



# Celebrating! 20 Years of Beraterinnen News

## From Beraterinnen News to Rural Development News: Ingredients for success and outlook for the future


This year we celebrate a very special anniversary: 20 years of *Beraterinnen News*, a periodical magazine spreading news, insights and experiences. 20 years and still not outdated? 20 years and still esteemed by about 800 readers? Yes, so what are the ingredients for this success story?

And the next 20 years? You will find some innovations and adaptations already in this issue: A new name, close links with SDC's Focal Point for Rural Development, and more active acquisition of articles by professionals from SDC's programmes and partners.

# Beraterinnen <sup>n</sup> <sub>W</sub> <sub>S</sub>

1/2005

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- Participatory Market Chain Approach
- A Very Special Market
- The Rural Services Franchise Company

Beratung in der  
Entwicklungszusammenarbeit

Extension in  
Development Cooperation

Vulgarisation au Sein  
de la Coopération  
au Développement



The “Beraterinnen News” is published twice a year. It gathers experiences, insights, ideas and approaches in the domain of rural development and makes them available to a broad spectrum of readers. It is appreciated as a source of practice-oriented news, thematic knowledge and expertise, as well for its new ideas and innovative approaches.

### Relevant and fresh ideas for everyone working in rural development

Information is no scarce resource anymore. On the contrary, the information (over)-flow is meanwhile considered a threat for efficient learning. That is why the magazine strives for interesting information and knowledge with practical applicability.

On around sixty pages the magazine presents some ten articles, a book review section and a calendar of upcoming trainings and workshops relevant for people working in and for rural development. None of the forty issues was ever thematically focused – the thematic mix of articles makes it interesting for a broad and heterogeneous audience, such as researchers, programme practitioners, extensionists, etc. The only thematic rule of the magazine is its link to rural development.

*The last issue of the Beraterinnen News*

## Short, concise and relevant articles for practical application

The articles differ in many ways: they are results of studies, experiences made in specific projects, innovations still under development, methodological approaches proven in practice or approaches just being tested for the first time. The BN offer space for contributions from very diverse reader and writer strata. This mix of contributions would not be possible if it would not follow a strict but lean structure. The articles must:

- be short, concise and inform about practical experiences
- be relevant for rural development
- foster the development of new ideas and innovations
- and most important: build a bridge between existing knowledge and experiences and upcoming practical challenges.

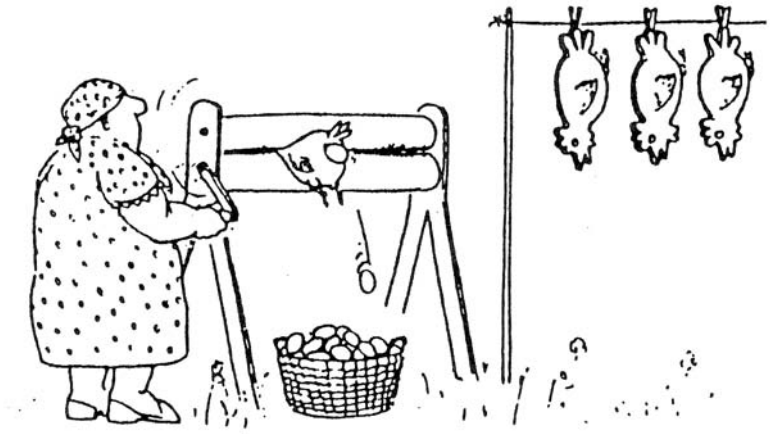
And of course, there is no rule without exceptions. This means, that the magazine may once in a while publish some very theoretical approaches or discuss interesting issues that are not directly linked with rural development.

## A simple and recognizable structure

There is no greater obstacle for reaching people than an unstructured mass of information. The articles must follow a simple scheme: A summarising lead; attractive headings for cutting through long texts; pictures, drawings, tables or any other means of visualising; and of course a concise writing style are essential tools for catching interest and readers.

## Learning is fostered through experience sharing

Learning rarely takes place by simple reading. The articles transmit practical experience and new ideas in an attractive way. We would like to animate the readers to further develop ideas, connecting them with own concepts, or



*When aiming at production increases, one easily overlooks minor resistance (BN 2/88)*

implementing some of the discussed issues in their work. Only by activating readers, learning takes place. This is why the BN consider contributions only as interesting (and worth publishing) if they might support or impulse an (re-) action by its consumers.

