



North-South Centre
Research for Development

Tropentag 2010

World food system – A contribution from Europe

14 – 16 September 2010, ETH Zurich



Student Reporters

Report for the Foundation Mercator Switzerland, 19 November 2010

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1 Executive summary

The Tropentag 2010, a development-oriented and interdisciplinary conference, was covered online by students selected by the North-South Centre. After a one-day theoretical introduction and schedule planning, the student reporters were tasked to submit reports on the keynote presentations. This could be supported by picture and video material.

Many articles were published on the formal conference blog as blog posts, while pictures were mostly published on flickr, a popular internet picture sharing service. Some videos were also shot and published on YouTube. Pictures and videos were promoted on the blog, the facebook conference page, and on websites of affiliated institutions such as tropentag.de or northsouth.ethz.ch. In addition, student reporters published updates through the twitter service. However, this service did not have a significant impact over the course of the conference.

In summary, 68 blog posts were posted, 56 covering talks and presentations. Of some 3000 photos taken during the conference, 466 photos were published on the flickr account. Finally, 13 videos were published on YouTube.

In general, the student reporters worked with enthusiasm and very well in a team. They produced high quality texts, pictures and videos.

To get more awareness around the conference, having more promotion before the conference and more feedback after it, the activity should start earlier, searching for links to the Tropentag website and blog, considering a paid campaign on search engines, stimulating the conversation months before the event.

The outcomes of this report will be presented to and discussed with the planning commission of the next Tropentag, which in 2011 will be organized by the University of Bonn. The report thus serves as a foundation for a decision regarding the continuation of a web-reporting of the next conference.

2 Introduction and context

The Tropentag is a development-oriented and interdisciplinary conference. It addresses issues of tropical and subtropical agricultural and natural resource management, environment, agriculture, forestry, fisheries, food, nutrition and related sciences in the context of rural development, sustainable resource use and poverty alleviation worldwide. Tropentag is an annual conference organised by German universities since 1997. In 2010, it took place in Zurich, Switzerland, with some 800 participants coming from around 80 countries.

To increase the outreach of the event, the North-South Centre with the support of the Mercator Foundation Switzerland, invited students to give an account of the event as student reporters. In a workshop on 13 September 2010, the student reporters attended an introduction to communication through the world wide web given by researchers of the Università della Svizzera italiana (USI), laboratories webatelier.net, NewMinE Lab and eLab. From 14 to 16 September 2010, the reporters worked in an interdisciplinary team of twelve international students. The students were selected from over 50 applications from candidates in EU-countries and Switzerland. They represented nine different universities and eight different countries, among them three developing countries. Their profiles ranged from agricultural scientists, to economists and students of communication science, whereas they all had some previous experience with various communication elements and web 2.0. The student reporters contributed to a multi-author blog with text and visual content. In this blog, reporters summarised keynote discussions and reported on recent trends, hot topics or emerging issues.

The goals of the student reporting were the following:

- 1) Support capacity building of twelve students in the fields of blogging and internet reporting, mobilise their competences regarding Web 2.0 and pilot social networks as platforms of communication for a scientific conference.
- 2) Promote participation in the blog discussion and general feedback by the participants of the Tropentag conference.
- 3) Increase the outreach of the Tropentag conference through posting the blog link on the websites of all involved universities and related key players (GTZ, DEZA, ATSAF, Agrinatura etc.) in order to motivate non-participants to contribute to the discussion.
- 4) Broaden the spectrum of communication tools traditionally used for the Tropentag by piloting the use of social media.

Chapter 1 and 2 (*Executive summary and Introduction and context*) were written by USI and the North-South Centre. Chapter 3 (*Reporting activity and direct feedback*) was written by two selected student reporters. Chapter 4 (*Indirect feedback*) was provided by the USI team. Chapter 5 (*Student feedback*) was compiled by the North-South Centre. Chapter 6 (*Suggestions for future Tropentag*) presents the conclusion based on students' suggestions. Two student reporters were selected to write this evaluation report on all activities related to the student reporting together with USI and the North-South Centre.

3 Reporting activity and direct feedback

This section presents the activities performed by the student reporters and summarises the direct feedback received during the conference. The student reporters worked mainly on the blog, adding posts and pictures. Furthermore, they managed a facebook page, a twitter account (micro-blogging), a flickr photo stream and a youtube page.

