



# ARIMNet2

## International Conference on Agricultural Knowledge and Innovation Systems (AKIS) in the Mediterranean

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# Farmers networks and innovation platforms for knowledge generation and dissemination

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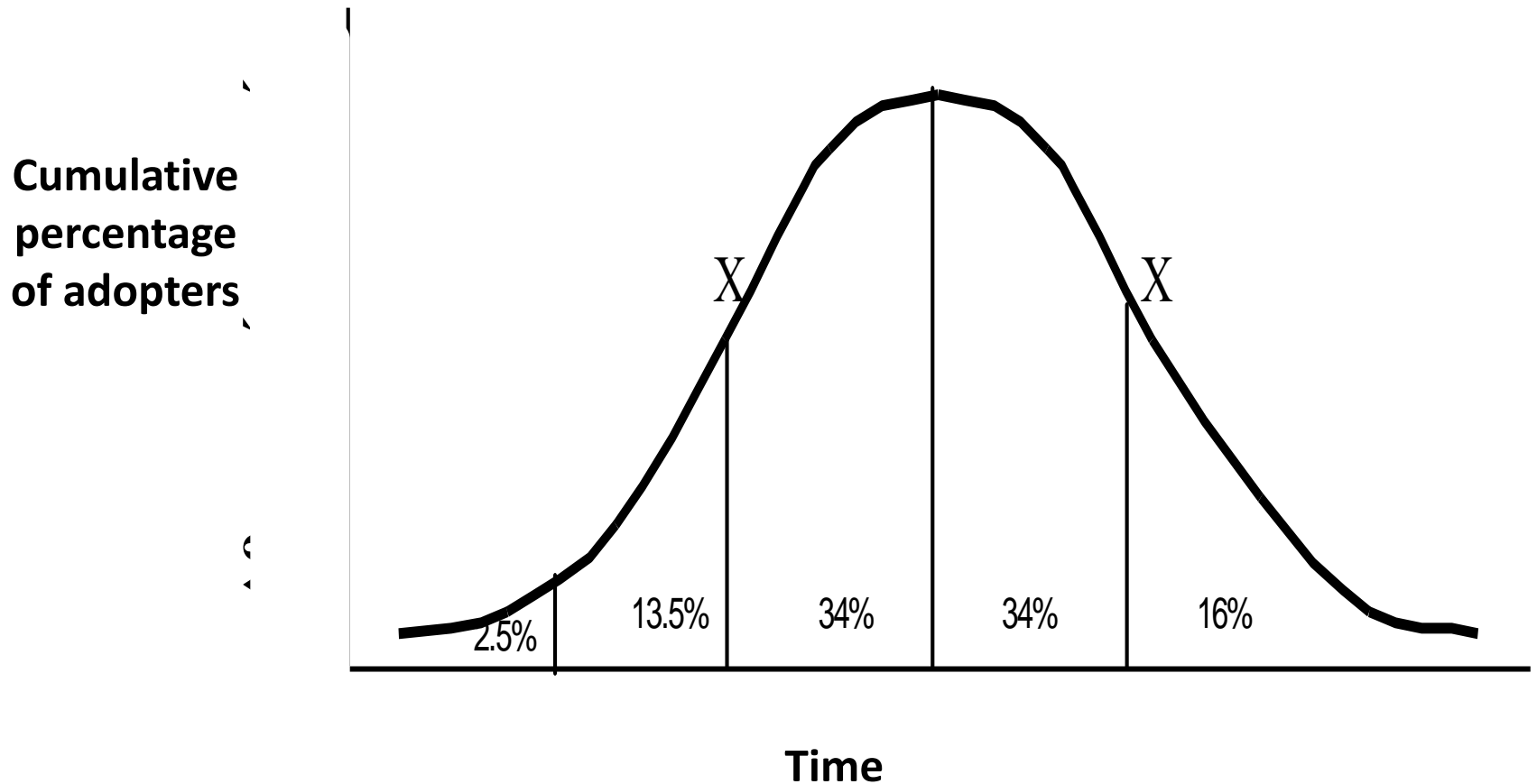
# PROGRESSIVE FARMER STRATEGY

- Innovation: an idea perceived as new by the individual/ anything new that has been successfully introduced into an economic or social process
- Adoption: decision to continue full use of an innovation
- Innovativeness: the degree to which an individual is relatively earlier in adopting new ideas than other members of his/her social system (re: farmer & farm characteristics)

