#### **Scaling Strategy**



### **How We Scale Impact**

Beannovate is not just about innovation, it's about ensuring these solutions reach millions more people, sustainably and equitably.



## Our scaling approach includes:

Beannovate is not just about innovation, it's about ensuring these solutions reach millions more people, sustainably and equitably.



#### **Evidence-Based Scaling Models**

We analyze what worked in the previous phases and what conditions must exist to replicate those results at scale.



#### **Dynamic Evaluation and Learning**

We generate real-time data and feedback from farmers, processors, and consumers to adapt strategies.



#### **Strengthening Coordination based** on Public-Private Partnerships

Engaging local governments, SMEs, and cooperatives to create ownership and shared incentives.



#### **Market Systems Strengthening**

Linking supply chains, building brand identity for pre-cooked beans, and ensuring availability in key markets.



#### **Sustainability Focus**

Scaling isn't just about numbers. It's about maintaining quality. demand, equity, and environmental balance.











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# **Beannovate Project**

Scaling the Impacts of Pre-Cooked Bean Innovations in Kenya & Uganda

Turning proven innovations into everyday solutions





#### What Are Bean Corridors?

Beans are a staple across Eastern Africa—rich in nutrients, affordable, and climate-resilient. Yet, traditional cooking methods are time- and energy-consuming, especially for urban dwellers and working families.

# Today, Kenya and Uganda face intersecting challenges:



#### **Rising urbanization:**

Cities are growing fast, creating demand for quick, nutritious foods.



#### Climate shocks:

Frequent droughts and floods threaten agricultural productivity.



#### **Nutrition insecurity:**

Micronutrient deficiencies persist, especially among women and children.



# Youth unemployment and gender inequity:

Women and youth are underrepresented in higher-value agribusiness opportunities.



# The Impact Areas: Income, Gender Empowerment, and Nutrition



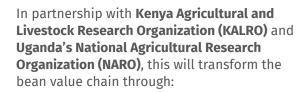
# What does Beannovate Project stand for?

Pre-cooked bean innovations and products are reshaping daily life for women, youth, and low-income families in Kenya and Uganda.

By drastically cutting cooking time and energy use, these innovations ease the burden of food preparation, especially for women and offer a practical, nutritious solution for fast-growing urban populations. Beyond the kitchen, precooked beans create new income pathways through women-led and youth-focused enterprises in processing, packaging, and retail.

Beannovate builds on two successful phases of the CultiAF Program, bringing research-driven innovations to market-ready solutions.

Beannovate project scales the impacts from the market-ready solutions, turning the Beannovate project scales, the impacts of these market-ready solutions are turning proven research into real-world impact, unlocking time, improving diets, and expanding economic opportunities proven research into real-world impact, unlocking time, improving diets, and expanding economic opportunity across the bean value chain.





#### **Pre-Cooked Bean Products**

Ready-to-eat, fast-cooking, nutrient-rich beans designed for urban lifestyles. These reduce cooking time by over 70%, saving fuel and time.



# Nutrient rich Climate-Smart Varieties

New bean types bred for drought tolerance, short maturity, and high yields, ensuring productivity under climate stress.



#### **Consumer Driven impacts**

Product design based on real market preferences—from flavor to packaging—to boost adoption.



# Gender- and Youth-empowerment Approaches

Women-led enterprises and youthfocused agribusiness models promote equitable participation and decision making along the value chain.



