

Inception AgriProFocus Myanmar

Situation

AgriProFocus has been requested by the Netherlands Mission in Myanmar to explore the added value of its network approach for Myanmar. From their perspective the challenge to AgriProFocus is to assist with *establishing more cooperation and coherence with and between Netherlands stakeholders' portfolio and the mission's Water and Food Security Programmes.*

Strengthening the Myanmar agricultural sector is key to the country's economic development, to poverty reduction and food security. In this, Myanmar agri-entrepreneurs have an important role to play: in enhancing productivity, commercialization and competitiveness. And for that cooperation is needed with agri-businesses, the financial sector, (international) NGOs, research and education, and government. In sum: a multi-stakeholder effort and approach is needed.

Objectives

AgriProFocus gladly takes on this challenge, together with its members and other Dutch based actors and their partners. These terms of reference summarize the process and deliverables with the objective to by the end of 2016 have:

- I. identified a joint network agenda for agri-entrepreneurship development in Myanmar for food and nutrition security;
- II. developed a country network set-up to deliver networking services to members and national stakeholders;
- III. started with linking and learning activities.

Deliverables

The deliverables for this process are phased as follows:

	What	When	Result
A	Initiate recruitment of country coordinator	May	<ul style="list-style-type: none"> Coordinator available by September 1st
B	Survey for interest and registration	June	<ul style="list-style-type: none"> Feedback on survey by end June (feeds into C and E)
C	Set-up online Myanmar network	June	<ul style="list-style-type: none"> Dedicated pages, registration and updates
D	Feasibility study	June - July	<ul style="list-style-type: none"> Critical issues for agri-entrepreneurship Added value of network approach Ideas for network services
E	Multi-stakeholder workshop in Yangon	September (21 – 22)	<ul style="list-style-type: none"> Analyzed and identified potential areas of joint cooperation Designed an actionable network agenda on at least 3 topics Agreed conditions for network cooperation and roles
F	Set-up country network support structure	October - December	<ul style="list-style-type: none"> Started delivering service Developed annual plan 2017

Ad C. Set-up online Myanmar network

Within the existing AgriProFocus online platform specific pages will be created for the Myanmar network. All other communication materials of AgriProFocus are to include Myanmar. All contacts (current and future) will be stimulated to join the AgriProFocus online platform as an individual and with a profile of their company/ organisation indicating their activities in Myanmar. This is an ongoing activity and dovetails with other activities during inception.

Ad D. Feasibility study

AgriProFocus will partner with Orange Asean (<http://www.orangeasean.com/>) to identify critical ingredients for the strategy of AgriProFocus Myanmar with respect to strengthening agri-entrepreneurship for food and nutrition security. From 20 June to 8 July a team of Asian and Dutch young professionals will tackle the challenge to come up with a creative, informative and engaging proposition that will serve two purposes:

- Planned follow-up conversations in Myanmar in the week of July 11th;
- Input for the multi-stakeholder workshop in September.

The team of young professionals is to connect directly to key stakeholders as well as make use of existing documents.

The following key questions are to be explored by the team:

- Stakeholder mapping: Which Dutch companies and organisations are currently working in Myanmar on issues related to agri-entrepreneurship development? What are the key local companies and organisations active in this field?
- Issue mapping: What are the key issues at play in Myanmar that Dutch stakeholders see as most crucial for development of agri-entrepreneurship for food and nutrition security?
- Programmatic assessment: How are stakeholders currently dealing with these key challenges and opportunities/ what solutions are already in place for them in terms of programmatic activities, services, networks, knowledge etc.?
- Network assessment: What is the current state of affairs of cooperation among Dutch companies and organisations in Myanmar and their local partners? What are critical drivers for success, opportunities and key challenges in this cooperation. What do stakeholders expect from a network? How could we work to achieve more impact together? To what extent are there other networks in place with a similar focus and/or service portfolio?
- Value proposition: What would be critical network services, interventions, products or activities AgriProFocus Myanmar should deliver (type, content, face to face, online, ...) to enable stakeholder to do their work better and better cooperate?

The result of this will be delivered in different forms: an engaging and creative presentation; a cooperation catalogue (who does what, where to be, shared in hardcopy and online). AgriProFocus will make available its existing toolkit (online platform, branded communication materials, as well as survey tools (incl. mobile)).

Ad E. Multi-stakeholder workshop

On 21 and 22 September 2016 AgriProFocus intends to organize a multi-stakeholder workshop to kick off the Myanmar country network. The workshop will welcome selected representatives from the private and public sector as well as NGOs and knowledge institutes working on agri-entrepreneurship and food security. We expect a maximum of 50 participants from Dutch organisations and businesses active in Myanmar; their partners; as well as representatives of relevant ministries and other actors active in this field. The idea of the event is to creatively develop a strategy for the AgriProFocus Myanmar network building on the preparatory activities in the months leading up to the event. By the end of the workshop we hope to have:

- a clear and joint needs and opportunities analysis on agri-entrepreneurship issues in Myanmar;
- identified the added value of a network approach for various stakeholders as well as to create synergies between existing and new initiatives;
- a plan for concrete services, products and activities to be delivered by AgriProFocus collaborative activities in specific areas/ sub-sectors.

We will seek to have a balanced representation of different stakeholder groups, as well as a gender balance. Participation costs will be covered by the AgriProFocus network. This includes full room and board for the workshop days. No DSA will be covered and transport is at own cost.

Ad F. Set-up country network support structure

When setting up AgriProFocus in another country, an organisation with a good track record in the country is asked to host the AgriProFocus network, initially for a period of 1 year.

ZOA has agreed to take up this responsibility and will provide legal requirements and house the AgriProFocus Myanmar secretariat. Organisational arrangements will be laid down in an MoU.

AgriProFocus

AgriProFocus is a global network, with an international secretariat originally founded by 35 Dutch organization representing the Dutch Diamond. Through AgriProFocus these organisations join forces to better contribute to agri-entrepreneurship development for food and nutrition security.

AgriProFocus assists its members with local and global linking and learning; thereby facilitating its members to involve and find the right (business) partners, the latest knowledge and the best practices in their respective work.

AgriProFocus Trackrecord 2015	
	Linking Dutch, international and national professionals
	235 face to face events on agri-entrepreneurship
	Online platform – outreach to 13 countries, 18,000 registered professionals & 100,000 visitors annually
	AgriProFocus leads Food and Business Knowledge Platform
	Business linkages for inputs, sourcing, access to finance. Sectors include dairy, horti, seeds and poultry
	In 2015 1,500 Business matches established through the network adding up to 10,000 K US\$ value
	Joint Learning
	60 co-creation circles on youth entrepreneurship, access to finance, market information etc.
	Practical training: ‘farm – firm relations’, ‘Gender in Value Chains’, and Sector Learning Labs
	Policy Platform to interact with government on food security and private sector development issues
	In 2015 1000+ agri-agencies / -businesses improved their services and / or capacity through the network