

# Geodata for Agriculture and Water (G4AW)

Improving food security in developing countries by using satellite data

## Round III: Call for Proposals

### Food and water security

By 2050, the world population will reach 9 billion while the demand for food is expected to increase by 70%. The scope for more arable land is very limited, competition for water is increasing and weather is becoming less predictable. Hence, a more effective and efficient food production is essential. Providing the right information at the right time to food producers such as farmers, pastoralists and fishermen can help increase productivity and production efficiency in a sustainable manner, thus ensuring food security on a global scale.

### Satellites and mobile data

An important element in enabling an improved and increased sustainable food production and water use efficiency is providing (smallholder) food producers (farmers, cattle breeders, fishermen) and other stakeholders in developing countries with relevant information. Within this context, satellite information provides fast, timely and objective data that, once processed, can be used for user-tailored agricultural advices resulting in higher crop yields, water use efficiency, early warnings for drought/flooding/diseases, financial products (micro insurances), etc. Together with the rapid adoption of mobile phones in developing countries, millions of food producers in remote areas can be targeted with relevant agrometeorological information services.

The combination of improved mobile connectivity, new satellite services and private investments offers the opportunity for scaling up innovations to large-scale implementation and operation. A growing fleet of earth observation satellites encircling our planet guarantee a continuing global coverage and provision of free data. Recent studies show that information from satellites and other (geo)data can be translated into agricultural advice, which enables higher crop yields and a more efficient use of seeds, water and fertilizers. Also, food producers will be able to receive early warnings for drought, flooding and/or diseases. Mobile phone based services providing up-to-date market prices have already been proven successful in Africa and India. Increasing the quantity and quality of communication networks enables millions of food producers in remote areas to benefit from relevant agricultural information, empowering them to make better decisions. Also, micro-insurances and/or micro loans combined with information services can help guarantee the continuity of food production.

The G4AW programme is supportive of the water and food security policies of the Ministry of Foreign Affairs of the Netherlands and implemented by the Netherlands Space Office (NSO). G4AW aims at facilitating the formation of partnerships (private sector, government sector, NGOs, research institutes) and supporting initiatives of these partnerships to set up large-scale, demand-driven, and user-tailored satellite-based service chains. A “closed information chain” would be an ideal situation and may look like this: free digital satellite data is collected and (pre-) processed with the appropriate technology (by a satellite data provider); thematic information is extracted and knowledge is obtained to solve problems (by a tech and/or knowledge partner); the ensuing information is then transmitted as an easy-to-use and familiar service or product for the farmer (by a technology provider and commercial partner); farmers are informed of usage and applicability (by a service delivery agent or aggregator); and after which, farmers use information and improve food security levels.

## Objectives

G4AW aims to:

1. improve the output of the agricultural and fishing sector in 26 partner countries by providing food producers with relevant information, advice or (financial) products
2. achieve a 25% more efficient use of water
3. achieve a 10% more efficient use of inputs for food production (seeds, fertiliser, pesticides, etc.)
4. reach a minimum 10% increase in sustainable food production and/or improved income of at least 3 million food producers, by providing them with relevant and timely information.

### G4AW partner transition countries (max. 60% grant)

Colombia
Vietnam
South Africa

### G4AW other partner countries (max. 70% grant)

Angola	Cambodia	Laos	Niger	Zambia
Bangladesh	Ethiopia	Malawi	Uganda	Zimbabwe
Benin (b)	Ghana (b)	Mali	Rwanda (b)	South Sudan (b)
Burkina Faso	Indonesia	Mozambique (b)	Senegal	
Burundi	Kenya	Myanmar (b)	Tanzania	

(b) countries with a bilateral water or food security programme with the Dutch government receive additional bonus points

### Conditions and criteria

- **Project consortium** (partnership) must comprise at least:
  - 1 organisation from partner country
  - 1 organisation from the Netherlands
  - 1 public partner
  - 1 private partner
  - 1 partner for processing geodata
- **Target group size:** at least 100,000 farmers, 50,000 fishermen and/or 50,000 agro-pastoralists
- **Maximum grant:** €3,000,000 / **Minimum grant:** € 500,000
- **Own contribution:** at least 30% for G4AW partner countries and at least 40% for G4AW partner countries in transition (see above)
- **Appraisal criteria:**
  - number of smallholders targeted
  - outcome in terms of improved use of inputs, improved sustainable production, increased income, partnership including liaison function towards targeted end users own investment, liquidity, financial sustainability of service provision after project closure, substantial use of satellite data as input for service chain, Corporate Social Responsibility (CSR), gender policy.

### Process and deadlines

Total grant funding available for this round is €19.8 million, which is expected to support 10-12 selected projects. Applicants are strongly advised to use the "Call for Advice" period to submit a concept note for a first initial assessment of the project idea, partnership and business case. NSO will provide non-binding recommendations whether and how to further develop the concept note into a full proposal as part of the application. Applications that are incomplete on the application deadline will be rejected. It is

therefore recommended to submit the application at least two weeks before the application deadline so that NSO can check the completeness of the information submitted.

**Deadlines:**

- Call for Advice (concept note): 16 April up to 16 June 2017
- Completeness check (full proposal): 31 August 2017
- Application (full proposal): 14 September 2017.

**Advance Consulting & G4AW**

Advance Consulting is a business consulting firm with a focus on private sector investment in developing countries. We support businesses to identify commercial opportunities, advise on strategic cooperation, develop bankable business plans, write project proposals and investment propositions, acquire financing, and provide technical assistance and project management support. We support companies, NGOs and knowledge institutes to develop projects, write concept notes and formulate full proposals to attract grant financing from complex and very competitive programmes such as G4AW.

In the second G4AW call (2015), we facilitated the successful application for three projects that are currently in their implementation phase, in Bangladesh, Burkina Faso and Uganda. Please refer to our website for details on these projects: <http://www.advanceconsulting.nl/news/9324/2017/01/dutch-technology-for-farmers-in-uganda>.

For more information on how we can assist you to participate in the G4AW programme, please contact Siebren Wilschut by email: [siebren@advanceconsulting.nl](mailto:siebren@advanceconsulting.nl) or by phone: +31 318 67 2704.