



SEBI-Gareth Salmon

# Setting the scene

Where are we now and where are we going?

Rome, Feb 2018



**LD4D**  
LIVESTOCK  
DATA FOR  
DECISIONS



THE UNIVERSITY of EDINBURGH  
Royal (Dick) School of  
Veterinary Studies

Supporting  
Evidence-based  
Interventions



Inception meeting – Rome – Jan 17



Progress on work – Naivasha – Feb 18

*To drive better livestock decision making in LMICS through improved data and analytics*

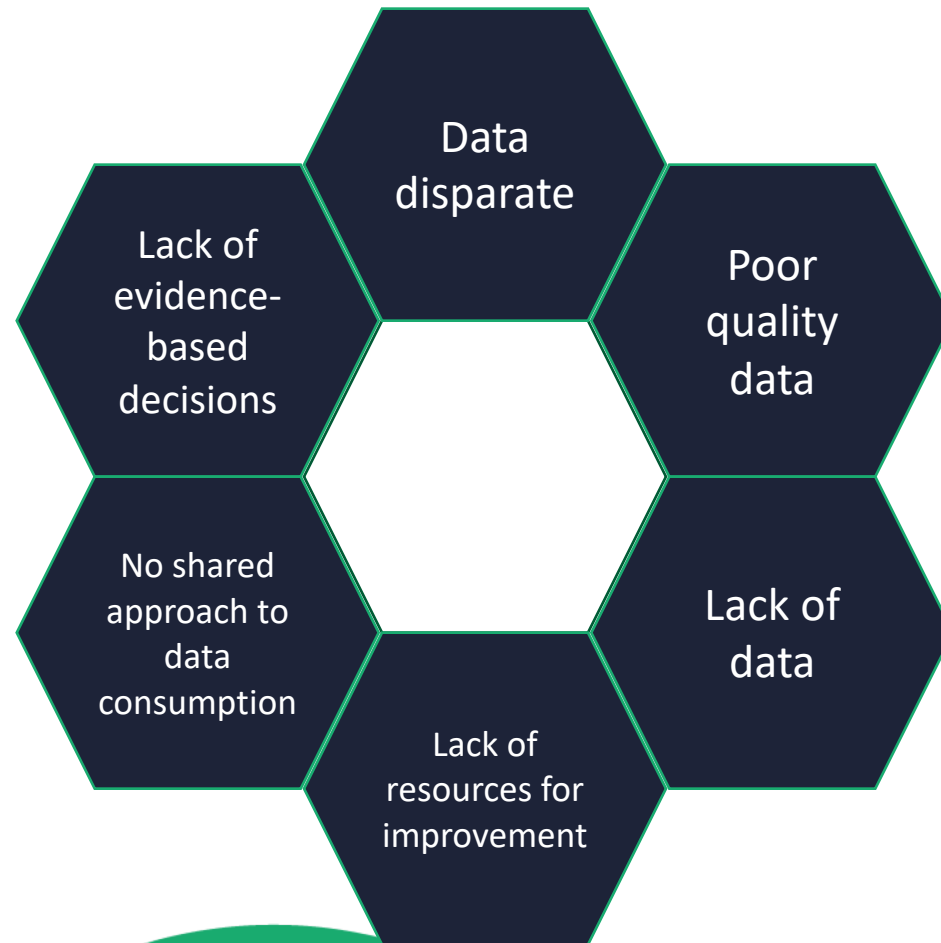


Goal setting – Edinburgh – June 17



Review of direction – Hanoi – Nov 18

