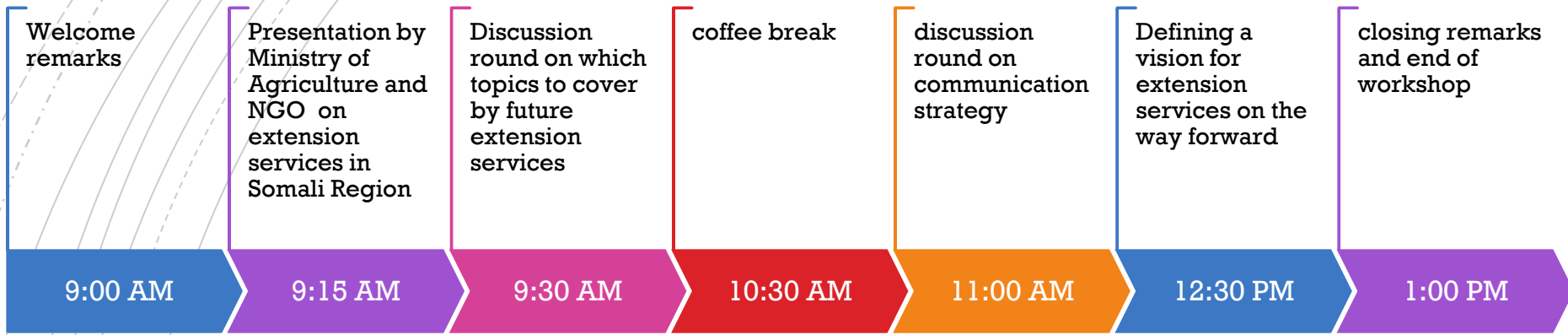




# Somali Region Workshop on Development of Extension Material

## Introduction



# Agenda of the workshop



# Development of the dry lowlands

- There is a huge potential in the Ethiopian lowlands to improve the livelihood of the communities. There are many options for rehabilitation of degraded dry valleys and improving rangelands, for instance:
  - water spreading weirs and small irrigation
  - soil- and water conservation measures,
  - rangeland management
  - improved agricultural production
  - better marketing and processing
  - better local services
  - and more..



