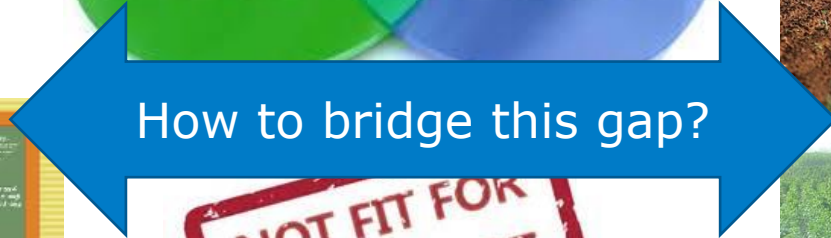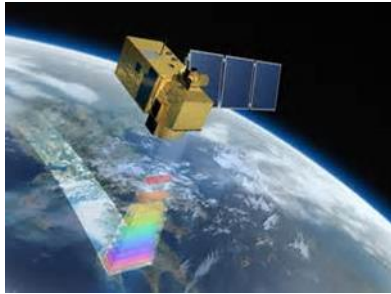# Content

- The challenge & bridging the gap
- Aim & Key principles
- Mid Term Review & Lessons Learned
- Policy rules & evaluation criteria
- Process & planning
- Q&A

Large gap between (open) space data and farmers

How to bridge this gap?

Geodata for Agriculture and Water (G4AW) improves food security in developing countries by using satellite data.

- 2014-2021
- 3 Calls, 60 mio €
- 3rd call: 19,8 million €
- 26 countries

Netherlands Space Office (NSO) is executing this programme, commissioned by the Dutch Ministry of Foreign Affairs.

Aim

- To **increase the agricultural sector** output by providing food producers with relevant information, advices or (financial) products through operational information chains **using satellite and other geodata**

- **> 4,5 million smallholders**

Output & outcome (selection)

- Output:
  a. providing useful and timely agrometeorological and/or financial/insurance products
  b. Reaching >4,5 million farmers

- Outcome:
  a. Stimulating enterpreneurship & private investments
  b. Opening new markets with financially sustainable services
  c. 50% of reached farmers are using the service(s) regularly

Impact

- Impact:
  a. Improved food production
  b. Improved income of smallholders
  c. More efficient use of inputs (including water)
  d. More resilience against effects of climate change

- User demand driven (information, not data)

Mid Term Review & Lessons Learned

- Leadership (of project) & ownership (of services)
- Clear focus on customer(s) and services from start
- Profiling smallholder & monitor customer satisfaction
- More attention to gender
- Local, strong business partner increases success considerably
- Role of 'aggregators' to reach smallholders
- Effects on climate change adaptation & sustainable water use

Policy guidelines and changes w.r.t Call 2

- One project = one country
- Maximum of 4 projects per country (over 3 calls)
- Maximum subsidy: 3 million €
- Minimal one organization processes satellite data
- Own contribution (>65% by partnership)
- MIS, REDD+, certification focus excluded
- Bonus for specific countries

Policy rule (1)	Treshold criterium
Number of users	100 000 farmers or 50 000 agro-pastoralists or 50 000 fishermen
Project duration	3 year (+ 1 year extension budget neutral if needed)
Minimum grant	€ 500 000
Maximum grant	€ 3 000 000
Partnership	Applicant: all G4AW partner countries eligible Minimum: One organisation from G4AW partner country + 1 organisation from Netherlands Minimum: one public, one private organisation Minimum: one partner for processing satellite data

| Policy rule (2)	Treshold criterium
Own investment partner country (23 countries)	≥ 30%
Own investment partner country (3 countries)	≥ 40%
Grants from 3rd parties	Maximum 35% of own contribution
Partnership agreement	Obligatory, waiver for a governmental organisation via a Letter of Intent or Memorandum of Understanding
CSR policy	Obligatory for private organisations, must be developed in 1st year of project if not existing yet

Evaluation criteria

- Partnership & experience (95 pt)

- Business case & financial sustainability (125 pt)

