

# Innovating Nonmonetary Interventions for Climate-smart Agriculture: An **ADOPT** Model for Technology Diffusion

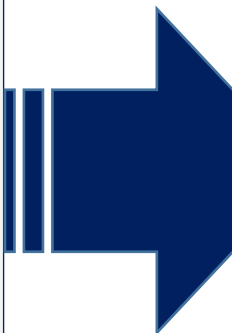


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The **ADOPT** model is a process based solution, identifying a **nonmonetary** approach and incentivizing farmers to adopt climate-smart agricultural (CSA) technologies.

Four nudging tools:

- Advocacy**
- Demonstration**
- Omitting misinformation**
- Peer pressure**



Either the most appropriate or a mix of nudging tools that motivate farmers in adopting solar irrigation technology in Bangladesh.



Long term goals:

- **Reduce** carbon emission from agriculture in South Asia
- **Increase** agricultural resilience in the changing climate
- **Install** new norms for climate-smart agriculture

The **ADOPT Model pilot project** will

- introduce an innovative behavioural instrument to induce low-carbon CSA technology adoption; and
- popularize a nonmonetary approach to making climate-smart village by scaling up its adoption.



## The hypotheses



**Advocacy** → Referrals are preferable to solar farmers.



**Demonstration** → Seeing is believing.

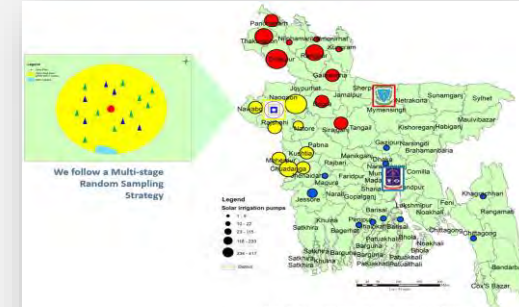
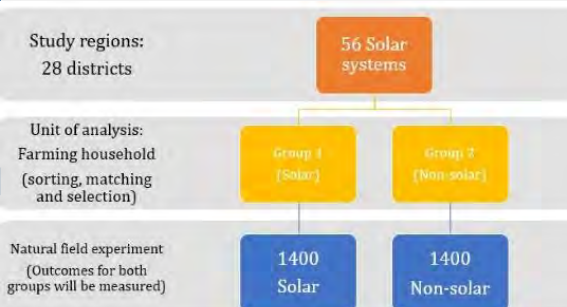


**Omitting misinformation** → Solar irrigation is sustainable and cost-effective.



**Peer pressure** → Farmers go for solar *collectively* and not *individually*.

## Methodology



## It is innovative!

- Cost-effectiveness** ✓ Only non-financial strategies
- Cost-effectiveness** ✓ Assigning resource at the community level
- Scalability** ✓ Fixed total cost in ADOPT irrespective of farmer number
- Scalability** ✓ Suitable to endorse & lead at country level
- Sustainability** ✓ Directly address SDG 7 & SDG 13
- Sustainability** ✓ Indirectly facilitate SDG 12 & SDG 16
- Market-based** ✓ Diffuse low-carbon technology
- Market-based** ✓ Simultaneous interaction between technology users & technology providers

## The survey questionnaires

- For farming households
- For irrigation operators
- For solar providers

