



Operationalizing 'adoption' in Africa RISING Program

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Key terms

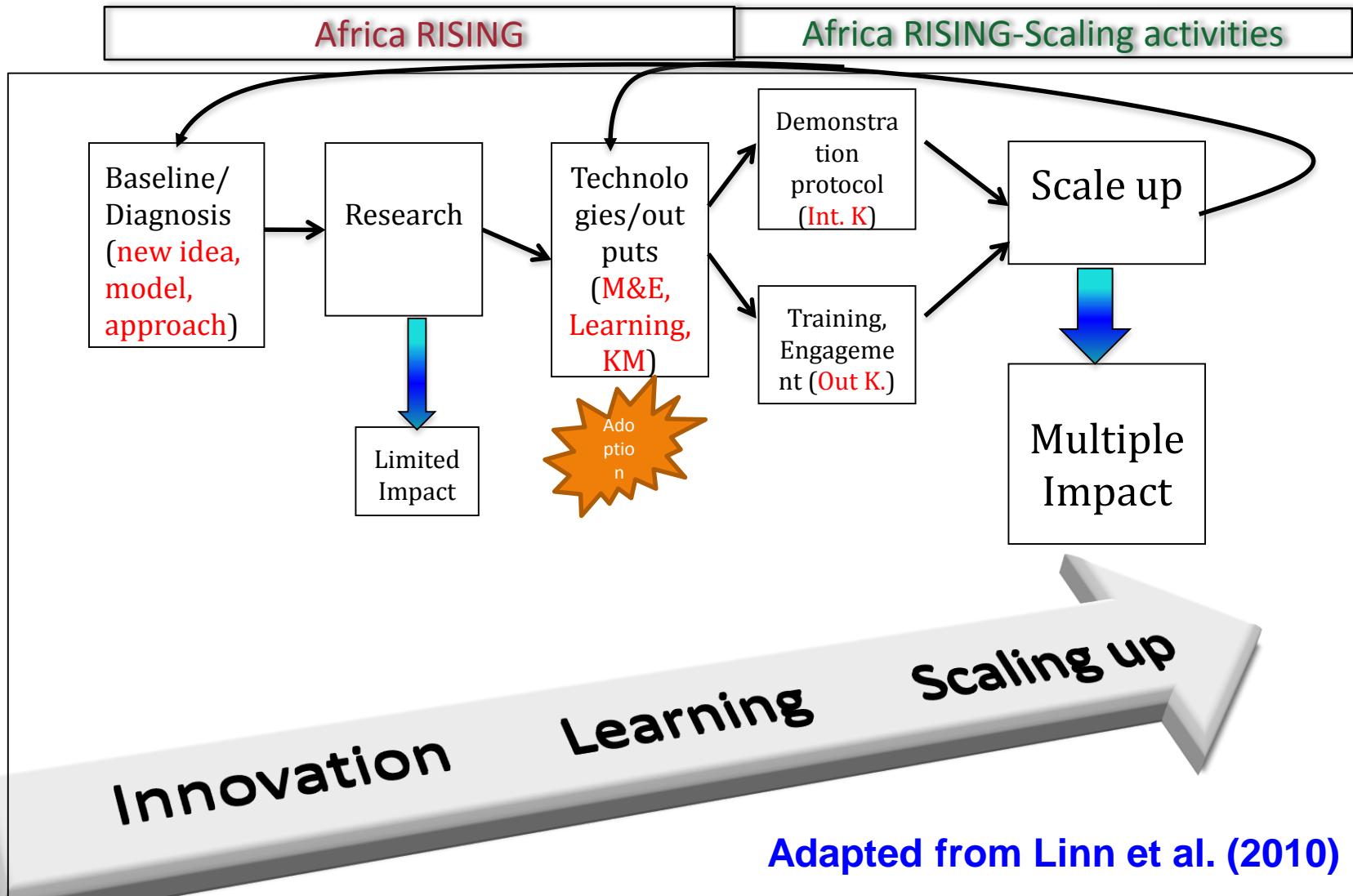
Adoption: decision by **an individual** to fully use a technology/an innovation as an option for improved results

