



International Telecommunication Union  
Telecommunication Development Bureau

<Partner name>

Project Budget Number:  
 Project Title: International Telecommunication Union - <partner name> <project title>  
 Start Date:  
 Estimated End Date:  
 Government Coop. Agency: Ministries of Agriculture, and Communications/Telecoms/ICT.  
 Implementing Agency: International Telecommunication Union  
 Project Site: ITU Headquarters, Geneva  
 Beneficiary Country:  
 ITU Project Manager:

SUMMARY OF CONTRIBUTIONS	
<b>A) Project Budget</b>	<b>\$118,415</b>
<b>Description</b>	
Project Personnel	\$85,000
Equipment	\$3,200
Training	\$10,000
Fellowships	
Monitoring & Evaluation	\$7,250
Miscellaneous	\$2,200
ITU Admin Support Cost	
<b>B) Cost Sharing</b>	
CARITEL -	\$6,000 (In Kind)
<b>Participating countries Contribution (in kind)</b>	
-	Trainers
-	Training Room / Business Centre
-	Communication Facilities
-	Infrastructure

Brief Description:

*This proposal is for the pilot of a project which aims at setting up an SMS (Smart Messaging Service) platform that links organic producers in Jamaica, Barbados and St. Vincent and the Grenadines with buyers and consumers in the efficient sales and marketing of FFV. To achieve this objective, ITU shall work jointly with CARITEL to aid the identification of funding for the project.*

On Behalf of	Signature	Date	Name/Title
ITU:	_____	_____	Director of BDT
	_____	_____	

## GreenTech Caribbean Pilot Project Proposal

### 1. Background & Context

- General introduction  
This project is designed to provide support marketing and data collection for organic farm produce. It will meet the need of farmers in Barbados, Jamaica, St. Vincent and the Grenadines and eventually other Caribbean islands. It would be a one-stop location for relevant trade information about the supply and demand for organic fresh fruits and vegetables and assist farmers with the sale and marketing of their produce. Phase one of this Project, conducted in Barbados will pilot the creation of a technology and consumer network that links farmers of organic produce to a potential market of more than 4,000 consumers. In addition it will support preliminary work by incountry coordinators in other countries mentioned.
- Present situation-context  
Currently there is a 'disconnect' between agricultural producers and agricultural marketers of fresh fruits and vegetables (FFV) with regard to supply/demand and availability of produce.
- Problem statement  
Producers have no means of informing buyers or exporters and vice versa of availability, range, quantity, price and available dates. Exporters or buyers face a similar challenge in sourcing produce. There is no direct link for information sharing between the market and the producer.
- Description of the problem  
Producers currently make numerous phone calls to find a willing buyer and buyers generally have to make numerous phone calls or drive around the country to look for persons with produce for sale.
- National/Government Commitment  
Governments have tried several methods of addressing the problem such as having producers call a central buying point, export trade promotion body or marketing board. These however have proven to be inefficient. For example, the marketing board will only buy produce that it has a market for and the information may only be available to this one buyer. When a buyer/seller calls the marketing board they are the only one with the information. If the proposed platform was available then everyone in the industry would have access to the information. This proposed project would be a very impactful step in solving the current problem across the Caribbean.  
Governments have indicated support to various productive sectors so as to help stimulate economic activity, which includes agriculture. Moreover, in various financial statements, Caribbean governments have made reference to financially assist the fruit and vegetable growers associations through the establishment of organic matter programmes.  
Governments in the region have recognised the critical importance of food security and the role played by a global financial crisis that has contributed to rising imports bills and higher unemployment domestically.

### 2. Process followed in Project identification/formulation

Market observation, meetings with buyers, producers and government officials have confirmed the need for this project.

#### Strategy

- Overall Project Objective  
To establish an electronic platform that facilitates real time information sharing (supply, prices demand) between agricultural producers, consumers and purchasers of fresh produce.
- National/Regional Strategy  
Work with established agricultural producer marketing organisations and other key players within the agricultural sector to implement the program. Build a communication tool that generates and shares information and produce in the form of reliable data, thereby building confidence and trust in the agricultural sector.