# Data challenge for the livestock sector



# LD4D – Becoming more than the sum of our individual parts



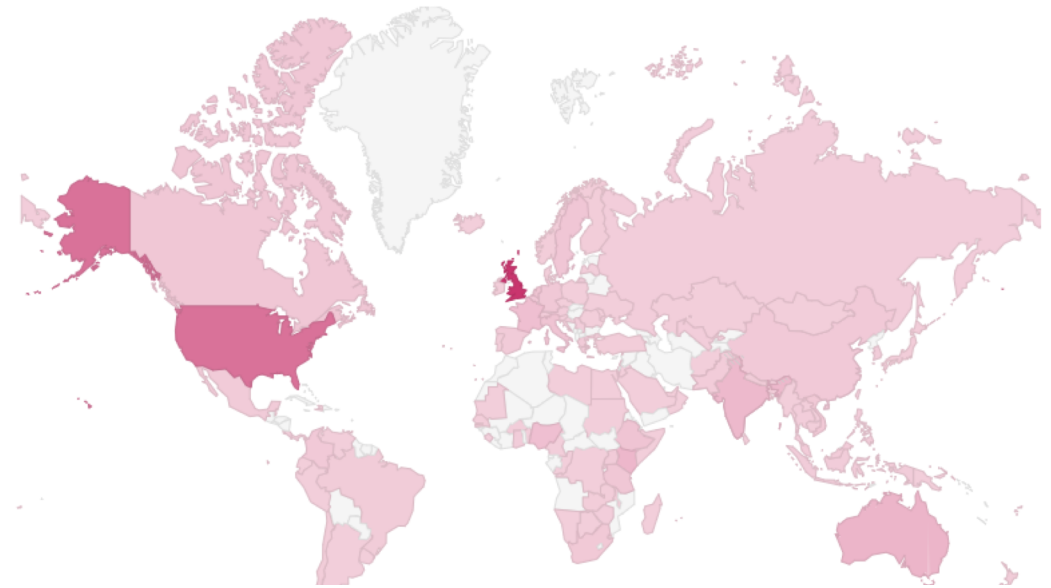
# LD4D – Becoming more than the sum of our individual parts



The story so far...

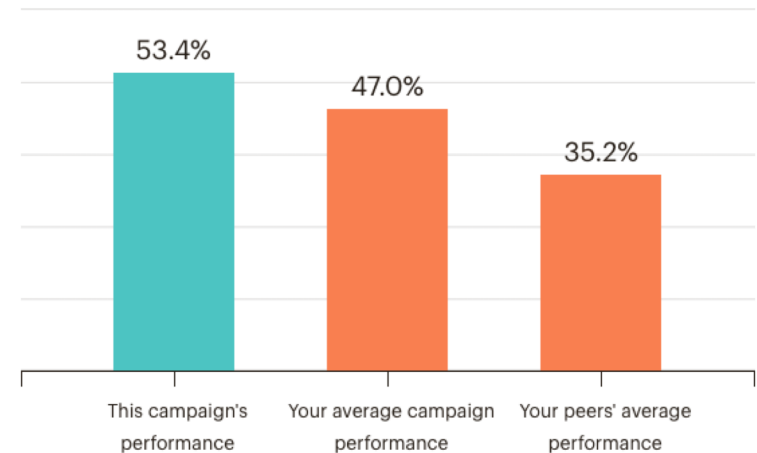
# LD4D Community Achievements

## Website visitors global distribution



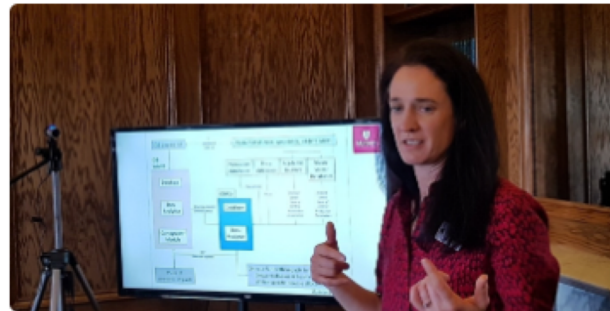
1 How your email campaign compares

Open Rate	Click Rate	Unsubscribes
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### 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](https://pic.twitter.com/sM8pSArzh1)



