

ICT BRASIL CASE

Section	Detail	
Header	Logo	
	Responsible company or organization	Wagner Canal
	Thematic area	Commercialization/Training
	Contact and location	Country
		Brazil
		e-mail
		gabriellactamail.com
Description	Contact and location	Telephone
		+55 27999089118
		Website
		N/A
	About technology/app	Wagner is a rural producer from Espiritu Santo, southeastern Brazil, who firmly believes in innovation and is always committed to technological resources that can innovate work on this property where he lives and works with his family. He has two YouTube channels where he shows the production work he develops. One of the channels, the biggest, is focused on the production of desert roses, and has 23 thousand subscribers, and the other themed hydroponic productions, and has about 1,600 subscribers.
	About organization	Wagner carries out this work in his community and with this family.
	Case features	Wagner says that previously information resources were limited, and he felt this was holding back development on the property. To access information and study ways to diversify production, he depended on television, newspapers, and magazines. Today, he doesn't only use the internet to study more about rural production, but also, he uses daily digital resources, such as cell phones and applications. He also generates educational content on his channel for other people, rural or non-rural producers, with the aim of replicating knowledge.
Results and scope	Producers benefited	4 direct producers belonging to FETAES and CONTAG
	Countries covered	Brazil
	Highlights	The use of technologies in field work made possible an increase in productivity, increasing the amount produced and improving family income. There was also an improvement in the quality of the productions, and the exposure on YouTube attracting new consumers. All this, according to Wagner, generates an improvement in the quality of life and work of the family, allowing them a better organization of time and production. Additionally, Wagner receives income from YouTube view due to his videos.
More information	Additional details on INCLUDAS platform	N/A

	Social networks	https://www.youtube.com/c/WagnerCanaldoCanal https://www.youtube.com/channel/UCd3kqmVBd1oy7vUYscPK7LQ https://www.youtube.com/watch?v=HGgw7CYAwhI&ab_channel=HidroponiacomWagnerCanal
Inclusion features		<p>Wagner's property is famous in the region due to an important reforestation work that has recovered a large part of the territory, and tris initiative has already been awarded by a television channel and received recognition from the federal government a few years ago.</p> <p>Wagner really likes working with the channels, he has a project to open another channel to also talk about rural production issues and he would like to explore the potential of technologies in the rural education of young people, producing online courses himself.</p>