

# 10 SCALABLE and innovative initiatives for SUSTAINABLE RURAL DEVELOPMENT

in Latin America and the Caribbean

## CALL FOR INITIATIVES 2018

When?

May 28 to July 16, 2018

### 1. Background

The **Regional Office for Latin America and the Caribbean of the Food and Agriculture Organization of the United Nations (FAO)** invites all legal entities working in rural territories to submit innovative initiatives currently being implemented that seek to promote sustainable rural development.

Based on this first call, FAO will create a **Portfolio of Innovative and Scalable Initiatives for Sustainable Rural Development**, which aims to systematize innovative initiatives in different countries of the region, as well as to coordinate efforts and revitalize solutions for rural development under the framework of the 2030 Agenda for Sustainable Development.

All the initiatives chosen in the first phase of this selection process will form part of the **Portfolio of Innovative and Scalable Initiatives for Sustainable Rural Development**.

In addition, the top 10 initiatives will be invited to attend the **IV International Forum on Innovation for Sustainable Rural Development** to be held in November 2018. FAO will cover all travel and accommodation expenses.

Also, FAO will systematize and record selected initiatives in print, audio-visual and multimedia formats.

Finally, out of the 10 winning initiatives, FAO will select those with the greatest potential for scalability, which will form the basis for a network of initiatives to be presented to potential funders in order to facilitate the scaling-up process and provide other support.



The aim of this call is to identify and disseminate successful and innovative sustainable rural development initiatives that have a high potential for scalability.



**Vertical scalability**  
(transition to a public program)



**Horizontal scalability**  
(replication in a new territory or context)



**Functional scalability**  
(addition of new components)

## 2. Actors and initiatives

### 2.1 Who can apply?

The contest is aimed at all legal entities working on issues related to sustainable rural development, which may include public entities, research centres, international cooperation agencies, non-governmental and civil society organizations, communities and organizations of producers, as well as private companies, among other actors in the rural sector.

Those entities interested in applying may do so individually or in partnership with one or more other entities.

### 2.2 What are the priority areas?

This call for initiatives aims to contribute to three major regional priorities established by the 33 countries of Latin America and the Caribbean at the XXXV Regional Conference of FAO (Jamaica, March 2018):

- Eradication of hunger, overweight and obesity.
- Eradication of rural poverty, strengthening of family farming and construction of inclusive food systems for sustainable rural development.
- Sustainable use of natural resources, adaptation to climate change and disaster risk management.

### 2.3 Which initiatives are eligible?

According to the contest rules, initiatives must meet the following requirements in order to be eligible:

- **Location:** The initiative is implemented in one or more of the 33 countries of Latin America and the Caribbean.
- **Objective:** The initiative contributes to sustainable rural development and has positive impacts on one or more of the regional priorities in Section 2.2 above.
- **Track record:** The initiative has been implemented for a minimum of 2 years.
- **Legal status:** The applicant is registered as a legal entity.
- **Application deadline and format:** The entity must complete the online application, in Spanish, English or Portuguese, by the established deadline.

## 2.4 What are the evaluation criteria?

Eligible initiatives will be evaluated according to the following criteria:

Criteria	Weighting
Clarity and relevance of the initiative	20%
Level of innovation	20%
Degree of success	20%
Potential for scalability	20%
Specific topics of interest	20%

### Clarity and relevance of the initiative

Priority will be given to those applications that describe the experience of the initiative in a clear, coherent and complete manner, and that relate the initiative to FAO's priority areas.

### Level of innovation

Priority will be given to those initiatives that incorporate different types of innovation (institutional, technological, social, product, process, marketing and/or organizational), and which show particularly original and creative changes.

### Degree of success

Preference will be given to initiatives that provide concrete evidence of results or impacts, offer a multidimensional support strategy, and demonstrate financial and institutional sustainability through mechanisms to ensure their continuity in the medium term (participation of beneficiaries in the design and execution of the program or project, organizational strengthening, among others).

