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# ***Knowledge mobilisation strategy***

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## Introduction

AgriDiet is a multi-partner research programme consortium, funded by Irish Aid and the Higher Education Authority.

The programme has the overarching goal to:

***“Contribute to poverty reduction through the identification of policies and interventions that can make a positive impact on the nutritional status of vulnerable rural households.”***

This will be achieved through a multi-faceted programme of policy analysis, field research, training, information dissemination and stakeholder engagement.

The specific objectives of the programme are:

1. To critically assess how agricultural and broader socio-economic policies and practices in Ethiopia and Tanzania address nutritional goals, especially for children and young women, and the possibilities for scaling-up of successful projects
2. To identify the social, economic and environmental factors influencing local agricultural practices in four selected sites, and the implications for nutritional status of members of rural households
3. To build the capacity of partners to mobilize knowledge, promote participation and increase the evidence base for informed policy making and practice in the area of agriculture-nutrition linkages
4. To facilitate the creation of a platform/network of stakeholders to address nutrition issues in Ethiopia and Tanzania

## Knowledge Mobilisation Objectives

The knowledge mobilisation strategy aims to help the AgriDiet RPC achieve this goal by outlining the activities which will engage research users, policy influencers and decision makers, with the evidence needed to help them prioritise the strategies and actions required to bring about effective change.

The knowledge mobilisation strategy will be shaped by the outputs of the initial stakeholder consultations. The strategy is intended to be a two-way iterative process, shaped according to the needs of our stakeholders.

As outlined above, one of the programme objectives is to build capacity of partners for knowledge mobilisation, to ensure that the research knowledge generated through the programme is used by stakeholders and ultimately helps to shape policy and practice. This includes elements which are not only focussed on communication of the research generated, but also around mobilising the wider body of knowledge around agriculture and nutrition linkages.

## Work Package-Specific Strategies

### Work Package 8

The focus of this work package is knowledge mobilisation (outlined in this document).

Knowledge mobilisation activities fall within three main domains:

**1. Availability of relevant content**

Is the knowledge generated through AgriDiet available and relevant to our target audience?

**2. Access to knowledge**

Do our target audiences have access to the knowledge?

**3. Desire, capacity and demand to use and apply this knowledge**

Is our target audience aware of the available knowledge? Do they have the desire to use it and do they have the capacity to act on it?

These three domains all need to be considered in our knowledge mobilisation strategy and their relationship is illustrated in figure 1 below:

