

Effective communication of research for development

Ewen Le Borgne

“Experiences from NBDC and other horizons”

Communication for research workshop, Ouagadougou, 27-28 March 2012



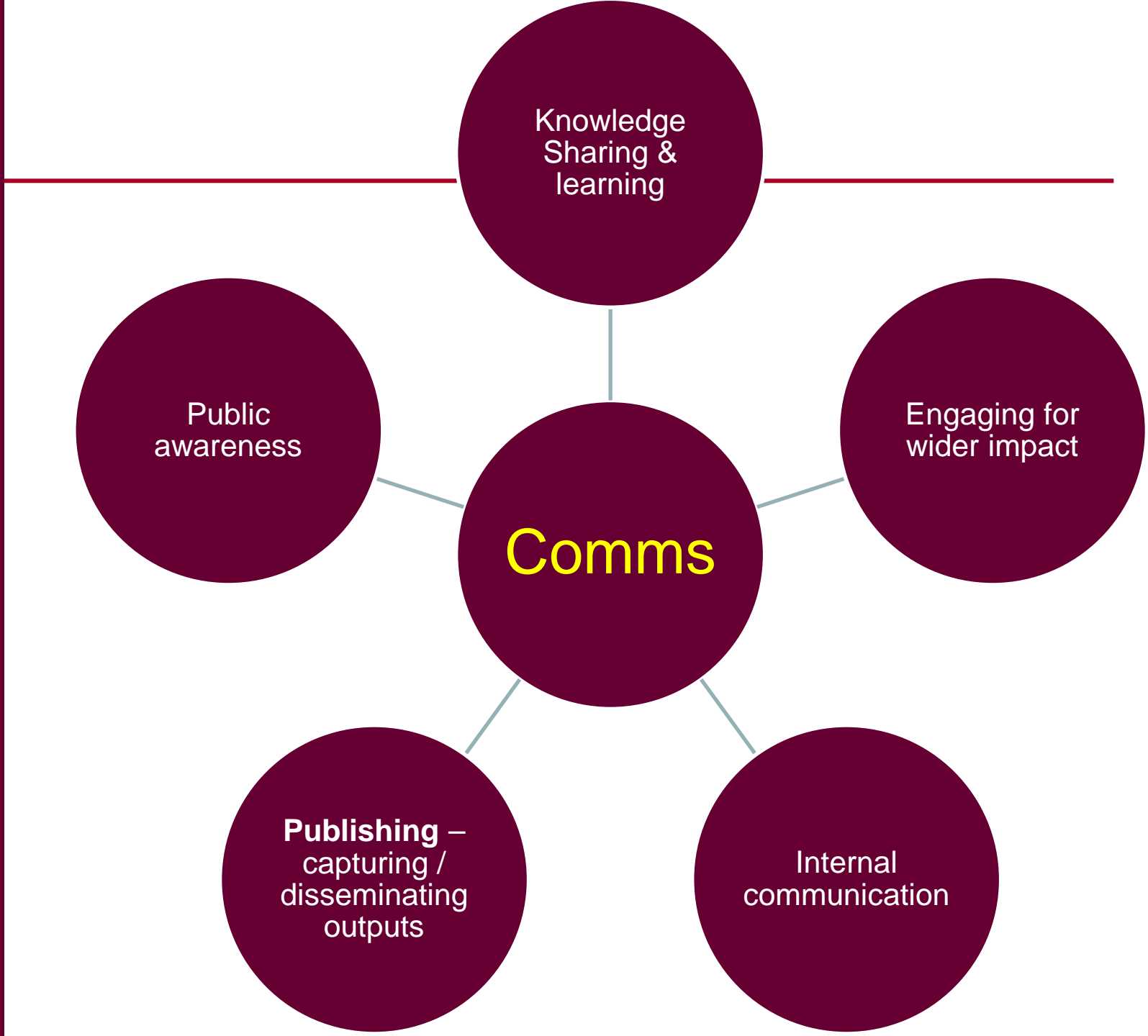
ILRI

International Livestock Research Institute

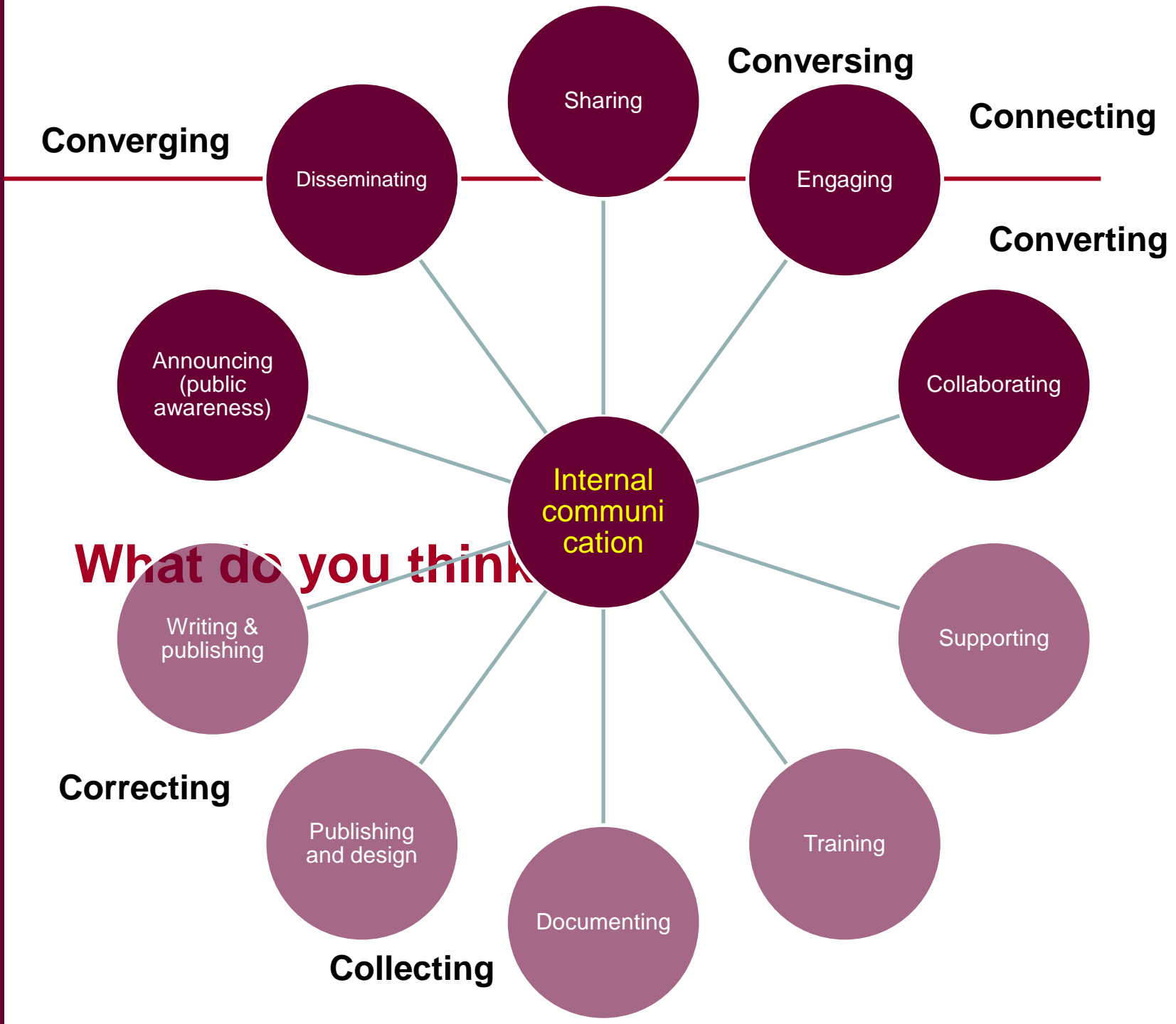
Presentation outline

- 1 Typical functions (and areas) of communication
- 2 Powering 'R4D' & comms with 'KM'
- 3 One example: NBDC
- 4 Implications: lessons, challenges and opportunities
- 5 ...So what now?
- 6 References

1. Typical areas of communication



1. Typical functions of communication



Where are we at?

