Event Summary

The overarching objective of the workshop was to bring all six grantees together in order to further a common goal by learning and adapting in the field of ICT extension for agriculture. The workshop focused on strengthening the grantee learning network through team building sessions, grantee presentations, thematic breakout discussions, interactive M&E sessions, and a field visit to experience the Ethiopian consortium's environment of content creation, delivery, and feedback. Other objectives included:

- Exposing the grantees to the USAID Learning Lab platform - the home of the New Alliance ICT Extension Challenge Fund working group - which will serve as the technological backbone to the ICT Extension Learning Network;
- Facilitating a common language and understanding of what is expected of the grantees in regards to the PIRS and ongoing data collection;
- Creating a space for the workshop organizers and donors to listen to what the grantees are doing in their respective countries and determine the level of support they will need to scale up their learning to meet their common goal.

In attendance from each consortium were the following individuals:

	Individual	Organization	Consortium	Contact
1	Godlove Nderingo	FRI	Tanzania	gnderingo@farmradiotz.org linda
2	Linda Temba	FRI	Tanzania	etemba@farmradio.org
3	Yohannes Fikre	Digital Green	Ethiopia	yohannes@digitalgreen.org
4	Lakshmi Iyer	Digital Green	Ethiopia	lakshmi@digitalgreen.org
5	Tiana Campos	NCBA CLUSA	Mozambique	tcampos@ncbaclusamoz.org
6	Judy Payne	USAID	N/A	jpayne@usaid.gov
7	Kellen Eilerts	HNI	Mozambique/Malawi	keilerts@hni.org
8	Mary Allen	Practical Action	Senegal	Mary.Allen@practicalaction.org.uk
9	Ndeye Amy Kebe	Jokalante	Senegal	ndeyeamy@gmail.com
10	James Watiti	CABI	Tanzania	J.Watiti@cabi.org
11	Joseph Limange	Grameen Foundation	Ghana	jlimange@yahoo.com
12	Esi Sekyiamah	Grameen Foundation	Ghana	esekyiamah@grameenfoundation.org
13	Mekdes Girmaw	Digital Green	Ethiopia	mekdes@digitalgreen.org
14	Freyhiwot Nadew	FRI	Ethiopia	?
15	Mwendo Phiri	CRS	Malawi	essau.mwendo-phiri@crs.org
16	Sydney Khando	CRS	Malawi	Sydney.Khando@crs.org
17	Simiyu Gaitano	SSTP	N/A	gsimiyu@agra.org
18	Zelalem Nega	FRI	Ethiopia	?
19	Merrill Jordan	IBTCI	N/A	mjordan@ibtci.com
20	Maciej Chmielewski	IBTCI	N/A	mchmielewski@ibtci.com
21	Tania Tam	IBTCI	N/A	ttam@ibtci.com

***All of those in attendance signed up for the USAID Learning Lab Working Group during the workshop.*

Day 1

Introductions: Facebook Activity
Facilitated by: Maciej Chmielewski/Merrill Anne Jordan (IBTCI)

For the opening of the workshop we started with a fun and interactive activity that redefined the "introduce yourself" prompt. We had all of the participants take a large sticky note and fill in these following points:

- Name, Organization, Title, Country of residence, and Photo
- Personal objective for workshop
- One interesting fact
- Three questions or topics/issues to be discussed in the breakout sessions

Examples of participant "profiles" from the Facebook Activity

After everyone was done filling in their "profiles" the participants walked around and voted on the topics/questions/issues that they wanted to address in the breakout sessions.

After the voting, the group came back and self-organized themselves by identifying session leads and topics/questions/issues to cover. During this process Merrill Jordan graphically facilitated the conversation and came up with the word cloud that established the schedule for the breakout sessions for the following two days.
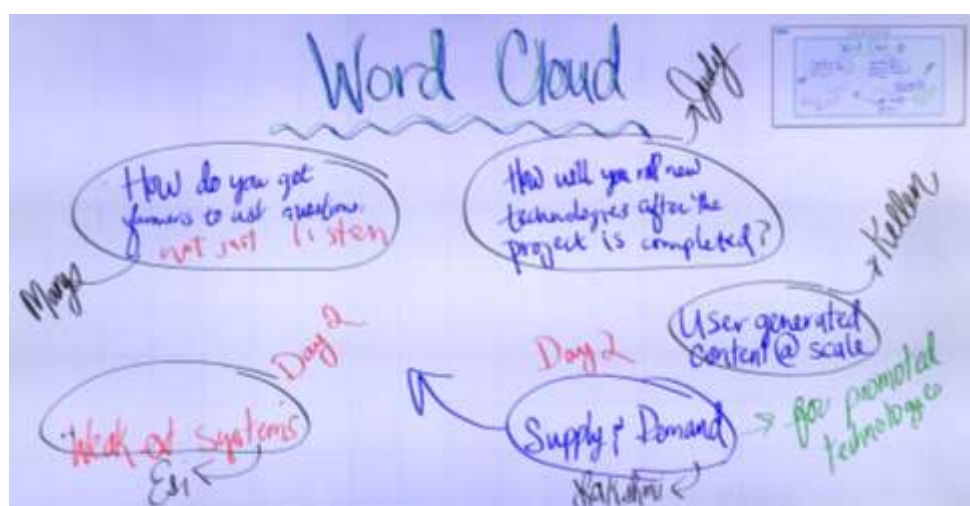
Graphic Facilitation Credit: Merrill Anne Jordan

ICT Integration: Digital Green

Presented by: Lakshmi Iyer (Digital Green)

