

SCALE-UP PITCHES



WFP

World Food
Programme

**INNOVATION
ACCELERATOR**

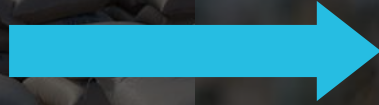


Building Blocks

Improving cash-based transfers across WFP and setting the framework for interagency collaboration



**More and more of WFP's
assistance is delivered in cash**



**With over \$1.5Bn transferred
to beneficiaries in 2017**

Cash-Based Transfers come with a number of challenges

1 Slow Process

2 Risk

3 Cost



Building Blocks

A WFP-led Blockchain platform
built on Ethereum



Building Blocks delivers almost \$3,000,000 in cash transfers every month to over 100,000 beneficiaries in Za'atari and Azraq, Jordan



More Cost Effective



Faster

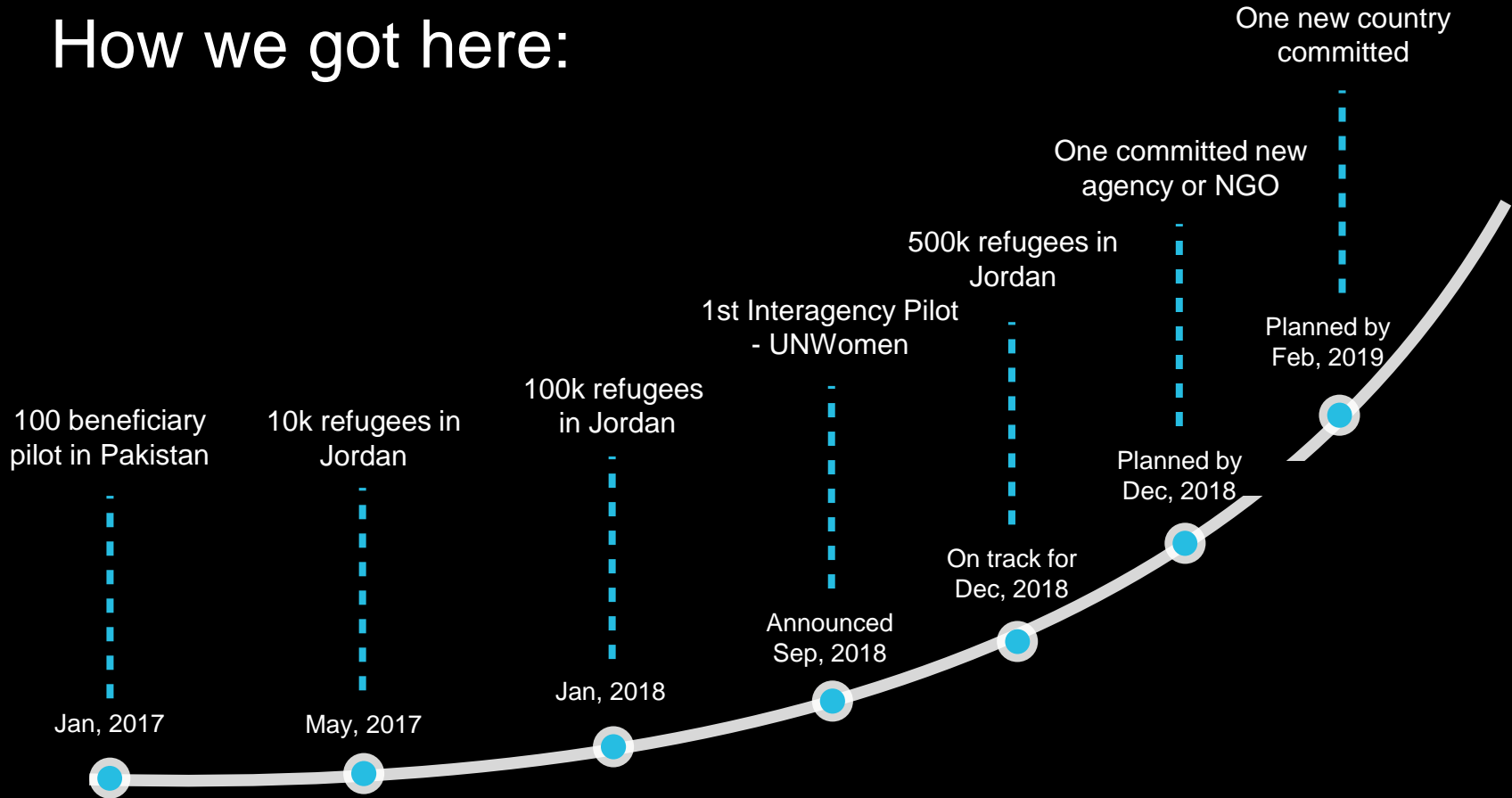


More Secure

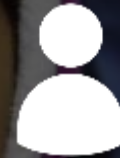


More Accountable

How we got here:



The end goal is to create a singular representation of the beneficiary in the Humanitarian system that each agency or NGO contributes to in their own way on a common blockchain platform



How you can help us achieve our goal

- 1 Help us secure continued funding for the future to bring on new countries and new agencies
- 2 Help us encourage other NGOs and Agencies to collaborate with us on Building Blocks



Thank you

Core Building Blocks team



Houman Haddad
Project Founder



Walaa Elshabrawy
Project Manager



Gustav Stromfelt
Accelerator PM

With support from

Stefano Santoro
Head of CBT, Jordan CO

Caroline Bird
Engagement Leader, TEC





SCALING Post-Harvest Loss Prevention

How can we help millions of smallholders?



Pests suffocate in hermetic bags

proven
profitable
affordable

How to reach 150 million smallholders across Africa?

What we do

We incentivize & de-risk market entries by

- Creating demand through public-private marketing
- Create an enabling environment
- Impact assessment

Our vision

Smallholders can buy effective, affordable & profitable storage in a profitable and competitive market

What we need

- Longer term donor engagement
- Patience & tolerance to market risks and fluctuations
- Funds for marketing
- Flexibility to timely source specific expertise

PHL Knowledge & Operations Center



Davinah Nabirye
Knowledge
Management &
Communications



Alex Businge
Lead Zero Food Loss
Training/RBA
Coordination



Brett Rierson
Head of the PHL
Knowledge &
Operations Center



Geoffrey Kisitu
PHL engineering

Sudan CO



Wolfgang Mittmann
PHL Scaling,
Accelerator



Nicole Carne – Head of Resilience
Siobhan Ewert – PHL Lead
Salah Khalid – Operations
Rihab Ibrahim – Procurement & operations
Dalal Eltayeb – M&E



World Food
Programme

the team

SAVING
LIVES
CHANGING
LIVES

Backup: Why do hermetic bags need support?



- Many geared towards manufacturing and B2B
- Low marketing spend
- High risk market entries (demand, political, stock on credit, ...)

