Information on 3rd Call
Process & Planning

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Netherlands Space Office

G4AW Towards More Impact
February 17, 2017 The Hague

Content

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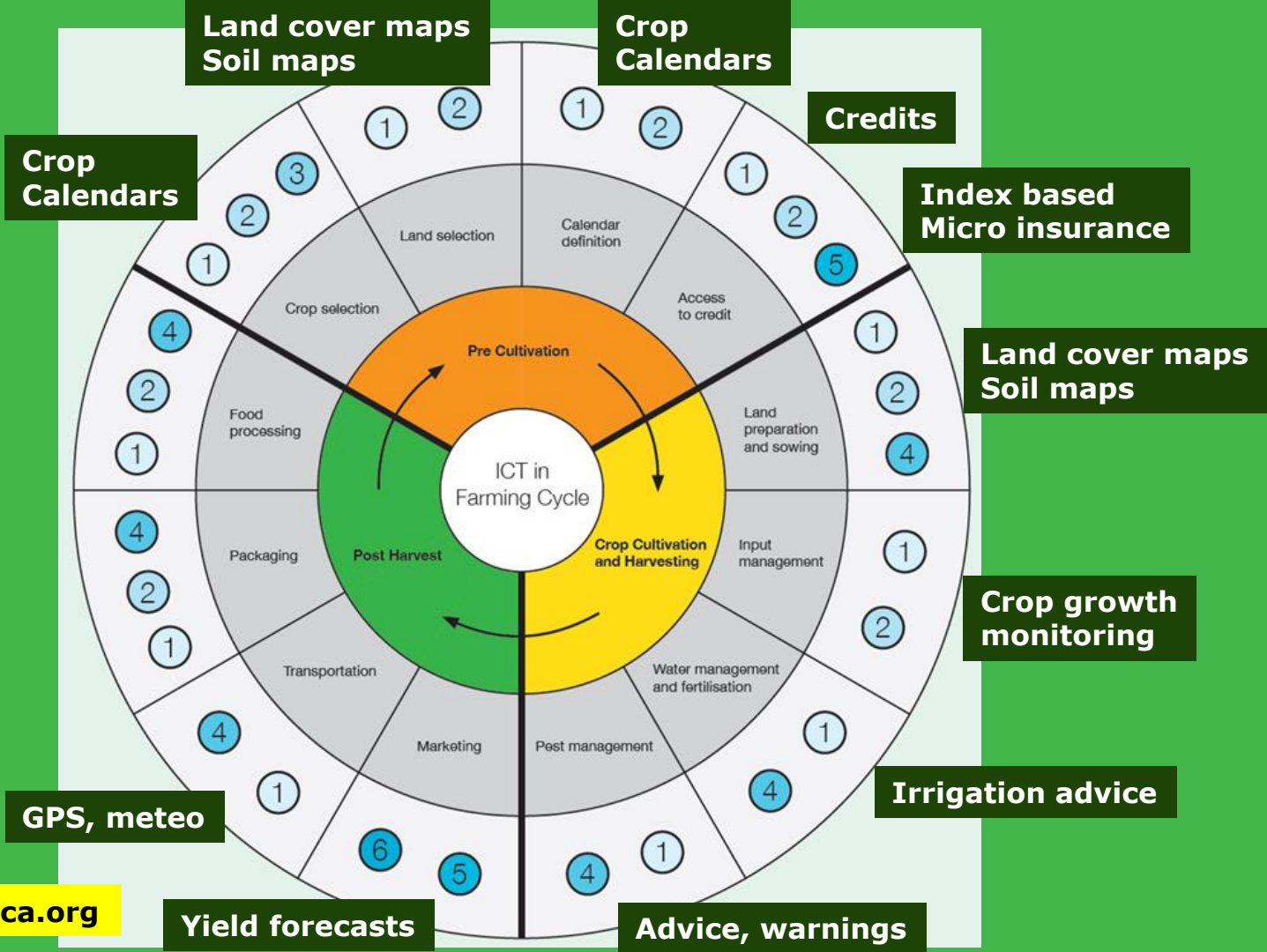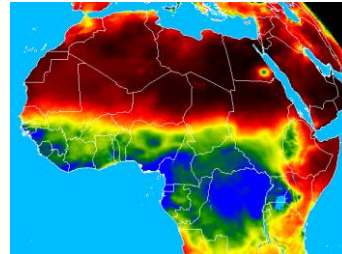- Policy rules & evaluation criteria
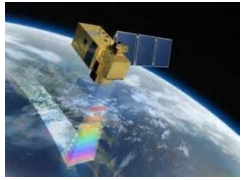- Process & planning
- Q&A

