



SOCIAL AND BEHAVIOR CHANGE INTERVENTIONS FOR SCALING EQUITABLE ACCESS TO RICE AND COMMON BEANS QUALITY SEEDS IN BUTALEJA DISTRICT, UGANDA

March 2024



Photos: Courtesy of CBCC

Citation: Alex Amuda, Audrine Mikhala, Catherine Lengewa, Peter L'parnoi, Phillip Kinyota, Priscah Echessa, Yila Jummai, Eileen Nchanji and Allan Bomuhangi (2024). *Social And Behavior Change Interventions for Scaling Equitable Access To Rice And Common Beans Quality Seeds In Butaleja District, Uganda: Stakeholders Workshop Report.*

ACKNOWLEDGMENTS

The International Rice Research Institute (IRRI), Alliance of Bioversity International and CIAT, National Agriculture Research Organization (NARO), and the Centre for Behaviour Change and Communication partnered on a three-year (2024 -2026), seed information and seed entrepreneurship project, focusing on scaling up production and adoption of high-quality seed varieties among smallholder women, poor and youth farmers in Naweyo and Mazimasa Sub-counties, Butaleja District, Uganda. The dissemination of baseline findings and development of social and behaviour change strategies workshop aimed at having multi-sectorial stakeholders in the rice and bean value chains to discuss the findings and co-design a social behaviour change strategy for the project. Appreciation is extended to the efforts by various stakeholders that participated in the workshop and co-creating the social and behaviour change strategy. Special thanks to CGIAR Trust for funding the exercise through the Seed Equal initiative. Special thanks and recognition go the Butaleja District team that provided technical and logistical support that enabled the successful participation of multi-sectorial stakeholders who sacrificially gave their time and technical experience to inform the strategy.

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ACRONYMS

CBCC	Centre for Behaviour Change and Communication
CGIAR	Consultative Group on International Agricultural Research
ABC	Alliance of Bioversity International and the International Center for Tropical Agriculture
HCD	Human-Centred Design
IRRI	International Rice Research Institute
NARO	National Agricultural Research Organization
NaCRRI	National Crops Resources Research Institute
NDP	National Development Plan
NGOs	Non-Governmental Organizations
QDS	Quality Declared Seeds
R&D	Research and Development
SBC	Social and Behaviour Change
UNRDS	Uganda National Rice Development Strategy

EXECUTIVE SUMMARY

Agriculture serves as a cornerstone of Uganda's economy, employing 70% of the labour force and covering half of the national land area. However, smallholder farmers, comprising 90% of the farming community, face barriers hindering agricultural productivity and food security. These barriers include limited access to quality seeds, limited market access, and lack of access to agricultural information. Dissemination of baseline findings and development of social and behaviour change strategies workshop was conducted in Mbale, Uganda to address these issues.

Workshop Overview: The workshop gathered 35 participants from government agencies, research and development, private organizations, and smallholder farmers to discuss the rice and bean value chains baseline study findings and co-design a social behaviour change strategy for the project.

Project Overview: The project, in collaboration with IRRI, the Alliance of Bioversity International and CIAT, CBCC, and NARO, seeks to improve smallholder farmers' livelihoods by scaling equitable access to quality, climate-resilient, and market-preferred seed varieties for women and marginalized farmers to enhance agricultural productivity and nutritional security in Butaleja District, Uganda.

Strategic Project Activities: The project will establish a seed information and delivery model, forge partnerships with stakeholders, build capacity for women and youth in seed enterprises, and roll out behaviour change initiatives.

Workshop Outcomes: Key outcomes included understanding the knowledge, attitudes, and practices among smallholder women and youth farmers in Butaleja District, Uganda, based on the baseline study findings and co-creating social and behaviour change strategies.

Key Findings from the Baseline Study Findings: The rice and bean value chains in Butaleja District had the following overarching barriers to seed access and development of the value chains: limited availability of improved seed varieties, inadequate knowledge and awareness of improved seed varieties, logistical challenges in distribution and socio-economic constraints faced by marginalized groups.

Conclusion: The workshop provided a platform for collaboration and co-creation of social and behavioural change strategies to enhance access to quality rice and bean seeds in Butaleja District, Uganda. Implementing the co-designed strategy and strategic partnerships will improve livelihoods and food security among smallholder farmers.

“ The agriculture sector in Uganda plays a pivotal role in the country's economy, providing livelihoods for a significant portion of the population and contributing to food security and economic growth. According to recent statistics, agriculture employs over 70% of the Ugandan workforce and contributes approximately 26% to the country's Gross Domestic Product (GDP).

1. Background

The agriculture sector in Uganda plays a pivotal role in the country's economy, providing livelihoods for a significant portion of the population and contributing to food security and economic growth. According to recent statistics, agriculture employs over 70% of the Ugandan workforce and contributes approximately 26% to the country's Gross Domestic Product (GDP).

The rice and common bean value chains hold strategic importance within Uganda's agricultural landscape. Rice is a staple food crop consumed by a large portion of the population, while common beans are a vital source of protein and income for many households. However, despite these crops' importance and their cultivation to enhance food security and livelihoods, challenges related to seed accessibility and quality persist, limiting the productivity and resilience of smallholder farmers, particularly women and marginalized farmers.

These challenges are pronounced in Butaleja District, Uganda. Various factors contribute to these challenges, including knowledge gaps, inadequate infrastructure, socio-economic constraints faced by marginalized groups, and climate variability. Additionally, cultural preferences and existing market dynamics pose additional obstacles to equitable seed access. Without access to quality seeds, smallholder farmers struggle to enhance their agricultural productivity and nutritional security, perpetuating the cycle of poverty and food insecurity in the region.

To address these issues and unlock the potential of the agricultural sector in Butaleja District, concerted efforts are needed. Stakeholders must collaborate to identify and implement effective strategies to enhance seed accessibility, quality, and resilience. By addressing barriers to equitable access and promoting the adoption of improved seed varieties, the agricultural sector can contribute significantly to poverty reduction, food security, and economic development in the region.

In line with these efforts, stakeholder engagement plays a crucial role in fostering dialogue, sharing best practices, and co-creating solutions to address the challenges facing the agricultural sector.

