OPPORTUNITIES AND CHALLENGES OF THE RURAL TALENT APPROACH

Florencia - Caquetá 09 Feb 2023

Alliance

ILRI
INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE

CGIAR

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Centro Internacional de Agricultura Tropical
Desde 1967 Ciencia para cultivar el cambio

Procasur
Cosechando innovaciones, Sembrando Oportunidades.

Background

Procasur ...



Corporación PROCASUR is a private, not-for-profit entity, incorporated in Chile, with a presence in **Africa, Asia, Latin America and the Caribbean**.

It currently has representations in **Chiang Mai** (Thailand), **Nairobi** (Kenya), **Dakar** (Senegal), **Port-au-Prince** (Haiti), **Salvador de Bahia** (Brazil), **Bogota** (Colombia) and its headquarters in **Santiago** (Chile).

For 20 years PROCASUR has been implementing **Local Knowledge Management** programmes and projects to **overcome rural poverty**, with support from, among others, **IFAD**, **F. FORD**, **IDRC Canada**, **EU**, **FAO**, and **governmental entities**, including **South-South and Triangular Cooperation** initiatives with **sectoral public** institutions, leaders of **associations** owned by the beneficiaries of public investment and **national** development cooperation **agencies.**

Background

Key Concepts

ILRI Research approach:

They apply the concept of positive deviance focusing on the resilience of producers. It does NOT focus on failure and problems, but seeks to understand why "some people show good results "against all odds" by prioritising what is relevant to local producers in the context of the agro-ecologies and socio-economic environments in which they are embedded. In this way, we learn more about how they have applied available technologies of relevance to them, and what is required for others to apply them with the same success.

PROCASUR Implementation and advocacy approach:

We use the concepts of Rural Talents/Practical Teachers/Champions to valorise the knowledge assets available in rural territories and resulting from the know-how of farmers who, in multiple complex contexts, stand out for their achievements and results.

Background

Local programme context references, implementation and advocacy ....

Public policies associated with research, technology, innovation and transfer:

"Another barrier to access to productive factors is the low coverage of agricultural extension, according to which, of 20,293 UPAs in the dispersed rural area surveyed, only 1,459 received assistance (7.1%)".

"... at the departmental and municipal levels there is no effective impact on decision-making, and in the end they become spaces only for providing information".

"... prioritised demands located in the thematic area of technology transfer, technical assistance and innovation, where it is necessary not only to carry out research on the sector, but also to make it known and to carry out the corresponding transfer of technological packages through the agricultural extension service".

"... at the departmental level, the UMATA and the municipal offices of agricultural technical assistance lack sufficient and suitable personnel to satisfy the needs of the sector, and there is no reliable and updated statistical information, and the articulation between public and private institutions is weak".

Background

Caquetá Policies....

INTEGRATED PLAN FOR AGRICULTURAL AND RURAL DEVELOPMENT WITH A TERRITORIAL APPROACH

DEPARTMENTAL AGRICULTURAL EXTENSION PLAN OF CAQUETÁ

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Background

Focus ...



Including RURAL TALENT to generate innovations and transmit accumulated **knowledge** through their own **daily practice** of facing the **challenges of vulnerable rural contexts**.

Conceptual platform "Knowledge management for rural and local development". PROCASUR through **mapping and capacity building** has promoted the **active participation** of women, youth and indigenous people as **RURAL TALENTS** in various **local development programmes and projects.**

Enabling RURAL TALENT to be considered as part of the formal systems of **knowledge and technology transfer**, to value **their knowledge,** to receive remuneration and to **increase their income**, depending decisively on the **institutional regulations** of each country.

Background

Focus ...

RURAL TALENT are people with **valuable knowledge, usually practical**, who **stand out** in their organisation or community for their **ways of doing things, their innovative knowledge and their leadership** in development initiatives that have a **positive impact** on their own **context**. Their **knowledge and skills** make them **key actors** as they become **providers of** training **services** in **rural contexts.**

RURAL TALENT **are relevant actors**, women, men, rural youth, linked to **grassroots** trade union, community, women's, youth or indigenous peoples' **organisations**, **non-governmental organisations**, **local networks and institutions, cooperatives and production associations.**



Background

Progress in the region ...

PROCASUR has technically and operationally led the promotion of RURAL TALENT over the last 6 years in the region, with relevant advances in **Chile, Peru and Colombia**.





Background

Progress in the region ...

