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CBI Uganda Climate Smart Coffee Project

Project: Uganda Climate Smart Coffee



- **Long term sector vision:** An inclusive Ugandan coffee sector exporting traceable, climate-smart coffee
- **Overall project objective:** to contribute to an inclusive Ugandan coffee sector where farmers and SMEs produce and export traceable, climate-smart coffee that meets new EU regulations.

This will be achieved through **3 outcomes**

- Understanding farmer adoption to support public-private sector service delivery
- Capacity building SMEs for greater climate resilience
- Contributing to sector dialogue and decision making

Country	Uganda
Focus sector	Coffee
Sustainability challenge	Climate change: lack of climate resilience
SDG contribution	SDG: 8, 12, 13, 17
Timeline	5 years Nov 2023 – Dec 2028

Ugandan SMEs under the CBI programme

1. Ndugu Farmers
2. Fine and Speciality
3. Mwanyi Terimba
4. Rubanga Cooperative Society
5. Gorilla Highlands Coffee
6. Banyankole Coffee Services
7. Nyamirima Mutegaya Coffee



*Sector
Vision*

An inclusive Ugandan coffee sector exporting traceable,
climate-smart coffee

*Project
Ambition*

To contribute to an inclusive Ugandan coffee sector where farmers and SMEs produce and export traceable, climate-smart coffee that meets new EU regulation.

Effective service delivery

Effective public private service delivery supports inclusive growth of the coffee sector

Resilient SME Exporters

SME Exporters grow their export of traceable, climate-smart coffee on EU markets

Improved alignment

Sector stakeholders engage in dialogues on the transition to traceable, climate-smart coffee production



Resilient SMEs

1. Climate-smart training programme

- Co-creation process selecting pilots to address barriers to adoption of CSC practices
- Support curriculum development and farmer engagement tools
- Offer coaching to SME leadership & field officers

2. EU market compliance

- Support preparation for compliance with the new EU Legislation: EUDR & CSDDD
- Facilitate the service provision to SMEs on due diligence and traceability processes
- Exchange best practices amongst SMEs through webinars

3. Brand development & Buyer relationships

- Support branding & communication strategy
- Coach on preparation of marketing tools
- Organise market information webinars, matchmaking sessions during trade fairs



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SBC overview

Social and Behaviour Change (SBC)

- **SBC** is the **intentional process** that seeks to **understand** and **facilitate change** in **behaviours, social norms**, and the **contexts** that drive them.
- Social Ecological Model (SEM) framework can be used for understanding the multifaceted and interactive effects of how the different layers determine behaviours.



Bronfenbrenner (1979)