The ownership is with the authors of the contributions – as most articles are related to personal experiences, insights and ideas. The articles do not reflect the publishers' or the financier's point of view. This separation of ownership from any official or institutional position creates the space for new and unconventional ideas.

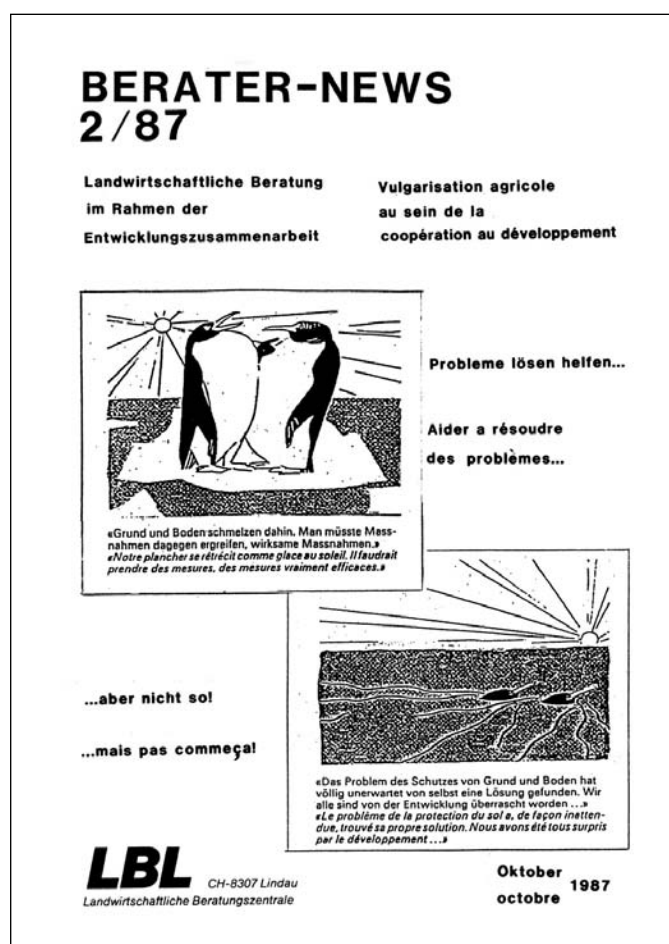
## Twice a year twenty-eight working days are invested

Since 1985 the BN are published twice a year, with a printed edition of 900 copies. Besides the printed version, every article is available for download at the LBL website ([www.lbl.ch/internet](http://www.lbl.ch/internet)). LBL is responsible for collecting and editing articles and producing the magazine while it is financed by the Employment and Income Division of SDC. The editorial work consisting of revising and proof-reading, networking and identifying articles and often guiding authors in writing them takes about ten days for each issue. The writing and contracting of articles is equivalent to another eight days of work, followed by roughly 10 working days for layouting, printing and mailing.

## And the next 20 years?

For today's challenges like knowledge management, active information, complementing electronic media and aiming at broader reader strata the advantages of the current shape of the BN are still valid. But there will be some improvements and adaptations:

1. First of all we will have a fully English title which reflects the actual focus of the journal: "Rural Development News".
2. Secondly there will be a close link with the SDC Focal Point for Rural Development, in particular its web platform. The articles of the Rural Development News will be available on the FP web platform, and there is the possibility to publish articles on the platform any time, independently of the printed RDN.
  - Check following website for the latest BN: [www.lbl.ch/internet](http://www.lbl.ch/internet)
  - Contact directly Sylvia Brunold at LBL, Swiss Centre for Agricultural Extension and Rural Development, CH-8315 Lindau; Email: [eza@lbl.ch](mailto:eza@lbl.ch); Phone: +41 - 52 354 97 22
3. Thirdly, in the printed RDN, for the time being, only English articles are published; articles in other languages are most welcome for publishing on the web platform.
4. Further, we will encourage professionals from SDC's programmes and partners more actively to utilise this opportunity to share their practical experiences and innovative ideas with others.



One of the early publications