

Networking on private to public partnership for agricultural information

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Outline

- Nature of PPPs for agriculture
- Common steps in the creation of PPPs
- Assessing organizations as strategic partners
- Common problems
- Some case studies
- The role and power of social media in PPPs
- Principles of networking

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Public-Private Partnerships (PPPs)

Collaborative mechanisms in which public organizations and private entities share resources, knowledge and risks in order to achieve more efficiency in the production and delivery of products and services

Source: Handbook on "Food Security in Practice: Building PPPs for Agricultural Innovation"

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Public-Private Partnerships (PPP)

The pooling of public and private resources with the aim of providing value-added to both parties on the following: information; specialized human capital; germplasm; funds or research facilities. Both parties must have interest that overlaps. Both parties must expect some net gains (*van de Meer, 2002*).

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Why are PPPs becoming more essential?

- ❑ Science is becoming transdisciplinary
- ❑ Production and research costs are getting more prohibitive

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PPPs in agriculture are established

- ❑ To create a collaborative environment to maximize cross disciplinary expertise among government, academic and industry researchers
- ❑ To help solve complex research, production and marketing problems

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PPPs are not silver bullets; There is no blueprint for its success

- ❑ They are not always the most appropriate mechanism by which to carry out R&D and foster innovation in agriculture
- ❑ Sometimes, it is more efficient to organize research via participatory projects or through research contracts

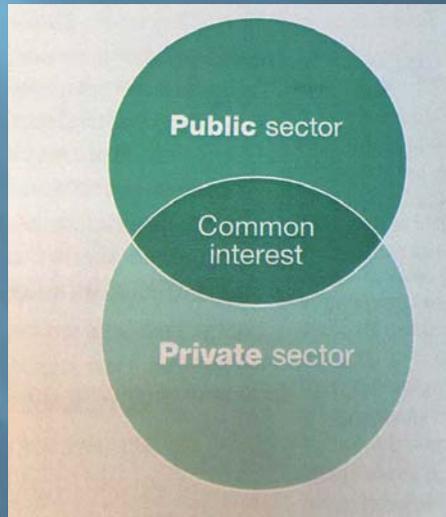
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Common steps in the creation of PPPs

- ❑ Identify a common interest
- ❑ Negotiate the partnership contract including financing and organizational design
- ❑ Operate the partnership
- ❑ Evaluate the partnership
- ❑ Decide whether or not to terminate the partnership

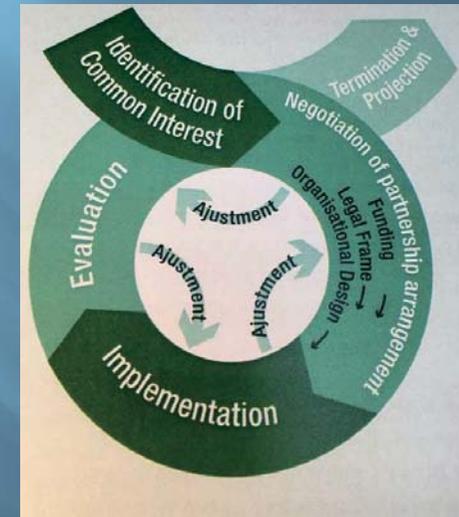
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Identifying area of common interest



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Cycle of partnership building



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Negotiating the partnership contract

- ▣ Financing
- ▣ Distribution of benefits and intellectual properties
- ▣ Structure or organizational design of the partnership
- ▣ Specific partnership activities

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Operation

- ▣ Confidence building
- ▣ Transparency
- ▣ Understanding different cultures
- ▣ Strategic vision

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To terminate or not to terminate a partnership

- ▣ The partners may decide to continue if the original interest has broadened and consolidated, or if the original goals have not yet been attained.
- ▣ The partners may decide to terminate the partnership if they believe the expected results have not been satisfactory, have not been obtained in an official way, and/or do not meet the partners' interests, or if they determine that the original objectives cannot be achieved without incurring additional costs that the partners are not prepared to pay

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Assessing organizations as strategic partners: The 5Cs

1. Competence

- Does the organization have sufficient cash flow and reserves, a financial accounting system, bank accounts and regular audits?
- Does it have experience with similar activities?
- Does it have a positive image and a reputation for high quality work?

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Assessing organizations as strategic partners: The 5Cs

2. Commitment

- Does the organization support addressing rural development issues?
- Does it support a strong role for communication?

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Assessing organizations as strategic partners: The 5Cs

3. Clout

- Does the organization have contacts and access to policy makers and influential people?
- Does it have political support for its work?

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Assessing organizations as strategic partners: The 5Cs

4. Coverage

- Is the organization able to reach intended stakeholders, including different geographic areas, age group or other population segments?