- Targets -1 million SHF
- At least half adopting practices linked to SSTP technologies
- Embed video production; make videos featuring local SHF
- Extension agents are trained to share the videos and use the pico projectors
- DG Video repository; locally relevant videos are stored
- COCO platform; Data mgmt. platform
- Numbers are self-reported but also verified by the local extension agent
    - Only verified adoptions are entered into the platform
- What is the Extension Agent to farmer ratio? 1:25 or 1:30 (ratio)
- How do you train the extension agents?
    - There is a robust training in Ethiopia called ATVETS
    - Human mediation; having peers respond to other peers
    - Using the hardware
    - Mobilizing the group to meet
- In terms of your resources, do they all come from the government and are they on time?
    - Maybe a follow-up question on LL for this; have Lakshmi record something?
- How many radio stations does FRI work with here in Ethiopia?
    - 2 regional radios stations
        - 1 covers the whole region
    - Last year they worked with local radio stations
- Are you going into the overlap of content by type of content where we have to make people aware of the technology to try it?
    - Yes, we can talk about that; possible video follow-up
- What is SSTP funding in Ethiopia?
    - Aybar Broad Bed Maker
    - Direct Seed Marketing
- Is there easy access to credit?
    - Not for resource-poor farmers
    - This affects agronomic trials like seeds
- Is the Aybar Broad Bed Maker rented or purchased?
    - Both, and borrowing is also happening quite a bit
    - Many of the farmers are adding this onto their planting knowledge. They're building on the knowledge that they already have
- Taking content from the video and feeding it back into the ATA (Agriculture Transition Agency) IVR system
    - Needs to do more research to better understand how to target farmers
    - Cannot listen to other farmers' questions yet
    - Moderators at ATA who tag the content and they ae the ones who send the content back to both the functionaries and then back to the farmers
- Common challenge are blank calls
    - Tanzania: volunteers tag the calls
    - DG does it through a computer program
    - HNI also has a high percentage of blank calls
- Short codes are in use throughout a few of the countries
    - The menu would offer short codes for the different radio programs
        - Judy would like Ethiopia and Tanzania to consider
            - Tanzania and HNI are looking at how they can collaborate on this detail

- In Senegal, the different phone numbers are associated with the specific radio station or something else; when the call answers; it plays the radio jingle or the radio program itself
    - This allows them to have telephone numbers for each local language and radio station
    - They buy them in groups of 10
    - There is no national IVR system; Senegal's context is very different and maybe over lunch we could have a little session for Senegal to present its approach?
    - They included in the training for radio stations the writing of a script for the different call-in scenarios and they translated them into the local languages; been very successful
  - In Ethiopia, they produce 5 minute promo video promoting the ATA IVR line and how to ask good questions; where you are calling from, what types of question to ask; disseminated in the districts through the agents
  - ATA has also started to use regional radio stations to promote the IVR line
  - FRI has also started promoting this in the PRC's; it's the radio station's program; FRI remains invisible, but they're doing the work in the back office.
    - Senegal is the same with their PRCs in order to build the capacity of local radio stations and it eventually becomes an income-generating source
- What is mobile penetration like here in Ethiopia?
  - Every development agent has a mobile phone
  - In rural areas; 20-25% with feature phones
    - Rate is significantly increased from 5 years ago which is also why the ATA IVR line was only begun 2 years ago
- Mobile Training Platform
  - Dimagi will design a prototype and deploy mobile training platform.
  - How are you documenting the radio reach?
    - Beep to Vote; for example
      - Phone numbers are recorded and then they can call them back to pass along additional information including district, why they voted the way they did, etc.
    - In Tanzania, they get a lot of questions regarding where the cassava seeds come from
      - Tanzania has a beep for input supplier program; lists input suppliers; categorized by district and they give the numbers to the farmers. Each number is for a specific district.
- Q&A
  - What are other consortiums working through supply/demand mis-matches in a coordinated/integrated fashion with multiple ICT-enabled services?
  - What use-cases have been piloted to integrate radio services + IVR? And how effective are they?

New Alliance ICT Extension Challenge Fund M&E Overview

Facilitated by: Tania Tam (IBTCI)

Tania Tam gave an overview of the Monitoring Framework for the New Alliance ICT Extension Challenge Fund using an interactive game format (M&E Bingo).

The following ICT Fund monitoring concepts and requirements were covered:

1. PIRS. These are key tools to define common indicators for the ICT Challenge Fund. They also establish the protocols for collecting standardized data across all six ICT countries, including providing the plans for data collection for each indicator.

2. Disaggregates: These are sub-categories of an indicator required for reporting. This could be, for example: sex (males, females); ICT channels (radio, video, IVR, SMS); type of SSTP technologies applied (improved seed variety, fertilizer, etc).

3. Crop genetics. One of the categories by which USAID categories "agricultural technologies". This disaggregate category includes any new seed varieties, including vegetative planting materials, of superior varieties of identified target crops.

You will be categorizing your SSTP technologies as one of these, in Indicator 1.3 and 1.4 (application of technologies).

This is the list of SSTP technology disaggregates by which you can categorize SSTP technologies. For example, if you had farmers applying fertilizer deep placement, you would categorize this under what? Soil-related fertility and conservation.