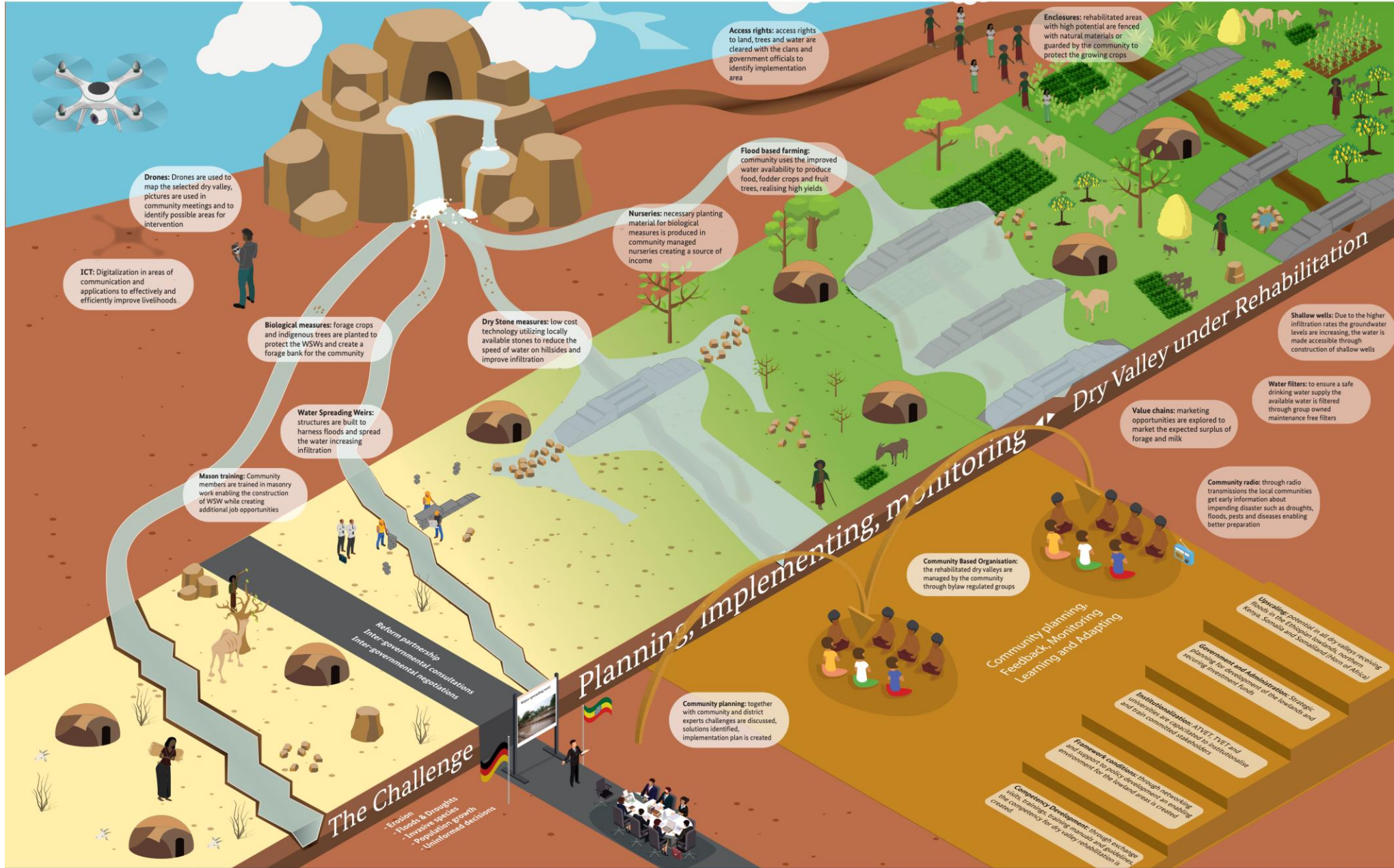
# Where does good extension come in?

- To make people reflect on their own situation and realize there is scope for change
- To bring new ideas and technical advice and get people convinced and enthusiastic of trying these
- To introduce new skills and make people confident and 'able' of using them
- To support collective action, group formation and leadership development, where necessary
- To create a spirit of learning and exchange and a culture of improvement
- .....



