Overview of
Drylands Development Communication Initiatives
in Africa

A survey for the International Institute of Environment and Development (IIED)

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Background/ Overview

Haramata (bulletin of the drylands, published by the International Institute for Environment and Development, IIED) is advocating African perspectives on the future of Africa's drylands. In response to an evaluation of *Haramata*, IIED wants to transform the bulletin into a broader communications programme under Africa-based editorial management and responsibility to provide a research-policy-practice platform for debating and disseminating African perspectives on different development pathways for Africa's drylands.

As part of developing a strategy and fundraising plan for this broader communications programme, this survey explores what other communication initiatives there are on drylands development, to learn from their experiences, to identify gaps and avoid overlap, and to explore possibilities for collaboration, see Annex 1.

The objectives of the survey were to:

- Find out 'who is doing what' in this area, in the different regions.
- Do some regional 'mapping' of what countries and thematic issues the institutions included are covering.
- Provide a basis for planning and designing new communications activities with IIED support, i.e. identify good approaches, also gaps in coverage, and potential points of cooperation with existing efforts.
- Suggest methods/efforts for monitoring of progress and evaluation of impact.
- Get an idea of the level of funding—that is the cost of these initiatives, and possible sub-components. This will inform the budgeting work at proposal writing stage.

Methods

The bulk of the information was gathered from the internet. Some more interesting organizations were contacted by telephone or email, and if Nairobi-based visited.

The survey is not comprehensive, but has targeted the organizations seeming to be most valuable for forming the new strategy and as possible future partners. Annex 2 presents a list of contacts and websites for these main initiatives.

There is also a short overview of other major initiatives playing a role in drylands of Africa, as well as some specific communications initiatives.

Only international, regional and cross-border initiatives were included and mainly English-speaking organizations and individuals in eastern Africa. Therefore a similar activity may be needed in other parts of Africa. Organizations focusing on relief assistance were excluded.

Main initiatives

Maarifa Centres/ Community Knowledge Centres (CKC)

With the Maarifa Centres, the Arid Lands Information Network[*] (ALIN) wants to improve local communities' involvement in communication by giving access to information, computers and other documenting and communication tools.

Coordination: ALIN, and at each centre a selected advisory committee of local community stakeholders.
Partners: Various host institutions, different for each centre (gvmnt, NGOs, CBOs, hospital)
Funding: Ford Foundation, Oxfam Novib, CCK and Finida (one centre in Isinya, Kajiado). A new grant from DANIDA to support existing centres in Mwingi and Kitui (where Danish support to GoK agriculture + water projects has been concentrated for decades).
Countries: Kenya (7 or 8), Uganda (1) and Tanzania (2)
Timeframe: 2006–2010 and beyond

Approach
- Setting up community centres equipped with ICT tools, printed and electronic information and library materials (including DVDs and videos, WorldSpace radio, etc), in the drylands.
- Centres run by community information volunteers, but a local community knowledge facilitator are also available.

Output
- Ten centres equipped and running (from an initial 15 under the DFID grant), and thereby local communities and institutions get access to communication tools (typing, telephone, internet, etc.).
- Information materials available for the community
- Information/articles being written for ALIN's bulletin Baobab, Openrich web portal and other information sharing channels.

Special aspects
- A local facility likely having many additional benefits for the community when getting access to communication facilities.
- GOOGLE is funding installation of 'VSAT' (*very small aperture transmission*) dishes at selected centres (two so far), but it is still too soon to evaluate them.

Scope for IIED collaboration
Interesting approach to reach out to and involve communities and community based organizations. Possible entrypoints for action research.

Gaps identified
No long-term funding; less functional with mobile societies unless connected to community focal points (hospital, market place, festivity place, watering points, etc)

Monitoring
Visitors log

[*] ALIN is a Kenya-based NGO, a network of 2000 grassroots community development workers, operating in four countries: Ken, Eth Uga and Tan. The mission is to enhance livelihoods of communities through information exchange and a vision of a knowledge-driven society.

Community Information Volunteer Programme (CIV)

Similarly to the Maarifa Centres, the aim is to improve local communities' involvement in communication and access to information, computers and other documenting and communication tools. The aim is also to improve quantity and quality of documentation content generated by local communities, build the skills of community members and development workers in communication, and at the same time offer exposure and practical experience to young documentalists and journalists in the field of development communication.

Coordination: the Arid lands Information Network (ALIN) and at each centre an advisory committee of local community stakeholders
Partners: Various local institutions
Funding: At present Ford Foundation, Oxfam Novib, CCK and Finida
Countries: Community members in arid lands, mainly Kenya, to some extent Ethiopia, Uganda and Tanzania
Timeframe: 2006–2010 and beyond

Approach
Place young inexperienced communication specialists at the ten Maarifa (community knowledge) centres:
Newly graduates in mass communication, information technology and environment are given one week training and thereafter sent out to during one year manage one Maarifa centre. They are responsible for the equipment to function, for training community members in using and giving access to the facility and for documenting community experiences.

Output
The outputs are several and the benefits probably manifold:
- Improved content of community documentation for sharing via ALIN's bulletin the Baobab, on website, Open Knowledge Network, KIC, etc.
- Increased skills of communities on using modern communication technology.
- Young communication specialists getting experienced in communication and development work (a database of individuals with ALIN).

Special aspects
- Dual purpose programme, building skills of young communication specialists while at the same time training communities in using ICTs and improving quantity and quality of documentation.

Scope for IIED collaboration
Interesting approach to reach out to and involve communities and community based organizations.

Gaps identified
No long-term funding

Monitoring
Dissemination log, article creation log, training log

World Initiative for Sustainable Pastoralism (WISP)

WISP is a global advocacy and capacity building network, supporting the empowerment of pastoralists for poverty reduction and sustainable environment management.