Evolution of SBC



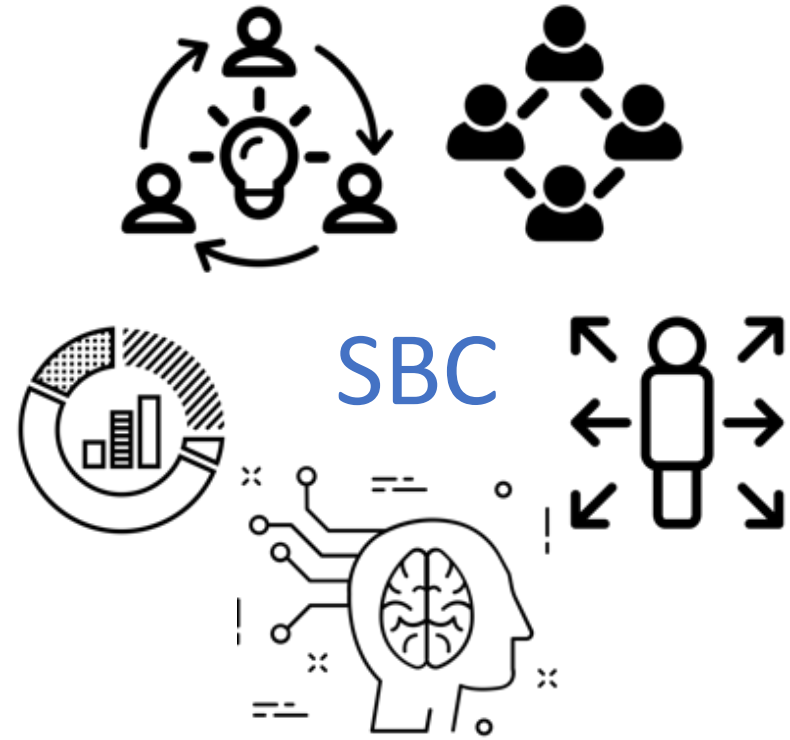
Interpersonal
Education
Communication



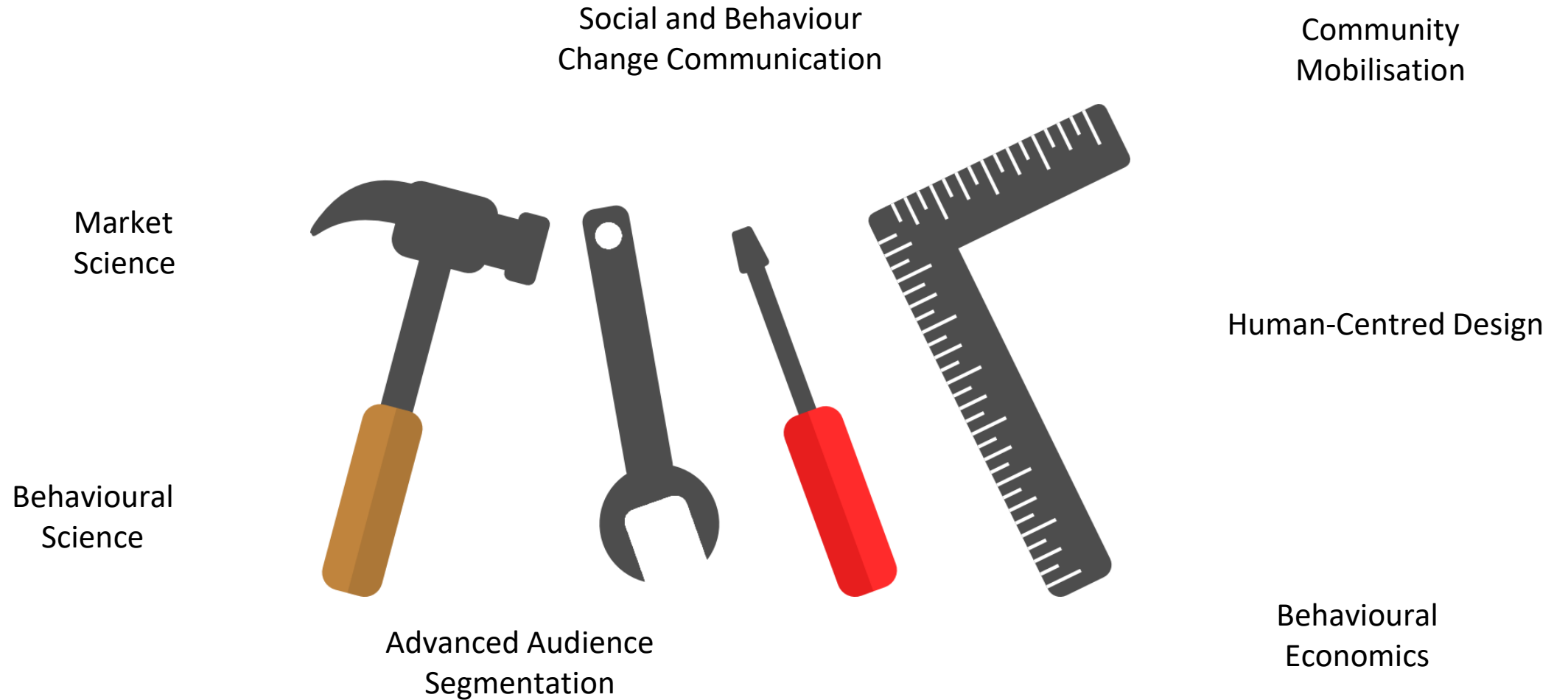
Behaviour Change
Communications



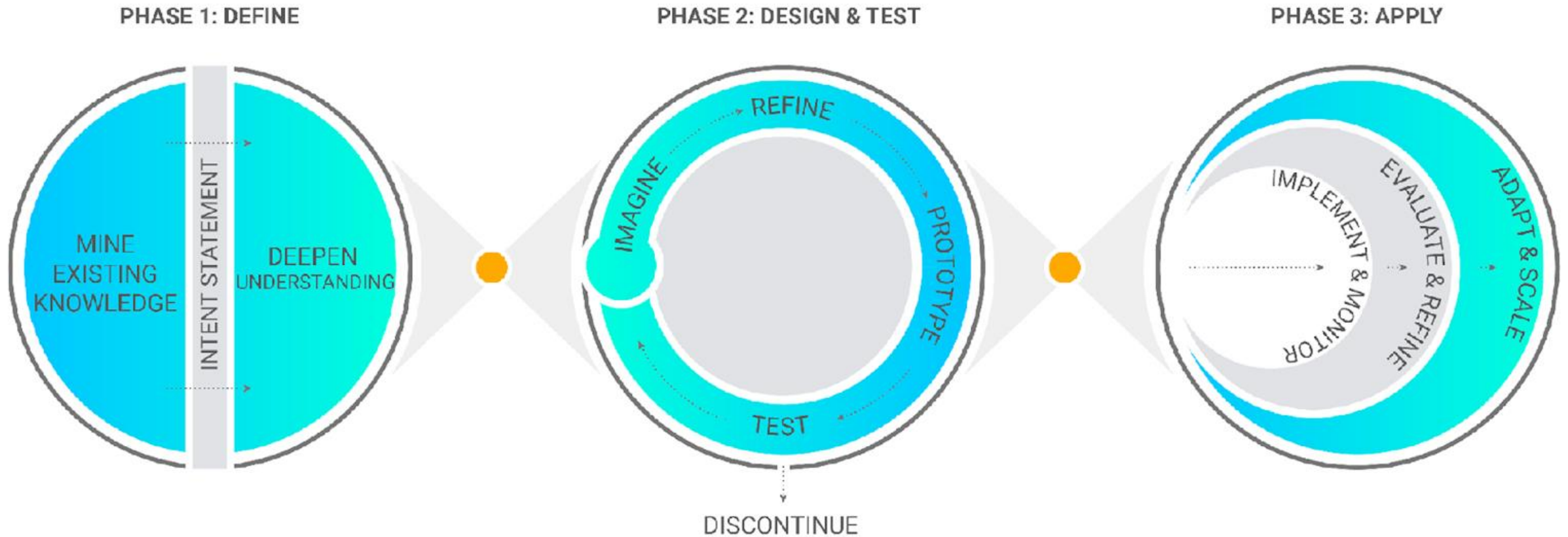
Social & Behaviour Change
Communications



SBC Toolbox



How are we implementing SBC in our work?





