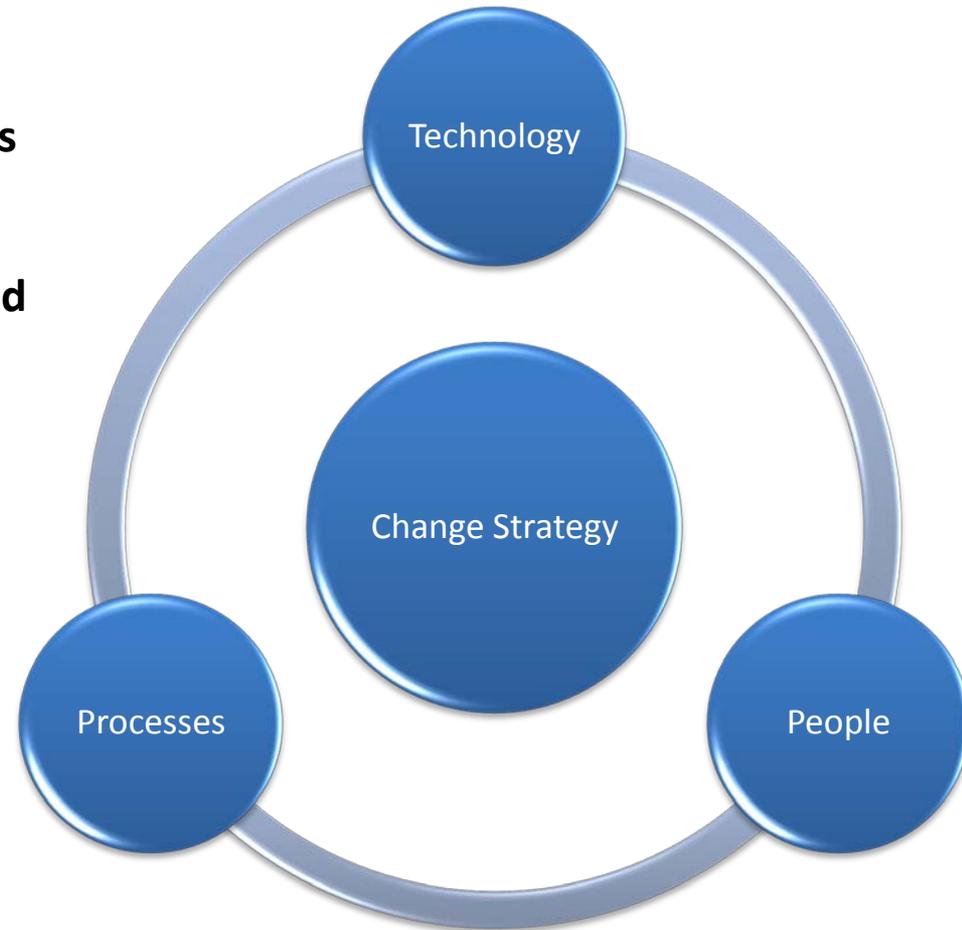


CRS ICT4D Strategy

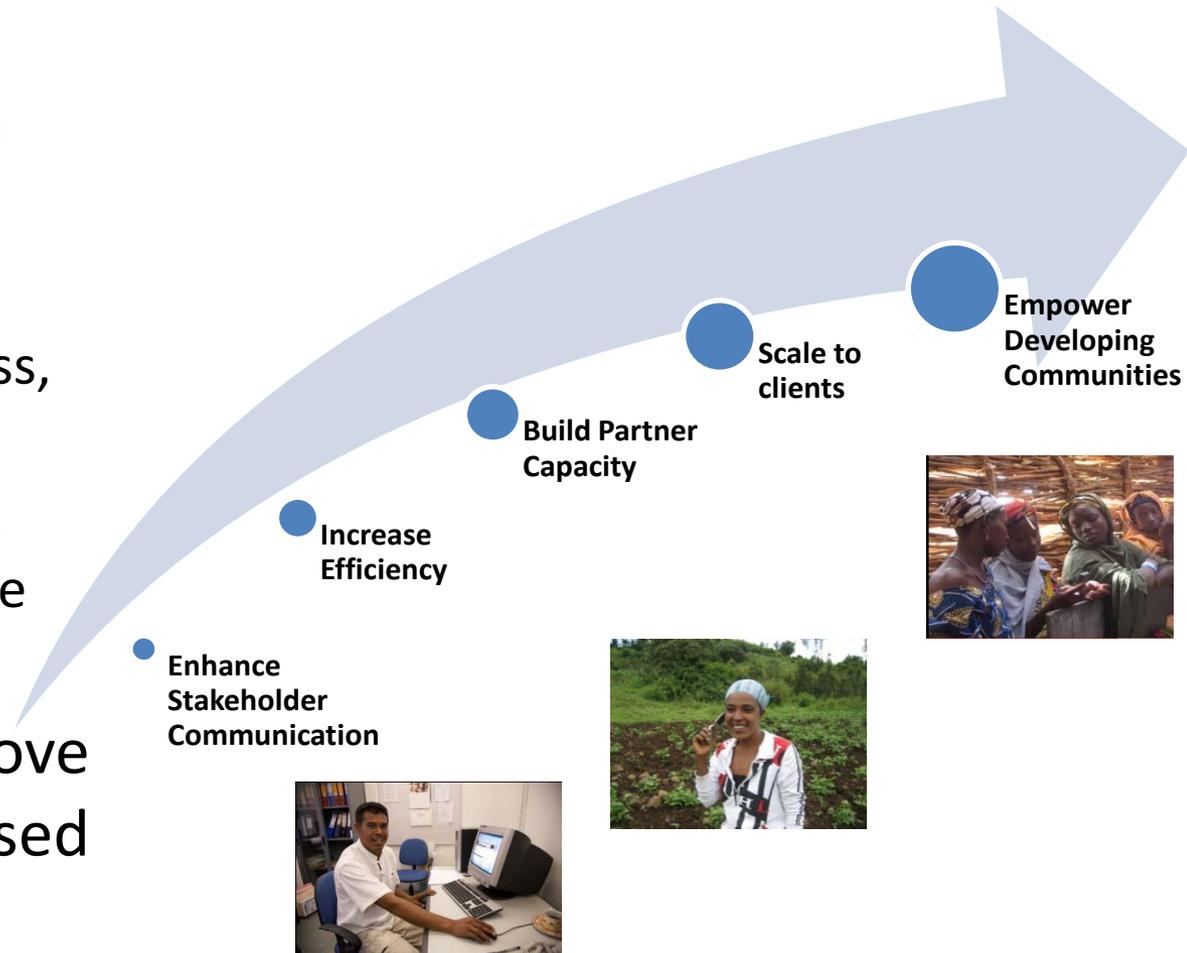
Getting ICT solutions into the field

- **Goal:**
 - Mainstream the use of ICT 4D solutions
- **Background:**
 - Cross-divisional ICT4D Team established
 - Strategy developed in FY2010
- **Approach:**
 1. Build commitment to use ICT4D solutions
 2. Establish an ICT4D knowledge exchange program
 3. Build and maintain a portfolio of ICT4D solutions
 4. Develop CRS' capacity to deploy and sustain ICT4D solutions



Build the Business case and Commitment

- Developed a business case for investment in ICT4D solutions
 - Impacts on efficiency, scalability, effectiveness, competitiveness
 - Briefed senior leaders, executive team and the board
- Secured funding to move forward on the proposed ICT4D approach



- Established a Knowledge and Innovation community of practice site at CRS
- Hosted ICT4D Webinars
 - Monthly ICT4D webinars
 - Open to NGO community
- ICT4D conferences
 - Mar 2010 Nairobi
 - Sep 2010 Washington
 - Mar 2011 Lusaka
 - **Nov 2011 Washington**
 - Mar 2012 Kigali

Knowledge and Innovation

Global Home | CRS Worldwide | **Programs & Communities** | Projects & Workgroups

Global Home > Programs & Communities > Knowledge and Innovation

Knowledge and Innovation at CRS

A place where CRS staff can share and discuss new and innovative approaches to learning, collaborating, and carrying out their work using advances in information and communications technology.



