digitalGREEN

Convening to Share Experiences on Video-Based ICT for Rural Development

Scaling-up the Digital Green Approach in Ethiopia

Infocenter Breakout Room, ILRI Campus, Addis Adaba

February 7, 2014

WORKSHOP DOCUMENTATION

Workshop Facilitation: Jürgen Hagmann PICOTEAM)

Documentation: Shreya Agarwal

PICO
Learning together for change

This report documents the “Convening to Share Experiences on Video-Based ICT for Rural Development” held at Infocenter Breakout Room, ILRI campus, in Addis Ababa, Ethiopia, 7th February 2014. This report is not a final synthesis, but tries to capture the workshop outputs in a non-interpreted way.

THIS DOCUMENTATION IS MEANT TO BE A REFERENCE DOCUMENT for all participants and is intended to provide details of what transpired.

TABLE OF CONTENT

1. EXECUTIVE SUMMARY

Digital Green is an international development organization, which leverages information and communication technology to amplify the effectiveness of inherent capabilities of communities to create and share knowledge in an effective and efficient manner. Digital Green works within multiple domains – agriculture, health and nutrition - and also works within the efforts of converging these sectors. Since 2012, Digital Green has been testing the feasibility of its approach in partnership with government and non-profit extension systems in Ethiopia to support Government of Ethiopia's target of achieving an estimated 8.1% annual growth rate by increasing the productivity of key crops by 50%. After seeing some strong preliminary results from applying the Digital Green approach with community groups in the country, a strong interest was garnered to expand the work in Ethiopia in partnership with the Ministry of Agriculture (MoA) and the Agricultural Transformation Agency (ATA). Digital Green now plans to expand across the country in a phased manner in the next few years to achieve Ethiopia's Growth Transformation Plan.

A convening to share experiences on video-based Information and Communication Technology (ICT) for rural development was organized and held at the International Livestock Research Institute (ILRI) Campus, Addis Ababa, February 7, 2014. Specific outputs of the convening were:

- To share experiences and lessons on the Digital Green approach in Ethiopia
- To learn from the community based approach
- To explore linkages between agriculture and nutrition in video-based extension
- To identify promising options to roll out the approach and the next steps

Dr. Gebregziabher Gebreyohannes, State Minister for Livestock Development Sector, Government of Ethiopia, while inaugurating the convening, extended the Ministry of Agriculture's support to Digital Green to expand its approach throughout the country given its proven usefulness in amplifying the effectiveness of extension.

A presentation on Ethiopia's current extension system set a strong foundation by elaborating the mission and structure of the extension system, its key strategies and achievements, bottlenecks that are hindering the system from achieving its target and ongoing efforts to address some of the bottlenecks. It was discussed that Digital Green's approach could ease bottlenecks such as insufficient facilitation and practical skills in Development Agents (DAs) as well as inadequate and non-systematic performance management systems. Additionally, an overview of the Digital Green approach, its theory of change, and experiences and learning from Ethiopia set the stage to plan Digital Green's scale-up in the country. Through pilot projects since 2012, Digital Green has embedded activities such as video production and disseminations within the Government's extension system across the federal, regional, woreda (district) and kebele (village) levels.

Participants analyzed experiences from the three existing partnerships in Ethiopia with Oxfam America, Sasakawa Africa Association and International Development Enterprises and the following challenges that needed resolution while scaling up were identified:

- How to create functioning inclusive groups as a base for the approach?
- How to produce good videos that are of high quality in content and process?
- How to deal with connectivity and power issues?
- How to integrate and institutionalize the approach into the extension system?

- How to produce videos, which are relevant and owned by communities?
- How to develop a system and skills for effective facilitation?
- How to develop arrangements, which sustain capacity and delivery?
- How to create a 'strong social organization'

To find ways to strengthen the farmer development groups promoted by the government, Digital Green's India partners from Society for Elimination of Rural Poverty (SERP), Bihar Rural Livelihood Promotion Society (BRLPS) and Kudumbashree shared their approaches to community mobilization tested in India. Possibilities to experiment with the self help group (SHG) model by applying principles such as regular meetings, saving and loaning and federating them to clusters at the woreda and regional levels were discussed.

Based on these discussions,, successful scenarios for roll out was explored. Suggestions included:

- Content: All participants agreed that topics should be decided based on inputs from farmers and be aligned with the cropping calendar vetted by subject matter specialists at the woreda and regional levels. Greater experimentation in storyline, duration and style of videos should be promoted to respond to demand from communities. Broader impact can be driven by diversifying messaging beyond agriculture to nutrition, health and institution building and finding linkages with the other Government ministries such as Ministry of Health.
- Facilitation: To reach farmers, it was suggested that Digital Green use a multi-channel approach and embed its system in the existing extension machinery by involving DAs. Engagement of lead farmers could potentially help overcome issues related with DA attrition. Other facilitators like Health Extension Workers could also be leveraged. Agricultural Technical and Vocational Education Training Institutes (ATVETs) could use Digital Green to build the skills of DAs in content and facilitation.
- Groups: Messaging could be shared with development groups and possibly other groups such as women only groups, pastoralist groups, youth groups and SHGs. Farmer development groups should be strengthened through the use of videos.

It was suggested that sustainability could be achieved by ensuring government buy-in, community ownership, an enabling framework of policies and incentives and availability of resources and equipment. Private agencies and farmer organizations can be involved in content development and disseminations. There exist opportunities to develop greater access to markets in a value chain approach, engage with more partners and use functioning data strategies and feedback loops to drive quality.

As next steps, Digital Green is gearing for a pre-scale phase of two years to gather evidence, which would then feed into Ethiopia's Growth Transformation Plan (GTP) thereafter. Digital Green plans to:

- Develop a proposal for action and delineate the roles, responsibilities and interests of partners and broaden the involvement of stakeholders such as the private sector
- Develop a strategy for equipment procurement and its transfer to Ethiopia through customs
- Organize regional workshops to get buy-in from different levels within the Government
- Conduct back-to-back trainings through the current partnerships
- Establish a Digital Green office in Addis Ababa and build teams
- Identify opportunities to engage with diversified content such as health and nutrition

2. ACRONYMS

ADPLACS	Agricultural Development Partners Linkage Advisory Committee
ATA	Ethiopian Agriculture Transformation Agency
ATVETs	Agricultural Technical and Vocational Education Training
BMGF	Bill & Melinda Gates Foundation
BRLPS	Bihar Rural Livelihoods Promotion Society
CMAs	Community Marketing Agents
COCO	Connect Online | Connect Offline
DA	Development Agents
DFID	Department for International Development
FRI	Farm Radio International
FTC	Farmer Training Centers
GoE	The Government of Ethiopia
GTP	Growth Transformation Plan
HDA	Health Development Army
HEWs	Health Extension Workers
ICT	Information and Communication Technology
iDE	International Development Enterprises
IFPRI	International Food Policy Research Institute
MoA	Ministry of Agriculture
MoH	Ministry of Health
NGOs	Non – Governmental Organisations
NRLM	National Rural Livelihoods Mission
OA	Oxfam America
PICOTEAM	People Innovation & Change in Organizations
SAA	SASAKAWA Africa Association
SERP	Society for Elimination of Rural Poverty
SHGs	Self Help Groups
SMS	Subject Matter Specialists
SNNPR	Southern Nations, Nationalities, & Peoples' Region
TAC	Technical Advisory Committees

1. OPENING AND SETTING THE SCENE

1.1. Opening and Welcoming Remarks

Vinay Kumar, Chief Operating Officer at Digital Green, welcomed all participants to the "Convening to Share Experiences on Video-Based ICT for Rural Development" and thanked them for their participation. Digital Green with its 1.5 year journey in Ethiopia has benefited from strong partnerships with non-profit organizations such as International Development Enterprises (iDE), Oxfam America (OA) and Sasakawa Africa Association (SAA) and received unprecedented support from the MoA and ATA.

