



APAARI Success Story Guidelines

Outline:

- Length: 1.5 pages
- Font: Times New Roman 11
- Spacing: Single

General suggestions:

- Avoid jargon
- Spell out abbreviations the first time you mention them.
- Spell out the names of institutions the first time you mention them.
- Use quotes including names of whom you are quoting.
- Provide two-three photos with captions.

Title/headline

- Make it short but indicative of the subject and context of the story.
- Make it attractive to the readers beyond academia and easily understood by the general public.
- Make it action-oriented by using a verb(s) that bring story to life.

Story summary (standfirst)

- Highlight the key information from the story in 3-4 lines – focus on what was the challenge, what happened (outputs and outcomes), who was involved and where, and what difference it made (impact).

Introduction

- Highlight the importance of topic by providing some facts and figures supporting the agricultural importance of the topic.

Challenges

- Describe the challenge to be addressed and opportunities for solving them.
- Discuss who was affected by the challenge, and how they benefitted by (re)solving it.
- Mention the stakeholder(s) (research partners, scientists, students, community, farmers, policy-makers, private sector, NGOs, FOs, media persons, etc.), who have been the key actors in the story.

Initiatives/interventions

- Describe the actions that addressed the challenge.
- Discuss the strategy for interventions, and timeline of actions.
- Include how various stakeholders were engaged in or consulted in the action.

Main outputs/outcomes

- Describe the main outputs coming out of the action.
- Describe the main outcomes – changes that occur/ed as a result of applying the outputs.

- Specify different stakeholders who benefitted from action and how the knowledge that was generated has been or is being used now by different actors (research partners, scientists, students, community, farmers, policy-makers, private sector, NGOs, FOs, media persons etc.) to change their practice, policy, investments, and ways of working.
- Provide various aspects of innovation, research and/or extension, which led to success and the strengthening of agricultural research and innovation system.
- Provide evidence of the outputs/outcomes described in the story by referring to any links to scientific journal articles, reports, and/or other references.
- State any policy support and R&D initiatives that contributed to wider impact (beyond your institution/district/country).
- Assess positive effects and the areas of future concern.

Impact

- Provide a short summary of the actual change (in terms of knowledge, attitude, practice, skills, investment, policy) that happened as a result of action, and how this could lead to large-scale system-wide impact, and progress towards the realization of the Sustainable Development Goals (SDGs).
- Provide information on the kind of impact on the innovation system was observed – incremental, radical, transformational and/or paradigm.¹
- Provide quantitative measures, where possible, and use simple info graphics to illustrate a point in a simple way.
- If possible, make a link on how the described action contributes to impact on overall economy at the national or regional level.
- Reflect on the factors of successes.

Lessons learned

- What did you learn in this process? Did you face any challenges/resistance in undertaking the action?
- How did you overcome these difficulties (if any)?
- If you were to do it all over again, what different approach you will adopt?
- What recommendations would you made to scale up the success in other districts, countries or regions?

Contact person

- Insert the contact person for the described intervention (name, title, organization affiliation, country)
- Insert the contact person of the author of the success story (name, title, organization affiliation, country)

¹ *Incremental: Incrementally improves social, economic and environmental impact within system limits; Radical: Significantly expands economic, social and environmental impact in a specific sub-sector or existing market segment; Transformational: Unlocks new economic, social and environmental impact possibilities across the agricultural sector; Paradigm: Reframed global limits to growth that potentially affects all sectors of economy* Source: Hall (2016) Framework for Exploring Different Models of Innovation and Partnership. In: Expert Consultation on Best Practices in Agri-Food Innovations in Asia and the Pacific, APAARI, Bangkok, pp 33-39.