# A ten year journey

## Strengthening Drought Resilience

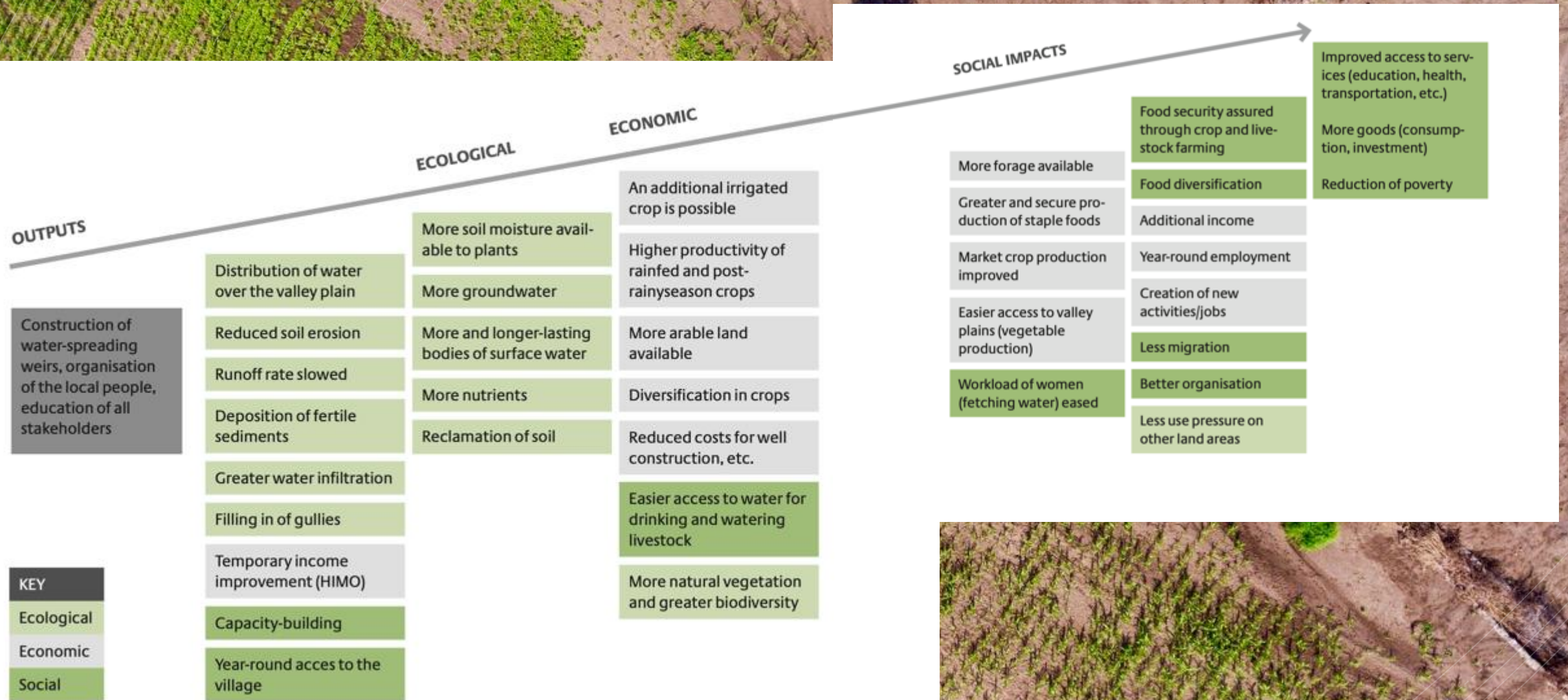








For example: if one introduces flood water spreading weirs, communities need extra ideas and skills and organization to make use of the potential and improve livelihoods

