

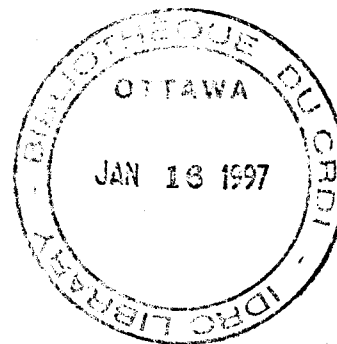
**"A UTILIZATION FRAMEWORK  
FOR IDRC PROJECTS"**

**Presentation to**

**IDRC**

**by J.André Potworowski**

**February 7, 1989**



POTWOR

# UTILIZATION FRAMEWORK (1)

## Background:

- **Technology transfer is case specific** *- transfer depends on many factors like technology, market, etc.*
- **IDRC -- Top research reputation**
- **Excellent project selection system**
- **IDRC's growth** *can be compared with other organizations*
- **From "WOOH" to PPR X -- Utilization Policy**
- **New emphasis on utilization and development impact**

## UTILIZATION FRAMEWORK (2)

### Research Methodology:

- review sample of 60 cases
- develop 8-point framework
- use cases to illustrate
- test validity, information -- internal, WARO
- modify framework
- practical guide to future projects.

## **UTILITY OF 8-POINT FRAMEWORK:**

- applying marketing discipline to R&D**
- "selling product/service to customer"**
- powerful management tool...**
- ...with some limitations**
- practical vs. theoretical**
- utilization strategy for IDRC projects**

## **8-POINT UTILIZATION FRAMEWORK:**

**1. product/service**

**2. user/adopter**

**3. market potential**

**4. economic & political environment**

**5. distribution channels**

**6. promotion**

**7. user/adopter behaviour**

**8. price/cost**

# DEFINITIONS

## 1. PRODUCT/SERVICE:

*bundle of benefits and services that are offered to a target market*

- package of benefits

## 2. USER/ADOPTER:

*individual or group who makes decision to adopt*

- individual or group who makes decision to adopt, use or purchase product/service

## **EXAMPLES OF PRODUCTS AND ADOPTERS**

<b>PROJECT</b>	<b>PRODUCT</b>	<b>ADOPTER</b>
<b>Rattan (Philippines)</b>	<b>New practices to increase supply</b>	<b>Rattan furniture industry</b>
<b>Oysterculture (Jamaica)</b>	<b>New cultivation methods</b>	<b>Oyster farmer, consumer</b>

## **EXAMPLES OF PRODUCTS AND ADOPTERS(cont'd)**

<b>PROJECT</b>	<b>PRODUCT</b>	<b>ADOPTERS</b>
<b>Parents &amp; children (Chile)</b>	<b>(a) new community development approach or</b> <b>(b) new evaluation technique</b>	<b>(a) community or</b> <b>(b) community of peers, evaluators, and agencies</b>
<b>Institutional support for urban/regional studies CEUR (Argentina)</b>	<b>(a) viable institute or</b> <b>(b) research studies</b>	<b>(a) researchers or</b> <b>(b) government agencies.</b>



### **3. MARKET POTENTIAL:**

- number and location of customers/users.**
- need to quantify**
- the more precise the market definition,  
the easier the marketing strategy.**

## EXAMPLES OF MARKET POTENTIAL

### PROJECT

### MARKET

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**Dairy/Beef feeding systems  
(Panama)**

**30,000 dual purpose small farms.**

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**Refugee education (Thailand)**

**All Lao and Hmong refugee camps in  
Thailand, Laos, China & North America.**

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**Economic impact of tourism  
(Asia)**

**Key government officials able to influence  
tourism in each of the 5 countries.**

#### **4. ECONOMIC & POLITICAL ENVIRONMENT:**

- factors and constraints that will affect product/service design, or its distribution and acceptance.**
- pricing, regulations, policies etc.**

## EXAMPLES OF ECONOMIC/POLITICAL FACTORS

### PROJECT

### FACTORS

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Refugee Education (Thailand)

Ideology of textbooks, repatriation

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Food legumes (Egypt)

Government subsidizes inputs (grains, fertilizers), & controls gate prices and markets (rationing cards).

