

# Introducing Social Media at ILRI

Peter Ballantyne  
International Livestock Research Institute  
9 December 2009



International Livestock Research Institute

Knowledge is power NOT  
-----  
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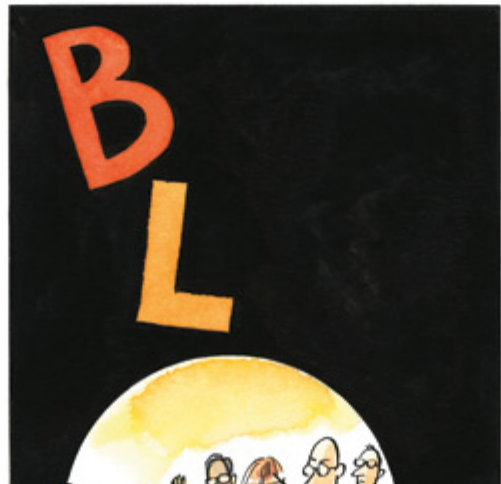
# User-generated science

Sep 18th 2008

From *The Economist* print edition

Web 2.0 tools are beginning to change the shape of scientific debate

Illustration by Peter Schrank



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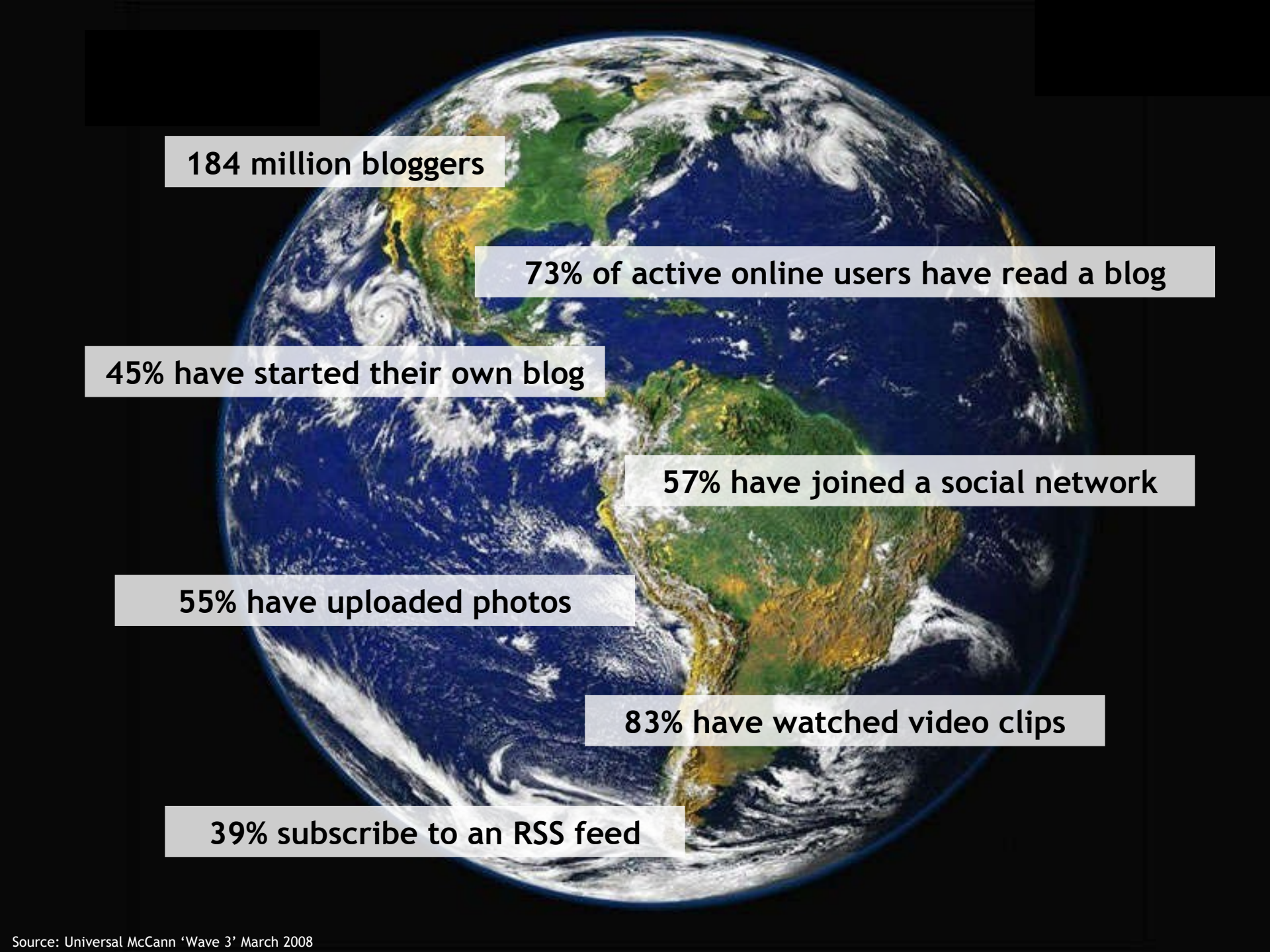
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Click to buy from Amazon.com: "[The Open Laboratory](#)", edited by Richard Cartwright and Bora Zivkovic ([Amazon.co.uk](#)).

