



## 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 **agrometeorological** 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 €, 2<sup>nd</sup> and last call 2014-2015: ~30 Mio €
- 30% own contribution for Uganda;
- **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

G4AW

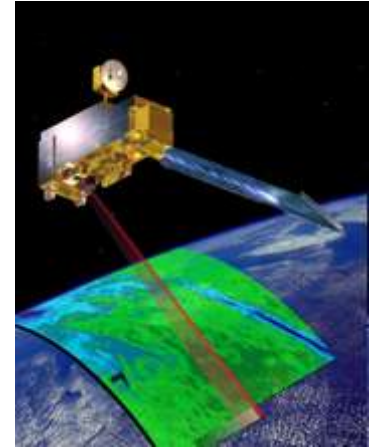


[/g4aw](http://g4aw)



# 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





## 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*





## Focus on ICSR, Environment & Gender





# Solid business / sustainability model

- Solid market analysis (users, market volume, US<sup>D</sup>)
- 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

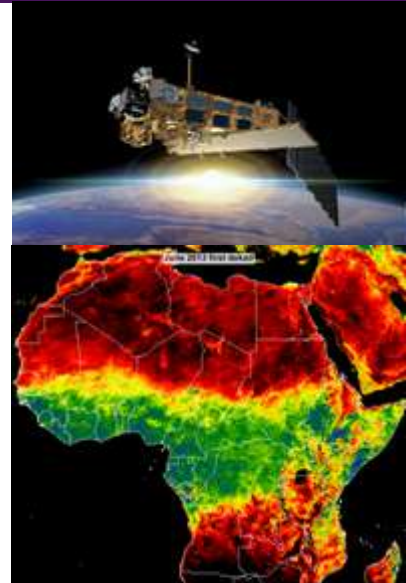
**Trust**





# 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](http://www.spaceoffice.nl/g4aw)
  - Tender documentation (process)
  - Forms & templates
  - Regional & local activities
  - Match making directory (finding a partner)





## Process: Phasing

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

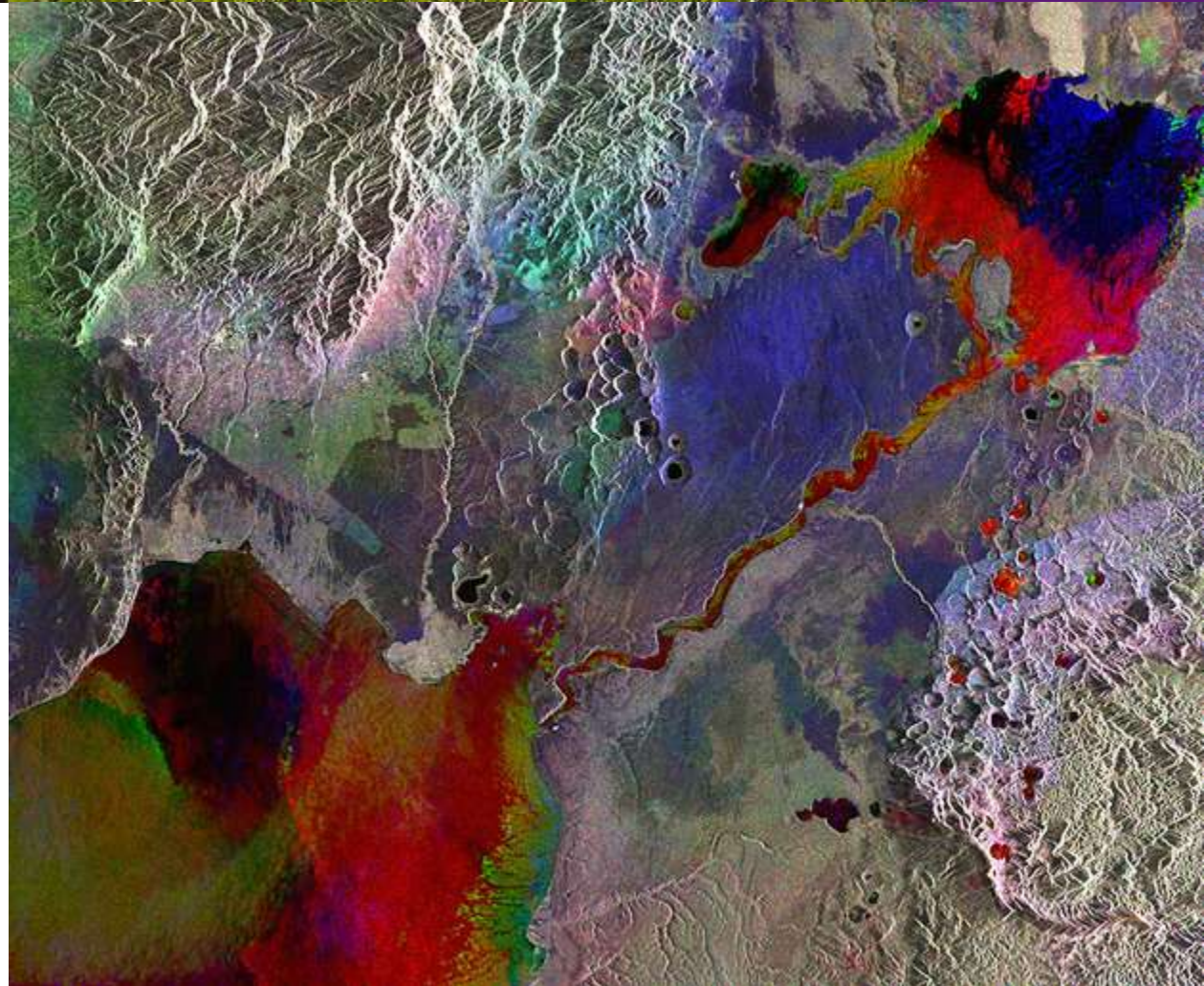




*Thank you  
for your attention*

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