- Sustainability in the agricultural sector whereby the marketer can focus solely on expanding the markets and the producer can engage in production. This system would guarantee that both producer and export have a regular source of income and seasonal availability is not a factor.
- Regionally, the supply base for the exporter is widened since farmers can see prices and availability in the other islands in real time.

### 3. Project Strategy

- Domestic wholesale market information service for producers, exporters, buyers.
- Willingness to share information for a minimal fee - subscriptions or pay per download.
- Information posted on buyers and producers will be shared with relevant parties instantaneously.

#### Outputs

- Central interactive database managed by a neutral party (for example an exporters association or recognised/registered business entity).
- At least 5 of centers for the pilot
- An efficient agricultural marketing system
- Improve economic returns to producer and marketer and nations
- To provide a market to these farmers to help the survival of small and independently operated family farms, thereby meeting governments' objective of maintaining employment in a recessionary economic climate.

#### Indicators

- Participation rate by both producers and buyers
- Testimonials from both buyers and producers
- Increase the number of both buyers and producers who use the service

### 4. Key project activities- to achieve results.

#### Activities

- Engage potential stakeholders - government, private sector, producers, exporters, the telecommunication industry and sellers of agricultural inputs.
- Observe similar operations that may exist internationally.
- Train personnel to collect and input data using software.
- Deploy, install and demonstrate equipment and software at participating centres.
- Evaluate and test activities
- Roll out of project
- Visibility, including a Media Public Relations plan.

#### Inputs

- Contributions from ITU (in kind but some contributions in cash may be made available):
- Goodwill from national Governments.
- Contributions from the Government Agency in each implementing country (in kind).
- CARITEL provides in kind contribution US\$6,000.
- 100% grant funding by donor.

#### Risks

- Producers and buyers may not be interested in the project.
- Buyers and producers may submit inaccurate data.
- Producers may supply information when they have supply or demand and not update it when a transaction has been completed and the desired result achieved.
- There might be an adoption at the pilot stage but unwillingness to pay once the project rolls out commercially.
- If the system does not deliver consistently, producers and buyers would disengage.

- There could be a legal risk (as per price indications) - buyers may want a product but not agree to the price quoted or there could be price disputes.

#### Sustainability

- The subscription fee or access fee would ensure commitment from buyers and sellers.
- The Subscription fee will include SMS costs.
- The site would generate additional revenue from advertising (e.g. for agriculture inputs and transportation services).

### **5. Management**

- Roles and responsibilities for carrying out the Project  
Mr. Hallam Hope is the Principal and Project Leader. His responsibility is to coordinate all island activity and overall supervision the day to day duties and ICT.
- Overall description of Project management  
In country co-coordinators are the faces of the project and the first links to buyers and sellers. Facilitate training for buyers/sellers and Day to day management of project in country
- Management Committee Function  
Assessment/analyst - to review efficiency and impact /troubleshoot  
Technology resource - ensure integrity of ICT in project  
Accountant - Financial due diligence  
Project Leader - Overall supervision
- Accountability for project implementation  
Principal and Project leader- Hall am Hope

### **6. Monitoring and Evaluation**

- Description of mechanisms and procedures for periodic monitoring, measurement and evaluation.  
Number of buyers and sellers who use the system  
Number of paying members and frequency of use by hits  
Produce publication for media and stakeholders on state of project and its impact  
Site visits to centres in evaluate data collection and entry processes

### **7. Work plan**

The work plan for the project is prepared at the beginning of the project and reviewed during project implementation, as required. The progress and effectiveness of the pilot project will be monitored and assessment conducted at the end of the pilot phase. Based on outcome of assessments, adjustments, and revisions will be made if necessary (see attachment 1)

### **8. Budget**

See attachment 1