

Impact studies

Perform studies to identify permanent changes in the target population
Study market penetration
Stimulate the production of other innovations
Overcome cultural barriers

Problems, risks, challenges

P: inappropriate communication, poor appropriation, incorrect targeting of the public
R: counterfeiting of results, alteration of production, publication without patenting
C: overcoming political, socio-cultural constraints

Monitoring-evaluation

Define objectively verifiable indicators - action plans
Conduct follow-up visits
Conduct interviews, studies and surveys
Validate dissemination strategies
Respect communication standards

Replicability

Control production processes
Clarify project feasibility
Document: standard operational procedures
Share success stories

Use of results

Achieve the adoption or appropriation of the results by the target audience
Clarify the specific features of the results and their added value
Influence the revision of policies
Establish a scale-up plan

Organisation

Integrate dissemination activities into the organisational structure
Assess and strengthen organisational capacities
Work with strategic partners

Communication

Adapt communication and awareness-raising strategies to products and target audiences
Encourage outreach
Reserve budget for communication
Choose the right tools, channels and frequency
Create network & partnerships

Public relations

Use resource persons
Train and inform the general public
Discuss and involve other institutions
Use open communication channels (media, publications, conferences, forums, campaigns, policy briefs, etc.)

Target groups

Local and international development partners
Consumers or direct beneficiaries
Policy-makers and regulators
Value chain actors

DISSEMINATION OF PROJECT RESULTS

Tangible solution = targeted service/product

- Identification of needs
- Raising awareness
- Market research
- Segmentation of target groups
- Business model/plan
- Distribution channels
- Solution adapted to the market
- Soliciting government support

- Identify competitors and partners
- Identify the approaches to use
- Identify a unique selling point
- Develop solid marketing channels
- Plan labelling and branding strategy
- Promote with feedback from first users
- Ensure availability of products/services
- Ensure availability of raw materials/tools

- Analyse opportunities and risks
- Consider transferring all or part of the patent, or contracting out production or marketing.

Advices

Invention or innovation



Prototyping

Resources

Insurance

Government support

Market analysis

Risk management

Customer satisfaction

Adaptation

Solution - oriented approach



Marketing plan

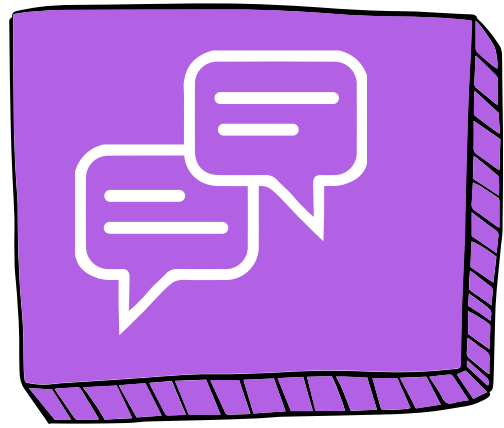
- Business plan to facilitate fund-raising
- Comprehensive approach to the value chain
- Work on the product as a whole (quality, price, positioning, etc.)
- Appropriate communication strategy
- Building customer loyalty
- Participation in trade fairs and promotional sales
- Institutionalising the use of local or national solutions

- Tests and analysis of feedback to improve the product
- Continuous improvement (technology monitoring)
- Satisfaction surveys
- Creation of a community around the product

- Legal advisor
- Tax advisor
- Business lawyer
- Valuation of the shares of each stakeholder
- Product certification



COMPLETION / PROJECT EXIT



Sustainability plan

Financial and Technical Support

- invest in marketing
- facilitate patenting
- identify donors
- support projects
- support the creation of start-ups
- carry out impact studies
- use advocacy/lobbying techniques
- identify strategic partners

Knowledge sharing

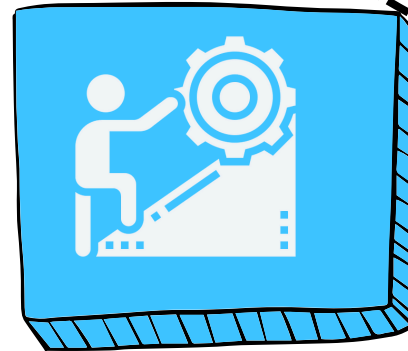
- Share Knowledge
- disseminate information
- promote and outreach
- hold capitalisation workshop
- establish exchange platform/transfer office