Diffusion: process by which an innovation is communicated through certain channel(s) over time among members of a **social system** (e.g. farming community, processors of ag. Products, etc) ... aggregate

Scaling: Expanding, adapting and sustaining **successful** policies, programs and projects in different places and over time to reach a greater number of people



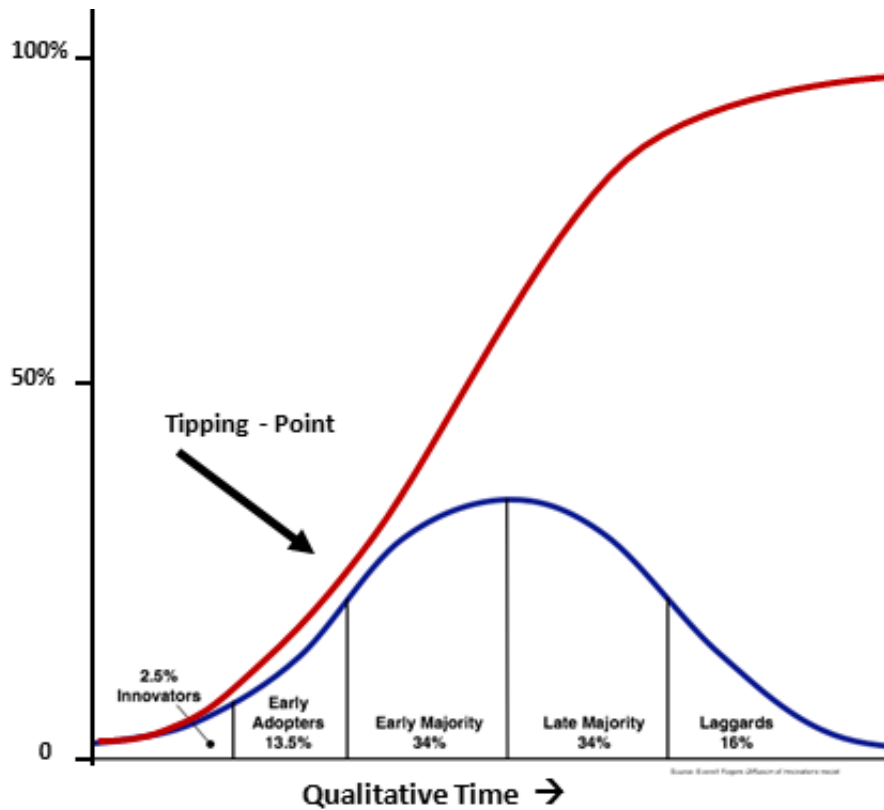
Linkage between Africa RISING Research and Scaling activities



Adapted from Linn et al. (2010)



Adoption-diffusion process



Source: Rogers (2003)