Vinay encouraged all participants to treat this workshop as a space to share key learnings and experiences of pilots in Ethiopia. With the participation of senior government representatives from India, Digital Green hopes to enable South-to-South collaboration and cross-learning between countries. Just as Digital Green has expanded exponentially in India with the support from the Bill and Melinda Gates Foundation and the Ministry of Rural Development under the National Rural Livelihood Mission (NRLM), Digital Green is set to launch its expansion to multiple regions in Ethiopia to amplify the effectiveness of the government extension system. In India the Honorable Minister of Rural Development (Government of India), Mr. Jairam Ramesh recently signed a Memorandum of Understanding with Digital Green on behalf of the National Rural Livelihoods Promotion Society (NRLPS) to expand the Digital Green approach across multiple states.

In Ethiopia, Digital Green received a letter of support from the Honorable State Minister, Wondirad Mandefro, extending MoA's support and interest in expanding the Digital Green approach across Ethiopia. Digital Green has received support from the Bill and Melinda Gates Foundation (BMGF) since its inception. Department for International Development (Dfid) India's grant enabled the expansion of the approach to new geographies such as Ethiopia and Digital Green also hopes to partner with Dfid Ethiopia going forward. Since Digital Green works in close collaboration with its partners, Vinay requested that representatives from key partner organizations address the gathering. He invited Julia Lowe from BMGF, Berhanu Gezahegn from MoA, Tim Conway from Dfid and Jeffrey Ried from ATA to welcome participants and give opening remarks. Vinay then requested the Chief Guest, the Honorable State Minister, Livestock, Dr. Gebregziabher Gebreyohannes, to address the gathering.

Remarks by Jeffrey Ried, Ethiopian Agriculture Transformation Agency (ATA)

On behalf of ATA, Jeffrey expressed appreciation for Digital Green's approach, which helps share research and best practices with farmers. He recounted his personal experience and belief in the effectiveness of a visual medium in engaging farmers as demonstrated while working in Kafa and finding how a video on Maize cultivation shared with farmers could encourage behavior change. Specifically, he expressed his appreciation for Digital Green's focus on data and its record of adoptions to inform iterative programmatic improvements. ATA, as a young organization headed by Dr. Berga, works in close collaboration with MoA. ATA values Digital Green's potential to take extension to the next level and in the end enable greater productivity and income for the farmer – the most important player.

Remarks by Berhanu Gezahegn, Ministry of Agriculture

On behalf of the extension directorate at the MoA in Ethiopia, Berhanu brought to the fore the success enjoyed by the Digital Green pilot project implemented in collaboration with MoA. He welcomed all participants to the workshop and committed to working together to scale the approach going forward.

Remarks by Tim Conway, Department for International Development

Tim acknowledged the role of Dfid India in bringing the Digital Green approach to Ethiopia. Dfid sees true potential for Digital Green to carry forward the work of the Ethiopian government, which has built a strong and developed extension system in the country.

Remarks by Julia Lowe, The Bill and Melinda Gates Foundation

Julia mentioned how the Bill and Melinda Gates Foundation was proud to support Digital Green in India and now in Ethiopia. She recounted how she first heard of Digital Green in New York, ironically at an Ethiopian restaurant. Digital Green has been a fantastic partner especially since it places the farmer at the center and that this mission is felt by each of it staff.

Remarks by State Minister Livestock Sector, Ministry of Agriculture

Dr. Gebregziabher Gebreyohannes, State Minister for Livestock Development Sector, Government of Ethiopia (GoE) explained that the Ethiopian government has been seeking to increase the productivity of small holder farmers who have been found to have up to 2-3 times lower yields in comparison to large scale progressive farmers. Even though the Government has a robust extension system with kebele level demonstration plots and DAs, Digital Green, just as it has done in India, can help amplify the agricultural extension system and scale it cost-effectively. The Digital Green approach which uses human mediated locally produced participatory videos to share agricultural best practices has been tested in Oromia and SNNPRS in collaboration with Oxfam America (OA) and Sasakawa Africa Association (SAA) and resulted in increased behavior change and productivity. MoA is looking to expand the approach across Ethiopia and will pay attention to the inputs and suggestions that come from this Workshop to fill gaps in the existing structures.

1.2. Getting to Know Each Other

Vinay welcomed participants again and introduced Dr: Jürgen Hagmann as the facilitator of the workshop and asked him to take over the program. Jürgen Hagmann introduced himself as a leader of group called PICOTEAM, which stands for “People Innovation and Change in Organizations”. He indicated that PICOTEAM works on change management and organizational development – supporting organizations in their strategy development. Jürgen added that PICOTEAM has been working at community level for almost 25 years and up to the highest political level. He indicated to the participants that he has no stake in the workshop and emphasized to them that the outcome of the interactions will be theirs.

Facilitation principles

Jürgen introduced to the participants some key facilitation principles that would ensure an atmosphere that allow free interaction by the participants and the facilitators**.** These principles are core values and some rules for table interaction:

Informality – relaxed atmosphere with discipline Jürgen urged participants to feel at home. It means having least possible hierarchy and formality. He asked participants to leave their tittles (Doctors, ambassadors, professors, excellency) outside until the end of the workshop. He is happy if people are addressed by their first name.

Inclusiveness- no hierarchy: naturally, some people are quieter than others. Other are fast and give answers even before the facilitator ask a question. Jürgen promised that he will try to make everybody to contribute. He promised to give a priority to the quite ones if he sees that they have raised their hands. In fact, arrangements for the round tables were made so that participants could talk to each other and contribute their opinions.

Openness and transparency: Jürgen wanted the workshop to have an open dialogue. Openness is a foundation if participants have to come to a common understanding and what to do about it. He urged participants to bring their issues out.

No Jargon: He urged participants not to use abbreviations, which they are so much used to when they communicate with the project members**.** He asked participants to use words and statements that create a common understanding and are easy to comprehend. We should all express ourselves in a language that others from different domains can easily understand.

No defensiveness: Jürgen indicated that the workshop has not been organised to judge what people have done or not done. The aim should be about sharing of experiences and learning from each other – and learning means that people should learn as much from failures and successes.

Challenging each other constructively: The workshop venue is a safe room and everybody is allowed to think. He urged participants to challenge each other for the people to learn the most.

Accepting reality: Jürgen indicated that people know the realities on the ground, even though sometimes they are painted so nicely. He encouraged participants to discuss issues, accept reality and deal with it.

Pragmatism: Jürgen indicated that dealing with development issues is not an academic and theoretical thing. The aim of the workshop is to come up with pragmatic solutions which work.

Constructive controversy: The facilitator urged participants to be controversial. The aim of the workshop is to create a debate and let people come up with controversial ideas. That is why the workshop has a facilitator and not a chairperson. Controversy is the real source of creativity and innovation.

Organised confusion: Jürgen warned participants that they might sometimes get confused during the meeting. But, promised them that it would be an organized confusion. He indicated that without confusion, people may not look for different things.

Creativity – thinking outside the Box: The facilitators encouraged participants to think outside the usual – to think of different things, new things and things that they never thought of before. He urged them to continue to assess what they have done in the past in order to see if there could be new thinking or new way of seeing things, which will be very useful in bringing new ideas.

Honesty and Political incorrectness: –People tend to be politically correct, especially when real sensitive issues are discussed. Jürgen urged participants to call a spade a spade in the course of the workshop. People often sugar- coat things and put the real issues under the carpet. He challenged them to bring out issues on the table and let people in the workshop deal with them.

Rules for the interaction at tables are:

- **New people – new table after half day.** This was meant to make people to sit at different tables when they come back from each of the breaks. At the end of the workshop, one would have talked to everybody in the room.
- **Think first individually and then discuss:** This helps participants to make few notes of their points and ideas and then discuss. In this way, the discussions are enriched as well as the output of the table group.
- **Encourage the quiet ones.** He asked participants to observe who was not talking and ask him/her what they think. Usually, the quite ones have good ideas.
- **Only present once.** He asked participants to present once when they report for their group work. He indicated that he does not want to encourage professional presenters during the workshops but want to hear the views of other people.
- **No speeches, be to the point.** He urged participants to share their ideas and opinions in a maximum of 2 minutes
- **No computers during sessions.** Participants have travelled far to be at workshop and have a face-to-face meeting. The facilitators needed 100% of everybody and not 5% during the three days. He indicated to the participants that they can open their computers and do their emails during the breaks.

