



**6th November  
Nairobi, Kenya**

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## **Stakeholder Roundtable on Financing Climate Adaptation for Agro-Producers**

#ALE2023 #AgriFinALE2023

# PPP Digital Interfaces – the Case of DATs in Kenya



**Climate Change**



**Access to  
Information:  
E-Extension**

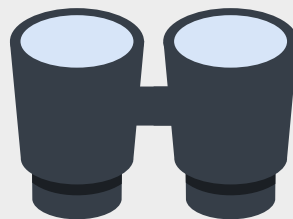


**Financing**



**Partnerships -  
Ecosystems**

**Actions**





# Introduction

# INTRODUCTION

- **Aligned to the BETA (2022 – 2027) that is aligned to Agriculture and Digital economy pillar 'Value chains':**
  - the Digital & Creative Economy
    - Infrastructure
    - Platforms
    - Skills
    - Entrepreneurship
  - Continuity of data collection – traceability and use of data
- **Aligned to the ASTGS**
  - Enabler: **Flagship 8 & 9** - (digitally enabled extension and data use cases respectively)
    - Strengthening the extension service delivery – Last Mile Touch - Trust. Availability. Access; responsive to small holder needs along the value chain; compliment the main stream extension
  - Transformational - digitalization
- **Develop and sustain** rural development and economies
  - Ecosystems Partners – who? What are they doing?
- **Human interface** with the digitization



# The Gains; the Pitfalls

### On-Boarding

- MoUs (fluid – exit & entry); willing buyer-willing seller
- Due Diligence
- Business Model/ Service



### Piloting: Entry/ Awareness

- Understanding what the DAT entails
- Resistance;
- Excitement
- Good will from National; WB
- Acquisition of the Agtechs



### Implementation & Reporting Framework

- Processes Procedures on budget utilization, payments, procurement
- HR architecture at national & counties
- Enhanced due diligence
- Data collection; Data sharing - gaps
- A pragmatism of a solutions – heighten targets - county; targeted beneficiary etc
- Cost/affordability; skill-sets required; financing
- Reach – over **500,000 small holder farmers sensitized**
- Reach - over **400,000 uptake**



### Learnings-forward thinking



### The Ecosystem



- Efforts on digitization were on going – project; Agtechs Telcoms, Fintechs, KALRO, MoALD
- Looped partners as we implement (Counties;
- Capacity building (existing but there are still gaps)
- Existing and Experience startups/agtechs

# DAT Onboarding to Uptake Process – Should be Participatory



Counties Identify their Agricultural Digital Gaps

Reporting – Validation/Analytics/ Dissemination



Implementation, monitoring and evaluation & Learnings (feedback up & down stream)



Agtechs pair with counties through Matchmaking (Needs versus Solution – push and pull strategy)



MoU Signing and budgeting aligned to deliverables

## Government

- Farmer Data Base (public good yet an asset)
  - Data collection; collating
  - Profiling
- Mobilization; Sensitization; and Training (very costly)
- Procurement of the digital solutions
  - at CIG/VMG level is for demonstration
  - At investment level: Individual/FPO/SACCO/ subprojects – FLID/ Market support infrastructure
- Backstopping; Monitoring; validation; feedback;
- Data analysis and reporting (Framework – outcomes, impacts, learnings – inform policy)
- Scalability
- Incentives
- Inclusion – women, youth; less served populations (intervention/ solution inclusion)

## Digital Players

- Participate in/ contribute to the data collection, sharing, use, traceability,
- Penetration - Continuous sensitization and trainings
  - Community – down stream
  - Institutions/business entities/ County – up stream
- Human personnel on ground (boots on ground)
  - Agripreneur concept
- ‘After sale services’
  - Sustainability
- Data collection – routine data
  - Trainings conducted (gender disaggregated)
  - Content and frequency of trainings
- Continuous Innovation with the smallholder farmer in mind
- Uptake (disaggregated by gender)
  - Business - Reach; Affordability
  - Bundling
  - Inclusion
  - Sustainability



A woman with dark hair, wearing a white short-sleeved shirt, is smiling as she harvests tea leaves in a lush green field. She is leaning over a large, woven wicker basket. The background is filled with dense green foliage and trees. The image is framed by a white diagonal line and green shapes on the left side.

