Development Communication and Digital Development

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Introduction

- CABI works in key areas of **technical competence** including: plant health, management of invasive species, SPS and trade, production of commodity crops to deliver positive social outcomes

- **Development communication** and **digital developmen**t are used to support the application of technical competences to address challenges such as:
  - Crop pests and diseases
  - Invasive species that threaten crops and the environment
  - Lack of food and nutritional security
  - Low incomes for smallholder farmers
  - Livelihoods that are vulnerable to shocks

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Development Communication

CABI envisions a world in which positive research results are adapted at scale through the use of development communication approaches.

Systematic use of participatory communication methods and tools facilitate information and knowledge sharing among stakeholders, in order to achieve positive social and behavioural change.

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Digital Development

CABI envisions a world in which our development impact is magnified through digital innovation in agriculture and the environment.

Digital tools allow us to work with communities to overcome agricultural challenges, fight invasive species and support resilient livelihoods and enhanced food security, while our user-centred approach helps us ensure no one is left out.
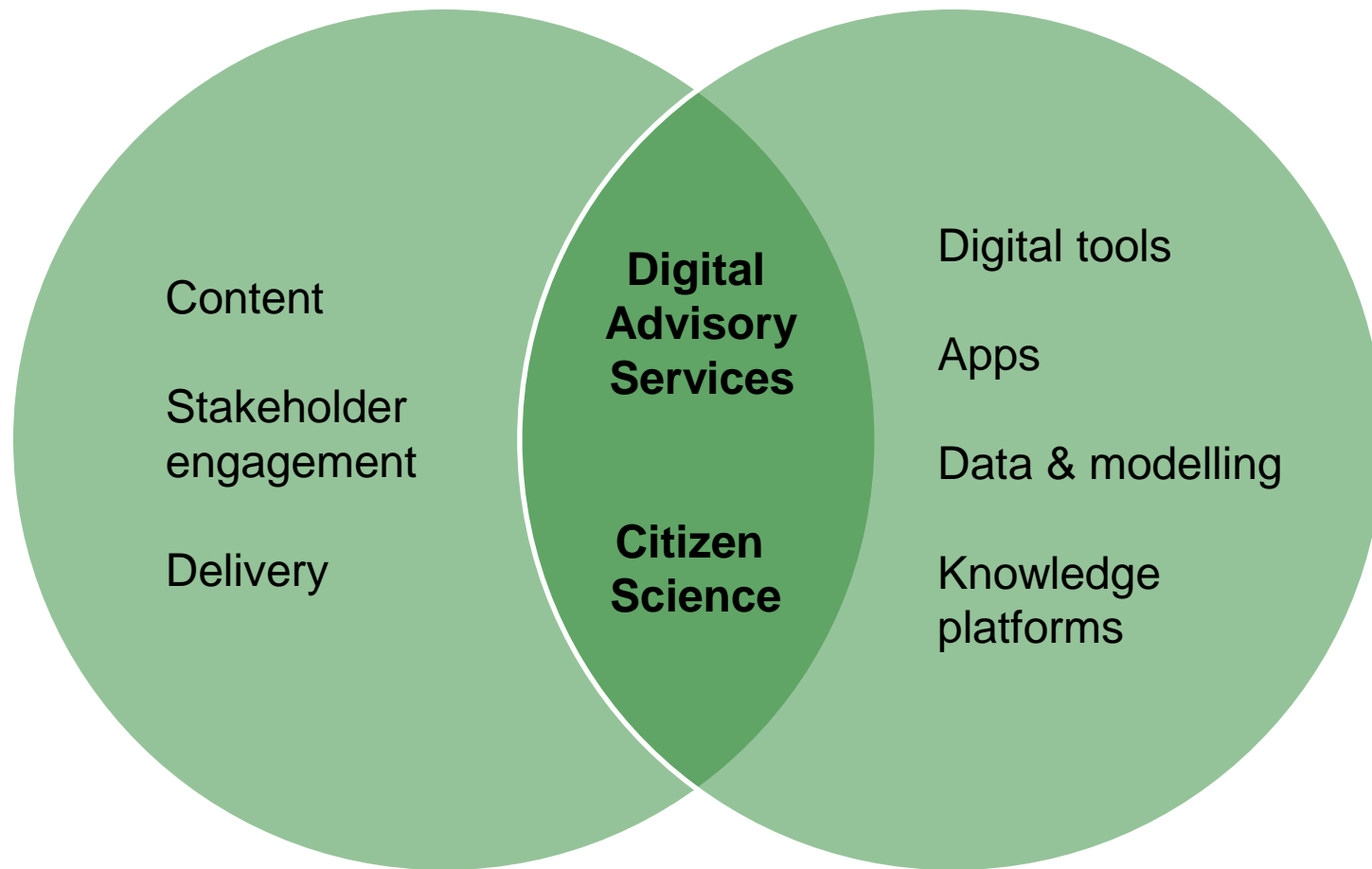
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Development Communication

