

GEAVET TRAINING PROGRAMME FOR CSA

GEAVET TRAINING PROGRAMME FOR CLIMATE-SMART AGRICULTURE (CSA):

KENYA

MODULE 3

ADDITIONAL INFORMATION – APPENDIX

ENGLISH VERSION

GEAVET Project n° 101129027



Open Educational Resources



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APPENDIX I - STRATEGIC DIGITAL COMMUNICATION WORKSHEET FOR CSA

Team Information

Team name: _____

Country / Region: _____

CSA topic: _____

1. Communication Objective

Increase adoption Improve correct use Raise awareness Mobilise action

Objective statement:

2. Audience Mapping

2.1 Primary Audience (Who must act?)

Smallholders Women's groups Youth Processors Other: _____

Key characteristics (language, literacy, access):

2.2 Influencers (Who shapes decisions?)

Lead farmers Agro-dealers Local leaders Radio hosts Extension

Role of influencers:

2.3 Institutional Audiences (Who enables action?)

Extension Buyers/cooperatives NGOs Local government

Why they matter:

3. Value Proposition

"This CSA practice is important because it helps the audience to..."

4. Key Messages

4.1 Benefit (What's in it for them?)

4.2 Proof (Why believe it?)

Local experience Extension advice Research Demonstration

4.3 Call to Action (What to do, when, how?)

5. Message Translation

5.1 Radio PSA (45 seconds)

Opening (attention grabber):

Main message:

Call to action:

5.2 WhatsApp Poster

Steps shown by icons (max. 3–4):

1. _____

2. _____

3. _____

Caption (English):

Caption (Local language):

6. Ethics & Accuracy Check

No exaggerated claims Climate-smart & accurate Gender-inclusive
Accessible Credible source

Source(s) cited:

7. Peer Review (by another team)

Clarity: Very clear Clear Needs improvement

Accuracy: Accurate Needs correction

Inclusivity: Strong Adequate Weak

One suggestion:

8. Elevator Pitch (60 seconds)

One-sentence message:

Why it matters for the district / buyer / community:

APPENDIX 2 - STORYBOARD SHEET: 3-CHANNEL CSA CONTENT SPRINT (60-90S VERTICAL VIDEO)

Team name: _____

Country/Region: _____

CSA objective (behaviour change): _____

Primary audience: _____ Language(s): _____

1. Channel Mix Selection

Choose your 3 channels:

- Community radio WhatsApp Broadcast/List WhatsApp Groups Facebook Page SMS Telegram Other: _____

Channel	Who reaches it	Why it fits (access/trust)	Format used
			<input type="checkbox"/> voice <input type="checkbox"/> image <input type="checkbox"/> video <input type="checkbox"/> text
			<input type="checkbox"/> voice <input type="checkbox"/> image <input type="checkbox"/> video <input type="checkbox"/> text
			<input type="checkbox"/> voice <input type="checkbox"/> image <input type="checkbox"/> video <input type="checkbox"/> text

Hotline / contact for CTA: _____ Hours: _____ to _____

2. Video Storyboard (Vertical 9:16, 60–90 seconds)

Hook (0–5s): _____

Problem (5–15s): _____

Step 1 (15–30s): _____

Step 2 (30–45s): _____

Step 3 (45–60s): _____

Call-to-action (final 10–20s, include hotline): _____

Shot	Time (s)	Visual	On-screen text	Audio	Purpose
1					
2					
3					
4					
5					
6					

3. Prototype Publishing Outputs

a) WhatsApp Voice Note (≤60s)

Hook: _____

Key message: _____

Action + hotline: _____

Language used: English Local language Both

b) Facebook Mock Post

Image concept or filename: _____

Caption:

Hashtags: #_____ #_____ #_____ #_____

CTA line: _____

4. Two-Week Publishing Calendar

Date	Local event cue	Channel	Format	Key message / CTA	Owner
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5. Measurement, Moderation & Safeguarding

Metrics to track (tick): Reach Comments Shares Saves Hotline calls Replies

What success looks like: _____

Community rules (2-3):

1) _____

2) _____

3) _____

Safeguarding checklist:

Consent obtained No minors without guardian consent No private numbers shown Respect dignity

APPENDIX 3 - ADAPTIVE SCENARIO LAB: ERRATIC RAINFALL & SOIL MOISTURE STRESS

SCENARIO

Title: “Uncertain Rains at the Start of the Season”

Context:

Farmers in your community are preparing for planting. However, the rainy season is starting later than expected, and the few rains that have fallen have been short and uneven. The topsoil dries quickly, seedlings planted early by neighbors are wilting, and local forecasts are inconsistent.