PUBLIC POLICY IN PERU:

On 15/12/2015 the **Ministry of Agriculture and Irrigation** approved the **Guidelines of the National Strategy for the Management and Promotion of Rural Talents for Family Farming by 2021: "National School of Rural Talents (ENTR)", to date** AgroRural, as a certifying entity, has validated **1,274 RURAL TALENTS** in **8 competencies** in **13 regions** of the country.





New Yachachiq and Kamayoq. Peasant Extensionists in the Southern Highlands of Peru

Background

Progress in the region ...

RURAL TALENT STRATEGY IN CHILE:

Since **2013** the **National Institute for Agricultural Development - INDAP**, introduces **RURAL TALENTS** in the **technical assistance** programmes. In **2017 it** modifies the rules of its TA programmes, **Exempt Resolution N° 141632 of 08/09/2017** including **RURAL TALENTS as an extension methodology**.





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Background

Colombia ...



PROCASUR's experience with TALENTOS RURALES in support of **innovations** promoted by **IFAD** and **FORD FOUNDATION**:

- Concrete experiences from **PADEMER, OPORTUNIDADES RURALES and CAPACIDADES EMPRESARIAELS** of **MADR**.
- **First** pilots of **LEARNING TERRITORIES** in Chile, Peru and Colombia: **Learning Territory "Training of rural micro-enterprise managers"** in Belén de Umbría - Risaralda.
- Scaling-up experience with **SENA's PJRE** with **LEARNING TERRITORIES: Guajira, Caquetá, Nariño and Santander**.
- Experiences with private partners: **Fundación ACUA Territorio de Aprendizaje Pacifico Norte, and AGROSOLIDARIA Territorio de Aprendizaje Charalá**.

LEARNING TERRITORIES
An experience of knowledge management from RURAL TALENTS

LEARNING TERRITORY	CAPACITY EXCHANGE	EMPOWERMENT		SALE OF SERVICES	LEADER NETWORK
TRAINING OF RURAL MICRO-ENTERPRISE MANAGERS Belen de Umbria - Risaralda	**1.385** trained people	**30** Local Talents	**12** Successful experiences	**1,620 Million** 541,800 USD approx.	Chocó, Córdoba, Cauca, Arauca, Quindío, Caquetá, Valle, Santander, Putumayo and Magdalena.
COMMUNITY PROCESSES FOR THE SUSTAINABLE MANAGEMENT AND USE OF COASTAL MARINE RESOURCES Bahía Solano and Nuquí - Chocó	**103** trained people	**17** Local Talents	**6** Successful experiences	**186 Million** 62,200 USD approx.	Cauca, Valle del Cauca, Nariño, Chocó, Guajira and Córdoba.
SAMER: RURAL MICRO-ENTERPRISE ASSOCIATIVITY SYSTEM Consaca, Linares and San Lorenzo - Nariño	**75** trained people	**18** Local Talents	**8** Successful experiences	**97 Million** 32,400 USD approx.	Cauca, Nariño. Putumayo and Arauca
WEIYATEIN WAIJAIN: WE SHOW WHAT WE DO Riohacha, Manaure, Dubulla, Barrancas, Cabo - Guajira	**68** trained people	**14** Local Talents	**8** Successful experiences	**58 Million** 19,400 USD approx.	Cauca and Guajira
TERRITORIAL SOLIDARITY ORGANISATION AND MANAGEMENT FOR THE GOOD LIFE Charalá - Santander	**18** trained people	**12** Local Talents	**7** Successful experiences	Pilot exercise	Pilot exercise
TOTAL	**1.649** trained people	**91** Local Talents	**41** Successful experiences	**1,961 Million** 655,900 USD approx.	**12** Departments of Colombia

LEARNING TERRITORIES (2016)
An experience of knowledge management from local talents