Challenge

- World population

- Food production

- Climate change

- Need: better informed decisions at farmer level

Legend:
1. Information systems including DSS/MISS/GIS etc
2. ICT-enabled learning and knowledge exchange
3. Modelling solutions
4. Sensory and proximity devices
5. ICT-enabled networking solutions
6. Online commerce tools (eCommerce/mCommerce)

ICT in Farming Cycle

Pre Cultivation
- Calendar definition
- Land selection
- Crop selection

Crop Cultivation and Harvesting
- Access to credit
- Land preparation and sowing
- Input management
- Water management and fertilisation
- Pest management

Post Harvest
- Food processing
- Packaging
- Transportation
- Marketing

Labels:
- Land cover maps / Soil maps
- Crop Calendars
- Crop Calendars
- Credits
- Index based Micro insurance
- Land cover maps / Soil maps
- Crop growth monitoring
- Irrigation advice
- Advice, warnings
- Yield forecasts
- GPS, meteo

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Major (technology) enablers for service provision

Satellite and other sensor systems
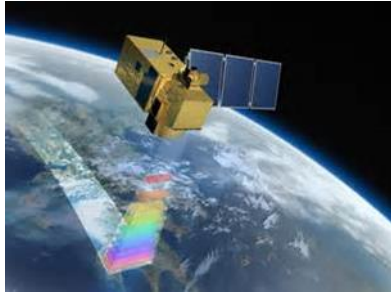
Operational infrastructure

Value adding services

Distribution channels

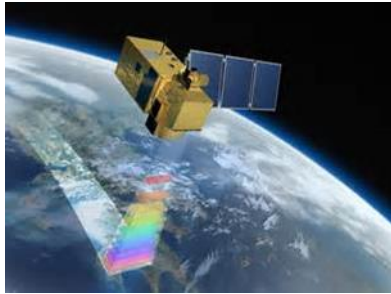# Large gap between (open) space data and farmers

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.
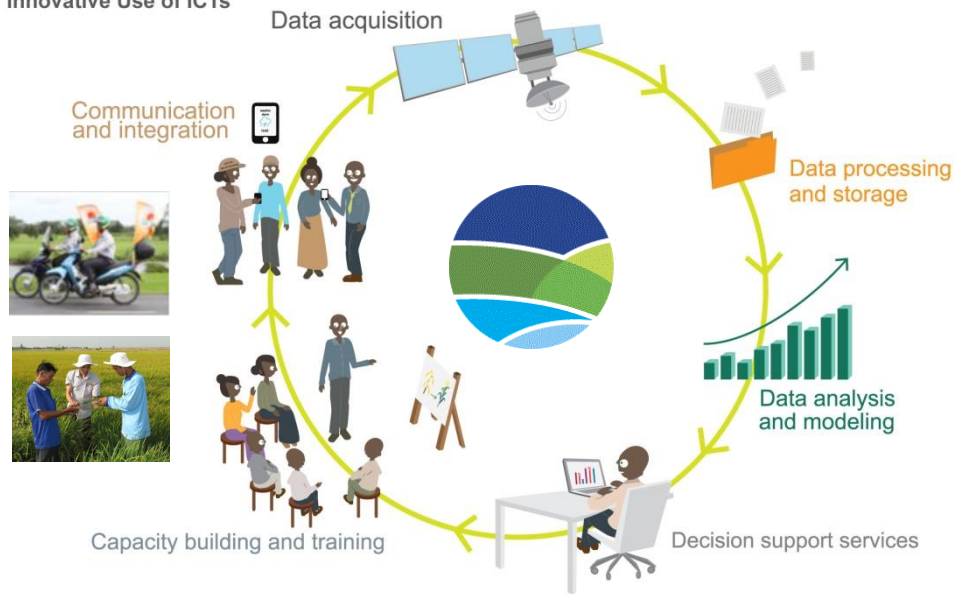
G4AW Principles

