



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** Warc Africa

**Mission statement:** To get subsistence farmers in Africa out of poverty

**Webpage:** <https://www.warcgroup.com/>

**Video presentation:** <https://www.youtube.com/watch?v=aZQ3CDNafYQ&t=71s>

**Headquarters location:** Accra, Ghana

**Location(s) of research:** Ghana and Sierra Leone

**Background:** Warc Africa designs and sells a bundle of regenerative farming inputs, enabling farmers to access the best available machinery, agricultural practices, and technical advice. It seeks to better understand how farmers perceive changes in their roles as a result of increased mechanization of their farms, and how this package affects their behavior, self-perception, and participation in farmer communities.

**The challenge:** In collaboration with the Warc Africa team, research and analyze farmer client's perceptions of its bundle, and how adopting this bundle shapes behavior and relationships within communities of farmers.

**Action research products needed:**

1. Document and explain the changes in self-understanding, behavior, and agency as a result of adopting Warc Africa's technology bundle.

**Student skills needed:** Social science methodologies, cross-cultural communication, technology analysis.

**Keywords:** Adoption of innovations, agroecology, regenerative agriculture, agrotechnology bundles, farming extension, trust, rural development, small holder farmers.

**Regardless of the pandemic, the fellowship will run in 2022, with or without international travel.** We have designed 2022 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a fellowship info session.