



## Invitation to seminar

**Date:** 29<sup>th</sup> May 2012, 08.30 - 12.30

**Location:** Hörsalen, Sida, Valhallavägen 199, Stockholm

*This seminar will also be live streamed online – please see SIANI website for details.*

**Speakers:** *Karin Svingby, Ericsson; Anne-Charlotte Malm, Sida;  
Daniel Ninsiima, L3F Uganda; Theresa Stanton, IICD*

## Can mobile phones improve agricultural productivity, resilience and food security?

The Swedish International Agricultural Network Initiative, SIANI, and Sida invite you to a seminar assessing the potential of mobile phones to support development within the agricultural sector. The event will bring together African and Swedish development actors with the private sector.

**The following themes will be discussed:**

- Using the mobile phone as learning tool for rural farming communities
- Scaling up: Providing locally relevant content to an expanding user base.
- How sustainable business models create sustainable development.

There are huge opportunities for improvements in agricultural productivity, livelihood resilience and future food security. Mobile technology in agriculture or 'm-agriculture' offers a smart way to support rural agricultural development by providing information direct to farmers.

Increases in agricultural production and food security benefit both the farmer and supply food for the growing urban populations. Traditional agricultural extension services have a hard job as they must educate farmers in an increasingly wide array of areas; adapting to climate change, following market prices and understanding weather patterns. However with ratios of just one extension officer to 46,000 farmers as in Uganda it becomes an impossible task. M-agriculture is able to support these existing networks and help the right information reach the intended recipient (with a mobile phone).

This seminar will highlight the need to offer the correct support for the development and up-scaling of these information services in order to encourage sustainability and resilience within the agricultural sector.



## **Programme:**

### **09:00 – Welcome**

Matthew Fielding, SIANI & SEI

### **09:10 - Introduction**

Kerstin Jonsson Cisse, Sida

### **09:30 - Case study: How locally run ICT services can support national development policies.**

Theresa Stanton, Zambia Country Manager, IICD

### **10:00 – Sida approach to sustainable business in developing countries**

Anne-Charlotte Malm, B4D & Sida

### **10:30 – 11:00 Coffee Break**

### **11:00 – Making ICT work for Agriculture: Using the mobile phone as learning tool for rural farming communities in Uganda**

Daniel Ninsiima, Mobile Specialist, L3F Uganda

### **11:30 – Mobile Networks as an enabler for scalable development**

Karin Svingby, Director Projects & Partnerships, Ericsson

### **12:00 – 30min Panel Discussion**

All speakers

## **Registration:**

Register for the seminar via this link: [http://bit.ly/siani\\_mobile](http://bit.ly/siani_mobile)

Cost: Free

Cancellations must be made by the 25th May otherwise we will charge you 100kr for our costs.

## **If you have questions regarding the seminar, please contact:**

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**Welcome!**