3.1 Blog

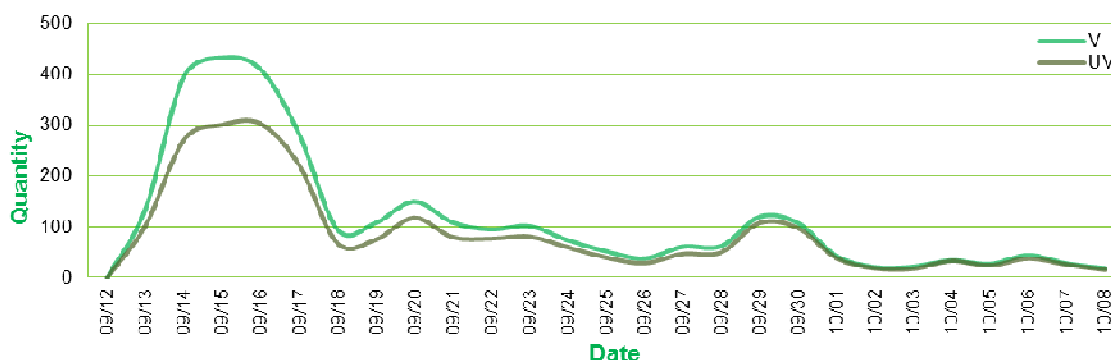
The blog “Tropentag 2010” (<http://blog.tropentag.de>) made up the centrepiece of the student reporting. Within one month, a total of 68 blog entries were created. Thereof, nine entries consisted of pure photo material, three were of organisational nature requested by the Tropentag organising committee, and six comprised issues related to the field of agriculture in general (such as the latest hunger report of FAO and WFP). This leaves a total of 56 blog entries covering talks and presentations from the Tropentag 2010. In particular, 11 reports related to the keynote speeches while 24 blog entries covered the four parallel oral sessions. The rest referred to social events such as the conference dinner.

Comments by participants or external users were written very rarely. On the first day, participants were not able to comment since the online function did not work properly. This could be one reason, why only eight comments were registered. Two comments were referring to Paul Collier’s keynote speech (which triggered a lot of emotional reaction in the audience), two asked for the slides of the presentations, two were written by the Tropentag organising committee, and two were posted by the USI team. In general, the Tropentag 2010 participants did not engage vigorously in a discussion on the blog. Even though the USI team tried to enhance the discussion by writing short notes with positive feedback, comments kept being missing.

3.2 Blog visits

The Tropentag 2010 Blog was officially launched September 13, 2010. Below are the analytics reflecting its performance from its inception until October 08, 2010.

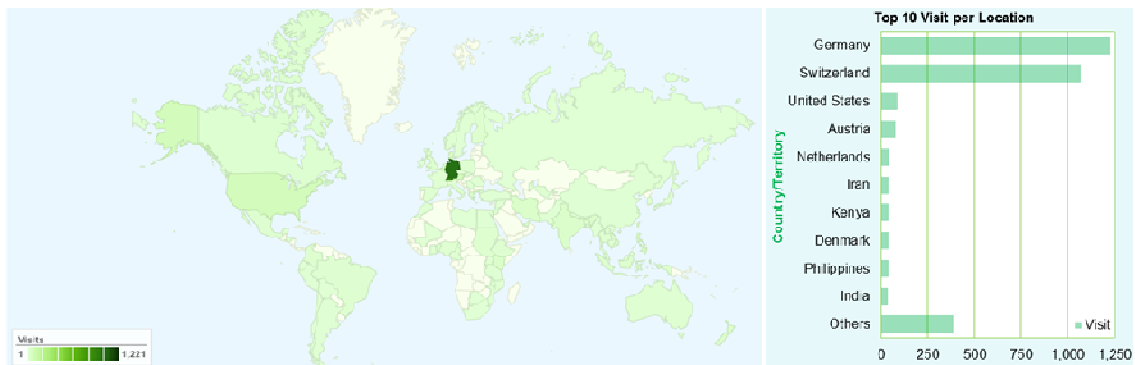
Figure 1: *Visits (V) and unique visitors (UV)*



Source: *Google Analytics*

During its first month of operation, the Tropentag 2010 blog had a total of 3,070 visits from 1,728 unique visitors. 40.4% of total visits and 37.3% of total visitors were generated during the actual Tropentag 2010 Conference whilst 59.6% of total visit and 62.7% of total visitors were generated during pre- and post-Tropentag 2010 Conference as shown in Fig. 1.

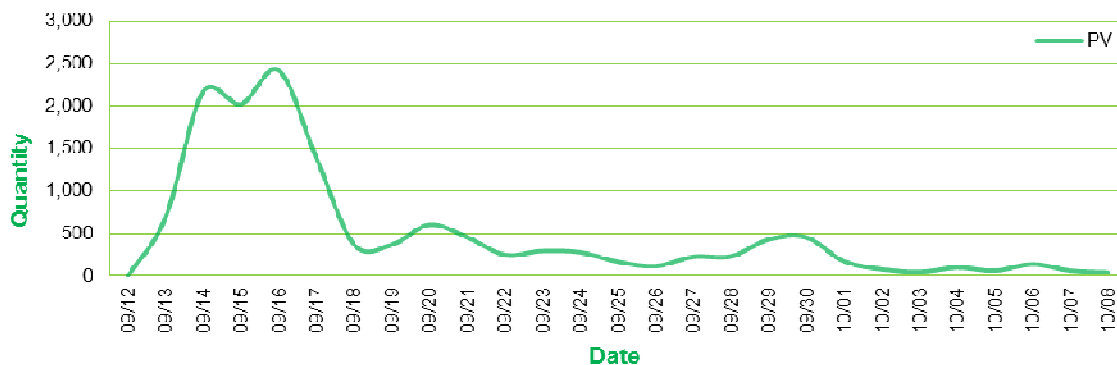
Figure 2: **Map overlay with visits per location**



Source: *Google Analytics*

About 74.9% of total visits emanated from Germany and Switzerland as compared to 25.1% from 77 other countries. Those countries which did not generate a single visit are represented by the white areas as shown in Fig. 2.

