



# Get started on assessing system change

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MDF



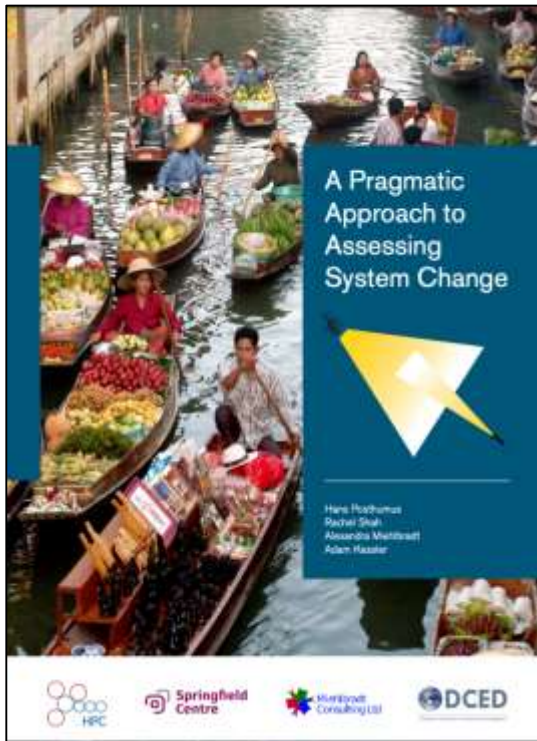
Ministry of Foreign Affairs of the  
Netherlands



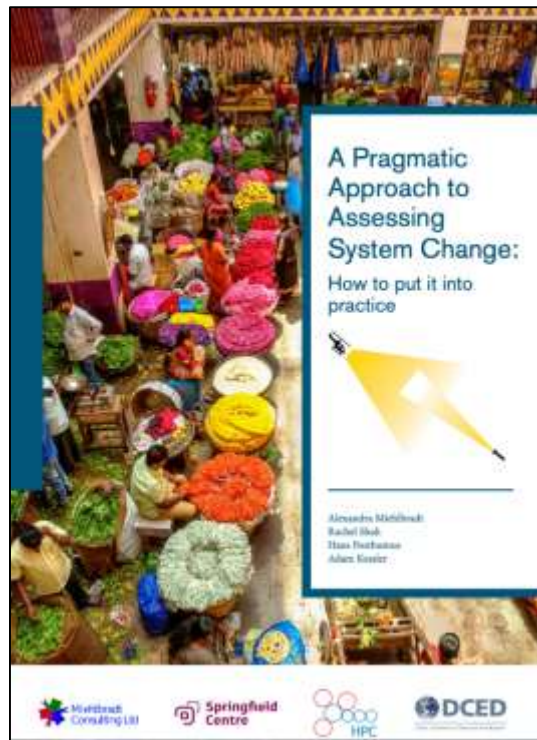
Schweizerische Eidgenossenschaft  
Confédération Suisse  
Confederazione Svizzera  
Confederaziun Svizra