- 1 Typical functions (and areas) of communication
- 2 Powering 'R4D' & comms with 'KM'
- 3 One example: NBDC
- 4 Implications: lessons, challenges and opportunities
- 5 ...So what now?

Three powerful aspects

- Strong knowledge sharing... to get a bigger picture and a wider network and more impact
- Strong information management... to feed our discussions, track and re-use crucial information to remember the past to inform the future
- Strong critical thinking and sense-making... to make sense of it all and adapt constantly

Strong knowledge sharing

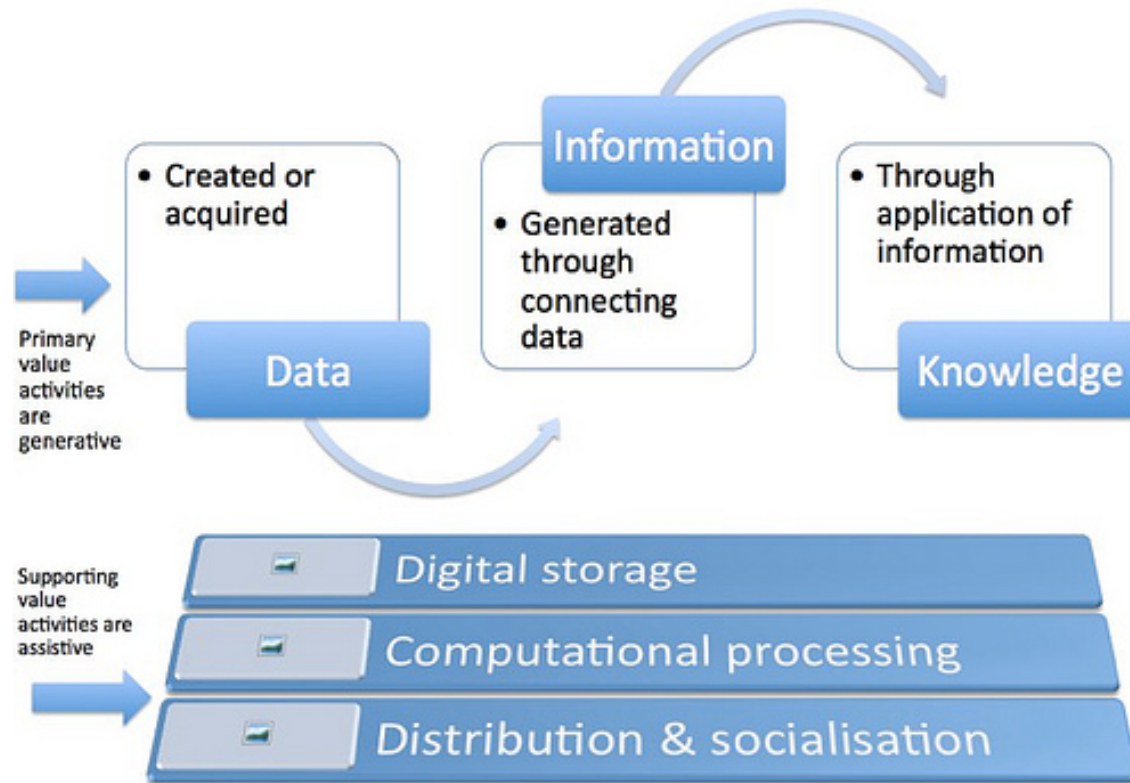
- Strong meetings that get your job done



- Internally, around organisations, for multi-stakeholder processes

Strong information management

- Storing / archiving / databasing...



- ...Strong codification mechanisms: consistent file naming, spelling etc.

Strong critical thinking and sense-making

- Learning individually...



- ...Learning as a team, an organization, project etc.
- ...For stronger questions, ideas, synthesis, ownership, content, engagement, survival and embedding

Where are we at?

- 1 Typical functions (and areas) of communication
- 2 Powering 'R4D' & comms with 'KM'
- 3 One example: NBDC
- 4 Implications: lessons, challenges and opportunities
- 5 ...So what now?

NBDC...

Some of the ways we share, learn,
communicate

Meetings

- Members
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- Manage Wiki
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- Key Contacts
- Events List
 - World Water Week Stockholm (Aug 2012)
 - National Platform Meeting (Dec 2011)
 - Stakeholder Forum (Oct 2011)
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- Publications Pipeline
- Project spaces

NBDC

List of events with links

[Launch Event](#) (sep 2010)

[N2 Workshop on Baselining Changes in Planning, Implementation and Collective Action: Research Strategies](#) (Nov 2010)

[N3 technical partner meeting](#) (March 2011)

[National Platform meeting](#) (Apr 2011)

[Science and Reflection Workshop](#) (May 2011)

[N4 modeling workshop](#) (May 2011)

[N2 baseline survey analysis workshop](#) (May 2011)

[N3 GIS training in Bahr Dar \(15th-19th August 2011\)](#)

[Mekelle water congress](#) (Sep 2011)

[Stakeholder Forum, Bahir Dar](#) (Oct 2011)

[CPWF Forum](#) (Nov 2011)

[National Platform meeting](#) (Dec 2011)

Meetings



Presentations



Presentations

Username CPWF

 Following

 Post on wall

 Private message

Content tagged "nile"



Nile BDC Knowledge Attit...

1 week ago, 27 views



Highlights of MERET experiences

2 months ago, 591 views



RiPPLE experience and le...

2 months ago, 568 views



National Platform on Lan...

2 months ago, 236 views



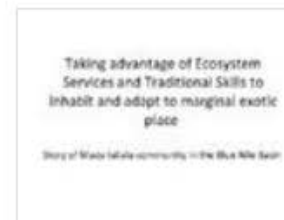
Principles and practices...

3 months ago, 229 views



Improving Management of ...

3 months ago, 105 views



Taking advantage of Ecos...

3 months ago, 134 views



Anticipating impacts of ...

3 months ago, 158 views



[View all](#)

Field visits



Training



Documenting



Local farmer helps read dip well in Jeldu

Local farmer helping with reading dip well (depth below surface of groundwater), May 2011. (photo credit: IWMI/ Simon Langan)

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landscape in middle Jeldu catchment with cultivation on steep slopes

Landscape in middle Jeldu catchment showing questionable cultivation on unprotected steep slopes (dip...

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Dry Jeldu landscape in May 2011

Jeldu landscape in May 2011, dry some scorched and bare soil on hill slopes with poor pasture on lower...

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Birhanu Zemadim checking weather



Maize and trees in Jeldu site

Documenting

Nile Basin Development Challenge

Rainwater management for resilient livelihoods

December
3, 2011

Integrating livestock into rainwater management systems in Ethiopia

Posted by Peter Ballantyne under [Africa](#), [East Africa](#), [Ethiopia](#), [ILRI](#),

[Livestock-Water](#), [NBDC](#), [Nile](#), [Nile 2](#) | Tags: [ifwf3](#) |

[Leave a Comment](#)

During the 2011 [Third International Forum on Water and Food](#) (in South Africa) Amare Hailelassie from ILRI reflected on ways that livestock can be integrated into rainwater management systems and strategies in Ethiopia. The overall aim is to improve 'livestock water productivity' through the adoption of various practices at farm and landscape levels.