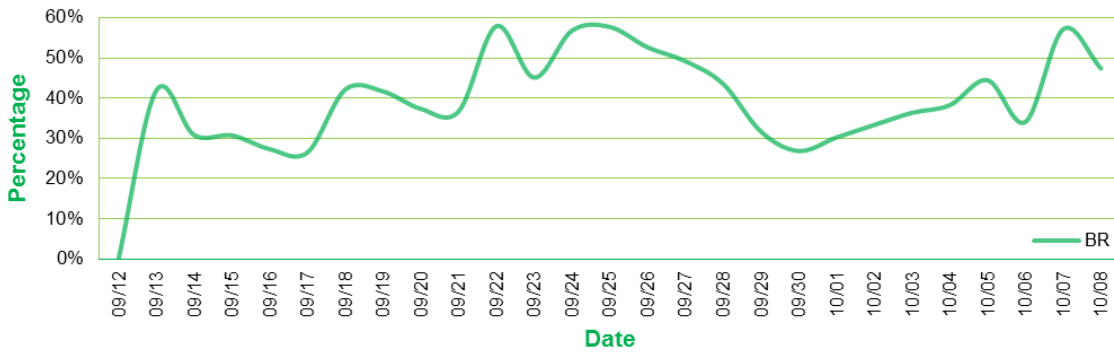
Figure 3: **Page views (PV)**



Source: *Google Analytics*

There were a total of 13,682 page views, which is considered as a measure if a user further navigates inside the website. Base on the total, 48.3% were generated during the actual conference dates (see Fig. 3). Moreover, it can be noted that during the actual Tropentag 2010 Conference there were 5.3 page views per user, as compared to pre- and post-Tropentag 2010 Conference at 3.9 page views per user. Furthermore, the average page views during its operation were at 4.5 per user.

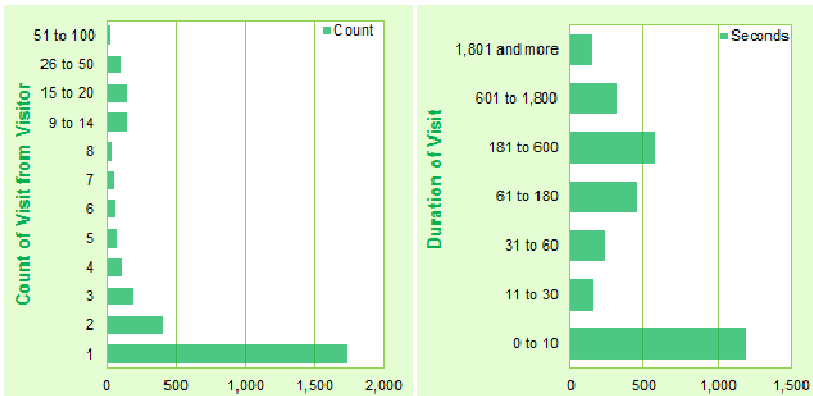
Figure 4: **Bounce rate (BR)**



Source: *Google Analytics*

The bounce rate measures whether a visitor views only one page of the website. Based on Fig. 4, the Tropentag 2010 Blog had an average bounce rate of 35.5%, whereas the optimal bounce rate should be at about 20% or below. Further, it can be seen that 74.5% of all visitors clicked through to other blog pages which is also noted in the page view statistics. However, since most of the updates and new entries in the Tropentag 2010 blog can be seen on the entry page, the blog efficiency and/or effectiveness can be argued to be higher as it because of this reason may have a lower average bounce rate.

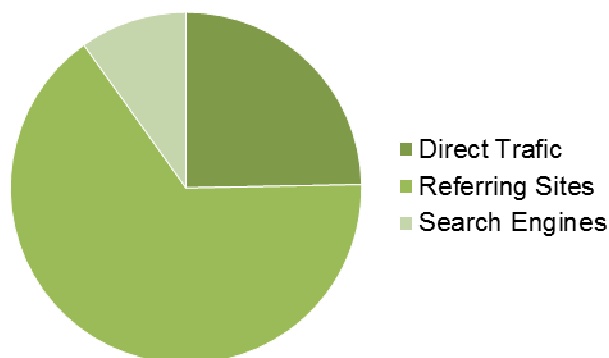
Figure 5: **Visitor loyalty**



Source: *Google Analytics*

Based on the number of total visits equivalent to 3,070, it can be seen that 43.5% resulted in repeated visits while 56.6% were one-time visits. Furthermore, 39% of the visits lasted a maximum of 10 seconds.