**The How to Achieve:**

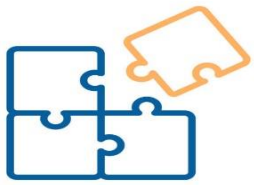
# Push - Pull Strategy to Adoption

## Critical Success Factors for Digital investments

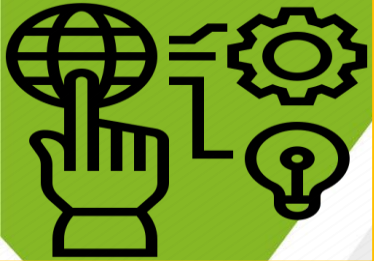
- KYC - The right fit for pairing
  - The buy-in at intervention nodes
  - Competitive versus complimentary role (various players providing similar services)
- Supportive ecosystem both internal and external
  - Participatory/ Collaboration
  - Heighten Boots on ground
- Responsive to achieving/ contribution to market/ consumer; sector/ partners objectives
- Sound/ Flexible business models – consumer driven
- Basket of digital solutions to a small holder farmer/consumption end - Bundling
- Value Chains and Wards – no barriers to entry and engagement
- Data sharing and visualization towards Reporting – parameters and centrality of the same



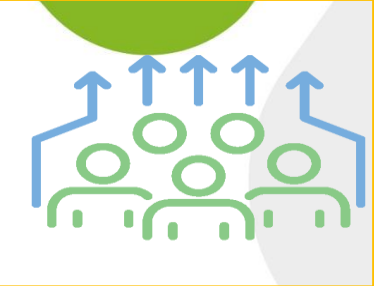
**The Journey Continues**  
**Learnings - What is the Focus?**  
**for Strengthening Partnerships/ Collaboration?**



- Ensure the Right Fit - **Increase smallholder farmers reach**; increase demand
- ✓ Access to small holder farmers – DAT
- #Disruptive access & dissemination; #Automation of community based institutions—efficiency, transparency, accountability; #Credit products – women & youth focus; #FIMG (tripartite engagements – Farmer groups-FPO-SACCO); #VC specific products; #Season-based products; #Support to innovation hubs – innovations; #Capacity building – responsive to the dynamism of technology change



- Enhance **digital innovations & penetration** at various levels – with a deliberate effort upstream (FPOs/SACCOs)
  - Infrastructure - connectivity



- **Building capacities** on gaps towards across the VC Development Approach—National, County; Agtechs to respond innovatively



- Enhance the **inclusion agenda** –women and youth; less served populations

- Strengthen and Grow the **digital ecosystems** of diverse service providers – diverse solutions/innovations

- ✓ Expanding the tent
  - What partnerships are required – and to do what
  - Entry and exit strategy
  - Responsive





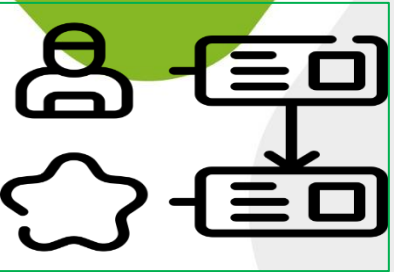
- **Leverage on Complimentary and Respond to competitive space:** Presence of other Agtechs supplying similar technologies to the same small holder farmers – tracking; bundling

- ✓ County focus
- ✓ Extension – Hybrid; Agripreneurs-localizing - #Incubation and acceleration strategy; #Incentives



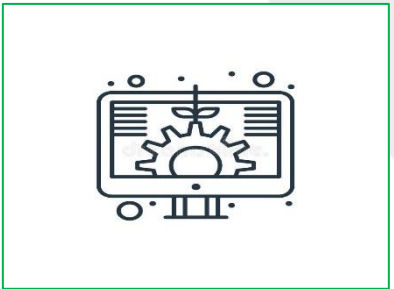
- **Manage data** – generators/owners; aggregators; users

- ✓ Appropriate products – basket of options



- **Generate farmer-facing Use Cases** – inform innovation growth; fundraising pathway; policy

- ✓ Telling the stories – Successes opportunities, gaps



- **Document** – tell the IMPACT stories -visibility; believability

- ✓ People need to know it works

- Need for a **National Data and Digital Investments Strategy** – cascaded to county

- ✓ Scalability/ Acceleration – horizontal/ Vertical: Upstream/ Downstream
- ✓ Sustainability Policy review (public vs paid)
- ✓ Strengthen the Data and Digital ecosystem





**“The true meaning of life is to plant trees under whose shade you do not expect to sit.”**

*Nelson Henderson*

*Thank You!*  
*Muthoni Muta*