Endogenous Development Policy Briefs
National Level
Instructions for authors[1]

1. Introduction

The purpose of these instructions is to unify and simplify the process of preparation of Endogenous Development (ED) Policy Briefs, as part of the policy dialogue within the COMPAS programme. The steps and format proposed will make it easier to prepare and review the content of the ED Policy Briefs. A common outlook will also make it possible to have the ED Policy Briefs published for a wider audience outside the specific countries at stake.

Policy Briefs are particularly useful for communication targeting a policy audience. This instruction is mainly designed to prepare the ED Policy Briefs. Annexes to these instructions are three documents, which form an integral part of it:
(1) Annex 1: Authors checklist of minimal requirements on content and format for final check;
(2) Annex 2: Example of format with instructions;
(3) Annex 3: Reference document: '*Mainstreaming endogenous development through policy dialogue*'

Reference document
The document '*Mainstreaming endogenous development through policy dialogue*' is the main reference for this instruction. It contains:
- a strategy for policy dialogue in COMPAS[2];
- an overview of the why and how of policy dialogue in endogenous development;
- and the steps suggested to national, regional and international partnerships to get to a meaningful process of policy dialogue.

In this document is stated that: "*all actions to* **influence policy** *and thereby to change local, national and international policies, and modify processes and structures that perpetuate or exacerbate poverty and inequality must take into account the different audiences and their needs in order to develop an effective strategy for communication and dialogue on policy issues[3]."*

2. About ED Policy Briefs

The ED Policy Briefs are just one of the possible tools for communication as part of a policy dialogue strategy. According to the _workplan 2007-2010_ of the current COMPAS

---

[1] Authors = COMPAS Partners staff, and/or collaborators from other organisations, and/or professional writers.
[2] Marc P. Lammerink (2007), *Mainstreaming endogenous development through policy dialogue*, Leusden.
[3] Lammerink (2007), Ibid, page 5.

Programme, ED Policy Briefs will be produced in _all countries_ where COMPAS partners are active.

Policy Dialogue at different levels

Policy Briefs can be developed at different policy levels ranging from the local, to the national, the regional or international level. Typically, ED Policy Briefs are part of the policy dialogue process organised within one country or local area. Nevertheless, in some cases it can be decided to organize multi-country dialogues with different countries that face similar situations or problems (the ED Policy Briefs at Regional level). This document will focus on the ED Policy Briefs for _national level._ The proposed outlook, however, can be used for other levels as well.

The purpose of ED Policy Briefs at national level is:
- To positively influence the political context in which endogenous development takes place.
- To stimulate policy change to support endogenous development at local or national level.
- To influence opinion leaders, influential people, programme directors. To influence their decisions with long-term policy solutions (see for more information 3. Readers)
- To reflect the current state of endogenous development _(evidence-based)_ in a specific country in a _concise way_ to inform the decision – and policy makers
- To involve a wider range of organisations in endogenous development

The 'what' of policy briefs

The ED Policy Briefs present _concise_ policy-oriented analysis of topical issues related to support to endogenous development, with the aim of interjecting the views of COMPAS partners and external collaborators/allies into the local or national policy-making process in a _direct and timely_ fashion. They are typically, _easy to read, evidence-based_ analyses, with an emphasis on concrete policy-related recommendations. National level ED Policy Briefs are preferably, but not necessarily, produced together with other allies form like-minded organisations. The ED Policy Briefs can address key problems in health, education, and/or natural resources management, but can also address more specific issues such as snake bite healing.

In short Policy Briefs are:
- Small easy-to-read one-to-four-pages documents
- Addressing _urgent policy problems_
- Outlining _courses of action_ to solve these problems
- Evidence-based (arguments are supported with evidence)
- Recommending concrete solutions (applicable in policy)
- Related to a specific subject where the COMPAS partner and/or ally organisation(s) have found new directions in solving development problems.
- Preferably produced in cooperation with ally organisations.

3. Readers of ED Policy Briefs and their (political) needs

For the preparation of ED Policy Briefs authors need to look at situations from the viewpoint of decision-makers and politicians and try to understand what they are looking for. Authors need to understand obstacles to policy change, in order to help politicians and decision makers to discover relevant and practical options, and to analyse what the effect is of the choices politicians make. ED Policy Briefs will only have an effect on policies if the proposed changes or recommendations are viewed as better or beneficial. Unless the particular circumstances in the decision-making process of policies are taken into consideration, and felt political needs are met, effort for political change cannot become successful. This is true for politicians at all levels.

Readers
The ED Policy Briefs are targeting a policy audience - which can be executives and decision-makers at the local up to the national level - that makes policy and programme decisions and influences development priorities. These include:
(1) political leaders, legislators, top civil servants, economic planners and programme directors,
(2) but also opinion makers, influential people, representatives from donor organizations,
(3) as well as those in the mass media who help set the agenda of the public, and that of politicians and public servants.

Political needs of readers
These audiences (mentioned above) are generally subject to pressure from all sides and have to *be convinced of the benefits* of endogenous development for the overall goals they are trying to achieve, often within a limited time horizon. They need positive examples and have to grasp the long-term consequences and the support requirements to really make such endogenous developments happen. For endogenous development it is particularly important that readers *recognise the role of culture and traditional knowledge* to provide sustenance for people in complex, risk-prone environments as opposed to external oriented development initiatives based on output targets. This will place much more emphasis on local development issues and greatly support an enabling environment for endogenous development.

Clear communication needs for ED Policy Briefs
The 'art of communication' is the basic for the ED Policy Briefs. Summarized this means:
- A prerequisite is a clear picture of the audience, which needs to be reached and influenced, and their (political) needs (see under Readers).
- Provide the audience with the evidence-based information needed to make their own informed and conscious choice or decisions.
- Make good use of visual means like tables, graphics, boxes, trends for data presentation
- Think of guiding questions that can help in the decision-making process.
- Use straight forward, easy to read language; explain all new concepts, taking into account that these are mostly new to the audience.

- And finally, create a positive context, which makes the audience, also politicians, more open and receptive for a new message.
- And remind while writing:
- Try to get the (endogenous development) message across either by staying inside actual experience of the audience or by creating new experiences that can be linked (or grasped by) to the experiences of the specific audience.
- General concepts are not useful, they should be translated into specific experiences of which the constituents are explained and only than should be related back to a general concept.

4. Writers' guidelines

Each ED Policy Brief will typically have the following global content:
- Introduction: background and assessment and challenges of a current issue (evidence-based);
- A critique of existing policies;
- Specific policy recommendations
- Conclusions.

Furthermore, it will have:
- A short overview or abstract;
- A summary of main findings;
- A list of references for evidence;
- A collection of website links;
- If necessary, it can also include a need-to-know page and various statements of the problem.
- The total ED Policy Brief is preferably 2 to 4 pages.

The ED Policy Briefs will <u>always </u>contain:
- a paragraph at the end about the COMPAS programme, as well as a statement on its funding (e.g. the COMPAS programme is funded by the Dutch Ministry of Development Cooperation).
- The name of the authors and their related experience
- A statement about "the views in this ED Policy Brief are those of the authors" is also always included.
- Information where to get additional copies: www.compasnet.org for a PDF.

5. Responsibilities and procedures

The idea is to have ED Policy Briefs published and distributed in both print and electronic formats, in a fashionable and short format. For this, partners will send the text with all its requirements listed above for uniform lay-out purposes to COMPAS International Office: compas@etcnl.nl with copy to lammerink@fmd.nl (Marc Lammerink).

Partners / Authors
The writers/partners are responsible for the *quality of the content* of the ED Policy Brief. The partners are also responsible for *distribution* of both hard copy and electronic version. They are also in charge of the *monitoring process* of the Policy Briefs as part of the Policy Dialogue. Partners compile the *lessons learned* for our own learning and give feedback on the results of ED Policy Briefs. ED Policy Briefs can be produced several times a year and should be available free of charge.

