

THE 1ST AGRICULTURAL INNOVATION 'MARKETPLACE' IN BURKINA FASO



6 July 2017,
Ouagadougou

Summary

- 80 active participants, plus the organisers
- Thoughtful selection of participants
- Application of a strategy for the mobilisation of services that support innovation

Type of participants

- CSOs and NGOs
- Government/public services
- Financial institutions
- Micro-insurance institutes
- Private support services
- Producer organisations
- Bilateral organisations
- Development agencies
- National funding bodies
- Projects and programmes

Motivation for attending

- Knowledge sharing on innovation in agriculture (51%)
- Meeting new people (48%)
- Building new relationships with development or business partners (44%)
- Learning about new approaches (44%)
- Informing on the roles of different niches (43%)

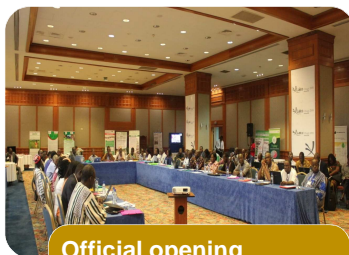
The six innovation partnerships present

- Drip systems for family farms
- Organic labelling
- Modernisation of advisory services with TICs
- Sunflower
- Local Land Charter for crop/livestock integration
- Agro-food micro-firms led by women

How the marketplace rolled out

Key success factors

- An experienced committee used to organising such events
- A thoughtful selection of the most suitable participants
- Consideration of upstream innovation service suppliers
- Thinking beforehand how such an event might work out



Official opening

- Welcome speeches
- Presentation of objectives and rules of the marketplace
- Media attendance
- Visit of stands by officials



Niche world café

- Six innovations presented by facilitators and leaders,
- 20 minutes-rounds to convince funders and attract innovation service providers
- Completing information sheets after each round
- Analyse of the information sheets by back-office staff



Support services world café

- Twelve providers of innovation support services,
- 15 minute-rounds to interest innovators and funders
- Completion of information sheets after each round
- Analyse of the information sheets by back-office staff

General feedback from the marketplace...

- Exchanging business cards (84%)
- Making new contacts (75%)

- Establishing new partnerships (56%)
- Increasing visibility (51%)

- Opportunities for arranging meetings with key partners (25%)

Views from the floor...

- Much support to on-the-day communications
- A dedicated on-the-day support team to analyse all collected information
- Organised in a place that is attractive and secure
- 'Hand-on' displays of different products



Mr Alexandre Kadré
Director of AgriData

"This innovation marketplace was an opportunity for AgriData to become known to rural development actors, but also to 'tie the knot' through making solid partnerships with different actors - that can make a contribution to development and economic growth for Burkina Faso. AgriData wants to make connections that will lead to partnerships that promote innovation in agriculture".



Mr François Kaboré
Bank manager, Orabank

"The motivation of my bank to participate in this 'marketplace' was to look for new clients, and to promote our products and make new contacts. After this day, however, I have changed my opinion, and am now convinced that the agricultural sector in Burkina Faso is changing its view towards innovation".



Mr René Emmenegger
Technical staff of CNABio

"The marketplace was for me a place for sharing knowledge on innovation support services and meeting key partners. It also allowed me to promote our new BioSPG label, that was otherwise not yet well known. Connections made has also allowed me and other facilitators to organize meetings with donors who have shown an interest in accompanying project partners to firm up initial engagements".

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