FY11 ICT4D Conference Summary



CATHOLIC RELIEF SERVICES

communities Impact

ICT4D **INNOVATION** accountability

The Lusaka conference Empowering the Poor Through Sustainable Technology Solutions was CRS' third ICT4D event (following conferences in Nairobi in March 2010 and Washington, DC, in September 2010). It drew more than 180 CRS staff, solution providers, other development practitioners, donors and local media on day 1. A video with an overview of the conference will be available soon.

Day 1: Review of ICT Technologies

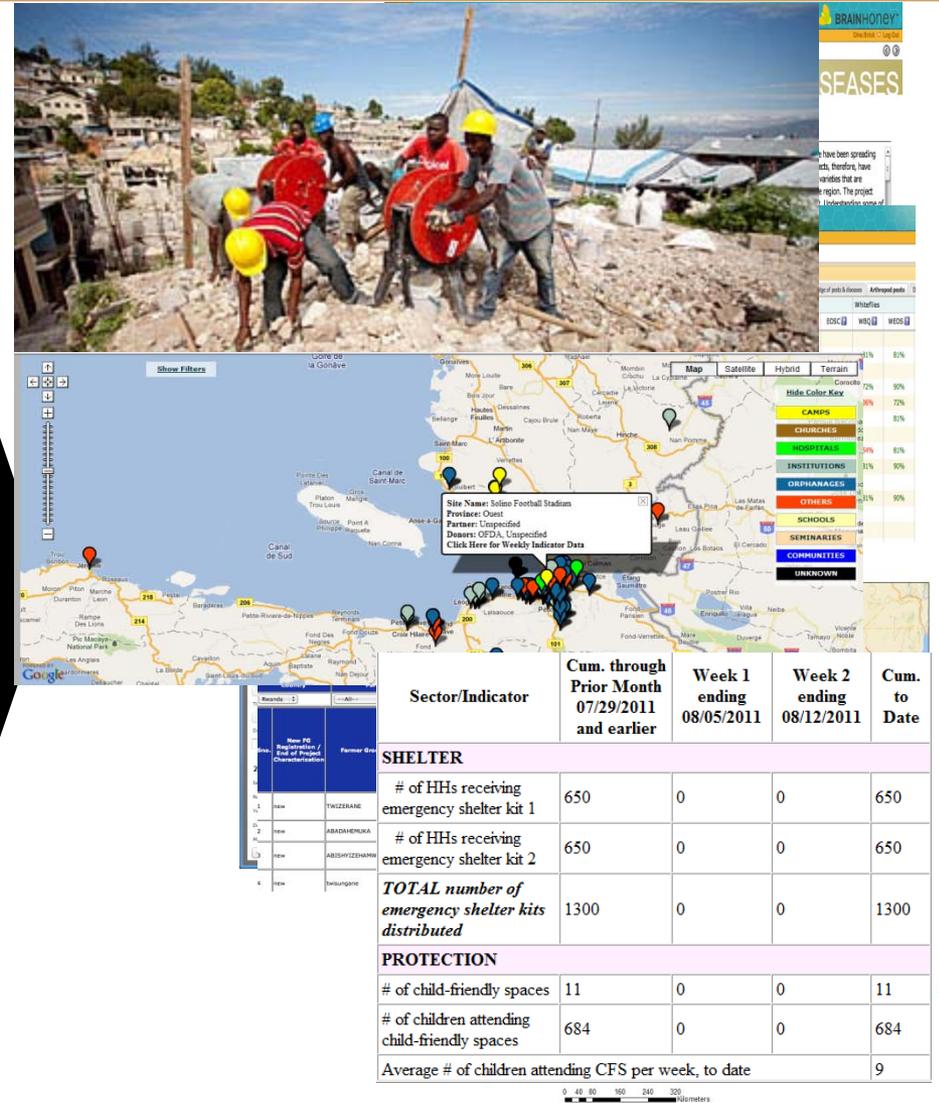
Day 2: CRS ICT4D Technologies

Day 3: Master Classes and Hands-On Demos

Keynote Speaker
Radha Basu, Regis and Dianne McKenna Professor of Science, Technology and Society, Santa Clara

Initiatives

- Support pilots of promising technologies
- Institute an Innovation Fund to encourage experimentation with new solutions
- Strengthen ties to NetHope and other ICT4D working groups “Humanitarian Cloud”