2. Introduction

2.1. Overview of the Stakeholder's Workshop

The International Rice Research Institute (IRRI), the Alliance of Bioversity International and CIAT National Agriculture Research Organization (NARO) and the Centre for Behaviour Change and Communication hosted a workshop for the dissemination of baseline findings and development of social and behaviour change strategies workshop aimed at having multi-sectoral stakeholders in the rice and bean value chains to discuss the findings and co-design a social behaviour change strategy for the seed information and seed entrepreneurship project. The workshop was conducted from 20th - 21st March 2024 at Mbale Resort Hotel, Mbale, Uganda. The workshop was attended by 35 participants representing multi-sectoral stakeholders of the rice and beans agricultural value chains from the Butaleja District, local government executives, research institutions, private organizations, development partners, and smallholder farmers.

2.2. Workshop Objectives

The objective of the workshop was to solicit input from the relevant rice and bean value chain stakeholders about key barriers to equitable access to quality seeds in Butaleja District and to co-create social and behaviour change strategies to enable the availability of seed at the last mile through sustainable business models to contribute to poverty reduction, food security, and economic development in the region. The specific objectives of the workshop were as follows:

1. Disseminate the baseline study findings and discuss key barriers, desired behaviour, solutions, and implications for the strategy.
2. Use the Human-Centered Design process, develop journey maps for the target audience, and agree on behaviour prioritization.

3. Co-design a social and behaviour change strategy on equitable access to climate-resilient, market-preferred, and nutritious varieties of beans and rice in Butaleja District.
4. Co-create key behaviour change messages for promoting equitable access to climate-resilient, market-preferred, and nutritious varieties of beans and rice.

2.3. Project Overview

In collaboration with the Centre for Behaviour Change and Communication (CBCC), the International Rice Research Institute (IRRI), the Alliance of Bioversity International and CIAT and the National Agriculture Research Organisation (NARO), the project aims to elevate the livelihoods of smallholder farmers in Butaleja District, Uganda. The project's primary objective is to scale up equitable access and adoption of high-quality rice and bean seed varieties among smallholder women, poor and youth farmers in Naweyo and Mazimasa Sub-counties, Butaleja District, Uganda and contribute to increased agricultural productivity, livelihoods, and food security in the district. The project will implement social and behavioural change interventions to address seed access and adoption barriers and promote sustainable agricultural practices.



Figure 1: Dr. Jummai Yila (IRRI Uganda)

2.4. Strategic Project Activities

- Develop behaviour change and communication strategies to drive changes in knowledge, attitudes, and practices of quality seeds among women, youth, and other smallholder farmers to facilitate demand, productivity, adoption, utilization, and incomes.
- Capacity building for seed producers and seed entrepreneurs.
- Strategic partnerships and linkages with relevant stakeholders for market access and reduced costs.
- Advocacy for policy interventions that strengthen the commitment to improved quality seed access and utilization.


3. Opening remarks

The Uganda Country representative of the International Rice Research Institute (IRRI) welcomed the stakeholders. She highlighted the importance of scaling up production and adoption of high-quality seed varieties among smallholder women and poor and youth farmers in Naweyo and Mazimasa Sub-counties, Butaleja District, Uganda as part of Work Package 6 CGIAR Seed Equal Initiative. She reiterated the workshop's objectives for stakeholders to co-develop a social and behavioural change strategy for seed access while ensuring the sustainability of WP6 and the initiative's outcomes, emphasizing the importance of collaboration among stakeholders.

Peter L'parnoi, Managing Director of the Centre for Behaviour Change and Communication (CBCC), warmly welcomed all stakeholders. He acknowledged the collaboration between the IRRI, ABC, CBCC, and the participating stakeholders in implementing the Social and Behaviour Change Interventions Project. The CBCC Managing Director highlighted the project's focus on fostering sustainable agricultural practices while ensuring

inclusivity and empowerment among smallholder farmers. He reiterated the importance of behavioural change in driving lasting impact and emphasized the pivotal role of the stakeholders present in achieving the project's objectives.

The Butaleja District Chairperson, acknowledged the significance of the workshop in enhancing agricultural development. He addressed community health concerns arising from the prevalent consumption of rice as a standalone meal and climate change challenges. He also emphasized the importance of attitude change by the community to embrace the initiative for lasting impact while underscoring the role of social behaviour change in realizing the initiative's success. The Chairperson expressed appreciation for the project's initiative and pledged to facilitate an enabling environment for partners to succeed in project implementation.



An overview of the baseline study was presented to the workshop participants. The study aimed at understanding the knowledge, attitudes, and practices among smallholder women and youth farmers in Butaleja District, Eastern Uganda.

4. Seedequal vision for bean and rice seed systems in Uganda

The project is within the framework of Work Package 6 of the CGIAR Seed Equal Initiative with a focus on rice and beans as part of efforts to scale equitable access to quality seeds. The project aligns with Uganda's national priorities and aims to;

1. Improving the health and welfare of rice and bean farmers and consumers.
2. Promoting environmental sustainability in the face of climate change challenges.
3. Supporting the empowerment of women and youth within the rice and bean industry.

Key activities focused on four seed system functions:

1. Variety development through genetic resource exploration, breeding, and release.
2. Seed supply, encompassing the production and distribution of early-generation seeds.
3. Seed dissemination, ensuring effective distribution channels and information flow.
4. Crop production, including processing, market demand analysis, adaptation, and risk management.

5. Current Situation: National Crop Plans, Policies, and Initiatives

National Crops Resources Research Institute (NaCRRI) provided comprehensive insights into Uganda's crop plans, policies, and initiatives regarding seed systems. NaCRRI's collaborative approach, through partnerships across 76 parishes in Uganda. A notable highlight was the Parish Development Model, that addresses production, storage, processing, and marketing, infrastructure, financial inclusion, social services, mindset change, management information systems, governance, and administration. The NaCRRI director emphasized the collaborative efforts of both public and private sector institutions at central and local government levels to implement these pillars effectively.

The importance of rice and beans as a stable crop was highlighted but the need to do more especially getting good quality seeds to farmers emphasized.

6. Baseline Study Findings

An overview of the baseline study was presented to the workshop participants. The study aimed at understanding the knowledge, attitudes, and practices among smallholder women and youth farmers in Butaleja District, Eastern Uganda. Key findings focused on;

- Existing knowledge gaps among smallholder women and youth farmers regarding seed information and entrepreneurship.
- Attitudes towards seed acquisition, utilization, and entrepreneurial activities within rice and bean value chains.
- Practices observed among smallholder farmers in Butaleja District concerning seed management, agricultural entrepreneurship, and related activities.

The assessment identified the following as the main barriers to access and adoption of quality improved seeds:

- Limited availability of improved seed varieties.
- Inadequate knowledge and awareness of improved seed varieties among farmers.
- Logistical challenges in distribution.
- Socio-economic constraints faced by marginalized groups.

