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## The ICARDA Approach for Knowledge Management and Dissemination (KMD): Generation and Use of International Public Goods (IPGs) for Rural Poverty Reduction

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### Abstract

KMD Program aims to ensure efficient packaging and access of research generated knowledge to rural communities beyond pilot sites, thus contributing to the MDGs' rural poverty reduction targets. KMD addresses causes of poor access of pro-poor Key Agricultural Knowledge Elements (KAKEs). The aim is to capitalize on the experience gained, to affect culture and behaviour of partners ensuring equity, transparency and flexibility to achieve maximum impacts. KMD research explores innovative approaches for knowledge management; adding value to the work of ICARDA and NARS scientists; assists in taking full advantage of advances in ICTs, and building partnerships (e.g. Networks, CoPs) in generating and using KAKEs. KMD research is designed to generate Public Goods (NPGs, IPGs) from investigating approaches and processes for the dissemination, upscaling and outscaling of supply / demand based KAKEs. Supply-driven approaches justify the benefits of public investment in agricultural research and development to the concerned donor community in the short-term. Demand-driven approaches explore ways for utilising knowledge (human experience) in the development and dissemination of new technologies and embodied knowledge of social benefits. Both approaches identify methodologies; win-win scenarios; and innovations that enhance and sustain the livelihoods of a broad range of users. Therefore, KMD is undertaking research, rooted in the principles of co-learning and sharing, with the broader stakeholder community, on assessing their receptiveness to the KAKEs which can then be upscaled /out-scaled and the conditions required for their mainstreaming established. The KMD research approach has three steps: 1) Consistent analysis and documentation of existing knowledge pathways; 2. Ground truthing surveys with the broader stakeholder community for selecting valid NPGs and IPGs; 3. Dissemination: a) Up-scaling: expansion of a small-scale activity by creating demand to identify factors and favourable environments for mainstreaming, b) Out-scaling: depends on broad stakeholder support for selected KAKEs and provides a larger supply of innovations at various levels, c) Mainstreaming: developing low risk, cost effective approaches allowing equitable and wider use of KAKEs.

**Keywords:** Best Bet Practices, KAKE, Knowledge Management