

G4AW INFORMATION AND MATCH MAKING SESSION

Workshop Report

Wednesday, April 30th 2014

Wassamer Hotel, Addis Ababa, Ethiopia



Contents

- 1. General..... 3**
- 2. Welcome and Opening Speech..... 3**
- 3. General Information on PPPs 3**
- 4. Satellite Based Information Services for Food Security 3**
- 5. Stakeholders, User Needs and Opportunities in Ethiopia 4**
- 6. Group Discussion..... 5**
- 7. G4AW Identified Opportunities..... 6**
- 8. Ethiopian Partners in current Proposals: 2 Pitches 6**
- 9. Exploring Common Objectives and Match Making 7**
- 10. G4AW Facility: Goals and How to Tender? 8**
- 11. Way Forward; Good Partnership, Link with Dutch Partners 9**
- Annex 1: List of participants 10**
- Annex 2: Workshop Programme 12**

1. General

The G4AW Information and Matchmaking Workshop which was jointly organized by Agri-ProFocus/Agri-Hub Ethiopia, Netherlands Space Office and Netherlands Embassy in Ethiopia took place on April 30 at Wassamer Hotel, Addis Ababa. The aim of the event was to discuss the benefit of satellite data for agriculture and food security with relevant stakeholders.

Around forty attendees (4 female) from 32 different organisations were present at the workshop, ranging from Dutch owned private agribusiness companies, Ethiopian businesses, Farmer's Cooperative Unions, Local and International NGOs, Financial Institutions, Insurance Companies, FAO, ILRI, WFP and the DG extension of the Ministry of Agriculture. Full list and contact address is indicated in the annex (Annex #1). The workshop was run as per the initially proposed concept program but with a small adaptation to respond to the dynamic situation of the workshop. The full concept program is shown in Annex #2.

2. Welcome and Opening Speech

The workshop was started with a warm welcome and opening speech of Mr. Hans Van Den Heuvel (Agricultural Councilor, Royal Netherlands Embassy). Mr. Hans provided brief information on the state of food security in Ethiopia, value chain developments (e.g. barley, sesame) and other programs in which Geodata could play a vital role and possibilities for (Dutch) ICT and high-tech solutions in this field.

3. General Information on PPPs

This session was presented by Mr. Michiel Laheij (Netherlands Enterprise Agency). He highlighted about existing PPPs in Ethiopia (focus was on food security and private sector development) by taking examples from FDW (Sustainable Water Fund) and FDOV (Facility for Sustainable Entrepreneurship and Food Security). He emphasized key aspects to be considered in this second call. Match making should consist of public institutions, companies, NGO's and knowledge institutions, within a cooperative partnership which includes at least one company. There should be a minimum of one partner from the Netherlands and one from Ethiopia and at least one company and one public partner, for FDW also a NGO or knowledge institute. Issues like environment, gender, climate, good governance and ICSR are key aspects too. Full information (PPT) annexed

4. Satellite Based Information Services for Food Security

Dr Mark Loos (NSO) shared brief information about the opportunities of satellite data for agriculture and food security.

By taking various examples he emphasized the importance of satellite data for provision of information and taking right decisions. For example the effects of climate change on food and water security could be overcome or minimized by using right information and make right decisions on the right moments. Hence to make the right decisions we need data on various aspects of agriculture and water security. He emphasized without data, there is no information; without information, there is no knowledge; without knowledge,

there is no good decision and without decisions, there is no economic growth. Hence, spatial Data is very essential which could be retrieved from satellites.



He also indicated the cycle how satellite data reach farmers. This considers user demand and information needs. At various stages of the farming cycle, various information and service are required. Some of the possible service include financial (Index-based insurance; credit/loans etc) and possible advisory services like crop calendars, weather information, mapping, monitoring (e.g. vegetation growth), irrigation / nutrient supply, etc (PPT document is annexed)

It is very essential to develop technical infrastructure to reach individual farmer, training and sharing experiences to build the capacity of farmers in this regard. But the serious concerns of the participants were how to translate these satellite data into a form that is easily usable by the farmers and the costs of using this satellite data. What is the added value of satellite and geo data for improving food security given the current awareness and capacity of Ethiopian farmers?