The assessment highlighted that 97.6% are aware of improved rice seed varieties and 97.5% have tried planting an improved rice variety, while 34.8% of rice farmers recycle improved seeds from the previous season, and 63.8% of these replace the recycled seeds after two cropping seasons on average. In addition, 70% are aware of improved bean seed varieties and have planted an improved bean variety at least once. The reasons for this included not having access to or being able to afford the seeds of improved varieties. This showed that there was a need to increase awareness of the benefits of improved seeds and increase access to and use of the improved seeds.

The study findings provided valuable insights into the current situation, serving as a foundation for the development of targeted interventions to address identified challenges and enhance seed access and entrepreneurship among smallholder farmers in the region.

7. Discussion Recommendations From The Baseline Study

The session was a collaborative brainstorming session where the participants worked together to generate recommendations and strategies aimed at addressing the identified barriers and management approaches to ensure the project's long-term success.

The recommendations included:

- Capacity building of farmers to create awareness of improved seed varieties.
- Improved seed distribution networks.



Figure 2: Dr. Godfrey Asea (NaCRRI)

- Enhanced extension services.
- Targeted support for women and youth farmers.
- Strategic partnerships and linkages for market access.
- Advocacy for policy interventions to strengthen commitment to improved quality seed access and utilization.

8. Introduction To Social And Behaviour Change For Seed Systems

This session discussed Social and Behaviour Change (SBC) principles and methodologies applied to seed systems. Social and Behaviour Change (SBC) is the systematic application of interactive, theory-based, and research driven processes and strategies to address social and gender norms and behavioural change at the individual, community, and social levels, including the cross-cutting use of strategic communication.

The core principles and methodologies of SBC follow the following steps:

- 1. Understanding the situation:** The process involves conducting a thorough assessment of the target audience, including their knowledge, attitudes, beliefs, and behaviours related to the desired change.
- 2. Focusing and designing:** Analysis of the assessment’s findings to identify key determinants and influencers of the target behaviour, as well as potential barriers and facilitators. This is followed by evidence-based strategies and interventions tailored to address identified determinants and influencers of behaviour change.
- 3. Creating:** Development of detailed plans for implementation of the selected strategies, including definition of objectives, target audience segments, messaging, channels, and materials.
- 4. Implementing and monitoring:** Implementation of the designed interventions according to the established plans, ensuring fidelity to the strategy and adapting as needed based on real-time feedback. Monitoring the implementation process to track progress, assess reach and engagement, and identify any challenges or areas for improvement.
- 5. Evaluating and replanning:** Evaluation of the effectiveness of the interventions in achieving desired behaviour change outcomes, using both quantitative and qualitative measures. Using the findings from monitoring and evaluation to provide feedback loops for ongoing improvement and refinement of SBC interventions.



Figure 3: SBC C-Planning Systematic process from C-Change/AED. 2010. C-Modules:

The SBC strategies aim to influence behaviour by addressing social norms, beliefs, and perceptions that impact seed-related decision-making. SBC has a pivotal role in fostering sustainable changes in behaviour among stakeholders involved in seed systems.

8.1 Human-Centred Design journey maps

Participants were introduced to the Human-Centred Design (HCD) journey maps developed for various stakeholders involved in the seed value chain, including smallholder farmers, women, youth, seed producers, and agro-dealers. Human-Centred Design (HCD) journey maps are visual representations that outline the experiences and interactions of stakeholders throughout a specific process or journey. HCD journey maps help identify pain points, opportunities, and solutions along the seed value chain. It was important for stakeholders to go through the journey maps because it fostered empathy and understanding of the needs and challenges faced by different actors, informing the development of targeted interventions and strategies to improve seed systems effectively.

During the interactive session, participants reviewed and provided feedback on the HCD journey maps. Through collaborative discussion and input, the maps were refined to ensure alignment with the project's objectives and the specific needs of stakeholders.

Overall, the session enabled participants to gain a deeper understanding of stakeholder experiences within the seed value chain and provided a framework for identifying targeted interventions to improve access to quality seeds for smallholder farmers, women, and youth in the Butaleja district of Uganda.

8.2 Behaviour Profile Analysis and Audience Archetypes

The concept of behaviour profile analysis and audience archetypes was introduced for stakeholders in the seed value chain. The session aimed to explore common behaviours, attitudes, and motivations among target audiences to guide behaviour prioritization and analysis.

An overview of behaviour profile analysis was discussed. This involves examining the behaviours, attitudes, and motivations of different stakeholders within the seed value chain. The analysis helped in identifying patterns and trends that influence decision-making and actions.

The session involved an exploration of the common behaviours, attitudes, and motivations among key stakeholders in the seed value chain, including smallholder farmers, women, youth, seed producers, agro-dealers, and consumers. These archetypes helped stakeholders visualize and understand the diverse characteristics and needs of their target audiences. By understanding the behaviours of these target audiences, stakeholders can better tailor interventions and communication strategies to meet their needs.

The insights gained from behaviour profile analysis and audience archetypes also informed on the process of behaviour prioritization and analysis. By identifying key behaviours and understanding the underlying motivations driving these behaviours, stakeholders would be able to develop targeted interventions to promote positive behaviour change within the seed value chain.

Overall, the session highlighted the importance of understanding target audience behaviours and motivations in guiding the development of effective communication and engagement strategies. Behaviour profile analysis and audience archetypes serve as valuable tools for stakeholders to tailor interventions and address the specific needs of different stakeholders within the seed value chain.

Below are the different Archetypes that were developed.

