



Smallholder Pig Value Chain Development (SPVCD) in Uganda

Writershop to Develop Training Modules

Delivering appropriate training interventions to service provider organizations, farmers and other actors of the pig value chain within selected districts and counties in Uganda.

March 11th – 14th 2014, Kampala – Uganda

Introduction

Background

About the SPVCD Project

There is evident rapid increasing trend in the production and consumption of pork within the Uganda. This is driven not only by population growth, but also by a combination of rising incomes and changing preferences associated with urbanization and changing production systems. These trends are occasioning the need to accelerate the development of the pig value chain to consolidate benefits to various actors. The International Livestock Research Institute (ILRI), Nairobi, Kenya is coordinating, with other partners, and IFAD/EU funded project – Smallholder Pig Value Chain Development (SPVCD) Project in Uganda titled “*Catalysing the emerging smallholder pig value chains in Uganda to increase rural incomes and assets*”. The project aims to improve livelihoods, incomes and assets of smallholder pig producers, particularly women, in a sustainable manner, through increased productivity, reduced risk, and improved market access in pig value chains. The specific objectives of the project are:

1. To identify market opportunities for pork in Uganda, and the multiple factors preventing smallholder pig producers from exploiting those opportunities, with focus on constraints caused by animal disease threat, feed resources, and performance of markets and services.
2. To develop and pilot test a set of integrated packages for smallholder pig production and market access for specific production systems, resource profiles and market settings in Uganda.
3. To document, communicate and promote appropriate evidence-based models for sustainable, pro-poor pig value chains.

The project effectively started in Uganda in October 2012. It is part of the Livestock and Fish, by and for the Poor CGIAR Program (CRP 3.7) and works closely with the Safe Food – Fair Food Project, funded by GIZ (part of CRP 4.3). The partners at national level include the National Livestock Resources Research Institute (NaLiRRI), MAAIF, NAADS, the local governments of Kamuli, Masaka, and Mukono, Makerere University, NGOs such as VEDCO and VSF, and representatives of the private sector.

The project targets primarily resource-poor smallholder pig keepers, particularly women, and other marginalized groups who participate in pig value chains, especially as small scale producers, as well as the communities in which they live. Secondary target groups include the

public officials and policy makers responsible for animal disease surveillance and control, and for livestock market development and regulation. It is designed to transform subsistence-level pig-keeping into a viable, profitable business model- increasing incomes and thereby reducing poverty and enhancing food security, while preserving community natural resource systems. Other value chain actors, including small-scale traders, input and service providers are also targeted. A special focus is being placed on capacity development of different actors along the value chain as a means of expanding/upgrading pig production in Uganda. This, according to the project outcome strategy, will ensure going to scale with scientific findings already accumulated.

Instructional Design Development Initiative

Since 2012 ILRI have been conducting research on the performance of the pig value chain, the challenges and opportunities for enhancing the pig/pork sector and identified promising best-bets for action research and capacity development interventions which will both generate evidence for wider applicability and directly benefiting all actors involved in the value chain. In order to utilize emerging results from the SPVCD project in enhancing benefits (through capacity development) to actors in the value chain, ILRI has commissioned a consultancy to develop instructional design materials for training of farmers, service providers and other value chain actors on practical pig best-bet technologies. The eight best-bet technologies and their themes for which modules are being developed include:

Module 1: Pig Breeding Management

- *Selecting the village boars and managing them for increasing pig productivity in a biosecure manner in order to benefit from the value chain*

Module 2: Pig Feeding

- *Accessing, producing, mixing and using, appropriately, local pig feeds in ways that cost-effectively improve my pig production business*

Module 3: Pig Health – African Swine Fever (ASF)

- *Preventing the spread of African Swine Fever and related pig production challenges*

Module 4: Pig Health - Parasites

- *Eradicating the incidence of endo- and ecto- parasites that affect pigs*

Module 5: Business Planning and management

- *Ensure that my pig production enterprise succeeds as a business venture*

Module 6: Marketing and Finance

- *Participating in the pig marketing and having profitable access to financing at my priority pig value chain stage*

Module 7: Pig Management

- *Managing the pig enterprise by ensuring appropriate housing, hygiene and safety and other management systems for profitability*

Gender and other cross cutting issues like climate change and food safety will be mainstreamed in all modules. The specific assignment for the national experts is summarized in the Box below.

