



Food and Agriculture
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EU-STREIT PNG Programme: Accelerating digital transformation

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Structure of the presentation

- Key facts about the EU-STREIT PNG Programme:
 - Introduction
 - Key achievements as of June 2023
- Digital transformation: ITU-FAO collaboration
 - Policy-level support
 - Digital services for farmers and agrifood MSMEs
 - E-learning management systems, resources centres and digital literacy
- Lessons learned on digital inclusion
 - Challenges
 - Best practices



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SUSTAINABLE
DEVELOPMENT
GOALS

A photograph of a woman with dark skin and short hair, wearing a patterned brown and yellow top with a green and white striped shawl. She is holding a young child with dark skin and hair. They are outdoors in a lush green environment with trees and hills in the background. The text 'ABOUT THE PROJECT' is overlaid in white on a semi-transparent dark blue banner at the bottom of the image.

ABOUT THE PROJECT



Project overview

Basic information

- **Full name:** Support to Rural Entrepreneurship, Investment and Trade in Papua New Guinea
- **Funded:** European Union
- **Duration:** 2020 – 2024
- **Implementation:** UN Joint Programme under the leadership of **FAO**, partnering with **ILO, ITU, UNCDF** and **UNDP** and in close collaboration with the **Government** and **local partners** inc. local agripreneurs.

Objective

To improve the lives of the people by increasing sustainable and inclusive economic development of rural Sepik, through:

- Improving economic returns and opportunities from cocoa, vanilla and fishery value chains.
- Strengthening and improving the efficiency of value chain enablers, including the business environment (**ICT** and financial services), climate-proof transport and alternative energy solutions.



Key achievements as of June 2023



Reached out
435 000
Individuals



Benefited
72 600
Families



Supported
730
Groups



Trained
23 300
Farmers (F/M)

Renewable Energy

Installed
5 PV 
solar systems at
public facilities

ICT Services

Developed 
2
e-agri strategies
4 digital r. centres

Cocoa

Upgraded 
520 nurseries
and budwood gardens

Planted 
1 100 000
CPB-tolerant
seedlings

Vanilla

Provided 
111 700
healthy vanilla vines

Supported 
2 000 vanilla
HHs with planting &
harvesting tools

Fisheries

Distributed 
40 000
healthy fingerlings

Procured 
90 fishing
dingies, canoe, and
freezers

Transport Infrastructure

Maintained 
185 KM of
farm-to-market roads

Contracted 
11 rural roads
rehabilitation
projects (170 KM)

Access to Financial Services

Opened 
93 500 new
bank accounts

Established 
204 new
financial access
points



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ACCELERATING DIGITAL TRANSFORMATION



Threefold approach to fostering digital inclusion



Upgraded
policy
frameworks



Digital
agricultural
services



Digital
connectivity
and skills





Policy support to digital inclusion

- Enhancing the roll-out of the national e-agriculture strategy and developed provincial-level e-agriculture strategies for East and West Sepik.
- In close collaboration with the National Information and Communication Technology Authority (NICTA), conducted Network Coverage Assessment & developed Telecommunication Quality of Service (QoS) rules and regulations.
- Ongoing assessment on enhancing access, speed and affordability of network coverage.

[ITU-led activities]



Provision of tailored digital agricultural services

- Digital advisory services and e-marketplaces targeting farmers and local MSMEs in the Programme area:
 - Introduced the **Agricultural Meteorological Advisory Monitoring and Services (AMAMAS) system** in the Sepik region for informed decision-making using digital weather and climate forecasts and advisories specific to crops of interest.
 - Ongoing development of tailored **e-marketplace**.
 - Enhanced access to **digital financial services** to rural communities, leading to digitalized payment flows in the value chains.
 - Ongoing development of **digitally-enabled Management Information System (MIS/FIS) and Learning Management System (LMS)** for cocoa, vanilla and fisheries.

[ITU-led/ITU-FAO collaboration]



Digital literacy and digital resource centres

- Establishment of **10 digitally-enabled resource centres** in East and West Sepik Provinces: 4 already established and 6 underway. These centres of excellence offer farmers access to internet connection and ICT facilities where community training and information acquisition take place digitally.
- Build the **digital and financial skills of over 500 master trainers**, who in turn are becoming digital champions that train farmers in the targeted areas, ushering a new era of digital empowerment for local farmers and agripreneurs.

[ITU-FAO-UNCDF collaboration]



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LESSONS LEARNED ON ACCELERATING DIGITAL INCLUSION

Challenges faced by farmers and MSMEs to go digital

- The Programme baseline showed a striking digital gap:



- To address these gaps, the Programme is implementing a holistic approach that needs: closed coordination (UN agencies, PNG Government, telecommunication companies, beneficiaries, etc.) over several years, and a solid exit strategy.