Table 1: Archetype description table

Archetype	Off taker	Consumer	Small holder Farmer (Female)	Small holder Farmer (Male)	Seed Company	Woman in Local seed business	Youth
Name	Mirimo Jafa	Gimbo	Were Amina	Higenyi Aggrey	Kabogoli Agro Ent	Namuhinghondo	Namusabi Sarah
Demographic	41-year-old male married with 3 children and a secondary school dropout	34-year-old female	27-year-old female married with 3 children and a secondary school (form 2) dropout who owns 1 acre of land.	30-year-old male married with 7 children and a primary school dropout who owns 0.5 acres of land.	Started operations in 2015, Deals in seeds, fertilizers, and pesticides as well as training of farmers on safe usage of chemicals.	Women group	25-year-old female farmer from Mazimasa Sub-County
Attitudes, Perceptions and Risk behaviours	Make Profits, Progress in Business, avoid making loss	<ul style="list-style-type: none"> Likes aromatic rice and kidney beans Rice makes you diabetic if consumed daily Rice and beans are delicious 	<ul style="list-style-type: none"> Interact with peers. Fairly self-motivated. Good listener. 	Perceives working with friends is a waste of time so likes doing things alone.	<ul style="list-style-type: none"> Confident about their quality products. Offers products on credit 	<ul style="list-style-type: none"> Business needs a lot of capital and support. Business is more suited to men. They are normally cheated by middlemen. 	<ul style="list-style-type: none"> High interest in seed production. Hardworking youth. Fights and steals.
Motivators	<ul style="list-style-type: none"> -May rice and bean farmers to buy from -Availability of processing machines 	Peer influence and availability of grain	The need to feed her children as well as educate them.	<ul style="list-style-type: none"> Increased productivity Availability of land. Increased demand for food 	<ul style="list-style-type: none"> High demand for products. Accessibility to wholesalers. 	<ul style="list-style-type: none"> Increased demand for seed Availability of extension services and government support. Sufficient knowledge and information. 	<ul style="list-style-type: none"> Seed is sold highly so more profits. High demand for seed. Availability of high-quality seed.
Barriers	<ul style="list-style-type: none"> Limited capital Competition High costs of doing business 	<ul style="list-style-type: none"> High prices Adulteration of produce (mixing of grain varieties) 	<ul style="list-style-type: none"> Poor soils. Limited access to capital. 	<ul style="list-style-type: none"> Limited access to quality seeds Unfavourable climatic conditions. Limited capital 	<ul style="list-style-type: none"> Limited capacity for the farmers to buy products. Less capital to purchase high quality seeds and less demand for some inputs. 	<ul style="list-style-type: none"> Lack of access to resources including land and finances. Limited skills. 	<ul style="list-style-type: none"> Limited capital. Lack of knowledge about farming.
Media Habits	<ul style="list-style-type: none"> Radios and TVs Megaphones (Speakers) 	Radios and TVs	Peer to peer communication	Radios	<ul style="list-style-type: none"> Community and commercial radio. Newspapers 	Local FM radios (commercial)	<ul style="list-style-type: none"> WhatsApp groups and other social media platforms. Commercial radios.
Goals and aspirations	<ul style="list-style-type: none"> Wealth creation Building a business empire 	<ul style="list-style-type: none"> Consumption of quality, affordable and nutritious rice and beans. Constant supply of fresh beans and rice 	To build a better house and improve on her livelihood.	Building a good house and educating the children.	A good company for the most affordable, reliable, quality and sustainable products.	<ul style="list-style-type: none"> -Being self-reliant. -Have well educated children and good homes. 	To have money and be independent.
Quote	"What you sow is what you reap"	"You are what you consume"	"Togetherness is strength"	"Improved varieties come with pests and diseases"	"Enkumbi terimba" meaning farming delivers	"No gain without pain"	"Together we can"
Influencers who shape their goals and beliefs	Successful businesspersons	<ul style="list-style-type: none"> Peers Celebrities 	Model successful farmers.	Neighbours	Marketing platform personnel and other information providers	Peers, extension workers and NGO staff.	<ul style="list-style-type: none"> District agricultural officers. Namunyole (radio presenter).



Figure 4: Group discussions for behaviour profiling and audience segmentation session.

8.3 Behaviour Prioritization and Analysis for Different Value Chain Actors

An overview of the importance of understanding and prioritizing behaviours among different stakeholders in the value chain was discussed. We agreed we need to identify key behaviours that have the most significant impact on seed access and entrepreneurship.

Participants engaged in a collaborative process to identify and prioritize behaviours relevant to each actor within the value chain. This involved discussing behaviours such as seed selection, purchasing decisions, adoption of improved farming practices, and engagement with extension services.

Behaviours identified by women in local seed business include: Engaging more women in entrepreneurship and skills training

- Mindset change where women are included in decision making and gender empowerment.
- Affirmative action for women to have access to resources.
- Linkage between researchers and extension officers with women in local seed business
- Registering and strengthening more women groups.
- Gender visioning

Behaviours identified by seed distributors (seed companies and agro-dealers) include:

- Conducting cost benefit analysis with potential customers.
- Intensified awareness creation campaigns and sensitization of the farmers on the dangers and importance of improved seed.
- Training on behaviour change so that some cultural norms do not become hindrances to development.

Behaviours identified by consumers include:

- Report scarcity of grain to the relevant authorities.
- Lobby for subsidies for grain and seed.
- Capacity building on nutrition and production.
- Branding of the grains and seeds



Figure 5: Group session for behaviour prioritization and analysis for different value chain actors.

Behaviours identified by youth in local seed business include:

- Mobilize youth to hire land for production.
- Youth to acquire capital through saving in groups.
- Youth can borrow from Cooperatives.

An analysis of the underlying drivers and determinants of these key behaviours were discussed. Participants explored factors such as knowledge, attitudes, beliefs, social norms, economic incentives, and access to resources that influence behaviour among different actors.

9. Social And Behaviour Change Strategy Development

The participants were led through the process of reviewing the drafted Social and Behaviour Change (SBC) strategy, specifically focusing on the development of SBC strategies for rice and bean value chains based on the behaviour prioritization activity. This process began by reviewing the outcomes of the behaviour prioritization activity conducted earlier in the workshop. This activity identified key behaviours and motivations among stakeholders within the rice and bean value chains.

Building on the analysis, participants worked together to develop behaviour change strategies tailored to address the identified drivers and barriers. These strategies aimed to promote positive behaviour change and facilitate equitable access to quality seeds for all stakeholders, particularly smallholder farmers, women, and youth. Throughout the session, emphasis was placed on aligning behaviour change strategies with the project's broader objectives. Strategies were designed to support the project's goal of scaling equitable access to quality seeds and promoting sustainable agricultural practices in the Butaleja district of Uganda.

The session concluded with participants collaboratively developing comprehensive SBC strategies for the rice and bean value chains. These strategies are based on a thorough understanding of target audience behaviours and motivations, ensuring that interventions are tailored and effective. The development of these SBC strategies represents a critical step towards achieving the project's objectives of enhancing seed quality and accessibility for smallholder farmers.

10. Message Development Process And Sbc Campaign

An overview of the message development process and the objectives of the Social and Behaviour Change (SBC) campaign were presented and discussed. The session also included a presentation of topline findings from concept testing, a review of draft posters, review of draft radio scripts, selection of local artists for the project campaign jingles, and review of rice and bean training guide booklets. Stakeholders were invited to provide feedback and comments to refine campaign materials.

