

BEHAVIOUR CHANGE IN THE DEVELOPMENT AND BUSINESS WORLD POTENTIAL FOR CROSS-SECTORIAL LEARNING ON THE BASIS OF A NUTRITION PROJECT IN ETHIOPIA

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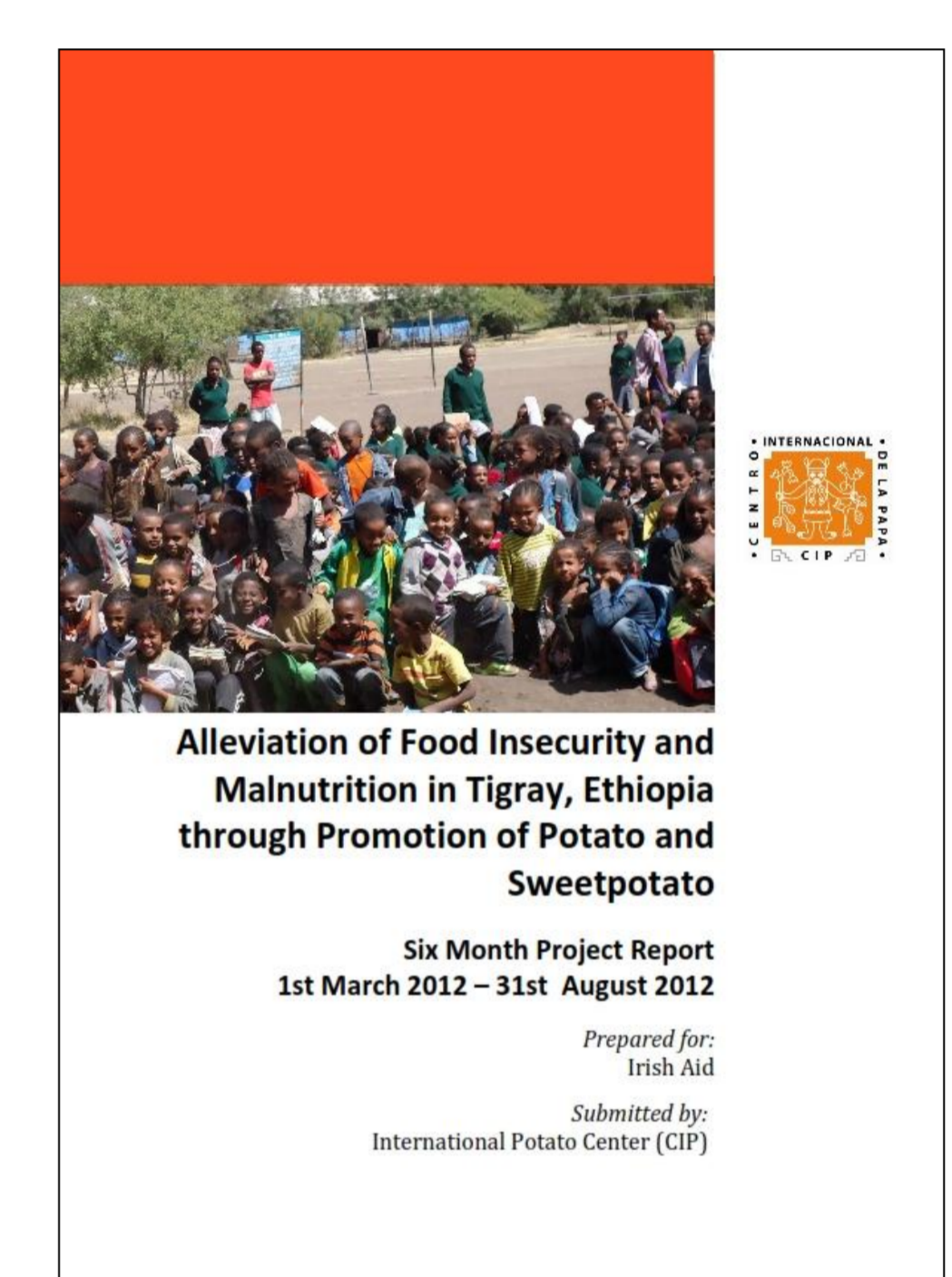
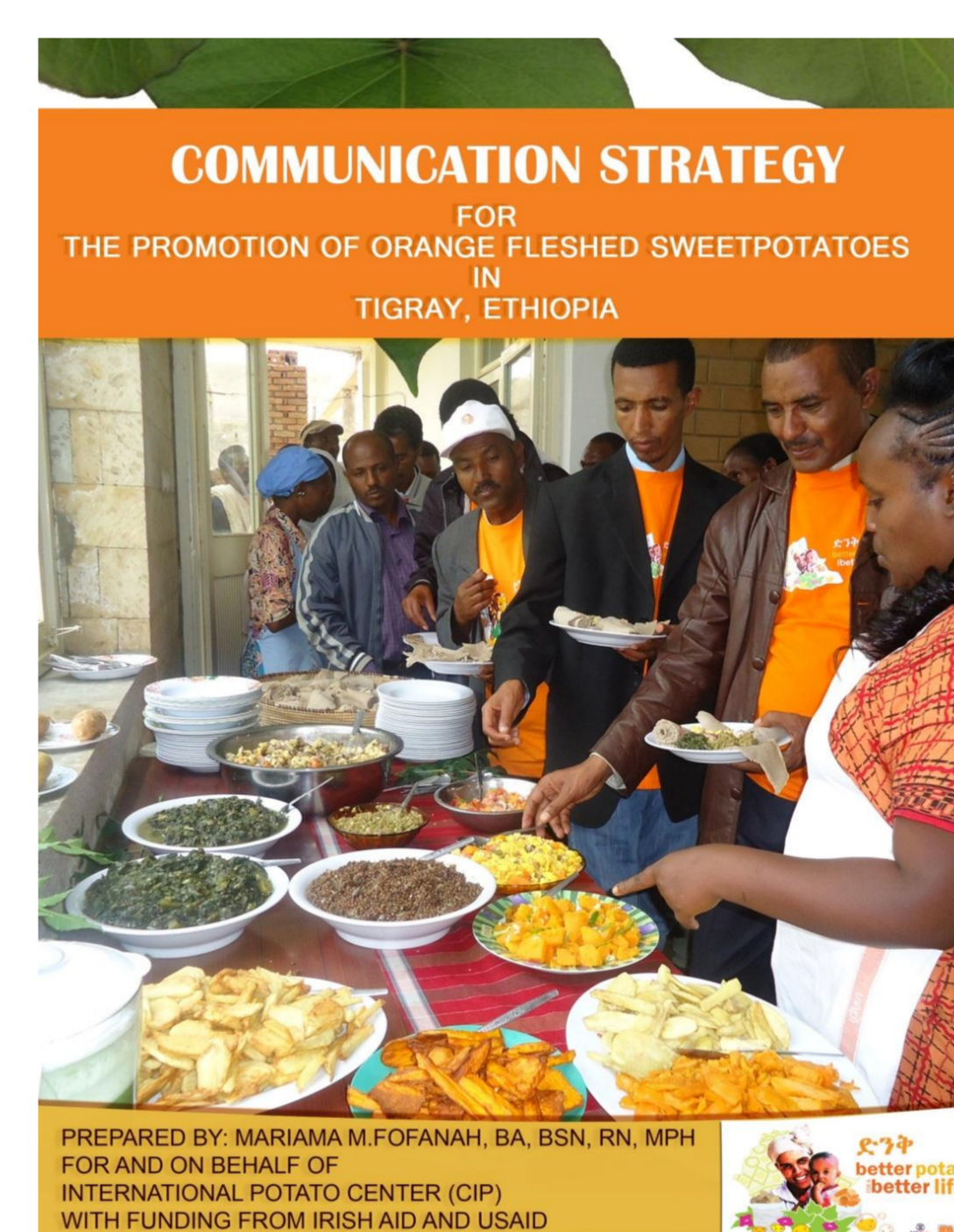
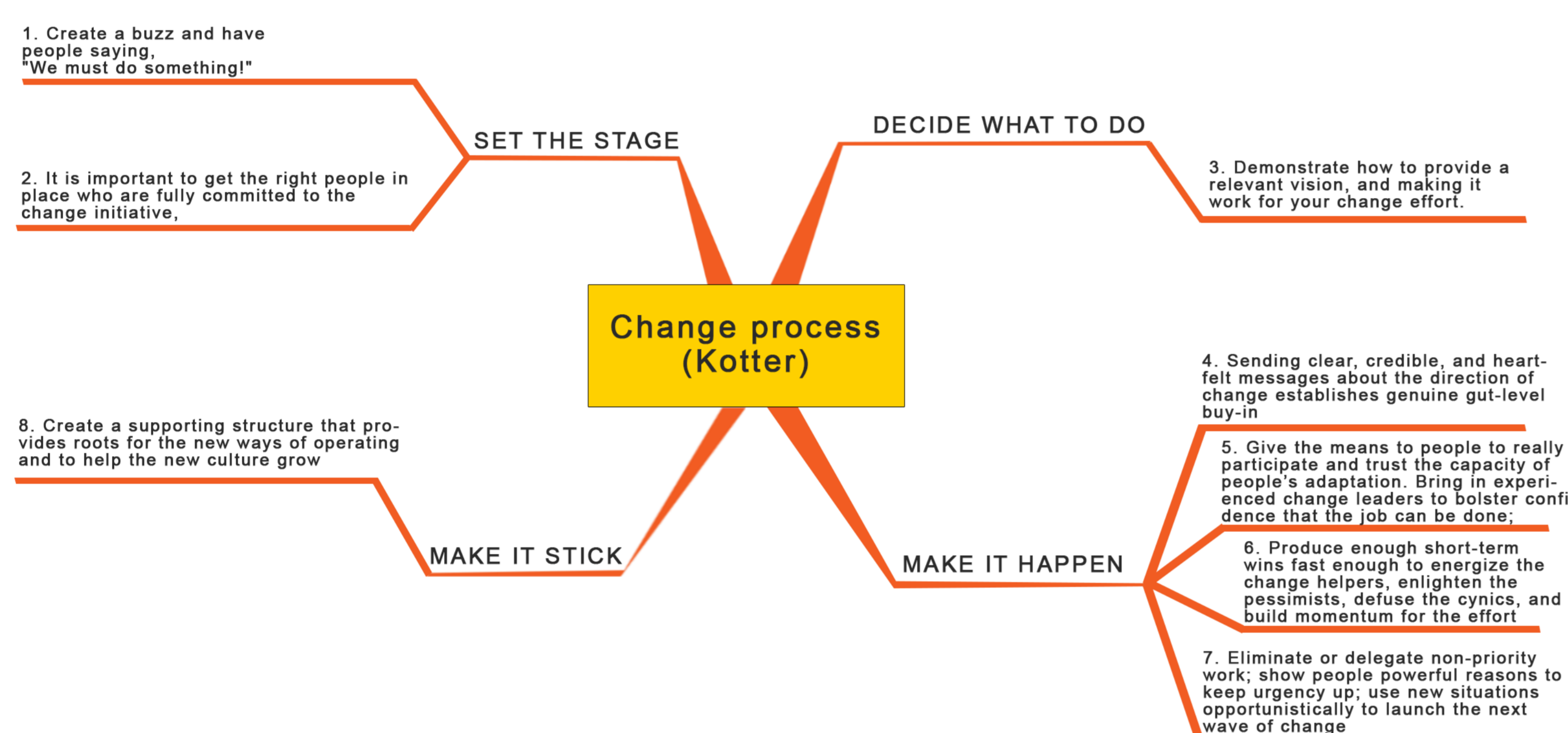
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Background