Objectives of National Module Development Consultancy

Aim

The national content development experts are expected to develop high quality modular curricula content (in English) on thematic best-bet pig value chain practices. The training modules to be produced are targeted for take up by extension staff/other service provider organizations, in turn expected to train farmers and other actors of the pig value chain within selected districts and scale out to other counties in Uganda.

Scope of Work:

As part of their assignment, the national consultants are expected to attend this writeshop to prepare the training modules. Expected outputs of the consultancy will be:

1. A desk research/review report on available (training) materials on selection and management of village boards, complemented with an assessment that considers how existing materials (and/or specific modular contents) are deficient;
2. Develop/adapt good quality technical “training package” on the selection and management of village boards;
3. Produce a modified package after feedback from field testing

A guide for content development has been produced to be used by the national consultant before and during the writeshop. The writeshop will be held in Kampala, Uganda between 11th and 14th March 2014 to be facilitated by the international consultant in conjunction with ILRI/SPVCD staff.

About Writeshop Approach

The approach of the writeshop will be built upon the documentation, lessons and procedures of conducting writeshops developed by the Royal Tropical Institute (KIT), The Netherlands; UNAIDS; and The International Institute of Rural Reconstruction (IIRR) (see also their joint publication on guidelines for conducting writeshops¹). The writeshop approach facilitates in workshop setting all stages of writing including writing drafts; editing the text; preparing the illustrations; laying out the publication and doing final revisions. By design it is an intense participatory process, designed to allow printed materials to be developed, revised and put into final form as quickly as possible, taking full advantage of the expertise of the various participants.

Writeshop processes have the following advantages:

- First-hand experiences are written about by practitioners themselves making the document authentic, but simple as opposed to some other lengthy academic publications that field workers may find difficult to use.
- It provides an opportunity for practitioners - who may not otherwise have the time, means or skills - to write on pertinent issues and present case studies from their work
- It takes a short time to produce a valuable publication
- The diversity of skills, experiences and organizational backgrounds make for a broad mix of important ideas.
- There is both peer and audience pre-testing through the process

¹ Oro, E.M., Baltissen, G. (2009). Documenting Best Practices and Lessons Learned” Guidelines for conducting Writeshops. International Institute of Rural Reconstruction – Asia and KIT-Royal Tropical Institute Kuala Lumpur, 2009

The process is designed to be extremely flexible with repeated iterations of presentations, comments, and revisions of drafts to allow for documents to be reviewed and revised substantially, new topics to be developed during the workshop, and topics to be merged or dropped. Within the writeshop members of the intended audience (e.g. experts, trainers, students, farmers and value chain service provider) can help pretest the text and instructional delivery methods during the workshop. Depending objective of the process, the writeshop results in a publication (a book, working papers, of case studies, manuals, modules, etc) that gives a state-of-the-art overview of best practices and experiences from highly scientific writing process, comparable if not better in quality compared to conventional publication processes.

Aims, Objectives and Outcomes

Aims

The aim of the writeshop is to produce eight modules pertinent to best-bet practices for use in training service provider organizations, farmers and other actors of the pig value chain within selected districts² and counties in Uganda.

Writeshop Outputs

1. Participants and national experts familiar with the SPVCD project, its outputs/outcomes so far including value chain analysis and best-bet technologies;
2. Participants familiar with Instructional System Design (ISD) process and their role in developing modules for training;
3. The guidelines and templates for content development internalised and used for content development
4. Training needs of target group analysis analysed and used to describe the knowledge, skills and attitudes pertinent for participation in the pig value chains
5. Topics, annotated structure and expanded content of the best-bet themes developed
6. Instructional materials developed for use in the delivery of the module
7. Strategies and options for transforming the content developed into eContent identified
8. Gender and other cross-cutting issues mainstreamed in the modules

Venue and Participants

The writeshop will be held at in Kampala. It will be attended by 15 participants including the 7 national experts/consultants who will lead the content development in the modules, representatives and experts/practitioners from other Uganda Value chain service providing organizations including non-governmental organizations, government agencies, research institutions and universities.

Pre-Writeshop Activities

Both the international consultant and national consults are conducting document reviews, background understanding and consulting with SPVCDS/ILRI staff and other resources to prepare for the instructional design development undertaking. The consultations also cover

²The priority districts are Mukono, Masaka and Kamuli.

efficiency and effectiveness issues in planning for the writeshop, including pre-workshop activities by the participants and other writeshop logistics.