5. Stakeholders, User Needs and Opportunities in Ethiopia

The quick scan was contracted out to IICD by Agri-Hub Ethiopia. Mrs. Meron Ayele of IICD gave a brief presentation of the quick scan which touches on the current situation in Ethiopia related to ICT and satellite data.

She indicated that there has been increased involvement by all stakeholders; several institutions and organizations in the development of the ICT sector (the creation and dissemination of agricultural knowledge and information) in Ethiopia over the past years.

However, the effectiveness is inhibited due to several factors. Some of these challenges are;

- ICT related challenges: lack of access to ICT infrastructures (Electricity infrastructure, internet connectivity); inhibited effectiveness of FTCs; weak and costly research-extension-farmer linkages; and unaffordable and unavailable in venues or modes that are convenient to smallholder farmers
- Other challenges: lack of relevant e-content for smallholder farmers; limited use of appropriate technologies; limited ICT trained professional and absence of ICT policy

She also mentioned challenges related to the G4AW among which the following are the major ones;

- Poor coordination and harmonization among institutions and stakeholders in data production and dissemination
- Data quality standard for geo information products are very low
- Human and technological capacity problem
- Financial constraints
- Awareness of the relevance of digital data and information
- Irrelevant e-content – not context specific/language barriers

In spite of all these challenges, there are still huge opportunities identified for the G4AW. Some of the major ones include;

- Favorable government policy and interest of Ethiopian government to improve the ICT sector.
- Improved mobile connectivity
- Radio transmission covers over 80 percent of the country and about half of the Ethiopian households own a radio
- The FTCs are positioned to facilitate agricultural knowledge and information exchange
- Presence of ICT infrastructure, like Woreda Net which will enhance the flow of knowledge and information
- The establishment of National "ICT Park" with the aim of attracting multi-national ICT service companies such as those involved in business process outsourcing (BPO), Software developers, manufacturers, system integrators etc

Participants appreciated the importance of this quick scan. But they believe that it should be done deeply to identify the various initiatives going on in Ethiopia by all actors. For example, organizations like ECX, JICA, ILRI, etc have already some initiatives related to this aspect. The quality and functionality of the existing government infrastructures (like woreda Net, FTC etc); information needs/awareness of farmers should also be closely studied. The DG Extension Services of MoA who was attending on behalf of the State Minister highlighted that the special attention given by the government to this sector is very high and he said all kinds of supports and collaboration in this line are much welcomed.

6. Group Discussion

Participants were arbitrary divided into 4 groups to discuss on the following key questions. Based on your experiences;

- Where do you see the needs for Geo/satellite data?
- What opportunities do you see?

The groups come up with similar kinds of issues though described in a different ways. In one way or the other they indicated Geo/satellite data is important for;

- Satellite based insurance – crop and livestock
- Improving agricultural productivity (food security) – whole cycle of farming – farm management

- Effective planning and management – land use planning, investment decision etc
- Disaster management and early warning systems
- Marketing/prices information on agricultural inputs and outputs
- Irrigation/water – availability and volume of underground water

Some of the opportunities indicated by the groups are;

- Availability of mobile and Internet technology
- Availability of FTC, and DAs
- Universities and collages
- Private companies working on ICTs
- Large area Satellite coverage compensating for scattered mode of farm land creating challenge for insurers

7. G4AW Identified Opportunities

Based on the presentation of the four groups, the facilitating team has categorized the indicated opportunities under four major themes. These are;

- i. Insurance, micro-finance/loans and disaster risk management and early warning
- ii. Market information (input and output)
- iii. Farm management (weather information, irrigation advice, crop performance monitoring, biomass, water availability, soil type, climate, etc.)
- iv. Investment, land use planning and resource management

8. Ethiopian Partners in current Proposals: 2 Pitches

Two organizations who were the applicants of the previous call were invited to share their experience. These are Kifiya financial technology PLC and IICD.