The session gave stakeholders an opportunity to develop the SBC campaign by reviewing draft materials and providing feedback. By incorporating stakeholder input, the campaign materials were refined to ensure they effectively communicate key messages and resonate with the target audience. This collaborative approach to campaign development plays a key role in enhancing the achievement of the desired behaviour change outcomes of the project.

- a. **Concept/campaign direction:** 2 concepts for campaign direction for feedback. Eyo Sure (Quality seed for prosperity) and Supaseed (The Trusted choice for the smart farmer).



Feedback from technical team

- The word 'EYO' sure is confusing as it is not widely understood it can be replaced by the word 'ENO' meaning 'It is'. Participants agreed to go with 'Eno Sure Seed'.
- The thumb sign has a political inclination, but colors are different and those with low literacy may not understand.
- The hand can hold seed.
- To have separate posters for the logo, that is, to have one for the hand with rice and the other for bean seed.
- The word SupaSeed can be confused to be promoting rice varieties known as SUPACHINA, SUPA AMERICA

Feedback from concept testing in the community

- While some found it relevant for conveying the importance of seeds, others found it confusing due to the word "Eyo."
- some feel the dash line on the tagline means the phrase is incomplete.
- Modifying the hand gesture and incorporating visuals of seeds or farming tool
- 40% preferred this largely due to the word 'SURE'
"Because the word sure assures farmers of yields." -Female FGD
- Some participants found the term "Supa" confusing, suggesting it could be mistaken for a variety called "Supa."
- With tag line: Participants generally found this lockup applicable and relevant, especially for model and technical farmers who could understand and apply the concept of trusted seeds.
- 60% preferred SupaSeed mainly due to the term 'SUPA', tagline that has the word 'Trusted' and the literal approach easily understood by low literate persons

Conclusion

Participants deliberated on the findings from community and technical team and proposed using 'Eno Sure Seed' for this project with the tagline Quality improved seed, The trusted choice for the smart farmer.

b. **Posters:** Concept posters with placeholder pictures were presented to the team. Participants critically analysed and provided their inputs on the posters presented by considering the look and feel of the present-ed materials to inform their appropriateness for use within Butaleja for the campaign.



Poster 1: Change logo to the new logo, remove yellow T-shirt because of political inclination, reduce words but make sure the write up has the benefits of the improved seeds, and to have posters with the message in Luganda and English.



Poster 2: Combination of thumb and T-shirt colour may give political affiliation. Have hand carry the project's main crops, rice or beans



Poster 3: To have rice crop only and not banana plant in the background. The picture for rice can be rice during the flowering stage. Campaign logo to be changed to the agreed logo.



Poster 4: Change Logo and thumb due to political connotations



Poster 5 and 6: Aspect of quality needs to stand out better through the copy, showing use of quality seed results in better yield. The background of the kiosk to be changed and sacks to match what is used for grain (rice/beans). Beans in poster 5 looked mixed and not pure variety, hence need to show quality of grain by using picture with grains/seeds that is not mixed. To have two different posters for two audiences, that is, one for people getting grain and the other getting seeds.

c. Audios


Audio scripts: These were presented and selected participants voiced the dramas and reviewed the radio spot scripts and shared feedback as outlined below.

Radio Spot	Feedback
Radio spot 1: Quality improved seeds eyo sure	<ul style="list-style-type: none">• The message was clear and communicated the benefits of improved seeds.• Suggestion of carton animation to be used, to choose between radio or television. The overall agreement was the use of radio.
Radio spot 2: It starts with the seed	<ul style="list-style-type: none">• The presentation communicated the campaign’s message and was accepted. The use of two dialects was accepted (Lunyole and Lusamia).• The female character in the sample audio didn’t sound like typical local language speaker of the language, this may need to be changed in the actual production.
Conclusion	<ul style="list-style-type: none">• Develop the audios in formats that can be shared in community events, through WhatsApp.• Lunyole is dominant language but proposed use of Luganda language

Jingle: Local musicians within Butaleja district namely, Lady Sarah, Chairman (Lubembe) and Woman Dee were shortlisted to be used for the campaign jingles. The participants strongly reiterated the use of Lunyole language in all communication materials.

d. Handbooks

The farmer training guides (booklets) covering mainly Good Agricultural Practices (GAPS) to be used by the youth and women champions and farmers as reference materials for the rice and beans value chains have been designed and are to be further reviewed by the NARO team.

 Concept posters with placeholder pictures were presented to the team. Participants critically analysed and provided their inputs on the posters presented by considering the look and feel of the presented materials to inform their appropriateness for use within Butaleja for the campaign

11. Panel Discussions: Engagement with Value Chain Actors on Key Components

During the panel discussion the stakeholders delved into how they would align their activities to contribute to the overarching objectives of the project within their respective capacities.

Area 1: Quality Seed Production

Panelist: Dr. Jimmy Lamo (NaCRRI Rice Breeder)

The panel discussion focused on enhancing collaboration with research institutions to support access to climate-resilient, market-preferred, and nutritious varieties, as well as community-based seed multiplication to ensure a suitable supply of improved seeds. He provided insights into supporting smallholder farmers and seed producers in adopting best practices for quality seed production in Butaleja District.

Rice breeder's Key Points:

- Provision of training on seed production to seed producers.
- Supply of foundation seed to facilitate seed production.
- Establishment of season-long field demonstration plots to highlight the benefits of improved quality seed.
- Scaling up initiatives to ensure the availability of quality seed.

The rice breeder emphasized the importance of continual seasonal demonstrations and participatory interactions with farmers to identify and concentrate on varieties that meet their needs.

The discussion highlighted the significance of collaboration and capacity-building efforts to enhance quality seed production for smallholder farmers in Butaleja District. Dr. Lamo's insights underscored the importance of training, access to foundation seed, and continuous engagement with farmers to ensure the adoption of best practices.

The key takeaway was the need for ongoing dialogue and participatory approaches to address the diverse needs and preferences of farmers in the region, ultimately improving seed quality and accessibility.

Area 2: Seed Quality Control

Panelist: Dr. Stanley Nkalubo Bean Breeder (NaCRRI)

The panel discussion aimed to address the importance of supporting and implementing rigorous quality control measures at each stage of seed production to ensure genetic purity and high germination rates. Dr. Stanley Nkalubo from NARO provided insights into maintaining quality throughout the seed production process.

