

You are invited to attend:

A THRIVENET JOURNALIST STORY LAB:



Journalist event: Ethiopia's food future

How scientists, policy-makers and farmers are re-greening lost lands – and restoring the environment, food and jobs

May 8-10 (TBD), Addis Ababa and Hosana

The story: Ethiopia's farmers are struggling. Access to water is scarce. Farms are bleeding soil nutrients. Unsustainable farming is degrading the ability to produce food and sustain jobs and the environment. And climate change means conditions are ever more unpredictable: floods, droughts, changing seasons.

But solutions are blooming in the field. Cutting edge practices and technologies are re-greening lost lands. With reforestation, land reclamation, soil mapping, solar technology and other innovations, farmers are producing more. And the ideas are ready to expand and be adopted into policy.

The event: 4-5 local journalists guided by scientists, a journalism trainer, and local experts to learn, to widen networks, and to develop independent stories that are both emotional and scientific.

Why now? As global experts convene in Addis Ababa for [WOCAT](#), the Ethiopian government will soon decide on adopting EthioCAT – a potentially game-changing sustainable land management platform. We need to tell this story NOW to help leaders and citizens make informed decisions.

CONTACT if interested: Adam Hunt, a.hunt@cgiar.org

Event:	Journalist Field Visit Story Lab: Ethiopia's Food Future: Re-Greening Lost Lands
Agenda:	May 8: Three hour briefing workshop. ILRI Campus, Addis Ababa (likely 2-5PM, TBC) May 9 morn-May 10 eve: Overnight field visit to Hosana "blooming fields" sites May 14 (optional): WOCAT event: meet global experts and see cutting edge solutions
Who:	4-5 print, broadcast or web/social media journalists. Editors. Senior or junior reporters. Environmental, agricultural, policy or business reporters
Cost:	No cost for participants. All travel and event costs will be covered by WLE-Thrive
Objectives:	Participants will: <ul style="list-style-type: none"> • Develop stories ideas to be independently published in their home media outlets • Learn about climate and environmental challenges for food, sustainable land management, food systems, major upcoming EthioCAT policy decision • Visit communities where cutting edge practices restored productive food production • Interview scientists, farmers, communities, NGOs, government
Facilitators / Advisers:	<ul style="list-style-type: none"> • Lulseged Desta, senior scientist with CIAT • Adam Hunt: experienced journalism trainer, Global Head of WLE Communications • Advisors from CIAT, IWMI, government, local organisations and communities

(The above is tentative and may change. WLE and partners run research projects at the sites but stories will be independent)