



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 (**> 3 million smallholders**) with relevant information, advices or (financial) products through operational information chains **using satellite data**
- Output:** providing useful and timely **agro meteorological** and/or **financial/insurance products**
- Outcome:**
- 1) improved sustainable food production, more effective use of inputs (water, nutrients), and economic development
 - 2) stimulating private investments
 - 3) leading to financially sustainable services after 3 years
- Impact:** improved food security and income



Programmatics

- **Total Grant:** 40 Mio €, 2nd and last call 2014-2015: ~30 Mio €
- 30% own contribution for Indonesia (*);
- **Project duration:** 3 years
- **Key elements:** User/Demand driven, partnership, business plan, information service with use of satellite data

Countries (*): Bangladesh, Benin, Burundi, Colombia, Ethiopia, Ghana, **Indonesia**, Kenya, Mali, Mozambique, Rwanda, South Africa, South Sudan, Uganda, and Vietnam.

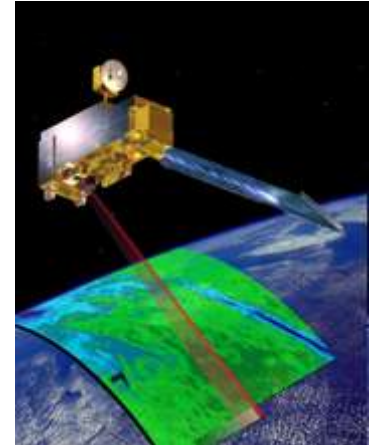


Note: information from 2013 call; (*) = might change for 2014 call



Project Requirement

- Minimum **number of food producers**: 200,000 (*)
- 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





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



Required for a G4AW application

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





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

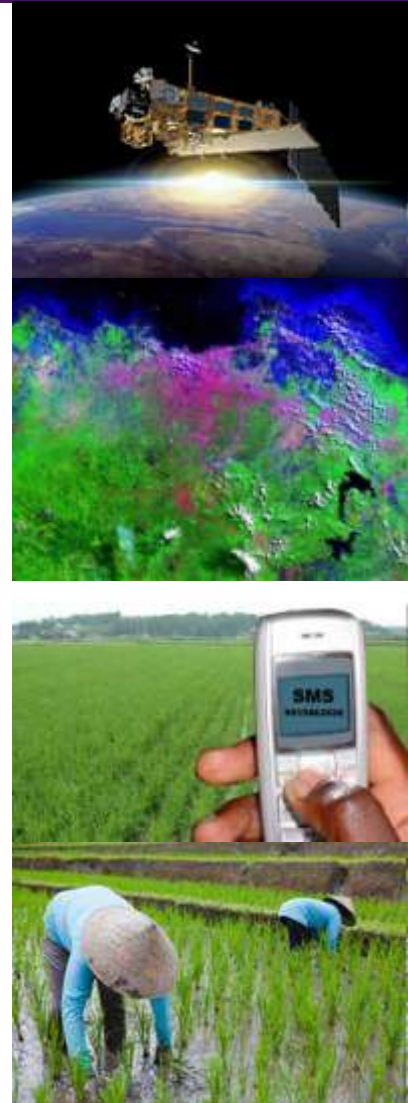
- Closing the information chain, complementary, experience
- Partners bridging the last mile to users of services
- Transparency in partnership
- Partnership agreement enclosed with application, this is the basis for project execution
- Applicant (coordinator) is responsible towards NSO

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)





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





Process (2) - Request for advice

Does the project scope fit within G4AW?

Avoid needless investments

Required a.o.:

- User group definition & user needs
- Output targets
- Core of the partnership
- Business proposition
- Indication of requested budget





Process (3) - Application

Based on 'Request for advice', modifications in project scope are allowed (not the applicant)

Required:

- Application Form
- Partner Forms
- Project plan (including annexes)
- Partnership agreement (MoU)



NSO will provide decision regarding funding within 22 weeks



Process (4) – Project cost

- Technical Assistance (management, development, validation, capacity building, training)
- Infrastructure cost for scaling up
- Private sector investment: > 25% of project budget (*)
- Template & details: see G4AW website





Process (5) - Criteria

Threshold criteria (must pass) & evaluation criteria (below)

| Evaluation criteria |
|-------------------------------------------------------|
| Quality of partnership |
| Quality of Business case |
| Quality of Project |
| Operational feasibility of information service |





Project obligations

- Project reports (yearly)
- Organizational CSR Policy (if applicable)
- Monitoring & reporting
 - Baseline report in application
 - Obligatory elements
- Maintenance of business model
- End report (incl. 5 year outlook)

