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Increasing Program Reach Through Learning Networks

EGAT KM Fair
February 25, 2008

Stacey Young, EGAT/PR/MD
styoung@usaid.gov



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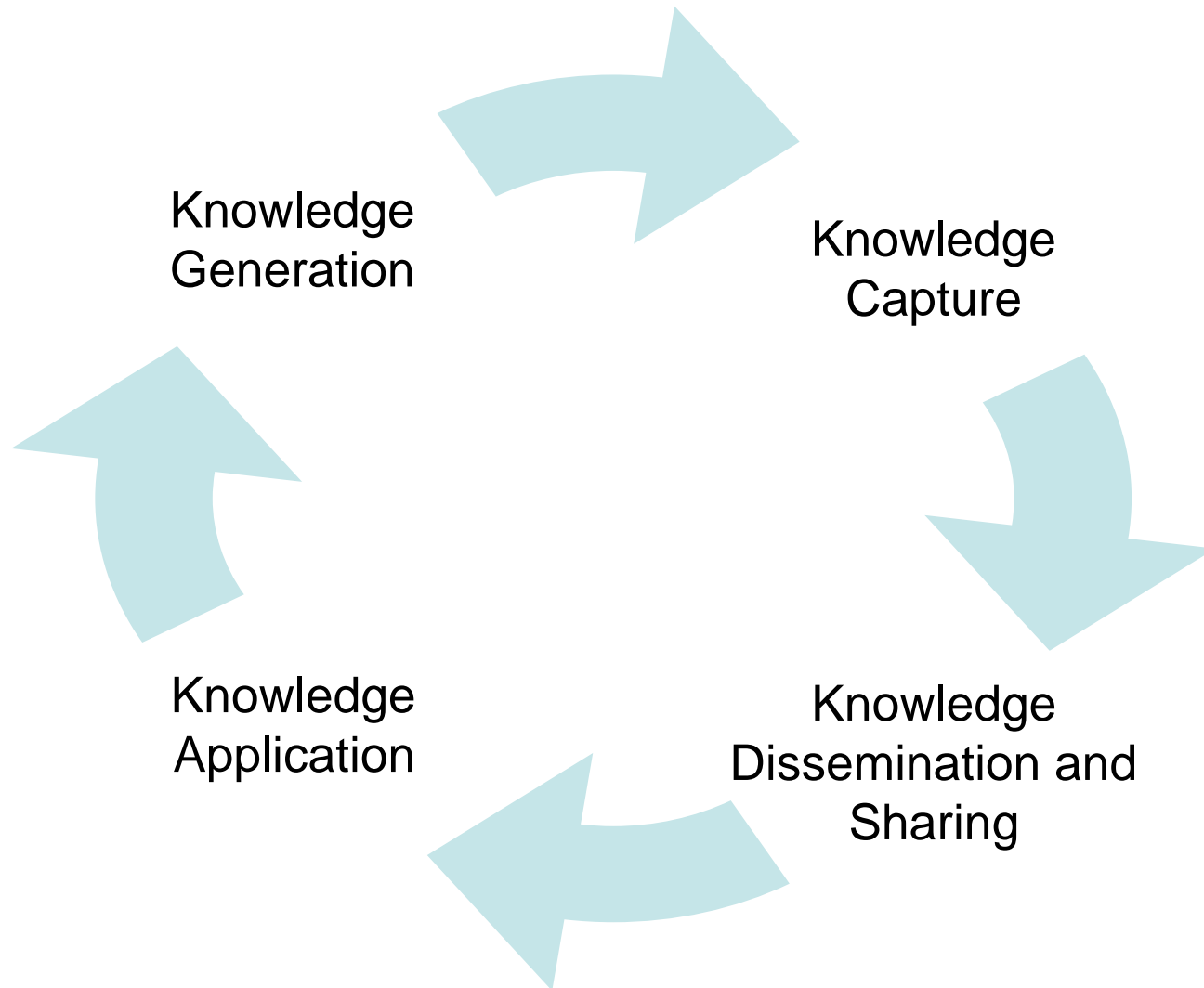
MD office's scaled approach to knowledge