Table 1. List of SSTP Technology Disaggregates by which SSTP Technologies are Categorized

USAID FTF Category	Description	SSTP Technology
Crop Genetics	•Quality seed, including vegetative planting materials, of superior varieties of identified target crops	
Cultural Practices	•Appropriate mechanization for planting, harvesting, and processing etc. •SRI technology	Mechanization for planting or harvesting SRI technology
Soil-related Fertility and Conservation	•Rhizobium inoculants •Fertilizer blends and associated technologies •Fertilizer deep placement •Fertilizer blends	Fertilizer deep placement
Water Management - non-irrigation-based	Vertisol drainage solutions	Vertisol drainage solutions
Climate Mitigation or Adaptation	Conservation agriculture	Conservation agriculture
Marketing and Distribution	Seed business incubation	Seed business incubation
Post-harvest - Handling & Storage	Post-harvest storage	Post-harvest storage
Value-Added Processing	Seed processing and testing facilities	Seed processing and testing facilities

4. Target. This is the objective a program is working towards, expressed as a measurable value; the desired value for an indicator at a particular point in time.

5. Indicator 1.2. This measures "number of farmers who use ICT technologies".

Is this indicator mandatory or optional? Mandatory.

6. Double-counting. This is a problem you often encounter when you are collecting data from people who may use multiple ICT channels – for example, farmers that both listen to your radio broadcasts and receive an SMS. If you tally up both, this is called what?

How will we deal with this?

We will deal with this by tallying up all the farmers listening to radio, using SMS, using IVR, and using video.

Then we will also tally up the TOTAL number of farmers who use one of more ICTs. For example, this one farmer listens to the radio, uses SMS, and watches a video. So what is the total number of farmers using one or more ICT channels? 1 not 3.

7. SSTP. This is a major partner to the ICT Grantee projects. They are collecting data and letting us piggyback on their indicator monitoring data collection.
(Hint: this stands for Scaling Seeds and Technologies Partnership).

8. Indicator 1.1. This measures "number of farmers with access to ICT technologies".
This is an optional indicator. You should collect on this if it is useful to your programming.

It is mandatory however to report how many farmers actually use your services, not how many have access to a radio or mobile phone.

9. Indicator 1.3. This measures "number of farmers who have applied SSTP improved technologies or management practices".
Is this optional or mandatory? Mandatory.

10. Indicator 1.4. This measures the "Number of hectares under improved technologies or management practices"
Is this a mandatory or optional indicator?
Mandatory.
SSTP also collects on this indicator in their survey.

11. Baseline. This is the value of an indicator (or measure) before the implementation of projects or activities.
SSTP has provided baselines for Indicators 1.3 and 1.4.

12. Indicator 1.5. This measures "Number of farmers who have received training" under a specific USAID definition of training. For this indicator, only those farmers who have been trained (1) with a "planned, structured curriculum" for which there is (2) "a reasonable expectation that the training recipient will acquire new knowledge or skills that s/he could translate into action", which is (3) not a "one-off informational training" can count for this indicator. Thus the majority of farmers using ICT-enabled services will not be counted towards this indicator.

13. Results Framework. This is a management tool that presents the logic of a project or program in this pictorial form.

14. Sustainability. This is the likelihood that financial support will last to maintain a program, and that benefits will continue from the intervention after major development assistance has been completed. The probability of continued long-term benefits.

15. Indicator 2.1. This measures "Percentage of costs of ICT-enabled services covered by non-donor sources."

16. Sept 30. This is the date by which Grantees should enter indicator data in the IBTCI spreadsheet.
17. Oct 31. This is the deadline for reporting all of ICT collected data to USAID.
18. Nov 30. This is the deadline for reporting all of SSTP collected data to USAID.

Breakout Sessions

For day one, the group decided to have two questions and one issue to be discussed by the participants. Below are the notes from each session along with group recommendations on each theme that will be communicated to the Learning Network through future learning products.

Session 1: How do we get farmers to ask questions?
Led by: Mary Allen (Practical Action)

General Notes:
- Create a dialogue
- Top-down approach
- **Senegal**: Farmers did not want to sue the premium rate. Just using the regular call rate. There is a concentrated effort for two way communication. Try to create strong feedback loops.
- **Tanzania**: PRC is using different platform. After a week of gathering content via a platform, the broadcasters then process info and base show on that content. Platform is called Uliza.
- Most grantees that use radio use a Participatory Radio Campaign model
- Build close relationship between radio personality and extension workers.
- Testimonies are very important to show various options.
- With radio you can get local voices, great way to contextualize your message and get impact.
- In Farm Radio there is in station training. 2 week training, trained on delivery, on messaging, and content delivery.
- "Community Listening Groups" have also been successful and are a good way to form group consensus to deliver the message to the station.
  - Has shown to be very successful in spreading a message quickly
- Practical Action: Knowledge Bazaar in Bangladesh
- **Ghana**: Extension agents have to get compensation for all activities. When government doesn't deliver, farmers step in with some type of incentive. Usually money.
- **Tanzania**: Extension agents have the resources but a limited knowledge of Ag. and therefore not very respected by farmers and other Ag. Specialists.

Group Recommendations:
- Create a safe space for discussion. Leverage existing community groups.
- Have an efficient system for answering and moderation.
- Establish a question collecting period and have thoughtful and educated answers.
- Balance your answer panel with researchers and on the group farmers and testimonials.
- Promotion of structures to ask questions.

