

Three roles of communication in IPs

Engagement & Dialogue



Documentation & Outreach



Learning

Tools for Engagement and Dialogue

- Facilitated meetings and events.
- [Role plays](#) and [games](#)
- [Study tours](#) and exchanges
- Networking events
- Participatory Video



The Happy Strategies game being played by NBDC Stakeholders

WATaGame



- A participatory planning tool for looking at rainwater management issues at a landscape scale
- Enables participants to design and run simulations for water management, policy design
- Aims to show how water moves within a landscape, how it is used, polluted, transformed and shared by actors.

Happy Strategies Game



Happy Strategies Game

Bunds (graded or level)



Hydrological purpose:	Soil and water conservation
Bio-physical purpose:	Erosion reduction
Socio-economic purpose	Increased crop yield

Suited to altitude?	Midland
Suited to slope?	3-35% on cultivated land (level) 3-15% (graded), up to 5% for grassland
Suited to rainfall conditions?	< 1400 mm (level) > 1400mm (graded)
Suited to soil conditions?	Not sandy, <u>not</u> stony, not shallow, moderately-well drained
Suited to degraded land?	Yes <input type="checkbox"/>
Land needs	Medium
Required level of labor input?	High
Required level of capital investment?	Low
Generates additional fodder?	No
Requires access to markets?	Low
Required level of cooperation	High

Fanya Juu (graded or level)



Hydrological purpose:	Soil and water conservation
Bio-physical purpose:	Erosion reduction
Socio-economic purpose	Increased crop yield

Suited to altitude?	Midland
Suited to slope?	3-15%, up to 5% for grassland
Suited to rainfall conditions?	900- 1400 mm >1400 if altitude 500 - 1000m <900mm if altitude >1500 (level) > 1400mm (graded)
Suited to soil conditions?	Deep well drained soil not sandy <u>not</u> stony soils
Suited to degraded land?	No
Land needs	Medium
Required level of labor input?	High
Required level of capital investment?	Low
Generates additional fodder?	If combined with vegetation strip
Requires access to markets?	Low
Required level of cooperation	High

1

Study Tours and Exchanges



For more information on the Learning Route initiative, contact the International Land Coalition.

Photo credit: Making Rangelands Secure Facebook page

Participatory Video Course

- Open access course available on ILRI's learning portal at learning.ilri.org
- Intended to build capacities in partner organizations to enable them to conduct their own PV workshops.

ILRI

MY COURSES

CATALOGUE

RESOURCES

TRANSCRIPT

Participatory Video Methodology Facilitator's Course



Engagement and Dialogue for Scaling Up

- Need to overcome systemic barriers in order to scale out research initiatives
- Use a range of communications media and build relationships
- Need strategy for awareness raising, engagement, and reinforcement



Documentation and Outreach Tools

- Print media: newsletters, newspapers, publications, and posters
- Digital Media: Video, photographs and photo films
- Radio
- Mobile messaging
- Internet and web-based tools (web sites, blogs, social media)



Africa RISING

'Transforming African agriculture through sustainable intensification'

Introduction

The Africa Research in Sustainable Intensification for the Next Generation (Africa RISING) program comprises three research-for-development projects supported by the United States Agency for International Development as part of the U.S. government's Feed the Future initiative.

Through action research and development partnerships, Africa RISING will create opportunities for smallholder farm households to move out of hunger and poverty by sustainably intensifying farming systems to improve food, nutrition, and income security, particularly for women and children, and conserve or enhance the natural resource base.

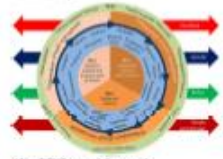


The three projects are led by the International Institute of Tropical Agriculture (in West Africa and East and Southern Africa) and the International Livestock Research Institute (in the Ethiopian Highlands). The International Food Policy Research Institute leads an associated project on monitoring, evaluation, and impact assessment.