- Project approach & results (90 pt)

- Information services & operations (90 pt)

- Bonus 30/20/10 pt for three best ranked projects in Myanmar

G4AW Partnerships – Public Private Cooperation

- Project objectives are ambitious and overarching competences of one single organization, lead partner:
  - Overseeing organizational and technical complexity
  - Managerial skills

- Contributing partners :
  - Private (business focus, data, ICT, services)
  - Public (access to data/users, license to operate)
  - NGO (user engagement, capacity building/training, M&E)
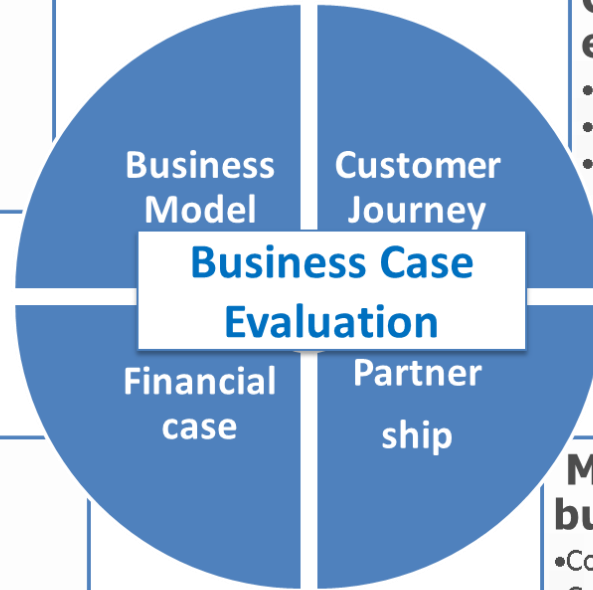 - Research/knowledge institutes (domain expertises)
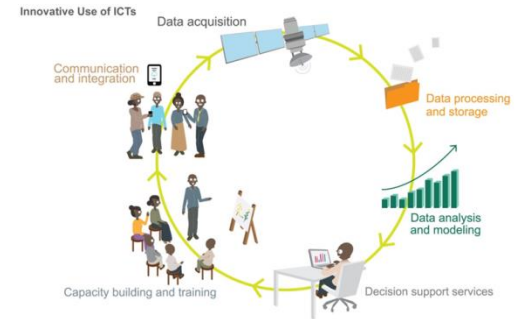
Business Case

The business proposition:
- Target Group
- Demand Driven Approach
- Product & Services
- Distribution Channels

