



Hard sell, - or softly, softly? - Testing channels for information exchange amongst farmers and communities

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There is a wealth of knowledge about sustainable land management in rural Africa - both from research, project experience and from innovative local sources. The problem is not so much how to develop new technologies, but how to spread this information. A new programme, to be funded under the Global Environment Facility, entitled "Stimulating Community Initiatives in Sustainable Land Management"(SCI-SLM), is about to get underway in four countries within Africa - Morocco, Ghana, South Africa and Uganda. The inception of this programme has been delayed by more than five-years due to reorganizations and reprioritization by the GEF, Though this has caused considerable frustration, it has simultaneously meant that new opportunities for information exchange between innovative communities - unforeseen at project design stage - have emerged in the interim. Having identified and supported community initiatives that improve the land, SCI-SLM aims to disseminate local wisdom as widely as possible. This paper discusses the avenues we intend to explore; ranging from farmer to farmer/ community to community visits, to written materials, and onto the next generation of ICT methodologies which potentially incorporate and integrate mobile phones, the internet and radio.