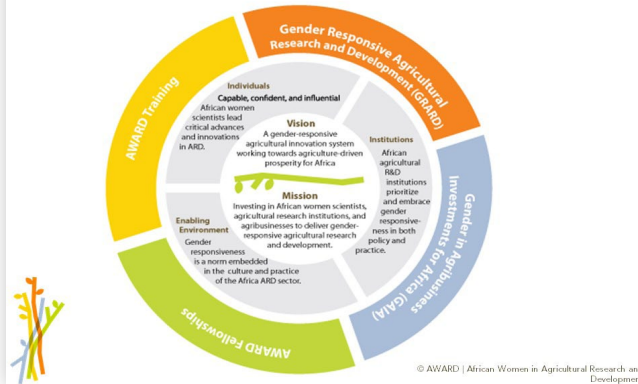
Use the table style for lists whenever possible.

Use pull quote or tip styles to create interest.



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PowerPoint Slides



2013 AWARD Fellow
Annie Mwayi Malpulanga

"My research has also gone further in identifying the roles of women in dealing with climate change issues, since women are the ones who are most heavily burdened by the impacts."

Position	Climate Change Officer
Institution	Ministry of Environment and Climate Change Management Department of Climate Change and Meteorological Services
Country	Malawi
BSc	Agricultural Economics, University of Malawi, Bunda College of Agriculture, 2010
Mentor	Dr. Tasokwa Vida Musa Kakota, Head, Basic Sciences Department Lilongwe University of Agriculture and Natural Resources
Research Area	Investigation of climate change impact on agriculture and farming gender roles.

Annie Mwayi Mapulanga was raised in Blantyre, Malawi where she was influenced by her mother, an agricultural extension worker. She decided to follow in her footsteps, studying agricultural economics.

Mapulanga has worked with rural communities since she began her research career. Initially, she served with the Malawi Population and Housing Census, where she administered questionnaires on demographics, agricultural practices, and livelihood streams. She then worked as a research assistant with various university lecturers to survey farmers on the impacts of fertilizer subsidies on their maize production, as well as on a ICRISAT study of early adoption of legumes where she carried out baseline surveys with farmers trying to diversify their farming practices.

For her BSc research project, Mapulanga analyzed the determinants and gross margins of banana production by smallholder farmers. "I found that banana growing generates income because it doesn't require fertilizer or too much land," she says. "They grow the bananas largely for personal consumption and sell their extra produce for profit."

Currently, Mapulanga is working on two national climate change programs: the Malawi Climate Change Programme (CCP) and the Africa Adaptation Programme (AAP), Building Capacity for Integrated and Comprehensive Approaches to Climate Change Adaptation in Malawi. The CCP project aims at developing a strategic response to

Profile

Fellow Profile



AWARD Fellow Sheila Ommeh (left), a lecturer/researcher at Jomo Kenyatta University of Agriculture and Technology, Nairobi, Kenya, hopes to introduce a disease-resistant chicken that can be easily produced by women farmers.

Fact Sheet

A game-changer: Empowering African women scientists to accelerate agricultural gains

The majority of those who produce, process, and market Africa's food are women, but only one in four agricultural researchers is female. Even fewer—one in seven—hold leadership positions in African agricultural research institutions.

(AWARD/ASTI 2009)

AWARD is a career-development program that equips top women agricultural scientists across sub-Saharan Africa to accelerate agricultural gains by strengthening their research and leadership skills, through tailored fellowships. AWARD is a catalyst for innovations with high potential to contribute to the prosperity and well-being of African smallholder farmers, most of whom are women.