Customer experience:
- Affordability
- Acceptability
- User Experience

Business Model — Customer Journey — Financial case — Partnership

Business Case Evaluation
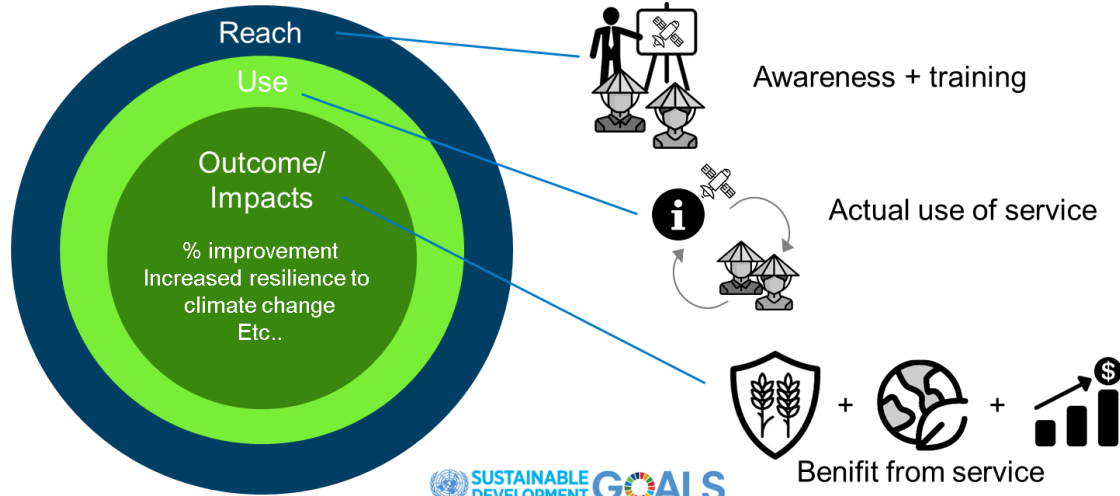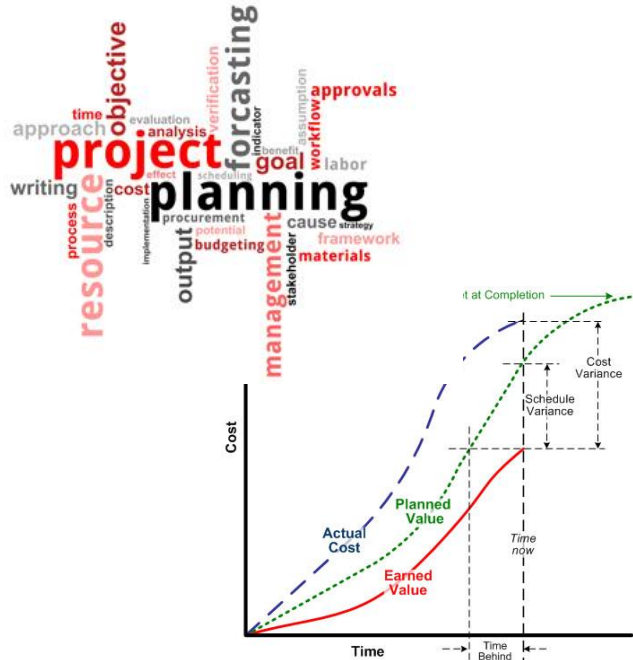
Financial Projections:
- Key Financial Criteria
- Income vs Costs
- Forecast Reliability
- Working Capital / CapEx

Managing the business:
- Composition
- Cooperation Agreement
- License to Operate and Intellectual property

G4AW
GEODATA FOR AGRICULTURE AND WATER

Netherlands Space Office

Project approach and results

Reach — Awareness + training

Use — Actual use of service

Outcome/ Impacts
% improvement
Increased resilience to climate change
Etc..

Benifit from service

SUSTAINABLE DEVELOPMENT GOALS
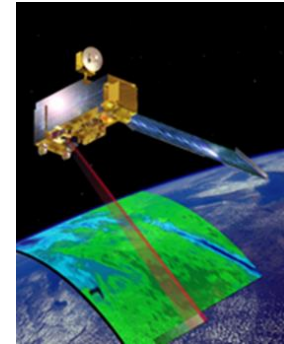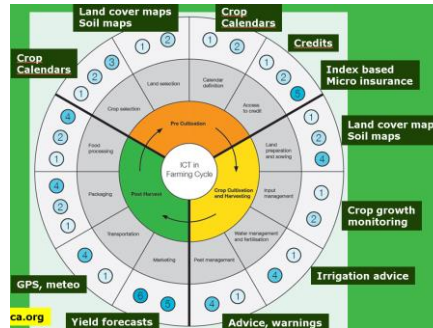
Information chain and services

- Role of satellite data
- Services
- Methodology
- QA/QC & documentation
- Operational expertise
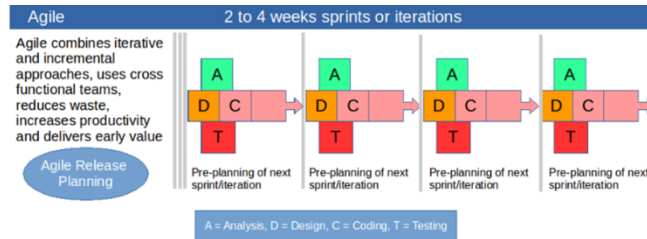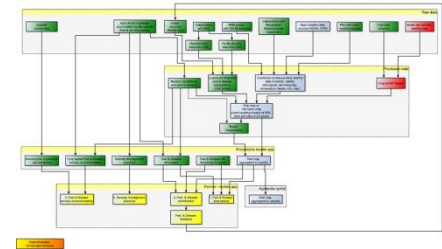
Partnership & project objectives

