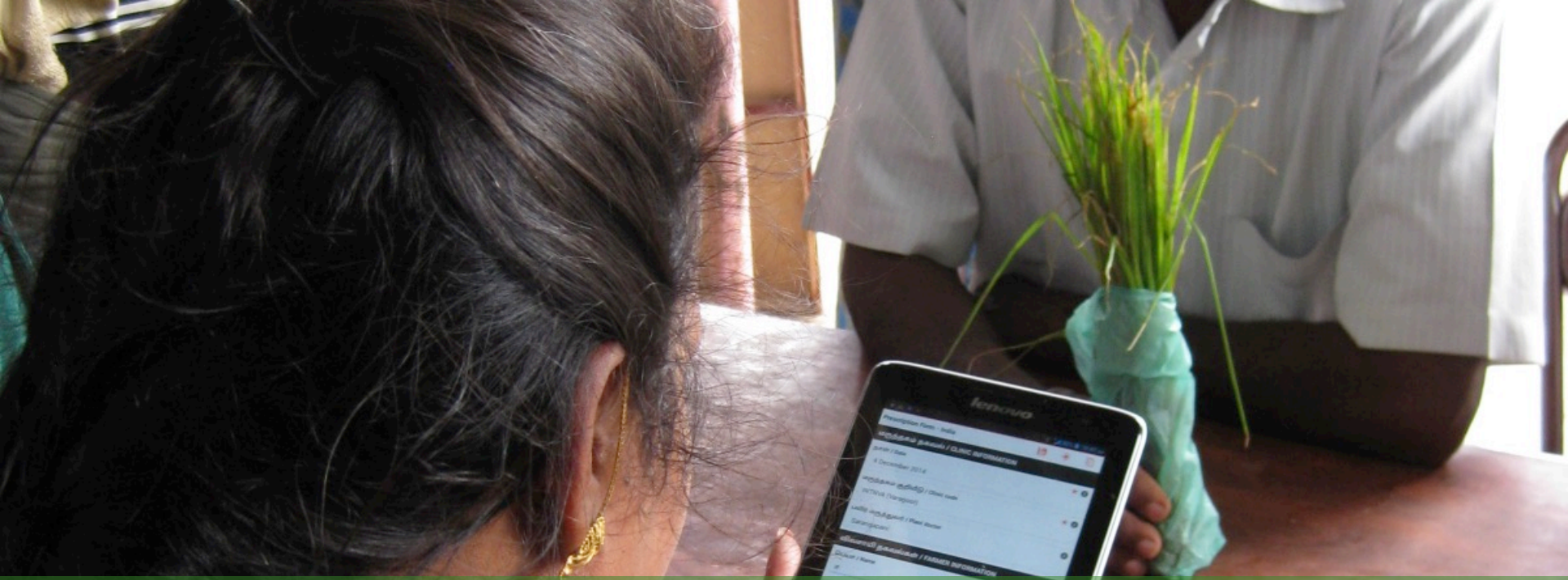


Development Communication & Digital Development

D Romney, N Perkins, C Finegold

Member Countries Regional Consultation: Asia-Pacific

16-19 October 2018, Beijing, China

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 development** 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