Initiatives

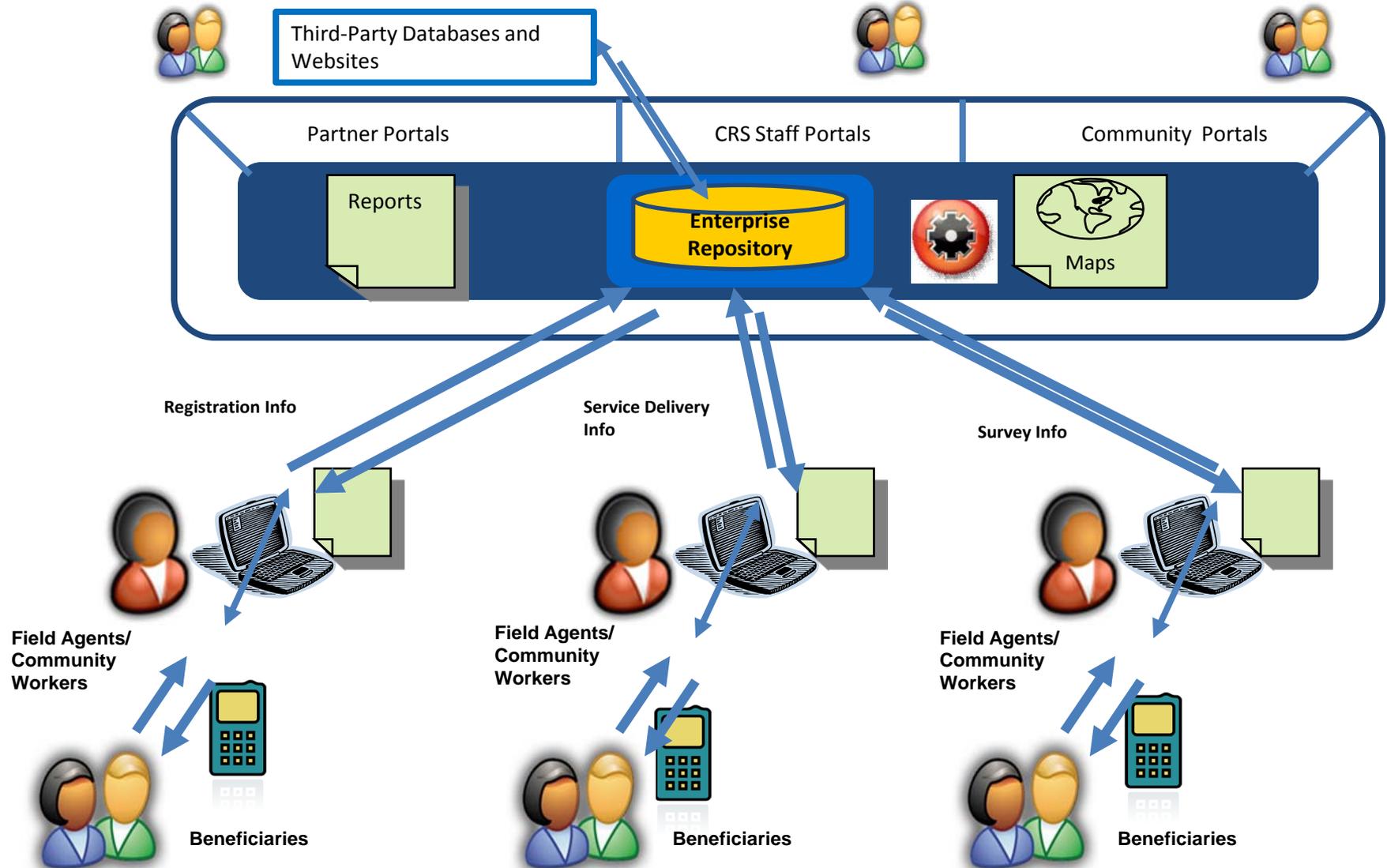
- Create an ICT4D Team “Help Desk” to provide technical support for project design and proposal activities
- Develop Agency Wide Capacity
- Strengthen Partnerships with Technology Companies