Your Field Situation:

- The soil is sandy-loam and loses moisture rapidly.
- You have enough labour for 2 days of land preparation this week.
- Seeds available: maize and beans (moderate drought tolerance).
- Mulching materials are limited, but some crop residues are available.
- You can create small water-harvesting structures, but only in a limited section of the field.

Challenge:

Decide whether to plant now, delay planting, or take adaptive measures (e.g., mulching, planting pits, micro-catchments, shade for seedlings) to reduce moisture loss.

You must act under uncertainty, using the information available – but new information will appear later.

Goal:

Analyse the information, make a justified decision, and be ready to adjust your strategy when conditions change.

INFORMATION CARDS -12 CARDS

Information Card 1 – Weather Report (Radio)

“The regional radio forecast predicts that rains may start properly within the next 7–10 days.”

Information Card 2 – Local Observation

“Neighboring farmers report cracks appearing on the soil surface due to fast drying.”

Information Card 3 – Farmer Belief

“An elder farmer says: ‘If the wind is strong from the east, the rains always come soon.’”

Information Card 4 – Agro-dealer Input

“An agro-dealer claims this year’s maize seed germinates well even with low moisture.”

Information Card 5 – Soil Moisture Note

“Your field retains moisture better in the lower section near the small slope.”

Information Card 6 – Labour Constraint

“You will not have any additional labour available for another 10 days.”

Information Card 7 – Digital Forecast (Mobile App)

“The app predicts a 40% chance of rain in the next 5 days and a dry spell afterwards.”

Information Card 8 – Recent Rainfall

“A short rain occurred two days ago, but the soil surface dried within 36 hours.”

Information Card 9 – Input Availability

“You have enough crop residues to mulch only 25% of the field.”

Information Card 10 – Extension Worker Advice

“An extension worker recommends waiting until at least two consecutive rainy days before planting.”

Information Card 11 – Resource Note

“You have 6 empty 5-litre containers that could be used to create simple drip emitters.”

Information Card 12 – Market Signal

“Local buyers are offering good prices for beans this season

Looking as follows:

<p>INFO CARD</p> <p>LOCAL OBSERVATION</p>	<p>INFO CARD</p> <p>WEATHER REPORT (RADIO)</p>	<p>INFO CARD</p> <p>FARMER BELIEF</p>
<p>Neighboring farmers report cracks appearing on the soil surface due to fast drying.</p>	<p>The regional radio forecast predicts that rains may start properly within the next 7-10 days.</p>	<p>An elder farmer says: 'If the wind is strong from the east, the rains always come soon.'</p>
<p>INFO CARD</p> <p>AGRO-DEALER INPUT</p>	<p>INFO CARD</p> <p>INPUT AVAILABILITY</p>	<p>INFO CARD</p> <p>RESOURCE NOTE</p>
<p>An agro-dealer claims this year's maize seed germinates well even with low moisture.</p>	<p>You have enough crop residues to mulch only 25% of the field.</p>	<p>You have 6 empty 5-litre containers that could be used to create simple drip emitters.</p>

<p>INFO CARD</p> <p>LABOUR CONSTRAINT</p>	<p>INFO CARD</p> <p>MARKET SIGNAL</p>	<p>INFO CARD</p> <p>SOIL MOISTURE NOTE</p>
<p>You will not have any additional labour available for another 10 days.</p>	<p>Local buyers are offering good prices for beans this season due to expected shortages.</p>	<p>Your field retains moisture better in the lower section near the small slope.</p>

<p>INFO CARD</p> <p>EXTENSION WORKER ADVICE</p>	<p>INFO CARD</p> <p>RECENT RAINFALL</p>	<p>INFO CARD</p> <p>DIGITAL FORECAST (Mobile App)</p>
<p>An extension worker recommends waiting until at least two consecutive rainy days before planting.</p>	<p>A short rain occurred two days ago, but the soil surface dried within 36 hours.</p>	<p>The app predicts a 40% chance of rain in the next 5 days and a dry spell afterwards.</p>

UPDATE PROMPTS CARDS -10 CARDS

Update Card 1 – Unexpected Short Rain

“A light rain fell last night, lasting about 20 minutes.”