### Potential for scalability

Priority will be given to initiatives whose objectives are considered a priority by governments and potential funders, which have also established partnerships with different stakeholders as a strategy for mobilizing resources and competencies, developed innovative low-cost development instruments, and systematized their processes to facilitate their adaptation and replicability.

### Specific topics of interest

The specific topics of interest for the purposes of this call are as follows: promotion of agroecology; social development of markets (short supply chains, origin labelling, public procurement, among others); reduction and prevention of food losses and waste; promotion of healthy eating; inclusion of women, youth or indigenous peoples; promotion of associativity and organizational development of producers; promotion of economic, environmental and social synergies; synergy between ancestral and modern knowledge; coordination between social protection and productive development policies; strengthening of urban-rural linkages; focus on migration and remittance issues; promotion of rural activities such as handicrafts, rural tourism, harvesting and rural services; focus on renewable energy and energy efficiency issues; focus on biodiversity issues; focus on water access issues; and, all other issues that contribute to the 2030 Agenda.

## 3. Application process

All applications must be prepared by the entity responsible for the initiative and must be submitted online, in Spanish, English or Portuguese, through the application form available on the [website](#).

In addition to the application form, applicants may include a link to a folder with multimedia content that helps to explain the initiative.

To facilitate this process, FAO has made available a Word document (.doc) to prepare the application before entering the information into the online application system.

The 2018 call is open from Monday **May 28, at 09:00 hours**, until Monday **July 16, at 23:00 hours**, Santiago, Chile time.

Applications submitted in other formats or after the closing date will not be accepted.

## 4. Evaluation process

The evaluation and selection of the initiatives will take place in three stages:

### 4.1. Eligibility

This stage involves verification of the initiative's compliance with the eligibility requirements in Section 2.3 of these rules. All initiatives that meet the requirements will be considered eligible and advance to the next stage.

The official results will include a list of eligible and ineligible initiatives, specifying in the latter case the causes of non-compliance with the requirements.

The eligible initiatives will make up the **Portfolio of Innovative and Scalable Initiatives for Sustainable Rural Development**.

### 4.2. Evaluation and pre-selection process

The eligible initiatives will be reviewed and evaluated by a network of experts together with FAO, based on the evaluation criteria established in Section 2.4.

Based on the scores obtained, a FAO internal committee will draw up a classification table of the initiatives. The 30 highest scoring initiatives in the table will advance to the next stage.

FAO reserves the right to contact applicants to verify or request additional information to clarify doubts raised during the evaluation process.

### 4.3. Selection of winning initiatives

During this phase, the 30 initiatives with the best scores will be submitted to an Expert Committee, which will select the **10 Innovative and Scalable Initiatives for Sustainable Rural Development in Latin America and the Caribbean - 2018**. The results of the Committee's evaluation process will be confirmed in the Selection Results.

The Committee of Experts will have the power to modify the number of winning initiatives, depending on the quality and diversity of applications received.

## 5. Winning initiatives

The results of the call will be published on the [website](#), and FAO's social networks, at the end of July 2018. In addition, the winning entities will receive an individual notification.

Starting in August, FAO will contact the applicant entities to inform them of the procedures for receiving their award and participating in the IV Innovation Forum, as well as the process for documenting the initiatives.

The winners will receive the following recognitions and awards:

### Winning initiatives (1st to 10th place)

- Official certificate of registration in FAO's **Portfolio of Innovative and Scalable Initiatives of Sustainable Rural Development**.
- Dissemination about the initiative through various FAO channels.
- Invited to the **IV International Innovation Forum for Sustainable Rural Development**, within the framework of the **Food, Agriculture and Rural Development Week**, to be held in November 2018. FAO will cover travel and accommodation costs.
- Selected initiatives will be recorded in-depth by FAO in print, audio-visual and multimedia formats.

### Other selected initiatives

- Official certificate of registration in FAO's **Portfolio of Innovative and Scalable Initiatives of Sustainable Rural Development**.

