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

FINAL EVALUATION SUMMARY

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

**The Climate Information Prize (CIP) sought to incentivise the development and implementation of innovative climate information services (CISs) for the poorest and most vulnerable people in Kenya.**

The CIP was delivered by IMC Worldwide and Cardno as the local implementing agent and was designed by the Institute of Development Studies. It is one of a number of innovation prizes under Ideas to Impact, a DFID-funded programme.

The programme was established to test the value of using innovation prizes to achieve international development outcomes, often to encourage people to act differently over months or years.

An innovation prize offers a reward to whoever can first or most effectively solve or meet a predefined challenge. Two key types of innovation prize include recognition and inducement prizes.

Unlike recognition prizes, which reward past achievement, inducement prizes, such as those run by Ideas to Impact, define award criteria in advance to spur innovation towards a predefined goal.

As the programme's evaluators, Itad is supporting Ideas to Impact to understand if such prizes worked as intended, and when and where they could be useful as a funding mechanism for international development, compared to other forms of funding, such as grants.

If you just want to find out what happened when Ideas to Impact tried using prizes in Kenya to help people cope with and adapt to the climate, then this summary is for you. If you want to know more about the prize and specific details of the evaluation, please see the full evaluation report, which is available on the Ideas to Impact website.

## ABOUT 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.

## ACKNOWLEDGEMENTS

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## DISCLAIMER

The views expressed in this report are those of the evaluators. They do not represent those of IMC or of any of the individuals and organisations referred to in the report.

## THE CLIMATE INFORMATION PRIZE: THREE PRIZES WORKING TOWARDS ONE GOAL

The prize was launched as a two-stage innovation inducement prize. The first stage prize, Wazo ('idea'), encouraged people to come up with ideas for new services. It drew attention to the larger, second stage prize, Tekeleza ('implement').

On the day Wazo was awarded, Tekeleza was launched, seeking a fresh set of applications from and beyond Wazo participants. After applications were submitted, reviewed and accepted, Tekeleza gave participants 15 months to establish and run CISs that met the needs of poor and climate-vulnerable people in Kenya.

Between Tekeleza's launch and the start of the implementation period, Ideas to Impact used a third prize, Tambua ('recognise'), to maintain interest and motivation. Tambua recognised the achievements of those people and organisations already making climate information accessible and usable in Kenya.

This evaluation focusses on Stage 2 of the CIP: the 'Tekeleza' or 'Climate Implementation Prize', to explore how this prize has catalysed innovation and associated prize effects, in order to achieve development outcomes.

# THE CHALLENGE: GETTING MORE KENYANS TO USE CLIMATE INFORMATION

For many people, unexpected shifts in the weather are a topic of conversation. For communities in Kenya who depend on the weather for their livelihoods, changes in rainfall, humidity and temperature can have devastating consequences unless they are able to prepare for them in advance or to tackle them as and when they happen – without negative consequences.

So, why aren't more poor and vulnerable people in Kenya using climate data to tackle the impact of climate change? Ideas to Impact's research prior to designing the CIP uncovered several reasons.



There are gaps in the availability of good quality climate data



People who need or can make use of the information are unaware that it is available



CISs are designed without considering the needs of user communities



People are not clear how information can be useful, or do not have the means to make use of it

Ideas to Impact designed the CIP to incentivise people to come up with new ways to solve these demand and supply issues. The prize was launched with two key aims:

- i. To drive the development of innovative CISs that can be accessed and used by poor and vulnerable individuals and households.
- ii. To raise awareness of the importance of climate information for coping with, and adapting to, climate variability and change.

## TEKELEZA - DID THE 'PUT IT INTO PRACTICE' PRIZE REALLY WORK?

The Tekeleza Prize was successful in stimulating the development and implementation of a set of CISs.

Ideas to Impact defines innovations as new processes, technologies and services, or a blend of all three, and includes those that are new to the world (novel), new to the location or firm (imitative) or new to the field of endeavour or repurposed (adaptive). The CISs developed as a result of the CIP included both 'imitative' and 'adaptive' innovations.

They offer new avenues for people around Kenya to access climate information – a key enabler for building climate resilience among farmers.

