



GLOBAL EVENT

JOHANNESBURG SOUTH AFRICA

Overcoming the Barriers – Building Infrastructure, Partnerships and Capacities and Mobilizing Investments for Up/Out-scaling Research and Increasing Impact



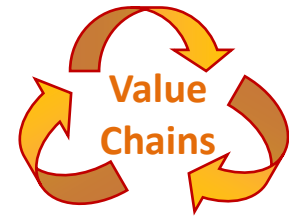
**A NOVEL BUSINESS MODEL
INCREASING IMPACT OF RESEARCH ON
PRODUCTIVITY AND INCOME OF RURAL
POOR**

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Invest into Youth !



The AfricaRice approach for scaling innovations



Knowledge

Knowhow

Training

Services

Business

Pillar 1: Experimental sites

IARCs and NARS carry out adaptive research to develop products and protocols facilitating adoption

Pillar 2: Services for out-scaling

Young professionals provide Innovation Support Services in collaboration with experts and local organizations on the basis of prices of the local economy

Foundation: an Information and Communication System for Innovation

- ✓ Seamless documentation in near real time
- ✓ Short feedback loops to optimize knowledge generation and knowledge application

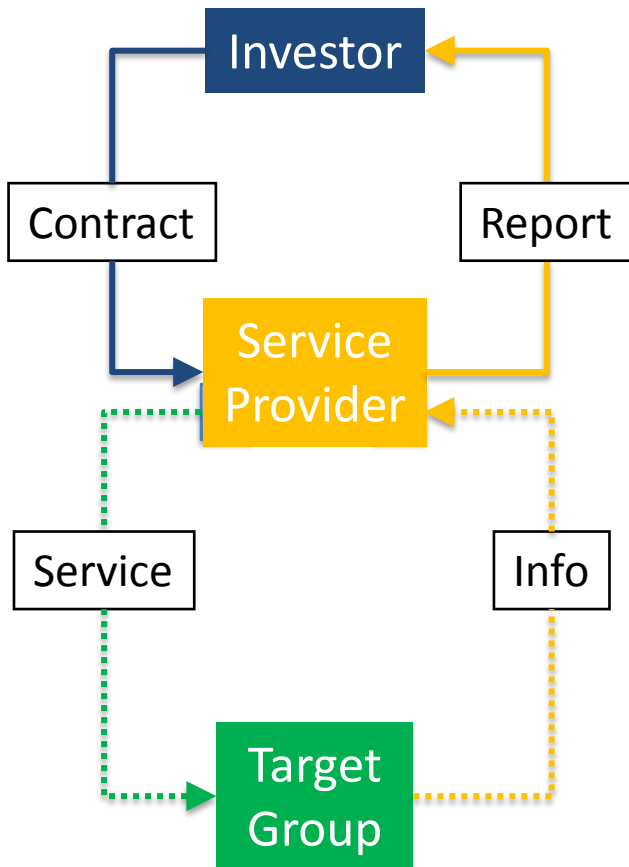
A demand and result oriented Business Model

Principle of the business model

Turning the needs of the target group into market effective demand and cut out the middleman