Africa RISING brings together expertise of 10 CGIAR centres as well as local and US universities, national governments, national agricultural research institutions, NGOs and the private sector. It explicitly seeks to align interventions with CAADP national and continent-wide priorities, complement USAID country mission investments, and develop an integrated R&D model that is scalable and adaptive.

Overall aim

The overall aim is to transform agricultural systems through sustainable intensification projects in three regions of Africa:

- Cereal-based Farming Systems in the Guinea-Sudano-Sahelian Zone of West Africa – led by IITA
- Crop-livestock systems to improve food security and farm income diversification in the Ethiopian Highlands – led by IRI
- Maize-legume-livestock integrated farming systems in East and Southern Africa – led by IITA




Africa RISING research framework

Why the three regions

These regions were chosen based on analysis of production systems, poverty, population, country development priorities, and the potential for successfully improving agricultural productivity. These projects will also contribute to the CGIAR's Integrated Systems' research programs on drylands and on the humid tropics.

More information

- **Web:** africa-rising@cgiar.com
- **Web site:** africa-rising.net
- **Photos:** africa-rising.net/photos/africa-rising
- **Presentations:** africa-rising.net/presentations
- **Reports:** africa-rising.org/handle/10568/10498
- **Calendar:** africa-rising.africa-rising.org/calendar





Documentation and Outreach Tools

Print media

Africa RISING documents x

← → ↻ 🏠 🔒 <https://cgspace.cgiar.org/handle/10568/16515>


📱 Apps 📌 Suggested Sites 📄 Web Slice Gallery 📁 Imported From IE 🖼️ Picasa without

  Africa RISING


CGSpace Home → Africa RISING → Africa RISING documents

Africa RISING documents

Recent Submissions



Title: Measuring sustainable intensification in sm
Author: Smith, A., Thorne, P., Snapp, S.
Date: 2015-03-20
Subject: FARMING SYSTEMS, INNOVATION SYSTEM
Focus: INTENSIFICATION
Type: Report
Status: Open Access



Title: Matters ARISING, January 2014
Author: International Livestock Research Institute
Date: 2014-01-31
Subject: CROP-LIVESTOCK, FARMING SYSTEMS, IN
Focus:
Type: Newsletter
Status: Open Access

- Newsletters, newspapers, publications, and posters
- Need for organized repository with taxonomy, search and download facilities
- Wikis – one way to organize and share

Documentation and Outreach Tools

Wikis

You are not a member of this wiki. [Join now](#) [Dismiss](#)

Africa RISING

home

Africa RISING

Transforming African agriculture through s

Supported by USAID as

(Disclaimer: This wiki is the working space for reports etc, and has various sorts of intermedi audiences, is the website: <http://www.africa-ris>

As part of the US government's Feed the Futu sub-Saharan Africa, the US Agency for Interna stakeholder agricultural research projects to su

The overall aim is to transform agricultural sys regions of Africa (see map):

- [West Africa: Sustainable intensification](#)
- [East and Southern Africa: Sustainable i](#)

- Issues in choosing a wiki
 - Hosted or on your own server?
 - If hosted, do you need your own domain? Does it need to follow your organization's branding (colour, logos, fonts)?
 - Free and Open Source Software (FOSS) with no support or commercial with personal support?
 - Do you need the interface in a particular language?
 - Do you need to keep old versions of documents?

Documentation and Outreach Tools

Digital media

- Digital Media: Video, photographs and [photo films](#)
- [Online photo repositories](#) – Yahoo Flickr, Google Picasa, or Instagram?
- [Slideshare](#) or [Prezi](#)

flickr

You

Explore

Create

Upload

Photos, people, or groups



ILRI

PRO

+ Follow

International Livestock Research I...

263 Followers • 59 Following

Digital Media

ILRI's Corporate YouTube Site

YouTube Search [] [] Upload Sign in

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INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE

http://www.ilri.org

International Livestock Research Institute (ILRI) [Subscribe](#) 788

Home Videos Playlists Channels Discussion About

Introducing the ILRI campus in Kenya The facilities and the people
3,059 views • 2 years ago
This short film introduces some of the people, host institutions and facilities at the ILRI Nairobi campus.

