

ADAPTATION FUND
Climate Innovation Accelerator
SMALL GRANTS. BIG IMPACT.

SOLUTION FACTSHEET

Weather Walay: hyper-local, real-time weather forecasting

2026–2027

UN WFP World Food Programme | INNOVATION ACCELERATOR

Solution Summary

Location:
Pakistan

Solution type:
Weather forecasting

Innovation stage:
Transition to Scale

Grantee:
WeatherWalay Pvt Ltd

Implementing entity:
World Food Programme

Funding received:
USD 100,000 (Adaptation Fund)

ADAPTATION FUND

The Adaptation Fund Climate Innovation Accelerator provides grants and technical assistance to innovative solutions for adapting to climate change.

Adaptation Innovation

- Weather Walay is a climate intelligence platform that combines data from local weather stations and satellites with AI-powered forecasting to deliver local weather alerts and agricultural advisories, helping vulnerable communities, farmers and road users.
- The platform combines localized forecasts with multiple communication channels such as SMS, a mobile app and more. Farmers are also provided with practical agricultural advice to build resilience to climate shocks.
- To make information more accessible, communication is delivered in Pashto and Urdu, and audio messages help reach people with low literacy levels or limited digital access.

Climate Impacts

The solution is helping Pakistan adapt to:



Erratic rainfall



Floods



High temperatures and heatwaves

Key Achievements

- Farmers using Weather Walay's satellite-based irrigation advisory services achieve up to 30 percent water savings, reduce electricity consumption by 30 percent and cut CO_2 emissions through smarter irrigation and fertilizer use.
- By adjusting seeding, irrigation and pesticide applications based on WeatherWalay forecasts, farmers save an average of PKR 57,029 per crop cycle.
- With Pakistan's only private network of 300+ AWS, the company has managed to build a link between the public and private sector, making weather and disaster warning systems more effective.

Replication and Scaling Potential

- Weather Walay will install five automated weather stations in Nowshera, Pakistan, to improve rainfall forecasting. By refining its forecasting models, the company aims to increase the accuracy of 24- to 48-hour rainfall predictions by at least 15 percent. A shared early warning platform will allow local authorities to reach more than 2 million people.
- The company's advisory service aims to reach 100,000 users within two years with a goal to help farmers increase seasonal profits by at least 20 percent. If successful, the initiative will provide a model that can be replicated in other flood-prone districts across Khyber Pakhtunkhwa.



To learn more, visit WFP-AFCIA Weather Walay

Investment Potential

- **Business model:** A diversified revenue model that spans B2C subscriptions, B2B services and B2G partnerships.
- **Revenue per year:** The company projects revenues of PKR 142.7 million for FY 2026, a 6 percent growth over the previous year.
- **Sustainable approach:** With a solid financial foundation, high-margin services and a scalable business model, WeatherWalay is positioned for continued growth, increased market penetration and sustainable financial returns, while driving impact in climate adaptation and resource efficiency.

Project Location



Last updated: 30/10/2026