1.3. Introduction of Participants

In order to create an atmosphere of free interaction, it was necessary for the participants to get to know each other beyond names and where they come from. To do so, Jürgen requested participants to sit at tables with people whom they do not work with every day or do not know very well, and find out from each other who they are, what they are proud off and what makes them excited about extension (see the details about the Task in the Box).

Participant's introduction

1. **Make sure that you sit on a table with people whom you don't know!**
2. **Find out from each other**
   a) Who you are and where your roots are?
   b) What are you proud of in your personal and professions life?
   c) What has been your most exiting experience and your perspective on extension?

   (15 Minutes)
3. **Agree together** (3 cards per question)
   a) What I/we you would like to see happening here, is ….
   b) What should not happen here, is …….

   (5 Minutes)

1.4. Participants' Expectations

As part of the introduction exercise, Jürgen requested participants (per table) to agree and write on cards "what should" and "should not happen". A representative from each table presented these cards in plenary.

Should happen	Should not happen

Should happen	Should not happen
Get to know each other	Not be prescriptive and be dominated by personal ideas and assumptions
Reflect on context and lessons learned	Not jump to conclusions
Identify challenges and opportunities for DG in Ethiopia	Not expect the Indian experience to fit exactly in Ethiopia
Make connections and share experiences and learning	No presentations
Discuss how video and ICT change behaviour	Not focus just on video sharing as DG is about more
Strengthen partnerships and clarify roles of stakeholders	Not market the approach and not recognize its limitations
Discuss diversification of the approach beyond agriculture	Not limit the discussion just to agriculture and farmers
Identify clear next steps	Not identify concrete next steps

1.5. Understanding the Agenda and Process

After participant's expectations, Jürgen presented the anticipated outputs of the workshop and the program overview and indicated that there was synergy between the expectations and the defined outputs. The Workshop aimed at enhancing the learning on the use of video-based ICT extension approach in Ethiopia.

Specifically the goal of the Workshop was:

- To share experiences and lessons on the Digital Green approach in Ethiopia
- To learn from community based approach
- To explore linkages between agriculture and nutrition in video-based extension
- To identify promising options to roll out the approach and the next steps.

In line with the output of the workshop, Jürgen presented the program overview. He emphasized that the program is flexible- it is only used to guide discussions and can be changed to fit the outcomes of the workshop sessions.

Session	Friday 07/02/ 2014
8:30 Session 1 10:30	OPENING & 'SETTING THE SCENE': Welcome and Introduction Address by State Minister of Agriculture and senior officials of Ministry of Agriculture, Agriculture Transformation Agency, DFID, BMGF a) Presentation on the context of Ethiopian extension

Session	Friday 07/02/ 2014
	b) Presentation on the Digital Green journey so far
	COFFEE/ TEA
11:00 Session 2 13:00	Analysis of experiences and lessons (Group work) Sharing of experiences
	LUNCH
14:00 Session 3 15:30	Exploring the potential of using community-based platforms for rural development in Ethiopia
	COFFEE/ TEA
16:00 Session 4 17:30	Promising ways to move forward Commitments from the different partners Outlook and next steps Closing
Evening Program	COCKTAILS

1.6. Participants' Composition and Standpoints

To get a feel of who is represented in the workshop and how this may have implications on the discussions, participants were asked to move and stand at a large open space in the room. They were then asked to group themselves according to different categories.

Participants' composition

All participants at the workshop were categorized into those working in 'Ethiopia' and those working 'outside of Ethiopia'. Of the total, 2/3rd were working in Ethiopia and rest were working outside. Participants from 'Ethiopia' were further grouped into belonging to Government, NGO and other fraternities. Within the category of 'Others', participants from research and consultancy like IFPRI and IPE were included. The participants from 'outside Ethiopia' were then categorized into those belonging from Digital Green, National Rural Livelihood Mission, Indian NGO, Management consultants, BMGF and DFID.

Key message: It is important to understand the geographies and sectors that people come from. This will help the workshop to explore areas of commonalities, differences and the synergies that could be created. The NGOs and government officials might be grouped in their categories, but the officials work very closely together, even across the sectors

Standpoints on provocative statements

After getting to know who was represented in the workshop, Jürgen used some provocative statements as a means of initiating debate on some on issues related to 'extension and Digital Green approach'. The statements were read one at a time, and each participant was asked to position him/herself (take a standpoint) in terms of whether she/he (fully agree; agree a bit, don't know; disagree a bit or completely disagree). This exercise was used to explore the diversity of opinions and to set the basis for open discussion throughout the entire workshop.

Statement 1: "If we are not very careful there is a danger of imposing another model from elsewhere instead of addressing issues in our own way"

Agree completely: most participants agreed fully with the statement, giving the following views:

- The Ethiopian context is unique.
- Copy-paste of the entire model does not work, though the principles can be used to give shape to another model.
- We should get lessons from the many unsuccessful models that were imposed overtime.

Agree a bit:

- Ethiopia is a diverse country, which makes it important for us to pay attention to not only difference in context when compared with India but also the diversity within.
- While creating a model, we should experiment while learning from the experiences of others.

Disagree a bit:

- Globalization is bound to happen.
- There is need to learn from the models being implemented in other countries.
- Though the context in which we operate in Ethiopia may be different, the Digital Green approach accounts for this difference by paying attention to feedback, which can facilitate appropriate iterations to the model.

Disagree completely: Only one participant disagreed completely presenting the following view

- The vision should not be rejected out rightly. We should experiment and let people decide if the approach works for them.

Key message: When experimenting and applying the Digital Green approach in Ethiopia, one must be mindful of Ethiopia's unique context and diversity within, while ensuring iterative improvements based on continuous feedback

Statement 2: "The existing structures like DAs and FTCs are not well- suited for the DG approach as they are too top down"

Participants were divided between "agree a bit", "disagree a bit" and "disagree completely" with none opting for, "agree completely".

Agree a bit:

- Since the Government does not have adequate funding to sustain structures like FTCs and DAs, there is need to involve the private players such as community marketing agents under the IDE model of extension.
- The extension system in this country is too supply driven. DAs will need to be trained to learn to use this innovative tool.

Disagree a bit:

- Digital Green approach is based on peer-to-peer learning. Since it is neither completely a top-down or bottom-up approach, it does give freedom to the DAs to pilot this special approach.

Disagree completely:

- Videos are not a single solution but just a medium of information/message delivery. The solution depends upon how the DA network and the FTCs use this medium to reinforce the information/message.
- FTCs provide bottom-up services. The existing structures are in sync with the Digital Green approach since the Government already supports DA's salaries thereby making the approach sustainable.

Key – message: The existing government structures can serve as a foundation on which to build the approach if proper emphasis is laid on building adequate capacity while engaging other public and private stakeholders

Statement 3: "With the kind of attrition in field staff in Ethiopia, it is almost impossible to develop to obtain the level of facilitation capacity to make this approach a success"

Participants were divided between "agree a bit", "disagree a bit" and "disagree completely" with none opting for, "agree completely".

Agree a bit:

- Attrition strongly affects projects and its implementation.
- We need to look for other options besides the government structures and diversify to include both public and private service providers.
- It is important to also consider other skills, besides facilitation skills, that are needed to ensure the effectiveness of projects.
- Attrition at the field level has reduced whereas attrition at the federal and regional level has increased.

Disagree a bit:

- The systems in place should be strong and relationships be based on trust thereby mitigating attrition.
- Improving the incentive structures of the DAs could attract them to stay.
- DAs leave disillusioned when not heard by the farmers. The DG approach can make them feel valued thereby reducing attrition and transforming them into assets.

