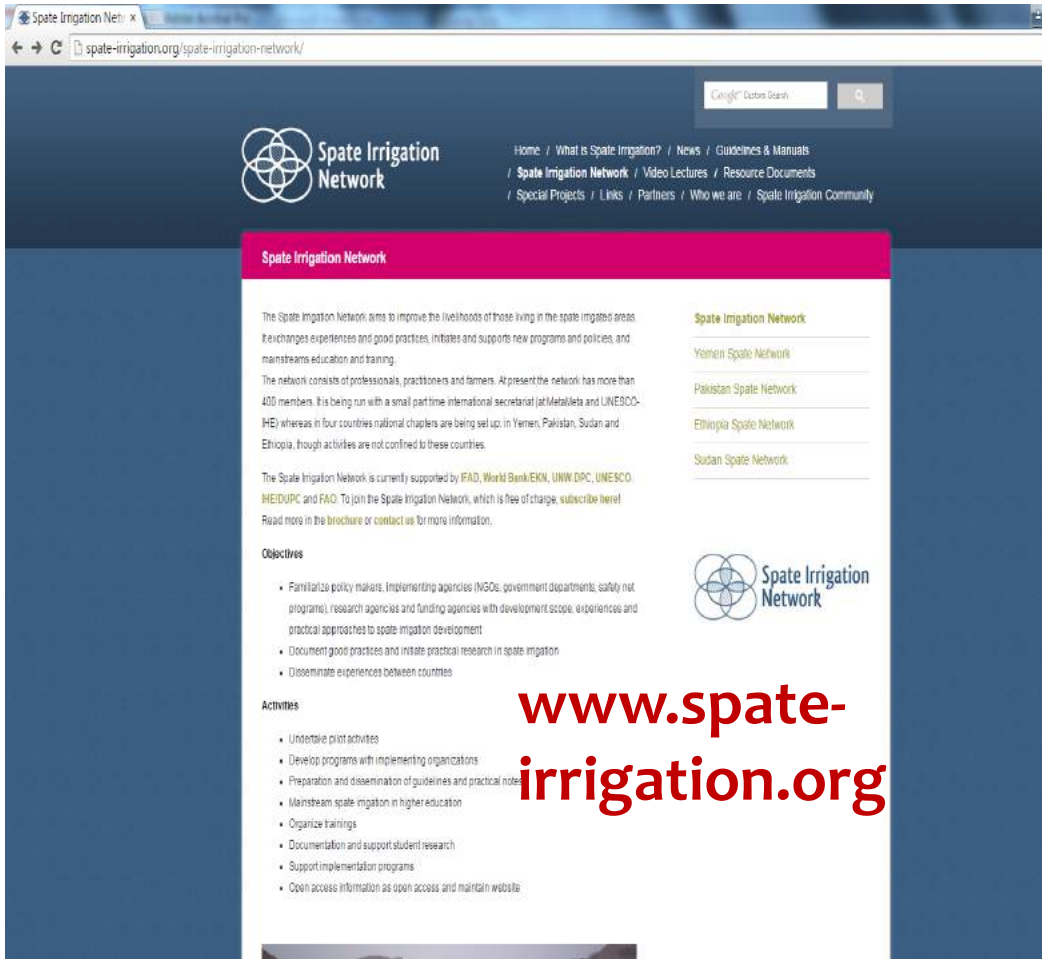
Future vision of the FBLN Network

Working with the network development plan and the non-profit business model canvas

META

Flood-Based Livelihoods Network Foundation

Spate Irrigation Network started in 2004



Familiarize policy makers, implementing agencies, research and educational institutions, donors with development scope, experiences & practical approaches to spate irrigation development

META

Flood-Based Livelihoods Network Foundation

Objectives

The mission was to promote **stability** and **socio-economic development in areas that depend on flood based farming**. In many cases these are areas where insecurity is high.

