Operationalizing ‘adoption’ in Africa RISING Program

Haroon Sseguya, IITA

PCT/SAG (Program Coordination Team/Science Advisory Group) Meeting, Arusha, Tanzania, 22-23 June 2017
Key terms

**Adoption**: decision by an individual to fully use a technology/an innovation as an option for improved results

**Diffusion**: process by which an innovation is communicated through certain channel(s) over time among members of a social system (e.g. farming community, processors of ag. Products, etc) ... aggregate

**Scaling**: Expanding, adapting and sustaining successful policies, programs and projects in different places and over time to reach a greater number of people
Baseline/ Diagnosis (new idea, model, approach)

Research

Technologies/ outputs (M&E, Learning, KM)

Limited Impact

Demonstration protocol (Int. K)

Training, Engagement (Out K.)

Scale up

Multiple Impact

Linkage between Africa RISING Research and Scaling activities

Adapted from Linn et al. (2010)
Adoption-diffusion process

Source: Rogers (2003)
Nature of adoption

- **People centered**: Not linear but ‘processual’
  - Adaptation, creolization, hybridization

- **Different manifestations/operationalization**: one time use vs multiple use; intensity (scale)
Context of Africa RISING Program: Reach,

1. Our ‘reach’ has two/three categories of actors:
   i. Non-adopters
   ii. Adopters
   iii. Users (those ‘trying’ and ‘pseudo’ adopters (element of time needed to separate ii and iii)

2. Among those we have not directly reached are ‘spillovers’
Experiences: Africa RISING-NAFAKA Scaling project in Tanzania

1. Introducing and promoting improved and resilient varieties of food crops (maize, legumes, rice, vegetables);

1. Disseminating best-bet agronomic management packages (GAPs);

Photos later
Experiences: Africa RISING-NAFAKA Scaling project in Tanzania

3. Protecting land and water resources (incl. soil and water management, SAS/acidity/salinity);

4. Introducing and promoting postharvest management technologies (bring quality up to market standards);
Way forward

- Need to integrate element of time vs adoption – decision process and focus at all stages

Source: Rogers (2003)
Way forward

- Investigate/research adaptation, creolization, hybridization as well as non-adoption
- Focus on level and scale of operation of a given technology (household, community, watershed) – and integrate in the definition
- Operational definition
  - Frequency
  - Intensity?
Africa Research in Sustainable Intensification for the Next Generation

africa-rising.net