Setting the scene
Where are we now and where are we going?
Rome, Feb 2018
To drive better livestock decision making in LMICS through improved data and analytics
Data challenge for the livestock sector

- Lack of evidence-based decisions
- Poor quality data
- No shared approach to data consumption
- Lack of data
- Lack of resources for improvement
LD4D – Becoming more than the sum of our individual parts
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The story so far...
Grew a community

- Created new connections across livestock data community
- 5 community meeting
- Growing - up to 70 delegates more via livestream
- 239 subscribers
- 740 twitter followers
- Avg 245 visitors per month viewing 620 pages

Top media Tweet earned 192 impressions

Mieghan Bruce shares how @GBADsGlobal will pull together existing data to calculate the global burden of animal diseases - but ontologies are needed to keep it organised! pic.twitter.com/sM8pSARzh1

How your email campaign compares

- Open Rate: 53.4%
- Click Rate: 47.0%
- Unsubscribes: 35.2%

Website visitors global distribution
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Collation of hard to reach data
- Collation of data
- Expanding donors funding portal
- Accelerating systematic mapping
- Applying data analytic solns
- Ongoing work- substantial job!

Creation of livestockdata.org
Open access community owned web resource
Interactive visualisations improving the consumption of livestock data and evidence
Adding value to existing data resources
Promoting community member data and tools
Starting point for new livestock projects

Contributed to knowledge
Livestock Facts
- 8 facts published – 500 downloads
- Conference paper and journal paper
- 50 attended webinar/80 views

Systematic Mapping-
- Novel approach
- Paper on systematic mapping published, rapid appraisal

Demand Study
- Report on data needs in dairy sector in Ethiopia

Community Collaboration
- Consolidation of livestock modeling effort (SEBI, GALVMED, CSIRO)
- Ontology working group LD4D coordinating community effort
- LD4D convening Livestock Working Group for CGIAR big data. Connecting with wider agricultural data expertise
- Cross collaboration GLAD /Key Facts initiatives
- Webinars (Key Facts) and workshops (MLE)
LD4D Community Achievements

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LD4D next phase...
### 2. Problem
1. Data producers and data users disconnected
2. No dedicated forum for discussing livestock data issues, best practices
3. Unmet potential for sharing, collaborating, tackling problems jointly

### 4. Solution
1. Targeted KE (meeting, workshops, training, webinars, electronic comms)
2. Exploring solns to data challenges (working groups, critical thinking short life groups)
3. Central resource to share material (livestoddata.org)

### 7. Key Metrics
- Member satisfaction (e.g. post-meeting surveys), website analytics, twitter feed
- Number of new innovations that result from LD4D

### 8. Cost Structure
- SEBI staff time to facilitate CoP and working groups, communication, research, administration and event planning (approx. 2 FTE)

### 5. Unique Value Proposition
LD4D aims to drive informed livestock decision-making by connecting key actors to make better use of existing data and analyses, and collaborate on new and innovative data solutions. The Community of Practice (CoP) aims to help ‘data suppliers’ and ‘data users’ interact effectively, ensuring data supply and demand are met.

### 9. Unfair Advantage
- Independent convener
- Honest broker
- Flexible to respond to changing community needs

### 1. Customer Segments
- Target customer groups
  1. Livestock data producers
  2. Livestock data users
  3. Livestock advocates

### 6. Channels
- Paths to customers-
  - Initial guidance from BMGF on growing members,
  - Personal relationships with key orgs and individuals

### 3. Revenue Streams
- Currently: solely funded by BMGF
2. Problem

1. Data producers and data users disconnected
2. No dedicated forum for discussing livestock data issues, best practices
3. Unmet potential for sharing, collaborating, tackling problems jointly

Assessment:
Moving in the right direction but need a greater focus on resolving challenges and making an impact

Strategic questions need deeper consideration, e.g.
as data supplier- are we collectively making an impact, data users are you getting the data you need?
4. Solution

1. Targeted KE (meeting, workshops, training, webinars, electronic comms)

2. Exploring solns to data challenges (working groups, critical thinking short life groups)

3. Central resource to share material (livestodata.org)

Growing too big for a LD4D style meeting – move to topical groups, training, conference?

Significant progress (publications, natural language processing)- more resources needed to move livestockdata.org to next level

Progress made (e.g. Fact check, ontology) but working groups not fully resourced
8. Cost Structure
SEBI staff time to facilitate CoP and working groups, communication, research, administration and event planning (approx. 2 FTE)

3. Revenue Streams
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How do we sustain the community? Expand funding source? Conference fee?
Livestock Data for Decisions CoP

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Are we doing this and how can it be quantified?

Good progress here, will see the benefits in the near future

How can we do this better?
Livestock Data for Decisions CoP

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Is this still the case?

How should we grow? How do we better engage with decision makers?
More solutions-orientated

Towards novel data collation, collection and extraction techniques

Develop [www.livestockdata.org](http://www.livestockdata.org) to coordinate efforts, share data, and knowledge exchange.
Scaling up!
What is/could be collectively achieved through livestock investments?
Is it possible to align investments to achieve greater impact?
How many ‘farmers reached’ before we reach a target?

Attracting private sector
Can the private sector deliver significant change at scale?
And will this support the SHF?
What data do we need to supply to encourage private sector engagement?

Taking the temperature
Climate change can’t be ignored-
Can we work with other CoP to support positive change? Understand and support data gaps?

Novel data solutions
Can data analytics help transform the livestock sector?
How can we utilize novel technology to accelerate change?

Making an impact
How/can we adequately measure change and evidence based decision makers?
e.g. Behavioral change, decision makers use of outputs
What is the best practice in this area?

Putting our house in order
E.g. Understanding and promotion (blogs, training, course) in best practice in data entry, cleaning storage. Work with influencers to help implement change in practices.
LD4D Toolbox – Choose the tools to fit the job!

Livestockdata.org
LD4D community meeting
2-3 year conference
Working groups
Training course
Critical insights research groups/Think tank
Webinars/ thematic meetings
Blogs
Etc....
OtherLivestock/AgriCoPs
Are we making the most of community efforts?
Harvesting of ideas for LD4D’s next phase...
Session discussions

Cattle mart

Discussions over coffee/lunch/beer/etc

Working group/single topic feedback

Working group discussions

Emergence of LD4D Phase 2 plan

Fig.1 Working group meating grinder
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