Coordination: the International Union for Conservation of Nature[†] (IUCN) in Eastern Africa (IUCN-ESARO) project management unit, with a loosely defined pastoral advisory group guiding the thematic planning of activities.
Funding: UNDP's GEF initially 2005–2009; Rockefeller, IFAD, Oxfam and others.
Level of funding: approximately USD 300,000 per year
Scope: a global electronic network (WISPnet) with around 1500 members (organizations and individuals).
Timeframe: 2005 – a twenty-year initiative (funding secured until 2010)

Approach
The focus is on knowledge management. Through:
1) research studies to increase the knowledge on drylands and pastoralism,
2) supporting and training (mentoring) partners in advocacy skills,
3) high-level advocacy (UN conventions and congresses, etc) with follow-ups at national level to make sure the convention agreements get included in effective laws and policies .

Outputs
- Study results published on the website and through printed reports and policy notes.
- The web-based Pastoralist Portal (under development).
- WISPnet bulletin: monthly electronic newsletter on events and activities related to pastoralism and the latest publications.
- Enhanced capacity of pastoralist and civil society institutions on rangelands and pastoralism and on high-level and national advocacy work; Awareness and appreciation of pastoralism as a form of productive and sustainable land management

Special aspects
- The same people carry out the studies and do the advocacy work, and they should be well connected to pastoralists rather than having the right skills. Therefore, mentors coach the national partners in documentation and advocacy.

Scope for IIED collaboration
On *Haramata*, IUCN has mentioned they may be interested to discuss an editorial role, which would include supporting contributions, distributions and fund raising – probably as IUCN generally rather than WISP exclusively, since *Haramata* is broader than pastoralism.

Gaps identified
Difficulties getting pastoralist organizations truly involved.
Not enough CBOs involved because the network is electronic.

Monitoring progress and evaluation of impact
Not done regularly. Monitoring like hits on the website, download of documents, citations of documents, pick-up of issues in policy papers mentioned. Evaluation is said to be difficult as impact may be decades in the future. Indicators mentioned were behavioural change of boundary partners, or trace change in governments to specific activity.

[†] The International Union for Conservation of Nature (IUCN) supports scientific research, manages field projects, and supports governments and other institutions to develop and implement laws, policy and best-practices, with the mission to influence, encourage and assist societies to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.

Regional Pastoral Programme

Oxfam GB's Regional Pastoral Programme in the Horn and eastern Africa seeks to reduce poverty and marginalization of pastoralists. The programme has both a disaster relief component and livelihoods improvement activities, and contains a regional level as well as country programmes. The country programmes give strategic guidance and implement most of the activities, while the regional programme implements regional activities and higher level advocacy.

Coordination: Oxfam-GB[‡] in Nairobi.
Funding: At present "unrestricted funding" from Oxfam only, i.e. yearly budgets vary according to approved proposals. In future "restricted funding", i.e. a set amount from Oxfam with possibilities to apply for additional funding from other donors.
Scope: Ethiopia, Kenya, Somalia, Sudan, Tanzania and Uganda.
Timeframe: Fifteen years starting from 2003.

At times, there are sub-programmes and sub-projects on various topics. At present, there are two separate sub-programmes: Improved Pastoral Livelihoods, containing a short project of 14+12 months called Regional Livelihoods and Advocacy Project (REGLAP), and Report on the Status of Pastoralism ROSP (page 7). REGLAP is a consortium of five NGOs (Oxfam-GB, IPC, VSF Belgium, Save the Children and Cordaid) aiming to document best practices and influence on policies regarding drylands. REGLAP has funding from European Commission Humanitarian Aid (ECHO) of EURO 540 000 over 14 months covering two studies, publishing, launches, six seminar tours (plus logistics and training).

Approach
- The programme seeks to increase pastoralists' participation and representation in policy discourse, especially through building strong representative pastoralist organisations and networks, and through producing a variety of networking and communication products.
- The Improved Pastoral Livelihoods sub-programme and REGLAP is documenting best practices through studies to influence policies, e.g. on how to manage climate change.

Outputs
- Strong pastoral associations and policy engagement.
- Exchange of information through tours and seminars.
- The sub-programme Improved Livelihood Options has published a disaster risk reduction training manual and a package of policy briefs with short focused information for different stakeholders.
- Sub-project REGLAP is disseminating the results of its two studies through six seminar tours for policy makers at different levels.

Special aspects
- A long-term project (an evaluation is just done, the report will be out at end of February; refining of the strategy for the next three years is starting the second week of March 2009).
- Is networking "on the ground" and not on the web.

Scope for IIED collaboration
Using, sharing and disseminating the information and knowledge. E.g. REGLAP doesn't have a strategy for dissemination to a wider audience, and here *Haramata* could come in.

[‡] Oxfam International is a confederation of 13 organizations working to reduce poverty and injustice. Oxfam-GB is one of them.

Report on the Status of Pastoralism (ROSP)

Report on the Status of Pastoralism (ROSP) is a sub-programme to Oxfam-GB's Regional Pastoral Programme, containing innovative policy-oriented research with the aim of improving quality and accessibility of information on pastoralism and pastoral populations.

Coordination: Oxfam-GB in Nairobi and national steering committees (NSC's), including a credible research institution, the respective bureaus of statistics and other representatives from the relevant government ministries, coordinate the work.
There are national working groups (NWG's) in each country who feed in to the key outputs and have a stake and voice for pastoralists. There are also a Regional Technical Committee.
Partners: National research and governmental institutions (especially central bureaus of statistics) and NGOs.
Funding: Unrestricted funding from Oxfam-GB
Scope: Kenya, Uganda, Tanzania, Ethiopia
Timeframe: Started 2005, on-going with planned biennial Human Development Type reports on selected themes.