Session 2: User generated content at scale
Led by Kellen Eilerts (HNI)

General Notes:
- Structural Consideration
  - Private

- - - ■ Telecom to cover these costs in creating user-generated content
    - ○ Government
      - ■ Government model (using agents to facilitate the content process)
  - Content Validation
    - ○ Who shoulders the overhead costs
    - ○ If the general population of creating the content, there has to be a way to pick the best content
    - ○ 2 Tracks
      - ■ Fully validated
      - ■ Face to face
        - WhatsApp
        - SMS "Listserv" + Beep to vote
    - ○ Who is generating the content? User-generated Content
  - SMS Listserv Idea
  - You could have someone access an IVR/SMS service and register for a different group
  - A moderator would send out a question to the group and then respond with their answer or own answers
    - o MMS
    - o Votomobile would allow them to do this
    - o Question from Judy for DG: Does Awaaz.de have this same capability?

Group Recommendations:
- HNI and Grameen discussed trying to integrate an SMS "Listserv" with Beep to Vote in Ghana through an ongoing health program they're working on;
- An overall group recommendation included the topic of crowdsourcing feedback on content and choosing the topics which were most of use to them, thus the B2V model.

Sustainability Presentation: Grameen Foundation
Presented by: Esi Sekyiamah (Grameen Foundation)
General Notes from Presentation:
- o Three regions; radio doesn't work in two regions in Ghana
- o 2 crops; maize and rice

ACDI/VOCA Project – ADVANCE

Processor/Buyer Firm -❼ Outgrower Business ❺ (sales/tractor services) ❼ Outgrowers
- See slide from Esi's presentation

Agrotech
- A multi-media extension solution that enables last-mile actors

Grameen Approach to Sustainability *(see slide for a more detailed explanation)*
1. Identify beneficiaries and payers
2. Prove value to beneficiaries and payers
3. Measure value to payers
4. Assess WTP (?? To Pay)
5. Achieve payment
6. Sustain Payment

Q: Why are radio stations not taking the initiative to market their ag programs to ag organizations?

Q: Have you visited sponsorship for ag adverts? If so, how?

- Concrete proof of listenership/readership, etc. (Shamba Shapeup/Seeds of Gold/SmartThumb)
- Content is tailored well which helps sustain the model
- Possible that we're overcautious with sharing content

Note: Important to adapt as you go along

Commercial sustainability of delivering AgroTech Agent extension is to be forged in a market dominated by public funding; sustaining AgroTech Radio is expected to be easier

- Step 1. Create the content (viewed as a sunk cost)
- Step 2. Disseminate content
    - The pathway to deliver content is really where to examine sustainability

Requested for IBTCI to share success stories and challenges related to financial sustainability. (Kellen/HNI)

We need to do a better job of pulling success stories/etc. from the Grantee Quarterly Reports and disseminating it, perhaps as a Quarterly Newsletter or something of the like?

Questions:

- Other approaches to progressing towards sustainability
- To what extent does the public/donor funded extension compete with private sector extension and how this is managed
- To what extend are you segmenting the SHF market in your countries, how are you targeting them and what are the implications of your targeting on sustainability?
-

Touch base with Digital Green on DLEC project, GFRAS, etc. / Getting Grantees plugged into those networks?

Discussions between Public and Private sectors esp. with regard to Financial Sustainability; mixed models?

Day 2

Breakout Sessions

For day two, the group decided to have two issues to be discussed by the participants. Below are the notes from each session along with group recommendations on each issue that will be communicated to the Learning Network through future learning products.

Session 1: Weak extension systems
Led by Esi Sekyiamah (Grameen Foundation)

General Notes:
- **Mozambique**
  - Government extension services : Low
  - Private extension services: High/Low
  - Extension system is weak. Short supply of agents. They are not trained well. The government has a program called "PROMER" where they train gov. extension workers.
    - NGO extension
    - Gov. extension: PROMER
    - Agro service extension
- **Tanzania**
  - Government extension services: High
  - Private extension services: Low
    - Women are more popular for this job than men at the regional level.
    - At the district level more men
    - 1 officer to 400 farmers
  - Private sector (COOPs, MFIs) fill the gaps. Gov is weak with its own extension system. The gov is given the responsibility of mandating this sector, they include private sector in their trainings.
  - It is regarded that extension systems are the property of the gov.
  - Majority of extension agents are not taken seriously.
    - Lack of education, training and updated information
    - Knowledge gap is high
    - A lot of trainings are done ad hoc by current NGOs and active projects
  - Lack of physical resources
    - They get a small monthly salary
    - Have troubles accessing their sites
  - Demonstration plots are becoming popular
    - Managed by the farmers
    - This helps the extension agents from the distance
    - Community groups are popular
- **Senegal**
  - Government extension services: Low
  - Private extension services: High
    - Services are patchy, training is not sufficient. More facilitation of the overall process is needed.
  - Weak system overall. Lack of resources. The network is small. No formal systems of going out to provide services. They primarily collect info to report back to the gov. They

insist the farmers to come to them. Various COOPs have better extension services provided by private sector.
- RESOPP - has its own association
- The private sector has become a policy as a replacement for gov.
- Extension agents work on a local level.
  - Incentives are good.
- Gov extension system is small
- Cooperatives (9) have stepped in
  - They are buying and selling services
  - Also buy materials and inputs and sell
  - Also provide financial services
    - Credit
    - Insurance
- **Kenya**
  - Government extension services: High/Low
  - Private extension services: Low
    - 1 agent to 600 farmers
    - The system is trending positive
    - The ration should be going down
  - Frontline agents are very knowledgeable. The gov had issues absorbing them. The sector players (grain, tea) can absorb a lot of these individuals. The good agents are in the highly productive areas and the opposite for the low producing areas.
  - The country went through and absorbing process. The extension services were brought down to country level. There is a lot of issues setting up this new system. The agents are becoming more localized.
- **Ghana**
  - Government extension services: High
  - Private extension services: Low
    - 1 agent to 10 communities. Each agent can reach about 1,000 farmers.
    - Everyone leans on them
    - No strong cooperatives
  - Highly specialized group from the NGO sector. Specialize in various crops. Also offer M&E services. The gov. Agents are trained by the NGOs, they are very specialized and educated.
    - All have motorbikes - through project funds or gov funds
    - Majority have tablets - app was developed to support their work
    - Downside is that there is a lack of fuel. Allowances are small. Fixed amount, not regular.
    - They have been placed under regional gov. as opposed to be under the ministry. Money is slow to make it into the regional levels, and is in small amounts.
  - Private extension agents:
    - Upheld by private business
    - Lack knowledge
    - Lack of resources
    - Rely on NGOs
    - High attrition. Serve as semi volunteers. Weak agreements between them and their employers.