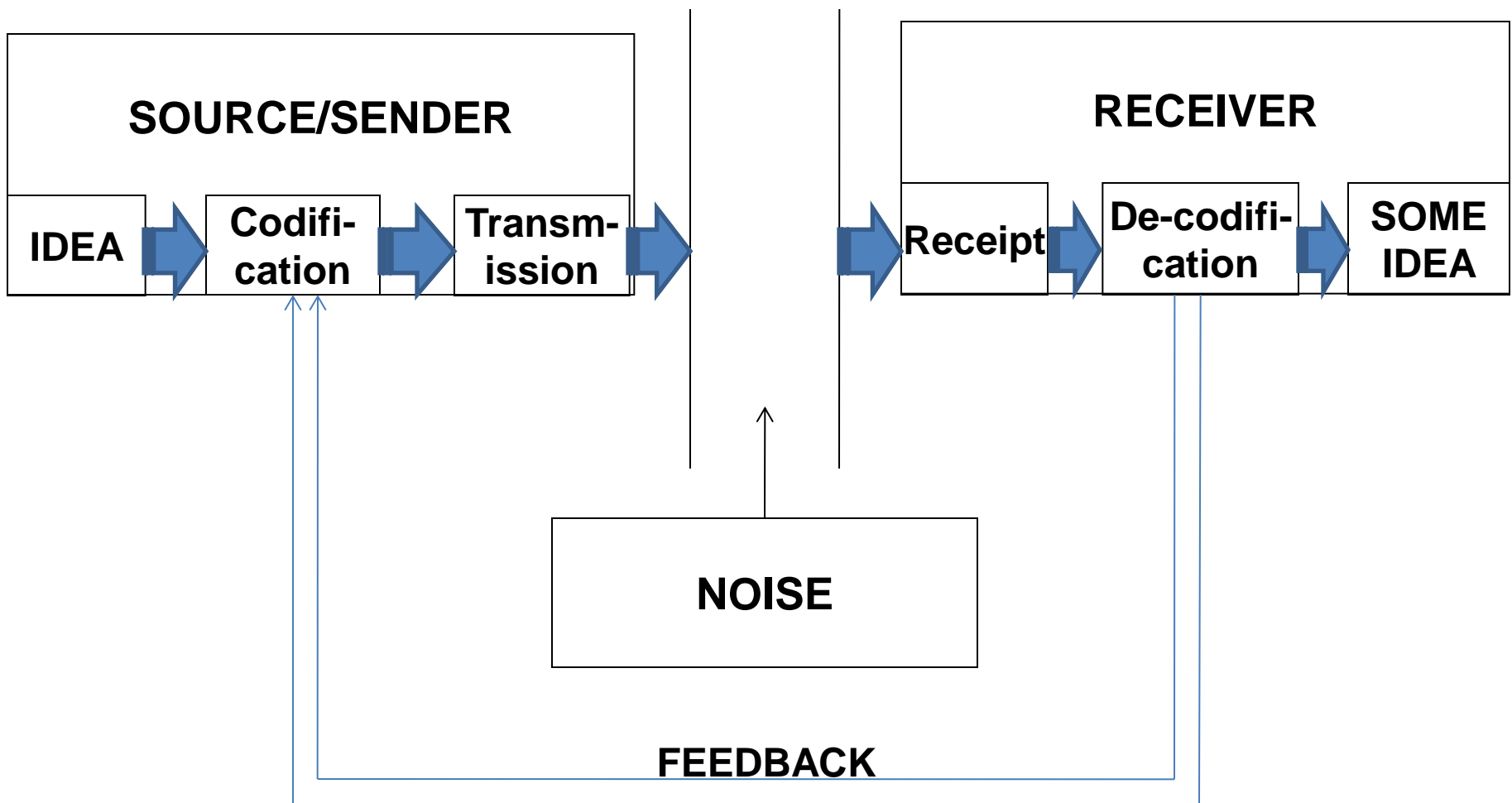
## Diffusion: Progressive farmer strategy

- An extensionist will not be able to work closely with all farmers in his/her district, so s/he can increase his/her impact by cooperating with the opinion leaders => “Progressive farmer” strategy & “Trickle-down”

# DIFFUSION OF INNOVATIONS (ROGERS) - innovativeness



# COMMUNICATION: THE PROCESS



# COMMUNICATION METHODS

## ■ Individual

- Lecture/ Seminar
- Demonstration (method/ result)
- Excursion/ Field day

## ■ Group

- Lectures/ Seminars
- Demonstrations (method/ result)
- Excursions/ Field days
- Group meetings/ discussion groups