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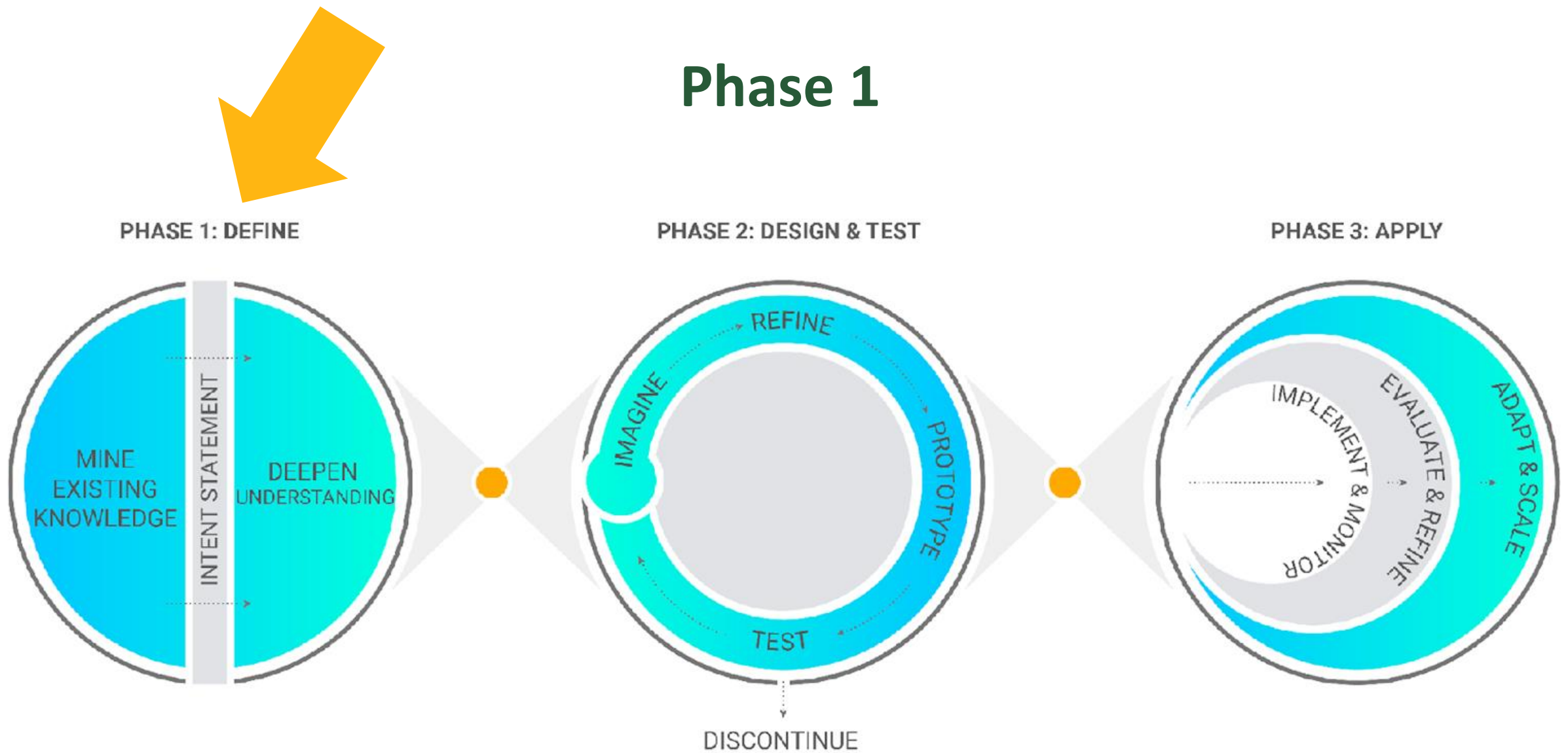
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**Our application to the CBI Uganda
Climate Smart Coffee Project**

**Define: Literature review,
Engagement with Stakeholders,
Behavioural Segmentation Analysis**

**Design and Test: Cocreation
workshops, Prototyping , Rapid
Testing and Iterative Refinement**

Phase 1



Phase 1: Cocreation in Kayunga

Focus group discussions with 25 stakeholders, smallholder farmers, extension officers, local government and private sector, Kayunga District, November 2024.

One assumption under test: that farmers are both willing and able to adopt and reinvest in climate-smart coffee (CSC).

Validated — the willingness is real

- Future Oriented Mindset
- 30-60% of earning invested
- Recognition is a strong motivator
- Collective, not only individual
- Market signals unlock action

Constrained — the ability is not

- Finance is out of reach
- Land fragmentation undermines the economics. Labour is scarce and expensive
- Extension is ‘Sporadic and unreliable’
- Complexity forces poor substitutions

The decision is behavioural and some barriers is ours to fix

Why farmers hesitate

- **Present bias.** School fees and daily costs outrank a yield gain two seasons away.
- **Loss aversion.** The income gap in the two years following stumping looms larger than the long-term gain, producing a strong status-quo bias.
- **Social norms.** Deviating from established practice invites judgement. “Trying something new is risky. If it fails, everyone will talk about it.”
- **Authority bias.** Patriarchal household structures centralise decisions in male heads of household, excluding the insight of women and youth.
- **Cognitive overload.** Complexity plus thin technical support produces decision fatigue, and farmers default to the familiar.

What actually moves them

- **Peer proof.** Farmers adopt when they see neighbours succeed. Observational learning, not instruction, is the sector's most efficient channel.
- **Seeing it done.** Demonstration plots and field days let farmers “see for themselves what works best.”
- **Standing in the community.** Recognition as a progressive farmer sustains commitment and creates a ripple effect across social networks.
- **Trusted local voices.** Advice from peers, agro-dealers, church and community leaders carries further than advice from formal institutions.
- **Youth-relevant roles.** Nursery management, pruning services and village agent models make coffee viable for a generation that “wants quick money.”

The barrier we own

- **Conflicting messages.** NGOs, government agencies and private actors advise the same farmer with different priorities.
- **Incomplete guidance.** Shade trees were promoted without advice on species or shade levels, leaving farmers unable to act on what they were told.
- **Eroded trust.** Inconsistency from formal sources pushes farmers back onto informal networks — trusted, but not always technically accurate.
- **A self-reinforcing loop.** Each additional uncoordinated voice makes formal advice cheaper in the farmer's eyes, and slows the spread of science-based practice.