## 6. Calendar

Activity	Dates –2018
Launch of the call for initiatives	May 28
Online application period	May 28 to July 16
Closing of online application process	July 16 at 23:00 (Santiago, Chile time)
Completion of evaluation process	End of July
Results announced	Between the end of July and the first week of August
Awards granted to winning initiatives	October

## 7. Terms and conditions

- FAO has the right to use, adapt and disseminate the materials received throughout the process.
- FAO will ensure credit is given to the authors and the original title of the initiative is respected in any reproduction or adaptation.
- Prizes are not exchangeable or susceptible to financial compensation.
- An entity that declines to receive their prize will not be eligible for any compensation or indemnity.
- Participating entities will have three months after the closing date of the application process to register a complaint about any issue related to this competition.
- The FAO is exempt of any and all responsibility resulting from copyright claims in the case that the materials submitted belong to a person or entity other than the applicant.
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- Participants are responsible for compliance with current legal provisions on intellectual property rights and the right to self-image.
- FAO reserves the right to request that the winners submit additional personal information as part of the procedure for granting the awards.

# GLOSSARY

## Sustainable rural development

- **Sustainable rural development initiatives:** Comprehensive programs or projects that contribute to the sustainable development of rural territories, considering multiple actors and lines of action.

## Innovation

- **Innovation for sustainable rural development:** A participatory process by which individuals and organizations find social and economic uses for new products, processes, forms of marketing or organization, allowing the strengthening of family farming, the reduction of rural poverty and the promotion of inclusive food systems.
- Innovations or improvements can be technological or non-technological, of a significant nature (a big change or improvement) or cumulative (small changes that together result in a significant improvement). It may be something new in a certain context, although not necessarily for others.
- **Types of innovation:** For the purposes of this call, the following types of innovation will be considered: institutional, technological, social, product or service, process, marketing and organizational.
- **Institutional innovation<sup>1</sup>:** Consists of a change of policies, rules, regulations, processes, agreements, models, ways of organizing, institutional practices or relations with other organizations, in order to create a more dynamic and conducive environment to improve the performance of an institution or a system and make it more interactive, competitive or inclusive. Generally, it involves public institutions.
- **Technological innovation:** This is the application of new ideas, scientific knowledge or technological practices aimed at the development, production and marketing of new or improved products or services, the reorganization or improvement of productive processes, or the significant improvement of a specific service. Generally, technological innovations are associated with changes in products or production processes, but technological innovations may also occur in the marketing area or in the form of organization, both by producers and institutions.

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<sup>1</sup> Certain authors propose "financial innovation" as a separate category, although in this call this is considered as part of institutional innovation.

Technological innovation can be found in aspects such as:

- Biodiversity: Conservation, management and adding value to the biodiversity of crops and animals; systems of genetic improvement of plants and animals, among others.
  - Environmental and agro-ecological: Reduction in the use of agrochemicals, biological inputs, recycling, water and soil management, efficiency in the use of natural resources, among others.
  - Mechanization and automation: Robotics, drones and satellites, remote sensors, smart equipment, laser technologies, new irrigation systems, food logistics, among others.
  - Information technology and communications: Internet of Things (IOT), big data (processing and data analysis), use of biometrics in livestock management, smart packaging, management systems, virtual commerce, digital marketing, among others.
  - New forms of agriculture: Agroecology, hydroponics, urban agriculture, and aquaculture, among others.
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- **Social innovation:** This involves the significant improvement of strategies, concepts, ideas, organizations, alliances, products or services, which positively impact the way that social needs are met or served. Social innovations are developed jointly by various actors, for the well-being of individuals and communities through the generation of employment, consumption, participation or other changes that improve the quality of life of people and can be replicated in other contexts. It is assumed that organizational innovation is part of social innovation. Generally, this type of innovation applies to initiatives led by civil society and/or non-governmental organizations.
  - **Product or service innovation:** Changes or improvements in the goods produced or the services provided.
  - **Process innovation:** Changes or improvements in the way goods are produced or in how services are provided.
  - **Marketing innovation:** This includes changing how and under what conditions a product is marketed, or changing the market or consumer of a certain good or service.
  - **Organizational innovation:** This involves a change in the structure, activities or services provided, the processes or methodologies followed, or the relationship with other actors (in terms of partnerships).

