

BRAND GUIDELINES



CONTENTS

Introduction	2
Why do we need guidelines?	3
CIAT name	4
Our brand values	5
Logo	6
Tagline logo	6
Basic logo	7
Old versions of logo	7
Visual specifications for logo use	8
Usability matrix	8
Positioning	9
File format	11
Improper use of logo	11
Corporate colors and supporting color palette	13
Corporate colors	13
Supporting color palette	14
Typography	15
Photographs	17
Boilerplate text	18
Acknowledging partners and donors	19
Acknowledgements and disclaimers	20
Some considerations for social media	21
Presentations	23
Get inspired	24
Corporate publications examples	24
Brochures and briefs	25
Infographics	26
Annex	27
CIAT's principal tags	27

Introduction

CIAT is the International Center for Tropical Agriculture, and a CGIAR Research Center.

CIAT develops technologies, methods, and knowledge that better enable farmers, mainly smallholders, to enhance eco-efficiency in agriculture. This means we make production more competitive and profitable as well as sustainable and resilient through economically and ecologically sound use of natural resources and purchased inputs.

Our core values are:

Shared organizational ethic

We respect each other, our partners, and the people who benefit from our work. We act with honesty, integrity, transparency, and environmental responsibility in all of our joint endeavors.

Learning through partnerships

We work efficiently and pragmatically together and with partners. Considering our diversity to be a key asset, we adapt readily to change and strive to improve our performance through continuous learning.

Innovation for impact

We develop innovative solutions to important challenges in tropical agriculture, resulting in major benefits for the people who support, participate in, and profit from our work.



Why do we need guidelines?

Our values should be evident wherever CIAT is presented, whether online or via printed material. If we follow these guidelines consistently, the brand will grow strong and be recognizable, encouraging others to view CIAT even more positively. These guidelines provide everything you need to create professional communication materials that will build the CIAT brand. Please use them to help ensure the continued success of CIAT.

These Brand Guidelines offer general guidance and do not attempt to encompass all possible branding scenarios. If in doubt over a branding issue, please contact us at CIAT-Comunicaciones@cgiar.org



CIAT name

CIAT's name is used in three official languages.

English:

International Center for Tropical Agriculture (CIAT)

Spanish:

Centro Internacional de Agricultura Tropical (CIAT)

French:

Centre International pour L'Agriculture Tropicale (CIAT)

CIAT's acronym is based on its Spanish name. Avoid creating new acronyms based on other languages.

In cases where our name is required in a language other than one of the three official languages, please contact us at CIAT-Comunicaciones@cgiar.org for information and assistance with official translations.



Our brand values

CIAT's brand builds on our core values, which are based on a set of shared ethical principles, leading us to work together in teams and with partners in a pragmatic and efficient way to conduct high-quality research that is innovative and impact oriented.

The main values defining our style are:

Clear and accessible

Our designs should be simple, easy to read and understand. Decoration (such as photos and drawings) is used only to illustrate and support important messages and information.

Dynamic and innovative

Our designs are fresh and modern, showing our drive to spur and embrace innovation. They should never be heavy, or use dark color schemes or excessively crowded compositions.

People centered

We want to show our commitment to partners and beneficiaries. Our designs give a lot of emphasis to people to demonstrate concrete impact whenever possible, playing down institutional aspects and processes.

Environmental responsibility

CIAT aims to enhance eco-efficiency in agriculture, and our designs and communications practices should therefore convey messages of positive interaction with the environment.



Logo

There are several versions of the CIAT logo, which can be used depending on specific needs and constraints, including space and consistency with other logos in a composition.

Tagline logo

The tagline logo includes the following tagline embedded with the logo and CIAT's name: "Since 1967 / Science to cultivate change". This is the main CIAT logo and should be preferred.