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Institutional support for urban/regional development (Argentina)

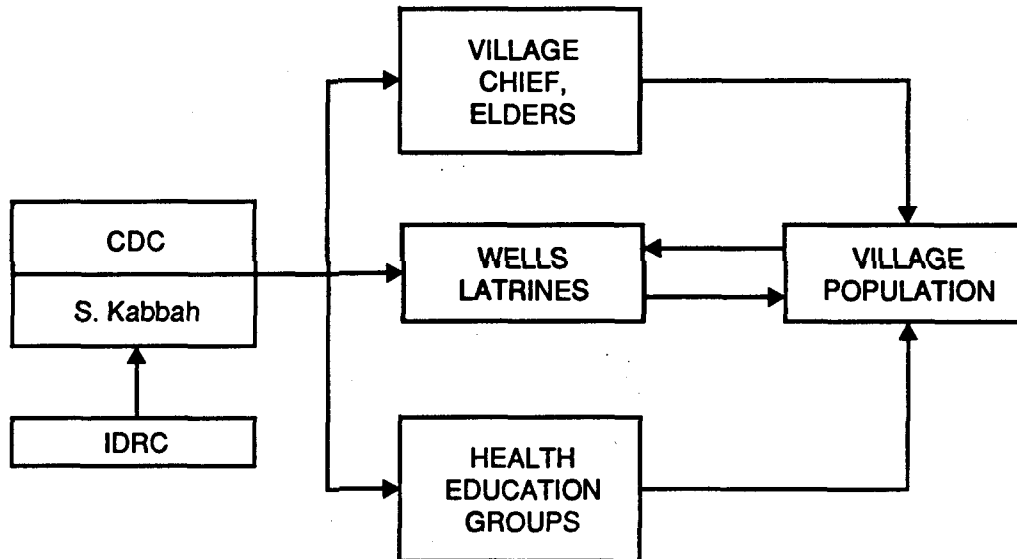
Government attitude to CEUR, and to policy studies

## **5. DISTRIBUTION CHANNELS:**

- other agents and intermediary bodies involved in getting the product/service to the customer, and their linkages.**
- can be expressed as flow chart**

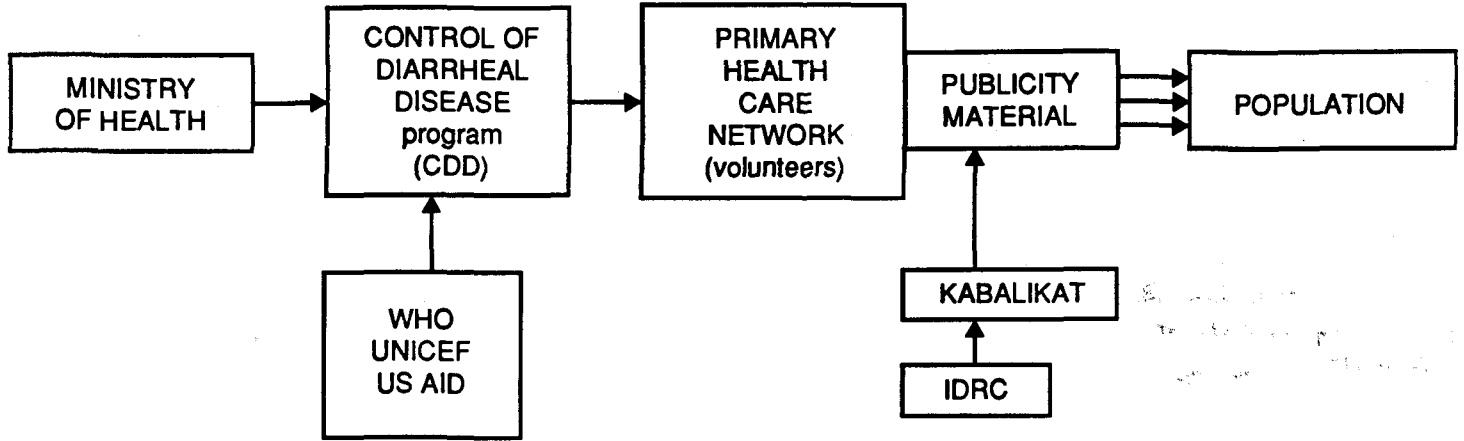
# EXAMPLES OF DISTRIBUTION CHANNELS (1)