*Seed* has a [collection of articles](#) written by Dr. Bly





**184 million bloggers**

**73% of active online users have read a blog**

**45% have started their own blog**

**57% have joined a social network**

**55% have uploaded photos**

**83% have watched video clips**

**39% subscribe to an RSS feed**

# Social Media

- AN UMBRELLA TERM THAT DEFINES THE VARIOUS ACTIVITIES THAT INTEGRATE TECHNOLOGY, SOCIAL INTERACTION, AND THE CONSTRUCTION OF WORDS, PICTURES, VIDEOS AND AUDIO. (<http://www.wikipedia.org>)
- Social media “ summarises the importance of interaction, the consumer and the community. The term emphasises the idea that as a collective it can have as much impact as any traditional media platform.” [[www.universalmccann.com](http://www.universalmccann.com)]
- “People having conversations online”

# Web 2.0 the 'social' web

From 'places to visit' to 'spaces to interact'

- User-generated content
  - 'anyone can be an author, publisher, or broadcaster'
- User 're-mixed' content
  - 'anyone can run a web site'
- Tools enabling inter-connections and interactions
  - 'anyone can be a communicator'

# Some social tools

- **Blogs:** originally personal 'diary' sites of individuals
- **Wikis:** co-edited and updated web spaces
- **Social bookmarking:** web bookmarks indexed (tagged) across the internet (instead of in local browsers).
- **RSS Feeds:** applications that produce automatic updates when a particular content service is updated.
- **Social networking sites:** 'meeting spaces' for individuals and organizations to build relationships
- **Multi-media sharing sites:** Spaces to publish and share images, photos, audio, video, etc.
- **Mapping tools.** Different content embedded in maps
- **Mash-ups:** different content combined to produce something new

# New Paradigm



## COMMUNICATIONS MEDIA

## SOCIAL MEDIA

Space defined by Media Owner	→	Space defined by Consumer
Brand in control	→	Consumer in control
One way / Delivering a message	→	Two way / part of a conversation
Repeating the message	→	Adapting the message/ beta
Focused on the brand	→	Focused on the consumer
Entertaining	→	Influencing, involving
Company created content	→	User created content / Co-creation

## How Obama Really Did It: The social-networking strategy that took an obscure senator to the doors of the White House.



[Back to Non-profit Web 2.0](#)

Discussion Board

Topic View

Start New Topic

Topic: [How Obama Really Did It: The social-networking strategy that took an obscure senator to the doors of the White House.](#)

[Reply to Topic](#)

Displaying all 11 posts by 9 people.



Post #1  
1 reply

**Brice Royer** (Vancouver, BC) wrote

on November 6, 2008 at 1:58am

[Reply to Brice Report](#)

[www.technologyreview.com/web/21222](http://www.technologyreview.com/web/21222)

Technology Review

September/October 2008

How Obama Really Did It

The social-networking strategy that took an obscure senator to the doors of the White House.

By David Talbot

Joe Trippi, Howard Dean's 2004 presidential campaign manager and Internet impresario, describes Super Tuesday II--the March 4 primaries in Texas, Ohio, Vermont, and Rhode Island--as the moment Barack Obama used social technology to decisive effect. The day's largest hoard of delegates would be contested in Texas, where a strong showing would require exceptional discipline and voter-education efforts. In Texas, Democrats vote first at the polls and then, if they choose, again at

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Not just in my ability to bring about  
real change in Washington ... I'm  
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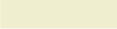


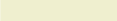
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### The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It

#### 18 Reviews

5 star:  (16)  
 4 star:  (0)  
 3 star:  (1)  
 2 star:  (1)  
 1 star:  (0)

#### Average Customer Review

★★★★★ (18 customer reviews)

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#### The most helpful favorable review

77 of 78 people found the following review helpful:

★★★★★ finally, a compelling, nuanced, evidence-based treatise on how to help the very poorest

Collier has two recommendations for helping the poor: "narrow the target and broaden the instruments." Narrowing the target means focusing not on the five billion people in the "developing world," for four billion of those people live in countries that are already growing, many of them very quickly. One billion of the world's people (70% of whom are in Africa) are in...

[Read the full review >](#)

Published 4 months ago by Super Dave

Vs.

#### The most helpful critical review

11 of 28 people found the following review helpful:

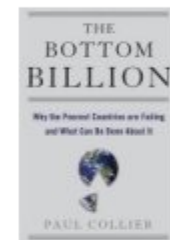
★★★★☆ Leaving out IMF/CIA/CEO/WTO and military harm.

I was glad that Collier addressed issues like "capital flight," and how damaging it can be. I think the Tobin Tax on currency trade across borders would be helpful. Also, simply allowing countries to protect themselves from the disruption of unregulated private investments will keep local economies strong. While many people may be "poor" in the sense that they don't...

[Read the full review >](#)

Published 1 month ago by Preston C. Enright

#### This product



The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It by Paul Collier (Hardcover - April 27, 2007)

★★★★★ ☒ (18)

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64% Recommend

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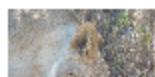
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### “Typical City Hotel”



dorsetjane 43 contributions

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# Achmed the Dead Terrorist - Deutsche Untertitel (Updated)



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Added: 12 December 2007

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# Blogs

# Agricultural Biodiversity Weblog

Crops, animals, wild relatives ...