LEARNING TERRITORY	STRATEGIC ALLIANCES		
	Business Development	Cooperation and NGOs	Public Entities and Territorial Authorities
TRAINING OF RURAL MICRO-ENTERPRISE MANAGERS Belén de Umbría - Risaralda	Pepsico, Meals de Colombia, Nutresa, Postobón, Nacional de Chocolates.	APC Colombia, TNC, USAID, ITC, WOCCU, RED Adelco, Cooperativa La Rosa, Asohofrucol, Infivalle	SENA, Min Agriculture, AUNAP, BU Mayor's Office, Risaralda Government, National Police, Min Labour, ADR, Solidarity Organisations.
COMMUNITY PROCESSES FOR THE SUSTAINABLE MANAGEMENT AND USE OF COASTAL MARINE RESOURCES Bahía Solano and Nuquí - Chocó	WOK Restaurant, TAKAMI Restaurant Group, JUMBO, MINIMAL Restaurant	APC Colombia, Conservation International, TNC, MarViva, Patrimonio Natural, USAID, Fundación Natura.	Min Ambiente, AUNAP, Nuquí and Bahía Solano Mayor's Office, CODECHOCO, Port Captaincy, UTCH, IIAP.
SAMER: RURAL MICRO-ENTERPRISE ASSOCIATIVITY SYSTEM Consaca, Linares and San Lorenzo - Nariño	CRS, Nespresso, Banexport, Compras Publicas de Nariño	Pastoral Social, SUYISAMA, Biotrópico, RainForest Alliance, IOM, GIZ	SENA, Umata, CORPONARIÑO, DPS, Governorate of Nariño, Ministry of Agriculture, etc.
WEIYATEIN WAIJAIN: WE SHOW WHAT WE DO Riohacha, Manaura and Dubulla - Guajira	Artesanías de Colombia, ANATO, International Fashion and Clothing Clients.	CERREJON Foundation, CHEVRON Foundation, IOM, USAID, Crete, AID TO ARTISANS	SENA, Artesanías de Colombia, Gobernación de Guajira, CORPOGUAJIRA, Min. Cultura, Min. Comercio, Umata Alcaldías.
TERRITORIAL SOLIDARITY ORGANISATION AND MANAGEMENT FOR THE GOOD LIFE Charalá - Santander	Local Market, Specialised Fairs and Rural Tourism Market	Coomuldesa, Fondo Acción, Conservation International, Fundación Natura, WWF, Agrosolidaria	National Natural Parks of Colombia, Minambiente, Solidarity Organisations

Components





- **Training and Capacity Building:** From **local know-how** and experiences **contextualised** to **rural development**.
- **Technical Assistance and/or Agricultural Extension:** Conducted by **TALENTOS RURALES** complementing **national systems for capacity building** in **rural territories**.
- **Associativity:** The **valuation of local knowledge** as an **asset** of **rural territories** and their **inhabitants**, boosting the **provision of services** and the **generation of** complementary **income** in **associative and community** schemes.
- **Scaling and Innovation:** Supporting the **adoption, adaptation and improvement** of successful solutions through the **management of the knowledge** accumulated by **local organisations** themselves and that can **leverage resources and alliances**, at different levels of **decision-making and territorial action**, to offer more and **better results and impacts**.

Challenges



- **Strengthen the capacities of RURAL TALENT** to participate in the **dissemination and transfer of innovative solutions to rural poverty**, adding value to their **empirical knowledge** and their ability to **adapt external knowledge for** experimentation and the development of **solutions relevant to local contexts** and extra-local environments with **similar conditions**.
- **Advance in the development of public policies** to **promote, strengthen and certify** RURAL TALENT as **providers of rural technical assistance.** Especially among **local institutions** that have funds to **foster productive development**, but **lack consolidated technical apparatuses**, with a view to achieving **more dynamic**, sustainable and functional **rural innovation systems to meet the challenges of the poorest rural population.**
- To **gather evidence on the efficiency** of the **services provided** by TALENTOS RURALES and **disseminate the results** among the different **strategic actors** and in **advocacy and decision-making** spaces.

Challenges

- **Greater promotion and institutional support** from the **public entities involved** to achieve real **market insertion**.
- **Promote and validate a comprehensive system** for the **identification, empowerment, inclusion and evaluation** of **RURAL TALENT.** Also **strengthen and expand their integration** through the **prioritisation of institutional budgets** to ensure their **paid incorporation** and **raise awareness** among **technical advisory service providers of** the **value of knowledge** of RURAL TALENT and its importance in local development.
- **Develop and strengthen territories for rural innovation**, establishing **territorial networks of local innovation** for the **associative and articulated** management **of** rural knowledge **services** aimed at overcoming poverty.





Opportunities and Strengths

- **RURAL TALENTS have an innovative offer** for the **knowledge market**, **technical assistance or rural extension** adapted to **local demand** *(public and private partners and users, South-South Cooperation)*.
- **It complements income generation alternatives for the rural population** by valuing its **assets of knowledge**, **applied experience, results and leadership**. *(TR income data)*.
- **It has a lower transaction cost** for **capacity building** and a **greater possibility of coverage** in rural areas *(TA CHOCO case)*.
- **Assertive and relevant communication** as it is **contextualised in local experiences** of similar conditions and **transmitted among peers**, facilitating the **adoption and scaling up of innovations** *(TA GUAJIRA case)*.
- **Generator of associativity and territorial development,** the strategies of RURAL TALENTS **make endogenous development visible and dynamic** *(case of TA BELÉN DE UMBRÍA)*.

