



Case study



Community Influence, and approach based on young women and men

OVERVIEW

This case study seeks to answer two questions:
How can young people influence their communities (parents, chiefs, local governments) to adopt practices that will transform the social, economic, and ecological system?

What can youth do to create a place for themselves to help in making decisions in their households and communities?

Why does it matter?

DryDev's¹ project goal is to create a world where "households in the project intervention area have transitioned from subsistence agriculture and emergency assistance to sustainable rural livelihoods supported in a flourishing economy." DryDev believes that community leaders and talented members of the community are capable of creating systemic change with effective accountability and social engagement. As a result, the implementation team at the local level was limited to the focal point and a communal facilitator who support community-based innovation platforms.

In 2015, the project expanded its coverage area, but was unable to hire more staff to cover data collection and project monitoring. Faced with this reality, and still believing in the communities' skills, in 2016, DryDev in 2016 decided to involve innovation platform (IP) members in the process of data collection. By 2017, this experience enabled DryDev Niger to provide quarterly information on the indicator plan

that passed global quality standards for data collection. Three out of five community members in charge of data collection are between 17 and 35 years old².

In 2018, DryDev wants to expand the role of these young people by training them to use aerial photography and map data as an influential tool in community decisions. This supports communities to make decisions based on evidence (images, maps, quantitative data, etc.). It also offers secure employment (on farm, off farm and no farm) in the communities themselves. Finally, this activity gives youth a way to influence community decisions, thanks to the possession of data and strategic information. These young people will become essential for the innovation platforms and their partners as sources of credible information.

The youth are determining the types of information to analyze, the ways to share information with community decisions makers, potential conclusions the data supports, and what goals they think providing data should influence results. Being able to access, analyze, and share this data might become a source of income in the future. However, it will initially be limited to actions (collection and use of information) that will in the short term give a kind of power to young people both in terms of decision-making rather than from an economic point of view. Using the role of knowledge brokers is an innovative way to support the voice, the leadership, and the legitimacy that this group of young people as leaders in their community to influence farmers as well as on the key leaders.

¹Funded by Dutch gov't and piloted by The World Agroforestry Center (ICRAF)

²In Niger, the legal definition of "youth" is from 15 to 35 years old.

This brief outlines the process of setting up youth knowledge brokers, as well as the tools and means to be implemented are briefly described in this document. This is a pilot phase that focuses very much on rapid prototyping and learning, so the model will be amended throughout the implementation. Indeed, to achieve this ambitious but achievable goal, the strategy will be bottom-up and focus on data for adaptive management.

Place and Change Agents



Droum district sits 35km from Zinder in Niger, and has the 51 pilot villages for this model. If the pilot proves promising after 6 months, the project will set up exchange visits with a view to scaling the model to 191 villages in 4 districts: Aguié (Maradi), Malbaza (Tahoua) and Dogon Kiria (Dosso).

Change Agents

The project will offer this opportunity to the young men and women who are members of innovation platforms and train them in data collection. Youth in Droum's secondary schools who come from the 51 DryDev villages are also welcome to attend the training if they are interested.

Connecting these in-school and out-of-school youth will give space for their know-how, curiosity, and efforts to accelerate project results.

Target Groups:

Producers: The youth will train producers from the different Innovation Platforms with an approach based on images, videos and maps. Some topics will include: i) integrated adoption of technologies promoted by DryDev and other stakeholders, including natural resource management, agro-sylvo-pastoral production and the importance of value chains; ii) potential risks and opportunities; iii) economic-employment niches for young people.

Youth: Young people will be affected through the existing *Fada* groups (informal social circles) that will be modeled as

spaces of awakening, sharing and co-learning.

Elected Officials: DryDev will facilitate workshops with local leaders where young people will present their approach, its scope, potential impacts, and the implications for the roles that elected representatives must play in achieving results. After each workshop, the youth and elected officials will create a joint action plan and commitments to achieve results.

Technical and financial partners: Local leadership structures, development authorities and mayor's offices, will be invited to these workshops because they represent potential customers—people who might be able to use the data that these young people will collect. Also, these workshops will showcase the young people as potential providers for any data collection activities that other projects and partners need. Why hire experts from far away if the town offers local skills?

Project Facilitators

CARE and Karkara—a local NGO—will jointly coordinate this effort under the DryDev project. This will include creating practical modules for training and practice, connecting key actors who need to be involved in the project, and paying for training and necessary materials. For this activity to succeed, DryDev will spare no effort in getting outside experts to support youth training and leadership.

External Experts

DryDev is working with Africa Drone—a private Nigerian company who will furnish the maps and photography of the area supplied by drones. This company will provide products that can be used over Whatsapp, Youtube, and USB keys.

Next Steps

1. CARE and its strategic partners on DryDev (Mercy Corps, Regis ER, mayors' offices, telecommunication companies like Airtel, Orange, Moov and Sahel Com) and the

- Donation of a space for young people to meet and exchange in Droum
- At least 50 Android smartphones for youth to use in geo-tagging, taking videos, photos, and audio recordings
- Office supplies for workshops
- A kit for showing videos (projector, battery, and screen) before community debates
- Training and refresher sessions
- Other supports (such as motorcycles) that young people might need.

members of Innovation Platforms will meet to align their financial, human, and intellectual resources to ensure the success of this prototype. Expected outcomes and commitments from this meeting include:

2. Host a meeting with Innovation Platforms and school officials in the intervention area to reach 15 youth leaders (5 from the school and 10 from the Innovation Platforms).
3. Meeting and discussion with the 15 youth (the school and the Innovation Platforms will arrange for transport to and from these meetings). This meeting will identify what objectives the youth have for analyzing maps, videos, and images they collect. The objectives will center around what changes youth would expect to see in relation to the economic (value chains), ecological (land degradation), or social (behavior change) systems. For example, they may decide that the goal is to increase adoption of agricultural technologies using data they collect and analyze. The young people will identify the elements and places for data collection, who will film, who will need what, etc. At the end of the meeting, the youth will transform the results of this discussion into an action plan.
4. Meet with Africa Drone to align the action plan the youth create to the images and data Africa Drone provides to supplement the data young people collect. Especially in the first few months, this will help the youth understand what kinds of visual materials are high quality and useful for the community, and what can be easily shared with methods available in the

community.

5. Young people will identify areas where they need further training (for example, in photography and videography, in community organizing, in using internet tools to analyze and share data, using Geo-Open DataKit for maps, etc.).
6. Work with the youth to create community-level engagement and publicity plans for how they will share this information and get other youth involved in the initiative. They should also consider how to connect youth into networks to have greater community influence.

Monitoring & Evaluation

CARE and its partners will work with the youth to create a simple monitoring plan and log frame based on their action plans. They will create a data plan and a format for routine monitoring.

The project will share results widely in order to encourage others to scale this innovation.

After 6 months, the project will work with youth to reflect on sustainability plans and identify the roles that partners can take to continue supporting the activity.

Youth will decide which of the data and results they think should be free for projects and technical partners, and which they will offer as a paid service. For example, they may choose to charge NGOs for credible statistics about community populations and their livelihood options to assist in project targeting activities.

NB : CARE's DryDev project will build a parallel system for monitoring local producers' performance, including



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