Communications and innovation platforms

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SEARCA Forum-workshop on Platforms, Rural Advisory Services, and Knowledge Management: Towards Inclusive and Sustainable Agricultural and Rural Development, Los Banos, 17-19 May 2016
Three roles of communication in IPs

Engagement & Dialogue

Documentation & Outreach

Learning
Tools for Engagement and Dialogue

- Facilitated meetings and events.
- **Role plays** and **games**
- **Study tours** and exchanges
- Networking events
- **Participatory Video**

The Happy Strategies game being played by NBDC Stakeholders
WATaGame

• A participatory planning tool for looking at rainwater management issues at a landscape scale
• Enables participants to design and run simulations for water management, policy design
• Aims to show how water moves within a landscape, how it is used, polluted, transformed and shared by actors.
Happy Strategies Game
### Happy Strategies Game

#### Bunds (graded or level)

- **Hydrological purpose:** Soil and water conservation
- **Bio-physical purpose:** Erosion reduction
- **Socio-economic purpose:** Increased crop yield

<table>
<thead>
<tr>
<th>Suitable to altitude?</th>
<th>Midland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suitable to slope?</td>
<td>3-15% on cultivated land (level) 3-15% (graded), up to 5% for grassland</td>
</tr>
<tr>
<td>Suitable to rainfall conditions?</td>
<td>&lt; 1400 mm (level) &gt; 1400 mm (graded)</td>
</tr>
<tr>
<td>Suitable to soil conditions?</td>
<td>Not sandy, not stony, not shallow, moderately-well drained</td>
</tr>
<tr>
<td>Suitable to degraded land?</td>
<td>Yes</td>
</tr>
<tr>
<td>Land needs</td>
<td>Medium</td>
</tr>
<tr>
<td>Required level of labor input?</td>
<td>High</td>
</tr>
<tr>
<td>Required level of capital investment?</td>
<td>Low</td>
</tr>
<tr>
<td>Generates additional fodder?</td>
<td>No</td>
</tr>
<tr>
<td>Requires access to markets?</td>
<td>Low</td>
</tr>
<tr>
<td>Required level of cooperation</td>
<td>High</td>
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#### Fanya Juu (graded or level)

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<td>3-15%, up to 5% for grassland</td>
</tr>
<tr>
<td>Suitable to rainfall conditions?</td>
<td>900 - 1400 mm &gt;1400 if altitude 500 - 1000m &lt;900mm if altitude &gt;1500 (level) &gt; 1400mm (graded)</td>
</tr>
<tr>
<td>Suitable to soil conditions?</td>
<td>Deep well drained soil not sandy not stony soils</td>
</tr>
<tr>
<td>Suitable to degraded land?</td>
<td>No</td>
</tr>
<tr>
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</tr>
<tr>
<td>Required level of capital investment?</td>
<td>Low</td>
</tr>
<tr>
<td>Generates additional fodder?</td>
<td>If combined with vegetation strip</td>
</tr>
<tr>
<td>Requires access to markets?</td>
<td>Low</td>
</tr>
<tr>
<td>Required level of cooperation</td>
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</table>
Study Tours and Exchanges

For more information on the Learning Route initiative, contact the International Land Coalition.

Photo credit: Making Rangelands Secure Facebook page
Participatory Video Course

• Open access course available on ILRI's learning portal at learning.ilri.org
• Intended to build capacities in partner organizations to enable them to conduct their own PV workshops.
Engagement and Dialogue for Scaling Up

• Need to overcome systemic barriers in order to scale out research initiatives

• Use a range of communications media and build relationships

• Need strategy for awareness raising, engagement, and reinforcement
Documentation and Outreach Tools

- **Print media**: newsletters, newspapers, publications, and posters
- **Digital Media**: Video, photographs and photo films
- **Radio**
- **Mobile messaging**
- **Internet and web-based tools** (web sites, blogs, social media)
Documentation and Outreach Tools

