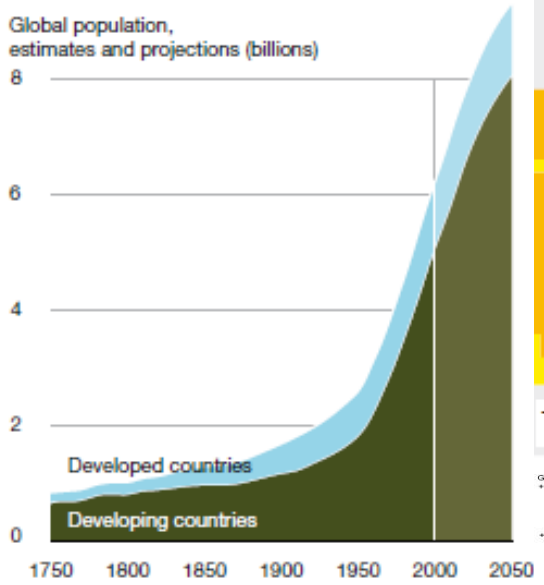
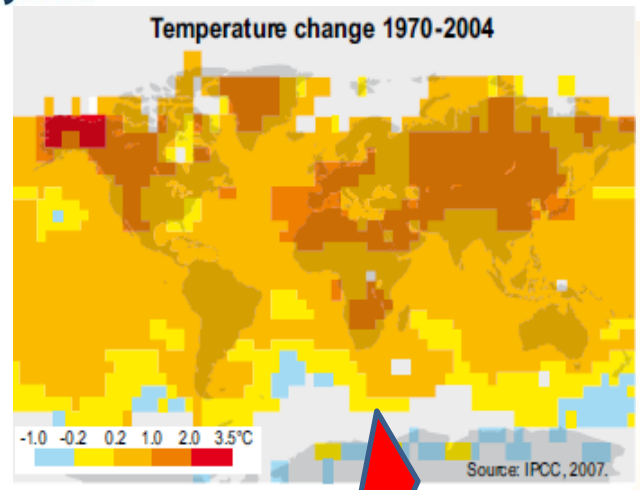
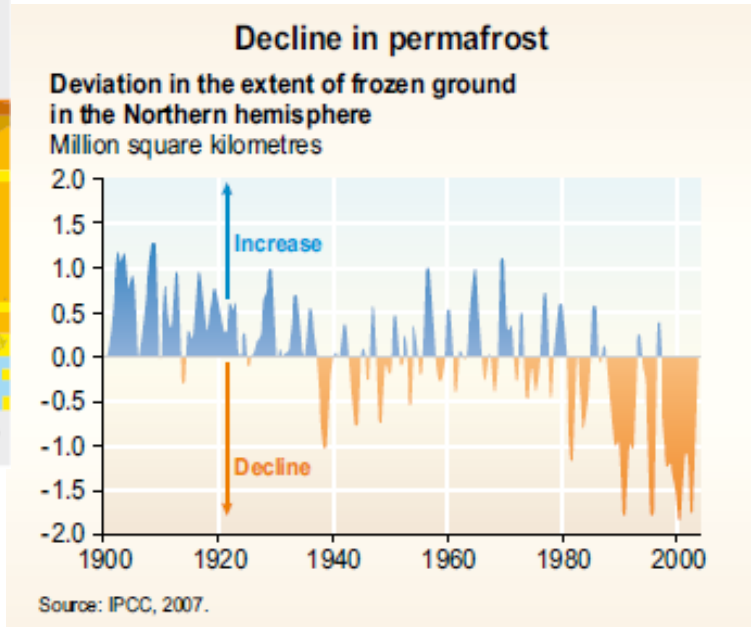
# « Fostering innovative dialogue between researchers and stakeholders to meet future challenges : land, soil, desertification, urban and Community based environemental management »

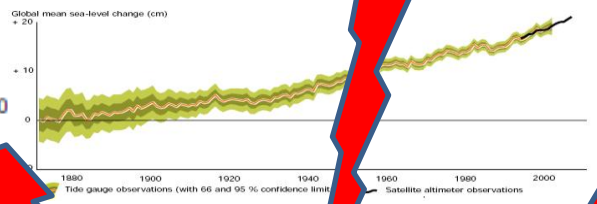
« Workshop under the aegis of the EC in Brussels 10 - 11 june 2013

