

Impact Design Framework¹

1. Understand farmer needs, problems and decisions.
2. Evaluate available technical information and “distill” or simplify them into “heuristics” that are in the appropriate context of farmers and can be tested easily by farmers, and motivate them to evaluate them through farmer participatory research.
3. Review farmers’ evaluations, modify, and design intervention through a participatory planning process with the initial stakeholders
 - Involve stakeholders from beginning through a *problem definition workshop*
 - Use various tools to obtain a common understanding of the problem at hand, e.g., time and historical profiles for researchers to summarize ecological information, an anthropological tool, called *emic-etic* to understand farmers’ perceptions, flowcharts, stakeholder analysis, impact planning, and decision trees
 - Conduct review and planning workshops – where partners report their results, redefine the problem, and plan another set of activities towards the next stage.
4. Develop communication strategy in a participatory workshop with stakeholders.
 - Formulate shared objectives
 - Develop attitude and behavior change objectives
 - Define audiences (primary, secondary)
 - Identify key message points
 - Select a mix of channels and tools to reach audiences
 - Develop an identity or “brand” that is locally appropriate for the technology
 - Develop, pretest and finalize prototype communication materials.
 - Outline how partners will work together
 - Develop a management plan - timeline and a budget for project implementation
 - Plan for monitoring and impact assessment
 - Launch and implement impact project
5. Monitor and evaluate
6. Conduct final project review and reporting – to report results, encourage multiplier effects and buy-ins from local government, donors, etc.

¹ Escalada, M.M. and Heong, K.L. (2008). *Facilitating Impact from Rice Pest Management Research: Frameworks, Approaches and Best Practices*. IRRI, Los Baños (in preparation).