International Center for Tropical Agriculture
Since 1967 *Science to cultivate change*



Centro Internacional de Agricultura Tropical
Desde 1967 *Ciencia para cultivar el cambio*



Centre International pour l'Agriculture Tropicale
Depuis 1967 *La science pour cultiver le changement*

Logo

Basic logo

The CIAT basic logo includes the logotype and the globe and leaf symbol. This version can be used where space is limited or in contexts where the audience is familiar with CIAT (for example, for internal communications or within CGIAR initiatives).



Old versions of logo

Older versions of the logo that can be found online should no longer be used, including the special version of the logo developed on the occasion of CIAT's 45th anniversary.



Visual specifications for logo use

Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. Do not change its color or add/remove any of its elements. The globe and leaf symbol should not be used alone, except on very specific occasions.

Usability matrix

Preferred use



Use on internal documents, including within CGIAR, or when space is limited.



Use if only grayscale is allowed.



Use on dark solid background



The symbol should not be used alone, except in specific cases, in which, for example, it is used as a watermark in a document or as an avatar on social media channels.



Visual specifications for logo use

Positioning

The CIAT logo can be used alone or in combination with other logos.

The preferred option is to place it in the **upper left corner of a composition**. Alternatively other positions are accepted for the balance of the composition, but restrain from positioning CIAT's logo randomly.



Boosting nutritional security

One of PABRA's central aims is to enhance the nutrition of the more than 300 million Africans whose diets include protein- and vitamin-rich beans. To further enhance the crop's micronutrient content, CIAT embarked more than a decade ago on a pioneering effort to raise iron and zinc content through conventional breeding. As a result, PABRA members have released 47 nutritionally improved varieties.



Linking farmers to markets

Informal trade in beans across national frontiers, particularly in eastern and central Africa, offers major opportunities to both raise rural incomes and bolster food security. PABRA researchers are generating new knowledge about the region's eight main bean marketing corridors, with the aim of achieving stronger integration of bean value chains and improving product flows from areas with surplus beans to those with deficits.



Confronting climate change

Bean production is highly vulnerable to climate change impacts, which include higher temperatures and more frequent drought. PABRA has registered key advances – particularly the development of drought-tolerant and disease-resistant varieties – that will help make bean production more resilient in the face of future threats.



Beating the heat

Within the next several decades, higher temperatures will become the primary threat to bean production, according to recent climate modeling, which suggests that the area suited for this crop in eastern and central Africa could shrink up to 70% by 2050. Affecting mainly lowland areas, heat stress will pose a particularly serious problem for bean crops in Malawi and the Democratic Republic of the Congo, followed by Tanzania, Uganda, and Kenya.

CIAT researchers have recently identified 30 "elite" lines that show strong tolerance to temperatures 4°C above the crop's normal "comfort zone." Many of these lines come from wide crosses between common and tepary beans, a "cousin" species originating in the arid US Southwest. This demonstrates the value of the bean collection safeguarded at CIAT headquarters in Colombia for Africa's future bean improvement.



Support PABRA

PABRA is supported by Canada's Department of Foreign Affairs, Trade and Development (DFAIT), the Swiss Agency for Development and Cooperation (SDC), the Bill & Melinda Gates Foundation, McKnight Foundation, Alliance for a Green Revolution in Africa (AGRA), Association for Strengthening Agricultural Research in Eastern and Central Africa (ASARECA), and the Governments of PABRA member countries. We are grateful to those who have invested generously in PABRA's efforts to enable member countries to improve every aspect of the bean sub-sector.

Photo credits:
Neil Palmer
Steve Beale

CIAT contacts:
Robin Buruchara (r.buruchara@cgiar.org), Regional Director for Africa
Steve Beale (s.beale@cgiar.org), Leader, Bean Program
www.pabra-africa.org www.ciat.cgiar.org



The logo needs sufficient space around it to maintain its strong visual impact. This area should be retained whether the logo is used alone or with other logos.



Minimum size horizontal:



Minimum print size **40 mm (4 cm)** wide.
Minimum digital size **255 pixels** wide.

