Sharing knowledge and using social media at ILRI

Peter Ballantyne

FAO Share Fair on Knowledge Sharing and Capacity Building, Addis Ababa, 9-10 June 2011
Our Aims

- Empower staff to capture, connect and converse: sharing knowledge with each other and partners; get the knowledge they seek
- Collect, organize and license all ILRI research outputs … for maximum re-use
- Extend the accessibility and visibility of ILRI’s research outputs
- Present ‘evidence base’ for others to easily find and use
- [Communicate the role of livestock]
Knowledge is not power. Sharing is power.
Current Focus

- Open, accessible knowledge
- Wider social ‘footprint’
- In different spaces
  - Individual/Personal
  - Team/Project
  - ILRI-wide
  - with partners
Making Outputs Accessible
ILRI Themes, Groups, Teams, Units: [2118]

Community home page

Collections in this community
- Enhancing livelihoods through livestock knowledge systems (ELKS) [3]

Sub-communities within this community
- BioInnovate Africa [22]
- Bio-resource Innovations Network for Eastern Africa Development
- Biosciences eastern and central Africa (BecA) [13]
- Biotechnology Theme [349]
- Corporate Services [0]
  - Operations, Finance, Audit and Human Resources
- Improving Productivity & Market Success (IPMS) of Ethiopian Farmers [231]
  - IPMS
- ...
Make them Visible
Use open licenses
Hi, my name is Stevan Harnad and I am haunted by a loan (def).

Why did 34,000 researchers sign a threat in 2000 to boycott all journals unless those journals agreed to provide open access to the articles - when the researchers themselves could provide open access (OA) to their own articles by self-archiving them on their own institutional websites?

Not only has 100% OA been reachable through self-archiving as of at least 1994, but since then the OA standard has made it possible to make all institutional repositories (IRs) seamlessly interoperable and 91% of journals have even given author self-archiving their explicit green light.

The free EPrints software was created.

What is Open Access?

Open Access (OA) is free, immediate, permanent online access to the full text of research articles for anyone, worldwide.

There are two roads to OA:

(1) the "golden road" of OA journal-publishing, where journals provide OA to their articles (either by charging the author-institution for refereeing/publishing outgoing articles instead of charging the user-institution for accessing incoming articles, or by simply making their online edition free for all);

(2) the "green road" of OA self-archiving, where authors provide OA to their own published articles, by making their own eprints free for all.

The two roads to OA should not be confused or conflated: they are complementary. (This site is focussed largely on the green road, because it is the fastest and surest way to reach immediate 100% OA, but the green road might eventually lead to gold too.)

OA self-archiving is not self-publishing: nor is it about online publishing without quality control (peer review); nor is it intended for writings for which the author wishes to be paid, such as books or magazine/newspaper articles. OA self-archiving is for peer-reviewed research, written solely for research impact rather than royalty revenue.

Who benefits from Open Access?

Society as a whole benefits from an expanded and accelerated research cycle in which research can advance more effectively because researchers have immediate access to all the findings they need.
Help them travel!
Publishing with Social Media
Social Media

- “People having conversations online”
### USUAL APPROACH

- Space defined by Media Owner
- Brand in control
- One way / Delivering a message
- Repeating the message
- Focused on the brand
- Entertaining
- Company created content

### SOCIAL MEDIA

- Space defined by Consumer
- Consumer in control
- Two way / Being a part of a conversation
- Adapting the message / beta
- Focused on the consumer / Adding value
- Influencing, involving
- User created content / Co-creation

Source: WHAT’S NEXT IN MEDIA - http://neilperkin.typepad.com
Some social tools

- **Blogs**: originally personal ‘diary’ sites of individuals
- **Wikis**: co-edited and updated web spaces
- **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
Because it’s about you

Our online tools make local organizing easy

Join My.BarackObama, our online community with over a million members. Get access to the tools you need to effectively organize for Barack Obama and build this movement for change.

Create Your Account

Your First Name: 
Your Last Name: 
Zip Code: 
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’
Blogs @ ILRI
Leading by Example; Success Story of a Dairy Farmer and Chairman of Milk Chilling Plant

Posted by EADD under Animal breeding, appropriate technology, Dairy Plants, Dairying, Feeds, Fodder, Kenya | Tags: Dairy, EADD, Fodder, Kenya, Kokieche, Leadership, Pulverizer | Leave a Comment

