



Combining Design Thinking with MSD approach in Myanmar

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What motivates farmer for agroecology?



What motivates farmers for agroecology

4 elements that influence intention

INTRINSIC

- Personal motivation
 - The wish to farm with (not against) nature
 - Seeking harmonious relationship between human and natural environment
- Personal knowledge, skills and capabilities
 - Including time, money, and power

EXTRINSIC

- Social Factors
 - social norms, roles, pressures, and group dynamics
- Contextual factors
 - available technology, geographic aspects, costs, rewards
 - laws and regulations, policies,

Agroecology as
a life style

Change in mind-
set, attitude,
believes, values

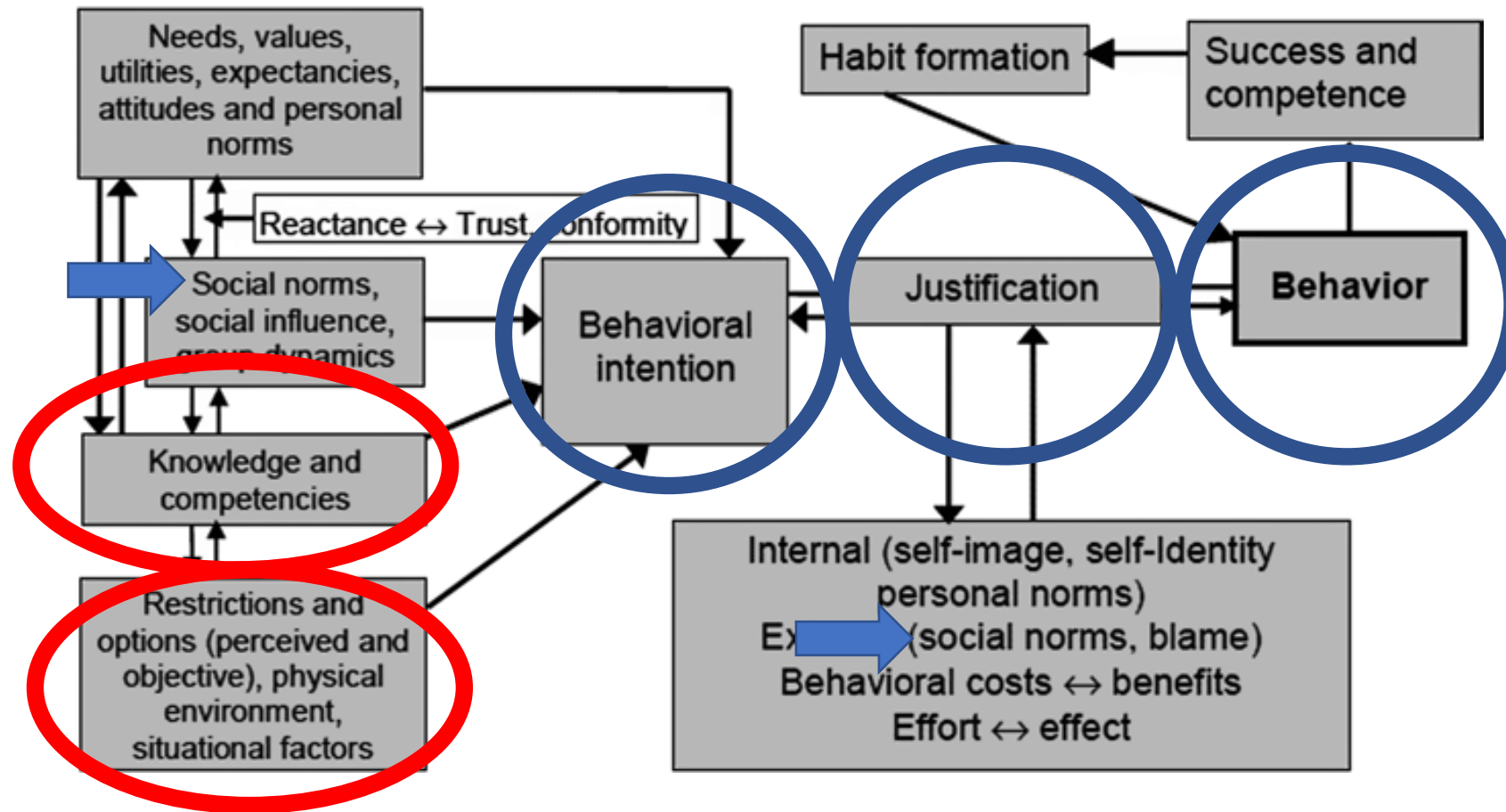
inside -> out

Opportunity
driven

outside -> inward

What motivates farmers for agroecology

From intention to 'justified behavior'



Model of Justified Behavior, from Goldman et al. (2020)

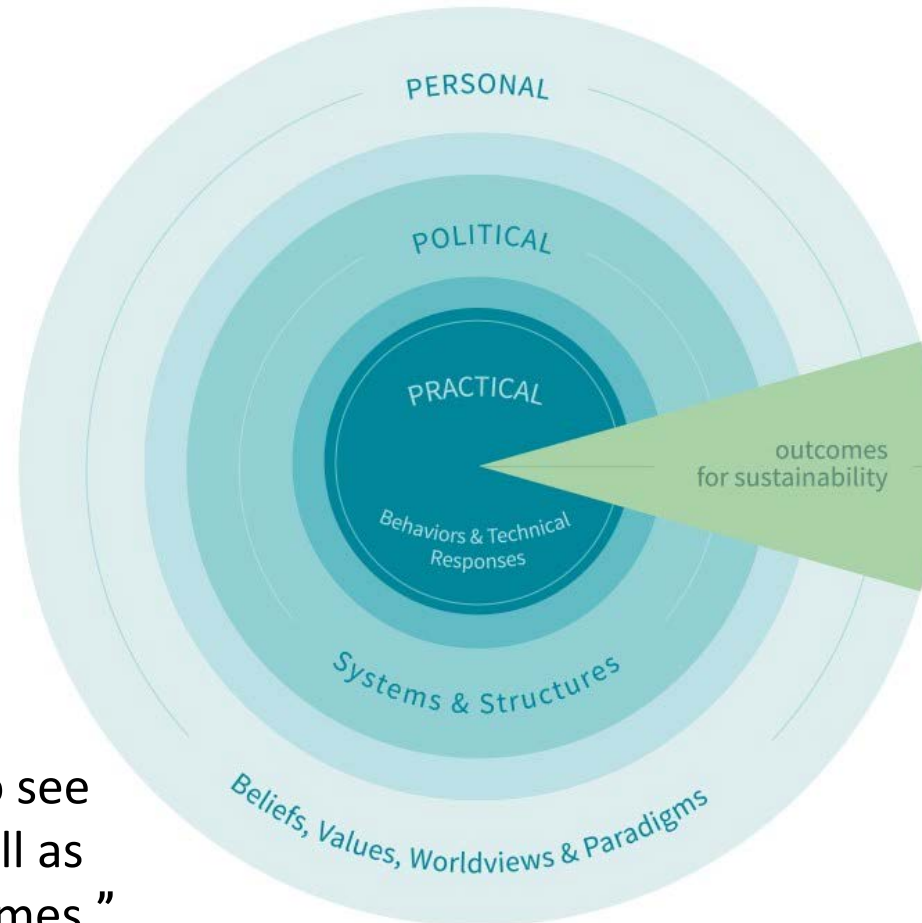
What motivates farmers for agroecology

3 spheres of transformation

- **Personal**
 - Beliefs, Values, Worldviews & Paradigms
 - Being all-pervasive, often unconscious
- **Political**
 - Systems & Structures
- **Practical**
 - Behavior & Technical Responses

