

Introduction to the dimensions of digitalisation

Module 1.2: Approaches and methodologies to develop D4Ag initiatives

Various approaches & methodologies



Food and Agriculture
Organization of the
United Nations



Discussion

Defining a framework to assess a potential D4ag initiative

What would be the key criteria you would use?



5 min

Framework for engagement selectivity

Cluster	Criteria	Value
General criteria	To be satisfied to engage	Yes/No
Benefit	General benefits for the organization, the partners, the beneficiaries	High (+3) Medium (+2) Low (+1)
Enabling factors	Factors enabling success of the D4ag initiative	
Organizational Impact	Impact on the organization	
Cost	General and recurring costs	High (-3) Medium (-2) Low (-1)
Risks	Risks associated with the initiative	

Framework for engagement selectivity

Cluster	Criteria
General criteria	<ul style="list-style-type: none">• Compliance with DG DEVCO strategies and rules• Compliance with Digital Development Principles• Compliance with EU policies and rules

If satisfied, assessment can proceed...



Framework for engagement selectivity

Cluster	Criteria
Benefit (general)	<ul style="list-style-type: none">• Overall benefit for partners and beneficiaries• Meeting the needs and expectations of staff, partners, or beneficiaries• Contribution to DG DEVCO strategies
Enabling factors	<ul style="list-style-type: none">• Availability of skills and capacities among staff, partners, or beneficiaries• Availability of technologies and infrastructure• Buy-in of staff, partners, or beneficiaries• Existing evidence of impact• Overall appropriateness of the technology for the target community
Organizational Impact	<ul style="list-style-type: none">• Organizational learning• Improvement of external relations• Strengthened innovation culture• Strengthened positioning and branding

Positive factors

Framework for engagement selectivity

Cluster	Criteria
Cost	<ul style="list-style-type: none">• Environmental and social costs• Resources needed to implement the initiative• Recurrent expenditures required for maintenance sustainability
Risks	<ul style="list-style-type: none">• Financial risks• Implementation risks• Exploitation risks• Partnership risks• Reputational risks• Technology risks• Gadgetization risks

Negative factors

Frameworks for engagement

Discussion



10 min

Context:

The government of Peru wants to develop an online platform that matches coffee producers with input supplier from the private sector. The companies would access to the farmers' profiles, providing discounted supply of seeds and agrochemicals.

Discuss the case by applying the framework for engagement



Various approaches & methodologies

CTA's library lists publications in the area of D4Agriculture: data, youth engagement, blockchain

FAO pioneered the **Communication for Development** approach to support the inclusive design and implementation of rural communication strategies combining digital technologies and traditional media

FAO & ITU prepared a guide to develop **e-Agriculture strategies** to help countries identifying and developing sustainable digital services and solutions for the agriculture sector

GSMA developed a toolkit to design **mobile services** in agriculture

IFAD published a toolkit to design digital financial services for smallholders

GSMA

mAgri Design Toolkit



GSMA

mAgri Design Toolkit

The mAgri Design Toolkit is a collection of instructions, tools, and stories to help develop and scale mobile agriculture products by applying a user-centered design approach.



A set of six modules

GSMA

mAgri Design Toolkit

1. **Introduction:** what is user-centered design and how does it bring value to mAgri?
2. **Planning:** align on team setup, existing knowledge, and assumptions.
3. **Learning:** create meaningful products, you need to be closer to user, market, and context of use.
4. **Create:** develop a mAgri concept that is deeply rooted in insights captured in the field
5. **Develop:** shift from concept to realization: prioritize features and plan how to create value, deliver, and capture it over time.
6. **Maintain:** When the product launches, continuously gather feedback from farmers and the ecosystem to refine and improve the product.



ITU & FAO

e-Agriculture strategy guide

- This framework assist countries to develop their national e-agriculture strategy and master plan.
- An e-agriculture strategy comprises 3 parts:

Part 1: Establishing a national e-agriculture vision

Part 2: Developing a national e-agriculture action plan

Part 3: Monitoring and evaluating implementation of the strategy

ITU & FAO e-Agriculture strategy guide



ITU & FAO

e-Agriculture strategy guide

1

Research agriculture sector growth and demographics;

2

Describe the existing agricultural extension systems;

3

Describe the existing agricultural services,
information flow and transaction streams in agricultural value chains;

4

Review the national agricultural strategy, goals and priorities;

5

Identify socio-economic development goals relevant to e-agriculture;

6

Identify work already done on strategies for e-agriculture;