The Spate Irrigation Network Foundation was set up to **strengthen the network of farmers and other stakeholders** in flood based irrigation areas and to **support exchange of good economic and social practices**, and **resolving issues of water distribution and rights.**

At the start

The Challenge

Spate Irrigation "largely" dismissed as unreliable systems merely supporting subsistence farming

The Methods

Establishing a network

Create platform for knowledge and experience sharing

Document success stories

The approach

Working in partnership with varied stakeholders "Agents of Change"

META

Flood-Based Livelihoods Network Foundation

Next phase

The Challenge

Develop technical know-how to strengthen FBFS

Identify future leaders to take up FBFS in their countries

The Methods

Solutions oriented scientific research

Institutionalizing flood-based farming and livelihoods

Creating platform for knowledge and experience sharing

The approach

Working in partnership with varied stakeholders "Agents of Change"

META

Flood-Based Livelihoods Network Foundation

Some highlights since 2010

Activities	
Network development	900 members – mainly professionals Four country networks New generation of professionals
Research	Practical Notes – translated (20) Country. Regional overview papers (14)
Capacity building	Delft Short Course Mekelle University Short Course MSc courses in five universities
Policy support	FAO Guidelines for Spate Irrigation Country Policies in 3 countries Thematic support: prosopis program

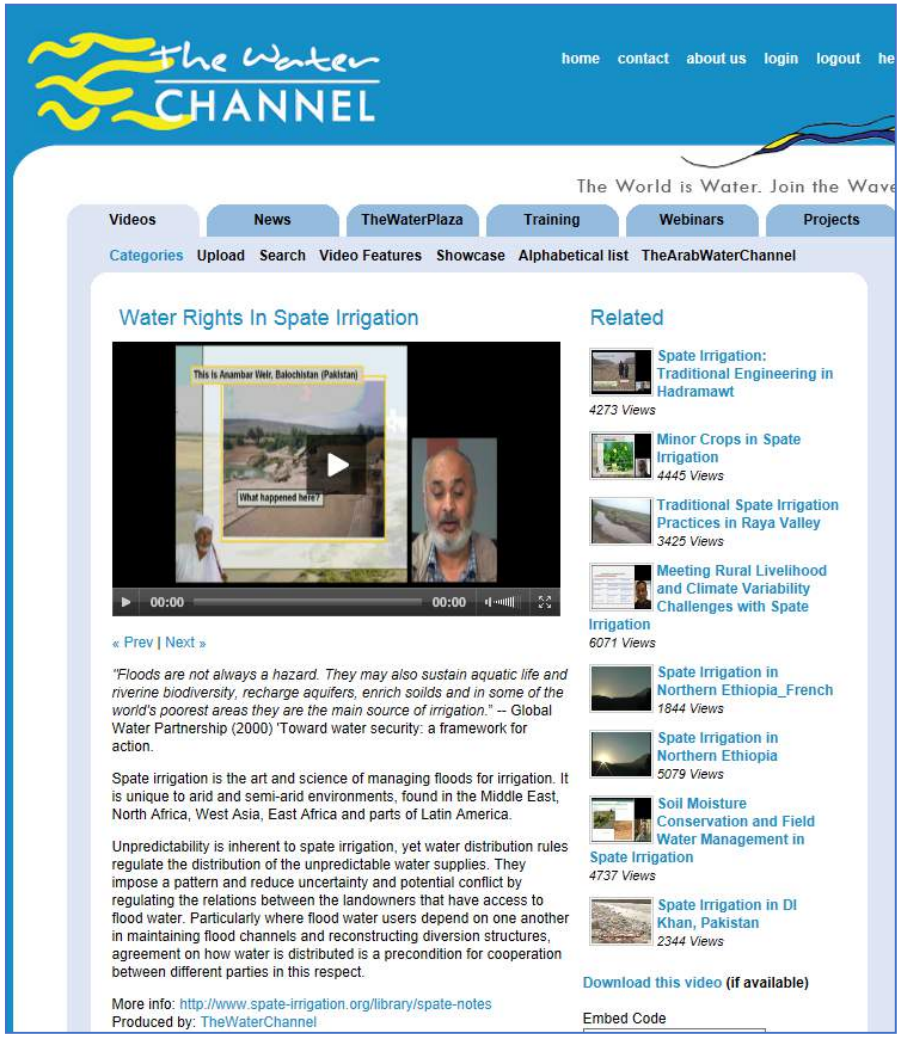
META

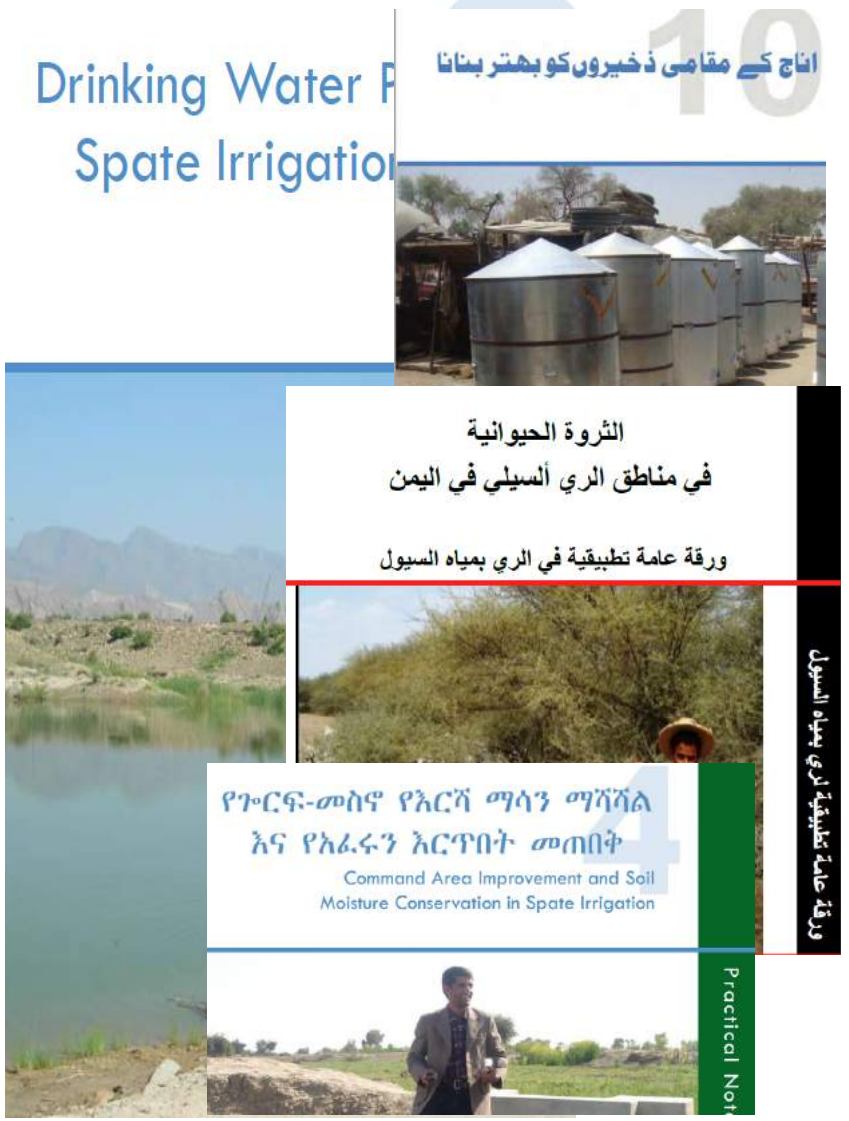
Flood-Based Livelihoods Network Foundation

Knowledge sharing among farmers and policy makers

2012: Sudan; 2013:Yemen

Knowledge products: Videos and notes in other languages





Regular short course on FBFS in the region

Regular Short Course
Sustainable Development of Flood-based Farming Systems
in Arid and Semi-arid Regions