← 1 ↻ 1 ❤ 2

## 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



**BILL & MELINDA GATES foundation**



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**Supporting  
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**LD4D** LIVESTOCK DATA  
FOR DECISIONS



Platform for Big Data in Agriculture



BILL & MELINDA GATES foundation



Supporting Evidence-based Interventions

LD4D LIVESTOCK DATA FOR DECISIONS



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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)

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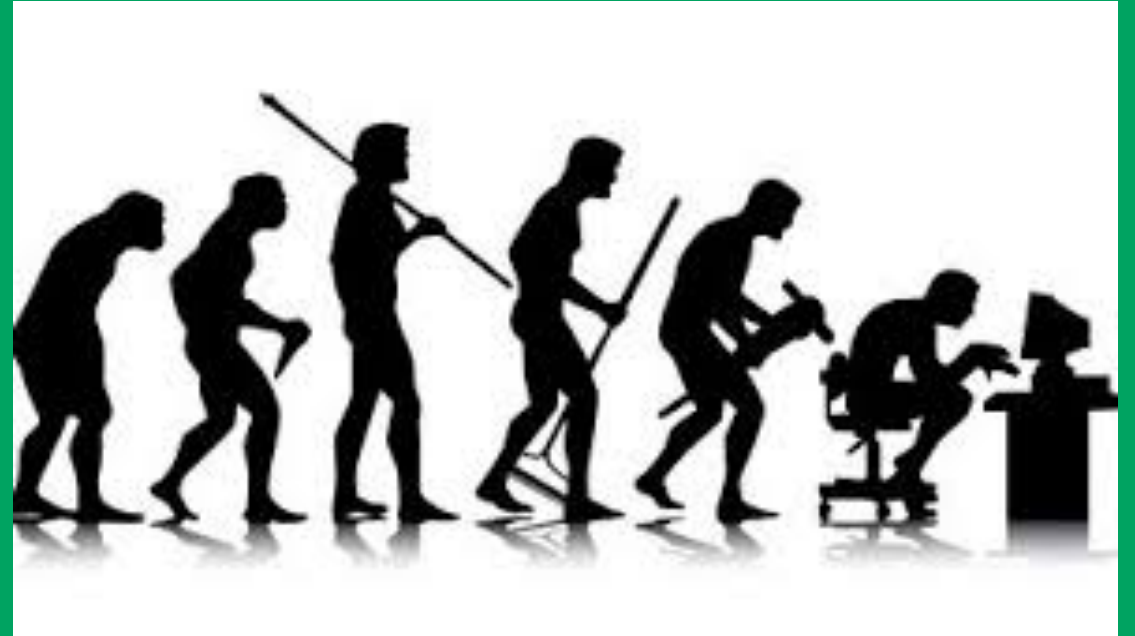
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LD4D next phase...



## Livestock Data for Decisions CoP

<p><b>2. Problem</b></p> <p>1. Data producers and data users disconnected</p> <p>2. No dedicated forum for discussing livestock data issues, best practices</p> <p>3. Unmet potential for sharing, collaborating, tackling problems jointly</p>	<p><b>4. Solution</b></p> <p>1. Targeted KE (meeting, workshops, training, webinars, electronic comms)</p> <p>2. Exploring solns to data challenges (working groups, critical thinking short life groups)</p> <p>3. Central resource to share material (livedata.org)</p>	<p><b>5. Unique Value Proposition</b></p> <p>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.</p>	<p><b>9. Unfair Advantage</b></p> <p>Independent convener</p> <p>Honest broader</p> <p>Flexible to respond to changing community needs</p>	<p><b>1. Customer Segments</b></p> <p>Target customer groups</p> <p>1. Livestock data producers</p> <p>2. Livestock data users</p> <p>3. Livestock advocates</p>
<p><b>8. Cost Structure</b></p> <p>SEBI staff time to facilitate CoP and working groups, communication, research, administration and event planning (approx. 2 FTE)</p>	<p><b>3. Revenue Streams</b></p> <p>Currently: solely funded by BMGF</p>		<p><b>6. Channels</b></p> <p>Paths to customers-</p> <p>Initial guidance from BMGF on growing members,</p> <p>Personal relationships with key orgs and individuals</p>	

**LD4D**

PRODUCT

MARKET

**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?

Progress made (e.g. Fact check, ontology) but working groups not fully resourced

- 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

How do we sustain the community?  
Expand funding source?  
Conference fee?