Draft ED Policy Briefs should be submitted as email attachments, and sent via email compas@etcnl.nl to COMPAS International Office (Marijke Kreikamp) for lay-out, with copy to lammerink@fmd.nl (Marc Lammerink).

COMPAS International
Once received, COMPAS will acknowledge receipt and will check (based on checklist) if all requisites are available for the *the lay-out* process (see annex 1). *No check on content will be done*. Within 6 weeks after reception and if all requirements are met COMPAS will format the lay-out and send the ED Policy Brief back as a PDF file to responsible partner, which will print and/or send an electronic format to their target group.

Distribution and dissemination of ED Policy Briefs
The partners are responsible for the distribution of both hard and electronic copies. COMPAS international will publish the electronic version at the general website (www.compasnet.org).

During the period 2007 - 2010 COMPAS International Office will produce a booklet compiling different ED Policy Briefs for a wider audience, **provided the ED Policy Briefs are of sufficient quality and scope.**

Annex 1: Author checklist for both printed and electronic versions

Please submit ED Policy Brief content as a Word document containing on an average:
- Short and strong title
- Date of Policy Brief (number will be added by Compas International Office)
- An abstract (70 to 100 words): "This briefing highlight…."
- The text, including background and policy challenges, critical evidence-based assessment and policy recommendations; (minimum of 700 words – 1400 words maximum)
- Author(s) and their occupation or background, one sentence including e-mail address (70 words)
- Logo of responsible organisations, if needed
- Bulleted summary of main findings (200 words)
- Tables, boxes, figure captions, photos (all with clear title and source indication);
- Need-to-know page or 'more information' – optional (100 to 400 words)
- References/endnotes and websites
- **Further specifics:**
  - Digital photos for illustration format 300 dpi (approx. size 10 x 15 cm).
  - References and footnotes may be given in the Harvard style, for example:
    - Reference in the text: (Smith, 2001)
    - Reference list at the end of the article: Smith, John (2001) '*Microfinance performance indicators*', DFID report, London.

The total ED Policy Brief is preferably 2 to 4 pages.

Annex 2: Format for ED Policy Briefs

EXAMPLE

ED Policy Brief

N° 01
APRIL
2008
COMPAS

Short and strong title

This briefing highlights some of the issues etc.... and playwright Plautus (254-184 BC) said 'No man is wise enough by himself'. I cannot think of a better way to express the importance of sharing our experiences and ideas. For many years the Compas Magazine has provided a platform for readers interested in endogenous development. But what is true for men may also be true for networks. After ten years of sharing amongst like-minded people, we feel the moment has come to broaden the COMPAS network. After ten years of sharing amongst like-minded people, we feel the moment has come to broaden the COMPAS network.
(abstract 70-100 words)

Summary

- Over 2000 years ago the Roman playwright Plautus (254-184 BC) said 'No man is wise enough by himself'. I cannot think of a better way to express the importance of sharing our experiences and ideas.

- For many years the Compas Magazine has provided a platform for readers interested in endogenous development. But what is true for men may also be true for networks.

- After ten years of sharing amongst like-minded people, we feel the moment has come to broaden the COMPAS network.

- It is time to engage in strategic dialogues with critics and non-network members as well. We mark this new challenge with the first issue of the Endogenous Development Magazine.

- The new magazine differs from the Compas Magazine in several ways.

- Most importantly, the articles are less about 'within-network learning' and more about mainstreaming the concepts, methods and results of endogenous development.

- Indeed, the main challenge facing 'endogenous development' is to involve new organisations and people (such as policy makers), so that more people benefit.

- We invite all readers to actively participate in strengthening the concept of endogenous development by discussing the motion proposed in each issue (p.27) and on the website, and by sharing and reflecting on ideas.

(summary 200 words)

logo other organisation?   logo other organisation?

COMPAS
ENDOGENOUS DEVELOPMENT

COMPAS (comparing and supporting endogenous development) is an international network implementing field programmes to develop, test and improve endogenous development (ED) methodologies. Endogenous development is based on local peoples' own criteria of development, and takes into account the material, social and spiritual well-being of peoples. www.compasnet.org

ED Policy Brief

Background

In phase I and II (1998-2006), Compas' strength has been documenting specific and practical local experience based on cosmovision and endogenous development concepts. These experiences form the launching path for policy dialogue. Compas' present phase (2007-2010) is a phase of transition from documentation, experimentation and methodology development towards consolidation, mainstreaming and scaling up. This will imply the gradual change from a project set-up to a more institutionalised organisational form, from a "platform mode" towards an "arena mode" of operation.

put a quote here, put a quote here, put a quote here, put a quote her

[b] asdf dl;aksj flj;lsdl,kf,lkl,aksdjf,la daf ,lkdjf a;lkdfj asd,jfkadlfkj asdlfkjhs adkjasd-klfdklh alks-dfhkldfhklsadh-jalksd

For this third phase it is envisaged to put into practice a number of options to enhance endogenous development by a conducive policy. Policy dialogue, as it is termed in our discussions, is meant to build up an enabling political environment for the development of such conducive policies[b]. Concrete entry points and themes for policy dialogue will be jointly iden-

tified by Compas member organisations in each region, based on the specific needs and opportunities in a given environment. These themes should be relevant for the majority of regional partners. Apart from these also national entry points can be identified as well as international activities important for the Compas network as a whole.

Why is Compas interested in policy dialogue and why is policy dialogue becoming more important in the present phase of Compas? Endogenous development, in order to be sustainable, requires an enabling environment. Little "islands of success"

make interesting cases for documentation, as has been done during the first phase, and they serve as a source of inspiration. Since 2003, the Compas network has worked on methodologies and on inter-scientific dialogue on how Endogenous Development can be stimulated. Several publications and the LENDEV guide emerged.
Now the real challenge is to

take the lessons learned in specific areas a step further and turn them into recommendations for policy makers, researchers and development professionals at different levels so that they can take measures which will contribute to an enabling environment for endogenous development. Another challenge is to get other fellow (local) communities inspired and benefiting from the experiences from Compas on endogenous development.

Policy analysis/assesment

In phase I and II (1998-2006), Compas' strength has been documenting specific and practical local experience based on cosmovision and endogenous development concepts. These experiences form the launching path for policy dialogue. Compas' present phase (2007-2010) is a phase of transition from documentation, experimentation and methodology development towards consolidation, mainstreaming and scaling up. This will imply the gradual change from a project set-up to a more institutionalised organisational form, from a "platform mode" towards an "arena mode" of operation.
For this third phase it is envisaged to put into practice a number of options to enhance endogenous development by a conducive policy. Policy dialogue, as it is termed in our discussions, is meant to build up an enabling political environment for the development of such conducive policies. Concrete entry points and themes for policy dialogue will be jointly identified by Compas member organisations in each region, based on the specific needs and opportunities in a given environment. These themes should be relevant for the majority of regional partners. Apart from these also national entry points

Figure 1: Breakdown of........

Source: s s dsa a';ldf ksd;fka a';ldk s'da;lf ksd';lf k'as; f fdlad;l dll
aa dsfaf f sdl dd.

02

ED Policy Brief

can be identified as well as international activities important for the Compas network as a whole.

Why is Compas interested in policy dialogue and why is policy dialogue becoming more important in the present phase of Compas? Endogenous development, in order to be sustainable, requires an enabling environment. Little "islands of success" make interesting cases for documentation, as has been done during the first phase, and they serve as a source of inspiration. Since 2003, the Compas network has worked on methodologies and on inter-scientific dialogue on how Endogenous Development can be stimulated. Several publications and the LENDEV guide emerged.