- Emphasizes collaborative learning and industry-wide impact
- Supports collaborative learning in all aspects of achieving scaleable microenterprise innovation:
 - Identification, research and development
 - Dissemination
 - Adaptation and application
 - Refinement
- Contrasts with one-way approach that splits K generation from dissemination from application
- Employs a broad definition of “knowledge management”: addresses the entire knowledge cycle



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The Knowledge Cycle





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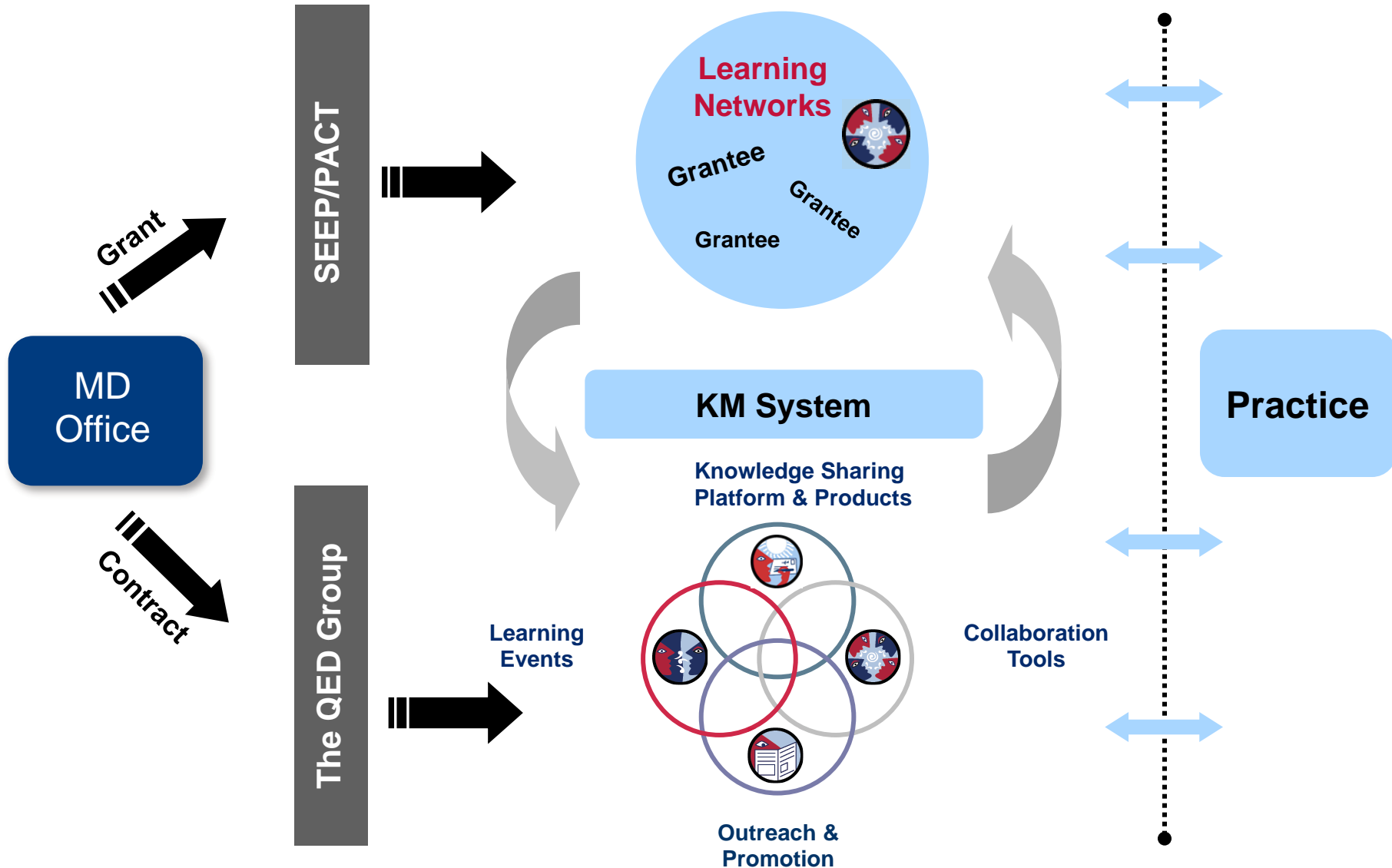
Learning Network model

- First developed by EGAT/PR/MD and SEEP Network
Jimmy Harris, Jennifer Hansel & others
- Can be used with grantees and contractors
- Award a grant/contract to partner
 - to implement a project (chosen for potential to generate replicable, scalable innovations)
 - and to participate in a Learning Network
- Requires coordination among several partners



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Learning Networks & KM System





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Some examples...