When the CIAT logo is used in a composition with other logos, the size of all logos should be equal so as not to emphasize any logo in particular.





File format

Web, presentations and word processing software

Use low-resolution files of the logo, including .JPG and .PNG formats. The minimum size of the logo in electronic format is 130 KB.

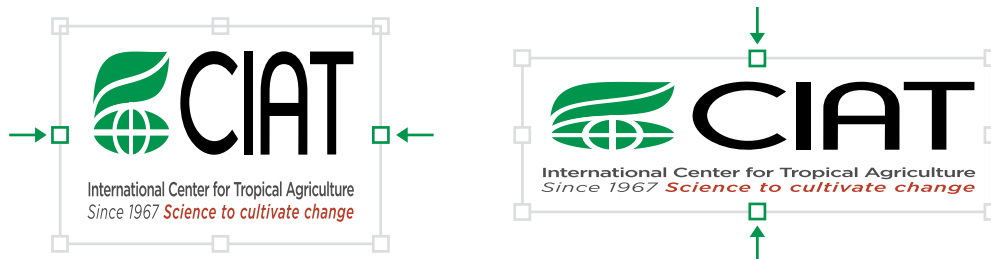
Print

For printed material, use high-resolution files including: .TIFF, .AI, or .EPS formats.

Refer to the usability matrix to know what version to use. **All versions of the logo in different formats and languages can be downloaded from the CIAT website at: ciat.cgiar.org/ciat-logo-kit**

Improper use of logo

Do not scale the logo to increase or reduce its size by manipulating the green squares, because this may distort the original proportions. To increase or reduce the logo size, it is recommended to manipulate the squares in the corners. That way the logo will keep its original proportions.



Do not change the typeface or the colors, and do not manipulate the logo or rearrange its layout.

Do not change the tagline typeface



Do not change the color of any element



Do not manipulate the tagline



Do not rearrange the layout








Corporate colors and supporting color palette

Corporate colors

Colors are vital parts of CIAT's visual identity and must be used in all CIAT products, whether online or in print. CIAT's corporate colors were carefully selected. Please refrain from using other colors.



					
	Pantone 7599	Pantone 355	Pantone 446	Pantone Cool Gray 10	Pantone 422
Use the Pantone formula guide for offset printing, and the CMYK for digital printing	19 C 91 M 100 Y 9 K	99 C 12 M 100 Y 2 K	90 K	75 K	45 K
In MS Office, use the RGB color model.	204 R 51 G 51 B	0 R 153 G 51 B	51 R 51 G 51 B	102 R 102 G 102 B	153 R 153 G 153 B
The hexadecimal model is also provided for use on the web	#CC3333	#009933	#333333	#666666	#999999

Corporate colors and supporting color palette

Supporting color palette

The colors in our supporting palette were chosen to complement our corporate colors, providing an additional range to the brand experience. Please keep in mind that supporting colors are a secondary choice and should not be used alone. Combinations of supporting colors without corporate colors are not allowed.

Use the Pantone formula guide for offset printing and the CMYK for digital printing	Pantone 1495	Pantone 2592	Pantone 375	Pantone 285	Pantone 2592
	0 C 55 M 90 Y 0 K	4 C 11 M 87 Y 0 K	45 C 0 M 95 Y 0 K	90 C 55 M 0 Y 0 K	50 C 90 M 0 Y 0 K
In MS Office, use the RGB color model.	248 R 152 G 56 B	255 R 205 G 51 B	153 R 202 G 60 B	51 R 102 G 153 B	153 R 51 G 153 B
The hexadecimal model is also provided for use on the web	#F89838	#FFCD33	#99CA3C	#336699	#993399

Typography

The following styles should be applied on all publications and information materials for consistency across CIAT's products.

Lithographic or digital printing

Primary font: **KORINA BT**

This font is also used for internal signage.

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

Secondary font: **AILERON**

This font family is used for text boxes.

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

Secondary font: **ALEO Light Italic**

This font is used for highlights.