- Little or no marketing
- Low capital, require stock on credit
- Risk averse, proven alternative products available
- Cannibalizes existing products

- Risk averse – putting harvest in new bags is asking the farmer to gamble with his livelihood
- Farmers don't „order“, they buy if locally available
- Slow spread because word of mouth more trusted than mass media

Backup: Public-Private Partnership Marketing

Radio

- Build awareness of PHL & hermetic bags
- Attractive formats (farmer testimonials, tribal elder interviews, call-ins, games,...)
- Provide advertisement slots for participating manufacturers (plug-in advertisement)

Roadshow

- A WFP truck is and trucks of manufacturers visit market places & create a big event
- WFP demonstrates bags, manufacturers sell their products

Demand & Retail structure

- All smallholders aware
- Initial traction
- Retail network setup
- Manufacturers can see business opportunity

M&E

- Monitor sales
- Monitor retail outlets & agents
- Weekly SMS smallholder survey
- Large SMS survey for impact assessment





USAID Food Security Campaign
Tawala
"Sikiliza dunia kama kila jama"

USAID Food Security Campaign
Tawala
"Sikiliza dunia kama kila jama"

PCS
USAID

USAID PCS

RADAR



World Food Programme

SAVING
LIVES
CHANGING
LIVES



Dalili Application

World Food Programme



The context



**WFP currently operates
cash assistance in 60
countries**



Our requirement – Ensuring competition



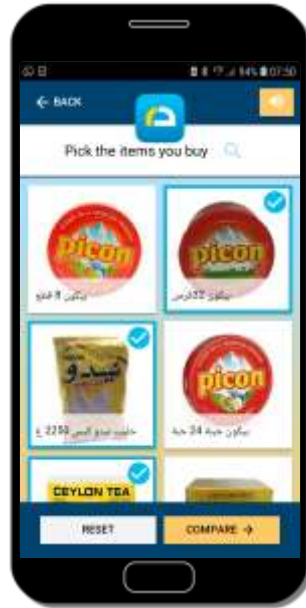
Comments from CBT recipients:

- “After a few months, once the shops see that they have a lot of WFP beneficiaries, they start increasing prices”
- “This shop had a lot of beneficiaries and really treated us badly. I was very disappointed”
- “I could go to other places but I just don’t know if I would save”

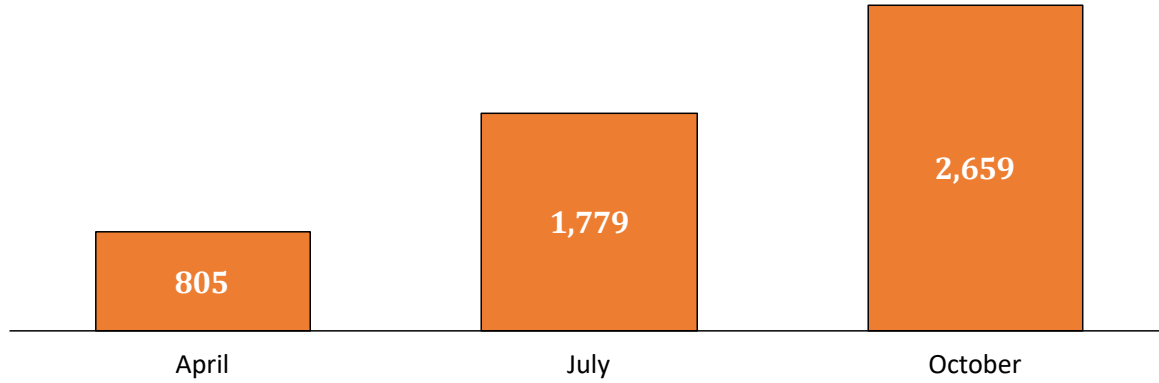
Higher gross margins in some markets – up to 20% of difference



Dalili helps WFP beneficiaries **see and compare** their shopping **options**



Our metrics





Help us make Dalili the leading tool to help WFP beneficiaries to redeem their assistance





Questions?





WFP SCALE-UP BOOTCAMP

H₂Grow

we grow food in the desert

Nina Schroeder, Co-Founder H2Grow
WFP Innovation Accelerator



**INNOVATION
ACCELERATOR**

BORN IN IRIDIMI, REFUGEE CAMP IN CHAD



ARAFRA'S PROBLEM



TALEB, TINDOUF REFUGEE CAMP, ALGERIA



SOLUTION: HYDROPONICS

A hydroponic greenhouse with rows of green plants under purple grow lights. The plants are arranged in long, narrow beds, and the lighting is a vibrant purple color. The structure of the greenhouse is visible in the background, with metal beams and pipes.