Outcome	Year 1	Year 2	Year 3
Total number of food producers using product or service	6000	87000	300000
Number of food producers with improved food production	6000	87000	300000
Improvement of food production (% yield or production increase)	5-10	5-10	5-10
Improvement in effective use of water (%)	40	40	40
Improvement in effective use of seeds (%)	50	50	50
Improvement in effective use of fertilizer (%)	30	30	30
Improvement in effective use of pesticides (%)	30	30	30
Improvement in income	10	10	10

Business Model

- Improve revenues:
  - Higher yields lead to higher income for both farmer as well as Loc Troi Group
  - Higher productivity due to more specific appliance of fertilizer & pesticides
  - Economy of scale: applicable to much larger areas

- Decrease costs:
  - Labor, logistics and financial processes can be improved
  - Less losses due to pest & disease, flooding or salinity
  - Lessen environmental burden of pesticides & fertilizer

- Additional revenue stream:
  - Free for Loc Troi farmers > providing a USP for other farmers to join Loc Troi
  - Paid service for non-Loc Troi farmers or other rice-related companies

Production increase
Production decrease
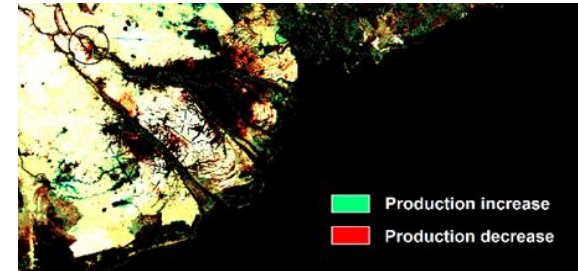
Information services

- Rice Crop Growth Monitor
  - Improving yields to improve income

- Pest & Disease Early Warning
  - Combining parameters for better predicitions

- Flood Warning
  - Early warning against losses due to natural disasters

- Drought & Salinity
  - Timely preparation and possible crop change
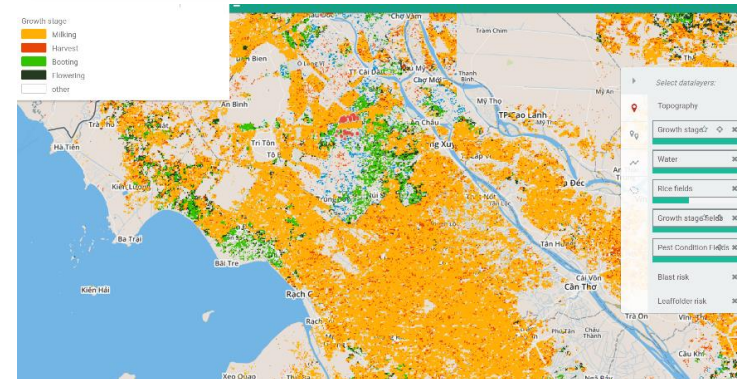
From data to informed decisions

