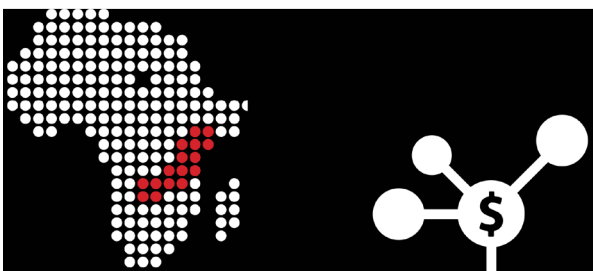




AgriFin Accelerate Program



At an estimated **\$450 billion**, the global demand for smallholder agricultural finance is largely unmet.

Lenders are estimated to reach no more than two percent of demand. (Dalberg)

The AgriFin Accelerate program is a six year, USD 24.7 million program of Mercy Corps, supported by The MasterCard Foundation, to support the extension of bundles of digital financial and informational services to one million smallholder farmers from Kenya, Tanzania and Zambia.

The core problem AgriFin Accelerate seeks to address is the inclusion gap for smallholder farmers (SHF) who lack access to affordable, accessible, demand-driven financial products and services that drive higher productivity and income for farm families

Our Theory of Change

At AgriFin Accelerate we believe that if well-designed and accessible digital financial services are bundled with productivity tools and offered to smallholders and digital ecosystems are accelerated to effectively provide relevant services to smallholder farmers at scale, then financial inclusion will increase, driving gains for farmer income and productivity.

EXPECTED OUTCOMES



Outcome 1:

Market actors expand, improve and continue to offer high-impact digital financial services products and services that are tailored to the needs of smallholders;

Outcome 2:

Farmers increase capability to access and utilize demand-driven, high impact technology-enabled financial products and services;

Outcome 3:

Ecosystems emerge supporting provision of digital financial and informational services to SHFs.

Our Programmatic Approach

AgriFin Accelerate employs a market facilitation and technical assistance model to catalyze the development of digitally-enabled products and services for smallholder farmers, ensuring that they are at the center of design and implementation. We work in partnership with ecosystem actors committed to serving farmers sustainably and at scale, including mobile network operators, financial institutions, farmer networks, technology innovators, agriculture value chain players, government and other key market stakeholders. We are committed to sharing learnings about what works, in order to promote growing ecosystems of services to farmers, driving increased productivity and income for farm households.

Farmers at the Center

We employ farmer-centric research and design methodologies to address farmer needs and preferences, working to promote active adoption of services for SHFs in each country, with a strong and consistent focus on the needs of women. We pursue this approach through one of our special initiatives – the Farmer Capability Lab – which seeks to improve farmers' awareness, access and use of digital technologies to enhance their farm productivity.

Bundled Service Approach

Bundling joins products or services to sell as a single combined or linked unit. Bundled services can reduce service delivery costs while addressing customer awareness and uptake constraints. Bundling brings together players including banks, mobile network operators, smallholder farmer aggregators, rural advisory service providers and platform managers to build comprehensive suites of services.

Zimbabwe example



Special Initiative: Farmer Capability Lab

At the Farmer Capability Lab, we believe that technology can provide avenues to help farmers increase their skills and effectively access and utilize financial and other value added services. The Lab will explore how combinations of trusted, farmer-facing institutions and technology-enabled content and communications can benefit farmers and the providers who serve them. As a component of the AgriFin Accelerate program, the Farmer Capability Lab will work with experienced partners to develop and test SHF capability tools and sustainable delivery approaches, establishing proof points around impact for farmers and viability for providers.

“Mobile and internet technology can drive up to \$3 billion in annual agricultural productivity gains by 2025.”

