



CHEMONICS

Collaborate. Learn. Adapt. Case Competition

Collaborate-Learn-Adapt in Practice: Harnessing Youth-Led ICT Solutions to Scale Feed the Future Results in Uganda

Submitted by:

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FRAME 1**DIAGRAM****VIDEO**

- Shot starts with wide, aerial shot of Uganda smallholder farms/fields
- Zooms into a group of smallholders working in their fields
 - Farmers are using traditional methods of farming

AUDIO

Narrator: An estimated 75% of Uganda's population is involved in agriculture. The sector predominately consists of smallholder, subsistence farmers.

FRAME 2**DIAGRAM****VIDEO**

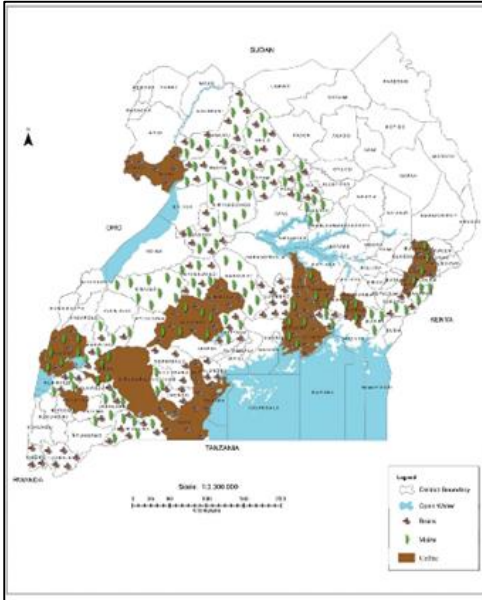
- Cut to USAID sign in demonstration plot field
- Slowly zoom out to show training of farmers among lush, straight rows of crops (keeping the USAID sign towards one side of the shot)
- Cut to close up of trainer giving instructions and demonstrating improved agricultural practice. This shot will include attentive trainees, asking question and then attempting the demonstrated activities themselves.

AUDIO

Narrator: Chemonics International, through funding from USAID, is implementing the Feed the Future Uganda Commodity Production and Marketing activity in Uganda. The Commodity Production and Marketing activity is part of the Uganda Feed the Future Value Chain Development Project... (continue dialogue to next scene).

FRAME 3

DIAGRAM



VIDEO

- Blank map of Uganda, with districts outlined
- Feed the Future zones and districts are highlighted with a solid color and remain that color for the remainder of the shot. A legend pops up to explain the colors and icons.
- Images of project focus commodities begin to pop-up. First maize, then coffee, then beans.

AUDIO

(Continued from previous scene)...and seeks to sustainably increase the production and marketing of maize, beans, and coffee in the 34 Feed the Future focus districts.

FRAME 4

DIAGRAM



VIDEO

CPM staff meeting with staff from other projects and/or organizations.

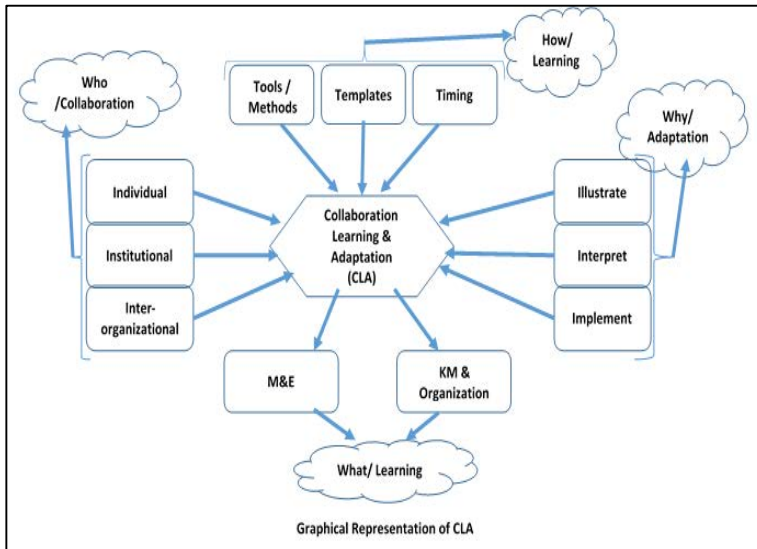
- Discussing ideas around a table in the project office
- Walking through remote villages
- Inspecting equipment in a cereals processing facility

AUDIO

Narrator: The activity builds on more than 20 years of agricultural development experience and lessons learned by USAID/Uganda, Ugandan partners, and other donors. USAID asked its implementing partners to propose creative solutions to improve agricultural productivity for smallholders in Uganda. The Feed the Future Uganda Commodity Production and Marketing activity approach is to work through the middle of the value chain, targeting traders and village agents as the avenues through which to provide smallholder farmers with improved inputs, advice, and access to finance and markets.

