Pledge 1

We join the collective to make digital agrifood solutions *inclusive*

Our organisation [insert name], as a member of the **Digital Agrifood Collective**, acknowledges that we can play an important role in narrowing the digital divide and therefore commit to the following goals and principles (more details about the principles can be found on the next page).

1. We improve digital literacy and tech awareness

2. We develop more relevant use cases and content

3. We (help) share the costs of inclusive business models

4. We use standardised metrics to measure and compare inclusivity

Signed on [write date]

by

[Insert name and leadership title] [Name of Organisation]

The **Digital Agrifood Collective (DAC)** is a collective of organisations that exchange learnings and align strategies to collectively remove barriers that stand between newly developed digital services and the thousands of agribusinesses and millions of low-income producers (and consumers) that could benefit from these. By removing barriers together, we aim to accelerate the digital transformation of agrifood value chains across Sub Saharan Africa and Southern Asia and make this transformation inclusive for all.

https://www.nlfoodpartnership.com/food-systems-transformation/comm-of-practice/digital-agrifood-collective/

Pledge 1 details

To realise the goals of this pledge, you might want to consider the following principles that we co-created with DAC members during our member workshop on June 16th 2021. **Want to see how members are putting their pledge into action, and how you could team up with them? Go to our "pledge-to-action" repository (only accessible for members). Make sure to add your own actions.**

Goals	Principles
1. **We improve digital literacy and tech awareness**	- We need to design for lower literacy by choosing devices and channels that people are comfortable using. - We need to deliver digital skills building training at scale, especially for women and other marginalised groups. - We need to exchange our targets on women inclusion and keep each other accountable for this.
2. **We develop more relevant use cases and content**	- We need to make sure mobile services are solving an actual need, are easy to use, and offered in local languages. - We need to bundle services to cater for all user challenges such as combining remote agri input training with a finance solution for purchasing those inputs. - We need to provide tailored onboarding and after-sales support to (marginalised) groups that have difficulties using a service.
3. **We (help) share the costs of inclusive business models**	- We need to explore new (economic) incentives to help entrepreneurs include marginalised groups that are more costly to onboard as users. - We need to explore and test more innovative strategies for revenue generation and cost-sharing (eg. public/private or startup/MNC). - We need to create favorable conditions for digital services and enterprises to grow into underrepresented countries.
4. **We use standardised metrics to measure and compare inclusivity**	- We need to establish and use the same impact metrics (and similar M&E approaches) to measure the inclusivity of our work. - We need to use standard metrics to be able to compare our work so we can learn which digital inclusion interventions are more effective than others.

Other goals not included in this pledge, but considered important for digital inclusion, are:
5. We (help) introduce affordable devices and boost mobile ownership (among women), 6. We (help) make sure everyone can access good connectivity and mobile money, and 7. We establish trust and (cyber) security for new internet users.