Best practices for digital inclusion in agrifood systems

- Importance of having a clear baseline and targets.
- Understanding that different agrifood chains, and actors within them, adopt digital technologies and business models at varying speeds and so **require tailored digitalization strategies** to leave no one behind.
- Efforts to expand connectivity in rural areas must be accompanied by skills training in digital- and business-related topics such as e-commerce and financial literacy, financial support and the development of productive infrastructure required for e-commerce, and complementary initiatives that specifically target vulnerable farming communities.
- **Design of exit strategy** to ensure long-term sustainability of digital support.



Best practices for digital inclusion in agrifood systems

- Accelerating the digital inclusion of farmers and agrifood MSMEs requires building synergies among:
 - UN Agencies (Joint Programme) and other interventions in targeted area.
 - Government:
 - The digital resource centres are located in public secondary schools and are linked with GoP's line departments.
 - The Programme's digital skill trainings are closely linked with PNG Out Digital Transformation Centre in PNG.
 - The Programme's Government to Citizen (G2C) component is aligned with PNG Digital Government and GovStack.
 - Private sector: e.g. public-private partnerships linking telecommunications and banking service providers, and e-commerce platforms.
 - Research and academia institutions: e.g. support to digital resource centres.

EU-STREIT PNG'S NEWS

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Donor: Swiss Technical Secondary School with 300+ students equipped with a Solar Photovoltaic Micro-grid energy system, provided by the EU STREIT PNG Programme. © FAO/STREIT

IMPLEMENTED DELIVERIES

- Delivered activity:**

 - Supported 3,000+ beneficiaries with provision of 149 vanilla solar dryers.
 - On-boarded 97 new vanilla farmer groups for capacity building and material support.
 - Established 5 budwood gardens supporting 8,000 cocoa farmers.
 - Provided 105,000 cocoa CPB-tolerant seedlings to 2,000+ farming households. Cumulative seedlings provided stand at 1,200,000.
 - Built the capacity of 995 cocoa farmers in Bud Grafting, Cocoa Block Management, and Climate Smart Practices.
 - Upskilled 285 fishers in Inland Aquaculture, and 260 fishers in Riverine Capture Fisheries.
 - Prepared 20 skippers and boat operators for Engine Boat Operation and Maintenance.
 - Supported 100+ fishers with provision and installation of a solar-powered freezer.
 - Distributed 1,000 fish fingerlings to the fish farmers.

Expected results:

 - Ensuring quality and quantity of vanilla, cocoa and fish productions.
 - Adopting more efficient and improved practices by local farmers.

Implementation area:

 - Angoram and Maprik districts, East Sepik Province.
 - Allape-Lumi and Vanimo-Green districts, West Sepik Province.



Scaling up inclusive INNOVATION IN AGRIFOOD CHAINS in Asia and the Pacific



- ### MAIN TOPICS
- Key messages
 - What is digitalization in the context of agrifood chains?
 - Where does digitalization happen along the agrifood chain?
 - Digital innovations at the farm level
 - Digital innovations in the extended value chain
 - Digital innovations in food manufacturing
 - Digital innovations in food retailing
 - Digital innovations in meal delivery services
 - Opportunities and benefits of digitalization
 - Challenges and risks of digitalization
 - Policy solutions to promote inclusive digitalization along the agrifood chain
 - Recommendations

- ### KEY MESSAGES
- Digital transformation occurs at all stages of the agrifood chain: from production to consumption. In Asia and the Pacific, the ongoing food e-commerce revolution is happening at the same time that mobile-based business models are emerging to provide advisory, marketing and financial services at scale to smallholder farmers in the region. A parallel digital revolution is taking agro-industries to new levels of efficiency.
 - Different agrifood chains, and actors within them, adopt digital technologies and business models at varying speeds and so require tailored digitalization strategies to leave no one behind.
 - The COVID-19 pandemic has pushed the digital transformation agenda ahead, helping agrifood entrepreneurs to weather the crisis and opening new opportunities to build solutions for more resilient agrifood chains.
 - Despite having great potential for improving the efficiency and sustainability of agrifood chains, there are several risks associated with digitalization, from potential job losses to environmental degradation and data governance concerns.
 - Policymakers in the region need to facilitate the scaling up of digital innovations in an inclusive and sustainable manner to future-proof agrifood chains, and contribute to COVID-19 recovery.

PROMOTING THE DIGITALIZATION OF SMALL- AND MEDIUM-SIZED AGRIFOOD ENTERPRISES IN ASIA AND THE PACIFIC



Thank you!

Further information available at: www.fao.org/in-action/eu-streit-png/en

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