

# EYES IN THE SKY, SMART TECHS ON THE GROUND



CTA PROJECTS

Unmanned aerial systems (UAS) – or drone-based technologies – have the potential to transform smallholder farming and help increase crop production. As a tool of precision agriculture, UAS provide farmers with real-time, actionable data on their land, crops and livestock, and help maximise input efficiency, minimise environmental impacts, optimise produce quality, and minimise risks.

CTA is assisting African start-ups in acquiring the capacity to deliver UAS services to smallholders, under the project *Transforming Africa's agriculture; eyes in the sky, smart techs on the ground*.

## APPROACH

Thirty youth-led enterprises were selected from across 17 African countries to participate in the project via a competitive process. The aim of the project is to help transform Africa's subsistence agriculture into a high-tech industry, with decisions based on real-time gathering and processing of data to enhance productivity and yields.

## ACTIVITIES

The entrepreneurs have received support in scientific research, networking, experience capitalisation and communication to develop their enterprises. Specifically, **capacity building** activities for the youths have focused on the responsible use and piloting of drones, as well as data acquisition and processing. Training in marketing and the strategic use of social media has also been provided to support business development. Workshops to deliver the training have been carried out in France, Ghana and Zambia, and are complemented with remote and on-site coaching.

The **exchange of ideas and experiences via networking and effective communication** is a key learning process for entrepreneurs. Hence, the project runs **digital platforms** where the participants can regularly exchange information, build alliances, and share experiences, challenges and solutions.

**Face to face interactions** are also highly valuable for information exchange; to facilitate this, the project is running experience capitalisation workshops in Ghana, Rwanda and Uganda.

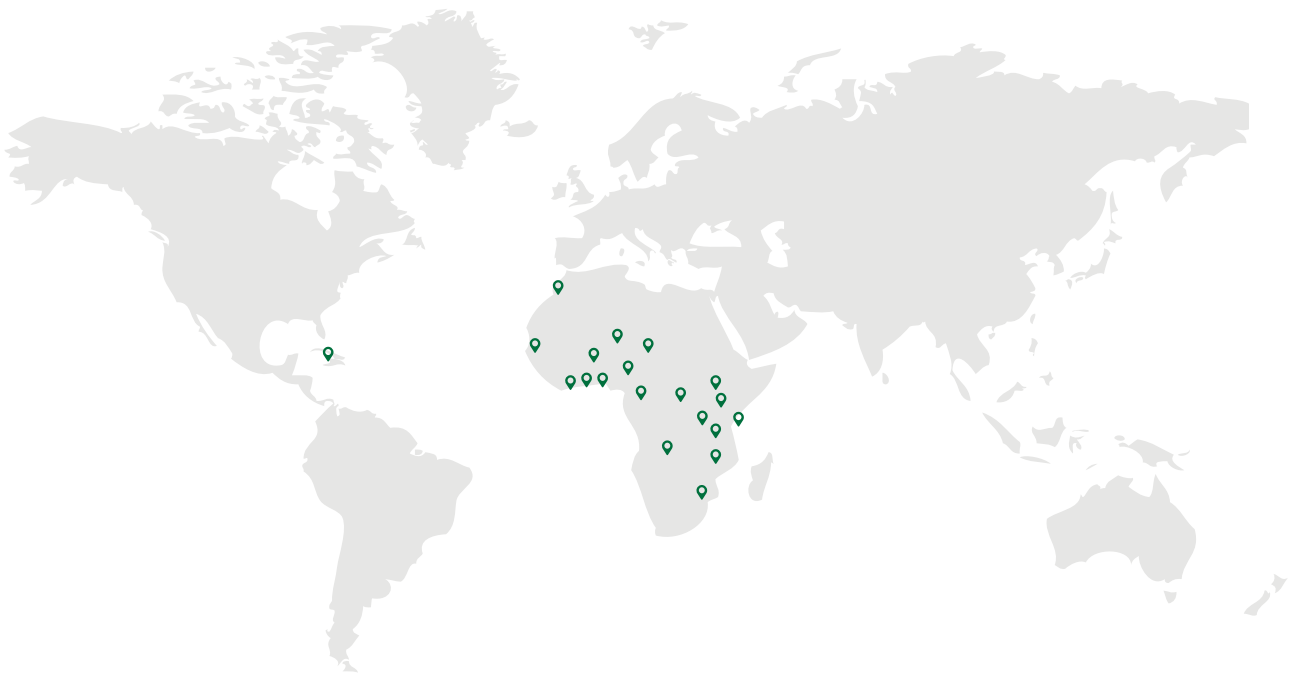
The project also supports the most successful entrepreneurs to present their business models at high level events, such as the European Development Days and the African Green Revolution Forum.

# IMPACT

Enterprises participating in the project are in the process of formalising a pan-African consortium of digital entrepreneurs, known as 'Africa Goes Digital', to provide UAS services across the continent. It is estimated that in 2019, at least 16,000 farmers will benefit from actionable advice provided by consortium members. So far, 58 government agencies have benefited from services by consortium members, who in turn, have recruited more than 100 young people to meet the growing demand for digital services.

# COUNTRIES

Angola, Benin, Burkina Faso, Cameroon, DR Congo, Gabon, Ghana, Ivory Coast, Jamaica, Kenya, Malawi, Morocco, Niger, Nigeria, Rwanda, Senegal, Togo, Uganda, Tanzania, Zambia



# PARTNER ORGANISATIONS

Parrot Drones SAS,  
Ernst & Young Enterprise Growth Services,  
SOWIT SAS

Read more:  
[www.cta.int/en/projects/eyes-in-the-sky](http://www.cta.int/en/projects/eyes-in-the-sky)

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