90%
LESS WATER

ZERO
SOIL NEEDED

LOCAL FODDER PRODUCTION IN CHAD



GREENS INSTEAD OF GARBAGE



IMPACT ON THE PEOPLE

250%
MORE MILK



PERU



ALGERIA



CHAD



350
PRODUCTION
UNITS
VEG+FODDER

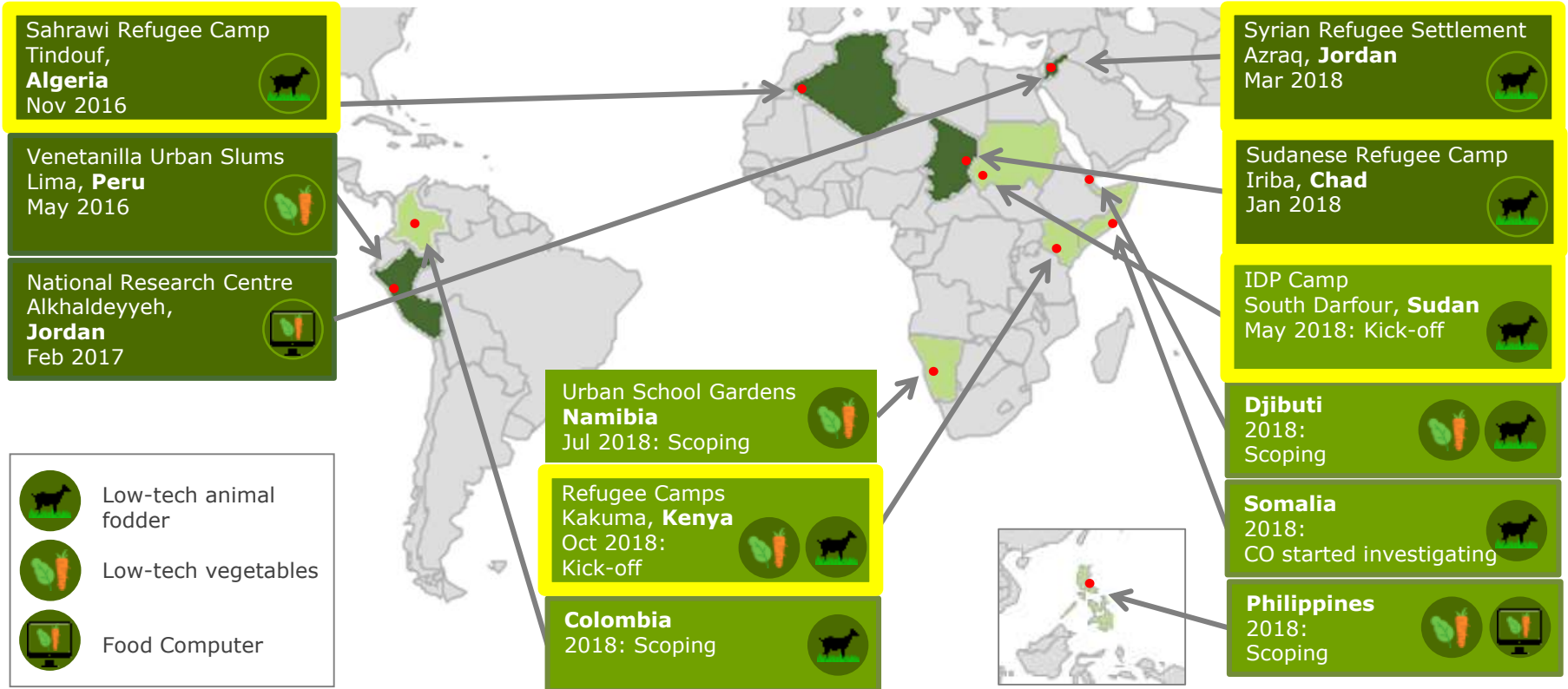


ON
OR

H₂GROW PLATFORM



GLOBAL H₂GROW ACTIVITIES – HERE TODAY





SUPPORT THE
HYDROPONIC
REVOLUTION!



**INNOVATION
ACCELERATOR**

GET IN TOUCH

Nina.Schroeder@wfp.org





**World Food
Programme**

SCOPE
Enable the Change

CODA
Conditional On-Demand Assistance

The Digital Evolution

2.6M deaths/ year



TARGETED SUPPLEMENTARY FEEDING PROGRAM (TSFP)
RATION CARD FOR CHILDREN 6-23 MONTHS

Child's Name: _____
Age: _____
Sex: _____
No. of Children: _____

Month	1	2	3	4	5	6	7	8	9	10	11	12
TSFP												
TSFP												
TSFP												

PROGRAM (TSFP) (MONTHS)

TARGETED SUPPLEMENTARY FEEDING PROGRAM (TSFP)
RATION CARD FOR CHILDREN 6-23 MONTHS

Month	1	2	3	4	5	6	7	8	9	10	11	12
TSFP												
TSFP												
TSFP												



Total Beneficiaries

1,244

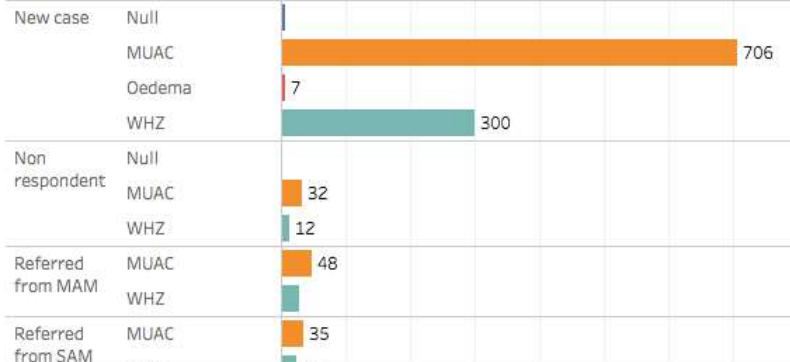
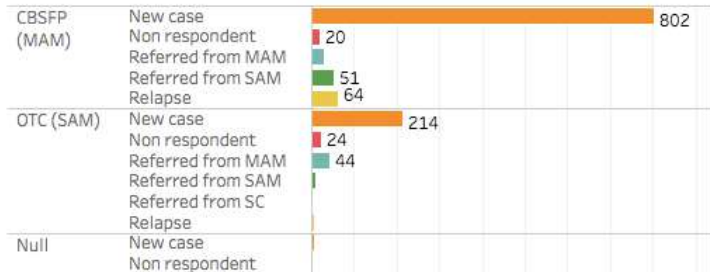
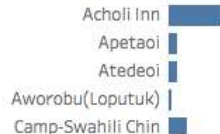


Demographics

Registration Date

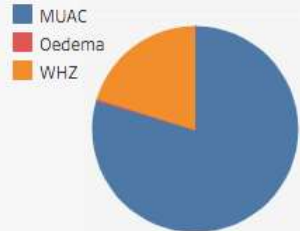


Healthcenter

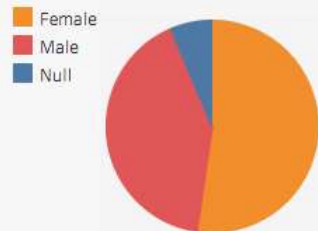


Admission

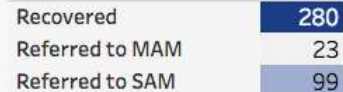
Discharge Criteria



Gender



Age Months (group)



Beneficiaries rolling over

1,244

Discharge



TARGETED SUPPLEMENTARY FEEDING PROGRAM (TSFP)
RATION CARD

CHILD'S NAME *Kinot Thiep al...*
 CAREGIVER'S NAME *Ahok m...*
 SITE NAME *M...*
 ADMISSION DATE (DD/MM/YY) *16/8/07*

FEEDING PROGRAM (TSFP)
CHILDREN (6-59 MONTHS)