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

MS Office use

CALIBRI

This font is used to work in Word, PowerPoint, and multimedia.

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

Web use

LUCIDA Sans

This is the font used on CIAT's website and blog, and in our electronic bulletins.

QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789



Typography

For printed corporate publications, whether with digital or lithographic printing, Korinna Bold typeface should be used for main headings. The headings should preferably be either in corporate green, red, or in black using a percentage lower than 100%.

There is no standard size for headings. This depends on how many lines are required and their hierarchy within the text.

The same criteria apply to subtitles, but the color to be used is black at 90%. In exceptional cases, subtitles are used in red. It all depends on the shade distribution within the page.

For text in printed publications, the same corporate typeface is used in black at 90%.

The use of black at 100% for type should be avoided if possible.

Font size for publications should range from 9 to 10 points, with 4-point line spacing. For example, 9/13 or 10/14.

Paragraphs should be left justified. Full justification is not recommended.

Use raised capital letters, as needed.

Highlight text or quotations should be in ALEO Light Italic typeface.

Text boxes should be in AILERON, and the best suitable supporting color can be used as a background color.

These fonts can be downloaded from CIATNet.

The African Grass that Came Home from America

More than 30,000 smallholder farmers in Kenya, Ethiopia, Tanzania, and Uganda have adopted the forage grass *Brachiaria* as part of the novel "push-pull" crop production technology. They are highly pleased with the dramatic boost in milk yields that results from feeding cattle with *Brachiaria* and also about its deterrent effect on stem borers attacking maize and sorghum.

Much research has shown that tropical forage grasses, including *Brachiaria*, can help overcome Africa's feed shortage, which constrains milk and meat production. But progress in scaling up the technology has been slow.



latest version of the technology is its extension to set for intercropping with maize and sorghum.

1. Restoring degraded land

The cost of land degradation worldwide has reached an estimated US\$490 billion, according to the United Nations Convention to Combat Desertification (UNCCD), far higher than the cost of reversing it. The only affordable response now is investing in land restoration and soil rehabilitation, which have the potential to benefit millions of rural households in developing countries and all who rely on the ecosystem services that farm families help maintain.

To this end, environmental agencies, governments, and investors are joining forces to undertake major efforts, such as Initiative 20x20, which is supported by the World Resources Institute (WRI), CIAT, and other partners. This initiative aims to restore 20 million hectares of degraded land in Latin America by 2020.

The success of such efforts depends on long-term political and financial commitment but also high-quality science that addresses key issues, such as how rural people can achieve and benefit from land restoration, ensuring that investments deliver the expected payoffs.

Through decades of research on crop, soil, and land management, CIAT and its partners have developed and tested a wide range of sustainable soil and land management options, such as integrated soil fertility management, and slash-and-mulch agroforestry, which have proven effective for halting land degradation. Yet, adoption of these solutions is still limited, because of diverse social and economic factors as well as resource constraints.

In response, CIAT scientists design soil and land management options with local communities, using ecosystem services approaches. Going a step further, researchers help develop incentives for wider adoption of these options and target investments across landscapes, with the aims of restoring ecosystem services, intensifying crop production sustainably, and delivering tangible economic and social benefits – especially for marginalized groups and women.

Kenya's life blood

In the upper watershed of the Tana River, soil washing down hillsides damages the water for downstream users, including estimated four million inhabitants. Researchers have shown that 10 years of soil sediment in the river has increased by more than 100%.

To find solutions, various organizations, including The Nature Conservancy, are piloting a water conservation program. The program provides support, which brings together users of the Tana River ecosystem – farmers, government, and hydropower companies. Their joint aim is to create upstream communities that better manage the water.

In support of this initiative, CIAT has generated maps of the dynamics of upstream land-use change. The maps are used to target investment in reforestation and other ecosystem services, that increase water quality.