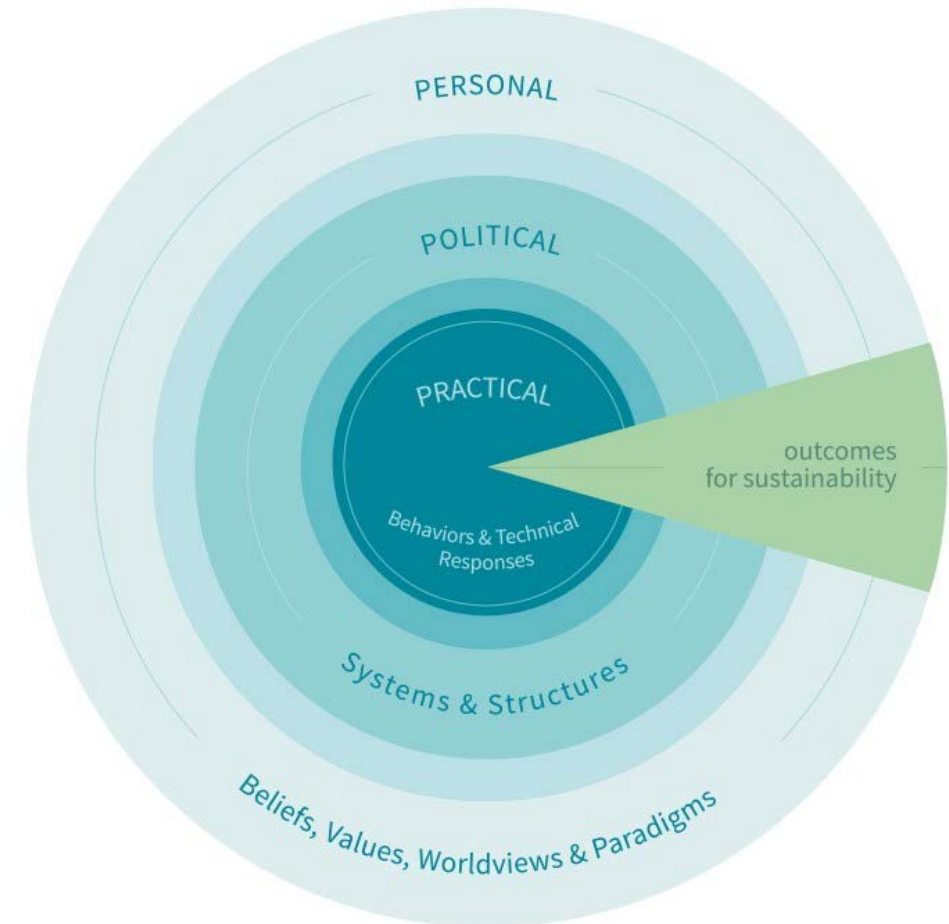
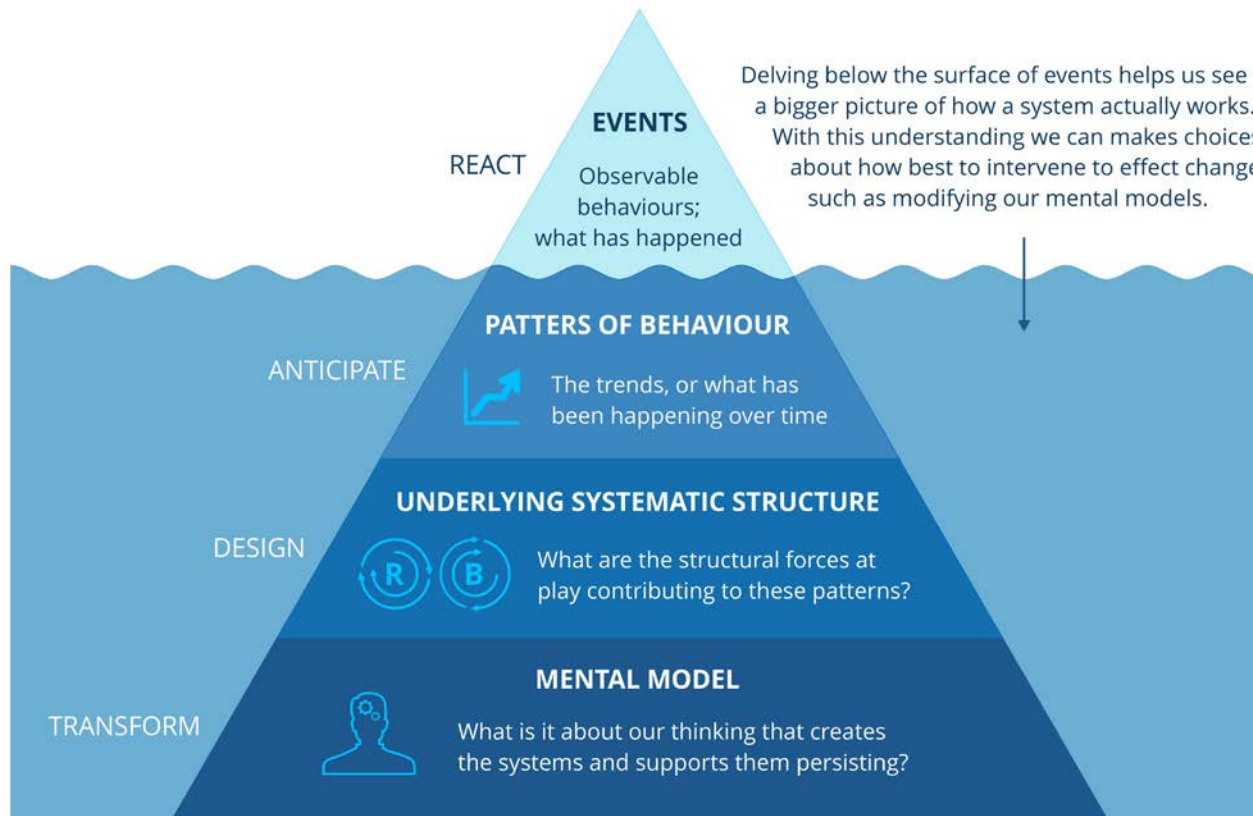
“By viewing the spheres together, it is possible to see the breadth and depth of transformations, as well as the multiple entry points for sustainability outcomes.”

