

Scaling Readiness

Assessing and Accelerating Scaling of Innovations

Scaling Readiness Guidelines for strategic communication Version: 05 February 2020

Objective:

To strategically communicate about Scaling Readiness to different (potential) user audiences.

Scaling Readiness user audiences

In order to increase the uptake and efficient use Scaling Readiness, different user audiences have been identified:

- Decision makers with potential interest in Scaling Readiness
- Project managers with potential interest in Scaling Readiness
- Researchers with potential interest in Scaling Readiness
- Implementers who implement Scaling Readiness

For each of the audiences, the scaling Readiness team identified (1) How to convince them on the added value of Scaling Readiness, and (2) What kind of communication products can support that.

1. Decision-makers

Description: Decisionmakers include those actors that can make strategic decisions on the use of Scaling Readiness at organisational or program level

Examples of categories of people: Head of CRPs
Head of CG centers
CGIAR systems office
NGO or private sector CEO
NARS Directors and Program Leaders
Heads of AR4D institutions outside CGIAR
Donors
Development Directors



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Assumption:	Decision-makers will not have a lot of time to read or study detailed Scaling Readiness materials. They will need to be convinced through short pitches, informal meetings, word-of-mouth through their network.
What kind of strategy can convince them to use Scaling Readiness?	Short pitch on the Scaling Readiness basics Informal meetings One-pager/ flyer Scaling Readiness Marketing using their language Others are using it and are positive about it (word-of-mouth)
Communication products:	Scaling Readiness pitch presentation Scaling Readiness scientific article Scaling Readiness flyer Scaling Readiness marketing brochure Visually attractive Scaling Readiness website Social Media (Twitter, Facebook) Personalised communication on Scaling Readiness (e.g. email sharing the Guidelines and/or Web Portal) Scaling Readiness launch event
Communication messages:	Scaling Readiness can support: <ul style="list-style-type: none">• R4D portfolio management• Supports making investment decisions• Improves resource use efficiency• Increases impact at scale

2. People managing interventions (projects, programs, policymakers)

Description:	Managers that can make decisions on the use of Scaling Readiness at project or program level, or who are requested to use Scaling Readiness
Examples of categories of people:	Project leaders, Program managers, Policymakers
Assumption:	People managing interventions have some level of autonomy in deciding on the use of Scaling Readiness. They will not implement Scaling Readiness themselves and are mainly interested in the diagnosis of their intervention and making evidence-based decisions on which activities and partnerships are more likely to enhance scaling of innovation. They may also be



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interested in using Scaling Readiness as input for proposal development

What kind of strategy can convince them to use Scaling Readiness?

Directed to use Scaling Readiness (by executives)
Ready to use tools
Nice packaging of the Quick Guide
Scientific publication
Others are using it and are positive about it (word-of-mouth)
Social Media (Twitter, Facebook)

Communication products:

Workshop that introduces Scaling Readiness
Informal meetings between Scaling Readiness Team and the intervention leaders/ managers
Scaling Readiness scientific article
Scaling Readiness Quick Guide
Visually attractive Scaling Readiness website
Social Media (Twitter, Facebook and ResearchGate)
Personalised communication on Scaling Readiness (e.g. email sharing the Guidelines and/or Web Portal)

Communication messages:

Scaling Readiness can support:

- (Cost-)effective and stepwise scaling project design and implementation with partners
- Proposal development/ resource mobilisation

3. Researchers

Description:

Researchers and scientists can fulfil multiple positions in the research for development sector. They are often involved in the development and testing of innovations, but can also be in influential positions in Boards of Directors or donor organisations.

Examples of categories of people:

Scientist developing innovation, Board members with research/ science background

Assumption:

Researchers attribute value to the scientific underpinning of Scaling Readiness (concepts, methods analysis). The credibility of Scaling Readiness and its data collection and analysis tools can be increased if Scaling Readiness is published in a high-ranking



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scientific journal.

What kind of strategy can convince them to use Scaling Readiness?

