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| Category | : International Rice Research Conference |
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| Keyword 1 | : Engaging youth |
| Keyword 2 | : Multistakeholder platforms |
| Keyword 3 | : Impact acceleration |
| Title of Entry | : What happens when young people are engaged in agriculture: The Infomediary Campaign's experience |
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Abstract : This paper presents immediate outcomes of the Infomediary Campaign, a youth engagement in agriculture initiative by PhilRice in collaboration with the Philippines' Department of Education and the CGIAR Research Program on Climate Change, Agriculture, and Food Security. Among the Campaign's components were: capacity enhancement for teachers on rice production, introduction of the students to information hubs in agriculture, and establishment of rice gardens. Using the Youth-Community development intersection theory, this paper presents the overall strategy, accomplishments, and challenges in engaging young people in agriculture. The Campaign had more than 200 participating high schools in the Philippines. Among its immediate outcomes are the more than 4,000 student-texters in the PhilRice Text Center, more than 12,000 text messages from the students on different aspects of rice farming, more than 100 high schools that integrated lessons on climate-smart agriculture, and instances of technology adoption in the Campaign sites. Data on changes information-seeking behaviour of farmers in Infomediary Campaign sites will also be presented. Among the challenges are inadequacy of farm equipment in participating schools and the reshuffling of teachers. A framework on engaging the youth as infomediaries (information mediators) will be presented.

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