## ■ Mass (RTV, press, etc.)

## ■ ICTs

# THE GOOD COMMUNICATOR

- Knows his/her audience, its wants and needs; knows his/her message, its content and how to present it; knows effective channels of communication to reach his/her audience with his/her message; and knows his abilities and limitations
- Prepares the message carefully, using appropriate materials and devices to elicit interest and insure a successful reception of the message
- Uses messages (language, graphics, etc.) the people will understand
- Realizes that mutual understanding between sender and receiver is mostly his/her responsibility
- Is aware of the limits in time; chooses only those parts most appropriate for the particular situation; does not keep people too long at one time (boredom sets in sooner than you think).

# NARS to AK(I)S

## National Agricultural Research Systems

- The NARS approach, espousing a linear model of research, development, and extension (ToT/ diffusion of innovations), aimed at investments in agricultural research institutes and higher education institutions in order to strengthen research supply

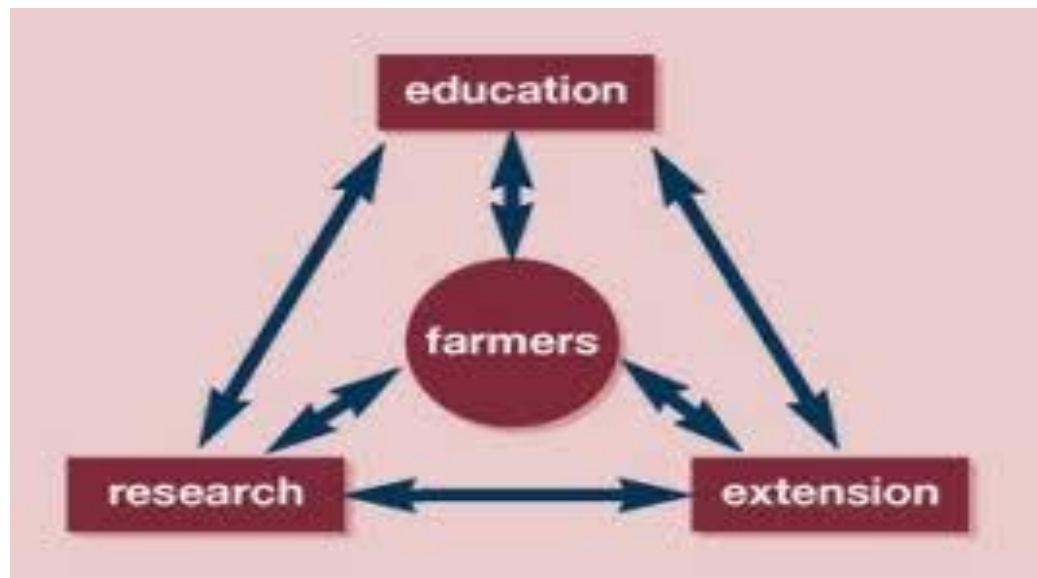
## Agricultural Knowledge (and Information) Systems

- The Agricultural Knowledge (and Information) Systems (AK[I]S) approach brought attention to the demand side factors



