



SCALING UP Adoption and Use of Agricultural Technologies

Global Learning and Evidence Exchange (GLEE)

January 7-9, 2014

BANGKOK, THAILAND

JANUARY 7 - TUESDAY

WHAT IS SCALING UP AND WHY IS IT A PRIORITY FOR USAID?

0830 **Welcome, Introductions and Opening Comments**

- Julie Howard, Chief Scientist, Bureau for Food Security (BFS), USAID
- Richard Greene, Senior Deputy Assistant Administrator, USAID/BFS (by video)
- Michael Yates, Director, USAID Regional Development Mission Asia (RDMA)

0930 **Keynote Presentations**

- Taking Development Interventions to Scale: Pathways, Drivers, Spaces: Richard Kohl, Founder and Principal, Learning and Leading for Large Scale Change, LLC
- AVRDC's Approach to Scaling Agricultural Technologies: Jackie Hughes, Deputy Director General, World Vegetable Center

1030 **BREAK**

1100 **Benchmark Cases** – Three narratives of experience in scaling up agricultural technologies in Asia and Latin America

- Cambodia and El Salvador: Dennis Lesnick, Fintrac
- Seed Sector in Thailand: Tim Welsh, Seed Asia Company Ltd.
- Scaling for Food Security: Aruna Bhinge, Syngenta India

Small Group Discussion

1300 **LUNCH**

STARTING THE PROCESS OF SCALING UP WITH A HIGH CHANCE OF SUCCESS

1400 **DECISION MAKING TO DEFINE AND SELECT EFFECTIVE PATHWAYS** - What is involved with starting the process of scaling up technologies successfully? What needs to be done to gather and analyze evidence, build on experience and relationships, and define the pathway forward?

Moderated by Peter Ballantyne, International Livestock Research Institute (ILRI)

Defining feasible pathways – Using cost-benefit analysis to assess alternative pathways: Rachel Bahn, independent consultant

Assessing the potential of pathways to meet other criteria - Taking gender, nutrition, climate resilience/environment and other factors into account in designing plans for scaling up

- Mywish Maredia, Feed the Future Innovation Labs for Food Security Policy and Collaborative Research on Grain Legumes, Michigan State University (MSU)
- Farzana Yasmeen, USAID/Bangladesh
- Farzana Ramzan, USAID/BFS
- Diane DeBernardo, USAID/BFS

1445 **Small Group Discussion** - Exploring the experiences of missions and implementing partners in planning and developing pathways for success

1530 **BREAK**

1600 **Decision Support Tools, Techniques and Approaches – Experts Share Ideas and Tools**

1715 **Review of Day**

1730 **Adjourn**

JANUARY 8 - WEDNESDAY

FOCUS ON ENABLING ENVIRONMENTS FOR SUCCESSFUL SCALING-UP

0830 **Recap Day 1 and overview of Day 2**

0900 **THE LEARNING ENVIRONMENT FOR SCALING UP: CHANGING FARMER BEHAVIOR** – Sharing of knowledge and skills is fundamental to the process of agricultural innovation and the goal of scaling up adoption and use of new/improved technologies on farm. Extension systems now take many different forms. How do we find the best approach for a specific scaling-up goal and make it happen? It seems certain that no one size fits all, but diverse approaches offer new options.

Moderated by Judy Payne, USAID/BFS

- Brent Simpson, USAID Modernizing Extension and Advisory Services (MEAS) Project and Michigan State University (MSU)
- Vinay Kumar, Digital Green
- Uma Swaminathan, Self-Employed Women's Association of India (SEWA)
- Purvi Mehta-Bhatt, International Livestock Research Institute (ILRI)

1030 **BREAK**

1100 **PUBLIC PRIVATE-PARTNERSHIPS FOR SCALING UP COMMERCIALIZATION OF TECHNOLOGIES** – How can private sector partners be involved in scaling up the adoption and use of agricultural technologies? While public funding is often essential to developing and testing agricultural technologies, many

technologies have been delivered to farmers only with involvement of the private sector. What are the business models that can effectively support scaling up technologies through commercialization, and what are the roles, possibilities and limitations of public-private partnerships in technology scaling?