FRAME 5

DIAGRAM



VIDEO

- Starts with white screen with only a black heading "Feed the Future Uganda Commodity Production and Marketing activity's Collaborating, Learning, Adapting Conceptual Framework"
- Sections of diagram of CLA in action and arrows will pop-up as the narrator talks though CLA.
 - New items appear in blue
 - When new item pops up, already existing sections turn black and remain black until the end of the shot

AUDIO

Narrator: The Commodity Production and Marketing activity has fully embraced Collaborating, Learning, Adapting, or CLA, as a core tenet of its monitor, evaluate, and learn strategy and developed materials used to train staff and stakeholders. This diagram illustrates the multi-faceted, holistic nature of CLA as it works in practice. CLA offers an incredible learning opportunity not just for **the project's** entire staff as they pursue an adaptive management approach, but for USAID and other stakeholders to use formal feedback loops to better understand the project and work in tandem to improve outcomes.

FRAME 6

DIAGRAM



VIDEO

- Cut back to the field that was in the opening scene
- Zoom in further to several youth (include both male and female) laboring in the field
- Cut to urban area- series of shots:
 - Individuals pushing carts and selling items out of wheelbarrows in a busy market
 - Groups of young people loitering

AUDIO

Narrator: Although the Commodity Production and Marketing activity has had early success with its middle of the chain model, a consistent early issue has been how to engage youth. Uganda has one of **the world's youngest populations**, with more than 78 percent of its population under the age of 30. It also has one of the highest rates of youth unemployment in sub-Saharan Africa. Ugandan youth have limited interest in pursuing careers in agriculture because they see it as a high-labor, low-yield endeavor, or simply lack the agribusiness skills, financial resources, or awareness of market opportunities needed to make agriculture profitable.

FRAME 7

DIAGRAM



VIDEO

Shots featuring participants at the “Youth and Agriculture” Event. They are attentive and engaged in conversation, showing enthusiasm about the event.

- Inside the event – youth sitting at the conference, attentively listening and taking notes
 - Shots of US ambassador speaking
 - Panning shot of the audience applauding
- Cut to shot of Youth learning about farming equipment and technology
- Youth sitting around table conversing

AUDIO

Narrator: Through CLA feedback loops, the Commodity Production and Marketing activity and another Feed the Future activity, Feed the Future Uganda Enabling Environment for Agriculture, learned firsthand the difficulty in encouraging youth, with low participation in initial planned activities. In response, the activities collaborated with the US Embassy to organize a national youth agriculture event in September 2014 called “Youth and Agriculture: Exploiting Opportunities”. The tagline was “Go for Gold”.

FRAME 8

DIAGRAM



VIDEO

- Shot of five small circles towards the outside of the screen, each with name/branding of individual organization inside of it. These circles gradually move to the center of the shot and merge to show one large circle in the middle of the shot with the Akorion logo inside.
- Sequence of shots showing the representatives of Akorion meeting with each other
 - Sitting around a table discussing strategies
 - Working a table at a trade show
 - Doing trainings with lead farmers in demonstration plots

AUDIO

Narrator: Inspired by the event and the opportunities they discovered, five youth-led ICT companies banded together to form the limited liability company Akorion, which means “farmer” in Ateso, the language of the Teso sub-region in Uganda. The Commodity Production and Marketing activity has been nurturing Akorion and linking them with existing partners to expand the reach of the activity’s interventions.

FRAME 9

DIAGRAM



VIDEO

- Interview with Robert Anyang (Deputy Director)
 - Robert is sitting at his desk.
 - This will be shot with two cameras and will alternate between the two angles. One camera is directly in front of him and the other will be angled profile shot.
- While Robert is speaking, there will be cutaways alluding to the creation of Akorion.

AUDIO

Narrator: Robert Anyang, deputy director of the Commodity Production and Marketing activity, **discusses how Akorion’s creation was a direct result of the activity’s CLA philosophy:**

Robert Anyang: Akorion was formed out of opportunity created by CLA- the ability to learn while doing and to adapt to incorporate sometimes completely unforeseen initiatives. In this case, the youth who founded Akorion **took advantage of the “Go For Gold” opportunity** to fill a huge need in providing efficient services to support more productive and profitable Ugandan farmers, while at the same time engaging youth in productive and well-paying jobs in agriculture. I firmly believe that Akorion can help the Commodity Production and Marketing activity improve private-sector extension and in the process completely transform the agricultural landscape of Uganda through ICT.