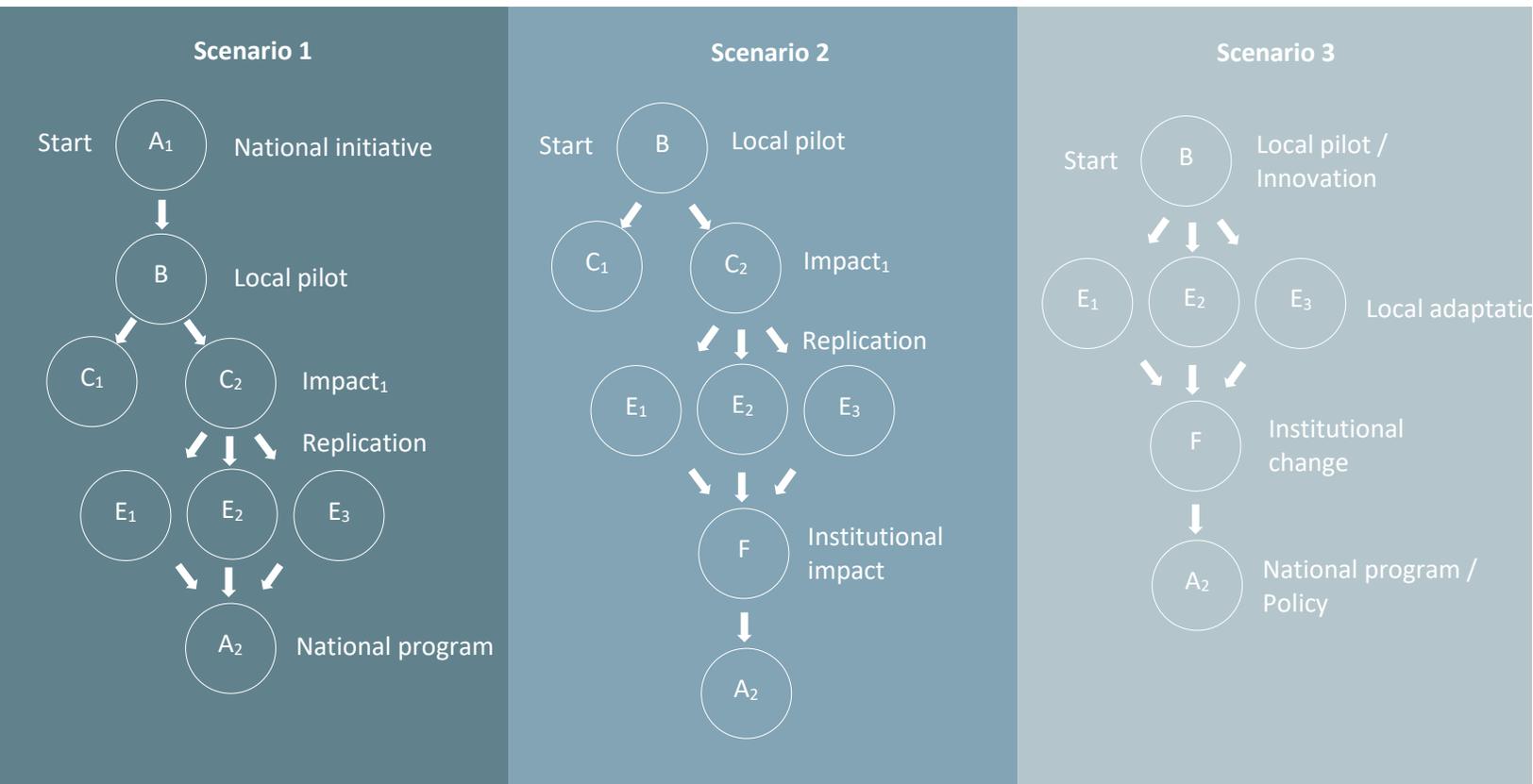
## Successful initiatives

- **Successful initiatives:** For the purposes of this call, successful initiatives are considered those that meet the following criteria:
  - **Consolidated track record:** The initiative has a sufficient execution time to show its results and impacts (evaluation of results or impacts, satisfaction study, among others). This call considers a minimum implementation period of 2 years.
  - **Environmental impact:** Conservation, management and adding value to the biodiversity of crops and animals; genetic improvement systems for plants and animals, among others.
  - **Proof of results or impacts:** The initiative has generated evidence of results or impacts on relevant indicators for sustainable rural development (production, productivity, income, employment generation, nutrition, environmental situation, inclusion and equity, social capital, territorial revitalization, among others).
  - **Comprehensive approach:** The initiative covers more than one aspect of rural development (economic, social, cultural, and environmental), applying a multi-sectoral approach to the territories where it is implemented, supported by a multidisciplinary team and/or institutional alliances.
  - **Financial and institutional sustainability:** This refers to the capacity of the initiative to ensure the continuity of its actions in the medium or long-term, considering both financing and political-institutional changes. Those initiatives conceived and executed with a high participation of beneficiaries, and with a consolidated organization, generally have better potential for continuity.

## Scalability

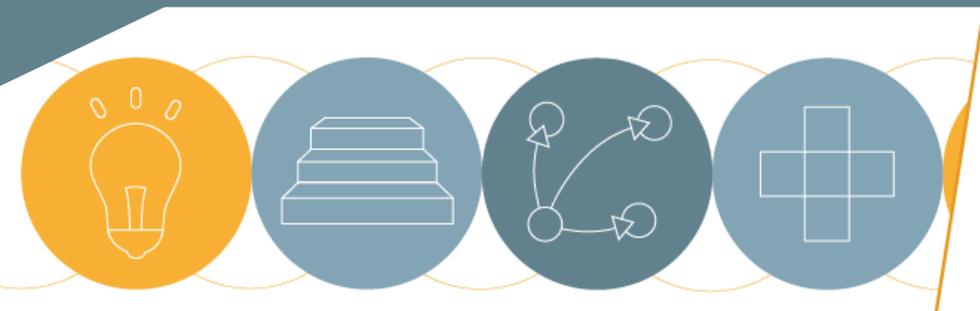
- **Scalability:** The concept of scalability has evolved in recent decades and has different definitions. This call considers the following definition of the term: *"Scalability consists of taking one or several 'islands of success' that manage to solve a development problem and replicating them to serve as many people and territories as possible."*