Mekelle University, Ethiopia

Implementing Partner Institutions

Mekelle University	UNESCO-IHE Institute for Water Education	Spate Irrigation Network - Ethiopia	Meta Meta	GIZ International	International Fund for Agricultural Development
www.mu.edu.et Eyasu Yazew eyasuet@yahoo.com	www.unesco-ihe.org Abraham Mehari Haile a.meharihaile@unesco-ihe.org	http://spate-irrigation.org Tesfa-alem G. Embaye tesfa_alemge@yahoo.com	www.metameta.nl Frank Veraatenbergen franeteenbergen@metameta.nl	www.giz.de/en Nadine Guenther nadine.guenther@giz.de	www.ifad.org Rudolph Cleveringa r.cleveringa@ifad.org

Regular Short Course
Sustainable Development of Flood-based Farming Systems
in Arid and Semi-arid Regions

Demand driven and relevant
This short course was initiated in 2013 in Mekelle following an extensive field research to the arid lowlands of Ethiopia in 2012. The varied stakeholders consulted justified the need for the short course as follows:

- Acute shortage of flood-based farming system (FBFS) designers, managers and researchers.
- Limited participatory planning, implementation and monitoring of FBFS.
- Lack of capacity in basin-wide approach for the development of FBFS

50 engineers and managers benefited from the August 2013 pilot course conducted by local and international experts. They appreciated the quality of content, delivery and organization of the modules including the interactive group discussions and content-rich field visits. They recommend that the course be offered on annual basis and up-scalled into regional (Africa) level.

Key learning objective
Produce professional leaders with a broader understanding of a participatory and river basin approach and specific skills to design and manage FBFS.

Course delivery
It follows practical approach where key experts present their case studies and share their best practices for extensive discussion with the participants. It is tailored at generating new ideas and practical dilemmas of a technical, economic, environmental, social and managerial nature.

Course duration
In 2014: 11 – 22 August

Registration fee
600 USD

Location
Mekelle University
PO Box 231, Mekelle
Tigray, Ethiopia

Course content – six modules with clear focus

MODULE 1	MODULE 2	MODULE 3	MODULE 4	MODULE 5	MODULE 6
Introduction to flood-based farming systems Gives comprehensive overview and clear-cut differences with conventional irrigation systems.	**Participatory planning, implementation and monitoring** Provides concrete skills in Participatory Rural Appraisal (PRA), stakeholder analysis and triangulation techniques.	**Land and water management** Focuses on command area development, water rights based on-farm water management, FBFS relevant soil moisture conservation practices and modeling tools.	**Participatory design** Pinpointing key differences with conventional design concerning dependable flood analyses, intake and canal design, sediment management.	**Watershed management** Gives the bigger picture - analyses the impact of different watershed management measures on the sustainability of FBFS and vice versa.	**Field visit** On-site in bright spots and failed systems, gain practical know-how through observation and discussion with real experts – farmers, site engineers, managers and extension workers.

Started in 2013 (35 participants)

2014 (47 participants)

2015 (52 Participants)

Spate Irrigation Network Foundation

Flood-Based Livelihoods Network Foundation

Network strengthening

In 2016, we have gone from four to eight countries, and from spate irrigation network to flood-based livelihoods network

Flood-based livelihoods are unique in each country, and therefore there is a strong country ownership with regard to content and focus.

Flood-Based Livelihoods Network Ethiopia

Flood-Based Livelihoods Network Pakistan

Flood-Based Livelihoods Network Sudan

Flood-Based Livelihoods Network Yemen

Flood-Based Livelihoods Network Afghanistan

Flood-Based Livelihoods Network Kenya

Flood-Based Livelihoods Network Malawi

Flood-Based Livelihoods Network Myanmar

Flood-Based Livelihoods Network Foundation

Network development plan

Become a facilitator of horizontal learning among farmer networks in flood areas.

Encourage farmer experimentation and exchange of best practices to make flood-based livelihoods thrive. Exchange can take place through fairs, competitions and awards.

Exchange takes place predominately within countries, and to a lesser extent between countries.

Farmer network development methods

Promote good practices through farmer networks to foster co-innovation processes in which farmer groups play a strong role.

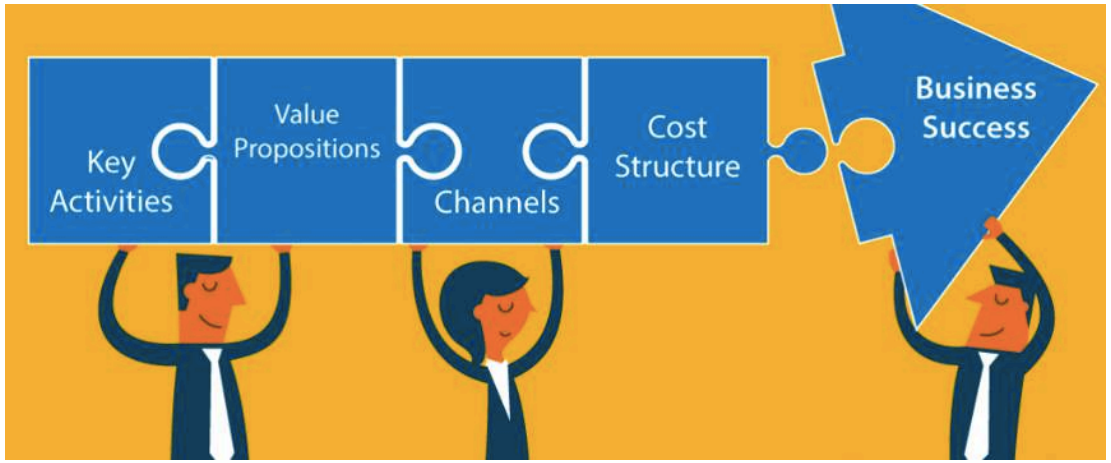
Horizontal learning: Exchange among groups of peers with similar interests and challenges, to create self-evolving institutions where farmers keep exchanging.

1. *Farmer learning centres*: farmers who are the owner and inventor of good practices provide training to others.
2. *Farmer research groups*: strengthen farmers' capacity as innovators of agricultural solutions and link local research with the work of universities.

Business Model Canvas

Transforming the Flood-Based Livelihoods Network into a farmer-centred network for exchange and learning.

Using the business model canvas to target our actions, sharpen our approach and make most efficient use of resources.



META

Flood-Based Livelihoods Network Foundation

OPERATIONS LEVEL

ENGAGEMENT LEVEL

KEY PARTNERS

Who are our key partners and suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Example partnerships:

1. Strategic alliances between non-competitors
2. Coopetition: strategic partnerships between competitors,
3. Joint ventures to create new "x"
4. Cause Marketing alliances
5. Advocacy alliances
6. Buyer-supplier relationships to assure reliable supplies.

KEY ACTIVITIES

Which key activities do our social value propositions require? What activities are needed to sustain operations? Examples:

1. marketing
2. campaigns
3. events
4. production
5. development
6. training
7. networking
8. research
9. service delivery

KEY RESOURCES

Which Key Resources do our Value Propositions require? What other key resources are needed at the engagement level? The operations level? Examples:

1. physical,
2. intellectual
3. human
4. financial

SOCIAL VALUE PROPOSITIONS

What programs and services do we deliver? What are we trying to solve? What value do will we deliver to co-creators? What's in it for our co-creators?

RELATIONS

What kind of relationships do co-creators want from us? What bonds do we establish and maintain with them? Examples:

1. community
2. co-creation
3. accountability
4. self-service
5. direct action
6. automated services

CHANNELS

How do we reach co-creators? How do they want to be reached re: the delivery of our Value Propositions? How do we provide ongoing communications, support, and awareness? Examples:

1. brick + mortar
2. online
3. mobile
4. purchase touchpoints

CO-CREATORS

Who are our stakeholders? For whom are we creating value? Who helps us create Outcomes or our Value Propositions?

Examples:

CATEGORY 1

1. investors
2. philanthropists
3. high donors
4. low donors

CATEGORY 2

1. clients
2. constituencies
3. recipients

CATEGORY 3

1. volunteers
2. participants
3. collaborative partnerships [nonprofits/for-profits]
4. advocacy

CATEGORY 4

1. customers
2. members

COST STRUCTURE

What does it really cost to run our nonprofit operations? What costs are inherent in our business model? Which Key Resources and Activities are the most expensive? What does it cost to run and maintain the Operations Level?

Examples:

1. OpEx, overhead, and administrative costs.
2. fixed costs, variable costs, economies of scale / scope.

OUTCOME STREAMS

What value is the co-creator truly willing to return or contribute? What routines and processes do they prefer? Mission related milestones?

1. FINANCIAL OUTCOMES: donations, grants, sales proceeds, x revenue, membership sign-ups, one-time transactions, recurring transactions
2. NON-FINANCIAL OUTCOMES: behavior change, x social impact, mission-related milestones and outcomes, membership sign-ups

Business Model Canvas: example from Pakistan

Partners

Research institutions and universities
- Hydraulics Research Centre
- Agricultural Research Corporation of Kassala State
- Kassala University;
- Khartoum University
- Gezira University

Civil society
- MuslimAid

Government
- Ministry of Agriculture;
- Gash Agricultural Scheme;
- Water User Associations

Key activities

FBFS Network established and strengthened
- Promote network development by actively involving WUAs.
- Provision of training in horizontal learning to WUAs and farmer leaders.

Knowledge development and solution management
- Undertake solution-oriented research, such as on the application of optimal Crop Water Requirements (CWR), and guidelines creation;
- Provision of practical support to WUAs, such as on milk churners, and the sharing of breeds and seeds.

Capacity building
- Active collaboration with selected universities to integrate FBFS as part of the curriculum.

Support to investment programmes and policies
- Explore options for the formulation of investment programmes by the government that are well-informed in terms of improved FBFS methods.

Value proposition

- Comprehensive understanding of the local situation in the key FBFS areas in Sudan, and making this knowledge useful to WUAs and their constituencies;
- Knowledge on good practices and improved techniques related to FBFS management are delivered to WUAs;
- Contribution to capacity building in direct cooperation with universities and WUAs;
- Various non-competitive services are provided to WUAs.
- Increased visibility for FBFS and related issues, as well as the SpN Sudan Chapter and its members (WUAs and farmer leaders).

Customer relationships

- Promote self-evolving institutions and horizontal learning at the local level;
- Tailor-made approach on knowledge exchange adopted towards WUAs, based on an assessment of their specific, local needs;
- Undertake joint activities with WUAs to ensure that farmers gain adequate knowledge about improved FBFS management and good practices from other regions and countries.

Customer segments

Value created for:

Water User Associations that operate in FBFS areas

Policy makers and decision makers in the field of land and water management
- Gash Agricultural Scheme, and the Ministry of Agriculture through nominated contact persons.

Beneficiaries

- 40.000 farmers located in the Gash Agricultural Scheme, and farmers operating in other FBFS areas in Sudan including the Tokar delta and Khor Abu Habil;
- Local markets (indirectly);
- Communities in the Gash River basin, Tokar delta and Khor Abu Habil (indirectly).

Assignment on network development and business model canvas

Read the Communication and Network Development Plan.

See how this plan links to the activities in your country (use your experience with farmers and the country chapter).

Try to fill out the canvas business model, using flip charts.

META

Flood-Based Livelihoods Network Foundation

How to create a good PowerPoint

Create a PowerPoint of your country chapter activities.

What are the characteristics of a good powerpoint?

META

Flood-Based Livelihoods Network Foundation

Do's and Don't for a PowerPoint

Do:

1. Organise your thoughts on paper before working with PowerPoint
2. Prepare the text part of your PowerPoint first: what is the key messages you want to convey?
3. Spell check your content
4. Divide topics in a logical order and keep a certain consistency in titles, backgrounds, colours and slide transitions.
5. Run the show together with a colleague.
6. Use appropriate images

META

Flood-Based Livelihoods Network Foundation

Do’s and Don’t for a PowerPoint

Don’t:

1. Don’t work on the visual part first
2. Don’t use too many pictures or text
3. Try not to read your material directly from the screen but interact with your audience.

META

Flood-Based Livelihoods Network Foundation

Camtasia: the Basics

META

Flood-Based Livelihoods Network Foundation