7

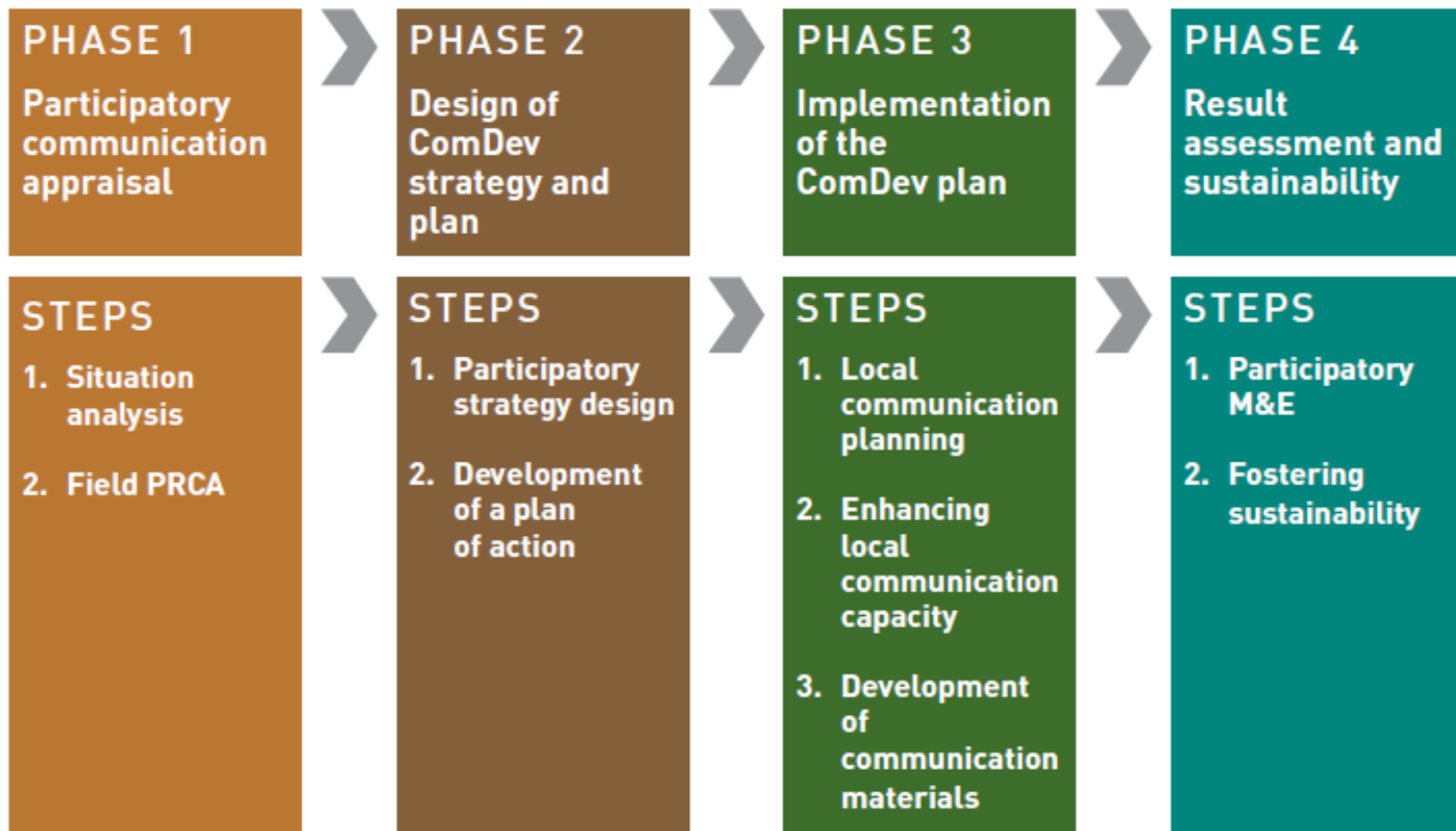
Identify goals and challenges where e-agriculture will have the most impact;

8

Describe how e-agriculture will support selected goals.

FAO

Communication for Development



FAO

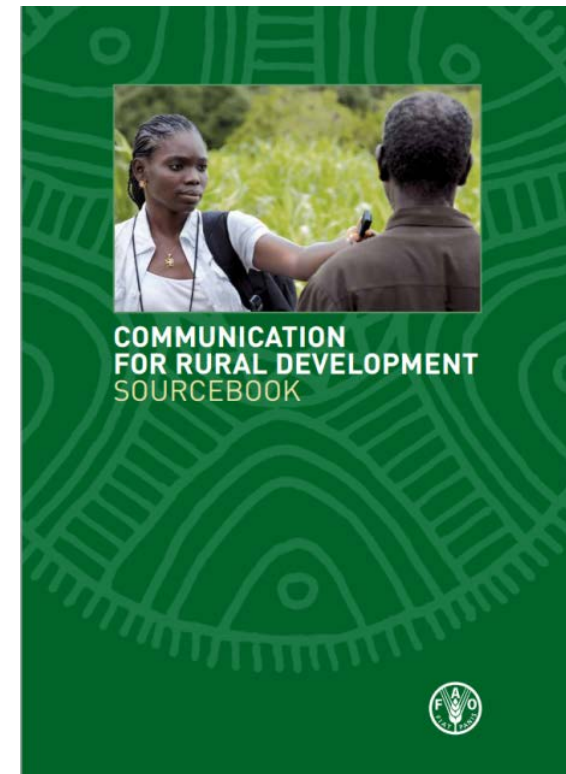
Communication for Development

Sourcebook

- Comprehensive set of guidelines, illustrative examples, tips and learning tools to apply ComDev methods in agriculture and rural development work

Who's for?

- Development professionals
- Communication practitioners and trainers
- Field facilitators



FAO

Communication for Development

E-learning course

- Link: <http://www.fao.org/elearning/>

User Group

Development planners and staff responsible for the formulation and coordination of agricultural and rural development programs/projects

Recommended Unit

UNIT 1

Introduction to ComDev planning for agricultural and rural development

Communication specialists and rural development professionals (including extension, community development, information and knowledge management officers)

UNIT 1

Introduction to ComDev planning for agricultural and rural development

UNIT 2

Participatory ComDev planning

Communication and community media practitioners, extension workers and field agents (in public/private sector, NGOs, farmer and civil society organizations)

UNIT 1

Introduction to ComDev planning for agricultural and rural development

UNIT 2

Participatory ComDev planning

UNIT 3

Implementing a ComDev initiative