



Food and Agriculture
Organization of the
United Nations

Costing and monetizing e-learning course testimonial

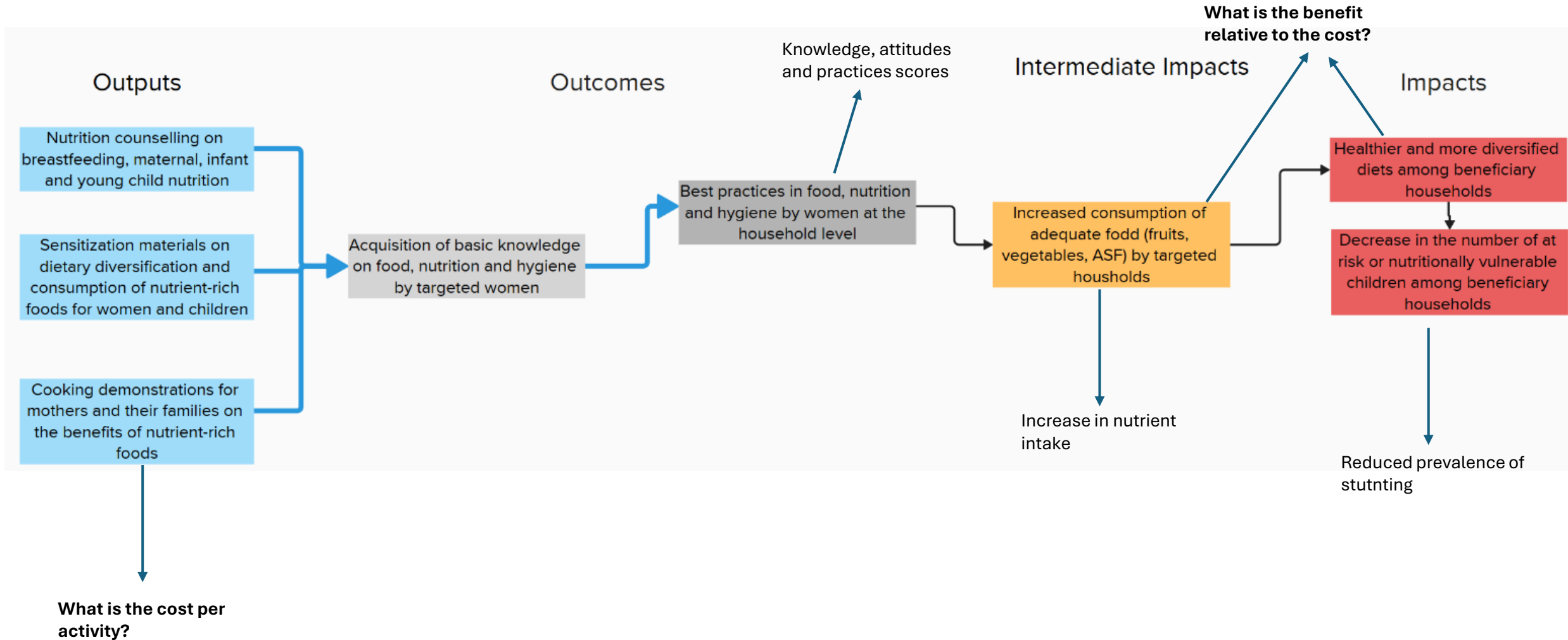
Seow Ti Kian – Nutrition and Food Systems Specialist



