



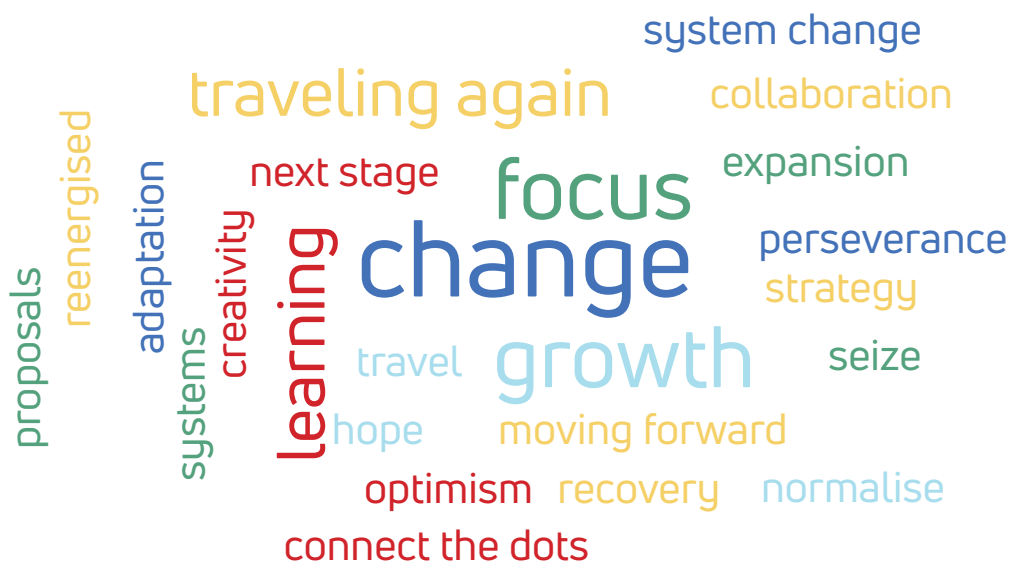
GLOBAL CONVENING

2022



69 people from 31 member and partner organizations came together for the AMEA's 5th Global Convening in the second week of February 2022. This year we embraced the virtual format fully as we recognized its potential to bring in expertise from our Local Networks. As a result we had 19 countries represented.

As you will read the dialogue was energetic, intense and creative. I also sense cautious optimism as the first session to define 2022 in one word revealed.



The result of this positivity was significant contributions to the Big Questions which AMEA helps us to solve together; and a buzz around the Lightning Talks which we expect to take forward into partnerships between our members and partners.

I want to thank everyone who presented, facilitated and participated. A Convening like this, especially when we have grown weary of virtual events can only succeed if members and partners commit.....and we appreciate the time and the energy you committed to AMEA.

If you did not participate, then I encourage you to read this short report and contact us to discuss how you can participate in the future. There is something for everybody in this report especially in the Lightning Talks which we now have available in individual videos on our new, fresh looking website.