Approach
- To present good-quality, long-term analyses on pastoralism and pastoral populations, which capture trends and changes that affect them.
- To build networks between those who demand, generate and use information on pastoralism.
- To build capacity within government and research institutions in order to understand and analyse pastoral livelihoods and populations.

Output
- A periodic (biennial) status report (similar to UNDP's Human Development Reports). One report per country + one regional (the first to be out in April 2009).
- Capacity development in data collection and analysis, with the main focus being the respective national central bureaus of statistics.

Special aspects
- Has achieved good response of working with and within the governments.
- Trying to capture trends and change, e.g. analyses of changes in demography. Themes will vary, the first one is 'Changing Pastoral Populations'.

Scope for IIED collaboration:
Using, sharing and disseminating the information and knowledge. Transform the report to various working materials.

Gaps identified
There are gaps in data on pastoralism.
There is no strategy how to disseminate the content of the reports to a wider readership.
It has been noticed that also brief information necessarily reaches the intended readers, if they are politicians and other law makers.

Monitoring progress and evaluation of impact
The NSC, RTC and NWG members will participate in monitoring progress and evaluating impact. Each country is to develop its own M&E framework, plus one at the regional level.

African Drought Risk and Development Network (ADDN)

The African Drought Risk and Development Network (ADDN) is a network initiated by the United Nations Development Programme's Drylands Development Centre (UNDP-DDC)[§] and UN's International Strategy for Disaster Reduction (ISDR). The idea is to connect people involved in drought management and climate change to exchange experiences on managing the risk of drought, share best practices and knowledge, and get to know what others are doing.

Coordination: UNDP-DDC in Nairobi
Funding: Mainly UNDP-DDC and UN's International Strategy for Disaster Reduction (ISDR). Each Forum has different sponsors.
Scope: Policy makers, government officials, UN agencies, donors and practitioners from NGOs and CBOs, media and applied research, from Africa and beyond.
Timeframe: The idea was born in 2003 and the first Forum held in 2005.

Approach
- ADDN promotes the exchange of experience; provides a platform for development and dissemination of best practices and tools; tries to bridge various sources for information and knowledge; and acts as a Forum for elaborations on drought risk management and the effects of climate change in the drylands of Africa, through a variety of means. One major is the arranging of Biennial Forums (African Drought Adaptation Forum 1 (ADAF1), Nairobi, 2005; ADAF2 in Nairobi 2006; ADAF3, Addis Ababa, 2008, next one in Dakar, late 2009).

Outputs
- Biennial African Drought Adaptation Forums as a discussion platform for practitioners, expertise and policy makers, etc.
- Drought risk reduction tools (drought risk reduction frameworks and practices; guidelines on drought adaptation; primer on climate change adaptation in the drylands (under development))
- Monthly newsletter (the 2nd out in January 2009)
- Web portal (not yet running)
- Preparing for FrameWeb, a discussion and material sharing website (there but need to log on)

Special aspects
- A multitude of outputs, mainly web-based.

Scope for IIED collaboration
Both ADDN and *Haramata* are trying to reach people interested in drought risk management and climate related issues. Information sharing is an immediate point of collaborating. A risk for overlapping in the policy-as-influenced-by-praxis focus.

Gaps identified
Coordination needed between organization and initiatives, which ADDN aims at bridging.

Monitoring progress and evaluation of impact
Questionnaires, surveys, participation in Forums and discussion pages.

[§] DDC is one of UNDP's three global thematic centres, and provides technical expertise, practical policy advice and programme support for poverty reduction and development of drylands. Main activity areas are mainstreaming drylands development issues into national development frameworks; sustainable land management; markets that work for the poor; decentralized governance; drought and food security and payment for environmental services.

Drynet

Fourteen civil society organizations from all over the world have started work together to combat land degradation in a project called Drynet. The goal is to strengthen civil society networks giving them the right knowledge and visibility to influence dryland development policies.

Coordination: Both ENDS[**]
Scope and structure: a consortium of 14 civil society organizations, of which three in Africa: Madagascar, Mauritania and South Africa.
Funding: the European Union (3 years/1.3 million Euros)

Approach
- By identifying, collecting, sharing and disseminating regional success stories, the Drynet partners will strengthen national civil society networks in both knowledge and skills, making them important partners for policy makers putting dryland and related poverty issues higher on the political agenda.

Outputs
- Published 'success stories' from all dryland regions globally.
- Regional newsletters from all partners, and global newsletters published by Society for Conservation and Protection of Environment (SCOPE) (only available on-line).
- Commissioned policy papers/publications
- Website (including a GoogleMaps interactive page).

Special aspects
- The only global initiative that brings civil society organizations representation into the international arena.
- Has a training and capacity-building aspect, but this is not very apparent from on-line info.

Scope for IIED collaboration
- Draw on the success stories concept to enrich *Haramata* content.

Gaps identified
There is no East African partner.
The website is hard to access, probably not adapted for internet-connections in most developing countries.

[**] **Both ENDS** is a Dutch environmental organization, founded in 1986, that supports environmental organizations in developing countries to fight poverty and to work towards sustainable environment management (also working in the Central and Eastern European (CEE) countries. The main objective is to implement sustainable forms of natural resource management.

The Drylands Coordination Group (DCG)

The Drylands Coordination Group (DCG) is a network of governmental, non-governmental and research institutions, with the wish to contribute towards improved food security for vulnerable households and communities in the drylands of Africa. DCG Norway is made up of five Norwegian NGOs, which has formed national DCG networks of governmental, non-governmental and research institutions in three countries of operation.

