

Global Good Practices Initiative: Extended call for proposals to develop Global Good Practice Notes 1 December 2016 – 15 February 2017

The Global Forum for Rural Advisory Services (GFRAS) requests proposals to develop Global Good Practice (GGP) Notes for rural advisory services (RAS) on the following topics:

- Demand-driven extension
- Climate change and environment
- Public-private partnerships
- Financial sustainability and sources of financing
- Monitoring and evaluation
- Curriculum development (to develop the capacities of RAS providers)

Find more information about the GGP Initiative and a more detailed description of the thematic focus of this call below.

We look forward to receiving your proposals by 15 February 2017 at ggp@g-fras.org!

About the Global Good Practices Initiative

The [Global Good Practices Initiative](#) aims to facilitate access to information and know-how on rural advisory services for a wide audience of practitioners. It does so by providing Global Good Practice Notes, which are descriptions of key concepts, approaches, and methods in an easy-to-understand format. They give an overview of the main aspects, best-fit considerations, and sources for further reading. The GGP Notes are available at www.betterextension.org.

GGP Notes are intended for use by field-level practitioners and programme managers. As such the Notes use concise and simple language. They may also be tailored to the needs of actors such as educators and policymakers.

Currently, 19 GGP Notes are available in French and English. Eight additional Notes are being developed. For a complete list of the GGP Notes available, see Annex A.

Outline of Global Good Practice Notes

GGP Notes have a common structure, so that different approaches can be easily compared and also to ensure that all elements of the GGP outline are reflected in the Note. An outline of a GGP Note is shown below. The outline may be adjusted depending on the topic of the GGP. The GGP Advisory Committee (see process below) approves the outline prior to writing.

- A. Philosophy and principles
- B. Implementation
- C. Capacities required
- D. Costs
- E. Strengths and weaknesses
- F. Best-fit considerations

- i. For which target groups
 - ii. For which innovations
 - iii. In which ecological and institutional settings
- G. Governance
H. Evidence of impact and potential scalability
I. Training materials available
J. Further reading

In summary, GGP notes...

- ... are global (= tested in multiple contexts)
- ... are good (= validated and refined through numerous experiences)
- ... are practices (= relevant for practitioners and implementation)
- ... focus on the core aspects, innate to and condensed from various RAS experiences from all over the world
- ... are based on evidence and learnings from different contexts
- ... are targeted at practitioners and use non-academic language
- ... have standardised formats to be comparable
- ... are short and concise (around 2,000 words, on 4 pages)

Call to Develop GGP Notes

Objective and framework

The objective of this call is to address thematic gaps in the available GGP Notes. A needs assessment, combined with a structured "Framework for Case Selection" has identified gaps in the topics indicated below. As these are fairly large thematic areas, the call for proposal aims to identify and develop one GGP Note (reflecting a specific approach or method) on each of these topics. The questions below are indicative.

- Demand-driven extension:
 - What are tools to ensure demand for RAS?
 - How can RAS providers be more accountable to their clients?
 - What capacities are needed by providers and their clients to ensure that services are demand-driven?
- Climate change and environment:
 - What is the role of RAS in addressing climate change and environmental concerns?
 - What tools and methods can RAS use to address climate change and environmental concerns to support producers to adapt their practices?
- Public-private partnerships:
 - What models exist for RAS to foster and strengthen public-private partnerships?
 - What are optimal roles for public and private providers in a context of pluralism?
- Financial sustainability and source of financing:
 - What is financial sustainability and means of achieving it for RAS?
 - What are some examples of financially sustainable RAS services?
 - How can farmers pay for services?
- Monitoring and Evaluation in RAS:
 - What is M&E and how can RAS field agents conduct M&E?
 - What are some simple M&E tools for field agents?

- Curriculum development for RAS practitioners:
 - How are identified capacity gaps and needs addressed in curriculum development?
 - What are the steps in curriculum development?
 - Basic adult learning principles and teaching and learning methods

Process for the selection, development, drafting and review of GGP Notes

Incoming proposals on the topics will be rated by an Advisory Committee¹ from GFRAS and key partners. Proposals will be assessed according to the following criteria:

- relevance and pertinence of the topic;
- focus on general aspects and global dimensions;
- ability to write well (as evidenced by the proposal and other known publications by the proposing author(s));
- objective, unbiased approach²;
- whether sufficient evidence is available to confirm that a practice is considered by many to be "good";
- experience of authors or suggested composition of a team of authors³; and
- gaps in existing GGP Notes.

Authors or institutions that have submitted the proposals that are awarded the highest scores assigned by the Advisory Committee will be asked to develop the Notes. The Notes must not exceed 2000 words, including boxes and illustrative case studies.

Draft Notes will be reviewed by the advisory committee and at least two external experts, one being a field practitioner. GFRAS will be responsible to coordinate the process.

Once ready, the Notes will be edited by communication experts. The main language of the Notes is English. Where there is demand and funding, they will be translated to other languages. The author(s)'s and/or institution(s)'s name and logo (if appropriate) will be on the publication. The initiative uses the Creative Commons Attribution-NonCommercial 3.0 Unported License (CC BY-NC 3.0⁴).

¹ The selection, review and approval of the Notes is undertaken by an Advisory Committee which comprises the following persons: Andrea Bohn, INGENEAS, United States; Natalie Ernst, GFRAS Secretariat, Switzerland; Steven Franzel, ICRAF, Kenya; Kristin Davis, IFPRI, South Africa; Karim Hussein, GFRAS Secretariat, Switzerland; Wolfgang Kasten, GIZ, Germany; Magdalena Blum/Soniia David, FAO, Italy; Saravanan Raj, MANAGE, India.

² Those who have designed or promoted a particular approach need to explain how they will avoid bias. For example, they may propose including a co-author who provides critical analysis of the approach.

³ It is preferable to have at least two authors working together on a given Note, preferably with one being a practitioner, and that the authors come from different disciplinary backgrounds and work for different institutions.



⁴ This license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don't have to license their derivative works on the same terms. <https://creativecommons.org/licenses>

Indicative timeline for the preparation of GGP Notes

Task	Responsible	Deadline
Closing call of proposals	Authors	15 February 2017
Response rating of proposals	GFRAS Secretariat	February, end
Call clarifying remaining questions	GFRAS Secretariat, Advisory Committee, Authors	February, end
Contracting of authors	GFRAS Secretariat	February, end
Outline submitted	Authors	March, mid
Feedback to outline sent to authors	GFRAS Secretariat, Advisory Committee	March, end
First draft submitted	Authors	April, end
Feedback expert review of first draft	GFRAS Secretariat	May, mid
Final note submitted	Authors	June, beginning/mid
Edit	Editors	June, end
Authors approve edit	Authors and GFRAS Secretariat	June, end
Layout and finalisation	Layout partner	July, mid
Closing of contract	GFRAS Secretariat, Authors	July, end
Note published online	GFRAS Secretariat	August

Submission Requirements and Deadline

Candidates should specify in one page using 1-inch margins and Times New Roman font 11:

- the method or approach you want to write about, why it is important, and how it fits the outline shown above
- your credentials and experience in the area under consideration,
- the main references you will use, and
- suggested reviewers (Do not include persons from the authors' institutions. Include at least one field practitioner).
- Annexes on credentials (CVs) and experience are accepted.

An honorarium is available to compensate for the time and effort invested by the author in preparing the Note. Notes funded by other sources or provided in the spirit of knowledge-sharing are welcome, however they must also fit the above criteria to be considered for inclusion in the series. Consultancy contracts or letters of agreement will be prepared for the authors and/or institutions that put forward the proposals.

Please send your proposal to ggp@g-fras.org by **15 February 2017**.

Annex A. Dimensions and themes of RAS approaches and existing Notes

The dimensions below reflect the major aspects of extension and rural advisory services. The GGP Initiative aims to provide GGP Notes on each of these dimensions.

- a) Governance and structures: This dimension includes aspects regarding the level, sources, and sustainability of financing, the provision of RAS (how and by whom), or prevalence

of partnerships and linkages among actors. In this call, we are seeking GGP Notes within the themes of **public-private partnerships, financial sustainability and sources of financing, and demand driven extension.**

- b) Policy environment: This dimension examines the enabling policy environment for RAS, such as approaches that help review the policies that exist (whether general agricultural policies or specific RAS policies) and how RAS actors can contribute to creating an enabling policy environment.
- c) Management and capacity strengthening: The focus lies on methods to assess and build the capacities and management of RAS providers. This call for proposals seeks GGP Notes on **monitoring and evaluation** and **curriculum development** for RAS providers.
- d) Advisory methods: Different methods of provision of RAS fall under this dimension, such as technologies used, different orientations of RAS (e.g. geared towards adult education), or specificity of context for different methods.
- e) Cross-cutting issues such as gender, youth, or nutrition. This call focuses on **climate change and environmental concerns.**

Already completed Notes published on www.betterextension.org

Dimension	Title
Governance and Structure	Note 12: The Role of Producer Organisations in Rural Advisory Services Note 19: Advisory Services by Cooperatives Engaged in High Value Markets Note 21: Innovative Financing Mechanisms for Demand Driven Agricultural Advisory Services
Policy Environment	
Capacity and Management	Note 8: Management Advice for Family Farms to Strengthen Entrepreneurial Skills
Advisory Methods	Note 1: Innovation Platforms Note 2: Farmer Field Schools (FFS) Note 3: Mobile-based “bundled” services: Example of Agri-Fin Mobile Note 5: Enabling Rural Innovation Note 6: Videos for Agricultural Extension Note 7: Farmer to Farmer Extension Note 10: Rural Resource Centres: A Community Approach to Agricultural Extension Note 11: Navigating ICTs for Extension and Advisory Services Note 14: Community Knowledge Workers for Rural Advisory Services Note 15: Social Media for Rural Advisory Services Note 16: Web Portals for Agricultural Extension and Advisory Services Note 17: mExtension: Mobile Phones for Agricultural Advisory Services Note 18: Using Radio in Agricultural Extension Note 20: Farmer Study Circles

	<p>Note 22: Edutainment TV for Disseminating Information about Agriculture</p>
<p>Cross-Cutting</p>	<p>Note 0: Overview of Extension Philosophies and Methods</p> <p>Note 4: Integrating Gender into Rural Advisory Services</p> <p>Note 9: Integrating Nutrition into Rural Advisory Services and Extension</p> <p>Note 13: Agricultural Innovation Systems</p> <p>Note 23: Plant Health Clinics</p> <p>Note 24: Extension Campaigns</p> <p>Note 25: Integrating a Nutrition-sensitive Approach into Value Chain Developments</p> <p>Note 26: Engaging Men for Good Nutrition</p>