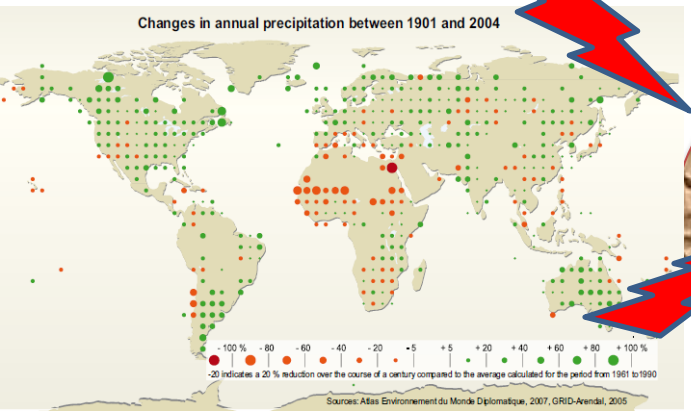
Patrice BURGER – CARI on behalf of DRYNET

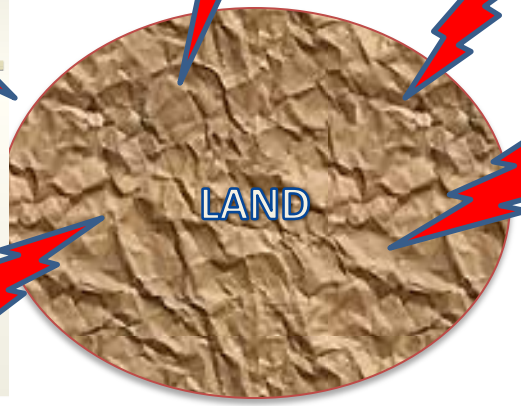


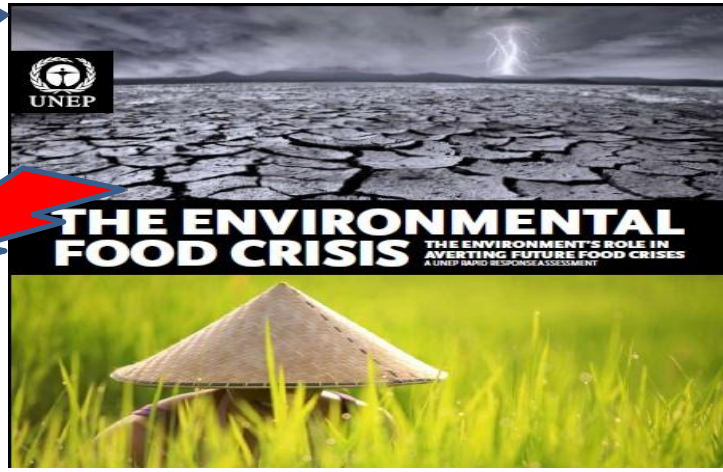



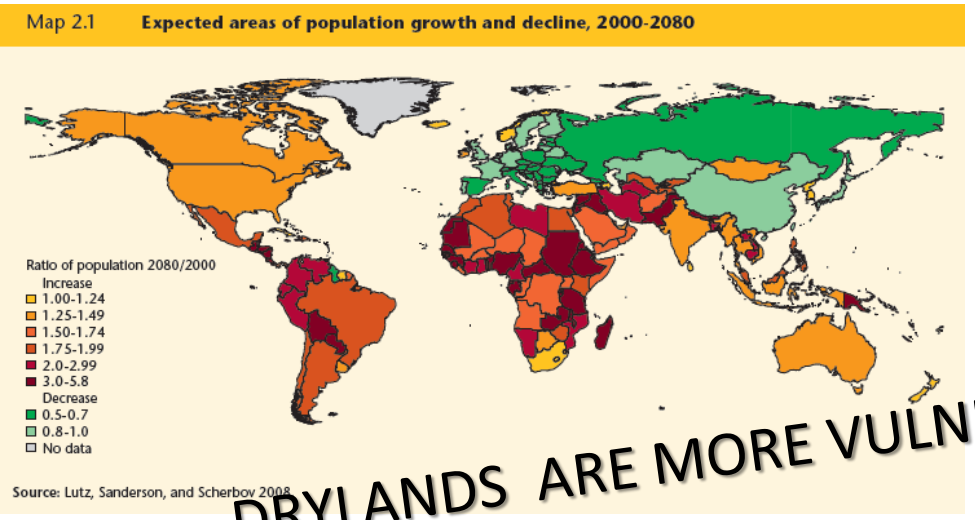



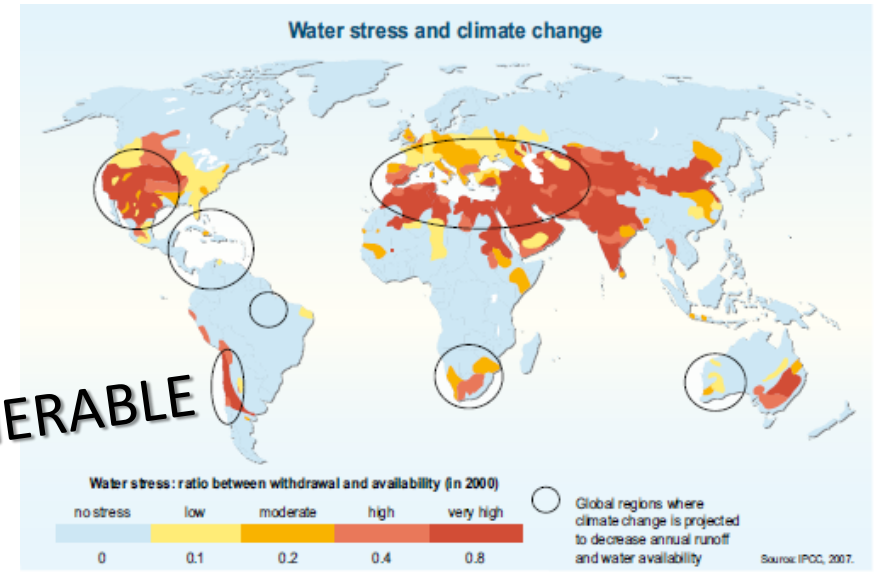



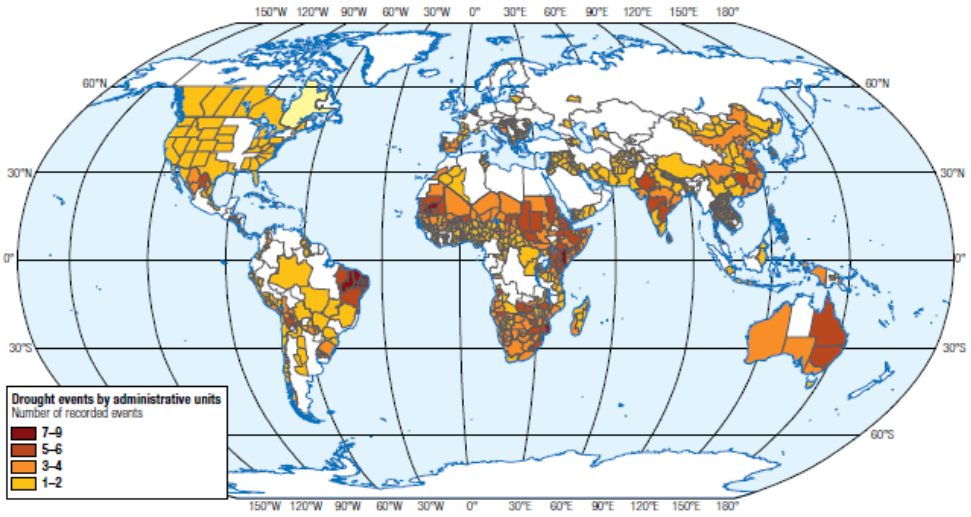




**TRENDS OF A CHANGING WORLD !** Global Risk Forum 2010 - Davos




DRYLANDS ARE MORE VULNERABLE




**41% of the land are drylands** ; 10 to 20 % are hihgly degraded
**Asia is the most affected** 1.4 billion **Africa has 74 % of its land affected** North America, Australia and Europe are also affected
**38 % of the world population (** 2.3 billlion) live in this areas
**250 millions are directly affected by conséquences of** desertification

# Research for the development of the drylands ?

- We are all stakeholders
- 25 years work in drylands
- Research does not meet the needs at the local, neither and at the global level
- Harmonizing the information : WOCAT data base ?
- Sustainable agriculture : where research is behind…
- CSOs networks have an added value !