We found that users of the innovations felt they were in a better position to plan for weather and climate events because of the services that were created or improved for the Tekeleza Prize. We also identified increased awareness of the value of climate information, among participants and beneficiaries, in particular.

That is not to say the prize addressed all of the challenges identified in the design stage. For example, only a handful of participants used user-driven processes in their innovation design.

While success up to prize award is evidenced, an expert assessment cast doubt on how financially sustainable many of the services are, despite intentions by participants to continue implementing beyond prize award.

### WHAT HAPPENED, WHO BENEFITTED?



**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)



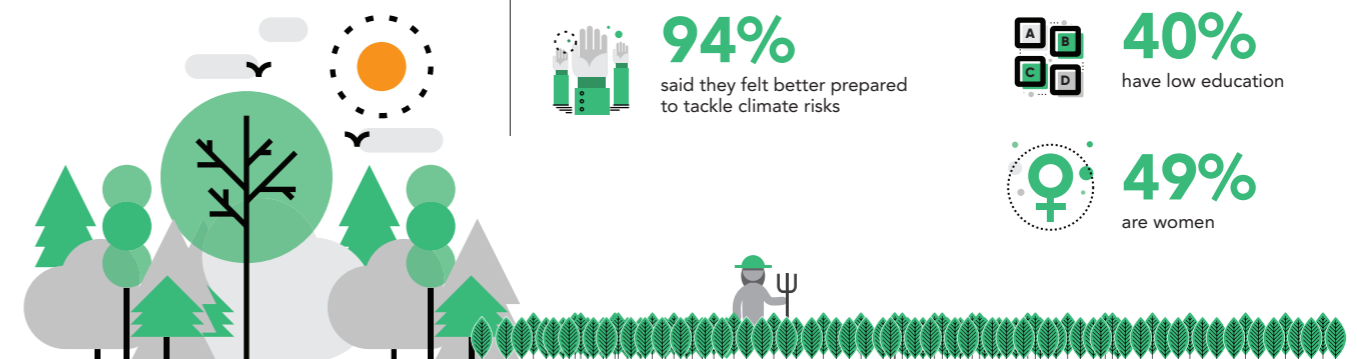
**94%**  
said they felt better prepared to tackle climate risks



**40%**  
have low education



**49%**  
are women



## DID PARTICIPANTS IDENTIFY SOLUTIONS TO THE CHALLENGE?

### The prize drove the development of a set of 'imitative' and 'adaptive' CISs

18 eligible submissions were made at the end of the prize, representing a set of innovative CISs. We found that the prize inspired eight participants to create and launch new (i.e. imitative) CISs, five participants to adapt existing services and motivated a further five to build on their existing CIS activities (for example, reaching more partners, or further promoting their service).

Of these 18 submissions, the judges shortlisted nine as finalists, of which seven were awarded a cash prize, ranging from 35,000-200,000USD.

### Only a handful of services were developed using user-driven processes

Although several entrants planned to design their services in collaboration with intended users, we found in practice that only five Tekeleza entrants were able to explain how they had consulted directly with communities to design their initiative.

Two entrants observed the impact of this gap when they started implementing their innovations and addressed it by providing subsequent training to communities in how to use the services they had established.

### Participants were able to overcome the barriers they faced, despite limited solver support

We uncovered several barriers that affected participation and implementation, including initial limited access to climate information, challenges to stakeholder engagement, limited resources and technical skills, difficulties in delivering prize requirements and a challenging climatic and political context. However, the success of the prize overall indicates that, for this prize, increased solver support was not a necessity for the prize to work.

Participants perceived the solver support that was provided to be valuable to their endeavours, and the majority of participants found ways to overcome the challenges they faced. They also noted several non-financial benefits to their organisation, including networking opportunities, exposure, expansion of their services, and improvement of their business models, among other things.

Nevertheless, eight participants discontinued their participation before the end of the prize and some participants incurred organisational costs that were not later recovered.

Stakeholders identified some further support that could be beneficial to supporting participants and strengthening the outcomes of the prize.

Suggestions included financial support, such as initial seed funding; increased stakeholder engagement and networking opportunities to support access to funding and data; and ongoing support for solvers during prize process, such as regular workshops, reporting support, mentoring, to help participants improve their technical capacity.