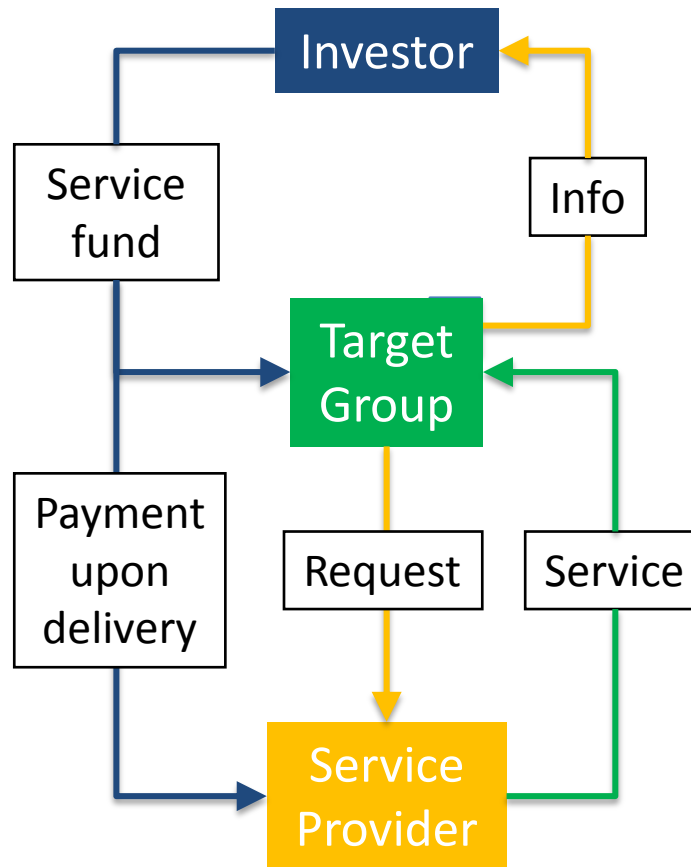
Subsidy of the offer

- push -

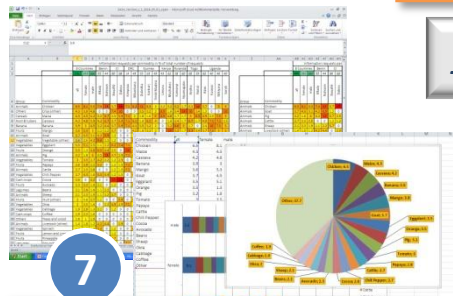
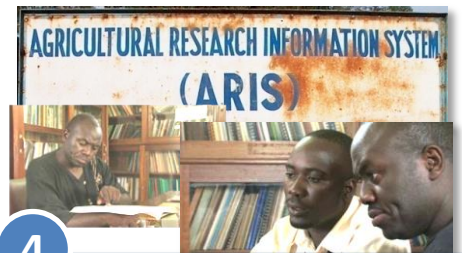
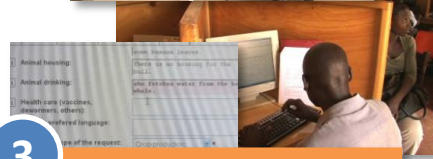
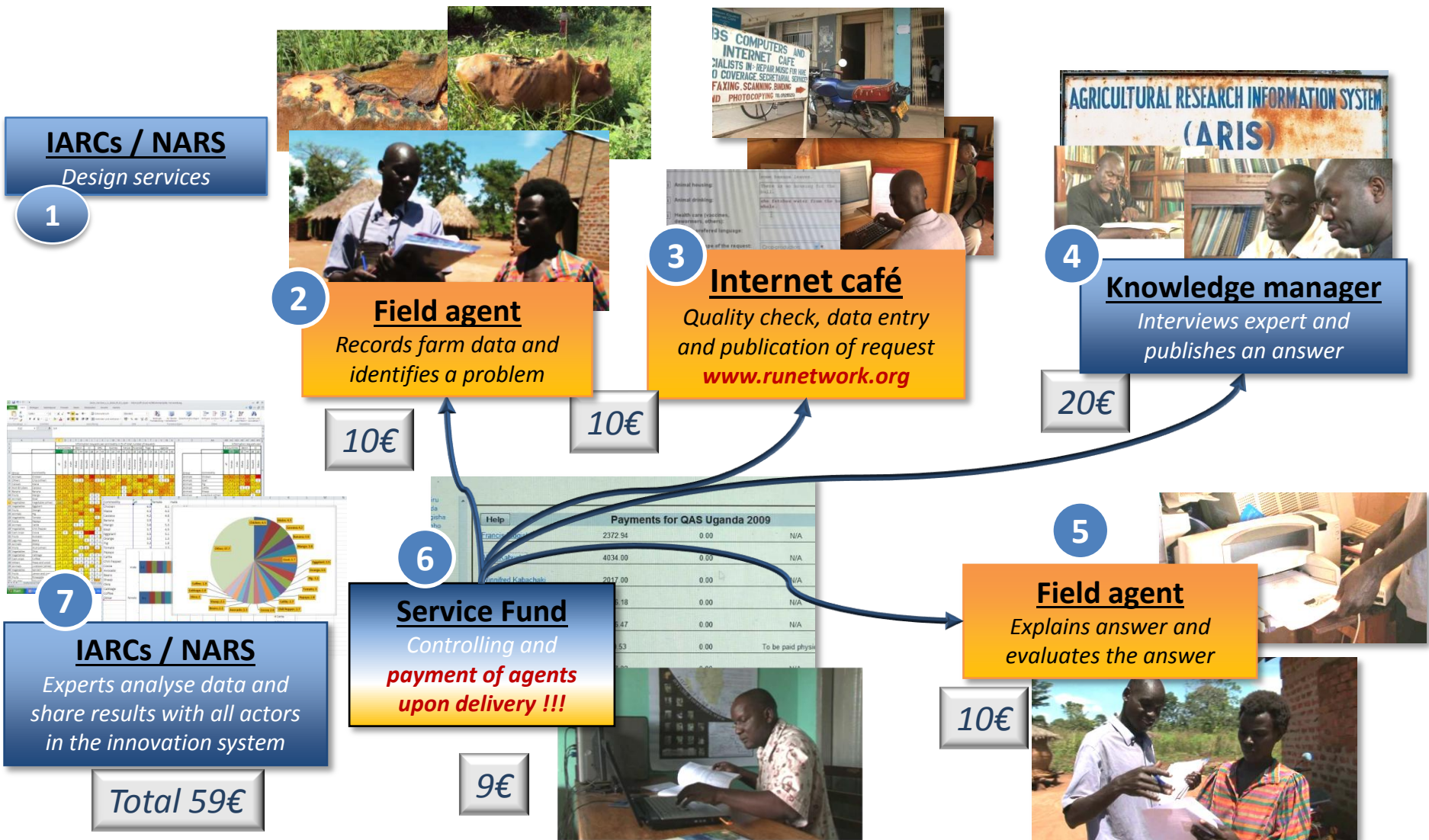