[View the video interview:](#)



Archived Entry

Post Date :

December 3, 2011 at 11:43 am

Category :

[Africa](#), [East Africa](#), [Ethiopia](#), [ILRI](#), [Livestock-Water](#), [NBDC](#), [Nile](#), [Nile 2](#)

Tags: [ifwf3](#)

Do More :

You can skip to the end and leave a response. Pinging is currently not allowed.

Documenting

Catherine Pfeifer (CPWF) explains the importance of Spatial Analysis and Modelling



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92 plays/downloads

During the International Forum on Water and Food, Catherine Pfeifer explains the importance of using Spatial Analysis and Modelling with the research work of the CGIAR Challenge Program on Water and Food

Podcast by Peter Casier



Comments

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http://cpwf.podomatic.com/entry/2011-11-16T05_









CGIAR Challenge Program on Water and Food (CPWF)

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Podcast: CPWF's Podcast
Category: Government & Organizations > Non-Profit
Rank: #14608

Podcast

-  Interview with Alain Vidal on BBC Africa 2:16
-  Jabulani Jiyane about lessons learned in small scale wate... 6:55
-  Sabine Douxchamps on "How to make a difference" 6:18
-  Larry Harrington reflects on IFWF3 - Day 2 3:34
-  Larry Harrington reflects on IFWF3 - Day 1 7:14
-  Interview with Lindwe Majele Sibanda

Documenting

Nile Basin Development Challenge

Rainwater management for resilient livelihoods

December
22, 2011

Second National Platform meeting on Land and Water Management in Ethiopia: Time for action!

Posted by Ewen Le Borgne under [East Africa](#), [Ethiopia](#), [ILRI](#), [Innovation Systems](#), [IWMI](#), [NBDC](#), [Nile](#), [Nile 5](#) | Tags: [action plan](#), [MERET](#), [national platform](#), [National platform meeting](#), [RiPPLE](#) | [Leave a Comment](#)

Various national and regional organizations in Ethiopia are engaged in natural resource management, particularly in land and water, but for the last 30 years there has been limited opportunity for them to share experiences, identify gaps and feed key insights to one another and crucially to policy-makers.

Earlier this year, the Nile Basin Development Challenge (Nile BDC) **initiated a National Platform on Land and Water Management** along with key national players. There was a widespread agreement that a well negotiated national platform can be a relevant mechanism to minimize duplication of efforts and enhance communication between actors and across sectors for improved land and water management in Ethiopia.

On 19 December 2011, the **second national Platform meeting** on Land and Water Management was held at the Addis Ababa campus of the International Livestock Research Institute (ILRI). About 30 participants representing governmental organizations and ministries, non-governmental organizations and development associations, universities and research organizations came together to **talk about the objectives, functions and structure of the national platform, and to identify priority areas and approaches to address them.**

While National Platform meetings are expected to take place twice a year, the idea is to have thematic working groups develop an action plan around priority areas with several activities throughout the year that will feed back to the national platform meetings. These meetings are also meant to invite other organizations and networks to introduce various initiatives of relevance to each group. After an introductory **presentation on the platform itself**, the **MERET program** and **RiPPLE** presented their experiences linking local practices with national planning.

The Management of Environmental Resources to Enable Transition to better

Archived Entry

Post Date :

December 22, 2011 at 5:23 am

Category :

[East Africa](#), [Ethiopia](#), [ILRI](#), [Innovation Systems](#), [IWMI](#), [NBDC](#), [Nile](#), [Nile 5](#)

Tags: [action plan](#), [MERET](#), [national platform](#), [National platform meeting](#), [RiPPLE](#)

Do More :

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Most Significant Change stories

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NBDC Most Significant Change Stories for the CPWF

Round 1 (October 2011)

Round 1 stories produced and results of the internal assessment process (Oct 2011)



[MSC stories of NBDC results oct2011.pdf](#)

[We produced several blog posts and NBDC issue briefs based on the stories](#)

In Round 1, stories should be written by project staff, while in Rounds 2 and 3 stories will come from key stakeholders.

The three domains are:

- Changes in key stakeholder knowledge, attitude, skills and/or practice.* Stories that talk about early outcomes. These are 'outside' stories of what is happening as we engage and work with the actors described in our [outcome logic models](#) or others we didn't originally expect to change. Don't get hung up on the scale of change. Big things can come from small beginnings. In Round 1 it is the small beginnings we want hear about.
- Change in research approach.* Stories that talk about evolution in research approach, progress and breakthroughs. These are 'inside' stories of how projects are changing and adapting research questions, focus and methodologies in response to outside changes and 'learning by doing'.
- Lessons learnt.* Stories about upsets and setbacks which the project has striven to address,

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Nile Basin Focal Project

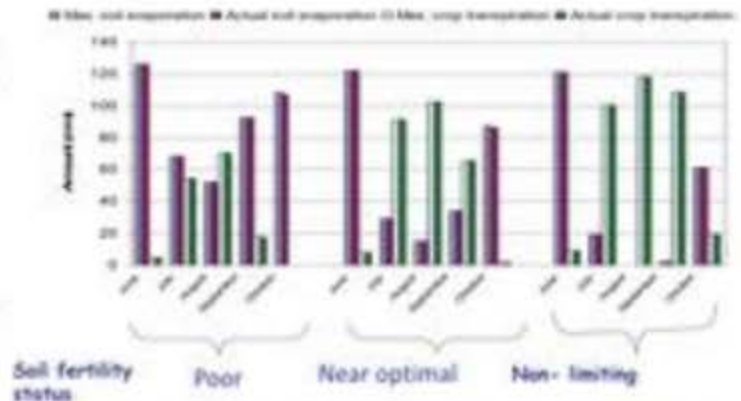
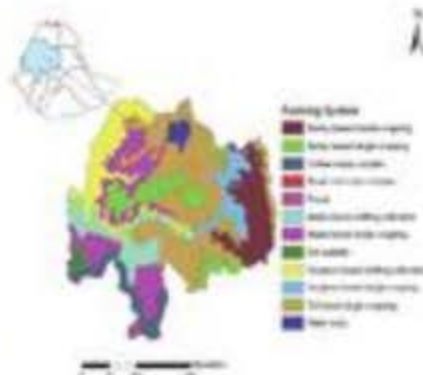
Soil Fertility Effect on Water Productivity of Maize and Potato in Abay Basin

Teklu Erkossa and S. B. Awulachew
International Water Management Institute

Introduction: Abay basin (Ethiopian part of Blue Nile) is characterized by a mixed crop-livestock rainfed farming system (Fig. 1). Agricultural productivity is low due to: high temporal and spatial variation in climate, sever land degradation, lack of appropriate technologies, poor infrastructure & limited extension services. Although rainfall is adequate, water productivity remains low due to poor crop, soil and water management practices. Soil fertility is a prime factor limiting crop water productivity in areas where rainfall is not limiting (Drechsel et al, 2004). This study investigated the effect of soil fertility (SF) levels on water productivity of maize and potato grown in sequence.

Methodology: The FAO AquaCrop model Version 3 (Raes et al., 2009; Steduto et al., 2009) was used to simulate the grain and biomass productivity of maize as well as the water balance of the system. Irrigation requirement and water productivity of potato planted following maize was estimated assuming the excess water during the rainy season is harvested for use as supplementary irrigation. Climate, soil and crop date obtained from the basin master plan and research centers located within the basin were input for model validation and simulation. The Reference Evapotranspiration was estimated using the ETo

Water Balance: SF levels affected water balance components, except runoff and infiltration. Of the 1450 mm rainfall received during the growing period, 60% infiltrates while the rest is lost as runoff. Of the infiltrated water, 276, 311 and 304 mm percolates under poor, near optimal and non-limiting SF conditions, respectively. The balance is either used as transpiration (T) or lost as evaporation (E). Improving SF decreased E and increased T (beneficial consumption) (Fig. 2). The reduction in E is due to better canopy cover under improved fertility, which attained its maximum in August. This corroborates Cooper et al. (1987) who suggested that application of fertilizers enhance crops' water use efficiency.