## Lost in genebank database hell

by LUIGI on AUGUST 29, 2008

in GENE BANKS, INFORMATION, VEGETABLES, WILD RELATIVES

Navigating around germplasm databases can be a frustrating experience. A [posting on CropWildRelativesGroup](#) alerted me to a [Science Daily piece on tomato genomics](#) which mentioned the wild relative *Lycopersicon pennellii* (or *Solanum pennellii*, but I'm not going there, at least not today). But how many accessions of this species are conserved *ex situ*? And where is it found in the wild?

Ok, so SINGER first, as that's been much on my mind — and on this blog — of late. SINGER shows 61 accessions of *L. pennellii*, all from the [AVRDC collection](#). Most of them are from Peru, although 7 accessions have USA, Mexico, Poland (?) or “unknown” as source country. None of these accessions seem to have geo-references, so no nice map from SINGER this time. Pity. But SINGER does give very neat summaries for your query results.<sup>1</sup>

[GRIN](#) returns 51 accessions. I can't find any easy way of working out the duplication between these and the AVRDC material, but I imagine it is significant. Again, most of the accessions are from Peru, but it's kind of difficult to get summary information across all accessions in GRIN at the



### LATEST NIBBLES

NOVEMBER 24, 2008

[When Cotton was King.](#)  
[American's longest-operating outdoor market.](#)  
[Australia builds a genebank for native plants.](#)  
[Some crop wild relatives may be involved, I guess.](#)

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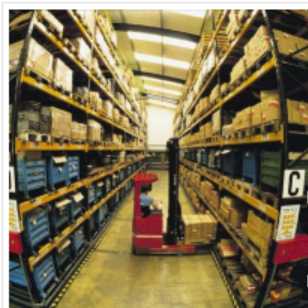
### LOOKING FOR SOMETHING?

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## Why build digital repositories?



Posted By Meena Arivananthan In [ICT-KM Program](#) | 4 December 2009 | [2 Responses](#)



One great way to make your research outputs available, accessible and applicable is to maximize visibility on the Internet with digital repositories.

### Why place your research outputs in a repository?

- **Organization.** It captures research outputs in a structured manner that's easily retrievable.
- **Visibility.** Each output is recorded in some detail so that searches can be made against it much like a library catalog. This 'metadata' as it is called can further be 'mined' or 'harvested' by external services to provide greater visibility. Your research stands a greater chance of being found, used and re-used.
- **Move with the times.** Preservation of data, information and knowledge now goes beyond print archives. Turning your print research outputs into digital content makes it accessible to a wider audience. Documents stored electronically do not suffer from physical wear and tear.

However, there is more to building repositories than merely cataloging and storing research outputs. Creating a repository that is well-managed and sustainable requires some groundwork.

**What is needed?**

### Author

#### Meena Arivananthan



knowledge sharing and new communication media

#### Latest 5 posts by Meena Arivananthan

- [Information marketplace sets the tone in Hyderabad](#)  
- December 8th, 2009
- [Using ICTs to their advantage: Agricultural R4D community branches out](#)  
- December 7th, 2009
- [Get the foundation right: Institutional Readiness](#)  
- November 26th, 2009
- [Want your research outputs to fly?](#)  
- November 17th, 2009
- [Social Media: The Next Revolution \(#11 Social Media Tools Series\)](#)  
- July 29th, 2009

### The ICT-KM Program

The ICT-KM Program of the **CGIAR** promotes and supports the use of information and communications technology (ICT) and knowledge management (KM) to improve the effectiveness of the CGIAR System's work on behalf of the





*Better lives through livestock*

*Animal agriculture to reduce poverty,  
hunger and environmental degradation  
in developing countries*

Tue 24  
Nov  
2009

## Putting livestock food on the climate-change table

Posted by ilricomms under Agriculture, Climate Adaptation, Environment, ILRI, Livestock, PA, Research

1 Comment

It's time for climate negotiators to put meat on the bones  
of the next climate agreement

By Carlos Seré, Director General, ILRI



Worldwide our climate is changing, and livestock, which are vital to food security and to agricultural systems in most marginal regions of the world, must adapt.

### Archived Entry

#### Post Date :

Tuesday, Nov 24th, 2009 at 5:11 am

#### Category :

Agriculture and Climate  
Adaptation and Environment and  
ILRI and Livestock and PA and  
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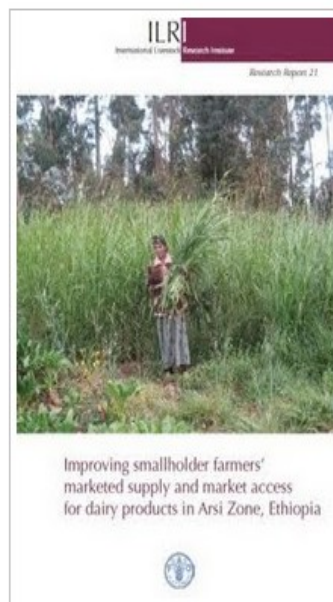
### ILRI research issues

# Livestock Markets Digest

News and updates on research by the Market Opportunities theme of the International Livestock Research Institute (ILRI) and partners

TUESDAY, DECEMBER 01, 2009

## ILRI research report: Improving smallholder farmers' marketed supply and market access for dairy products in Arsi Zone, Ethiopia



