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Integrating Low-cost Video into Agricultural Development Projects

A Toolkit for Practitioners

Josh Woodard
Program Officer
jwoodard@fhi360.org

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USAID FROM THE AMERICAN PEOPLE

Project Overview

The toolkit was developed under the USAID-funded Fostering Agricultural Competitiveness Employing Information Communication Technologies (FACET) project

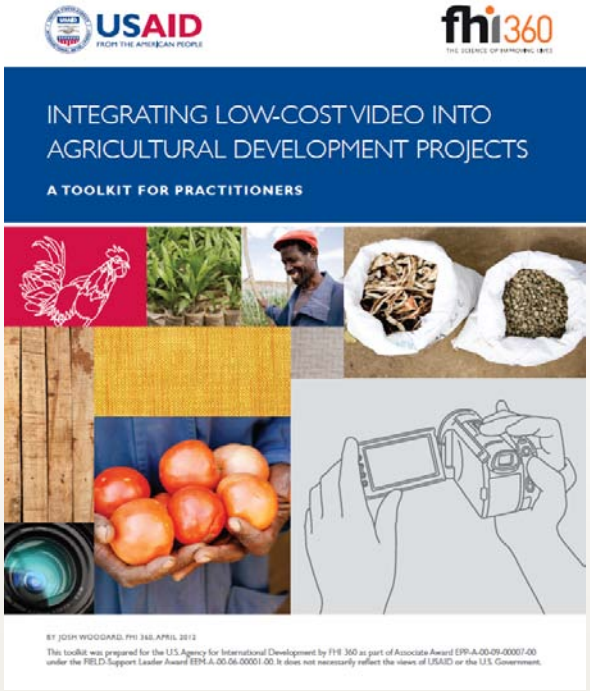
FACET's objectives are two-fold:

- **Knowledge sharing:** documenting sustainable and scalable approaches to using ICT to increase the success of FTF activities.
- **Short-term technical assistance:** supporting USAID missions or implementing partners to improve uses of ICT in agriculture.

Why a toolkit?

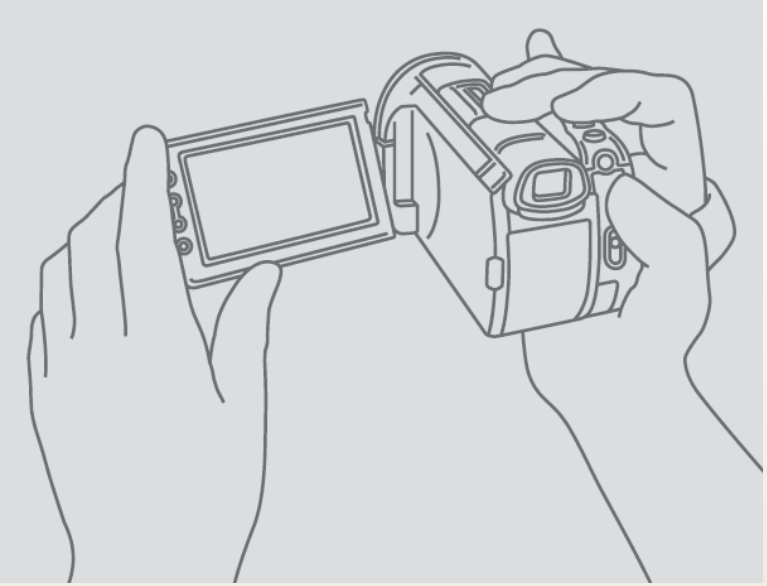
There is growing interest from development practitioners and government agencies in using ICT to enhance development impacts.

Video is one such tool, although it is not as simple as just giving cameras to farmers or staff.



What do we mean by “low-cost video”?

- By low-cost video is defined here to mean short, modular videos that are produced by local players using basic equipment and often free editing software.



Toolkit Overview

Component 1: Snapshot of the field	• How is low-cost video currently being used for agricultural extension services?
Component 2: Planning	• Is low-cost video an appropriate way to achieve our objectives?
Component 3: Creating videos	• How can we create our own agricultural extension videos?
Component 4: Disseminating videos	• What is the best way to disseminate our videos?
Component 5: Measuring impact	• How can we track the impact that our videos are having on farmers?
Component 6: Technical inputs	• What are the technical considerations we need to keep in mind?

Component 1

- Provides an overview of how video is currently being used for agricultural extension services. It includes illustrative examples from organizations using video both in Africa and elsewhere.