Swiss Agency for Development  
and Cooperation SDC





<https://beamexchange.org/resources/1334/>



<https://beamexchange.org/resources/1560/>

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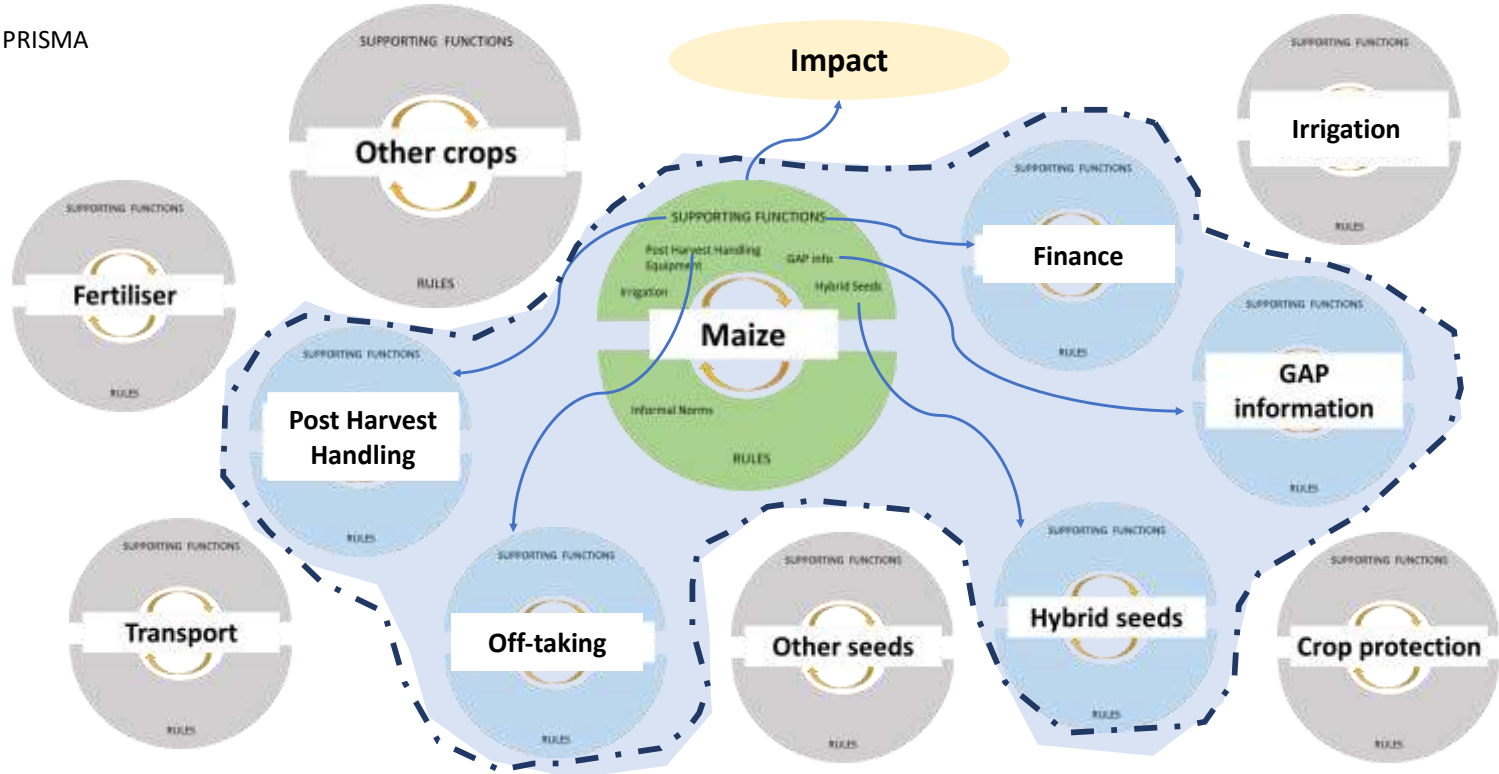
## A Pragmatic Approach to Assessing System Change