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Goal 1: Link learning and Planning

Establish evidence base of what works and what doesn't

Activities:

- Integrate Action Research into programmes
- Implement After Action Reviews of key milestones
- Generate supporting resources for governments, civil society and the CABI partnership

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| Goal 1: Link learning and Planning

Establish evidence base of what works and what doesn't | Goal 2: Develop innovative hybrid models

Multiple channels / formats based on context and audience |

Activities

- Appraise environments including audience segmentation
- Address objectives with different timeframes: early warning; emergency; new technology
- Blend emerging digital technologies with more traditional extension services – mobilising local resources for sustainability and mixing approaches to achieve scale)

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Goal 1: Link learning & Planning Establish evidence base of what works and what doesn't	**Goal 2:** Develop innovative hybrid models Multiple channels / formats based on context and audience	**Goal 3:** Support entrepreneurship Support value chains, input availability, market access

Activities

- Enterprise development addressed as a key part of agricultural transformation
- Raise awareness among policy makers of problems and solutions for transformation
- Develop guidelines for investors in new technology

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| Goal 1: Link learning & Planning

Establish evidence base of what works and what doesn't | Goal 2: Develop innovative hybrid models

Multiple channels / formats based on context and audience | Goal 3: Support entrepreneurship

Support value chains, input availability, market access | **Goal 4:** Partnership building

Bridge local agendas and international expertise |

Activities

- Map the institutional landscape around farmers and key partners:
  - Knowledge partners – proven technologies or practices;
  - Input partners – support input supply chains
  - Delivery partners – use proven methods
  - Research partners – support learning

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Goal 1: Link learning & Planning

Establish evidence base of what works and what doesn't

Goal 3: Support entrepreneurship

Support value chains, input availability, market access

Goal 4: Partnership building

Bridge local agendas and international expertise

Goal 2: Develop innovative hybrid models

Multiple channels / formats based on context and audience

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Case study: the power of mixed media campaigns

Total Number of Responses
1,118

Radio Stations
Radio Simba

Poll Duration
Dec 6th to 16th Dec 2017

9.5% It hasn't caused any reduction in maize yields

24% It caused less than 10% loss in maize fields

38% It caused about 50% loss in maize yields

28.5% It caused 100% loss in maize yields.

- Combining media capitalises on different ways of learning e.g. campaign on soybean production in Ghana used: film screenings to set up a Q&A with farming families; print and radio to reinforce messages and, a partnership with a supplier to deliver inputs

- Farmer feedback can be solicited through radio and SMS e.g. Fall Army Worm information from radio managed polls in Uganda

- We have shown positive results e.g. farmers in Tanzania avoided losses by taking advice on managing pests, and sales of drought tolerant maize seed increased following an SMS campaign with 40,000 maize farmers

