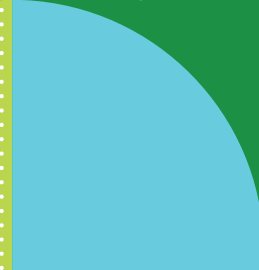
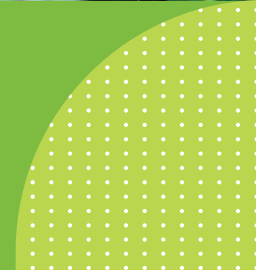


Innovation for Sustainable Agriculture (ISA)



APRIL 30, 2021

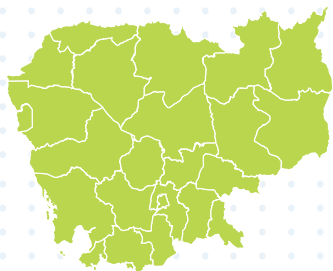


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I. WHO WE ARE



FOCUS ON
IMPLEMENTATION OF
CONSERVATION
AGRICULTURE AND
SUSTAINABLE
INTENSIFICATION (CASI) IN
CAMBODIA



INNOVATION SUSTAINABLE AGRICULTURE

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Foreign Affairs FDFA.





COLLABORATION



EXTENSION

04

WHY FOCUS ON CONSERVATION AGRICULTURE/SUSTAINABLE INTENSIFICATION (CA/SI)



PROMOTION



KNOWLEDGE

II. CHALLENGES IN AGRICULTURE

There is a need for the Cambodian agriculture sector to reinvent itself by shifting from increased production through land expansion and excessive use of inputs towards sustainable intensification.

Smallholder farmers are particularly **vulnerable to climate change** given their high **dependence** on rainfall and minimal crop diversification.

Cambodian agricultural lands are under threat of **degradation** and **soil fertility depletion** due to deforestation.

42% of land in Cambodia is under strong degradation.

The **annual cost of land degradation** in Cambodia is estimated at **USD 677 million**.



III. NEED FOR A SUSTAINABLE INTENSIFICATION SOLUTION

Sustainable Intensification looks at optimizing resource utilization and management whereby farmers produce greater yields by using fewer inputs and without increasing land area. The key components of sustainable intensification (SI) are Conservation Agriculture (CA) and Agroecological Crop Protection (ACP).



EFFICIENCY

better use of on-farm and imported resources.



SUBSTITUTION

focuses on the replacement of technologies and practices.



REDESIGN

(transformative) to harness ecological processes and connect scales (field to markets).

IV. PROMOTION OF SUSTAINABLE INTENSIFICATION SOLUTION THROUGH ISA

Objective

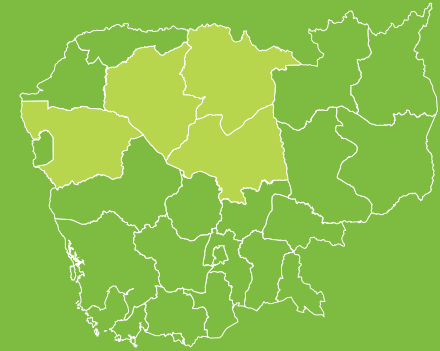
In line with the aspirations of the Royal Government of Cambodia, ISA will work to make the Cambodian agriculture sector move towards sustainable intensification by promoting conservation agriculture (CA/SI). The project will support existing public and private institutions to provide appropriate sustainable technologies and techniques to smallholder farmers.



Development Plan

- To strengthen coordination and sharing of information and knowledge
- To promote sustainable agriculture extension services
- To promote sustainable agriculture techniques and technologies
- To increase knowledge of system actors by collaborating with universities and research institutes.

Geographic Focus



ISA is in 4 provinces:
Battambang, Preah Vihear,
Kampong Thom, and Siem Reap.



ISA ELEMENTS



COLLABORATION



EXTENSION



PROMOTION



KNOWLEDGE



V. TARGET GROUPS AND OUTREACH

The project will have two target groups, namely the **farmers** and the **students**. ISA seeks to create an impact by a) increasing the income of the farmers; and b) improving the skills of the students so that they would be the future technical experts to promote Conservation Agriculture and Sustainable Intensification.



Smallholder
farmers

Access outreach:

9,050

Benefit Outreach:

2,987



Students

Access outreach:

62

Benefit Outreach:

32



VI. PARTNERS

ISA delivers interventions by fostering collaboration with relevant private and public actors.