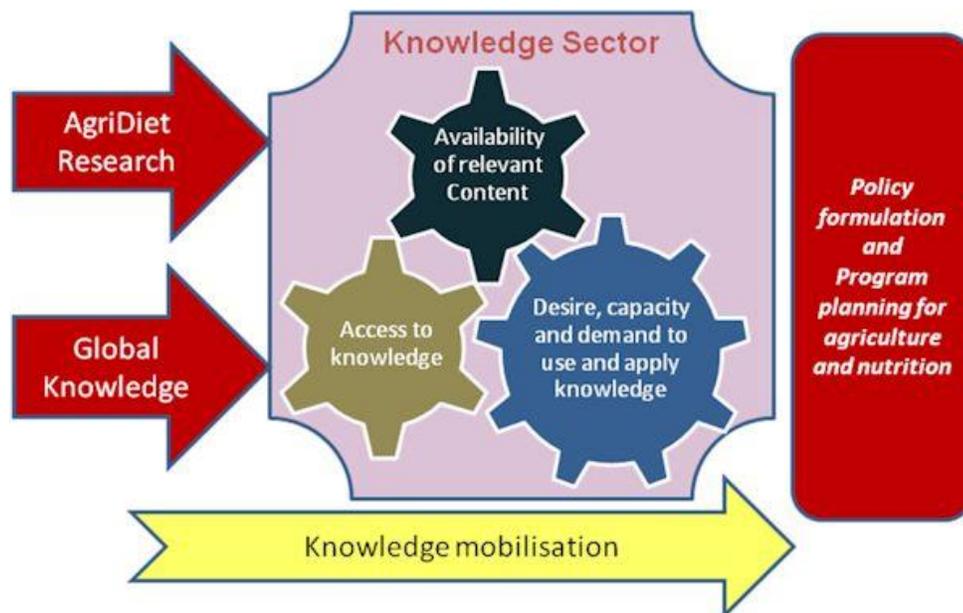


Fig 1. Knowledge mobilisation

## Communication outputs

A key to the success of knowledge mobilisation will be the ability to produce a variety of outputs, tailored for different audiences. Our key audience is policy-makers and practitioners in-country, but we will also be considering the wider stakeholders within agriculture and nutrition e.g. donors, researchers, etc. Not all of the research outputs will be relevant to all of the target audience groups and through our engagement with stakeholders we will aim to identify their needs and communication preferences. This will help us tailor our research communication to be more effective and relevant. We will use multiple channels to communicate the research findings. Some of the methods are outlined below. The list is not exhaustive, but will grow as other methods emerge which suit the purpose.

- **Workshops** will be held throughout the duration of the programme, bringing together different stakeholders in each of the focus countries, to present the research, invite feedback and build the network of actors with whom we are engaging.
- **Face to face meetings**, in small groups or one to one, will be conducted both as part of our initial scoping phase to research in more depth the knowledge and attitudes of stakeholders, and to monitor change in these as the programme progresses.
- **Conference or seminar events** are often highlighted by policy makers as a preferred method of receiving information. This will be explored further in the scoping.
- **Briefs (Policy / Business / In Focus)** will be an important output considering the nature of the target audience.
- **Multi-media outputs** can be used to target a variety of audiences. Tools such as video clips, radio, info graphics, visualisations and posters may be used where appropriate (where necessary we will translate messages into local languages; this will be led by the country partners).
- **Dissemination through existing networks and high profile sites.** For example Secure Nutrition (World Bank), UNSCN Agriculture and Nutrition CoP, ELDIS and partner websites.
- **Peer reviewed publications** will be submitted as the research findings emerge.
- **Media** has been found to influence policymakers in some countries. As such, selective publications and other media will be targeted and engaged with throughout the research. This will also be an important method for building awareness among the wider public.

The knowledge mobilisation activities will be threaded throughout the various work packages through the above activities in order to satisfy the overall project objectives.

## Work Package 7

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Country-level stakeholder platforms with key actors; led by IDS and convened by in-country partners.

The objective of these stakeholder platforms is to ensure the use of the generated research to influence policy and practice, bringing together stakeholders from the two sectors in a single space and encouraging two-way communication, sharing of information and experience and promotion of good practice.

These platforms, through encouraging information sharing, discussion and learning will help to increase the stakeholder's access to knowledge and also stimulate the desire, capacity and demand to use and apply this knowledge.

The face to face workshops will also inform this knowledge mobilisation strategy.

### Identification of stakeholders

Our target audience includes a wide range of stakeholders.

- National level policy makers
- Local government representatives
- Research and academic institutions
- Donors and implementers
- Political opinion formers and influencers
- Civil servants, agricultural extension agents, farmers organisations
- Health practitioners
- Civil society organisations
- Campaigners and pressure groups
- Media

Stakeholders were identified through:

- a. Desk based research of key organizations involved in agriculture and nutrition
- b. Using existing stakeholder information from similar programmes (Transform Nutrition, HANCI, Irish Aid and GAIN. \*mainly relevant for Ethiopia\*)
- c. Stakeholder mapping sessions during the first workshops to identify a wider range of actors

We will engage with our key stakeholders from the beginning of the programme through workshops and consultations. These activities serve a number of purposes:

- a. Convening of a range of stakeholders from different sectors thereby beginning to build cross-sectoral linkages



- b. Strengthening communication between agriculturalists and nutritionists at different levels
- c. Providing a forum to present research findings and the evidence base to support development of agriculture-nutrition policies
- d. Raising the profile of the agriculture-nutrition linkages within policy and practice
- e. Increasing awareness of the AgriDiet programme and building support amongst stakeholders
- f. Research into the knowledge based behaviours of stakeholders; i.e. What is their awareness of, access to and capacity to respond to research knowledge?
- g. Inputs to Research Methodology, Agro-Economic Studies, Household Studies and Review of Country Experience

A key consideration for our strategy is to ensure that the stakeholder workshops can successfully contribute to achieving these aims.