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Nile Basin Development Challenge

Rainwater management for resilient livelihoods

February
19, 2012

Evolving Nile Basin research: From livestock-water to rainwater management solutions

Posted by Peter Ballantyne under [Africa](#), [CRP5](#), [East Africa](#), [Ethiopia](#), [ILRI](#), [IWMI](#), [Livestock-Water](#), [NBDC](#), [Nile](#), [Nile 5](#) | Tags: [MSC](#), [rainwater management](#), [rwm](#) |

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In late 2011, all projects in the Nile Basin Development Challenge prepared 'most significant change' stories from the first phase of operations. One of the stories looked at how water-focused collaborative research in Ethiopia by the International Livestock Research Institute (ILRI) and the International Water Management Institute (IWMI) has evolved over the past 8 years.

[NBDC Brief 9](#) is a summary of the story.

It started with research on livestock-water linkages during CPWF Phase I (2004-2008), continued through further analysis of crop-livestock production systems within a BMZ-supported project on water productivity in crop-livestock systems (2007-2009), and now has a broader rainwater management (RWM) focus on landscapes and the institutional linkages needed to achieve change through the Nile Basin Development Challenge (2010-2013).

We have seen the research agenda move from water productivity to crop-livestock-water system productivity that strives for an optimal balance in allocating water resources for crops and livestock.




Multi-stakeholder conversation on land and water

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- [Integrated natural resource management in the Highlands of Eastern Africa](#)
- [Participatory video: A novel mechanism to share community perceptions with decision makers](#)

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CGIAR Consortium @CGIAR

20 Feb

RT @ILRI **Evolving Nile Basin** research: From livestock-water to rainwater management solutions goo.gl/fb/XHCn0 #Ag4Dev



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20 Feb

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CGIAR Water and Food @Waterandfood

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Ray Beckerman @RaysTLH

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Evolving Nile Basin research: From livestock-water to rainwater management solutions dvr.it/1D7hNB



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20 Feb

Blogpost: **Evolving Nile Basin** research: From livestock-water to

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CPWF Nile BDC news

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Evolving Nile Basin research: From livestock-water to rainwater management solutions

Posted: Sun, 19 Feb 2012 17:18:25 +0000



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CGIAR Challenge Program on Water and Food (CPWF)

The Challenge Program on Water and Food was launched in 2002 as a reform initiative of the CGIAR, the Consultative Group on International Agricultural Research. CPWF aims to increase the resilience of social and ecological systems through better water management for food production (crops, fisheries and livestock). CPWF does this through an innovative research and development approach that brings together a broad range of scientists, development specialists, policy makers and communities to address the challenges of food security, poverty and water scarcity. CPWF is currently working in six river basins globally: Andes, Ganges, Limpopo, Mekong, Nile and Volta.

Visit our web site: <http://www.waterandfood.org>

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Nile Basin Development Challenge: Rainwater management in the Ethiopian Highlands



More information at <http://nilebdc.wordpress.com/>



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Collaborating



Nile Basin Development Challenge

- Wiki Home
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About the Project

Key Contacts

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Action Points

Publications Pipeline

☆ home

Edit 5 0 39

Welcome: we aim to support communication among people working on the various NBDC projects

Updates:

Be notified when someone makes a change to the wiki:

<http://nilebdc.wikispaces.com/space/notify>

[Google Calendar is HERE](#) - if you want to have edit access, contact Tsehay (t.gashaw@cgiar.org). **Please add any plans or milestones.**

Please [add or update your contact details](#); and **provide brief 'about' information for each project** (see left margin)

[Photos from our projects and workshop](#)

Find information on:

- [key project contacts](#)
- [past and upcoming project coordination meetings](#)
- [project documents and outputs](#)
- (NEW) The [publication pipeline](#): Check and add all planned NBDC-related publications here!
- [communication strategy and tools for the project](#)

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Collaborating

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Publications Pipeline

Project spaces

- Nile 1
- Nile 2
- Nile 3
- Nile 4
- Nile 5

Study sites

- Diga
- Fogera
- Jeldu

Innovation platforms

Livelihoods

Students

MOUs with Partners

M&E

Other related projects in the region

CPWF Nile

Today ◀ ▶ February 2012 ▾

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Feb 1	2	3	
	Beth in the field		1:30pm Naga House	12:30pm busy		
5	6	7	8	9	10	
	2nd Asia-Pacific Water Summit					
	CPWF Basin Leader (and topic working groups) meeting					
	BL TWGL Meeting in Montpellier					
12	13	14	15	16	17	
	NBDC Participatory Video training					
	MK2 Study tour in Cambodia/Lao PDR					
	IHA Training on HSAP VTE					IHA TOT Meeti
	Partners Meeting in Vientiane					
			EVN Meeting in Har	12:30pm busy		
19	20	21	22	23	24	
	◀ NBDC Participatory Video training				9am NBDC Participat	
	◀ IHA TOT Meeting in Vientiane		HSAP Laos in Vientiane and Khammuane			
				Michael Victor (CPWF) in addis		
					2pm NBDC Communic	
26	27	28	29	Mar 1	2	
	◀ Michael Victor (CPWF) in addis			12:30pm busy		
	Training workshop on participatory planning for water and natural resources management					
	1:30pm NBDC team n					

Events shown in time zone: Addis Ababa

Sharing

PREVIOUSLY LOADED



Alan Duncan

@Kebebe Ergano 's Wageningen PhD supervisor, Dr Simon Oosting arrives Sat evening and will be here all week next week. He and Kebebe will travel to #jeldu on Monday and #fogera on Tue/Wed to give Simon a feel for the field sites. Simon will give a seminar on Thu 1st March at 2pm - venue to be confirmed.

3 hours ago · Reply · Like · More

Fogera Jeldu

Write a reply...



Tilahun Amede

Following Katherin's presentation on livelihoods in NBDC sites, and a brief follow-up discussion with Teklu, an interesting observation has emerged. The government is currently in a national campaign on land and water managment, with farmers in every corner of the country busy constracting conservation bunds and trenches. It is also possibly happening in our sites; doing part of the job we were intended to do for landscape management. How do we add value to the national movement? and contribute to sustaibale landscape managment? Do we need to adjust out 2012 plans to respond to this emerging opportunities? Any thoughts?

February 17 at 6:32pm · Reply · Like · More

Liked by Meron Mulatu and Michael Victor.

Write a reply...



Ewen Le Borgne

Livelihoods seminar (from #n2) starting with @Katherine A Snyder introducing 'land and water management through a livelihood lens': #livelihood issues, implications for RWM and farmer perspectives. E.g. migration having important seasonal effects on minwater

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Ewen Le Borgne

Some learning / comms principles of #pv (participatory video): 'mistakes are great', 'the process matters as much as the end result', 'don't do this for just anything, think carefully how you want to use PV', 'remain open to different perspectives and potential results, don't come in with an intention that you impose to generate decision-based evidence', 'critique through play and conversation is central to PV'...

3 hours ago · Reply · Like · More

Pv

Liked by Zerihun Sewunet and Tsehay Gashaw.



Michael Victor: An excellent discussion on how to use such videos for dialogue ad feedback. Also needs to consider the sanctity of the film from point if view of the local filmmakers.

2 hours ago from iPhone · Reply · Like · More



Michael Victor: @Peter Ballantyne how can this knowledge and information from the communities influence the research process. This is a form of diagnostic

2 hours ago from iPhone · Reply · Like · More

Liked by Zerihun Sewunet.