Partners that include the largest electricity producer in Kenya, together with business and government, have raised more than \$10 million for the upper watershed Fund – a first for the region. In March 2015, the fund was capitalized at \$10 million.

To encourage researchers and local communities, the Water and Resilience Authority and monitoring program have provided evidence on the benefits of interventions in sedimentation, water quality, and cleaner water.

Photographs

Strong photographs are core elements of CIAT's identity. However, they must be chosen with care, in accordance with the subject matter, and must convey a message that is in line with CIAT's brand values.

For example, the use of photos depicting children should be limited to cases where they illustrate a project targeting children specifically (for example, in schools) or where a photo of a family is used to represent, for example, the impact of a particular initiative on households.

You should not edit photographs for which you do not have authorship. Please also be careful not to distort their proportions.

Photographs should also preferably highlight positive interaction with the environment.

A caption must be provided whenever possible as well as the name of the photographer and/or organization, either on/below the photograph itself or in the credits section of publications and other products.

CIAT photographs available on the [Flickr](#) platform can be downloaded in different sizes and are generally under the Creative Common license: [Attribution-NonCommercial-ShareAlike](#).



Example



Hedgerow grass prevents soil erosion.
Photo: Georgina Smith / CIAT

Boilerplate text

Full version

The International Center for Tropical Agriculture (CIAT) – a CGIAR Research Center – develops technologies, innovative methods, and new knowledge that better enable farmers, especially smallholders, to make agriculture eco-efficient – that is, competitive and profitable as well as sustainable and resilient. Eco-efficient agriculture reduces hunger and poverty, improves human nutrition, and offers solutions to environmental degradation and climate change in the tropics. Headquartered near Cali, Colombia, CIAT conducts research for development in tropical regions of Latin America, Africa, and Asia.

www.ciat.cgiar.org

Short version when space is limited

The International Center for Tropical Agriculture (CIAT) – a CGIAR Research Center – develops technologies, tools, and new knowledge that better enable farmers, especially smallholders, to make agriculture eco-efficient – that is, competitive and profitable as well as sustainable and resilient. Headquartered near Cali, Colombia, CIAT conducts research for development in tropical regions of Latin America, Africa, and Asia.

www.ciat.cgiar.org



Acknowledging partners and donors

When acknowledging CIAT donors, please use the following format:

The International Center for Tropical Agriculture (CIAT) is supported by (insert relevant donor here).

When acknowledging CIAT partners, please use the following format:

(Insert relevant partner here) is an official partner of the International Center for Tropical Agriculture (CIAT).



Acknowledgments and disclaimers

The following is a required acknowledgment and disclaimer for all CIAT-funded research outputs, including peer-reviewed journal articles and publications:

This work was undertaken by the International Center for Tropical Agriculture (CIAT), which is a CGIAR Research Center. The views expressed in this document cannot be taken to reflect the official opinions of CGIAR.



Some considerations for social media

Social media are potentially powerful tools, which should be managed properly to help ensure beneficial and consistent use across CIAT's communications. Below are some basic considerations for using social media.

Language and tone: Social media are about connecting with people, which lends itself to a conversational style. Be friendly, approachable, and responsive. Use inclusive language (us, we, you). Be brief and clear; use short, simple sentences and vocabulary; and use the active voice. Avoid excessive use of abbreviations and jargon. Make sure the audience understands you!

Contents: Content is king in social media. Use social media to share research results and outputs but also interesting progress and developments, new projects, and partnerships. Always substantiate posts with background information, publications, and other information products. Use visuals, including quality infographics, photographs, and multimedia. The message and content should ALWAYS be sound and consistent, and reflect CIAT's research, values, and principles. This will give our content credibility.

Updating: Social media accounts require constant updating. Inactive social media

accounts appear unprofessional. Update your accounts often, and be sure you are responsive and engaged with your followers on a regular basis to ensure that they return. Plan your posts ahead of time to ensure balance and consistency.

