



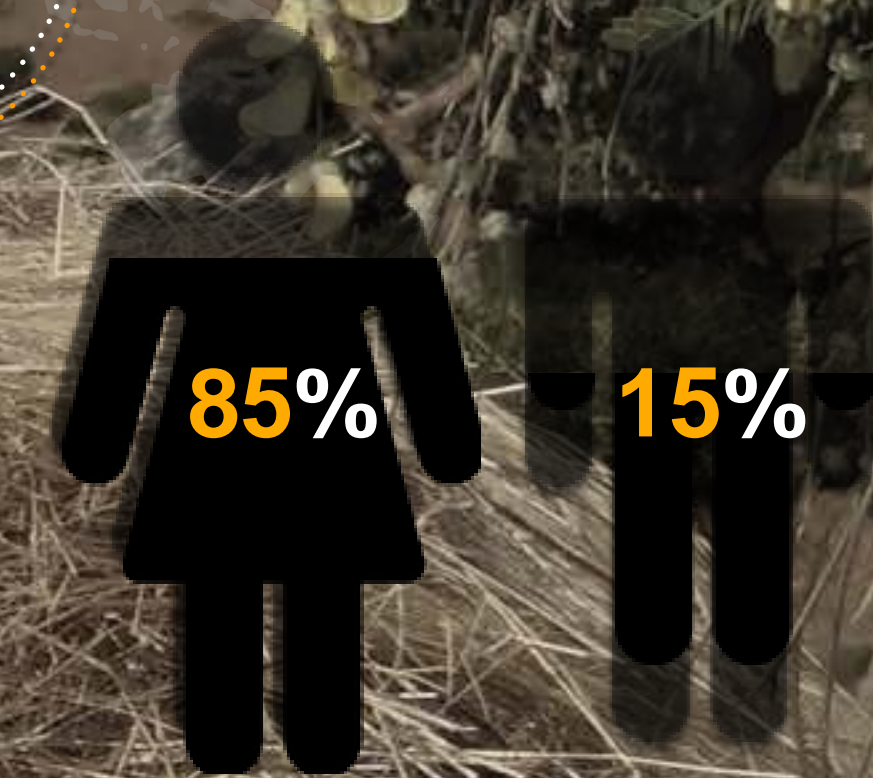
digital GREEN

Farmers Network

Informal social networks exist within rural communities



**Over 1
MILLION
People**



Digital Video for Extension



Video provides...

- Resource-savings: human, cost, time;
- Accessibility for non-literate farmers






Partners Mobilize

Front-line workers of public, private, and civil society organizations bring farmers together as groups



Digital Amplification

Produce and share locally relevant agricultural videos informed by farmer feedback and usage data

-  Over 300 videos
-  7 languages
-  100k screenings
-  Over 170k viewers
-  54% adoption rate



Communities

Partners

Digital Green Analytics: Online, publically-available data dashboards display information captured by COCO relate to videos produced, disseminations and adoptions

Calendar
 date: 'yyyy-mm-dd' format
 from:
 to:

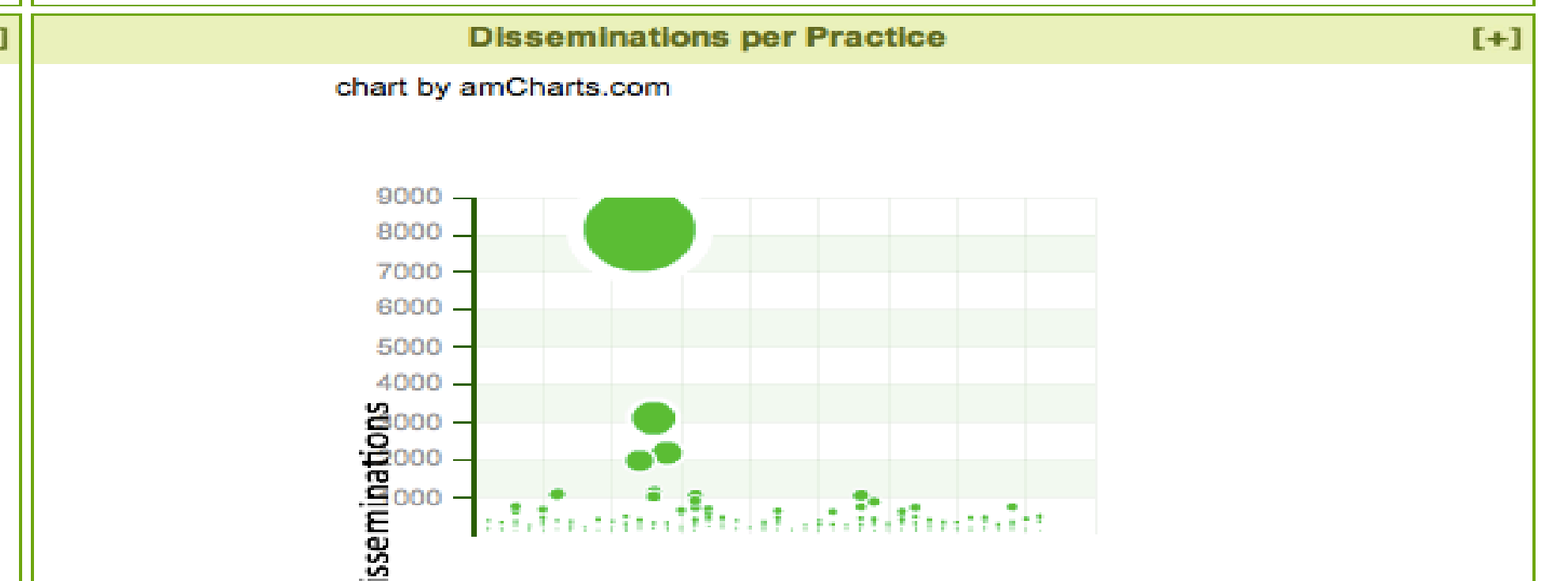
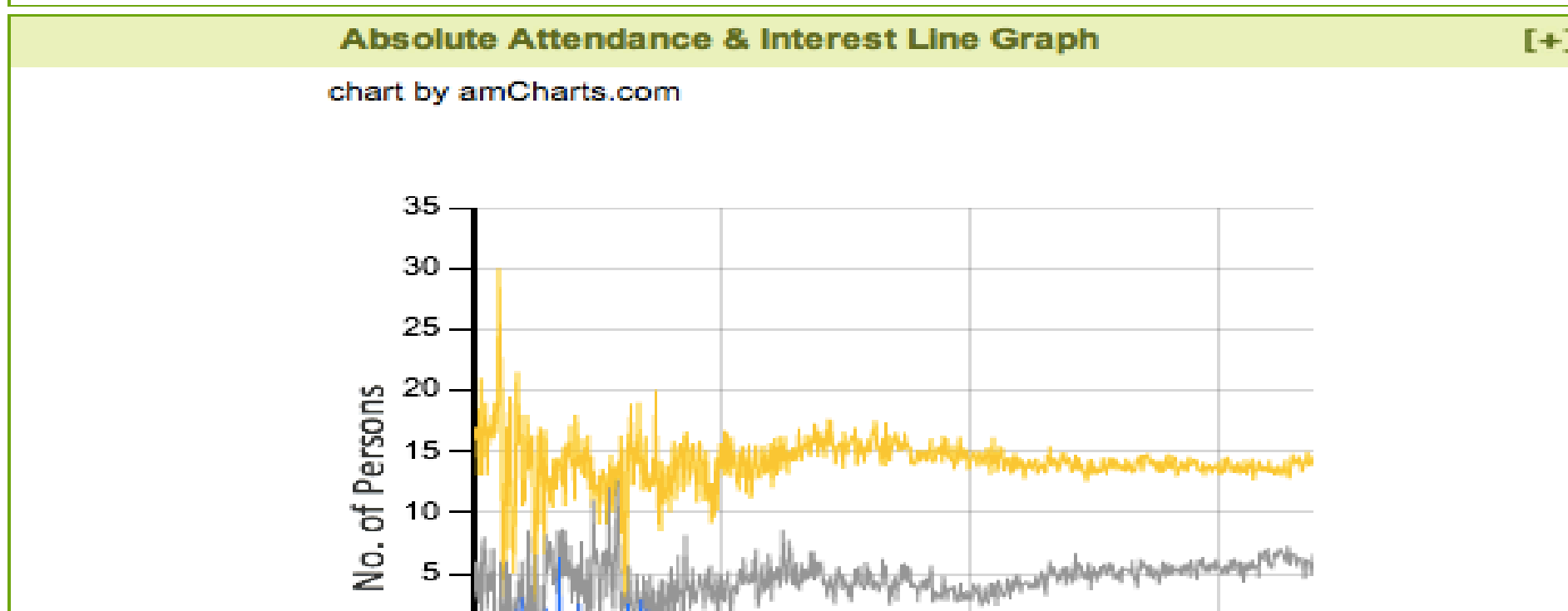
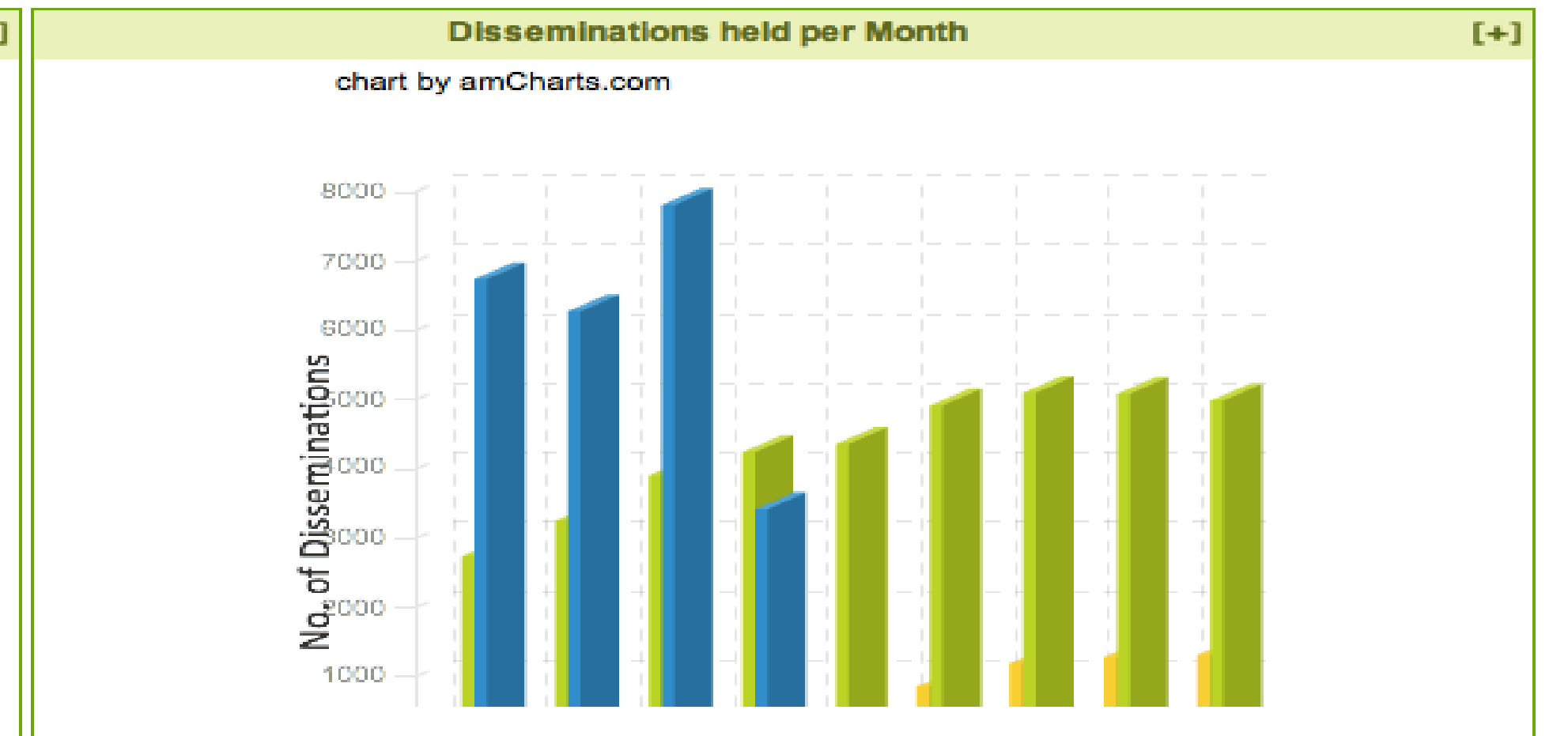
