

# AgriPath

Empowering smallholder farmers' transition to sustainable agriculture through effective and efficient digital pathways

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## Goal

AgriPath aims to **bring sustainable agriculture to scale** by identifying, evaluating, and promoting **promising pathways for digitally supported agricultural advisory services** that effectively and efficiently **empower female and male smallholders** to make informed decisions and sustainably increase their agricultural productivity, income, and climate resilience through the **uptake of sustainable farming practices.**

# Starting point: different models

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## Grameen

- **digitally enabled, community-based agents** - costly, but critical to closing the gap of knowledge transfer and service provision, especially for women, who have less access to information



## Farmbetter

- **cost-effective self-service model for agricultural extension** - *farmbetter* mobile app offering information on tailored sustainable agriculture solutions, yet, barriers to use the app among farmers include low smartphone literacy, the absence or cost of data connectivity, and the lack of explanation by extension agents



→ *AgriPath brings together both approaches. It will avail missing evidence on the effectiveness of three types of advisory systems: Grameen's agent-facilitated model, farmbetter's self-service model, and a hybrid model.*



# Focus on levers of digital agriculture solutions adoption

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How can women and youth be reached and served with DAS?

How can DAS empower women with respect to household decision-making on farm management?

- **Insights on the role of gender and youth in the uptake of sustainable agriculture via DAS**
  - intra-household challenges and access to information
  - hh decision-making
  - role of age groups, attitudes, social norms



# Focus on levers of digital agriculture solutions adoption (contd)

- Insights on the **triggers of behavior change through information at hh level**
  - presenting farming solutions via didactic information vs. packaging in a narrative
  - Which type of information needs have women, men, young and elderly?
  - how is the information shared within the household?



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# Focus on DAS sustainability pathways

In which context and under which model are DAS most effective at leading to long-term change?

What inputs are required to design such DAS?

- Compare **effects of DAS on behavior change** across 5 countries
  - change in attitudes and knowledge amongst men, women, youth, elderly
- Understand **effect of DAS across communities**
  - Is it possible to use social conformity or spillover effects to scale up sustainable agriculture via DAS? How do social groups, in particular groups of women, influence social norms that could support or inhibit behaviour change?



# Focus on Scaling

- **Toolkit for DAS providers** and implementing organizations
  - highlighting innovative approaches to foster women's benefit from DAS
  - facilitate selection of effective DAS delivery channels

- **Farmbetter app** launched and promoted

- Development of a **scaling framework**

**Geographical scale:** Increasing the geographical scope of an intervention.

**Population scale:** Focusing on behaviours involving large numbers of people.

**Inter-context scale:** Exporting successful interventions to new sites or contexts.

**Temporal scale:** Combining interventions over the longer term to result in larger cumulative effects.

**Effect scale:** Increasing the effect of individual interventions.

Travers, H., Walsh, J., Vogt, S., Clements, T., Milner-Gulland, E.J.: 'Delivering behavioural change at scale: what conservation can learn from other fields', under review



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Breakthroughs to end poverty and hunger



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# Thanks

... AgriPath project information soon available on the CDE website



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