- User demand driven (information, not data)

- Improve food production and income of smallholders, more efficient use of inputs

- Organize public private partnerships

- Stimulate entrepreneurship

- Achieve financially sustainable (advisory, insurance) services at end of project

From data to informed decisions

- User engagement
- Understanding user needs
- Added value services
- Training & capacity building
- Delivery channels

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 (2/3 part 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 (TBD countries)	≥ 30%
Own investment partner country in transition (3 countries)	≥ 40%
Grants from 3rd parties	Maximum 1/3 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

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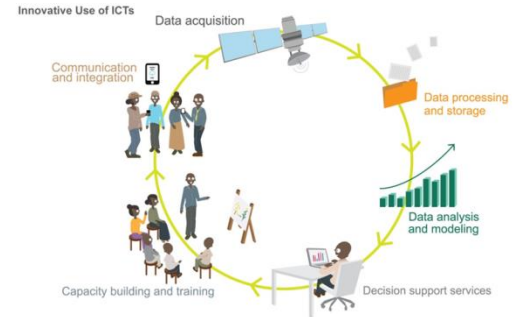
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Evaluation criteria

- Partnership & experience (xx pt)
- Business case & financial sustainability (xx pt)
- Project approach & results (xx pt)
- Information services & operations (xx pt)

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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
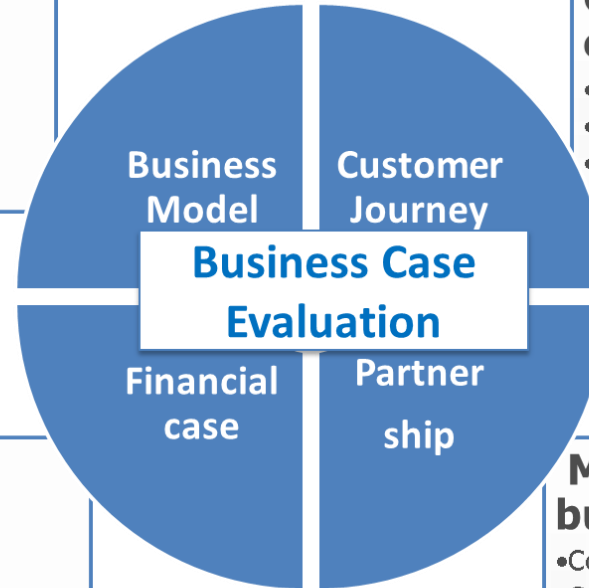- Product & Services
- Distribution Channels

