

Introducing ILRI communications and knowledge management team

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ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



ILRI Strategy

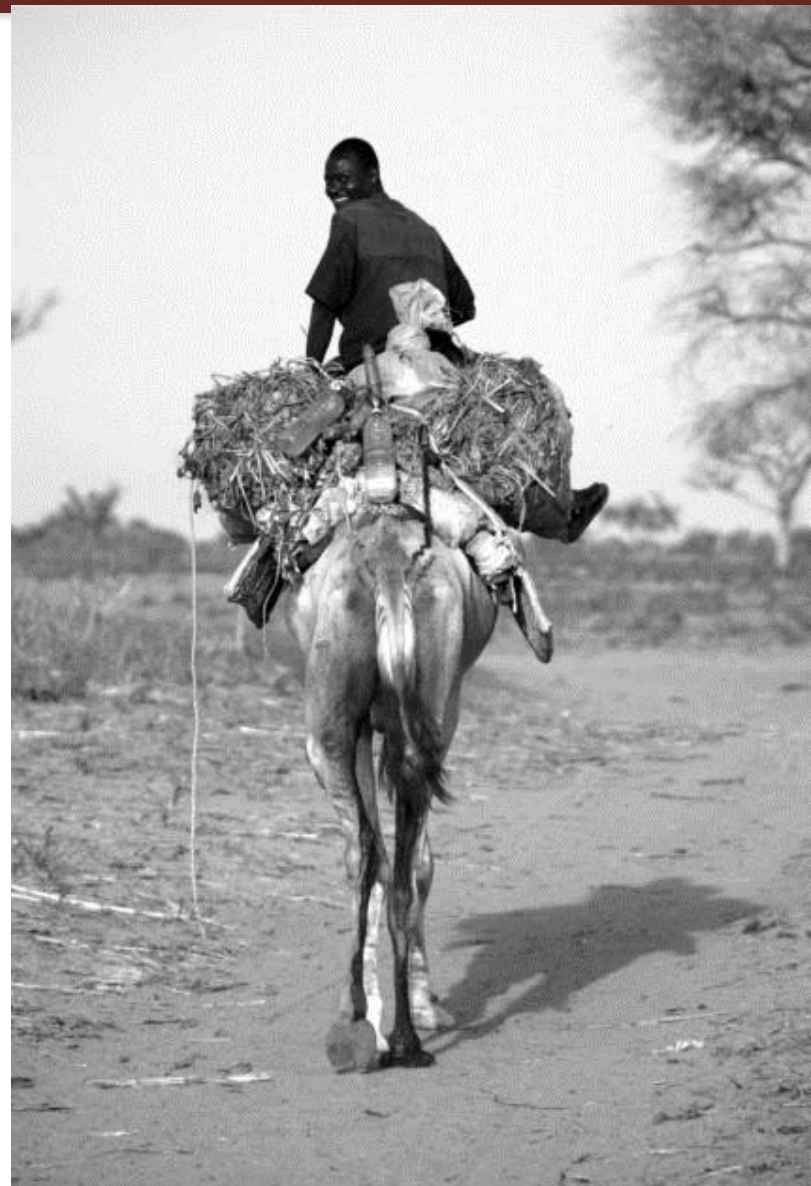
Strategic objective 1

ILRI and its partners will develop, test, adapt and promote science-based **practices** that—being sustainable and scalable—achieve better lives through livestock.



Strategic objective 2

ILRI and its partners will **provide compelling scientific evidence in ways that persuade decision-makers**—from farms to boardrooms and parliaments—that smarter policies and bigger livestock investments can deliver significant socio-economic, health and environmental dividends to both poor nations and households.