Project Support Request

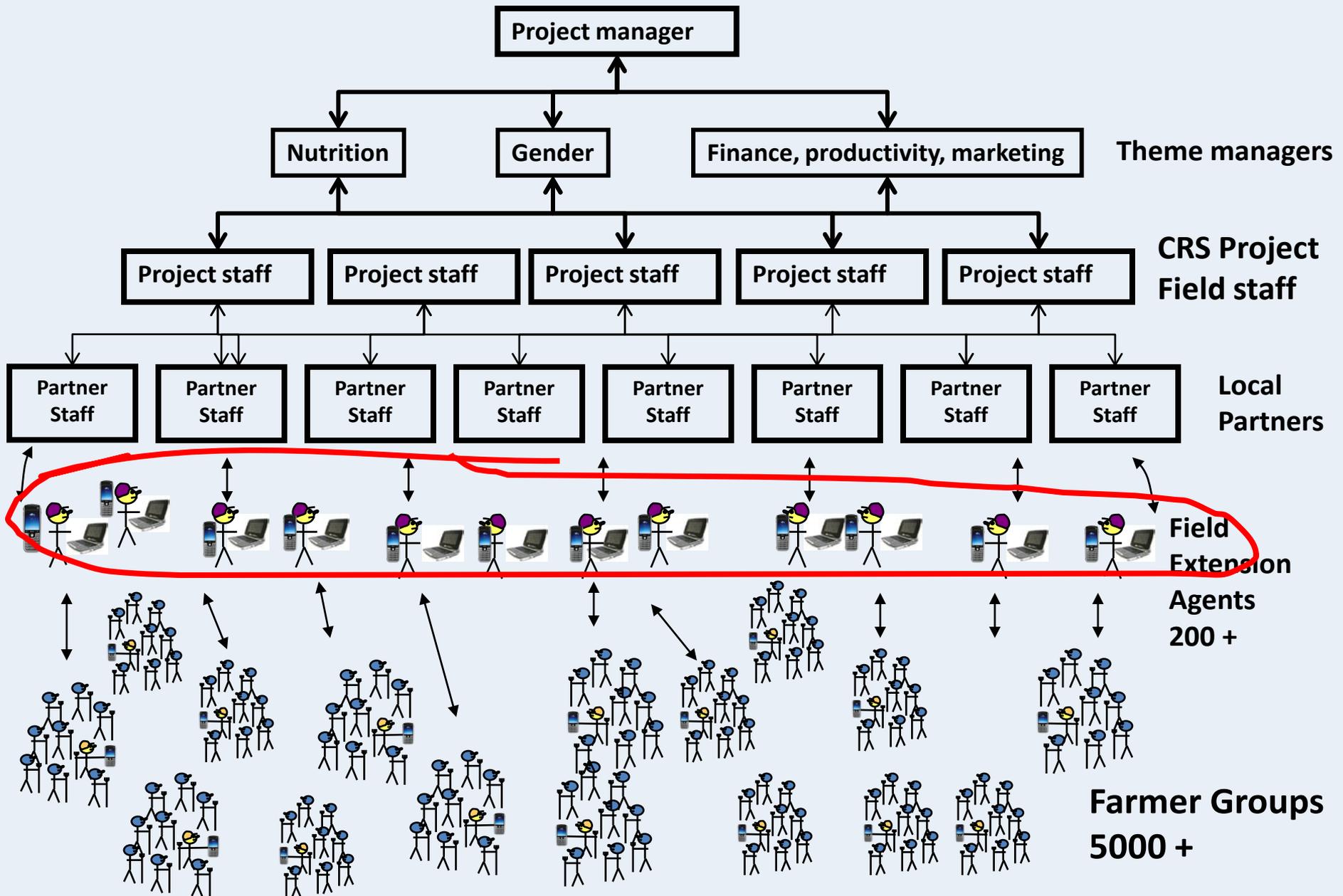
Definition	Description
Name	Enter the name of the technology or business process improvement project that you would like GKIM to support here.
Objectives	Enter the short-term / long-term objectives of the project here. Describe what you expect to achieve through the use of new business processes and/or technology systems.
Outcomes & Impacts	Describe the project outcomes & impacts here. What will be the expected, positive and lasting changes that the stakeholders would want to see as a result of achieving the project objectives and/or outcomes. Are there any potential negative results? Can the project be changed in any way to minimize these occurrences.
Priority	Indicate the urgency of the project (Urgent, Normal, Low) here. If the project is deemed to be of Urgent priority, describe the justification.
Milestones	Identify any external or internal scheduling constraints that GKIM needs to be aware of here such as events which require use of new business processes and systems.
Project Budget	Indicate the amount of funds that has been budgeted for the project, if known and the anticipated use of those funds (eg., equipment, software, travel, labor).
Project Team	Identify the composition of the team, if possible, that will staff the project (e.g. size, competencies and geographical presence) here.
Stakeholders	Identify the project stakeholders. Who is sponsoring the project? Which the individuals will use the new business processes and/or systems produced by the project? Are there any external parties (donors, partners, vendors) associated with the project?
Environment	Identify the environmental characteristics which will constrain the new business process/system such as internet connectivity, power, language, user educational levels, and/or the need to transfer the process/system to local partners or institutions.
Other	Please provide any other information you would like to share with GKIM here.
Contact for further info	Identify the author of this project definition here and their contact information including e-mail at a minimum.