Group Recommendations:
- Areas of weakness differs across countries.

- Strong theme of high numbers of how many farmers need to be serviced by one agent.
- There is a pluralistic system being created across the countries.
- Opportunity to reach more people with ICT with the same level of resources.
- We can use ICT to enable the farmer to make personal decisions.
- Through ICT we can strengthen the government extension workers and educate the farmers to be self-sufficient on certain matters.

Session 2: Low supply, high farmer demand
Led by Lakshmi Iyer (Digital Green)

General Notes:
- Country Specific Context:
  - Senegal
    - Data is aggregated and sent to SSTP
    - Farmers wait (delayed demand?) to purchase inputs
  - Tanzania
    - Seed supply generally low for certain crops - cassava
    - Demand generated beyond SSTP
  - Malawi
    - Government subsidy program for seeds
      - Demand aggregated and passed to SSTP
      - Vouchers
    - Reach beyond SSTP tech supply
  - Ethiopia
    - Centralized
    - SSTP not always linked to extension structures
    - Aggregating demand timely plus accurately
  - Mozambique
    - Private companies aggregate plus multiple means to do so.
- SSTP
  - Need 2-3 production cycles to help grantees set benchmarks
  - Bring forward additional outgrowers, entrepreneurs. Example: Tanzania, with orange flesh sweet potato.
- Other solutions
  - Link and network seed companies
    - Example: 10 companies producing maize
    - Leverage survey tools (mobile and IVR-based)
    - How to ensure quality without non-SSTP companies
  - Further link/communicate with SSTP in various countries - to discuss these challenges per grantee/technology
    - Target locations where grantees have supply
    - Leverage fata during meetings to make concerted changes/focus on available seed.

Group Recommendations:
- What data does SSTP need and which formats most useful to make modifications and take action?
- Aggregate and show data available to SSTP
- Bring all SSTP grantees together

- Potentially bring seed multiplier government agency on board to link with SSTP (Tanzania).

World Cafe: Gender

Facilitated by: Maciej Chmielewski (IBTCI), Tania Tam (IBTCI), Kellen Eilerts (HNI); Merrill Jordan (IBTCI)

The Gender Breakout Session begun by with IBTCI sourcing questions from the Grantee feedback received through the review of their quarterly reports using the Gender FSO document while also incorporating feedback received at the June 2016 Gender Virtual Learning Event (VLE). IBTCI also solicited and received feedback from the USAID COR, Judy Payne, on these questions and was able to finalize three questions for Grantees to reflect on during the Gender World Cafe.

During the Gender World Cafe, each breakout group rotated to the three "stations" and reflected upon the question at that station by adding sticky notes to the paper. After all of the groups had rotated through each question, we were able to share out the feedback and responses generated with the entire group and have additional discussion surrounding that feedback. The synthesized feedback is below:
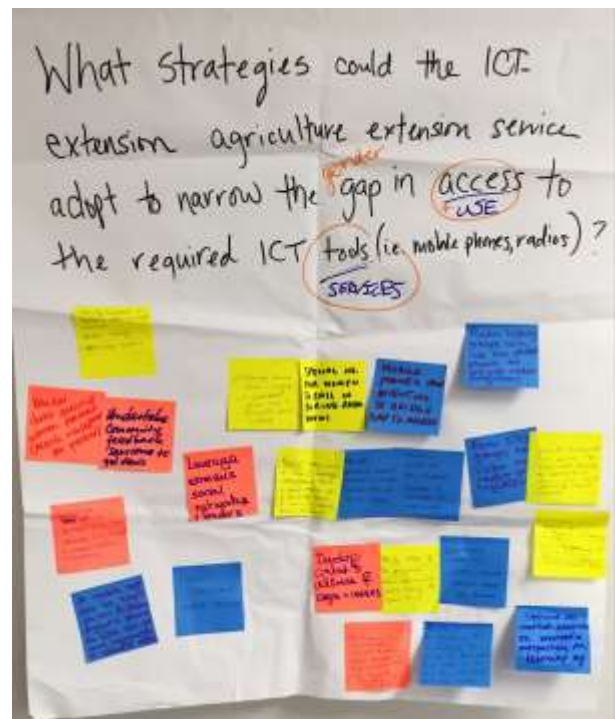
*1. **What Strategies could the ICT-extension agriculture extension service adopt to narrow the gap in access to the required ICT tools (i.e. mobile phones/radios)***