3 spheres of transformation (O’Brien and Sygna -2013)



What motivates farmers for agroecology

3 spheres of transformation vs. Iceberg model



3 spheres of transtormation (O'Brien and Sygna -2013)

What motivates farmers for agroecology

Some take-aways

- Take as many entry points as possible (intrinsic, extrinsic, personal, political, practical)
- Be as context-aware and specific as possible
- Make your assumptions, beliefs, mindsets as visible as possible -> and put them to test
- Include moments to reflect ('neurological reflexivity' Rowson, 2011)
- Short iterative cycles -> adaptive/flexible management
- Donor coordination for better chances to change regulative (laws etc.) and normative (social norms etc.) institutions



Project Background



Project Background

Geography



Shan state :

- communities are facing socio-economic hardships and have limited access to markets
- significantly impacted by ongoing active conflicts, illicit trading, illicit lumbering and drugs
- huge potential for agricultural and economic development
- 4th highest population state of Myanmar with 15 different ethnicities and other minority tribes.
- important region for horticultural crops and beverages (tea and coffee) and maize



Project Background

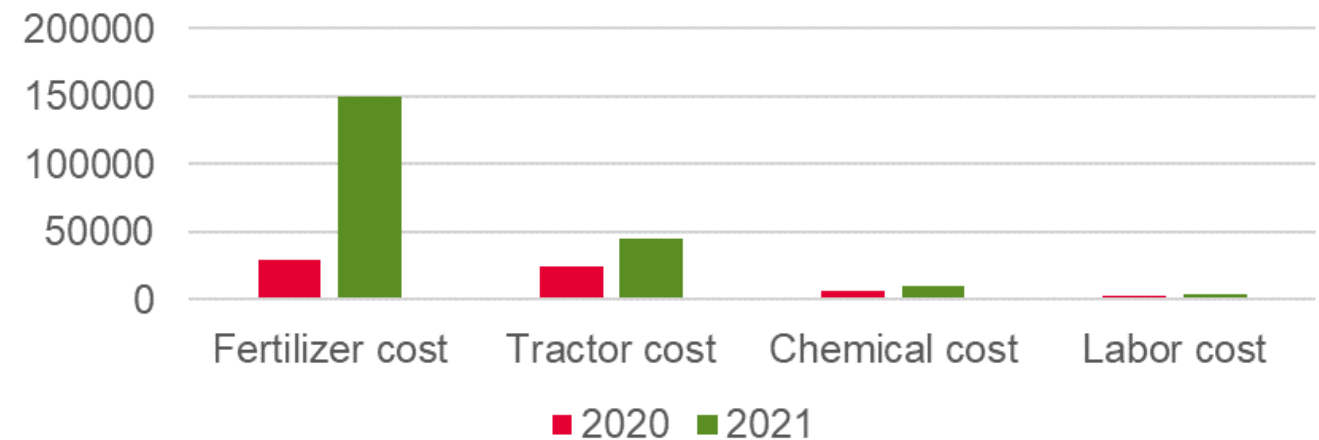
Intervention areas (as planned in May 2021)

- 1. Promotion of inclusive business models
- 2. Improved value chain cooperation and linkages
- 3. Increased access to skills, support services and information

Ukraine war impacts

- Triple increase in agriculture input costs due to the military coup and COVID crisis.
- Difficulty for farmers to plant crops due to jump in farming cost.