ILRI's Market Opportunities theme has this month (December 2009) released a report of a comprehensive study of dairy supply and demand, and the role of collective action in enhancing market access

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SLP news: Tradeoffs between uses of crop residues a focus for SLP policy discussions <http://tinyurl.com/ydgk6qa> #ILRI #cgiar  
6:07 PM Dec 1st from twitterfeed

features: Feeding livestock, sustaining soils: Crop-livestock tradeoffs focus of SLP discussions <http://bit.ly/6QnCvy> #ILRI #cgiar  
12:47 AM Dec 1st from twitterfeed

clippings: Deadly cattle plague, once the bane of farmers, on its deathbed: Sometime soon, rinderpest ... <http://bit.ly/8goX1v> #ILRI #cgiar  
12:44 AM Dec 1st from twitterfeed

research output: Feeding livestock, feeding the soil: Crop residue tradeoffs in crop-livestock systems <http://url4.eu/rGjm>  
4:36 PM Nov 30th from RSS2Twitter

clippings: Animal health: Building on local knowledge: Raising livestock in remote, environmentally ha... <http://bit.ly/5GX9va> #ILRI #cgiar  
1:58 PM Nov 30th from twitterfeed

livestock markets: ILRI research report: Constraints in the market chains for export of Sudanese sheep and sheep meat t  
<http://url4.eu/r29M>  
5:43 AM Nov 30th from RSS2Twitter

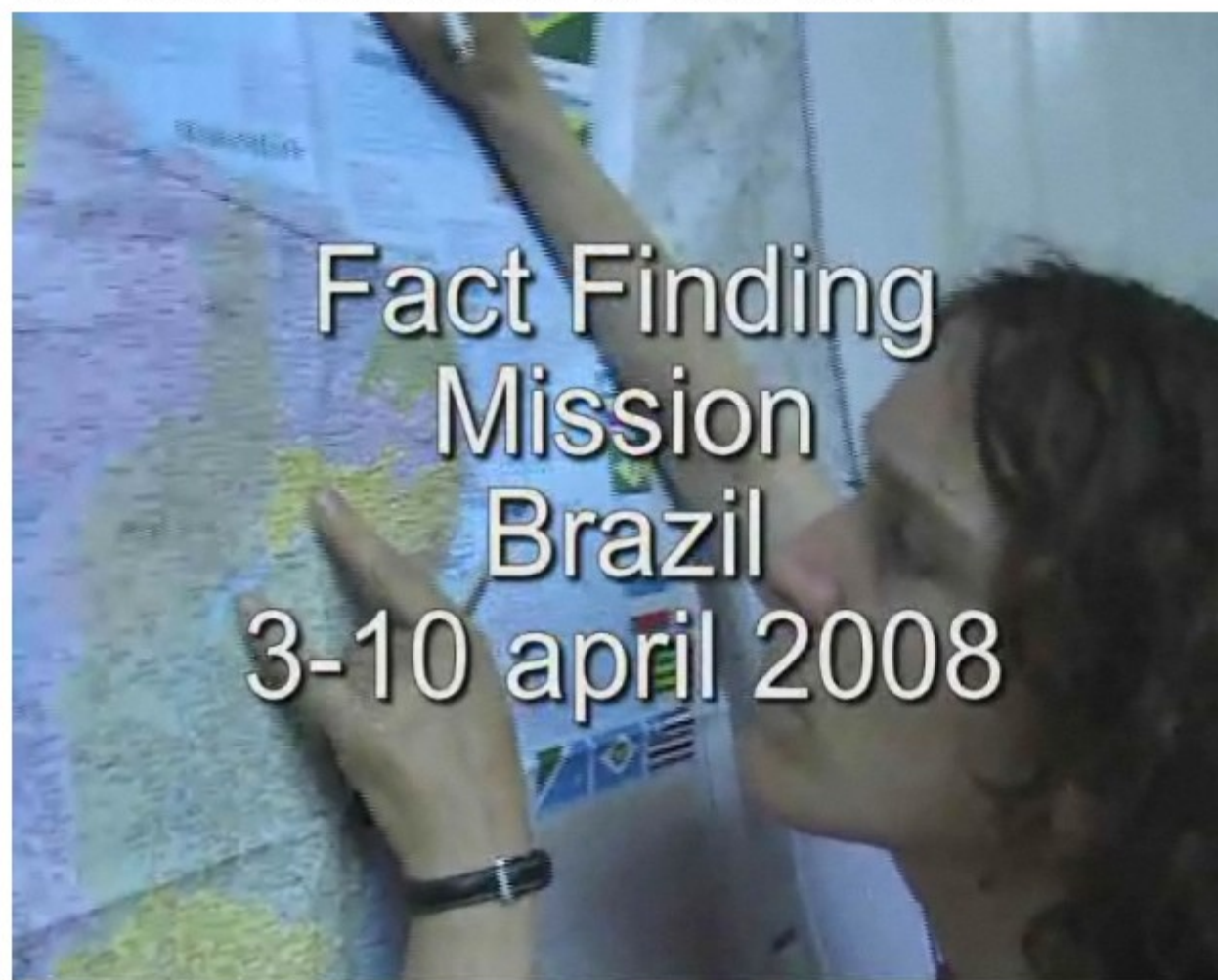
clippings: Group works to expand supply of cattle vaccine in Africa: Each year a million cows in Afric... <http://bit.ly/8PCA90> #ILRI #cgiar  
9:57 PM Nov 29th from twitterfeed



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## FACT FINDING BIOFUELS AND THE RIGHT TO FOOD



Fact finding mission on the impact of biofuels on the right to food in Brazil, from 3 to 10 april 2008. The mission was organized by Fian International and the faith based development agencies EED, Bread for the World, Misereor, HEKS and ICCO & Kerkinactie.