Michael Victor: @Beth Cullen an essential element for such processes is that they create feedback loops for researchers and communities

55 minutes ago from iPhone · Reply · Like · More

GETTING STARTED

Completing your contact info will bring you to 85%



- Complete Your Profile
- ✓ Add Your Photo
- ✓ Invite People to Join
- ✓ Follow People
- ✓ Join Groups
- ✓ Get Yammer Desktop
- ✓ Get Yammer Mobile

EXTERNAL NETWORK

This is a private external network created by Michael Victor from Cgiar.org.

ACTIVITY STREAM



Michael Victor started editing the Page CPWF at Stockholm Water Week.



Michael Victor and Sally Bolton started editing the Page CPWF at Stockholm Water Week.



Sally Bolton and Michael Victor published new versions of the Page CPWF at Stockholm Water Week.



Douglas Memon published a...



CGIAR Challenge Program on
WATER & FOOD

Nile

Nile Basin Development Challenge

Rainwater management for resilient livelihoods

Comms tools

For project members and collaborators:

- ✦ we use a closed yammer network for conversations and informal information exchange: <https://www.yammer.com/nilebasindevelopmentchallenges>
- ✦ we use a wiki to plan and document project activities: <http://nilebdc.org/calendar/>
- ✦ we use a google calendar to track upcoming events and milestones: <http://nilebdc.org/calendar>
- ✦ we use a dspace repository to archive our research outputs: <http://cgspace.cgiar.org/handle/10568/2296>
- ✦ we use this blog to publish and share news and announcements: <http://www.nilebdc.org>
- ✦ Presentations and posters are online www.slideshare.net/group/nile/
- ✦ we use flickr to publish all our photos: www.flickr.com/photos/nilebdc

If you need help with any of these, contact Tsehay Gashaw at ILRI

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- Evolving Nile Basin research: From livestock-water to rainwater management solutions
- Communicating inside of
- The Nile Basin

The NBDC approach – the set up

- Comms is housed by N5
- And provided by ILRI
- Explicit objective: make the *Challenge* more effective
- Coordination through:
 - Cross-disciplinary effort / sharing
 - Linking across projects and partners
 - Supporting national platform engagement
 - Supporting N-projects to reach their OLM
 - E.g. N4: “using project management tools and implementing projects in timely manner and interact[ing] more effectively for higher Nile BDC outcomes and goals.”
 - N5: “one single project team, delivering promised and emerging outputs as required and using technical, institutional and advocacy strategies to bring about change in the way research, development and policy actors work in the basin”

The 10 commandments of NBDC comms

1. Knowledge generated by the Project will be open and public
2. We value the knowledge of our clients and partners
3. Multi-purpose knowledge
4. Knowledge management: Collect, connect, converse
5. Face-to-face communication
6. Advocacy is everyone's responsibility
7. Communication inextricably linked to outcomes
8. Internal communication and M&E are part of our communication strategy
9. Partnerships are the key to impact
10. Innovation and ICTs

The NBDC approach – new horizons

- No formal communication strategy... yet
- Strong focus on internal communication
- Progressive shift towards external communication (to 'deliver science') – F2F / publishing
- Increasing opportunities...
 - Policy engagement
 - Community engagement
- Caveats
 - *One country, one language*
 - *One institute hosting all parties*
 - *But linking all partners and fighting 'comms laziness'*

Where are we at?

- 1 Typical functions (and areas) of communication
- 2 Powering 'R4D' & comms with 'KM'
- 3 One example: NBDC
- 4 Implications: lessons, challenges and opportunities
- 5 ...So what now?

Perhaps we got it wrong...

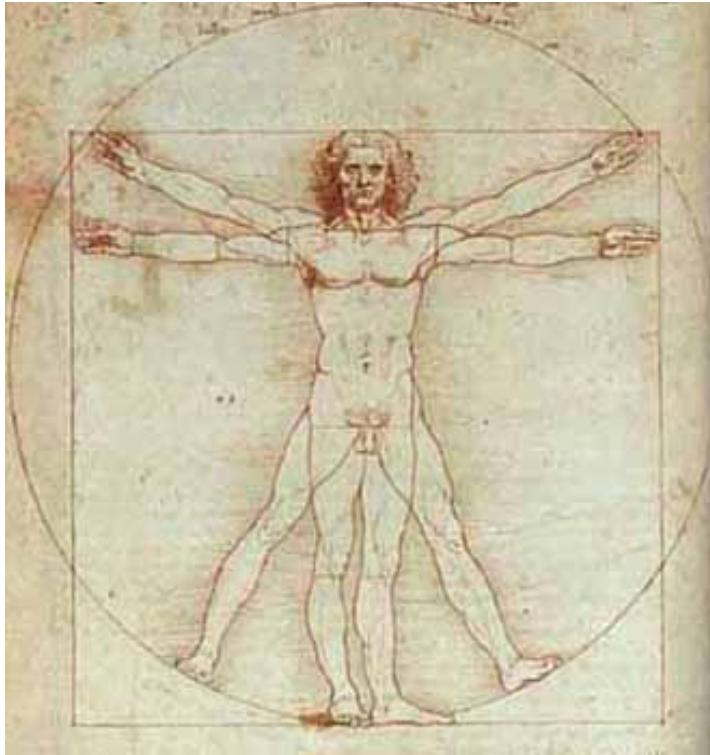
- It's not just about unilateral messages reaching the right audience...



- It's about multi-directional engagement with various partners

Perhaps we got it wrong...

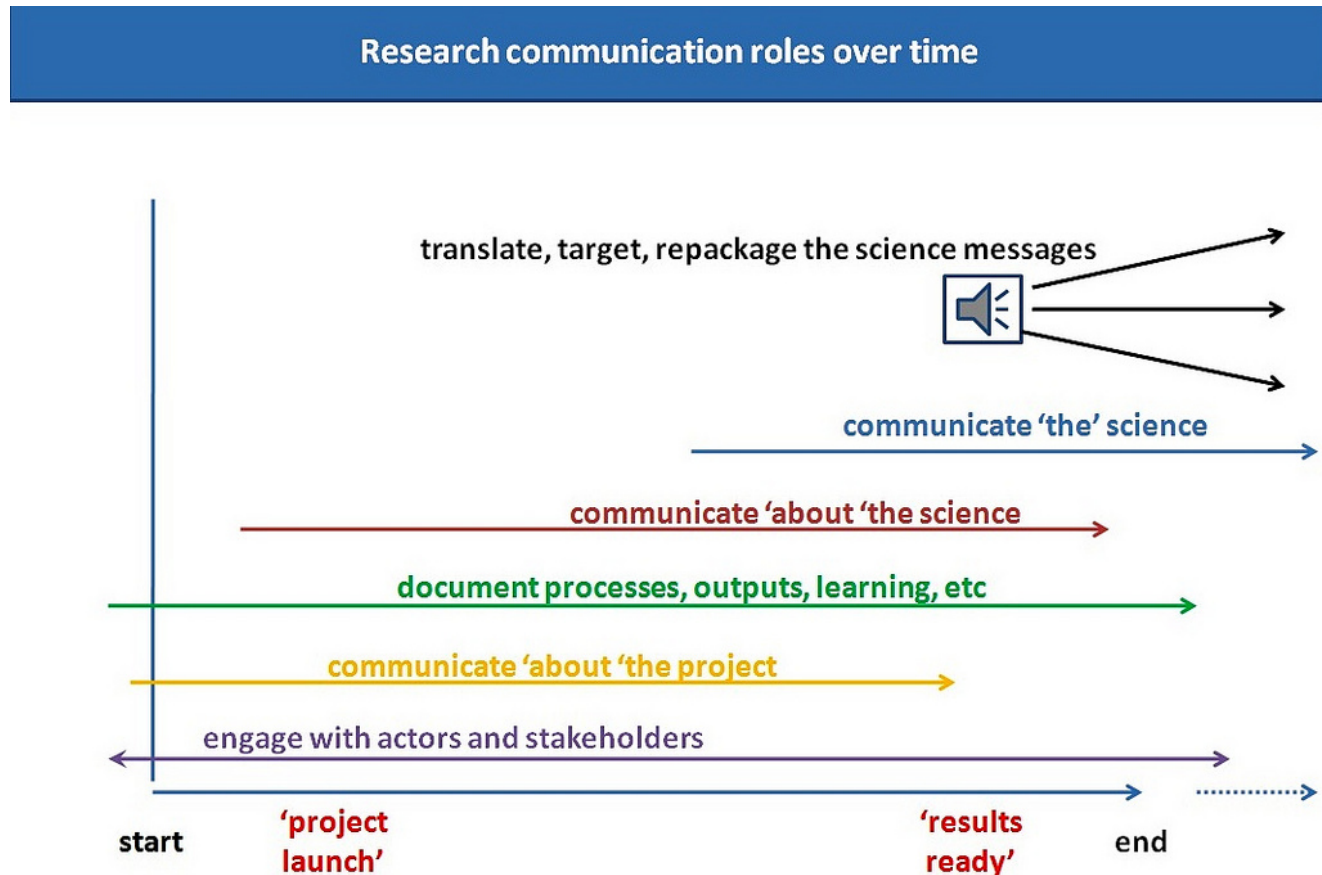
- It's not just about communicators doing all the 'communication work'



