

# Connecting *the unconnected*



Increasing innovation and  
livelihoods in agriculture in Ghana



MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK



# A new partnership project focussing on digitisation of agricultural services

The project “**Connecting the unconnected**” is an innovative partnership between BLUETOWN, CARE, the Danish Ministry of Foreign Affairs and local strategic partners in Ghana.

The purpose of the partnership is to promote digital transformation as an enabler for development by innovating and piloting **digital agricultural services** for Ghanaian farmers that will ensure more sustainable and resilient production and improved market linkages. The project combines CARE’s approaches to community mobilisation, resilience strengthening and livelihoods with BLUETOWN’s rural internet solution and digital content platform LOCAL CLOUD, and content services from companies with expertise in coupling weather and climate forecasts with agricultural advisories and digital training material on Good Agronomic Practices (GAP) among other possible digital agricultural services.

The Danish tech-company **BLUETOWN** specialises in providing low-cost, sustainable Wi-Fi solutions accessible to people in remote rural areas, and via their LOCAL CLOUD the project will give small-holder farmers data-free access to digital information such as weather forecasts, learning models for new agricultural methods, knowledge of crops and updated market prices, so that farmers agricultural production is improved, yields greater returns and is more resistant to challenges such as unpredictable weather caused by climate change.

For many years, **CARE** has specialised in mobilisation and capacity building of agricultural communities, with a special focus on women and young people, and will ensure that the opportunities offered by digital access will be used to strengthen local agricultural communities and ensure climate resilient agriculture and job creation. Climate change threatens the development

of the agricultural sector in Ghana and therefore CARE wants to try out new, innovative methods in its development work. Collaborating with BLUETOWN and digital content providers, is a way to combine expertise from commercial and non-commercial partners and make use of new digital opportunities for greater efficiency and reach, creating even greater impact.

The project would like to **engage young digital** entrepreneurs to support innovation within digital agricultural services, both in and outside the traditional agricultural sector. We believe that there is a huge untapped potential for improving digital agricultural services in rural areas and will be inviting partners to help us explore and test this potential further in Ghana.

The project is implemented in three phases. **Phase 1** will focus on five pilot communities in the Brong-Ahafo region. **Phase 2** will subsequently begin in five communities in the Upper East region. **Phase 3** will focus on further upscaling beyond the 10 pilot communities.

The total reach is expected to be 157,500 potential users of agricultural information services on the LOCAL CLOUD at the end of the project.

The project is funded by the Danish Ministry of Foreign Affairs (Danida) and is a five year project from September 2019 to August 2024.

For more information please contact:

## **BLUETOWN**

Marie Højgaard Berg  
[marie.berg@bluetown.com](mailto:marie.berg@bluetown.com)

## **CARE**

Morten Fauerby Thomsen  
[mthomsen@care.dk](mailto:mthomsen@care.dk)

## Project highlights



BLUETOWN’s LOCAL CLOUD platform can be accessed through a Wi-Fi connection without the need to be online.



Strategic partners will provide tailored digital content for farmers on the LOCAL CLOUD



CARE and local partners will support farmers with access and use of digital information