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Livestock water productivity - needs integrated approaches to crops and livestock and



Improving water productivity of mixed crop-livestock smallholder systems



Quantifying the tradeoffs between different crop residue uses



Crop residue markets in West Africa provide short term gains to farmers



Innovation network platforms to overcome fodder scarcity



Promising technologies not enough on their own to bring about widespread change in



Understanding the drivers behind increased use of crop residues in Southern Africa



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Milk farmers in Asia and Africa  
A South-South Symposium to Improve Safety and Distribution in the Dairy Sector, 1 - 4  
December 2009, Nairobi, Kenya

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**Fodder Adoption and Innovation Projects (FAP and FIP)**

Ranjitha Puskur and Alan Duncan  
International Livestock Research Institute  
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Presentation: CGIAR Systemwide Livestock Programme  
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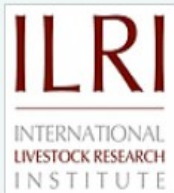
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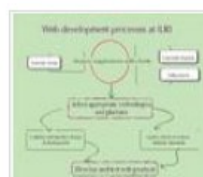
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#### Geographical and tempora...

1 month ago, 72 views  
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# Embedding and re-use ...

Mon 7  
Dec  
2009

### Improving the performance of crop-livestock systems

Posted by ilricomms under Animal Feeding, Crop Residues, Crop-Livestock, Feeds, Fodder, Forages, ILRI, Research, SLP

No Comments

Last week, the CGIAR System-wide Livestock Programme (SLP) held its annual planning meeting in Addis Ababa.

In this short video, John McDermott, ILRI Deputy Director General for Research introduces the SLP. He argues that its focus on the intensification of crop-livestock systems is critical: More than a billion people in developing countries are involved in these smallholder systems.

The SLP brings together 12 CGIAR centers, and, he mentions, "one of the key things we've been struggling with is how to improve the performance of these [crop-livestock] systems" - so people can get more income and more benefits from them; also so the systems can be more sustainable.

Reflecting on the just-completed SLP meeting in Addis Ababa, he highlights one of the major issues under discussion: how the crop biomass from these systems can be used more effectively - as food, as animal feed, and as fuel. Furthermore, how the crop residues can be fed back into the soil.

"Now we are turning our attention more to this tradeoff between whether you actually feed these residues to animals or whether some of them should stay with the soil."

Watch the video:



#### Archived Entry

**Post Date :**  
Monday, Dec 7th, 2009 at 1:27 pm  
**Category :**  
Animal Feeding and Crop Residues and Crop-Livestock and Feeds and Fodder and Forages and ILRI and Research and SLP  
**Tags :**  
CGIAR, Tradeoffs  
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#### ILRI clippings

Related news on livestock and development - see ILRI Clippings

#### ILRI research issues

- ILRI research on big issues
- A global partnership



Wed 2  
Dec  
2009

## Milk - the perfect food

Posted by ilricomms under Africa, Animal Breeding, Asia, Capacity Strengthening, Consumption, Crop-Livestock, Dairying, Feeds, Food Safety, Food Security, Health, ILRI, IPMS, Innovation Systems, Livelihoods, Livestock, Livestock Systems, MarketOps, Production, Regions, Uncategorized, Value Chains  
No Comments

### A South-South Symposium to Improve Safety and Distribution in the Dairy Sector 1 - 4 December 2009, Nairobi, Kenya



In both India and East Africa some 80-90% of milk is handled by the informal, un-organized dairy sector. We usually associate milk with cattle, but domesticated

## Archived Entry

### Post Date :

Wednesday, Dec 2nd, 2009 at 6:51 am

### Category :

Africa and Animal Breeding and Asia and Capacity Strengthening and Consumption and Crop-Livestock and Dairying and Feeds and Food Safety and Food Security and Health and ILRI and IPMS and Innovation Systems and Livelihoods and Livestock and Livestock Systems and MarketOps and Production and Regions and Uncategorized and Value Chains

### Tags :

Africa, cattle, CGIAR, Dairy, ILRI, India, milk, pro-poor development

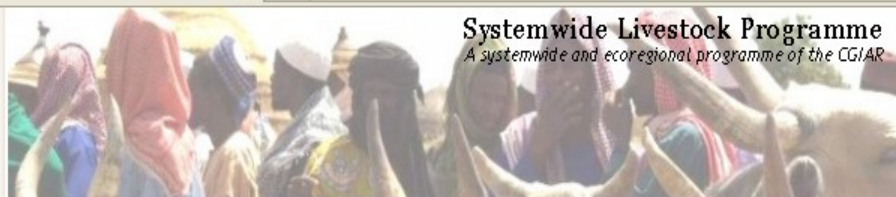
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## Systemwide Livestock Programme