Disagree completely:

- Digital Green should focus on institutionalizing its trainings of DAs in facilitation within the government system to create an expanding pool of trained DAs thereby resolving the problems associated with attrition.

Jürgen urged participants to acknowledge the valid concerns relating to attrition and recommended that Digital Green be farsighted when planning for projects by potentially training double the number of DAs to cope with the problem.

Key – message: The challenge of attrition of field staff in Ethiopia can be mitigated by building their trust, improving their incentives, motivating staff by enabling better performance and acceptance within communities, institutionalizing the Digital Green trainings within government structures and involving other private stakeholders.

2. UNDERSTANDING THE CONTEXT: SOME KEY PRESENTATIONS

2.1. Ethiopia Agricultural Extension System: Key tool to achieve Ethiopia's Growth Transformation Plan by Berhanu Gezahegn

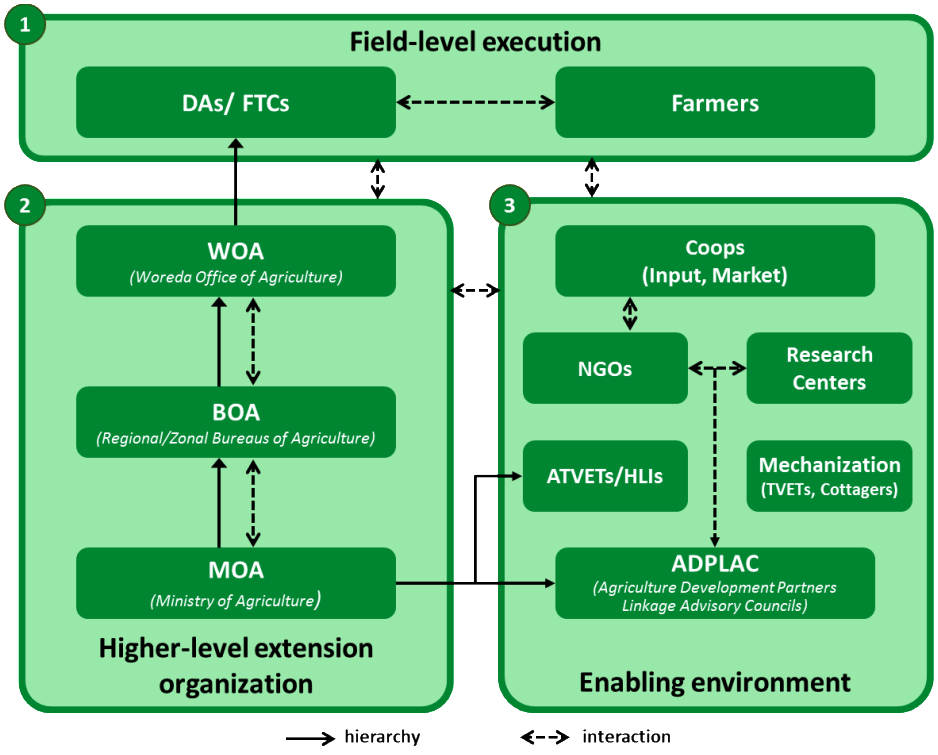
Berhanu Gezahegn from MoA made a presentation called "Ethiopia Agricultural Extension System: Key tool to achieve Ethiopia's Growth Transformation Plan" which covered current Ethiopian extension system: mission and structure, key strategies and achievements, bottlenecks that are hindering the system from achieving its target and ongoing efforts to address some of the bottlenecks. Please refer to: http://www.scribd.com/doc/207498145/Ethiopian-Extension-System-DG-Workshop-v2

Berhanu explained that Ethiopia's agricultural extension system aims at ensuring extension coverage of 14.64 million households by 2016 to increase production and productivity and improve livelihoods by applying a participatory and demand based extension system that supports farmers with training, technology demonstration and advice to use improved technologies and market services. This system operates under the strategy that includes the 1) Growth and transformation plan (2011-2014) 2) Establishment of agricultural transformation agency (ATA) and the 3) Smallholder intensification extension program- PADETES.

The key achievements of the extension system includes:

- Farmers demand on technology and improved inputs has increased
- Extension coverage has improved
- Adoption and dissemination of Improved technologies has shown significant improvements (row planting, line sowing vs broadcasting etc.)
- Production and productivity of smallholders relatively improved (from one tone to two/three tones)
- Agricultural research and extension strategy developed to further enhance linkage between research-extension and farmers

To achieve the goal of the extension system, the Government of Ethiopia has been strengthening human resources and infrastructure (DAs, FTCs and ATVETs), developing a well structured extension system, responsive to local needs, facilitating farmer involvement by building trust between communities and DAs and strengthening



cooperatives and involving private sector development and market orientation.

The formal structure of extension spans across different levels from the federal, regional, woreda to kebele level and consists of three major components – field level execution, higher level extension organization and an enabling environment. Berhanu explained the structures and stakeholders within the field level extension system, which includes FTCs, development groups, 1 to 5 groups and individual farmers.

Berhanu indicated that the existing extension system suffered from some key bottlenecks: 1) small number of FTCs are actually functional to provide effective trainings and demonstrations, 2) most DAs have insufficient practical and non-agricultural skills, 3) inadequate and non-systematic performance management of DAs, 4) One- third of FTCs have an insufficient number of DAs and many report DA turnover as a major problem and 5) ADPLACs are key platforms to create synergy across agricultural players but lack institutionalization and accountability.

The Government intends to overcome these bottlenecks in three phases. Some initiatives have been introduced such as new DA career path and incentive packages have been developed to improve motivation and retention, FTCs are being classified as basic, intermediate and advanced based on minimum criterion and the revenue generation capacity of FTCs is being strengthened. Going forward the Government plans to build upon existing social networks and extension infrastructure and streamline ICT in extension to reach its goal to enhance efficient farmer-to-farmer experience sharing and extension service delivery.

Remarks and clarifications

Question: With the increasing role of the FTC as a business promotion center, why is it still called a Farmer Training Center?

Response: Developing business is only one component of FTCs. FTCs provide an opportunity to demonstrate new ideas especially because farmers are illiterate

Question: What is the Ministry of Agriculture's thinking and strategy to overcome DA attrition? How can we link with performance management? DAs seem to be overloaded

Response: The MoA, through its ATVETs system is working to improve the capacity of DAs and provide competency certificates to improve performance. Existing DAs are also regularly assessed and sent for retraining if they fail to pass this test. Moreover, to avoid overloaded DAs, DAs are only expected to work on extension activities and collect demand. The local government has been made responsible for input delivery. The 1:5 structures is also developed to reduce DA workload.

Question: What did you mean by lack of community engagement and what is being done to address this?

Response: What I meant was that communities have not owned FTCs as their own institutions. This however is changing FTCs become stronger with greater community involvement in running them. The government just provides the infrastructure.

Question: What is the status of financial resources with the government?

Response: The Government is committed. The numbers of DAs are a good indicator of this. However, the commitment of local governments is still a gap.

Question: What is being done to improve linkages?

Response: MoA is setting up ADPLACs, which facilitate linkages through the national, federal, regional and woreda level institutions. As we grow we will build these linkages at the kebele level as well.

