



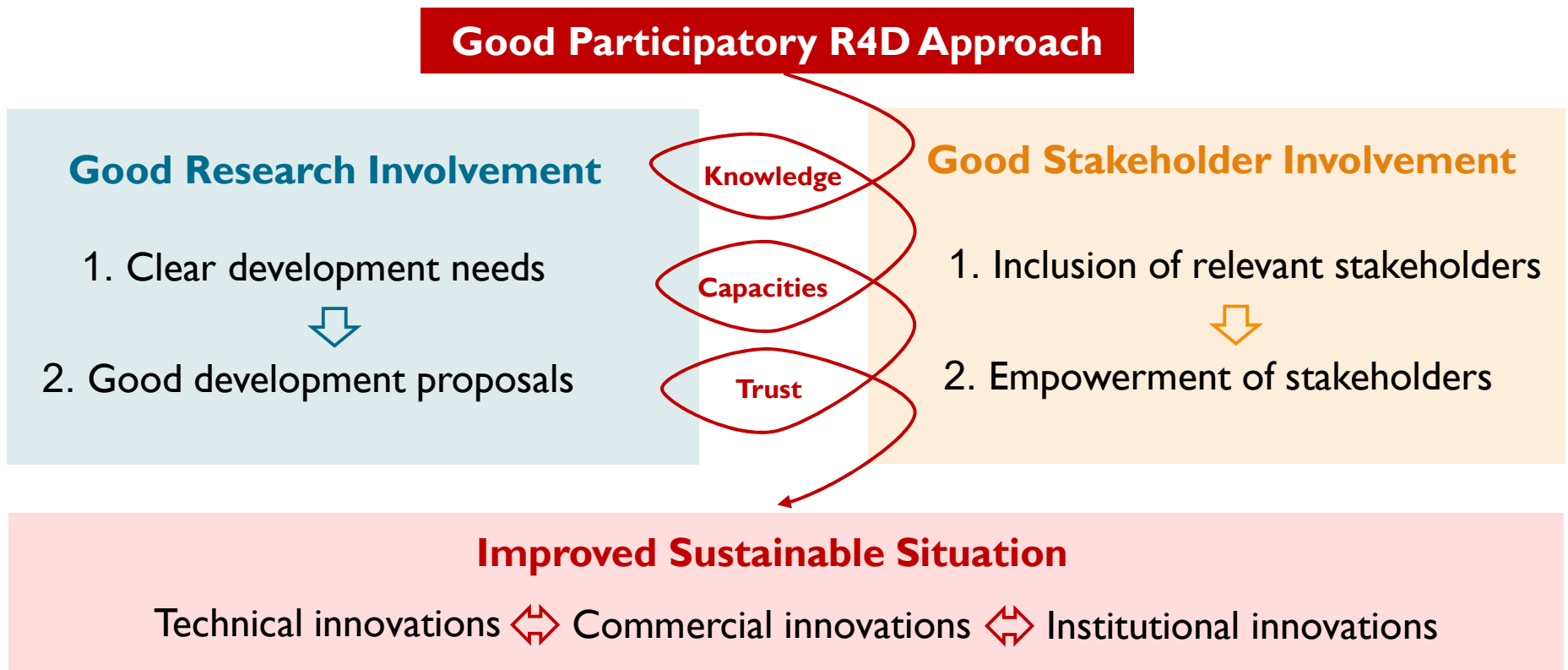
Participatory value chain development **Building human and social capital through joint innovations**

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What are the drivers for 'successful innovations'?



Peruvian Highlands & Native Potatoes

(3,300 – 4,300 m)

► Small scale farming, poverty, biodiversity



- Low productivity / ancestral technology
- Different agro ecological zones
- Potato is the most important crop: 0.5 to 1 ha

Biodiversity:

- Around 3000 different native potatoes in Peru
- Tendency to shift towards improved varieties
- High costs to conserve potatoes



- Limited access to urban markets
- Potatoes for self-consumption and market
- Diversity to reduce production and price risk

General Perception:

- «Native potatoes are inferior potatoes»



Innovations → pro poor income & biodiversity conservation

Production (Supply)

Variety in flavor, shape, color



Market (Demand)

New products with added value

Methodology ?

