



G4AW Facility: Goals & How to tender?



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Aim and expected results

Aim: to increase the agricultural sector output by providing food producers (**smallholders, pastoralists**) with relevant information, advices or (financial) products through operational information chains **using satellite data**

Output: providing useful and timely **agrometeorological** and/or **financial/insurance products**

Outcome:

- improved sustainable food production, more effective use of inputs (water, nutrients), and economic development
- stimulating private investments
- leading to financially sustainable services after 3 years

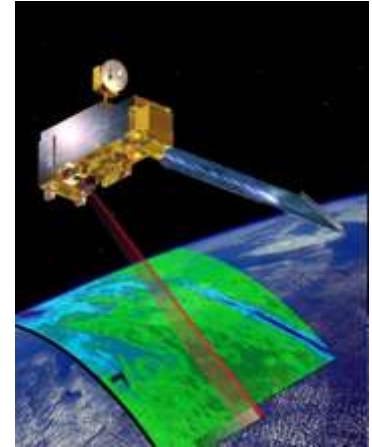
Impact: improved food security and income





Project Requirement

- Minimum **number of food producers**: 200,000 (1st Call)
- Max. 70% subsidy for Ethiopia (1st Call)
- **Project duration**: 3 years (1st Call)
- 10 % **more production or income**
- 10% **less input** (water, fertilizer, etc.)
- **Satellite data** are at the start of the information chain; entire information chain is covered from satellite data to food producer
- **Public-private partnership** (local embedding); note: associated ownership, business model and sustainable services after project closure
- **Applicant** is a Dutch organization





Focus on ICSR, Environment & Gender





Required for a G4AW application

- User demand / information needs
- Business model
- Partnership
- Cooperation Agreement
- Possible service provision





User demand driven

- Definition of user group
- Definition of other stakeholders
- Definition of user needs (user survey)
- Capacity building & training
- Cooperation with institutions connecting users
- Connecting local initiatives

Trust





Solid business / sustainability model

- Solid market analysis (users, market volume, USP)
- Solid business strategy
- Appropriate choices in partnership; Ownership of Information service after project
- Financially sustainable service provision is required after project (revenues may come from public and private resources)





Solid partnership

- Closing the information chain, complementary, experience
- Partners bridging the last mile to users of services
- Transparency in partnership
- Partnership agreement enclosed with application, this is the basis for project execution
- Applicant (coordinator) is responsible towards NSO

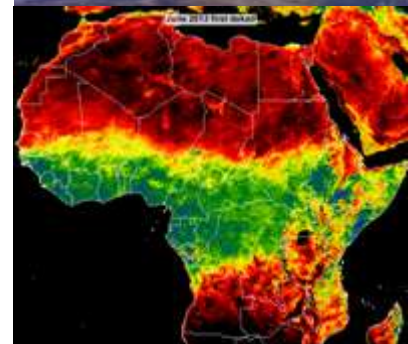
Trust





Information service

- Satellite data are at the start of the information chain
- Based on proven technology and services
- Transmission channel(s) reaching users
- License-to-operate (legal, available data)





More information

- Staatscourant publication (expected Summer 2014)
- G4AW website: www.spaceoffice.nl/g4aw
 - Tender documentation (process)
 - Forms & templates
 - Regional & local activities
 - Match making directory (finding a partner)

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Process: Phasing

- Information meeting(s), website & templates
- Request for advice, due November 30, 2014 (*)
- Application, deadline March 27, 2015
- Delivery at Netherlands Space Office, a.o. G4AW Programme Office





Netherlands Space Office and the Ministry of Foreign Affairs wish you all SUCCESS !!



More info: www.spaceoffice.nl/g4aw