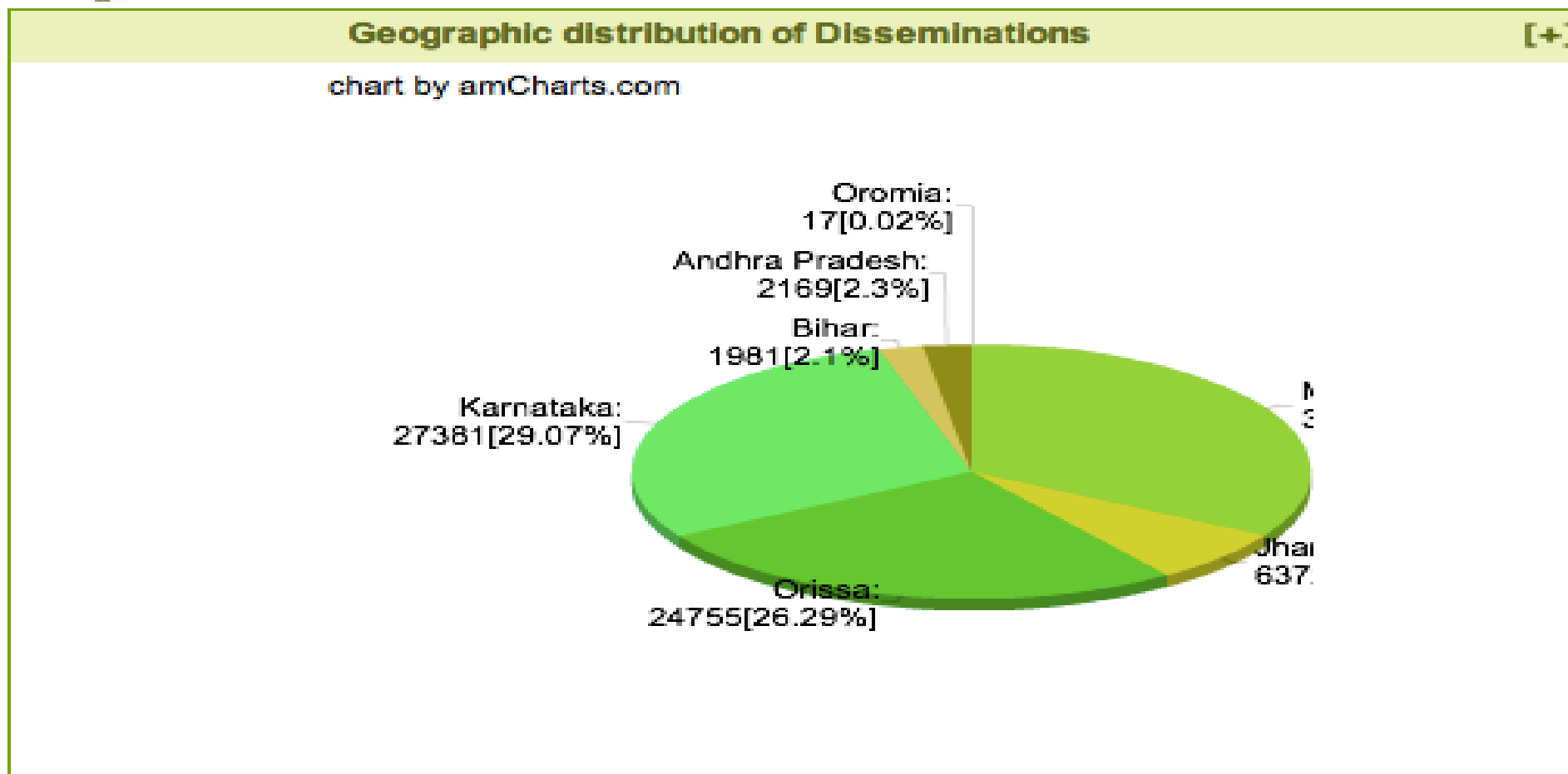
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Key Statistics

