



WhatsApp What's GAP

ABF – Business Support Facility for Resilient Agricultural Value Chains

Background

Millions of rural micro, small and medium entrepreneurs (MSME) dominate African agro-food value chains. Good Agricultural Practices (GAP) are profitable research-based technology packages for production, harvest, post-harvest and related management. A cost-effective way of scaling GAP, hence, is very valuable. Through the COVID-19 pandemic, new, digital ways of making knowledge on GAP accessible to agricultural MSME gained even more importance.

The innovation

Under the Digital Africa Initiative of BMZ (2015), Sustainable Smallholder Agribusiness Programme (SSAB 2009-2019) produced 3D Animation videos on GAP and healthy nutrition. In 2017, the script and story boards were developed based on available GAP material, the so-called producer references. They resume and illustrate key extension messages as in the producer reference. Rural protagonists explain and demonstrate the GAP to the viewer of the clips. GAP trainers disseminated the 3D animations with pocket projectors in connection with trainings sessions in the field and via WhatsApp which they already used to communicate with the MSME they train.

The dispatching of clips via WhatsApp follows the seasonality of the production calendar. Clips are sent in the respective periods, i.e. dependent on the country, region and product the clip for preparing the soil will be sent out in the corresponding month. Once a MSME has received a clip, he/she can share it with his/her network & other MSME. The WhatsApp channel revealed to be much more scalable and attractive particularly for youth.

Project name	Agri-Business Facility for Africa Co-implementing the Joint Action "Business Support Facility for Resilient Agricultural Value Chains"
Partner Countries	Africa (BMZ) All 79 OACP member states (EU)
Volume	37,260,854 EUR (23,810,854 EUR by EU; 13.45 Mio. EUR by BMZ)
Duration	January 2020 to June 2027
Implementing Partners	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

The nickname **WhatsApp What's GAP** has become sort of a brand of the approach. The goal is to enhance the adoption of GAP among MSMEs.

WhatsApp What'sGAP 3D clips illustrate the messages in an attractive way and serve as reminder to MSME. Thus, **WhatsApp What's GAP** reinforces the face-to-face advisory services on GAP.

As SSAB ended in 2019, Agri-Business Facility for Africa (ABF) now ensures support to interested parties to introduce 3D animations or even to develop new ones.

Outreach so far

Already within one year – 2018 – an estimated number of 14,400 agricultural MSME have been directly reached by **WhatsApp What's GAP** in Ghana, Nigeria, and Cameroun in total. Out of these an estimated 12,400 MSME have been reached in Ghana, approximately 1,000 in Nigeria and 1,000 in Cameroon. An additional 5,000 MSME watched hand-projector screenings in the three countries. In 2020, trainers directly reached about 3,000 MSME through **WhatsApp What's GAP** in Cameroon which has been especially important as due to COVID-19 restrictions it was difficult to implement face-to-face GAP trainings. The indirect outreach, although not being tracked, even goes beyond that. Assessments have revealed that one MSME recipient on average shares the clip with 7 other persons.

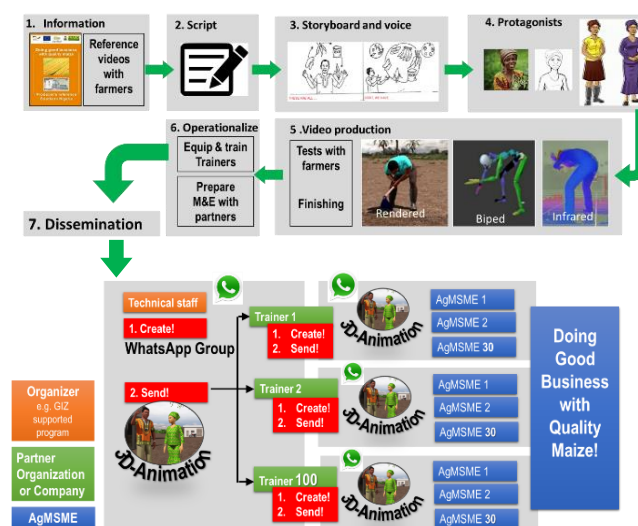
These are the main steps of WhatsApp What's GAP:

1. ABF provides implementing partners with the videos via WhatsApp upon request and after checking the relevance for the context.
2. The partners e.g. their trainers and extension workers create (or already have in place) WhatsApp groups with entrepreneurs.

3. The partners send important information and the video clip at the right time to the WhatsApp group.
4. Entrepreneurs give their feedback via WhatsApp.

Videos can also be sent to cooperatives who then distribute the clips further in their WhatsApp groups. Additionally, partners motivate entrepreneurs in the WhatsApp groups to contribute and share their experiences. Like this the videos do not only serve as information and reminder but also enhance the creation of a knowledge network. If entrepreneurs give their consent, their provided information will be used by ABF as example of promoting the approach. Please find below an illustration showing the process of the 3D animations from production to reaching the MSME via WhatsApp

3D media for WhatsApp What'sGAP



If you wish to implement **WhatsApp What'sGAP**, please contact us! The 3D animations are also used in online training courses on atingi in our [Agribusiness e-Academy](#).

Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

Project Agri-Business Facility for Africa co-implementing the Joint Action "Business Support Facility for Resilient Agricultural Value Chains" Dag-Hammarskjöld-Weg 1-5 65760 Eschborn Germany

<https://www.giz.de/en/ABF>
<https://www.agribusiness-facility.org>

Contact Magnus Schmid, magnus.schmid@giz.de

Design/Layout GIZ ABF – Julika Stauber

Photo credits GIZ, Kwesi Asime for GIZ

The Multi-Donor Action is jointly co-funded by the European Union under the post-Cotonou agreement with OACPS and the German Federal Ministry for Economic Cooperation and Development (BMZ).

GIZ is responsible for the content of this publication

As at June 2023, Eschborn