

THE CLIMATE INFORMATION PRIZE: HELPING KENYANS TO ADAPT TO CLIMATE CHANGE

The Climate Information Prize (CIP) was a competition that ran in Kenya between 2015 and 2018. It aimed to encourage local innovators to develop climate information services (CISs) that could be accessed and used by farmers.

For the CIP, climate information included data on temperature, rainfall, wind, humidity, sunshine hours, and other factors, over both short and long periods. Access to climate information is key as it allows farmers to be better prepared for climate variability and make informed decisions that reduce their vulnerability.

THE CHALLENGE

Kenya's poorest do not use existing CISs because they do not know that climate information is useful and available, or do not have the means to use it, such as credit. Moreover, the design of CISs does not consider users' needs and data is not always of good quality.

The CIP was launched to:

- Drive the development of innovative CISs that can be accessed and used by the most vulnerable.
- Raise awareness of the importance of climate information to adapt to climate change.

FINDINGS AT A GLANCE

The CIP encouraged the development of 18 CISs, ranging from web and mobile apps that provide real-time weather and agronomic information to face-to-face training in sustainable agriculture. Of these, the judges shortlisted nine as finalists, of which seven were awarded a cash prize, from 35,000 to 200,000USD each.

IDEAS TO IMPACT

Ideas to Impact is an action-research programme funded by UK Aid delivered by the Department for International Development (DFID).

Ideas to Impact designs and runs innovation prizes to incentivise contestants to find solutions to challenges faced by the poor in low-income countries. These include access to clean energy, water and sanitation, transport and climate change adaptation, in Africa and South Asia.

The programme tests the value of prizes as a non-traditional mechanism to spur behaviour change and socioeconomic development. It has been delivered by an IMC Worldwide-led consortium and evaluated by Itad.



18

CISs set up and operational



13

of these were new to the context or organisation, or adapted



35k-200kUSD

top 7 out of 9 finalists won cash prize



129,215

people reported to access CISs

OF SAMPLE OF 4,270 REPORTED BENEFICIARIES:



37%

used information provided by CISs



63%

did not, but use could increase for services that prove to be effective

OF SAMPLE OF 1,594 USERS:



69%

had not used or had access to climate information before the CIP



90%

live in rural areas



86%

reported positive impact, such as quality yields



54%

have low monthly household consumption (<100USD)



94%

said they felt better prepared to tackle climate risks



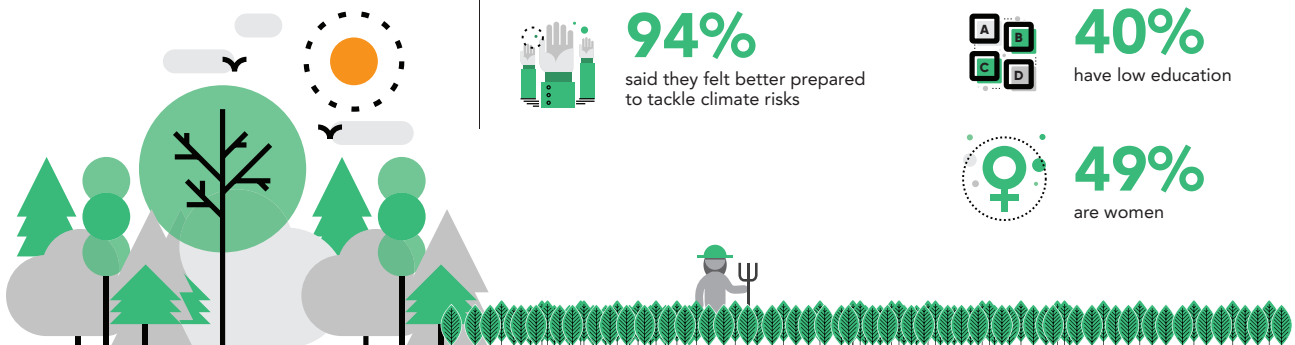
40%

have low education



49%

are women



THE WINNERS

| Award (USD) | Organisation and Project | Description |
|------------------------|---|---|
| First prize 200,000 | Farmers Pride: Last mile connectivity through agro-dealer franchise model | Integrates climate information into existing agriculture solutions distribution enterprise, disseminating climate information through SMS and face-to-face training of farmers on interpretation and response. |
| Second prize 75,000 | Ukulima Tech Ltd: Climate Smart Agriculture | Provides farmers with contextualised climate information integrated with advisories to support agricultural production systems through SMS. Sells climate-smart agricultural products and provides face-to-face training on agricultural practices. |
| Third prize 75,000 | SmartAg Kenya: SmartAg | Uses web and mobile technologies that provide real-time weather and agronomic data to extension officers and farmers to improve precision farming and allow mitigation of climate risks. Provides a monitoring tool that incorporates weather and agronomy in computing the growth stage of a crop and advises on disease and pests depending on growth stage and prevailing weather. |
| Fourth prize 50,000 | Akigakin-Akamu Infoserve Community-Based Organisation: Smart Weather Community (m-SWECO) | Provides weather forecasts and advisories to hard-to-reach communities, via SMS and face to face, to support risk disaster mitigation and resilience building. |
| Runner up 35,000 | African Technology Policy Studies Network (ATPS): Improving Agricultural Productivity and Climate Change Resilience Using LandInfo Mobile App | A mobile app that enables access to climatic and soil information for informed decision making on agricultural production, processing, marketing and utilisation. |
| Runner up 35,000 | COSDEP Self Help Group: Climate Information and Awareness to Smallholder Farmers | Builds capacity, provides weather information and agro-advisory services through a mobile phone app, SMS and radio provision; working face to face with community volunteers to link information users to data providers. |
| Runner up 35,000 | Sustainable Organic Farming and Development Initiatives (SOFDI): Adapting to Climate Change through Farmer Capacity Building | Face-to-face training of farmers in sustainable agriculture, and subsequent dissemination of weather forecasts face to face and through SMS. Supported by teaching weather forecast interpretation in local schools. |