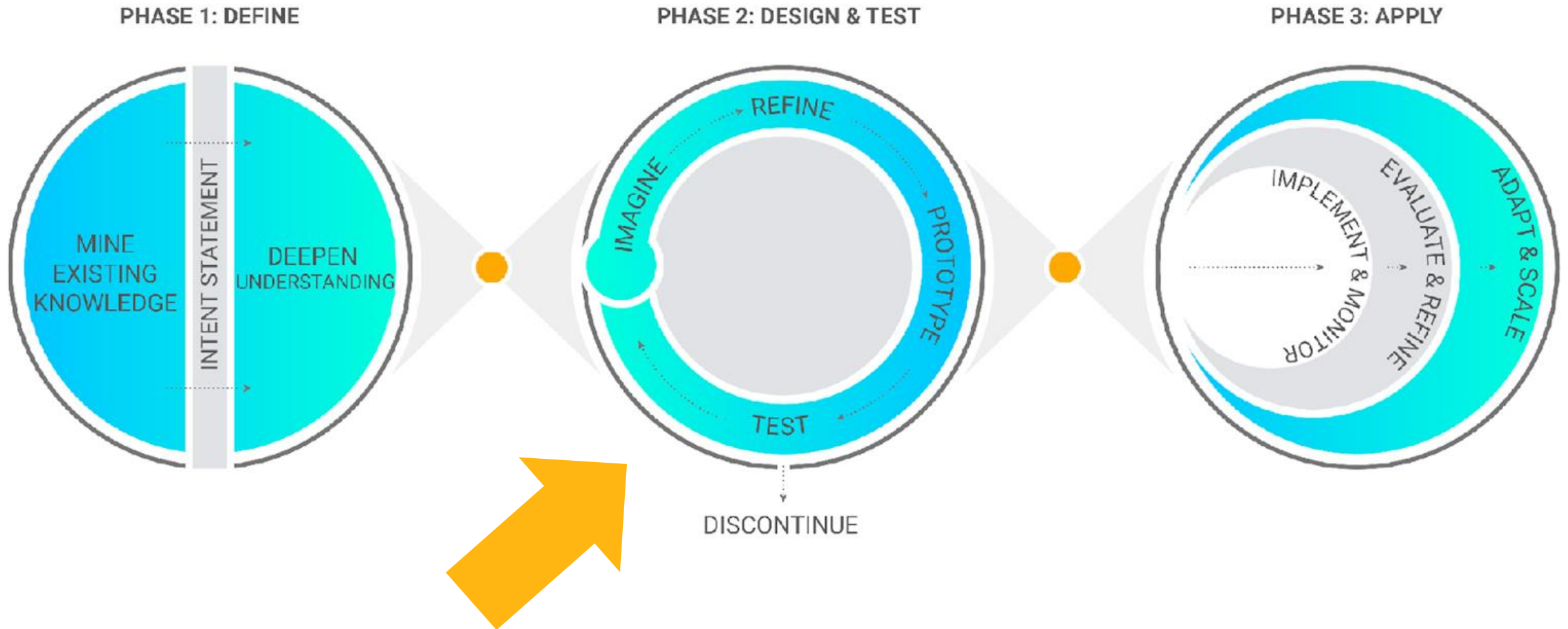
Messaging Matrix

Audience	Core Message Theme	Key Motivators and Behavioural Drivers	Behavioural Science Principle	Proposed Communication Channels	Message Example/Slogan
Men	Economic Empowerment and Prestige	Recognition within the community, financial success, long-term investment benefits	Prospect Theory (emphasis on potential gains), Social Proof (peer validation)	Radio programmes, farmer field days, community meetings	"Emwanyi maama waffe – Coffee secures our legacy and future."
Women	Household Stability and Resilience	Family security, enhanced income for household needs, community support	Loss Aversion (fear of losing stability), Social Norms (family well-being focus)	Printed educational materials, community dramas, local council meetings	"Emwanyi ddembe lyaffe – Coffee is our path to prosperity and peace."
Youth	Modern Farming and Immediate Rewards	Access to new technology, modern farming skills, quick wins, employment opportunities	Present Bias (focus on immediate rewards), Innovation Motivation	Social media (TikTok, WhatsApp), youth-centric events, digital animations	"Emwanyi sente – My coffee, my prosperity."
General Farmers	Tangible Success Stories	Real-life examples of success, learning from peers, visible results	Social Proof (seeing others succeed), Cognitive Dissonance Reduction (aligning behaviour with observed success)	Radio talk shows, farmer exchange visits, agricultural exhibitions	"Zaabu mwanyi ndabirile – Coffee, our unseen gold."
Community Leaders	Community Development and Leadership	Position as a community influencer, fostering collective economic growth	Authority Bias (respect for community leaders), Social Responsibility	Community meetings, radio interviews, training workshops	"Emwanyi esomesa omwana nga tenakungurwa – Coffee educates our children even before it's harvested."
Extension Officers and Experts	Trust and Expert Validation	Sharing expert knowledge, supporting farmers through challenges	Availability Heuristic (access to trusted information), Reciprocity (support breeds loyalty)	Demonstration farms, interactive workshops, direct farmer visits	"Practice CSC and see your yields thrive – support is here to guide you."

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Phase 2



Integrating SBC into CSC adoption

Goal: Increase adoption of priority climate-smart practices among smallholder coffee farmers.

Approach:

- Co-developing behaviourally informed, farmer-centred, and SME-owned communication and training strategies.
- Fully contextualised to each SME's operational reality.

Co-Design Workshops

- Conducted with SMEs, their staff, and farmers.
- Captured local insights to contextualise existing training content.
- Focused on priority themes of interest for each region/SME.
- Emphasis on “**missed income**” as an economic trigger.





Cocreation workshops

Rukungiri and Masaka, August 2025

Objectives

- Identify **key obstacles and drivers** to farmer adoption related to prioritised practices.
- Develop **messaging focused on economic incentives**, highlighting missed income
- Design **prototype extension models** that support hands-on, experiential learning.

Expected deliverables

- A prioritised list of practices alongside a behavioural barrier matrix
- A high-level storyboard for prototype messaging
- Recommended communication channels

Methodology

- The participatory sessions involved
 - SME staff (sustainability officers, M&E, agronomists, and extensionists)
 - farmer representatives (including women and youth)
 - CBI experts
- Activities used human-centred design and adult learning principles.
 - artwork reflection
 - group work
 - farmer journey mapping
 - participatory validation
- to unpack real challenges and co-design practical and behaviour-informed messages.



Rukungiri Insights: Gorilla Highlands Coffee & Rubanga Cooperative Society



Farmer Motivations and Dreams

Participants were deeply driven by:

- Long-term financial goals (e.g., paying school fees, building businesses)
- Legacy aspirations (e.g., teaching grandchildren, starting coffee schools/factories)
- Pride in coffee quality and identity

Practices prioritised by the SMEs

- Mulching
- Shade trees
- Manure Application

Barriers and enablers

Practice	Behavioural Barriers	Structural Barriers	Key Enablers
Mulching	• Limited knowledge of mulching benefits beyond weed control • Belief it is time-consuming/unimportant • Negative attitudes due to myths, i.e., perceived weed increase when mulch rots • Poor time management and competing priorities • Fear of pests/disease harbouring	• Limited access to mulching materials (grass, plant residues) • High transport costs and lack of tools/labour • Seasonal flooding/wildfires destroying mulch • Limited coordination among farmers to source mulch • Inadequate extension follow-up	• Practical, hands-on training on mulching benefits and techniques • Peer-led demonstration plots showing yield impact and household impact • Bulk sourcing/local production of mulch to cut costs • Labour-sharing groups to overcome labour shortages • Visual, language-appropriate guides for more information to highlight benefits and tackle myths