Coordination: The DCG Secretariat together with national coordinating boards and secretariats in each country. National activities are approved by the Board of DCG and implemented by the respective member in the partner countries.
Partners: network of governmental, non-governmental and research institutions in each country – some larger (e.g. Mali) than others.
Funding: from Norad, in 2009 NOK 6,3 million (close to USD 1 million).
Scope: Ethiopia, Mali and Sudan (Eritrea was included but currently no operations there)
Timeframe: started in 1997, with new strategy running 2007–2011

Approach
DCG wants to bridge the gap between research and practice on issues concerning drylands (agriculture, food security, pastoralism, water, etc), through action research, policy studies, advocacy and policy work, and capacity building, through workshops, seminars and the website. All projects are research projects, and DCG involves local people in its research.

Output
- Reports from research (until now 55 reports)
- Workshops (until now 24 proceedings)
- Policy briefs (1) and fact sheets

Special aspects
- A well-funded network of NGOs seriously sharing lessons among local NGOs in the drylands of West Africa + Sudan and the Horn. Unique structurally, and perhaps in the way they go about it.

Scope for IIED collaboration
Disseminate DCG's findings to a wider audience and for DCG to disseminate information from IIED (possibly).

Gaps identified
Reports and proceedings are disseminated to various institutions in the drylands. No strategy mentioned *how* reports and proceedings are designed for the readerships, even though there are efforts on making them shorter and less scientific and complement with fact sheets and policy briefs.

Monitoring progress and evaluation of impact
After each activity, the local partners assess the impact, currently using the *Most Significant Change* (MSC) technique (also called *Monitoring Without Indicators*; *the Story Approach*; or E*volutionary Approach to Organizational Learning*, and is described on www.mande.co.uk/docs/MSCGuide.pdf

Climate Change Adaptation in Africa (CCAA)

Climate Change Adaptation in Africa (CCAA) is a research and capacity development programme supporting local African capacity to adapt to climate change. The programme includes communication and networking; education and training; monitoring and evaluation; and participatory action research.

Coordination: IDRC, from regional offices in Africa (Dakar, Cairo and Nairobi), an African advisory board guides the programme.
Funding: Canada's International Development Research Centre (IDRC) and UK's Department for International Development (DFID), USD 50 million over five years.
Scope: aims at involving the whole of Africa
Timeframe: 2006 – 2011

CCAA supports a number of communication and networking initiatives, including a three-year partnership (2008-2010) to build networking and communication capacity among African institutions working on adaptation. Four partners are coordinating the network: ENDA-Tiers Monde (an international NGO based in Senegal), Forum for Agricultural Research In Africa (FARA), IGAD Climate Predictions and Applications Centre (ICPAC) and Institute of Development Studies (IDS).

Approach
CCAA wants to establish a self-sustained African body of expertise on adaptation, using a "multi-layer" approach to capacity development.
- Participatory action research applied at the level of individual projects.
- Education, training and knowledge sharing is included in every project, extending learning wider than to the individual project.
- Capacity building of existing African institutions, research awards and fellowships.
- Knowledge-sharing, translated into various forms, is the core of every project.

Outputs
- Knowledge built and shared
- Stronger institutions
- A variety of communication materials

Special aspects
- A strong networking and communication focus. A strong focus on making the programme truly Africa-lead.

Scope for IIED collaboration
The strong communications component and the aim to make all activities Africa-lead forms a basis for interaction at least at the planning stage.

Gaps identified
Difficult get a grip of the scope, approach and activities as they seem inbedded in other institutions.

Monitoring progress and evaluation of impact
Progress is monitored using an approach called "outcome mapping", innovated by IDRC's Evaluation Unit, focusing on behavioural change at those institutions and groups the programme interact with.

Short information on some other programmes and initiatives

ALive

www.alive-online.org/ www.au-ibar.org/alive.html

Partnership for Livestock Development, Poverty Alleviation and Sustainable Growth in Africa (ALive) is a partnership, or a platform, for livestock development in sub-Saharan Africa with the objective to improve the livestock sector's contribution to poverty alleviation and sustainable economic growth in Africa. It was initiated by the World Bank in 2003, and is progressively being transferred to the AU's Interafrican Bureau for Animal Resources (AU-IBAR) and NEPAD's Comprehensive Africa Agriculture Development Programme[††] (CAADP). It works to harmonize livestock activities within governments and institutions such as NEPAD, COMESA, SADC, ECOWAS and the AU. Some activities are to strengthen veterinary services, control contagious diseases, and improve access to international markets.

Baobab

ALIN's flagship journal, *Baobab*, is published three times per year since 1988 and disseminated in the four countries Ethiopia, Kenya, Tanzania and Uganda. It forms a mean for exchange of information among community development workers in the drylands, on livelihoods issues, agricultural production techniques, environment and market information.

The Greater Horn of Africa Rainwater Partnership (GHARP)

www.gharainwater.org/index.html

The *Greater Horn of Africa Rainwater Partnership* (GHARP) is a regional network of National Rainwater Associations (NRWA) in the Horn of Africa region (Ethiopia, Kenya, Somalia, Tanzania and Uganda). The network was established in 2001, and has its secretariat in Nairobi. It works to strengthen the national associations, build their capacity and share experiences.

Haramata

www.iied.org/pubs/search.php?k=haramata

Haramata—bulletin of the drylands, has been published by the International Institute for Environment and Development's (IIED) for twenty years, to disseminate information and facilitate an informed debate on challenges facing drylands in East and West Africa. The journal is published in both English and French, also with the goal of building stronger communication linkages across the drylands of Africa.

