

'AgKnowledge Africa'

Share Fair on Agricultural and Rural Development Knowledge in Africa Addis Ababa, Ethiopia, 18-21 October 2010

Proposal/Process Update – June 2010 (Peter Ballantyne)

Efforts to create, share and communicate 'rural' knowledge and information 'of Africa' are hardly known beyond the small communities directly involved in them. Yet, there is an enormous amount of innovation and experimentation across the continent. **This event will showcase the ways that agricultural and rural knowledge in and of Africa is created, shared, communicated, and put to use.**

The meeting will bring together a **wide range of people and organizations** working with Africa's agricultural and rural knowledge: Farmer organizations, extensionists, researchers, students, academia, policy shapers, information and communication specialists, commercial advisors and input providers, and governments.

We aim to cover a **wide range of knowledge types and modes of sharing** – oral, visual, drama, music, video, radio, documentary, publishing, storytelling, web-based, geospatial, networked, mobile, computer-based, SMS, or journalistic.

Like the 2009 edition in Rome, the event will be a 'fair' that showcases the diverse knowledge of the continent and the multiple ways it is created, shared, communicated, and applied in development contexts. We aim for wide and diverse participation, we will use participatory approaches and methods, and we expect to host a wide range of digital and traditional content, artefacts, media and forms of communication.

We will showcase innovative approaches to knowledge sharing and provide platforms and spaces where these innovations can be shared, spilling over to other regions and countries through partnerships and joint ventures. The format of the event will include:

- Panel discussions on different topics
- Opportunities to learn and share through participatory 'learning routes' in different thematic areas
- Hands-on training on Knowledge Sharing tools (e.g. blogs, wikis, discussion forums) and methods (e.g. peer assist, chat show, after action review, social network analysis)
- Social reporting and much more!

The event will be open – open to different types of knowledge, open to different types of actors, open to different forms of communication and sharing. The knowledge shared and exchanged will also be open – so others can use it with as few restrictions as possible.

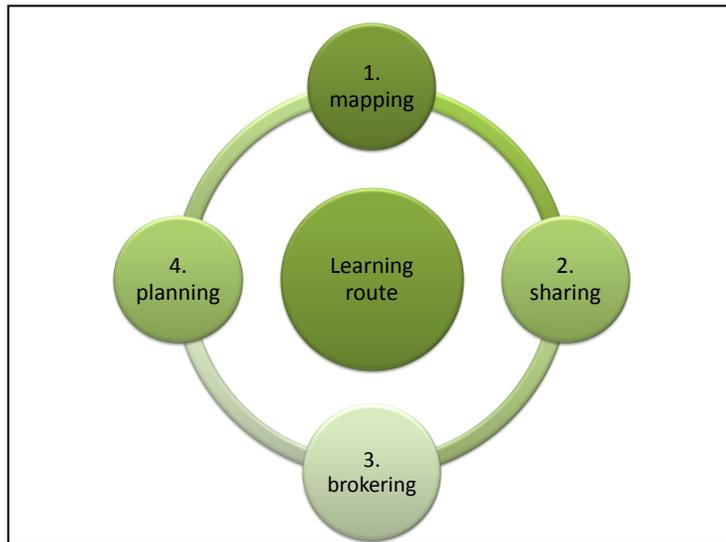
The heart of the fair will be a series of 'learning routes' (see below) that integrate key knowledge processes, major knowledge spaces, and a process of mapping, sharing and connecting people and activities.