Now the real challenge is to take the lessons learned in specific areas a step further and turn them into recommendations for policy makers, researchers and development professionals at different levels so that they can take measures which will contribute to an enabling environment for endogenous development. Another challenge is to get other fellow (local) communities inspired and benefiting from the experiences from Compas on endogenous development.

Development of the issue

In phase I and II (1998-2006), Compas' strength has been documenting specific and practical local experience based on cosmovision and endogenous development concepts. These experiences form the launching path for policy dialogue. Compas' present phase (2007-2010) is a phase of transition from documentation, experimentation and methodology development towards consolidation, mainstreaming and scaling up. This will imply the gradual change from a project set-up to a more institutionalised organisational form, from a "platform mode" towards an "arena mode" of operation.

For this third phase it is envisaged to put into practice a number of options to enhance endogenous development by a conducive policy. Policy dialogue, as it is termed in our discussions, is meant to build up an enabling political environment for the development of such conducive policies. Concrete entry points and themes for policy dialogue will be jointly identified by Compas member organisations in each region, based on the specific needs and opportunities in a given environment. These themes should be relevant for the majority of regional partners. Apart from these also national entry points can be identified as well as international activities important for the Compas network as a whole.

Why is Compas interested in policy dialogue and why is policy dialogue becoming more important in the present phase of Compas? Endogenous development, in order to be sustainable, requires an enabling environment. Little "islands of success" make interesting cases for documentation, as has been done during the first phase, and they serve as a source of inspiration. Since 2003, the Compas network has worked on methodologies and on inter-scientific dialogue on how Endogenous Development can be stimulated. Several publications and the LENDEV guide emerged.

Now the real challenge is to take the lessons learned in specific areas a step further and turn them into recommendations for policy makers, researchers and development professionals at different levels so that they can take measures which will contribute to an enabling environment for endogenous development. Another challenge is to get other fellow (local) communities inspired and benefiting from the experiences from Compas on endogenous development.

Context

In phase I and II (1998-2006), Compas' strength has been documenting specific and prac-

Table: Showing......

Source:s s dsa a';ldf ksd;fka a';ldk s'da;lf ksd';lf k'as; f fdad;l dll aa dsfaf f sdl dd.

[a] asdf dl;aksj fij;lsdl;k f;lkl;aksdjf;la daf Jkdjf a;lkdfj asd;l fkadlf kj asdlfkjhs adkjasd-klfdklh alks-dfhkldfhklsadh-jalksd adl;f kadflajkd; fl;asl dfk;asdljkasd;lfk

03

ED Policy Brief

tical local experience based on cosmovision and endogenous development concepts[20] These experiences form the launching path for policy dialogue. Compas' present phase (2007-

conducive policy. Policy dialogue, as it is termed in our discussions, is meant to build up an enabling political environment for the development of such conducive policies. Concrete

policy dialogue and why is policy dialogue becoming more important in the present phase of Compas? Endogenous development, in order to be sustainable, requires an enabling environment. Little "islands of success" make interesting cases for documentation, as has been done during the first phase, and they

put a quote here, put a quote here, put quote

2010) is a phase of transition from documentation, experimentation and methodology development towards consolidation, mainstreaming and scaling up. This will imply the gradual change from a project set-up to a more institutionalised organisational form, from a "platform mode" towards an "arena mode" of operation.
For this third phase[3] it is envisaged to put into practice a number of options to enhance endogenous development by a

entry points and themes for policy dialogue will be jointly identified by Compas member organisations in each region, based on the specific needs and opportunities in a given environment. These themes should be relevant for the majority of regional partners. Apart from these also national entry points can be identified as well as international activities important for the Compas network as a whole.
Why is Compas interested in

Recommendations
Now the real challenge is to take the lessons learned in specific areas a step further and turn them into recommendations for policy makers, researchers and development professionals at different levels so that they can take measures which will contribute to for policy makers, researchers and development professionals at different levels so that they can
(text 700-1400 words)

[20] asdf dl;aksj flj;lsdl;kf;lkl;aksdjf;la daf ;lkdjf a;lkdfj asd;lfkadl fkj asdlfkjhs adkjasd-klfdklh alks-dfhkldfhklsadh-jalksd a; dkaj d;f;alsk

Authors

In this box information about the authors, such as: name, organisation, background, e-mail etc. ...

Need to know

In this box: text about issue at stake

Compas' strength has been documenting specific and practical local experience based on cosmovision and endogenous development concepts. These experiences form the launching path for policy dialogue. Compas' present phase (2007-2010) is a phase of transition from documentation, experimentation and methodology development towards consolidation, mainstreaming and scaling up. This will imply the gradual change from a project set-up to a more institutionalised organisational form, from a "platform mode" towards an "arena mode" of operation.
For this third phase it is envisaged to put into practice a number of options to enhance endogenous development by a conducive policy. Policy dialogue, as it is termed in our discussions, is meant to build up an enabling political environment for the development of such conducive policies. Concrete entry points and themes for policy dialogue will be jointly identified by Compas member organisations in each region, based on the specific needs and
(Need to know, max. 140 words)

(Authors max. 70 words)

04

Annex 3: Mainstreaming Endogenous Development through policy dialogue

Context

In phase I and II (1998-2006), Compas' strength has been documenting specific and practical local experience based on cosmovision and endogenous development concepts. These experiences form the launching path for policy dialogue. Compas' present phase (2007-2010) is a phase of transition from documentation, experimentation and methodology development towards consolidation, mainstreaming and scaling up. This will imply the gradual change from a project set-up to a more institutionalised organisational form, from a "platform mode" towards an "arena mode"[4] of operation.

For this third phase it is envisaged to put into practice a number of options to enhance endogenous development by a conducive policy. Policy dialogue, as it is termed in our discussions, is meant to build up an enabling political environment for the development of such conducive policies. Concrete entry points and themes for policy dialogue will be jointly identified by Compas member organisations in each region, based on the specific needs and opportunities in a given environment. These themes should be relevant for the majority of regional partners. Apart from these also national entry points can be identified as well as international activities important for the Compas network as a whole.

Why is Compas interested in policy dialogue and why is policy dialogue becoming more important in the present phase of Compas? Endogenous development, in order to be sustainable, requires an enabling environment. Little "islands of success" make interesting cases for documentation, as has been done during the first phase, and they serve as a source of inspiration. Since 2003, the Compas network has worked on methodologies and on inter-scientific dialogue on how Endogenous Development can be stimulated. Several publications and the LENDEV guide emerged.

Now the real challenge is to take the lessons learned in specific areas a step further and turn them into recommendations for policy makers, researchers and development professionals at different levels so that they can take measures which will contribute to an enabling environment for endogenous development. Another challenge is to get other fellow (local) communities inspired and benefiting from the experiences from Compas on endogenous development.

Some of the questions to be answered are:
- How can we initiate a meaningful policy dialogue?
- With whom and in which context
- How can we communicate the essence of endogenous development to 'them'?

---

[4] Networks operating in a Platform mode give central importance to fostering partnership, cohesion and information sharing between the partners within the network. Networks that operate in an Arena mode are more outward oriented; their focus is on mediation and negotiation outside the circle of immediate partners. Compas operated in a platform mode during its first two phases, whereas in the third phase it moves more towards an arena mode (which does not mean however that partnership and internal coherence within the network is not important any more). The envisaged inter-scientific dialogues, intercultural dialogue and policy dialogues are examples of the new challenges Compas is seeking.

- What can others do to create an enabling environment for endogenous development?
- Why should they? What is their interest? What worries them in the present situation? Why would they want to change?
- Which opportunities are there for Compas to join ongoing policy dialogues and add a new dimension to them?
- Apart from policymakers, who are the other important actors who help or hinder endogenous development? Should we engage in dialogues with them as well?
- Can we envisage a multi-stakeholder dialogue for enhancing endogenous development?