Bean breeder's Key Points:

- Understanding Seed Variety Characteristics: The bean breeder emphasized the importance of first understanding the specific characteristics of each variety to establish appropriate quality metrics.
- Training: Seed producers to be trained on the identification of quality seeds based on the characteristics of the specific variety they are dealing with. This would ensure that seed producers can distinguish quality seeds and maintain seed purity throughout production.

The panel discussion underscored the critical role of rigorous quality control measures in ensuring the availability of high-quality seeds for farmers. His insights highlighted the need for a comprehensive understanding of seed variety characteristics and the importance of farmer training in maintaining seed quality.

The key takeaway emphasized the significance of collaboration and capacity-building efforts to uphold seed quality standards throughout the production process, ultimately enhancing the accessibility of quality seeds to farmers.

Area 3: Establishing Linkages Between Farmers and Buyers for Market-driven production.

Panelist: Mr. Were Steven (District Agricultural Officer - DAO, Butaleja District)

The panel discussion aimed to explore strategies for strengthening the role of aggregators, off-takers, and processors in connecting farmers with profitable market opportunities and ensuring fair prices for their produce.

DAO's Key Points:

- **Grouping Farmers for Aggregation:** The DAO emphasized the importance of grouping farmers for easier aggregation of grain and seed. This would facilitate bulk sales and increase negotiating power when dealing with buyers.
- **Education on Quality Seed:** He highlighted the need for educating farmers on the use of quality seed demanded by the market. This would ensure that farmers produce grain that meets market standards, leading to better market acceptance and higher prices.
- **Contracts with Off takers:** The DAO suggested establishment of contracts with off-takers to ensure prompt payments and secure transactions. This would help farmers avoid delays in receiving payments and provide them with financial stability.

The panel discussion highlighted the importance of strengthening linkages between farmers and buyers to promote market-driven production and ensure fair prices for agricultural produce. Mr. Steven's insights highlighted practical strategies such as farmer grouping, education on quality seed, and contractual agreements with off-takers.

The key takeaway was collaborative efforts between stakeholders to enhance market access and profitability for smallholder farmers, ultimately contributing to agricultural development and economic empowerment.

Area 4: Strengthening Extension Services to Provide Continuous Technical Support to Farmers

Panelist: Mrs. Amina Dugo (District Production Officer - DPO, Butaleja District)

The panel discussion focused on tailoring capacity-building programs to address knowledge and skill gaps among farmers in Butaleja, empowering them with the necessary tools and techniques to improve agricultural practices.

DPO's Key Points:

- **Setup of Demonstration Plots:** The DPO emphasized the importance of setting up demonstration plots to showcase the benefits of quality seeds and good agricultural practices. This would allow farmers to witness firsthand the impact of adopting improved seeds and techniques in production.
- **Utilization of Lead Farmers:** She suggested the use of select lead farmers who have successfully implemented recommended practices to serve as role models and mentors for other farmers. This peer-to-peer learning approach would foster knowledge sharing and adoption of best practices within the community.
- **Regular Farm Visits and Advisory Services:** The DPO highlighted the continual need for regular farm visits by extension officers to provide supervision and offer advisory services to farmers. These visits ensure ongoing support and guidance tailored to the specific needs of individual farmers.
- **Exposure Visits:** She recommended the organization of farm visits to other successful farms as learning experiences for farmers. These visits provide opportunities for farmers to learn from successful practices and witness firsthand the outcomes of utilization of quality seeds and implementation of good agricultural practices.

The panel discussion emphasized the importance of tailoring capacity-building programs to address the specific needs of farmers in Butaleja. The DPO's insights highlighted practical strategies such as demonstration plots, utilization of lead farmers, regular farm visits, and exposure visits.

The key takeaway was the significance of continuous support and knowledge-sharing initiatives to empower farmers with the skills and tools needed to improve agricultural practices and enhance productivity in the district.

Area 5: Access to Affordable Agro inputs - Microfinance and Credit

Panelist: Mr. Faizo Mudusu (Agro dealer)

The panel discussion focused on strengthening collaborations between agricultural stakeholders and financial institutions to ensure accessible and affordable credit facilities for farmers to purchase quality seeds and other necessary inputs.

The Agro-dealer's Key Points:

- **Sensitization on Quality Seeds:** The Agro dealer highlighted the importance of sensitizing farmers on the benefits of quality seeds. By understanding the value of quality seeds, farmers are more likely to invest in them, making them more eligible for credit facilities from financial institutions.
- **Linking Farmers to Structured Markets:** He suggested establishing links between farmers and structured markets. Access to structured markets would provide farmers with more predictable income streams, making them more creditworthy in the eyes of financial institutions.
- **Extension Advice:** The Agro dealer emphasized the need for extension advice to enhance farmer awareness of good agronomic practices. Equipped with this knowledge, farmers can optimize their productivity and profitability, thereby increasing their creditworthiness.
- Creation of awareness on financial solutions from banks to farmers.

The discussion highlighted the importance of collaboration between agricultural stakeholders and financial institutions to enhance farmers' access to credit facilities. The Agro-dealer's insights emphasized the role of sensitization on quality seeds, linking farmers to structured markets, and private extension advice in improving farmers' creditworthiness.

The key takeaway was the need for multifaceted approaches to address the challenges of access and affordability in accessing credit facilities for agricultural inputs, ultimately promoting sustainable agricultural development and rural livelihoods.

Area 6: Community Engagement, Women Empowerment, and Social Inclusion


Panelist: Mrs. Mugoya Aidah (Secretary Gender, Butaleja District)

The panel discussion centred on strategies for policymakers and other non-state actors to effectively target and engage women and youth farmers, ensuring their meaningful participation in agricultural activities and access to resources and opportunities.

Gender specialist's Key Points:

- **Practical Demonstration of Benefits:** The gender specialist stressed the importance of practical demonstrations to showcase the benefits of quality improved seeds. This hands-on approach would help women farmers understand the value of adopting improved agricultural practices.
- **Location of Women Farmers:** She emphasized the need to actively locate women farmers within the community for information dissemination. By reaching out directly to women farmers, policymakers and stakeholders can ensure that women farmers receive relevant information and support.
- **Value Chain Assessments:** She suggested conduction of value chain assessments to better understand women's needs and challenges within the agricultural value chain. This assessment would help identify specific areas where interventions can be targeted to empower women and promote their inclusion.
- **Increasing Female Representation:** She recommended increasing female representation at trainings and ensuring that women are registered as farmers. This ensures that women have equal access to training opportunities and resources, empowering them to actively participate in agricultural activities.