2.2. Social Networks for Agricultural Development by Rikin Gandhi

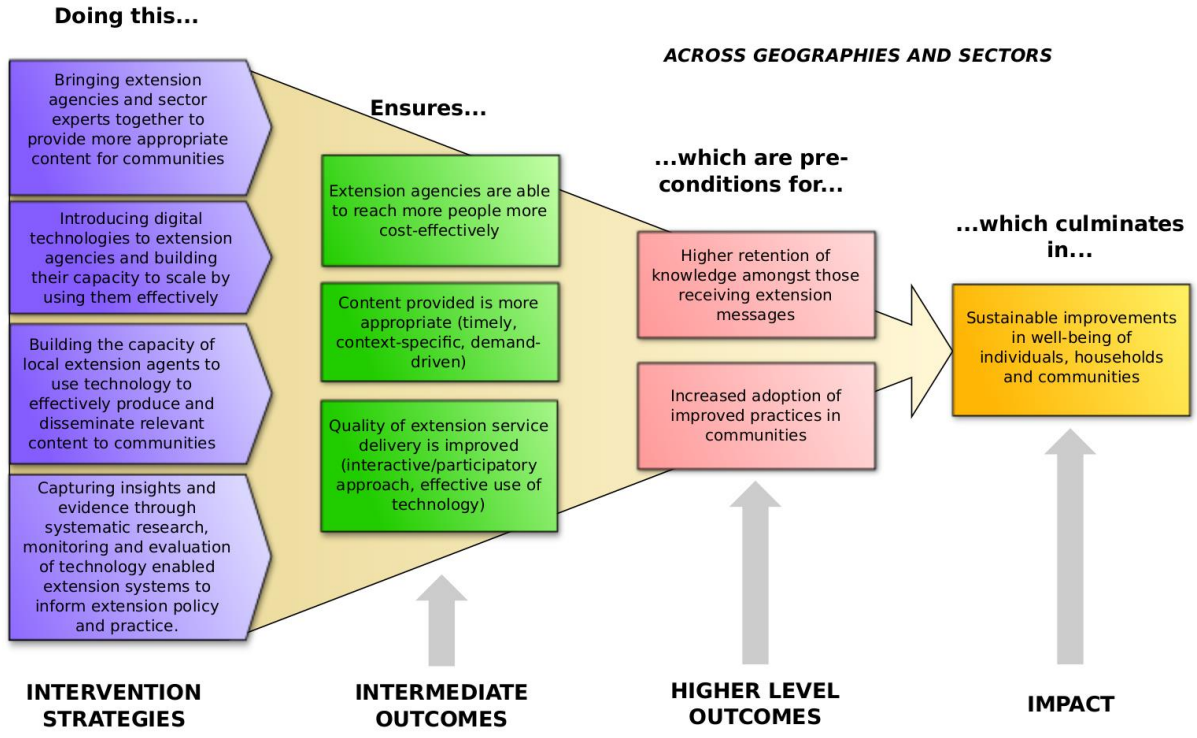
A presentation was made by Rikin Gandhi, Chief Executive Officer, Digital Green to give an overview of the Digital Green approach, its theory of change, experiences and learning from the application of the approach in Ethiopia and plans going forward. Please refer to: http://www.scribd.com/doc/207491527/ethiopia-040214-v2

Digital Green Approach

Digital Green is a not for profit international development organization that uses an innovative digital platform for community engagement to improve livelihoods of rural communities across South Asia and Sub-Saharan Africa. Digital Green partners with local public, private and civil society organizations to share knowledge on improved agricultural practices, livelihoods, health, and nutrition, using locally produced videos and human mediated dissemination. In a controlled evaluation, the approach was found to be 10 times more cost-effective and uptake of new practices seven times higher compared to traditional extension services.

Rikin explained the Digital Green approach to include (1) a participatory process for video production on improved livelihood and health practices, (2) a human-mediated learning model for video dissemination and training using a pocket sized pico projector, (3) a hardware and software technology platform for exchanging data in areas with limited Internet and electrical grid connectivity, and (4) an iterative model to progressively address the needs and interests of the community with analytical tools. The use of a pico projector was demonstrated to all participants.

The following theory of change indicates how the Digital Green intervention strategies result in increased knowledge retention and behavior change culminating in sustained improvement of well-being.



Layering Technology in Ethiopia

To effectively test the feasibility of Digital Green approach in multiple geographies, Digital Green initiated work in Ethiopia in 2012. By working with government and non-profit extension systems and training DAs in our video production and dissemination techniques, and by providing technical operational support of low-cost mediated, instructional video as a method of extension services, Digital Green aimed at ensuring the sustainability of the project. In the coming two years, Digital Green aims to scale-up its interventions in agriculture by strengthening the government extension system to reach another 150,000 households. This requires high intensity support. Digital Green is therefore integrating the system within the Ministry's existing institutions by building capacity of government staff as master trainers in the approach. Just as seen through Digital Green's India experience, there is need to layer technology first through a heavy touch model which then can move towards a low touch engagement as there is increased staff experience, adaptation of processes/systems, greater partner ownership and improved measurement of impact.

Context Specificity Based on Geography:

Based on learnings from existing pilots in Ethiopia, Digital Green has found elements that are specific to the Ethiopian context. Community groups such as Self Help Groups have a longer history in India. In comparison the groups such as the Government established farmer groups and others such as marketing groups need strengthening. Through our pilots, Digital Green found that videos had greater novelty with communities in Ethiopia where there is less penetration of media. For example- some farmers, who had never seen a video before, falsely assumed that the practice of composting could be completed in 8 minutes, the same as the length of the video. It was also found that there was need for and potential to develop localized technical advisory committees to vet content. At the same time given poor electricity and data connectivity, the charging of equipment and data capture posed a greater challenge in Ethiopia than in India.

Integrated Delivery

At Digital Green there is greater focus to integrate messaging across domains such as agriculture, health and nutrition. For example, Digital Green has partnered with SAA to promote quality protein maize messaging by leveraging health extension workers (HEWs) and DAs. At the same time, videos can be used to build institutions, strengthen groups and enable greater access to government schemes. Content can be generalized when collected from different sources and then localized and personalized based on local requirements, feedback and content iteration.

Content

Content can be developed and its quality guaranteed by ensuring a strong due diligence process of extension partners, instituting technical advisory committees, enabling research and knowledge partnerships, collecting community feedback and systematically analyzing public review.

Technology Development

Rikin introduced and demonstrated Digital Green's stack of technology. Digital Green's data management software called Connect Online | Connect Offline (COCO) and Analytics dashboard suite customized to low resource settings are used to collect and analyze near real-time data on dissemination, adoption, and community interest. Through this Digital Green can answer interesting questions such as the probability of adoptions. DG is also developing a curriculum by creating collection of videos available on its website which also captures qualitative data from the field such as questions and comments. Farmerbook captures timeline-based activities of every farmer engaged with Digital Green. Digital Green is considering how to align with other technology enabled extension tools such as Radio and is exploring how best to align content with channels promoted through organizations such as Farm Radio International (FRI).

Design questions

As Digital Green expands its approach in Ethiopia, it is considering different models related with 1) social organization 2) facilitation and 3) content. Going forward it is important to consider the appropriate mix of groups be it development groups, women's groups and marketing groups. It is also important to assess the effectiveness of field level workers as facilitators such as development agents, lead/model farmers and health extension workers when delivering messages. At the same time Digital Green needs to identify who should be involved in content development. What role should model farmers play? At which level should content be identified and vetted - federal, regional, woreda or zonal?

Remarks and clarifications

Question: How does Digital Green collect data at the field level and what resources does that entail?

Response: In the Digital Green approach, data is collected through paper based forms by village level facilitators which are then entered both offline and online in Digital Green's data management software called COCO – Connect Online Connect Offline. Currently Digital Green is also experimenting with a mobile version of the software which can be used on simple phones such as cheap Nokias

Question: How does Digital Green ensure quality of data collected?

Response: Rikin suggested that ensuring data of quality was surely a challenge. First, basic logical checking is done at the time of data entry when the software automatically checks if adoptions were entered before the video. Second, Digital Green has set a protocol for internal quality observations as well as third party agencies to observe quality of various activities and cross- validate adoptions. In doing so, Digital Green has deleted significant amount of data in the past. As we scale we are finding ways to make sure facilitation quality and data quality do not suffer. For this Digital Green has developed checklists and protocols.

Question: What is Digital Green's view on competition from other ICT4D approaches such as BBC Media Action and Farm Radio and what can be possible avenues for complementarity?