Public Sector Partners



University Partners



Research Institute and Project Partners



Private Sector Partners



VII. STRATEGIC FRAMEWORK



VIII. INTERVENTION AREAS

IA1: : Collaboration



Strengthen coordination and sharing of information and knowledge

IA2: : Extension



Promote sustainable agriculture extension services

IA3: : Promotion



Work on various mechanisms to promote sustainable agriculture techniques and technologies

IA4: Knowledge



Increase knowledge of system actors by collaborating with universities and research institutes



IX. HOW THE INTERVENTION AREAS COME TOGETHER

IA1. Facilitate stakeholder **Collaboration**

Provides enabling environment

Provides inputs for actions



Provides the platform for private sector to promote CA technologies



IA2. Strengthen **Extension System**



IA3. **Promote** technologies (machineries and inputs)

SCALE UP CA PRACTICE

Provides the necessary human resources



IA4. Strengthen the **Knowledge Management (Internship)**

X. MODELS



Metkasekor, literally translated as farmers' friend, an "opening-the-market" conservation agriculture/sustainable intensification extension service model.



4S Model, a go-to-market strategy developed specifically for private sectors to introduce and promote new agriculture technology to farmers.



InGuider a four-stage guideline in preparing and running a standard internship program for universities.

XI. TECHNOLOGIES

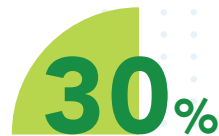


XII. GENDER INCLUSION STRATEGY

ISA aims to engage women farmer's participation in project activity and encourage female university students to participate in internship program, also known as InGuider.

ISA will employ **Gender Equity and Social Inclusion (GESI) Policy** which will ensure that, male and female both have equal access to **information and extension services**.

Apart from women farmers, ISA will also be working with female university students at Royal University of Agriculture and National University of Battambang.



WOMEN FARMER'S PARTICIPATION IN PROJECT ACTIVITY.

FEMALE STUDENTS PARTICIPATE IN INTERNSHIP PROGRAM

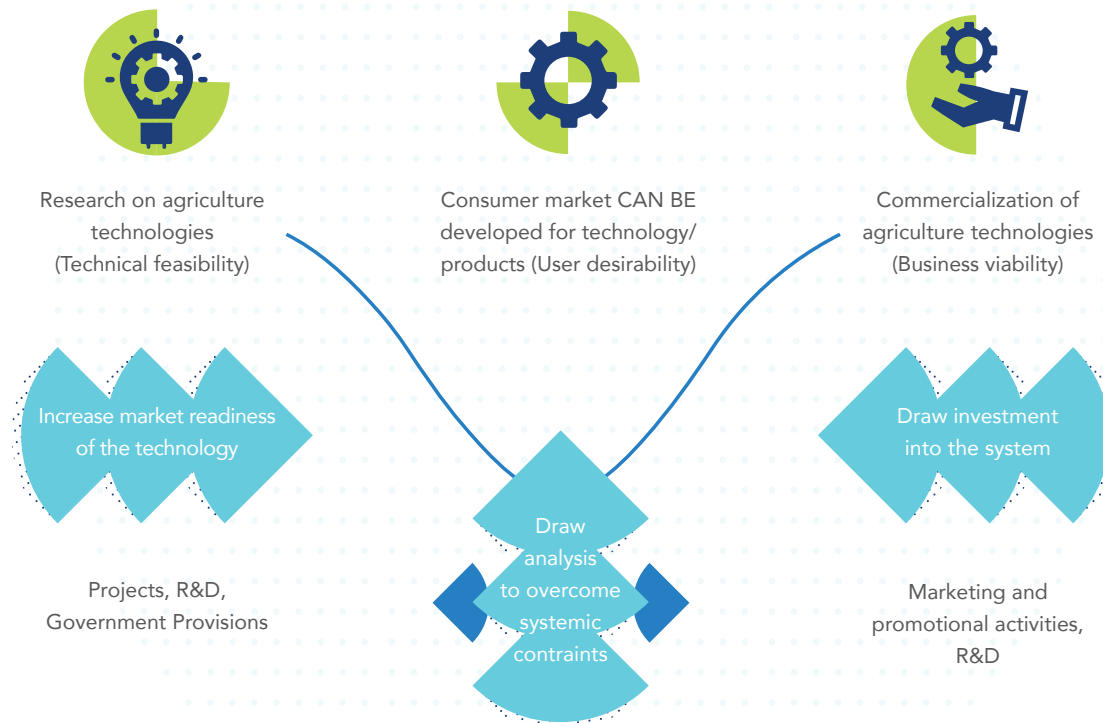


ISA LAB

WE INTEND TO SUPPORT APPLIED RESEARCH.
WE WILL WORK WITH RESEARCH INSTITUTES,
UNIVERSITIES AND OTHERS TO CONDUCT
THE RESEARCH. SOME OF THE RESEARCH AREAS ARE...