Preparation by National Experts and Other Participants

National experts (consultants) are required to make the following prior arrangements:

- Familiarize themselves with SPVCD project and ILRI operations globally and in Uganda (see Annex I for some important literature to review)
- Review the technical and practical issues for consideration in the content of the best-be themes that are relevant for competitiveness of pig value chain actor in Uganda
- Familiarize themselves with the Guide to Content Development, Engage with the international consultant and use the guide to prepare topical content for the module
- Begin the process of development full content using the template for content development to be provided ahead of the writeshop
- Prepare a list/description of challenges and critical issues on which support is needed from international consultant and ILRI staff
- Compile cases, data, lessons, materials for use in the module instructional design development
- Familiarize themselves with the performance, task and training needs of the specific target groups at specific stages of the pig value chain
- Identify other support needed to complete the tasks including eResources, illustrations and art works and other communication products
- Read through and internalize the additional resources provided to support process
- Provide any feedback and/or suggestions for improving the guide, template, modules and entire instructional design and training process

Writeshop Methodology

Writeshop Approach

General Approach

The writeshop will employ various forms of presentations, group work, task assignment, practical ICT-based work, discussions and experience sharing. The process will be iterative in nature with every stage providing opportunity to present, review, discuss and improve the draft. The approaches and methodologies for the writeshop will be a combination of facilitation/ training methods that enable full participation and sharing of expertise and lessons. A model module already developed and in use will be presented as a benchmark to guide the output. Adult learning principles will be used to facilitate the engagement and production of outputs. A variety of innovative facilitation techniques such as buzz groups, group modelling, world cafes, games and energizers will be employed.

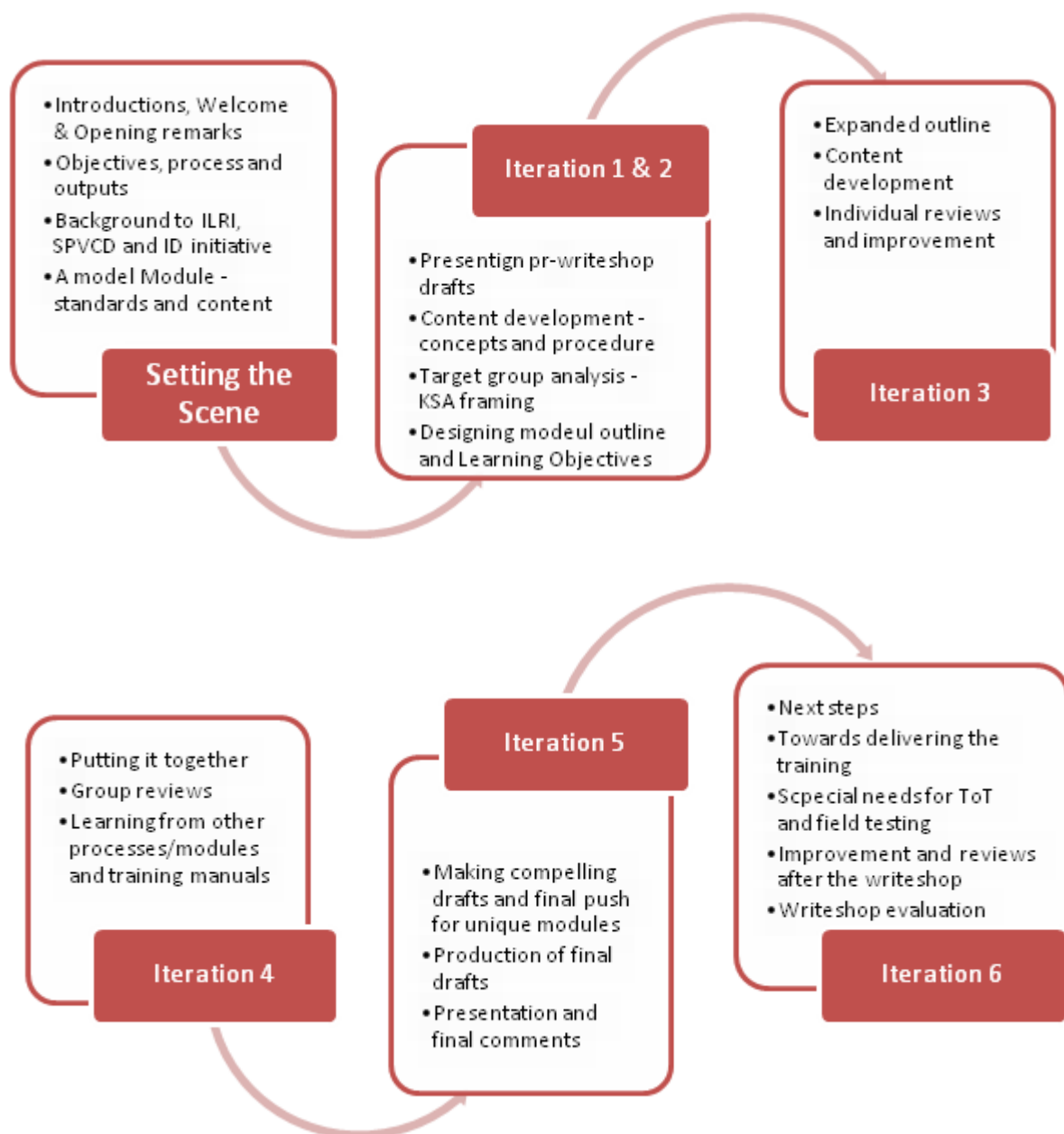
The writeshop will be designed to be:

- *Research-based*, in taking as its starting point the expertise, lessons and contributions learned from diverse group of national experts and partners. This will help compile modules that will address key capacity gaps of actors in the value chain through extensive review of the experiences, target group needs, gaps, concepts and perspectives of value chain and training requirements
- *Experience-based*, in building upon the field experiences of experts, other practitioners and organizations who have planned, designed, written, reviewed,

refereed and evaluated different modules and performed training on different aspects of pig production and other value chain issues in Uganda, the region and beyond

- *Participant-focused*, in soliciting the identification by each participant of the key challenges he or she in producing the module and contribution to overall instruction design process; and
- *Output-oriented*, in having each participant's contribution to production of outputs and modules tracked through a transparent roadmap too to ensure final draft modules and generated at the end of the workshop. Both formative and summative evaluation will be conducted to ensure the outputs are achieved. Participant will work around a specific module and/or writeshop output through guided step-by-step improvement.

Writeshop Process



Writershop Agenda

Date	Time	Activities	Facilitator/ Presenter
March 11 (Tuesday)	8.00 – 8.30	<ul style="list-style-type: none"> Registration of participants Logistics and Pre-workshop Announcements 	Rachel Esther
	8.30 – 9.45	Opening program <ul style="list-style-type: none"> Welcome, background, objectives and expected outputs on Friday evening 	Danilo and Diana
	9.45-1015	<ul style="list-style-type: none"> Participants’ introduction Workshop planning and schedule for the next 4 days – brief discussion about consultants’ ToRs 	Washington Diana
	10.15 – 10.45	Group Photo&Tea/Coffee break	
	10.45 -12.00	Content Development Guide: The write shop process: Process, requirements and roadmap to deliverables Presentation on “Writing Compelling Content” <u>Iteration 1: Benchmarking and Setting Draft Entries – Where we are!</u> <ol style="list-style-type: none"> Module 1 Module 2 Module 3 Module 4 Module 5 Module 6 Module 7 Module 8 <p>Small group discussions and plenary:</p> <ul style="list-style-type: none"> Challenges and opportunities to develop the guide. What specific support consultants require to enhance quality of the materials 	Washington Washington National Experts as lead for each small group
			Performing Audience Analysis
March 11 (Tuesday)	01.00 – 02.00	Lunch	
Overall Facilitator for	2.00 -3.00	<u>Iteration 2: Task Analysis – Learning Outcomes</u> Brief Presentation on Learning Outcomes and Content Development Process and Tips Small Groups/Individual Exercise	Washington