Print media

- Newsletters, newspapers, publications, and posters
- Need for organized repository with taxonomy, search and download facilities
- Wikis – one way to organize and share
Documentation and Outreach Tools

Wikis

- Issues in choosing a wiki
  - Hosted or on your own server?
  - If hosted, do you need your own domain? Does it need to follow your organization’s branding (colour, logos, fonts)?
  - Free and Open Source Software (FOSS) with no support or commercial with personal support?
  - Do you need the interface in a particular language?
  - Do you need to keep old versions of documents?
Documentation and Outreach Tools

Digital media

- Digital Media: Video, photographs and photo films
- Online photo repositories – Yahoo Flickr, Google Picasa, or Instagram?
- Slideshare or Prezi
Digital Media
ILRI’s Corporate YouTube Site
Digital Media
Online photo repositories
Photo report on the Science Forum 2016 field visit to Africa RISING sites in Basona Worena, Ethiopia

15 April 2016
Documentation and Outreach Tools

Radio

Mobile Messaging
mNutrition Project

- Open access course available on ILRI's learning portal at [learning.ilri.org](http://learning.ilri.org)
- Intended to train content producers to send out credible and actionable mobile messages to farmers and rural women on health, agriculture and nutrition.
- Incorporates ground breaking QA and QC process to ensure quality of messages.
• What makes a good blog?
  • Tells a story
  • Give the audience something they will want to share through social media
  • Use a catchy title

• Selecting a blogging tool
  • Hosted v’s not hosted
  • Your own domain name (ILRI.wordpress.com or www.ILRI.net)?
  • Do you want to customize appearance or install your own plug-ins?
  • Ease of editing (Markdown, Restructured Text or Creole)
Blogging – Pig farming in Uganda (2014)

Smallholder pig farming in Uganda: A day in the life of a research for development project working to improve smallholder pig production in Uganda. The film highlights the big opportunities as well as challenges faced by small-scale pig producers in this East African country.
Blogging – Goat business (2014)

From goat farming to goat business in India and Mozambique—New manual

Posted on 5 Mar 2014 by PAUL KARAIMU

Welcome to the ILRI News Blog. Here you will find articles on what ILRI & partners are doing in livestock research for development.

We’d love to hear from you via the comment box below each article and through our feedback survey.

Thank you for visiting news.ilri.org

All content on this site is open

Visit the previous version of this blog and its 4-year archive of news stories and updates

Please give us your feedback

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Partners in a project in India and Mozambique to raise rural incomes through goat rearing have produced a manual to help paraveterinary workers and farmers, especially women and other marginalized groups, transform their goat raising from an informal activity to a viable commercially oriented enterprise.
Blogging – The rising use of antimicrobial drugs in farm animals

First global map of the rising use of antimicrobial drugs in farm animals published in PNAS

Posted on 23 Mar 2012 by SUEZAN MACFARLANE

A woman in Uganda lets her chickens out to forage. (Photo on Flickr by Jennifer Hillman/Feed the World)
Integrating social media into your outreach strategy

- Consider a platform Facebook page, or a LinkedIn group to create a sense of common identity and as a way to hear stakeholder voices outside platform meetings
- Link blogs to social media to reach out beyond your website
- Encourage subscription to podcasts and blogs to build an ongoing social presence for platform activities
- Use Twitter, Digsby and Skype to help build platform social networks across regions
Learning

- Participatory video
- Story telling
- After action reviews
- Learning games
- Journals
- Most significant change stories

“The universe is made of stories, not of atoms”

Muriel Rukeyser, Poet.
More information

This module is associated with an elearning module on ‘Understanding, Facilitating and Monitoring Agricultural Innovation Platforms’ available at: http://learning.ilri.org/course/detail/24

The course was inspired by a series of briefs available at: https://cgspace.cgiar.org/handle/10568/33667

See especially: http://hdl.handle.net/10568/34161
Thank You

*better lives through livestock*

ilri.org