Development Communication

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

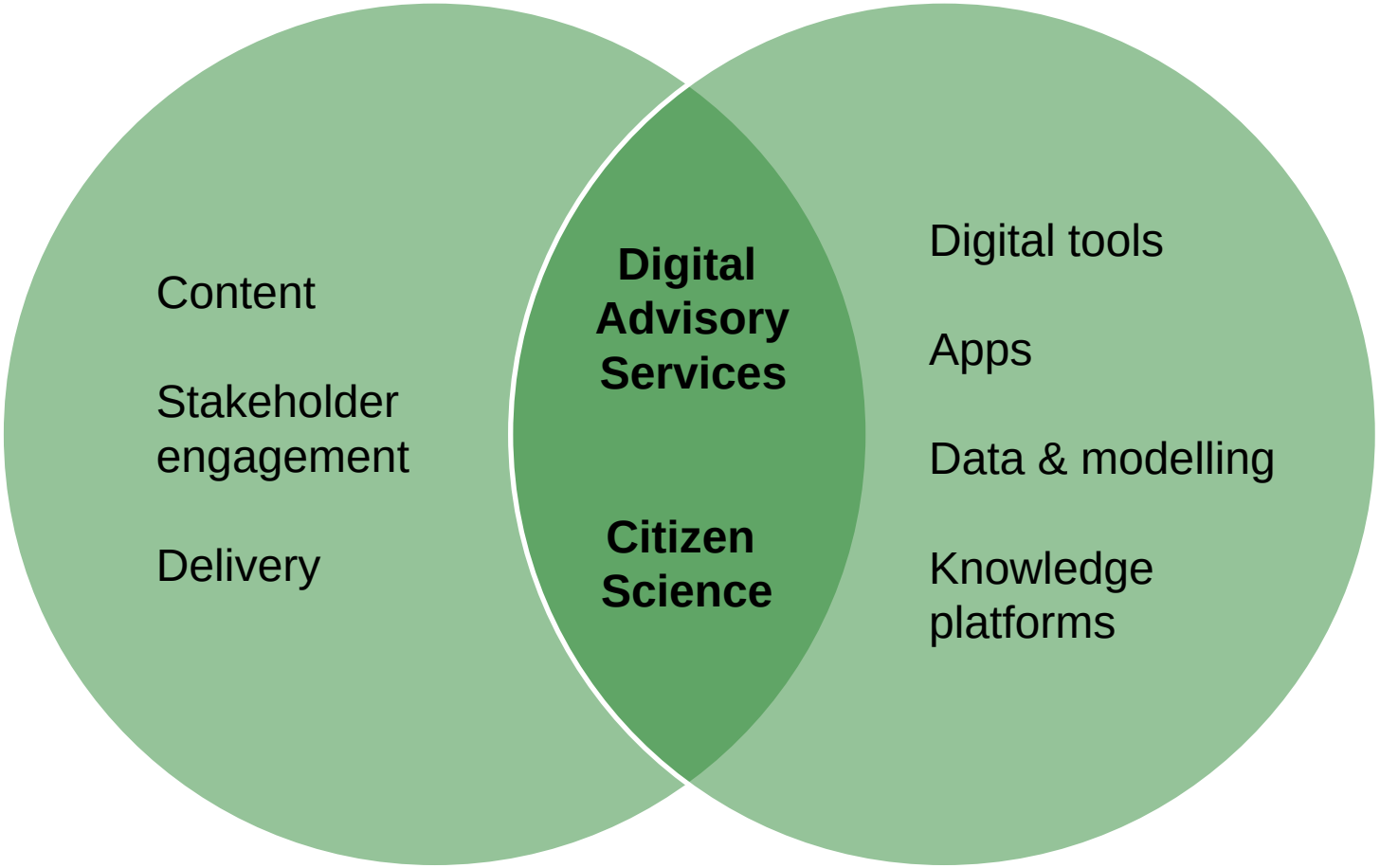
Systematic use of participatory communication methods and tools facilitate information and knowledge sharing among stakeholders, in order to achieve positive social and behavioural change.

Digital Development

CABI envisions a world in which our development impact is magnified through digital innovation.