Subsidy of demand

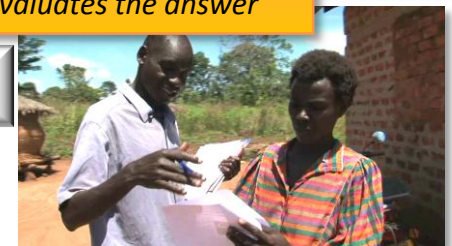
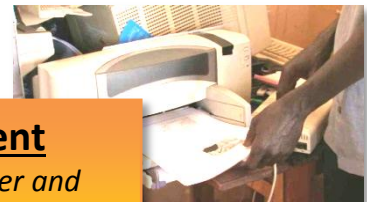
- pull -



Example of the Information Exchange Service



Payments for QAS Uganda 2009			
Francis	2372.94	0.00	N/A
Shirley	4034.00	0.00	N/A
Samuel Kabachab	2017.00	0.00	N/A
	5.18	0.00	N/A
	6.47	0.00	N/A
	53	0.00	To be paid phys



How to define a service?

1. Ideation on the basis of research results
2. Define the purpose and product
3. Define a workflow (tasks, deliverables, skills, ...)
4. Elaborate procedures and instructions
5. Work out forms and questionnaires
6. Calculate costs based on local prices
7. Optimize according to feedback

Some other services

Service	Products	Unit price (Euros)	Number provided to date
Information exchange service	Identify a production constraint Solution from expert Farm-household data	59	> 3000
Radio program	15 minutes broadcast in different local languages	450	> 30
Organize and train community teams	Trained field agent and data entry agent assure exchange <i>community</i> <> <i>R&D</i>	583	> 40
Site characterization	Agricultural profile providing a detailed information on the agro-ecological and socio-economic situation in a community	471	> 40
Community Fair and establishment of a local archive	Promote, share and exchange ideas Location where all people can view all information	787	> 20
Identification of innovation opportunities	Documentation of local practice and assessment of economic performance Innovation opportunities from experts	711	> 64