McKinsey, 2013

**OUTREACH:
300,000+ FARMERS**



Our Learning Agenda

AgriFin Accelerate is an Innovations Partner. A significant portion of our AgriFin Accelerate program focuses on capturing learning from engagements with our mostly commercial partners – large and small -- that are committed to delivering digital financial and information services to smallholder farmers at scale. Many public and private institutions dedicated to bringing better and sustained financial services to poor people want to know what we are learning through our field work with farmers and financial service providers. The program builds on past successes and challenges faced by farmers, institutions and the agriculture and finance sectors at large. As we pilot innovations and roll out scale products and services with our partners to decrease the financial inclusion gap for smallholder farmers, especially women and youth, we regularly track key indicators, evaluate impact and share key findings in our three focal countries through convenings, publications, social media and our website. We conduct farmer-centric field work, case studies and impact studies on the full ecosystem around smallholder farmers to determine key factors in uptake and usage of digital financial services. We use our learnings to inform the redesign of our program approaches as well as end-user products and services with our partners.

Ongoing and regular program monitoring yields detailed information on progress against targets, determine success or failure of core and secondary partnerships, and establish feedback mechanisms for farmers who are the end-users of bundled services

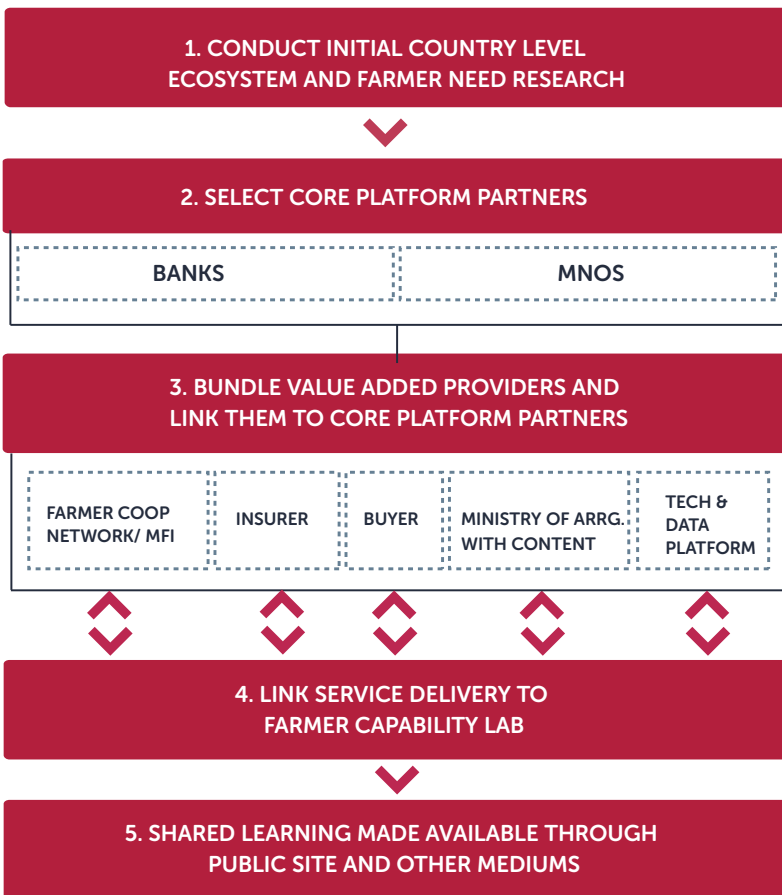
Five Key elements of Our Learning Agenda

- Monitoring, evaluation and learning will focus on understanding high impact services at the farmer level, expanded and sustainable delivery at the partner level, and development of related ecosystems.
- Strong collaboration with AgriFin Mobile, CGAP, the Financial Sector Deepening Trust consortia and The MasterCard Foundation and other learning partners.
- Ecosystem approach supported through partnership activities and dissemination of evidence-based learning following a Market Systems Development approach.
- Strong gender focus, with additional focus on youth, to build on the existing capacities of our target groups to achieve resilience to shocks and achieve their financial goals.
- Strong communications alignment with our learning agenda, with dedicated manager, to spread the news of progress achieved by our partners towards farmers prospering in an interconnected, digital world.





AgriFin Accelerate Engagement Model



Engaging Partners

We identify and provide a combination of technical expertise and financial resources for product and channel innovation to qualified partners on a cost-share basis. The targeted firms are industry leaders in the delivery of demand-driven, viable, digitally-enabled suites of financial and farm management products and services for smallholder farmers. We partner with them to accelerate the access and use of these products and services by our target group.

Contact us

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