



INNOVATIONS SERIES



PAFO-COLEAD INNOVATIONS SERIES AND JOINT ACTIVITIES



SATISFACTION SURVEY 2024



Funded by
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About the PAFO-COLEAD Innovations Series

The Pan-African Farmers' Organization (PAFO) and COLEAD have a strategic partnership for impact focusing on improving linkages between smallholders and Micro-, Small and Medium-sized enterprises (MSMEs) in support of sustainable food systems transformation of agricultural value chains in Africa to promote sustainable and inclusive growth, poverty alleviation, food security, food safety, and nutrition. Activities under this cooperation contribute to strengthen fair and sustainable business linkages between smallholders, farmer groups and agri-food MSMEs.

The Innovations Series was launched by the PAFO and COLEAD in November 2020 as a platform for African farmer-led businesses and MSMEs to share their best practices and support others to embrace the unprecedented opportunities offered by local, regional and export markets. The Series also features the contributions of those who support an enabling environment for African entrepreneurs from policy, research and support to business.

Five sessions are organised yearly and other joint activities developed. By January 2024, 17 sessions had been held featuring 74 African farmers groups and entrepreneurs and gathering more than 4,500 participants from more than 100 countries on different continents. Topics include: value addition, sustainability, regional trade, technological innovations etc.

A summary of all the sessions held thus far and businesses presented is available [here](#).

In addition to the Innovations Series, joint activities between the PAFO and COLEAD include (1) creating a business profile for each company featured in the Innovations Series; (2) publications and articles on specific topics; (3) access to all services provided by COLEAD and PAFO as well as by partner organisations.

Moreover, in October 2023, the PAFO and COLEAD launched a joint website – [Agrinnovators](#) – that shares stories and insights from successful African agripreneurs. The website is intended to inspire, inform, and connect African entrepreneurs and anyone who is interested in sustainable, innovative and inclusive food systems. It also provides a space for exchange and networking through [forum discussions](#) which responds to participants request.

Feedback from participants

To collect the participants' feedback and suggestions and improve the series and measure its impact, the PAFO and COLEAD organise regular surveys. Following a first satisfaction survey that was conducted in 2022 (10 May - 16 June 2022), a second satisfaction survey was organised in 2024 (17 January – 1 March 2024). The objective was to collect feedback about the Innovations Series and linked activities, particularly the website Agrinnovators, to further improve the joint activities and measure their impact.

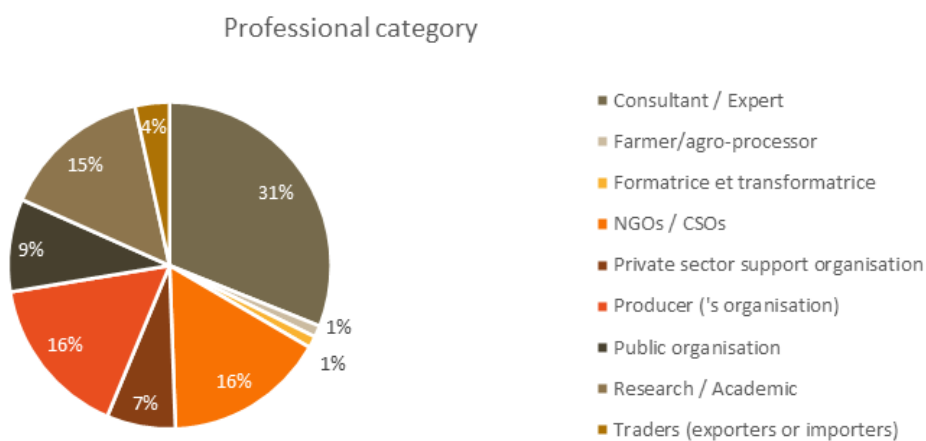
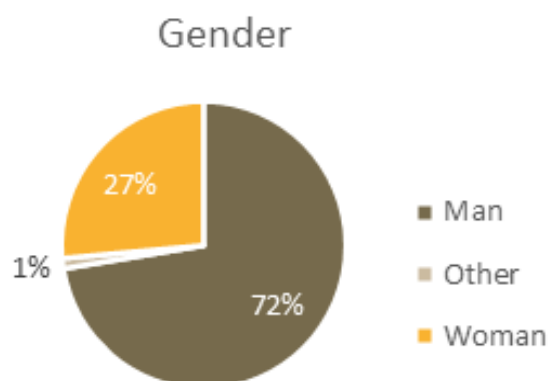
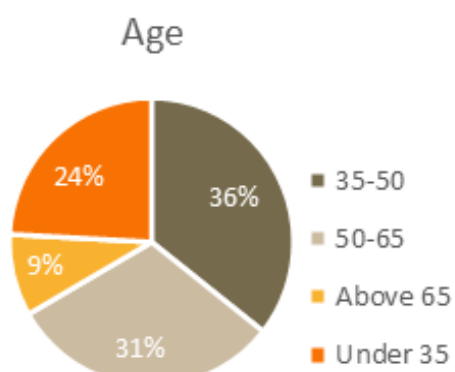
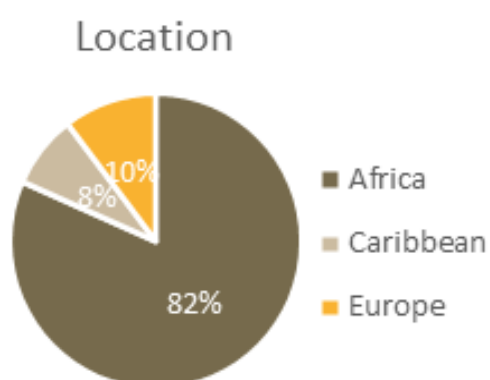
The second satisfaction survey was sent per email by COLEAD to all persons who registered to and/or participated in one or more Innovations Sessions. Participants in the survey were asked a list of 26 questions – divided in three categories: (1) personal information; (2) feedback about the Innovations Sessions; (3) the Agrinnovators website. Participants could also share any additional information or suggestion.

An overview of the results of the second satisfaction survey is available on the following pages.

More information and details can be shared by the COLEAD Networks and Alliances Department upon request.

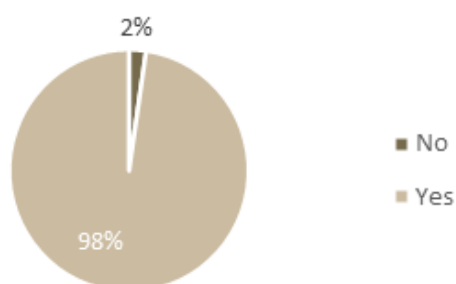
Overview of the answers

1. Personal information on respondents

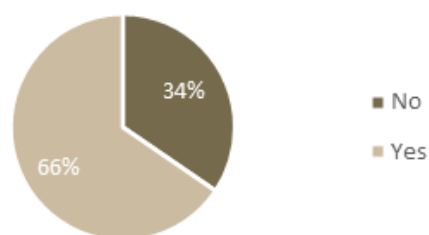


2. About the Innovations sessions

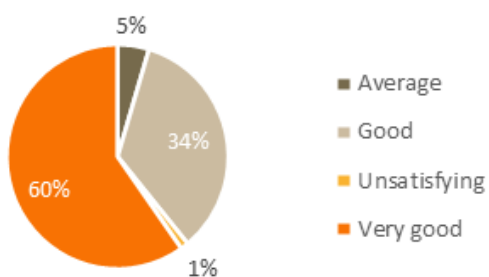
Do you consider the sessions to be useful regular events?



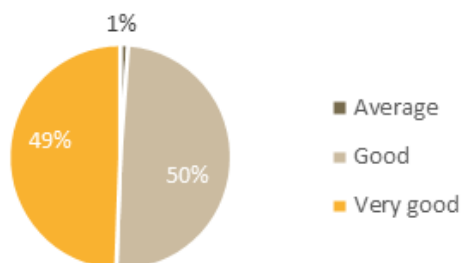
Have you watched the recordings of the sessions?



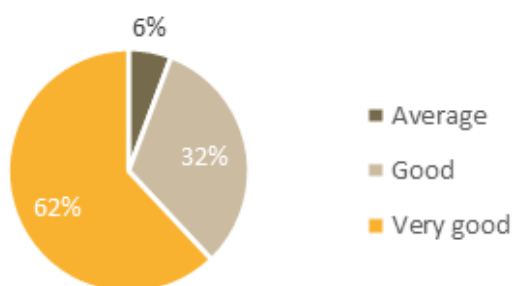
Do you find the featured SMEs and businesses interesting?



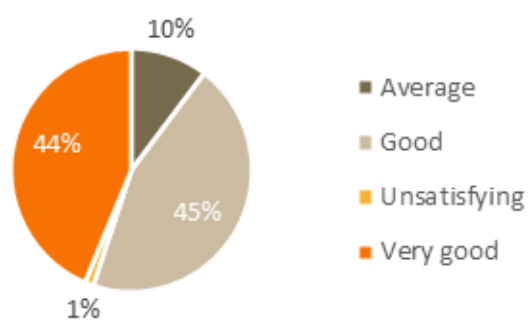
Are you satisfied with the provided information?