Barriers and enablers

Practice	Behavioural Barriers	Structural Barriers	Key Enablers
Shade Trees	• Limited knowledge of suitable tree species and spacing • Fear shade trees reduce coffee yields • Resistance to change and conservative attitudes • Influence from peers against planting • Dependency mindset expecting free seedlings	• Limited access to affordable, high-quality seedlings • Few local nurseries and long distances to access them • Inadequate funds for bulk seedling purchase • Land shortages for proper spacing • Poor quality or pest-prone seedlings	• Partnerships with cooperatives/nurseries for steady seedling supply • Farmer-led demos to show benefits for quality, resilience, and income • Region-specific training on species selection and spacing • Integrating shade tree planting into household legacy and food goals • Recognition/rewards for early adopters

Barriers and enablers

Practice	Behavioural Barriers	Structural Barriers	Key Enablers
Manure	• Perception that soil is already fertile • Fear of smell/discomfort handling manure • Belief manure application is too labour-intensive • Low commitment and lack of self-esteem to try • Misinformation on correct quantity, timing, and method	• Limited access to livestock for manure supply • Lack of transport tools (wheelbarrows, spades) • Hilly terrain complicating application • Poor access to inputs and extension services • Price fluctuations reducing ability to invest	• On-farm demos quantifying production gains from manure • Peer-to-peer learning (VSLA, lead farmer groups) for sharing best practices • Cooperative-led access to transport tools and manure sourcing links • Agreements between livestock and coffee farmers for manure exchange • Integrating manure use into regular extension visits and coaching

Messaging



Messaging

Practice	Gender	Key Themes	Example Messages	Behaviour Triggers
Mulching	Men	• Soil fertility • Beneficial organisms • Moisture retention • Farm image • Weed control	• 'The farmer benefits from improved soil fertility.' • 'The farmer benefits from helpful organisms that improve the soil.' • 'The soil remains moist for a long time despite the sun.' • 'The garden looks neat, showing the farmer is serious.' • 'Weeding becomes easier because weeds do not grow much.'	Highlight • time saved • soil health • pride in a neat, well-kept farm
	Women	• Multiple benefits • Weed control • Soil erosion prevention • Yield protection • Income protection	• 'Without mulching, the weeds grow a lot, taking too much of the farmer's time to control.' • 'Without mulching, water washes away the soil and the topsoil's nutrients, making crops weak.' • 'Without mulching, coffee will not produce well, and the farmer will earn less from the coffee harvest.' • 'Without mulching, water runoff will carry away soil fertility and reduce crop yields.'	Use • fear of income loss • increased workload • visible crop decline to motivate action

Messaging

Practice	Gender	Key Themes	Example Messages	Behaviour Triggers
Shade Trees	Men	- Moisture retention - Improved air - reduced crop competition - drought protection	'When we plant shade trees, we get good, cool air.' 'The soil retains moisture during the rainy season.' 'When we plant shade trees in the coffee garden, our coffee will not compete with poor-quality crops.' 'If you don't plant shade trees, the coffee will suffer when the dry season comes.'	Highlight; - yield stability during dry seasons, - improved coffee quality - reduced risk of poor harvests
	Women	- Comfort/rest - Sun protection - Income from timber	'When we plant shade trees, we can rest under them.' 'When we plant shade trees, the sun will not scorch the coffee.' 'By planting shade trees, you can get timber to sell for money in the future.'	Emphasise - comfort/rest - long-term household income - protecting crops from sun damage.

Messaging

Practice	Gender	Key Themes	Example Messages	Behaviour Triggers
Manure Application	Men	• Pest/disease resistance • Plant strength • Aroma/quality • Consistent production	• 'Coffee becomes resistant to diseases and pests.' • 'Coffee grows strong.' • 'Coffee smells nice / has a good aroma.' • 'Coffee does not dry up.' • 'Coffee leaves change colour and remain healthy alongside other crops.' • 'It produces many flowers because it has enough nutrients.'	Focus on: • increased yield • resilience, • premium quality beans
	Women	• Yield increase • Berry size • Income protection	• 'Without applying manure, coffee will not produce many berries.' • 'If coffee produces small berries, when you open one, you find the bean inside is small because the coffee was not given manure.'	Show; • loss of income from small or fewer berries • link to family needs

Extension models improvements

Insights from farmers on the existing extension models

- **Demo farms & field days** provide hands-on learning and practical demonstrations.
- **Best vs. worst garden and, by extension, homestead comparisons** to highlight visible differences in practices and results (including results on a home).
- **Group reflections** during VSLA or farmer gatherings serve as safe spaces for discussing lessons.
- **Integrating success stories & farmer champions** into training sessions to inspire peers.
- **Structured follow-up visits** to reinforce learning and address challenges.
- **Recognition and reward mechanisms include showcasing high-performing farms through photos, local radio, or community events, along with providing positive social recognition on digital platforms.** (Added by us)

Extensionist insights:

- Identified gaps in **resourcing, consistent follow-up, and clear, simple materials.**
- Highlighted a need to refocus on quality delivery and trust-building between extensionists and farmers.
- Farmers and SMEs expressed strong interest in peer-led, “see and believe” learning models that combine observation with active participation.

Channels



Channel	Summary (Reach, Trust, Access, Interactivity)	Suitability for Economic Messaging	Key Considerations & Notes
Extension Officers	High reach and trust; easy to access as they are present in communities; interactivity varies by style and resources	Good – trusted source, but needs reframing skills	Capacity building needed on behavioural messaging; ensure follow-up and coaching
Trainings / Workshops	Medium–High reach; very high trust; moderate accessibility (location-specific); high interactivity for Q&A	Excellent – can use stories, proverbs, visuals	Needs better timing and simplified delivery methods; group discussions highly valued
Radio Talk Shows	High reach and trust; very high accessibility via local languages; low–medium interactivity unless call-in	Strong – storytelling format fits well	Use local dialects and relatable success stories; can drive demand for other channels
Church Gatherings	High reach and trust; very high accessibility; medium interactivity in small group sessions	Moderate – needs adaptation to context	Leverage spiritual framing and trust; could be used for values-based appeals
VSLA Group Meetings	Medium reach; high trust; high accessibility; high interactivity for peer accountability	Very Good – savings goals tie well with missed-income stories	Excellent peer-learning environment; integrate story cards and reflective prompts
Fellow Farmers / Peer Exchange	Medium reach and trust; very high accessibility; high interactivity in informal settings	Good – can normalise new practices	Identify and support local champions; good for observational learning