The panel discussion highlighted the importance of targeted strategies to engage women and youth farmers in agricultural activities and ensure their meaningful participation. The gender specialist's insights emphasized the need for practical demonstrations, direct engagement with women farmers, value chain assessments, and increased female representation in training and registration processes. The key takeaway emphasized the significance of inclusive approaches to empower women and youth, ultimately fostering sustainable agricultural development and food security.

 The key takeaway was the need for multifaceted approaches to address the challenges of access and affordability in accessing credit facilities for agricultural inputs, ultimately promoting sustainable agricultural development and rural livelihoods.

12. Panel Discussion: Experience Sharing By Seed Producers

This experience-sharing session featured seed producer entrepreneurs in the rice and bean value chains. The panelists, Mr. Adam Mwima (rice seed producer) and Mrs. Anyango Margaret (bean seed producer), shared their experiences and best practices in seed production and entrepreneurship.

The seed producers shared their respective experiences in seed production and entrepreneurship. They discussed challenges faced, successful strategies implemented, and lessons learned throughout their journey in the seed value chains.

The panelists highlighted best practices that have contributed to their success as seed producers and entrepreneurs. This included insights into seed selection, cultivation techniques, pest management, quality control measures, marketing strategies, and building relationships with stakeholders along the value chain.

Following the panelists' presentations, participants engaged in a discussion session to further explore the insights shared. This session provided an opportunity for participants to seek clarification, gain additional knowledge, and exchange ideas with the panelists.

The experience-sharing session provided valuable insights into the realities of seed production and entrepreneurship within the rice and bean value chains. The session fostered collaboration, knowledge exchange, and networking among stakeholders, contributing to the collective advancement of the seed production in the region.

The rice seed producer stated that planting rice foundation seed in an acre can yield on average 2.5 tons of QDS when all conditions for good germination are followed. This yield brings forth an average net income of USD 1,580. He further stated that rice seed entrepreneurship is lucrative, and the market is readily available.

According to the bean seed producer, the business brings returns though abrupt changes in the weather patterns affect yields thus leading to low productivity. She further stated that averagely, bean foundation seed growing can yield up to 0.4 tons of QDS which equates to USD 450.

13. Workshop Outcomes

At the conclusion of the workshop, several key outcomes were achieved: First, participants delved into the findings of the baseline study, which highlighted key barriers, proposed solutions, and recommendations crucial for informing the project's strategic approach. Additionally, utilizing the Human-Centred Design process, participants developed journey maps tailored to the target audience and identified priority behaviours. A collaborative effort led to the co-designing of a social and behaviour change strategy aimed at promoting equitable access to climate-resilient, market-preferred, and nutritious varieties of beans and rice within Butaleja District. Finally, participants collectively crafted essential behavior change messages geared towards fostering the adoption of the targeted seed varieties.

Building upon these outcomes, stakeholders committed to specific action points aimed at advancing the project's objectives and ensuring its success.

13.1 Action Plans

Collaboration and accountability create a shared sense of ownership and responsibility among stakeholders to enhance the project's impact and sustainability. The stakeholders expressed their commitments and action plans towards contributing to the project's success.

Butaleja District government officials pledged to support policy initiatives aimed at improving seed access and affordability for smallholder farmers, champion community engagement in seed-related programs, foster partnerships with various stakeholders, act as role models by using quality seeds, and advocate for increased budget allocations for seed system development.

NARO as a research and development entity committed to supporting seed multiplication programs, providing technical expertise on seed production and quality assurance, collaborating with seed producers and extension officers to disseminate information on improved seed varieties, and ensuring the availability of quality seeds at scale.

Extension Officers from the district pledged to continue conducting training sessions and field demonstrations, provide personalized advisory services to farmers, collaborate with seed producers to disseminate information on improved seed varieties, and monitor the adoption of quality seeds among farmers.

Implementation of awareness campaigns, provision of technical assistance and capacity building, exploration of innovative approaches such as digital agriculture, and development of value addition opportunities in the rice value chain were commitments pledged by development partners which included Kilimo Trust.



A collaborative effort led to the co-designing of a social and behaviour change strategy aimed at promoting equitable access to climate-resilient, market-preferred, and nutritious varieties of beans and rice within Butaleja District. Finally, participants collectively crafted essential behavior change messages geared towards fostering the adoption of the targeted seed varieties.

Smallholder farmers committed to participating in training programs, encouraging other farmers to join groups for collective purchasing and sharing of best practices, allocating land for experimentation, and actively monitoring seed interventions' effectiveness. The youth farmers pledged to participate in training programs, engage in peer-to-peer knowledge sharing, encourage others to join groups for collective purchasing and sharing of best practices.

Compliance with seed quality standards, establishment of partnerships with farmer cooperatives, and provision of training to smallholder farmers were commitments pledged by seed producers, while agro-dealers pledged to stock quality seed varieties, provide agronomic advice and technical support to farmers, and stock required agro-inputs for production. Off takers committed to purchasing produce grown from quality seeds at fair prices, providing market information and linkages to farmers, and supporting farmers in meeting quality standards for their grain.

Farmer cooperatives pledged to facilitate collective purchasing, organize farmer field schools and demonstration plots, establish seed banks or revolving funds, and establish credit facilities for farmers' access to quality seeds.


14. Concluding Remarks

Dr Eileen Nchanji, co-lead of the WP 6 Seed Equal initiative emphasized the importance of the discussions and deliberations that took place during the workshop, highlighting the wealth of insights, ideas, and solutions generated by the diverse group of stakeholders present.

In his closing remarks, Mr. Peter L'parnoi, (CBCC), expressed heartfelt gratitude to all participants for their invaluable contributions and unwavering commitment to the success of the project. He took a moment to reflect on the collaborative efforts and shared dedication exhibited throughout the workshop, underscoring the significance of collective action in achieving meaningful impact.

Furthermore, CBCC Managing Director reiterated the organization's unwavering commitment to supporting and facilitating the implementation of the project, ensuring that the outcomes of the workshop translate into tangible actions and results on the ground. He pledged continued collaboration and support to all stakeholders, encouraging ongoing communication, partnership, and shared accountability in pursuit of the project's objectives.

He expressed optimism for the journey ahead, confident that together, the stakeholders will make a significant and lasting impact on the lives of smallholder farmers in Butaleja District, Uganda.

 Compliance with seed quality standards, establishment of partnerships with farmer cooperatives, and provision of training to smallholder farmers were commitments pledged by seed producers, while agro-dealers pledged to stock quality seed varieties, provide agronomic advice and technical support to farmers, and stock required agro-inputs for production.

