ICT4Ag - Harnessing the Chances of Digitalisation

Lessons-learnt in German funded rural development projects

- with a focus on Africa

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Outline

• Relevance of Digitalization for our Work
• What is out there? – Mapping GIZ ICT4Ag Experiences
• Common Challenges and Main Lessons learnt
Review in German funded Rural Development Projects

2016

Use of ICT for Agriculture in GIZ projects - Status quo, opportunities and challenges
Sector Network Rural Development Africa (SNRD)

2018

Harnessing the chances of digitalisation for rural development

Lessons-learned in German-funded rural development projects

- **52 ICT4Ag** solutions
- in **29 GIZ** projects
- operating in **34** countries (Africa but also Laos, India, Brazil)

**Momentum is growing!**

More than **200** projects with digital components across sectors
German funded ICT4AG Interventions
Common Challenges

- Limited IT-Infrastructure (Internet, mobile-network)
- Illiteracy, very basic education, no e-skills
- Limited financial means of target group

- Fast-changing digital trends and technologies

Digitalization is no „Add-on“ but has to be integrated from the onset of a project!
Some Lessons learnt
Human Capacity is essential

• *User-centered, User-centered, User-centered...!!!*

• Consider women’s needs and access specifically

• It is not about the technology, but about people!
Build the right Partnerships

- Multi-disciplinary expertise (research, public, private sector)
- Collaboration with the private sector has been a key for success
- Explore your local ICT-ecosystem
  - Local ICT-Consultants with regional-specific knowledge
  - Local “hybrids” i.e. agricultural experts familiar with ICT
  - Bring ICT, target group and sector specific expertise to the table!
- Consider partners capacity for scaling-up the ICT-solution
Develop Sustainable Business Models

Need for long-term financial sustainability vision for any service used by the target group!

➢ Farmer/user pays for the service directly

➢ Private sector pays for the service (part of a business transaction)

➢ Private sector pays for the service and uses metadata for other business transactions

➢ Public-private partnership – service and content provided publicly (public good), private service delivery

Use the private sector’s commercial interest for the scaling-up of your ICT-solution!
Data Protection

Protect your users personal-data, as they are mostly unaware of data privacy issues
✓ Reduce the amount of personal data to a minimum
✓ Talk about data protection with your partners
✓ Cooperate with local experts who are familiar with the national data protection legislation in your country

Consider data protection at the onset of your project!

Inquire about rules and regulations at the earliest possible stage.
Data Quality

Provide up-to-date info and keep your system working!

• Ensure that provided information is of high quality and relevant for the users
  ✓ Develop a proper quality assurance protocol that reflects the complexity of agriculture
Possible follow up – 
Link with others
Link to the SNRD CoP ICT4Ag: 
https://www.snrd-africa.net/subpage/ict-for-agriculture/

Join the CoP on IDA: 
https://gizonline.sharepoint.com/sites/beezy/groups/216/SitePages/Init.aspx

Studies uploaded on the SNRD website!

Thank you for listening!