### Highlights and Tips from Practice

Hans Posthumus, January 2022

# Boundaries and Strategy

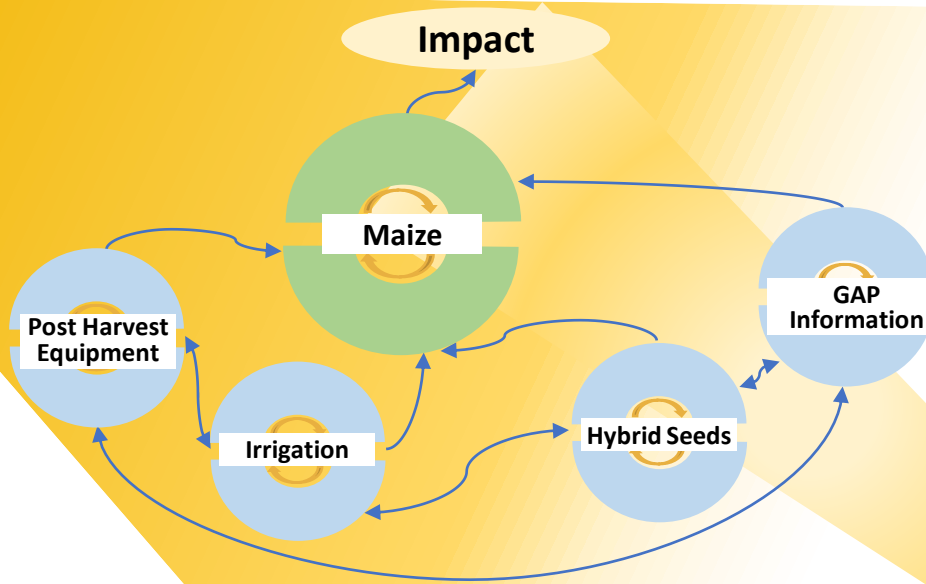
Maize case, PRISMA



# Lenses to gather information



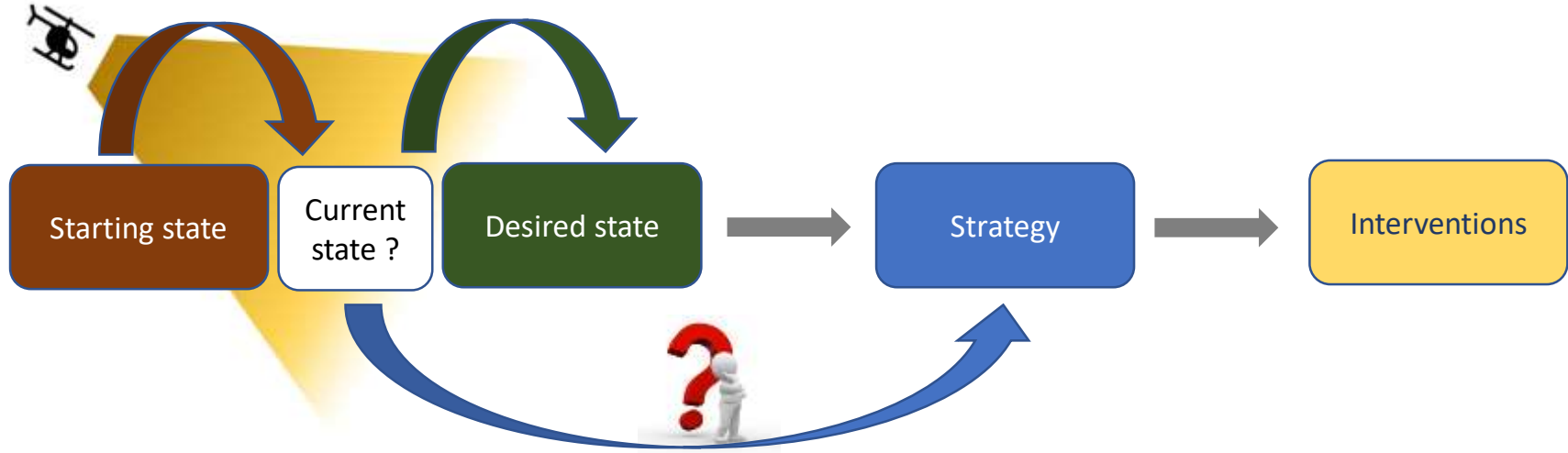
**Helicopter lens**



**Intervention lens**



# Using information to adapt



# Focus today: Get started!



Why



What to  
assess



How to  