Mark Blackett
AMEA Network Director

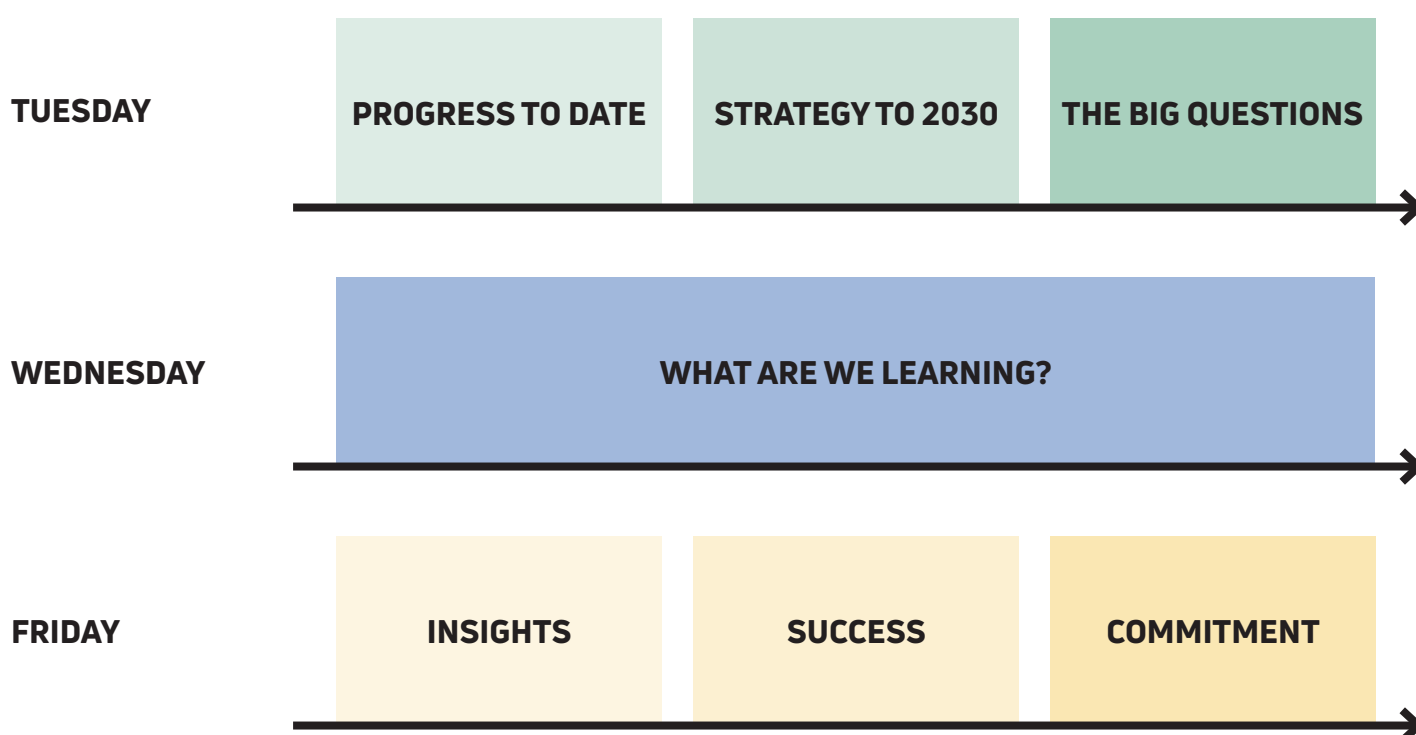


AMEA GLOBAL CONVENING 2022


In our 5th Global Convening we aimed to:

- **Reflect on AMEA's expansion with IFAD funding**
- **Deliver insights and learning from the AMEA case studies and dialogues within the WGs and LNs (e.g. BDS Dialogue)**
- **Provide opportunities for strategic dialogue on key challenges facing members and partners**
- **Provide inputs into our strategic direction, including the Theory of Change**
- **Provide inputs for AMEA's priorities in 2022; and mobilise commitments to contribute to our work**

The process which AMEA members and partners contributed over the 3 days is shown below:



On the first day we started with some Speed Networking based on the Social Network Analysis survey which most of our participants answered. This was repeated later in the day. We then reflected on the progress that AMEA has made over the last year:

PRIORITY	PROGRESS
Sustainable service delivery	BDS Dialogue and Surveys
Donor interest	Dialogue with IFAD, IsDB, Dutch and Belgium Development Agencies
Learning	Webinars, case studies, 5 new Tool Improvement Facility projects
Changes in practice	New projects – Cordaid, Rikoloto, others?
Member/partner diversity	AGRA, Aceli, Core Teams, Farmer Federations
Local Network engagement	CIV re-energised, Peru application
Ag-Tech in Local Networks	Limited progress
Open-source data	World Bank course, IDH potential collaboration
IWA 29 Core teams	All Local Networks have adopted approach
	
NEW STRATEGY & AMEA'S 2022 PLAN	

Our work in 2021 also included a Strategy Review. This is a significant milestone in AMEA's short history as it led to a reframing of our vision and mission.

OUR VISION is where farmers are receiving a living income for fair working conditions that inspires the next generation to invest in sustainable farming as a business.

OUR MISSION is to transform the systems that support farmers organisations and agri-SMEs to create value for farmers and themselves.