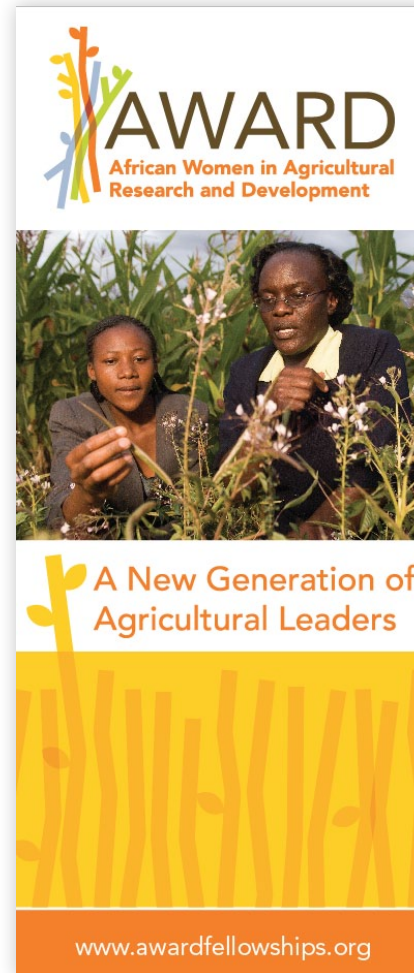
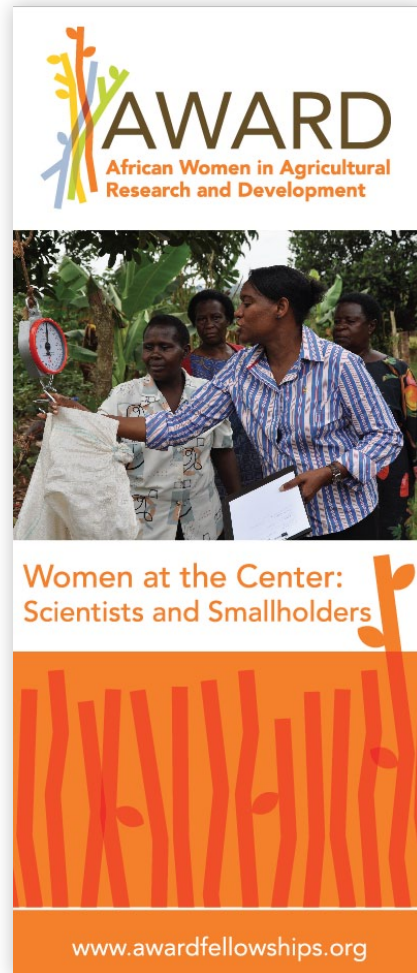
AWARD Fellows benefit from two-year fellowships focused on fostering mentoring partnerships, building science skills, and developing leadership capacity.

Following a highly competitive process, the fellowships are awarded on the basis of intellectual merit, leadership capacity, and the potential of the scientist's research to improve the daily lives of smallholder farmers. To date, AWARD has received applications from 2,960 women for a total of 320 available fellowships. On average, only the top nine percent of applicants are selected each year.

Program History

Established in 2008, AWARD was launched following a successful

Fact Sheet



Banners

Email Standards

The email signature offers an important opportunity to reinforce AWARD's identity. Because emails sent using AWARD email addresses are professional in nature, personal quotations, poems, religious references, or other content should not be included on internal or external messages as part of the email signature. Given the diversity of audiences we hope to reach, our goal is to be as inclusive and accessible as possible. Some personal messages may be polarizing or make people feel excluded, so we prefer to keep the email signature simple and AWARD-centric.

Use the logo specified for email use



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Email Signature

Set your signature in a two column format

Resources

The AWARD communications department is responsible for brand management. We're here to help you. Please contact us at awardqueries@cgiar.org with questions or if you need more detailed information about how to best use our brand strategy and graphic design guidelines.

Information

The AWARD staff is ready to assist you with whatever information you may need.

To reach the appropriate individual, please consult <https://awardfellowships.org/about-us/staff/>

United Nations Avenue, Gigiri
P.O. Box 30677, Nairobi 00100, Kenya
+254 (0)20 722 4141 (Direct line)

Website:

www.awardfellowships.org

Brand Activation

AWARD makes a difference every day in the lives of hundreds of fellows, mentors, mentees, and trainers who have been touched directly by our programs. Thousands of colleagues in their circles of influence also know AWARD well, as the ripples of impact extend out across the continent. Now is the time to build on our momentum! Let's accelerate what's possible and revel in the certainty of what we can and will accomplish together.

Because building our brand depends on the way AWARD is experienced at every contact point, everything we do matters. We are all brand champions. Let's use our talents to help AWARD achieve its full potential. Rise to it!



"AWARD has made me more committed to working on gender-sensitive technologies to improve rural women's livelihoods. It enabled me to focus on what I need to do and the road that I need to walk to achieve my career dream. As AWARD Fellows, we hold our heads high and want to keep the candle burning for we owe much of our success to the invaluable lessons that we carried away."

— Florence Lubwama Kiyimba, AWARD Fellow
Program Leader/Head, Agricultural Engineering and
Appropriate Technology Centre
National Agricultural Research Organisation, Uganda



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