LEISA

www.leisa.info/index.php?url=index.tpl

LEISA is a network of magazines on low external input and sustainable agriculture, published by the Centre for Information on Low External Input and Sustainable Agriculture (ILEIA). The *LEISA Network* publishes seven magazines, one global and six regional editions. It aims at providing practical experiences on sustainable small-holder farming, and also offer debate, backgrounds and information on books and websites. All editions have close to 50,000 subscribers.

[††] Comprehensive African Agricultural Development Programme (CAADP) is NEPAD's agricultural development programme, an Africa-led initiative to boost agricultural productivity in Africa. The initiative is co-funded by national governments and development partners such as FAO, World Bank, USAID, etc. There is no specific drylands component. www.caadp.net/

Livestock for Livelihoods

A new EU-funded programme, *Livestock for Livelihoods: Strengthening Climate Change Adaptation Strategies through Improved Management at the Livestock-Wildlife-Environment Interface*, still at the planning stage. It should be decided on by EU in March 2009 with a funding of close to EURO 5 million over four years. The programme, which should be coordinated by AU-IBAR, has a strong communications component with development of information sharing networks.

Pastoral and Environmental Network in the Horn of Africa (PENHA)

www.penhanetwork.org/home/

Pastoral and Environmental Network in the Horn of Africa (PENHA) is an international NGO led and inspired by Africans, mostly from the Horn region. The mission is to reduce poverty among pastoralists through the empowerment of communities and to foster sustainable and dignified livestock-based and non-livestock-based livelihoods.

Pastoral Communication Initiative and the Democracy, Growth and Peace for Pastoralists (DGPP) project

www.pastoralists.org/ www.pastoralists.org/pastoralist-pdf/DGPP-Advisory-Report-July-08.pdf

The *Democracy, Growth and Peace for Pastoralists* (DGPP) project was born in Ethiopia in 2002, and covers Ethiopia and the Horn of Africa. The project is funded by DFID and is part of the larger DFID *Pastoralist Communication Initiative*. It was originally hosted by UN Office for the Coordination of Humanitarian Affairs (OCHA), but is since 2008 managed by Pastoralist Consultants International, a UK-based non-profit company. Pastoralist representatives are advising on the project, which offers opportunities for pastoralists to speak for themselves; to meet, analyse, debate and negotiate with one another and with authorities.

The initiative focuses on generating dialogue and develop accountable relationships of benefit to ordinary pastoralists. Activities include pastoralist gatherings, debates, exchange visits, seminars and research. The advisors wish to see more groups and countries involved in the initiative, possibly as an alliance working on pastoralist communication in different regions.

Practical Action

http://practicalaction.org/

Even though not focusing specifically on drylands, Practical Action (earlier ITDG) works to improve the livelihoods of people in many countries around the world. In Africa they are active in Kenya and Sudan, and also in southern Africa (Malawi, Mozambique, Zambia and Zimbabwe). They work with communities to develop sustainable technologies, through practical research, testing and demonstrating. The success stories, they share through publications, journals, newsletters and web pages.

CTA Rural Radio Resource Pack Programme

http://ruralradio.cta.int/

Since 1991, the Technical Centre for Agricultural and Rural Cooperation (CTA) has supported rural radio packages on agriculture, rural development and related topics. Five packages, each on a separate topic, are broadcast yearly, by local radio stations in the African, Caribbean and Pacific countries.

Sahel Re-greening Initiative (SRI)

Sahel Re-greening Initiative (SRI) is a consortium of national and international NGOs that together with research institutions promote the re-vegetation in four countries in Sahel

(Burkina Faso, Mali, Niger and Senegal), as a form of farmer-managed natural reforestation technique using native trees.

SOS Sahel International

www.sahel.org.uk

SOS Sahel International UK was established in 1985 and seeks long-term sustainable solutions to poverty in the semi-arid lands of the Sahel region of Africa. It is looking for innovative ways in challenging marginalization and discrimination, and support local organizations helping people gaining security over key natural resources. The programme is focusing on regional issues, the strength being innovation and flexibility, testing out new ways of working, bringing people together around shared concerns and providing a specialist source of information.

Southern and Eastern Africa Rainwater Network (SearNet)

www.searnet.org/searnetfinal/home.asp

Southern and Eastern Africa Rainwater Network (SearNet) is networking among its member associations in eastern and southern Africa and Asia promoting rainwater harvesting and utilization. It produces a variety of publications plus a newsletter.

weADAPT

www.weADAPT.org

weADAPT is a collaboration of organizations exploring innovative tools and methods on climate adaptation, using the web-based weADAPT platform and Google Earth technology for packaging and transferring climate change information relevant for different knowledge users' needs (researchers, policy makers, administrators and practitioners at various levels). The pilot project has started in Kenya (and California), and is coordinated by Stockholm Environment Institute (SEI) Oxford Office and funded by Google.org Foundation.

West Africa Regional Pastoral Programme

www.oxfam.org.uk/resources/countries/wafrica_pastoralism.html

The *West Africa Regional Pastoral Programme* seeks to increase access for pastoralists and agro-pastoralists to markets and basic services, at local, national and regional levels, through creating a viable, solid organizational infrastructure capable of influencing policy.

The key approaches are advocacy, campaigning, research and capacity building of the partners, especially the pastoral Billital Maroobe Network, in coordination with other programmes. The programme is carried out in three countries Mali, Niger and Burkina Faso. Partners are the EU, Oxfam-GB, Oxfam-Novib and ACORD Sahel. The timeframe is 15 years.

Young African Express

(no website, contact info@jacaranda-africa.com)

Young African Express is a magazine for civic education and life skills. The monthly journal links to school curricula and target school children with educational information, short stories and cartoons on life skills, agriculture and other subjects. The children are encouraged to bring it home so also the parents and others around the homestead can be reached. The magazine has been distributed in Kenya and may be adapted also for other countries and language areas.