## Project: Rural Sanitation (Sierra Leone)



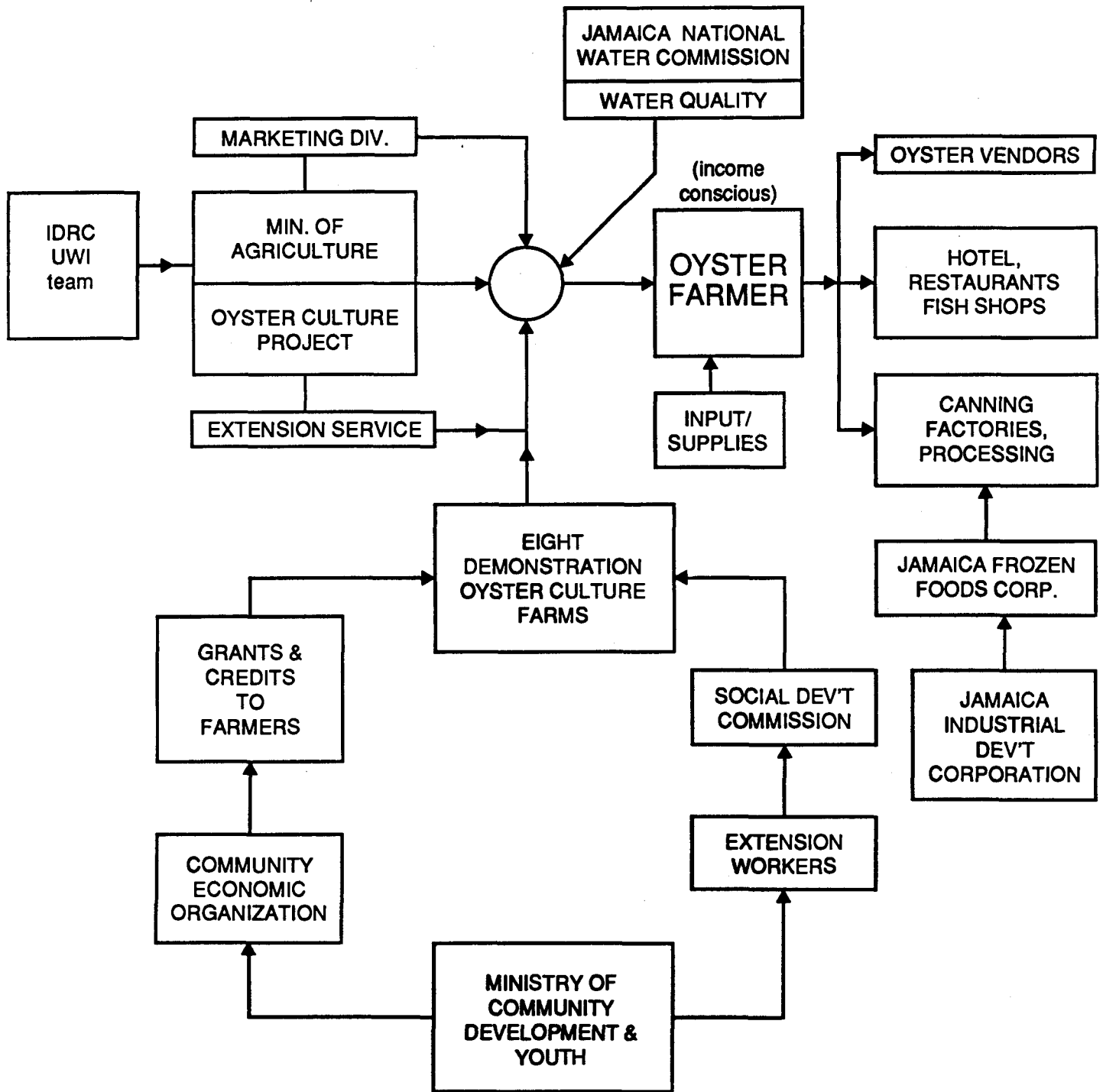
# EXAMPLES OF DISTRIBUTION CHANNELS (2)