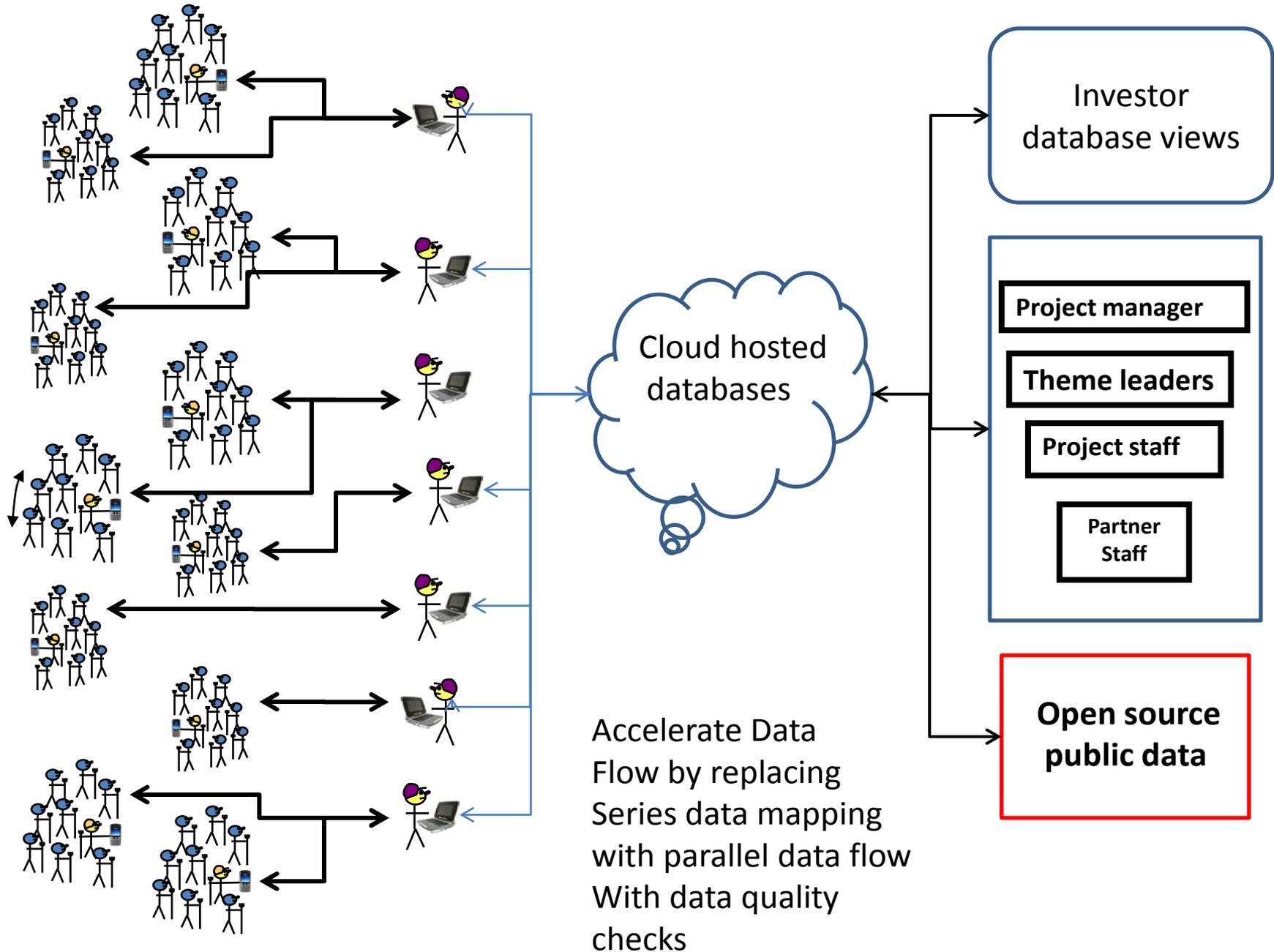
Future Directions – Integration of Enterprise and ICT4D Systems



