FiBL–IITA Bambara Voice Lessons in Sikasso — A Cluster RCT Showing Phone-Call Training Without Literacy or Internet Raised Farm-Practice Adoption by 23%

Digital Inclusion · Good practice · Mali

Quality score: 52/100

Evidence strength: Moderate

Summary

In southern Mali, seven automated phone-call lessons in Bambara with keypad quizzes reached farmers who need neither literacy nor internet. A 451-household cluster RCT found adoption rose by 0.53 practices (23%) by 2024; 195 of 239 assigned farmers took the calls.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	0/1
Evaluation evidence	1/1
Demonstrated reach	0/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-20

Research Institute of Organic Agriculture (FiBL) with IITA and AOPP — accessed 2026-11-20

Journal of Environmental Management (2026) — From advice to action: experimental evidence on agroecology messaging in Mali — accessed 2026-11-20

Organic Eprints — open-access full text — accessed 2026-11-20

FAO Agroecology Knowledge Hub — study summary — accessed 2026-11-20

Cite this — Evidoria. *FiBL–IITA Bambara Voice Lessons in Sikasso — A Cluster RCT Showing Phone-Call Training Without Literacy or Internet Raised Farm-Practice Adoption by 23%*. Persistent ID: 0b141591-455a-40ad-b37b-d18de8c62f13.