SCALE-UP PITCHES
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:

100 beneficiary pilot in Pakistan
Jan, 2017

10k refugees in Jordan
May, 2017

100k refugees in Jordan
Jan, 2018

1st Interagency Pilot - UNWomen
Announced Sep, 2018

500k refugees in Jordan
On track for Dec, 2018

One committed new agency or NGO
Planned by Dec, 2018

One new country committed
Planned by Feb, 2019
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
Smallholders can buy effective, affordable & profitable storage in a profitable and competitive market.

What we do

We incentivize & de-risk market entries by:

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

What we need

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

What we do

Our vision

How to reach 150 million smallholders across Africa?
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
Dalili Application
World Food Programme
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

- **Shops registered**: ~10, ~15, ~20, 74, 188, 225, 257, 338
- **Users**: April 805, July 1,779, October 2,659
- **Target**: 20, 188, 257, 20, 5
Help us make Dalili the leading tool to help WFP beneficiaries to redeem their assistance
Questions?
H₂Grow
we grow food in the desert

Nina Schroeder, Co-Founder H2Grow
WFP Innovation Accelerator
BORN IN IRIDIMI, REFUGEE CAMP IN CHAD
ARAFA'S PROBLEM
SOLUTION: HYDROPONICS

90% LESS WATER

ZERO SOIL NEEDED
LOCAL FODDER PRODUCTION IN CHAD
GREENS INSTEAD OF GARBAGE
IMPACT ON THE PEOPLE

250% MORE MILK
350 PRODUCTION UNITS VEG+FOODDER
H₂GROW PLATFORM
GLOBAL H₂GROW ACTIVITIES – HERE TODAY

Sahrawi Refugee Camp
Tindouf, Algeria
Nov 2016

Venetanilla Urban Slums
Lima, Peru
May 2016

National Research Centre
Alkhaldeyyeh, Jordan
Feb 2017

Syrian Refugee Settlement
Azraq, Jordan
Mar 2018

Sudanese Refugee Camp
Iriba, Chad
Jan 2018

IDP Camp
South Darfour, Sudan
May 2018: Kick-off

Djibuti
2018: Scoping

Somalia
2018: CO started investigating

Philippines
2018: Scoping

Urban School Gardens
Namibia
Jul 2018: Scoping

Refugee Camps
Kakuma, Kenya
Oct 2018: Kick-off

Colombia
2018: Scoping

Low-tech animal fodder
Low-tech vegetables
Food Computer
SUPPORT THE HYDROPONIC REVOLUTION!

GET IN TOUCH
Nina.Schroeder@wfp.org
2.6M deaths/year
<table>
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<tr>
<th>Date</th>
<th>MUAC (mm)</th>
<th>Height (mm)</th>
<th>Weight (kg)</th>
<th>WFH (z-score)</th>
<th>Treatment given</th>
<th>Plumpy Sup Sachets (#)</th>
<th>CSB+ (kg)</th>
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**Assistance Card**

**Food distribution 2017**

- Medical examination 2017

- Preparations: MAM in progress - still eligibile
- Age: 2 years 0 months
- Weight: 6 kg
- Height: 68.5 cm
- MUAC: 12 cm
- WHA: 4.0
- WHZ: 2.38
Easy-to-Use, Intuitive Interface

1. Initiation
2. Registration
3. Anthropometry
4. Results Tracking
5. Distribution
Improved Analytics for Adaptive Programme Management
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
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
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
- **33 Million** smallholders in informal market systems
- **Low productivity – rapid yield gains**

Africa’s annual food import bill is currently US$35 billion, and is estimated to rise to US$110 billion by 2025.
MAKING MARKETS WORK BETTER FOR FARMERS with PATH

- Predictable Market Access
- Affordable Finance
- Technology and Quality Inputs
- Handling and Storage Solutions
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.
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

1,000,000 Farmers
household members more resilient
TAKING FtMA TO THE NEXT LEVEL

Phase 1
Proof of Concept

Phase 2

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

SHANOOG SARAN
Email: shanoo.saran@wfp.org
COO - FtMA

FARM TO MARKET ALLIANCE
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
Support emergency response in Indonesia

...TOGETHER WE CAN END HUNGER
1,100,000+ people have downloaded the app

Most of them are MILLENIALS
27 MILLION meals shared
TOP USER, TECH WORLD & MEDIA RECOGNITION
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
It costs only £0.35 to feed a child for an entire day.

THANK YOU!

DOWNLOAD ShareTheMeal

FOLLOW US @ShareTheMeal
TECH FOR FOOD

Connecting vulnerable communities to the future of work
Globally 65.6 Mio. Displaced people are STUCK without opportunities
No jobs
Not enough food
Protracted crises
Online freelancing jobs
Short and focused training that links to income

Training

Basic digital skills
3 months

Advanced training
3 months

Coaching & mentoring
ongoing

Work

Micro work specialist

Online Freelancer
Example: Micro-work App
No previous experience required – just a smartphone

Current students: up to 260 USD/month (part-time)
Our impact so far

- **1,500 Students**
- **8 Campuses**
- **50% Women**
- **100% Access to micro-work**
- **8,8M USD raised**
- **5-10 USD/hour**

1) In countries with legal access
How we work
Create ecosystem, enable access

World Food Programme

Tech for Food

Universities

NGOs

Tech Companies

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

- Central America
- Africa
- Middle East
- Asia
How you can help

Support Scalability

Empower Partnerships

sandra.raad@wfp.org
jonathan.lehmann@wfp.org
innovation.wfp.org/project/tech-food
Thank you!
What it takes to innovate for SDGs
## World Café Schedule

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<thead>
<tr>
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Thank you!