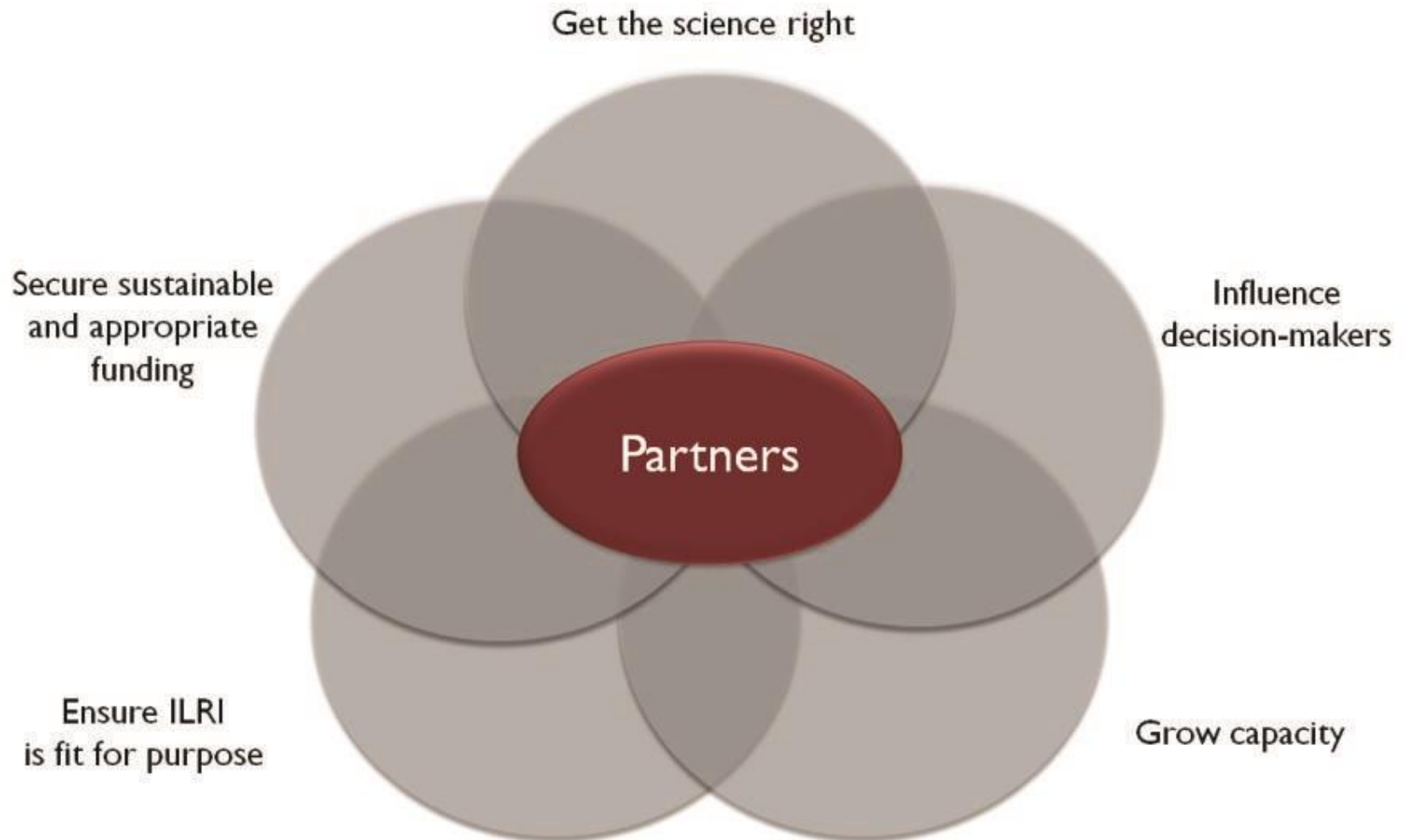
Strategic objective 3

ILRI and its partners will work to increase **capacity** amongst ILRI's key stakeholders and the institute itself so that they can make better use of livestock science and investments for better lives through livestock.



The critical success factors:

Together with partnership, five areas where ILRI needs to excel to be able to deliver the strategy



ILRI core identity

*ILRI **creates knowledge** about livestock (feed-health-genetics research) to benefit rural poor in developing countries in a way that has **global application** and **draws on knowledge** from around the world*

Success is: *the **creation of new knowledge** that has a significant global profile as well as **being applied** on a significant scale*

CKM team

CKM vision

One CKM community delivering value for money so ILRI meets its mission and strategic objectives.

One multi-skilled and motivated, community several teams, with flexible structures and mechanisms providing:

- 1) decentralized targeted delivery to meet different demands,
- 2) coherent institute-wide products, and
- 3) consistent standards and service levels.

As individuals and teams, role models for communications, collaborating and sharing, learning and innovating, and working out loud.

Principles

1. The knowledge we generate will be open and public
2. We value the knowledge of our clients and partners
3. We publish and communicate using multiple formats for multiple purposes
4. We support knowledge collecting, connecting and conversing
5. Face-to-face communication is as important as other more explicit communication channels
6. Advocacy is everyone's responsibility
7. Communication inextricably linked to outcomes
8. Internal communication is part of our communication strategy
9. Partnerships are key to impact
10. We will innovate in the ways we share knowledge and use ICTs.

Functional elements

Engage and collaborate

- Facilitation
- Events
- Documenting and reporting
- Collaboration tools

Publish

- Editing
- Design
- Graphics
- Multimedia
- Printing

Curate

- Knowledge management
- Infoservices
- Website
- CRM
- Repository

Awareness and advocacy

- Advocacy
- Media
- Events
- Messaging
- Multimedia

Community
of
Practice

Communications and
knowledge management

Publish and
curate

Awareness and
advocacy

Engage and
collaborate

Embedded staff



3 teams

Knowledge, publishing and curation team

This team organizes and publishes ILRI knowledge to maximize its accessibility and use.