Response: In India, Digital Green faces competition from traditional media channels (such as TV). That is why we work with SHGs, which commit to participate in the program. In Ethiopia, given that there is less developed media, there are fewer alternatives. With other NGOs such as Farm Radio we find there can be complementarity especially when we align content.

Question: How are topics selected, approved and rejected?

Response: Partner organizations are responsible for content selection and approval processes and take a final call. We are developing a network of partners who can provide inputs on technologies. We can set technical advisory committees (TACs) that can also benefit from data and feedback collected through the roll out of the approach

Question: In your presentation you mentioned that the Digital Green approach results in 7X adoptions and 10X cost-effectiveness. What is this compared to? Also is this compounded?

Response: Digital Green published a study wherein it studied and compared the approach with conventional extension channels used by NGOs. This study ensured same target audiences ensuring that the results could be compared. The Digital Green approach builds upon existing approaches and amplifies its effectiveness. The research findings indicate that.

Question: What has been your experience in producing videos in health and ensuring privacy of individuals?

Response: Through our health pilots we have found that there is overwhelming interest in communities to feature in Digital Green videos and there is no hesitation in acting. To ensure privacy we are ensuring that data is not associated to particular identities.

Question: What are Digital Green's plan for sustainability and its cost benefit?

Response: Digital Green builds the capacity of partner organizations. By doing so we are not trying to partner with them indefinitely. If we were to take the case of NRLM, NRLM covered equipment and existing personnel (facilitator) costs and has seen an increase in efficiency.

Question: What are the women and men outreach numbers?

Response: Overall, of all of Digital Green's viewers, 74% are women. This ratio varies from partner to partner. For example with NRLM, Digital Green reaches 100% women whereas Ethiopia is dominated by male participation.

3. ANALYSIS OF EXPERIENCES AND LESSONS IN ETHIOPIA

Jürgen introduced the next session by first introducing Digital Green's existing partnerships with Sasakawa Africa Association, Oxfam America and the International Development Enterprises developed over 1.5 years of association. He requested the participants to break into 3 groups wherein each group was to discuss the experiences and learnings of these partnerships to be led by resource persons from these partner organizations – Chimdo Anchala from OA, Dr. Habtu Assefa from SAA and Kebede Ayele from iDE. To structure the 45 minute long discussion Jürgen requested that groups focus on 3 topics: content, groups and facilitation. (Refer Box). He also requested that the groups articulate challenges (that include both opportunities and constraints) and present these to the plenary as a question phrased as "how to…"

Analysis of Experiences in Ethiopia

Please analyze the experiences with video-based approach in your case:

a) In terms of content: what worked, what not, lessons and challenges of scaling
b) In terms of groups: what worked, what not, lessons and challenges of scaling
c) In terms of dissemination: what worked, what not, lessons and challenges of scaling

- Choose a facilitator (not the convener)
- Nominate a rapporteur (1 – 2 page summary)
- Please put the challenges on cards!

3.1. Group 1: Oxfam America

Resource person: Chimdo Anchala

Content: Content identification within the project was participatory in which farmers were involved in topic identification. It was seen that collaboration between grass root and federal level was critical and linkages with research institutes were key. It was seen that DAs were not visiting farmers as frequently as desired and there existed limitations in skills including subject matter knowledge. Overall, the Digital Green processes supplemented existing systems.

Groups: Better performing and literate farmers were selected as model farmers. Development groups are important social networks, which are not only involved in topic identification and dissemination but also promote learning from farmer to farmer. Development groups comprise mainly of male farmers. The membership within these groups should be extended beyond the model farmers to include even those who are struggling.

Facilitation: Pico projectors are battery-operated devices that consume less power and can be used anywhere. Picos from China however need customs clearance, which can result in delays. Even though Digital Green has invested in training DAs in pico opreration and facilitation, there is need for embedding a way to build capacity within the government system.

3.2. Group 2: International Development Enterprises

Resource person: Kebede Ayele

iDE's partnership with Digital Green started in 2011 when a team visited India and were trained in video production and dissemination. Post this, Digital Green and iDE entered into a formal agreement to implement the approach across 7 districts, 35 kebeles and 105 villages. Through this partnership iDE and Digital Green also partnered with Kabil, an India based organization, to help build community mobilization and strengthen capacity in group formation and development.

Content: iDE produces and disseminates videos on irrigation technologies and agronomic practices. Even though iDE staff, who are called field officers produce the videos, there is increasing involvement of farmers in topic identification. iDE has been experimenting with who should feature in the video (based on background, gender, expertise etc.) and ensures that featured actors are trusted and well accepted in the community. They also discussed the need for localized and engaging storylines on practices that follow seasonality patterns. It also found a tradeoff between showing change (quick wins) and institutionalizing the process in the community. It felt that there was need to focus on processes especially at the initial pilot stages.

Groups: iDE engages with multiple kinds of groups like development groups and market groups. iDE especially found mobilization of communities in the Highlands area challenging given long distances and sparse populations. Decision on whether to go ahead with specific purpose groups or multiple-purpose affinity based groups is critical. To ensure success there is need to look for common shared interests around which groups should be mobilized. Effectiveness of the group is directly proportional to cohesiveness within the groups.

Facilitation: Currently iDE is promoting the involvement of Community Marketing Agents (CMAs) to facilitate the screening of videos. The videos developed and the messages therein are more effectively delivered when they are disseminated by CMAs (farmers themselves). However, going forward iDE is considering the involvement of DAs to scale the approach and enable greater synergy with the Government extension system. It was discussed that it is imperative for a dissemination to be followed by adoption verifications. A broader yet relevant question remains on the incentives for CMAs to disseminate a particular message through a video. iDE has managed to link incentives for CMAs through irrigation technology manufacturing companies.

3.3. Group 3: Sasakawa Africa Association

Resource person: Dr. Habtu Assefa

The current project has been implemented in 3 districts and leverages the existing government structure of DAs and 1:5 groups. The project has been on the whole very successful. One key area of improvement remains the involvement of higher number of women in the project as key functionaries and viewers.

Content: In the project, identifying content did not a pose a challenge. To begin with the project conducted a needs assessment to identify demand. Through the project life cycle there was greater emphasis on how best to involve farmers in the video production process. Each video did not take more than 2 weeks to produce. Subject matter specialists were involved at the district and regional level to approve videos and accordingly ensure content quality.

Groups: Within development groups there was high interest and demand for video disseminations. There is need to align access to financial resources for farmers to enable adoption of disseminated technologies.

Facilitation: Building the facilitation skills of DAs initially posed a challenge and there was need for follow-up refresher trainings to build capacity.

The groups also discussed the need for aggregated data and how best to use this data to inform policies and investment decisions.

3.4. Challenges to Scaling-up

The session concluded with Jürgen summarizing the major highlights from the presentations and presenting the aggregated challenges identified by the three groups.

How to produce good videos – high quality in content and process?

- How to ensure quality, relevance, script, coherence of the video and the key messages?
- How to balance between showcasing results while paying attention to the process?
- How to ensure the involvement of CMAs in story development?
- How to improve capacity (skills) to produce great videos?

How to deal with connectivity and power issues?

- How to address technical connectivity? Collaboration across Woreda level?
- How to address the continuous power interruptions while uploading the videos?

How to integrate and institutionalize the approach into the extension system?

- How to integrate it into the formal extension plan?
- How to aggregate data about knowledge gaps and value chain information to improve policy and investment decisions?

How to create functioning, inclusive groups as a base for the approach?

- How to avoid duplication of effort?
- How to ensure groups are not scattered?
- How to enable the right group composition to increase likelihood of participation? Adoption while leveraging existing systems?
- How to increase participation of women in-group models?
- How to involve exclusive women groups in message development? Disseminations?
- How to mobilize different specific purpose groups into one?
- How to increase cohesiveness within groups for greater effectiveness?
- Whether SHGs or multi-purpose groups – which is better?

How to produce videos, which are relevant and owned by communities?