OUR APPROACH is to provide a platform that enables stakeholders to learn, innovate and scale up the most effective ecosystem approaches for supporting farmers.

OUR EXPECTED OUTCOMES by 2030 are:

A SUPPORTIVE ECOSYSTEM

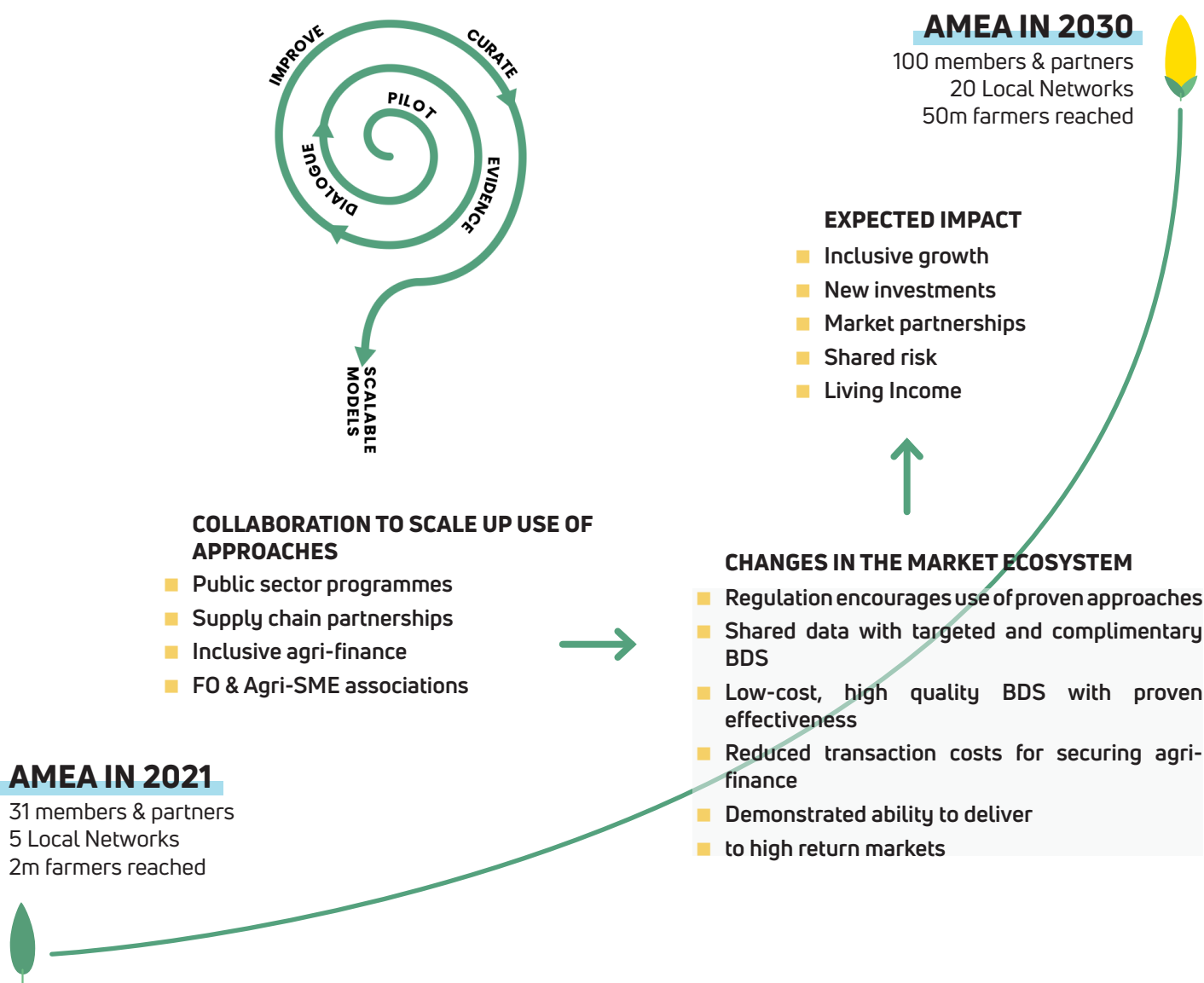
A vibrant network with 100 members and partners delivering collaborative system change strategies in 20 Local Networks

INCLUSIVE & SUSTAINABLE GROWTH

50 million farmers receiving improved, coordinated business development services which enables their Farmer Organizations and Agri-SMEs to create added value for them

AMEA still aims to accelerate the professionalism of Farmer Organizations and Agri-SMEs. However, our mission is to transform the systems that support these businesses and that means finding the most cost-effective, scalable approaches that enable that acceleration to take place.