Réseau Sahel Désertification

# Lessons learned on science-Ngo collaboration in reasearch projects

- • Develop the project goal jointly from the beginning and ensure that deliverables reflect
- both scientific and non-scientific components. Pay special attention to research questions,
- expected results and trends in the light of the joint project goal or the policy issue you want
- to address and make sure they are well connected.
- • Depending on the purpose of the project, ensure a sound balance between project
- partners coming from a science background and from NGOs, and among the different
- disciplines.
- • Ensure that there is budget for both research/science-like activities and NGO activities
- such as visiting conferences and non-scientific communication. Additionally, ensure that the
- funds you apply for are able to accommodate both scientific and NGO administrative and
- organisational set-ups (for example, are both temporary and permanent staff allowed to
- work on the project).
- • Ensure that roles and deliverables are clearly outlined for the project, and that these are
- regularly reflected on by all team members. Ensure both representatives are present in the
- management structure of the project – this way strategic choices made and the direction of
- the project taken during the project lifetime will answer the needs of all project partners.
- • Outreach to a non-scientific audience can be done solely by the NGOs, or by all project
- partners (possibly guided by the NGOs). In case of the latter, make sure all project partners
- are well aware of this and are comfortable and interested to do so, because it might take
- extra effort to write for an audience you are not used to. It helps to involve at least some
- scientists who have experience in reaching out to non-scientific audience.

# Lessons learned on science-Ngo collaboration in reasearch projects

- • Be creative in designing the activities in the project; make use of each others practices
- and ways of working. For example, the educational systems in science may also be used for
- outreach to non-scientists as well.
- Local level decision-makers and land use planners are sometimes much easier to involve
- or reach than higher-level ones – so take your message to the right planning level.
- • Local level decision-makers are generally more interested in technical transfer, whereas
- higher-level decision-makers could be more interested in the methodologies and
- generalities – again, depending on your message chose the right planning level to address.
- • Choose your tactic: You can either communicate your results to any policy maker that
- wants to hear them, or you can start with a policy question and see whether you can
- answer that question with your results. In the last case your audience will be smaller, but
- with more interest, than in the first case.
- • Beware that your results can get hijacked for a cause you may not want them to be linked
- to, so think of how you write it – the way scientific results are perceived and constructed
- will affect the acceptance and use of them.
- • Select one or more messages out of your results. Spread and tune your message actively;
- design something that allows impact. better use of those messages, such as training. Besides
- publications, think also of other vehicles to bring your message such as field
- demonstrations. Just publishing your messages on a website will not generate much

# Lessons learned on science-Ngo collaboration in reasearch projects

- .Besidespublications, think also of other vehicles to bring your message such as field
- demonstrations. Just publishing your messages on a website will not generate much impact.
- • Do you want to give your message to those most interested in your results, or to those
- most influential on land management issues? You need to adjust your messages and the
- delivery of them accordingly.
- • If you want to address certain policy questions, make sure your research generates the
- right results (for example, trends are often more relevant than single results, as policy
- makers need to work with scenarios for the longer term)
- • Politicians listen to rapidly changing markets and to voters – a better strategy could be to address the technical personnel working for the politicians. Furthermore, civil servants do not change every 4 years.
- • Including social scientists in your research team will help in the outreach to policy
- makers. Including scientists with experience in addressing policy questions in your team
- might help even more.
- • Make sure you include enough time in the research project at the end to analyse the
- results, synthesise them, translate them for a non-scientific audience, present them, etc.

# THE RIFT PRINCIPLE

The Right Information for the Right people in the Right Format and at the Right Time

What is the message?

What do people want to know?

Which people need to know?

Who will act on the information?

Will the audience prefer talks or leaflets, or posters, or video clips, or policy briefs, or….?

