



# AccessAgriculture

A world-leading organisation for quality agricultural training videos in local languages, working across the Global South.

Our video-led learning approach has enabled over 60 million smallholders to learn about agroecological principles and rural entrepreneurship, leading to improved rural livelihoods and sustainable food systems.



## OUR WORK

- Build an open-access video platform containing the world's largest resource of broadcast-quality multilingual training videos on agroecological principles and rural entrepreneurship that combine scientific and indigenous knowledge.
- Strengthen development organisations, extension services, universities, TV and rural radio stations and farmer organisations in their outreach activities.
- Support young entrepreneurs to make a business from showing and selling videos.
- Monitor and track data on video use and evaluate impact on beneficiaries.

## OUR RESOURCES

**Videos:** Our platform [www.accessagriculture.org](http://www.accessagriculture.org) hosts more than 200 quality videos in over 90 languages. The interface is in English, French, Spanish, Bangla, and Hindi, and soon to be in Portuguese and Arabic.

**Factsheets:** Each video has a relevant factsheet with useful contact details.

**App:** For Android and iOS - to make it easy to download and share videos.

**Solar-powered smart projector:** Contains all our videos - off grid and without internet.

**Audio podcasts:** An additional resource to advance extension.

**EcoAgtube:** Where people can upload their own videos on agroecology in any language.



## IMPACT



Reduction of pesticide use



Adoption of green technologies



Higher chance of additional income



80%  
Group formation for food processing



60% women  
Economic empowerment



30%  
Engagement in village savings and loan associations

**60 million** reached in rural areas  
in Africa, Asia and Latin America

**400,000** use our video platform  
to watch and download content

**3000** organisations in over **130** countries  
use our videos for training

**75,000** multi-language DVDs distributed and sold

**3 million** people watched videos in shows,  
on DVD or mobile phone

**40** TV stations broadcast our quality videos

## THE CHANGEMAKERS

Entrepreneurs for Rural Access (ERA)



“ Showing Access Agriculture videos about sustainable agriculture in Kiswahili was effective in facilitating learning among illiterate youth and women in the villages of Buhingu and Igalula in the Greater Mahale Ecosystem. ”  
Boazi Winston, ERA from Tanzania

“ Our training programmes about good agricultural practices have become more relevant, more meaningful and more interesting by showing the Hindi versions of Access Agriculture videos using the smart projector. ”  
Neeraj Kumar, ERA from India.



Neeraj Kumar



## OPPORTUNITIES FOR COLLABORATION

We welcome support from organisations, individuals and companies who want to provide relevant quality information to rural people by ...

... supporting the Young Entrepreneur Challenge Fund to empower young people in the South to become agents of change in their communities.

... supporting the translation of quality training videos into local languages for easier access to information.

## FOR MORE INFORMATION CONTACT:

[info@accessagriculture.org](mailto:info@accessagriculture.org)

[www.accessagriculture.org](http://www.accessagriculture.org)



AccessAgriculture

...together we can change lives

