



10 STRATEGIC INNOVATIONS TO ENABLE SCALING OF AGRIBUSINESS DEVELOPMENT SERVICES

An overview of the AMEA Tool
Improvement Facility (TIF)

The AMEA Toolbox contains best in class, peer reviewed tools for Agribusiness Development Services. In the past 3 years these tools have been used to support inclusive agribusiness development for over 2.2 million farmers.

AMEA advocates for strategic innovation which builds on existing approaches and systems and we aim for the AMEA tools to reach 50 million farmers by 2030. In order to achieve this ambition AMEA has invested in member and partner projects to support the improvement and development of tools that enable this scaling to take place.

10

TIF projects
(2020-2023)

11

Countries with
TIF projects

540

Farmer organisations
reached

€487k

Leveraged

€1.2m

Invested

THE PROJECTS CAN BE DIVIDED IN THREE BROAD THEMES

DATA-DRIVEN APPROACHES

INCLUSION

DIGITAL DELIVERY

KEY TOPICS:

- Localization of approaches
- gender empowerment
- food safety
- blended learning
- creating and using databases
- Rural savings organisations
- Segmenting farmer organisations for BDS

DATA-DRIVEN APPROACHES

1 Developing agri-SME databases to drive improvements in BDS

Rikolto, the National Association of Agricultural Cooperatives (Uganda), Agriterro, SNV and SCOPEinsight collaborated to develop a rapid assessment tool and national databases in partnership with the Ugandan and Ethiopian governments. 216 cooperatives were included in the [Uganda pilot](#) and 106 primary dairy cooperatives included in the Ethiopia pilot. The Uganda pilot is now being promoted to potential investors/donors. The Ethiopia pilot is moving towards using the data to develop a National Training Plan for dairy cooperatives.



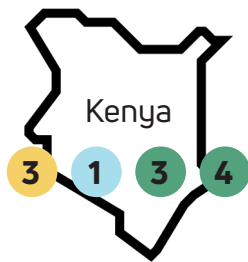
3 Improving Cooperative Assessment Tools and Expanding Access to Tools

NCBA CLUSA improved and digitized their cooperative performance assessment (CPA) tool and organizational capacity assessment tool for higher tier cooperatives (OCATHC). The project was a success and self-administered software is being used to house the tools. User manuals were also developed.

2

Developing a standardized tool for assessing rural financial services

A Glimmer of Hope, Self Help Africa and SCOPEinsight collaborated to develop and pilot assessment tools to enable rural Savings and Credit Cooperative Organisations (SACCOs) to monitor and assess their performance and capacities. Self Help Africa has embedded [the approach](#) in their programs, and are promoting the tool to be adopted more widely in Ethiopia.



1

Agribusiness Leadership Program (ALP) digitization

IFC’s ALP is one of the most used tools in AMEA’s toolbox. This project enabled collaboration between IFC, Nuru Ethiopia, Nuru Nigeria and Africa Turnaround to pilot and adapt [digitized ALP modules](#) to local contexts. This led to the establishment of ALP e-learning platforms with topics on agribusiness entrepreneurship in Hausa, Amharic, and Swahili. IFC is currently working on housing ALP in a Global Learning Management System which will significantly expand the reach of this best-in-class curricula.

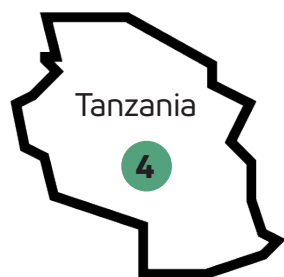


INCLUSION

1

Developing a Food Safety Costing Tool for Agri-SMEs

Corus International developed a [White Paper](#) to enable a common understanding of the food safety challenge facing Farmer Organizations. The next phase was to develop a food safety [costing tool](#) to help farmer organisations meet international market standards for food safety, sanitation and hygiene practices. Available in Spanish, English, and French.



3

Improving delivery of BDS through Vocational Training Centres

Nuru Kenya invested in adapting the ALP for semi-literate farmers and emerging farmer cooperatives in marginalized rural areas. This blended ALP includes visuals, comics, videos, and SMS message coaching. The [new curriculum](#) was piloted with 300 farmer leaders and 30 cooperatives in the vocational training (TVET) system and has been accredited by the National Industrial Training Authority of Kenya.

Inclusive Business Models for Unstructured Value Chains

CIAT adapted the [LINK Methodology](#) to enable inclusive business models to be developed within formal and informal value chains. This methodology is often coupled with other AMEA tools (as demonstrated in the Nuru Ethiopia case study).



INTERESTED IN PARTNERING WITH US?

If you want to partner in the next phase of these innovations please contact AMEA at info@ameaglobal.org

Developing a best practice compendium of tools for women's empowerment and 'Training of Trainers' course

NCBA CLUSA developed a collection of tools that can be selectively used by trainers to better integrate gender and address [women's empowerment](#) in cooperatives and producer organizations. This is a blended learning approach using handouts, digital presentations and videos. Available in French, Spanish, and Swahili.

NEXT STEPS

1

DISSEMINATE THE RESULTS through webinars and workshops to evaluate the potential for these approaches and tools.