Conclusions

- **The RURAL TALENT strategy allows, among other aspects**: **Identify and publicise innovations** highlighting their effectiveness in **reducing rural poverty** and; provoke and **incentivise public action**, **so that it is the actors themselves** who drive **the really effective and relevant innovations**, **institutionalise** them and **sustain them** over **time**.
- **The RURAL TALENTS strategy** emphasises the **valorisation of local know-how** (understood as contextualised know-how) by **accelerating the transfer process**, in terms of **appropriation and consumption of technologies by** the **rural population**.
- **RURAL TALENTS dynamise local knowledge networks** that are **articulated** to varying degrees with the **institutional framework**, but which are **"living" spaces at the territorial level** and with ample potential for the **integration and development of new technologies and innovations** for rural communities.

Conclusions

- **Some strategies for mainstreaming the RURAL TALENT approach:**

I. **Aimed at strengthening the "offer" of RURAL TALENT in their territories**, broadening their participation as facilitators of technical assistance services.

II. **Aimed at fostering "demand" for RURAL TALENT services,** including subsidies to communities for the contracting of training and rural technical assistance services functional to their practical needs.

III. **Addressing "market conditions" or the context of exchange between supply and demand for knowledge**, for example, through changes in the formal requirements and constraints for contracting farmer technical assistance.

IV. **Aimed at "institutional development".** Linking RTE with the State to foster the legitimacy and growth of this market in different spaces of advocacy and policy dialogue.

WORK PLAN
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WORK PLAN

2022

1 Pilot, strengthen and improve the "Adaptation Pioneers / Rural Talents" approach Identify actors, climate-smart technologies and local capacities

2 **Pilot scaling-up test led by Rural Talents**

Enable local producer-led learning and exchange mechanism for scaling up technologies.

2024

3 **Capacity building**

With a focus on the international youth network, Youth Network on Climate-Smart Agriculture

WORK PLAN

1 Piloting, strengthening and improving the "Adaptation Pioneers / Rural Talents" approach Identify actors, climate-smart technologies and local capacities

- **Identifying the context:** Consultation and collection of up-to-date information on sustainable livestock production and climate-smart technologies.
- **Local inception workshop:** Explain the nature of the research to relevant stakeholders.
- **Household survey:** Baseline intervention and elicitation of criteria for selection of potential Adaptation Pioneers or Rural Talents for sustainable livestock farming (300 producers).
- **Scoping interviews:** Understanding farmers' strategies to adapt to climate change, the social implications of these technologies and the drivers influencing decisions (40 households).
- **Citizen science data collection:** Construction of a joint record-keeping tool so that producers can collect the data themselves. Follow-up process with interviews at the beginning, middle and end of data collection.
- **Validation workshop:** The results of the research will be presented to the stakeholders invited to the inception workshop, and others if necessary.

1 Overview and documented review of the technologies and organisations involved.

2 Data collected and selection of potential Rural Talent.

3 Livestock practices implemented by Rural Talents in response to climate change and their impact characterised.

4 Citizen science tool tested and implemented with farmers who have been trained in its use.

WORK PLAN

2 Pilot scaling-up test led by Rural Talents

Enable local producer-led learning and exchange mechanism for scaling up technologies.

- **Delivering results:** Provide Rural Talent with research results and additional means of interpretation.
- **Customised training:** For Rural Talents on specific topics related to climate-smart agriculture and on peer-to-peer training approaches.
- **Expand TR networks:** Participatory farm field days and farmer demonstration field days: TRs demonstrate their CSA/adaptation practices to smaller groups of invited peers.
- **Formation of knowledge networks:** To dynamise transfer and scaling-up practices in a more systematic and formal way with the RTs and sensitised groups.
- **Capacity building of knowledge networks:** Training with experts, field schools and exchanges that consolidate mechanisms and tools for working in knowledge networks.
- **Introduction of training materials:** manuals, videos, digital applications, documentation of research results,...

3 Capacity building

With a focus on the international youth network, Youth Network for Climate-Smart Agriculture

Bring together young people from different countries to strengthen the network as a platform to raise the voices of young livestock farmers and their concerns. Link with other youth networks and organisations by increasing their membership, with a particular focus on climate change adaptation and climate-smart agriculture and livestock practices.

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OPPORTUNITIES AND CHALLENGES OF THE RURAL TALENT APPROACH

THANK YOU!!!