FRAME 10

DIAGRAM



VIDEO


Short clips of Akorion activities:


- Akorion agent entering farmer data in a field with assistance from the farmer
- Banker using Akorion platform to identify farmer data
- Farmer in input supply store receiving seed and fertilizer
- Akorion agent conducting on-farm soil testing
- Agricultural produce being loaded onto transport truck
- Shots of various advertisements and promotion

AUDIO

Robert Anyang: Akorion undertook a deep market analysis in order to create a package of six services based on the best of what each individual company had to offer: One- digital farmer profiles with real-time monitoring and GPS mapping that can be used to access finance, crop insurance, and leasing services; Two- digital financial services, including mobile money and e-wallet; Three- linkages to genuine agricultural input suppliers; Four- soil testing combined with e-extension services; Five- distribution and logistics of agricultural products; and Six- advertisement and promotion.

Akorion developed the ICT platform that serves as an input/output application to connect village agents who work as the interface between traders and farmers. The village agents serve about 120 farmers each.

FRAME 11	
DIAGRAM	VIDEO
	<p>Several clips of village agent (Moureen) interacting with farmer (Kizito):</p> <ul style="list-style-type: none"> • Taking photos in field and entering data • Visiting input supplier • Discussing finance products in local bank • CPM staff meeting with Assimwe Kizito and Moureen Anyipo
	AUDIO
	<p>Narrator: Using their smartphone, village agents like Moureen collect information, including a bio and demographic data, production data, inputs demand, and product supply, for farmers like Kizito, and then map their available land using GPS. Through the smartphone, Moureen can also provide extension services to Kizito on topics such as better agronomic practices, weather forecasts, market prices, digital financial services such as savings, cash and credit transactions and crop insurance. The platform also acts as a virtual trading center with electronic networks connecting producers, buyers, sellers, input suppliers, exporters, crop insurance and financial institutions with Akorion, the managers of the data.</p> <p>The Commodity Production and Marketing activity is working with Akorion to employ the CLA approach in order to collaborate in data collection that both the activity and Akorion will use to learn what is working and what needs to be adjusted in order to adapt to empirical conditions.</p>

FRAME 12	
DIAGRAM	VIDEO
	<p>Shots showing Moureen's work:</p> <ul style="list-style-type: none"> • Moureen working with Kizito on mobile data collection • Moureen in seminar with other Akorion agents learning tools • Moureen visiting Kizito at his house • Short interview with Moureen
	AUDIO
	<p>Narrator: Moureen can also use M&E data collection tools including a member/individual village agent register, a training record, and a learning site record. She and other village agents have learned how to utilize the data for improved decision making and business growth. To improve timeliness in reporting, village agents decided to maintain a regular reporting schedule. Moureen therefore visits Kizito and her other farmers on a routine basis to ensure information is up to date and accurate.</p> <p>Moureen: (short monologue from Akorion employee's perspective on process)</p>

FRAME 13

DIAGRAM

Ngobi David obediah	male	1954-12-05 00:00:00.0		0788591630	Kamuli	Namwendwa	Ndalike	Ndalike trading centre
Nadiopa Yosia	male	1978-09-10 00:00:00.0		0788591630	Kamuli	Namwendwa	Ndalike	Ndalike trading centre
Bavakuno Fida	female	1984-04-18 00:00:00.0		0788591630	Kamuli	Namwendwa	Ndalike	Busili
Gabula Samuel	male	1956-05-02 00:00:00.0		0788591630	kamuli	Namwendwa	Kiru	Bunirwa B
Dikusoka Laston	male	1975-07-15 00:00:00.0		0788591630	Kamuli	Namwendwa	Kiru	Bubwana bubenda
Isabirye Nabwana	male	1962-04-12 00:00:00.0		0788591630	Kamuli	Namwendwa	Kiru	Bubwana bubenda
Wakake Charice	male	1986-10-10 00:00:00.0		0788591630	Kamuli	Namwendwa	Kiru	Busuyi Bunirwa B