Behavioral change strategies are widely used in promoting the production and consumption of agricultural products such as potatoes and orange fleshed sweet potatoes (OFSP). These strategies are mainly grounded on the health-belief model and trans-theoretical models. For business, behavioural change strategies are important to realign enterprises and their staff to changing corporate cultures. However, the sustainability of behavioural changes occurring is limited in both sectors. Research shows that 70% of all change procedures in the business world fail to bring the expected results. Evaluation reports of Development projects hardly give a better picture. The aim of this study is to compare the most widely used industrial and development behaviour change tools to identify effective strategies and to assess potential for cross-sectorial learning.

Materials and Methods

Experiences made with an Irish Aid funded nutrition project, implemented by CIP Ethiopia, are compared with the 8 steps model developed by J.P Kotter (Harvard Business School).



Kotter Model, presented and explained by Prof. Carolina Serrano Archimi, Director of the Full Time MBA Change & Innovation at IAE Aix Graduate School of Management, France

Negassa Gissila & Eyob Mihretab April 2013, *Assessment on the Impact of Mass Media on the Promotion of Orange Fleshed Sweet Potato (OFSP) (Nutrition Project to alleviate Food Insecurity & Malnutrition in Tigray)*

Results

First findings indicate that the building of a **Guiding Team** for a Development Project is influenced by politics and members are also selected according to their the function (e.g. government bodies, community groups) rather than the actual commitment of the team members to the proposed change. This can have an **impact on reaching the goal of the proposed change and hamper the success**, due to lack of commitment needed for the proposed change.

Secondly first impact evaluations of the project show, that the project is **successful** with its **communication strategy** and that the tangible cooking demonstration with Orange Fleshed Sweet Potatoes, so far was the most successful and sustainable promotional activity, followed by radio message , billboards and posters.

Discussion and Conclusions

NGOs could benefit from the findings of business research related to guiding teams in a change process and look for potential areas of improvement within the frame work of International Development.

Business could learn from the experiences of International Development agencies concerning successful communication strategies.



Successful communication strategy (promotion of sweet potato through school feeding)

Acknowledgments



Citations

Kotter, J.P Kotter, *Leading Change*, Harvard Business Review Press; 1st edition (January 15, 1996)