Channel	Summary (Reach, Trust, Access, Interactivity)	Suitability for Economic Messaging	Key Considerations & Notes
Group Leaders (Co-op Level)	Medium reach; medium–high trust; high accessibility for members; medium interactivity	Moderate	Can be gatekeepers or enablers; need orientation on new messaging
Radio Adverts / Jingles	High reach; medium trust; high accessibility; low interactivity	Moderate	Good for reinforcement; less suitable for introducing new ideas
AGMs / Cooperative Assemblies	Low–Medium reach; medium trust; low accessibility; medium interactivity	Moderate	Not consistent enough; more useful for broader organizational updates
Phone Calls (Direct from Co-ops)	Low reach; medium–high trust; medium accessibility; low interactivity	Low–Moderate	Good for reminders or urgent updates, but not for depth
Television	Low reach and trust; low–medium accessibility; low interactivity	Moderate	Only useful in urban or better-off households; not rural farmer-friendly
Notice Boards at Cooperatives	Low reach; low–medium trust; medium accessibility; no interactivity	Low	Only reaches those who visit co-op offices; good for follow-up reinforcement

Recommendations



Recommendations	Alignment to Pilot
Adapt training materials to include emotional and economic messaging in local dialects.	Message & training material adaptation – integrating missed income framing, localised storylines, and visual aids.
Equip extension agents with storyboards and simplified tools to support behaviour framing.	Strengthen the SME training programme— provide extension teams with ready-to-use participatory tools, message storyboards, and visual materials.
Leverage trusted channels with community champions leading conversations.	Channel strategy – prioritise high-trust platforms (extension officers, workshops, VSLA groups, peer champions) for message rollout.
Invest in participatory models: demo plots, comparison farms, and storytelling to drive observational learning.	Extension models – implement 'best vs. worst garden' comparisons, field demos, and peer-led learning sessions.

Recommendations	Alignment to Pilot
Tailor support by gender	Message adaptation – create gender-specific economic triggers and practice framing, ensuring relevance to different farmer segments.
Anchor messaging in trainings/workshops and groups where dialogue, emotion, and personalisation are possible.	Message rollout – integrate missed income stories and farmer-led dialogues into groups like VSLA and training settings.
Equip/train extensionists and peer champions to translate technical content into emotional and economic framing.	SME training & coaching – train extensionists and champions in behaviourally informed messaging techniques.
Use radio talk shows for wider reach and narrative storytelling.	Channel plan – plan radio talk shows featuring farmer champions, missed income stories, and local proverbs.
Design communication toolkits for multi-channel use.	Message & material adaptation – develop flipcharts, cue cards, radio scripts, and posters for consistent use across multiple platforms.

Masaka Insights: Ndugu Farmers, Fine and Speciality and



Farmer Motivations and Dreams

- Participants are strongly driven by household income goals (school fees, building permanent homes, real estate investment) and long-term business visions such as owning processing factories or model farms.
- Women in particular framed coffee as a path to financial independence and family well-being.

Practices prioritised

- Mulching
- Trenches
- Manure Application

Barriers and enablers

Practice	Behavioural Barriers	Structural Barriers	Key Enablers
Mulching	• Fear that mulching leads to pest infestations or harbours snakes • Belief that mulching causes soil acidity (low pH) • Negative perceptions of cost and labour requirements • Fear of fire hazards from dry mulch • Limited knowledge on long-term benefits	• Scarcity of mulching materials • High cost of purchasing or transporting mulch • No resources to hire labour for application • Seasonal availability of materials • Limited demonstrations of effective mulching	• Promote use of locally available mulch (maize cobs, coffee husks) • Demonstrations on safe, pest-free mulching methods • Mass trainings on benefits and techniques • Incorporate fire prevention practices in training • Show cost savings and yield improvements over time

Barriers and enablers

Practice	Behavioural Barriers	Structural Barriers	Key Enablers
Trenches	• Lack of knowledge on the purpose and benefits of trenches • Perception that trenches are too labour-intensive • Lack of motivation due to unclear short-term benefits • Belief that some soils (e.g., sandy) cannot sustain trenches	• High labour and tool requirements for digging trenches • High cost for implementation and maintenance • Soil type constraints (sandy soils collapse) • Lack of technical guidance or visuals for correct trench spacing	• Farmer trainings and exchange visits to see effective trenches • Provide tools and services through youth groups • Integrate trenches into water conservation messaging • Demonstrate dual benefits for soil erosion control and water retention • Use visual comparison charts showing with/without trench scenarios

Barriers and enablers

Practice	Behavioural Barriers	Structural Barriers	Key Enablers
Manure Application	• Limited understanding of how manure works and its benefits) • Perception that it is dirty or unpleasant to handle • Lack of skills to create compost • Low patience due to long time to see results • Belief that composite manure has few nutrients	• Lack of access to adequate quantities of manure • Difficulty transporting manure to farms • Small land holdings limiting organic material availability • High labour costs for application • Limited tools for composting	• Train farmers on composting techniques and nutrient benefits • Encourage farmer groups to co-create compost • Provide machinery support for composting where possible • Showcase yield and soil health improvements through demos • Promote manure exchange agreements between livestock and coffee farmers

Messaging



Messaging

Practice	Key Themes	Example Messages	Behaviour Triggers
Mulching	• Soil erosion prevention • Yield protection • water conservation • Weed control	• 'Singa oba tobise taka lyo, lijja kukulukutta ... ofune amakungula matono – If you don't mulch your soil washes away and you harvest very little.' • 'Loss of soil fertility due to erosion leads to low yield.' • 'Loss of water can lead to crop dryness.' • 'Rapid growth of weeds competes with coffee.' • 'Loss of microorganisms that mix nutrients in the soil.'	• Link erosion to direct income loss • Emphasise • easier weeding • higher yields • long-term soil fertility