VIDEO

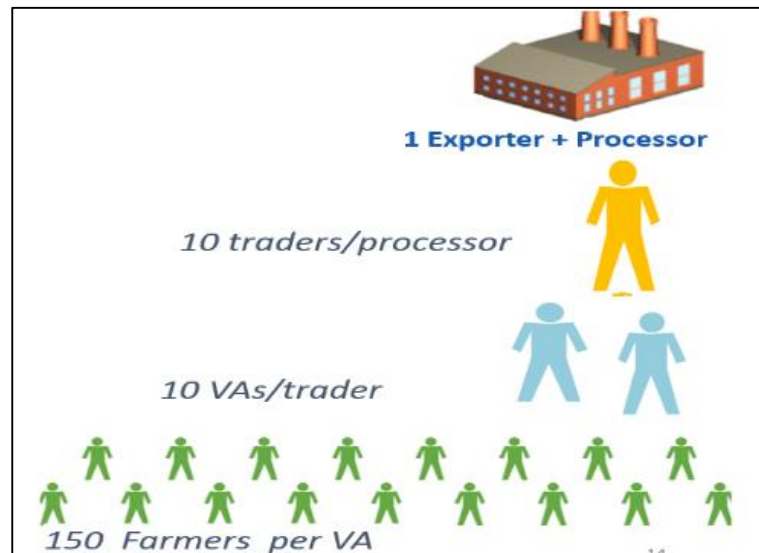
- CPM staff analyzing data and then translating data to show scaling out of project along FTF focus districts
- Screen shots of platform used to view farmer profiles
- Highlight categories of information that can be accessed through the platform

AUDIO

Narrator: One key lesson learned concerns data collection. The Commodity Production and Marketing activity is strengthening its evidence base and is able to conduct more rigorous quantitative analyses though data collected in concert with Akorion. This data helps the activity understand what is working and what is not. It helps tailor implementation models to each district, while providing continuous learning feedback loops to improve ongoing activities.

FRAME 14

DIAGRAM




VIDEO


Infographic that depicts how the Akorion structure works to reach farmers on a scalable level. The graphic uses different colored icons to represent actors in the process:

- Start with one exporter/ processor in the middle of the screen. The exporter/ processor shrinks and moves to the top of the screen;
- Traders appear in the middle of the screen, shrink and move under the exporter.
- Village agents appear, shrink and move under the traders.
- Farmers appear, shrink and move under the traders.
- The final result is a pyramid structure.

AUDIO

Narrator: Another lesson learned is to use existing structures to scale results. By leveraging the project's process of identifying exporters, then traders, then village agents, then farmers, Akorion has already profiled more than 9,000 farmers and plans to replicate the process to reach an additional 250,000 farmers by 2017. Akorion currently employs 105 youth and is targeting 8,000 youth to be employed directly along the value chain in the years to come. The Commodity Production and Marketing activity will be there to collaborate during the process and adapt its own work to scale and improve results.

FRAME 15	
DIAGRAM	VIDEO
 <p>The screenshot shows the Agrilinks website interface. The main heading is "Facilitating Market-led Agricultural Growth: A Comparison of Models in Nigeria and Uganda". Below the heading, there is a detailed description of the webinar, its date (June 2, 2015), location (Chemonics International, 1717 H Street NW, Washington, DC, United States), and registration information. The website also features a navigation menu with options like BLOG, EVENTS, RESOURCES, ACTIVITIES, and GROUPS.</p>	<p>Clips from knowledge sharing efforts:</p> <ul style="list-style-type: none"> • AgriLinks web platform screenshot • Webinars featuring CPM staff • Presentations by CPM staff at conferences
AUDIO	
<p><i>Narrator:</i> Collaboration is happening within country, but the Commodity Production and Marketing activity is also looking to share with and learn from with the development community at large in order to continue to adapt its programming. Through events hosted by Agrilinks and at conferences worldwide, CPM staff aim to collaborate with the wider development community to share ongoing findings, learn from other successes, and adapt the program to meet the ever-changing realities of a complex development project.</p>	

FRAME 16	
DIAGRAM	VIDEO
 <p>The photograph shows a group of people, including men and women, gathered in a rural setting. Some are standing and talking, while others are sitting on a concrete ledge. The scene appears to be a community meeting or a training session in a field.</p>	<p>Various shots of diverse value chain actors, especially youth, working together:</p> <ul style="list-style-type: none"> • Farmers interacting with village agents and CPM staff • Other donor project staff interacting with CPM and Akorion • Settings include <ul style="list-style-type: none"> • In fields • At trainings • At meetings
AUDIO	

Narrator: In summary, the CLA approach is enabling the Commodity Production and Marketing activity to more efficiently and effectively leverage its resources to achieve improved results. The project is able to work with partners and use existing structures and collaborative data collection to improve understanding of what works and what does not, then share findings to help itself and partners use data for decision-making and improve sustainability. Sharing findings and successes is also vital to create a positive feedback loop that improves perceptions of agriculture among youth, communities, and the private sector, driving new innovation and investment in agriculture that will help set Uganda on a path to sustainable success.