Figure 6: *Traffic sources*



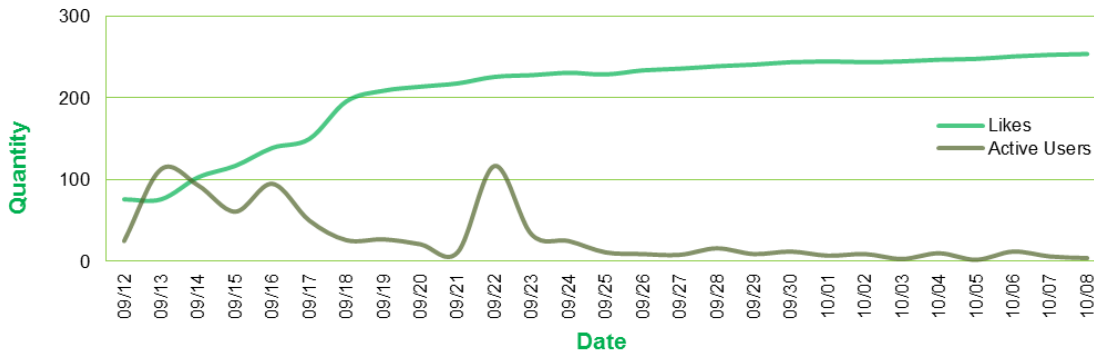
Source: *Google Analytics*

As for traffic sources seen in Fig. 6, the main generator were the referring sites, which comprise 65.4% of total traffic coming from websites such as tropentag.de, facebook.com, twitter.com, ethlife.ethz.ch, detector.fm, boku.ac.at, northsouth.ethz.ch, postpla.net, and others. This is followed by direct traffic equivalent to 24.7%, wherein visitors use the actual tropentag blog's URL <http://blog.tropentag.de>. Lastly, the search engines delivered 9.9% of visitors mainly utilising Google via 181 keywords (most used words were: tropentag blog, tropentag 2010 blog, tropentag 2010, ataharul huq chowhury, blog tropentag, eth video tropentag conference, blog.tropentag.de, henok kurabachew, tropentag 2011, tropentag). It is evident that the referring sites had a critical impact in sourcing-out visitors as compared to any other traffic sources.

3.3 Facebook

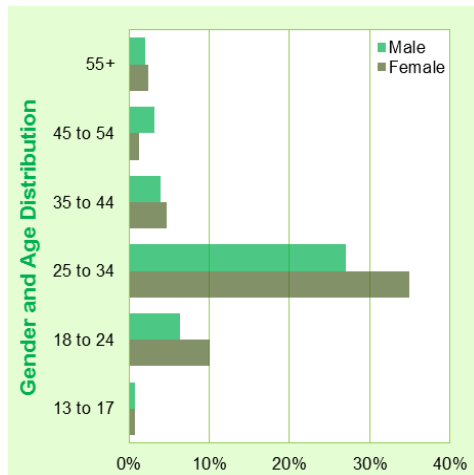
The Tropentag student network's facebook community page (<http://www.facebook.com/tropentag>) was created on September 12, 2010 and attracted a total of 254 people together with 608 total active users, as seen in figure 7. It was regularly updated by its administrators having 9 sets of updates complemented by 7 photo albums displaying a total of 400 pictures. There were a total of 41 entries whose status updates were initially written in twitter-style (limited to a max. of 140 characters). But it was decided to maximize the input characters (currently more than 420 characters) to provide more concise information during and after the conference. The facebook page got a total of 3,277 page views which peaked on September 16 with 1,328 page views in one day (see Fig. 9).

Figure 7: *User Likes and Daily Active Users*



Source: Facebook Analytics

Figure 8: *User Demographics*



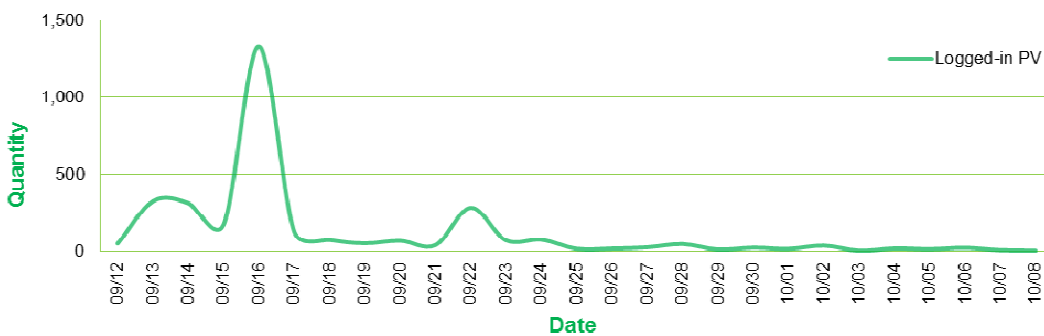
Source: Facebook Analytics

As expected, the majority of the users were between the age of 25 to 34, while gender distribution favored females with 54%, males with 43% and undefined with 3% (see Fig. 8).

Additionally, there were twelve entries directly linking the Facebook visitors to the content of the blog, boosting traffic generation seen in Figure 6. These generated eight comments and were tagged as “Like” for 26 times, excluding actions from student reporters.