### Participants intend to continue implementing their initiatives

The majority of participants proposed a set of financial and non-financial sustainability strategies to support their continued CIS implementation. The evidence for financial sustainability at the time of submission was limited, however, we will explore the sustainability pathways and successes of the innovations through a subsequent sustainability assessment in late 2019.

## 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.

## HOW DID THE INNOVATIONS BENEFIT USERS?

### While more people now have access to climate information, there is a gap in use

129,215 people were reported by service providers as having access to their CISs, yet the prize verification data revealed that a gap remained between access and use. 37% of the verification survey respondents said they had used one of the services, while the remaining 63% had not.

Focus group respondents explained that lack of resources, interest or understanding of the importance of such information meant that some people who could access the CISs chose not to.

They suggested that the rate of uptake could increase over time with increasing awareness, and for services that are observed to be effective and useful by the target beneficiaries.

The information that was accessed reached new ears – 69% of those who had used one of the services said they had not had access to this kind of information before 2016 (when Tekeleza launched).

### The Tekeleza Prize reached poor and vulnerable communities

Many of the users can be considered particularly vulnerable to climate impacts – based on their household consumption level, gender, level of education and rural locality.

Over 50% of the CIS users reported low or extremely low monthly household consumption. Looking across verification and prize participant data we found that 90% of users were based in rural areas, just under 50% were female and 40% of users were educated only to primary level.

These findings indicate that the innovations are useful and useable to a range of users – not only those with a certain level of resources, autonomy or education.

### Amongst the users, almost all feel better able to cope with and adapt to climate impacts

94% of users said they felt better prepared to deal with climate risks. 86% said they had experienced a positive change as a result of using one of the services, including high or quality yields, improved planning, feeling more knowledgeable and adopting good farming methods.

The other users either reported no difference (13%) or a negative change (1%) in relation to their experience of using CISs.

## DID THE PRIZE TRIGGER THE INTENDED PRIZE EFFECTS?

At the start of the programme, Ideas to Impact identified a set of effects that can be triggered by the prize. The CIP was expected to raise awareness of the value of using climate information, to promote best practice CISs, and to stimulate partnerships and networks. We found that it also achieved some effects that were not specifically targeted by this prize, including open innovation, community action, point solution and maximising participation towards the sponsor's aims.

### The prize succeeded in raising awareness of both the prize and the prize topic

Stakeholders in Kenya have increased awareness of the use of climate information to cope with, and adapt to, climate variability and change. The CIP process has contributed to this raised awareness. It was expected to do this at sector level, using key prize events as an opportunity to raise awareness.

More significantly, however, the prize has raised awareness of individual participants, and, in doing so, of stakeholders on the ground. Beneficiary, and, in some cases, local government, awareness has been raised by the prize participants themselves, through their implementation activities.

We found most evidence for raised awareness among prize participants, of whom 35% had been completely new to climate information before the prize.

### The prize promoted best practice CISs

The prize promoted best practice for CISs among participants through 'solver support' activities and at sector-level through promoting participants' innovations at prize events. The award ceremony and communications around that served to promote the 'best in class' by emphasising the winning solutions.

### The prize facilitated and strengthened partnerships and networks

Participants reported developing partnerships with 95 different institutions throughout the course of the Prize in order to deliver their CISs. Since the award, some finalists have come together to form a consortium to support each other in pursuing their initiatives.

### The prize also achieved a set of prize effects not explicitly targeted

The CIP triggered seven point solutions to providing climate information to communities and spurred innovation by attracting new solvers. It also encouraged community action through participants activities on the ground. Moreover, many solvers were community-based organisations or worked with local intermediaries, such as farmers, 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.

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

- Finalist from Tekeleza Prize

## SUMMARY OF IDEAS TO IMPACT PRIZE EFFECTS

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

Source: Adapted from Ward, J. and Dixon, C. 2015. Innovation prizes: a guide for use in a developing country context. Ideas to Impact.

## WAS TEKELEZA BETTER THAN USING A GRANT?

Demonstrating where prizes can help solve development problems is only half of the story for Ideas to Impact. When a funder is choosing from the funding modalities available to them, they will need to know if and how prizes offer value over a grant or payment-by-results contract, for example.