AMEA's new Theory of Change was developed to find pathways to these cost-effective, scalable approaches. The summary is shown below and the detailed Strategy and Theory of Change can be found here: AMEA [Theory of Change](#) (ToC) and [Strategy to 2030](#)



As with all strategies and theories, there remain questions we still have to answer. We used our Convening to debate six of the Big Questions that AMEA needs to address:

- 1 How can useful **data** be created and made available for use by different stakeholders? What questions does AMEA need to answer in 2022?
- 2 How will the **International Standard** be created and used? How do we avoid the dangers of niche certification? How do you intend to use it?
- 3 Why are the **AMEA tools** not being used extensively? What does this mean for scaling of a system?
- 4 What do **transformative partnerships** with the Private Sector look like?
- 5 How should **cost recovery** be implemented for Business Services and Business Development Services? How do we take into account ability to pay?
- 6 What is the right **bundle of digital tools** for different (start-up, emerging, established, and highly professional) Farmer Organizations?

There are limits to how much short break-out groups can achieve when addressing these Big Questions. We aimed instead to quickly gather different perspectives and participant interest to take forward the dialogue in 2022.

LEARNING AND SCALING

On the second day of the Convening we shared lessons and experience among AMEA members and partners. The learning themes guiding this day were:

- 1 System approaches to segmenting and tailoring approaches
- 2 Delivering through Access to Finance Programs
- 3 Delivering through Private Sector Development Programs

A total of 15 presentations were made (5 per theme) and participants then joined break-out groups to further discuss the projects/programs.



- Cocoa associations and access to finance in Cote d'Ivoire
- Developing a government-led BDS roadmap using the IWA 29
- Working with Higher Tier Cooperatives
- Nuru Regional Training College
- Delivering through Private Sector Engagement (REACTS II) for Cooperatives



- Multifaceted interventions to spur new behaviour and systems (STARS)
- SCOPEinsight and ALP adaption for SACCOs in Ethiopia
- Bankability Metrics Ecosystem
- Food Safety Costing Tool
- An Overview of Aceli's Technical Assistance



- Twalisha lunch programme in Kenya
- Transforming Market Systems in Honduras
- ALP Developing and Scaling Strategy
- Strengthening Farmer Producer Organisations in India
- Adapting the LINK Methodology for unstructured market

We were encouraged by the interest in each initiative and we will be following up where we saw potential for collaboration in the future. We also encourage members and partners to consider the many ways of engaging in AMEA.

1	2	3
Contribute to keys inputs (BDS studies, IWA29 Guidelines)	Include AMEA within annual plans/budgets	Be part of AMEA peer-review process
4	5	6
Partner with AGRA on bank ability metrics test, learn, improve	Engage in stakeholder events	Include AMEA approach/tools within project designs
7	8	9
Share learning on Agtech build collaboration	Use/adapt tools benchmark your tools Test, learn, improve	Request or design learning events

PRIORITIES

The final day of the Convening focused on reflecting on the [AMEA Plan for 2022](#) using the insights provided by the previous days of the Convening. The Global and Local Network priorities were validated; and we focused on how to take forward the ideas coming from the Convening.