assess



Overcoming  
hurdles



Using info

# Farzana Amin



# PRABRIDDDHI





# Ritesh Prasad



# GROW Liberia



**Adam Smith**  
International



Sweden  
**Sverige**

**grow**



Ajla Vilogorac

Market Development Facility

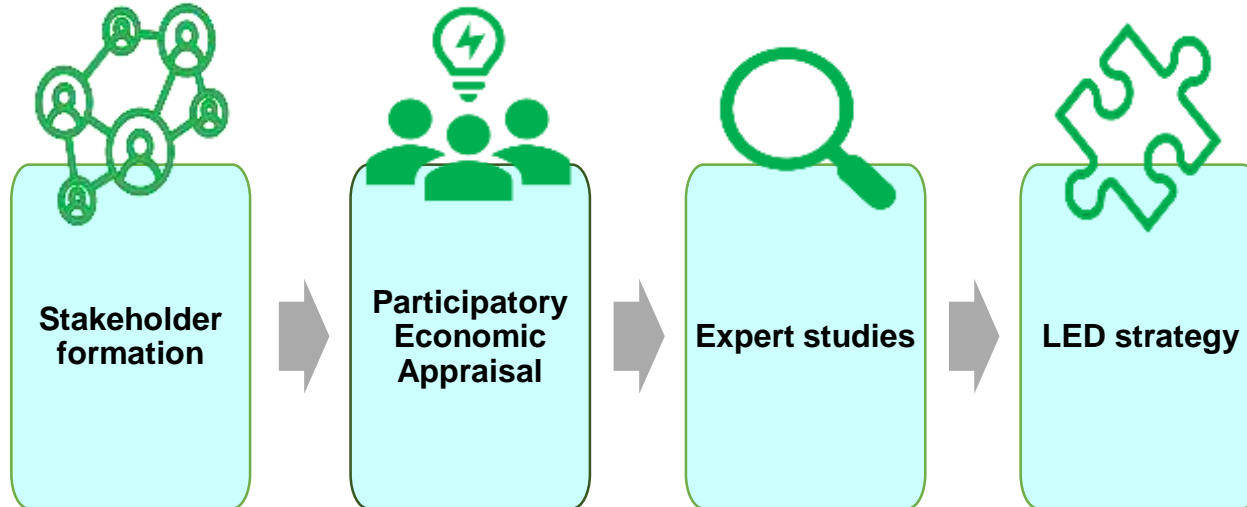


<https://marketdevelopmentfacility.org/wp-content/uploads/2022/01/Fijis-Sugar-Journey-Web.pdf>



