

## Excellence in Agronomy

### Use Case Enrollment / On-Boarding Process

March 2022

#### 1. Background

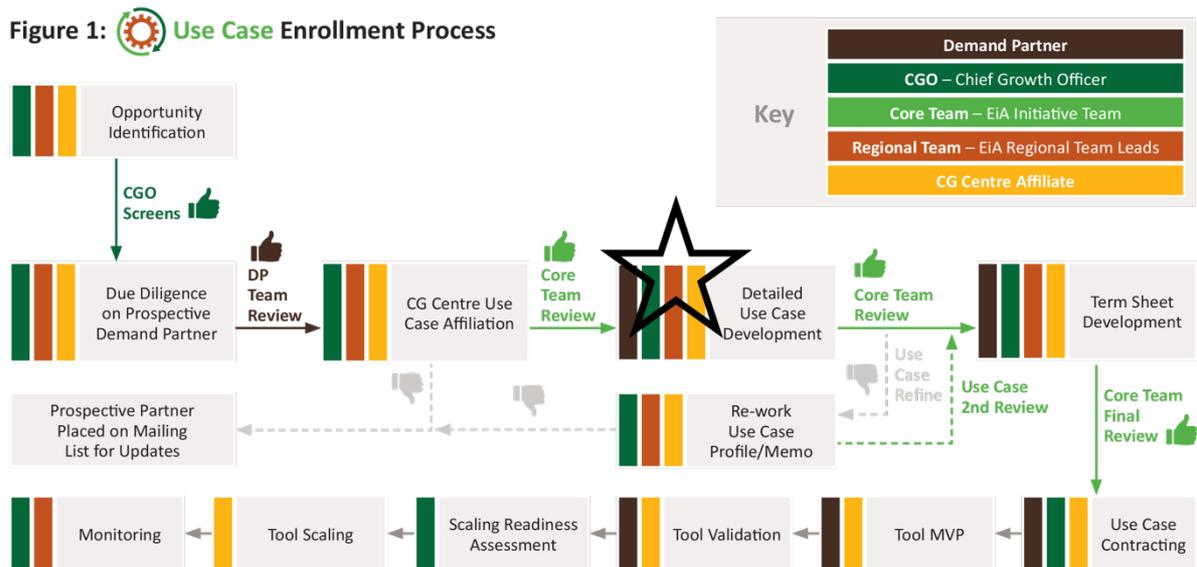
The Excellence in Agronomy Initiative (EiA) seeks to be a catalyst in achievement of **agronomic gain** by millions of women, men and young smallholder farmers in the global south, through the delivery of **data-driven agronomy solutions** at scale while also achieving a positive impact on the CGIAR's impact targets of Nutrition, health and food security; Poverty Reduction, Livelihood and Jobs; Gender equality, youth and social inclusion; Climate adaptation and mitigation; and Environmental Health and Biodiversity. The programme will focus on key performance indicators of **Yield, Yield Quality** and **Profitability; Yield Stability** and **Reduced Risk; Resource Use efficiency** (nutrients, water, and labor), and **Soil Health**.

EiA follows the innovation logic wherein we move from an idea, to developing a concept, testing or experimenting with the concept, running pilots, which if successful lead to scaling activities. The initiative will therefore tap into existing innovations and expertise within the CGIAR and other innovation systems, match them with proven demand from demand partners from the private, public and NGO sector **to develop Use Cases**.

The process below provides guidance on how EiA will enrol new Use Cases, beyond the cohort of Use Cases developed within the Incubation Phase of EiA.

#### 2. The Use Case Enrolment Process

The Use Case Enrolment Process is driven by the EiA team, in collaboration with regional teams from participating CG centres. As outlined below, the process starts with initial engagement with potential demand partners to establish the existence of a collaboration opportunity to deliver agronomy at scale using EiA developed tools. The engagement with partners is based on primarily understanding the **specific demand partners' area of service provision**, and the **value add that tools curated by the EiA programme** can add. The engagement process must **identify specific minimum viable products (MVPs)** that the EiA programme **can co create with scaling partners**, that can solve a significant need within the demand partners processes while ensuring that there is real and meaningful agronomic gain by the target beneficiaries (small holder farmers)



**Figure 1: EiA Use Case Enrolment Process**

### 2.1. Opportunity Identification

The identification of opportunities for the EiA Initiative Use Cases is driven by Regional Teams at a local level, and the EiA Chief Growth Officer at a global level. Additional considerations will relate to the potential of the MVP to scale, thereby maximizing impact. Potential demand categories are presented in Table 1.

**Table 1: Use case categories, as proposed by Dalberg (2019; Report Agronomy to Scale).**

Demand category	Description
Precision farmer advisory	Help smallholder farmers improve their yields, boost incomes, and mitigate downside risks (e.g., climate, pests) by supporting the delivery of high quality and low-cost information, advice, and decision support tools to smallholder farmers and to those who directly interface with them (e.g., private/public extension agents) informed by geospatial agronomy insights and tailored to the context of the specific farmer, farm, and field
Agri-intelligence for policy and planning	Support the development and dissemination of geospatial agricultural intelligence tools that can empower faster, cheaper, and more factually grounded agrisector surveillance and macro policy and resource allocation decisions of national and regional stakeholders including gov't policymakers, NSOs, researchers, development practitioners, donors, and investors with the ultimate goal of supporting successful agricultural sector transformation
Agri-intelligence for agribusiness	Support the development and dissemination of geospatial agronomic and agro-economic decision support tools for agribusiness players active in smallholder value chains to empower faster and better decisions on market-entry and market expansion, market sizing, farmer segmentation/targeting, commercial

	project planning/target-setting, and investment analysis (e.g., ROI estimates) to drive ag transformation
Agri R&D and product development	Facilitate the development and dissemination of field data capture, agronomic diagnostics, and decision support tools to reduce the costs of product innovation, shorten R&D-through-market entry timing cycles, and aid decision-making for the design and development of locally relevant, high quality, and economically viable agri inputs (e.g., seeds, fertilizer/ pesticide, mechanization equipment) in order to maximize SHF yields and incomes
Financial risk mitigation	Help integrate low-cost and high quality geospatial agronomic intelligence into the work of SHF-focused financial institutions (e.g., traditional banks, MFIs, SACCOs, insurance companies) and specialized financial risk intermediaries (e.g., credit risk and insurance risk analytics fintechs) in order to help such organizations further mitigate financial product risks, thereby increasing access to essential financial products for SHFs

In the event that there is indicative alignment between the EiA programme and the potential demand partner, a formal process will commence with **Due Diligence**, leading up to a formal engagement to develop a **Use Case**.

## 2.2. Due Diligence Process

The Due Diligence process (see the guidance [document](#)) is essential in determining, in a structured manner, if the potential demand partner brings in an appropriate set of capabilities that match the objectives of the EiA programme. The Due Diligence process will systematically review the Demand Partner's demand for EiA Agronomy Tools, their Dissemination Capacity and the potential long-term sustainability of the solution.

The Due Diligence process is driven by the Chief Growth Officer, with support from the Regional Team Leads, and the potential Demand Partners themselves. A decision to proceed with the potential demand partner is arrived at by consensus within the Core Team of the EiA Initiative. In the event that the Core Team approves the Due Diligence, the next phase would be to develop the Use Case using the **Use Case Template**.

## 2.3. Use Case Memorandum / Template

A demand partner that is approved by the Core Team is then supported to describe the proposed Use Case using a [structured template](#). The Excellence in Agronomy (EiA) Initiative aims at developing and delivering agronomy at scale solutions based on demand from scaling partners. Such demand is then formulated and operationalized around Use Cases. This term is derived from software/systems engineering and in the context of EiA, a Use Case has the following components and characteristics:

- An active scaling partner (public or private) with an active scaling network, reaching many tens of thousands of smallholder farming households.
- A defined zone of influence, defined in geographical, agricultural value chains, and farming systems terms

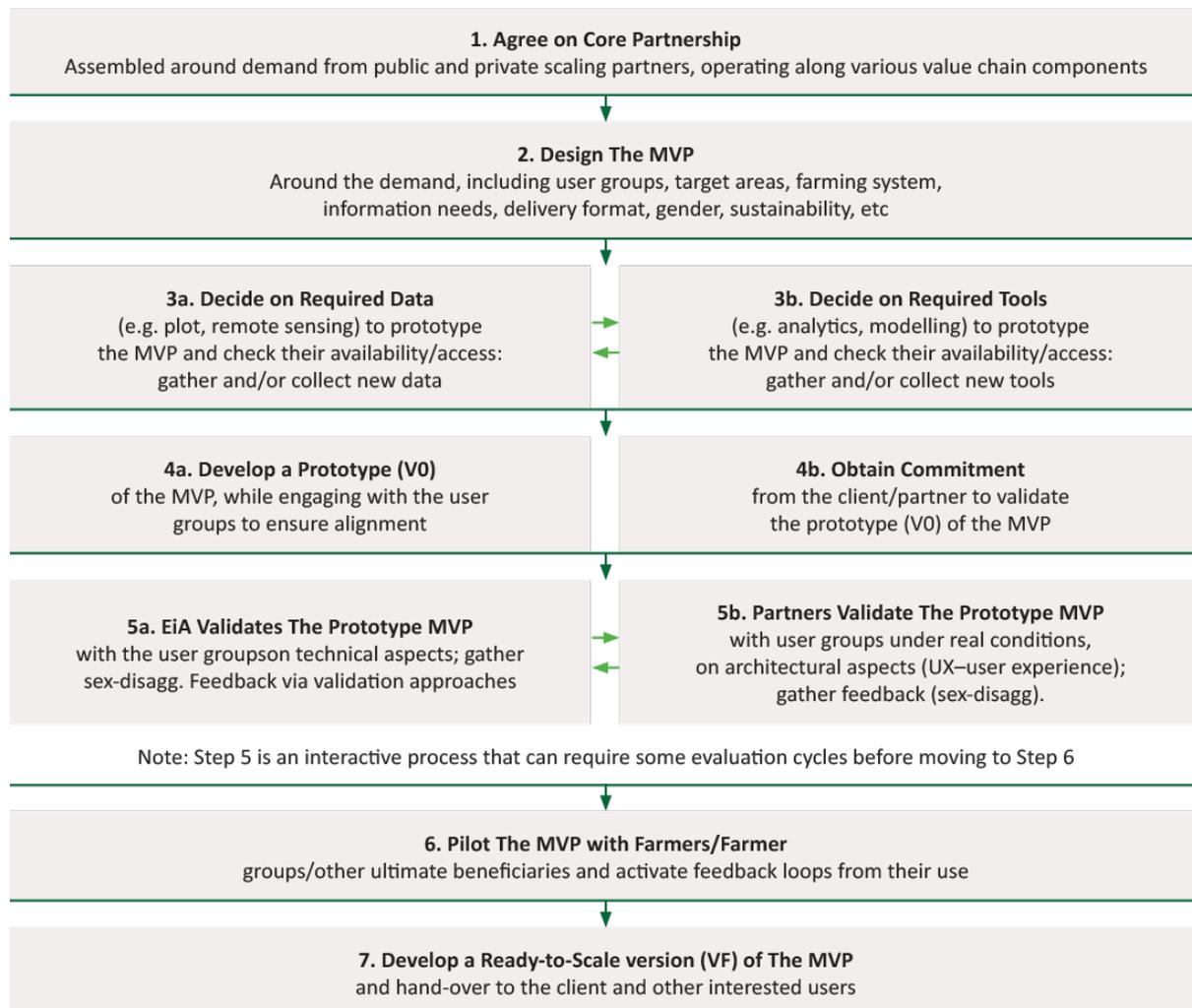
- A well-described agronomy product, including technical content and end-user profiles (e.g., insurance experts, extension agents, farmers themselves)
- Participation of key service providers who will facilitate the uptake of above solution (e.g., in the case of fertilizer recommendations, engagement of agro-dealers or credit systems will be key to the scaling success of such solution)
- Agreement on a co-creation process with the demand partner in relation to the technical content, user interface/experience
- Development of a turnkey version of the solution generated, made accessible to other demand partners interested in this solution.

The Use Case template is completed by the Chief Growth Officer, the relevant Regional Team Lead and the Demand Partner. It will provide the next level of information on how the Use Case can proceed. The completed Use Case Memorandum / Template will be evaluated by the Core Team for a decision to proceed to a Term Sheet that outlines the terms of engagement for the Use Case. At Use Case memorandum stage, feedback can be provided for additional refinement of Use Case or alternatively to terminate the development process if there are fatal flaws in the Use Case logic. However, if the Use Case is approved, a Term Sheet is prepared to provide guidance on actual collaboration activities.

#### **2.4. Term Sheet Development**

The Term Sheet is the document that spells out the key elements of the partnership and the responsibilities of each party. This is based on the generic workflow that has been developed for Use Cases (Figure 2).

**Generic Workflow, Applied To The Various Use Cases of The Incubation Phase. Step 7 Refers To The Development of A ‘Turnkey’ Solution.**



**Figure 2: Generic workflow, applied to the various Use Cases of the Incubation Phase. Step 7 refers to the development of a “turnkey” solution.**

The [Term Sheet document](#) is populated by the Chief Growth Officer and once finalised the parties can sign a formal collaboration agreement based on the terms outlined within the Term Sheet.

## 2.5. Collaboration Agreement

The final stage of the Use Case on boarding / enrolment process is the resultant Collaboration Agreement that will have the Term Sheet, Theory of Change, Budget, Workplans and Results Chain which will make up the monitoring framework of the Use Case.

# ANNEXURE 1:

## Due diligence tool for scaling partners

### I. Scoring guide

To ensure effectiveness and sustainability of the gains of the EiA initiative, there is a need for an assessment of the potential scaling partner's (organization) capacity before a co-creation process can start. This write-up contains the data collection guidelines of the due diligence tool to assess the capacity of organizations. The Core Team of the EiA will conduct the assessment and take a decision to proceed or not to proceed, based on the assessment of the information.

The tool centers around three main evaluation topics seen below which each comprise three criteria with indicators having four indicator levels that describe certain levels that apply to the scaling partner on a semantic scale with scores from 1 to 4.

1. Demand for EiA agronomy solutions
2. Dissemination Network/capacity for EiA agronomy solutions
3. Sustainability for EiA agronomy solutions

The first level is the lowest score, or a level that would be least desirable, while this progressively improves in the subsequently levels with level four describing the most desirable features or situation for a scaling partners to have- or be in. Currently, each criterium has an equal importance weight i.e. the overall score is calculated in a linear way with 9 (9 times 1) being the lowest and 36 (9 times 4) being the highest score.

It will be up to a subsequent scrutiny of the assessors (panel members) to note if for a particular scaling partner, a certain low score is still at an acceptable or unacceptable level i.e. if a higher score in one category – criterium can compensate for a low score in another criterium. In such cases a linearly compensatory decision rule would apply or:

- A non-compensatory decision-making strategy eliminates alternatives that do not meet a particular criterion.
- A compensatory decision-making strategy weighs the positive and negative attributes of the considered alternatives and allows for positive attributes to compensate for the negative ones.

As each indicator describes a certain level of performance – situation (not just a score from 1-4 like low-medium-high-very high), it may happen that a scaling partner is not exactly within a certain level and-or there can be an information gap to exactly pin-point its applicable level, the assessor should in such cases objectively select the level that 'best fits' the level for the scaling partner, whilst can note down certain considerations.

## **II. Completion of the tool and collection of information**

Ideally, the assessors are provided with a comprehensive information package for the scaling partner under evaluation which could be the result of a prior web-literature review. See the columns below on 'How to collect indicator information' (e.g. Desk-website research) and 'Evidence' (e.g. Market research reports). Whilst, the assessor is encouraged to access also other sources of information, use possible own experience with the scaling partner and-or inquire about the organization from third parties (Key Informants).

Information on for instance websites may also require scrutinization on credibility, realities on ground etc. It is not the idea that the tool is shared with the scaling partner to obtain the information, although inquiries – interviews with persons within the scaling partner organization can be queried where possible – desirable. Sources of information and evidence used as well as possible information gaps should be added to the excel columns.

## IV. Due diligence criteria for scaling partners in the context of EiA

Criteria	Indicators	N <sup>o</sup>	Corresponding level	How to collect indicator information	Evidence
<b>1. Demand for EiA agronomy solutions</b>					
<b>1.1. Demand for EiA agronomy solutions</b>	The core business of the entity	1	<ul style="list-style-type: none"> <li>The organization does not see Agronomy as their core business, it has little-to no importance and has no ongoing or prospective future demand for EiA Agronomy Solutions</li> </ul>	<ul style="list-style-type: none"> <li>Desk-website research</li> <li>Key Informant Interviews (KIIs) by the CGOs with the Partner e.g. Marketing Manager</li> </ul>	<ul style="list-style-type: none"> <li>Market research reports</li> <li>Reports on trends in their portfolio</li> <li>Comparative analysis from similar cases elsewhere</li> </ul>
		2	<ul style="list-style-type: none"> <li>The organization's core business is somewhat related to Agronomy and has a limited ongoing demand for EiA Agronomy Solutions</li> <li>No or limited increase expected in the importance of Agronomy as a core business and in future demand of EiA solutions foreseen</li> </ul>		
		3	<ul style="list-style-type: none"> <li>The organization's core business has Agronomy as an important aspect and has a substantial ongoing demand for EiA Agronomy Solutions</li> <li>Substantial increase in the importance of Agronomy as a core business foreseen and future demand for EiA solutions, but limited plans - capacity – resources to meet this demand</li> </ul>		
		4	<ul style="list-style-type: none"> <li>The organization's core business is focused around Agronomy and has a substantial ongoing demand for EiA Agronomy Solutions</li> <li>Substantial increase in future Agronomy related investments and demand foreseen with matching plans - capacity – resources to meet this demand</li> </ul>		
<b>1.2. Modus operandi used by organization in Targeting the capacity of the EiA intended end-users for Agronomy solutions</b>	Relevance to target end users	1	<ul style="list-style-type: none"> <li>The organization targets only larger organizations, farmers, other users and-or works with intermediates for the same</li> <li>No (business) interest exists to reach smallholder farmer (SHFs)</li> </ul>	<ul style="list-style-type: none"> <li>Desk-website research</li> <li>KIIs by CGOs with Partner</li> <li>KIIs by the CGOs with NGOs, Agrodealers, SHFs, EAs</li> </ul>	<ul style="list-style-type: none"> <li>Sales records</li> <li>Confirmation from KIIs on ground</li> </ul>
		2	<ul style="list-style-type: none"> <li>The organization recognizes (business) interest to reach and deliver (tailored) services to SHFs, has been able to deliver effective and appropriate services to them on a limited scale</li> <li>The organization is building a structure to reach SHFs</li> </ul>		
		3	<ul style="list-style-type: none"> <li>The organization recognizes (business) interest to reach and deliver (tailored) services to SHFs, has been able to deliver effective and appropriate services to them on a limited scale</li> <li>The organization has a structure to reach SHFs but is still quite young</li> </ul>		
		4	<ul style="list-style-type: none"> <li>The organization is capable of reaching and adapting service delivery to full range of stakeholders and to the evolving needs of stakeholders</li> <li>Appropriate structure exists to reach SHFs</li> </ul>		

<b>1.3. Co-investment in scaling EiA Agronomy Solutions during the program duration</b>	Co-investment in kind- and-or cash commitment of the entity	1	<ul style="list-style-type: none"> <li>No tangible capacity and-or commitment to co-invest either in cash- or in kind in scaling EiA Agronomy solutions</li> </ul>	<ul style="list-style-type: none"> <li>KIIs by the CGOs with Partner</li> <li>KIIs by the CGOs with Partner other Liaisons for similar cases</li> </ul>	<ul style="list-style-type: none"> <li>Board-financial reports (website)</li> <li>Confirmed track records from third parties</li> <li>Commitments on record (e.g. minutes)</li> </ul>
		2	<ul style="list-style-type: none"> <li>Tangible capacity and commitment to co-invest about 10-30%, of which a modest portion in cash (&lt;20%) of the costs for scaling activities foreseen pertaining EiA Agronomy solutions</li> </ul>		
		3	<ul style="list-style-type: none"> <li>Tangible capacity and commitment to co-invest about 40-60% of the costs of which a significant portion in cash (20-40%)</li> </ul>		
		4	<ul style="list-style-type: none"> <li>Tangible capacity and commitment to co-invest over 60% of the costs for scaling activities foreseen pertaining EiA Agronomy solutions of which a substantial portion in cash (&gt;40%)</li> </ul>		
<b>2. Dissemination Network/capacity for EiA agronomy solutions</b>					
<b>2.1. Dissemination capacity in scope for EiA Agronomy solutions</b>	Scale of entity's network	1	<ul style="list-style-type: none"> <li>The organization has no or a limited Extension Agents (EA) and-or digital network (ICT-Platform) for reaching (current-potential) users (0-20k users) of EiA Agronomy Solutions with (very) limited capacity for (rapid) expansion</li> </ul>	<ul style="list-style-type: none"> <li>Desk-website research</li> <li>KIIs by the CGOs with Partner</li> <li>KIIs by the CGOs NGOs, Agrodealers, SHFs, EAs</li> </ul>	<ul style="list-style-type: none"> <li>Databases (viewed), reports</li> <li>Confirmation from KIIs on ground</li> </ul>
		2	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network for reaching in between 20-100k EiA users with somewhat limited capacity for (rapid) expansion to reach at least 100k users</li> </ul>		
		3	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network for reaching in between 100-500k EiA users with capacity for (rapid) expansion to reach at least 500k users</li> </ul>		
		4	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network for reaching over 500k EiA users with capacity for (rapid) expansion with capacity for expansion against future demand prospects</li> </ul>		
<b>2.2. Dissemination in sustained capacity for EiA Agronomy solutions during the Program</b>	Activity level	1	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network but conducts no- or very few 'interactive campaigns' (e.g. training events, demos-field days, small-inputs packages video-radio, SMS, telephone-calling etc.) per year for engaged farmers / communities</li> <li>One campaign or less per year</li> <li>Campaigns are always-very often (&gt;80%) financed by third parties</li> </ul>	<ul style="list-style-type: none"> <li>KIIs by the CGOs with Partner</li> <li>KIIs by the CGOs with Partner other Liaisons for similar cases</li> </ul>	<ul style="list-style-type: none"> <li>Board-financial reports (website)</li> <li>Confirmed track records from third parties</li> </ul>
		2	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network but conducts few 'interactive campaigns' per year for engaged farmers / communities</li> <li>Between 2-5 campaigns per year</li> <li>Campaigns are often (around 70%) financed by third parties, self- or in part finance is limited</li> </ul>		

		3	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network and conducts regular ‘interactive campaigns’ per year for engaged farmers / communities</li> <li>Between 6-10 campaigns per year</li> <li>Campaigns are at times (40-60%) financed by third parties, self- or in part finance is common</li> </ul>		<ul style="list-style-type: none"> <li>Commitments on record (e.g. minutes)</li> </ul>
		4	<ul style="list-style-type: none"> <li>The organization has an EA and-or digital network and conducts often ‘interactive campaigns’ per year for engaged farmers / communities</li> <li>More than 10 campaigns per year</li> <li>Campaigns are sometimes (around 30% or less) financed by third parties, self- or in part finance is mainstream – the norm</li> </ul>		
<b>2.3. Innovativeness in featuring new advanced methods in dissemination - marketing</b>	Complimentary /bundled services	1	<ul style="list-style-type: none"> <li>The organization is not aware of the weakest links or critical success factors in their business</li> <li>It does not engage in needs assessment on complimentary bundled services ‘(e.g. seed, fertilizer and agro-chemicals) and services e.g. farmers’ access to finance for production &amp; marketing, forward linkages to sustainable markets (grain), extension &amp; other information’</li> <li>It does not integrate such other services in their portfolio</li> <li>It has no R&amp;D and MEL system to continuously update its portfolio against emerging new products – services and improve service delivery</li> </ul>	<ul style="list-style-type: none"> <li>Desk-website research</li> <li>KIIs by the CGOs with Partner</li> <li>KIIs by the CGOs NGOs, Agrodealers, SHFs, EAs</li> </ul>	<ul style="list-style-type: none"> <li>Confirmation from KIIs on ground</li> </ul>
		2	<ul style="list-style-type: none"> <li>The organization is somewhat aware of the weakest links or critical success factors in their business but is constrained in using this information to improve their business</li> <li>It does not engage in needs assessment on complimentary bundled services.</li> <li>It integrates some elements of other services in their portfolio but more on a trial and error basis</li> <li>It has no R&amp;D and MEL system to update its portfolio against emerging new products – services and improve service delivery</li> </ul>		
		3	<ul style="list-style-type: none"> <li>The organization is aware of the weakest links or critical success factors in their business and uses this information to improve their business</li> <li>It engages in client’s in needs assessment on complimentary bundled services</li> <li>It integrates comprehensive packages of other services accordingly, whilst this has not taken off at scale yet</li> <li>It has a current or emerging R&amp;D and MEL system to continuously update its portfolio against emerging new products – services and improve service delivery</li> </ul>		
		4	<ul style="list-style-type: none"> <li>The organization is effectively dealing at scale with the weakest links or critical success factors in their business</li> <li>It engages in client’s in needs assessment on complimentary bundled services</li> <li>It integrates comprehensive packages of other services accordingly and at scale</li> </ul>		

			<ul style="list-style-type: none"> <li>It maintains an R&amp;D and MEL system to continuously update its portfolio against emerging new products – services and improve service delivery</li> </ul>		
<b>3. Sustainability for EiA agronomy solutions</b>					
<b>3.1. Financial Viability</b>	Return on Investment/ revenue generated via donor funding versus commercial revenue streams (financial health of the entity)	1	<ul style="list-style-type: none"> <li>The organization has not developed the full cost cycle</li> <li>The organization has no policy for the affordability and the needs of SHFs when setting rates</li> <li>The organization (near) fully depends on revenue generated via donor funding (&gt;80%)</li> <li>It has no understanding on the opportunities for diversifying revenue and raising capital</li> </ul>	<ul style="list-style-type: none"> <li>KIIs by the CGOs with Partner</li> <li>KIIs by the CGOs with Partner other Liaisons for similar cases</li> </ul>	<ul style="list-style-type: none"> <li>Board-financial reports (website)</li> <li>Own analysis of costs and prices</li> <li>Confirmed track records from third parties</li> </ul>
		2	<ul style="list-style-type: none"> <li>It is in the process of developing the full life cost cycle of the organization</li> <li>It is in the process of developing a policy to consider affordability and the needs of SHFs when setting rates</li> <li>The organization substantially depends on revenue generated via donor funding (50-70%) versus commercial revenue streams</li> <li>Developing modalities for diversifying revenue and raising capital</li> </ul>		
		3	<ul style="list-style-type: none"> <li>It understands the full life cycle cost of the organization but has not developed plans</li> <li>Considers affordability and the needs of SHFs when setting rates, but low billing and collection rate</li> <li>The organization somewhat depends on revenue generated via donor funding (20-40%) versus commercial revenue streams</li> <li>Modalities in place for diversifying revenue and raising capital operational but in an early stage</li> </ul>		
		4	<ul style="list-style-type: none"> <li>Understands and plans for full life-cycle cost of the organization</li> <li>It considers affordability and the needs of SHFs when setting predictable and adequate rates and plans to invest in future needs</li> <li>The organization is slightly- to not dependent on revenue generated via donor funding (&lt;20%) versus commercial revenue streams</li> <li>Well established and effective modalities in place for diversifying revenue and raising capital</li> </ul>		
<b>3.2. Service delivery</b>	Customer / End-user satisfaction	1	<ul style="list-style-type: none"> <li>The customer / end-user is not provided with reliable, responsive and affordable services by the organization</li> <li>Services are seen by the end-users as ad-hoc and unreliable, and regulatory standards are not taken into consideration</li> <li>Average customer satisfaction score (CSS) &lt;2 (1 is very unsatisfied &amp; 5 is very satisfied)</li> </ul>	<ul style="list-style-type: none"> <li>Website, customer feedback</li> <li>KIIs by the CGOs with Partner</li> <li>KIIs by the CGOs with</li> </ul>	<ul style="list-style-type: none"> <li>Reports on customer satisfaction surveys web-based – blogs – comments</li> </ul>
		2	<ul style="list-style-type: none"> <li>Only some / select customers experience reliable, responsive and affordable services</li> <li>Customers think the organization is aware of their needs, but regularly perceive services are unsatisfactorily to meet them</li> </ul>		

			<ul style="list-style-type: none"> <li>• Average CSS in between 2 and 3</li> </ul>	customers – third parties interacting with customers	<ul style="list-style-type: none"> <li>• Confirmation from customers – third parties interacting with customers</li> </ul>
		3	<ul style="list-style-type: none"> <li>• Customers of all segments are generally satisfied with the organizations’ services as being reliable, responsive and affordable</li> <li>• Customers regularly experience services are not tailored to respond to their unique needs</li> <li>• Average CSS in between 3 and 4</li> </ul>		
		4	<ul style="list-style-type: none"> <li>• Customers of all segments are generally (very) satisfied with the organizations’ services as being reliable, responsive and affordable</li> <li>• Customers perceive that services are tailored to respond to their unique needs</li> <li>• Average CSS in between 4 and 5</li> </ul>		
<b>3.3. Sectoral Expertise</b>	Engagement of the entity in a particular space (location and time)	1	<ul style="list-style-type: none"> <li>• The organization has no experience working with local partners (private business sector, academic and research institutions, etc.)</li> <li>• The organization has no knowledge of existence of possible local partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Web-desk research</li> <li>• KIIs by the CGOs with Partner</li> <li>• KIIs by the CGOs with Partner other Liaisons for similar cases</li> </ul>	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Confirmed track records from third parties</li> <li>• Partnership agreements and progress reports</li> </ul>
		2	<ul style="list-style-type: none"> <li>• The organization is increasingly known and trusted by local partners</li> <li>• The organization has little experience in working collaboratively with others.</li> </ul>		
		3	<ul style="list-style-type: none"> <li>• The organization has identified local organizations such as those in the private business sector, academic and research institutions etc. as partners</li> <li>• It develops mechanisms for engaging and sharing information with local partners.</li> </ul>		
		4	<ul style="list-style-type: none"> <li>• The organization has relations with those in the private business sector, academic and research institutions and the media for technical expertise</li> <li>• It is perceived as a community partner</li> <li>• it is known and its opinions and experiences are solicited</li> <li>• Information on the organization is available and mechanisms for dissemination exists</li> </ul>		



**Excellence in Agronomy**  
*For Sustainable Intensification and Climate Change Adaptation*



## ANNEXURE 2: Use Case Description Template

### I. Use Case description template:

<b>Name of the scaling partner:</b>	[add name]	
<b>Type of scaling partner:</b>	[delete what's not applicable] NGO / Private / Non-for-profit / Insurance / Fertilizer supply / Aggregator / Govt extension / Digital extension / Other [specify]	
<b>Information</b>	<b>Question</b>	<b>Justification</b>
<b>1. Zone of influence</b>		
1.1. Target regions, countries, or sub-national units	Which political units are targeted by the scaling network?	The agronomy solutions need to be representative of the zone of influence
1.2. Farming systems/crops	Which farming systems and/or crops therein are targeted?	Agronomy solutions should be farming system of crop-specific
1.3. Crop priorities	If there are multiple crops targeted, is there a preference for specific crops?	The prioritization of specific speculations will influence the decision-making process
1.4. Other comments/suggestions	Do you have other comments/suggestions related to the zone of influence?	It is important to gather all necessary information to set up a viable Use Case
<b>2. Scaling network</b>		
2.1. Scaling model	Can you summarize how your scaling model is organized? Are you facilitating linkages to input and output markets for farmers?	An understanding of the scaling model is required to decide on the development and validation steps of the Use Case workflow
2.2. Farmer/household engagement	What is the total targeted number of households? Do you have specific gender or youth-related targets?	EiA should primarily work with initiatives that have relatively large reach/impact targets (at least 100k households but preferably more)
2.3. Extension agents (EAs)	Do you work with EAs? If yes, how many? Or do you have other ways to provide bi-directional (supply of recommendations and collection of feedback) linkages with farmers?	It is important to understand if and how EAs play a critical role in the scaling processes.
2.4. Farmer engagement	Do you work with different types of farmers? Do you target a specific farmer category?	[add categories]
	Do you have 'lead farmers' or other ways to distinguish between different types of farmers?	[add]