Observations and conclusions

Geographical coverage and focus

Anybody surveying the players in development is soon struck by the number of organizations and institutions involved, and drylands development initiatives is not an exception. With a closer analysis, it comes clear that most organizations are working on different thematic areas, in different geographical regions, or with different immediate target groups, even though the ultimate beneficiaries are usually the same—in this case the people inhabiting the drylands.

Many activities are carried out in partnership with other organizations and institutions, and some, such as ADDN, have networking with the different players as their major theme. *An observation is that it still appears that awareness about and coordination with other initiatives in general could improve.* Annex 3 shows an overview of geographical coverage of the institutions surveyed, and which initiatives are focusing mainly on capacity building, or communication, or both.

Even though this survey only looks at development communication initiatives, an organization with a long-term, sound and interesting initiative *lacking* on communication, could be as relevant for collaboration with IIED-Haramata as one doing communication already. Two such examples are Oxfam's Regional Pastoral Programme and ROSP, and the Drylands Coordination Group (DCG), which are strong on creating new knowledge and building country networks, but somewhat weaker on cross-border and regional communication.

Outreach and accessibility

The internet is increasingly used and an excellent way to reach out. As access to the internet is still problematic outside urban centres, due to slow internet-connections, computers with limited capacity, and unreliable electricity, the size and depth of web-pages and web-portals determine who they will reach.

There are websites both in simple formats and extremely advanced heavy platforms. Websites like ALIN and Pastoral Communication Initiative use small-size web-sites that are purposefully made to be accessible by local communities, while weADAPT and Drynet may be within reach only for centrally-based people with fast and reliable connections. *An observation is that web-portals currently seem to be the thing to do—hopefully with collaboration with others rather than overlaps.*

Contrary to the internet, publications only go as far as they are being distributed, but once disseminated, they are there. As reading is not the tradition of communities in dryland Africa, and politicians and decision-makers have very little time, the adaptation of the messages and design of the products are important to get the material read and used.

An observation is that policy briefs, typically four pagers, have become popular as they are a short and easy-to-read form of printed materials, but it doesn't come clear how well they actually do reach the intended readers and fill the intended purpose. One person mentioned that policy briefs still don't reach the right people. It may not be enough to be brief, but the content has to be purposeful for those it was meant for.

Also newsletters are extremely common, and possibly play a role as fast information within the own organization or network. Whether or not the more ambitious newsletters are worth

the money and time invested is questionable, since they easily take months to produce, and the 'fancier' they look, the more they cost to print and distribute.

Some of the communication materials, even though similar, seem to nicely complement each other. For example, Baobab and LEISA (possibly overlapping) address community development workers, while Young African Express addresses school children and Haramata address a higher level of researchers, policy makers, leaders and planners. Both LEISA and Haramata stretch from the west to the east of the African drylands, but seem to focus on somewhat different themes.

Radio is a one-time-show, and travels as far as it is broadcast. However, when it comes to reaching rural communities, radio exceeds both the internet and printed reading materials. *An observation is that this medium seems surprisingly little used.*

Programme expansions and new initiatives

Currently large amounts of donor money are targeting climate adaptation and drylands. New initiatives seem to be cropping up fast, and unless observant, there may be risks for overlapping of efforts. One such new initiative is the EU-funded programme Livestock for Livelihoods', still at the drawing table, and with a strong networking and communications component aiming at leaving behind functional information-sharing networks. Also, Oxfam-GB's newly evaluated Regional Pastoral Programme is currently developing and refining its approach, and some changes in communication aspects may occur.

Such up-coming initiatives may form an opportunity for the IIED broadened initiative on *Haramata*, where possibly great synergy of efforts could be achieved. The big question and challenge is *how* to work jointly with these ongoing programmes in ways that meet everyone's goals and do not cost too much extra time and money?

Overlapping or complementing efforts

Annex 4 shows an attempt to analyse some specific aspects of other initiatives and complementarities to Haramata. It turns out that several programmes are in fact complementary, while possible overlaps are left with questionmarks as an issue for further discussion.

Monitoring and evaluation

Only one organization, DCG, had an outspoken and innovative strategy for monitoring and evaluation, using the Most Significant Change technique.

Funding

The information on levels of funding was rather difficult to obtain and is therefore rather sketchy. Many initiatives are covered by several donors for various bits of the activities.

Conclusion

Among all these drylands development (communication) initiatives, there is definitely room for an extended scope of a journal like Haramata, especially considering its aim to bind together the eastern and western parts of Africa, its willingness to collaborate with other organizations, and the increased donor interest in climate change in the drylands. Several initiatives seem well suited as collaborators. It would need a stronger component of marketing Haramata to other players active in the drylands of Africa.

Annex 1. Terms of reference

Overview of drylands development communication initiatives in Africa

Background

The journal *Haramata* has been published by IIED for twenty years, disseminating information and facilitating an informed debate on challenges facing the drylands in East and West Africa. In response to evaluations among readers, *Haramata* is to be transformed into a broader communications programme, under African management and responsibility. The aim is to increase easily accessible, relevant and user friendly information, with a genuine African perspective, and to build relationships within Africa and across the drylands to share tools and techniques, experiences and approaches.

As part of designing the strategy for this initiative, there is a need to find out what other organizations are doing, to draw on their experiences and to find out possibilities for collaboration.

Bob Wagner is designing the strategy for the IIED initiative, and this survey would be an input in the creation of this strategy.

Objectives

1. To refresh and update Bob Wagner's professional awareness of 'who is doing what' in this area, in the different regions. This awareness would then be transferred to all members of the consulting 'team' during presentation and discussions at Dakar.