In February/March 2013 the first stakeholder workshops were held in Addis Ababa and Dar es Salaam. The workshops covered

- i. introduction to AgriDiet with an overview of the research and objectives of the programme
- ii. aims and hopes for the platform with a round table discussion on participant views and ideas
- iii. participant presentations on current areas of work allowing opportunities for all participants to identify areas of co-operation
- iv. stakeholder identification session to identify further stakeholders for the platform
- v. knowledge attitudes and practices questionnaire to explore behaviours and preferences around information sharing and attitudes on making agriculture more nutrition sensitive
- vi. Identification of further relevant research not easily available or unpublished

From these initial workshops, we have noted some areas for consideration:

### 1. Lack of co-ordination

We aimed to capture the stakeholders perceptions of how well the agriculture and nutrition sectors are linked currently in their countries. At this stage, stakeholders in both Ethiopia and Tanzania felt that there was limited to some coordination, highlighting that sectors are aware of the need to work together and the benefits of collaboration and that in some cases there is communication around policies and programmes, but coordination is limited and the outcomes so far are poor.

### 2. Absence of the MoA staff in the Ethiopia workshop

The participation of the MoA will be critical for future events and so strategies to engage with the staff within the ministry are required. We will aim to do this through the following actions:

- a. country partners to liaise in person to build a relationship with key staff
- b. Hold a half day workshop for key stakeholders to reduce their time commitment
- c. Identify a venue in a convenient location
- d. Send a car to collect them on the morning of the workshop



Note: The full workshop reports can be seen in Annex 1.

## Existing Networks / platforms

A preliminary review of the existing networks and platforms in the target countries was conducted in collaboration with country partners and stakeholders. Our research highlighted the following:

### Ethiopia

- FAO have recently organised a workshop on Agriculture and Nutrition
- UN REACH (Renewed Effort Against Child Hunger and Undernutrition) <sup>1</sup>
- ENGINE (Empowering New Generations to Improve Nutrition And Economic Opportunities) <sup>2</sup>
- World Bank - Human Development Network
- A multi-sector platform has been set up under the Ministry of Health, to coordinate nutrition issues and oversee the nutritional programs at national level. Nine sector ministries are represented (including Agriculture and Federal Affairs) and they meet bi-annually. It was acknowledged that this needs to be strengthened.

### Tanzania

- The Technical Working Group reporting to the High level Steering Group in Tanzania was felt to be the key national platform regarding the Food and Nutrition Strategy: though it was noted that the agriculture focus of these groups was less than that of nutrition. All of the major NGOs both local and global are invited, as well as government departments and embassies. Also it was noted that the regional platforms had yet to be established, although nutritionists had been appointed at local authority level.
- PANITA
- UN REACH

From our initial stakeholder consultations we assessed the need and relevance for creating a new stakeholder platform ensuring we are avoiding duplication. It was felt that there is a need for a space which convenes actors across sectors to promote networking, cross-sectoral learning and information sharing.

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<sup>1</sup> REACH was established in 2008 by FAO, UNICEF, WFP, and (WHO) to assist governments of countries with a high burden of child and maternal undernutrition to accelerate the scale-up of food and nutrition actions. The International Fund for Agricultural Development (IFAD) joined REACH later on with an advisory role. REACH operates at country level as a facilitating mechanism in the coordination of UN and other partners support to national nutrition scale-up plans

<sup>2</sup> ENGINE (Empowering New Generations to Improve Nutrition and Economic opportunities), a new five-year (2011-2016), \$6 Million USAID-funded project in Ethiopia. Led by Save the Children, with the US-based Centre for Communications Programme (CCP), the Feinstein International Center and Friedman School of Nutrition Science and Policy at Tufts University, Jhpiego, Land O' Lakes Inc. International Development and Valid International. The goal of ENGINE is to improve the nutritional status of women and young children in 100 woredas (or districts) across Ethiopia through sustainable, comprehensive, coordinated and evidence-based interventions. This project will work in tandem with the US Government's Feed the Future program, which operates in 83 of the 100 woredas the ENGINE project covers, and our focus will be on pregnant women, new mothers and the 1,000 days between pregnancy and 2 years old—those who are most vulnerable to malnutrition.



The government platforms are very policy focused and political, REACH, PANITA and ENGINE are partnerships focusing on the best interventions. The niche for the AgriDiet platform is to bring together the quality research for our stakeholders to improve the understanding of the relationships between agriculture and nutrition including concerns that stakeholders have expressed over methodologies used to assess interventions.