*A systemwide and ecoregional programme of the CGIAR*

December  
3, 2009

### Fodder adoption and innovation projects at ILRI

Posted by Bruno Gerard under **Innovation Systems** | Tags: **DFID,**

**Ethiopia, IFAD, ILRI, India** |

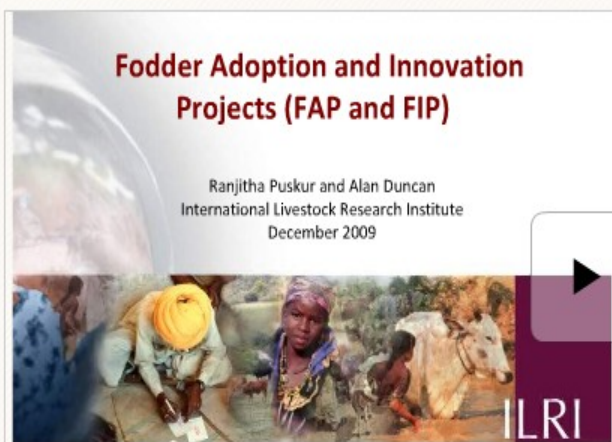
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During the CGIAR Systemwide Livestock Programme Livestock Policy Group Meeting on 1 December 2009, ILRI's Ranjitha Puskur and Alan Duncan shared some experiences from their work on fodder innovation.

Alan focused on the IFAD-funded 'Fodder Adoption Project' based at ILRI, outlining the approach followed in the project – trying to strike a balance between the technological and institutional angles. [View his video.](#)

Ranjitha shared some major lessons come out of the DFID-funded Fodder Innovation Project. Similar to the Fodder Adoption Project, it looks at fodder scarcity and how to address it, but from the perspectives of capacities, policies and institutions. [View her video.](#)

See their presentation:



### Archived Entry

**Post Date :**

December 3, 2009 at 8:38 pm

**Category :**

Innovation Systems

**Tags:** **DFID, Ethiopia, IFAD, ILRI, India**

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Today

◀

▶

December 2009 ▾

Print

Week

Month

Agenda ▾

Mon	Tue	Wed	Thu	Fri	Sat	
30	1 Dec	2	3	4		
CAADP Africa Forum: 'The Bottom of the Pyramid: Agricultural Development for the Vulnerable'						
AGORA-HINARI-OARE Regional training-of-trainer workshop for Kenya						
	Opportunities for transforming the informal sector in emerging dairy markets: A South-S					
	Annual Livestock Programme Group (LPG) m					
7	8	9	10	11	12	13
15th Conference of the Parties to the UNFCCC and Fifth Meeting of the Parties to the Kyoto Protocol (COP15 and COP/MOP 5)						
UN Climate Change Conference						
		15:00 How to get the n			Agriculture and Rural	Forest Day 3, coincid
					Agriculture and Rural	
14	15	16	17	18	19	20
15th Conference of the Parties to the UNFCCC and Fifth Meeting of the Parties to the Kyoto Protocol (COP15						
UN Climate Change Conference						
21	22	23	24	25	26	27
			ILRI Kenya closed	ILRI Closed		

☒ Events by ILRI  
☒ Events at ILRI  
☒ Livestock for Development  
☒ International science and agricultural events



## Better lives through livestock

Animal agriculture to reduce poverty, hunger and environmental degradation in developing countries



### Welcome to ILRI

The International Livestock Research Institute works at the interface of people, livestock and science.

We generate knowledge and technologies designed to reduce poverty, hunger, disease and environmental degradation in developing countries, particularly in sub-Saharan Africa and South Asia. Based in Kenya and Benin, we work with partners worldwide to enhance livestock pathways out of poverty.

### News

- Innovation network platforms to overcome fodder scarcity
- Improving the performance of crop-livestock systems
- Milk - the perfect food
- Feeding livestock, sustaining soils: Crop-livestock tradeoffs focus of SLP discussions
- Ethiopian president bestows his nation's highest award on Ethiopian sorghum breeder and 2009 world food prize winner, Gebisa Ejeta
- Putting livestock food on the climate-change table

More ...



### Clippings

- Innovation systems help put technologies into farmer context
- Livestock hold key to Copenhagen
- The future of animal agriculture
- Livestock, food and climate change

More ...



### Outputs

- Fodder: Adoption and Innovation Projects (FAP and FIP)
- Livestock, food and climate change
- Tradeoffs between uses of crop residues a focus for SLP policy discussions
- Conquering the Cattle Plague: The global effort to eradicate rinderpest
- Feeding livestock, feeding the soil: Crop residue tradeoffs in crop-livestock systems
- Reclaiming Depleted Nile Water for Life and Livelihoods

More ...