Moderated by Mark Huisenga, USAID/BFS

- Matt Krause, Partnering for Innovation
- Jinesh Shah, Omnivore Partners
- Sommarat Chantararat, Feed the Future Innovation Lab for Research on Assets and Market Access and Australian National University
- Amal Srivasta, Gulfstone Capital

1300 **LUNCH**

1400 **THE POLICY ENVIRONMENT: HOW DO POLICIES SUPPORT SCALING UP TECHNOLOGY ADOPTION AND USE?** – Scaling up of productive technologies can be severely constrained or rapidly advanced by the policy environment. Policy consists of laws, treaties, regulations, statements, administrative actions and funding priorities and the approaches, implementation processes and activities that guide government actions and enforcement. Policy comprises the rules of the game that establish who can do what and subject to what conditions. Among those policies that can constrain or advance the scaling of technology, this session will consider policies related to:

- inputs (seed, fertilizer, veterinary medicine, equipment, etc.)
- regulations regarding food safety and product quality
- output markets and trade

Moderated by Meredith Soule, USAID/BFS.

- Tom Reardon, Feed the Future Innovation Lab for Food Security Policy, MSU
- Ishrat Jahan, International Fertilizer Development Center (IFDC)
- Maximo Torero, International Food Policy Research Institute (IFPRI)
- Usha Zehr, Maharashtra Hybrid Seeds Company (Mahyco Seeds)

1530 **BREAK**

1600 **Agricultural Technology Marketplace.** Technology generators, enablers, and scalers share their experiences and evidence on what has worked or is currently working to drive technology adoption and agricultural transformation.

1730 **Informal Reception**

JANUARY 9 - THURSDAY

IMPLEMENTING INITIATIVES TO SCALE UP ADOPTION AND USE OF AGRICULTURAL TECHNOLOGIES

0830 Recap Day 2 and provide overview of Day 3

0900 **MEASURING SCALING OUTCOMES: The Feed the Future M&E Framework's Potential and Limitations--**
Using the Feed the Future M&E Framework as a guide, this session will discuss how Missions defined scaling in their scaling plans, and explore ways to efficiently, accurately and sustainably track and measure progress. On the one hand, how scaling is defined in these plans informs which indicators and methods can be used to measure results; on the other hand, how we are measuring results within our existing M&E Framework inevitably shapes how scaling is defined in the context of Feed the Future. To what extent can FTF indicators capture the population-level outcomes in our zones of influence that we are expecting to achieve through scaling up? Are we measuring the right things? What other sources of data are available to capture zone-level population-based outcomes? These and other questions related to monitoring and evaluation for scaling up will be discussed in this interactive session.

Moderated by Ed Salt, Training Resources Group (TRG)

- Farzana Ramzan, USAID/BFS
- Farzana Yasmeen, USAID/Bangladesh
- Akhter Ahmed, IFPRI
- Danielle Knueppel or Navin Hada (both from USAID/Nepal)

10:15 **BREAK**

10:45 **SCALING UP TECHNOLOGIES THROUGH VALUE CHAINS: MEETING IMPLEMENTATION CHALLENGES –**
USAID and other development organizations are targeting specific value chains as the core of their efforts to scale up agricultural technology adoption and use. The development and use of new technologies is often key to scaling up the level of activity all along the value chain and increasing greater impacts in terms of greater productivity, market competitiveness, reduced post-harvest loss and waste, and improved nutrition. This session will bring together the ideas and learning discussed in prior sessions of the GLEE, putting them in the context of program implementation.

Moderated by Pam Fessenden, USAID/BFS

- Tim Krupnik, International Maize and Wheat Improvement Center (CIMMYT)
- Richard Rose, iDE
- Clive Murray, Syngenta Foundation
- Michael Phillips, World Fish
- Pradeep Prabhala, Monitor Group

1215 **GLEE Synthesis and Closing**

1300 **LUNCH**

1400 **WORKSHOP FOR MISSION/WASHINGTON STAFF ONLY** - Next steps in operationalizing mission scaling plan preparation and implementation.

1645 **Adjournment of USAID Mission/Washington HQ Staff Workshop**