To investigate Value for Money (VFM), we first did an 'internal' assessment, measuring the VFM of the CIP against the original expectations for the Prize. We then did an 'external' assessment, comparing Tekeleza with a grant-funded technical assistance programme targeting similar outcomes: Phase 1 of the western Kenyan component of the Weather and Climate Information Services for Africa<sup>1</sup> (WISER) programme.

### Tekeleza met or exceeded the prize team's expectations

Our assessment indicates that Tekeleza ran on time, and to budget, meeting economy expectations. Based on reported numbers of beneficiaries, use and adaptation outcomes and evidence for awareness raising, it also met effectiveness expectations.

The prize moderately exceeded efficiency expectations thanks to triggering a greater number of participants, prizes, partnerships and citations than originally anticipated.

We also found evidence that the prize innovations moderately exceeded equity expectations, through their reach of low income, female, low education and rural users.

### Tekeleza and WISER achieved similar VFM, but in different ways

The VFM analysis did not expose one mechanism as better than the other in achieving intended outcomes. Rather, the two programmes show potential complementarity by addressing the same problem in different ways.

Our analysis highlights the different types of value and costs offered by the two programmes. Tekeleza came out as stronger in stimulating innovation and shows the value of a prize for engaging new actors, stimulating innovation and bringing in new ideas, approaches and partnerships to address a defined problem.

But this came at a cost to prize participants in terms of time and money. Lack of access to financial resources was reported as a key barrier by participants and the prize team.

WISER had higher administrative costs as a proportion of total costs but had more impact on traditional stakeholders - WISER built capacity and motivation among County Meteorological Directors, for example, and helped to shape a supportive policy environment by supporting the development of county level climate information plans.

### The two programmes reached a similar number of beneficiaries

Coincidentally, the two programmes reached a similar number of beneficiaries. However, for CIP the quality of beneficiary reporting varies among participants. For WISER, there is no data available on reach, in terms of equity, and limited evidence of use and impact, the focus being on building capacity at service delivery level.

### Both programmes have raised awareness of climate information, but in different ways

Effectiveness in increasing awareness of climate information is similarly evident in both programmes, which raised awareness among multiple stakeholder groups.

The CIP primarily raised awareness of participants, who also helped raise awareness of their beneficiaries and partners through their CIS activities.

While WISER raised awareness of Kenya Meteorological Department staff and intermediaries, presumably more intensively due to the training and capacity building approach taken, CIP brought in new players, including from the private sector, to find solutions and engage new beneficiaries.

# WHAT CAN BE LEARNED FROM THE TEKELEZA PRIZE?

At the end of the full evaluation report, we propose a set of key recommendations, based on our findings, for consideration by DFID and other funders, Prize Managers and CIS providers, who may be interested in running prizes for development in similar contexts. Here, we share one key lesson for each stakeholder and hope that the questions inspire you to reflect on our findings.

## PRIZE MANAGERS

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

**What activities could you plan for after the awards are given out to make the most of all the 'buzz' generated?**

## FUNDERS

While it may keep prize programme costs lower, there are VFM risks to providing minimal support to solvers during and after the prize. Some of the people we spoke to struggled to participate in Tekeleza due to, for example, lack of access to finance, limited 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?**

## CIS PROVIDERS

Few Tekeleza participants were able to explain how they involved target users in CIS design and development. In some cases, participants then had to provide additional training to help people use their services.

**How could you bring target users into the design and development process? Are there other service providers you could exchange your learning with so that you all improve your chances of success?**

### WHAT MORE CAN WE LEARN ABOUT TEKELEZA?

Typically, innovation prizes are evaluated shortly after the awards are made, but this only tells us what the prize achieved to that point. To get a better sense of the true value of prizes for development, and especially in the case of the CIP, where eight of the services were start-ups, it is worth going back to see what happened to the Tekeleza participants.

We are keen to see if any participants continued implementing their CISs after the prize award, and if they were able to find a way to make them financially sustainable. We will be exploring the sustainability of CIP nine months after the prize was awarded and sharing our findings in a short follow-up report, which will be published on the Ideas to Impact website.

1. WISER is funded by UK aid and managed by the UK's Met Office <https://www.metoffice.gov.uk/about-us/what/working-with-other-organisations/international/projects/wiser/cis-kenya>



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