



Lessons learned

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G4AW Towards More Impact
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G4AW
GEODATA FOR AGRICULTURE AND WATER

Netherlands
Space
Office



The mid-term review has been initiated by the Dutch Ministry of Foreign Affairs of the Netherlands and the Netherlands Space Organization (NSO), and commissioned by the Food & Business Knowledge Platform.

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Ministry of Foreign Affairs of the
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- clear focus in offered products and services and implementation strategy
- local, strong and active business partner
- partners that know each other and have worked together before the start of the project
- good baseline study
- intermediate organization as direct beneficiary of the activity in many cases
- metrics to measure results are more complicated when benefits are transferred through intermediate organization
- aspects related to sustainable use of resources, climate and gender are not easily captured
- whole chain from research to commercialization should be taken in account
- need for knowledge exchange



A clear focus in offered products and services and implementation strategy for these products and services should be clear from the start.

- lack of focus leads to delays in implementation
- a too wide range of offerings leads to confusion and dispersion of efforts
- need for flexibility is no excuse for absence of concrete planning





A local, strong and active business partner with a clear focus increases the chance of success considerably.

- presence on the ground and connection with target group
- firmly established and up to new challenges
- commercial interest and goal-setting (what will be achieved and when)

Partners that know each other and have worked together



Partners that know each other and have worked together before the start of the project have an advantage, one that could increase the chance that the initiative will be sustainable.

- advantage of a running start
- clarity about roles and tasks
- existing network



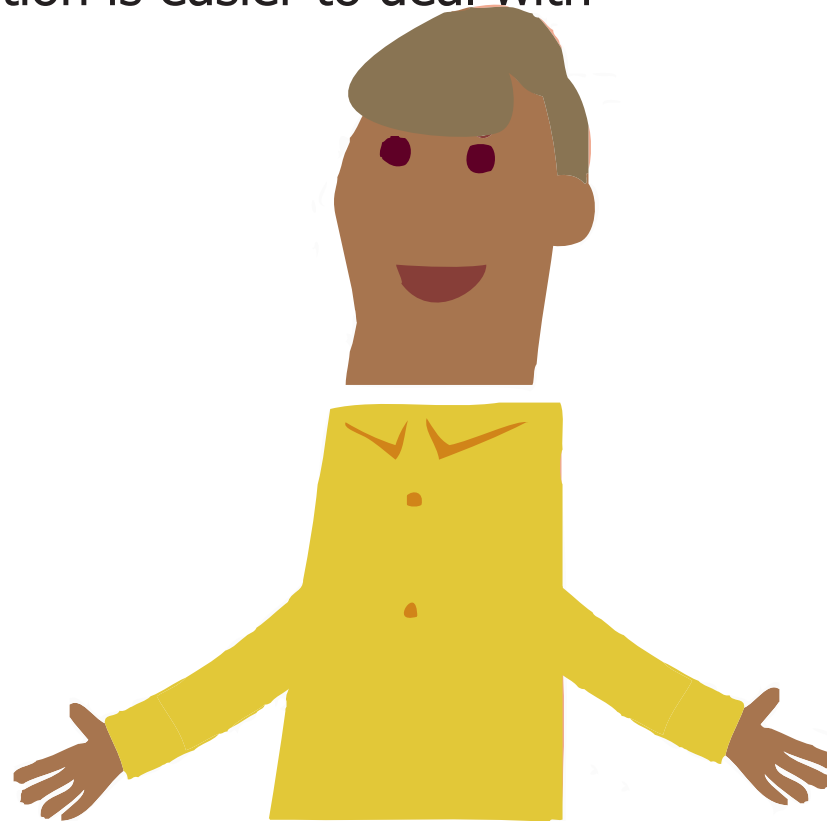
A good baseline study of demographics of target group (gender focus), user-demand, and challenges and opportunities for adoption is not only a necessary requirement; it also provides valuable information on agricultural practices.

- less surprises in targeting products and services
- target group(s) rarely homogeneous
- feedback process has already started



In many cases, the direct beneficiary of the activity is an intermediate organization that transfers these benefits to the food producers.

- direct selling leads to complications
- intermediate organization is easier to deal with
- bundling of services



Metrics to measure results become more complicated



When benefits are transferred through an intermediate organization, the metrics to measure results become more complicated and are less attributable to the individual food producer.

- indirect cost-benefit model
- how do you measure?
- how many smallholders are reached?





Aspects related to sustainable use of resources, climate and gender are not easily captured by the current performance indicators.

- water usually not adequately priced (water accounting)
- climate: creating conditions for adaptation, no mitigation
- gender aspects: not to be equated with number of women in the target group

When looking at innovation, the whole chain from research to commercialization should be taken into account.

- experiments are good, but there needs to be a commercial result
- sustainability and scaling up need attention: look beyond the project period
- balance between needing G4AW support and establishing a commercial service





There is a need for knowledge exchange to celebrate and copy successes and to learn from and avoid repetition of mistakes.

- isolated efforts lead to ineffectiveness and inefficiency
- in recent years a lot of material has become available on initiatives for smallholder farmers
- G4AW gospel needs to be spread





- how do we get a successful business up and running in three years?
- what is the best business model? Is there one?
- how can we measure the real impact of using satellite information?
- what is the best way of interacting with the target group?
- scaling up; what is needed to make it work?
- how do we give due attention to climate change, sustainable water use and gender?
- what is the best way to learn from each other?
- thought experiment: where do we want to be in 2030 (time horizon, relation with SDGs)?