



‘AgKnowledge Africa’ Share Fair
Sharing Africa’s Agricultural and Rural Development Knowledge
Addis Ababa, Ethiopia, 18-21 October 2010
www.sharefair.net

Join us in Addis Ababa in October 2010 to showcase the ways agricultural and rural knowledge in and of Africa is created, shared, communicated, and put to use.

Like the 2009 edition in Rome, this event will be a ‘fair’ that brings together the diverse knowledge of the continent and the multiple innovative ways it is created, shared, communicated, and applied. We will be sharing the experiences of **a wide range of people and organizations**: Farmer organizations, extensionists, researchers, students, academia, policy shapers, information and communication specialists, private sector actors, international and regional organizations, and governments.

We will cover **a wide range of knowledge types and modes of sharing** – oral, visual, drama, music, video, radio, documentary, publishing, storytelling, web-based, geospatial, networked, mobile, computer-based, SMS, or journalistic.

Program

The heart of the fair is a series of thematic ‘learning pathways’ in a process of mapping, sharing and connecting people and activities. These pathways will showcase how African ‘talents’ are creating, sharing and using rural knowledge - at the grassroots, in research and policy, and through intermediaries. The pathways will focus on agriculture and climate change, land, livestock, and water.

The Share Fair also comprises:

- **SKILLS & TOOLS**: A learning day at the start where participants can share practical tools and approaches that enhance their own knowledge sharing and use in agriculture.
- **FOCUS GROUPS**: Self-organized spaces where participants get together to explore experiences in specific issues and topics. Examples are:
 - Africa’s knowledge sharing traditions – storytelling, traditional wisdom, etc
 - Making knowledge mobile
 - Relief, research, development – connecting along the continuum

- Indigenous knowledge – listening to the roots
- Telecenters – emerging roles in knowledge creation and sharing
- Radio
- Extension and advisory services across phones
- Participatory GIS and spatial data
- Lost in Translation - Traducture
- Knowledge and communication along and in support of value chains
- **FOCUS ON ETHIOPIA:** A forum for knowledge-sharing initiatives and actors in Ethiopia to showcase their activities and results.
- **MARKETPLACE:** An alternative to the usual exhibition, we aim to create (traditional) interactive spaces where goods and knowledge are transacted.
- **FOOD FOR THOUGHT:** Much traditional knowledge is ‘captured’ and passed on through food – the recipes and the ways it is prepared and presented. We aim to highlight and showcase the links between food and knowledge sharing.
- **BUNNA:** A traditional Ethiopian meeting space with coffee, wireless and conversation zone.

Why Attend?

- You will take back insights and lessons learned on how knowledge is being created, exchanged and put to use within and across organizations and with rural communities.
- You will be able to attend training sessions and get to know possibilities to implement various knowledge sharing tools and methods in your own daily work.
- Last but not least, you will get an opportunity to share what you do and make connections with others working on similar projects!

Practicalities

We are looking for cases, models, and examples from Africa that show how agricultural and rural knowledge is created, shared and put to use. We are looking for people to help organize and facilitate different sessions of the Share Fair. We are looking for people with knowledge sharing and communication skills and approaches to share and pass on. We are looking for indigenous ways and processes that knowledge is created and shared in Africa. Find out more about the event, how to participate, how to register: <http://bit.ly/sharefairaddis>.

Organization

The event brings together the multiple expertise and networks of international organizations like the CGIAR, CTA, FAO, IFAD, and IKM Emergent; the sessions are organized by a range of public, private, NGO, and research initiatives and organizations from Africa and beyond. It will be held on the campus of the International Livestock Research Institute (ILRI) in Addis Ababa.