Latest film and video

- Contribution of smallholder pig systems in pork supply in Ugan...**
by International Livestock Research Institute (ILRI)
117 views • 8 months ago
- Michael Carter interview at the Index-Based Livestock Insuranc...**
by International Livestock Research Institute (ILRI)
98 views • 8 months ago
- Hassan Bashir interview at the Index-Based Livestock Research...**
by International Livestock Research Institute (ILRI)
146 views • 9 months ago
- Livestock sector development - Jimmy Smith interview at IFAH...**
by International Livestock Research Institute (ILRI)
139 views • 10 months ago
- Capacity Development in the CGIAR's Livestock and Fish**
by International Livestock Research Institute (ILRI)
521 views • 1 year ago
- Sharing Small livestock knowledge**
by International Livestock Research Institute (ILRI)
409 views • 1 year ago

Digital Media

Online photo repositories

The screenshot shows the Flickr profile page for ILRI (International Livestock Research Institute). The header includes the Flickr logo, navigation links for 'You', 'Explore', and 'Create', a search bar with the text 'Photos, people, or groups', and user avatars. The main banner features a silhouette of a person herding cattle at sunset. The profile information includes the ILRI logo, a '+ Follow' button, a 'PRO' badge, the name 'International Livestock Research In...', '294 Followers · 60 Following', '13,250 Photos', 'Nairobi, Kenya', and 'Joined 2007'. Below the banner are navigation tabs for 'Photostream', 'Albums', 'Favorites', and 'Groups', with 'Albums' selected. A 'More' dropdown arrow is also present. A 'Create new album' button is located in the top right of the album grid. The grid contains five album thumbnails with the following details:

- Communication workshop for Tanzania Dairy Board**: 20 photos · 36 views
- Events 2016 (Addis Ababa): ISPC Science Forum 16**: 90 photos · 287 views
- Project: Senegal dairy genetics**: 16 photos · 12 views
- Events 2016 (Nairobi): Misc**: 1 photo · 19 views
- Events 2016 (Hanoi): PigRisk project mid-term review meeting**: 2 photos · 4 views

Digital Media

Slideshare

in SlideShare Search Upload Login Signup

Home Technology Education More Topics For Uploaders Collect Leads

africa-rising



Follow

239 SlideShares
42 Followers
0 Clipboards

Followers (42)



Following (0)

Not following anyone yet

Tags (136)

africa africa rising africa-rising crop-livestock crops crp12 east africa esa ethiopia farming systems ghana humid tropics humitropics ipri iita ilri intensification malawi mali poster presentation research southern africa tanzania usaid west africa more...

africa-rising Embed

Presentations 201

Documents 38

Infographics 0

Videos 0

1 of 24

Photo report on the Science Forum 2016 field visit to Africa RISING sites in Basona Worena, Ethiopia, 15 April 2016 42

Documentation and Outreach Tools

Radio



Mobile Messaging

mNutrition Project



- Open access course available on ILRI's learning portal at learning.ilri.org
- Intended to train content producers to send out credible and actionable mobile messages to farmers and rural women on health, agriculture and nutrition.
- Incorporates ground breaking QA and QC process to ensure quality of messages.


Documentation and Outreach Tools

Blogging

- What makes a good blog?
 - Tells a story
 - Give the audience something they will want to share through social media
 - Use a catchy title
- Selecting a blogging tool
 - Hosted v's not hosted
 - Your own domain name (ILRI.wordpress.com or www.ILRI.net)?
 - Do you want to customize appearance or install your own plug-ins?
 - Ease of editing (Markdown, Restructured Text or Creole)



Blogging – Pig farming in Uganda (2014)



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Pig farming in Uganda—Big options, and big research, take hold

Posted on 27 Feb 2014 by PAUL KARAIMU 1 Comment

★★★★☆ 4 Votes



Smallholder pig farming in Uganda: A day in the life of a research fo...