What are motives for developing services based on Satellite geodata for the parties which applied for the first round? Kifiya (Ms. Felema and Mr. Abel) talked about creating value-added services, index insurance based on large datasets and turning this into a product for which there is a market demand. Also how ICT-platform technology generates volume of scale to make this service long term sustainable/profitable. Also why this should be done in a PPP as each party alone cannot achieve this itself. This raised many practical questions on making a business out of (geo) data and bridging the gap. The project named the Geodata for Innovative Agricultural Credit Insurance Schemes. It aimed at the expansion of financial services to smallholder farmers through Kifiya's branchless networks (8,000 Agent points) and geo-data driven risk transfer product – Micro insurance provision

Ms. Felema indicated that their partnership consisted of all relevant actors. These are;

- Kifiya Financial Technology PLC
- The Faculty ITC of the University of Twente
- Ethiopian Agricultural Transformation Agency
- Ethiopian National Meteorology Agency
- Swiss Re Corporate Solutions

Representing IICD, Mr. Olaf stated that there is no word for *Common* in Amharic and how you can rise to the challenge by bringing unexpected parties together. Creating partnerships out of the comfort zone of each party helps initiatives in Food Security forward. ICT can form a strong push for change and market data with satellite geodata are agents of change so farmers can make their own informed choices. Their partnership is

created between more than 10 organizations which constituted private, NGOs, Dutch companies, government organizations etc which form a consortium.

9. Exploring Common Objectives and Match Making

During the matchmaking session, participants were voluntarily invited to join any of the four identified opportunities/themes. Accordingly, they went to only the three themes and the Investment, land use planning and resource management was left/included in the other themes. Three groups were formed were on;

- Insurance (crop and livestock) and DRRM and Early warning systems – pest, diseases, drought, flood, etc.
- Farm management (on and off farm)– weather, crop, livestock, soil, rain, resources etc
- Market Information (Input – output)

Questions discussed during this match making session are;

- What are the individual interests and roles in the identified user need and opportunity?
- Formulate a common objective among the organisations (basis for a project)?
- Identify the role of all organizations that joined the group in achieving the objective (basis for partnership)?

The following are organization that joined the match making

1. Insurance (crop and livestock) and DRRM and Early warning systems – pest, diseases, drought, flood, etc

S/N	Name of participant	Organization	Telephone	E-Mail
1	Dr. Amsalu Ayana	ISSD	911842210	ayana6a@yahoo.com ; ager.amsaluayana@gmail.com
2	Dejene Hirpha	Becho Woliso Union	911421476	dejene84@gmail.com
3	Alemayehu Yifru	Ada'a Cooperative Union	911944525	
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5	Dr Muktar Reshid	WFP	911771147	muktar.reshid@wfp.org
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8	Meron Ayele	IICD	922104037	mayele@iicd.org
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2. Farm management (on and off farm)– weather, crop, livestock, soil, rain, resources etc

S/N	Name of participant	Organization	Telephone	E-Mail
1	Miftahi Kedir	COSMOS TRADING	911205278	cosmostrading@ethionet.et
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9	Fikre Markos	Ministry of Agriculture	913544633	fikrem2001@yahoo.com
10	Alwih Quispel	ASA Ethiopia	939969400	a.quispel@sharebusiness.nl
11	Ben van Ampting	SeletHulling PLC	911201492	ben@selethulling.com

Market Information (Input – output)

S/N	Name of participant	Organization	Telephone	E-Mail
1	Sorsa Debele	FFARM	922592593	sorsadebela@gmail.com
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9	Abdurehman Haji	Galema Farmer's Union	911030518	Baye.Haji@gmail.com
10	Ashebir Kebede	HUNDEE	911163585	asherajii@gmail.com

Each of the group assigned one focal person who can motivate the groups to act. It was indicated that each of the group can invite more relevant organizations who are not present on this workshop. All the groups are waiting for the guidelines and manuals for application. As soon as they are ready, Dr Mark promised to provide them.

10. G4AW Facility: Goals and How to Tender?

Dr Mark Loos shared brief presentation on the aim and expected results (Aim, output, outcome and impact) of the tender. He also indicated some of the key project requirements. These are;

- The project should address 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 and Gender

He also highlighted that the tender for G4AW should be based on;

- 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)

Finally he mentioned that request for advice is due November 30, 2014; application deadline is March 27, 2015 and delivery at Netherlands Space Office, a.o. G4AW Programme Office.

11. Way Forward; Good Partnership, Link with Dutch Partners

Dr Mark Loos made a brief presentation on good partnership and finding each other. He shared website and information on how to find Dutch partners.