Patrick Sitonik using his pulverizer to process fodder for his dairy cows

26/05/2011
Warm welcome

The Improving the Productivity and Market Success of Ethiopian farmers (IPMS) project held its ‘Experience-Sharing workshop’ on June 2 and 3 at the International Livestock Research Institute (ILRI) in Addis Ababa. After 5 years of continuous engagement in 10 Pilot Learning Woredas (PLW), it was time to take stock of the results. Welcome addresses reminded the audience that a similar meeting took place in 2002 – where calls were made for just such a project. As John McDermott, ILRI Deputy Director General, put it “The core of the project was about taking a different approach, a more practical approach. The research was connected to development and methods were more grounded. This was not business as usual which does entails lots of practical challenges. It is hard to engage people in new ways.” He then added “There are changes happening very quickly in Ethiopia, value chains are going to change too and if you are alone you can only go fast. But together you go much further. IPMS did go far with others, with its partners on the ground and its partners from the government. It built capacity, involved women, created awareness, and most of all developed a participatory market-oriented commodity value chain approach.” Finally, John McDermott thanked the project for its “extraordinary accomplishments.”
A new study out today reveals future ‘hotspots’ of risk for hundreds of millions whose food problems are on a collision course with climate change. The scientists conducting the study warn that disaster looms for parts of Africa and all of India if chronic food insecurity converges with crop-wilting weather. They went on to say that Latin America is also vulnerable.

The red areas in the map above are food-insecure and intensively farmed regions that are highly exposed to a potential five per cent or greater reduction in the length of the growing season. Such a change over the next 40 years could significantly affect food yields and food access for 369 million people—many of them smallholder farmers—already living on the edge. This category includes almost all of India and significant parts of West Africa. While Latin America in general is viewed as having a ‘high capacity’ to cope with such shifts, there are millions of poor people living in this region who very dependent on local crop production to meet their nutritional needs.
Added value of Blogs

- Easy to set up & use
- The content ‘travels’
- Harvested quickly
- Use them as small project websites
- Very low cost
- Scientists run them

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<tr>
<td>Jan</td>
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</table>
Multimedia @ ILRI

video
photos
posters
IPMS sponsors agricultural value chain exhibitio...

On March 31, 2011, IPMS and the Oromia Bureau of Agriculture organized an exhibition of Agricultural Value Chains. In this video, Dirk Hoekstra (ILRI) introduces the exhibition and its relevance.

Release date
May 20, 2011
Runtime
01:39

Ousman Haji Ali is a farmer in Mieso Woreda in Ethiopia. In this video (in Amharic) recorded at the March 31 2011 Agricultural Value Chain exhibition, he explains how he learned about urea molasses as an animal feed from ILRI/IPMS. He explains that urea molasses is made from urea, oil cake, wheat bran, mineral soil and molasses which helps to fatten animals, increase milk production of a cow and can help cattle resist drought.

Release date
May 20, 2011
Runtime
02:25

Crop-livestock integration focus of Agricultural...

On March 31, 2011, IPMS and the Oromia Bureau of Agriculture organized an exhibition on Agricultural Value Chains in Bishoftu/Debrezeit. Here, Silvino Vergas Hernández explains the importance of the exhibition to share progress made in agriculture and crop-livestock integration.

Release date
May 20, 2011
Runtime
01:09

Agricultural value chain exhibition links Ethiop...

On March 31, 2011, IPMS and the Oromia Bureau of Agriculture organized an exhibition on Agricultural Value Chains in Bishoftu/Debrezeit. In this video, Nigatu Alemayehu tells us why the exhibition is needed and who participated. The main objective of the exhibition was to transfer knowledge between input suppliers, technology generators, market agents and service providers.

Release date
May 20, 2011
Runtime
01:23
South-South dairy exchange

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
Wikis @ ILRI
Information about ILRI-Ethiopia

Location: ILRI campus (Map) is situated on the outskirts of Addis Ababa, at an altitude of 8,000 ft (2,400 m) above sea level. Check here for the detailed map of Addis Ababa, recently available from the web.

Temperature: February to April is the short rainy season and June to September is the main rainy season. May should be warm but there could also be showers. The temperature is usually between 50°C minimum and 28°C maximum. It is chilly in the mornings and evenings and sunny during the day. Those coming from the lowland tropics will find it cold.

Security: Addis is generally safe and people are friendly and polite. As in any major city, be aware of pick pockets (be careful with your mobile phones and portable computers) when using public transportation or near large gathering places. The ILRI campus is very safe but avoid leaving valuables unattended in empty meeting/public rooms. Should any security problem arise during your stay, please notify the Housing Office. If after working hours, contact the security guards (who patrol the compound 24 hours a day), Security Office (Ext. 2700), Zebu Club staff or the Housing and Catering Office.

