

The programme “**Emerging African Innovation Leaders - G7 exchange & empowerment program for enabling innovation within the next production revolution**” ([www.africanlead.net](http://www.africanlead.net)), jointly managed by Politecnico di Milano and Politecnico di Torino, was launched in April 2018 with the support of the Italian Agency for Cooperation and Development (AICS), as an output of the dedicated outreach session on Africa during the G7 Summit in Taormina, under the Italian Presidency.

The programme focuses on developing stable relationships between Italian companies in the **Green and Digital sectors and Innovation Leaders in 6 African countries**, in order to promote innovation and entrepreneurship in those countries.

**TARGET COUNTRIES**

- ETHIOPIA
- KENYA
- MOZAMBIQUE
- NIGER
- NIGERIA
- TUNISIA

**TIMEFRAME**

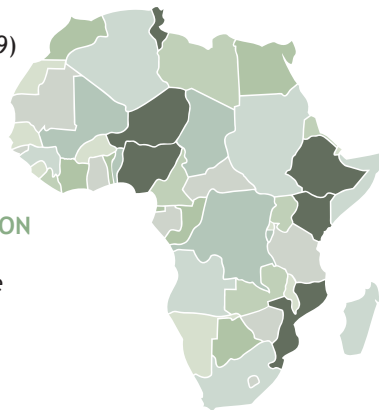
**18 Months**  
(Apr 18 - Oct 19)

**1ST GENERATION**

**21 Experts**  
selected among over  
450 candidates

**2ND GENERATION**

**270 Experts**  
selected by the  
1st generation



**KENYA**  
**INCREASE OF MAIZE PRODUCTION  
THROUGH DIGITALISATION**

**EMERGING AFRICAN INNOVATION LEADERS**  
G7 exchange & empowerment program for enabling innovation  
within the next production revolution  
AID 11346



## INCREASE OF MAIZE PRODUCTION THROUGH DIGITALISATION

### Issue addressed

- Food insecurity
- Climate change
- Declining maize production

### Description

The project plans to develop a **web platform/app** that can be accessed from various devices (PCs, smartphones) with the aim of **disseminating useful information to farmers** (using satellite images, weather forecasts, mobile photos), and guiding them through all stages of production, from sowing to harvesting with the support from agronomy experts.

### Opportunities for Italian companies

The platform, which is designed as a real **“two-sided market”**, can be accessed free of charge by the farmers, who will have full access to content, while for other types of stakeholders (input selling companies, government agencies, NGOs) there will be a freemium model, with a subscription fee to access sensitive data which can be used for statistical purposes, to implement targeted marketing campaigns and to launch advertisements. It is an opportunity for Italian companies that know how to make use of advanced technologies in territory analysis, using satellite data and drones for monitoring and controlling the territory.

### Strategic value

“Kenya can also exploit its strategic position and access to the Indian Ocean, providing a logistic and economic centre to other countries in the region.” In terms of digitalisation, “broadband connectivity is a prerequisite for B2B markets and platforms that destroy supply chains and increase local producers’ and processors’ access to international markets”.