Moreover, 22 links were placed on the Facebook community page, most of them providing URLs for partner organisations’ homepages and other media employed for student reporting (flickr, youtube, Tropentag 2010 blog, twitter and the ETH multimedia portal).

Figure 9: *Logged-in Page View.*



Source: Facebook Analytics

Finally, a special highlight was provided as a picture of the nominees for the “Best Group Dress Award”, which triggered a cheerful outcry in the hallway (Fig. 10).



Figure 10: **Nominees for the best group dress award.**

3.4 Twitter

The Tropentag 2010 Twitter Page (<http://twitter.com/tropentag/>) managed to produce a total of 156 tweets. This media platform was the least utilized. This was also documented by the fact that the twitter account had a higher count on “following” (subscriptions made by our account to other users’ accounts) as compared to its own “followers” (users who subscribed to our account).

Additionally, this poor performance may be attributed to the target audience’s lack of interest in using twitter, as this platform is often utilised for personal and/or marketing purposes. This fact might be a turn-off to an academic audience. Also, it does pose a substantial investment in time and resources on the part of student reporters since it’s a microblog with only 140 characters per message or tweet.

3.5 Flickr

Out of more than 3'000 pictures taken during the conference, a total of 466 were officially tagged with the Tropentag logo and uploaded on the Tropentag's flickr account (www.flickr.com/photos/tropentag). They were divided into 19 sets arranged according to the date of capture. The flickr account generated a total of 29,766 views of which the most popular picture was viewed 219 times (see table 1 and fig. 11). The slideshow of the latest pictures, which was compiled and updated during the whole conference, was shown in the main hall and proved very popular.



Figure 11: *Dr. Belayneh Admassu Yimer, winner of the Josef G. Knoll-European-Science-Award 2010* (viewed 219 times)

Regarding the comments they were even fewer than for the blog. Only as little as five comments were made: three were from participants expressing their gratitude and good memories, one participant completed the picture of his oral presentation with a short outline of his talk and his contacts for further information and one comment was written by a student reporter. In addition, the photos uploaded on flickr were not marked as a favorite by anyone except one by the student reporters themselves.

Table 1: *Views per content*

Content	Count
Photos and Videos	23,526
Photostream	4,945
Sets	835
Collections	460
Galleries	0
Total	29,766

Source: *Flickr Analytics*

Figure 12: **Page views (PV)**



Source: *Flickr Analytics*

3.6 Youtube

Tropentag's youtube account (www.youtube.com/tropentag) had a total of 13 videos uploaded with a variable length of 0:29 to 4:17 minutes. The videos included short interviews with some of the keynote speakers, comments on the idea of student reporting and others. Most frequently viewed was the video of the student reporters introducing themselves (137 views), followed by student participants' comments on Tropentag opportunities (113 views) and an interview with Prof. Paul Collier of Oxford University (92 views).

In summary, the videos provided on youtube were watched 764 times. Three people subscribed to Tropentag's channel, all being student reporters. The video of the student reporters' introduction was tagged as a favorite once. No comments from the public were added.

In addition to the youtube platform, all keynote speeches were recorded and uploaded on the ETH multimedia portal (www.multimedia.ethz.ch/conferences/2010/tropentag).

4 Indirect feedback

The internet was monitored for other people speaking about the Tropentag 2010 conference.

4.1 Blogs

Three blog posts are found on Google blog search, mainly by participants reporting on their experience: A blogpost by HR Relief on GTZ-recruitment at Tropentag, one blogpost by Agriconvo on the conference itself and one blogpost from ILRI clippings referring to the animal science related contributions of the conference. Other results are referring to previous conferences.

4.2 Other channels

Twitter did not show any results, searching for the tag “tropentag”. Participants might have written something about Tropentag, without mentioning explicitly the name of the conference.

No pictures with title, description or tags “tropentag” were found on flickr, and no videos with the same keywords were found on YouTube.

5 Student reporter feedback

5.1 Overall organisation and outcome

The overall expectations of the student reporters were well met and in most cases exceeded by far. The freedom to choose the assignment (visual communication or text) as well as the possibility to follow individual preferences according to thematic interests was highly valued.

The learning process regarding information sharing and the effective use of new media in the reporting on an academic event was considered very profitable. Most students mentioned the high motivation of the team, its internationality, the excellent cooperation among the student reporters and with the organisers as a great experience, which contributed to the good atmosphere during the whole conference.

Main benefits, as mentioned, were (i) the new ideas on using information and communication technologies to report on a scientific event, (ii) acquired skills, such as working under explicit time limits through live reporting from an event, and (iii) gaining an insight in real time information preparation and publication. Also more technical skills were mentioned, such as interviewing and editing skills. The team work was also stated particularly valuable as was the interaction with people from different cultures.

Several of the student reporters were also happy to profit from the thematic sessions as it was directly related to their areas of study or research.

