

Innovative communication Finalists 2013

Objectives:

To inform and inspire Romania's small-scale family farmers through simple and targeted information on CAP information through a communication medium which they can access.

Main organiser

Fundatia ADEPT Transilvania



FUNDATIA ADEPT

Project partners

Swiss-Romanian Development Fund

Contact person:

Popa Razvan
razvan@fundatia-adept.org

Website:

www.fundatia-adept.org/innovation/SMSFF

Country:

Romania

Target Audience:

Romanian farmers

Communication tools:

An intelligent database and a semi-automated SMS messaging system.



SMS Family Farms of Romania

Summary of the application

What is the project about?

Although the CAP values small-scale farmers, over 70 % across the EU lack internet access, and therefore useful information on agricultural policy which they could benefit from. How can we best connect farmers and the information which needs to be communicated to them? By using SMS.

How was the project implemented?

Over 80 % of farmers have simple mobile phones, so it was decided to develop an intelligent database and SMS system that responds to the needs of small-scale farmers, so that information on the CAP reaches users that need it most. The profiling and targeting of farmers and the process of sending them timely and relevant information by SMS according to groupings based on their activities and interests was developed and successfully tested in five pilot areas across Romania.

Why should it get your vote?

The 'SMS Fermele Familiale din Romania' is working to close the information gap between policy and scattered small-scale farmers who desperately need the information. The SMS messages are written in an easily comprehensible form and to more accurately target the information dissemination, the database has been developed based on questionnaires completed by farmers on paper and associations on line. Following the pilot programme, plans are underway to implement the programme on a larger scale across Romania's regions, thanks to the system's capability for high capacity.

What the award jury had to say about the project:

'This project is extremely well adapted to the target audience. The use of SMS is a simple and effective tool to communicate with hard-to-reach and small-scale farmers in Romania.'