Communications: Internet access facilities are available free of charge in the ILRI internet café in the infocentre from 8am till midnight daily for use by visitors on first-come-first-served basis. There is also the option to connect computers directly through cable in the hostel rooms and through the wireless access in the meeting rooms with assistance of the IT services.
Social networking
Susan MacMillan FAST PACE OF CULTURAL CHANGE MAY BE INCREASING THE PACE OF HUMAN GENETIC EVOLUTION
Thanks to Mike Rainey for flagging this interesting science piece in the New York Times that, as he says, shows "the interaction of Human Culture and Natural selection. In this case how Cattle Pastoralism in Africa has selected for a gene ..."
See More

Human Culture Plays a Role in Natural Selection - NYTimes.com
www.nytimes.com
Biologists are finding evidence that culture has been interacting with genes to shape human evolution.
Yesterday at 3:13am · Comment · Like

Pastoral reciprocity: A lesson in community ethos
We heard today from Mohamed Sad, a scientist leading research at the International Livestock Research Institute (ILRI) on pastoral rangelands in eastern Africa, that Kitongola, a Masai rangeland neighbouring Nairobi, is turning green again after good recent rains following last year's cl...
Fri at 12:26pm · Comment · Like

Susan MacMillan 8 MARCH: INTERNATIONAL WOMEN'S DAY
This year ILRI's theme is 'Girls in Science'. Small teams in Addis and Nairobi are coordinating and inviting local school girls to visit the campuses, have a tour of facilities, and learn about the scientific activities going on. Nairobi will be hosting Cardinal Otunga School and Lore ...
See More
Fri at 8:49am · Comment · Like · Report

Ready, Set, Go!
collaborative agricultural research in Africa gets a welcome boost. In recent months, an initiative of the Consultative Group on International Agricultural Research (CGIAR) called the Regional Plan for Collective Action in Eastern & Southern Africa (now simply called the 'Regional Collective A...
Groups

Create groups to communicate with subsets of this network. To communicate with external groups, create a community.

All Groups  My Groups

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Groups

<table>
<thead>
<tr>
<th>Group</th>
<th>Messages</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILRI Comms</td>
<td>7322</td>
<td>61</td>
</tr>
<tr>
<td>ILRI people doing communications, information management, graphics, publishing, knowledge sharing, web things, ICT stuff, and public awareness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ILRI ICRAF ICT</td>
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<td>52</td>
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<tr>
<td>The group of ICT professionals providing ICT services to ILRI and ICRAF</td>
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<td></td>
</tr>
<tr>
<td>Consortium Comms Focal Points</td>
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<td>37</td>
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<tr>
<td>Focal points for collaborative Consortium work</td>
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<td></td>
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<td>40</td>
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<tr>
<td>DSpace users and editors</td>
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<td></td>
</tr>
<tr>
<td>Addis Campus</td>
<td>299</td>
<td>126</td>
</tr>
<tr>
<td>People based on the 'ILRI' Addis campus of the CGIAR. More info on the campus and Addis is at: <a href="http://ilri-ethiopia.wikispaces.com">http://ilri-ethiopia.wikispaces.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design and Layout Experts</td>
<td>149</td>
<td>29</td>
</tr>
<tr>
<td>Sharing knowledge among designers and layout experts of among CGIAR centers. And as a channel for open discussion about publication matters: design and layout, design...</td>
<td></td>
<td></td>
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<tr>
<td>Communications Group</td>
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<tr>
<td>CGIAR communications, information, knowledge and related professionals</td>
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</tbody>
</table>
Welcome: we aim to support communication among people working on the various NBDC projects

Updates:

Be notified when someone makes a change to the wiki: http://nilebdc.wikispaces.com/space/notify

Google Calendar is HERE - if you want to have edit access, contact Tsehay (t.gashaw@cgiar.org). Please add any plans or milestones.

Please add or update your contact details, and provide brief ‘about’ information for each project (see left margin)

Photos from our projects and workshop

Find information on:

- key project contacts
- past and upcoming project coordination meetings
- project documents and outputs
- communication strategy and tools for the project

Visit the Project Web site - for news on the project

Latest Project News - sign up for the email alert
- CPWF Nile BDC news
  - NBDC ‘hard seat’ – the 3rd International Forum on Water and Food
  - NBDC ‘hard seat’ – the role of science in the Challenge Program on Water and Food
  - NBDC ‘hard seat’ – integrated watershed management for the Nile BDC

Latest Project Outputs - sign up for the email alert
- CPWF Nile BDC outputs
  - What is a local innovation platform?
  - Building effective partnerships in the Nile BDC—group feedback
  - How actions emerge from innovation platforms—group
Comms tools
(edited this)

For project members and collaborators:

