EFFICIENCY FOR ACCESS

EFFICIENCY FOR AGTECH

A campaign highlighting the latest trends and innovations in energy-efficient, sustainable and climate-smart agricultural solutions that can enhance global food security and build climate-resilience

Photo Credit: Futurepump

Energy and Agriculture Linkages

Energy-efficient, off-grid appropriate agricultural equipment and appliances offer a multi-benefit solution to overcoming food security challenges and sustainably meeting the growing food demand globally. The United Nations Food and Agriculture Organization estimates that by 2050 current food production needs will rise by 70% to satisfy the expanding demand. However, climate change and inefficient food production and storage processes are obstacles to improved global food security.

About the Campaign

From January to April 2022, the campaign aims to demonstrate the significant impact of affordable, energy-efficient agricultural equipment on food security and end-user livelihoods. It will highlight what Efficiency for Access and our partners have accomplished so far in accelerating clean energy access through the uptake of solar-powered agricultural appliances. It will also forecast the future direction of the ag-related productive use equipment sector by shining a light on emerging trends and challenges.

High Impact Agricultural Technologies

Solar water pumping can increase farm yields three-fold, boosting household income and food security. Pumps can also build resilience to droughts, helping farmers adapt to unpredictable weather patterns as the climate changes.
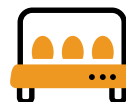
About 40% of food loss occurs post-harvest, significantly impacting food availability despite the growing global demand for food. Improving access to efficient, off-grid **cold-chain solutions** can reduce food spoilage, contributing to improved food security.

A smallholder farmer with fewer than five acres can increase their yield by 30% with just one piece of **modern processing equipment**.

An average of more than 43% of newly hatched chicks do not survive, causing significant financial and food security losses. **Egg incubators** create the optimal environment for eggs to incubate and hatch. The maximum yield from an incubator can be up to 5 times more than conventional hatching.

Join Us

This campaign will further synergies and explore opportunities across the energy and agriculture sectors. In addition to our usual partners, Efficiency for Access will collaborate with non-energy and agriculture affiliated organisations where possible throughout the campaign to disseminate information, host events such as webinars and Twitter takeovers, and develop new content, including blog posts and editorial-type content.

Our Hashtag

Energy-efficient agricultural technologies and relevant appliances can help boost agricultural productivity and improve livelihoods for millions, sustainably. All campaign-related materials and collateral will use the hashtag #EfficiencyForAgTech.

Special Campaign Events

Twitter Takeover: Once per month for the campaign's duration, members of the Efficiency for Access network will take over the Efficiency for Access Twitter handle. For a day, chosen partners will engage with the campaign's themes, promote their work at the energy-agriculture nexus, and explore how Efficiency for Access has helped them drive innovation in solar-powered agricultural technologies.
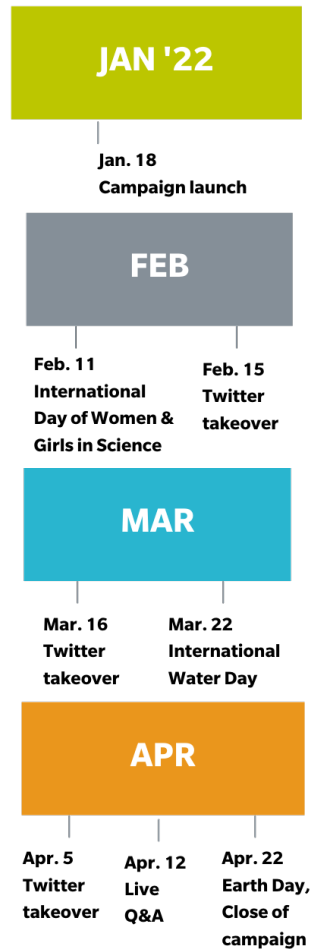
Webinar: In April, Efficiency for Access will host a webinar/live Q&A on the outcomes of the recent solar water pump consumer awareness campaigns in India and Kenya. Speakers will include representatives from CLASP and EXP Media.

Ongoing Communications

Monthly Toolkits: Efficiency for Access will share monthly themed social media toolkits.

Guest Blog Posts: We invite our partners to participate in interviews or co-authored articles showcasing their recent work or upcoming publications on innovations in energy-ag nexus areas.

Timeline

JAN '22

Jan. 18
Campaign launch

FEB

Feb. 11
International
Day of Women &
Girls in Science

Feb. 15
Twitter
takeover

MAR

Mar. 16
Twitter
takeover

Mar. 22
International
Water Day

APR

Apr. 5
Twitter
takeover

Apr. 12
Live
Q&A

Apr. 22
Earth Day,
Close of
campaign

Get Involved

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Photo Credit: AgSol