## Project: Oral Rehydration (Philippines)



# EXAMPLES OF DISTRIBUTION CHANNELS (3)

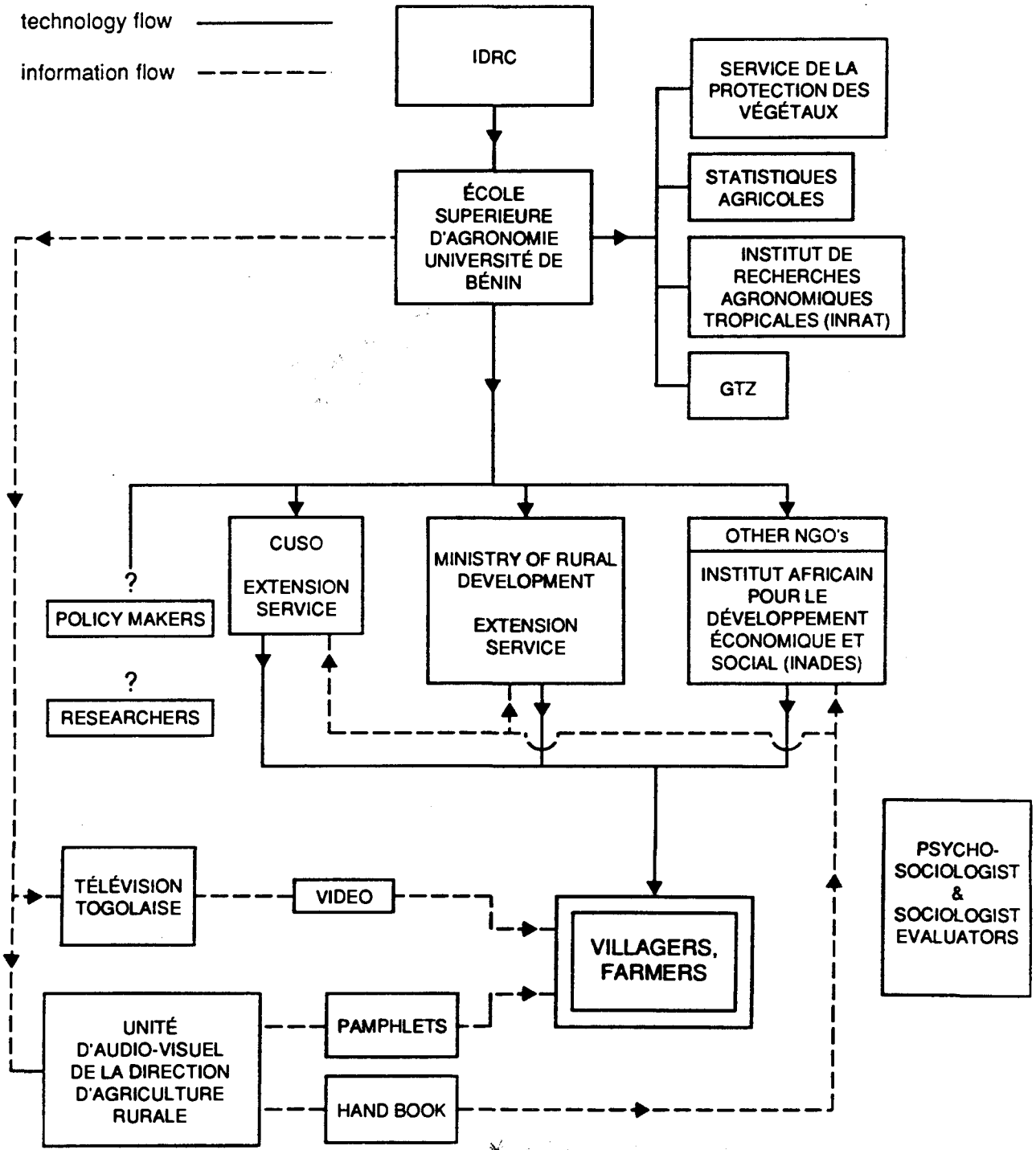
## Project: Oyster culture (Jamaica)





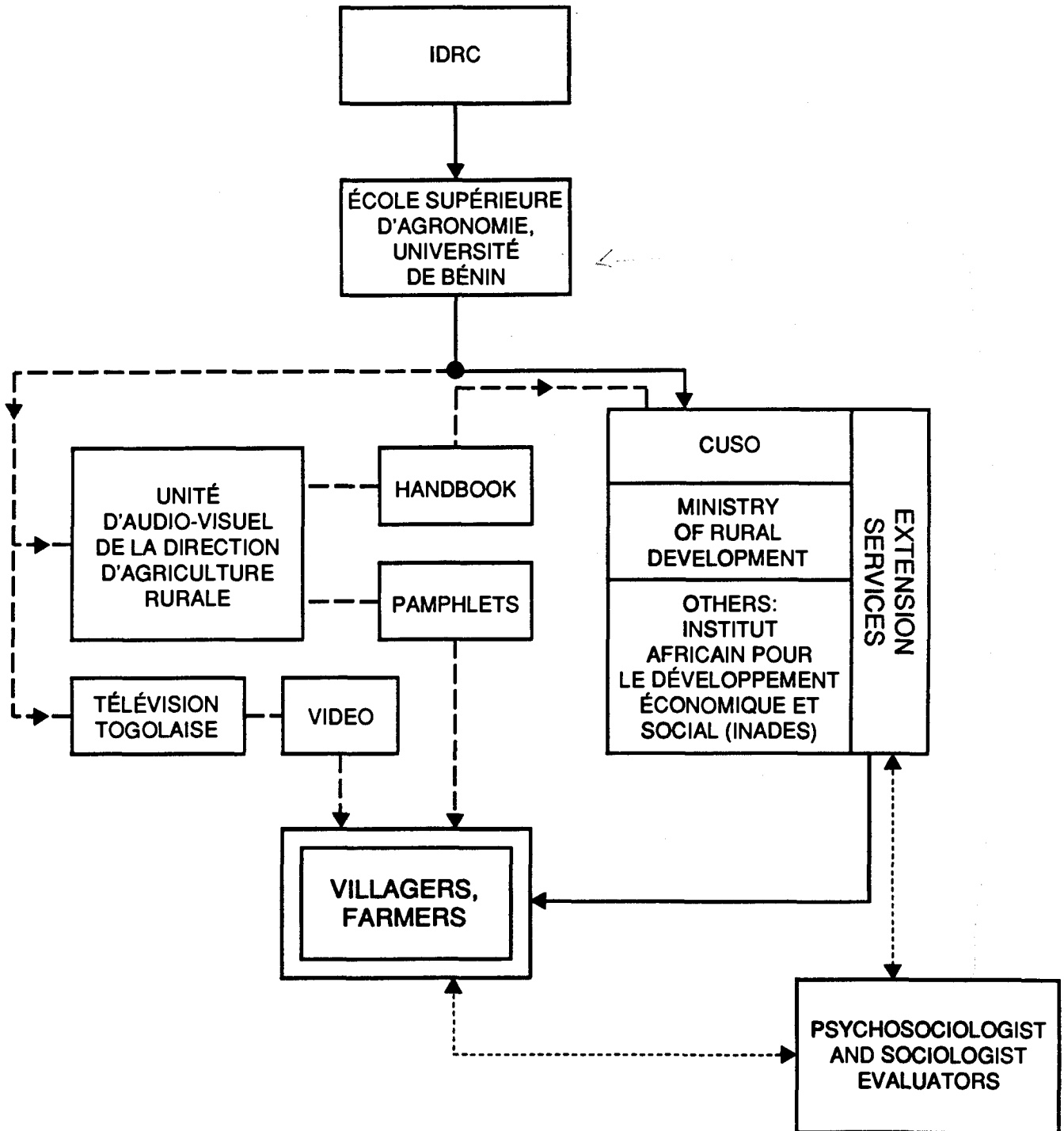
# EXAMPLES OF DISTRIBUTION CHANNELS (4a)

