GANACSI/GEBEYA

Teaching Shepherds to Manage not just to Herd

Games for Behaviour Change

Games are a powerful tool for learning: Learning by doing in a simulated reality. By trying and adapting different strategies in a safe environment the players are constantly confronted with the results of their decisions.

This leads not only to a better understanding of complex realities and longer-term effects, this is actually practicing behavior change: The learning is, in contrast to conventional teaching methods, already based on action, which makes it easier to transfer the acquired knowledge into reality.

In addition to this, games are fun. People love playing the same game over and over again, a feat that is difficult to achieve for ordinary training sessions.

At Desert Rose we have specialized on the development of games that encourage behavior change. Our games tackle challenges such as hygiene, soil fertility, reforestation, livestock market dynamics or math.

Ganacsi/ Gebeya: For Pastoralists

In this highly competitive game, pastoralists are taken through a number of annual cycles of rain, dry season and sometimes drought.

Even though a fair bit amount of luck is involved, the players discover ***market dynamics*** that often evade them.

In the course of the game, they come to understand how ***de-stocking and re-stocking*** can help them do better in times of drought. And they learn to ***use the market's predictability***, however limited, to their own advantage.

In addition, they see the long term effect of ***sending their children to school.*** Even if this comes with a cost, they understand the ***power of livestock vaccination***.

The game is available for different types of livestock: camels, cattle or goats and sheep.

"I saw very clearly how sending my children to school now will help me in the future."

Participant in a Ganacsi tournament in Jigjiga

Contact:

Desert Rose Consultancy Plc.
Addis Ababa, ETHIOPIA
tel. +251 (0)945 94 99 02
games@desertroseinnovation.com
web: desertroseinnovation.com

"We Somalis like keeping our camels. We never want to sell them. We are so proud of having many camels, and we don't understand that it kills us. Ganacsi has shown us how we can manage our animals much more wisely."

Somali Pastoralist after playing Ganacsi

Desert Rose: Who we are

We are a social enterprise based in Ethiopia.

It is our passion to create innovative solutions to the challenges of our customers and society at large.

We are committed to gender equality and part of our staff are hearing impaired.

All our products are manufactured locally.

desert rose consultancy plc

Our Services: Tapping into the Potential of Games

In order for you to make the most of this tool, Desert Rose offers a range of services for this and other learning games.

The Game

The Ganacsi/Gebeya game in English, Amharic, Oromo or Somali, including the instructions, can be ordered and picked up from our office ready for use. Should you need it in other languages, contact us in advance, we can arrange of any language of your choice with some time and some additional cost.

Facilitators

In addition to providing the games, Desert Rose have trained their own facilitators.

They go wherever you need them to introduce the game to your target audience. In addition to making them play the game they facilitate discussions during and after the game in a way that will help them turn the learning into applied behaviour change.

Training of Trainers

If you have willing and motivated staff who want to become facilitators themselves, we are happy to train them. In our two-day workshops they will be introduced to the science of educational games, they learn to play and explain the game and to facilitate the necessary discussions for learning and behaviour change.

Developing New Games or Extensions

If you want to use our expertise in turning learning into a game, we love to collaborate with you on developing and designing a new game or build an extension into an existing one.

If you are interested in our services or a combination of them, please do not hesitate to contact us.

Also check our website for the other games and services we offer.