Update Card 2 – Weather Alert

“A new alert warns of a possible 10-day dry spell starting next week.”

Update Card 3 – Neighbour Observation

“A neighbour shows you newly germinated seedlings – but some are already drying.”

Update Card 4 – Market Change

“The good price for beans is expected to drop if planting is delayed too much.”

Update Card 5 – Labour Surprise

“A family member will be available for half a day to help with additional land preparation.”

Update Card 6 – Pest Note

“Reports from a nearby village indicate early signs of cutworms attacking young seedlings.”

Update Card 7 – Soil Discovery

“Digging a small hole, you find moisture remains below 10 cm depth.”

Update Card 8 – Input Availability Update

“Mulch material at a neighbour’s farm could be borrowed for a small fee.”

Update Card 9 – New Forecast

“A new 3-day forecast shows a 70% chance of moderate rain tomorrow.”

Update Card 10 – Community Decision

“Most farmers in your area decide to plant immediately after hearing the new forecast.”

Looking as follows:

UPDATE CARD

UNEXPECTED SHORT RAIN

A light rain fell last night, lasting about 20 minutes.

UPDATE CARD

WEATHER ALERT

A new alert warns of a possible 10-day dry spell starting next week.

UPDATE CARD

NEIGHBOR OBSERVATION

A neighbor shows you newly germinated seedlings – but some are already drying.

UPDATE CARD

PEST NOTE

Reports from a nearby village indicate early signs of cutworms attacking young seedlings.

UPDATE CARD

SOIL DISCOVERY

Digging a small hole, you find moisture remains below 10 cm depth.

UPDATE CARD

INPUT AVAILABILITY UPDATE

Mulch material at a neighbor's farm could be borrowed for a small fee.

UPDATE CARD

MARKET CHANGE

The good price for beans is expected to drop if planting is delayed too much.

UPDATE CARD

LABOR SURPRISE

A family member will be available for half a day to help with additional land preparation.

UPDATE CARD

NEW FORECAST

A new 3-day forecast shows a 70% chance of moderate rain tomorrow.

UPDATE CARD

COMMUNITY DECISION

Most farmers in your area decide to plant immediately after hearing the new forecast.

APPENDIX 4 - PROTOTYPING ADAPTIVE CLIMATE-RESILIENT SOLUTIONS: PROTOTYPING CANVAS

1. Challenge

Describe the specific aspect of the issue you are addressing.

2. Proposed Solution

Summarize your idea in 1–2 sentences.

3. Sketch / Visual Prototype

(Use this space to draw or describe the prototype.)

4. Materials Needed

List low-cost, locally available materials required.

5. Benefits/risks table

Benefits Column: What improvements are expected if this solution is implemented?

Risks Column: Identify weaknesses, limitations, and risks.

BENEFITS	RISKS

6. Steps to Test the Prototype

Describe how you will test feasibility and usability.

7. Feedback from Users

Record feedback from peer testing.

8. Revised Solution

Adjust your prototype based on feedback.

9. Final One-Minute Pitch

Summarize the improved version and why it works.

APPENDIX 5 - PROTOTYPE USER-TESTING & FEEDBACK SHEET

Prototype Information


Prototype Name:

Group Name:

Country / Context:

Date:


Section 1- Quick Visual Check

 **Clarity:** Is the idea easy to understand?

 **Feasibility:** Can farmers realistically build/implement it?

 **Materials:** Are materials affordable and available locally?

 **Expected Benefits:** Will it improve resilience/moisture retention?

 **Sustainability:** Is it maintainable long-term?

Section 2 - Detailed Feedback

1. Clarity of the Solution – Comments:

2. Feasibility – Comments:

3. Resource Requirements – Comments:

4. Effectiveness / Benefits – Comments:

5. Risks / Limitations:

6. Labour & Time Considerations – Comments:

7. Sustainability & Maintenance – Comments:

8. Suggestions for Improvement:

Section 3 - Overall Assessment

- Highly promising
- Promising with improvements
- Needs redesign
- Not feasible in current context

Optional further comments: