

MELIA Workshop Report

Market Intelligence

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Workshop assets





- > Build a shared vision on the Initiative across the team;
- Ensure alignment with other Genetic Innovation Initiatives;
- > Provide Market Intelligence team with a solid framework for
- > Planning and Reporting for this year and the next ones.



- More profound understanding of the TOC concept;
- Current progress review;
- Understanding main risks, challenges and solutions;
- Partners and their values; collaboration aspects
- Ways to move forward in 2023.



- Extended Initiative Leadership Team;
- Representatives from other GI Initiatives;
- Selected set of partners.

Time	Sessions		Main facilitator
09.00 - 09.15	Welcome speech		Paul Demo
09.15 - 09.20	Objectives for the day. Agenda introduction		Enrico Bonaiuti
09.20 - 09.35	Icebreaker – Introduction (Find your emoji)		Vivian Polar
09.35 - 09.40	Hollywood /Bollywood hall of fame introduction		Enrico Bonaiuti
09.40 - 10.00	Introduction to Market Intelligence.	Plenary session	Vivian Polar; Matty Demont
10.00 - 11.15	Internal and external partners: Who are they and why are they important?	Group work	Enrico Bonaiuti; Berber Kramer / STAK
11.15 - 11.30	Coffee break		
11.30- 11.50	Introduction to Theory of Change (ToC)	Plenary session	Vivian Polar ; Brian Belcher
11.50 - 12.20	Market Intelligence TOC Review. Discussion of	Plenary session	Vivian Polar
	key elements and linkages		Matty Demont
12.20 - 13.00	Debrief on MI TOC		Brian Belcher
13.00 - 14.00	Lunch		
14.00 - 15.00	WP 1 TOC Review	Plenary + feedback session	Jason Donovan; Brian Belcher
15.00 - 16.00	WP 2 TOC Review	Plenary + feedback session	Vish Banda; Brian Belcher
16.00 - 16.15	Coffee break		
16.15 - 16.20	Concluding remarks		Enrico Bonaiuti
16.20 - 17.20	WP 1 Café (Discussion for non-TOC aspects: progress updates, organization, coordination)	Plenary session	Jason Donovan

Time	Sessions		Main facilitator
08.30 - 08.35	Objectives for the day. Agenda introduction		Enrico Bonaiuti
08.35 - 09.00	Day 1 feedback Hall of Fame review		Enrico Bonaiuti
09.00 - 10.00	WP 3 TOC Review	Plenary + feedback session	Berber Kramer; Brian Belcher
10.00 - 11.00	WP 4 TOC Review	Plenary + feedback session	Matty Demont; Brian Belcher
11.00 - 11.15	Coffee break		
11.15 - 12.15	WP 5 TOC Review	Plenary + feedback session	Vivian Polar; Brian Belcher
12.15 - 13.15	WP Team Work on ToC	Group work	Enrico Bonaiuti; Brian Belcher
13.15 - 14.15	Lunch		
14.15 - 15.15	Debrief on WP Team Work on ToC	Plenary session	Enrico Bonaiuti; Brian Belcher
15.15 - 16.00	Summary of indicators and targets for the initiative and WPs.	Plenary session	Enrico Bonaiuti; Jake Carampatana
16.00 - 16.15	Coffee break		
16.15 - 16.20	Concluding remarks		Enrico Bonaiuti
16.20 - 17.20	WP 3 Café (Discussion for non-TOC aspects: progress updates, organization, coordination)	Plenary session	Berber Kramer



Time	Sessions		Main facilitator
08.30 - 08.35	Objectives for the day. Agenda introduction		Enrico Bonaiuti
08.35 - 09.00	Day 2 feedback Hall of Fame review		Enrico Bonaiuti
09.00 - 10.30	Initiative and WP indicators and targets	Group work	Enrico Bonaiuti ; Jake Carampatana
10.30 - 10.45	Coffee break		
10.45 - 11.45	Debrief on Indicators and Targets	Plenary session	WP Leaders ; Enrico Bonaiuti / Jake Carampatana
11.45 - 13.15	Indicators/target (partial) addressed in Year 1	Group work	Enrico Bonaiuti ; Jake Carampatana
13.15 – 14.15	Lunch		
14.15 – 15.15	Debrief session on Indicators/target (partial) addressed in Year 1		WP Leaders ; Enrico Bonaiuti /Jake Carampatana
15.15 – 16.15	MI Risks and mitigating actions status	Plenary + Group work	Enrico Bonaiuti; Jake Carampatana
16.15 – 16.20	Concluding remarks		Enrico Bonaiuti
16.20 – 16.35	Coffee break		
16.35 – 17.35	WP 4 Café (Discussion for non-TOC aspects: progress updates, organization, coordination)	Plenary session	Matty Demont
19.00	Team Dinner: TBC		



Time	Sessions		Main facilitator
09.00 - 09.05	Objectives for the day. Agenda introduction		Enrico Bonaiuti
09.05 - 09.30	Day 3 feedback Hall of Fame review		Enrico Bonaiuti
09.30 - 10.30	Planning framework for internal needs	Plenary + Group work	Enrico Bonaiuti Svetlana Saakova
10.30 - 10.45	Coffee break		
10.45 – 13.15	2023 Workplan and budget	Group work	Enrico Bonaiuti
13.15 – 14.15	Lunch		
14.15 – 16.15	2023 workplan and budget.	Plenary + feedback session	Enrico Bonaiuti
	Debrief and endorsement		WP Leaders
16.16 – 16.30	Coffee break		
16.30 – 16.45	Concluding remarks. Workshop evaluation		Enrico Bonaiuti
	WP 2 & 5 Café (Discussion for non-TOC aspects:	Plenary sessions	Vish Banda
	progress updates, organization, coordination)		Vivian Polar
16.45 – 18.00	WP2 output presentation "Novel institutional standards and processes for product profile design		Peter Sprang
			CGIAK

Agenda overview. Day 5 Field trip

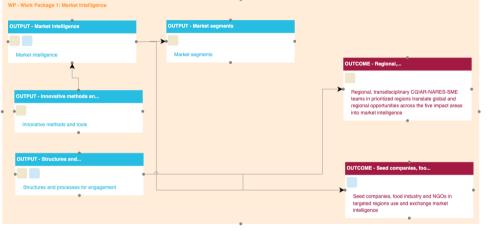
Time	Sessions	Main contacts
06.30	Early breakfast	
07.00	Departure from the Hotel Meeting in the lobby	
09:00	Arrival to KALRO ICRI Mwea	
09.00 - 11.00	Facility tour: Visit KALRO Nice Rice Mills Interaction with Mkombozi and traders	Gina Zarsadias Christopher Kioko
12.00 – 13.00	Lunch at Nice Digital City	Christopher Rioko
13: 00 - 17.00	Facility tour continuation	
17.00	Departure from the venue	
19.00 est	Arrival to the hotel	



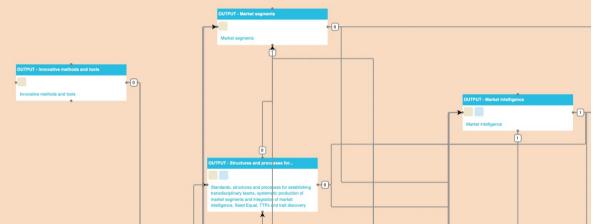




Previous WP1 ToC



Updated WP1 ToC



Highlights of changes:

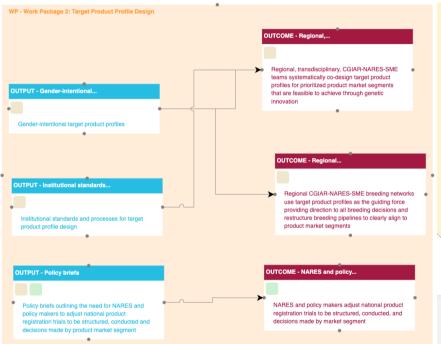
- 1. Removal of two WP1 intermediate outcomes
- 2. WP1 outputs contributing directly to the activities to produce TPPs

WP2 ToC Update



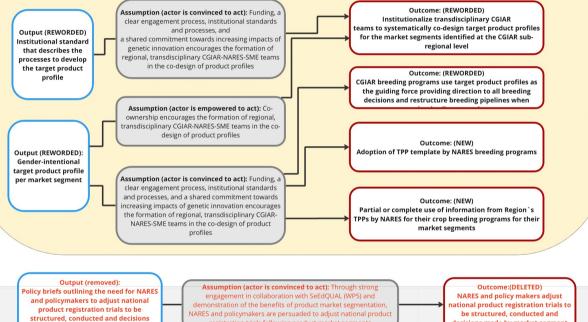
decisions made by market segment

Previous WP2 ToC



Updated WP2 ToC

made by product market segment



registration trials following product market segments

Highlights of changes:

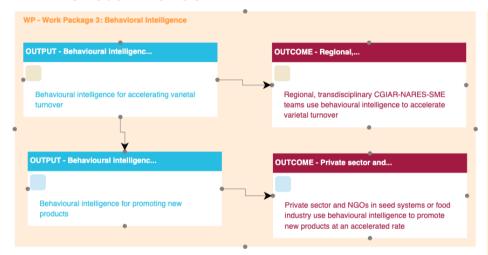
- 1. Removal of one output x outcome pair
- 2. Addition of two intermediate outcomes directly linked to TPP outputs (use by external partners)

WP3 ToC Update



Initiatives partners

Previous WP3 ToC



Highlights of changes:

- 1. New Output and Outcome added with relevant assumption;
- 2. Adjusted wording for the existing Outcomes;
- 3. Deleted assumption between 2 outputs;

Updated WP3 ToC

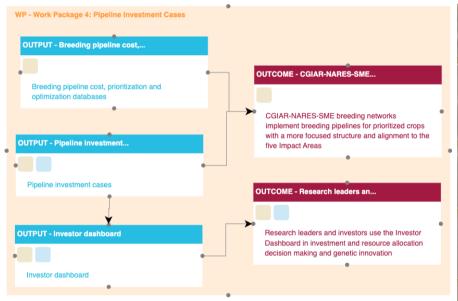
RO1: Providing Behavioural Intelligence for Accelerating Varietal Turnover What triggers women and men farmers and consumers to switch to a new variety or related product? What are the implications for strategies aimed at steering women and men farmers and consumers towards newer products? How cost-effective and equitable are these approaches? What are the trade-offs and synergies between Impact RO2: Providing Behavioural Intelligence for Promoting New Products What approaches and tools are most effective for private sector actors (e.g., seed businesses, processors, supermarkets) and NGOs to steer farmers and consumers towards newer products? What barriers and constraints prevent private sector actors and NGOs from implementing these approaches and tools? To what extent do these approaches and tools bring gender equality and inclusion? and what are the trade-offs and synergies between Impact Areas? **RQ3: Synthesis and External Validity** How do the findings from the experiments on accelerating varietal turnover and promoting new products vary across countries, product characteristics, market segments and contexts? What drives this heterogeneity in cost-effectiveness and inclusivity (e.g., market structure, competition, policy environment, access to services)? Assumption (actor is convinced to act): Through strong Outcome: engagement in the design of behavioral research, regional, Output: Team members from NARES partners take Behavioral intelligence for transdisciplinary CGIAR-NARES-SME teams co-own behavioral behavioral intelligence to accelerate varietal accelerating varietal turnover intelligence and the value of the latter persuades them to use it turnover back to their institutions in their strategies to accelerate varietal turnover Assumption (new or improved knowledge/technology Outcome: Output: makes it possible to act): Behavioural intelligence for Seed promotion partners (private sector / Behavioural intelligence for promoting new products helps private sector and NGOs NGOs) co-design strategies to address promoting new products demonstrate value-for-money and increase investments in constraints for product promotion accelerating varietal turnover Outcome: Output: Assumption (actor is convinced to act) Global Behavioural intelligence Global behavior intelligence is informing and Newly created global behavior intelligence is addressing influencing activities undertaken by CGIAR based on meta analysis synthesis

CGIAR partners knowledge gaps)

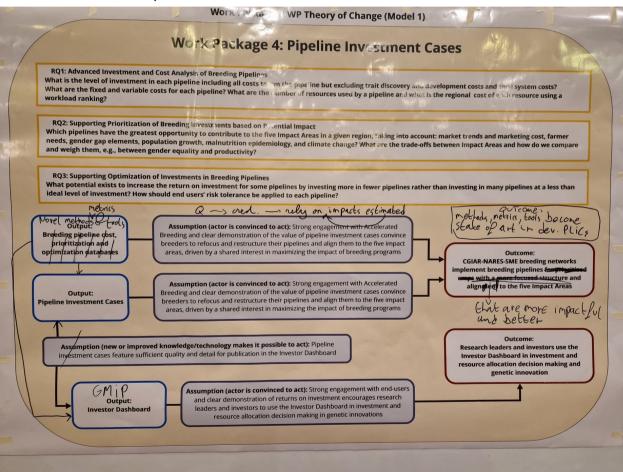
WP4 ToC Update



Previous WP4 ToC



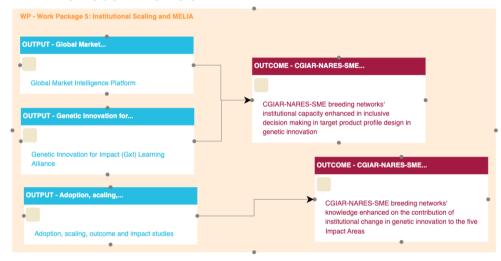
WP4 ToC Update



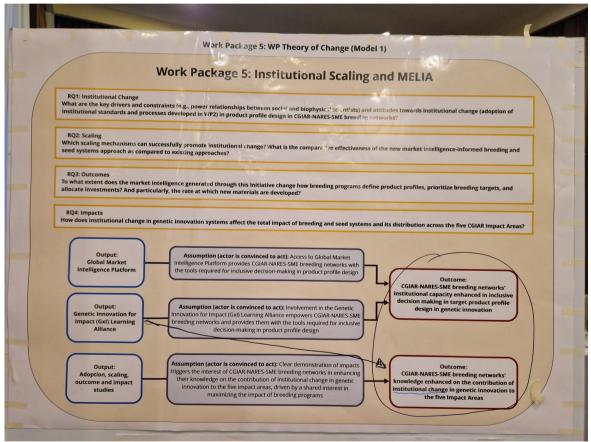
WP5 ToC Update



Previous WP5 ToC



WP5 ToC Update





Partnerships at WP Level

Work Package	General Partnerships Strategy	Partners
	Need to use transdisciplinary teams to be able to to deliver market	
WP1	segments	CSIR, Universities, NGO
	Looking at who would be the beneficiary of the work we do and	
WP2	how do we benefit from others	CGIAR-NARES
	Partners in each case are sort of very well defined from base	CGIAR-NARES-SME, Cornell University, University
WP3	bilateral projects, need to develop regional transdisciplinary teams	of East Anglie
	Important partner in this work package was about developing	Michigan State University, Virginia Tech, National
	methods and approaches to look at the portfolio level impacts and	Statistics Office of countries, World Bank,
WP4	the and the prioritization	Donors, SeedEqual
	have specific partners and then we have more generic partners	RTB Project, AgriAlliance, ABI Breeding Teams,
WP5	with complete active	FAO, WHO, University of Tops, Cornell University

Important note/points:

- 1. The partners identified in the session need to be reflected in the Key Results, and how they play roles in the activities, and delivery.
- 2. Opportunity for market, the Market Intelligence initiative is to look forward and bring some clarity to what the products of the future need to look like and then to describe how they're going to have an impact.
- 3. What's the mechanism that we can consolidate that money with from all the different centers that have a small amount of partnership money just to strategically make that partnership happen?



Snapshot of the preliminary results composition (n) for 2022 reporting

Result Level and Types	WP1	WP2	WP3	WP4	WP5
<u>Outcome</u>			1	1	
Innovation use			1	1	
Output	53	3	9	4	16
CapDev	17	1	6		8
Innovation Development	6	2	3	1	2
Knowledge Product	25			3	6
Other Output	5				

To accommodate more results, the Achievement templates in Powerpoint have been transferred to Word Templates:

MI WP1 Report Template.docx

MI_WP2_Report_Template.docx

MI_WP3_Report Template.docx

MI_WP4_Report Template.docx

MI_WP5_Report_Template.docx



Summary of indicators updating and progress review

Indicator updating	WP1	WP2	WP3	WP4	WP5
2022 Progress provided					
No progress update	10	6	14	2	4
Progress update provided				4	
Indicators updated	53	3	9	4	16
New indicators added	4	2	9	1	
Indicators w/ no updates	5				
Indicators w/ updates	1	4	5	5	4

Based on two things: (1) the changes made to the ToC, and (2) results from the indicators review, updates to the indicators for outputs and outcomes will be collated per WP using the templates below:

WP1 Indicator Targets.pptx

WP2_Indicator Targets.pptx

WP3_Indicator Targets.pptx

WP4 Indicator targets.pptx

WP5_Indicator Targets.pptx





Top 5 risks to achieving impact	Likelihood (Rate from 1 to 5)	Impact (Rate from 1 to 5)	Risk score (Likehood x Impact)
Demand partners exhibit low willingness to engage and adopt institutional innovation	4	5	20 (High)
Funding constrained, unstable or uncertain	3	5	15 (High)
One CGIAR restructuring and COVID-19 restrictions delay operations and jeopardizes Initiative's success	4	3	12 (Medium)
Demand partners' institutional capacity constrains adoption of institutional innovation	3	2	6 (Medium)
Data insufficient or too costly to obtain to develop credible gender- intentional product profiles and pipeline investment	2	3	6 (Medium)

WP Leader are requested to complete the risks and mitigation approaches template by first week of January 2023

WP1 Risks Template.pptx
WP2 Risks Template.pptx
WP3 Risks Template.pptx
WP4 Risks Template.pptx
WP5 Risks Template.pptx

GUIDE QUESTIONS:

- 1. Please indicate if this risk is till valid or it needs to be dropped.
- 2. If still valid, please indicate if this risk has affected the WP work in 2022.
- 3. Did the proposed mitigating action work? If not, how did the WP alternatively mitigate the risk?



Workshop Hall of Fame Topics

- 1. Workflow of Activities (niche and interface points among Work Packages within Market Intelligence, and within the GI Portfolio)
- 2. Science
- 3. Transdisciplinary Teams
 - Considerations: Number of disciplines, teams and NARES
 - How many teams are needed at a particular level of work?
 - Two different methods to calculate need for disciplinary teams: (1) for WP2 where TPP process is already looping breeding teams in, and (2) the rest of the WPs
 - Need to identify bottlenecks to develop corresponding solutions

Coordination between Initiatives



Coordination within "Joined-Up MELIA" group of One CGIAR (PPU – Frank Place)

> Baseline studies at Initiative levels

Collaborations needed between MIPPI and ABI to develop methods to measure the

quality traits provided in the TPPs.

If MIPPI only delivers the TPPS without further engagement with ABI, there is a risk that many TPPs will not be used by ABI, which at the end of the cycle (2024) would attract criticism to both MIPPI and API Joint impact assessment plans in countries

Sensory, instrumental and/or HTTP

Governance



At GI level someone has to monitor who is collecting data, where and by means of which tools /methods

How do we get access to national level data?

It should not be every individual initiative. We should probably go through big data at the level of all of the CG and get that data

Risk assessment / mitigation



How to ensure the high quality of the data collected to define Market segments and TPPs?

- Accuracy
- Representativeness

This is important for breeding teams to have confidence in TPPs and use of them.

Need for documentation on the sources of data links to reports, articles in TPP template

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Other



Establish STD procedures for transdisciplinary committee to recommend/revise/approve TPP's (existing and future) (SOP's)

Other than yield (starch/carbohydrates) nutrition seems absent from TPP definitions by breeders

Seed Equal session

Need to mainstream essential micronutrients



No explicit role in promoting /"selling" within and outside the CGIAR.