5.2 Preparation and promotion

An earlier start of the organisation, more information in advance and, in particular, earlier advertising and referring to the blog would have improved the operation and the overall outcome of the student reporting. Particularly, announcements through the main referring sites (tropentag.de, ATSAF etc.) should have been used to 'prepare the ground' for the student reporting, also through formal requests to the main participating universities to link the reporting. The blog itself was considered rather rudimentary and should be better equipped and designed next time. More emphasis should be put on creating a corporate design of the student reporting. Students further suggested to advertise the blog through a hanging banner during the conference showing the address of the blog, facebook, twitter, youtube and flickr.

Some students would have appreciated to have been better prepared and to have received a more detailed explanation of the responsibilities before arriving to Zurich. Establishing contact with the other student reporters might also have enabled better coordination from the start. Some more media work in the preparatory phase (press release etc.) could have triggered wider interest of print and online media to report on the student reporting.

For a next time, the organisers should consider to inform keynote speakers and other strategically important people at the conference about the student reporting, to prepare them for interaction with the student reporters e.g. through interviews.

5.3 Training course

While some students were satisfied with the training, several would have wished for a longer and more detailed introduction to modern communication through an in-depth course. They also would have liked to have a more structured course, possibly with invited 'experts' or journalists for the different topics of web communication. More experienced trainers with particular expertise on online communication would be recommended for a next time.

5.4 Support during the conference

The student reporters were satisfied with the support received during the conference from the teaching team and the organisers (North-South Centre). However, some more technical support (e.g. a PC-station for picture processing) and central guidance would have been valued during the hectic time of the conference. Practical and financial support, i.e. with travel and accommodation was regarded good and important. For a next time, organised catering (at least over lunch) or a budget for meals would be appreciated.

5.5 Team

All student reporters were satisfied with both the size and gender distribution (five females, seven males). The team had been intentionally composed of students with diverse educational backgrounds and geographical origins, something which was also highly valued by the students. After only a short time together as a group, a friendly and productive atmosphere had been created, in which all team members interacted very well and responsibilities were divided in a functional way.

One student recommended including at least a few of the student reporters 2010 for the Tropentag 2011 to ensure know-how transfer to the new student reporter generation.

All in all the student reporters were very grateful for having received the opportunity to work as student reporters for the conference, gaining new experience and meeting people from all over the world.

6 Assessment and suggestions for future Tropentag conferences

6.1 Assessment

The reporting activity was conducted with passion and professionalism. The student reporters quickly built a team and worked together on blog posts and pictures. Unfortunately, the reporting activity did not trigger major online participation among conference participants. Despite many visits to the blog, few comments were written and feedback was not received in any other way. As a means to literally promote the conference – that is, to spread its core themes and to encourage participation – the reporting activity started too late to have a significant effect.

Students, in only three days, wrote more than 50 high quality posts on the blog. The scarce amount of comments and feedback may, in part, be attributed to initial technical difficulties with the comments feature on the blog. Furthermore, because participants were already interacting face-to-face, they did not necessarily see the need to interact on the conference's digital platforms.

During the conference, about one out of four participants visited the blog. After the conference, new blog posts were limited and the amount of recurring visits fell. When stimulated, participants devoted some time reading more posts on the blog (average page view is high for a blog). With some promotional activity, the blog could be a very good point of presence, completely under the control of the conference organizers, where every kind of content could be aggregated. It could serve to update the potential participants on the organisation status and, through the comments, to get some feedback before, during and after the event. Thus, if the blog platform is maintained throughout – that is, via new posts and constant promotional activity – general participation would increase and perhaps stabilize. The blog pattern followed suite to the conference pattern: high first attendance, followed by stabilization, followed by a sudden decrease.

Other channels did not perform as well as the blog (apart from flickr, employed as a platform for pictures, used in the blog). The twitter stream received few followers, mostly due to its late initiation and limited promotion. The conference Facebook page achieved greater participation initially, but active involvement decreased over time.

Facebook is arguably the most popular social networking site in the world. It is therefore recommended that any professional Facebook presence is characterized by fresh, original content. However, the platform is not flexible enough to concentrate all promotional activities there. Twitter could be used only if organizers have the need or the desire to offer semi-live streaming of conference news and events. In this case, live twittering is recommended, although it is a high-effort activity. The experience during Tropentag 2010 shows that twitter requires a lot of work.

Flickr and Youtube are excellent tools to archive images and videos, to use them on other systems (such as the blog), avoiding every technical issue that this kind of content could otherwise cause (especially videos). Since both are sharing services, they serve also as promotional tools. Flickr especially turned out to be successful as a content viewing platform with near to 30,000 hits in two days. Participants seemed to enjoy the visual aspect of the conference – the platform is definitely recommended as an ongoing viewing facility.

The above reflections speak to the nature of social media itself: constant high-quality input is a necessary pre-condition for constant, high-quality output. When input decreases, so will output (and eventual outcome). If

reporting on the conference is short-lived and temporary, so will participation in that reporting be limited. Moreover, time limitations impacted on the success of the reporting venture. Therefore, when evaluating the impact of the reporting activity, time constraints become a real consideration. However, with the stated goals in mind, the reporting action was fairly successful. Students were experimenting with new tools, and demonstrated a high level of practical application. Even though there was little to no 'promotion' beforehand, Tropentag's digital platforms did reach a big audience, albeit this was short-lived. There is room for improvement relevant to each platform, indeed, but the real success lies in what each platform was intended to convey. If the blog and associated platforms like twitter and Facebook were intended to be a short-term mouthpiece and digital extension of the conference, it achieved this objective. However, if the goal is for the platforms to function als long-term promotional agents, the lifetime and scope of the project would have to be altered.