- How to grow community ownership in video production with untested local capacity and knowledge?
- How to prioritize community needs and demand so that the right topics are addressed?
- How to use Digital Green for holistic problem solving?
- How to ensure content is relevant, of high quality and timely?

How to develop a system and skills for effective facilitation?

- How to improve DA facilitation skill at dissemination and 1:1 level to improve adoption?
- How to involve and empower lead farmers to better reflect local context?
- How to build the capacity of facilitators?

How to develop arrangements, which sustain capacity and delivery?

- How to effectively and consistently on board, train and improve DAs?
- How to improve farmers' ability to pay/ access finance so that adoption increases?
- How to disseminate – through DAs or CMAs?
- What next after dissemination for scaling up adoptions?

As indicated in the list above, the biggest cluster viewed as a challenge revolves around creating strong social organizations.

Remarks and clarifications

Comment: In any project, partnerships are sensitive, making it important that contributions be acknowledged appropriately.

Comment: At times it becomes difficult to choose between practices, which may be promoted by a SMSs and farmer, especially when there is a contradiction.

Comment: Learning from the past technologies is good. There is a process though it is slow. There is a concern since projects are time bound.

Question: How do we ensure that farmer knowledge is recognized? It seems that we are still in a transfer of technology mode especially since approvals are still done by official SMSs.

Response: Digital Green is a bottom-up approach which brings all stakeholders including farmers on the same platform making content identification and approvals participatory and interactive.

4. SHARING EXPERIENCES FROM INDIA: EXPLORING THE POTENTIAL OF USING COMMUNITY BASED PLATFORMS FOR RURAL DEVELOPMENT IN ETHIOPIA

This session was facilitated by K. B. Valsala Kumari, and included three presentations on the Indian experience of engaging with the Digital Green approach with a special focus on efforts to mobilize communities and strengthen groups.

4.1. Kudumbashree by K.B. ValaslaKumari

Based on her experience of the Kudumbashree model in Kerala, India, Dr. Valsalakumari addressed the questions of how best to create functional groups and ensure inclusiveness. Unlike SERP and BRLPS, Kudumbashree is yet to embark on a formal partnership with Digital Green. Kudumbashree is a state sponsored poverty eradication mission with approximately four million members organized in groups called neighborhood groups. As the name indicates these groups comprise of members from geographic proximity to one another. In the Kudembashree approach, 20 women members are federated into an Area Development Society (ADS) which is further federated into an Community Development Society (CDS), which is co-terminus with the panchayats – local governing councils – with which the societies share a strong synergy. This is made possible since village leaders spread the message of collectivization. Even though there is no economic criterion for group formation, women themselves decide members by considering non-economic criterions such as identifying those members belonging to women headed households. Each of the Kudumbashree members who are part of the multi-functional neighborhood groups can then come together to form other common interest groups on agriculture and micro-enterprise etc. There is active involvement of village government representatives who contribute up to 40% of the required funds to finance development plans that feed into women empowerment plans of the various local government bodies. Though experience, it is seen that regular meetings are important to ensure sustainability of such groups. Even though Kudumbashree has not really experimented with videos it has built upon the contributions of master farmers. In the past, interventions such as enabling reflection through writing and community theatre have driven strong collectivization and awareness of community needs and societal challenges such as domestic violence.

4.2. Society for Elimination of Rural Poverty by D.V. Raidu

D.V. Raidu from SERP with the Ministry of Rural Development shared his experience in Andhra Pradesh of engaging with Digital Green. SERP builds on the institution of SHGs to alleviate rural poverty. With Digital Green, women from communities, from an age group ranging from 17 to 54, are trained to handle cameras and shoot videos on topics as per the seasonal calendar. Community level technical experts approve these videos based on quality of technical content, video technique and storyline. These videos are disseminated to groups of all women farmers with no differentiation made between model farmers and others. Extension workers called village activists who are also best practicing farmers hold disseminations. These activists also leverage farmer field schools and are accountable to the community. A team uses a data driven performance management system to hire and fire these activists, while also maintaining a pool of workers who can be drawn on in case of attrition.

4.3. Bihar Rural Livelihoods Promotion Society by Manoj Kumar

Manoj Kumar explained that BRLPS follows a participatory model working through partner agencies wherein SHGs are instituted and organized from village to cluster to district level. The SHGs follow the key functional principles including 1) regular meetings (every week), 2) regular saving, 3) regular loaning, 4) regular repayment and 5) record keeping that help indicate the group's credibility. During regular meetings, the groups are also linked with para-professionals, technical agencies and knowledge partners. Different stakeholders sit together during annual meetings to decide the annual plan for knowledge, training and capacity building strategies and partnership issues. While producing videos, thematic experts at the district level vet content whereas state functionaries give final approval. Once a video is approved the video is screened in a few groups to incorporate community feedback before its roll out to the wider community. Payments are linked with community acceptance of videos. Besides the use of ICT, BRLPS also arranges exposure visits to other states such as Andhra Pradesh and Kerala to share good agricultural practices.

Remarks and clarifications

Comments: Even though the context in Ethiopia is different, we can still draw out learnings from India especially in relation to community mobilization

Questions: How did the groups federate?

Response: In Kudembashree, community development societies are registered under the Societies Act. These were formed since group members themselves demanded greater cohesion to increase their bargaining power and eliminate middle men and loan sharks and make available other micro-enterprise and business opportunities. In BRLPS it was seen that federations allow a platform for value addition and help facilitate linkages with industries, which also benefit from a large client base and economies of scale.

Questions: Who are para-professionals and are they incentivized?

Response: In SERP and BRLPS, para-professionals constitute best practicing farmers available at the village and cluster level who are paid incentives. Kudumbashree involve community volunteers who are not given payments except for travel allowances in case of long distance travel.

5. SCALING-UP VIDEO BASED EXTENSION IN ETHIOPIA

To plan the effective roll out of the Digital Green approach in Ethiopia, Jürgen asked participants to divide into 2 groups to develop scenarios of implementation based on guiding questions included in the enclosed box. Each group was provided with charts to present their findings.

Scaling-up Video Based Extension in Ethiopia

Based on our discussion and experiences, how could a successful scenario for rolling out the approach look like:

d) How to organize content, groups, and dissemination - at what level?
e) Who would do what – roles of different actors?
f) How would you ensure sustainability?
g) Draw up the whole arrangement across levels

- Choose a facilitator (not the convener)
- Nominate a rapporteur (1 – 2 page summary)

Group 1

Group 1 emphasized the need to latch on to existing structures such as DAs and FTCs and mapped out the following arrangement:

Groups: There is need to cover 100% of the population by leveraging the 1:5 structures which are organized into development groups constituting approximately 30 members. There is an opportunity to also engage with women's groups while at the same time creating systems for men and women to interact. It is important for groups to meet regularly (at least once every fortnight)

Facilitation: To roll out the project it is important to engage with the extension machinery at the regional and zonal level while getting buy-in from kebele chiefs, DAs, Health Extension Workers (HEWs) and lead farmers. One DA and HEW can engage per FTC whereas one lead farmer can engage per development group.

Content: It is important for demand to be generated and captured by kebele level development groups and lead farmers. Topics should be selected based on seasonality and the annual cropping calendar developed at the regional level. Even though storyboards should be developed by DAs it is important that farmers provide inputs. Digital Green can conduct training of trainers for video production at the federal level. The DAs will produce videos with farmers as actors. Storyboards and videos should be vetted at the woreda level. There is also an opportunity to share knowledge on issues on health, agriculture, nutrition, education and micro-savings.

Sustainability: To ensure sustainability, there is need for government buy-in, community ownership, an enabling framework of policies and incentives and availability of resources and equipment. For sustainability, there is also potential to involve private agencies and farmer organizations in content development and disseminations.

Group 2

Groups: Besides development groups there is an opportunity to involve traditional groups like Ikub and Edir, groups constituting youth, women, marginalized sections of society and pastoralists and SHGs similar to what exist in India.