Innovative Use of ICTs

- Communication and integration
- Data acquisition
- Data processing and storage
- Data analysis and modeling
- Decision support services
- Capacity building and training
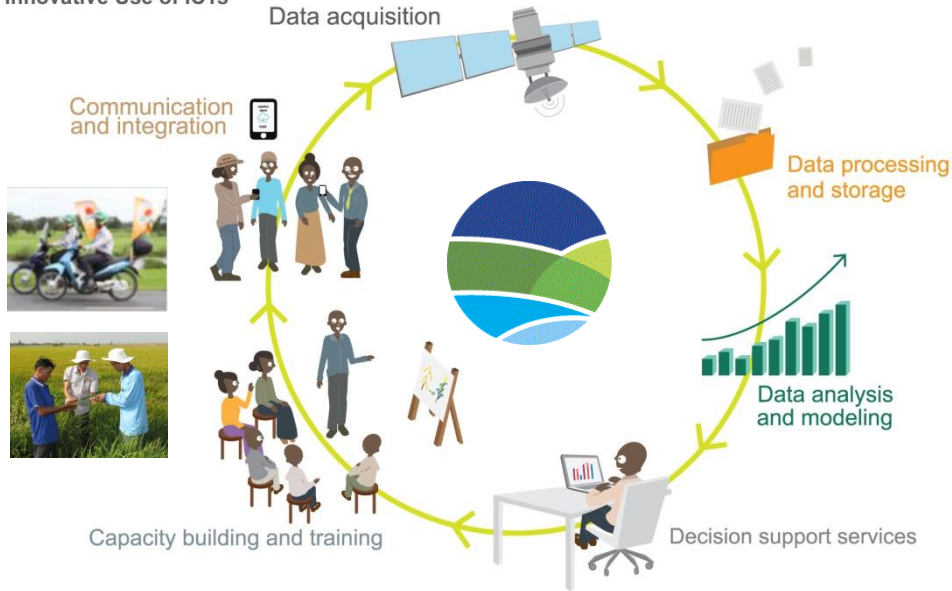
- User engagement

- Understanding user needs

- Added value services

- Training & capacity building

- Delivery channels

Do you know who your customers are?

How much do you spend on:

- Knowing your potential customer?
- Reaching the right target group?
- Evaluating if your service is meeting customer needs?
- know whether your project reaches the targeted objectives?

Monitoring & Evaluation

TECHNOLOGY COMPANIES

Microsoft — **18%**
of revenue invested in sales and marketing
$51,810,000,000
12% revenue growth year-over-year

Apple — **7%**
of revenue invested in marketing, general and administrative
$11,990,000,000
7% revenue growth year-over-year

Google — **12%**
of revenue invested in sales and marketing
$8,130,000,000
19% revenue growth year-over-year

SAAS COMPANIES

salesforce — **53%**
of revenue invested in sales and marketing
$2,170,000,000
33% revenue growth year-over-year