	Do you organize specific events with farming communities (e.g., field days, demo plots, exchange visits, training events)	[add]
	Do you facilitate farmers to engage in the scaling activities?	[add]
	Do you consider gender and inclusivity while you engage with farmers? If yes, how?	[add]
2.5. Extension agent engagement	How many households are accompanied by 1 EA?	[add number]
	Are EAs fully equipped (transport, tools, etc)?	[add]
	Which forms of extension materials do EAs have access to?	[add tools/materials]
	Are EAs facilitated with reliable internet access?	[add]
2.6. Other comments/suggestions	Do you have other comments/suggestions related to the scaling network?	It is important to gather all necessary information to set up a viable Use Case
<b>3. Solution sought</b>		
3.1. Description of the solution	Can you describe the solution sought? Which main challenge(s) is this solution trying to address?	A clear description of the solution sought is key to develop a focused workflow
3.2. Target scale of the solution	At which scale should the solution be developed (field, farm, district, etc.)?	The target scale of the solution will determine key aspects of the validation phase
3.3. Target users	Is the solution targeting extension agents, farmers, or other users?	The UX activities require a clear description of the end users
3.4. Gender	Is gender explicitly addressed in the solution? Are gender preferences to access information considered?	Male and female farmers most often have different decision-making power and access to resources.
3.5. Other comments/suggestions	Do you have other comments/suggestions related to the solutions sought?	It is important to gather all necessary information to set up a viable Use Case
<b>4. Engagement of other partners (bundled services)</b>		
4.1. Engagement of other partners	Are other partners involved in the scaling network? If yes, which partners for which specific services?	The engagement of key partners could be critical for the successful scaling of specific solutions
4.2. Engagement model for other partners	How are other partners engaged? Are they directly supported or operating on their own accord?	The nature of the partner engagement model will determine the sustainability of such engagement
4.3. Other comments/suggestions	Do you have other comments/suggestions related to the engagement of other parties?	It is important to gather all necessary information to set up a viable Use Case

<b>5. Co-creation process</b>		
5.1. Engagement of staff, extension agents	Which staff (role, number) will be engaged on a 'in-kind' basis in the co-creation process?	It is important that the demand partners do contribute to the product development and validation activities
5.2. Other contributions	Which other contributions can be made (e.g., access to transport, communication, supplies)?	Same as above
5.3. Technical evaluation	Do you have experience with the technical assessment of agronomy-related recommendations? Can you describe this?	Technical validation (response and risk) is critical towards the development of useful services
5.4. User experience (UX)	Do you have experience with assessing UX? Can you describe this?	UX assessment is critical towards the development of useful services
5.5. Intellectual property, protection of information	Do you have data/information that you consider as protected?	EiA wants to operate following open access principles, focusing on the pre-competitive space.
5.6. Other comments/suggestions	Do you have other comments/suggestions related to the solution co-creation process?	It is important to gather all necessary information to set up a viable Use Case

## ANNEXURE 3:

### Use Case Term sheets

#### I. Term sheets for cooperation with EiA

##### I.1. Objectives of the cooperation

<b>Overall objective:</b>	
<b>Specific objectives:</b>	

##### II.2. Roles and responsibilities

Step in the generic Use Case Workflow	Roles and responsibilities for the demand partner	Roles and responsibilities for EiA
1. Agree on core partnership, assembled around the demand partner, including CGIAR, NARS, Extension service providers, D4AG, etc		
2. Develop the MVP around the demand, including aspects of user group, target area, farming system, information, format, gender dimensions		
3a. Decide on the required data (e.g., plot, remote sensing), to prototype the MVP and check their availability/ access; gather and/or collect new data		
3b. Decide on the required tools (e.g., analytics, modelling) to prototype the MVP and check their availability/ access; gather and/or collect new tools		
4a. Develop a prototype (V0) of the MVP, while engaging with the user groups to ensure alignment		
4b. Obtain commitment from the client/partner to validate the prototype (V0) of the MVP		
5a. EiA validates the prototype MVP with the user groups on		

technical aspects; gather sex-disagg. feedback via validation approaches		
5b. Partners validate the prototype MVP with user groups under real conditions, on architectural aspects (UX – user experience); gather feedback (sex-disaggregation.)		
6. Pilot the MVP with farmers/farmer groups/other ultimate beneficiaries and activate feedback loops from their use		
7. Develop a ready-to-scale version (VF) of the MVP, and hand-over to the client and other interested users		

### II.3. Contributions by partners

Contribution	Demand partner	EiA	Joint

### II.4. Engagement of third-party organizations

Party	Role	Engagement model

### II.5. Data management and IP

Data management	
Agreements:	
Intellectual property	
Agreements:	