In the DGIS policy framework, this strategy is called: *Action to **influence policy** and thereby to change local, national and international policies, and modify processes and structures that perpetuate or exacerbate poverty and inequality.* Within the MFS, policy influence could be exercised by counterpart organizations, broad-based and theme-based co-financing organizations and their networks.

Policy influencing and dialogue: some definitions

Advocacy, lobbying and campaigning are all part of policy influencing. They can be described as follows[5]:
- *Advocacy*: Advocacy is creating awareness about the concerns/possible solutions of a specific group. It comprises of a series of planned activities. It is not an event but rather a process. It is an organized influence of attitudes. It targets specific groups and it is about achieving specific outcomes. Advocacy outcomes include change in policy, practice, attitudes, behaviour, political processes, and systems. In certain instances also training can be part of an advocacy process.

- *Campaigning* is about creating desire/willingness to respond to an issue through mass mobilization. It is designed to exert pressure on decision making bodies. Campaigning should therefore have: a clear issue; a theme; and a mass or popular movement of supporters.

- *Lobbying* is one tool of advocacy. It is about influencing decision makers to make deliberate choices. Lobbying takes campaigning further. It aims at seeking support of influential people. There is need to set out achievable goals linked to existing policy parameters.

The following stages can be distinguished in policy influencing:
- Identifying and stating the issue;
- Collecting the relevant information/Research;
- Design objectives/strategy/plan for policy influencing;
- Identifying /Mobilizing interested people/parties;
- Raising and managing the necessary resources;

---

[5] Adapted from: 'Prolinnova international workshop on policy advocacy, campaigning and lobbying, Tanzania, 2006, page 31

- Networking/Forming alliances/coalitions;
- Involving all forms of media;
- Establishing contacts with government;
- Monitor and Evaluate.

Communication in policy dialogue and scaling-up

The art of communication is basic in policy dialogue, much more than any other of the qualities of an organizer. In policy influencing and scaling-up it does not really matter what Compas members know about endogenous development, if they are not able to get it across. Only if Compas partners can communicate their experiences to other people, that is when others understand what Compas is trying to get across to them.

Normally people only understand things in terms of their own experiences, which mean that an effective dialogue must happen within one's experience. It is a two-way process. If someone is trying to dialogue and the point is not available in the experience of the other party, than one must create the experience for the other party. Also in lobbying, advocacy or campaigning, it is essential not to go outside of people's actual experience.

Another maxim in effective communication is that people have to make their own decisions and for the decision-making process guiding questions are important. And finally, of course an important issue in any change process is the personal relationship. With a good relationship people are more open, receptive and messages are coming through in a positive context.

Communication on a general basis without being fractured into the specifics of experiences becomes easily rhetoric and it carries a very limited meaning. For example, the "holistic view", essential in Compas, needs to be made 'consumable' and acceptable for others and after all inspire people. This often means bringing in the personal experience.

Communication should not become too 'big'. Of course, communication in advocacy has to turn around grounded concepts and tangible ideas. However, this is only possible if specific experiences are brought in, which should be small enough to be grasped by the experiences of the others. Issues, also frameworks or 'holistic views' must 'be able to be' communicated. This is essential. Also the issues should be as simple as possible to be grasped. It cannot be communicated in generalities. Policy dialogue like any communication occurs concretely, by means of specific experiences. General theories become meaningful only when they are absorbed, and its specific constituents are understood and then related back to a general concept.

Policy dialogue also needs a multi-dimensional strategy, for the changes being sought are deep and subtle, and cannot be brought about through top-down approaches of advocacy, however well motivated. Effective policy advocacy involves dialogue and communication with different parties involved, including local communities, so that each of these parties get what each find meaningful and not what the Compas partners considers meaningful for them. Communication is an instrument for partnership and

participation based on a two-way dialogue, where both the senders and receivers of information interact on an equal footing, leading to interchange and mutual discovery. This involves looking at situations from the viewpoint of other people and understanding what they are looking for. It means understanding obstacles to change. It means helping people to discover relevant and practical options, and to analyse what the effect is of the choices they make[6].

Change of people is about behaviour and beliefs as well as actions. Most people only tend to change, when they understand the nature of the changes and view it as better or beneficial. They then can make an informed and conscious choice to change and put into action. Unless their particular circumstances are taken into consideration, and their felt needs are met, no effort for change will be successful. This is true both for communities at grass-root level as well as politicians at national level.

For effective communication and thus an effective strategy for policy dialogue a clear picture of the audience, which needs to be reached and influenced, is a prerequisite.

Main audiences for policy dialogue

Different audiences need to be involved in policy dialogue in different ways. The main audiences at national level which have been identified include: Community groups and organizations, sector professionals, researchers and policy makers and sector directives.

Community groups and indigenous organizations

Men and women in rural communities are what this whole effort of policy dialogue and advocacy is all about. It is their needs, their resources, their strategies, their initiatives and their perspective which are crucial. Often communities are not aware what going back to their own roots and endogenous development can mean for the sustainability of their efforts, and the skills it requires have often been forgotten. Therefore they can greatly benefit from learning about the Compas programme, the local experiences from fellow communities and from better understanding of what cosmovision and endogenous development concepts are all about and what type of support is available. They also need to strengthen their capacities to better analyse their own situation and how to design a strategy for endogenous development, based on their specific needs and opportunities in their environment and which matches their economic, social and cultural circumstances.

Sector Professionals

This includes all those who work in agriculture, forestry, livestock development, natural resource management, from planners to field implementers in Non-Governmental Organisations, governments as well as semi-governmental organisations that support communities. It also includes those professionals working in the area of health, community development and environmental studies. Building the capacity of communities to take upon themselves the responsibilities for participatory- and endogenous development is seen by many as a major task for supporting agencies.

---

[6]Gorre-Dale E. et al., Communication in Water Supply and Sanitation. Resource booklet, The Hague, 1993

However, it is important that the understanding of professionals about endogenous development is enhanced and that they get a better idea of the support requirements.

This broad target group may be divided into those already convinced of the participatory development and the ED perspective, taking worldviews and culture seriously, and working actively on its development or struggling with its development for lack of experience and those yet to understand the perspectives. Furthermore a distinction can be made between professional staff working at agency level, guiding other staff to carry out community work and the staff directly involved at community level. Both must recognize the need for different support requirements and participatory approaches and apply these in their work. They also need to be aware that it pays off to encourage endogenous development and to move away from a prime emphasis on innovation 'from the outside'. This will often require a change in attitude, coming around to really see the community as equal, to enable them to become effective facilitators and communicators with an open ear for community problems and solutions. The systematic analysis of the local development systems, and the associated identification of the most effective approaches to strengthen community capacity, represents a major challenge, including a need for building new capacities of partner organizations. They also require information about suitable strategies and how these can best be adapted to local conditions in collaboration with communities and supporting agencies.

Already, from the beginning, the lack of communication and support skills on the side of the agencies is apparent in most local projects. If field workers do not know how to communicate effectively with the community, they cannot find out the underlying causes that block community actions and cannot support communities in effectively building their own development system. Field workers should learn how to communicate more effectively with local people, in order to lead to entice feedback and to bring about involvement and action at local level. This will also help to ensure that the choice of activities and technical support responds to the real needs and capabilities in the communities.

The results on process and outcome of the first phase of Compas and the experience gained by the partners on effective approaches and methods to support endogenous development in interaction with local communities and their leaders will thus be very relevant to professionals and field workers and will provide a basis for effective dialogue and training.

They also have to appreciate that women can play indispensable and decisive roles in ensuring the success of grassroots development programmes. This may help to further strengthen the role of women, but it may also mean that even greater efforts must be made to ensure that they are properly represented in development process. That means as community involvement grows a gender perspective is even more essential to prevent men from securing a dominant role and women a dependent role in an area where they formerly enjoyed considerable independence and responsibility. Scaling up of and sharing experience on the role of women in endogenous development is of crucial importance.

