

# ABSTRACT

## #2



## Multi-Actor Communities (MACs) of Practice as Platforms for Information Sharing

UPSCALE, an EU H2020 research and innovation project aims at expanding adoption of push-pull technology (PPT) by better understanding its applicability under diversified cultivation systems in the East African Region. UPSCALE forms and uses Multi-Actor Communities (MACs) of practice platforms to achieve effective transdisciplinary collaboration and participatory research approaches among UPSCALE partners and stakeholders at national and regional levels. MACs will strengthen functional linkages between UPSCALE research and innovation activities and farmers, policy and value chain-oriented extension stakeholders. This will help build networks to support advocacy and enabling policy environment for dissemination and adoption of PPT, and subsequently identify best practices for sustainable PPT intensification. MACs which comprise UPSCALE partners and stakeholders along PPT value chains, have been formed in Kenya, Uganda, Tanzania, Rwanda and Ethiopia. As a platform for co-creation and information sharing, MACs conduct regular project meetings, participate in value chain analysis, PPT field research, farmer trainings through farmer teachers, and farmer mind-set change through demonstration fields. MACs also initiate village PPT meetings, conduct local advocacy processes, link with extension services and farmer groups. Various communications channels and tools such as the UPSCALE Website, the Knowledge Exchange Hub, social media channels e.g. LinkedIn, Twitter, Facebook have been established to support knowledge sharing. MACs participate in transdisciplinary and collaborative co-construction of information sharing and capacity-building materials to target audiences through the Knowledge Exchange Hub.

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Social Media: LinkedIn [UPSCALE] & Twitter [@upscale\_h2020]



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