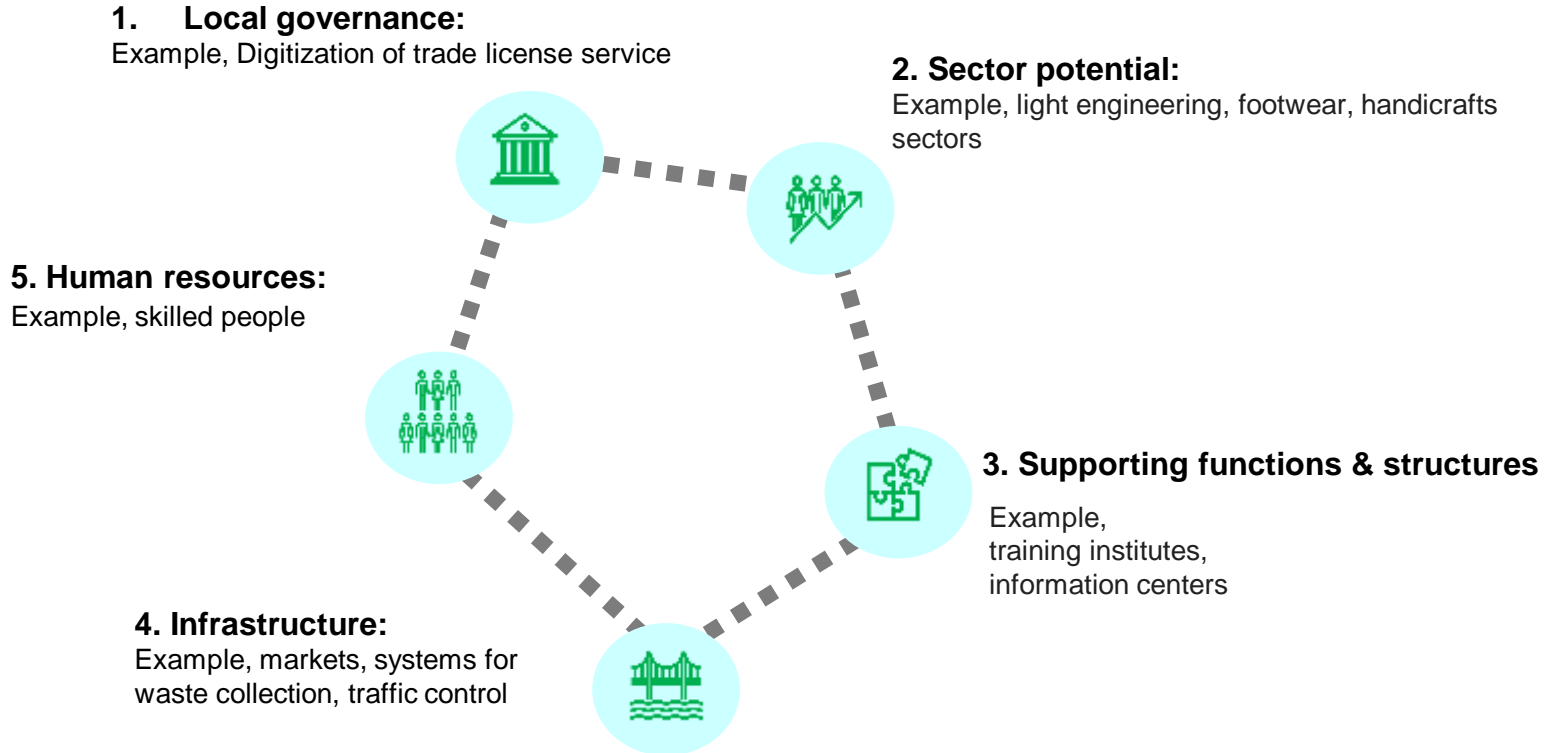
# Process

PRABRIDDDHI



Improved income  
& living standards  
in municipalities

# Drivers



# GROW

## Premium Market Study: Key Findings

	<u>Conventional</u>	<u>Premium</u>	
Type	Bulk Cocoa	Certified	Specialty/Fine Flavour
Price	International Market Price; sometimes discounted for low quality	International Market Price + Price Premium, often have higher prices based on quality, story	Higher than market price with premium based on quality, story, flavour
Cocoa Bean Quality	Low	Average to Good	Excellent
Certification	None	Organic and/or Fair Trade, UTZ/Rainforest	Not always necessary
Market Size (MT)	>4,000,000	~1,000,000	~200,000
Market Trend	No or slow growth	Rapidly growing	Growing
USD per tonne	\$ 2,300	\$ 2,600	\$ 3,300

# GROW Strategy

## Cocoa Sector Strategy Targeting Premium Markets

Improved regulatory environment  
that promotes sales to premium  
market

Improved branding, marketing and readiness for trade with premium market

Investment in Central Processing to produce very high quality cocoa with same taste, smell & flavor

Increased investment in systems (traceability, certification) that aligns with premium market

Improved access to information & training on GAP in order to improve quality of cocoa





# Stories from Shibganj municipality



***Digitization of municipal services***



***Multi-stakeholder platform and mango market management***



***Promotion of Ultra High Density mango gardening***



***Capacity building & market linkage of women processors***



***Branding & market linkage***





# Top Tips on Assessing System Change



Identify the system



Articulate the system change



Outline what you need to know



Integrate questions in your MRM plans



Get information from stakeholders regularly



Use information to adapt

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### **Other resources on A Pragmatic Approach to Assessing System Change**

- Overview
- Put it into practice guide
- Highlights slide deck
- Blogs