Researchers

A special sub-segment of the professionals are those academics and researchers working in research organisations and at universities, who actually develop participatory approaches and development strategies. These professionals require access to the results and experiences on approaches in the Compas project and need an outlet for their own experience. Active information sharing with these professionals will greatly contribute to expand the knowledge base on endogenous development processes. The information they require is not necessarily restricted to agriculture but can also cover other related issues such as: community health, population issues, education, gender issues, trees and shrubs (forestry) and environmental issues.

Policy makers

Those who make policy and programme decisions and influence development priorities include political leaders, legislators, top civil servants, economic planners and programme directors. They are generally subject to pressure from all sides and have to really see the benefit of endogenous development for the overall goals they are trying to achieve, often within a limited time horizon. They need positive examples and also have to grasp the long-term consequences and the support requirements to really make such endogenous developments happen. What is particularly important is that they recognise the role of culture and traditional knowledge to provide sustenance for people in complex, risk-prone environments as opposed to external oriented development initiatives based on output targets. This will place much more emphasis on local development issues and greatly support an enabling environment for endogenous development.

Positive pressure to stimulate decentralization is presently being exercised by different organisations that are supporting local communities. These organisations do not always understand the consequences of longer-term activities, like stronger capacity building and greater flexibility, to respond to community demands and possibilities.

Included in this segment of audience are opinion makers, influential people, representatives from donor organizations, those in the mass media who help set the agenda of the public, and that of politicians and public servants. Part of the challenge in the discussion on endogenous development has been to develop new ways of working so that policy makers, the agriculture-, health- and natural resources sector staff, and users work towards common goals. There are many people in these institutes, who are now becoming convinced that participatory approaches are necessary for effective development programmes, but they do not always have sufficient information and ideas to make this happen. However, endogenous development issues are still relatively unknown to sector staff and there is a need for up-scaling of experiences.

All actions to **influence policy** and thereby to change local, national and international policies, and modify processes and structures that perpetuate or exacerbate poverty and inequality must take into account the different audiences and their needs in order to develop an effective strategy for communication and dialogue on policy issues. For

Compas partners it is also important to refer to Poverty Reduction Strategy papers and the role of Dutch Embassies.

Experiences from the COMPAS network

The Compas network has certain inherent strengths and potentials for dialogue: its constructive position and broad vision based on local expression and diversity of positive experiences. Also its present dedicated partnership and networking mode in four continents is a strength; its links with traditional societies, NGO's, Universities and local government agencies, and finally, its publication and documentation capacity. In phase II (2003-2006), a few successes of larger development efforts being changed have been: Africa for policy formulation (Ghana Wild Fire Policy and Nepad), Latin America for curriculum and research development (Agruco and UMSS in Bolivia) and Asia in relation to the scientific validation of traditional medicinal treatment (FRLHT in India).

However, in many countries more intensified links with policy bodies are desirable. Strategic alliances with likeminded organisations need to be enhanced. More analysis (strengths, weaknesses, opportunities and threats) is needed of existing policies against the criteria of ED, and the specific local experiences need to be integrated into the global context. Finally, our own capacity as staff members of most Compas partner organisations in policy dialogue needs to be developed and strengthened.

In phase II, processes have been started already to better define 'policy dialogue'. Also local policy dialogue processes have been started in 2004 in four 'pilot regions': Ghana, Andes, India and the Netherlands. A survey has been organized/has taken place early 2004 on policy dialogue themes, both for regional policy influencing and for international or global policy dialogue. In this survey also important actors and strengths of Compas network on these issues has been explored. This gives a good starting point for defining further the themes and issues. In a meeting with the DGIS on 7 February 2007, it was also stressed that in order to assess the results of policy dialogue, a good baseline of the current situation is important.

Up-scaling through policy dialogue: fitting the right methods to specific audiences

Policy dialogue and scaling-up of endogenous development

An active strategy for scaling-up and dialogue on the experience obtained in the project is essential for all four major target groups, but the approaches and types of materials will be quite different and may also vary between the different countries.

The different levels of audiences could be addressed with the same message but in different styles. This can include the use of image, sound, painting, mime, photographs, radio programs, popular theatre, videotapes, audio-visual material, poetry, puppets and exhibitions[7]. The communication should be in plain and understandable local language based on daily expressions and accessible to all. For each main target group a number of

---

[7]Fals Borda, Knowledge and People's power, New Delhi. Indian Social Institute, 1985

key materials and media have been identified which will developed from a general concept paper shared between the different countries into country or regional specific materials.

Scaling-up at Community level
For scaling-up at community level promotional material is needed to clarify the benefits and the impact of endogenous development. The main media for and with which material needs to be developed include, radio programmes, newspapers, TV, local fora and NGO magazines. Furthermore a small leaflet with key points on endogenous development. Another key component in a promotional approach to communities are field visits to the present project communities so members of new communities can see with their own eyes and get the story from fellow community members. The partner organizations and their national network will be important actors to make this exchange happen.

At community level there is also a need for practical manuals which guide the development and implementation of endogenous development. This concerns written materials which can be handed over in the context of community workshops and training sessions facilitated by agency and NGO staff. So whereas mass media inputs may create awareness on the issues of endogenous development, an essential entry point to make it really happen will be interpersonal contacts with agency staff and with other communities.

Scaling-up and policy dialogue to sector professionals
To develop the attitude of sector professionals which not yet appreciate the potential of endogenous development, promotion and influencing is needed which partly is based on similar nature as the items prepared for community level. The same type of videos can be used as well as the leaflets, but they also need materials which are providing a broader and a more in-depth picture, clearly showing the benefits for their own organization and they need the backing of their peers. So here project articles with a more scientific background and newsletters have an important role to play. This same information will also be useful for senior staff, that are already aware of the potential of endogenous development and participatory approaches, to orient their fieldworkers and possibly influence their colleagues.

Agency staff, which is already aware of this potential, are further assisted by information and documentation on the cases included in the project which will enhance their understanding such that they can benefit from project information which has been developed in the first project phase.

Scaling-up and policy dialogue to researchers
The academics and researchers involved in agencies and universities who actually develop participatory approaches and endogenous development strategies can particularly benefit from the discussion papers and the experience and the somewhat more scientific information. This can be shared with them in written form through journals, other channels available and those in the other partner organizations. Furthermore they can be reached through workshops and seminars as well as electronic mail/internet.

Reaching policy makers and sector directives

For policy makers and agency directors a specific strategy will be followed covering the preparation of well written articles in newspapers, journals and Newsletters, but also the so-called ED Policy Briefs (small easy-to-read one-to-four pages documents). Furthermore, they can also be reached by challenging TV and radio programmes to pay attention to endogenous development. Forum discussions and conferences are also suitable to reach this audience. A particular item to address will be the sustainability which leads to a greater 'political' impact. National review workshops can be organized in different countries as well as international advocacy meetings.

In each of the countries so-called multi-stakeholder platforms, could be established in order to actively share the information and experiences and to give potential to the outputs. This will also strengthen the links in each participating country between non-governmental development and research organizations and national governments and contribute to the further development of community-based approaches in the different sectors at both operational and policy levels. Furthermore members of the multi-stakeholder platforms at national level will be encouraged to approach policy makers personally to enable them to benefit from dialogue and interaction in order to shape their opinion and influence their decisions.

In the lifespan of this phase different global forums or workshops can be used to inform about the progress in endogenous development and participatory approaches through presentations of interest to sector professionals.
- Presentations can be planned on international conferences which are important for the issues at hand;
- Presentations can be planned for other meetings such as the Steering Committee of UN and others. During the running of the project colleagues from the partner organizations can be asked to present intermediary results at international meetings or meetings of professional associations in their respective continents.