"Coupling inputs with extension information through mobile phones is critical to supporting small holder farmers … no single agency will reach every one physically." **Meru Agrotours**
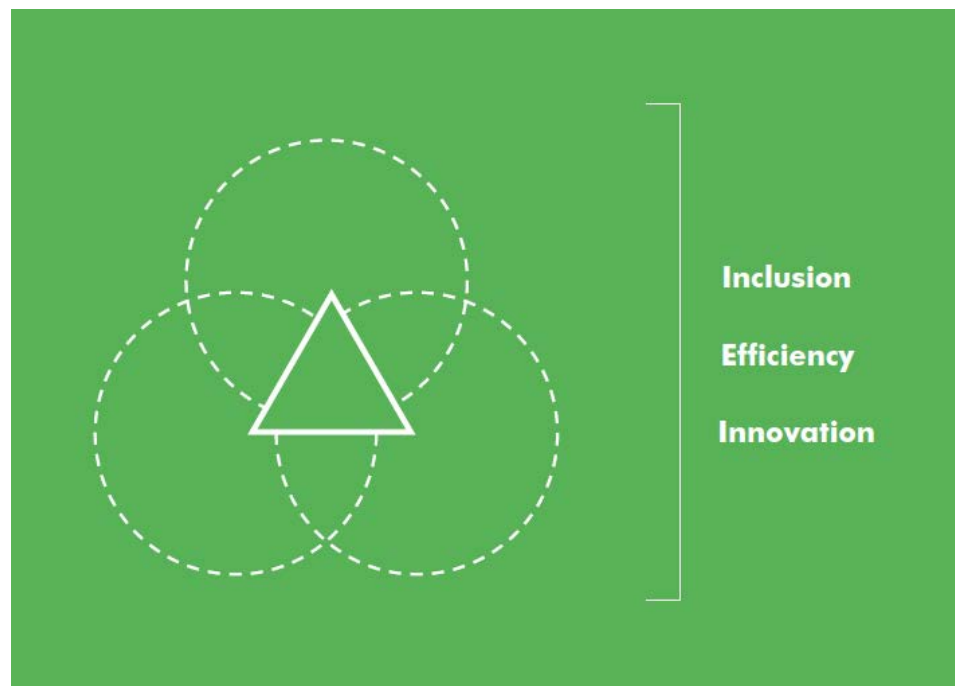
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Digital Development
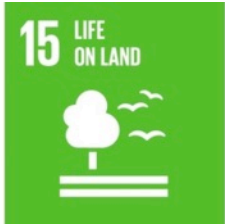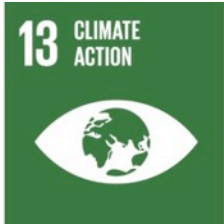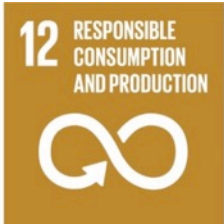
Digital Development – Background

- Digital tools help farmers, extension workers, and landscape managers access **information** quickly and easily, make **data-driven** decisions about their activities, and **communicate** with each other

- Major **opportunities** – improved **scale/efficiency**, enabling new **innovations**, data-driven climate change adaptation, digitally enabled agribusiness and extension

Inclusion

Efficiency

Innovation

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The Principles

1. Design with the user
2. Understand the existing ecosystem
3. Design for scale
4. Build for sustainability
5. Be data driven

6. Use open standards, open data, open source, and open innovation
7. Reuse and improve
8. Address privacy and security
9. Be collaborative

https://digitalprinciples.org/

Digital Development – CABI contribution

- **Digital approaches to knowledge** creation, management, and dissemination, and **user centred design** deliver high quality, science-driven, digital information **resources and tools**

- Skills, infrastructure, and information resources needed in our **publishing business** and our **digital development work** are **complementary**
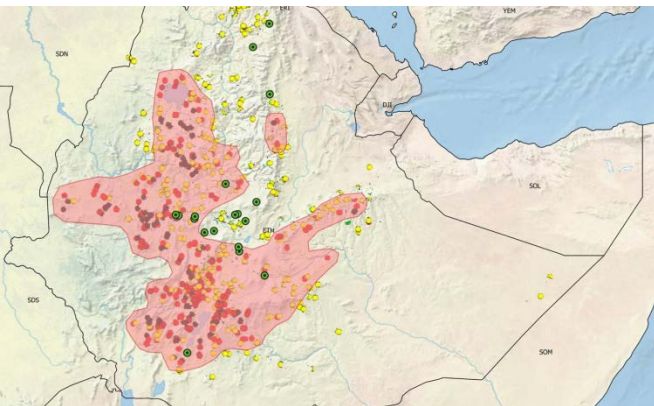
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Digital Development – CABI contribution