- It's everybody's business!

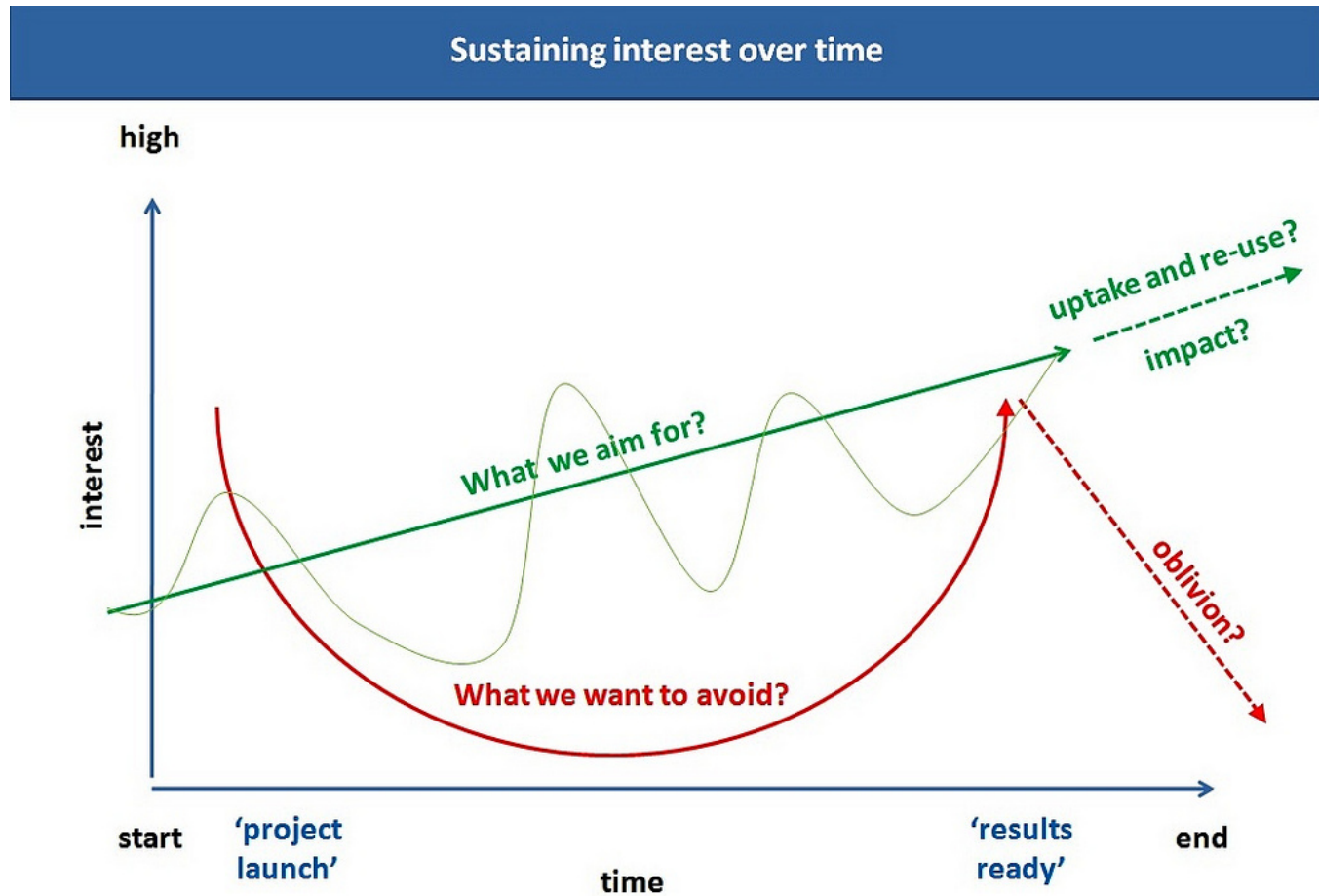
So let's get it right!

- Communicating for research for development goes through various phases



So let's get it right!

- It's about sustained interest and efforts, of different kinds...



So let's get it right!

