



**APPSA 2<sup>nd</sup>**  
**SCIENTIFIC**  
**CONFERENCE**

*2 - 4 April 2025 | Manthabiseng Convention Centre  
Maseru, Kingdom of Lesotho*

# **Enhancing Farmer Training Through Animated Videos on Smartphones:**

**A Scalable, Cost-Effective Solution for Agricultural Extension  
in Southern Africa**

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**GOVERNO DE**  
**ANGOLA**



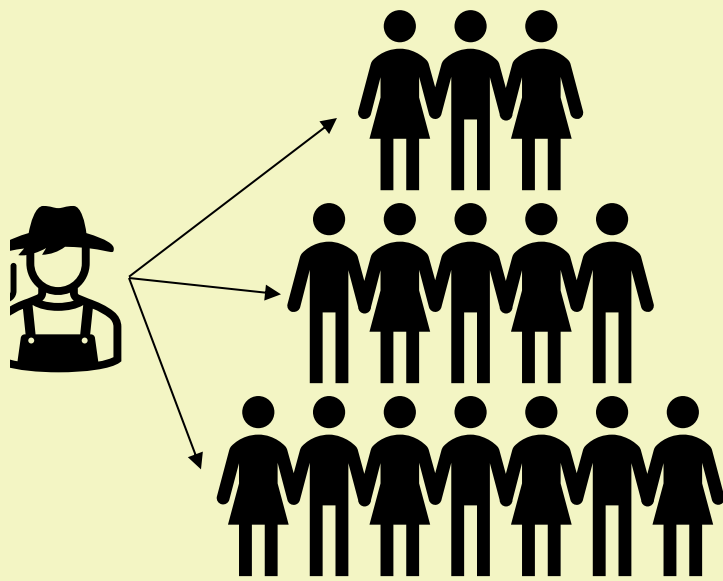
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# Outline

1. The Agricultural Extension Challenge
2. Why Traditional Extension Methods Struggle
3. The Mobile Revolution in Southern Africa
4. Animated Videos as a Game-Changer
5. Evidence from Across Africa
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7. The SAWBO Approach?
8. The Current State of SAWBO
9. Partnership with CCARDESA
10. Policy Recommendations

# The Agricultural Extension Challenge



- Agricultural extension services in Southern Africa face severe challenges:
  - Underfunding, understaffing, and outdated methods
  - Government, NGOs, and private sector act in silos
  - Agent-to-farmer ratios range from **3,000:1** to **10,000:1**
- Farmers lack access to timely, accurate, and effective agricultural knowledge

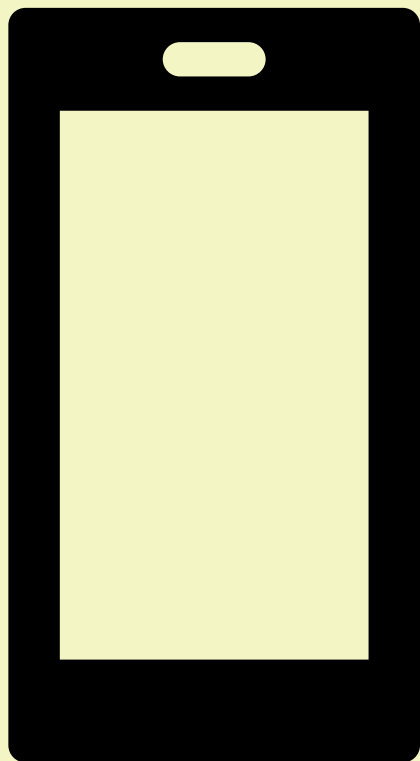


# Why Traditional Extension Methods Struggle

- **High cost** of face-to-face training
- **Low literacy rates** limit effectiveness of written materials
- **Gender disparities**—women farmers often excluded from formal training
- **Slow knowledge transfer**—information is diluted and distorted over time



