Mali’s National Center for School Canteens (CNCS) initiated the development of a Communication Plan in accordance with the National Policy Food School and within the implementation of the Strategy Sustainability of School Feeding in Mali, to improve communication around school feeding programmes and collaboration between actors so better management and sustainability of Mali’s school feeding programme can be ensured.

The overall objective of this Communication Plan is to create a culture of internal and external communication about school feeding in Mali but more specifically, the Communication Plan has a number of internal and external objectives.

**Internal Communications**
- Ensure that information is regularly provided to the CNCS from agencies, organisations and other actors involved in the programme
- To share all goals, objectives and the strategic direction of school feeding in Mali with actors and stakeholders
- Promote better use of the tools, procedures, documents and activities of the school feeding stakeholders
- Promoting a better exchange between the CNCS, other structures under the Ministry Education, sector departments, decentralized services, the local authorities, technical and financial partners and NGOs
- Encourage community ownership, farmer organizations and other key stakeholders with different interventions
- Ensure that the views and concerns of all stakeholders in the implementation of the programme are encouraged, listened to and taken into account
- Allow greater participation of regional and local stakeholders in the planning, management and decision-making
- Encourage openness, sharing, transparency and consistency between actors and stakeholders climate
- Reduce reliance on rumors and unofficial and conflicting information

**External Communications**
- Give more visibility to the school feeding programme;
- Disseminate benefits of the programme;
- Encourage greater participation of the private sector and Malian diaspora;
- Ensure greater political support.

Click to download the Plan de Communication