Knowledge, engagement and collaboration team

This team facilitates engagement, collaboration, learning and knowledge sharing across ILRI and with key stakeholders.

Communications, awareness and advocacy team

This team helps ILRI to frame issues, attract higher quality attention to livestock in the developing world, build greater support for pro-poor livestock research for development and make its science stories 'stick.'

Research publishing and reporting

Research publishing and reporting

- Policy Briefs
- Research Briefs



Sustainable management of globally significant endemic ruminant livestock in west Africa (PROGEBE) Summary for decision making—the Gambia

Abdou Fall, Augustine Ayantunde, Carlos Quiroz, Isabelle Boltenweck, Jane Poole, Jemimah Njuki, Karen Marshall, Lokman Zubeid, Mohamed Saïd, Nabata Sanganyo, Nancy Johnson, Nicholas Ndawa and Samuel Aburu

1 Background

Livestock contributes significantly to livelihoods of rural populations in west Africa. A significant area of the region (humid and sub-humid zones) however is highly infected by tsetse flies, a vector of trypanosomiasis, which affects both livestock and livelihoods. The use of endemic ruminant livestock (ERL), such as N'dama cattle, Djallonké sheep and West African Dwarf goats, is seen as a better option to overcome the trypanosomiasis problem. In fact, these livestock breeds are well adapted and productive in tsetse infested areas. They also have low nutritional and husbandry requirements which, along with their disease resistance, can be seen as pro-poor options.

The Gambia has one of the highest livestock densities. Livestock ownership for the average rural farmer in the Gambia is a store of wealth, provides a buffer stock, and an effective hedge against income fluctuations (Falkchamps et al. 1995). Profits from agricultural or non-farm activities are used to purchase livestock. Women play a major role in small ruminant production, representing 52% and 67% of the owners of sheep and goats, respectively, and 43% in the ownership of both small ruminants (GFA et al. 1997). Although the numbers of N'dama cattle, Djallonké sheep

and West African Dwarf goats are still high, their future is uncertain. The threats to these populations include i) destruction and degradation of endemic ruminant livestock habitat, ii) crossbreeding between endemic ruminant livestock and Sahelian breeds, and iii) abandonment of these breeds due to production and market constraints.

This study has been conducted in the context of implementing the sustainable management of globally significant endemic ruminant livestock in west Africa. The project aims to remove existing barriers to the in situ conservation of these breeds. It supports development and implementation of community based models for conservation and management of critical habitats, so as to demonstrate strategies for preserving the unique genetic trait-habitat complexes that are of global significance. The project is funded by two major financiers, the Global Environment Fund (GEF), and the African Development Bank (ADB), and is implemented by the United Nations Office for Project Services (UNOPS) with UNDP for facilitation and operational procedures.

- Program profiles
- Project brochures
- Project profiles

ILRI PROGRAM PROFILE

Vaccine biosciences program

Through the ILRI Vaccine Platform (ILVAC), ILRI's Vaccine Biosciences group is building a hub of research excellence dedicated to developing vaccine-based solutions to reduce disease burdens that limit livestock productivity in small-holder and pastoral farming systems. Vaccines are the most effective interventions for disease control, especially in under-resourced agricultural systems.

New science, new opportunities

Paradigm shifts in science, underpinned by whole genome sequence information, high throughput screening methods and informatics are accelerating the pace of basic and applied research enabling a holistic approach to vaccine, diagnostics and therapeutics development.



A focused approach

ILVAC with several partners is initially focusing on a set of priority diseases: African swine fever (ASF), contagious bovine pleuropneumonia (CBPP), East Coast fever (ECF), peste des petits ruminants (PPR) and Rift Valley fever (RVF). The creation of a vaccine research platform, where genetic techniques and processes will be implemented, gives us the ability to tackle other disease constraints. Disease prioritization will require an interplay with other teams working on the socio-economic impact of disease.

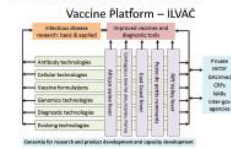


A risky but high-reward venture

This research is complex in nature and requires long-term investments. Several lead vaccine molecules for CBPP, ECF and RVF have been identified, while research on ASF is just starting and PPR work is under discussion.

Partnering for impact

To meet its objectives and achieve impact in the discovery to delivery pathway ILVAC works with the Bac-ILRI Hub, CGIAR Research Programs, as well as national and regional academic, public, private and development partners.