### Initiatives & Alliance

#### ILRI

- CGIAR Alliance
- Biosciences East and Central Africa (BeCA)
- CGIAR Systemwide Livestock programme (SLP)
- Collective Action in Eastern and Southern Africa
- Crop Genebank Knowledge Base
- Domestic Animal Genetic Resources Information System (DAGRIS)
- ILRI-ICRAF Research Methods Group (RMG)
- Improving Productivity & Market Success of Ethiopian Farmers (IPMS)
- ReSAKSS ECA



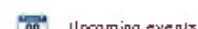
### Watch our film and video



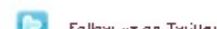
See some photos



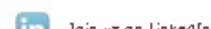
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### Issues we work on

Africa Asia Biodiversity Biotechnology Capacity Strengthening Climate Adaptation Consumption Crop-Livestock Diseases Environment Europe Feeds Fodder Food for People Food Security



December 8, 2009

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Ballantyne, Peter

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## The week ahead

During the week of 7 – 13 December 2009, the following activities ...[Read more...](#)

[Archives...](#)

## Friday Morning Coffee

Nairobi, 20<sup>th</sup> November ...[Listen now!](#)

## ILRI News

### ILRI 2.0: Update on ILRI web communications

Wednesday, 25 November 2009



Early in October you may have noticed some changes to the ILRI web site – the front page mainly, but also a few other...[Read more...](#)

### Sorghum, Samosa's and Milk : Au revoir Uwe!

Tuesday, 24 November 2009



Last week was an exciting one for ILRI staff in Addis, as we hosted the 32nd meeting of the Board of Trustees, a Board...[Read more...](#)

### Bringing to birth, livestock through a test tube

Wednesday, 21 October 2009

## Latest pics



South-South dairy exchange

## Bulletin board

**Forum on animal feed use in East Africa**  
How to get the most milk out of your cow?  
Join a forum ...[Read more...](#)

### CGIAR Business Meeting 2009

The CGIAR 2009 Business Meeting will take place next week on December 7th ...[Read more...](#)

### Update on pandemic H1N1 WHO Africa Region

As of November 30, 2009, 09H00 GMT, 29 countries from WHO Africa Region ...[Read more...](#)

### Members Update on CGIAR Reform

ExCo 17 held in Rome, Italy, from November 3-4, 2009, was the final ...[Read more...](#)

## Top stories

Innovation network platforms to overcome fodder scarcity

Improving the performance of crop-livestock systems

[More...](#)

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## News Clips

Innovation systems help put technologies into farmer context

Livestock hold key to Copenhagen

The future of animal agriculture

[More...](#)

## Staff news

Anteneh Girma has joined Innovation in Livestock Systems as Research...[Read more...](#)

A baby girl, joined the ILRI family on December 1, 2009. She was born...[Read more...](#)

# Wikis

Anyone for Aid Coordination?



[article](#)

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# Home







*You are here: Home*

## Contents [\[hide\]](#)

- [1 Welcome to AidEffectiveness.org!](#)
- [2 How to Share Your Experiences and Resources](#)
- [3 Toolkit Outline - and Structure of this Site](#)
- [4 Aid Coordination & Management Websites](#)

## Welcome to AidEffectiveness.org!

For **guidance** on how to contribute to this site, click **Help** (on the left under index) or type **Help** in the search box.

This website is intended as a **resource for practitioners** working on aid coordination and aid effectiveness issues. AidEffectiveness.org is one outcome from a **Paris to Practice workshop of Practitioners** hosted by UNDP in Bangladesh in June 2006, and attended by 16 countries in Asia and the Pacific, Government representatives, [UNDP](#)  Country Office, [ADB](#) , [DFID](#) , [OCHA](#) , the [OECD DAC](#) , and the [ODI](#)  in London. It is an informal space that does not represent views of any institution, and its objectives are to:

- provide **access to up-to-date lessons** learned and policy documents;
- enable practitioners to **add freely to the existing resources** and to **exchange views informally** using the dialog pages;
- develop a **repository of information** that can be "harvested" and drawn upon for UNDP's Corporate Toolkit on Aid Management - and which can also be drawn upon by any other organisation for its own purposes. For more information on UNDP and aid management please visit [!\[\]\(f6ec0429e2f15dbd4a39b612501b6fa4\_img.jpg\)](http://www.Devaid.org)

### index to main pages

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New Page

Recent Changes

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Home

ilri social media

ilri tags

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using slideshare

using yammer

edit navigation

## A sharing space for ILRI comms folks

What you can find:

- backup and login info on all the different [social tools](#) we use (keep these safe!).
- how we use [Yammer](#), Slideshare,
- info about [all our websites](#) (please update when you add one).
- info on the [tags and concepts](#) we use across ILRI, and how to use them.
- and anything else we want to add ...

## Welcome to Your New Wiki!

### Getting Started

- Click on the edit button above to put your own content on this page.
- To invite new members, click on **Manage Wiki** and **Invite People**.
- To change your wiki's colors or theme, click on **Manage Wiki** and **Look and Feel**.
- To set who can view and edit your wiki, click on **Manage Wiki** and **Permissions**.

### Need Help?

- Click on the help link above to learn more about how to use your wiki.





## ★ Outside Addis

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page

discussion

history

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- New Page
- Join this Wiki
- Recent Changes
- Manage Wiki

Search

### Navigation

- Home
- latest news
- Outside Addis
- Places to eat
- Places to visit
- Things to do
- [edit navigation](#)

### Outside Addis

For those of you with a few extra days or staying over a long weekend, here are some links for travel agents that can organize interesting tours and links to some lodges and places worth to visit!

After you come back, tell us about it and write a brief paragraph about what you liked or dislike most. Give us your suggestions!