one stop shop for innovation support services

Knowledge
management

Training

Environment

Technology

Education

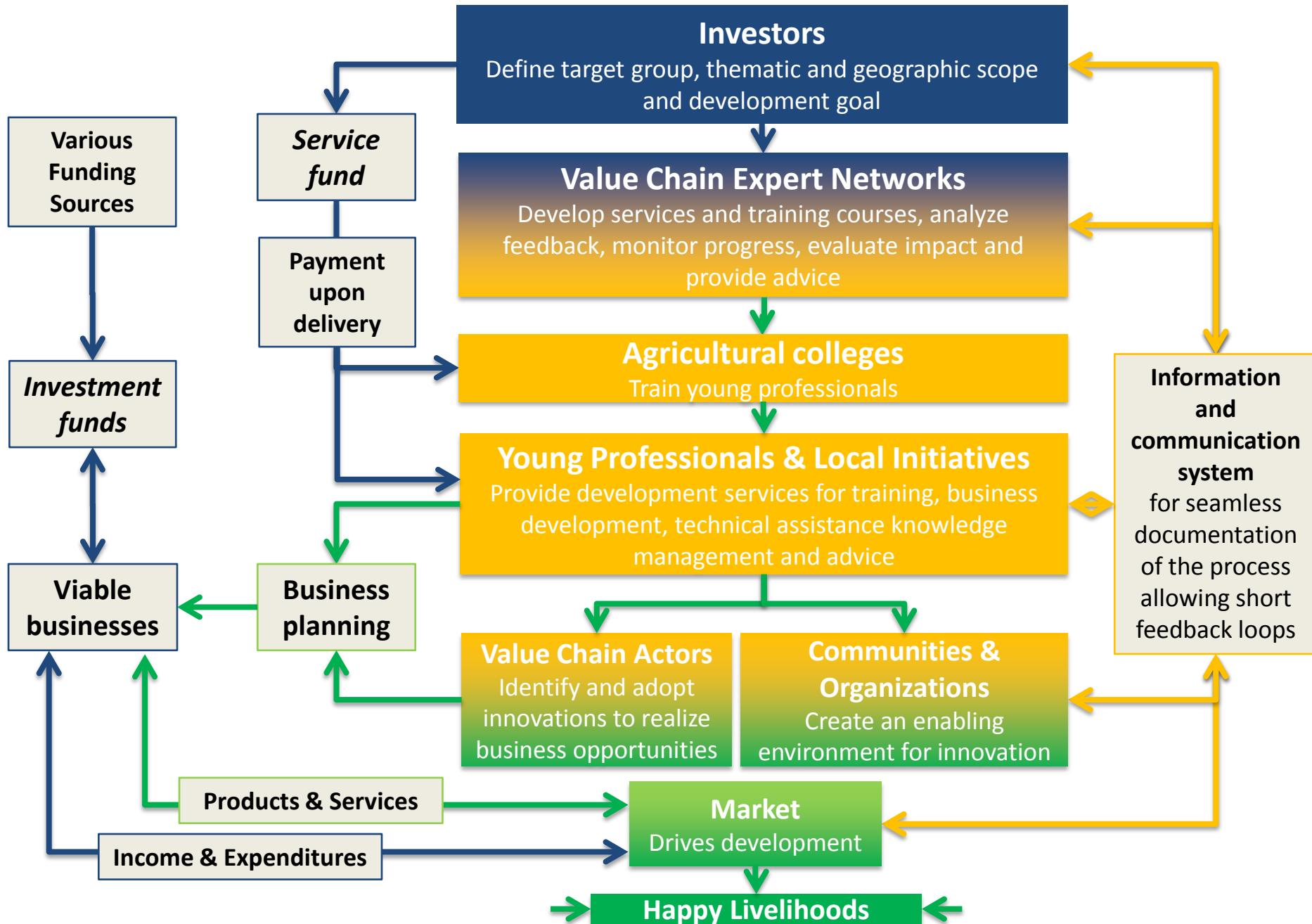
Marketing

Community
development

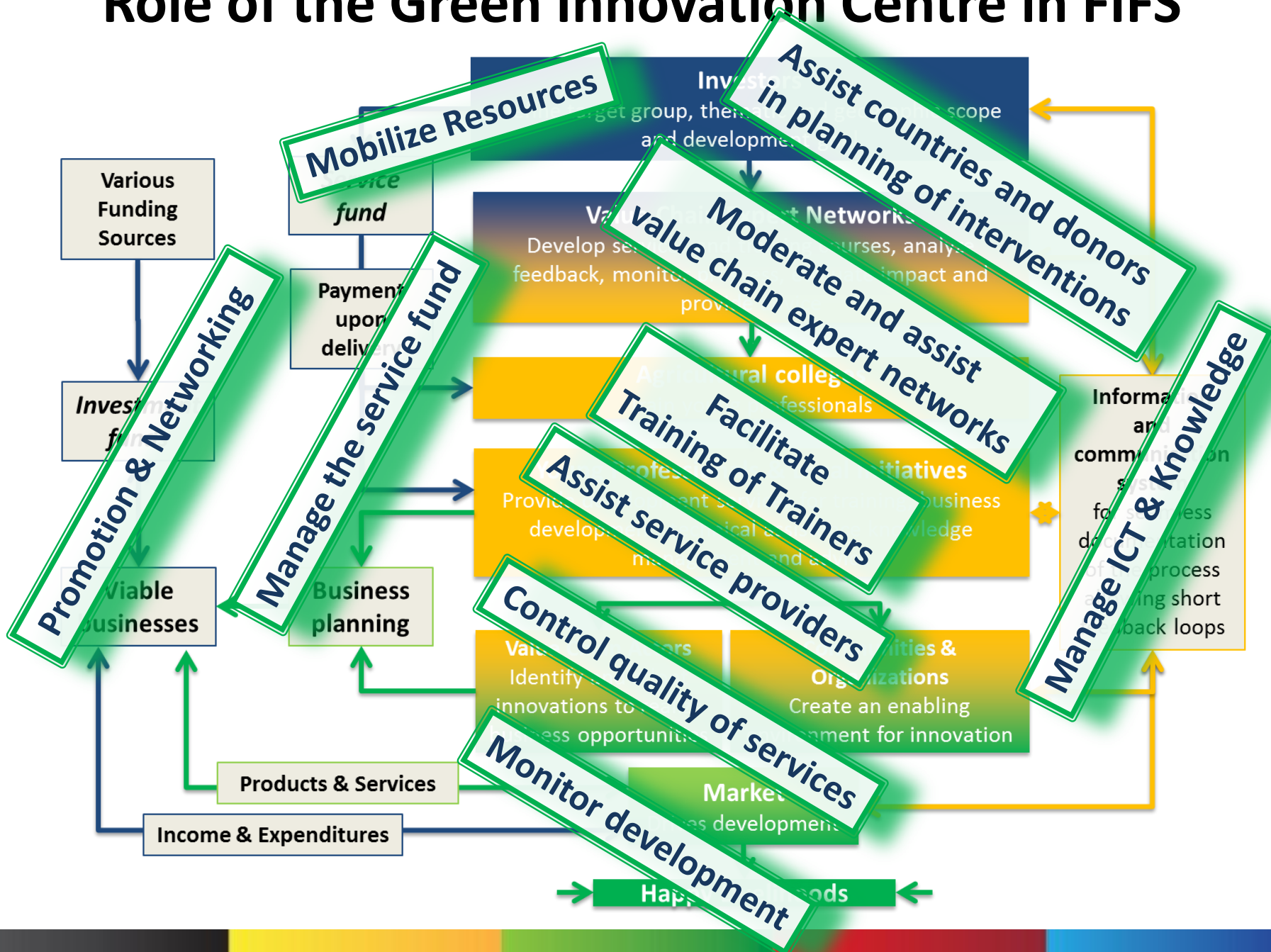
Business
Development



Framework for Innovation in the Food Sector



Role of the Green Innovation Centre in FIFS





agriculture,
forestry & fisheries

Department:
Agriculture, Forestry and Fisheries
REPUBLIC OF SOUTH AFRICA

