

Digital empowerment plus life experiment can achieve food security

Together with the Naning'oi women group in Loiyangalani we developed since 2012 our eeem.org approach (Ethno E-Empowerment) with ethnographic video and photo materials, eBooks with cultural based true-to-life content to playfully learn basic literacy and simple calculations to acquire necessary life skills, tablets with solar charging devices to be mobile and independent and illiterate barefoot teachers as multipliers. The various eeemBooks address topics like money economy, animal health, drought cycles, etc. With these life skills the pastoralists are empowered to better adapt to climate change and to build up resilience.

To tackle the problem of food insecurity during severe droughts sufficient animals should be sold beforehand as shown in the eBook ***Drought Resilience***. The money saved on their M-Pesa accounts should enable them to buy food if necessary and to restock when appropriate. Here comes the problem: They claim that they understand the importance to sell animals in time but they don't do it. Obviously selling animals is not purely a rationally justifiable decision but a very emotional one, based on fears and it is even considered as a personal failure – we were told by the community.

We know that you can not impose anybody to a meaningful change in behavior (Daniel Kahneman, 2011: Thinking, Fast and Slow). New behavior patterns should be emotionally experienced via success stories. That is why we agreed on the following long term life experiment: up4change pays for 20 goats plus each of the 17 members contributes with one sheep/goat to establish a Naning'oi women group herd. Additionally they committed themselves to different tasks like buying animals and providing medicine for them. The group will also take care of the food for the herding moran in the fora, who are eeem.org barefoot teachers. Condition: The animals are marketed after consultation with two local livestock marketing experts who are eeem.org barefoot teachers as well. The new eBook ***Livestock Marketing*** which we tested before establishing the herd contains important livestock marketing principles. Through this life experiment they can compare old and new patterns of behavior.