2

STRATEGIC DIALOGUE with potential partners and funders to fund programs that test out these approaches and tools at scale.

3

Include the approaches and tools in **BDS ROADMAPS** where stakeholders believe they have the potential to significantly improve Agri-BDS in their country. AMEA has facilitated development of these roadmaps in Ethiopia, Uganda, Benin, Cote D'Ivoire, Ghana and Honduras to date and has an ambition to expand to 20 countries by 2030.

4

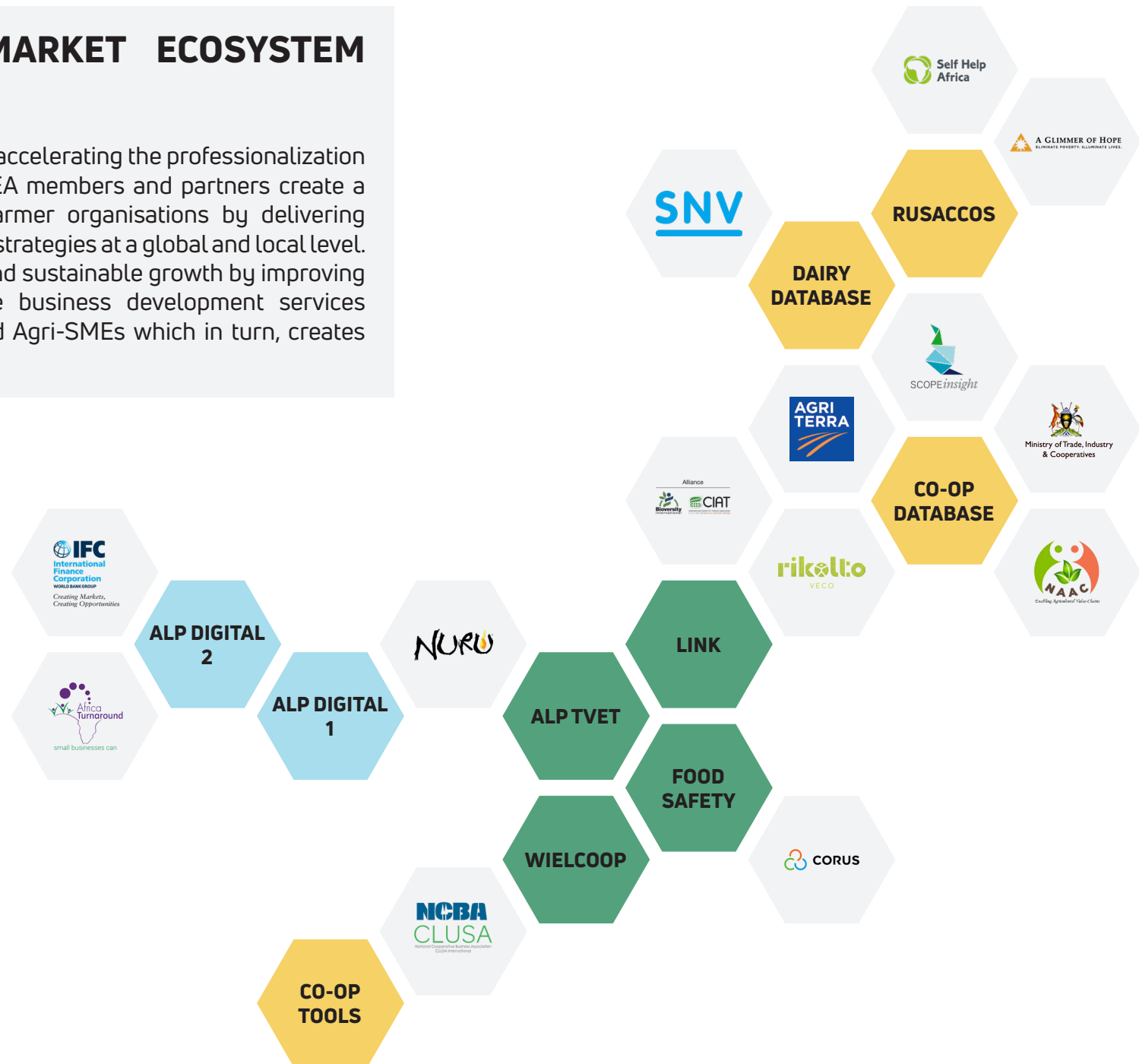
INVEST IN EVIDENCE BUILDING which generates learning for continuous improvement of approaches and tools used for inclusive agribusiness development.

5

INCLUDE THE ADAPTED AND NEW TOOLS IN THE AMEA TOOLBOX once they meet the conditions required from AMEA's peer review process.

AGRIBUSINESS MARKET ECOSYSTEM ALLIANCE (AMEA)

AMEA is a global network for accelerating the professionalization of farmer organizations. AMEA members and partners create a supportive ecosystem for farmer organisations by delivering collaborative system change strategies at a global and local level. We work towards inclusive and sustainable growth by improving and better coordinating the business development services for Farmer Organizations and Agri-SMEs which in turn, creates added value for farmers.





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