- **Strategic Alliances Practitioner Learning Program (PLP)**
through the SEEP Network (facilitator: Lillian Diaz Villeda)
- **Consumer Finance for Alternative Energy PLP**
through the SEEP Network
- **Financial Services Implementation Grant Program (IGP) in Reaching Hard-to-Serve Populations**
through the SEEP Network
- **Building Effective Learning Organizations Grants Under Contract** through PACT
- **Global Value Chain Learning Network**
through ACDI/VOCA and QED



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Launch phase

Launch workshop: in person

- Learn about each other's projects (including field visit)
- Identify industry-level learning gaps, with the aid of resource people/subject matter experts
- Define a group learning agenda designed to capture project learning that's relevant to industry-level learning gaps
- Schedule virtual learning activities



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Participants develop learning agenda





Figure 1: Learning Framework*
Four Project Milestones



* For a complete version of our learning framework, contact Lillian Villeda, PLP Learning Facilitator (lillian@online.com.kh).



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as well as learning milestones

Building Effective Learning Organizations (BELO)
learning network timeline

Jan 31: 2nd Project Report due

Feb 5: Tele Conference # 1 + New Learning Assignment

March 7: 2nd Learning Activity Report due

March: Individual Debriefings + Summary of Learning Trends

March 30: Tele Conference # 2 + New Learning Assignment

Apr 30: 3rd Project Report due

May 31: 3rd Learning Activity Report due

June: Individual Debriefings + Summary of Learning Trends

June 28: Tele Conference # 3 + New Learning Assignment

Jul 31: Last Project Report due

Aug 31: Last Learning Activity Report due

Sep: Individual Debriefings + Summary of Learning Trends

Sep 27: Tele Conference # 4



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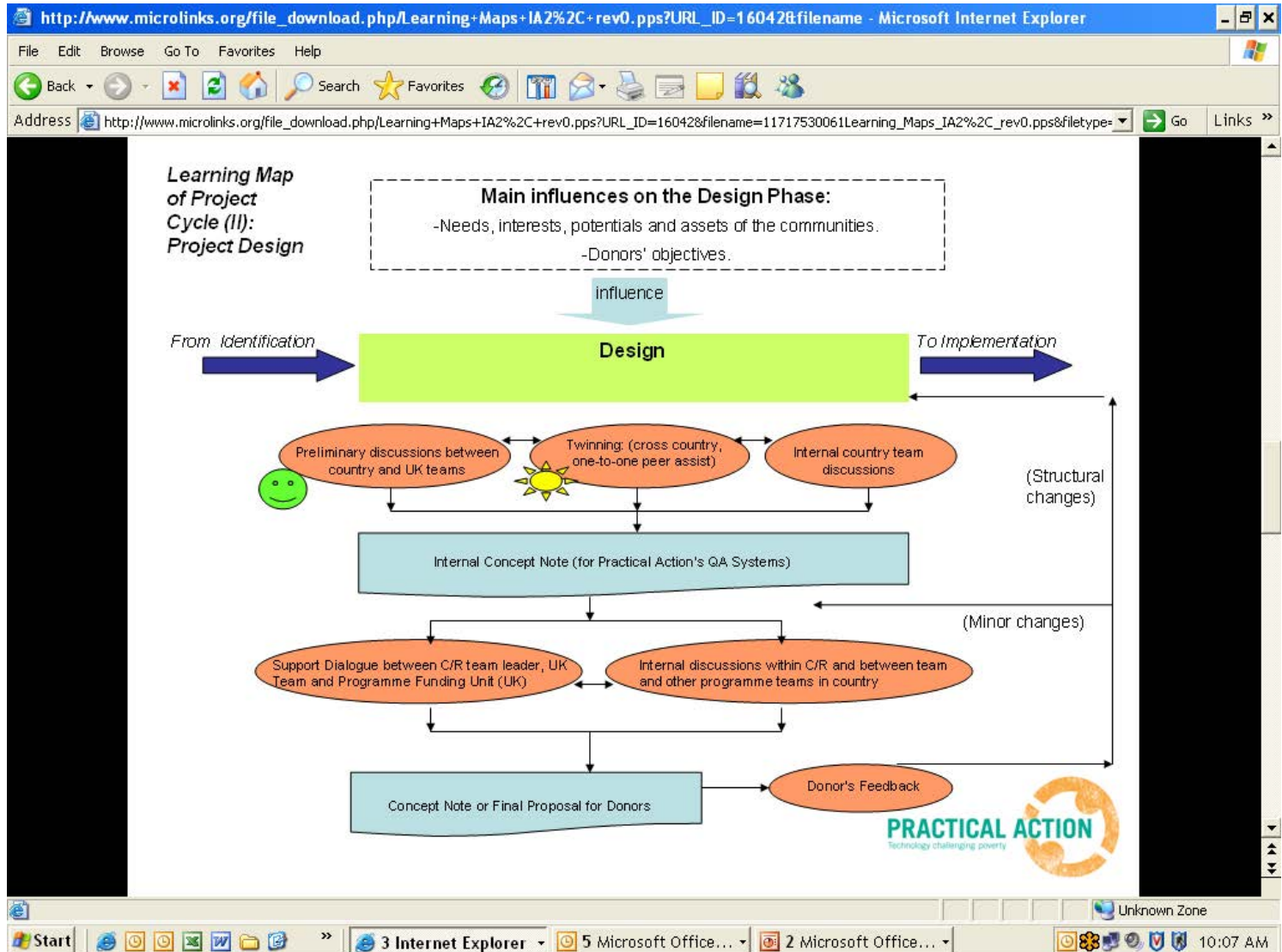
Implementation phase + virtual learning activities