Learning Routes to Focus the Discussions

We will adapt an approach developed by PROCASUR in Chile. This is a participatory learning process where the talents of different people are projects are mapped and shared, and participants can get together to form new alliances. We will organize four thematic learning routes

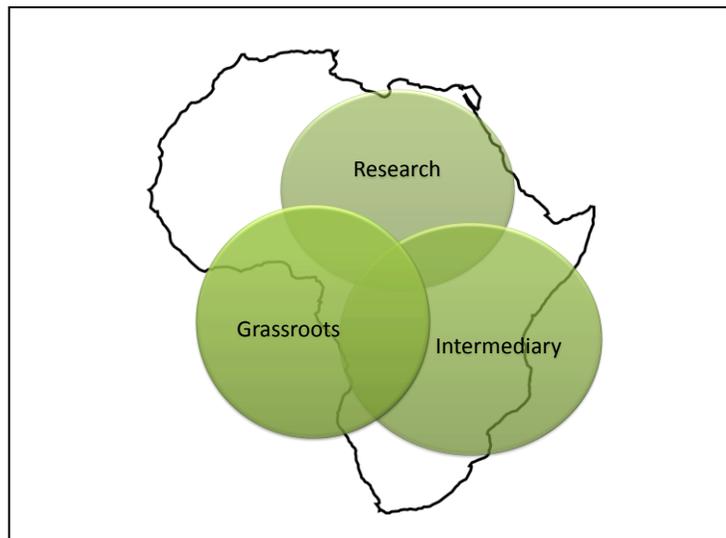
- Agriculture and water
- Agriculture and climate change
- Livestock and fisheries
- Land

Each learning route comprises four phases: The first is 'mapping', where the participants gain an overview, and collectively characterize, the activities and talents in the theme; the second is 'sharing', where selected experiences – local talents - are exposed and explored in a peer assist mode; the third phase is 'brokering', where people get together in facilitated discussions that foster collaboration and the forming of future joint ventures; the fourth is 'planning', where individuals and groups have space to plan new or follow up actions to improve any aspect of knowledge creation, sharing, communication and use in Africa.



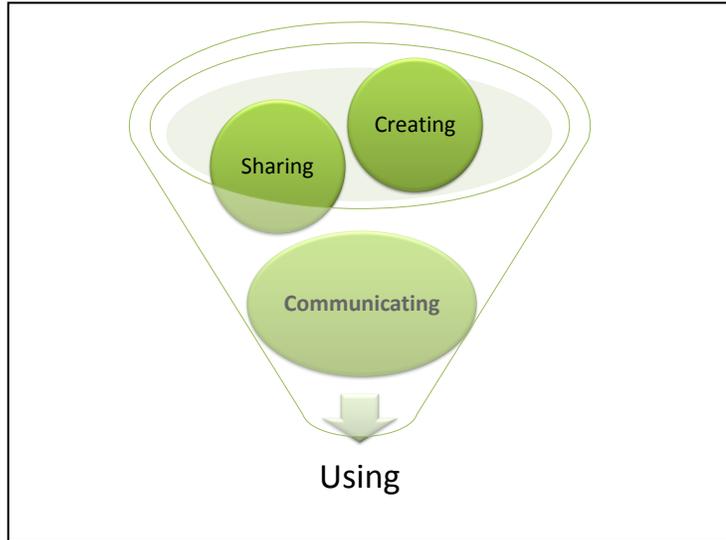
Each route brings together experiences and learning from **three interlinked knowledge spaces**:

- **GRASSROOT SPACES.** Activities and actions that create, exchange and share local, indigenous or community knowledge. The focus is on knowledge creation and sharing in local spaces;
- **INTERMEDIARY SPACES.** Activities and services that bridge and connect 'local to global' knowledge and actors in agricultural. The focus is on multi-actor learning and innovation networks spanning different communities;
- **RESEARCH SPACES.** Research and policy oriented services and activities that generate data and evidence for decision making. The focus is more on 'scientific' evidence based knowledge and information systems and institutions.