Facilitation: There is need for expanding channels around video dissemination and create channels that can be created and accessed by any one. Involvement of private sector can be explored while clarifying the associated incentives. There is need for greater experimentation and feedback.

Content: Content and topics on field crops, horticulture etc. should be selected by 'ordinary farmers' and aligned with group needs and seasons. Greater emphasis should be on quality of videos by involving more people even at the expense of quantity. Non- agriculture related topics such as business development and group formation can be included. We can also change the parameters of videos to suit viewers for example- the duration of videos can potentially vary from 30 seconds to 30 minutes. A specified proportion of videos can be set aside for experimentation, video production contests and crowd sourcing.

Roles: For each stakeholder at different levels, the following roles were identified:

1) Farmers and farmer groups:
   Express needs, generate demand, participate in content creation, mobilize peers, share experiences, give feedback, teach, adopt (or not), evaluate quality and chose leaders and model farmers based on a specified criterion.
2) Kebele level DAs, local government, model farmers and private extension agents:
   Promote awareness, advise farmers, facilitate, train, plan delivery, collect feedback and mobilize.
3) Woreda level staff, corresponding NGO intermediaries:
   Supervise, monitor, build capacity, support DAs, approve storyboards and videos, aggregate and analyze data, mainstream DG in plans and elevate issues
4) Zonal or regional staff, ADPLAcs, ATVETs, NGOs and Private organizations:
   Assure quality, approve workplans, share best practices, allocate resources and build capacity
5) Federal level government staff, ATA, NGOs, Private organizations and research organizations:
   Prioritize, create policies, allocate funding, design, develop strategies, coordinate, scale, monitor and evaluate

Sustainability: Sustainability can be ensured if farmers own the process and funding is diversified to include private resources. Increased involvement of model farmers instead of reliance on just DAs, greater access to markets in a value chain approach, more partners and functioning data strategies and feedback loops can also contribute in this.

Remarks and clarifications

Comments: There should be a way to test these different operating models

Comments: Some people believed that there was need to first build greater acceptance of the Digital Green approach within the government before experimenting whereas others believed that in order to innovate there was need for a pluralistic approach.

6. NEXT STEPS

As next steps, Rikin suggested that Digital Green is gearing for a pre-scale phase (2 years) to gather evidence which would feed into Ethiopia's GTP thereafter. In this time, Digital Green hopes to apply a pluralistic appraoch even though it may prioritize. Digital Green plans to develop a proposal for action and deliniate the roles, responsibilities and interests of partners. Once Digital Green identifies woredas for implementation in collaboration with partners, it will develop a strategy for equipment procerement and its transfer to Ethiopia. Digital Green will also organize regional workshops to ensure buy-in and interest. Since Digital Green wants to roll-out the expansion by the next planting season, there will be need to conduct back to back trainings through the current partnerships. To support this expansion, Digital Green will establish an office and build teams. Since there is interest in introducing the approach across other sectors, Digital Green will engage with other Ministries such as the Ministry of Health. At the same time, just as in India, there is need to develop equipment maintenance and servie centres across Ethiopia to ensure sustainability.

Remarks and clarifications

Questions:	Since there has been limited participation from regional health bureaus and the Ministry of Health, can we expect the diversification of this approach beyond agriculture to health?
Response:	Digital Green has already established partnerships in nutrition and health such as through the Sasakawa Africa Association project to work on promotion of quality protein maize. The recent BMGF demand creation workshop also showed substantial synergies between the agricultural and health domains
Comment:	Thank you to both the PICO groups – Digital Green and PICOTEAM. Everyone is excited to see the results especially if Digital Green remains resilient.

7. Annex 1: List of participants

WORKSHOP INVITEES			
'Scaling up Digital Green in Ethiopia' in Addis Ababa, Ethiopia			
S No	**Name of Participant**	**Organization**	**Email**
1	Dr. Gebregziabher Gebreyohannes, State Minister	Ministry of Agriculture	
2	Berhanu Gezahegn	Ministry of Agriculture	bgezahegn2011@gmail.com
3	Fanosie Mekonen	Ministry of Agriculture	fanosiemekonen@yahoo.com
4	Fiseha Teshome	Ministry of Agriculture	fishodagem@gmail.com
5	Berga Lemaga	Agricultural Transformation Agency	Berga.Lemaga@ata.gov.et
6	Daniel Gulti	Agricultural Transformation Agency	daniel.gulti@ata.gov.et
7	Iris Shim	Agricultural Transformation Agency	iris.shim@ata.gov.et
8	Jeffrey Ried	Agricultural Transformation Agency	jeffrey.ried@ata.gov.et
9	Rohan Prasad	Agricultural Transformation Agency	rohan.prasad@ata.gov.et
10	Seble Deneke	Agricultural Transformation Agency	Seblewongel.deneke@ata.gov.et
11	Berhanu Hailegiorgis	DFID Ethiopia	b-hailegiorgis@dfid.gov.uk
12	Ayuba Sani	DFID Ethiopia	a-sani@dfid.gov.uk
13	Tim Conway	DFID Ethiopia	t-conway@dfid.gov.uk
14	Mamta Kohli	DFID India	m-kohli@dfid.gov.uk
15	Ben Pierson	Bill and Melinda Gates Foundation	Ben.pierson@gatesfoundation.org
16	Haddis Tadesse	Bill and Melinda Gates Foundation	haddis.tadesse@gatesfoundation.org
17	Joanna Bichsel	Bill and Melinda Gates Foundation	Joanna.bichsel@gatesfoundation.org
18	Julia Lowe	Bill and Melinda Gates Foundation	Julia.Lowe@gatesfoundation.org
19	Paolo Ficarelli	Bill and Melinda Gates Foundation	Paolo.Ficarelli@gatesfoundation.org
20	Manoj Kumar	JEEVIKA	manojk@brlp.in
21	D.V. Raidu	SERP	raidudv@gmail.com
22	K.B. Valasla Kumari	KUDUMSHRI	valsalakumari@gmail.com
23	Chimdo Anchala	Oxfam	CAnchala@oxfamamerica.org
24	Mandefro Nigussie	Oxfam	mnigussie@oxfamamerica.org
25	Habtu Assefa	Sasakawa Africa Association	habtu@saa-safe.org
26	Fasika Afework	International Development Enterprises	f_afework@ide.org.et
27	Kebede Ayele	International Development Enterprises	kayele@ideorg.org
28	Meron Paulos	PATH	mpaulos@path.org
29	Michelle Desmond	PATH	mdesmond@path.org
30	Wuleta Betemariam	JSI L10K	wbetemariam@jsi-ltenk.org.et

WORKSHOP INVITEES			
'Scaling up Digital Green in Ethiopia' in Addis Ababa, Ethiopia			
S No	**Name of Participant**	**Organization**	**Email**
31	Dessalew Emeway	JSI L10K	demaway@jsi-ltenk.org.et
32	Melaku Muleta	JSI L10K	mmuleta@jsi-ltenk.org.et
33	Firew Bekele	ADCI/VOCA	fbekele@acdivocaeth.org
34	Beth Cullen	ILRI	b.cullen@cgiar.org
35	Fannos Mekonnen	ILRI	f.mekonnen@cgiar.org
36	Peter Ballantyne	ILRI	P.Ballantyne@cgiar.org
37	Smret Yasabu	ILRI	s.yasabu@cgiar.org
38	Gashaw Tadesse	ILRI	GashawTadesse.Abate@unitn.it
39	Daljeet Kaur	IPE	dkaur@ipeglobal.com
40	Saket Kumar	IPE	saket@ipeglobal.com
41	Achintya Ghosh	KABIL	achin.pradan@gmail.com
42	Ishmael Daniso Sunga	SACAU	ishmael.sunga@sacau.org
43	Seifu Mahifere	CIMMYT	s.mahifere@cgiar.org
44	Endalkachew Wolde-Meskel	Hawassa University	ewm_endalkachew@yahoo.com
45	Olaf Erez	IICD	oerz@iicd.org