Cassava Seed System Advocacy and Scaling Model

From Advocacy to Action: Replicating Success with Lasting Investment

This model helps governments and development partners build strong national cassava seed systems. It promotes long-term solutions by integrating proven technologies—like Early Generation Seed, SAH, and digital tools—into national plans and policies. Through coordinated advocacy and planning, the model strengthens local leadership, supports seed entrepreneurs, and improves farmer access to clean, improved cassava seed. It has already been used in over 10 countries, showing strong potential for scaling and sustainability.

This technology is **pre-validated**.

9·9 Scaling readiness: idea maturity 9/9; level of use 9/9

Gender assessment 👍 4

Climate impact 👍 5

Problem

- Free seed distribution creates market distortions, dependency, and blocks private seed business development.
- Innovative models remain small due to lack of advocacy, funding, and policy integration.
- Weak advocacy and coordination prevent innovations from influencing national decisions and attracting investment.
- Short-term, project-based approaches end without lasting impact or sustainability mechanisms.

Solution

- Promotes commercial seed systems to reduce dependency on free seed.
- Helps scale successful models by integrating them into national policies and budgets.
- Builds advocacy platforms to align governments, donors, and seed actors.
- Replaces short-term projects with long-term, coordinated national programs.

Key points to design your project

This model helps governments lead the reform of cassava seed systems through national policies, coordinated action, and sustainable investment.

Key Points:

- **Contact IITA early** to access tools and technical support.
- **Secure institutional buy-in** from ministries or national research systems.
- **Host stakeholder workshops** to align roles and responsibilities.
- **Use MoUs or agreements** to formalize collaboration with partners.
- **Integrate into existing platforms** like cassava task forces or seed programs.
- **Apply standardized tools** for advocacy, training, and monitoring.
- **Commit public funding** to demonstrate ownership and attract donor support.
- **Start with a seed system assessment** to identify key gaps.
- **Strengthen existing institutions** rather than creating new ones.
- **Scale progressively** based on available resources and capacity.

💡**IP**

Open source / open access

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Commodities

Cassava
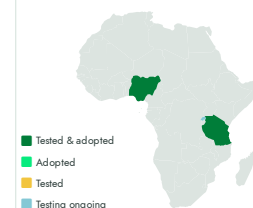
Sustainable Development Goals
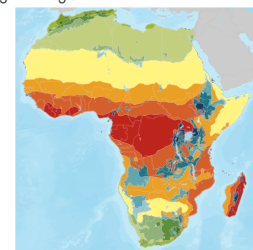

Categories

Pre-production, Policies

Best used with

- Cassava Seed Monitoring System ›
- Early Generation Seed Production of Cassava ›

Tested/adopted in

- Tested & adopted
- Adopted
- Tested
- Testing ongoing

Where it can be used

This technology can be used in the colored agro-ecological zones.

Target groups