# The Mobile Revolution in Southern Africa

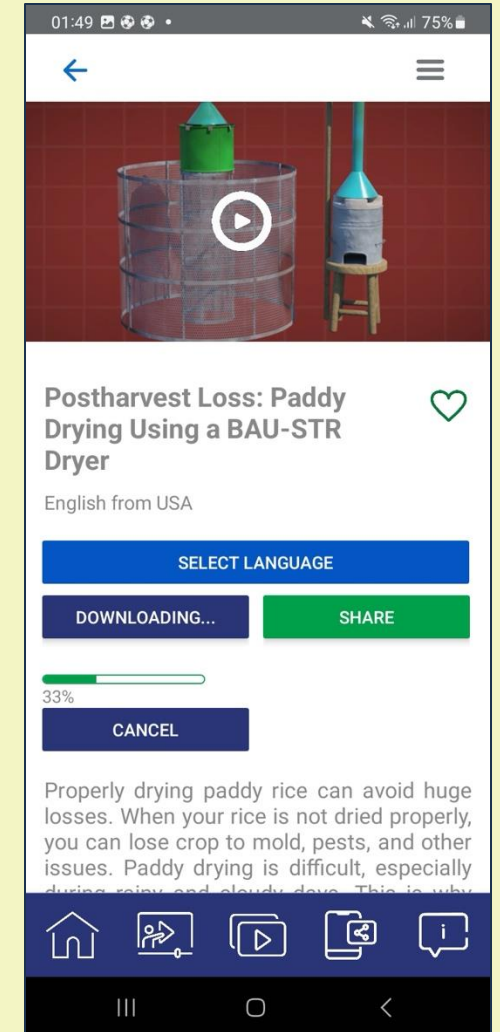


- In the SADC region, as of December 2024:
  - The average mobile penetration rate across SADC member states is **approximately 95.2%**
  - **Meaning**, there are about **95 mobile subscriptions per 100 inhabitants**
  - The average internet penetration rate stands at **57.2%**
- Growing use of smartphones and social media in rural communities


(SADC ICT Observatory, 2025)

# Animated Videos as a Game-Changer

- Scientifically proven, scalable, cost-effective
- Easily translated into local languages
- Visual learning improves knowledge retention
- Can be shared via:
  - **Smartphones** (WhatsApp, YouTube, SMS links)
  - **TV & radio** broadcasts
  - **Extension agents & NGOs**







# Evidence from Across Africa

- **Mozambique:** Farmers trained via SAWBO videos had equal or better learning outcomes than those trained by extension agents
- **Nigeria:** Animated videos increased knowledge retention by 87% compared to text-based training (Bello-Bravo et al., 2018)
- **Kenya:** Use of digital farmer training tools led to a 38% rise in adoption of climate-smart agriculture (USAID, 2022)
- **Malawi:** Women who accessed agricultural videos via mobile phones increased crop yields by 27% compared to those who relied on word-of-mouth (Medendorp et al., 2022)

