

# 2017 MONITORING & EVALUATION REPORT FOR GIZ GREEN INNOVATION CENTER PROGRAM - NIGERIA



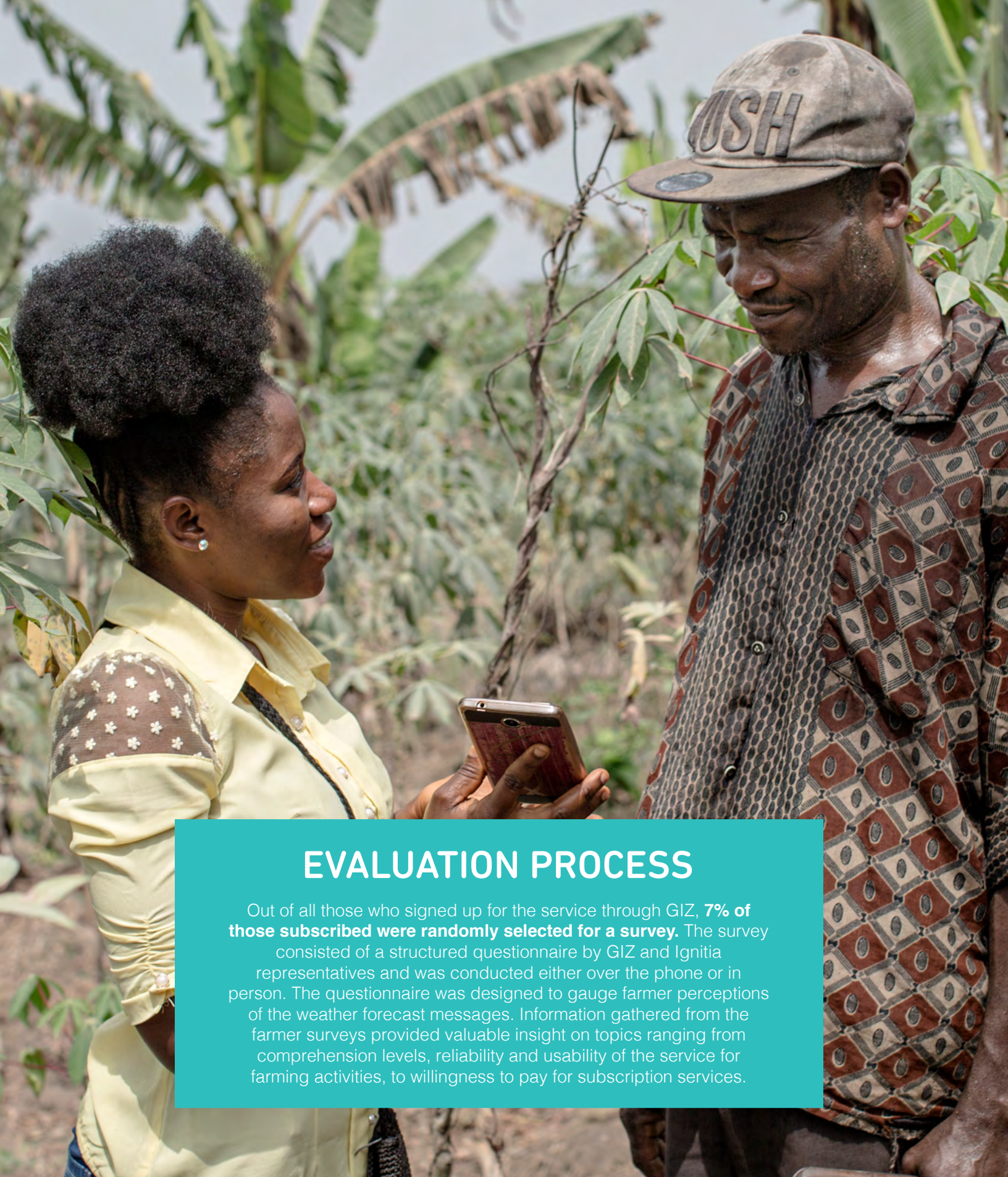


## SUMMARY

GIZ's Green Innovation Center in Nigeria understands the importance of bringing the right innovation and technology to the field in order to help farmers be more successful in their activities. In 2017, the Green Innovation Center partnered up with Ignitia to deliver daily rain forecasts through text message to over 5000 farmers across Nigeria. Results from the 2017 final season survey confirm that **98% of the farmers reported receiving messages every day**, and that a vast majority of them understood these messages and consider them a reliable/ useful service for their farming practices.