- Project implementation
- Learning diaries, learning maps, other activities
- Group phone calls
- Peer Assist phone calls
- Virtual TA from resource people



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Practical Action's Learning Map for the BELO Learning Network





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Interim knowledge sharing begins

Rural Finance for Value Chains Quarterly

October 2005 • Vol 1 • No 1

A quarterly publication from the PLP network in Strategic Alliances for Financial Services and Market Linkages in Rural Areas

PLP in Strategic Alliances for Financial Services and Market Linkages Launches

Turin, Italy – On May 9-13, 2005, The SEEP Network launched its Practitioner Learning Program (PLP) in Turin, Italy. This initial “start-up” PLP round focuses on different methods to help farmers and micro and small enterprises in rural areas gain access to finance for value chain upgrading. Strategic alliances within key value chains between rural financial institutions, market development facilitators, service providers, and value chain actors may be one promising way to make this happen.

Twenty-two celebrities (our PLP partners) from around the globe gathered to share their project ideas, deepen their understanding of key technical topics, identify ways this learning network could learn from each other, and develop learning products that will benefit the broader field.

On hand were a number of special guests. Bob Fries (ACDI/VOCA), Leonard Mutesasira (MicroSave CSP), Henry Panlibuton (AFE), and Lillian Villeda (this PLP’s Learning Facilitator) shared their experiences in market research and product development, value chain assessment, rural finance and value chain finance, and formation of strategic alliances. Geoff Chalmers (USAID) and Stacey Young (USAID) also participated in the



Participants are “linked.”

The Learning Café: Testing a Knowledge Sharing Tool

Turin, Italy – Essential to forming a learning network is identifying common areas of interest and self-instructional questions that will drive the collective learning by the participants of the PLP network.

The Café Knowledge Sharing tool was used to help shape a learning agenda by gathering all participants together to discuss their commonalities in a café-style setting, literally over coffee. At the *Learning Café*, participants moved among three tables, holding in-depth



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Interim knowledge sharing

The Missing Link in the Value Chain: Financing for Rural Farmers and Microentrepreneurs

*Strategic Alliances for Financial Services
and Market Linkages in Rural Areas*

Lillian Diaz Villeda
and Jennifer E. Hansel



the
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NETWORK



Conceptual Note
• October 2005 •



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Mid-term workshop

- Update each other on progress in implementation
- Identify project obstacles, conduct peer assists
- Capture what's being learned about the various topics included in the learning agenda
- Map the learning and plan learning products, assign tasks



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After the midterm workshop

- Continued implementation of project
- Development of learning products
- Continued knowledge sharing
(e.g., virtual presentation at SEEP Network annual conference)



