

The background is a solid brown color. On the left side, there are several vertical green stems of varying heights, each with small, stylized green leaves or flowers. On the right side, there are several vertical brown stems, also of varying heights, with small, stylized brown leaves or flowers. The overall aesthetic is clean and modern, with a focus on natural elements.

DEVELOPMENT
MARKETPLACE

'08

Sustainable Agriculture
for Development

A CALL FOR
PROPOSALS



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FORMER DM WINNER:

E-Commerce for Farmers Hands-on Training Program

A small private company won a \$118,039 grant at the 2002 Global Development Marketplace to create an online bulletin board and cell phone text messaging service that brings product prices and other relevant market information directly to small farmers throughout the Philippines. This service enables farmers to negotiate lower middleman fees and minimize costly travel to markets. Following the DM-funded phase, the project expanded its scope to include an e-marketplace that enables farmers and fishermen to better market their wares, bypassing traditional trader networks. By using text messages, more than 9,000 farmers and fishermen can access prices from 15 geographic regions throughout the Philippines. The e-marketplace also connects users to key Filipino agriculture players such as the departments of Agriculture and Trade and Industry, major lending enterprises and several NGOs, media and academic actors. The project was a finalist in the 2003/2004 Stockholm Challenge Award and the project team leader, Edgardo Herbosa, was a Stanford University Digital Vision fellow in 2006.

WWW.DEVELOPMENTMARKETPLACE.ORG

DMINFO@WORLDBANK.ORG

+1 202 522 2042 (FAX)


www.developmentmarketplace.org



THE WORLD BANK

WHO CAN APPLY?

NGOs, civil society organizations, foundations or development agencies that are based in the country of implementation may apply without additional partners. All other groups must apply in partnership with at least one organization, subject to the conditions below:

- ▶ At least one of the parties involved in the proposal must be based in the country of implementation.
- ▶ Both parties cannot be private businesses or individuals.
- ▶ Both parties cannot be academic institutions.
- ▶ Both parties cannot be local or regional government institutions.

Individuals cannot apply without a partner. Entities that are active in World Bank supported programs can apply, while World Bank staff and units are not eligible.

HOW DO I APPLY?

- ▶ Visit DM home page at www.developmentmarketplace.org.
- ▶ Click on "DM2008 Competition" to enter DM2008 competition page.
- ▶ Review Competition documents (guidelines, proposal instructions, sample proposal).
- ▶ Click on "Apply Now" to access online application form.
- ▶ Answer all the questions in the online application form. When your proposal is complete, click on the "Submit" button and you will receive a proposal identification number. Remember to save your proposal identification number for future reference.

Proposals must be in English. The deadline for proposals is March 21st, 2008, 6 p.m. Washington DC time (23:00 GMT). Only proposals sent through DM's online application form will be eligible. If you cannot submit your proposal online, please contact the Development Marketplace team at dminfo@worldbank.org.

IS MY IDEA ELIGIBLE TO COMPETE FOR A GRANT?

All projects applying for DM2008 should address the competition theme, **Sustainable Agriculture for Development**. More specifically, proposals should fall within one of the following three sub-themes:

Linking Small-Scale Farmers to Input-Output Markets: Well-functioning agricultural markets can reduce the cost of food and uncertainty of supply, thereby improving food security. Linking small-scale farmers to better markets requires productivity-enhancing change at the farm level as well as institutional innovation in the marketing system. DM2008 specifically seeks proposals for institutional and organizational innovation in marketing systems focused on: (i) financial and business development services that expand opportunities for more efficient technology adoption and resource allocation by small-scale producers and market agents; (ii) effective producer organizations that can reduce transaction costs and improve efficiency in the marketing chain (iii) innovations that improve the access of small-scale producers and market agents to transport services, physical markets, telecommunications and electricity in ways that improve supply chain logistics; (iv) improved sourcing and selling arrangements such as contract farming that will increase access to more lucrative value chains.

Improving Land Access and Tenure for the Poor: The nature of rights to land and associated resources and how they are documented and can be enforced or exchanged are key for sustained agricultural growth and rural development. Innovative and scalable approaches are sought to local resource mapping, regularization of existing occupation, legal aid/ awareness campaigns and conflict resolution, access to land by the poor through market- and non-market channels and support to enable those who accessed land to make the most productive use of it.

Promoting the Environmental Services of Agriculture in Addressing Climate Change and Biodiversity Conservation:

The reliance of agriculture and fisheries on natural resources means that they can create beneficial or detrimental environmental outcomes on the local and global level. Improvements in agricultural practices can reduce the environmental footprint of agriculture, and make farming systems less vulnerable to climate change. Proposals focused on development and production of sustainable biofuels and ways to scale-up payments to ecosystem services are particularly encouraged.



“Before the grant, our idea was nothing more than an idea. We had no way of putting it to test. Winning the grant gave us the critical initial seed capital that has enabled us to turn the idea into reality and to confirm that it is feasible.”

—Collins Apouyo, Enterprise Professional Services
(DM2005 winner, Kenya)

HOW ARE FINALISTS AND WINNERS SELECTED?

All proposals will be screened by agriculture, rural development and environmental specialists against a pre-determined set of assessment criteria. Approximately 100 finalists will be selected and given approximately one month to prepare a more detailed proposal. Finalists will then be invited to attend the Marketplace event in Washington, DC to present their proposals to a high-profile jury comprised of international development experts. The jury will select 25 to 30 winners who will receive up to US\$200,000 in funding to implement their project over two years.

ASSESSMENT CRITERIA

INNOVATION:

How does your idea differ from existing approaches?

GROWTH POTENTIAL:

Does your idea have the potential for expansion?
Can it be implemented elsewhere?

RESULTS:

Will your idea have clear and measurable results that will have a direct impact on linking small farmers to markets, improving land access by the rural poor or ensuring local gains in addressing biodiversity conservation and climate change?

REALISM/ORGANIZATIONAL CAPACITY:

Do you have a realistic implementation time frame and budget?
What is your capacity to implement the project?

SUSTAINABILITY:

Does your idea have the potential to continue beyond DM funding?



DATES TO REMEMBER:

March 21, 2008:

Deadline for all proposals (Proposals will be accepted in English ONLY).

June 23, 2008:

Finalists announced.

July 28, 2008:

Finalists' proposals due.

September 24-25, 2008:

Marketplace & Knowledge Exchange in Washington, DC

What is DM2008? **Development Marketplace (DM)** is a

competitive grant program administered by the World Bank and supported by

various partners *that identifies and funds innovative, early-stage*

projects with high potential for development impact. Using DM

funding as a launching pad, **many projects go on to scale up or replicate**

elsewhere, winning prestigious awards for social entrepreneurship. This 2008

Global Development Marketplace competition **(DM2008) seeks proposals**

on the theme of Sustainable Agriculture for Development and is

administered jointly by the Development Marketplace and the World Bank's

Agriculture and Rural Development team. **Why should I submit**

a proposal? This is a unique opportunity *to turn your*

innovative idea for sustainable agriculture in developing

countries into reality! If selected, **your idea could receive up**

to US\$200,000 in grant funding for implementation over two years.