Digital tools allow us to work with communities to overcome agricultural challenges, fight invasive species and support resilient livelihoods while our user-centred approach helps us ensure that no one is left out of the opportunities provided by digital for economic development

Development Communication



Digital Development

Development Communication

KNOWLEDGE FOR LIFE

CABI

Goal 1: Link learning & 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

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

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)

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

Goal 1: Link learning & Planning	Goal 2: Develop innovative hybrid models	Goal 3: Support entrepreneurship	**Goal 4:** Partnership building
Establish evidence base of what works and what doesn't	Multiple channels / formats based on context and audience	Support value chains, input availability, market access	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

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

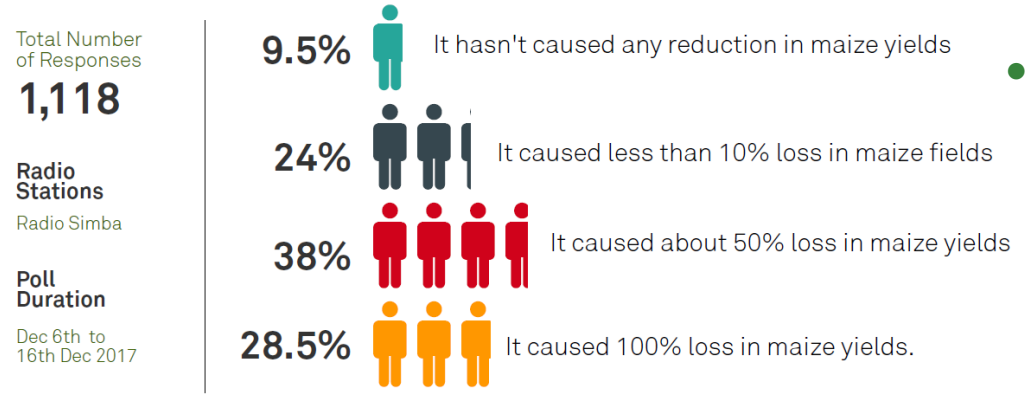
Goal 4: Partnership building

Bridge local agendas and international expertise

Goal 2: Develop innovative hybrid models

Multiple channels / formats based on context and audience

Case study: the power of mixed media campaigns



- 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

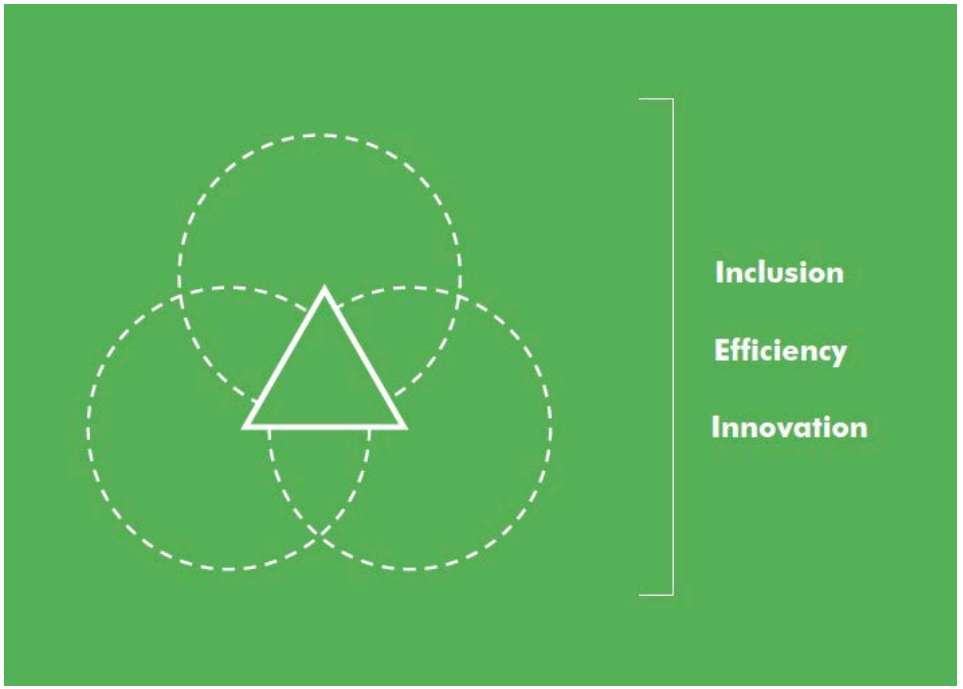
"Coupling inputs with extension information through mobile phones is critical to supporting small holder farmers … no single agency will reach every one physically" **Meru Agrotours**