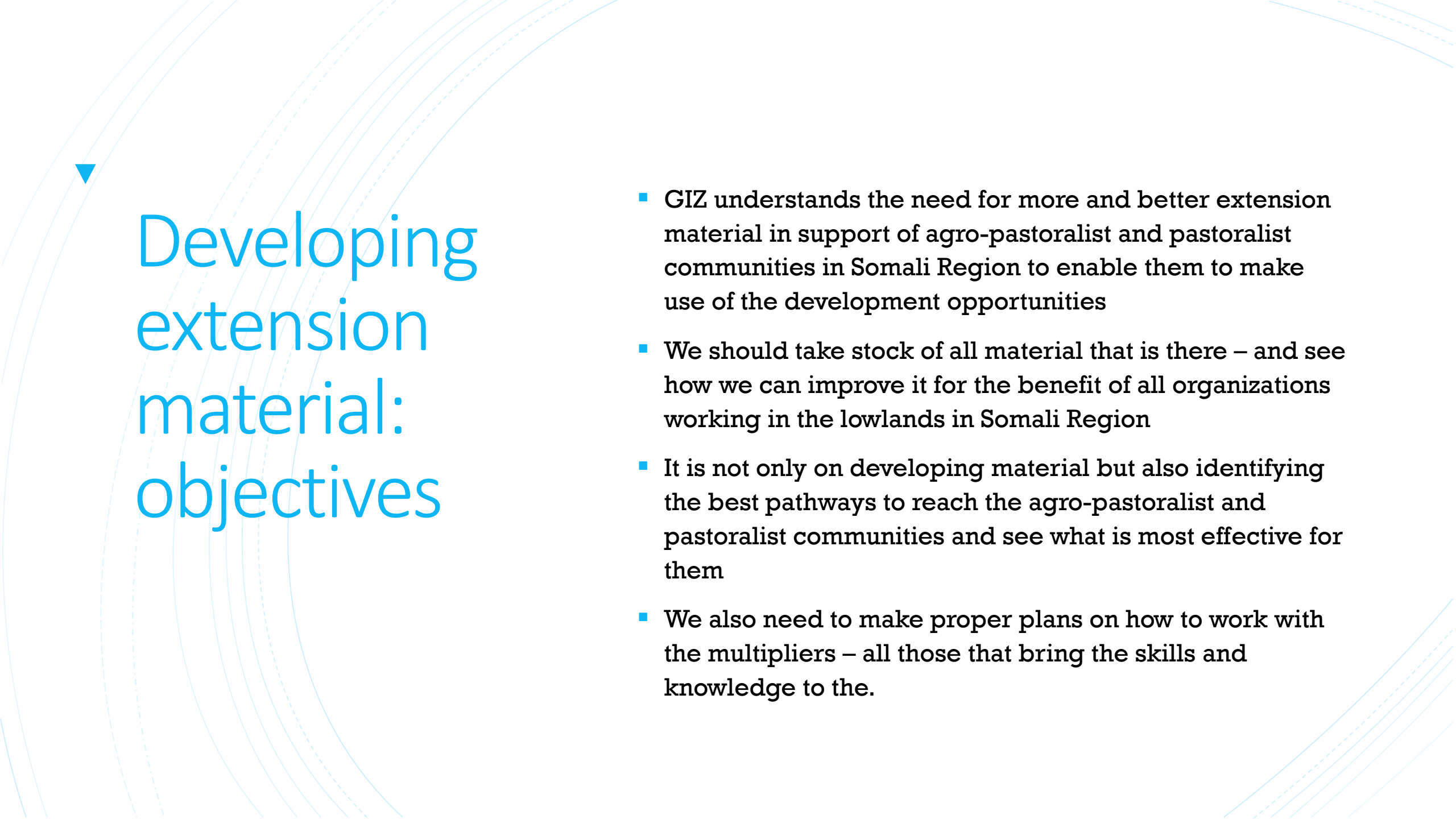




The next  
steps  
therefore  
are to agree  
on:

- The most important topics for extension
- The most effective multipliers
- The best ways of communication according to the needs of the community





# Developing extension material: objectives

- GIZ understands the need for more and better extension material in support of agro-pastoralist and pastoralist communities in Somali Region to enable them to make use of the development opportunities
- We should take stock of all material that is there – and see how we can improve it for the benefit of all organizations working in the lowlands in Somali Region
- It is not only on developing material but also identifying the best pathways to reach the agro-pastoralist and pastoralist communities and see what is most effective for them
- We also need to make proper plans on how to work with the multipliers – all those that bring the skills and knowledge to the.



# Objectives of the workshop


- To come together to discuss a common strategy on this important topics
- To learn from previous experience in working with communities, review existing material (by MoA, MoP, NGOs, etc..) and to identify best practice and missing elements
- To obtain input for the development of the extension material:
  - Topics
  - Multipliers
  - Means of communication and methodology
- To agree on the most effective and do-able extension strategies
- To discuss how everybody can actively take part