- Netherlands Space Directory www.spaceoffice.nl/spacedirectory
- G4AW Directory www.spaceoffice.nl/g4aw
- Email: g4aw@spaceoffice.nl

Here you can easily find partners who are well aware of the tender. Detail information is found in the annex

In addition to the call for G4AW proposals, he indicated that the new call FDW is open now and will close June 21st. For FDOV, the new call is in preparation. This info will also be shared on <http://apf-ethiopia.ning.com>

Annex 1: List of participants

S/N	Name of participant	Sex	Organization	Telephone	E-Mail
1	Abdurehman Haji	M	Galema Farmer's Union	911030518	Baye.Haji@gmail.com
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4	Alwih Quispel	M	ASA Ethiopia	939969400	a.quispel@sharebusiness.nl
5	Ashebir Kebede	M	HUNDEE	911163585	asherajii@gmail.com
6	Ben van Ampting	M	SeletHulling PLC	911201492	ben@selethulling.com
7	Berhanu Tufa	M	African Development Aid Association	911420558	berish_tufa@yahoo.com
8	Birhanu Tadesse	M	ILRI	920153276	b.tadesse@cgiar.org
9	Daniel Wiegant	M	Horn of Africa Regional Environment Centre	940192989	danielw@hoarec.org
10	Dejene Hirpha	M	Becho Woliso Union	911421476	dejene84@gmail.com
11	Dr Muktar Reshid	M	WFP	911771147	muktar.reshid@wfp.org
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13	Dr. Esubalew Abate	M	Agri Service Ethiopia	911225682	esubalewabate@gmail.com
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18	Felema Amare	F	KIFIYA Financial Technology PLC	913010720	famare@kifiya.com
19	Fikre Markos	M	Ministry of Agriculture	913544633	fikrem2001@yahoo.com
20	Gizachew Sisay	M	SNV	911889468	gsisay@snvworld.org
21	Gizaw Legesse	M	APF/Agri-Hub Ethiopia	911156248	glegesse.agrihub@gmail.com
22	Hailegeorgis Brook	M	Horn of Africa Regional Environment Centre	912046482	hailegesusb@hoarec.org

23	Hans-van den Heuvel	M	Netherlands Embassy	911202541	Hans-vanden.Heuvel@minbuza.nl
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26	Megerssa Miressa	M	Oromia Insurance Company S.C	911966348	miressamegerssa@gmail.com
27	Meron Ayele	F	IICD	922104037	mayele@iicd.org
28	Michiel Laheij	M	Netherlands Enterprise Agency		michiel.laheij@rvo.nl
29	Miftahi Kedir	M	COSMOS TRADING	911205278	cosmostrading@ethionet.et
30	Mogus Mehari	M	Ethiopian Kalehiwot Church	911218620	n.mehari@hotmail.com
31	Olaf Erz	M	IICD	922522116	OERZ@iicd.org
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34	Solomon Dagne	M	Ministry of Agriculture	911371559	solod123@hotmail.com
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38	Tezera Kebede	M	PEACE MFI	911219506	kebedetezera@yahoo.co.uk
39	Yohannes Demissie	M	Ethiopian Kalehiwot Church	911430494	yohannesdemisse@yahoo.com
40	Zegeye Asfawu	M	HUNDEE	911405230	hundee1995@gmail.com

Annex 2: Workshop Programme

09.00 – 09.30	Arrival, registration
09.30 – 10.00	Welcome and general introduction Netherlands Embassy and Netherlands Space Office (Mr. Hans Van Den Heuvel; RNE) General Information on PPPs
10.00 – 10.30	Satellite based information services for Food Security (Dr Mark Loos)
10.30 – 11.00	Coffee break
11.00 – 11.30	Stakeholders, user needs and opportunities in Ethiopia (Mrs. Meron Ayele)
11:30 – 12:30	Group Discussion
12:30 – 13.30	Lunch
13.30 – 13.45	G4AW identified opportunities
13.45 – 14.00	Ethiopian partners in current proposals: 2 pitches
14.00 – 15.00	Match Making
15.00 – 15.30	G4AW Facility: Goals and How to tender?
15.30 – 16.00	Coffee break
16.00 – 16.30	Exploring common objectives
16.30 – 17.00	Way forward; Good Partnership, ways to link with Dutch Partners
17.00 – 18.30	Drinks