6.2 Suggestions

The experience of the student reporting activity yielded several suggestions for future Tropentag conferences. It comes down to overarching goals: if the goals of the student reporting endeavour are to mobilise young reporters, and facilitate the basics of journalistic activity (i.e. textual and visual reporting), then the foreseen activities should focus on skills development in journalism. In light of this, student feedback suggested that they were actually more interested in learning about reporting *styles*, instead of reporting *channels*. This necessitates the involvement of skilled journalists, with a strong focus on writing style and visual journalism. That said, if the goals are to *promote* the conference through social media (by tasking young reporters), then the foreseen activities should center on thorough online promotion. If the goals are a blended option – that is, a combination of both reporting and promoting elements – then foreseen activities require a well-planned schedule, months ahead of time, and an according focus.

If the reporting activity should serve as support to the promotion of the conference, the main suggestion is to start earlier. Although the Tropentag conference is well known in several research communities, awareness about the conference could be increased. Backlink quests are a good way. Backlinks are links on other websites that bring visitors to the website in question. As Fig. 6 shows, backlinks that are used come up as referral in the usages statistics. Requests could be made to university departments, companies, institutions and other partners, exploiting the wide network of researchers that attend the conference.

In addition, a paid campaign on search engines (e.g. Google Adwords) could be taken in consideration: costs are quite low and definitely under control, while benefits are good.

Conference participation could be stimulated with blog, Twitter and Facebook updates about the preparation of the conference. A digital newsletter could be another channel. Moreover, participants will become familiar with these tools and use them during the conference. In this way, the organising team has quick, cheap and direct access to participants.

During the conference, feedback could be increased. Blog comments, Twitter or Facebook updated from other participants could be used by the organising team to improve the current conference and future conferences. User participation could be enhanced showing what other users are doing, including others' contents on the blog, such as pictures, tweets or blog posts. Also, participants enjoyed the slideshow installed in the hallway showing the latest pictures taken at the Conference.

After the conference, the reporting activity should be a basis for the next conference.

Timing is critical. A promotional activity, especially, may require months of preparation. It is crucial to define clear-cut goals before the conference deadline. It has to be decided whether to develop reporting skills per se, or whether to promote the conference by means of reporting activities.

6.3 Coordination and support

The student reporting at the Tropentag 2010 was a pilot project. The entire time available to prepare the project was only about 11 weeks. Thus, the investment for the operational arrangements and the backstopping by the management team, could only be roughly estimated in advanced. It turned out, that the time required for the organisation of the student reporting was by far underestimated by the management team. The elaboration of the concept, the call for applications, the selection of student reporters, the engagement of a training team, the logistics, the blog-launch, the on-site guidance during the conference and the reporting proved to be far more time consuming than expected. This was certainly because of the fact that the student reporting was a 'pilot project' for the North-South Centre, but also due to the initial assumption that support might be available from resource persons who had been organizing a similar event. In total, the project required 27 days of the management team. While the outsourcing of certain tasks is highly recommended, the advantages of a central project lead by the organizing team have also become obvious. For a future conference it is definitely recommended to start earlier with the project and employ an assistant (e.g. a student) as main responsible for the project.

Many elements of the student reporting (blog, various user-accounts, concepts and documents) have now been put in place and lessons learned have been evaluated. Therefore, the organizational effort a similar project at future Tropentag conferences would be significantly smaller. Furthermore, several of the student reporters from the Tropentag 2010 could be called upon as resource persons to impart their knowledge to both 'new' student reporters and the management team.

The total costs of the project 'student reporting' for Tropentag 2010 were 19,905 CHF including travel and accommodation for student reporters and additional services, staff and material costs. However, for a future Tropentag conference, lower costs can be expected, through better planning, the adoption of existing technical settings and, as mentioned above, through drawing on existing resources and competences.