# Preliminary results

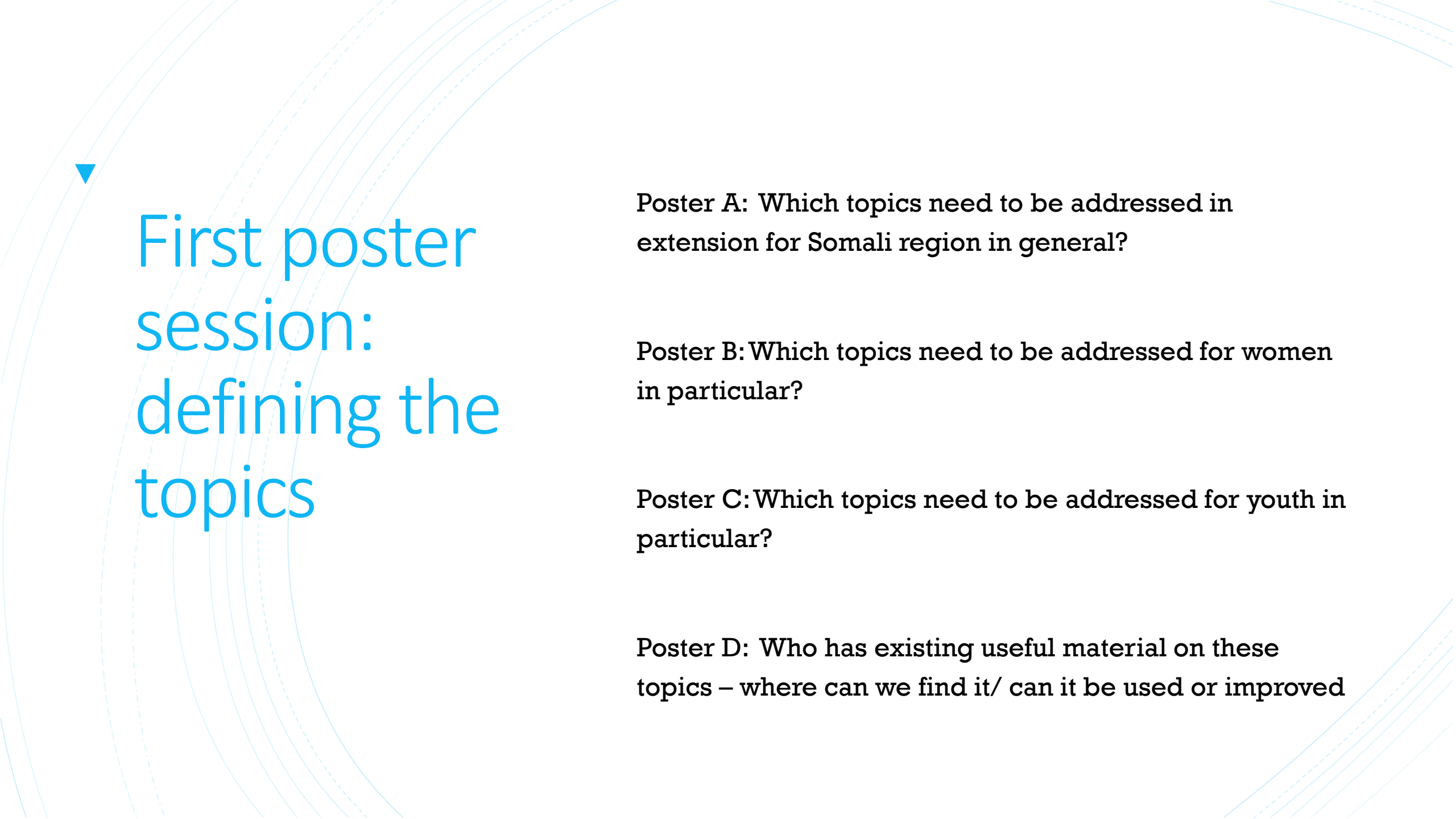
- MetaMeta team conducted 21 key-informant interviews at the federal and regional level
- Some points that emerged:
  - Some appreciable efforts have been done
  - Material that was developed is not specific for the lowlands
  - Need to use communication methodologies that are specific to the lowland needs and realities
  - Women are key to better livelihoods but is still the group that is not reached



## Preliminary outcomes on the communication methodologies

- Radio programs
- Horizontal learning: farmer to farmer exchange and pastoral to pastoral knowledge exchange,
- Training
- Participatory methods (2 ways communication)
- Demonstration Resource Center
- Bulletins/brochures, fact sheets/posters
- Using billboards,





