



Provision of Proven Feed Resources Technologies to Improve the Red Meat Value Chain in Tunisia

Training module on agricultural innovations and Innovation Platforms (PI)

Objective

The objective of the training is to make public and private stakeholders of the red meat value chain in Tunisia understand the importance and challenges of agricultural innovations. The training also aims to enable participants to understand the concept of agribusiness clusters and local and national Innovation Platforms so they can play an active part in the implementation of these platforms.

Background

The red value chain project aims to introduce and spread technical innovations like feed block units, cactus choppers, silage and seed multiplication. These innovations will contribute to an improved fodder production and thereby increasing meat production and reducing production costs per kg meat.

The project will introduce and spread the technologies in three governorates (Béja, Jendouba, Kef favorable) showing in the North – West with favorable cereal – animal production system as well as in the less favorable agropastoral production systems in three governorates of the Center – West (Sidi Bouzid, Kairouan, Kasserine).

One agribusiness cluster around the improved use of agro-food by products will be established in the center and one cluster around fodder and seed production in the north. Both clusters which are composed of a couple of hundreds of farmers will be supported by a local innovation platform in each region. The IPs are composed of representatives of major stakeholders. There will be another IP on a national level to discuss all strategic issues around forage and fodder production in the red meat value chain.

Participants and length of the training

The training addresses 20 participants coming from public institutions like OEP, CRDA and APIA as well as federation of farmer organization. The length of the training is two days.

Training sessions

Session 1 : “Brainstorming on agricultural innovations”

Length: 15 minutes

Objective: Participants will reflect about what they associate with agricultural innovations; “warming up” exercise

Methodology: Each participant will be given 2 – 3 cards and be asked to write down what he/she associates with agric innovations. Cards will be pinned to the board and grouped.

Materiel: Cards, pins, marker and board

Session 2: “Café mondial” about agric innovations

Length: 45 minutes (5 minutes each table and 5 minutes to present each)

Objective: Participants will reflect about a) Examples of agric. Innovation b) Importance of agric innovations c) Why do many agric. innovations not succeed (are not used by farmers) and d) What can be done to improve acceptance rate of innovations by farmers

Methodology: Create four groups composed of 4 members. Each group will work around one table. Discussion will be moderated by a “waiter” who is not part of the group. The waiter will note the ideas of the group on a flip chart. After 5 minutes all the groups move to the next table and complete what the first groups have noted. The waiter remains at the table. Groups move until each group has worked on all four tables. At the end the waiter presents the results of his table, and discussions can start.

Materiel: Flip chart, table, markers

Session 3 : Power point presentation on agricultural innovation and discussion

Length: 30 minutes

Objective: Participants learn about the different types of innovations, the criteria to consider when introducing innovations and support of innovations

Methodology: Power point presentation and discussion

Materiel : laptop, beamer

Session 4 “Group work on a specific agricultural innovation”

Length: 120 minutes (60 minutes group work, 3x20 min presentation +discussion)

Objective: Participants learn to analyze a specific introduced innovation. Sharing of experiences

Methodology: Create three working groups (6 – 7 persons each, people of same org). Each group must identify one already introduced agric. Innovations. During group discussion they should reflect on the following: a) describe the innovation in detail, b) how did they go about to introduce the innovations (steps), c) success and failures d) evaluation of innovation using presented criteria e) Recommendation (what could have been done better)

Materiel: Flip chart, cards, laptop and beamer

Session 5: “Stakeholder analysis”

Length: 90 minutes

Objective: Participants will learn how to identify actors and their relations in order to develop agribusiness clusters and innovation platforms

Methodology: Divide participants in three groups according to the region (2 x local, 1 x national). Each group will follow the steps:

- i) **Formulate the key question**
- ii) **Identify all actors** (first on paper, then on cards)
- iii) **Class actors** four groups **a) key actors** (those who are powerful and have knowledge and can influence the project, **b) primary actors** (those who benefit directly from project activities;) **c) secondary actors** (those who benefit indirectly / timely limited involved in the project (service provider) and **d) veto players** (actors who can block project success and are very important to integrate, can be primary or secondary actor). Use same color for same group. Note “Veto” on card
- iv) **Prepare the presentation form (eg. onion or rainbow)**



- v) **Place the cards on the prepared sheet (onion)** according to actor category (private, public or civil society) and importance
- vi) **Visualize relation between actors** using fleches, thickness of lines, broken lines, etc
- vii) **Present stakeholder analysis**

Materiel: Papier kraft, cards, pins and marker

2. Day

Session 6: “Recap of first day”

Length: 10 minutes

Objective: Participants will revise and recall the topics of the first day and what has been learnt so far

Methodology: Participants stand in a circle and a light paper ball will be thrown from one to another. The one who has the ball will ask a question concerning yesterday’s work and throw the ball to a participant. The one who catches has to answer and throws the ball while asking another question. This goes on until most topics are tackled.

Materiel: Ball

Session 7 : Power point presentation on clusters and Innovation Platform, incl discussion

Length: 30 minutes

Objective: Participants learn about agribusiness clusters, local and national platforms

Methodology: Power point presentation and discussion

Materiel : laptop, beamer

Session 8: “Group work on local and national innovation platform (IP)”

Length: 75 minutes

Objective: Participants reflect about the composition of the two local and one national IP and develop specific ideas of the role of the IPs. Develop an agenda for first IP meeting.

Methodology: Divide participants into 3 groups (north region, central region, national), same groups of session 5.), participants compose IPs. During group discussion they should reflect on the following: a) roles and responsibility of IP b) composition of IP using the information of the stakeholder analysis (day one), c) agenda for first IP meeting. Group work results will be written on cards or flip charts and presented to audience. Discussion

Materiel: Flip chart, Marker, Cards

Session 9 : Power point presentation on case study of clusters and Innovation Platform in Togo,

Length: 30 minutes

Objective: The case of yellow maize and soybean clusters in Togo will show participants the difference between clusters and IPs and how IPs can help in developing clusters and value chains

Methodology: Power point presentation and discussion

Materiel : laptop, beamer

Session 10: “Introduction on cluster action plan development”

Length: 105 minutes

Objective: Participants learn about the essential elements of a cluster development action plan and do an operational plan for the next three months

Methodology: Create four groups (2 x north and 2 x central cluster). The global project action plan will be presented briefly. A template will be explained for action plan development. Each group will develop specific operational action plan for their respective cluster. Plan will be presented and discussed. It will serve as a basis for the first local IP meeting

Materiel: Large Kraft paper, Markers

Session 11: “Role play “local and national innovation platform (IP)”

Length: 60 minutes (15 minutes preparation and 3x15 minutes play)

Objective: Participants learn how to facilitate and moderate IP meetings. There will be two “good cases” and one “bad case”. Participants learn the importance of a focused discussion results and planning.

Methodology: There are four groups: i) IP from the northern cluster, ii) IP from the central cluster, iii) the national IP iv) observers of the play . Group i) , ii) and iii) will play an innovation platform meeting. Two groups present a successful meeting with a proper agenda, disciplined discussion and results and planning. One local IP group will play a bad chaotic meeting. Observers have to assess the play

Materiel : Chairs

