

This provides an update on World Vision's efforts to end extreme poverty by 2030 through Economic Empowerment.



October 2016

Greetings!

World Vision is delighted to send you our Executive Briefing for Economic Empowerment. You are an integral part of our work to end extreme poverty by 2030, so we want to keep you updated on our progress!

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A Note from Laura Fontaine

Translating data into usable information for small-holder farmers

As part of the third operational pillar of our THRIVE integrated model – described as Early Warning for Early Action / Farmers Information System – World Vision is currently developing a situational awareness tool, to be first piloted in the districts of Diéma and Kolokani in Mali.

The system will ultimately collect, analyze and translate data, in order to distribute localized, relevant and tailored information that will be accessible and understood by smallholder farmers using various communication mechanisms such as face to face meetings, radio broadcasting and mobile messaging.



Privately funded for two years, the Early Warning for Early Action Project in Mali is about to enter in its tenth month of implementation, during which most activities have initially been focusing on strengthening the engagement needed at national and local level.

Understanding needs first

In practical terms, the project started with a user needs assessment which was conducted through focus groups and individual farmers' consultations. The assessment covered various topics such as information usage, needs and requirements (data), mobile phone coverage, radio broadcasting options, preferred communication channels, literacy levels, and additional quantitative and qualitative baseline data. In parallel to the user needs assessment, a consultancy study was conducted in country to identify the sources and range of information available at local level, including weather and climate information and market data.

It is the combination of these studies that informs our approach at national and community level as well as the design of the system's requirements.

Building trust at national and local level

At the national level, World Vision Mali has signed a memorandum of collaboration with the National Agency of Meteorology (Mali-météo) to provide localized information bulletins in the two project pilot districts of Kolokani and Diéma using local radio broadcasts. Through this partnership, World Vision and the National Meteorology Agency are organizing two training programs: the first is intended for technical services, project facilitators and smallholders representatives of the 160 villages covered by the project and focuses on understanding weather bulletins and seasonal climate forecasts; the second is intended for hosts of selected radio stations (six in total) that will disseminate the daily agro-meteorological bulletin in local languages and need to be familiar with the specific terminology. The collaborative approach also includes the establishment of local meteorological groups, one in each district.

As a result, ten-days and daily information bulletins are now being transmitted to farmers through the radio; these include situational awareness information on the local (district level) agro-hydro-meteorological context including weather previsions, pest mitigation information and current market prices for the main agricultural products.

At the local level, 160 Community Based Disaster Risk Management groups have been set up in each of the 160 villages of the project area. The methodology to be used for conducting participatory vulnerability assessments and capacity building activities including the development of disaster preparedness and mitigation plans, has been developed with the project facilitators in such way that it is culturally and contextually adapted and

appropriate. The team in World Vision Mali has also started engagement with the Directors of Educational Animation Centers in the districts of Kolokani and Diéma in an effort to develop a partnership between the CBDRM groups and local schools for disaster risk reduction education and early warning information dissemination.



Connecting people before building the technology

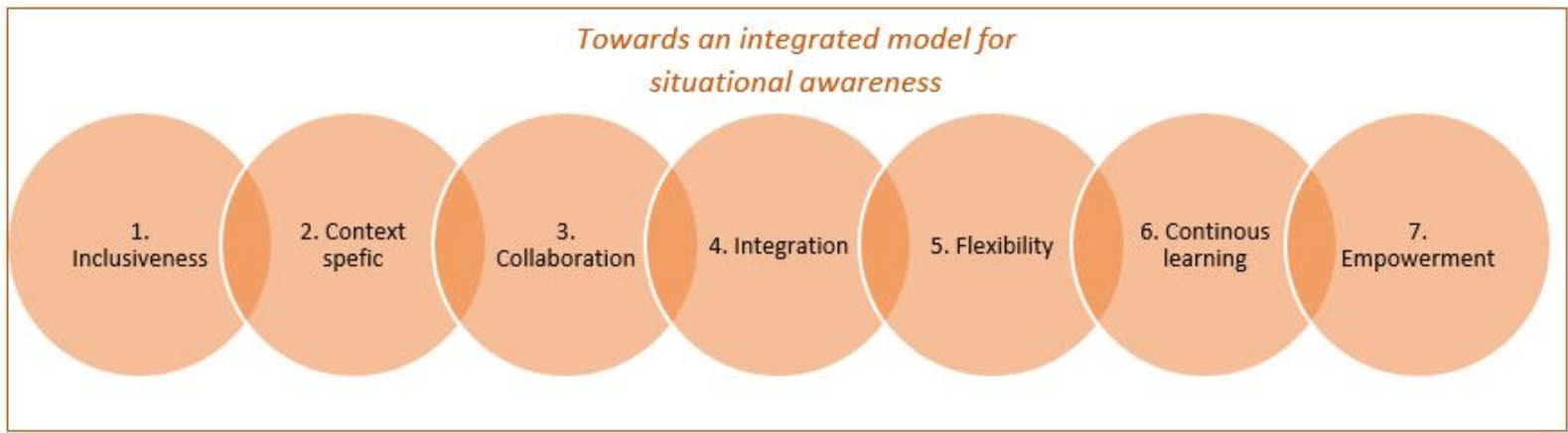
One of the next steps in the project implementation is the design of the information technology system that will enable the capture of the data and information in such a way that it can be visualized and accessed more broadly, including by World Vision decision makers at national and local levels.

However, what we have learnt during the implementation of the project to date is that it is critical to concentrate on the human component of the system first before moving into the technology space. It is imperative that the new information can start reaching the beneficiaries even without the system as this approach ensures a strong level of collaboration and an established governance mechanism at field level which is needed when we connect the information into an IT solution subsequently.

Learning and sharing

In the medium to long term, a learning approach will enable both the capture of lessons and adjustments in project activities needed in real time (mid-term) and also the evaluation of the impacts of the projects as well as the framing of the architecture of a project model (guidance tool) in support of dissemination.

What we expect we will be able to share and export from this project is not just the system itself but a comprehensive methodology in support of scale up to other countries. Some of the principles that we anticipate the methodology will capture are presented below.



Laura Fontaine
Project Manager, Early Warning for Early Action

Newsflash

- Join us for our monthly Economic Empowerment call on Friday, October 28th at 8:00 am PST / 11:00 am EST. To join from your computer please click the blue link below:

[join the meeting](#)

Or, call

1-877-668-4493 Call-in toll-free number (US/Canada)

Access Code: 829 785 958

Prayer Request

- Pray for the small holder farmers and their families to be open to the “mind-set change” that comes from the Biblical, Empowered World View trainings.
- Pray that all staff in the THRIVE countries as they carry out this important work.
- Pray that God will give favor to the WV staff on the ground to prosper the work, and to help people rise completely out of extreme poverty.

In the News

- Read how crickets, birds, weather data combine to guide African farmers [here](#)
- Read how weather technology helps Africa's farmers plan for the future [here](#)



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