

Title: Sustainable YMC

Domain (A - G): G

Keyword(s): _____

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Why: Motivation/Needs

- Clarify Goal of YMC Viet
 1. To make farmers Convinced with YMC
 - Profitability with sustainability (Stable Yield, Quality, Sustainability, Safety)
 2. Sustainable YMC
 - Motivation of Kids
 - Motivation of Bridgers / Experts

What: Research Issues/Target/Model

1. To make farmers Convinced with YMC

- Visualization

2. Sustainable YMC

- Inclusion of Vietnam Experts
- Enrichment of Q&A / Dictionary
- Improvement of Q&A categories
- Improvement of UI
 - For expert, for kids, and for expert – Kid communication channel

1&2 To know more about Vietnamese Agriculture

How: Research process/method

1. To make farmers Convinced with YMC
 - Model for optimized farming
 - Utilization of photos for decision support
2. Sustainable YMC
 - Kids:
 - Game to teach kids sustainable agriculture
 - New categorization
 - Future job as facilitator
 - Experts / Bridgers
 - Language-Grid aspect
 - ① Socio-Technical approach to enhance multi-language communication
 - » Information flow analysis
 - » Conversation analysis with knowledge / language differences
 - ② Translation agent
 - Revised UI for experts & bridgers, Incentive, using retired experts, Field for study, direct feedback from kids

Who & Where: Members/Location

- Who
 - NPO PANGAEA
 - MARD
 - Vietnamese & Japanese Experts, Bridgers
 - Researchers (Language, Agriculture)
- Where
 - Vietnam, Mekong Delta Region (2 sites)
 - Vinh Long, Long An, Dong Thap, Hau Giang

When: Schedule

- 2011: Collecting data
- 2012: Developing System
- 2013: System Evaluation

[Optional] How much: Funding

- 2011: US\$ 1.8million
- 2012: US\$ 1.8million
- 2013: US\$ 1.8million