- Dedicated phone lines for women to call during radio shows (x2) ;
- Undertake community feedback sessions to get views;
- Review data around women farmers (reach & adoptions per practices);
- Message/content to address the priorities of both males and females (x2);
- Timing of radio shows (x2);
- Physical access to radios;
- Integrating all the ICT services with other services (e.g. financial) to improve women's productivity;
- Leverage women's social networks and leaders;
- A mobile app can be kept on an extension agent's phone so s/he can get more information to educate others;
- Local language voice services;
- Encourage female community group listenership (x2);
- Recruit more women as community knowledge workers/extension agents to provide extension information or services that resonate with women in culturally sensitive environments;
- Mobile phones have potential to bridge gap to access;
- Include women as DJs/experts/speakers to interact with female callers;
- Introduce topics/content to target women and use female voices;
- The timing of the programs should recognize other gender roles that women have;
- The issue of ownership of assets/tools, i.e. radio;
- Form community groups to listen to radio programs together;
- Incorporate women in content/service design process and research;
- Use the ICT tools by providing the knowledge to groups so that even those with no ICT tools will benefit from the group;
- Subsidize the cost of mobile phones and provide women-centric content through IVR;
- Do market research on women's perspective on agricultural learning;
- Provide centralized ICT services to organized groups through an appropriate ICT medium at a central location of regular meetings;
- Radio listening groups can use one person's phone to call into radio programs.

2. Do you agree or disagree? Discuss. "ICT-enabled extension services cannot change the position/empowerment of women in their agriculture communities

- ICT and Radio mixed is more powerful to change women's positions;
- Need to be more specific about empowerment objectives;
- Disagree; ICT can provide information to women and when this happens, women do make decisions and improve their activities;
- We need to do a deliberate effort to ensure that the ICT-enabled services include gender content;
- Extension by itself cannot change/empower women although ICT based extension can be accessible to women more;
- Disagree; women are traditionally bypassed by extensions services. ICT is one way of making sure that women are reached by extension services;
- Disagree; ICT-based extension offers women access to extension information without cultural bias; this assumes women are able to access devices;
- ICT-based extension that involves experiential learning still has to work to empower women;
- Disagree; because the ICT-enabled service can create special platforms for female farmers at a community level at best;
- Integration of ICT tools definitely can change and empower women in their agricultural activities;
- Create enabling environments for women's empowerment;
- Disagree; because it can better improve access to information but it should intentionally focus both on information and hardware;
- Depends on the kind of ICT-based extension; agent-based ICT-extension will have to work harder to empower women;
- SMS pricing information on crops to women ensure that they are not cheated by the market;
- Disagree because ICTs enable women to access information easily, create opportunities to try/apply new or improved technology which leads to greater income and increased knowledge;
- Note sure if ICT-enabled services change the empowerment/position of women, but does provide them with expedited access and information (at times) to information and sets up an enabling environment;
- Disagree; ICT is just the single-most medium for women extension approaches women when well-selected.

3. At what stage of the ICT-enabled agriculture extension service/product design or implementation cycle would it make sense to incorporate a gender lens?

- Recommendation to SSTP; Technology selection; women's crops and women's issues;
- Women's voice on the radio;
- It depends on value chain location and social issues;
- Design stage and implementation; engage more women and focus on women only;
- ICT-enabled ag ext. Services to have men and women groups come together and adopt faster;
- Both design and implementation (e.g. radio programming), are the programs being transmitted at a convenient time for women farmers? And are the programs involving women farmers;
- Gender should be treated as cross-cutting hence it should be incorporated at all stages;
- Incorporate gender at design as well as implementation; youth are more into ICT so important to incorporate at design;
- At the formative research stage to inform design;
- Training and research which leads to implementation of ICTs at the local level;
- Gender should come upfront at the early beginning (design stage) to ensure the program is well-informed about gender issues such as availability, accessibility, etc.;
- Design, recruitment of experts/trusted intermediaries, feedback, and targets;
- Both at design and implementation stage we have to incorporate gender strategy;
- Planning, designing, implementation;
- Gender lens should be at the formative research stage;
- If mobile apps focus on gender in the design phase, then implement to get to volume for sustainability then can turn to marketing to women's market segment;
- ICT tech design stage and gender knowledge systems and issues;
- At analysis before development of various products, taking into account the cultural norms of each community.

Learning Network Activity

*Presented and Facilitated by: Merrill Jordan, Maciej Chmielewski (IBTCI)*

This presentation and corresponding activity was led by Merrill Jordan and Maciej Chmielewski. The presentation included a short review of the USAID Collaborating, Learning, and Adapting (CLA) framework as well how Knowledge Management (KM) is defined and put into practice. This included a short walkthrough of the CLA framework and how it applies to the grantee's knowledge flows.