Furthermore, the setting up of an Endogenous Development Bulletin Board on e-mail could be envisaged for informing about the progress. The Internet could become 'an efficient and powerful way to raise awareness and to build support' for endogenous development.

Some innovative methods for policy dialogue

In this section some possible innovative methods for policy dialogue are explored. Other methods as the one presented here can also be included during the process.

Citizens' jury

The Citizens jury is a high-quality method for engaging a microcosm of the public in the discussion of public policy issues. The Citizens Jury process brings together 18 to 24 randomly selected citizens for five days of hearings in which they hear from a variety of witnesses, deliberate among themselves and report their findings to decision makers and

the public. The facilitator of the Citizens Jury does not take stands on issues. Its commitment is to empower the public in a fair and neutral setting to discover, what it believes are the best ways to deal with significant public issues. The Citizens Jury process is very similar to the *Planungszelle*, invented in Germany by Peter Dienel in the early 1970s. Together these models were introduced in Great Britain in the middle 1990s by the Institute for Public Policy Research in London. Since then the process has spread to Australia, Spain, India and elsewhere.

Rural parliament

Leader+, a rural development programme implemented throughout Europe as part of initiative of EU has used in certain contexts the idea of establishing rural parliaments. Also interesting experiences are gained in Canada.

In Canada Rural Partnership are built upon a strong foundation of dialogues, partnerships, an information outreach program and the Rural Lens—a government's process of seeing the impact of issues through the eyes of rural people. The main objective of such efforts is to reconnect the Government of a certain country with rural countryman and to strengthen the economic and social foundations of rural economies and to ensure the long-term sustainability of rural communities.

One foundation are the ongoing grassroots Rural Dialogue meetings with citizens across the country who know that a strong and successful national economy can only exist when all of its components—both rural and urban—are strong.

In Canada the strategic approach to address issues faced by countryman living in rural areas is based on, but not limited to, four key components that have produced the greatest results:

- A bottom-up approach, allowing communities to develop strategies and approaches for long-term sustainability.
- The use of a Rural Lens designed to make sure that the government, in cooperation with other federal departments and agencies, develop initiatives that make sense for all citizens.
- Continuing to build community capacity—the ability to evaluate a community's assets, build consensus and develop a plan to enhance that capacity.
- Continuing to give communities the tools they need to carry out their strategies.

The bottom-up approach to decision making is a success. This was evident at the second National Rural Conference where countryman come together to share information and discuss ideas for community capacity building in their communities. The National Rural Conference involved rural and remote countryman in decision making, helping them to stay connected and active in creating solutions in their own communities. The conference makes use of the *Rural Action Plan Report Card*, designed to document the progress of federal departments and agencies in their response to action items identified at the National Rural Conference.

Canadians in both rural and urban regions of the country have made these results possible. However, the work doesn't stop here. We plan to keep the momentum going by working closely with federal departments and agencies, other levels of government and community stakeholders, in order to enhance our efforts to help build a strong and sustainable rural Canada. We are also consulting with provinces and territories to develop

a National Rural Policy Framework to guide a long-term action plan for rural Canada. From that platform, the Government can support the Rural Development Initiative, with funding. A commitment can be made to develop a national network of rural organizations, and to provide funding to expand a Service Country rural network.

Dare to share fairs

It is not a conference in the formal sense of the word[8]. It is, indeed, a market, but on this one the trade was in ideas. There are representatives of different organisations - action researchers, popular educators, project directors, grassroots activists and consultants. They can tell each other and the intended visitors - chiefly those who work in large development organisations - about the methods they employ to self-develop. There are stands, graphs, charts, photo-exhibitions, maps drawn by local people and products from the areas represented. Papers, flyers, slides-shows, books, games, CD-ROMS can be used to get the gist of the message across. Away from the 'market place', in some quieter corners, there can be videos, workshops and an Open Space, where anyone who feels compelled to do can raise and discuss a subject. The common denominator is the central message: development, whatever that may mean, shall be done in cooperation with the people who are the intended beneficiaries - or it shall not be done. Jargon filled the halls and rooms: Participatory Action Research, Process Approach, Mesas de Concertación, Rapid Appraisal of Knowledge Systems, Groupe de Recherche et d'Appui pour l'Autopromotion Paysanne, Farmer's Field School. The interactive method most frequently used is The Conversation. Policy makers talk with practitioners, activists can make contact across the continents, researchers exchange views. At times, workshops can be announced by the designated market master. He can use a loudhailer, substantially contributing to existing noise-levels. Markets are noisy, and this one will prove to be no exception.

The end of the Fair can consist of a different type of trade: the auction. All visitors are invited to come to witness presentations of different participatory development approaches and then judge them by piling on the bids, auction-style. (Coloured cards representing money can be used for that purpose.) The audience - consisting of a heady mix of development bureaucrats, international students, organisers and participants – can also be asked to synthesise these approaches into a new approach.

The 'Dare to share' fair aims:

1. to present ways of formulating and implementing development programs that use participatory and interactive approaches;
2. to demonstrate the effectiveness of these approaches and take away some prejudices that still exist towards the participatory methods;
3. to enable the various groups present at the Fair to exchange their methods and ideas;
4. to identify and analyse future challenges as regards further developing and implementing these approaches.

---

[8] Based on: Lammerink, Marc P.; Posthumus, Bram; van Weperen, Willem **'Trading places, trading ideas': Review of the second 'Dare-to-Share Fair' on participatory development, PLA-Notes no. 37, 2002**

The Fair should be open, interactive and highly visible, targeting especially those who are directly involved in development policy-making. A modest number of grants can be made available for representatives from local groups who would find it otherwise difficult to attend and make their presentations.

Three Tier' Approach to policy dialogue
Example from Ghana related to Influencing with respect to Bushfire Management. It is a bottom up process that starts with Community level researches built into Community Workshops as the first Tier. Then a Service Provider (GO and NGO) level perspectives to similar issues investigated by them where the two meets as a Second Tier. The third Tier is then the First and the Second meet with Policy to dialogue based on the various positions they have elaborated differently and jointly

Advocacy forum
A forum comprising of a wide cross-section of society, which meets regularly.

Vision conference
An alternative method to develop new approaches and policies is the Vision Conference, which aroused a lot of creativity and openness for new approaches.

Policy write shops
A group of people, specialist on a certain subject, are brought together to develop and write new enabling policies for endogenous development, which are later on brought into policy dialogue.
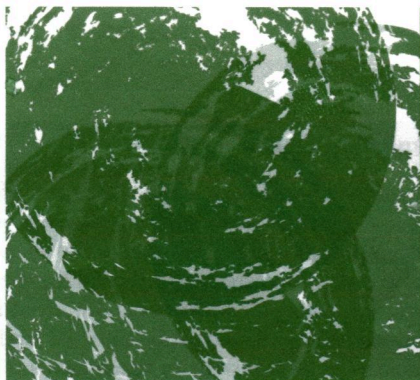
Multi-stakeholder collaboration/platforms
CSO's, GO's, universities and other actors work together for a common agenda and follow strong participatory approaches.

Further steps for policy dialogue within the Compas network

Steps in the following process can be broadly as follows:
1. **Exploratory phase** – identify themes, issues, emerging policy environments, ongoing dialogues and potential partners in policy dialogue: example of an output: 'From Biodiversity to Bio-Cultural diversity: a review of national, biodiversity policies in Ghana'. Part of this has already been accomplished in 2004.
2. **Internal capacity building** workshop on strategies & skills for policy dialogue
3. **Engage in local/regional policy dialogues**; case studies at national/regional workshops
4. **Broaden policy dialogue** to other Compas areas. Initiate intercultural policy dialogue between regions; international policy conference leading to policy recommendations for NGO's, national governments in south and north, international agencies and donors
5. **Documentation of process and initial results** of policy dialogues (2007-2010); resulting in international synthesis report and policy discussion document (2010).