How does format and timing affect whether the message makes the intended impact?

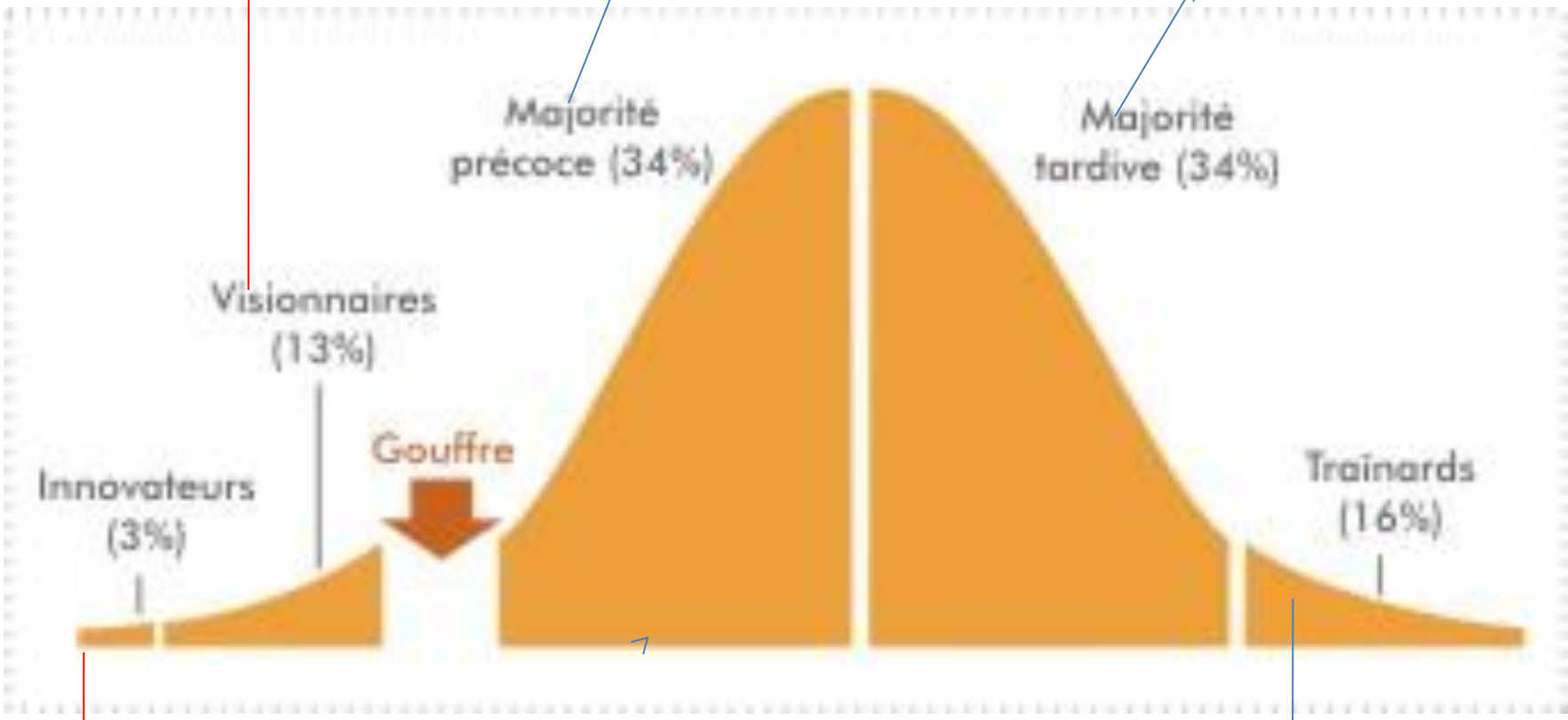
Both ENDS
CARI
Centre d'Actions et de Réalisations Internationales
drynet
DESIRE

# The adoption of innovations

EARLY ADOPTERS

EARLY MAJORITY

LATE MAJORITY




INNOVATORS

LAGGARDS


« From research to the improvement
of the livelyhoods in drylands :
a long way to go which needs
the involvement
of all the stakeholders… »

drynet

**Thank you**

**www.cariassociation.org**

**www.dry-net.org**

**Patrice Burger**