## EVALUATION PROCESS

Out of all those who signed up for the service through GIZ, **7% of those subscribed were randomly selected for a survey.** The survey consisted of a structured questionnaire by GIZ and Ignitia representatives and was conducted either over the phone or in person. The questionnaire was designed to gauge farmer perceptions of the weather forecast messages. Information gathered from the farmer surveys provided valuable insight on topics ranging from comprehension levels, reliability and usability of the service for farming activities, to willingness to pay for subscription services.





## GENDER

**12% of the farmer subscribers** interviewed about the iska weather service were female.



Male

88%

**350**  
Interviewed  
subscribers

12%

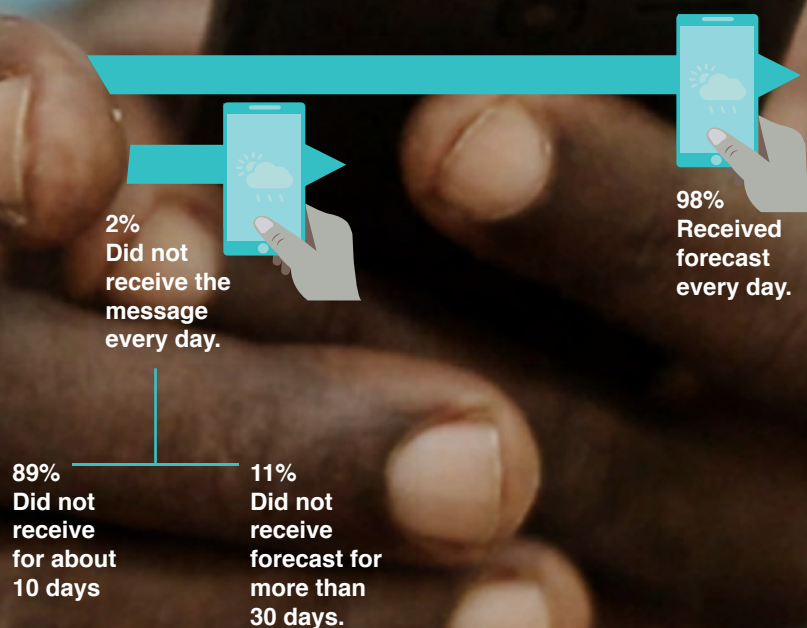


Female



# FORECAST RECEPTION

**98% of the subscribers received forecasts every day** on their mobile phones. Of the **2% that did not receive the forecasts** every day, **89%** had not received a forecast for about 10 days while **11%** had not received a forecast for more than 30 days.