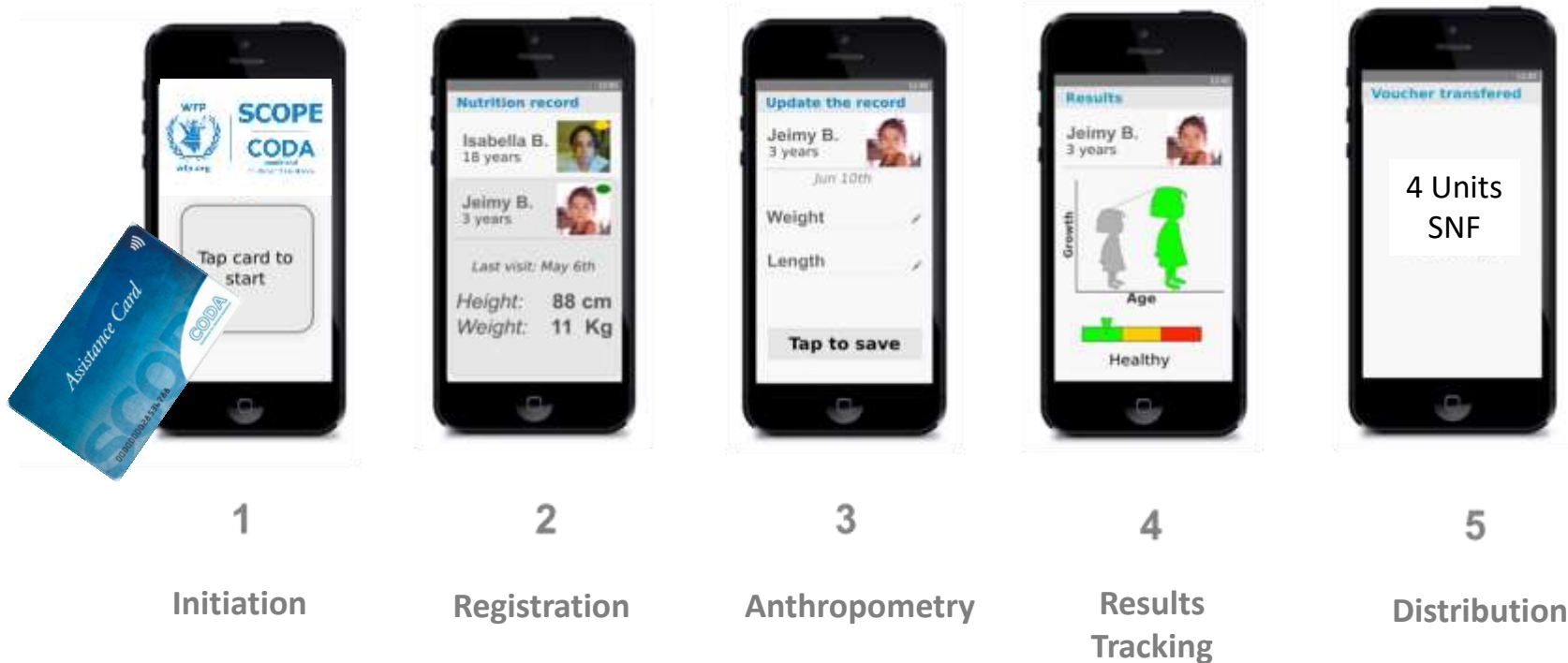
AGE (YEARS) *16 months*
 SEX (M/F) *male*
 PAYAM *alyalath*
 VILLAGE / BOMA *Titadol*
 CHIEF / SHEIKH *Ahok...*

DISCHARGE DATE (DD/MM/YY)

visit	Date (DD/MM/YY)	MUAC (mm)	Height (mm)	Weight (kg)	WFH (z-score)	Treatment given	Plumpy Sup Sachets (#)	CSB+ (kg)	CSB+ Premix (kg)	Referral to OTP	Comments
Admit	<i>15/8/07</i>	<i>11.7</i>	<i>-</i>	<i>6.9</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>3kg</i>	<i>-</i>	<i>Not</i>	
2	<i>30/8/07</i>	<i>11.9</i>		<i>6.7</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>3kg</i>	<i>-</i>		
3											
4											
5											
6											
7											

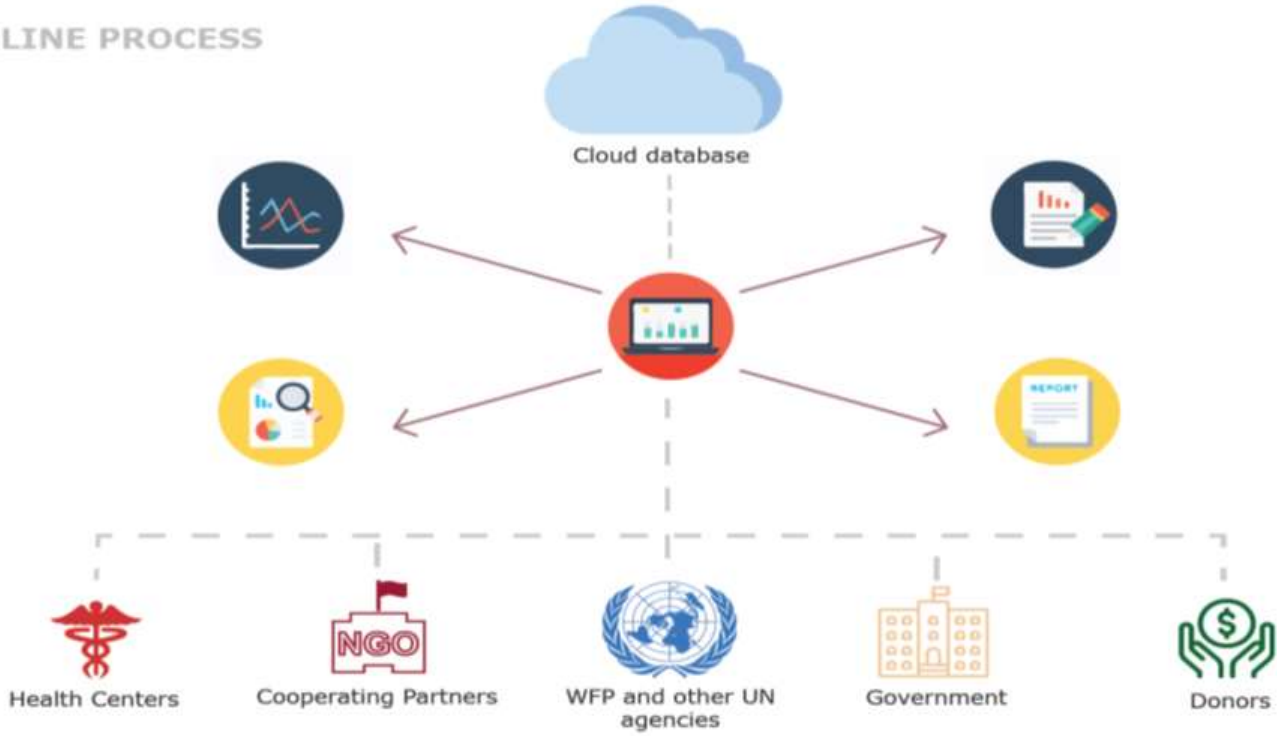


Easy-to-Use, Intuitive Interface

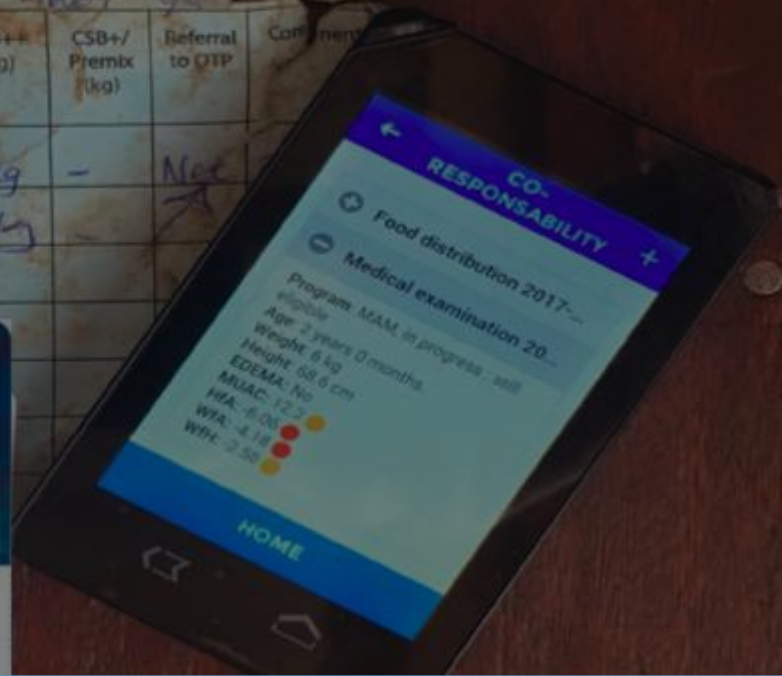


Improved Analytics for Adaptive Programme Management

ONLINE PROCESS



Designed for emergencies Integrated system Transnational



Current Pilot Locations

- The tool has been adopted in South Sudan, Uganda and Tajikistan
- In the past 6 months SCOPE CODA has been rolled out in 35+ health centres, supporting 15,000+ beneficiaries.