This 2:40-minute film presents a 'day in the life' of a research-for-development project working to improve smallholder pig production in Uganda. The film highlights the big opportunities as well as challenges faced by small-scale pig producers in this East African country.

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Blogging – Goat business (2014)



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From goat farming to goat business in India and Mozambique—New manual

Posted on 3 Mar 2014 by PAUL KARAIMU

9 Comments

★★★★★ 3 Votes



Partners in a project in India and Mozambique to raise rural incomes through goat rearing have produced a manual to help paraveterinary workers and farmers, especially women and other marginalized groups, transform their goat raising from an informal activity to a viable commercially oriented enterprise.

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Blogging – The rising use of antimicrobial drugs in farm animals



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First global map of the rising use of antimicrobial drugs in farm animals published in PNAS

Posted on 25 Mar 2015 by SUSAN MACMILLAN 3 Comments

★★★★★ 1 Vote



A woman in Uganda lets her chickens out to forage during the day (photo on Flickr by Jennifer Willmore/Bread for the World)



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Documentation and Outreach Tools

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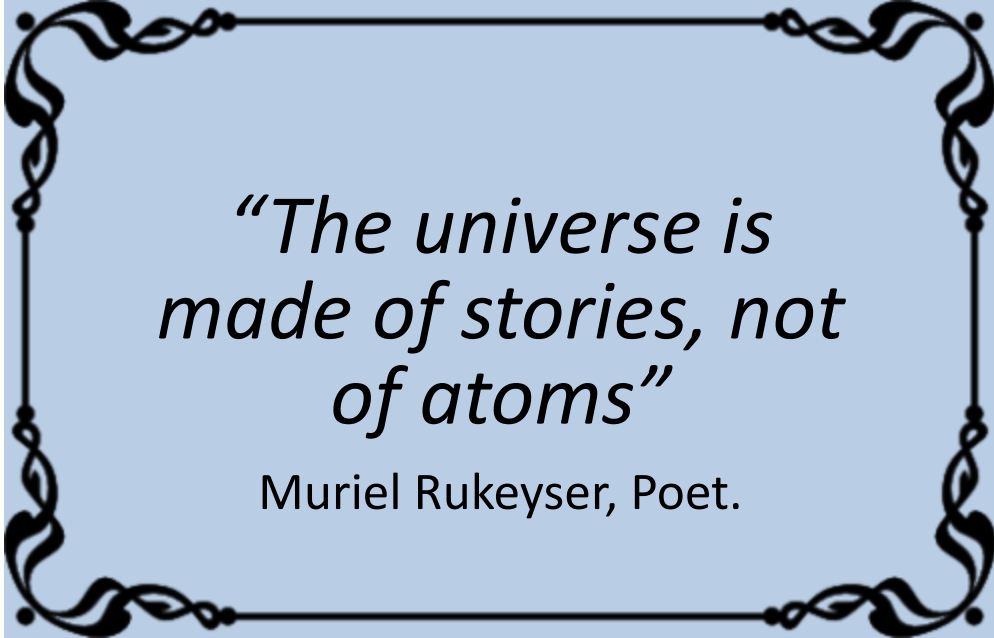
Integrating social media into your outreach strategy

- Consider a platform Facebook page, or a LinkedIn group to create a sense of common identity and as a way to hear stakeholder voices outside platform meetings
- Link blogs to social media to reach out beyond your web site
- Encourage subscription to podcasts and blogs to build an ongoing social presence for platform activities
- Use Twitter, Digsby and Skype to help build platform social networks across regions



Learning

- Participatory video
- Story telling
- After action reviews
- Learning games
- Journals
- Most significant change stories



*“The universe is
made of stories, not
of atoms”*

Muriel Rukeyser, Poet.

More information

This module is associated with an elearning module on 'Understanding, Facilitating and Monitoring Agricultural Innovation Platforms' available at:

<http://learning.ilri.org/course/detail/24>

The course was inspired by a series of briefs available at:

<https://cgspace.cgiar.org/handle/10568/33667>

See especially: <http://hdl.handle.net/10568/34161>

Thank You

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