Engagement: Find opportunities to naturally build engagement hooks into your posts, and build curiosity to lead people to look for more information on the website and in publications, blog articles, and other information products. Manage your content, reply to messages, and engage in relevant conversations on other accounts.

Terms of use: Adhere to the terms of service and existing guidelines outlined by each individual social media channel, such as Facebook, Twitter, and YouTube.

Corporate identity: Social media should strengthen CIAT's corporate identity and, as such, must include our logo and the complete name of the organization together with its



Some considerations for social media

acronym (avoid using the acronym alone). This will ensure that users easily recognize CIAT's official channels. You can also provide CIAT's boilerplate when possible.

Avatar: Given the small dimensions allowed for avatars on social media, CIAT's symbol (globe and leaf) can be used alone without the acronym and name. This is the only case when the use of CIAT's symbol is recommended on its own.

Tagging: Hashtags and tags are an important consideration for Twitter, Flickr, YouTube, and blogs, to name a few. CIAT has an established list of tags that should be used in priority (but not exclusively) in order to ensure consistency and cross-referencing of contents, including information products. The list is available in annex.

Link to website: Do not forget to link back to CIAT website on all social media accounts, and as much as possible in every post.

Intellectual property: As for any other communication channels, it is important to respect property rights on social media, including authorship and industrial property. When sharing content posted by third parties, always check if all rights are reserved or if it can be used under a [Creative Commons](#) license.



Presentations

Presentations are an important element of CIAT's efforts to communicate science. You will find in this section some basic recommendations to keep in mind when designing your presentations.

Style: Whenever preparing a presentation, always adhere to CIAT's brand values, typography, and color palette. We generally prefer a white background with dark text, which works well even with ambient lights. We recommend for you to use the PowerPoint templates available in [CIATNet](#).

Contents: Keep all of your slides simple, get rid of the superfluous, and don't be afraid of "white space" or "negative space." Each element on a slide should be there to contribute to better understanding. A powerful slide has no more than one message.

Transitions: Use slide transitions and animations with restraint, giving preference to the most subtle and professional ones. Bullet points, for example, should not be animated on every slide. Also, do not place transition effects between all slides.

Visuals and multimedia: Use high-quality graphics, including photographs. Again, be cautious about copyright issues. Do not hesitate to insert video and audio within the

presentation when appropriate. This will change the pace of your presentation and increase the interest of your audience.

Text notes and voice over: A good presentation does not make sense without its presenter. If you intend to share your presentation (on SlideShare, for example), you may want to include notes or a voice over.



Get inspired

Corporate publications examples



Pathways to Development Impact

CIAT Annual Report 2014-2015



Financial Statements

Including Report of the Independent Auditors
December 31, 2014



BRINGING SOILS TO LIFE

For sustainable landscapes and prosperous societies

The status of soil has always profoundly shaped the fate of society. Yet, the modern world seems to have lost sight of this fact.

Though essential for meeting our food needs, soils are often ignored or undervalued in agricultural development programs and investment strategies. Ironically, this lapse comes at a time when soil health is more important than ever for confronting enormous global challenges – such as rising food demand and climate change – and by implication, for meeting the Sustainable Development Goals that the United Nations is expected to launch in 2015.

The GFI has declared 2015 the International Year of Soils, creating an opportunity to renew global awareness of the vital link between healthy, fertile soils and prosperous societies. "Soil is not dirt. It is the source of life," Indian activist Satish Kumar reminds us. But only if we bring degraded soils to life through better management, can they store water, deliver nutrients to crops, catch damage from natural disasters like floods, harbor biodiversity, sequester carbon, and provide all the other ecosystem services that are essential for sustaining and improving life.



1. Restoring degraded land

The rate of land degradation worldwide has reached an unprecedented level, according to the United Nations Convention to Combat Desertification (UNCCD). In light of this, the call for restoring the soil is becoming more and more urgent. The soil is the foundation of our food systems, and its health is critical to our survival. The soil is also the foundation of our ecosystems, and its health is critical to the health of our planet.