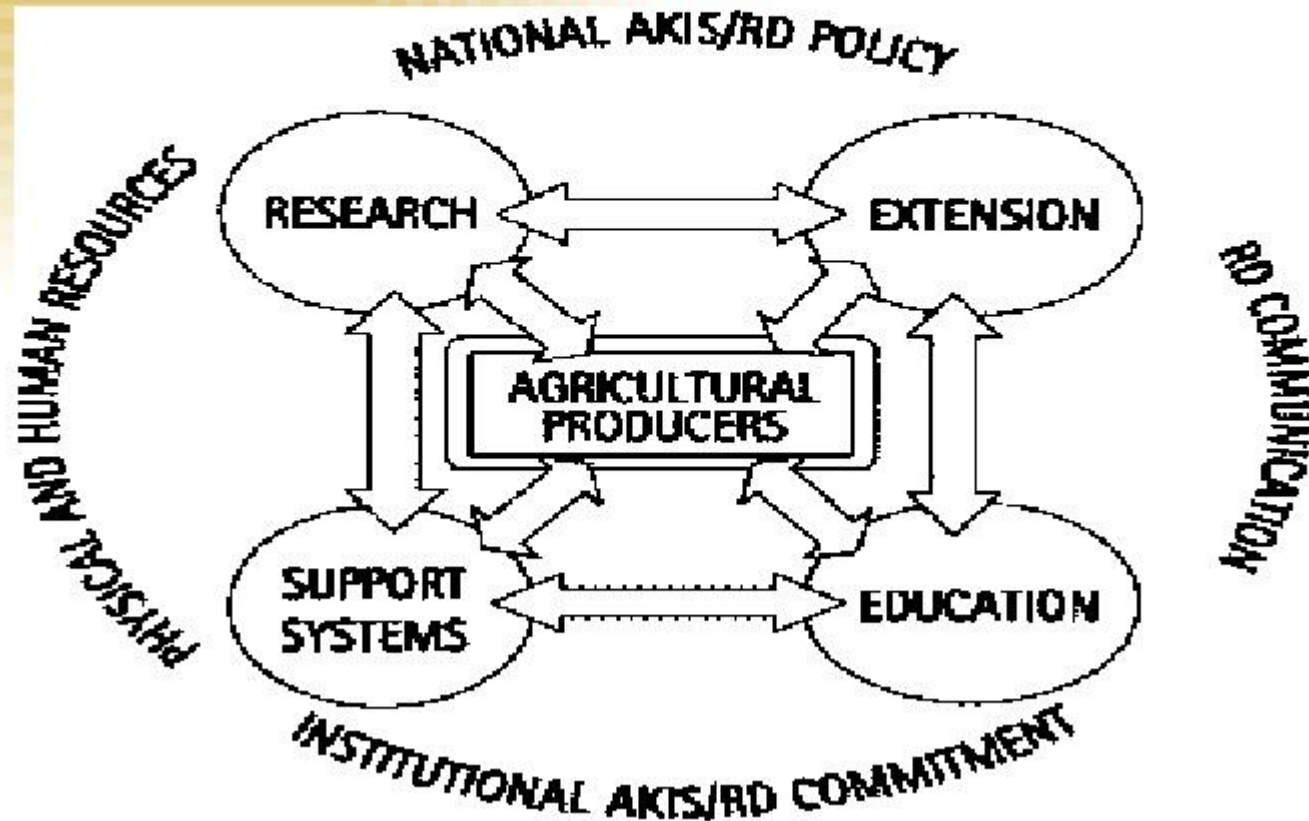
# AK(I)S

- AK(I)S aimed at integrating farmers, education, research and extension; it has been depicted as a triangular arrangement (knowledge triangle) with the farmer being placed at the centre/heart of this arrangement.





# *A comprehensive AKIS/RD model*



# FSRE

- Farming Systems Research & Extension (FSR/E)
  - FSR/E: a set of methodologies to better understand and apply technical interventions
  - Its basic principle is that the process of technology generation and adaptation should be responsive to the characteristics of the targeted farming systems, farmers' objectives, and the conditions under which specific populations practice agriculture
  - Through FSR/E vast experience has been accumulated in terms of understanding farmers and developing appropriate – PARTICIPATORY tools and methods
  - Principles: a reversal of learning; offsetting biases; optimizing trade-offs; seeking diversity; facilitating – they do it; sharing

# FACILITATION

## ■ Facilitation

- “support the work of different types of teams in solving mostly complex problems and in developing decision solutions”

