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WELCOME!
NetHope Solutions Center

Webinar:
ICT4Ag: The New Technologies That Will Achieve Food Security

October 17, 2017
Housekeeping

• Keep your lines muted to minimize background noise

• Let’s keep this interactive:
  Post questions in WebEx chat window
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• Please responding to webinar satisfaction poll

• Look for a follow-up email w/recording & collateral on NetHope Solutions Center
<table>
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<tr>
<th>Speakers:</th>
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Lessons Learned from the Field

Dr. Kathryn Clifton, ICT4D Knowledge Management and Communication's Specialist, CRS
IF YOU BUILD IT, THEY WILL COME.

You Don’t Focus Enough on Distribution
When the project is over . . .
Things we need to think of at the START

- Push vs. Pull
- Models of Scale
- Marketing and Communications
- Transitioning during the program cycle
I need a vet, my sheep is dying.
• Vet: You need to give your sheep X. I have noticed your sheep could benefit from an improved diet. Can I provide some recommendations for improved pasture management so you don’t have to purchase so much feed?
Models of Scale: (fast vs. slow)

WHO IS GETTING TO YOUR TARGET AUDIENCE?

DO YOU HAVE ASSUMPTIONS?
- Government (can be fast)
- Social Enterprises (sometimes limited in scale)
- Public Private Partnerships
- Private Commercialization Arms of Research Institutes
Marketing and Communications

• Don’t be scared it’s all about the numbers
  – Are you online?
  – Are you searchable?
  – Are you following your web mentions?
  – Are you following your web hits?
  – Are you scheduling social media content?
Transitioning during the program cycle

• Tranche funding to operate quickly in the first part of the project.
• Then minimize role to facilitation and occasional support.
Capitalizing on experiences form the e-Agriculture Community of Practice

Alice Van der Elstraeten
Partnerships and South-South Cooperation Division (DPS)
Food and Agriculture Organization of the United Nations (FAO)

www.e-agriculture.org
Beginning and growth

- Launched in 2007 after WSIS
- More than 12800 registered members
- Members from 170 countries
- More than 3000 news and 30 online forums
- More than 43000 Twitter followers
- And 10 000 LinkedIn Group Members
Lessons learned: challenges & recommendations

**e-Agriculture COP**

• Content
• **Capacity development at individual level, organizational level and the level of the enabling environment**
• Gender and diversity
• Access and participation
• Partnerships
• Technologies
• Social, environmental and economic sustainability
Lessons learned: challenges & recommendations

Digital Principles

• Design with the user
• Understand the ecosystem
• Design for scale
• Build for sustainability
• Be data driven
• Use open standards, open source, and open innovation
• Reuse and improve
• Address privacy and security
• Be collaborative
Focus on capacity development

Capacity development at individual level, organizational level and the level of the enabling environment

- Digital literacy
- Learning activities for development actors
- National e-agriculture strategies

Capacity development at the core of the e-Agriculture Community of Practice
Focus on farmer-centered design

Design thinking

• Get to know the people
• Design with them and not for them
• Participatory approach
• Iterative process
• Flexibility and adaptability

Solution to many of the challenges in ICT4Ag programmes
Contact

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Linkedin: e-Agriculture
Website: www.e-agriculture.org

Pictures from FAO/Sophie Treinen, Keith Cressman, Antonello Proto and FAO Panama
From Digital Models to Sector Capabilities

Brian King
digital agriculture models
Avaaj Otalo (India)

- Interactive voice response-based advisory services.
- 5% more likely to use recommended inputs than comparison group
- Average 28% higher yields over comparison group
- Average $10 return for each $1 invested in subscription
MyAgro (Mali)

- Mobile scratch-card based layaway for inputs
- Delivery of genuine inputs and bundled advisory services
- Average yield gains 50%-100%
- Average income increased $150-$300
CIAT ‘Site-Specific Agriculture’ (Colombia)

• Analyzed over 4,000 crop events to understand declining rice yields
• Recommended shift in planting time or new variety
• 1-3 tons/hectare yield difference between intervention and comparison fields
Some digital interventions for agriculture development

- Analytics-driven
- Value chain coordination-driven
- Digital channel-driven

mobiles    sensors    geospatial data    analytics capacity    data assets
From digital models to sector capabilities
CGIAR Data discovery++

Findable; Accessible; Interoperable; Reusable
GEOGRAPHICAL COVERAGE
of Datasets

30940 Publications
1128 Datasets
Interoperability – Linked Open Data

Towards reference architectures
"SMS-based Smarter Agriculture decision support system for yellow corn farmers in Isabela" [https://www.researchgate.net/publication/308819637_SMS-based_Smarter_Agriculture_decision_support_system_for_yellow_corn_farmers_in_Isabela]
**Moderator:**
*Sonja Ruetzel, ICT4D Conference Manager, Catholic Relief Services*

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THANK YOU!

See you at the next ICT4D Webinar:

Empowering Youth Through ICT4D Programs, Tuesday, November 14, 2017

Save the date for the 10th ICT4D Conference www.ict4dconference.org with dedicated Conference Track on Agriculture