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Assessing organizations as strategic partners: The 5Cs

5. Continuity

- How long has it been in operation?
- Has it carried your comparable projects effectively in the past?
- Does it have an institutional base and resources for sustainability in the long run?

Source: Acunzo, Mario, et al. 2014. Communication for Rural Development Source Book. Rome, Italy: Food and Agriculture Organization

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Common problems in the creation of PPPs

- ❑ Bureaucratic procedure on the part of the public sector
- ❑ Lack of business culture in the public sector and limited experience in commercial settings
- ❑ No tradition or experience of working with the private sector
- ❑ Lack of trust
- ❑ Weak negotiating skills
- ❑ Complex IPR issues
- ❑ Weak communication channels

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Some forms of PPPs in the dairy industry

- Collective farms— such as those in Sichuan province in China. Dairy cattle companies forge linkages with township or country governments
- Milking stations —owned by processing companies with support from the government
- Private dairies —provide numerous opportunities for linking processors to producers
- Contract buying—dairy farmers get into business contracts with processors
- Dairy development zones—dairy producers are regrouped in a designated area with the local government constructing the infrastructure

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Samples of effective collaborations in the dairy industry

- Joint publications by FAO/IDF and the International Carrefour Foundation



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Samples of effective collaborations in the dairy industry

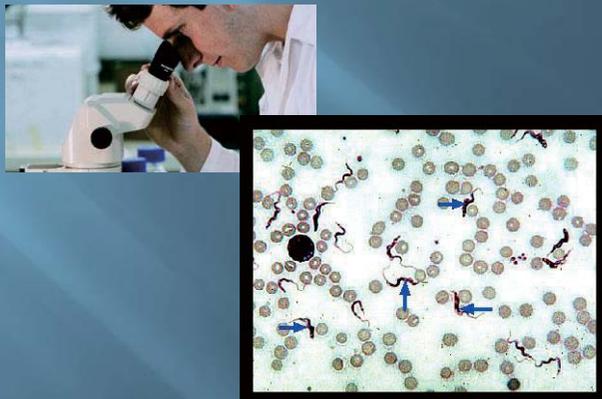
- Joint events aimed at raising awareness and building capacities



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Samples of effective collaborations in the dairy industry

- Laboratory analytical methods to test the quality of the most used drugs to combat trypanosomiasis



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Market information dissemination (MARID)



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Market information dissemination (MARID)

- ❑ Pilot project was in South Cotabato, Philippines with corn farmers as target beneficiaries
- ❑ Prices of corn and other commodities were disseminated using tri-media
- ❑ Other market information were disseminated through regular farmers' meetings and conferences
- ❑ After three years, an impact assessment of the project was conducted

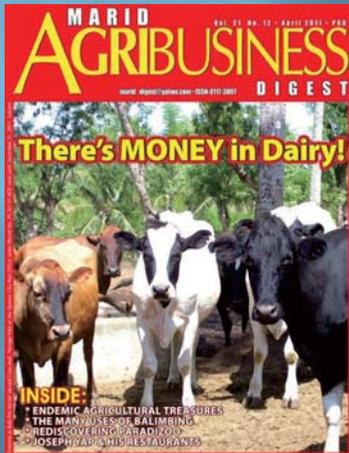
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Market information dissemination (MARID)



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Factors attributed to MARID's success

- ❑ Continuous consultations with both public and private sectors
- ❑ Good governance/management
- ❑ Commitment of management and its partners
- ❑ Consistent flexibility—open to changes and adjustments

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The power of social media in the age of big data

- Google processes more than 24 petabytes of data per day, a volume that is thousands of times the quantity of printed material in the US Library of Congress.
- Facebook gets more than 10 million new photos uploaded every hour. Facebook members click a “Like” button or leave a comment nearly three billion times per day, creating a digital trail that the company can mine to learn about users’ preferences.
- 800 million monthly users of Youtube service upload over an hour of video every second.
- The number of messages on Twitter grows at around 200 percent a year and by 2012 had exceeded 400 million tweets a day.

Source: “Big Data: A Revolution that will Transform How we Live, Work and Think” By: Victor Mayer Schonberger & Kenneth Cukier, March, 2013.

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General principles of networking

- ▣ Prepare
- ▣ Connect
- ▣ Share
- ▣ Be relevant

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Networking opportunities for PPPs

- ▣ Conferences
- ▣ Exhibitions
- ▣ Seminars
- ▣ Training courses
- ▣ Chambers of commerce and trade
- ▣ Networking websites and for agriculture
- ▣ Lectures and talks in colleges and universities
- ▣ Conventions
- ▣ Festivals and shows
- ▣ Clubs, public meetings

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THANK YOU!



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