### Travel agents

<http://www.ethiopianquadrants.com/> has some great ideas for short tours from Addis, for those who have an extra day or two in Ethiopia and want to see something of the country and culture

<http://www.travelethiopia.com>

<http://www.community-tourism-ethiopia.com/>

[www.red-jackal.net](http://www.red-jackal.net) gives a good summary of main historical sites and scenic routes to visit in Ethiopia

### Places to visit

#### Adventures on horse back

[www.equus-ethiopia.com](http://www.equus-ethiopia.com) gives you daily or up to 5 day tours around Addis (to Debre-libanos, Wenchi lake, Adadi rock hewn church or Itisa pilgrimage). A unique experience! (0911102609; 0911102618; yvesstranger@yahoo.com)

#### Debrazeit

<http://www.kurifuturesortspa.com/>

#### Langano

### Ads by Google

#### Hong Kong

Find Hotels, Compare Rates, Read Reviews & More. Try TripAdvisor!  
[www.TripAdvisor.com](http://www.TripAdvisor.com)

#### Hotel in Addis Ababa?

Guest house rates \$23 to \$55/night Book your room or furnished apt now  
[www.2GuestHouse.com](http://www.2GuestHouse.com)

#### News in Ethiopia

Follow the latest News in Ethiopia on France 24  
[www.France24.com/Ethiopia](http://www.France24.com/Ethiopia)

#### Addis Abeba Travel

Top Online Travel Guide & Infos, Attractions, Maps, Things to Do!  
[www.PlacesOnLine.com](http://www.PlacesOnLine.com)

#### Egypt tour from Israel

Daily Tours from Eilat / Aqaba Cairo from Tel Aviv flight based!  
[www.ahalanolympus.co.il](http://www.ahalanolympus.co.il)

# Social networking

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Network?

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## Nature Network: connecting scientists

## What can you do on Nature Network?

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colleagues.  
Make new  
contacts.

Discuss

Talk about  
research and  
scientific  
issues.

Explore

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All Groups (13)

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## Groups

Messages ▾ Members

**ILRI Comms**

ILRI people doing communications, information management, graphics, publishing, knowledge sharing, web things, ICT stuff, and public awareness

1269

47

- Leave

**ILRI ICRAF ICT**

The group of ICT professionals providing ICT services to ILRI and ICRAF

43

31

+ Join

**CGXchange 2.0 User Group**

This is the group of end users and early adopters of Google Apps and other CGXchange 2.0 tools. We share our experience with CGXchange 2.0 tools and together will help s...

42

33

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2009/11 - FARA Secretariat

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2009/12 - Gauri's mumblings

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### 06 DEC 09 Encuesta sobre el uso de tecnologías y semántica aplicadas al acceso abierto en el campo de las ciencias de la agricultura

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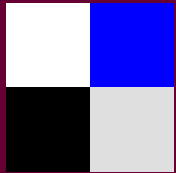
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information	544
ict	389
research	330
africa	301
eagri	288

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australia	22
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belarus	4
bolivia	10
botswana	3
brazil	20
burkina_faso	4



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RSS in Plain English and Video

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- Instead of you browsing through R4D for new information on your chosen subjects, the feed will alert you about any new information relating to the chosen subject.
- The feed reader will display item information and a direct link to the appropriate webpage.
- To use RSS feeds you need a 'Feed Reader' which receives and displays all feeds that you subscribe to.



*Better lives through livestock*

*Animal agriculture to reduce poverty,  
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On average, per day:  
415 subscriptions  
12805 hits  
101 views  
217 clickthroughs

# ILRI 2.0?

# Implications?

- Increasingly, citizens (and ‘experts’) communicate and share among themselves. How do we join them?
- Our ‘content’ needs to be open and be able to ‘flow’ and be re-used across platforms, across orgs, across communities ...
- We must go to where the people are
  - Use their tools, engage on their terms
  - Learn to ‘let go’, give up control
- Follow the principle: Capture once, re-use often



facebook

twitter

yammer

iTunes

Google  
Calendar  
BETA

slideshare  
Present Yourself

flickr

YouTube  
Broadcast Yourself

blip.tv

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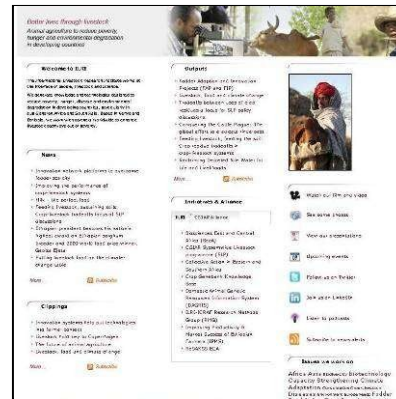
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Google Custom Search

Search

powered by Google

Blogger



wikispaces  
wikis for everyone



# You are what you share

...

- “the spread of the web invites us to look at the future from a different vantage point, to see that what we share is at least as important as what we own...
- In the economy of things you are identified by what you own: your land, house, car. In the economy of ideas that the web is creating, you are what you share ...”
- Leadbetter, C. 2008. We-think: mass innovation, not mass production. [www.wethinkthebook.net](http://www.wethinkthebook.net)

Knowledge is power NOT  
.....  
SHARING IS  
power

TIP: Use MORE recycled paper to make recycled paper.  
Supply the printer with recycled paper.

Turn Off Personal Computers  
There is a small surge in energy when the computer starts up, but the energy is gone when the computer is turned off.