### Links with other programmes

In order to avoid duplication and maximise impact, we will be liaising with other agriculture and nutrition programmes working in the region;

- Transform Nutrition (DFID)
- REACH (UN)
- Hunger reduction and climate change adaptation (Irish Aid)
- HANCI
- GAIN
- Future Agricultures Consortium

### Website

As part of the knowledge mobilisation component to increase the availability and access to evidence, we have created an AgriDiet website. This online presence will provide a space for the research and outputs generated through the AgriDiet programme and will also be used as a repository for the wider body of relevant research in agriculture and nutrition. The wider research will be added to the site through identification of relevant literature by all partners, and will also feed from an Open API link to the ELDIS database which provides access to over 30,000 thematically and geographically organized development publications. From this extensive library we will select the relevant literature within agriculture and nutrition.

### Work Packages 1, 2, 4 & 5

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The outputs from these work packages will have implications and recommendations for policy makers and practitioners and will therefore need to be packaged and communicated to the target audience through the most appropriate channels.

Work Package 1 is an international review of development policy and practice in relation to agriculture-nutrition linkages. This will be a desk review, led by IDS, with inputs from all partners.

Work Package 2 will be two country studies which will provide up-to-date analysis of the macro-economic and policy environment, linking the findings of the international review with the more local studies.

Work Package 4 will produce four in-depth studies of agricultural systems in selected sites, across a range of agro-ecological conditions



Work Package 5 consists of in-depth household studies of agricultural production, food consumption patterns, dietary practices and nutritional status conducted by 6 PhD students in-country.

Work Package 6 will focus on identifying project-level interventions in Ethiopia and Tanzania which have demonstrated potential to improve nutritional status, and which may provide scope for scaling-up.

### **Preferred methods of communication identified through KAP questions**

- Seminars / workshops which present key findings
- Policy briefs using clear messaging
- Online format / website
- Hard copy

The above methods were identified through the stakeholder consultations as preferred methods of research communication. Drawing upon this information the following activities will guide the dissemination and communication of the outputs.

*The outputs will:*

- Contain clear messaging and recommendations for policy makers
- Be succinct and concise
- Be made available online through a number of channels, including the AgriDiet website, IDS website, HEART website, Agriculture and Nutrition CoP, Secure Nutrition Platform, Partner websites, direct emails to stakeholders
- Be presented at the next stakeholder workshop
- Be printed and sent in hard copy to all stakeholders and available on request via the website

### **End of project conference**

The third year of the programme will culminate in an end of project conference. This conference will be an opportunity to convene stakeholders from across sectors who have been involved / engaged with throughout the previous three years and present the research generated through AgriDiet.

In order to maximize the impact of the event, we will engage in the following activities:

- Ensure all stakeholders are invited well in advance
- Arrange transport for prominent stakeholders (Ministers etc)
- Hold the conferences in a suitable, central location
- Engage with the media before, during and after for wider coverage

## Work Package specific strategies

Work Package 8 outlines the strategy of how we will achieve the knowledge mobilization element of AgriDiet. Work Package 7 will play a key role in this mobilisation, through the stakeholder platforms and workshops.

The strategy will evolve over the course of the project as we explore the knowledge landscape and better understand the stakeholders' needs and preferences. The table below then outlines the current proposed actions for knowledge mobilisation by work package

Work package	Target audience	Proposed actions
1 Global review	National level policy makers Donors CSOs Research and academic institutions Media	Disseminate via AgriDiet website, national and global networks  Present to stakeholders at workshop  Targeted dissemination by email  Send hard copies
2 Country study	National level policy makers Donors CSOs Research and academic institutions Media	Disseminate via AgriDiet website, national and global networks  Present to stakeholders at workshop  Targeted dissemination by email  Send hard copies
4 Agri systems	Research and academic institutions CSOs	Targeted dissemination by email  Present to stakeholders at workshop
5 HH studies	Research and academic institutions CSOs	Targeted dissemination by email  Present to stakeholders at workshop
6 Interventions	Farmers organisations  Health practitioners  Local government	Present findings and key messages at regional workshops or include representatives in national workshops  Hard copies of key messages to be sent
	National level policy makers Donors	Disseminate via AgriDiet website, national and global networks

	CSOs Media	Present to stakeholders at workshop Targeted dissemination by email
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In addition to the work package specific actions, the AgriDiet website will be regularly updated, and a quarterly newsletter updating stakeholders on emerging research findings and progress will be circulated via email.