



International Center for Tropical Agriculture  
Since 1967 / *Science to cultivate change*

# Knowledge driven PPPs at CIAT

CIAT Annual Program Review  
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# What is a “knowledge-driven” Public-Private Partnership?



# Knowledge-driven partnerships

*How can CIAT science add value or **promote outcomes at scale** through partnerships with the private sector?*



# Knowledge-driven partnerships

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# Knowledge-driven partnerships

Some ideas and examples...

...uptake of **tools and approaches** by private sector partners



Imagine a successful,  
growing company that...



1  
BILLION

...has improved  
the health and  
wellbeing of one  
billion people



100%

...sources 100% of  
its agricultural  
raw materials  
sustainably



1  
1/2

...has halved the  
environmental  
footprint of its  
products



We have a plan.  
The  
**UNILEVER  
SUSTAINABLE  
LIVING PLAN**  
Small Actions. Big Difference.

HOW?









# TOGETHER WITH SUPPLIERS AND PARTNERS WE HAVE PROVIDED HELP AND TRAINING TO **570,000** SMALLHOLDER FARMERS

WE CONTINUOUSLY LOOK AT MORE SUPPLY CHAINS TO HAVE POSITIVE SOCIAL AND ECONOMIC IMPACT ON SMALLHOLDERS

We are either directly in business with smallholder farmers or via suppliers in the examples here



We have been directly involved in agronomic support activities targeted at the farmers



We have contributed cash to programmes of farmer training



We pay for technical solutions that create environmental savings and yield improvements



We pay premiums to suppliers for investment in farmer replanting/agronomy programmes



We have provided planning material (high yielding seed) to farmers



We have provided resource directly to a project of farmer training



We link expert organisations to our suppliers/farmers to build, for example, pest management programmes



## TOMATOES FROM INDIA

As a result of a partnership between the Maharashtra government and Hindustan Unilever, a woman entrepreneur was able to invest in a tomato processing plant, contracting supplies which contributed to high-quality tomatoes for our Kissan Ketchup brand from

**2,600**

SMALLHOLDER FARMERS



OVER

**500,000**

FARMERS HAVE BEEN TRAINED OR ENGAGED IN AFRICA

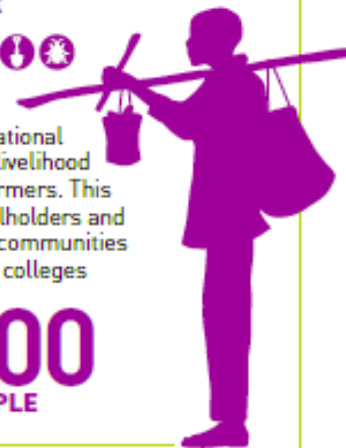


## VANILLA FROM MADAGASCAR



Working with Symrise and international NGO GIZ to deliver livelihood improvement for farmers. This impacts 4,000 smallholders and families, 32 vanilla communities and 44 schools and colleges

**24,000**  
PEOPLE



## WORKING WITH TEA FARMERS

An agreement with the Tanzanian government, aims to positively impact the local community in Mufindi through the development of

**6,000**

HECTARES OF SMALLHOLDER TEA FARMS



The Kenya Tea Development Agency (KTDA) launched a new phase of its Sustainable Agriculture Programme to see 96,000 farmers trained by 2015

Unilever and Vodafone technology connects smallholder farmers directly on agronomical best practices to ultimately improve livelihoods. And Lipton continues to inform consumers about this



## PALM OIL FROM INDONESIA

A close cooperation between smallholders, the RSPO and WWF achieved the first certified oil palm smallholders from Indonesia to comply with the sustainable oil palm management standard

**763**

HECTARES OF PLANTATIONS

## BLACK SOY BEANS FROM INDONESIA

Working with farmers to develop a high-quality sustainable supply for Bango sauce. In 2000, we started working with a local university to engage local farmers, providing technical assistance and financing to help them improve productivity and boost incomes

**7,000**

FARMERS ENGAGED IN THE PROGRAMME





# Knowledge-driven partnerships

Some ideas and examples...

...uptake of **tools and approaches** by private sector partners

...**use of research findings** by private sector partners



## Poverty indicators for coffee producers in Nicaragua & Mexico

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# Coffee Companies Team Up to Combat Seasonal Hunger

Saturday, February 16, 2013 by **Amanda Cooper**

For several years, we have worked with our partners to address seasonal hunger by supporting “food-security” projects at the household level — that is, projects that help farmers grow or have the means to buy sufficient, nutritious food on a day-to-day basis. We’re excited to announce that we’ve now joined with four other coffee companies along with Mercy Corps and Aldea Global to work on this issue together.

The Coffeelands Food Security Coalition, made up of **Counter Culture Coffee, Farmer Brothers, Green Mountain Coffee Roasters, Inc., Starbucks Coffee Company and Sustainable Harvest Coffee Importers**, is a collaborative project that aims to develop, enable and disseminate solutions to seasonal hunger in coffee producing countries. **Mercy Corps** is partnering with the Coalition to fight hunger in Nicaragua, beginning in February 2013, through the Empowering Food Securities Project. The Coalition aims to expand participation within the industry and with other NGO and government partners, and will be announcing opportunities in early spring 2013. For more information about the Coalition and opportunities to get involved, please visit [Mercy Corps’ Food Security in the Coffeelands webpage](#).

approximately 19,000 families in our supply chain.

The company expects to bring food-security support to at least an additional 20,000 families in our supply chain by expanding or initiating food-security projects during our fiscal 2012.

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t Us

This week is the 25<sup>th</sup> Specialty Coffee Association of America’s (SCAA) conference; the largest coffee conference in the world where there is a lot to explore. Amidst the extensive variety of workshops offered, there are some specifically designed around the topic of food security. The workshops will cover information ranging from la roya (mentioned in Friday’s post, below) to the development of school gardens, all affecting small scale farmers in the coffee industry.

Below are some recommendations to help you navigate through food security-focused workshops during this jam packed event!

Friday, April 12, 2013  
10:30 – 11:45 AM

1. Bean Counting: Productivity and Profitability Among Smallholder Coffee Farmers, Room 251



# Knowledge-driven partnerships

Some ideas and examples...

...uptake of **tools and approaches** by private sector partners

...**use of research findings** by private sector partners

...**targeted research** to drive conversations with private sector partners





## Towards a Shared Approach for Smallholder Performance Measurement: Common indicators and metrics



SUSTAINABLE  
FOOD LAB



FORD FOUNDATION



International  
Finance Corporation  
WORLD BANK GROUP



PROVIDING FINANCE FOR RURAL COMMUNITIES



the sustainable  
trade initiative







## Miscellaneous



# Knowledge-driven partnerships

Potential roles for CIAT...

...provide (and explain) **scientifically robust evidence** to partners so they can use it

...provide **tools and approaches** to partners to change practices

...**embed research** into partner agendas and practices to learn together

...others?





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CGIAR Consortium

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*Science for a food secure future*