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**, involving **youth** in digitally enabled agribusiness and extension



World Bank. 2016. *World Development Report 2016: Digital Dividends.*

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 & 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**

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

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

Digital Development – Goal 1

(Two-way communication channels)

- Engage **youth in agriculture and agribusiness** through the development of digital tools supporting self-employment and other livelihood opportunities
- 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 Development – Goal 2

(Data-driven solutions at scale)

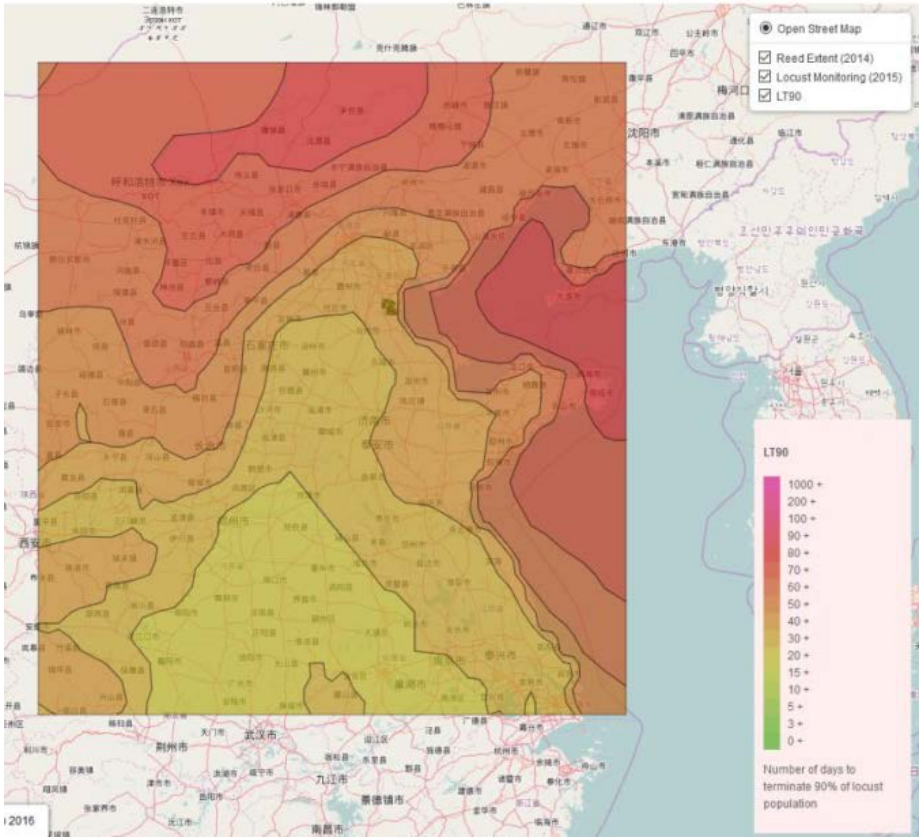
- Use **geospatial tools and spatial and predictive modelling** to provide tailored agricultural advice and alerts; support landscape-level ecosystem management; help developing country farmers access markets; underpin climate change adaptation and strengthen programme design and monitoring and evaluation
- 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

Case study: the power of geospatial work

- Improving pest monitoring and forecast information, integrating multi-source data to support decision making in sustainable management of **locusts** and **wheat stripe rust**

- Locust body temperature and conditions in reed beds ground-truthed against Earth Observation (EO) data products

- Satellite-driven **real-time maps** predict **biopesticide time-to-kill**, optimising application timings to support the uptake of biopesticides at scale



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Ministry of Foreign Affairs of the Netherlands

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Agency for Development and Cooperation SDC