15. APPENDICES

Appendix a: Workshop Program

Dissemination Of Baseline Findings & Development of Social and Behaviour Change Strategies workshop (Mbale Resort Hotel)

Day 1: Wednesday 20th March 2024

Time	Activity	Presenter/moderator
<i>Key Focus: Dissemination of study findings, recommendations, & social and behaviour change strategy Review</i>		
8:00 - 8:30	Arrival and Registration	CBCC
8:30 - 8:35	Welcome and Introduction of Participants (Workshop objectives)	NARO
8:35 - 8:50	Opening Remarks IRRI	Jummai Yila (IRRI)
	CBCC	Peter L'parnoi, (CBCC)
	Butaleja District Production Department	Mrs. Dugo Amina (MoA)
8:50 - 9:00	Opening Remarks by the Chief Guest	Mr. Michael Bory Higenyi (Butaleja District Chairperson)
9:00 - 9:10	National Current situation: National crop plans, policies, and Initiatives (specifics for rice and beans)	Dr. Godfrey Asea (NaCCRI)
9:10 - 9:20	IRRI's Vision for bean and rice seed systems in Uganda.	Dr. Allan Bomuhangi (IRRI)
9:20 - 9:35	Overview of the project: Social and Behaviour Change Interventions for Scaling Equitable Access to Quality Seed to the Unreached Smallholder Farmers Women and Youth in Butaleja District, Uganda	Alex Amuda (CBCC)
9:35-10:00	Introduction to SBC for seed systems	Phillip Kinyota (CBCC)
10:00 - 10:45	Baseline study on knowledge, attitudes, and practices among smallholder women and youth farmers in relation to seed information and entrepreneurship in Butaleja, Eastern Uganda.	James Mwangi (CBCC)
10:45-11:00	Discussion on key barriers recommendations and implications on the project	James Mwangi (CBCC)
11:00 - 11:20	Tea Break	
11:20 - 11:50	Behaviour prioritization and analysis for the different value chain actors	Phillip Kinyota (CBCC)
11.50 - 13.00	HCD Journey maps for smallholder farmers, women and youth, seed producers, offtakers, and agro dealers	
13.00 -14.00	Lunch	CBCC
14.00 - 15:00	Behaviour profile and analysis Behaviour and steps, factors, supporting actors and actions and possible program strategies	Phillip Kinyota (CBCC)
15:00- 16:00	Engagement with value chain actors on key components to ensure efficient distribution, high seed quality, and accessibility to farmers (actions and roles) (Panel discussions)	Jummai Yila (IRRI)

16:00 -16:20	Tea Break	
16:20 - 17:00	Unpacking the value proposition for improved seeds of rice and beans for value chain actors, channels, revenue streams, cost structure and equitable access <i>(World café methodology)</i>	Peter L'parnoi (CBCC)
17:00 - 17:30	Plenary presentations	All
17:30	End of day	

Day 2: Thursday 21st March 2024

Time	Activity	Presenter/moderator
Key Focus: Creating key messages on behaviour change for equitable access to climate- resilient, market-preferred, and nutritious varieties of beans and rice		
8:00 - 8:10	Recap of the previous day	NARO
8:10-9:00	HCD Journey maps for smallholder farmers, women and youth seed producers, off-takers, and agro dealers	Phillip Kinyota (CBCC)
9:00-10:00	Behaviour profile and analysis Audience archetypes	
10:00-11:00	Unpacking the value proposition for improved seeds of rice and beans for value chain actors, channels, revenue streams, cost structure and equitable access <i>(World café methodology)</i>	Peter L'parnoi (CBCC)
11:00-11:30	Tea break	
11:30-11:45	Experience sharing session by seed producers/entrepreneurs	Allan Bomuhangi (IRRI)
11:45-12:00	Overview of message development process	Phillip Kinyota (CBCC)
12:00-12:15	Umbrella SBC campaign overview	
12:15-12:30	Topline findings from Concept testing	
12:30-12:45	Review of draft posters	
12:45-13:15	Review draft of booklet for rice and beans-	
13:15 - 14:00	Lunch Break	
14:00-14:15	Review of draft radio scripts	
14:15-14:30	Discussion on local artist for music production (jingle) Discussion on 3 video testimonials	Phillip Kinyota (CBCC)
14:30-15:30	Action plans	Alex Amuda (CBCC)
15.30 - 15.45	Way Forward	Peter L'parnoi (CBCC)
15:45-16:00	Closing Remarks	Eileen Nchanji (ABC)

Appendix b: List of participants

NAME	ORGANIZATION
1. Jummai Yila	IRRI
2. Dr. Allan Bomuhangi	IRRI
3. Dr. Eileen Nchanji	ABC- Kenya
4. Peter L'parnoi	CBCC
5. Philip Kinyota	CBCC
6. James Mwangi	CBCC
7. Michael Bory Higenyi	Butaleja District Chairperson
8. Dr. Godfrey Asea	NaCRRI / NARO
9. Dr. Lamo Jimmy	NaCRRI / NARO
10. Dr. Stanley Nkalubo	NaCRRI / NARO
11. Mrs. Amina Dugo	District Production Officer Butaleja
12. Were Steven	District Agricultural Officer, Butaleja
13. Mugoya Aidah	Secretary Gender, Butaleja District
14. Faizo Mudusu	Agro-dealer
15. Adam Mwima	Namunasa Stream Rice Farmers Cooperative
16. Anyango Margaret	Budusu Yinyoha Ogende Women's Group
17. Lyada Amos	Agricultural Officer
18. Namusabi Sarah	Youth Champion
19. Wandwasi Samson	Doho SACCO
20. Wooli Yoweri	Agricultural officer
21. Mutemere Enoke	Youth Champion
22. Gaugwengwe Cosma	Off taker (Beans)
23. Sagula Robert	Lead Farmer
24. Margret Anyango	Local Seed Business Farmer
25. Koire Asuman	Namunasa Stream Rice Farmers Cooperative - Off taker for rice
26. Moses Nampala	New Vision
27. Diana Nakubulwa	Kilimo Trust
28. Gimbo Nuru	Farmer Wapala
29. Odongo Patrick	PRiDe-JICA
30. Wunje Ivan	Youth farmer
31. Alex Amuda	CBCC
32. Audrine Mikhala	CBCC
33. Priscah Echessa	CBCC
34. Stephen Mwangi	CBCC

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We would like to thank the Gender Impact platform for funding this activity.

We would like to thank all funders who support this research through their contributions to the CGIAR Trust Fund: www.cgiar.org/funders.

To learn more about this Initiative, please visit this webpage.

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