

# Linking Public Goods with Private Interests to Scale Up Agricultural Innovations and Impact

Co-organized by the Netherlands Ministries of Foreign and Economic Affairs,  
CGIAR Consortium, ICRAF, The IDH Sustainable Trade Initiative and SNV

## Date, time & location

Date: 21<sup>st</sup> September 2015

Time: 08:30 – 18:00

Location: Spaces *Rode Olifant*, Zuid Hollandlaan 7, 2596 AL The Hague, the Netherlands

## Introduction

The CGIAR, the global Consortium of 15 Agricultural Research for Development Organizations, is currently refreshing its mandate, strategy and operational programs, and recognizes there is a need for improving the relationship with Private Sector actors, from multinational corporations to national companies to local entrepreneurs.

In the Netherlands, publicly funded research and private partners (farmers, farmer collectives, seed companies, food processors such as the dairy industry and the supply chain) in agriculture have a long tradition of close collaboration. Public Private Partnerships are promoted via funding facilities in research, innovation and implementation programs. The Netherlands government is keen to share this experience and expertise with the CGIAR.

## Accelerating Impact

Considering the growing demand for nutritious food, it is absolutely crucial to improve the sustainability of farming and overall food systems. Economic development will come from new forms of organization and business models that are attractive and profitable. International private sector parties are eager to interact with entrepreneurial farmers, motivated by access to resources and commodities and exploring new markets. Besides there is a global interest in sustainable production and a social 'license to produce' which is largely driven by consumer demand.

Companies are keen to make efficient use of research and the work of NGOs for scaling of interventions and delivery of impact right from the start and an early return on investments for all stakeholders. However, they meet a community of 500 mln often un-registered small-holder farmers. This is by far the largest group of farmers in the world, and the challenge is to progress from "farming to live" to "farming for a living", also enthusing the next rural generation, the youth. Moreover, the current production needs to be changed into economic, socially and environmentally sensitive systems, resilient against price fluctuations, pests, diseases or weather shocks on short or long term. In other words: transforming markets.

The transition towards sustainable food production and consumption patterns requires action models from local to supra-national scale, in which the private sector together with researchers can act as game changers. It is not only input suppliers and traders that engage with the farmers, but increasingly also value-adding and consumer-facing companies that create opportunities for inclusive business models in integrated value chains. Research is the driver for the widening of solution space to help farmers, particularly the youth, and contribute to food and nutrition security goals, by analyzing and identifying innovation needs for growth in smallholder enterprises from value chain and market-pull perspectives in the short and long term. The question of scaling is intimately linked to such an approach. This is where the private sector, together with research, is developing ways to bring knowledge into use.



## Objectives of the Workshop

In the designing phase of the next generation of CGIAR Research Programs a workshop is planned to enable the private sector and its partners and CGIAR research leaders to engage more meaningfully through:

- Sharing best practices from companies and researchers that inspire and create insight;
- Identifying what the CGIAR needs to bring research and value chain actors more often, more effective and more efficiently, leading to clarity on follow-up;
- Creating a shared understanding around role, position and opportunities for researchers and private sector in public-private sector research partnerships (when do you engage, what's in it for me, what do you miss if you don't);
- Clarifying how to shape such partnerships and what it means for development of the new research programs;
- Creating a model for future exchange of best practices.

### Sharing information and matchmaking

*During the event you will have various opportunities to discuss your views and concrete ideas with interested parties, present your organization and meet with individual participants:*

- **Lunch-table discussions:** *When you want to share your ideas on a particular topic and/or want to meet with a specific group of people, a table can be reserved to organize such an informal lunch meeting.*
- **Afternoon break-out sessions:** *Participants are invited to facilitate and prepare a session in the afternoon, e.g. to discuss the specific needs of a private sector actor from the food chain and explore opportunities for matching with research institutes.*
- **Present your organization:** *By exposing materials at a table in the common events room, or arrange a display or stand.*
- **Share digital information:** *The PowerPoint presentations in the event will be shared with all participants and published online. Digital information from your organizations can be distributed by the organizers.*

*Last but not least, there will be plenty of room for networking during the breaks, lunchtime and cocktail.*

***Please let us know if you have any proposals or requests on the above options.***

Please contact  
[info@knowledge4food.net](mailto:info@knowledge4food.net)  
for any questions  
and  
to register as soon as possible!

## Workshop program

### A. Opening

- 08:30 Arrival participants
- 09:00 Welcome, setting the scene by the organizers  
Why do we need public private cooperation in research and value chain development? – *CGIAR Consortium*
- 09:15 Dragons Den: three Public Sector actors (Directors of Consortium Research Programs) make a pitch to a panel of Private Sector Partners
- 10:00 Networking Coffee Break

### B. Exploring the opportunity frontier

- 10:30 Research policy for international public private cooperation – *Ministries of Foreign Affairs and Economic Affairs, the Netherlands*
- 10:45 Examples from practice – what worked well, and what needs to change?
- Linking the supply chain with the demand chain for a novel food commodity: Growing the Allanblackia Market – *Tony Simons, ICRAF – tbc: Unilever*
  - Scaling Inclusive Business Opportunities – *Eelco Baan, SNV Netherlands Development Organisation*
  - Public-private research collaboration to drive impact in supply chains: example from cocoa – *Lucian Peppelenbos, The IDH Sustainable Trade Initiative*
  - Private funding for food security, the investment sharing facility. A partnership of Deutsche Bank and Crop Trust. – *tbc: Deutsche Asset & Wealth Management*
- 12:00 Audience short interventions
- 12:30 Buzz conversations at the lunch table

### C. Impact pathways

- 13:30 Break-out sessions
- Generic issues on building PPPs for impact and scaling pathways
  - Research priorities of the private sector and matchmaking opportunities
- 15:00 Networking Tea/Coffee Break

### D. Charting a new future

- 15:30 Changing the food game – *Lucas Simons, New Foresight*
- 16:00 Sharing learnings (feedback break-outs), proposing next steps
- 16:30 Ceremony to sign the Partnership between CGIAR and the Netherlands
- 17:00 Closing and Cocktail
- 18:00 End