Training

- build relevant capacities
- hold workshops
- use digital platforms
- establish employability centre

Economic / environmental / social plans

- ensure availability of resources
- respect environment
- perform environmental impact assessments
- acceptance by users
- communication with users



Challenges

Financial resources

- identification and mobilisation of funds
- training and sustainability of platforms

Technical resources

- technology development
- production facilities
- connectivity/internet
- availability of raw materials

Organisational

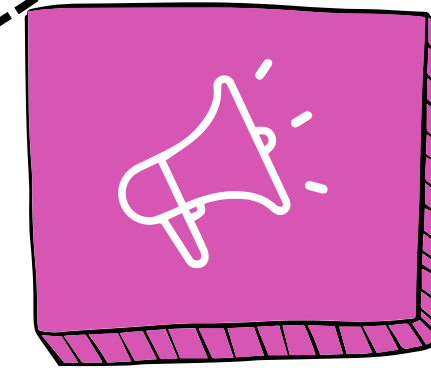
- performance and structuration
- workforce availability
- lifelong learning

Political

- interference/support
- legal restrictions/regulations

Market

- technology adoption
- price definition/perception of value
- ownership/socio-cultural barriers
- competitiveness
- scaling
- lack of collaboration among innovators



Opportunities

Financial resources

- financing/investment

Technical resources

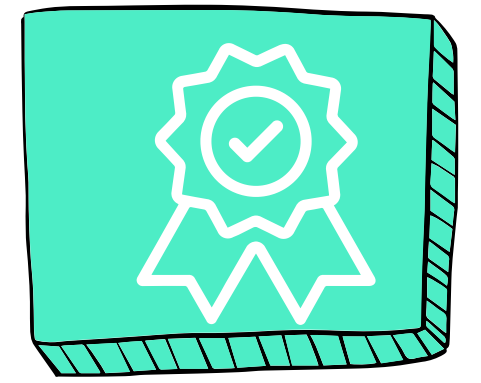
- degree of innovation
- exploitation of emerging technologies

Political

- regulatory framework
- adapting local solutions

Market

- climate crisis
- housing crisis
- population growth
- synergy between projects
- adoption of innovations by other incubators
- employability



Impacts

Learning

- study programmes
- knowledge sharing
- adoption of digital platforms

R&I

- obtain licences and patents
- increase the number of promotional events
- publications
- interaction universities - private sector

Scaling

- dissemination of innovation
- standardisation of innovations
- adaptation of local solutions

Employability

- direct / indirect job creation
- creation of start-ups / companies
- skills enhancement

Health, poverty reduction, food security

- respect of environmental, human and animal health
- increase of revenues
- empowering of the youth and women
- improving of food quality
- adapting to climate change
- transforming and valorising of local resources

Perspectives

- updating apps
- development of production units
- extension to other geographical areas or sectors (health, livestock, etc.)
- replicability of projects
- development of training courses
- incorporation of training courses into university curricula
- creation of a network of trainers
- collaboration between researchers and local businesses
- network of incubators and support systems
- incubators as service providers
- better use of support systems
- adoption of strategies for protecting results
- coaching innovators on patenting
- effective and well-planned communication / outreach / awareness-raising strategies

Failures

- early deployment of the app
- lack of involvement of public and private sector entities
- lack of information and funding
- lack of ownership and accessibility
- inadequate human resources
- protection of innovations neglected
- scaling not financed

Project exit plans: overall lessons of IF projects

Tools for sustainability

- social sustainability: multi-stakeholder partnerships
- financial /economic sustainability: self-financing initiatives; collaboration between projects; resource mobilisation
- institutional sustainability: institutional strengthening; public-private partnerships (PPPs)
- technical sustainability: harmonised policies for different value chains; wider adoption of technologies, innovation and management practices; establishment of a repository for knowledge (knowledge hubs)