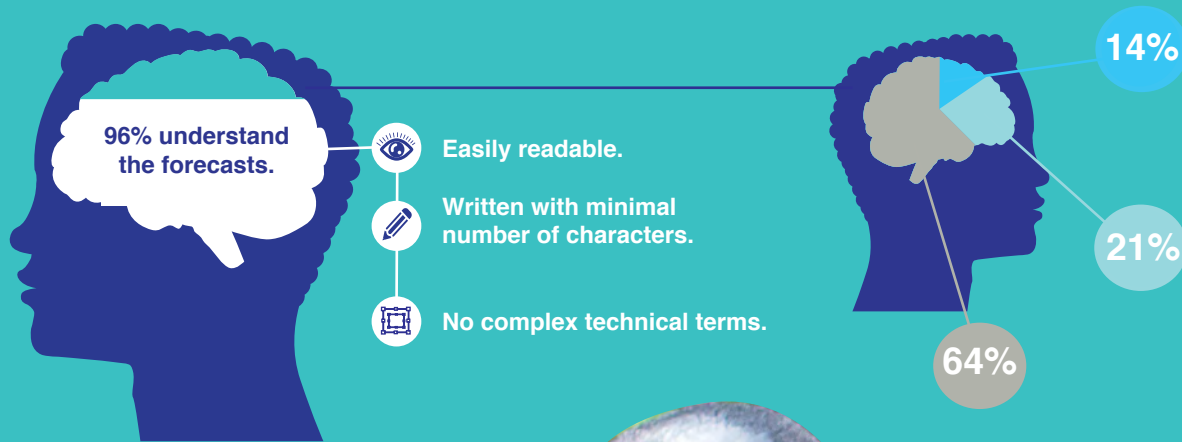




# COMPREHENSION OF FORECASTS

**96% of subscribers interviewed understood the forecasts.**

Of the **4%** that did not comprehend the messages, **64%** could not interpret English properly, **21%** did not understand purpose of the forecast and **14%** did not understand the Seasonal Forecast in particular.





A close-up photograph of a person's hand holding a black smartphone. The hand is positioned next to a plant with long, green, lanceolate leaves and small, brownish flower clusters. The background is blurred, showing more of the plant and some greenery.

## WEATHER ACCURACY

Accuracy and reliability of the forecasts were grouped into four options:

**18% of the subscribers** interviewed agreed that the forecasts received for their locations were **always accurate**.



**63%** said the forecasts for their locations were **accurate most of the time**.



**19%** said their forecasts were **accurate sometimes**.



**1%** said their forecasts **were not accurate**, probably due to incorrect GPS coordinates provided for their locations.







## SPECIFICITY OF FORECASTS

Most subscribers interviewed understand that the iska weather forecasts are specific to each subscriber's location and not for sharing with others living far away from them.





# UTILIZING ISKA FOR FARM OPERATIONS

## FOR LAND PREPARATION

95% of our subscribers attributed their successful land preparation to use of the iska weather service, which helped them make informed decisions about the appropriate times to hire tractors and other farm implements for land preparation.







## FOR SEED PLANTING

**95% of subscribers** interviewed said the forecasts helped them to plant their seeds on the field or transplant their seedlings at the right time under the appropriate weather conditions.







## FOR FERTILIZER APPLICATION AND SPRAYING PESTICIDES

**96% of the subscribers** found the iska weather service very useful in timing the right weather conditions for applications of fertilizers and spraying pesticides against weeds and insect pests.





## FOR HARVEST AND TRANSPORT OF FARM PRODUCE

**96% of the subscribers** agreed that the forecasts enabled them to decide the appropriate time to harvest and transport their farm produce from the field.







## CROP HARVEST

**90% of the farmers** that subscribed to the iska weather service in the 2017 wet season **harvested more crops from their fields than in the previous season.** Part of this success was attributed to accurate forecasting which aided the farmers in carrying out all of their farming operations at the right time, thus enabling their crops to better utilize inputs, which resulted in high yields.





## CONTINUE WITH ISKA

**99% of the subscribers** would love to continue receiving iska weather forecasts for the next rain farming season.



## LANGUAGE PREFERENCE

Most of the subscribers in the **Hausa-speaking Northern part of Nigeria** prefer to receive the forecast via SMS in Hausa. They account for **38% of all subscribers interviewed in this evaluation.**



32%  
Would prefer  
to have the  
forecasts in  
Hausa.

68%  
Prefer the  
forecasts in  
English.

ignitia



## RECOMMENDATION TO OTHER FARMERS

All the interviewed agreed to recommend the iska weather service to other farmers. And each subscriber, on average, shared the forecasts they received with about **20 other farmers in their neighborhoods.**





# WILLINGNESS TO PAY FOR SERVICE



- 7% of the subscribers interviewed were willing to pay above **NGN 500/month** for the service
- 15% agreed to pay between **NGN 350 – 500/month**
- 19% choose to pay between **NGN 100 – 300/month**
- 13% said they would pay **lower than NGN 100/month**
- 2.7% said they were **not willing** to pay for the service at this time





“It has helped to reduce losses from improper planning and expenses.”