Policy Brief

Recognise traditional healers in primary healthcare

This policy brief is about advocating recognition of traditional healers by their governments and recommends massive public investment in successful models of promoting traditional medical practices.

In primary health care, conditions like HIV/AIDS, malaria and other parasitic conditions, diarrhea, and several chronic and lifestyle diseases, traditional healers have a key role. The knowledge of traditional healers is eroding fast. The full potential of traditional systems of health care to address the current crisis of ecology, economy and poverty is not acknowledged. Pilot models for the promotion of traditional health practices suggest that it is time for suitably integrating them into each country's health care programs. Evidence building, autonomy, capacity building, ensure equitable access and benefits and education of health care providers using traditional health practices are key challenges to reach their potential. Cultural sensitivity and intercultural dialogue are central.

Summary

More than 400 million traditional healers across the world are providing access to health care service in remote and rural areas. It is an oral and non-institutionalized transformation of knowledge, is self-reliant and supported only by the local community. Whereas there have been certain international and national policies for preserving and promoting traditional medicine, the progress of their implementation has been slow. Encouraging examples of success models exist in which patients have reported complete relief from primary health conditions suchs as abdominal pains, diarrhoea and jaundice. In the case of malaria, a 5-10 times reduction of the number of malaria cases in a study group compared to a control group has been documented.

Key challenges for traditional systems of health to reach their full potential include generating evidence; ensuring autonomy of healers associations; education strategies, also to the younger generation; conservation of biodiversity, healing environments; natural areas in and around farms and farming landscapes.

Successful pilot models warrant massive investments from national governments and international bodies concerned with improvement of health, poverty reduction and biodiversity conservation. As a first step, national governments should fully legalize the traditional health care systems at the appropriate level of the health system and promote self-regulation of all traditional health professions.

Healers' voices

It is we, the traditional healers who are playing a significant role in treatment and control of diseases like malaria in Africa.

Naba A Ayuuseyiene, Chief traditional healer from Ghana

To be a full-fledged Siddha practitioner, a student spends over two decades to understand and practise the subject. At the touch of pulse, he can diagnose the disease.

Vaidhyar KP Arjunan, Tamil Nadu Parambariya Siddha Vaidya, Maha Sangam, General Secretary

FRLHT

COMPAS
ENDOGENOUS DEVELOPMENT

Equator Initiative

ecoagriculturepartners
landscapes for people, food and nature

UNITED NATIONS UNIVERSITY

UNU-IAS
Institute of Advanced Studies

Policy Brief

Background

More than 400 million traditional healers across the world are providing access to health care service in remote and rural areas, especially in the area of reproductive health. High per capita presence of healers, access, cost-effectiveness, mental wellbeing and cultural familiarity are some of the major reasons for clients seeking health through such healers. In rural communities healers carry on to fill health sector roles such as of care-givers, health educators, family counsellors or community therapists and often play wider community functions as priests, ritual specialists, diviners, teachers, moral and ethical guides and community leaders. This oral and non-institutionalized transformation of knowledge is self-reliant and supported only by the local community.

The full potential of traditional systems of health care is not acknowledged, yet these systems have enormous potential to address current crisis of improved health, ecology,

Chile

poverty, biodiversity conservation at lower cost. The World Health Organisation (WHO) stated at the 2008 World Congress on Traditional medicine held in China:
"Governments should establish systems for the qualification, accreditation or licensing of traditional medicine practitioners. Traditional medicine practitioners should upgrade their knowledge and skills based on national requirements". From a pragmatic view, the first task for governments would be to recognize the contributions by traditional medical practitioners.

Gaps in existing policies

In the recent decades though there have been certain international and national policies for preserving and promoting traditional medicine, the progress of their implementation has been slow. Additionally these policies

fall short of adequately addressing a number of concerns related to Traditional, Complementary and Alternative Medicine (TCAM) such as safety, efficacy, quality, rational use, availability, preservation and development of such health care, sustainable use of natural resources and assuring equity in transactions at various levels and so on (WHO 2002, Bodeker et.al. 2007).

Evidence

There are encouraging examples of cooperation between traditional healers and national laboratories. In Uganda, the Ministry of Health started to promote research and conservation of medicinal plants with the establishment of the Natural Chemotherapeutics Research Laboratory already in 1963. There is a need for more countries to support academic research, from both social and natural sciences, on traditional healers' knowledge. The challenge is to find new participatory ways of generating evidence about the safety, quality and efficacy of traditional health practices and theories, without distorting their holistic approaches.

Autonomy

For centuries traditional health systems have worked in an autonomous, decentralised manner with local community support. Healers and their associations have to work with governments and NGOs, but NOT become dependent on them. This will cripple the traditional medical healers' knowledge. The challenge is how to relate to governments without destroying community roots and autonomy.
It is important that traditional healers have their skills assessed and be oriented through healers associations,

peer networks and formal councils. Sharing of their experiences through appropriate forums with respect to knowledge preservation, transmission and enhancement according to the highest contextual standards of the tradition is important for the further development of traditional healers' knowledge.
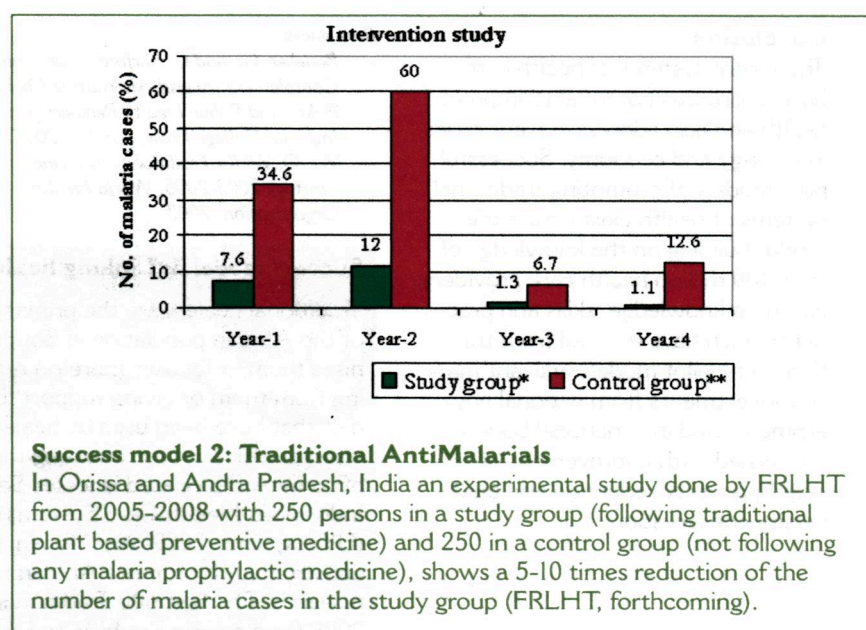
Education

Unlike institutionalized medicine such as western biomedicine or Ayurveda in India, traditional health practice is primarily healer or physician centred. Healers and care takers in the family have subtle skills and utilise ways of knowing and validation which have evolved from traditions.
Due to the erosion of the health knowledge of traditional healers and community elders, the local value systems relating to social care and health are also changing at a rapid pace. It is important to prevent this erosion through the introduction of their concepts in formal educational curricula, in informal learning and in community learning. A specific challenge is to disseminate traditional knowledge to the younger generation through 'non-institutionalised oral transmission processes' that have sustained the tradition for so many centuries. Governments should design educational programmes that allow for inclusion of traditional health knowledge in curricula of schools and universities and in addition to create space for oral transmission processes. In addition, the current situation calls for a paradigm shift among researchers, often trained only in conventional biomedical research techniques. Studying traditional health systems only with reductionistic research methods that neglect spirituality and consciousness is a direct

threat to their survival. Science, spirituality and healing are complementary, and need to be harmonised in order for both the material and non-material aspects of health to be better understood and respected. For some therapies, audio-visual methods of documentation may be required alongside written methods.