**8. Cost Structure**  
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LD4D

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## Livestock Data for Decisions CoP

### 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.

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

Is this still the case?

### 9. Unfair Advantage

Independent convener

Honest broker

Flexible to respond to changing community needs

### 6. Channels

Paths to customers-

Initial guidance from BMGF on growing members,

Personal relationships with key orgs and individuals

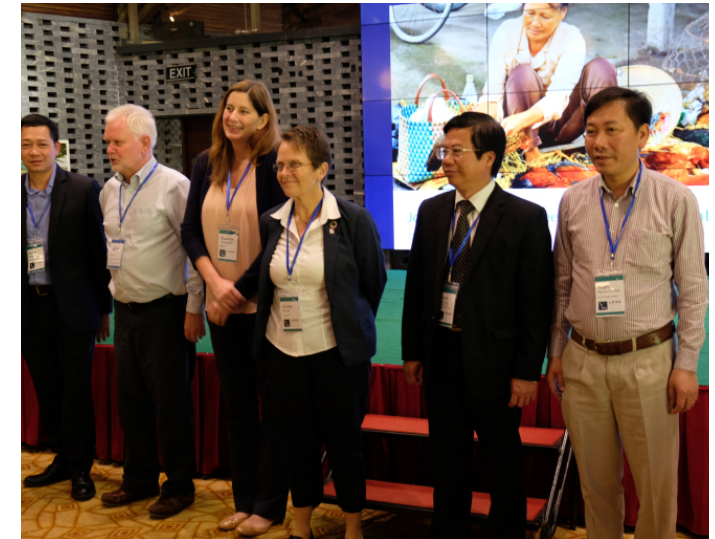
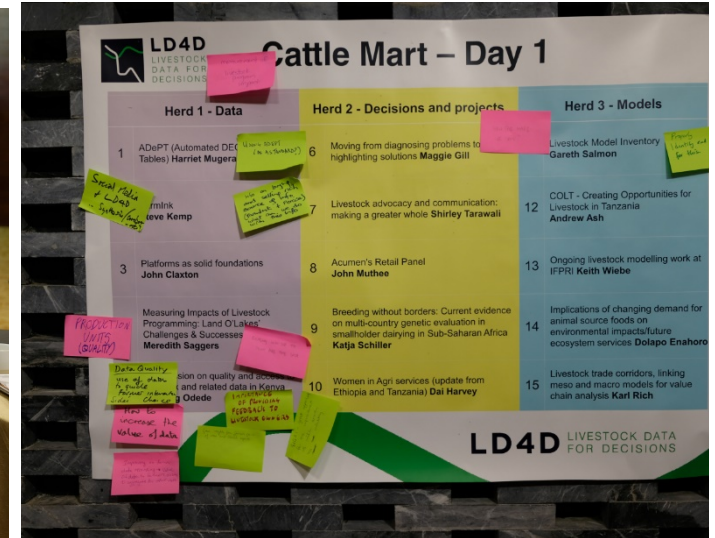
How should we grow? How do we better engage with decision makers?

# LD4D – November 2018

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.



### Your community- our future direction

#### 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....



# Other Livestock/Agri CoPs

Are we making the most of community efforts?



Harvesting of ideas for LD4D's  
next phase...