Outcome is "use of intelligence", so the tools have to be disseminated actively by one of the WPs



TPPs are inclusive and the name of WP2 should not be Gender in..... TPP – It should be industry TPP

Highlights on the main points (Summary from WP Cafes)



- > Established processes for communication and decision making
- > Shared **priorities**
- > Joint outputs
- > Approach to handle transdisciplinary team
- > Space to talk about science: (methodology harmonization + research priorities understanding)
- > Adjust the target indicators

Key challenges (Summary from WP cafes)



- > Lack of Comms support
- > Lack of **coordination** between centers
- ➤ Workflow and overlap between activities
- ➤ Lack of needed **expertise** within WPs
- > Strong regional teams
- > Budgets arriving late





Challenges

- WP2 focal points at Centers have different views on deliverables of Work package (Eg: One of the Key delivery is building TPP against a market segment which will have the traits list proposed by multi-disciplinary team. This information will be helpful for breeding teams to use in their selection and advancement process). Team's view is that each trait in the TPP should be mapped against the five impact areas. This will be useful, but we will not be able to deliver TPP's for most of the market segments as will have shortage of information and most of the TPP's will be incomplete even for the next business cycle. The work around is, deliver TPP/market segment and ABI team works on it and delivers a product. When the product is introduced, based on the adoption, we can map the current TPP (Variety) against the impact areas the TPP has addressed.
- WP1 And WP2 alignment while working with National partners
- We are working on all the market segments identified at the regional level. The challenge is Are all the market segments have active breeding programs?

Actions to take in 2023

- Deliver as many Regional TPP's as possible by involving multi-disciplinary teams for each crop even if there is missing information on the traits mapped against impact areas. Where information is available, capture it in the TPP by creating more columns.
- We are working across Centers and the difficulty is while working with partners. Our travel schedules and capacity development plans needs alignment so that National partners can benefit more if we work with them on Market segmentation and TPP development during the same meeting.
- The recommendation for 2023 would be to identify the Market segments that have active breeding programs and develop TPP for the same would benefit breeding teams. The segments which are not active, will be considered later.





Challenges

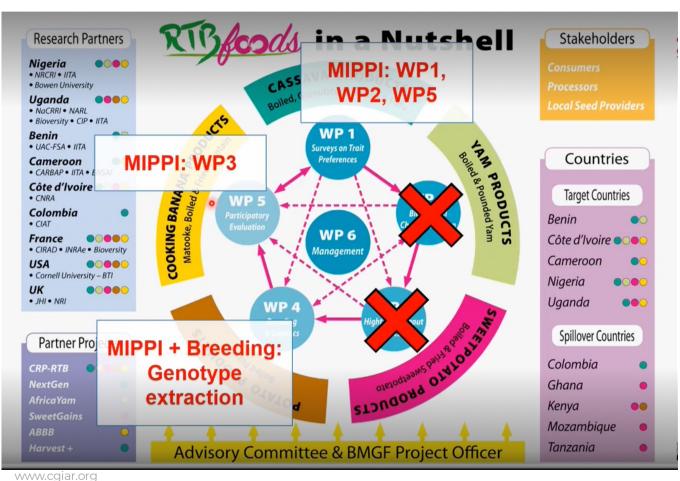
- ➤ WP3 experiments will be leveraged in our MELIA study to test whether more "market intelligent" varieties do indeed have greater impacts on adoption and in the longer term the five CGIAR impact areas. How to develop a "MI score" for varieties in this regard?
- WP3 experiments do not randomize whether a farmer is exposed to varieties with a higher vs lower MI score; and although some sites randomize at the farmer level what type of variety is promoted, in other sites, variation in MI scores will come from differences in crop or season.

Actions to take in 2023

- Set up a working team, also involving Seed Equal MELIA and WP2 teams, to develop a method for scoring varieties in terms of how Market Intelligent they are ("MI score"). Use target product profiles informed by Market Intelligence as a starting point; the closer to the TPPs, the higher the MI score. Also breakdown by core traits in the TPPs.
- Analyze what variation there is in MI scores within sites in currently promoted varieties, and in the future, funding permitting, expand/extend the experiments to randomize not only whether a farmer is exposed to the intervention, but also whether they are exposed to a variety with a high vs low score.