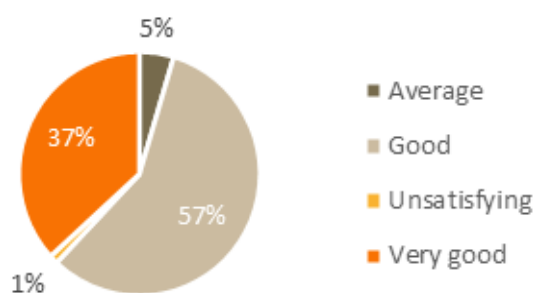
Topics



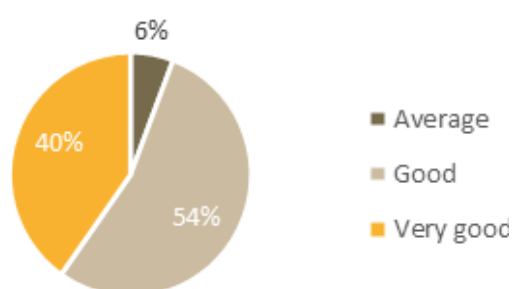
Recordings



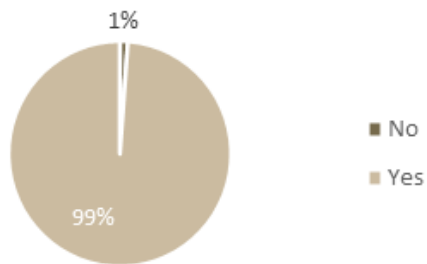
Frequency



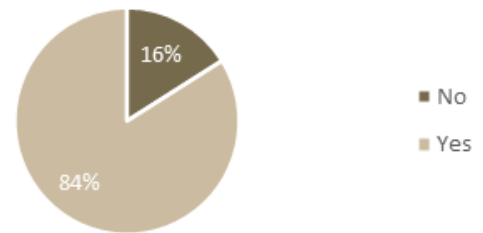
Background material



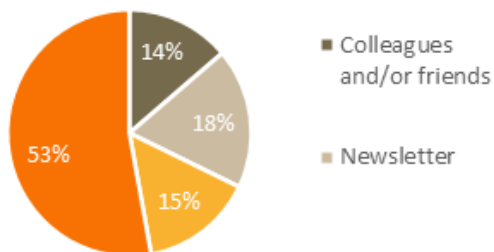
Will you attend future sessions if you can?



Would you recommend, or have you already recommended, the sessions?



How did you first learn about the sessions?

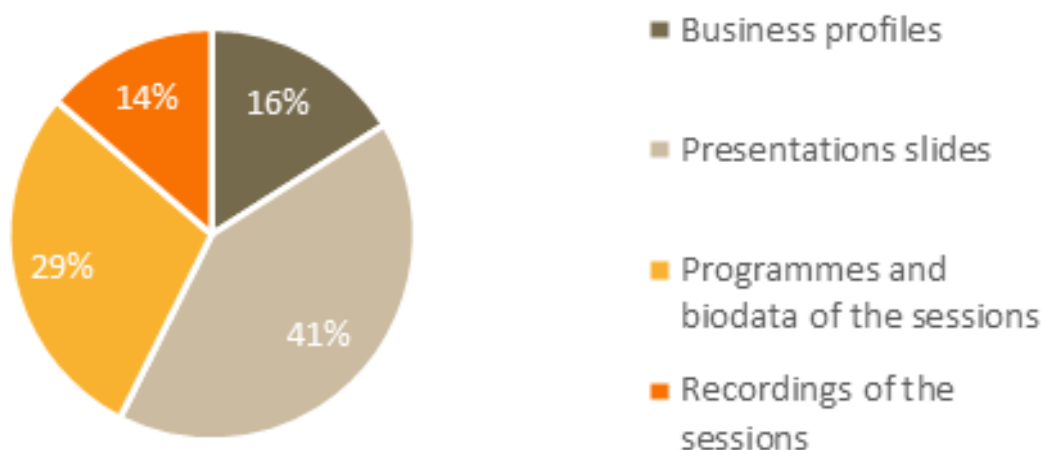


Examples of use/follow-up gained from participants in the Innovations Series:

- Increased access to market for smallholders
- Networking amongst participants and visits of their factories
- Improved knowledge on critical parts of the value chain and access to distribution networks
- Knowledge and contacts to start a GlobalGAP Certification Process.
- Entrepreneurs good practices have been replicated and engagement amongst entrepreneurs has been useful
- Professional improvement, access to updates on key topics of the agrifood sector and access to good experts
- Use and sharing of the business profiles

3. The Agrinnovators website: www.agrinnovators.org

Which features are useful for your activities?



Do you consider the Agrinnovators forum useful for your work to network and exchange best practices?



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