

# Agile Data | Lab 1

# Reaching Farmers at Scale

## Emilie Akkermans

Agile Data Project Manager  
Committee on Sustainability  
Assessment (COSA)

## Dr. David Ameyaw

International Centre for  
Evaluation and Development  
(ICED), CEO & President



**Q1-** How do we design systems that recognize the many different realities behind the word **farmer**?

**Hands-on**, practical oriented

**Needs:** Solving farmers challenges / problems, clear benefit

**Inclusive:** Visual, physical, remoteness, gender-sensitive

**Sensitization:** knowledge and understanding

**Considerations for Customization:**

- Indigenous knowledge
  - Livelihoods
  - Context

**Open-ended** questions, and **active listening**

Able to provide **feedback**

**Human interaction**

**Q2- How do we scale farmer-centered design using Agile Channels or digital systems without losing the human-connection?**

**Trust:**  
Co-creation with stakeholders

**Monitoring and Feedback**  
(long term assessment of usefulness)

**Embracing failure** to learn and adapt

**Extension Agents:**

- Capacity building
  - Resources
- Increase quantity

**Program based:**  
Existing programs that already benefit the farmer

**Integration:**  
Data within existing structures