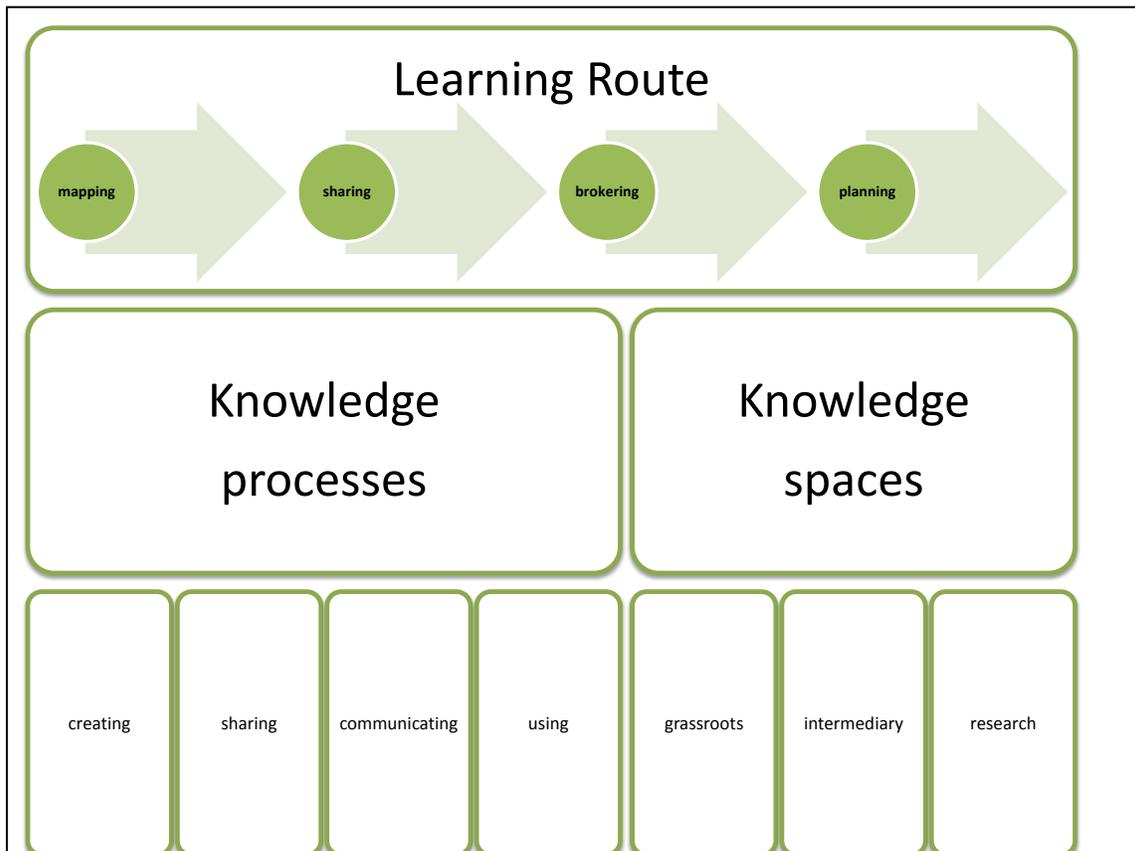


Each route will consider **four knowledge processes** key to this area:

- **CREATING** - processes and tools used to create and co-create knowledge and information;
- **SHARING** – strategies and approaches by which different types of knowledge are exchanged and shared;
- **COMMUNICATING** – ways in which different people interact and communicate what they know;
- **USING** – impact pathways that put knowledge to use, get knowledge into action.



The picture below shows the various elements of a learning route:



Other Interaction Spaces

The learning routes will be the heart of the event, providing opportunities to share, to learn, to find partners, to connect with African talent.

To ensure cross-learning and capacity sharing in other areas, the fair will offer:

- **SKILLS & TOOLS:** A 'day zero' at the start of the fair where participants can learn and share practical tools and approaches that enhance knowledge sharing and use in agriculture.
- **FOCUS GROUPS:** Spaces where participants can get together to explore experiences in specific issues and topics. We expect these to be self-organised by different groups and to use participatory/innovative sharing processes. Examples are:
 - Africa's knowledge sharing traditions – storytelling, traditional wisdom, etc
 - Making knowledge mobile
 - Majority knowledge – tapping the potential of Africa's youth
 - Relief, research, development – connecting along the continuum
 - Indigenous knowledge – listening to the roots
 - The gender factor – Knowledge for all
 - Telecentres – bridging rural knowledge divides
 - Participatory GIS
 - KM4Dev – joining a global conversation
- **FOCUS ON ETHIOPIA:** A forum for knowledge-sharing initiatives and actors in Ethiopia to showcase their talents and results.
- **POLICY FORUM:** With the AU and the UNECA, Addis Ababa is the 'capital' of Africa, in terms of diplomatic and development policy terms. The fair will bring together a wide range of people 'doing' knowledge. With the UNECA (tbc), we aim to organize an interactive 'show and share' session with the Addis Ababa policy community to bring the most interesting and significant ideas from the fair to the policy table.
- **MARKETPLACE:** An alternative to the usual exhibition, we aim to create a (traditional) interactive space where goods and knowledge are transacted.
- **BUNNA:** A traditional Ethiopian meeting space with traditional coffee and conversation zone. Runs throughout the days.
- **PLENARY MOMENTS:** We look for several high-profile people to give short, thoughtful, lively contributions. 15-20 minutes Max.

Indicative Agenda

| | Monday 18 October Day ZERO | Tuesday 19 October Day ONE | Wednesday 20 October Day TWO | Thursday 21 October Day THREE | Friday 22 October |
|--------------------|--|---|---|---|--|
| Morning 1 | Skills & Tools learning and sharing sessions | Openings Non traditional Plenary moment 1 | Focus groups (parallel) | Focus groups (parallel) | Spaces for side meetings: FAO? IKM? KM4Dev? CTA? CGIAR? |
| Break | | | | | |
| Morning 2 | Skills & Tools learning and sharing sessions | Learning routes 1-4: mapping phase (parallel) | Learning routes 1-4: brokering phase (parallel) | Learning routes 1-4: planning phase (parallel) | |
| Lunch | | | | | |
| Afternoon 1 | Skills & Tools Marketplace | Marketplace | Marketplace | Open spaces Leading to non-traditional 'closing' | |
| Break | | | | | |
| Afternoon 2 | Skills & Tools learning and sharing sessions | Learning routes 1-4: sharing phase (parallel) | Ethiopia Focus | Policy Forum at UNECA | |
| Break | | | | | |
| Evening | Social Informal spaces | Social Informal spaces | Social Informal spaces | Social Informal spaces | |

Note: Several short plenary moments need to be scheduled across the agenda

Organization

We will decentralize the organization and facilitation of different learning routes and interactions spaces to different specialist partners. These will come from a wide range of organizations

We aim for a semi-open planning process where different elements of the fair are planned and organized around invited participants. In addition, we would publish several targeted calls for innovators to attend and showcase their work.

We will work through three organizing levels:

1. LOCAL. A group of individuals in Addis Ababa will be convened by ILRI to ensure that all the local logistics, communication, support and the Ethiopia base are taken care of.
2. PROGRAM. We will convene a group of African and Africa-based professionals to guide the development of the different sessions, processes, identifying innovators and speakers, etc.
 - a. Individuals have been identified from ILRI, IFAD, and SADC. We also hope to draw in ASARECA, CTA, FARA, and others.
3. INTERNATIONAL. A small group of individuals from international supporting agencies will provide global visibility, support resource mobilization, and attract any necessary high-level participation.
 - a. These provisionally include IKM Emergent, CGIAR ICT-KM Program, and FAO.

In terms of local logistics, the ILRI Campus in Addis Ababa is booked from 17-22 October. This provides a mix of meeting spaces (large tent, auditoria, open spaces, under trees) for approx 250-300 people. There is accommodation on campus (hostel rooms) for approx 50 people, with nearby hotels for the remainder. ILRI can also provide all necessary assistance with local transport, visas, catering, and the like.

Process steps

1. Agree overall idea
2. Announce the event
3. Identify 'learning route' convenors/facilitators and the guidelines for these.
4. Solicit interest from people/groups to lead 'focus groups' – which means defining the focus, the process to be used, and who is involved.
5. Send out call for innovative proposals – to be included in learning routes and/or focus groups
6. Closer to the date, agree various reporting mechanisms and tools and people