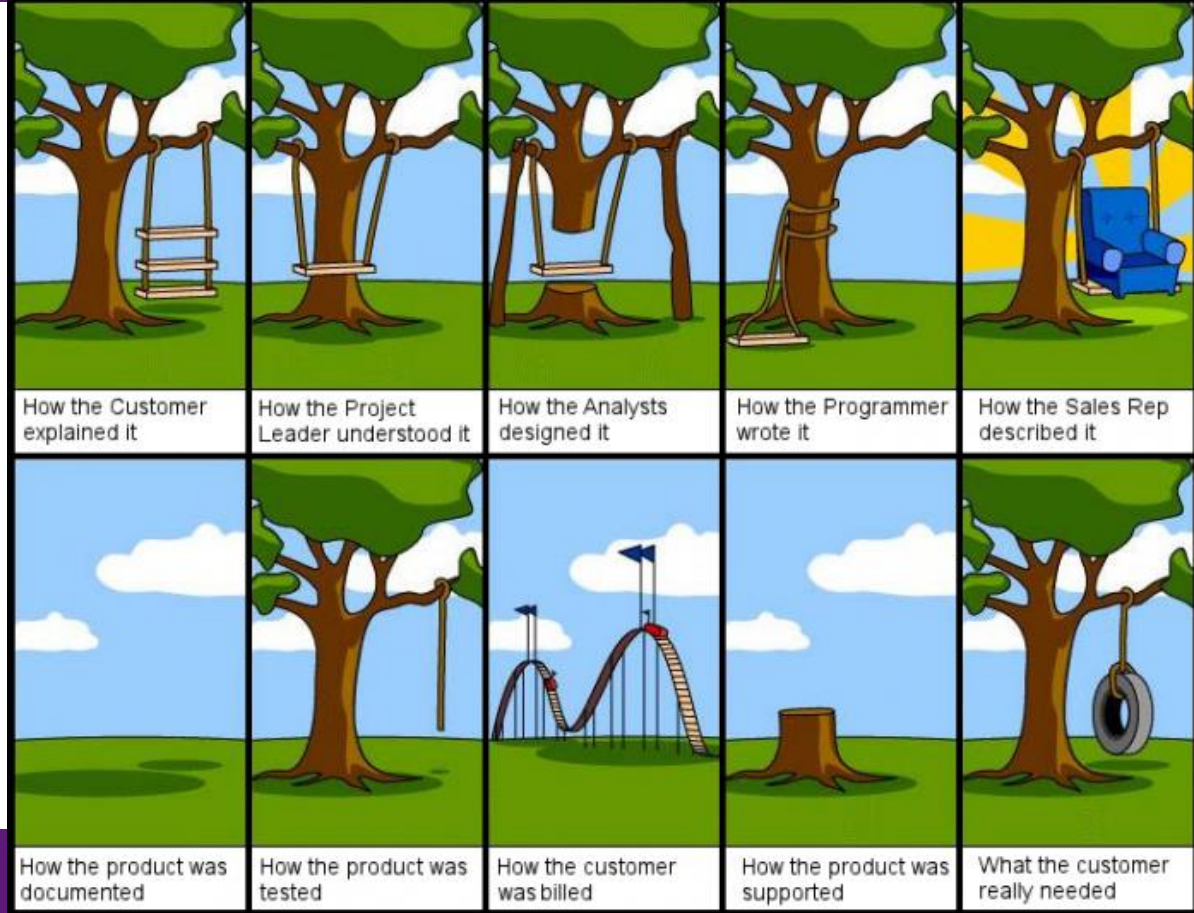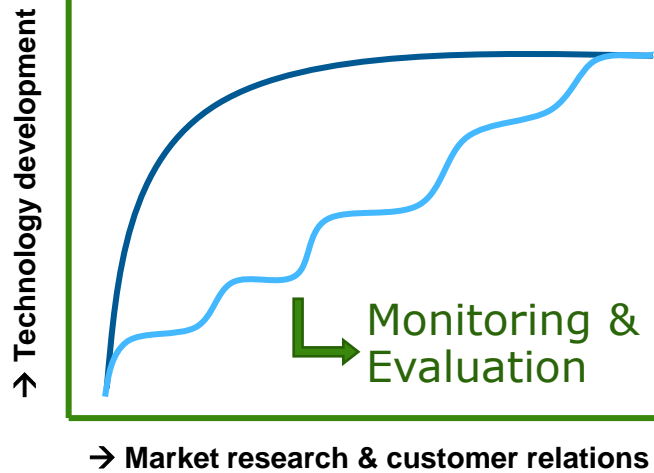**Constant Contact** Helping small business do more business. — **38%**
of revenue invested in sales and marketing
$125,810,000
16% revenue growth year-over-year

Marketo — **66%**
of revenue invested in sales and marketing
$98,800,000
56% revenue growth year-over-year

Do you know your customer needs and service requirements?

↑ **Technology development**

Monitoring & Evaluation

→ **Market research & customer relations**

How the Customer explained it

How the Project Leader understood it

How the Analysts designed it

How the Programmer wrote it

How the Sales Rep described it

How the product was documented

How the product was tested

How the customer was billed

How the product was supported

What the customer really needed

Main message

Monitoring & Evaluation is not only a obligatory something for the donor… Monitoring & Evaluation is crucial for your project to be successful!