Date	Time	Activities	Facilitator/ Presenter
the day: Washington		<p>On the basis of audience analysis performed in Iteration 1 each consultant to:</p> <ol style="list-style-type: none"> 1. Develop a first task analysis outline and he/she is to 2. Identity the priority knowledge, skills and attitudes that the target groups need to better participate and upgrade the pig value chain 3. Develop appropriate Learning Outcomes for each modules to be presented in plenary for feedback 	National Experts lead for each of their own task
	3.00 – 3.15	Coffee/tea break	
	3.15 – 5.00	<p><u>Iteration 3: Annotated Structure and Expanded Content</u></p> <p>Presentation and Discussion on Annotated Structure of each of the modules in plenary</p> <ul style="list-style-type: none"> • What are the key elements/topics in the module with special focus on target? • What were some of the critical issues that should be carefully considered in using the module with specific target group? <p>In the evening consultants revise their outline based on the feedback provided (using the formats provided)</p> <p>Quick recap of the day</p>	Washington
March 12 (Wednesday) Overall Facilitator for the day: Washington	8.30 – 9.30	<p>Recap of day one</p> <p>Each consultant presents their revised version document.</p> <p>Discussion about the Writeshop Roadmap Tool</p>	Washington National Experts/Module Leaders
March 12 (Wednesday) Overall Facilitator for the day: Washington	9.30 – 10.30	<p><u>Iteration 4: Consultants work and revise their outputs together with ILRI staff</u></p> <p>Small groups/individual content development</p> <ol style="list-style-type: none"> 1. Revision of Module and compilation of full module using the template 2. Integrating the other elements: <ol style="list-style-type: none"> a. Module background and rationale b. Target audience 	National Experts with Module Leaders

Date	Time	Activities	Facilitator/Presenter
		<ul style="list-style-type: none"> c. How to use the module d. Special logistics and prerequisites to using the module e. Learning outcomes f. The module content incl. visuals/posters g. Resources h. Module evaluation i. Case studies – literature review j. Exercises and other module activities <p>3. Special module requirements (illustrations, video clips, eResources, art-work support, etc)</p>	
	10.30 – 11.00	Coffee/Tea break	
	11.00 – 01.00	<u>Iteration 4 and Small Group work CONT...</u> At around 12.15/12.30 consultants are expected to provide a quick status update.	National Experts/Module Leaders
	01.00 – 02.00	LUNCH	
	02.00 – 02.30	Presentation of “The Innovation in the Module – Making it Simple and Extraordinary”	Washington
	02.30-04.00	Presentation and plenary discussion Revision of module for innovativeness Plenary Presentation of individual work completed so far Discussions and Review of Content from Each Module <ul style="list-style-type: none"> • Module 1 • Module 2 • Module 3 • Module 4 • Module 5 • Module 6 • Module 7 • Module 8 Updating the Writeshop Roadmap Tool	National Experts/Module Leaders
	04.00 – 04.15	Coffee/Tea break	
March 12 (Wednesday)	04.15 – 05.00	Presentation: Integrating gender and other cross-cutting topics in the modules	Washington ILRI Experts (Diana, Emily)
Overall Facilitator for the day: Washington	05.00 - 05.30	Other Instructional Design Materials: Development of visuals, poster and Knowledge Market Viewing materials : Scanning other modules Overnight Assignment: Revision and	Diana, Emily, Michel

Date	Time	Activities	Facilitator/ Presenter
		Improvement of Module Content – listing ideas for visual/other materials Evaluation of the day	
March 13 (Thursday) Overall Facilitator for the day: Washington	8.30 – 9.00	Recap of Previous Day Presentation by consultants about each module and updating the writeshop roadmap tool	Washington National Experts/Module Leaders
	9.00 – 10.30	Peer review of all modules in groups Cross-Learning Integration of Modules Presentation of Guidelines for review Process Small Group work: Review of Drafts	Washington National Experts/Module Leaders
	10.30 – 11.00	Coffee/Tea break	
	11.00 – 01.00	Small Group work: Review of Drafts CONT... Quick response from Authors and Content developers in plenary	All participants
	01.00 – 02.00	LUNCH	
	02.00 – 04.15	Consultants will work on revising their materials based on the advice/feedback provided. ³	Washington National Experts
	04.15 – 05.00	Overnight Assignment Evaluation of the Day	Washington
	March 14(Friday) Overall Facilitator for the day: Washington	8.30 – 9.00	Recap of Previous Day Presentation of Each Module and Updating the Writeshop Roadmap Tool
9.00 – 10.30		<u>Iteration 5: Revision of Modules and Overall Instruction Design</u>	Washington National Experts/Module Leaders
10.30 – 11.00		Coffee/Tea break	
11.00 – 01.00		Final Drafts from Writeshop are presented to Theme Leaders and last revisions are to be made. Individual plan of actions with timelines will be submitted.	All participants

³Side meeting with representatives of stakeholder organizations

Date	Time	Activities	Facilitator/ Presenter
		Next steps: Testing and delivery of training Evaluation of the Writeshop Closure and Final Remarks	Washington
	01.00 – 02.00	LUNCH	
	02.00	DEPARTURE	