Component 2

- Guides readers through the process of:
  - Deciding if video is an appropriate option to achieve their objectives
  - Developing a draft implementation plan for their video activity

OBJECTIVE: INCREASE PRODUCTIVITY OF SMALLHOLDER FARMERS IN GAO REGION OF MALI THROUGH EXPANDED ACCESS TO INFORMATION ON BEST FARMING PRACTICES

	ICT OPTION					
ASSESSMENT CRITERIA	**Basic cell phone (voice + text)**	**Radio / Podcasts**	**Smart phones/ tablets**	**Video**	**Web**	**Other: Billboards**
Strengths of each option	Most farmers have access	High penetration, used by most farmers	Portable, large screen	Most farmers already enjoy watching TV and videos	Currently none in this case, as there is virtually zero internet access	Relatively easy to produce and distribute
Weaknesses of each option	Limited literacy levels	No project access to community radio, currently no mp3 players in community	Zero hardware penetration, concerns about network capacity	Currently TVs only exist in a couple of places in the community	Internet access extremely limited	This has been tried before with limited impact
Current staff capacity	Advanced	Intermediate	Limited	Intermediate, May need to involve training from home office	Advanced	Advanced
Potential costs	Would need to purchase or develop MIS program	Could be done by purchasing mp3 players for community	Would need to purchase devices and provide training on use	Would need to purchase devices and provide training on use	Would need to purchase computers and satellite internet	Cost of billboard rental and materials
Is this an appropriate option? Why?	No — due to limited literacy	Yes — for podcasts/ mp3 players, likely broader outreach than model plots or extension agents	No — lack of staff capacity and penetration	Yes — farmers enjoy this medium, likely broader outreach than model plots or extension agents	No — currently no internet access	No — have already tried this option with limited results

Adapted from a table originally developed by Mark Bell and Judith Payne for the USAID-funded MEAS project (2011), which can be found online at: http://measict.weebly.com/extension-and-ict-options.html

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Component 3

- Guides readers through the process of:
  - Identifying the baseline quality standard for their videos
  - Thinking about who will be involved in the video production process
  - Understanding the basics of every step of the video production process

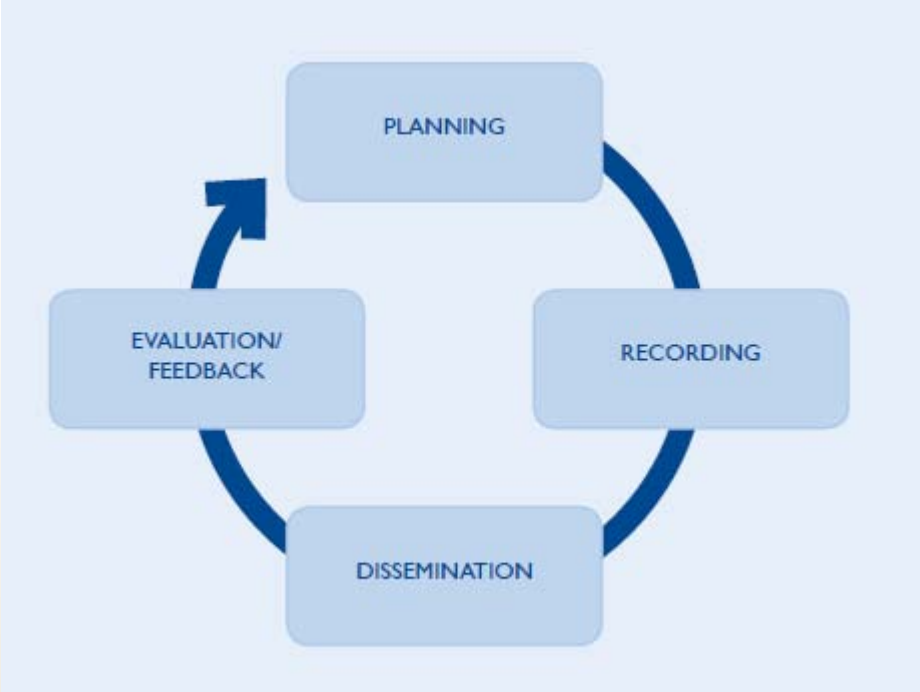
Component 4

- Guides readers through the process of:
  - Selecting dissemination option(s)
  - Developing a dissemination plan
  - Preparing staff to facilitate video disseminations

Local farmers participate at a mock video dissemination with iDE Ethiopia staff during a Digital Green training.

Component 5

- Guides readers through the process of:
  - Determining what indicators to use and how to collect information
  - Knowing how to incorporate farmer feedback to improve their approach



Component 6

- Guides readers through the process of:
  - Determining which devices, accessories, and software to use for their video activity

PHOTO CREDIT: AAXA

Where do we go from here?

- A PDF version of the toolkit can be downloaded online at: http://ictforag.org/video/

- Hardcopies of the toolkit can be provided upon request (based on availability) by contacting facet@fhi360.org

- The FACET project will be conducting one-week long workshops for USAID implementing partners on using low-cost video in Kenya, Mozambique, and Ghana this month. Contact facet@fhi360.org for more information. Slots are still available in Maputo and Accra.

Q&A

If you have not done so already, please type any questions you have into the Q&A window at the top right of your screen.

And also please make sure to help us by taking a brief two minute survey at: http://tinyurl.com/c8rzqwb

Thank you for your participation.