Messaging

Practice	Key Themes	Example Messages	Behaviour Triggers
Trenches	• Water retention • Soil fertility • Erosion prevention • Resilience to heavy rain	• ‘A garden without trenches does not store water well, even when there is no drought.’ • ‘A garden without trenches does not retain nutrients in the soil.’ • If you do not make trenches, it causes soil erosion in your garden, with the topsoil being washed away.’	• Highlight ○ visible benefits during dry spells and heavy rains; ○ show before/after visuals of erosion prevention
Manure Application	• Soil health improvement • pest awareness • safe organic farming	• ‘The Nakavundila is found everywhere but more concentrated along the most recently cultivated edges.’ • ‘For livestock keepers, dung and kraal manure attract the Nakavundira pest.’ • ‘Do not burn rubbish in your garden, especially crop residues.’	• Educate on ○ correct composting to avoid pests ○ link soil health to long-term yield ○ reduced chemical input costs

Extension models improvements

Key Farmer & Agent Insights

- **Training is “too technical”:** Farmers and agents reported difficulty breaking down content into simple, relatable messages, especially when training manuals lack visual support.
- **Trust is linked to role models:** farmers assess trainers by the condition of their farm—poorly managed demo farms undermine credibility.
- **Motivation & recognition matter:** Agents and cooperative leaders value being publicly acknowledged for their role and success stories.
- **Farmer attendance is conditional:** participation depends on perceived value, timing (avoiding peak farming seasons), and whether early adopters or respected leaders are involved.

Extension-Model Improvements

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Messaging Improvement

Simplify content delivery

- Introduce **visual aids** and **side-by-side photo charts** (good vs. poor practice) to make concepts tangible.
- Integrate live demonstrations and farmer-led storytelling to complement theory.

Strengthen capacity of local delivery teams

- Build the skills of **cooperative leaders, community agents, and lead farmers** to translate technical concepts into local idioms, proverbs, and economic triggers.
- Provide refresher coaching on participatory facilitation methods.

Recognition & Motivation

- Establish **public recognition systems**—e.g., feature high-performing agents and farmers at community events, VSLA meetings, or through radio mentions.
- Support early adopters with small, relevant tools (e.g., hoes, watering cans) in exchange for maintaining demo plots.

Transport & Reach

- Introduce a **shared motorbike co-pay model** to expand agent mobility and ensure timely follow-up with farmers.
- Align transport support with seasonal work plans for better coverage.

Incentive-Based Demonstrations

- Showcase successful demo plots at **VSLA gatherings, market days, and farmer exchange visits** to inspire wider adoption.
- Pair demo events with peer learning sessions where farmers can ask practical questions and share local adaptations.

Channels



Channel	Summary (Reach, Trust, Access, Interactivity)	Suitability for Economic Messaging	Key Considerations & Notes
Radio (talk shows, Spots)	High reach and trust; very high accessibility in local languages; possible interactivity via call-ins.	Excellent – storytelling and local proverb integration work well.	Use relatable success stories; link missed-income framing to school fees, household expenses.
Trainings / Workshops	High reach and trust; accessible when held locally; high interactivity for Q&A and demonstrations.	Excellent – can use visuals, proverbs, and dialogue.	Simplify technical content; integrate visual aids and farmer-led storytelling.
Cooperatives (Notice boards, Charts)	Medium–high trust; high accessibility for members; low interactivity unless paired with meetings.	Moderate – best for follow-up reminders rather than introducing new ideas.	Combine this method with an in-person explanation for clarity, and it can display visuals of good versus bad practices.
Extension Workers	High trust and reach; high accessibility; interactivity depends on resourcing.	Good – trusted source but needs reframing skills.	Provide behavioural messaging training and support with transportation and visuals.
Television	Moderate reach; high trust among urban/peri-urban farmers; low interactivity.	Moderate – can show visuals effectively.	Best for reinforcing messages; pair with radio for rural reach.

Channel	Summary (Reach, Trust, Access, Interactivity)	Suitability for Economic Messaging	Key Considerations & Notes
Music, Dance and Drama	High reach during events; medium trust; high engagement.	Good – can dramatise missed-income stories.	Use at market days or farmer gatherings to increase recall.
Newspapers (Pakasa)	Medium reach; moderate trust; low interactivity.	Moderate – can profile success stories.	Best for literate farmers; supplement with radio summaries.
Agro-Input Dealers	High trust for product-specific advice; medium reach; high accessibility.	Moderate – can reinforce messages during purchase.	Train dealers to integrate behavioural prompts with product information.
One-on-One Discussions	Medium reach, high trust, and very high interactivity.	Good; it allows for tailored advice.	Use for follow-up and problem-solving; equip peer champions to lead.
Apex Organisations (e.g., Ndugu)	High trust among members; medium reach; interactivity during organised events.	Moderate – can reinforce sector-wide consistency.	Ensure alignment of messaging across partners.

Recommendations



Recommendation	Alignment to Pilot
Add loss-framed economic stories (missed income, savings) into radio scripts and VSLA facilitation guides.	Message & training material adaptation; integrate missed-income framing and localised narratives into multi-channel content.
Package technical SOPs as pictorial flip-books for agents, featuring mulching, composting, and trench layouts and updated messaging.	Message & material adaptation; develop easy-to-use visual aids for extension officers and peer champions.
Launch a 'see-believe-adopt' demo-farm circuit for peer visits during dry-season downtime.	Extension models; implement demo farm visits and peer learning circuits aligned with seasonal work plans.
Strengthen cooperative agent incentives (recognition, small grants for tools/transport) to improve follow-up quality.	SME training & extension support; including recognition systems and targeted resource support for agents.
Sequence messages with the agricultural calendar, starting with planning reminders in January and reinforcing practice-specific actions before each rainy season.	Channel strategy & rollout; coordinate message timing across channels to match agricultural activities.
Coordinate stakeholder messaging so SMEs, input dealers, and radio hosts use consistent language and imagery, reducing confusion.	CBI direct capacity building & communications; align all actors on shared messaging frameworks and visuals.