2. To do some regional 'mapping' of what countries and thematic issues the institutions included are covering – also to be presented during the meeting in Dakar, 24-26 February.

3. To provide a basis for planning and designing new communications activities with IIED support, i.e. identify good approaches, also gaps in coverage, and—most importantly—potential points of cooperation with existing efforts.

4. To suggest methods/efforts for monitoring of progress and evaluation of impact.

5. To get an idea of the level of funding—that is the cost of these initiatives, and possible sub-components. This will inform the budgeting work at proposal writing stage.

Methods

The survey will not be comprehensive. Much of the material can probably be got from web-sites, with follow-up contact by phone or email to add missing bits, and follow-up visits to some Nairobi-based organizations (see annex).

Limitations: English speaking organizations or individuals only; International, regional or cross-border initiatives (not national unless particularly interesting).

Presentation of findings

A concise report not to exceed 20 pages*, including annexes. [The summary for each initiative will be 1 – 2 pages at most—where there are related documents, links will be provided, either to the relevant content in the document, or to the document itself]
A two-hour debriefing, or presentation of findings for appropriate audience.

Timeframe

The survey to take 7 days.
Preliminary report to be submitted not later than 20 February 2009.
Final report to be submitted by 10 March 2009.

Questions issues to discuss *p 2(2)*

~~~~~~~~~~ English version ~~~~~~~~~~

a. What is the approach, and who developed it?
b. When did it start / end?
c. How does it work?
d. Who does it involve?
e. What are the tangible outputs/outcomes?
-. If a website holds these, provide URL/link:
f. What are the intangible benefits to participants?
g. How have these benefits been captured? or shared?
h. Who funded the activity / project / research? and at what level?
i. Has the approach/idea/method been adapted by others?
j. How could such an activity/method connect or feed into **Haramata** in the future?
k. What are the methods used for monitoring progress and evaluating impact?

~~~~~~~~~~ French version ~~~~~~~~~~

Les mémes questions en Français:
Revue des initiatives Africaines dans la communication pour le developpement (en zones aride)
a. Quelle est l'approche et qui l'élaboré/conçue?
b. Depuis quand est-elle mise en oeuvre?
c. Comment ca marche en pratique?
d. Qui fait le travail?
e. Quels sont les résultats tangibles/palpables?
-. Au cas où un site Web avec ces données existerait, communiquez le lien.
f. Quels sont les avantages induits bénéfiques aux participants?
g. De quelles manières ces avantages ont été capitalisés? ou partagés?
h. Quelles est la source de financement de l'activité? projet/recherche? et a quel niveau?
i. Cette approche/idée/methode a t-elle éte adaptée par d'autres ?
j. Comment se pourrait-il qu'une activité similaire ou méthode puisse dans l'avenir bénificier /apporter un soutien Haramata?

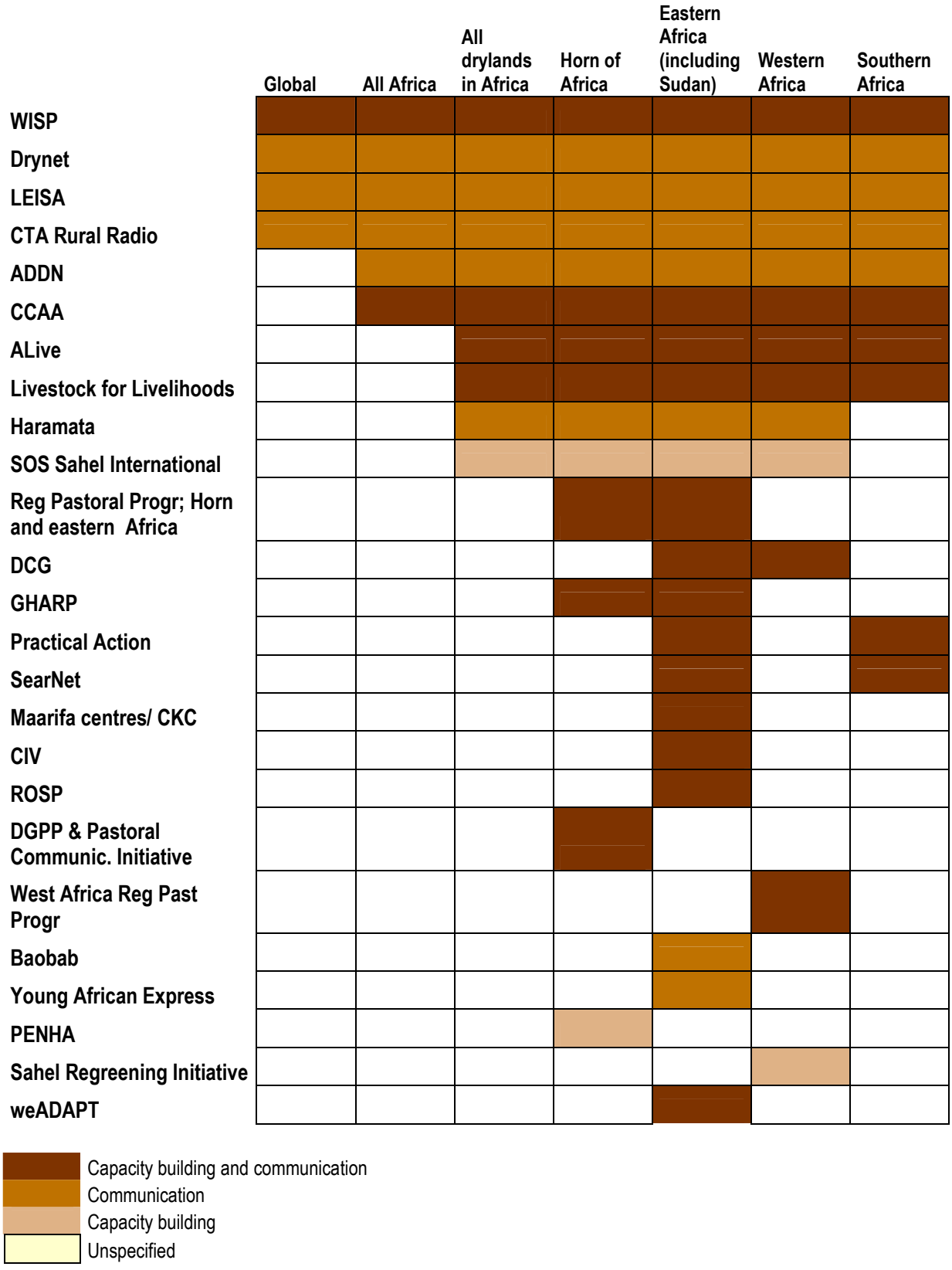
Annex 2. Main initiatives with contacts and websites