- It's about various channels and platforms

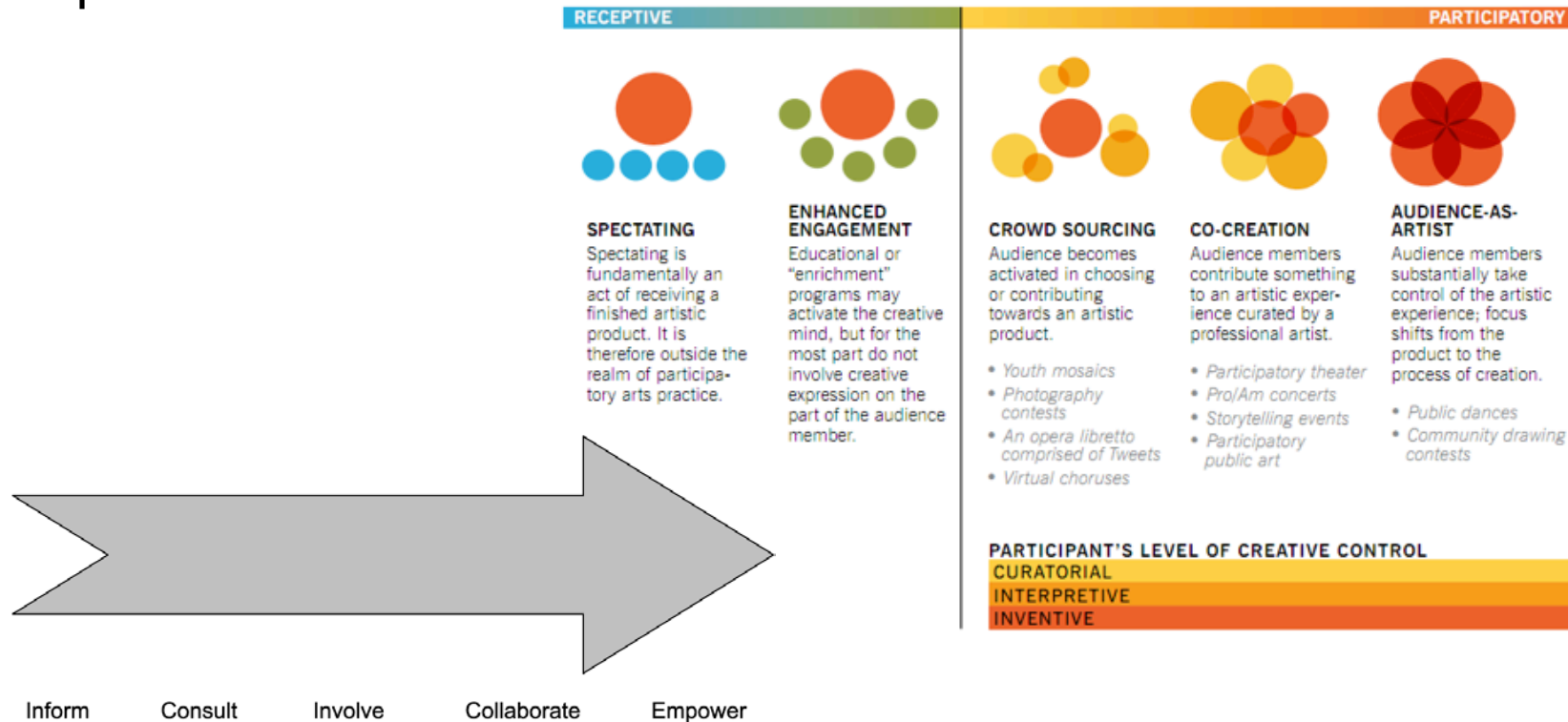


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- And targeting the right ones for our key audiences

So let's get it right!

- It's sometimes about organizing a solid engagement process...



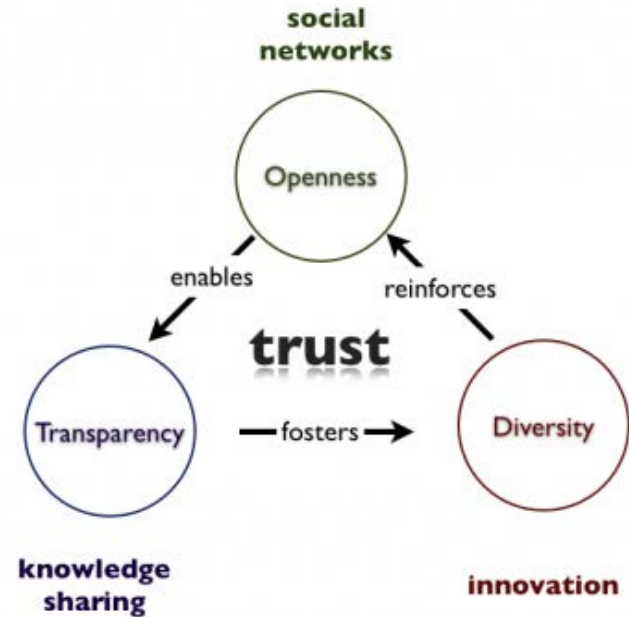
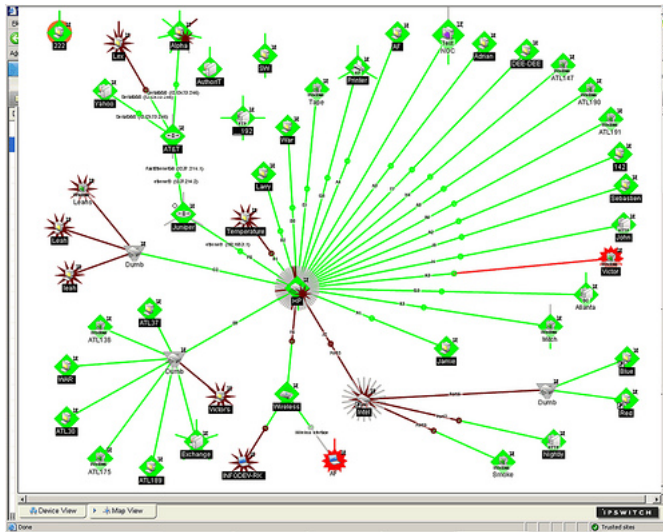
Source: Nottinghamshire County Council (n.d.)

- ...to build trust and ownership

So let's get it right!

- It's increasingly about internal and external networks...

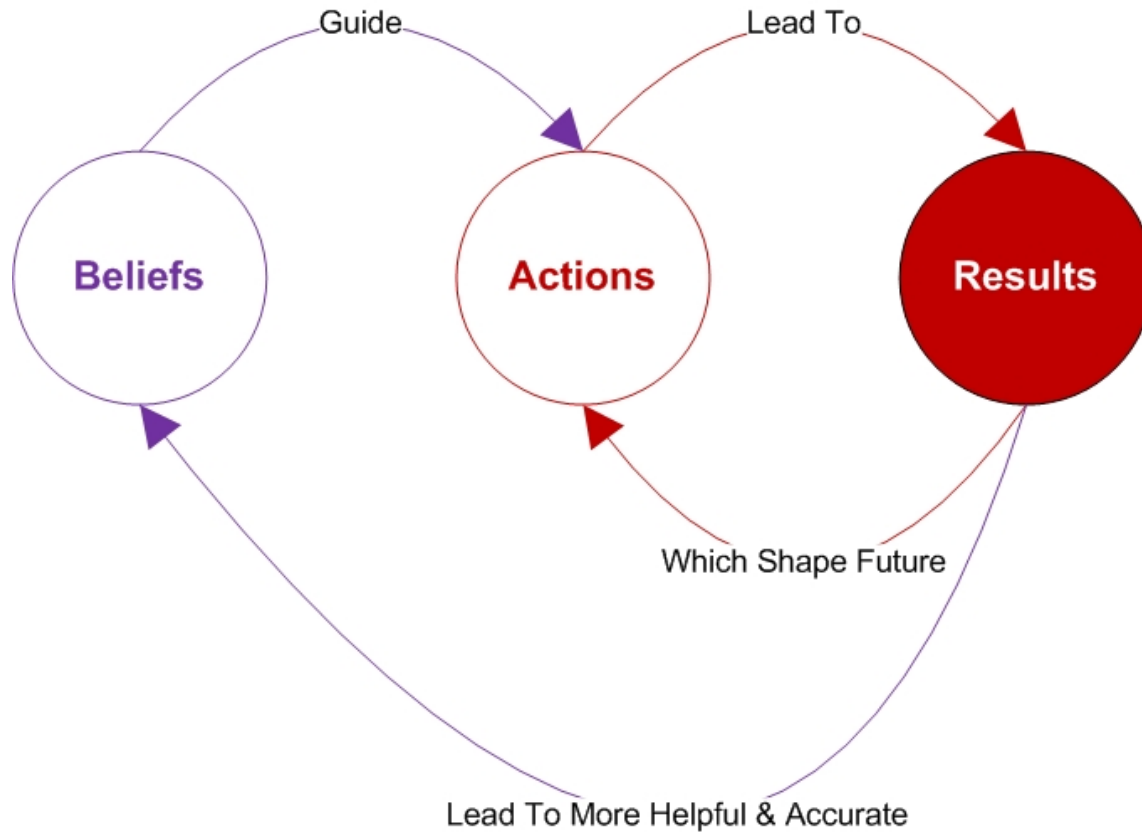
how work gets done in networks



- ...and less and less about navel-gazing organizations

So let's get it right!

- It's about communicating the WHY and the HOW also...



- ...Not just the WHAT

So let's get it right!

- It's about informal learning...