The success of such efforts depends on long-term, political and financial commitment but also high-quality science that addresses key issues, such as how rural people can achieve and benefit from land restoration, ensuring that investments deliver the expected payoff.

Through decades of research on crop, soil and land management, CIAT and its partners have developed and tested a wide range of sustainable and soil management options, such as integrated soil fertility management, and now seek to scale up these options, which have proven effective for restoring degraded land. The adoption of these options is self-reinforcing: as more land is restored, the benefits to the environment and to the economy are realized.

Restoring life blood

In the upper reaches of the Andes, the soil is the life blood of the region. The soil is the foundation of the region's food systems, and its health is critical to the health of the region. The soil is also the foundation of the region's ecosystems, and its health is critical to the health of the region.

Through decades of research on crop, soil and land management, CIAT and its partners have developed and tested a wide range of sustainable and soil management options, such as integrated soil fertility management, and now seek to scale up these options, which have proven effective for restoring degraded land.

The adoption of these options is self-reinforcing: as more land is restored, the benefits to the environment and to the economy are realized.

Get inspired

Brochures and briefs



Scaling out Decision-Support for Climate-Smart Agriculture

Climate-smart agriculture (CSA) aims to achieve sustainable increases in productivity and resilience, while mitigating greenhouse gas emissions where possible. As global support for this approach grows, decision-makers need technical guidance to identify best practices for investment portfolios. CIAT, in cooperation with CCAFS, has developed a series of CSA decision-support tools and frameworks. Working closely with stakeholders from multiple sectors around the world, researchers are identifying entry points to scale out CSA investments for a more food-secure future.

CIAT and CCAFS engage with partners around the world to scale out CSA



CSA Country Profiles

THE WORLD BANK

- Argentina
- Bolivia
- Brazil
- Colombia
- Costa Rica
- Ecuador
- Guatemala
- Honduras
- Kenya
- Madagascar
- Mali
- Uganda
- Zambia
- Zimbabwe

Country Profiles & Prioritization Framework

- Burkina Faso
- Ethiopia
- Kenya
- Madagascar
- Mali
- Uganda
- Zambia
- Zimbabwe

CSA Prioritization Framework

- Colombia
- Ethiopia
- Kenya
- Madagascar
- Mali
- Uganda
- Zambia
- Zimbabwe

CSA - Plan

- Kenya
- Madagascar
- Mali
- Uganda
- Zambia
- Zimbabwe

CSA Country Profiles	CSA Prioritization Framework (CSA-PP)	CSA - Plan
<p>National level: CIAT, highlighting the current state of CSA and entry points for scaling out CSA, including:</p> <ul style="list-style-type: none"> • National agricultural context • Current and potential CSA practices and services • Assessment of practices and services and impact on productivity, resilience, and income • Mapping current and potential CSA practices • Research and innovation for CSA <p>An advisory document for the approach has been published in 2015 and is available at www.ciat.org.</p>	<p>Putting stakeholders at the heart of CSA planning, the CSA-PP provides a decision-making framework to support the scaling out of CSA practices and services.</p> <ul style="list-style-type: none"> • Prioritize existing and potential CSA practices and services, taking into account national and regional contexts • Assess trade-offs between productivity, adaptation, and mitigation for different practices, taking into account national and regional contexts • Identify trade-offs and opportunities of practices and services for CSA adoption and implementation strategies • Develop CSA investment portfolios based on prioritization practices 	<p>CIAT and CCAFS, through CCAFS Country Profiles & Prioritization Framework (CSA-PP), are developing an integrated approach to scaling out CSA programs from sub-national to regional levels.</p> <p>This is a voluntary framework, designed to support decision-makers to identify entry points for scaling out CSA programs in their countries, with the ultimate goal of scaling out CSA to achieve a more food-secure future.</p>



Africa-led Innovation for Sustainable Agricultural Development PABRA – the Pan-Africa Bean Research Alliance



PABRA is among Africa's most effective and highly regarded platforms for technical and institutional innovation in agriculture.