# What is SAWBO

Global Community of Practice

Led by Professors at Purdue University



**Create Content**

**New Languages**

**Content Use**

**Co-learning**



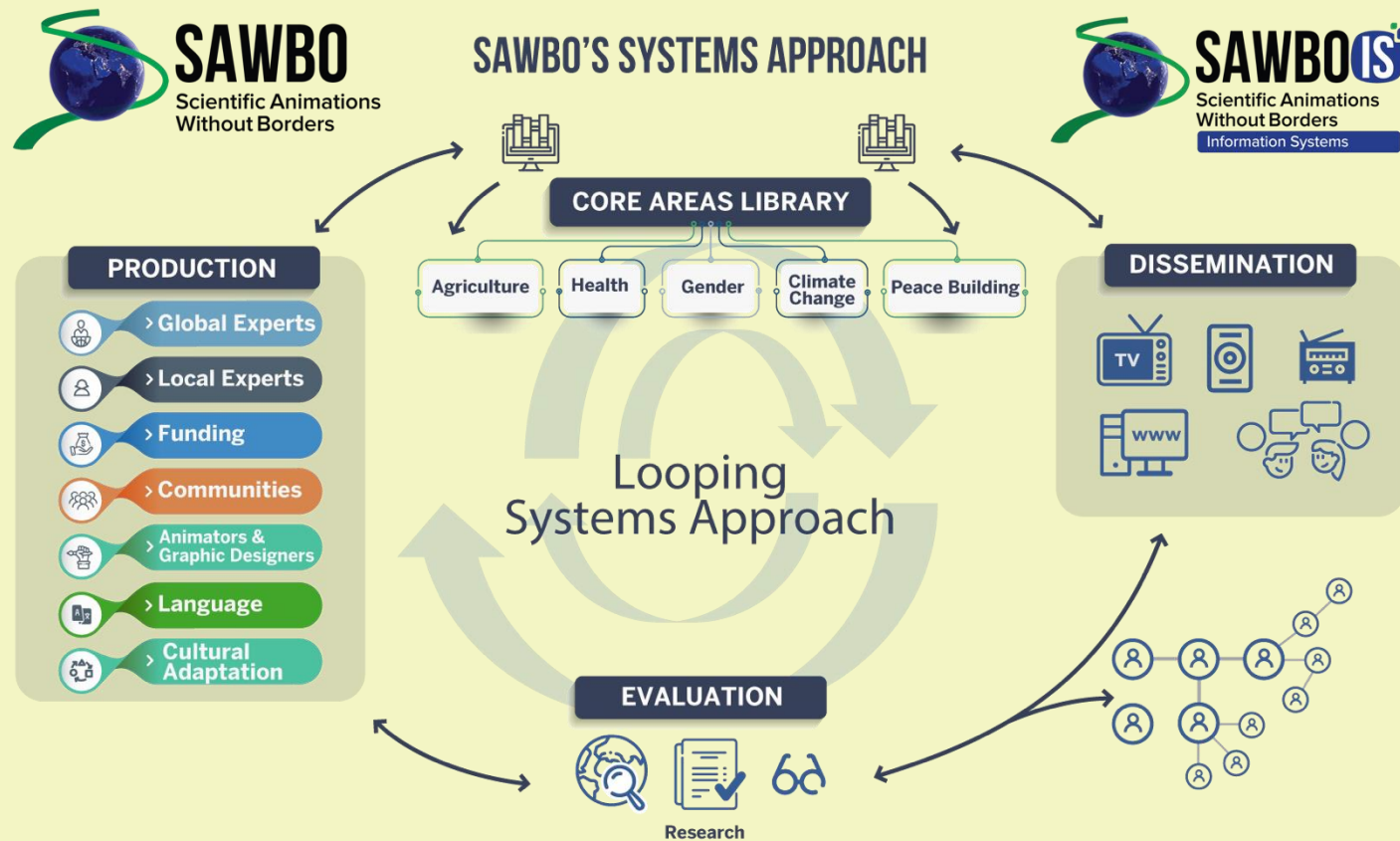
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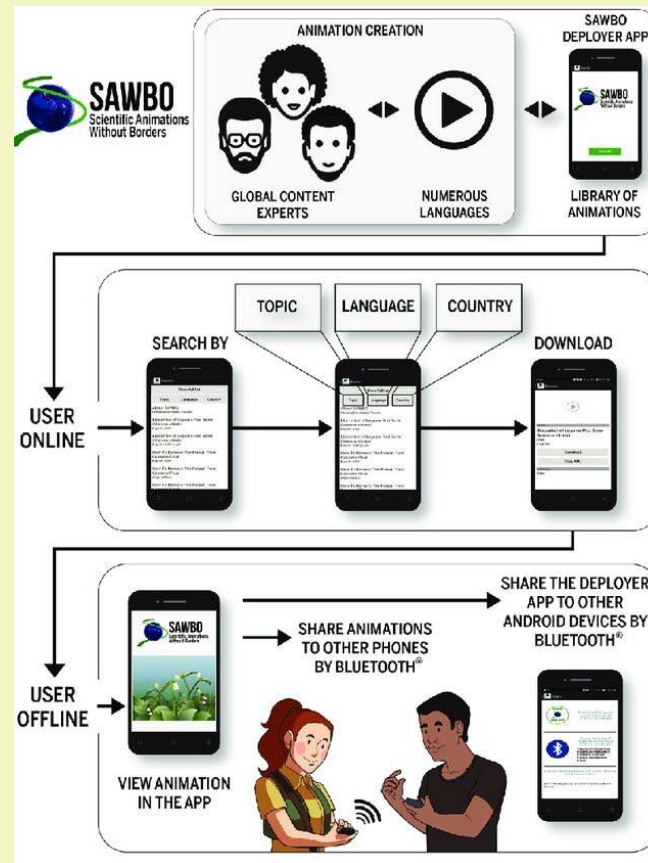
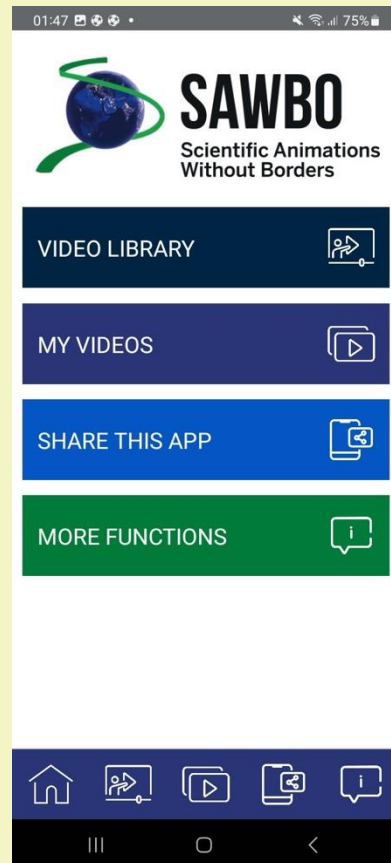
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# The SAWBO Approach?