Estimates of livestock disease burden

- African Swine Fever (ASF): Threatens the global \$150 billion/year pig industry.
- Contagious Bovine Pleuropneumonia (CBPP): East Africa regional losses to CBPP amount to ~ \$60 million/year.
- East Coast Fever (ECF): East Africa regional losses exceeded \$300 million/year; 100 million cattle/year.
- Peste des Petits Ruminants (PPR): Losses in Kenya amount to ~ \$13 million/year.
- Rift Valley Fever (RVF): 2006/7 outbreak in Kenya cost ~\$30 million; 209 human cases in Kenya, Somalia and Tanzania; 140 deaths.

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Institutional flyers

ILRI board of trustees

Urvashi Mehta Sharda, Chair
Sharda has a vision of experience in research, commercial and management. Born in Zimbabwe, she studied the agricultural training in Egypt, the UK and Zimbabwe where her doctoral studies focused on the nutritional requirements of growing goats. Sharda is CEO of the Food, Agriculture and Natural Resources Policy Analysts Network (FARNPAN) where she coordinates high-level policy research and advisory programs aimed at making Africa a foodsecure continent. She joined the Board of Trustees in November 2009.



Deter Sontlinger
Sontlinger has been working as an independent animal health consultant based in Munich, Germany, since early 2012. Before that, he worked for more than 28 years in the animal health industry. He had positions in the industry with Merial, where he was head of public affairs for Europe, Middle East and Africa from 2006 to 2011. Sontlinger has a doctorate in veterinary medicine from the University of Munich. He has managerial and academic experience, particularly in business management and policy setting for veterinary public health. He joined the Board of Trustees in November 2009.

Jimmy Smith
Smith was appointed Director General of ILRI in April 2011. Before joining ILRI, he worked for the World Bank, leading the Bank's Global Livestock Revolution. Previously, he held senior positions at the Canadian International Development Agency (2000–2006). Earlier in his career, he worked at ILRI and its predecessor, the International Livestock Centre for Africa (ILCA–2001). Smith is a graduate of the University of Illinois where he completed a PhD in animal sciences. He is an ex-officio member of the Board.

Ursula Falvey
Falvey's experience includes corporate governance, academic research and international research. He is fascinated by interactions between the social and technological aspects in livestock and animal welfare. He is the chair of the external review of ILRI in 2006-7. His career has also included CEO of Coffee (ILRI), Dean of Land and Environment at the University of Melbourne and Director of various Australia. A Fellow of the Academy of Technological Sciences, and of the Royal Society of Victoria, Falvey holds three doctorates: a PhD from the University of Queensland, a higher doctorate from the University of Melbourne and an honorary doctorate from Massey University. Ursula has 18 books and more than 150 papers dealt with livestock and socio-cultural subjects.

Cheryl Ly
Ly is animal production and health officer at the FAO Regional Office for Africa in Accra. He holds a veterinary doctorate from the Mohammed VI University of Veterinary Medicine in Dair and a master's degree in agricultural economics from Michigan State University, USA. He has worked with the Senegalese Agricultural Research Institute and from 1988 to 1994, he was the director of the Rural Economics and Management Unit (REM/ILRI). Earlier, he was chief of the Biological Sciences and Animal Production Department (ES/ILRI) and director general of the International Typology Centre in the Gambia. He joined the Board of Trustees in November 2011.

Khalijah Kasambhwa
Kasambhwa is Principal Secretary in Kenya's State Department of Livestock. She was previously, CEO of the Kenya Accreditation Services, Accreditation Manager at the Institute of Veterinary and Food Control Laboratories, and Manager, Leather and Textile Standards Development at the Kenya Bureau of Standards (KEBS). She brings expertise to the Board in management, standardization as well as sanitary and phytosanitary standards. She holds an MBA (University of Nairobi) with a major in International Business in Strategic Planning. She joined the Board of Trustees in November 2012.

Research publishing and reporting

- Editorial oversight: standards, procedures, policies and guidelines
- Services
 - Editing, copyediting, and design and layout
 - Manages specialist and non-specialist editorial pool
 - Graphic design (logos, posters, photos, templates, videos, etc.)
- Publications: scientific, briefs, corporate, profiles, blogs
- Social reporting and social media

Public awareness

Public awareness

- Corporate messaging/ frames
- News stories and updates
- Media liaison, press releases and interviews
- Events, public speeches
- Films/multimedia products
- Corporate social media campaigns
- Corporate reports (annual and financial)
- Posters and exhibits (displays and handouts)
- Give-aways –caps, folders, pens, etc.

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