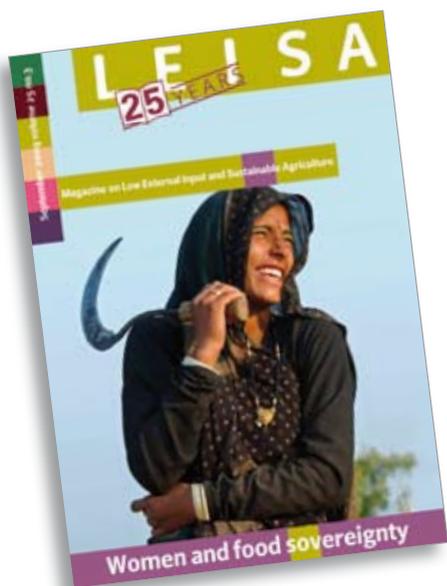


Farming Matters now:

# A complete make-over



No doubt you will have noticed the changes in ileia's magazine since December 2009. Farming Matters looks completely different from the former LEISA Magazine. But this new look is the outcome of a more profound process of changing ileia's position in the world of small-scale sustainable farming. We talked with Ellen van den Haak of Involve, the advisor in this process of change.

**A make over?** Farming Matters, as it is now, is the result of a process in which all members of the AgriCultures Network evaluated the regional and global editions of the magazine. This evaluation started internally, by rethinking what ileia is all about and how it can work most effectively. One of the key elements was to reflect on how the global magazine can best serve its readers. The rethinking started in 2008 with an inventory of

views (from people inside and outside the organisation) about ileia and the magazine, as well as an internal reflection over ileia's vision, mission and strategy. Discussions among all those involved in ileia led to an initial repositioning, the core of which was, to quote: *'ileia is a knowledge and information powerhouse, acting as a pivotal liaison in promoting and enabling small-scale sustainable agriculture. It connects all relevant stakeholders with knowledge and*

information as well as with each other, to generate dialogue and action.'

**Putting theory into practice?** It became clear that *ileia* collects, generates, analyses, safeguards, documents, sorts, brokers and edits information and knowledge. In terms of the magazine this involves identifying defining themes that meaningfully explore the many and complex aspects of small-scale sustainable farming. The editorial team acts on those themes by looking for knowledge by inviting well-informed people to give their views, be interviewed or contribute articles. The information gathered also needs to be presented in a way that clearly shows the links between local practices and the global context. This helps highlight the factors that promote or hinder the progress of small-scale sustainable farming as an alternative to large scale conventional agriculture. These insights can in turn generate discussion and action.

**And why this new look?** The strategic review also led us to identify new audiences, such as opinion leaders, decision makers and administrators. In addition *Farming Matters* is more global and therefore more complementary to the regional editions, which focus on issues and experiences at local and regional level. For these reasons, we have paid a lot of attention

to the ways in which content is presented. We focus on making information easy to read by, for example, introducing a greater variety of editorial formats. *Farming Matters* is attractive, readable and exciting. It is more colourful, with more prominent pictures, has more white space and an elegant look. But, as the saying goes in the world of communications, content is still king.

Involve is an agency in the Netherlands that specialises in internal communications. Involve works for clients in the private and public sector as well as with NGOs. [www.involve.eu](http://www.involve.eu)