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Final workshop + knowledge sharing

- Compile what's been done on the learning products, split into teams, continue work on the learning products
- Plan for finalization of learning products (implementers, facilitators, resource people)
- Plan for dissemination and K sharing (implementers, KM contractor)



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Conference presentation, publication

*International Conference on Rural Finance Research:
Moving Results into Policies and Practice*

Practitioner-Led Action Research
Making Risk-Sharing Models Work With Farmers,
Agribusinesses, and Financial Institutions

31 January 2007

Lead Authors

Lillian C. Diaz and Jennifer E. Hansel

Contributing Authors

Suresh Subramanian, Danilo Chavez Wendorff, and Bettina Wittlinger

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Microsoft Internet Explorer window: Note from India: Accessing Finance in the Litchi Value Chain: MicroLinks - Microenterprise Learn

Address: http://www.microlinks.org/ev_en.php?ID=11955_201&ID2=DO_TOPIC

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Note from India: Accessing Finance in the Litchi Value Chain


Note from the Field Print

microlinks home > about microlinks > microlinks features and products > notes from the field > note from india: accessing finance in the litchi value chain

Note from India: Accessing Finance in the Litchi Value Chain

Date Posted: June 30, 2006

Download the pdf version of this Note.



A project of the USAID-funded Practitioner Learning Program helps rural Indian litchi farmers access financial services through strategic alliances and market linkages.

Providing access to finance to India's rural poor is challenging given the high costs and risk often associated with lending in rural areas. For the litchi market in the Muzaffarpur District of Bihar State, challenges like poor transportation, limited access to technology, and a lack of credit information and collateral are exacerbated by a spoilage time of approximately 48 hours of the litchi fruits if they are not refrigerated.

An association of litchi farmers meets with EDA Rural Systems representatives.

EDA Rural Systems (EDA) in India is aiming to overcome some of the obstacles faced by the rural poor in accessing finance. Acting as a market facilitator, EDA is developing financial models to help increase access to finance through strategic alliances within the litchi value

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Seminar presentation





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- Knowledge and Learning
- Needs Assessment
- Implementation - Lessons Learned
 - A. Technology
 - B. Human Factor
 - C. Capturing and Sharing Learning
 - D. Role of Knowledge Manager
 - E. Closing the Loop
- Tips
- Results and Outcomes

Welcome to the BELO wiki!

We will use this space to write our "learning document." Each of us should champion a section or page that we feel we have strong contributions for. Others will add and edit as they have ideas to contribute.

- [Introduction](#)
- [Knowledge and Learning Needs Assessment](#)
- [Implementation - Lessons Learned](#)
- [Tips](#)
- [Results and Outcomes](#)
- [Practical Tools](#)

[Comparison table between 'Programatic KM' and 'Organizational KM'](#) (these denominations are still to be discussed)

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Audiocast

Digital Interview: Carmen Velasco - Microsoft Internet Explorer

Address <http://www.microlinks.org/multimedia/carmenvelasco/player.html>

Digital Interview: Carmen Velasco (00:09 / 24:09) ATTACHMENTS

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Digital Interview Player
To jump through session, click on chapter names below or click the time bar at bottom.

Outline Search

1. Carmen Velasco: Building Livelihoods for
2. Pro Mujer Bolivia:
3. Question: Your objective, in a way, was to
4. The only thing the women wanted was tra
5. What we did in Bolivia was so successful th
6. Question: How did they find you?
7. In Nicaragua it was clearly through USAID
8. Because Pro Mujer was a training program
9. As of today we are in five countries, and in
10. Question: In Bolivia, the model evolved
11. The first thing we did in Nicaragua was t
12. Question: Well that's in part because the
13. Exactly. And I think it is a value added; i
14. Question: It is always fascinating to see a
15. We are a network, we should have a core
16. The core includes the training, the meth
17. Tony: If you're on the edge you can't thir

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microLINKS Digital Interview Series:
Perspectives and lessons from microenterprise practitioners

 **Note: Audio Presentation – requires computer speakers or headphones**


Carmen Velasco
Co-Founder of Pro Mujer and
Executive Director of Pro Mujer Bolivia


