

How Seed-Scale Works

SEED-SCALE provides an easy-to-understand and easy-to-apply methodology for mobilizing and focusing human energy. Human energy is, after all, a contagious, nearly unlimited and powerful resource that exists in every community. SEED-SCALE enables communities to work in partnership with government, maximize locally available resources, and leverage outside-in support to catalyze change and create solutions that fit local circumstances. Once energy starts, local successes are sustained and adapted by other communities through a region or nation.

SEED-SCALE is not new. Human energy has been moving people forward for millennia—SEED-SCALE simply provides a common language to identify the processes involved so that communities and governments can work in partnership to focus, grow, and sustain this energy. While many of the tasks and principles may seem to overlap with those of other development approaches, SEED-SCALE integrates the best ideas from global field experiences into an easy to understand, replicable framework.

Four principles underlie the SEED-SCALE process:

- 1) Build from Success: Find out what is working and strengthen that.
- 2) Create Three-way Partnerships: Between community (bottom-up), government (top-down), and community change agents (outside-in). All three have important roles to play; without all three, change will not be sustainable.
- 3) Make decisions based on evidence, not opinions, power, or dogma.
- 4) Seek behavior changes as the primary outcome, through local plans.

Using these principles as a foundation, the human energy within a community gets focused into simple, one-page workplans that are implemented with the guidance of seven tasks. These iterative tasks sustain momentum and improve local capacity.

- 1) Create (and regularly recreate) a Local Coordinating Committee
- 2) Identify past successes that can be made more effective
- 3) Visit other communities to learn methods that can be adapted back home
- 4) Self-evaluate your community to gather evidence about needs and seek actions that can be achieved
- 5) Focus on community priorities and create local workplans
- 6) Take action and encourage all partners to do their workplan tasks
- 7) Make needed mid-course corrections so as to strengthen the four principle

The most exemplary communities engaged in this process are then enabled by government and outside-in partnerships to become regional learning and training centers. These “Self-help Centers of Action Learning and Experimentation” become a fulcrum of the scaling-up process. These centers: 1) promote community-to-community learning, 2) demonstrate the integration of site-specific solutions to meet a full-range of community identified needs, 3) ensure the sustainability of achievements, 4) provide momentum to encourage continuous learning and innovation, and 5) offer a low-cost approach to traditional service-delivery approaches to scale.

See more at www.seed-scale.org , www.future.org , www.future.edu

Distinguishing features of SEED-SCALE

Program Feature	SEED-SCALE	Traditional Development
Key Resource	Human Energy	Financing
Planning Mindset	Evolutionary Growth	Construction Engineering
Planning Process	Agenda =>Plan =>Budget	Budget =>Agenda =>Plan
Who Does the Work	Three-way Partnership	Professionals
Implementation Structure	Local Institutions	Consultants / Project Units
Ultimate Accountability	Community	Donor
Approach	Build on Successes	Fix Problems / Answer Needs
Criteria for Decisions	Evidence	Power, Opinions & Habits
Major Desired Outcome	Behavior Change	Measurable Results
Criteria for Evaluation	Strengthening 4 Principles	Budget Compliance
Learning Mode	Iterative, Experimental	Get it right the first time
Management Mode	Mentoring	Control
Commitment Horizon	Depends on Utility of Partnership	Depends on Donor's Budget Cycle

SEED-SCALE Graphic

