



## Building a sustainable #D4Ag landscape towards agriculture transformation across the globe

### Digital Agri Hub

We monitor digital developments for innovative agricultural solutions and provide data, insights, and impact metrics to help focus investments towards agricultural transformation in low- and middle-income countries.

### Our Value

The Digital Agri Hub tracks the development of the digital agriculture (D4Ag) sector in low- and middle- income countries. Acting as a multi-actor knowledge broker and matchmaking platform, the Hub focuses on inclusive digital solutions for development and provides a unique perspective towards scaling up and investing in digital agriculture innovations.

By improving the quality, availability and utility of data, insights harvested by the Hub will not only improve digital products and services serving small-scale producers, but also guide investment towards the right solutions. Ultimately, this will enhance farmer productivity, profitability, empower women and marginalized groups while strengthening climate resilience.

To achieve this, the Hub will facilitate the convening and coordination of D4Ag actors across

the agriculture value chain, serving as a central platform for insights and matchmaking with a global lens. We will strengthen collaboration and stakeholder participation to create economic value for digital innovators, attracting new investment opportunities and contributing to impact for small-scale producers. This will have a springboard effect, enhancing the performance of the firms while identifying investment opportunities for innovators around the D4Ag ecosystem.

To drive this vision towards building a sustainable D4Ag ecosystem, Wageningen University and Research (WUR) will lead the Digital Agri Hub for its first 3.5 years, in partnership with GSMA, Grameen Foundation and NAB, co-funded by the Bill & Melinda Gates Foundation, United Kingdom's Foreign, Commonwealth and Development Office (FCDO) and USAID.

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ACTIVITIES	PRODUCTS	IMPACT
Emerging Innovation support	Business model support	Increased investments
Data and Insights	Innovation engagement	Well-coordinated D4Ag ecosystem
Ecosystem coordination and convening	Online database of D4Ag solutions	Improved farmer productivity
Advisory and capacity building	Partner Finder tool	Inclusion of gender and vulnerable groups
	D4Ag data repository	Strengthened climate and disaster resilience
	Standards and metrics	
	D4Ag insights portfolio	

Digital Agri Hub's contribution to a sustainable D4Ag ecosystem

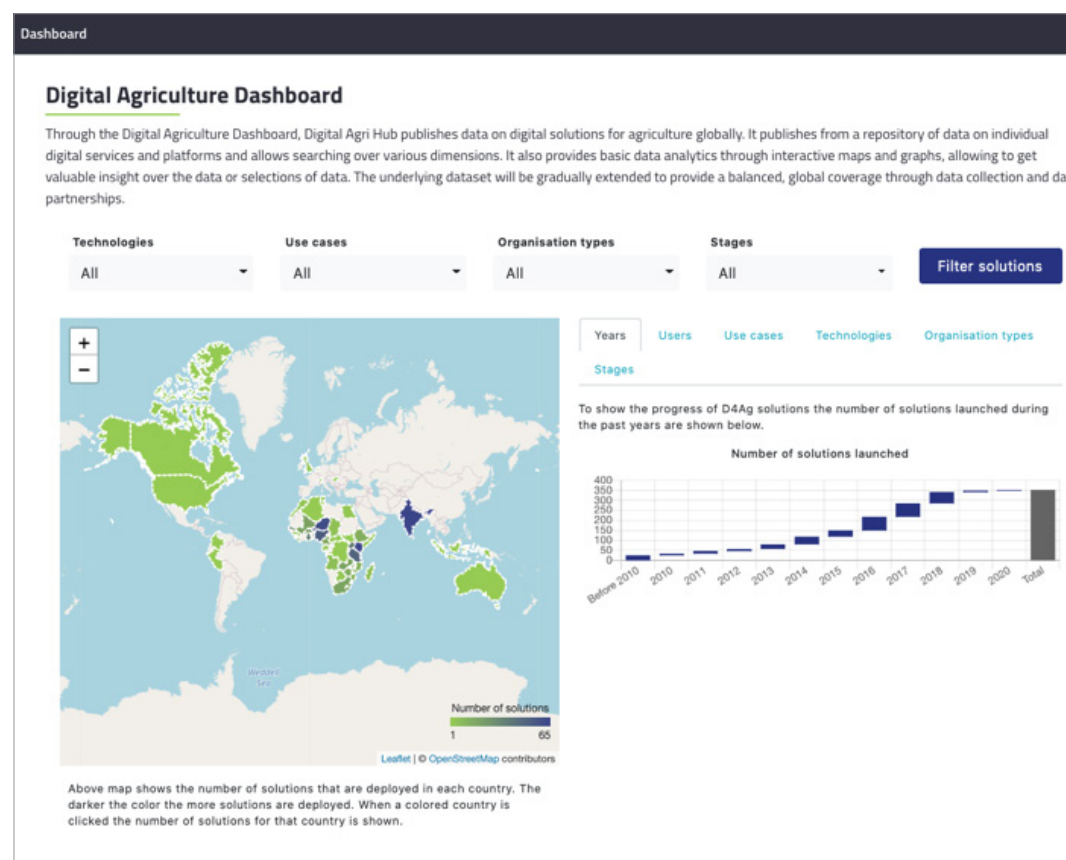
## Our Approach

The Digital Agri-Hub strives to be at the forefront of scaling up D4Ag solutions, catalysing investments, transforming the existing agri-food system and ensuring a gender inclusive D4Ag landscape by:

- 💡 Providing a reliable source of emerging and innovative D4Ag technologies across the entire agri-food system
- 💡 Building and strengthening the capacity of D4Ag actors through tailor-made training and advisory services
- 💡 Creating and sustaining a 2-way matchmaking platform, which provides impact-based data insights on D4Ag solutions to potential investors and stakeholders on D4Ag solutions
- 💡 Supporting the existing D4Ag ecosystem through knowledge brokering and stakeholder engagement
- 💡 Driving towards a climate resilient agri-food system through sustainable D4Ag innovations



*An inclusive, digitally-enabled agri-food system driven by emerging innovation will boost productivity, profitability and sustainability*



A snapshot of the Digital Agri Hub