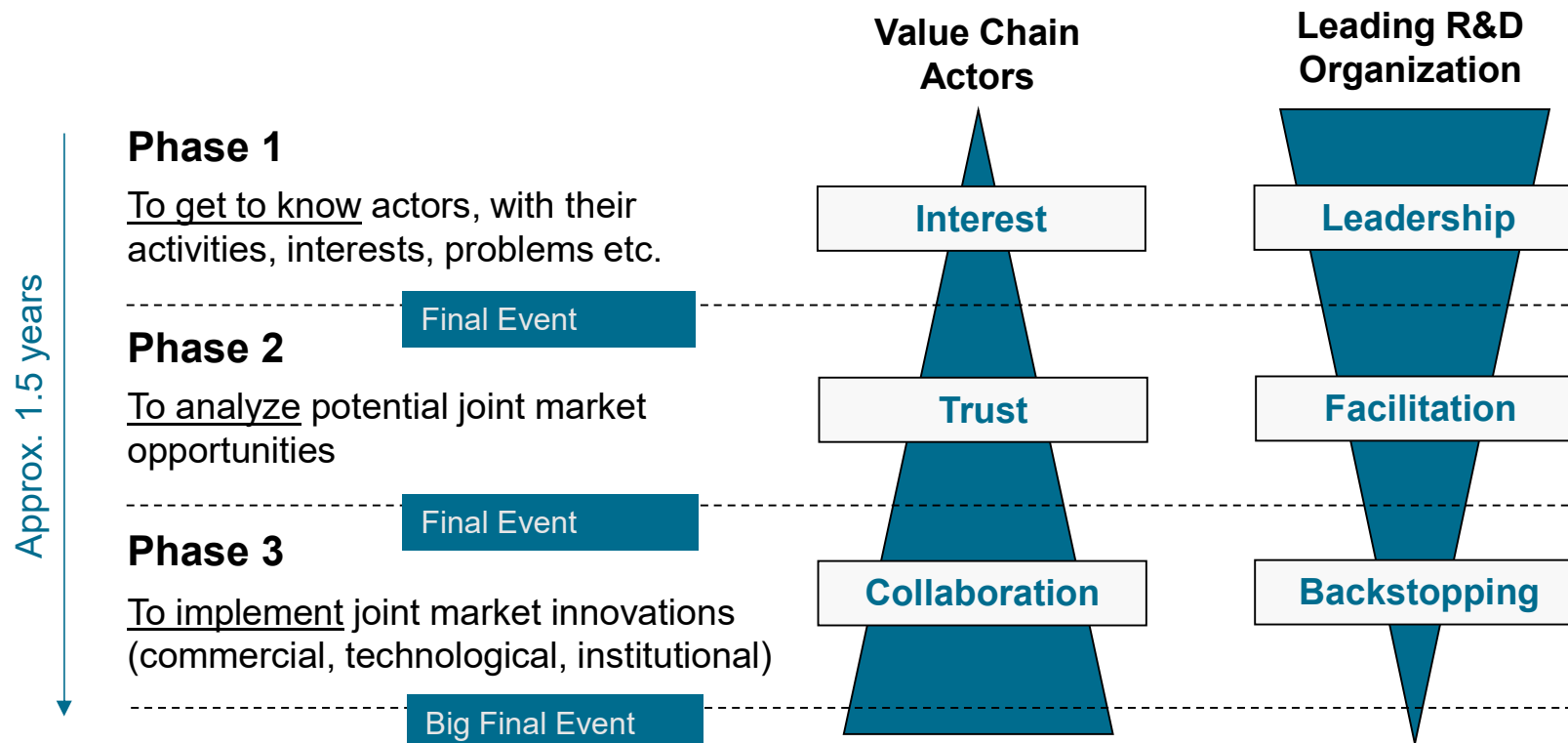


Interaction among different actors



Participatory Market Chain Approach (PMCA)

Methodology to facilitate innovation processes involving different private and public actors



Participatory Market Chain Approach (PMCA)

Facilitation Guide & Useful Tools



Objective for Phase

Useful Tools

Phase 1

To get to know the different actors in the chain and their situation.

- Tool 1** Impact filter
- Tool 2** Market chain sketch

Phase 2

To analyse potential business opportunities in a participatory manner.

- Tool 3** Rapid market appraisal
- Tool 4** Quantitative market study
- Tool 5** Focus groups
- Tool 6** Marketing concept development
- Tool 7** Business plan development

Phase 3

To implement shared innovations.

Concrete innovations



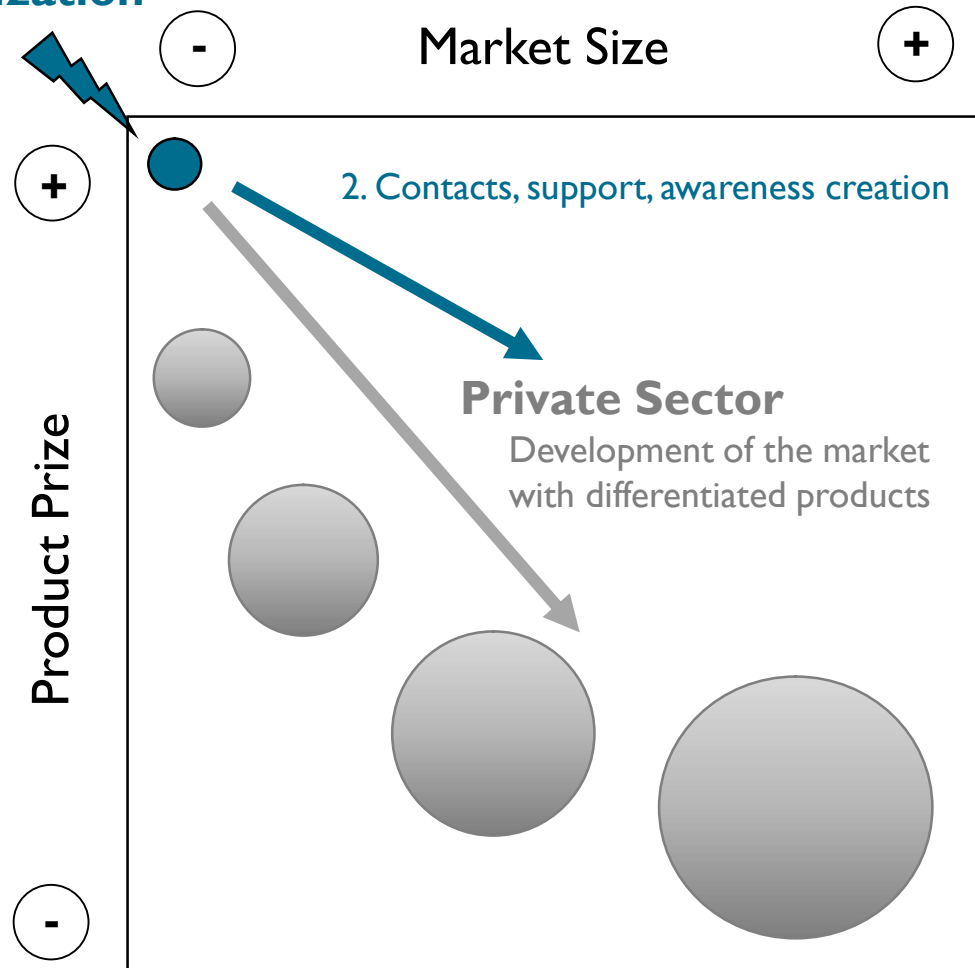
Impact on small-scale Andean potato farmers

Improved self-esteem ↔ Income through sales ↔ Competitiveness through partnerships

PMCA triggers innovations process beyond a project!

R&D Organization

1. Setting in place concrete innovations based on marketing concepts with high credibility and free publicity!



Benefits of such R4D methods

1. Learning from Stakeholders – especially the private sector!

2. Tangible development results – long-term & sustainable!

3. Functional involvement of researchers and their work!

4. Capacity development – human & social capital!

5. Guidance for more impact-related research!

6. Big impact on reputation – for R4D organization & persons!



Implications to use such R4D methods

1. Openness to learn → especially from the private sector!

2. Openness to serve → attitude & facilitation skills!

3. Openness to expose yourself → media & policy makers!