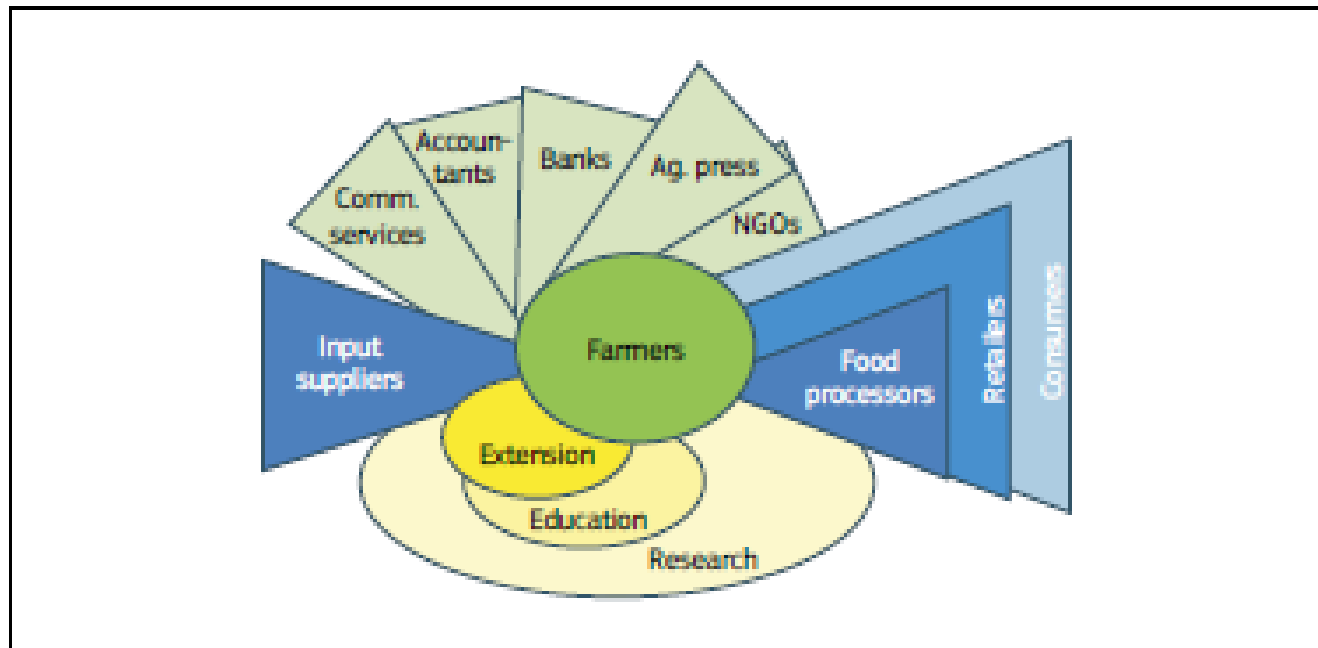
## ■ Facilitation Skills

- Ability to listen
- Confidence to deal with conflict
- Ability to communicate
- Ability to deal with complex issues
- Ability to hear differing point of views
- Good arbitration and mediation skills
- Ability to create a comfortable and safe environment

# SYSTEMS OF INNOVATIONS (1/2)

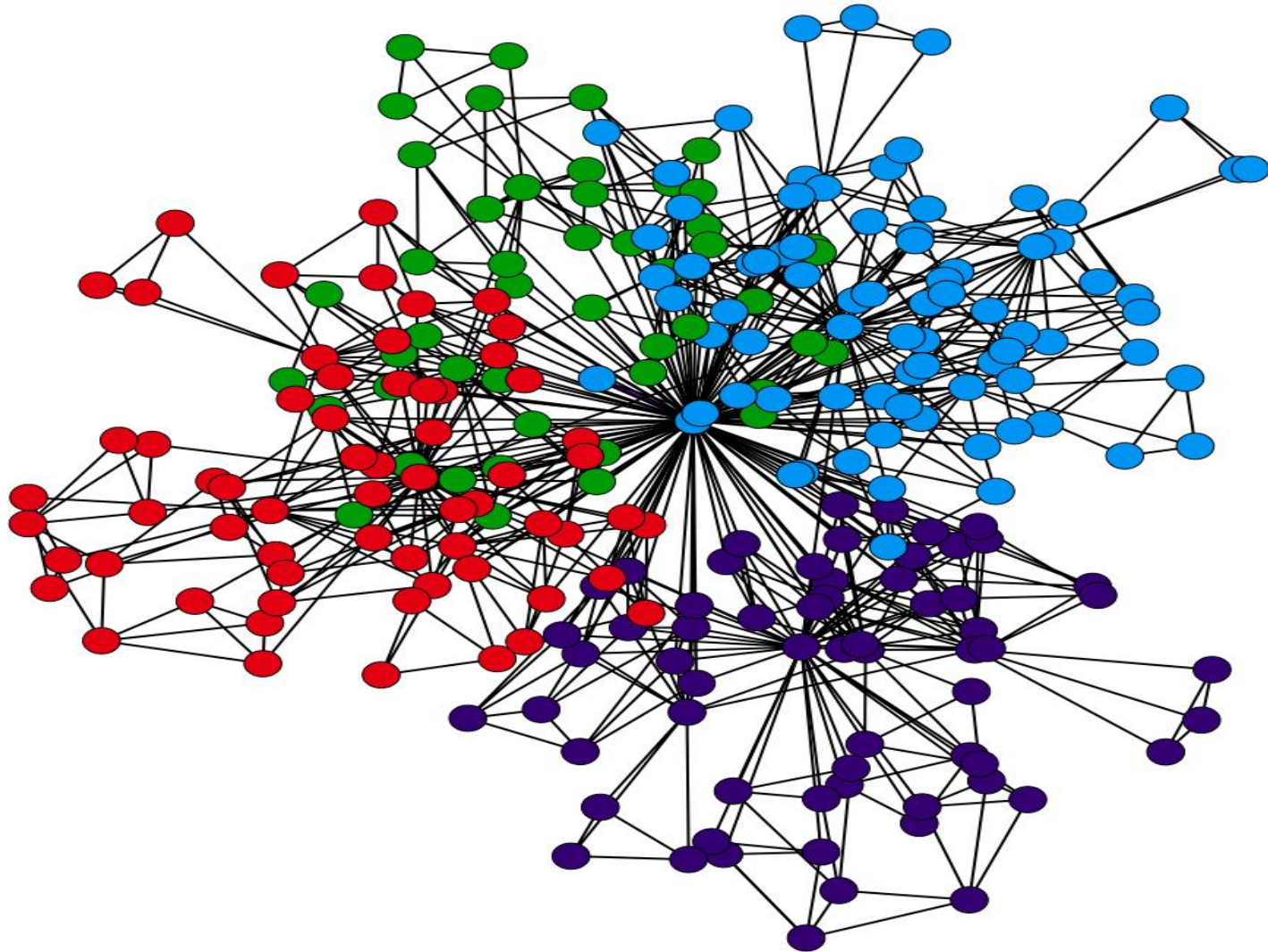
- Contemporary ‘interactive’ approaches emphasise the iterative, adaptive nature of innovation. The systems of innovations (SoI) approach emphasises the multiplicity of determinants which influence the innovations’ development, diffusion, and use. Moreover, innovations do not concern only new technological arrangements but new social and organisational arrangements as well
  - the process of innovation is messy and complex; new ideas are developed and implemented by people who engage in networks and make adjustments in order to achieve desired outcomes =>
  - Social Learning: the collective action and reflection that occurs among stakeholders as they work towards mutually acceptable solution to a problem pertaining to the management of human and environmental interrelationships

