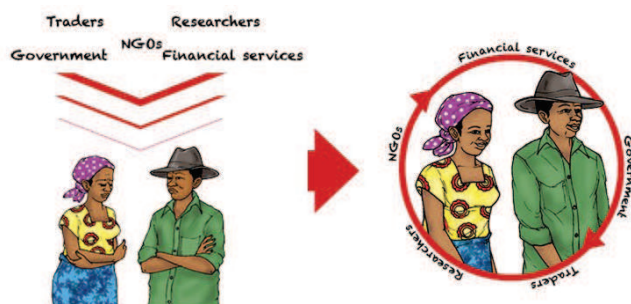




Enabling Rural Innovation – An integrated approach for empowering farmers in sustainable NRM and accessing market opportunities

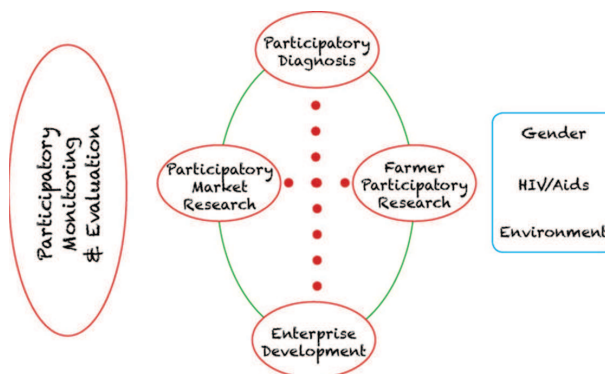


From a linear mode of technology transfer to farmer empowerment

- ERI is a **farmer-centered approach**, where farmers are seen as **active actors** who can take matters into their own hands. They can utilize a wealth of resources and opportunities within themselves and their environment. All decisions and actions are taken by farmers themselves
- ERI **strengthens the capacity of farmers** to identify **market opportunities** and to **develop competitive agricultural enterprises** while **enhancing household food security** and **securing the natural resource base**.
- ERI does not just build technical capacities, but equally important triggers **change of attitudes and behaviour**, of both farmers and facilitators
- ERI supports farmers in **mobilising resources** towards future **positive goals** rather than **moving away from uncomfortable states**
- ERI fights the **dependency syndrome** by developing **self-confident & self-reliant behaviour**

5+ Modules for effective learning

- Participatory Diagnosis (PD)** – Farmer groups assess which resources and opportunities they have available, and how they can use them to achieve their goals
- Participatory Market Research (PMR)** – Farmer groups themselves conduct market research to identify and analyse profitable markets and enterprises
- Farmer Participatory Research (FPR)** – Farmer groups experiment on their own fields to test which practices, technologies and varieties work best on their farms
- Enterprise Development (ED)** – Farmer groups develop profitable enterprises and build sustainable business relations based on thorough business plans and market intelligence
- Participatory Monitoring & Evaluation (PME)** – Farmer groups keep track of their progress towards achieving their goals and learn from successes and challenges
- + **Cross-cutting issues** - Gender, environment and HIV/Aids are integral parts of ERI that cut across all modules



The ERI East Africa Project

- Six HORIZONT3000 partner organizations** build a **regional learning alliance** for the implementation of ERI in Uganda (Caritas MADDO, Caritas Tororo, Safe Neighbourhood Foundation, Youth Association for Rural Development) and Tanzania (Anglican Church of Tanzania Mara, Kolping Society of Tanzania)
- Each partner organization employs a **team of Community Development Facilitators (CDFs)** that works with **40 / 50 farmer groups**
- CDFs are equipped with a **simple hands-on manual** for ERI facilitators as well as **visual training materials** to facilitate farmers understanding
- ERI team members and coordinators of all partner organizations regularly meet for **joint trainings in ERI modules** as well as an **exchange of experience** in implementing the approach with farmer groups