Moving Forward

- Have a lessons learned workshop end of October 2018 to finalise the global rollout pipeline
- Implement SCOPE CODA in Afghanistan and Madagascar by the end of 2018



A young girl with dark skin and short hair is smiling broadly, showing her teeth. She is wearing a bright yellow t-shirt. She is holding a white plastic cup with the WFP logo on it. The background is a wall made of vertical wooden sticks, suggesting a rural or informal settlement setting. The ground is reddish-brown dirt.

Save and change 51 million lives

For enquires, contact: craig.arnold@wfp.org or federico.naccarato@wfp.org

‘System-wide changes rely on a **critical mass** of interested parties, all willing to enter into **deep partnerships** and collaborations, founded on new levels of **trust** and a commitment to action’.

Paul Polman



WFP Innovation Accelerator Pitch
Munich, 7th October 2018



FARM TO MARKET ALLIANCE

Making markets work better for farmers

Smallholder farmer **AGRICULTURE = OPPORTUNITY**



Smallholder agriculture contributes **15%** of total GDP in Sub-Saharan Africa



One third of food production gets lost or wasted



\$11 billion agriculture investments required annually to increase output



Africa's annual food import bill is currently US\$35 billion, and is estimated to rise to US\$110 billion by 2025

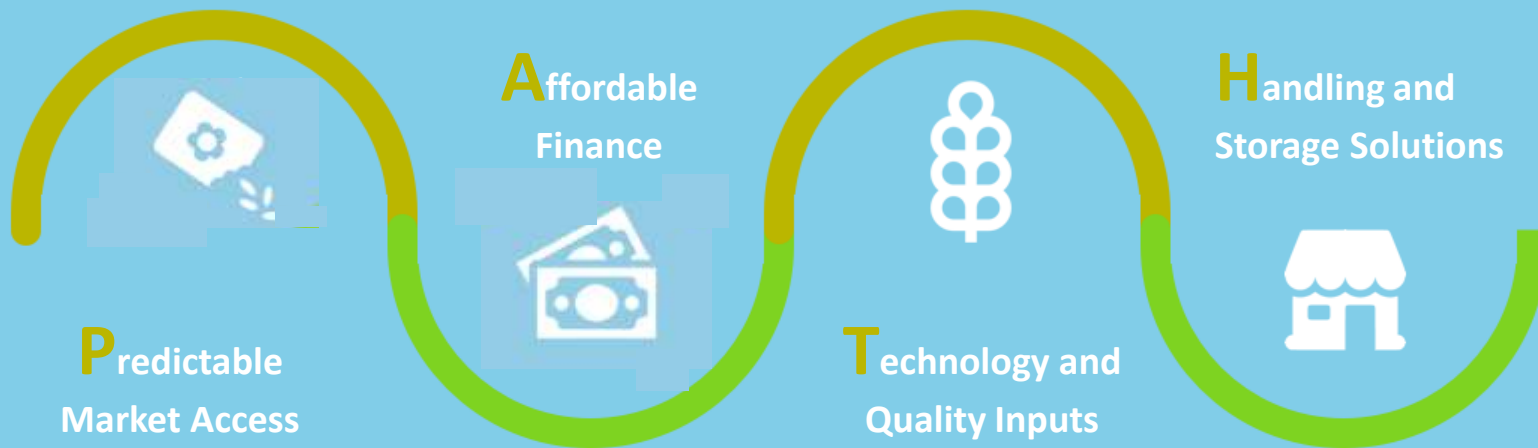


33 Million smallholders in informal market systems



Low productivity – rapid yield gains

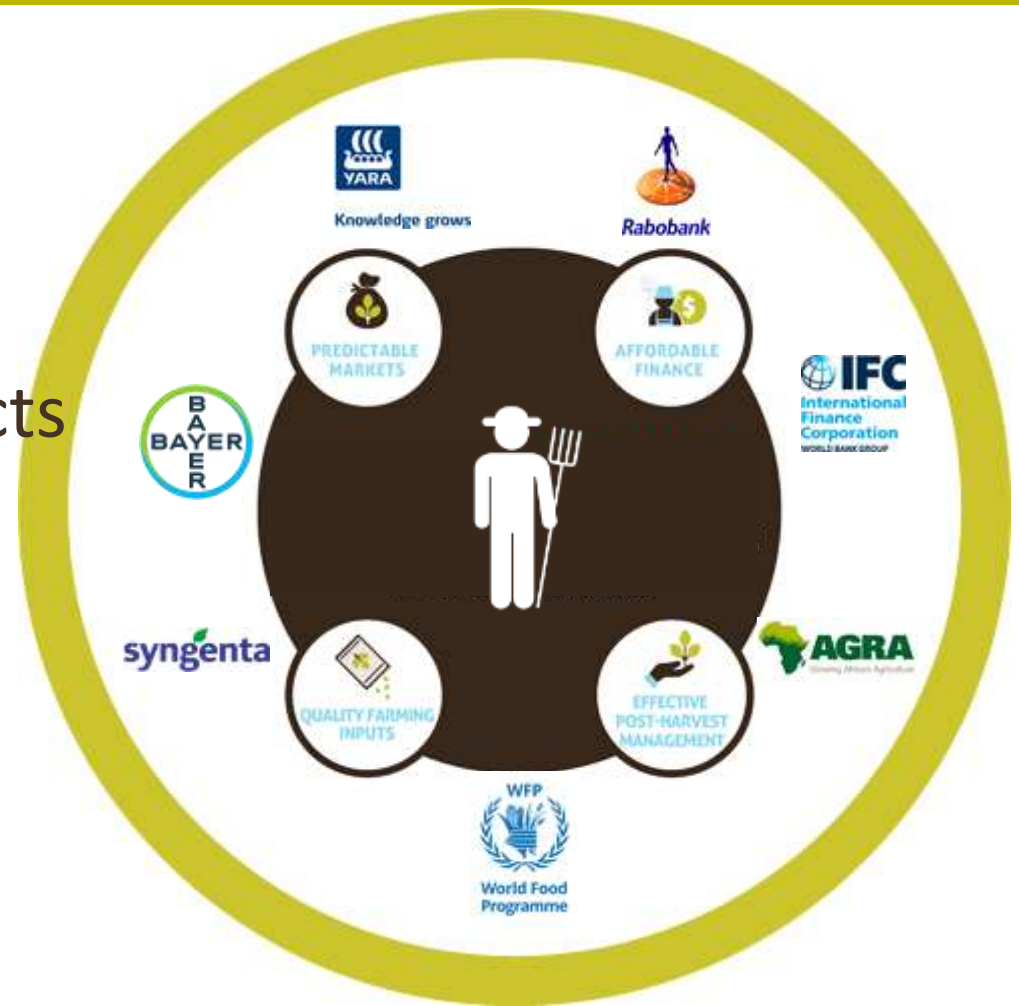
MAKING MARKETS WORK BETTER FOR FARMERS with **PATH**