Medicinal plant diversity

Traditional medicine is highly dependent on biodiversity and there is increasing demand for plants, animal and mineral resources. This has led to a situation of endangering many important medicinal plants due to unsustainable harvesting practices and other factors of environmental degradation. There is still no country wise estimation at global level of medicinal plant diversity, data on cultivated and wild sources and trade data in terms of domestic and export demand. There is also insufficient data on agro-technology of medicinal plants.

It is estimated that in India 95% of medicinal resources are harvested from the wild through unsustainable collection methods. Around 300 medicinal plants in the country have been categorized under different levels of threat status (FRLHT 2002). WHO has prepared guidelines on good agricultural practices, but the implementation of this has also been low.

Intervention study

No. of malaria cases (%)

	Year-1	Year-2	Year-3	Year-4
Study group*	7.6	12	1.3	1.1
Control group**	34.6	60	6.7	12.6

Success model 2: Traditional AntiMalarials

In Orissa and Andra Pradesh, India an experimental study done by FRLHT from 2005-2008 with 250 persons in a study group (following traditional plant based preventive medicine) and 250 in a control group (not following any malaria prophylactic medicine), shows a 5-10 times reduction of the number of malaria cases in the study group (FRLHT, forthcoming).

Local Health Traditions (DALHT) as a tool to validate local health practices of traditional healers within a community and thereby strengthen their efforts to provide primary health care services at the community level. The process involves a meeting of the different stakeholders related to health in a village or community. This includes traditional healers, community members, community leaders, one qualified medical practitioner each from allopathic, Ayurvedic, Siddha and Unani systems of medicine facilitated by members of FRLHT. Pressing health problems within a

Access and Benefit Sharing

The knowledge, innovations and practices of indigenous and local communities are a manifestation of a complex interplay between cultural and spiritual values of these communities and their landscapes (UNEP, 2009). Recently, some communities have begun developing biocultural community protocols (BCPs) that articulate their values based on the complex interplay between their lands, their culture and spirituality. BCPs in effect are a set of regulations developed by communities that regulate non-traditional access to their knowledge based on their biocultural values.

Benefit sharing needs to be understood at both the national and the local community level, such that all research projects conducted by foreign students and academics are required to make at least a small con-

Growing just 12 herbs in your herbal garden improves the family's health status and reduces health expenditures by 80%

It is increasingly being recognised that certain forms of traditional treatment depend on specific sacred sites or other healing environments. Customary laws and taboos may not always be sufficient to protect these sites and additional measures might be required.

Documentation and Assessment

The Foundation for Revitalization of Local Health Traditions (FRLHT), a not-for-profit organization working on traditional health and medicinal plant issues in India, has designed the Documentation and Assessment of

community are then identified; the remedies given by the traditional healers are noted and assessed by the other practitioners and community members. Through this process, the relevant and effective practices and knowledge of the traditional healers are validated and gain a standing among community members, who then feel encouraged to access traditional practices for health care. Experience in India shows that growing just 12 herbs in a herbal garden improves the health status of the family and reduces the health expenditures by 80% (Shankar and Unnikrishnan, 2007).

South Africa

tribution to the revitalisation of traditional health care systems within the targeted rural or urban area. As a minimum, a summary of research findings should be translated into the local vernacular language and returned to community leaders.

Policy Brief

Conclusion

Traditional systems of health care have enormous potential to improve health and also address current crises in ecology and economy. Successful pilot models of promoting traditional systems of health exist across the world, building on the knowledge of over 400 million health care providers, based on knowledge, skills and practices which have evolved from traditions. The pilot models warrant massive investments from national governments and international bodies concerned with improvement of health, poverty reduction and biodiversity conservation.

References
- Bodeker, G., and G. Burford Traditional, Complementary and Alternative Medicine Policy and Public Health Perspectives, Imperial College Press, London, 2007.
- WHO, WHO Traditional Medicine Strategy 2002-2005, World Health Organization, 2002.
- Shankar and Unnikrishnan, 2006. Challenging the Indian Medical Heritage.
- Suneetha, M.S. and Pisupati, B. 2009. Learning from the Practitioners: Benefit Sharing Perspectives from Enterprising Communities. UNU-IAS / UNEP

Success model 3: Linking healers and researchers in South Africa

Traditional healers are the primary and often the only medical carers for 85% of the African population in South Africa. While national health policy recognises them, it focuses more on registering and regulating them than on learning from them or giving support for quality assurance. Specific natural remedies that have been used by healers for generations have recently been recognised as efficacious in boosting the immune system and alleviating symptoms of some AIDS-related illnesses. South Africa has a Research Chair of Indigenous Health Care Systems at the University of KwaZulu-Natal (UKZN) since 2009. An African Traditional Medicine Laboratory is being constructed to promote African traditional medicine through excellence in research. The first 600 Traditional Medical Practitioners have graduated in 2009 from a course in HIV and AIDS prevention and management.
More information: www.aids.org.za

DECLARATION OF THE INTERNATIONAL HEALERS' CONFERENCE ON PROMOTION OF TRADITIONAL MEDICINE FOR SUSTAINABLE HEALTHCARE, BANGALORE, INDIA, 19-20 NOVEMBER 2009

We, 200 delegates representing healers, traditional health practicners, researchers and policy makers from 18 countries of Africa, Asia, Australia, Europe, South America, Central Amercia and North America hereby call on all national governments, as well as international bodies such as WHO, UNDP, COP10 of CBD to take the following actions, taking into account the accompanying national, regional and/or international recommendations:

1. Recognize traditional healthcare systems in their entirety, and fully legalize their practice at an appropriate level of the health system;
2. Promote self-regulation of all traditional health professions (including traditional orthopaedic practitioners and midwives) by autonomous and accountable Traditional Health Practitioner (THP) Associations that use their own criteria to certify competent providers, guarantee them access to natural resources and improve practice;
3. Integrate traditional medicine into official national healthcare systems in such a way as to protect both healers and patients, and avoid domination by established health systems and organisations;
4. Build the capacity of local communities to develop bio-cultural protocols (BCPs) that describe their interaction with their environment, as custodians and sustainable users of traditional knowledge and resources, and set their own terms for access and benefit sharing in academic and commercial research;
5. Provide legal recognition for community-generated BCPs requiring academic and commercial researchers to return a summary of findings in the vernacular language and to contribute through a consultative process towards the revitalisation, preservation or value-addition of traditional health systems in the target community;
6. Take measures to conserve healthy relationships between human beings and their environment, as well as the natural resources and intact healing environments utilized for traditional health practices, and to recognise and reverse the impacts of climate change on these healing environments;
7. Support research and documentation on the safety, efficacy, quality, underlying theories/philosophies and non-pharmacological approaches of traditional health care systems, without enforcing Western biomedical paradigms or worldviews, and support the establishment of an international database of research findings, focusing on clinical outcomes;
8. Incorporate relevant traditional healthcare education and research into national curricula for secondary and post-secondary education, and support THP Associations that wish to develop formal and/or informal training programs for young people to become traditional health practitioners;
9. Provide technical assistance to national, regional and international programs for the exchange of knowledge, resources and resource persons, with a focus on learning from the Indian experience in pilot projects and centres of excellence;
10. Establish a Permanent Forum on Traditional Health Practitioners at the United Nations to work closely with the Permanent Forum on Indigenous Issues (UNPFII).

Adopted at the International Healers Conference and Policy Workshop, 19-22 November 2009, Bangalore, India.

Information: www.healersexchange.org. For further details, please contact: Mr. G. Hariramamurthi (hariram_01@yahoo.com) or Mr. Wim Hiemstra (w.hiemstra@etcnl.nl) or Dr. P.M. Unnikrishnan (unnipm@yahoo.com)