

Share Fair begins!



Traditional horn blower announcing the sessions to start

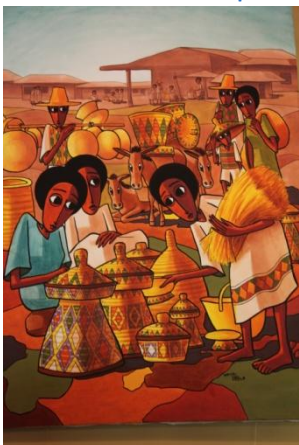
Learning and Training Day starts today

The Agenda is posted across the campus. Parallel sessions (10:30 to 12:30) run in the morning and are repeated in the afternoon (2 to 4). After a debriefing, there is a social and cultural sharing session at the zebu club with drumming, singing and other forms of expression from 6 to 7 pm.

Owen Barder to open the share fair

The Share Fair officially opens on Tuesday at 9 am. We are pleased to introduce our lead speaker – Owen Barder. He is a Visiting Fellow at the Center for Global Development in Washington DC, and the Director of AidInfo – a program that aims to make aid more transparent and accountable. He lives and works in Addis Ababa. Before moving to Ethiopia, Owen worked at the UK Department for International Development, as Director of International Finance and Development Effectiveness, Director of Communications, and Head of Africa Policy. He previously worked in the Treasury in the UK and in South Africa, and as the Economic Affairs Private Secretary to the British Prime Minister. Owen blogs about development and presents Development Drums, a podcast on development issues. www.owen.org/

Traditional Ethiopian art exhibition at Zebu



Ethiopia is known for its long history and rich culture. Its art arises from centuries of cultural exchange of many forms of art between Africa, Asia and Europe –giving it a unique place in the history of African art. Often these paintings are part of the religious, cultural and practical life of the community. We are happy to share with you the works of Getachew Berhanu,

Markos Bekele, Nebyou Assefa and Tekeste Yibeyin whose paintings are displayed in the Zebu club.

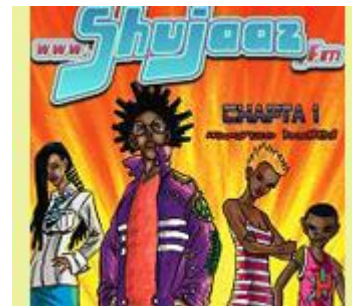
IP – Have your say

We have posted a whiteboard outside the press club – in the infocenter – where Ednah Karamagi asks you to post your ideas on the issue: **'how intellectual property issues reinforce or harm the creation of African rural and agricultural knowledge'**

Contribute to the knowledge tree ...

In the heart of the infocentre – next to the traditional Ethiopian buna coffee – you will find a tree of knowledge. Please add your leaves and ideas to this collective conversation. We are also collecting your feedback and comments on the share fair – post them on the windows!

Shujaaz FM



Visit the InfoCenter to see how 12 million young people in Kenya hear about rural innovations and advice through comic books, a daily 'pirate' radio show, interactive SMS messaging and Facebook.

Questions?

Missed your session, have a question, need help? - Visit the infodesk in the infocentre.

What's Up Share Fair!

Agenda's for the week are posted across the campus and you can pick up your personal copy at the infodesk. But plans are likely to change! Check out the notice board by the infodesk for any updates and changes. Please also post your session and meeting plans on the notice board – or find another participant.

Tweets you may have missed

Enrica porcari introducing the sfaddis to the social media team-the focus of this share fair is going to be "content" (<http://twitter.com/gaurisalokhe>)

sfaddis might generate (virtually) more information than is effectively generated formally. Good: multiple perspectives! (<http://twitter.com/ewenlb>)

The market place at sfaddis mimics a real market place - a place where knowledge is shared! tune in on Tuesday 2 find out how it panned out (<http://twitter.com/rsamii>)

Information about the campus

All you want to know about the ILRI Campus from temperature to bank hours at: <http://ilri-ethiopia.wikispaces.com/Addis+campus>

Ethiopia session to feature farmers, animals AND knowledge

At 14.00 on Tuesday afternoon, in the large auditorium, you can join the Ethiopia session organized by 'Improving Productivity and Market Success of Ethiopian Farmers' project, better known as IPMS. According to Ermias Sehai, the session "will feature 4 examples of knowledge management activities. The first will be an example of a district knowledge center, the second will be about livestock fairs for knowledge dissemination, the third represents indigenous knowledge, in terms of ethno-veterinary services and the fourth will feature knowledge related activities carried out to develop



various commodities like honey, vegetables, and fruits. We want to highlight knowledge flows and exchanges in and around markets among farmers themselves and among farmers and buyers together." Tip: you can meet some of the farmers and buy their products at the market place on Tuesday afternoon. www.ipms-ethiopia.org

Fair Photo's



Participants setting up their booths at the Infocenter

See photos from the fair at <http://tinyurl.com/sfaddisphotos>

Glossary of Ethiopian words/ መዝገበ ቃላት

More words and expressions you will come across during the Share Fair, this time the drinks you can sample at the end of our Tuesday afternoon market place:

Tej: A yellowish local drink brewed from honey.

Tella: A brown drink brewed from barley

Arake: A colorless strong local gin distilled from a brew of barley, wheat or corn.

St. George: the beer of choice at the Zebu Club (warning: these traditional drinks do contain alcohol)

Social media coverage



The social media team is gearing up to spread news from the event through blog posts, pictures, video, audio, etc. The 'sfaddis' tag tracks everything.

the blog: <http://tinyurl.com/sfaddisblog>

the wiki: <http://tinyurl.com/sfaddiswiki>

the tweets: <http://tinyurl.com/sfaddistweets>

the photos: <http://tinyurl.com/sfaddisphotos>

the videos: <http://tinyurl.com/sfaddisblips>

the social web: <http://tinyurl.com/sfaddismention>

sharefair fm: <http://tinyurl.com/sfaddisfm>

Don't forget! Buy your BBQ ticket@ Zebu club



Market place on Tuesday afternoon

The market place is a unique event happening only on Tuesday afternoon. It is about sharing knowledge, mimicking a real rural market. But instead of leading your donkey with whatever you want to sell at the market, you lead your donkey, or carry water, or have a shoe shine AND 'share' your knowledge with others. Yes you will be able to shop at the *Merkato* (art, jewelry, scarves, recycled shoes, coffee, etc.) but don't forget to bring your 'knowledge', and exchange with others along the way...

This can take the form of leaflets, words, CDs, books, drawings, everything is possible...It all happens on Tuesday after the Ethiopia session from 3:00 pm.

Last but not least

"Dunia ni maarifa" (the world is knowledge)