Paper based flow of information



Digital Fieldworker data platform (Parallel data flow)



Field Agent Training Kit

Linking

DRAFT

Module 1. Mar

agro-enterprise course for field agent

7 Steps in Linking Farmers to Markets

A course on agro-enter

Marketing basics D2 4 PRINT



Farmer Group Registration Form

Date of the interview:

Name of the field agent: <auto populated on login>

Group Name:

Phone number for group:

Country:

District:

Altitude:

Longitude:

Latitude:

Number of members:

Male: Female:

Is this a new group:

Formed with CRS?:

Year joined CRS:

Do farmers sell individually:

Sell collectively:

Purpose of group

Solidarity:

Increase Income:

Module 1 Marketing Basics (draft)

- Module 1 Marketing Basics (draft)
 - Agricultural marketing
 - What is agricultural marketing?
 - Agribusiness
 - Marketing begins before planting
 - Marketing means planning
 - Quiz 1
 - Supply and demand
 - Market supply
 - Market demand
 - How supply and demand affect price
 - Why is understanding supply and demand important?
 - Quiz 2
 - Costs, income, prices and profit
 - Costs
 - Income
 - Prices
 - Profit
 - Increasing profits
 - Quiz 3
 - Types of markets
 - Farm gate
 - Barter markets
 - Assembly markets
 - Wholesale markets
 - Retail markets
 - Supermarkets
 - Comparing markets
 - Market segmentation
 - Quiz 4
 - The value chain
 - Core chain actors
 - Business development services
 - Input suppliers
 - Infrastructure
 - Communications
 - Training and advisory services

Agricultural marketing

Agricultural marketing is all the activities and services involved in moving an agricultural product from the farm to where it is sold to a consumer.

We often think that marketing begins only at the harvest. They include cleaning, drying, sorting, grading and storing; as well as things like transport, processing, packaging, advertising, finding buyers and selling the product.

Figure 1. A value chain links farmers with consumers. Many people provide services that make the chain work smoothly.

What is the market chain?

Supply and demand

Demonstration: From Beneficiary Tracking to Relief & Development Maps

Register Beneficiaries



iPod 10:27 AM

Cancel Beneficiary Regi... Save

Beneficiary Name

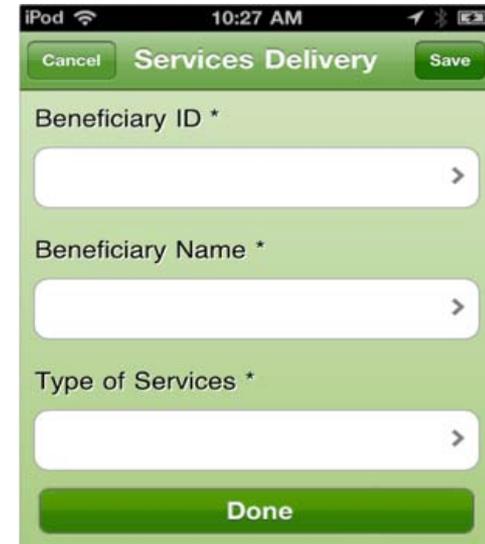
Age *

Gender

Male Female

Photo *

Deliver Services



iPod 10:27 AM

Cancel Services Delivery Save

Beneficiary ID *

Beneficiary Name *

Type of Services *

Done

Track/Report



Panel Discussion

Collaboration to Increase the
Effectiveness of ICT4D Technology
and its Use