Cost comparison 2021/2022

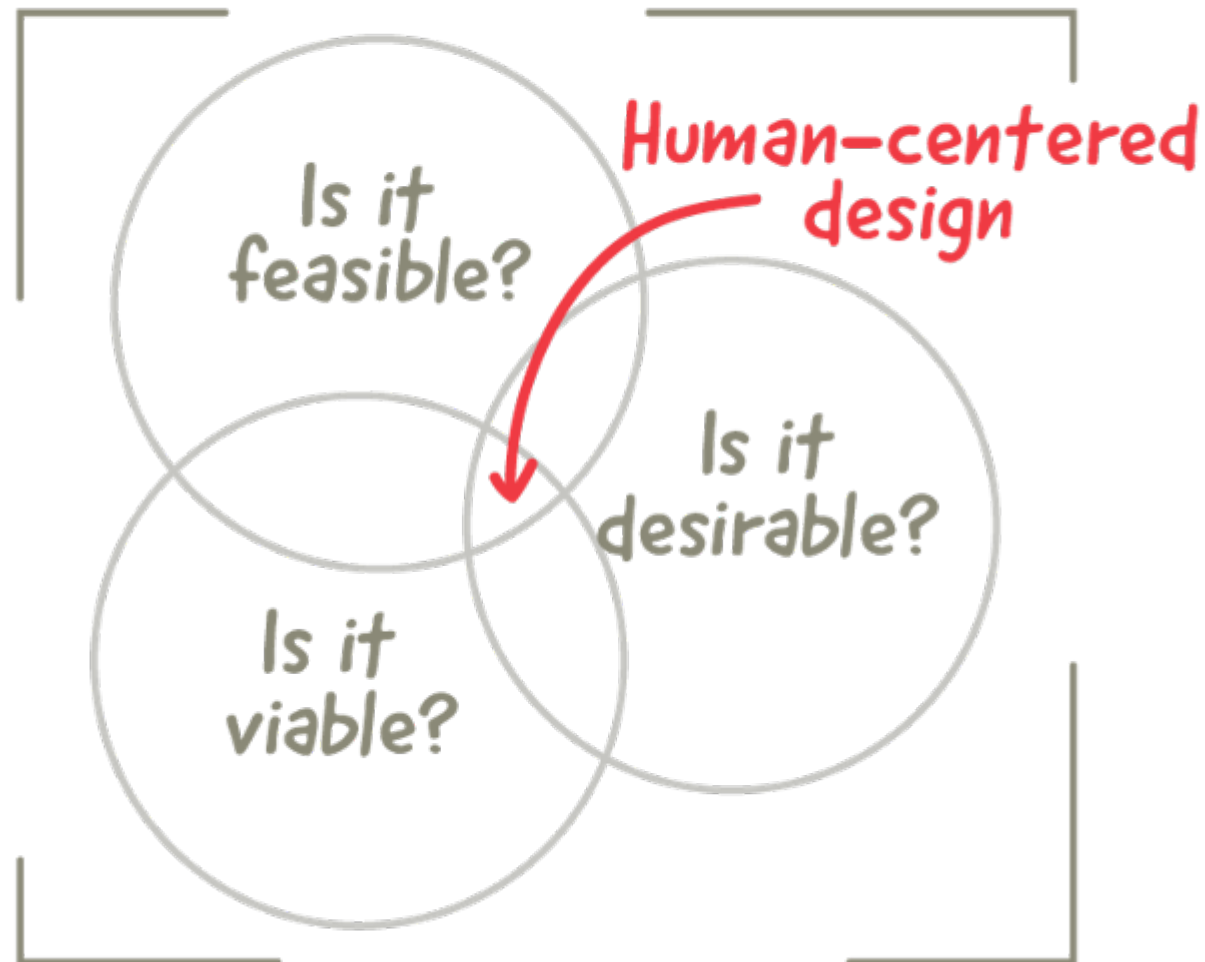


Design Thinking: Human Centered Design - HCD



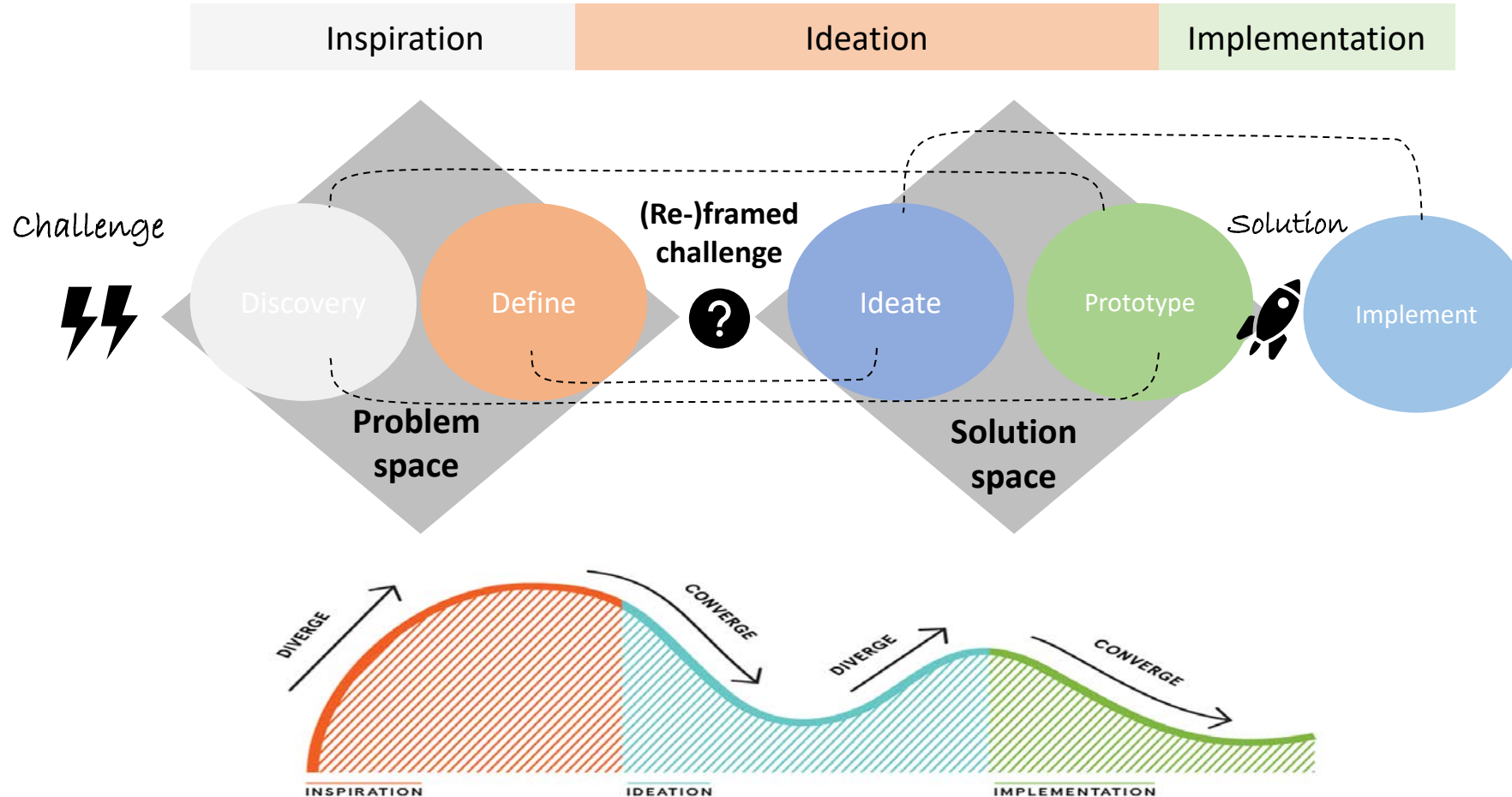
Human Centered Design - HCD

Creating solutions in service of people...



Human Centered Design - HCD

Steps of the Innovation Process



Source: Julia Strachowitz Marketing Consulting & IDEO

Project Implementation



Project Implementation

Main challenge: HCD cycle in May 2022

- Planting season for corn threatened due to high fertilizer costs

Ideation prototype: HCD cycle in May 2022

- Replacement of synthetic fertilizer through organic (Bokashi/compost)
- MSD element: Cooperation with enterprise
- When purchasing 6 bags of compost, 4 bags of Bokashi/compost were given for free to selected farmers after a needs assessment and stakeholder discussion.
- End survey January 2023: 90% of farmers said to continue to use Bokashi



Project Achievements



Project Achievements

Impact on farm level

- Reached 810 smallholder farmers (216 women-lead household and 594 men-lead household)
- 10%~30% cost reduction for inputs.