We COORDINATE a network of service providers



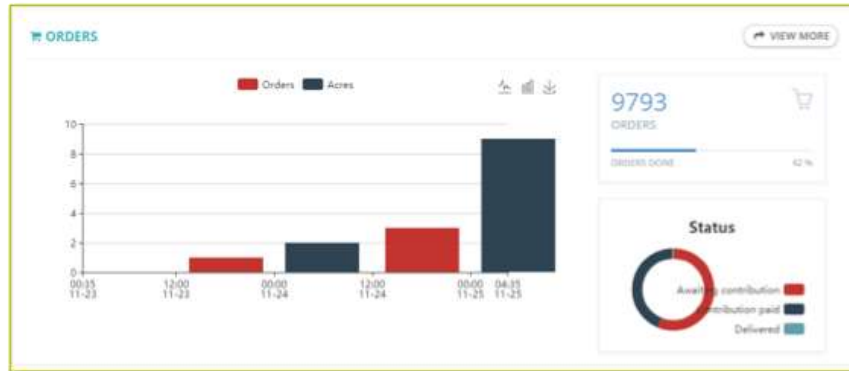
We **CO-DEVELOP** products and services





**We DIGITIZE the value chain
*making farmers visible and
partners trustworthy***

Partners place their products & services in the web app and in return receive **REAL-TIME DATA**



The screenshot shows a table titled 'CROP DEPOSITS BY FARMER ORGANIZATIONS in Tanzania'. The table lists various farmer organizations and their associated data.

NGO	Farmer orgs	Farmers	Amount of acres	Crop deposits	Total weight of deposits (kg)	Total value of deposits (TZS)
BRITEN	Ithem Saccos	21	42.0	21	22480.0	11240000.0
BRITEN	Kiponzelo Saccos	0	0.0	0	0.0	0
BRITEN	Mkusa Amicos	49	2900.22	49	84820.53	42410265.0
BRITEN	Mpui Saccos	157	1536.0	157	226383.0	113191500.0
BRITEN	Muangano Gumbiro Saccos	40	110.0	40	81630.0	40815000.0

PROVEN IMPACT WITH STRONG TRACTION



1.3x

Yield increases



2x

Increase in farmers' income



9/10

Farmers reducing post-harvest losses



4 Countries
Kenya, Rwanda,
Tanzania & Zambia



>150,000 Farmers,
48% are female



1,000,000 Farmers
household members more
resilient



US\$14.1 million in
crop purchases by
commercial buyers



US\$6.1 million
of input and output finance



65,000 MT
aggregated for fair sale

TAKING FtMA TO THE NEXT LEVEL



Phase 1

Proof of Concept

Today

- **Formalization** of business model
- **Value proposition** for all
- **Crowding in new partners**

Phase 2

- Scale up offering of **more products & services to more farmers**
- **Crowd in more private sector investment**
- Reduce donor dependency i.e. **sustainability**
- Fully **digitized operating systems**

**THANK YOU &
QUESTIONS**



**FARM TO MARKET
ALLIANCE**

SHANOO SARAN

Email: shanoo.saran@wfp.org

COO - FtMA



ShareTheMeal



World Food Programme

wfp.org

ShareTheMeal
Together we can end hunger!



ALL STARTED WITH AN INSIGHT...



821 M
HUNGRY PEOPLE



0.50 \$
FEEDS A CHILD
FOR A DAY



20x
MORE MOBILE USERS
THAN HUNGRY CHILDREN



...TOGETHER WE CAN END
HUNGER



1,100,000+

people have downloaded the app



Most of them are
MILLENNIALS

1 meal / 4 every seconds

27 MILLION

meals shared



TOP USER, TECH WORLD & MEDIA RECOGNITION



Customer Ratings

Current Version:
★★★★★ 154 Ratings
All Versions:
★★★★★ 1768 Ratings



LET'S JUMP TO 2022...



\$120 M
FUNDS RAISED



A MOVEMENT
OF 1.5M MILLENNIALS



EFFICIENT
SELF-SUSTAINABLE &
INNOVATIVE, SCALED

SCALING PRODUCT & VISIBILITY

Give on the go



Evolve individual giving



Integrate everywhere



Engage the public





THANK YOU!

DOWNLOAD ShareTheMeal



FOLLOW US @ShareTheMeal



TECH FOR FOOD

Connecting vulnerable communities
to the future of work



World Food
Programme

**INNOVATION
ACCELERATOR**

A photograph of a refugee camp. In the foreground, a young boy in a red and black plaid shirt stands next to a blue plastic crate on a small cart. To his right, another boy in an orange shirt stands near a grey crate. In the background, several other children are visible, some standing and some sitting. On the right side, a woman wearing a black headscarf and a dark blue dress is carrying a baby wrapped in a white blanket. The ground is dusty and there are makeshift tents made of white fabric in the background. The overall scene depicts a crowded and impoverished living environment.

Globally

65.6 Mio.

Displaced people are

STUCK

without opportunities

A photograph of a makeshift settlement, likely a refugee camp. The scene shows a wide, dusty path leading through rows of makeshift dwellings constructed from blue and white tarps. Several people are visible walking along the path. In the background, there are utility poles with numerous power lines stretching across the sky. The sky is clear and blue. Three large, dark circular overlays are positioned over the image, each containing white text.