The corresponding activity began with each grantee breaking up into their consortium groups and mapping out how knowledge flows through their organization, and out to other stakeholders including USAID, SSTP, IBTCI, and the smallholder farmers that the grantees work with. After some consultation with both Merrill and Maciej, each grantee came up with a map (shown below) of how their information flows and gets disseminated to stakeholders both within their organization and outside of their organization.
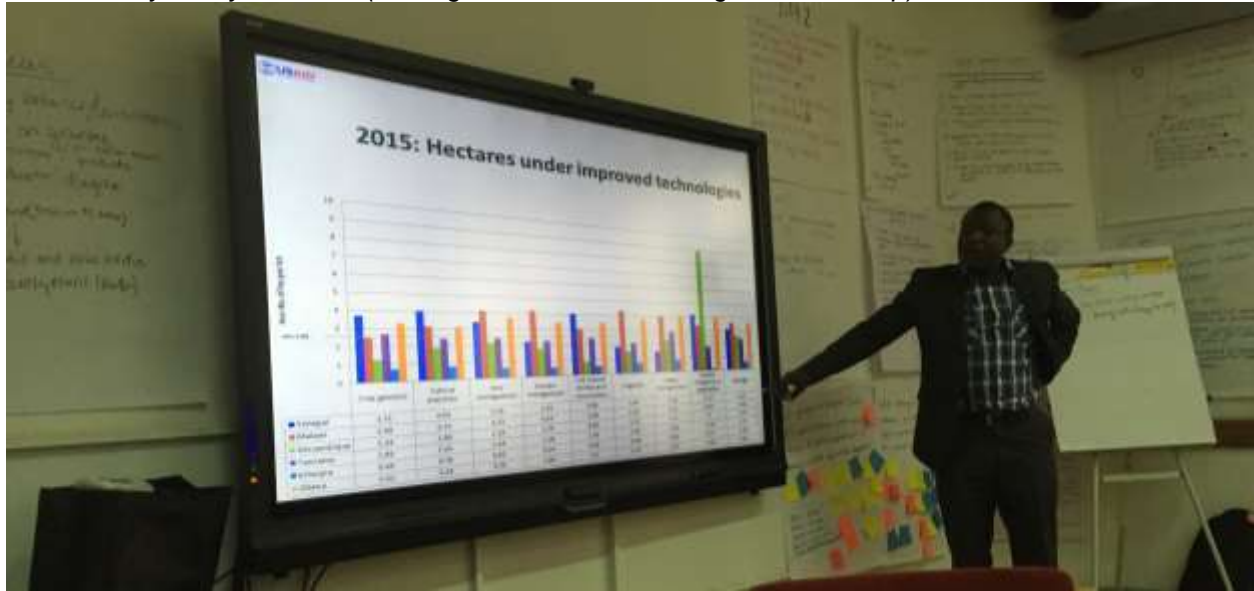
TANZANIA KNOWLEDGE MAP

GHANA KNOWLEDGE MAP

ETHIOPIA KNOWLEDGE MAP

SENEGAL KNOWLEDGE MAP

MOZAMBIQUE KNOWLEDGE MAP
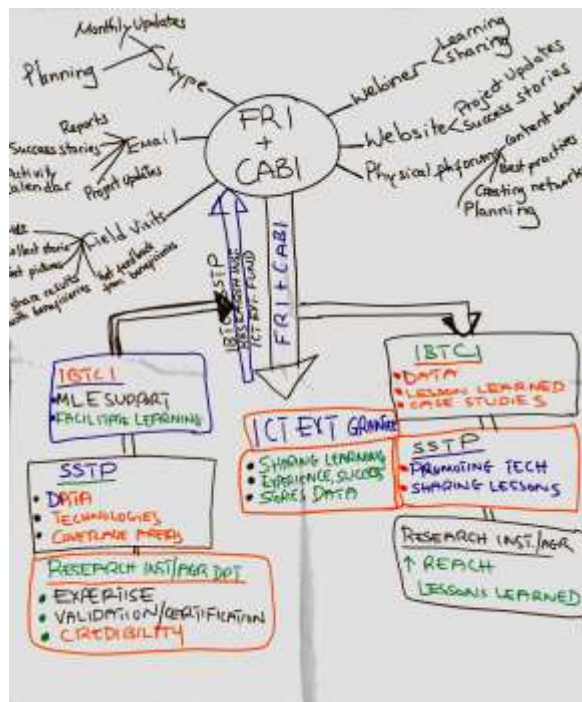
MALAWI KNOWLEDGE MAP
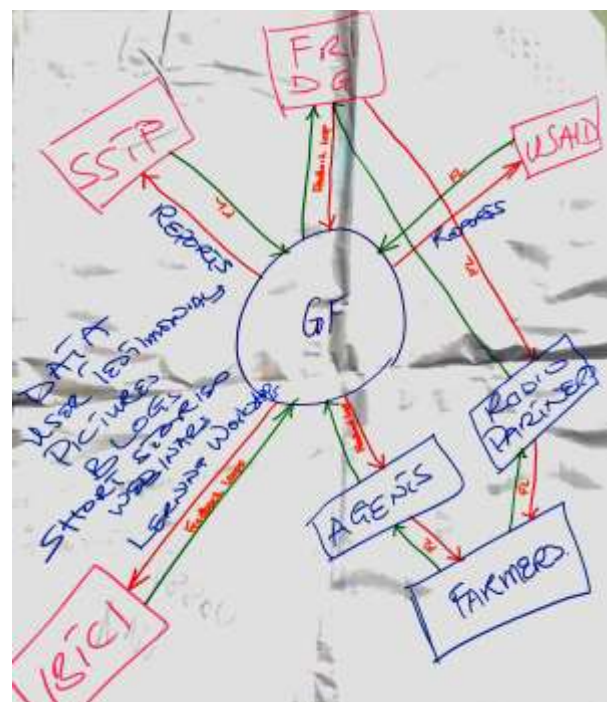
SSTP and ICT Data Discussion
Presented by: Simiyu Gaitano (Scaling Seeds and Technologies Partnership)

Simiyu Gaitano from SSTP presented SSTP's M&E Framework and data collection plans. This provided a platform upon which grantees could work with SSTP to discuss collecting data together.