'WITH THE INFORMATION ON WEATHER, WE ARE PROUD OF IT – WE HAVE PRIDE IN OURSELVES. WE ARE KNOWLEDGEABLE NOW; WE ARE WELL INFORMED.'

- Community member

IMPACT

- The CIP raised awareness of the prize itself and the value of climate information among participants, beneficiaries and local governments. 35% of participants were new to climate information before the CIP, including the first-prize winner and a runner-up.
- It promoted best practice for CISs among participants through 'solver support' activities such as workshops and promoted 'best in class' innovations through award ceremonies.
- It facilitated partnerships and networks between participants and 95 institutions to deliver CISs, including the Kenya Meteorological Department (KMD) and Ministry of Agriculture.

The CIP also achieved other prize effects which were not targeted.

It awarded seven innovations, identified as point solutions to the highly specified problem of providing climate information to communities. It also spurred innovation by attracting new solvers and encouraged community action through participants' activities on the ground. Moreover, many solvers were community-based organisations or worked with local intermediaries, such as farmers groups, to extend the CISs reach.

Finally, the prize maximised participation towards the sponsor's aims as CISs have been developed by 18 participants, not just the winners.

VALUE FOR MONEY

To understand CIP's value for money (VfM), Itad evaluators compared it against its original expectations, which it met and exceeded. They also assessed it against a grant-funded programme with similar aims, phase 1 of the western Kenyan component of the Weather and Climate Information Services for Africa (WISER).

They found out that they achieved similar VfM, reached a similar number of beneficiaries and raised awareness of the importance of climate information, but in different ways. The CIP was better at raising awareness and engaging new solvers, especially from the private sector, and new beneficiaries. However, contestants had to invest time and money upfront with no guarantee of winning a cash prize, which posed a risk.

On the other hand, WISER aimed to improve the skills and motivation of KMD and County Meteorological Directors through training. It helped them to develop county-level climate information plans, which shaped a supportive policy environment. Consequently, its administrative costs as a proportion of total costs were higher than in the CIP but impact on traditional stakeholders was greater.

Summary of Ideas to Impact prize effects

| | | |
|---|---|---|
| <p>RAISE AWARENESS</p> <p>Bring awareness and knowledge of an issue to people's attention.</p>  | <p>PROMOTE BEST PRACTICE</p> <p>Identify best practice in a certain field and encourage adoption.</p>  | <p>FACILITATE PARTNERSHIPS AND NETWORKS</p> <p>Raise visibility and bring together people working towards a common goal.</p>  |
| <p>OPEN INNOVATION</p> <p>Enable new solvers to enter the field of endeavour.</p>  | <p>COMMUNITY ACTION</p> <p>Incentivise communities to take action towards a problem and solution.</p>  | <p>POINT SOLUTION</p> <p>Find a solution to a highly specified problem.</p>  |
| <p>MAXIMISE PARTICIPATION TOWARDS SPONSOR'S AIMS</p> <p>Benefits are provided by all effective participants, not only winners.</p>  | <p>MARKET STIMULATION</p> <p>Increase or start new economic activity for a particular good or service.</p>  | <p>ALTER THE POLICY ENVIRONMENT</p> <p>Influence policy change in reaction to the other prize effects.</p>  |

Expected evidence found in the CIP

Unexpected evidence found in the CIP

Limited evidence

THREE KEY LESSONS

1

FOR PRIZE MANAGERS:

Award ceremonies can spark a lot of interest in a prize and its topic, but this tends to reach a crescendo just at the point when the prize ends.

What post-award activities could you plan to make the most of the 'buzz' generated?

2

FOR FUNDERS:

Providing minimal support to contestants may keep programme costs lower, but this comes with risks. Some contestants struggled to participate due to limited finance and technical skills, and difficulties with stakeholder engagement.

Could you connect a prize to other programmes in your portfolio to give local solvers the technical and financial support they need to participate more effectively?

3

FOR CIS PROVIDERS:

Few CIP participants were able to explain how they involved target users in the design and development of their CISs. In some cases, they then had to train people on how to use their services.

How could you consider users' needs in CISs design?

Are there other service providers you could exchange your learning with so that you all improve your chances of success?

'...THE PRIZE... REALLY ENHANCED OUR UNDERSTANDING OF WHAT CLIMATE CHANGE IS AND HOW CLIMATE INFORMATION IMPACTS PEOPLE'S LIVES.'

- CIP finalist

ideas to impact.

Find the full evaluation report at www.ideastoimpact.net

The CIP was delivered by IMC Worldwide with Cardno as the local implementing agent and was designed by the Institute of Development Studies.



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