

BREAKOUT GROUPS – SESSION 4

Behavior & Culture: Social and Behavior Change Communications

Leader - Bill Ryerson, Population Media Center

This breakout session will be a discussion of how perceived cultural norms affect efforts to scale up agricultural production. This includes misinformation (including intentional misinformation and myths), religious practices and beliefs, fears of effects of new practices on health and/or economic welfare, sources of information and media consumption practices, and other perceived barriers to adoption of new practices. The group will also discuss effective communication strategies for reducing such barriers and to motivating individual behavior change and changing social norms.

Policy & Governance: Public Policy Solutions to Advance the Scaling Agenda

Leader - David Spielman, IFPRI

Public policy and governance systems are the broad enablers of innovation scaling in developing-country agriculture. The design and implementation of laws, regulations, administrative procedures, public investments, and evaluation mechanisms are vital to any effort that seeks to advance technological change in agriculture. But in both design and implementation, limited use of evidence is commonplace. Insufficient attention is often paid to identifying the precise ways in which policy affects durable change at scale; the risks and unintended consequences induced by policy change; or the winners and losers in these change processes. This breakout session will discuss the policy and governance dimensions of scaling, with an emphasis on understanding the reach of public policy, its limits, and the complexities of policy change processes.

Resource Constraints

Leader - Shaun Ferris, CRS

This breakout session will look at some of the key constraints to scaling up opportunities in agriculture in developing economies. These include a range of natural resources such as water, soil, climate and local cropping systems. It will also include information about local marketing systems and levels of farmer organization. For farmers to be able to scale up new opportunities, they need to have the right set of basic conditions, does it grow in this environment, or can the environment be adapted? Is there a market that will support the investments for scaling up and are farmers sufficiently well organized to take advantage of the opportunity

Institutions

Leader - Richard Kohl, Strategy and Scale LLC

The strength and capacity of existing institutions in the target locations for scaling heavily influence the choice of scaling up pathways, the tasks required in scaling up and creating sustainability, and, where donors are involved, what donor project need to do. Institutions serve as intermediaries in helping to drive the scaling process forward and/or fill important tasks, such as creating demand for and supply of the innovation or providing training and technical support to ensure proper use and full impact. If value chain institutions are weak, missing, or lack the incentives to fulfill their respective roles (e.g.,_distribution, providing complementary inputs and services; processing output; certifying quality of inputs and outputs), they will need to be created, strengthened or incentivized as part of the scaling up process to ensure they can provide the quality and handle the quantities associated with scale and sustainability. This is irrespective of how fills those roles, the public or private sector or civil society.

Infrastructure

Leader – Holger Kray, World Bank

The enabling factor of rural infrastructure for scaling up agricultural and rural development interventions includes secondary and tertiary rural roads, rural water and sanitation, irrigation works, and also rural education and health infrastructure, all of which are critical for agricultural market access and productivity growth, as well as for rural development and poverty reduction. This group will discuss the role of rural infrastructure development in supporting scaling pathways, including how the design and implementation of rural infrastructure can effectively link system-wide planning with farmer and rural community preferences and participation, how it addresses operation and maintenance requirements, and how it can assure sustainable and scalable financing.