Day 3

Field Visit to Becho District, South West Shoa Zone in the Oromia Region

6:30am	Depart for Becho district, Tulubolo Town (80km outside of Addis Ababa)
8:30am - 10:00am	Welcome and brief discussion at Woreda Agriculture Office (participants included the Woreda Office of Agriculture, Regional Radio Station Reps and journalists, two SSTP Grantees (Aybar Technologies PLC and BechoWoliso cooperative union), FRI and DG
10:00am - 12:30pm	Soyoma and Kobo Kebeles in Becho Woreda (divided into two groups)
12:30pm - 1:00pm	Visit BechoWolisa cooperative union (SSTP grantee for blended fertilizer)
1:00pm - 3:00pm	Lunch and Debriefing (Dej. Geresu Duki Hotel - 18km from Tulubolo)
3:00pm	Return to Addis

Farmer who uses Aybar BBM

James from CABI

Walking to the Farmer Training Center

Group De-brief at Lunch

Farmer talking about Aybar Technology
(Click on image to play video via link)

Farmer assembling Aybar Technology
(Click on image to play video via link)

Workshop Evaluation

We asked for feedback on three questions through the use of a Google Form and received responses reflecting all 6 consortiums with 2 individuals answering for each consortium apart from Ghana (which had one individual response) and Malawi, who responded as a group.

IBTCI requested the Grantees' feedback on the following questions and elicited the corresponding feedback:

1. ***What did you like most about the workshop?***

- I liked that there was an open, honest and free discussion around the work everybody is doing and challenges faced. It did help me understand what each organization is doing. It was very well organized too... to the last detail. Amazing;
- Good opportunity to meet and exchange with other grantees;
- The field trip;
- The meet all participants and share experiences, put a face to the names;
- Delivery approach of the workshop. It was participatory: actively involving the participants;
- One of the things I like most was to learn from other countries their experiences towards the sustainability of ICT project. For example it was good to learn from Senegal and its approach where a social enterprise is leading the process; And Ghana who is seeking for other alternative ways in this matter. It was also good to learn about SSTP program and its data collection Methodology;
- Interactivity and presentations;
- Learning about other projects and discussing challenges in breakout sessions;

- The level of engagement, participation and the enabling environment for thinking outside the box that IBTCI provided.

2. How would you improve the workshop next time?

- As this is the first meeting of its kind, it is understandable that some discussion points might lose their tracks. Maybe next time we should try not to digress from the main points;
- Offer more opportunities to present/share on individual projects/challenges/lessons learned;
- Another day after the field trip to wrap up; Draw lessons; consolidate learning agenda(s);
- We could add more study of specific cases in each country and see the returns of others in relation to this specificity. What they would have done in this case?;
- Allocate more time for in depth discussion on challenges grantees experience in their countries;
- I guess we visited the field after technology application. Perhaps it would be good to have opportunity to see farmers (including women) really applying the technologies in the field as a result of ICT enabled service;
- Adding more time for question and answer sessions, especially the questions that arise after presentations. and actually doing the workshop in a country that have less restrictions;
- Would have been useful to have summaries of the different programs in our welcome pack as it turned out I only understood what exactly Jokalante was trying to do on day three of the workshop; Many more breakout sessions to discuss 1:1, in groups, to really delve into strategic thinking, analysis of challenges/opportunities, etc.;*. How useful did you find the workshop?*

4. How will you put what you learned into practice?

- For data management and improving program implementation (especially when it comes to IVR use cases and training approaches);
- Will explore possibilities for user generated content, such as the SMS "listserv";
- Still reflecting on that; contexts and approaches are so different; Thinking we might pick one seed variety and develop a complete structured approach as we saw in the woreda. The problem is we don't have a technology that gives such outstanding yield differences under all conditions; thinking also that contextualized localized video is a good complement to local radio broadcasts but wondering how it could be implemented in our context;
- I learned the value added that can bring the video approach, I think we can deepen this and see how more bring synergy to encourage the combination with other ICT tools for agricultural extension;
- As a team leader I will share with consortium partners and we will review the project implementation to ensure we improve;
- Based on other's experiences, we will have an opportunity to plan activities in such way that those are more likely to be effective. For example radio program, we will try to create a platform where all concerns are placed before the radio programs are broadcasted. We will also create a safe environment, such as community radio listeners, where farmers will be able to freely discuss issues and pass on the information;
- Proper data collection (for indicators and also in aggregating the demand for SSTP technologies that we are promoting);

- A lot of what I learnt has helped to provide context for what is working and challenges that other programs are facing; the Ghana program is in the closing stages of implementation so there is not much room to put lessons learnt into practice;
- Think broadly about radio and IVR programming longer-term sustainability and impact.

5. What concrete next steps will you take in your program?

- Map out grantees vs locations and targets. Based on this information, improve reach and application of SSTP technologies;
- Improved data reporting to reflect SSTP coverage in Malawi;
- Share with our colleagues; discuss and decide what changes to make to approach and work plans;
- Improve Jokalante find new clients for the social enterprise capitalize on the experience and values for public advertise for the social enterprise Continue Ticmbay work plan;
- Write More about the success stories for the project;
- Brief consortium partners on the workshop Review targets Link up with SSTP on common indicators Include questions in the SSTP survey questionnaire;
- We will soon carry out a formative research with sample farming communities and radio stations. During this process, we will engage with both men and women, so that planning and implementation of activities will accommodate both men and women interests;
- Preparation for data collection methods;
- Not applicable (ref. response to previous question);
- Explore additional use cases for radio to link with IVR; Look for longer term opportunities to sustain radio programming into national extension services.

6. Overall Feedback

- This is a great start. I have learned a lot from everybody and networked with many people and organization. I want to thank IBTCI for coordinating the workshop;
- Keep up the momentum;
- Field Visit: not applicable as I failed to join the team to the field due to flu;
- Thank you all for this opportunity, I have really learnt a lot;
- The workshop was very good and a good way of learning from each other;
- Great job!