Evidences

Study #3835

**Contributing Projects:**
- P1857 - Inspire Challenge Winner 2019: Gamifying weather forecasting: "Let it rain" campaign

**Part I: Public communications**

**Type:** OICR: Outcome Impact Case Report  
**Status:** On-going  
**Year:** 2020

**Title:** “Let it rain” game led to 25,312 successful players and new sign up’s to iShamba: Farmer information service in Kenya

**Short outcome/impact statement:**
The game developed in collaboration between CIAT, the Mediae development communications firm, iShamba (the digital advisory service linked to the popular “Shamba Shape Up” television program) and the game developer Usiku saw 25,312 people play the Let it rain game and subsequently sign up to the iShamba farmer mobile service to receive weekly information on selected crops and livestock, weather and market prices.
**Outcome story for communications use:**

"Let it rain", encouraged viewers of the make over TV programme Shamba Shape Up (7 million weekly viewers in Kenya) to guess the onset of the long rains in their area in Kenya (watch promo here: https://vimeo.com/51134921). Farmers from 10 counties spread across the main farming zones in Kenya were eligible to play the game with a prize money of 100,000 Ksh (USD 1,000) allocated per county. Winners (those who guessed the correct onset of the rains), would share this prize money with other winners in their county. In placing their guess, the game encouraged farmers to seek out weather services and sources of information that would support them when planting and help them adapt to changing weather patterns. By playing the game, participants were signed up to the iShamba mobile farmer service (free of charge) and thereafter received timely, seasonal and regular agri-tips, for crops and livestock they are farming as well as market prices and notably weather updates for their area. The game saw 25,312 people play and subsequently sign up to the iShamba (see here: https://docs.google.com/spreadsheets/d/1CddcUXcpCPFFDWNUq1dj_gbKlSN7MjQZegd3Wjy-A/edit?ts=60263461#gid=2078049194). A total of 245 participants across the 10 counties guessed the correct date for onset of the rains. iShamba carried out a follow up survey to research what winners had done with their prize money. Winners of Let It Rain used their earnings to invest in their farms to increase income. A random sampling of the successful stories shows that 47% invested the cash in buying farm inputs (improved seeds, fertilisers and crop protection chemicals; while 37% invested in livestock (buying new stock of chickens, cows and goats). One of the farmers who won 20,000 Ksh ($200) built a new house for the family. The rest of the winners used the cash to diversify their earnings by investing in non-farm related businesses.

Please see short farmer testimony here:
https://twitter.com/theishamba/status/1360201418024644613, https://fb.watch/3Cc6Cs7Ytz/
The competition was promoted on Shamba Shape Up. Watch the full episode on climate change here (including promotion for "Let it rain"):
https://shambashapeup.com/series/season-10/ep-1-climate-change/

**Links to any communications materials relating to this outcome:**

- https://ishamba.com/
- https://www.facebook.com/iShambaLtd/posts/1480362115461454
- https://vimeo.com/51134921
- https://shambashapeup.com/series/season-10/ep-1-climate-change/
- https://www.facebook.com/iShambaLtd/posts/1760695107428152
- https://vimeo.com/511497572

**Part II: CGIAR system level reporting**

**Link to Common Results Reporting Indicator of Policies : No**

**Stage of maturity of change reported: Stage 1**

**Links to the Strategic Results Framework:**

**Sub-IDOs:**
- Diversified enterprise opportunities
- Reduced smallholders production risk
- Enhanced capacity to deal with climatic risks and extremes (Mitigation and adaptation achieved)

Is this OICR linked to some SRF 2022/2030 target?: Too early to say

**Description of activity / study:** <Not Defined>
Geographic scope:
- Sub-national

Country(ies):
- Kenya

Comments: <Not Defined>

Key Contributors:
Contributing CRPs/Platforms:
- BigData - Platform for Big Data in Agriculture
- CCAFS - Climate Change, Agriculture and Food Security

Contributing Flagships:
- M3: Inspire

Contributing Regional programs: <Not Defined>

Contributing external partners:
- iShamba
- Usiku Games
- MEDIAE - Media for education and development

CGIAR innovation(s) or findings that have resulted in this outcome or impact:
The innovation was the game itself, as well as linked sign up to iShamba mobile phone-based agricultural advisory service.

Innovations: <Not Defined>

Elaboration of Outcome/Impact Statement:
As a result of the "Let it rain' game, iShamba saw 25,312 new sign ups in 2020 (growing from 6,481 total users in 2019 to over 47,000 in 2020). The game sought to develop new communications channels that can guide more farmers (including women and youth) to seek out weather services and sources of information that would support them when planting and help them adapt to changing weather patterns.

References cited:
Shamba Shape Up promotional video:
https://shambashapeup.com/series/season-10/ep-1-climate-change/
https://ishamba.com/
https://www.facebook.com/iShambaLtd/posts/1760695107428152
https://www.facebook.com/iShambaLtd/posts/1480362115461454
https://vimeo.com/511497572
https://vimeo.com/511134921
Quantification:

Type of quantification: a) Actual counts or estimates from a particular study (please provide reference)
Number: 25312.00
Unit: Persons who played the game/ signed up to iShamba
Comments: 25,312 persons played the game as a result of watching the Shamba Shape Up promo/seeing the game promoted through iShamba and it's social media. In order to play the game you were automatically signed up to the iShamba mobile service free of charge.

Gender, Youth, Capacity Development and Climate Change:

Gender relevance: 1 - Significant
Main achievements with specific Gender relevance: 7,340 of the participants were women, demonstrating that it is a viable communications channel for encouraging women farmers to seek weather and climate advisory information.

Youth relevance: 1 - Significant
Main achievements with specific Youth relevance: 11,129 of participants were youth, demonstrating that it is a viable communications channel for encouraging young farmers to seek weather and climate advisory information.

CapDev relevance: 1 - Significant
Main achievements with specific CapDev relevance: 25,312 persons were signed up to iShamba, where they received weekly information on crop/livestock and weather information, thereby building their capacity to make informed decisions in matters concerning their farm activities, especially linked to weather.

Climate Change relevance: 1 - Significant
Describe main achievements with specific Climate Change relevance: Through this engagement, iShamba has developed a more advanced and localized weather service. It is now sending 450,000 farmers weekly localized weather information within a radius of 5-9 km. This will allow farmers to plan and significantly plant their crops using more accurate weather information and therefore better adapt to climate change.

Other cross-cutting dimensions: No
Other cross-cutting dimensions description: <Not Defined>
Outcome Impact Case Report link: Study #3835
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