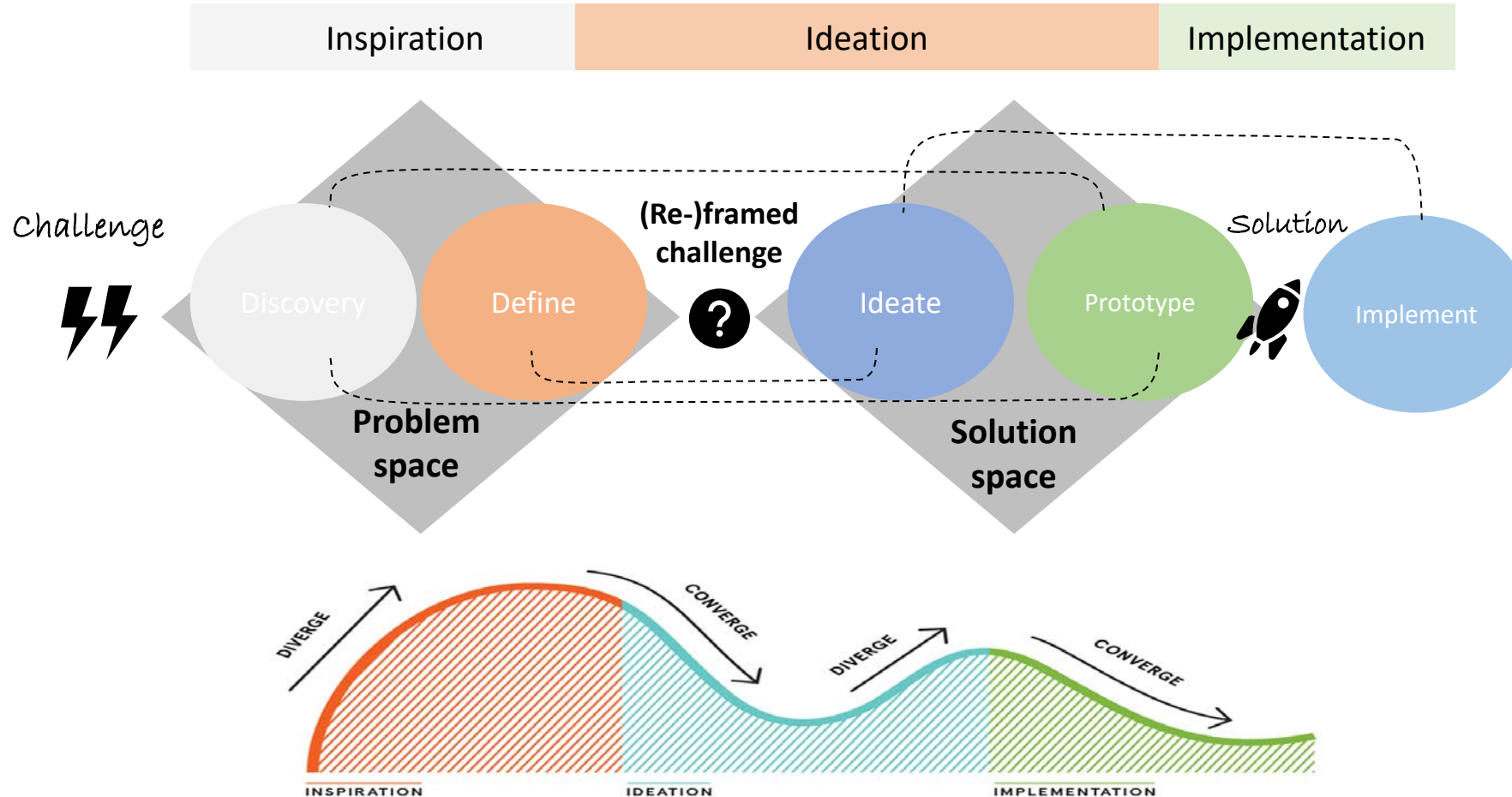
Impact on Business level

- Sale and Number of farmers using organic fertilizer: Tripled from 2,468 farmers (2021) to 6,889 farmers in 2022
- Job Opportunity: Employed up to 120 mostly landless people (incl. 13 IDP from Kayah Airstrikes)
- Production site: Expand to 8 warehouses with production of 16,200 bags per month.



Human Centered Design - HCD

Steps of the Innovation Process



Source: Julia Strachowitz Marketing Consulting & IDEO

Next steps

New challenge

- Increase selling price through professionally dried corn
- But: farmers don't want to pay for the drying service

Ideation prototype

- Support business in the purchase of two dryers and construction of one warehouse
- In the beginning the enterprise pays for the drying service, but this is phasing out



Lessons learnt

Constraints

- Selection of villages and most vulnerable farmers
- Farmers' perception of INGOs' project activities
- Convincing farmers about the benefits of using organic fertilizer and achieving the right balance of organic and chemical fertilizer to reduce costs and improve yields

Future steps

- Keep the motivation to use organic fertilizer and drying techniques
- How to introduce other agroecological farming practices (green manure, intercropping, crop rotation etc.)?





“Not only for the farmers, the jobless people, and the environment, we also make it profitable and sustainable.”

Literature

- Goldman et al. (2020): Education for environmental citizenship and responsible environmental behaviour
- O'Brien and Sygna (2013): Responding to climate change: The three spheres of transformation
- Rowson (2011): Transforming Behavior Change: Beyond Nudge.
- Soini Coe (2023): Agroecological transitions in the mind