CBI
Ministry of Foreign Affairs

Messaging and Material adaptation

1. Illustrative stories (Posters)
2. Illustrative stories (Videos)
3. Training modules

Trainings modules adaptation

5 parts

- Reflection
- Discussion (Benefits, Myths and Gender)
- Missed Income/ Cost of inaction
- Demonstration
- Commitment
 - Bonus: Q&A



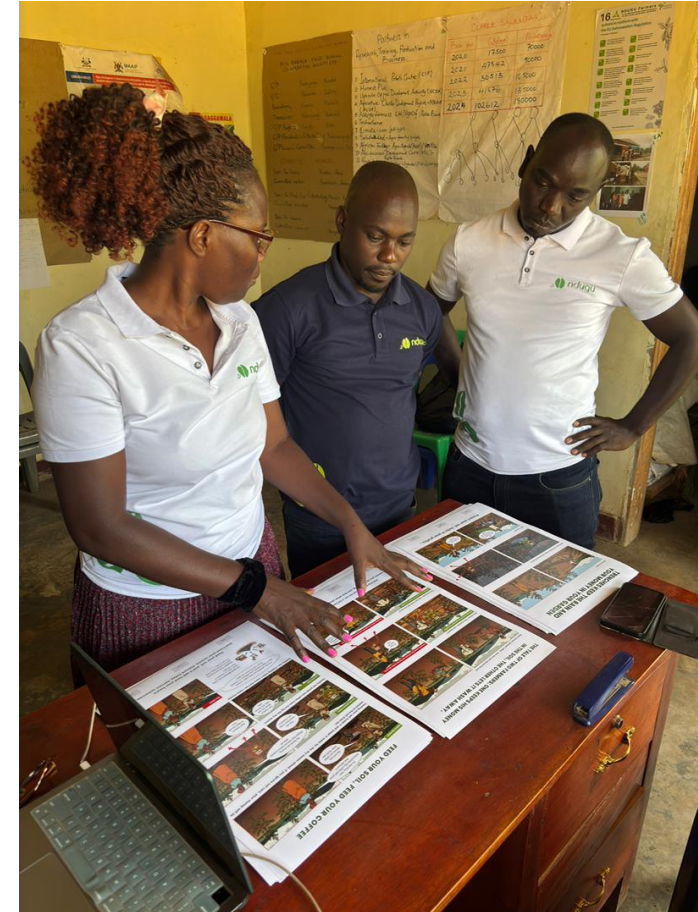
Same approved technical content, taught a different way

	Before: Agronomy Focused		Now: Agronomy + Social & Behaviour Change Lens is Missed income
Starting point	Explains the practice as agronomy: what to do and why it helps the soil and climate.	→	Starts from farmers' own goals and the income they miss when a practice is skipped.
Content	Text-heavy manuals and theory, hard to use where literacy varies.	→	Distilled to how much, how and when. Every fact has a visual and a story poster.
Method	Lecture and discussion, plus one demonstration.	→	A 5-part arc: Reflect → Benefits & myths → Missed-income comparison → Demonstrate & practise → Commit.
Myths	States correct practice; farmers' doubts go unanswered.	→	Local myths are named and answered directly (e.g. "manure attracts pests"). Trainers prepare for barriers in advance.

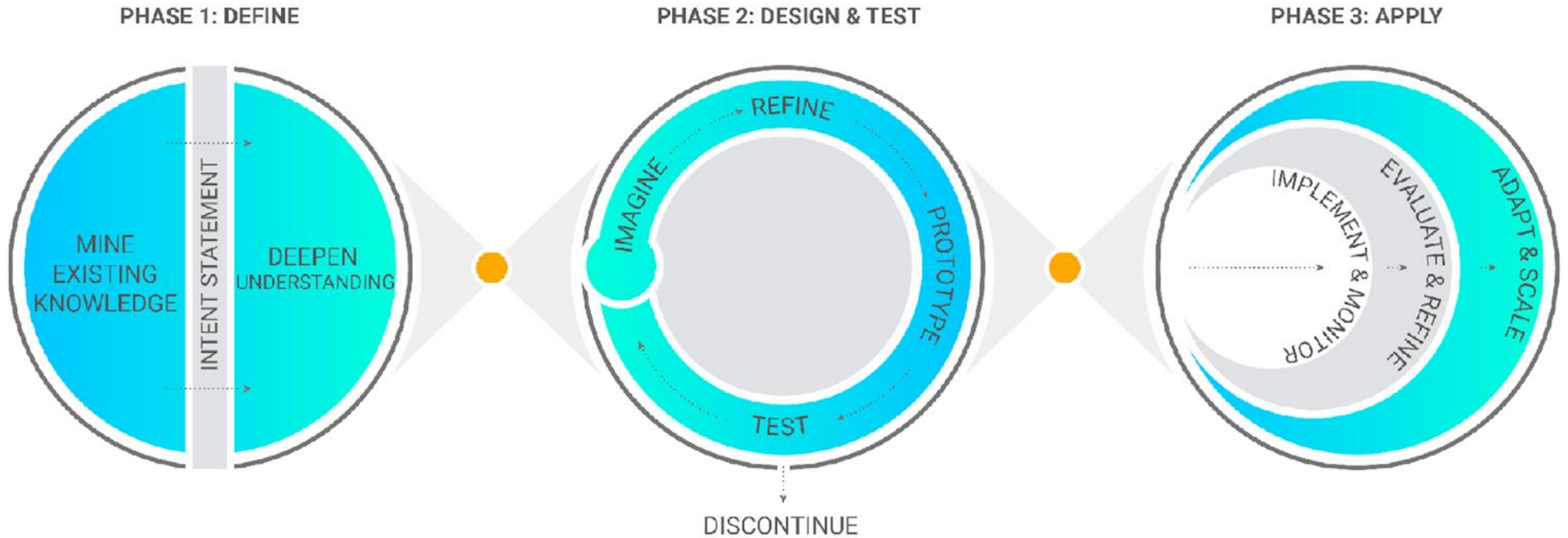
The aim: close the gap between farmers knowing a practice and doing it on their farms.

Social and Behaviour Change is...

- A process (not simply an outcome)
- Informed by context-specific evidence
- Informed by a systems perspective
- Grounded in theory
- Facilitated using 'audience'/community insights & segmentation
- Guided by clear objectives (programme & communication)
- Built on participatory approaches
- Strengthened by multi-level approaches and multi-sectoral action
- Underpinned by concerns for gender equity, social inclusion, human rights and stigma prevention



Phase 3



**Thank you for your time and
attention.**

**I'm happy to take your
questions or hear your
perspectives:**

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