Not
enough
food

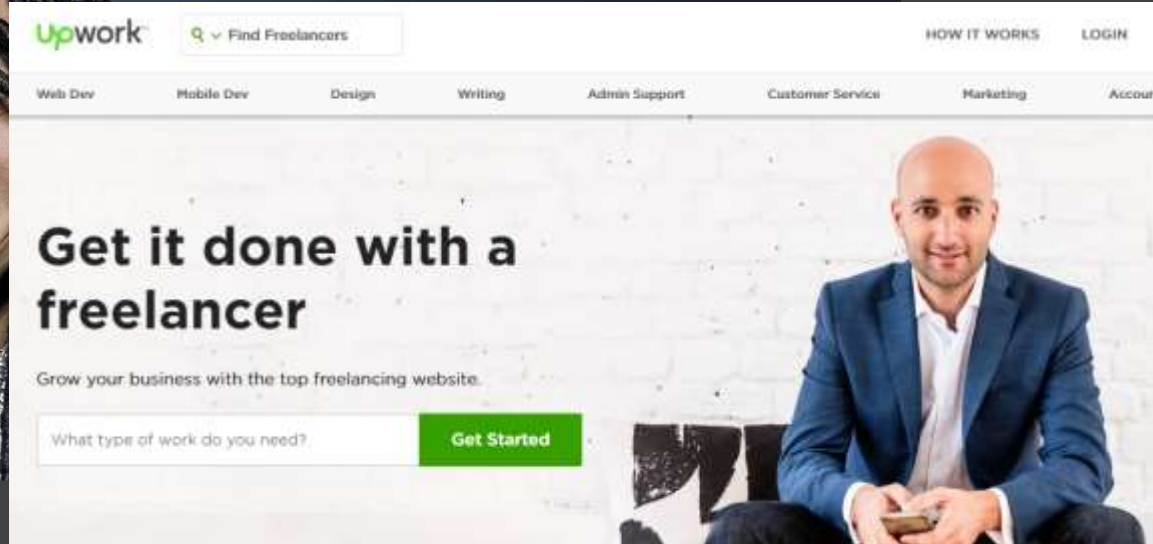
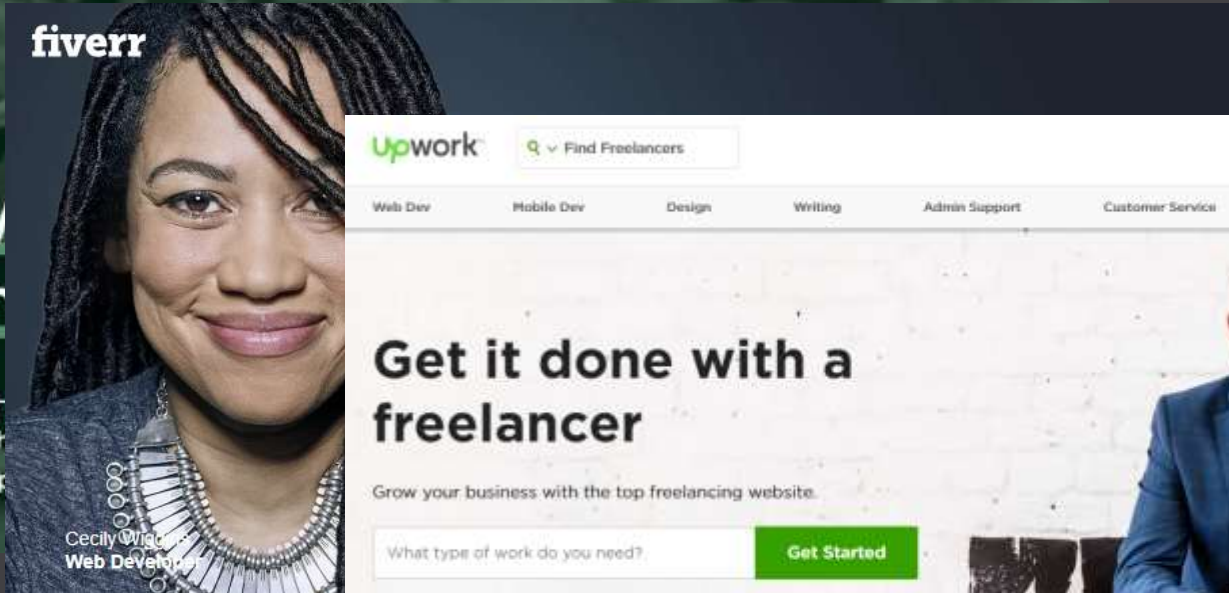
No
jobs

Protracted
crises

MARWA



Online freelancing jobs



Short and focused training that links to income



Example: Micro-work App

No previous experience required – just a smartphone



\$5.6/h

Tech for Food
students

\$7.0/h

Average micro-
worker

\$11.5/h

Top micro-worker

Current students: up to 260 USD/month (part-time)