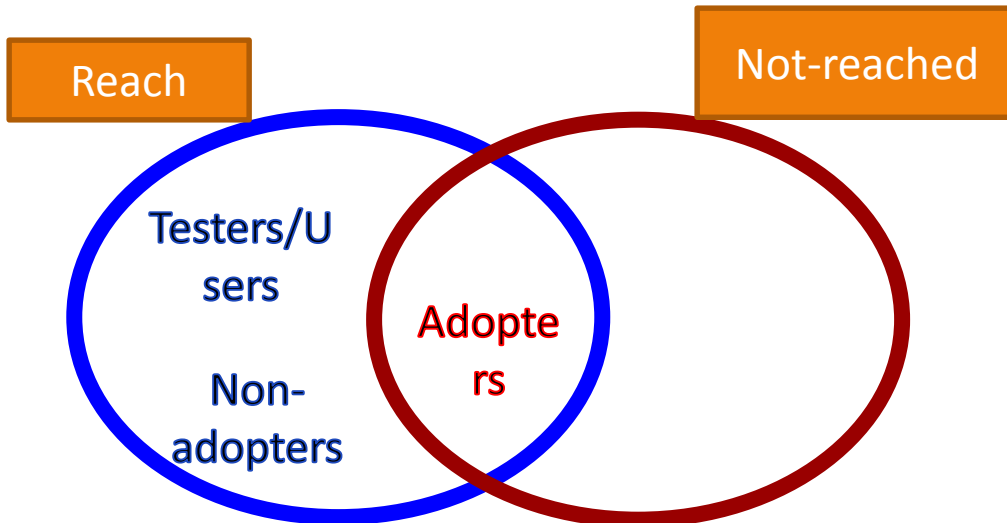


Nature of adoption

- **People centered**: Not linear but ‘processual’
 - Adaptation, creolization, hybridization
- **Different manifestations/operationalization**: one time use vs multiple use; intensity (scale)



Context of Africa RISING Program: Reach,



1. Our 'reach' has two/three categories of actors:
 - i. Non-adopters
 - ii. Adopters
 - iii. Users (those 'trying' and 'pseudo' adopters (element of time needed to separate ii and iii))
2. Among those we have not directly reached are 'spillovers'



Experiences: Africa RISING-NAFAKA Scaling project in Tanzania

Photos later

1. Introducing and promoting improved and resilient varieties of food crops (maize, legumes, rice, vegetables);
1. Disseminating best-bet agronomic management packages (GAPs);



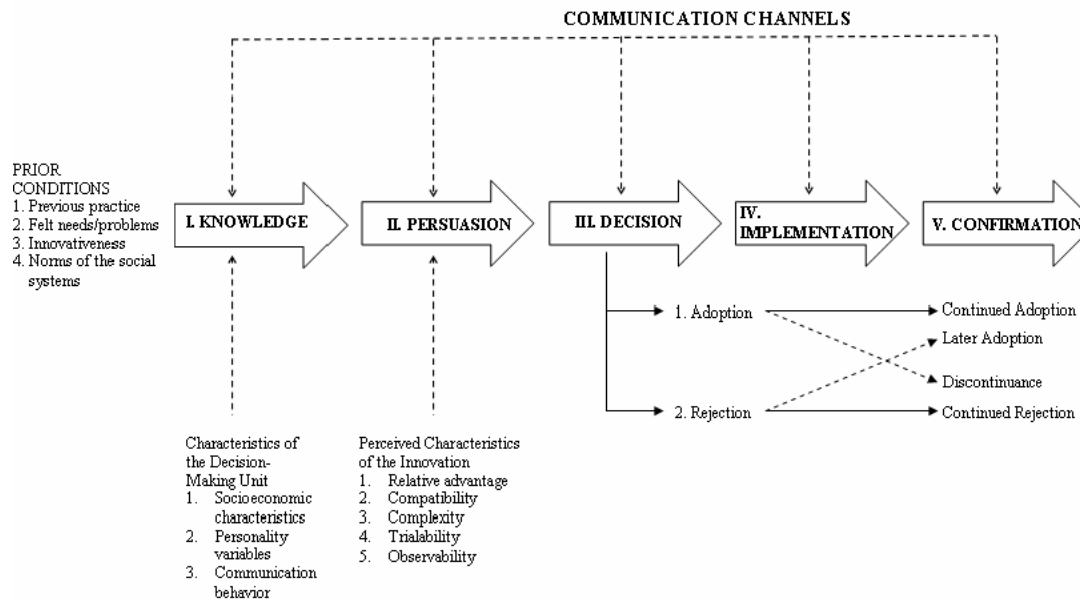
Experiences: Africa RISING-NAFAKA Scaling project in Tanzania

3. Protecting land and water resources (incl. soil and water management, *SAS/acidity/salinity*);
4. Introducing and promoting postharvest management technologies (bring quality up to market standards);



Way forward

- Need to integrate element of time vs adoption –decision process and focus at all stages



Source: Rogers (2003)



Way forward

- Investigate/research adaptation, creolization, hybridization as well as non-adoption
- Focus on level and scale of operation of a given technology (household, community, watershed) – and integrate in the definition
- Operational definition
 - Frequency
 - Intensity?



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