In terms of the **Big Questions** we agreed that:

- There is an interest to work on the **data** question, however this was not a strong priority for participants. IDH, SCOPEinsight and others will take this discussion into the Toolbox Working Group to determine whether there is sufficient interest. The first steps for the dialogue would be to identify what type of data and the best initiatives to design/pilot/test.
- **IWA29** and the plans for the **International Standard** are still not well understood across the participants. The Global Guidelines Working Group will continue to look at opportunities to bring members/partners into the IWA29 piloting and International Standard processes. It was noted that as IWA29 becomes a full International Standard there is likely to be more organizations interested.
- Big Questions 3, 4 and 5 had some cross-cutting themes as the usage of tools depends on the type of programs implemented by members and partners. There was significant interest in this discussion continuing. NCBA CLUSA, ACDI/VOCA, CORUS, CNFA, IDH, iCRA and IFC will be supported to design a pre-competitive space to exchange on approaches to embed sustainable BDS into Market System Development programs. We will also look for potential sites to test out the most promising approaches e.g. TMS program in Honduras.
- Despite there being a surprisingly low use of the AgTech Guide by the participants there remained strong interest in the AgTech Big Question; especially how it links to the draft AMEA BDS Briefing Paper which emphasizes a segmented approach. However in order to take this forward we need to identify a co-lead for this next phase of work. We therefore urge our members and partners to identify key people in their organizations who have an interest in AgTech that has the potential to accelerate FO/Agri-SME performance

We also gathered inputs in terms of **What is Missing?** A few of the key insights from this are:

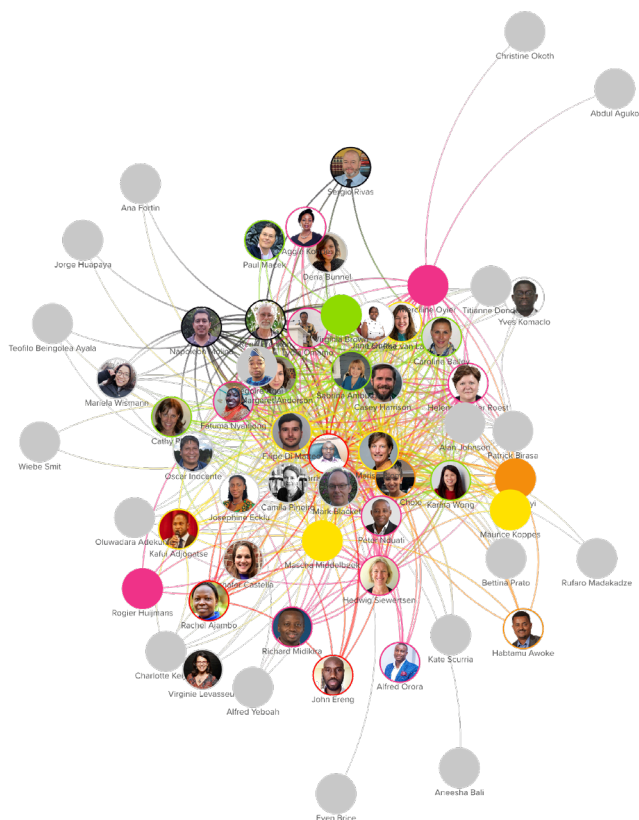
- The need to increase visibility with key stakeholders such as donors and Farmers Organization. We call on members who have strong relationships in place to assist in this process.
- The need to intentionally stimulate collaboration amongst members. The Tool Improvement Facility is a great example of this. We also track other initiatives in a collaboration dashboard.
- The need to continue demonstrating AMEA's value to members and partners.

These last two points are obviously connected as collaboration delivers value to our members and partners. The purpose of this Convening was to stimulate collaboration. We began with the Speed Networking based on the Social Network Analysis and we ended with a reflection on what the SNA below shows us. The first graphic shows us that AMEA has already stimulated strong collaborations within the Network; the second graphic shows us all of the connections (weak and strong). The power of our Network is evident but there is potential to do so much more.

This will be our target in 2022...