Customer experience:
- Affordability
- Acceptability
- User Experience

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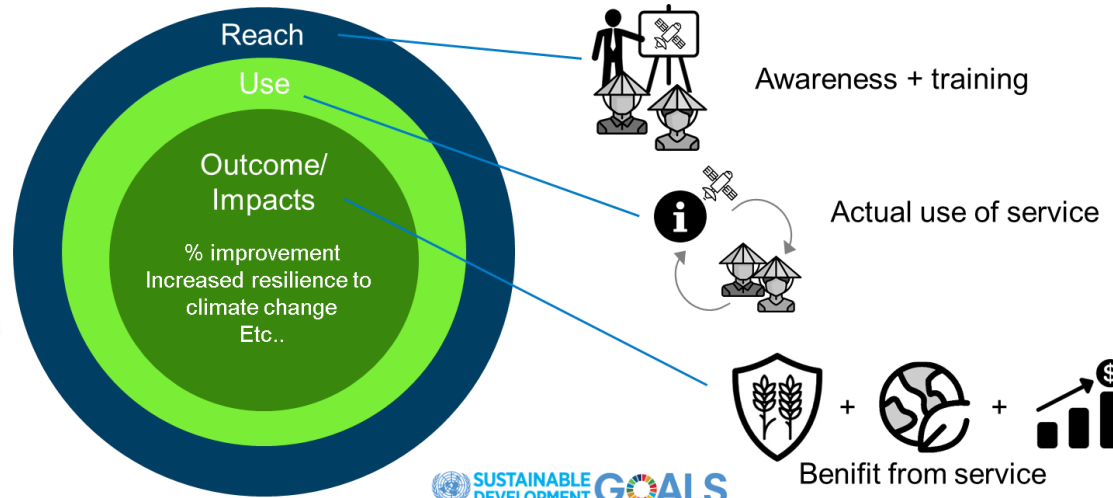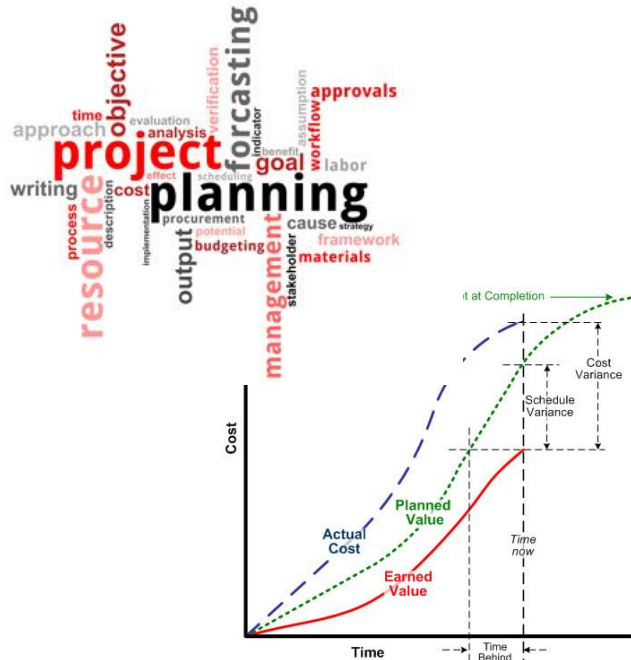- Income vs Costs
- Forecast Reliability
- Working Capital / CapEx

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

Business Model

Customer Journey

Financial case

Partner ship

Business Case Evaluation

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Project approach and results

Reach — Awareness + training

Use — Actual use of service

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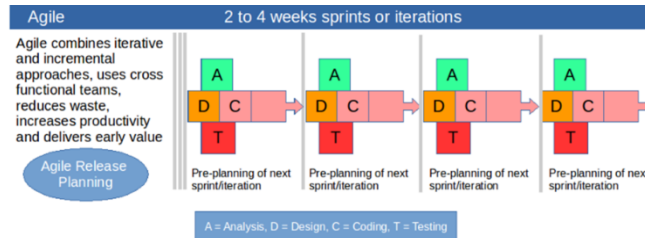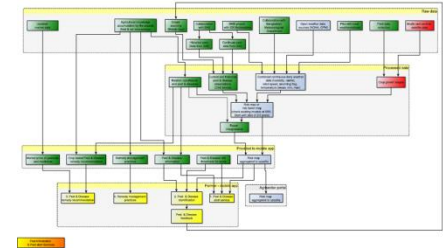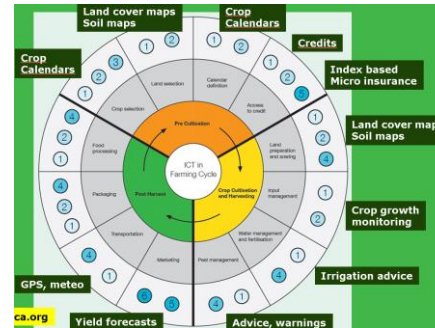climate change
Etc..