- we use a closed Yammer network for conversations and informal information exchange: https://www.yammer.com/nilebasindevelopmentschallenge
- we use a wiki to plan and document project activities: http://nilebdc.wikispaces.com
- we use a Google calendar to track upcoming events and milestones: http://nilebdc.wikispaces.com/Calendar
- we use a DSpace repository to archive our research outputs: http://mahider.ilri.org/handle/10568/2296
- we use this blog to publish and share news and announcements: http://nilebdc.wordpress.com
- Presentations and posters are online www.slideshare.net/ilri/tag/nbdc and www.slideshare.net/cpwf/tag/nbdc

If you need help with any of these, contact Tshay Gashaw at ILRI

Sign up for email alerts

- news from the projects
- latest outputs of the projects
Tilahun Amede: The CPWF basin leaders meeting started in vienteiane, Laos. Basin leaders were sharing progress and it seems NBDC has progressed ahead of the other basins. Experiences of NBDC in communication was mentioned as exemplary by BLs, thanks to Peter's group. We are also enjoying sweet and hot dishes.
9:55 AM - Today • Reply • Like • More

Peter Ballantyne: "Improving water productivity of crop-livestock systems in drought-prone regions" - special issue of Experimental Agriculture:
http://www.ilri.org/ilrinews/index.php/archives/41...
4:46 PM - Jan 14 • Reply • Like • More

Tseday Ayalew: Monthly meeting dates suggestion is posted on the wiki, please respond http://nilebdc.wikispaces.com/message/view/meetings/32632412
3:44 PM - Jan 14 • Reply • Like • More

Alan Duncan in reply to Alan Duncan: Hi Jemimah - yes I agree with @Alemayahu Belay that we need your help! I confess I haven’t had time to check our checklists against the overall NBDC indicators. Currently immersed in preparing a proposal but might get to this early next week. Could we arrange a skype call for Tuesday perhaps. Would be good for @Eva Ludi @Josephine Tucker and @Katherine A Snyder also to be aware of this discussion.
1:12 PM - Jan 14 • Reply • Like • More

Catherine Pfeifer: Just had a very constructive meeting with @Abisalom Omolo in Nairobi about the similarity analysis of the study sites. A first draft can be expected by the end of this month!
11:14 AM - Jan 14 • Reply • Like • More

Alemayahu Belay in reply to Alan Duncan: Hi Jemimah, it’s a timely reminder so that we orient ourselves accordingly to the M&E framework, just before we start the baseline. We will definitely need your help to be on track.
10:48 AM - Jan 14 • Reply • Like • More
Event Reporting Model

PLANNING → REPORTING
Stakeholders’ Consultative Workshop
Addis Ababa
24-25 August 2010

Opening and Introductions

Welcomes

Steve Staal and Steve Hall welcomed participants.

Workshop facilitator Constance Neely introduced the workshop process and objectives:

- Share our thinking, test emerging conclusions
- Align ideas with your interests
- Understand how to make the partnerships work
- Collectively refine thinking

Participants
More meat, milk, and fish by and for the poor

Debating the Livestock Fish Mega Program
Posted by ILRI Communications under CGIAR, Engagement, Fish, Livestock, Mega-Programs | Tags: CGIAR, Mega-Programs | (edit this)

[2] Comments

On August 24, participants from around the world converged on Addis Ababa to discuss the proposed CGIAR ‘Livestock-Fish’ research Mega Program. Participants attending came from 4 CGIAR Centers – CIAT, ICARDA, ILRI, and WorldFish; others came from Africa, Latin America, Europe and Asia. They represent governments, national research organizations, regional and sub-regional bodies (FARA, IBAR, ASARECA, CORAF), NGOs, the private sector, as well as international organizations (FAO, World Bank).

They came to Addis Ababa to share thinking on the Mega Program, test emerging conclusions, align the ideas of the various stakeholders, understand better how to make the partnerships work, and generally collectively refine thinking on how best to take the proposal forward.

Update on the CGIAR Change Process

The first day kicked off with a presentation on the CGIAR change process by Steve Hall, Director General of the WorldFish Center. In his view, the emerging role for the future CGIAR is to help make development happen and learning how to do development better, with partners

Introducing the Livestock-Fish Mega Program

After the general introduction to the CGIAR change process, ILRI’s Tom Randolph introduced the proposed Mega Program in more detail.

The proposed Mega Program has three main components:

- A ‘value chain development component’ (the front end);
- A ‘research and development component’ (the middle end);
- A ‘dissemination and implementation component’ (the back end).
Welcome to Wiki of the SLP meeting 2010!

