



iCow

World Forum for a Responsible Economy

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Africa and digital economy

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My world



A photograph of a man in a grey t-shirt looking at a mobile phone. He is standing in a wooden structure, possibly a barn or a stall. In the foreground, the head of a cow is visible, looking towards the man. The background shows wooden walls and a bright light source, possibly a window or an open door. The text "iCow....." is overlaid in red at the top right.

iCow.....

Builds Knowledge

Enables Linkages

Mitigate risks

Farmer Profile

- Age 32.5yrs (Nat. av 55-60yrs)
- 34% female, 66% male
- 61% Education level-Primary School (13-15yrs)
- 73% have 2-3 cows , 64% have < 10 chickens
- Land size 71% <3 acres , 37% less than 1 acre
(1 cow requires 1 acre of land)
- 29% entrepreneurs, 17% employed

Impact

- 95% increased knowledge in sustainable agriculture
- 87% have adopted new sustainable practices
- Increased yields-Milk, poultry, eggs, crops
- Increased incomes
- Increased livestock, soil and crop health
- Reduced livestock mortality
- Reduced veterinary and feed costs
- ...and...
- 69% share their messages

iCow has proved that successful
agriculture **starts** in your head.

We **must invest** in building
farmer knowledge!!

Our focus:
Ecosystems
Partnerships
Scale
Speed



Started in 2007

2013- 43 percent of Kenya's GDP flowed through M-Pesa, with over 237 million person-to-person transactions.

M-Pesa products- money deposit and withdrawal, remittance delivery, bill payment, and microcredit provision.

M-Pesa has been especially successful in reaching low-income Kenyans: people living on less than \$1.25 a day who use M-Pesa rose from less than 20 % in 2008 to 72 % by 2011.

- M-Pesa's success is due to the explosive growth in access to cell phones in the developing world.
- In the first quarter of 2015- > 900 million mobile subscribers in Africa, and 3.7 billion in Asia.
- Developing markets will continue to drive growth in mobile subscriptions for the foreseeable future.
- Approximately 255 mobile money services were operating across 89 countries in 2014.
- Accessible in more than 60 percent of developing markets.
- Sub Saharan Africa is the region where mobile money is most widely spread, followed by Southeast Asia and Latin America.



Mobile phones are bridging the digital divide in the developing countries



Photo Credit: Martin Storey

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