ALIN		
Esther Lung'ahi	esther@alin.or.ke	+254 20 7624640/42
Noah Lusaka	noah@alin.or.ke	
IUCN / WISP		+254 20 890905-12
Jonathan Davies, Regional Drylands Coordinator	jonathan.davies@iucn.org	+254 736 855 440
Halakhe D. Wago, Global Co-ordinator, WISP	halakhe.wago@iucn.org	
Oxfam-GB		+254 20 2820000
John Letai, Regional Pastoral Programme Coordinator	jletai@oxfam.org.uk	+254 20 2820189, +254 734 694666
Sarah Ashanut Ossiya	sossiya@oxfam.org.uk	+254 20 2820144, +254 733 600613
UNDP/ ADDN		
Ira Frydman	ira.frydman@undp.org	+254 736 190927
Eric Patrick	eric.patrick@undp.org	
ISDR/ ADDN		
Yoko Hagiwara, Programme Officer UN/ISDR	Yoko.Hagiwara@unep.org	+254 20 7624568/ +254 714 2145 21
Norad/ DCG		
Abdramane Dembele	info@drylands-group.org	
ALive		
Germain Bobo	germain.bobo@au-ibar.org	+ 254 20 3674 222
IDRC/ CCAA		Ken: +254 20 2713160, Dakar: +221 864 0000

ALIN	www.alin.or.ke
Maarifa Centres/ Community Knowledge Centres (CKC)	www.alin.or.ke/maarifa%20centres.html
Community Information Volunteer Programme (CIV)	www.alin.or.ke/volunteer%20program.html
Openrich web portal	http://196.201.231.147/eNRICH/
IUCN	www.iucn.org
World Initiative for Sustainable Pastoralism (WISP)	www.iucn.org/wisp
WISP Pastoralist Portal	www.iucn.org/wisp/pastoralist_portal
WISPnet bulletins	www.iucn.org/wisp/resources/wispnet_bulletins/
Oxfam-GB	www.oxfam.org.uk
Regional Pastoral Programme	www.oxfam.org.uk/resources/learning/pastoralism/index.html
Report on the Status on Pastoralism (ROSP)	www.oxfam.org.uk/resources/learning/pastoralism/rosp.html
West Africa Regional Pastoral Programme	www.oxfam.org.uk/resources/countries/wafrica_pastoralism.html
UNDP's DDC	www.undp.org/drylands/
African Drought Risk and Development Network (ADDN)	www.droughtnet.org
ADDN webportal	www.droughtnet.org
FrameWeb: ADDN discussion and material sharing website	www.frameweb.org/CommunityBrowser.aspx?id=3003
Both ENDS	www.bothends.org
Drynet	www.dry-net.org/index.php?page=1_2
Norad	
The Drylands Coordination Group (DCG)	www.drylands-group.org
"	http://www.drylands-group.org/About_DCG/Documents/index.html
IDRC	www.idrc.ca
Climate Change Adaptation in Africa (CCAA)	www.idrc.ca/ccaa
	www.idrc.ca/en/ev-94425-201-1-DO_TOPIC.html
	http://www1.worldbank.org/devoutreach/article.asp?id=477
CCAA Knowledge Sharing Framework	www.idrc.ca/uploads/user-S/12036075161CCAA_KS_framework.doc
New project to support communication and networking	www.idrc.ca/en/ev-120865-201-1-DO_TOPIC.html

Annex 3. Geographical coverage and focus

An analysis of focus of activities and coverage for all initiatives included. Sorted firstly after coverage and secondly after focus. Observe that the coverage is rather crude as several organizations only cover one, two or three countries within a region.



Annex 4. Complementarity to Haramata

An attempt to analyse specific aspects and complementarities to Haramata.

	Innovative	Mainly printed materials	Web portal	Overlap with Haramata	Complement to present Haramata	Weighted importance*
Maarifa centres/ CKC					x	***
CIV					x	***
WISP					x	***
Reg Pastoral Progr; Horn and eastern Africa					x	***
ROSP					x	***
ADDN					x	**
Drynet					x	**
DCG					x	***
CCAA						**
ALive						
Baobab				?		*
GHARP						*
Haramata				N/A	N/A	N/A
LEISA				?		*
Livestock for Livelihoods				?		**
PENHA						*
DGPP & Pastoral Communic. Initiative					x	***
Practical Action						*
CTA Rural Radio					x	**
Sahel Regreening Initiative						*
SOS Sahel International						*
SearNet						*
weADAPT						*
West Africa Reg Past Progr					x	***
Young African Express						*

* Importance weighted on the basis of: arid lands focus; communications or networking component; innovative interesting initiative; and suitability for collaboration.