- **Mandate from member countries** – keen interest in last round of regional consultation, featured in 2017-2019 Medium Term Strategy

- Well positioned to work with a wide range of **partners** to strengthen **local capabilities** for digital development

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Digital Development: CABI Goals and activities

- **Goal 1:** Two-way **communication channels** based on digital tools empower stakeholders, leading to better decisions, increased engagement and improved livelihoods

- **Goal 2:** Harness the power of **data to deliver solutions at scale**, taking advantage of opportunities created by earth observation, sensors and modelling to automate analyses and generate targeted advice across huge areas

- **Cross-cutting:** Principles for Digital Development, gender, sustainability, user-centred design and co-creation

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Digital Development – Goal 1
(Two-way communication channels)

- Combine CABI's ICT and development communication expertise in developing approaches to **digital and digitally supported agricultural extension**

- Continue to develop and support **information resources and platforms,** transforming scientific information into practical, actionable knowledge

- Develop systems for **two-way communication and crowdsourcing**, enabling end users such as extension workers to contribute citizen science data and drive the direction of the information services they use

- Digital tools to support livelihood opportunities in **agriculture and agribusiness**

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Digital Development – Goal 2
## (Data-driven solutions at scale)

- Use **geospatial tools and spatial and predictive modelling** to provide tailored agricultural advice and alerts; support landscape-level ecosystem management; help developing country farmers access markets; underpin climate change adaptation and strengthen programme design and monitoring and evaluation
- Taking a data-driven approach, we will be able to do all of this **at scale** by automating the generation of tailored insights
- Promote and **build capacity for data use** by partners, including data literacy, analytics tools, open data, data policy and responsible data approaches. We will undertake capacity building, consultancy and data policy work to support good data practice across the sector

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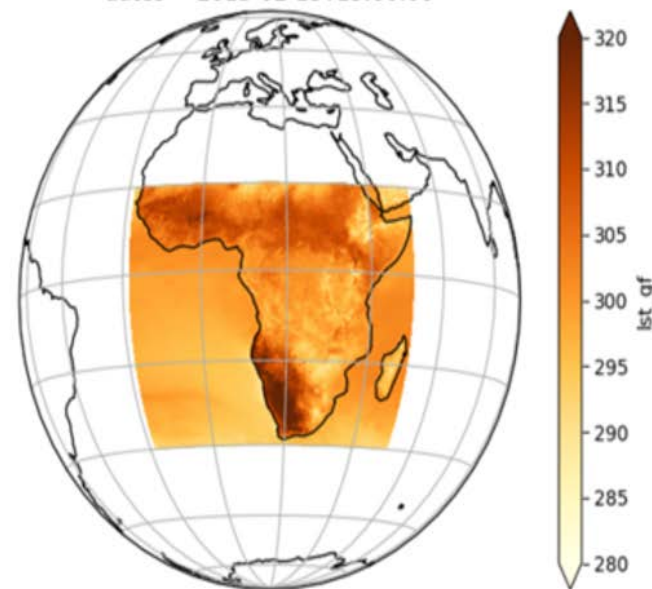
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    "pest_name": "tuta_absoluta",
    "generations": "3.02"

Case study: the power of geospatial work

- **PRISE** – Combining satellite data, crowdsourcing and field observations to deliver a Pest Risk Information SErvice for Sub-Saharan Africa

- Coverage of major pests of maize, tomato and common bean in Kenya, Ghana and Zambia (plus more to come)

- Working closely with NARS to develop and calibrate satellite-driven pest models

- PRISE satellite data validation site in Kenya is the most sophisticated in sub-Saharan Africa, covering land surface temperature, greenhouse gas monitoring, soil temp and moisture, and full solar radiation budget

- Currently sending alerts to plant doctors and other extension workers via chatbot; to enable farmers to take timely action

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merci
शुक्रिया
zikomo
xie-xie
obrigado
efharistó
ありがとう
kiitos
thank you
gracias
zikomo
tak
asante
urakoze
ke itumetse
danke
terima kasih
dhanyawaad

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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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KNOWLEDGE FOR LIFE

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