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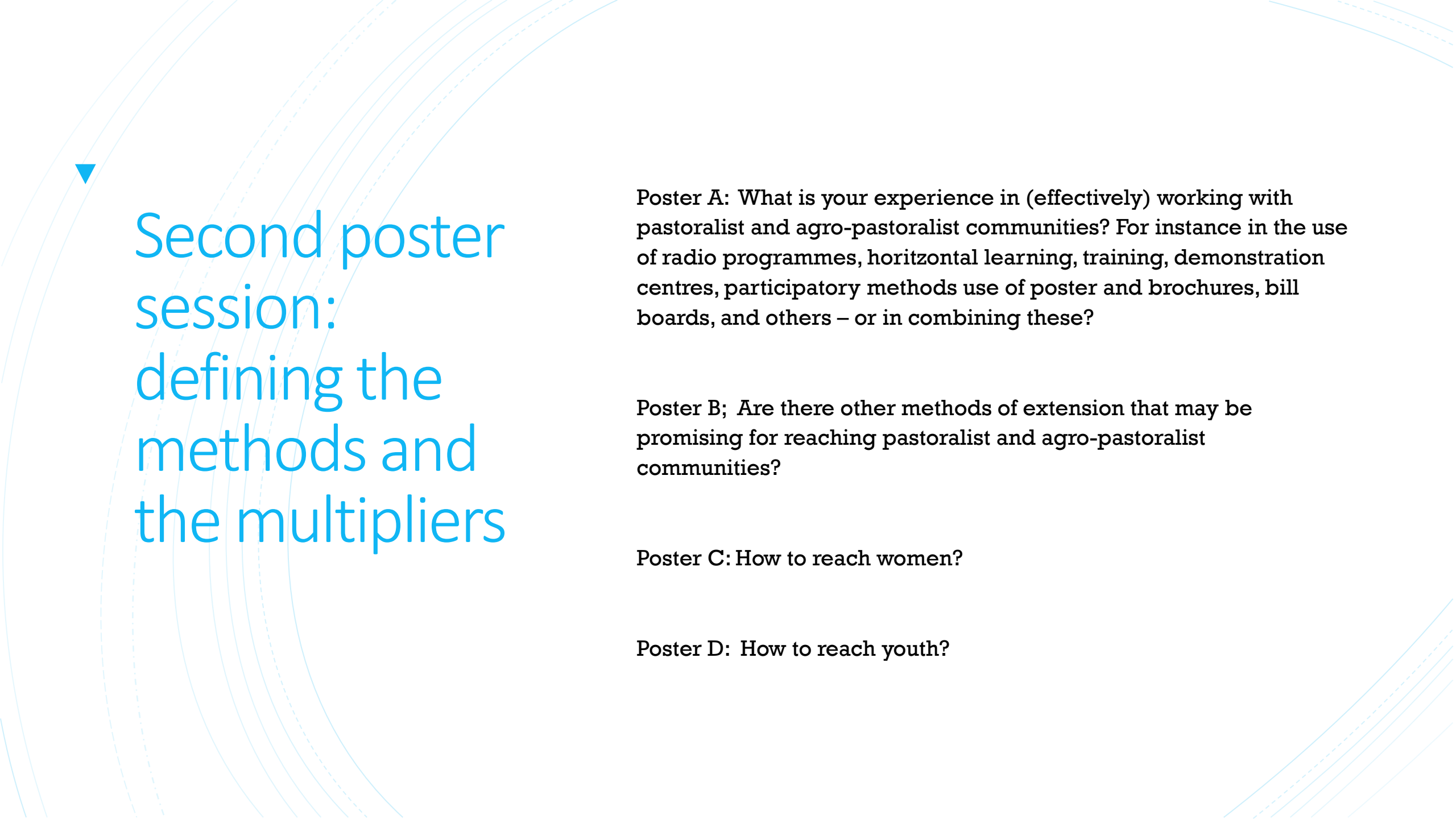
# First poster session: defining the topics

**Poster A: Which topics need to be addressed in extension for Somali region in general?**

**Poster B: Which topics need to be addressed for women in particular?**

**Poster C: Which topics need to be addressed for youth in particular?**

**Poster D: Who has existing useful material on these topics – where can we find it/ can it be used or improved**



Second poster  
session:  
defining the  
methods and  
the multipliers

Poster A: What is your experience in (effectively) working with pastoralist and agro-pastoralist communities? For instance in the use of radio programmes, horizontal learning, training, demonstration centres, participatory methods use of poster and brochures, bill boards, and others – or in combining these?

Poster B; Are there other methods of extension that may be promising for reaching pastoralist and agro-pastoralist communities?

Poster C: How to reach women?

Poster D: How to reach youth?



# Final session: defining joint strategy and action

- Plenary discussion: how can we work together and share in developing extension material on different topics for different target groups?