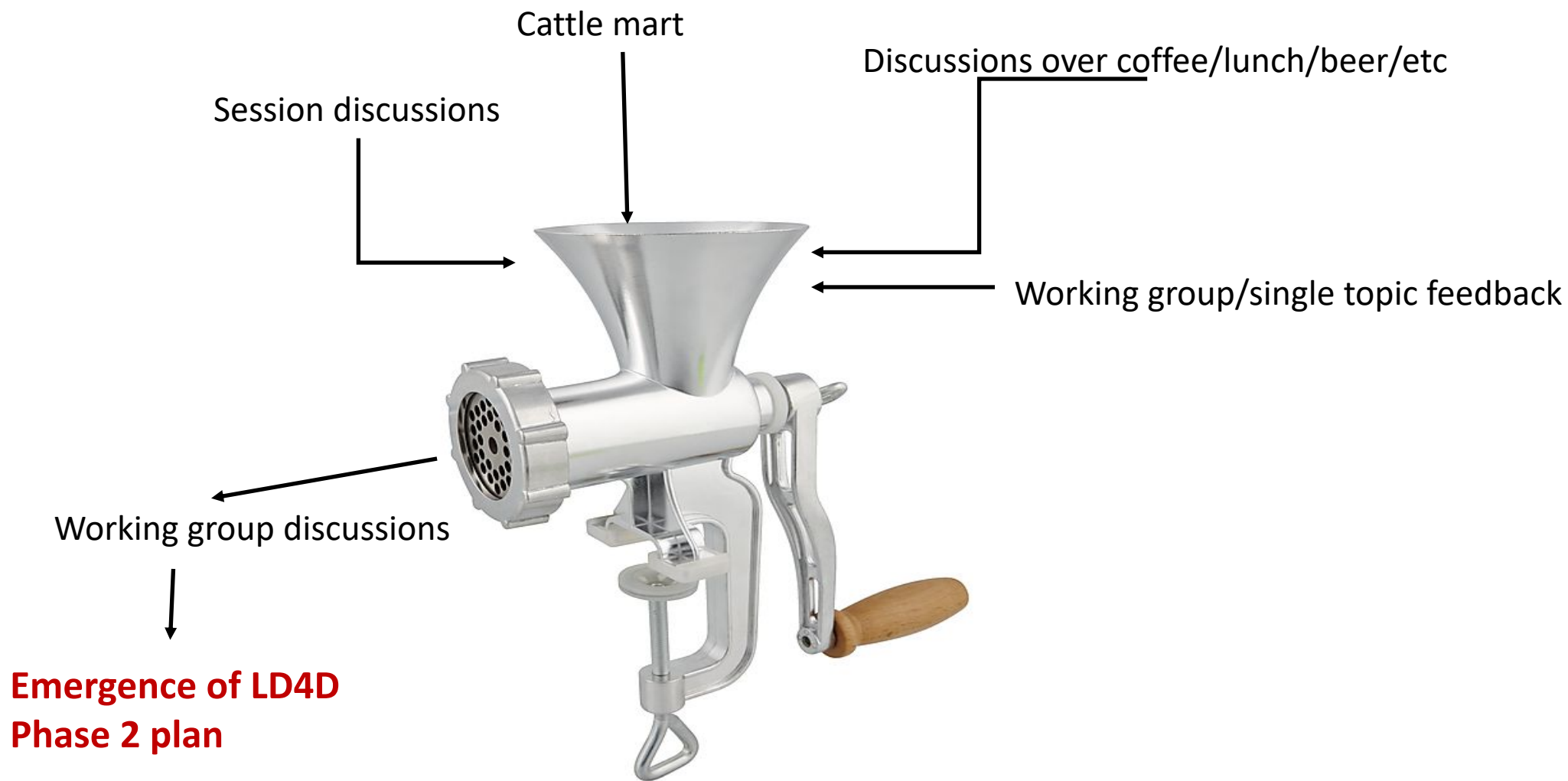


Fig.1 Working group meating grinder



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