7 Annex

7.1 Schedule plan

Tuesday, 14.09.2010			
Time	Programme	Where	Who and What
09:00-13:00	Registration of participants	ETZ E	Presentation preparation: Esther and Afton Backlinks quest: others Monitoring preparation: Lisa and Joseph Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
13:00	Welcome address: About the world food system Michael Kreuzer, North-South Centre and chair of the local programme committee	ETA F5	Michel blogs Afton tweets Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther Others comment
13:15	Ensuring food security while safeguarding the environment Christian Nellemann, United Nations Environment Programme GRID Arendal	ETA F5	Hafni blogs Tina tweets
14:00	The role of livestock for the world food system Jimmy Smith, Livestock and Animal Resources, World Bank	ETA F5	Tina blogs Michel tweets 14:30 Presentation: Esther and Afton, all others
14:45	Break		Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
15:15	Josef G. Knoll Science Award and Hans H. Ruthenberg Award for Graduates Andrea Fadani, Foundation fiat panis	ETA F5	Joseph blogs Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther Others comment
16:30	How to feed the bottom billion? Paul Collier, Centre for the Study of African Economies, Oxford University	ETA F5	Lisa blogs Moritz tweets
17:15	Guided poster sessions I 18:00 INTERNAL MEETING E 7	See program page 5 for details	Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther Blog & pictures: all others Monitoring tweets and reporting: Lisa and Joseph
19:00	Apéro / Social gathering ATSAF e.V. members assembly	ETZ E	Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
Wednesday, 15.09.2010			
Time	Programme	Where	Who and What
08:00	Welcome and introduction Yves Guinand, Swiss Agency for Development and Cooperation	ETA F 5	
08:10	The contribution of the ETH Zurich to global food security Bernard Lehmann, ETH Zurich	ETA F 5	Patrick blogs Others comment Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
08:20	SHL -- Education and applied research towards sustainable agriculture, forestry and food chains Fritz Schneider, Swiss College of Agriculture	ETA F 5	

Time	Programme	Where	Who and What	
08:30	Improving food security -- supporting sustainable production, access to resources and livelihoods. The contribution of the Centre for Development and Environment, University of Berne Markus Giger, Centre for Development and Environment and NCCR North-South	ETA F 5		
08:40	Break			
09:00	Organic farming in the context of sustainable food chain management Urs Niggli, Research Institute of Organic Agriculture	ETA F 5		
09:10	Effective contribution to ensure supply of safe, quality assured and affordable products to consumers Hans Jöhr, Nestlé -- Sustainable Agriculture Initiative	ETA F 5	Michel blogs Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther	
09:20	Presentation of SFIAR and SFIAR award ceremony Padruot Fried, SFIAR	ETA F 5	Tina Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther	
10:00	Break		Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther	
10:30	Food production	ETZ E 8	Michel blogs	
	Nutrient cycling and crop nutrition	VAW B 1	Afton blogs	Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
	Agronomic practices	ETZ E 6	Lisa and Patrick blog	
	Animal breeding, husbandry and health	ETZ E 9	Esther blogs	
	Value chains	ETF E 1	Tina blogs	
	Sustainable management of natural resources under climate change (GTZ/DEZA session)	ETF C 1	Hafni blogs	
12:00	Lunch break Possibilities for lunch will be mentioned in programme booklet		Pictures: Oliver, Afton, Pavlos; Videos: Atharul, Esther	
13:30	Guided poster sessions II	See program page 5 for details	Blog & pictures: all others	Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
15:00	Break		Pictures: Oliver, Afton, Pavlos; Videos: Atharul, Esther	
15:30	Forest management	VAW B 1	Patrick and Hafni blog	Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
	Biotic and abiotic stress (DPG session)	ETF C 1	Lisa blogs	
	Genetic resources	ETZ E 6	Afton blogs	
	Forages and feeding systems	ETZ E 9	Esther blogs	
	Market development	ETF E 1	Joseph blogs	
	Communication and extension services	ETZ E 8	Tina and Ataharul blog	
17:15	Guided poster sessions III	See program page 5 for details	Pictures: Oliver, Afton, Pavlos; Videos: Atharul, Esther Blog & pictures: all others Monitoring tweets and reporting: 2 people	
19:00	Tropical social event (conference dinner)		Pictures: Oliver, Afton, Pavlos; Videos: Atharul, Esther	

Thursday, 16.09.2010

Time	Programme	Where	Who and What
08:00	Food quality and technology	ETZ E 8	Moritz blogs
	Water management	VAW B 1	Esther blogs
	Ecosystem services	ETZ E 6	Lisa blogs
	Mixed cropping, agroforestry and biofuels	ETZ E 7	Afton blogs
	Animal nutrition and supplementation	ETZ E 9	Patrick blogs
	Rural development	ETF E 1	Pavlos and Ataharul blog
			Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
Time	Programme	Where	Who and What
09:30	Food intake and nutritional impact	ETZ E 8	Michel blogs
	Biodiversity	ETZ E 6	Hafni and Pavlos blog
	Land and soil use	VAW B 1	Lisa blogs
	Rice research	ETF E 1	Tina blogs
	Aquaculture and fisheries	ETZ E 9	Joseph blogs
	Transdisciplinary research	ETZ E 7	Patrick blogs
			Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
10:30	Break		
11:00	European research for the world food system Tim Hall, Biotechnologies, Agriculture and Food, DG Research European Commission	ETA F 5	Moritz blogs Tina tweets Others comment
11:45	Agriculture at a crossroads -- beyond IAASTD Jack Heinemann, University of Canterbury and IAASTD report co-author	ETA F 5	Michel blogs Ataharul tweets Others comment
12:30	Closing ceremony: Poster award, outlook 2011 and hand-over to Bonn Folkard Asch, ATSAF e.V.	ETA F 5	Lisa Others comment
			Pictures: Oliver, Afton, Pavlos; Videos: Ataharul, Esther
End of Tropentag 2010 around 13:00			
14.00 INTERNAL MEETING AND FEEDBACK			