Interviewed by:
Tony Pryor
Knowledge Management Advisor,
AMAP/KMC

Carmen Velasco: Building Livelihoods for Latin American Women

Carmen Velasco discusses her experiences as the co-founder of Pro Mujer, a women's development organization that establishes sustainable microfinance institutions in Latin America. Ms. Velasco speaks about founding Pro Mujer with Lynne Patterson in 1990, expanding the network into five countries, and how financial and non-financial services offered by Pro Mujer are improving the lives of thousands of families.

articulate
POWERED PRESENTATION

SLIDE 1 OF 24 PLAYING 00:09 / 00:13

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Critical components for success

- Promising projects – technical agenda leads
- Funding for both implementation and knowledge sharing
- (With grantees) – support from their senior managers for participation in the learning network
- Quality facilitation of the network
- Achievable learning agenda synched with project activities
- Sound strategy for sharing the learning more broadly with the whole industry



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Challenges we've encountered

- Facilitation, facilitation, facilitation
- Getting implementers to focus on knowledge capture and industry-level knowledge needs
- Coordinating multiple players
- Choosing the right knowledge-sharing vehicles
- Measuring and attributing *impact* (vs. results)



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Results: project design is improved



American Refugee Committee conducted a value chain analysis in November 2005 in Sierra Leone. Above, a picture taken at their value chain workshop. To learn more, see "Featured Columnist: Ask ARC"



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learning is shared widely

Rural Finance for Value Chains Quarterly

3

Featured Columnist: Ask ARC



Individual interviews with buyers and suppliers, Sierra Leone.

Q: Tell us about your Value Chain Analysis. We initially conducted a baseline study and supply chain market studies in the districts of Kailahun, Kono and Koindadugu. The individual market studies looked at supply chains and market outlets at the rural

level for bananas, cocoa, cassava and groundnuts. We prepared subsector/value chain maps. Then, we reviewed the maps, synthesized information on the production yields, revenue potential, and identified the constraints faced in each subsector. Three main criteria to choose the subsector were identified using the Participatory Rapid Appraisal (PRA) technique of ranking. We felt that the value chain selected should 1) reach large numbers of MSEs from mil-

Featured Columnists are:

Sarah Ward, previously worked for ARC and is now with IRC.

Mary Morgan, independent consultant who worked with ARC to conduct a value chain analysis with a financial services lens.

Ben Noballo, works with ARC and is a participant in this PLP.

well. Both the project and the farmers identified this as a relationship that could be improved.

Q: How did conducting a value chain analysis (VCA) with a financial services lens benefit your project?

What are your next steps?

It allowed us to better focus our resources and efforts. This was particularly important as value chains in Sierra Leone were severely weakened by the 10 years of civil conflict and none have sufficiently recovered. To be effective, we saw that we would have to use the different interventions in harmony to support one chain at many levels. The addition of the financial services lens assured



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participants become long-term colleagues

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My Mail - "Re: Knowledge Management vs. Learning"

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to: [sybsmic](#), members of [belowwiki](#)
date: Jan 15, 2008 1:58 am
subject: Re: Knowledge Management vs. Learning

Hi Sybil:
A report on Participatory Video experiences and working plans will be ready by Feb/Mar.
I'll share it with you all.
Hugs,
Lucho

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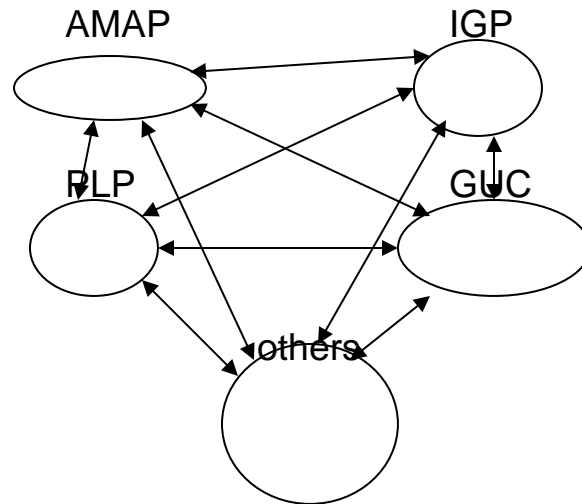
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Next phase

- Application: how do we ensure shared K = applied K?
- Attribution: how do we capture impacts of K sharing?
- Integration: via KM system, link learning networks with other MD office mechanisms and knowledge generation investments





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Thank you!

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