# SYSTEMS OF INNOVATIONS (2/2)





# NETWORKS



# INNOVATION PLATFORMS (1/2)

## Innovation platforms

- tools that help stakeholders to interact in a concerted manner
- a set of stakeholders bound together by their individual interests in a shared issue, challenge or opportunity, intending to improve livelihoods, enterprises and/or other interests
- made up of various actors who co-operate, communicate and share tasks to carry out activities needed for innovation to take place
- provides a physical or virtual forum for exploring opportunities to address common issues/ shared interests, and investigating and implementing joint solutions
- can be formed at different levels (local, national) and in different sectors (dairy, horticulture, etc.)



# INNOVATION PLATFORMS (2/2)

## Stakeholders

- Smallholder farmers;
  - Input dealers, Agro-food processors and Traders;
  - Private and public providers of technical (research and extension) and managerial (business development) services;
  - Financial services (banks and microfinance institutions); and
  - Regulatory bodies (which define standards and rules).
- Membership of an innovation platform is dynamic
  - The roles of participating individuals and organizations may change (change in the platform's objectives or strategies & internal reflection and learning)

# INNOVATION BROKERS (1/3)

## Innovation Brokers: Definitions

- a person or organization acting as a member of a network ... that is focused neither on the organization nor the implementation of innovations, but on enabling other organizations to innovate
  
- a person or organization that purposefully catalyses innovation through bringing together actors and facilitating their interaction, from a relatively impartial third party position

# INNOVATION BROKERS (2/3)

## Innovation Brokers: Roles

- **DEMAND ARTICULATION:** quick system diagnosis to identify promising entry points, supportive policy, and constraining factors to be overcome
- **NETWORK FORMATION:** Facilitate linkages among relevant actors—specifically, by scanning, scoping, filtering, and matchmaking possible partners that have complementary resources such as knowledge, technology, and funding
- **INNOVATION PROCESS MANAGEMENT:** coalition building requires continuous “translation” between actors, the building of trust, establishing working procedures, fostering learning, motivating, and managing conflict

# INNOVATION BROKERS (3/3)

## Innovation Brokers: Functions

- Facilitation
- Linking and strategic networking
- Technical backstopping
- Mediation
- Advocacy
- Capacity building
- Management (suppl.)
- Documenting learning (suppl.)
- Champions (suppl.)

**THANK YOU FOR YOUR  
ATTENTION!**