# The SAWBO Mobile App



# The Current State of SAWBO



14 years

Launched in 2011



Over 130  
Countries

Six of the seven continents



Over 150 Topic  
Areas

With cultural adaptations  
for certain areas



Over 300  
Languages

Over 300 languages &  
language variants



55,000,000+  
People

Over one million reached over  
three days through YouTube  
promotions



Pennies per  
Person Impacted

Low cost per person and highly  
scalable impact



Global Collaboration  
- Local Impact

Global & local experts engaged in  
co-creation processes



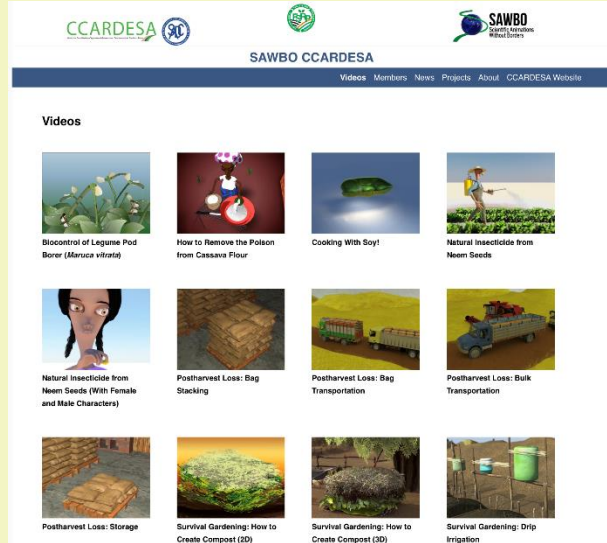
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# Partnership with CCARDESA



- **SAWBO + CCARDESA** = Wider dissemination across Southern Africa
- Establish and promote the **Regional Online Library** of agricultural animated videos with 60+ videos uploaded. **DONE**
- Set up **in-country** online library of agricultural animated videos. **ONGOING**
- Regional workshop on **innovative dissemination** methods in SA
- Training on **digital technology transfer** and **extension** methods in **Tanzania** and **Zambia**



# Policy Recommendations

## A. Promote the Use of Animated Videos for Training

- Evidence-based, cost-effective, and accessible

## B. Integrate Digital Tools into National Extension Strategies

- Hybrid approach: **traditional + digital extension**
- Localize content for better comprehension

## C. Facilitate Partnerships for Sustainable Implementation

- Government-NGO-tech sector collaboration
- Public-private investment in digital extension



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# OBRIGADO

if time permits: <https://www.youtube.com/watch?v=bQhuZ2IxCro>

Online library: <https://ccardesa.sawbo-animations.org>



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