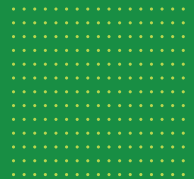
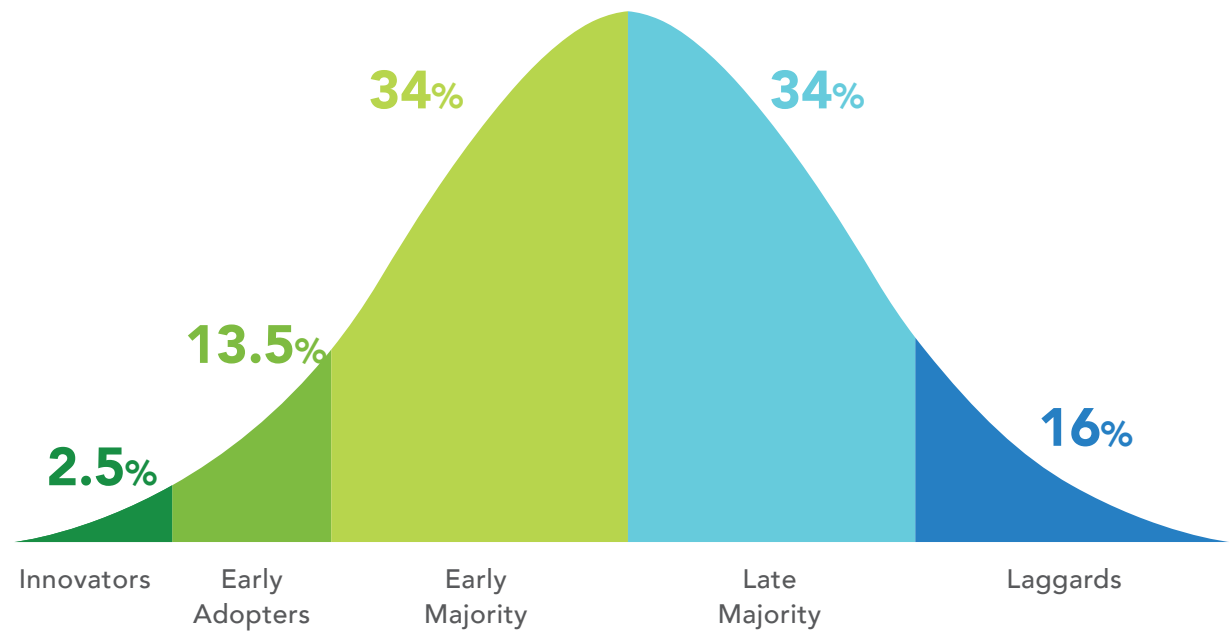
VALLEY OF DEATH

“Valley of Death” to get an in-depth understanding of the various factors that contribute to narrowing the gap between researched technology and commercialization. We envision that the findings will help improve our understanding and also serve as a guiding document for researchers, development agents and relevant stakeholders to understand what factors help in overcoming the gaps.



DIFFUSION OF INNOVATION

“Diffusion of Innovation” to validate and identify factors that incentivize innovators and early adopters to try out the new technology. ISA envisions that the findings will serve as guiding document for other development agents or stakeholders to implement efficient interventions when it comes to introduction of new technologies in Cambodia and beyond.



METKASEKOR EXTENSION MODEL

“Metkasekor Model”

to understand the effectiveness of promoting CA technologies through “opening the market” extension model, the success will allow the Government to plan on “opening the market” in other areas so that the private sector can expand their activities in those “sensitized” locations.



**Organized and
Implemented by**
DEAFF, GDA and
RUA



**Technical
support** provided
by Department of
Agriculture land
Resources
Management and Department
of Engineering
and Royal
University of
Agriculture



**Pilot Private
Sector Partners**



**Promoted by
and based on
the experiences**
of PADAC,
SANREM, CASF
and MIGIP in joint
partnership with
CASC/DALRM,
CIRAD, CE
SAIN/RUA,
SIIL/KSU and
Swisscontact.



METKASEKOR EXTENSION MODEL



OUR TEAM

XIII. MEET THE TEAM

For more information, please
visit our website:

Innovation for Sustainable
Agriculture (ISA)

www.swisscontact.org/isa

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XIII. MEET THE TEAM



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Intervention
Area Lead



Dennamanith
Premprey
Intervention
Area Lead



Darabondeth
Seng
Intervention
Area Lead



Davith Eang
Intervention
Officer



Sovannaret Mak
System
Specialist



Vathana
Chamroeun
Intervention
Officer



Chakriya Soeun
Intervention
Officer



Soveth Ream
Intervention
Officer



Rosa Ratha
Junior Project
Officer



Rathanakvichea
Phann
Junior Project
Officer

XIII. MEET THE TEAM



Wensydy Yort
MRM Officer



Kimchean Prum
Director of
Business
Administration



Sovantola Sin
Admin/IT
Coordinator



Bopha Theang
Senior Human
Resource
Officer



Chanmonichroza Sambath
Secretary/
Receptionist



Tola Hang
Senior Project
Accountant



Sokuntheary Oeung
Junior
Finance Officer



Pritesh Chalise
Quality Assurance
Manager



Sorphorn Souk
Communications
& Partnership
Director



Vearyda Oeu
Communication
Officer

Thank You!

Please be in touch with us
if you are interested in

- Expanding your business in the sustainable intensification (machinery, credit, inputs, etc)
- Providing support to expand the ISA model or parts of it in other parts of Cambodia
- Doing more research on how sustainable intensification can scale up in Cambodia