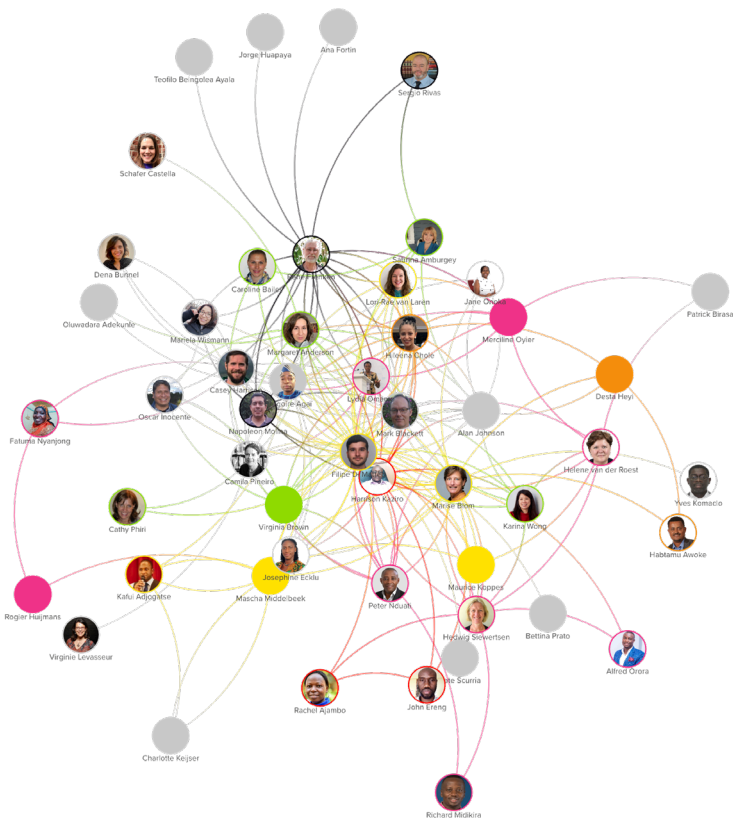
To realize the full potential of our Network!

AMEA SNA 2022: FULL PICTURE



AMEA SNA 2022: COLLABORATION

- Legend**
- Netherlands
 - United States
 - Ethiopia
 - Uganda
 - Kenya
 - Honduras



LIST OF PARTICIPANTS

ORGANISATION	NAME	LOCATION
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ACDI/VOCA	Cheryl Turner	USA
ACDI/VOCA	Sabrina Amburgey	USA
ACDI/VOCA	Sergio Rivas	Honduras
Aceli Africa	Richard Midikira	Kenya
Aceli Americas	Andrea Zinn	Costa Rica
Africa Turnaround	Peter Nduati	Kenya
AGRA	Aggie Konde	Kenya
AGRA	Hedwig Siewertsen	Kenya
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Amaranth	Matthew Chell	UK
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AMEA	Francesca Fiore	Netherlands
AMEA	Grégoire Agaï	Côte d'Ivoire
AMEA	Harrison Kaziro	Uganda
AMEA	Hileena Chole	Ethiopia
AMEA	Ian Cunningham	Netherlands
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AMEA	Mark Blackett	UK
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Clim-Eat	Wiebe Smit	Netherlands
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ORGANISATION	NAME	LOCATION
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Cordaid	Rien Hazeleger	Netherlands
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Cordaid	Shyaka Francis	Rwanda
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Corus International	Cathy Phiri	USA
Corus International	Isabelle Ick	USA
Eweko	Saheed Adams	Nigeria
Grameen Foundation	Alfred Yeboah	Ghana
iCRA	Cees van Rij	Netherlands
iCRA	Jean Boudillon	Netherlands
IDH	Charlotte Keijser	Netherlands
IDH	Kafui Adjogatse	Netherlands
IDH	Mascha Middelbeek	Netherlands
IDH	Oscar Baruffa	Netherlands
IFAD	Bettina Prato	Italy
IFAD	Maria Saponaro	Italy
IFC	Alan Johnson	Vietnam
IFC	Fernanda Lopez	USA
IFC	Jane Onoka	Côte d'Ivoire
Kilimo Trust	Rachel Ajambo	Uganda
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NAFPO	Aneesha Bali	India
NCBA CLUSA	Camila Piñeiro	USA

ORGANISATION	NAME	LOCATION
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Nuru International	Feven Yimer	Ethiopia
Nuru International	George Nyamweya	Kenya
Oikocredit	Yves Komaclo	Côte d'Ivoire
Rikolto	Lith Montes	Peru
Rikolto	Mariela Wiesmann	Peru
Rikolto	Napoleón Molina	Honduras
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SCOPEinsight	Marise Blom	Netherlands
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Small Foundation	Sally Walkerman	Ireland
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