



EBAFOSA INNOVATIVE VOLUNTEERISM

IMPACT PLANNING

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EBAFOSA
Ecosystem Based Adaptation for
Food Security Assembly

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Innovative volunteers in Ghana, Ebapreneur Solutions making solar dryers to be used in drying of various food stuffs.



PART 1 – CONCEPTUAL EXPLANATION

1.0 CONTEXT

One of the key aspects of the EBAFOSA Innovative Volunteerism work is to clearly showcase impact being undertaken and felt at scale. This is not something that can happen overnight but is a build-up over time. This build-up is divided into stages or tiers, with one tier building on from the other.

The core driver of extending this impact at scale is “lessons sharing”. Where to those whom lessons are shared, they take it up and expand the solutions to more and generate more data to inform more policy implementation aspects. The structure of flow is therefore stepwise as follows.

First, is the experimentation, testing, and development of the different climate action solutions and the engagement of the communities to start taking up the products. Data generation also occurs.

Second, is the strengthening of the product lines following the initial feedback from the communities and re-engaging the communities with the improved product lines. This stage also involves encouraging peer-to-peer growth of the solutions from the demand side, where beneficiaries in the community are engaged to inform more of their peers to also become partakers of the solutions. By this, replicable models involving a product line & how it is developed, as well as its deployment to the community, community feedback and management, and the generation of data for policy can be solidified for ease of replicability in other localities.

The third stage is the widescale uptake of the solution for replication in other locations. The market for solutions is very large and much more youth are needed to take-up and replicate these solutions. The key however is to ensure this youth engagement occurs in a manner that is verifiable, and massive in scale. Here, leveraging in mass engagement events such as exhibitions becomes critical. In these mass engagement events, youth are engaged theoretically first. Then based on a demonstration of commitment, the willing among these youth are engaged more on practical aspects of spreading the climate action solutions to more of the community – either as product marketers, community mobilisers, product developers etc.

In all the above stages, community structures that already engage many people in communities – especially communal cooperatives, local governance structures, academic institutions as applicable, will be leveraged upon in driving uptake of the solutions. In addition, policy institutions such as national standards bodies will also be leveraged in driving uptake of the climate action solutions as well as in taking up data from the ground to inform different policy implementation trajectories.

2.0 PRODUCT LINES OF INTEREST

All climate action solutions will be leveraged for the above. However, fast mover consumer items that are already popular among communities, and non-capital-intensive in terms of start-up costs – in this case fuel briquettes – will be the lowest hanging fruit to leverage upon. But the other product lines of solar dryer centres will also be leveraged.

3.0 BREAKDOWN OF STAGES OF SCALE-OUT / ESCALATION

In all the stages below, data will be generated to continually inform policy processes. In all these stages, where applicable, institutions that already engaged the community will be engaged as much as possible to form close bonds as these communities are the market for the solutions.

a) Stage 1 – product definition, development, internal lessons sharing, testing and market testing

This stage is more internal. Innovative Volunteerism actors undertake research on the different climate action solutions and perfect their skills in developing them. They test what they have developed for purposes of refining the product and also generating data on the technical aspects of the product that will be critical if the product is to be developed at scale or if this data will be required to make a case for policy uptake – e.g. developing product manuals, generating data on efficacy and effectiveness of the product. This stage also involves the start of market engagements for purposes of testing the product lines and collecting anecdotal market feedback that is critical to further recalibrate and improve on the product in line with the market preferences for enhanced uptake.

In addition, product development and testing lessons are shared internally among Innovative Volunteerism actors. Example a new innovative approach to solar dryers' development can be shared internally with other innovative volunteerism actors. Product development manuals are shared internally among innovative volunteerism actors etc.

b) Stage 2 – product refinement & consolidation at micro market level

This stage is both internal & external. It aims to perfect the product following market preferences, and to generate early market adopters – those who will become “loyal” customers / clients and become sources of referrals. At this stage, the product lines are deployed out to the consumer communities – leveraging as much as possible, trusted community structures that already engage most of the community – in this case:

- ▶ communal cooperatives,
- ▶ local governance structures,
- ▶ key policy institutions – especially national standards bodies.

The products are actively marketed in the community for uptake. Continuous recalibration of tactics is undertaken based on market feedback. In this stage, Innovative Volunteerism actors seek to form working bonds with the marketplace/consumers by understanding consumer behaviours, barriers to product uptake and working to circumvent barriers. Data generated from consumer engagement is very critical and is compiled to inform policy – both the data in terms of key success factors, as well as barriers. The aim being to not only inform practical policy implementation, but also inform on additional

gaps in incentives that will be most effective in driving uptake of the climate action solutions to enhance policy implementation. Stage 2 is about establishing working models of product development, market engagement, data generation for policy that can be replicated as working formulas for broader engagement in new locations.

c) Stage 3 – product expansion in mass market & mass engagement of lessons sharing

This stage is about expanding uptake of products in the market and lessons in product development en masse. The market is too large to be reached by a few Innovative Volunteerism actors. This stage is about recruiting more actors to take up the lessons – either working within the fold of the Innovative Volunteerism actors or working on their own – to then expand reach of the climate action solutions to the broader community. It will involve 2 key steps. The first is creating this mass of new product developers/disseminators, who will then be the tools for the second step of engaging more communities in newer locations to take up the product lines.

For the first step, execution calls for use of mass engagement events such as exhibitions. Here, Innovative Volunteerism actors will need to organise mass exhibitions and invite willing young people to come and learn the theoretical aspects of climate action solutions development and deployment. Institutional structures that already convene/mobilise young people or can do so in an accountable, traceable way, such as communal cooperatives, academic institutions, or any other institution already engaging young people that needs them trained in climate action solutions etc., will be leveraged as much as possible to mobilise these willing young people for the mass engagement events. These mass exhibitions will be to provide theoretical knowledge to willing young people on the development and deployment of these climate action solutions.

The second step builds from the first. Here, those young people engaged in the above training who prove to be loyal, hardworking, and highly interested in working within the fold of the Innovative Volunteerism actors are taken in to engage in practical aspects of product development, market mobilisation, and product dissemination within the Innovative Volunteerism fold.

Those who will not fit the above criteria will be free to go after the training to go and engage in product development and dissemination for market uptake in their own independent ways. But the key will be that they will also need to be sending periodic progress reports to the Innovative Volunteerism actors who trained them to update on how they are deploying the knowledge they gathered to the benefit of the communities.

The above aspects will generate data that will also be critical to inform policy – and especially implementation of national standards, academic curriculum refinements e.g. integrate climatepreneurship into traditional entrepreneurship curricula etc.

4.0 CONCLUSION

As much as these stages are considered to follow a chronological flow – where one state builds onto the other chronologically, they are NOT mutually exclusive. That is to say that it does not mean that one cannot be in stage 2 while still perfecting what was done in stage 1, or be in stage 3, and still be perfecting what was done in stages 1 & 2. So, these stages are interlinked and complementary and are not to be rigidly implemented. The marketplace is fluid and flexibility to shift between stages is much in order. For example, in while in stage 2 or 3, an Innovative Volunteerism actor can find out based on market feedback, that a new potential product line that easily piggy-back from what they are already offering is in high demand in the market place. They will therefore automatically engage stage 1 to develop & refine that new product line for the market.



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