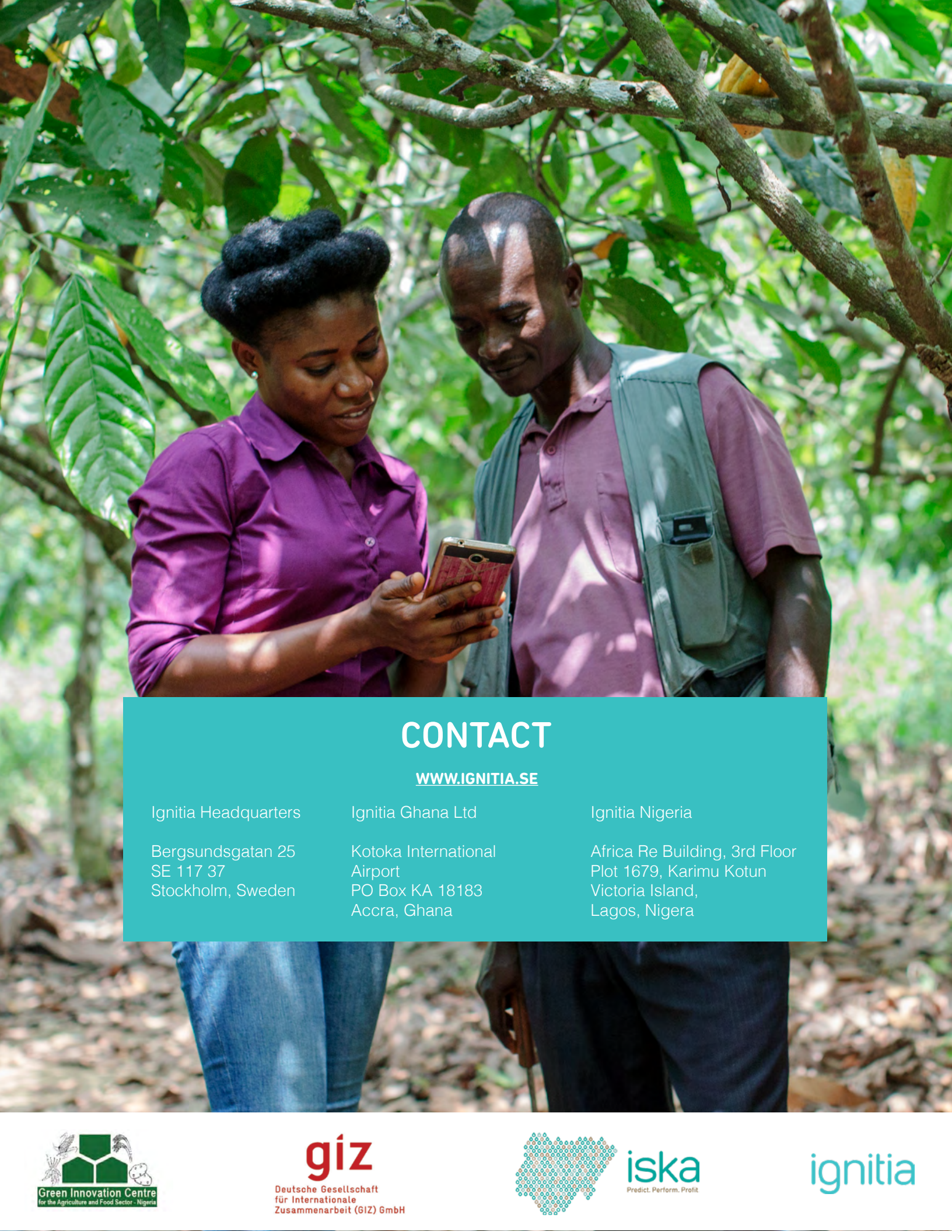


“The iska message has helped farmers to produce more crops so thank you.”



“This Iska weather forecasting is really educative in nature which really helped us to plan our activities and increase our yields.”





## CONTACT

[WWW.IGNITIA.SE](http://WWW.IGNITIA.SE)

Ignitia Headquarters

Bergsundsgatan 25  
SE 117 37  
Stockholm, Sweden

Ignitia Ghana Ltd

Kotoka International  
Airport  
PO Box KA 18183  
Accra, Ghana

Ignitia Nigeria

Africa Re Building, 3rd Floor  
Plot 1679, Karimu Kotun  
Victoria Island,  
Lagos, Nigeria