- **Scalable initiatives:** Initiatives that show potential for scalability, which means they can expand their results and impact through one of the following mechanisms:
  - **Vertical scalability:** This involves the institutionalization of initiatives that have been tested at the local level, in order to multiply them and thus achieve broader impacts. They are generally institutionalized through national programs, public policies, legal frameworks, etc. There are at least three types of vertical scalability, as shown below:

### Vertical scalability scenarios



Source: UNDP, 2010.

- **Horizontal scalability:** This involves the replication or expansion of a specific initiative from one territory to another, thereby increasing its scope. This includes the replication of "scaled-up" programs from one country to another.
- **Functional scalability:** This involves adding new components to a specific initiative, such as adding value to primary products or inserting new forms of marketing.
- **Potential for scalability.** Includes the following attributes:
  - Any problems solved or opportunities generated by the initiative are a priority for local governments and potential funders.
  - The initiative has established partnerships with different actors as a strategy for leveraging resources and competencies.
  - The incorporation of innovative low-cost development instruments (for example: skilled farmers, farmers markets, virtual learning communities, agroecology, productive alliances, among others), which allow scaling-up of initiatives in scenarios of tight budgets.
  - The initiative includes the systematization of its processes and the instruments and methods implemented, thereby facilitating their adaptation and replication.



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 and innovative initiatives  
 for **SUSTAINABLE RURAL**  
**DEVELOPMENT**  
 in Latin America and the Caribbean