User engagement - building trust

- Definition of user group (gender, youth)
- Definition of other customers & stakeholders
- Definition of user needs (user survey)
- Capacity building & training
- Cooperation with institutions connecting users
- Connecting local initiatives
- Customer satisfaction (input for business case, service quality, M&E)

User engagement – reaching smallholders

- Ministry of Agriculture (extension officers)
- Industry (input supplier, bank, insurance, telcom, etc)
- Local NGO
- Farmer cooperation
- Social media
- Other

Timeline

- Formal publication: ~ March 15, 2017

- Request for Advice: April 17-June 16, 2017

- Full proposal: September 14, 2017, 15:00 CET

- Grant decision: January 2018

- Very strong advice: submit August 31, 2017 latest to allow for eglibility "completeness"
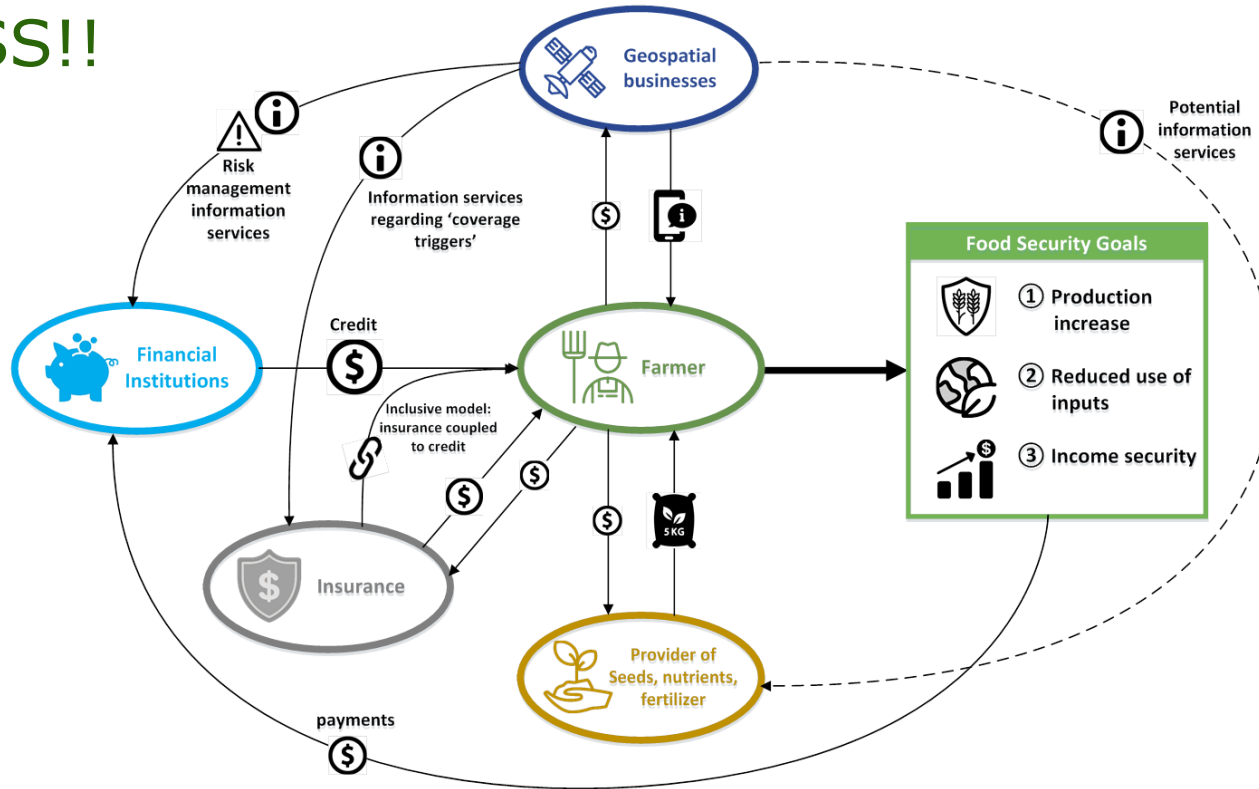
Supporting instruments, a.o.

- G4AW Publications
  - Lessons Learned
  - Gender publication & database
  - Access to finance
- G4AW Directory
- G4AW Linked Group
- G4AW Improved M&E toolkit
- GODAN: more access to open data
  - >450 partners

SUCCESS!!

Questions?

Thank you for your attention

G4AW is a programme commissioned by

Ministry of Foreign Affairs

Contact: r.grim@spaceoffice.nl

G4AW
GEODATA FOR AGRICULTURE AND WATER

Netherlands
Space
Office