SLP Crop Residues Project Review and Planning Meeting

Addis Ababa, Ethiopia, 9-10 Dec 2010

From the 9th until the 11th of December 2010, the SLP meeting will take place at the ILRI campus in Addis Ababa (Ethiopia). Representatives of the different regions will meet to discuss the progress of the whole project, look at the next steps and drink a beer or two while talking about crop residue management. Also, we're planning to go to a rural area nearby Addis on Saturday morning to test the household survey.

We'd like to suggest some general objectives and some activities for the meeting, but please feel free to add or replace such suggestions. We hope we can get a good discussion and a fruitful meeting.

For those new to wikis, you can add your comments directly to this wiki by hitting the edit button at top right of this page or by clicking the discussion tab. To be notified by e-mail about changes to this wiki click on "Manage Wiki" and go to notifications.

See the project proposal and flyer.

What do we want to achieve?

- Assess the progress so far and workplans for next year. Reinforce cross-region collaboration and identify gaps at mid-project
- A global overview on crop residue management from already collected/encoded village level surveys (still many villages/clusters not completed)
- The final version of the hh questionnaire and sampling strategy (selection of households, straffted on which criteria etc...)
- A concrete idea on how we are going to analyse all the gathered data (idea on the analysis should be there a designed phase? No?)
- What about the collect of secondary data, who has done it so far? Do we know what is important to collect?
- Scenarios to be implemented in the modelling process but first having a common understanding of the modelling component of the project (and get an idea of scenarios on that side as well)
Crop residue tradeoffs in crop-livestock systems: Project teams meet in Addis Ababa

This week, research teams on the SLP-supported project ‘Optimizing benefits from crop residues in smallholder crop-livestock systems in Africa and South Asia regional case studies’ are meeting in Addis Ababa to review progress and workplans. The two-year project is carrying out regional case studies in South Asia, Southern Africa, East Africa and West Africa.

The meeting was opened by Systemwide Livestock Programme (SLP) Coordinator Bruno Gerard. He introduced the project and the three principal research questions:

- What determines the decisions about crop residue use (current crop management, agro-ecology, markets/institutions, resource endowments and dynamics)?
- What is the impact of those decisions on livelihood and system sustainability?
- What are the technology, institutional and policy options that would enhance livelihood and environmental benefits?

See his presentation:

Crop residue tradeoffs in crop-livestock systems: SLP project overview

Bruno Gerard

SLP Project Review and Planning Meeting, Addis Ababa, Ethiopia
9-10 Dec 2010
Research methods training for Ethiopian partners in the Nile Basin project

Posted by Peter Ballantyne under Ethiopia, Nile 2 | Tags: baseline, training |

Between 8 and 12 November 2010, we organized a training workshop for national researchers on ‘research methods to build understanding of the planning and implementation of rainwater management strategies’ in Ethiopia.

After the meeting, we talked about the workshop with Alan Duncan (ILRI), Josephine Tucker (ODI) and Eva Ludi (ODI).

View the video interview:

Click To Play

The workshop was part of the ‘Nile 2’ project that focuses on technologies, institutions and policies and integrated rainwater management.

More information on the initiative is at http://www.ilri.org/nbdc
Re-using the knowledge ...
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- Nothing in this licence impairs or restricts the author's moral rights.
- Fair dealing and other rights are in no way affected by the above.
ILRI ILRI Communications
#ILRI blogpost: Regional workshop to discuss risk-based approaches for livestock certification and control of... http://goo.gl/fbiRyJg
23 hours ago

ILRI ILRI Communications
#ILRI clipping: Measuring the effects of integrated agriculture-health interventions http://goo.gl/fb/805fa
8 Jun

ILRI ILRI Communications
Livestock Matters is out! http://bit.ly/hbkuj7 • Top stories today via @afrlivestockdta @savespastoral @thepigsite
8 Jun

ILRI ILRI Communications
#ILRI report: What is a local innovation platform? http://goo.gl/fb/PCPT8
8 Jun

ILRI ILRI Communications
#ILRI in media: Climate change induced food nightmare stares India http://goo.gl/fb/GKU2R
8 Jun

ILRI ILRI Communications
#ILRI in media: Climate change threatens world food production: Report identifies ‘hotspots’... http://goo.gl/fb/d2Xif
8 Jun

ILRI ILRI Communications
Daily Tail is out! http://bit.ly/ey9zg9 • Top stories today via @cta_@ili @yaotierno
8 Jun

ILRI ILRI Communications
#ILRI blogpost: Milk for Health and Wealth; Smallholder Dairy Farmers Benefit from Medical Scheme http://goo.gl/fb/KzgFw
8 Jun
Where we are