Benifit from service

SUSTAINABLE DEVELOPMENT GOALS

Information chain and services

- Services
- Methodology
- QA/QC & documentation
- Operational expertise

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"
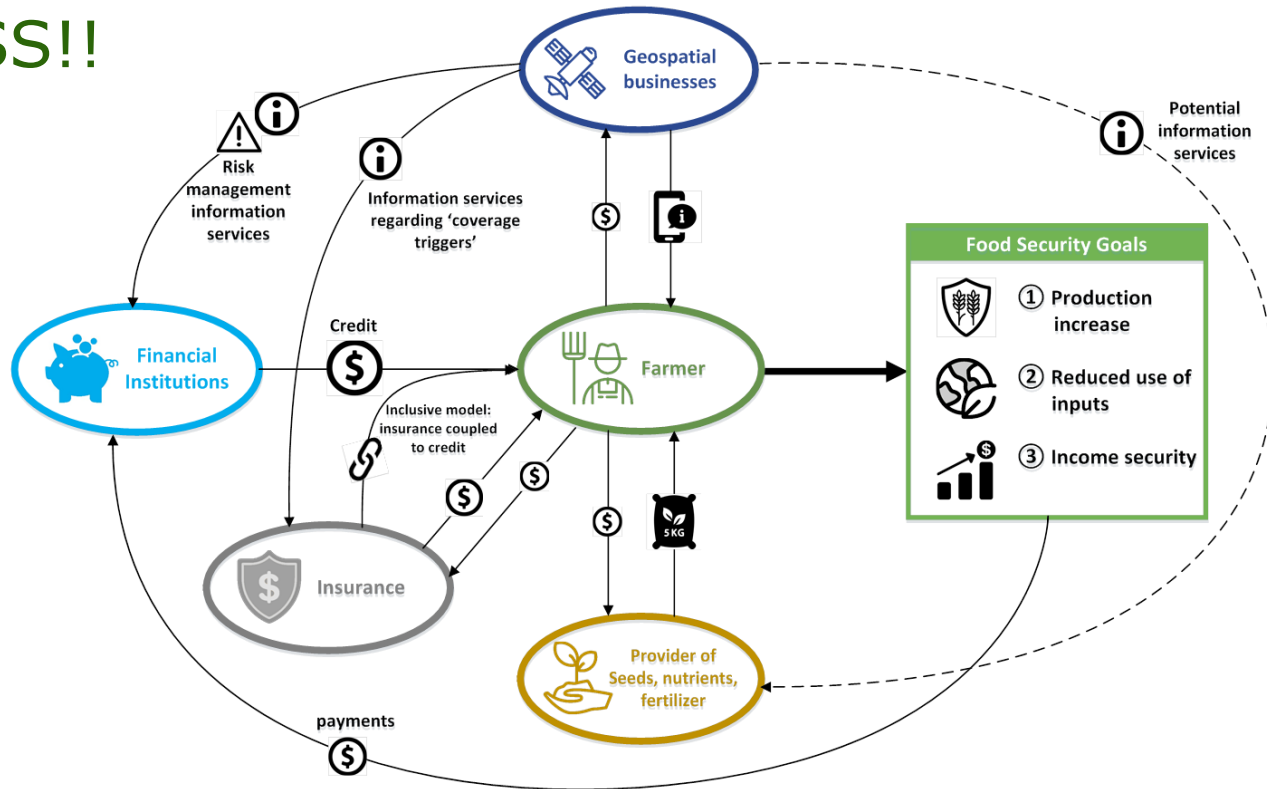
Supporting activities, a.o.

- GODAN: more access to open data

- Gender publication & database

- Access to finance (G4AW website)

- Improved M&E toolkit

- Myamnar workshop March 16, 2017 (Yangon)

- Access to FAO water productivity data base (for M&E)

- Access to (historical) satellite data from commercial providers for validation and/or M&E (and premium service development in future)

SUCCESS!!

Questions?

Thank you for your attention

G4AW is a programme commissioned by

Ministry of Foreign Affairs

Contact: g4aw@spaceoffice.nl

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