Scientific publication
Higher probability of success in applying for R4D scaling grants
Nice packaging of the Quick Guide
Comprehensive Scaling Readiness website
Social Media (Twitter, Facebook and ResearchGate)
Others are using it and are positive about it (word-of-mouth)

Communication products:

Workshop that introduces Scaling Readiness
Informal meetings between Scaling Readiness Team and the intervention leaders/ managers
Scientific article
Scaling Readiness Guidelines
Scaling Readiness Web Portal
Regular website and blogs and social media posts

Communication messages:

Scaling Readiness can support:

- Evidence-based scaling of innovation
- Generate publishable data (science of scaling)

4. Implementers

Description:

Staff in research and development organisation who are implementing Scaling Readiness, including its data collection, facilitating of stakeholder processes and implementation and monitoring of scaling strategies

Examples of categories of people:

Research Technicians and assistants, data collectors, monitors, Monitoring, Evaluation and Learning staff, process facilitators

Assumption:

Implementers are not concerned with the scientific underpinning or specific reasons of why Scaling Readiness is applied/ used in an organisation. What they are concerned with is having clear guidance on how Scaling Readiness should be implemented, what tools should be used, and what procedures to follow.

What kind of strategy can convince them to use Scaling Readiness?



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Directed to use Scaling Readiness (by executives)
(Certified) Capacity Development on Scaling Readiness
Appropriate technical backstopping

Communication products:

Scaling Readiness Guidelines
Blogs or articles on the scaling projects they are
involved in

Documentation of communication events:

All events where Scaling Readiness is presented are to be documented in a Scaling
Readiness Event Log:

<https://docs.google.com/forms/d/e/1FAIpQLSeZGWqzeCUrsOt6JYKnIKfg1Zs6CBzeZlWTthL3NDE9DFGwQ/viewform>.

Documented events can include, but are not limited to:

- Online presentations or seminars
- Conference or keynote presentations
- Poster sessions
- One-on-one sessions
- Information meetings
- Scaling Readiness workshops
- Scaling Readiness capacity development

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Summary of communication products

Communication product	User audience	Status
Scaling Readiness pitch presentation	Decision-makers and Intervention Managers	Available
Scaling Readiness animated video	Decision-makers, Intervention Managers and Researchers	Available
Scaling Readiness scientific article	Decision-makers, Intervention Managers and Researchers	Under review
Scaling Readiness flyer	Decision-makers, Intervention Managers and Researchers	Available
Scaling Readiness marketing brochure	Decision-makers	Available
Scaling Readiness Web Portal	Decision-makers, Intervention Managers and Researchers	Available
Social Media (Twitter, Facebook, ResearchGate)	Decision-makers, Intervention Managers and Researchers	Twitter, Facebook and ResearchGate pages available
Scaling Readiness Guidelines	Decisionmakers, Intervention Managers, Researchers and Implementers	Available
Word-of-mouth and informal meetings	Decisionmakers, Intervention Managers and Researchers	On-demand
Workshops for Scaling Readiness capacity development	Intervention Managers, Researchers and Implementers	Standardized template, banners and tools available
Cost-benefit factsheet	Decisionmakers	To be developed in 2020
CGIAR Launch Event	Decisionmakers	Scheduled for June 2020

Products can be accessed here:

<https://www.dropbox.com/sh/pp485t5jrrevpzi/AAAQ0J6wTEFBF2UXbd0n-Vqfa?dl=0>

CGIAR Launch Event Scheduled for June 2020

Proposed event: CGIAR science leaders meeting the first week of June 2020, most of the event is closed, but we could add this on as a special feature on the final day

Proposed location: Montpellier, France

Proposed participants: CGIAR Science Leaders + CGIAR SO

Objectives:

- To sensitise and introduce Scaling Readiness to the CGIAR Science Leaders
- To generate momentum and visibility for Scaling Readiness
- To position the RTB Scaling Team and RTB Scaling Work in the CGIAR
- To generate demand and potential cross CRP collaboration for Scaling Readiness

Proposed agenda:

1. Brief introduction to the importance of scaling in the CGIAR (Elwyn) (10 mins)
2. Flash presentation of Scaling Readiness (Marc) (15 mins)
3. Q&A on Scaling Readiness and feedback from the audience (Graham) (20 mins)

Preparatory work:

- Scaling Readiness mailing of Guidelines + accompanying letter signed by Graham and Marc
- Social Media Campaign on Scaling Readiness by RTB, IITA and CGIAR communication offices