MARWA



Our impact so far

1,500

Students

8

Campuses

50%

Women

100%

Access to
micro-work¹⁾

5-10

USD/
hour

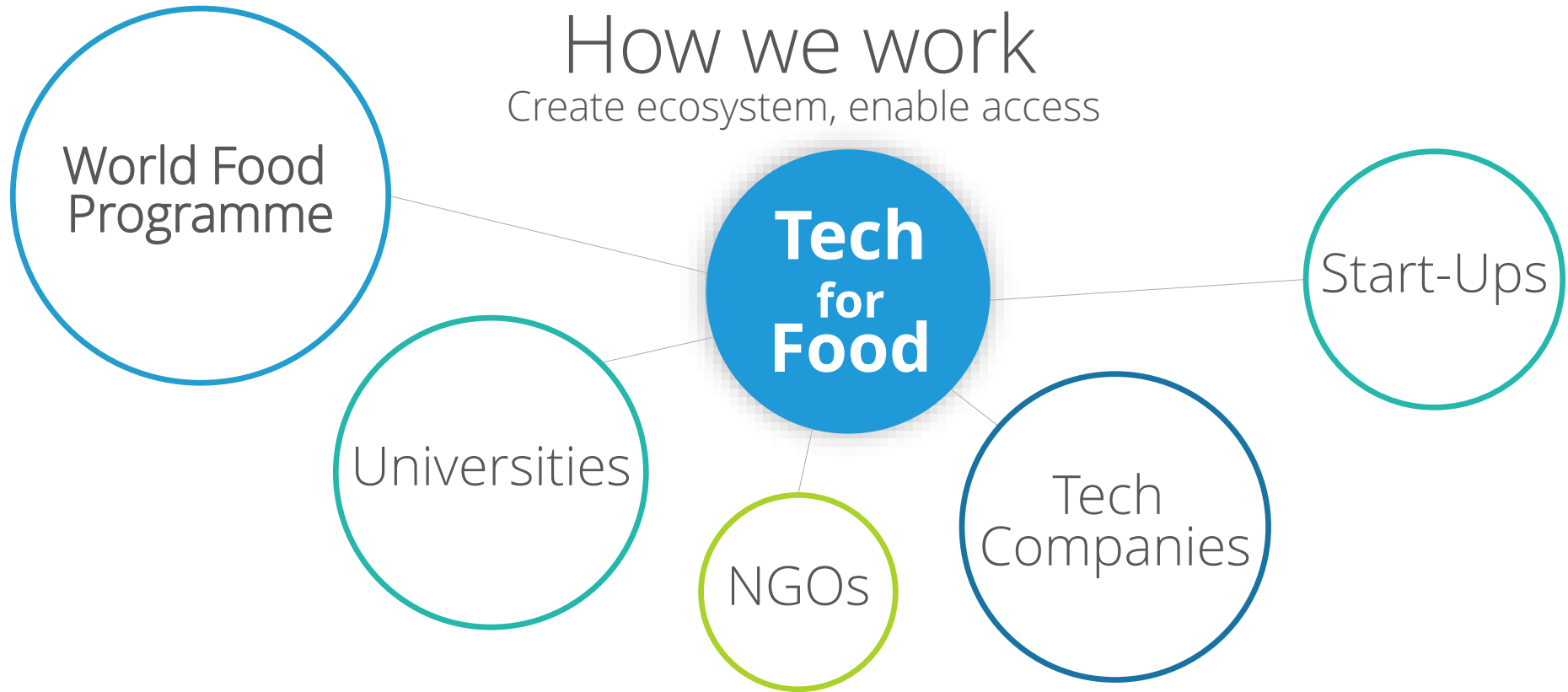
8,8M

USD
raised

1) In countries with legal access

How we work

Create ecosystem, enable access



Expanding globally:
100,000 people
reached in the next 5
years

Central America

Africa

Middle
East

Asia



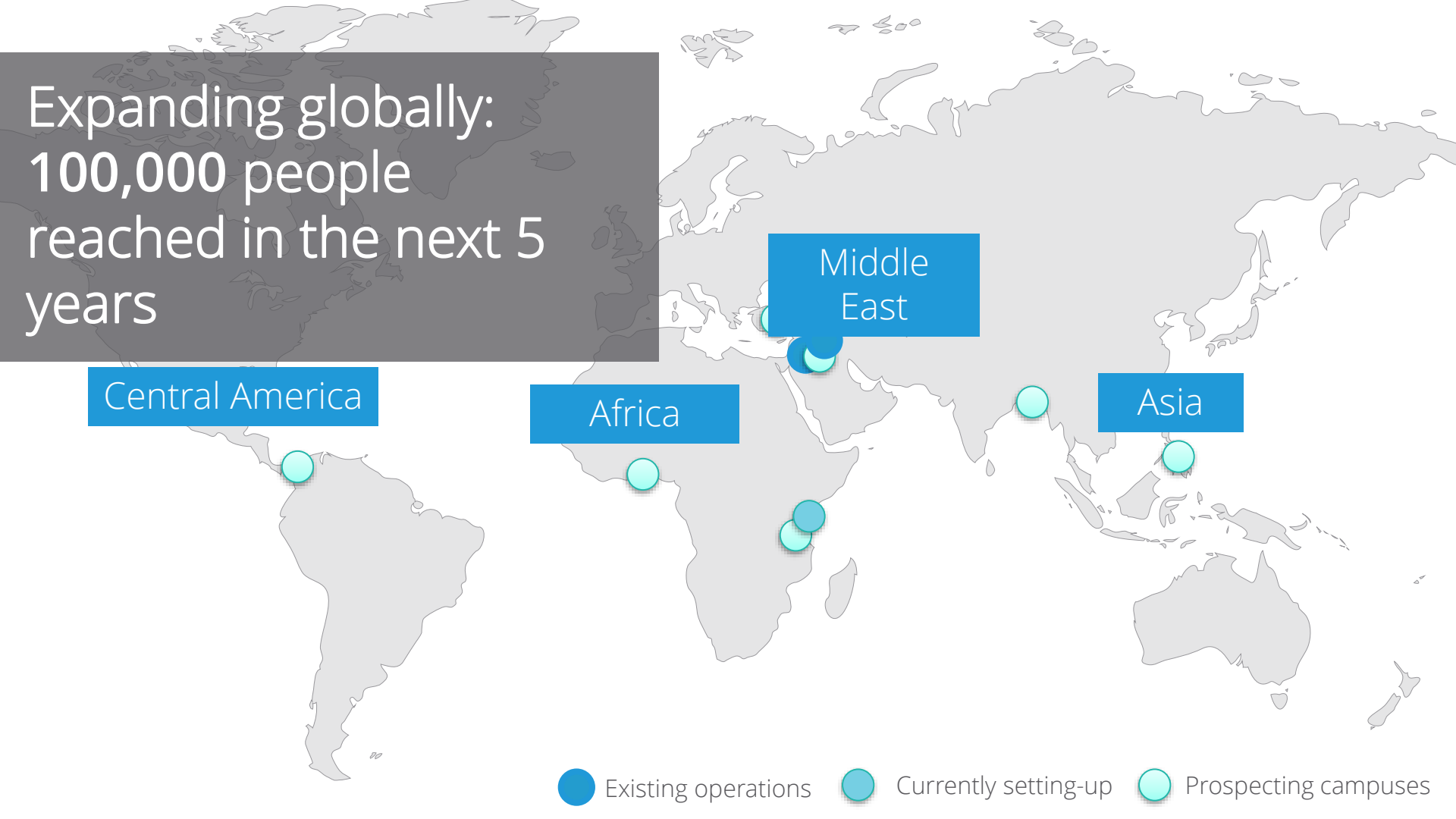
Existing operations



Currently setting-up



Prospecting campuses



How you can help



World Food
Programme

**INNOVATION
ACCELERATOR**

Support
Scalability

Empower
Partnerships

sandra.raad@wfp.org
jonathan.lehmann@wfp.org
innovation.wfp.org/project/tech-food



Thank you!



**BUILDING
BLOCKS**



**FARM TO
MARKET
ALLIANCE**



H₂GROW



**SCOPE
CODA**



**TECH FOR
FOOD**



DALILI



**POST
HARVEST
LOSSES
(PHL)**



**SHARE
THE MEAL**

INNOVATION @ WFP

What it takes to innovate for SDGs





World Café Schedule

Teams	Session 1 (14:50-15:05)	Session 2 (15:10 - 15:25)	Session 3 (15:30 - 15:45)	Session 4 (15:50 - 16:05)
Building Blocks	Luxemburg, Denmark	Belgium, Netherlands	Germany 1, Switzerland	Australia, USA
Scope Coda	China, Belgium	Denmark	Germany 2, Australia	France, Netherlands, Colombia
FtMA	Germany 2	Israel, France	Netherlands, Colombia	Belgium
H2Grow	Netherlands, Israel	Germany 1, Switzerland	USA, Luxembourg	Sudan, Denmark
Dalili	USA, France	Australia, Luxembourg	Sudan, China	Germany 1, Switzerland
Tech for Food	Australia, Germany 1	China, USA	Belgium, Denmark	Luxembourg
PHL	Switzerland, Colombia	Germany 2, Sudan	Israel	China
StM	Sudan	Colombia	France	Israel, Germany 2



Thank you!



**BUILDING
BLOCKS**



**FARM TO
MARKET
ALLIANCE**



H₂GROW



**SCOPE
CODA**



**TECH FOR
FOOD**



DALILI



**POST
HARVEST
LOSSES
(PHL)**



**SHARE
THE MEAL**

INNOVATION @ WFP