According to a recent external review, it offers a model of how continent-wide crop research networks can benefit smallholder farmers. The diversity of bean production systems, the African focus on scientific support from the Bean Program of the International Center for Tropical Agriculture (CIAT) as well as assistance in research planning, PABRA operates on the principle that countries can solve shared problems for more cost-effectively when they conduct research collaboratively rather than in isolation from one another.



Growing reach

Since its establishment in 1996, the Alliance has expanded to include three regional networks (one each for Eastern/Central, Southern, and West Africa), involving 30 countries and enrolling more than 700 partners. These include not only national research organizations and universities but also local extension, a dozen large-scale private traders, and hundreds of farmer associations.



Delivering solutions

PABRA members have released a total of 100 improved varieties, including 20 in just the last 5 years, among which are 10 bean varieties that are resistant to drought, diseases, and pests. PABRA has also conducted a growing and marketing research and management project, which has enabled farmers to invest more in their own beans, and has led to 1.1 million in income for 1.1 million in income.



Registering impact

In recent years, new members have joined the Alliance, and the number of countries in the network has grown from 10 to 30. PABRA is also working to expand its reach to more countries, and is currently in the process of registering impact in 10 countries, with a total of 1.1 million in income for 1.1 million in income.



Boosting nutritional security

One of PABRA's central aims is to enhance the nutrition of the more than 100 million African people who rely on beans for their protein and micronutrient needs. To achieve this, PABRA has been working to improve the nutritional value of beans, and is currently in the process of scaling out its work to more countries.



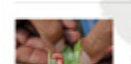
Linking farmers to markets

Informal trade is a key barrier to market access for smallholder farmers, particularly in the context of climate change, which is leading to higher temperatures and more frequent droughts. PABRA has been working to improve the market access of smallholder farmers, and is currently in the process of scaling out its work to more countries.



Confronting climate change

Bean production is highly vulnerable to climate change impacts, which include higher temperatures and more frequent droughts. PABRA has been working to improve the resilience of bean production to climate change, and is currently in the process of scaling out its work to more countries.



Beating the heat

With the onset of global warming, higher temperatures will become the primary threat to bean production, according to recent climate modeling, which suggests that the area suited for the crop in sub-Saharan Africa could shrink by as much as 50% by 2050. PABRA is currently working to improve the resilience of bean production to climate change, and is currently in the process of scaling out its work to more countries.



Support PABRA

PABRA is supported by Canadian Development of Foreign Investors, Trade and Development (CFTD), the Swiss Agency for Development and Cooperation (SDC), the Bill & Melinda Gates Foundation, and the International Center for Tropical Agriculture (CIAT). PABRA is also supported by the International Center for Tropical Agriculture (CIAT) and the International Center for Tropical Agriculture (CIAT).



Get inspired

Infographics



Annex

CIAT's principal tags

Agroforestry
Animal nutrition
Beans
Biodiversity
Biofortification
Biofuels
Brachiaria
Cassava
Climate change
Climate change adaptation
Climate change mitigation
Crop wild relatives
Deforestation
Drought tolerance
Eco-efficiency
Economic growth
Ecosystem services
Farming systems
Food crisis
Food prices
Food security
Gender and equity
Genetic resources
Germplasm
Greenhouse gas emissions
Hunger
Impact assessment
Knowledge management
Land use

Legumes
Livelihoods
Livestock
Markets
Monitoring and reporting
Nutrition
Participatory research
Pests and diseases
Plant breeding
Policy
Poverty
Resilience
Rice
Seed systems
Soils
Soil health
Soil information
Soil landscapes
Tropical forages
Tropical fruits
Water





A CGIAR Research Center

Headquarters
Km 17 Recta Cali-Palmira. C.P. 763537
A.A. 6713, Cali, Colombia
Phone: +57 (2) 445 0000

www.ciat.cgiar.org

2016