Interface of MI with RTBFoods Project





Integration with RTB Foods Project

The dedicated work on food product quality and process-ability as evaluated by value chain actors and the relation to breeders' traits and thresholds, need to be fully integrated with MI. It also work on segmentation by region, social dimension (gender, etc) and importantly by food product

Needs validation for planning



Activities Planning

Plan and track the activities contributing to WP's outcomes and outputs

Budget planning

Plan budget resources allocation per activity



Initiative Progress

Track the overall progress of the Initiative and by WPs

Plans adjustment

Customize and adjust plan based on changes in the TOC, shifts in priorities and etc

Capacity assessment

Assess WPs' and their partners' capacity to contribute to Eol outcomes

Workplan template for 2023 (Module A)



Work Pack	(age #	Work P	ackage Title		Responsible Organizatio n	Link to the TOC of this Initiative	Link to export or check the Indicators	Version_date (DD.MM.YY)		Commen t box
WP #	5	Institutional S	Scaling and	MELIA	CIP			V_15	.11.22	
		Output/ Outcome	Output				Con	nection with other	WPs	Commen
Result type	Result ID	title	type	Indicator	Target value			Outcome/Output / EOI-O title	t box	
Output	OUTPUT	Genetic Innovation for Impact (GxI) Learning Alliance	Capacity	Number of baselin	2 baseline tool	31/12/2022	WP1	Output 1	Structure and process for engagement	
Output	#1		Сараспу	e studies	s developed	31/12/2022	WP 2	Output 2	Gender- intentional target product profiles	
Outcome	OUTCOM E #1	CGIAR-NARES- SME breeding networks' institutional capacity	Uptake of product	Breeding Partners	10 partners across prioritized CGIAR region	14/04/2024	MI	EOI-O 1	CGIAR and partners adopt institutional standards	

The module will allow to have all major ToC components visible in one place for a proper planning.

The module:

- > is synchronized with TOC
- > has pre-filled data (yellow fields)

- > is not editable by the users
- has link to the TOC

Workplan template for 2023 (Module B)



Output code and title	Activity code	Activity	Responsibility	Responsible center	Activity result	Activity start date	Activity end date	Crop (if relevant)	Sub- region	Countr	Responsible members per centre	Budget per centre	Budget holder	Chall enges	Status
OUTPUT #1	OP1.1	Implementing qualitative and	Capacity development and overall coordination	IFPRI - IRRI	Progress report	01.12.22	01.03.23				John Doe IFPRI	\$5 000	IFRPI	No	In progres s
Innovation for Impact (GxI) Learning Alliance	OP1.2	quantitative baseline investigations 	Implementation of survey tool following defined protocol in selected cases.	All centers for selected cases	Dataset	01.03.23	01.05.23	Multiple	N/A	Global	Jane Doe IRRI	\$8 500	IRRI	Lack of Staff	Delaye d
Output #2 Adoption, scaling, outcome and	OP2.1	Design of the study	Needs validation for the study	ILRI	Use case	01.01.23	01.07.23	Wheat	North Africa	Egypt	Will Smith ILRI	\$9 900	ILRI	Budge t delay	Delaye d

- The module should serve as a tool for Initiative and WP Leaders to plan and track contributing activities, as well as enable them to adjust the planning based on the TOC revisions.
- > It is expected to integrate the module into PRMS to ensure single interface and interoperability with the PRMS
- > The module shall have a flexible structure that can be customized based on the needs of Initiative / WPs.

Actions needed for the Work Plan



Component	Action point needed	WP# and link	WP# and link	Estimated completi on date	Status
		MI Workplan WP1.xlsx	Jason		In progress
	WD Loodoro to	MI Workplan WP2.xlsx	Vish	15 December	In progress
Work Plan	WP Leaders to finalize the Work plan.	MI Workplan WP3.xlsx	Berber	December	In progress
	pian.	MI Workplan WP4.xlsx	Matty		In progress
		MI Workplan WP5.xlsx	Vivian		In progress
Work Plan Technical specifications	Initiative leaders to provide feedback to on the specifications	Attached	Matty, Vivi	20 December	In progress





What did we manage to achieve within the past 4 days? (max 2 words)

Mentimeter





Workshop Pulse check



How would you explain the Outcome meaning to your grandma? (4 words max)

Mentimeter

Steps forward Something to achieve Medium-term changes that happen as a result of my work It's how my actions influence a result of our efforts change in the behaviour of a partner How the world will change (someone who is not my friend). Changing behaviors of external partnerd we work with Want the effect is outside of the Output in use institution Reward of hard work When someone starts using your knitted sweaters. sphere of influence



Thank you!