Project: Maize Storage (Togo)



# EXAMPLES OF DISTRIBUTION CHANNELS (4b)

Project: Maize Storage (Togo)



- technology flow —————
- information flow - - - - -
- evaluation ..... - - - - -

## **6. PROMOTION:**

- channels through which information/awareness reaches customer, or intermediate bodies and agencies**
- vs. scientific articles, publications, workshops etc.**
- can include networking, videos, demonstrations, advertising, communications campaigns, community participation, etc.**

## EXAMPLES OF PROMOTION

### PROJECT

### PROMOTION

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**Oysterculture (Jamaica)**

**Ministry of Agriculture's marketing division  
produced brochures, TV ads**

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**Bois de Village (Niger)**

**Animation, vulgarisation**

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**Parents & children (Chile)**

**Use of radio station**

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**Maize storage (Togo)**

**Video, pamphlets, handbook**

## **7. ADOPTER BEHAVIOUR:**

- what makes adopter tick?**
- does adopter NEED or WANT the product?**
- what are the criteria for making decision to purchase or adopt?**

## **EXAMPLES OF ADOPTER BEHAVIOUR ISSUES**

### **PROJECT**

### **ISSUE**

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**Seed potato storage (Peru)**

**Use of anthropologists with agronomists  
to design appropriate system with farmers**

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**Cassava toxicity (Zaire)**

**Changing cooking habits of villagers  
with new cassava preparation method**

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**Household grain processing  
(India)**

**Survey of 2,000 families on storage,  
cooking and eating of sorghum products**

## **8. PRICE / COST:**

- price that adopter pays for technology**
- cost of adoption**
- can be monetary, labour, social, political**

## EXAMPLES OF PRICE / COST

### PROJECT

### PRICE/COST

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**Ceramic Jiko Stove (Kenya)**

**low price and fuel efficienc**

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**Rural sanitation (Sierra Leone)**

**monetary fines to villagers as motivation to build latrines**

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**Passive Cooling (Thailand)**

**Price incentive to farmers for growing opium**

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**Cassava Toxicity (Zaire)**

**Extra time and labour to soak cassava**



# FREQUENCY\* OF UTILIZATION-RELATED DATA

1. PRODUCT



2. CUSTOMER



3. MARKET POTENTIAL



4. ECONOMIC/  
POLITICAL



5. DISTRIBUTION  
CHANNELS



6. PROMOTION



7. CUSTOMER  
BEHAVIOUR



\*BASED ON 20 CASE STUDIES

## **UTILITY OF FRAMEWORK**

- gives strategic planning discipline to utilization**
- simple checklist points out weaknesses**
- to be used as help, not constraint**
- does not guarantee development success**

## **QUESTIONS:**

**Is the framework realistic?**

**Is it useful?**

**How can it be improved?**