Total number of disseminations 94176 disseminations	Total distinct persons attending disseminations 101544 persons
Average disseminations per day 86.00 disseminations/day	Average attendance per dissemination 14.18 persons/dissemination

Graphs



Why Ethiopia?

- Robust agriculture & health extension structure includes 60,000 front-line workers (called DAs; development agents); extension exists in each district of the country
- MoANR's agricultural extension directorate recognized value of data available through the data management platform (COCO) – farmers being reached; farmers adopting practices during pilots
- MoANR invited Digital Green to embed the “video-based approach” directly into the MoANR's national, public extension structure; Increased our reach from 3 districts across 3 regions to 29 districts across 4 regions during the first year of scale-up; Currently implementing across 68 districts

Taking the video-based approach pilot to scale in Ethiopia

- *Support* from the MoANR's Extension Directorate led to creation of Project Management Committee; Regional Technical Advisory Committees
- Saw value in the approach *to further strengthen* pre-existing extension structure due to quantitative data (farmer adoptions of practices shown) and farmer feedback
- Showcased *how* pilot could be adapted for scale – IFPRI study
- India visit to better understand how the GoI is embedding the approach



Video production featuring a female farmer and a front-line worker showcasing potato production

Driving for excellence in design

- On a Federal level, MoANR *leads the process* of embedding the approach into their pre-existing extension structures
- MoANR *financially resourcing* for equipment (pico projectors, cameras) for further scale-up
- RBoAs *held accountable* for targets; reviews data including farmer feedback to help iterate content, program as a whole



The State Minister for Agriculture and the Extension Director General reviewing the process of entering video-centric data on a mobile phone of a front-line worker

Digital Integration

Radio broadcasts and mobile services reinforce agriculture and nutrition messaging and widen network

 20K nutrition video viewers

 400K radio listeners

 15k mobile/IVR users

Communities

Partners



Thank You!



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