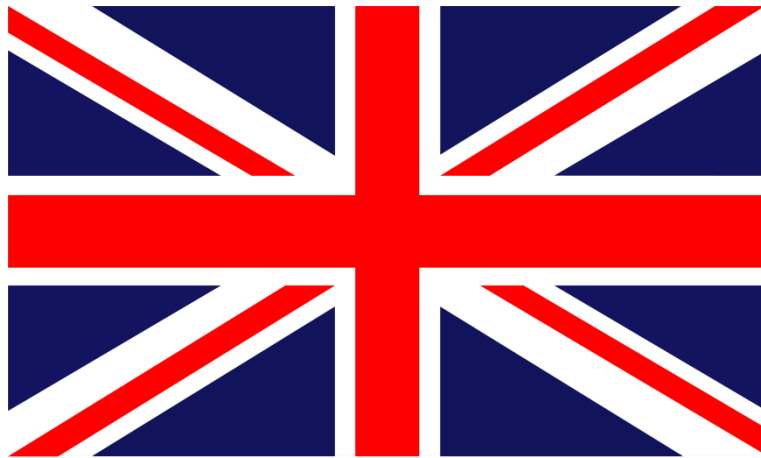
- ...Not just formal sharing and management

What if the engagement is not so solid?



- Build a trust network consciously around events
- And get your hands dirty between events

English – français... problems?



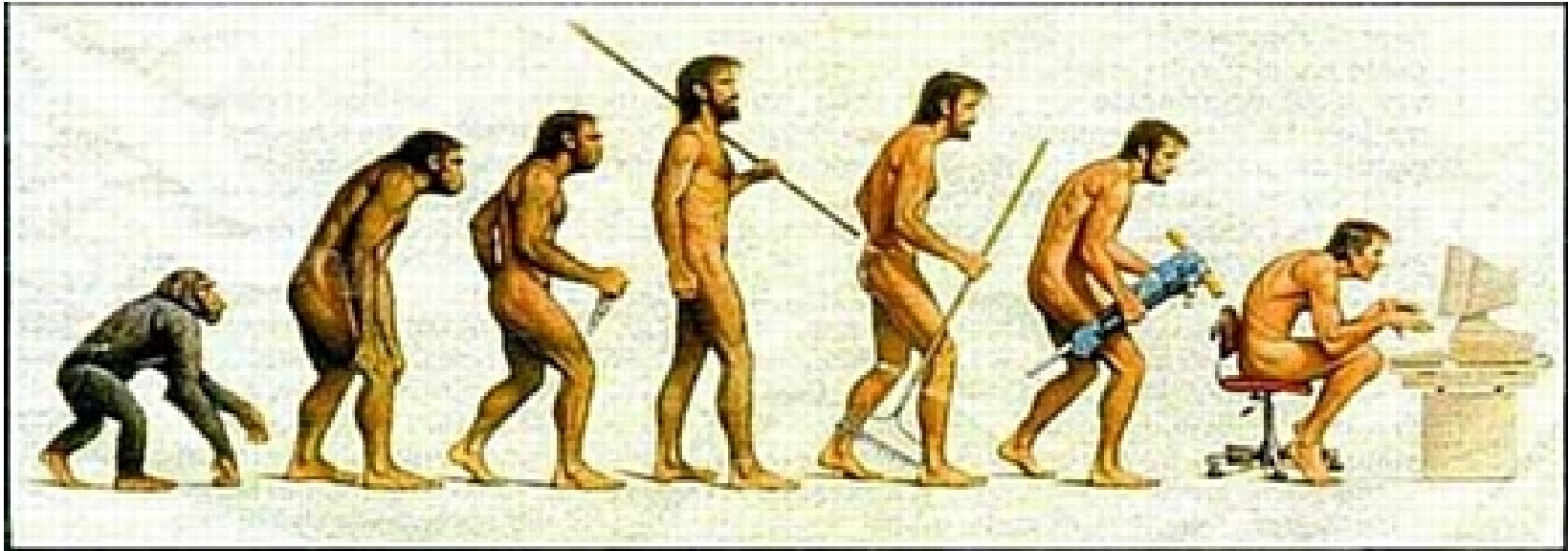
- Develop simple guidelines...
- Summaries in the other language (also for the website?)

Keeping the knowledge tap open?



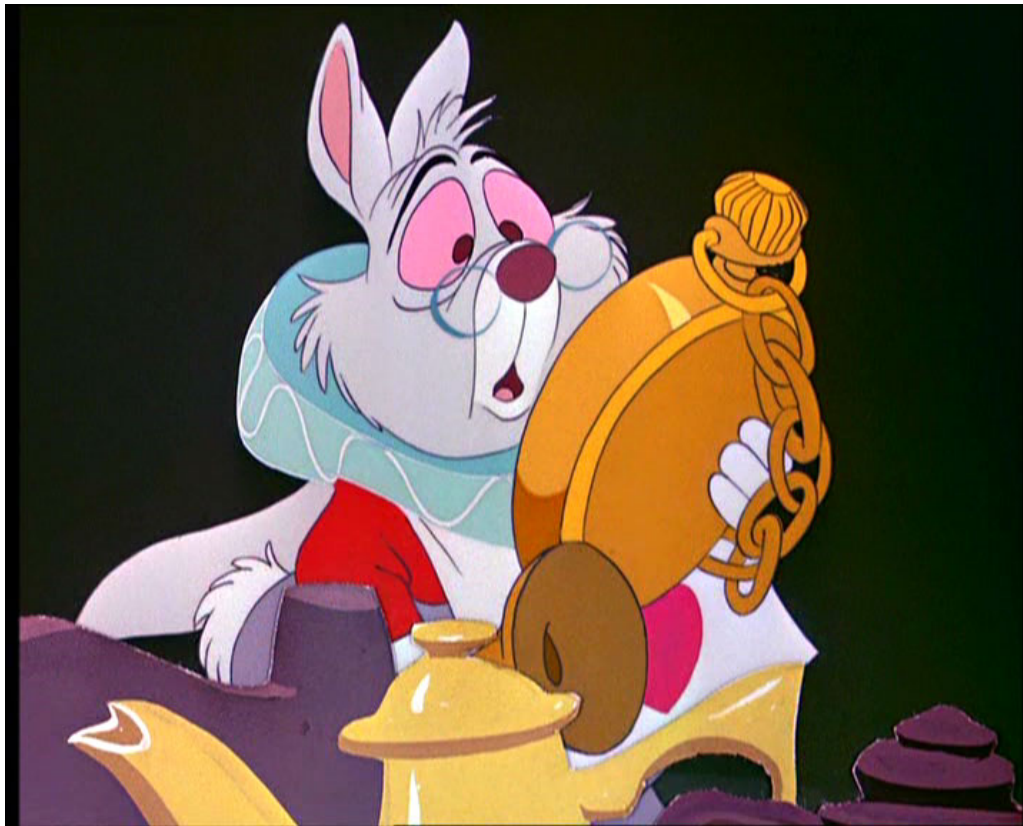
- Identify good content and share it
- Coordinate content feeds...
- Keep conversing / enrich the content

Behaviour changes???



- They take time anyway
- Learn and monitor... expand on good practices
- Aiming at everyone learning and sharing...

Not finding time and guidance for comms?



- Prioritise crucial content
- Re-use content smartly (comms / M&E / coordination)
- Comms is and should be part of our standards!

Monitoring communication & knowledge?



- In line with outcome logic model (OLM)
- Focus on uptake and use of outputs – how do we know our outputs are useful?
- Review your theory of change for intermediate outcomes

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So what now?

How does this workshop tie in with all of this?

What can you hope out of it?



What will you do to make it work?

What do you expect from others?

Links and references (1)

1. [NBDC wiki](#)
2. [NBDC comms tools](#)
3. [CPWF communication presentation](#) (May 2011)
4. [CPWF Yammer network](#)
5. [CPWF 'comms 4 uptake' Yammer network](#)

Links and references (2)

1. [Devising and sustaining agri-water research communication efforts over time](#)
2. [Distributed research needs collaborative researchers](#)
3. [Getting In On the Act: How Arts Groups are Creating Opportunities for Active Participation](#)
4. [Double loop learning in leadership development](#)