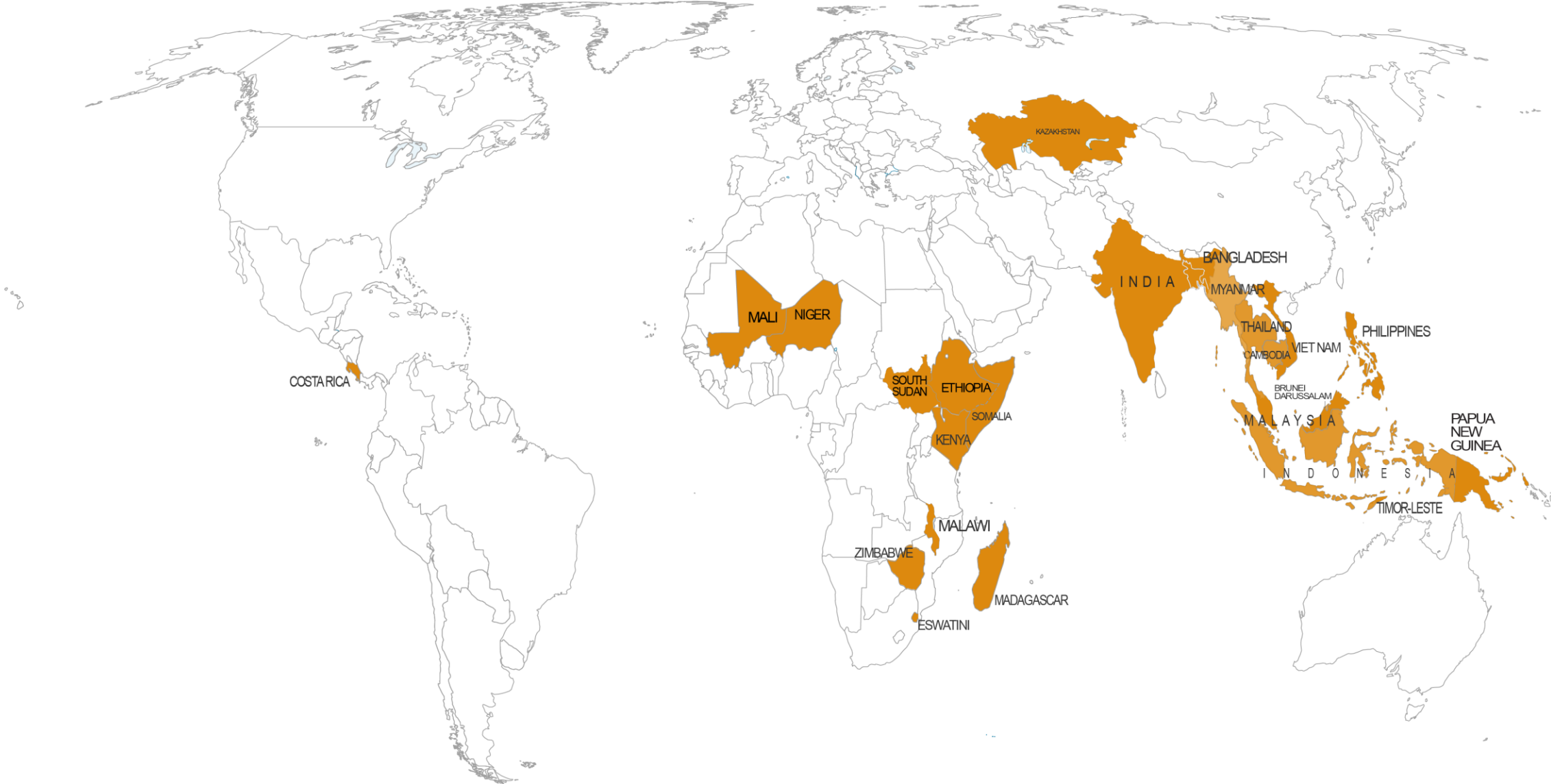
Developing and using the BCA approach and tool – why is it effective?

- Impact assessment for nutrition sensitive investments in agrifood systems
- Rapid costing and benefit assessment
- Analyse specific pathways and facilitate prioritization
- Similar to the Nut investment tool for GAIN, but more granular

Agrifood system pathways to healthy diets – Consumer behaviour pathway



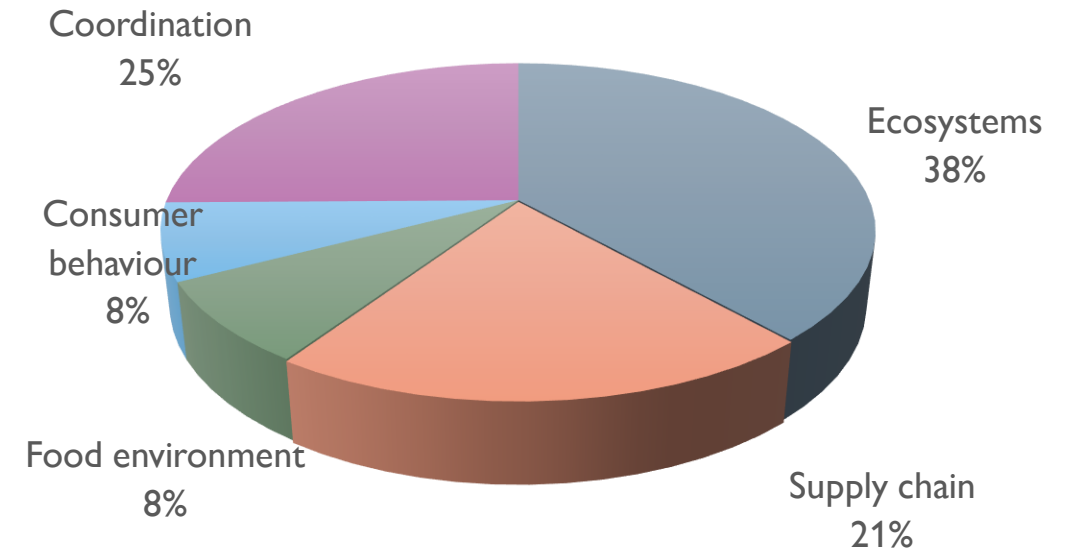
Different countries, same challenges....



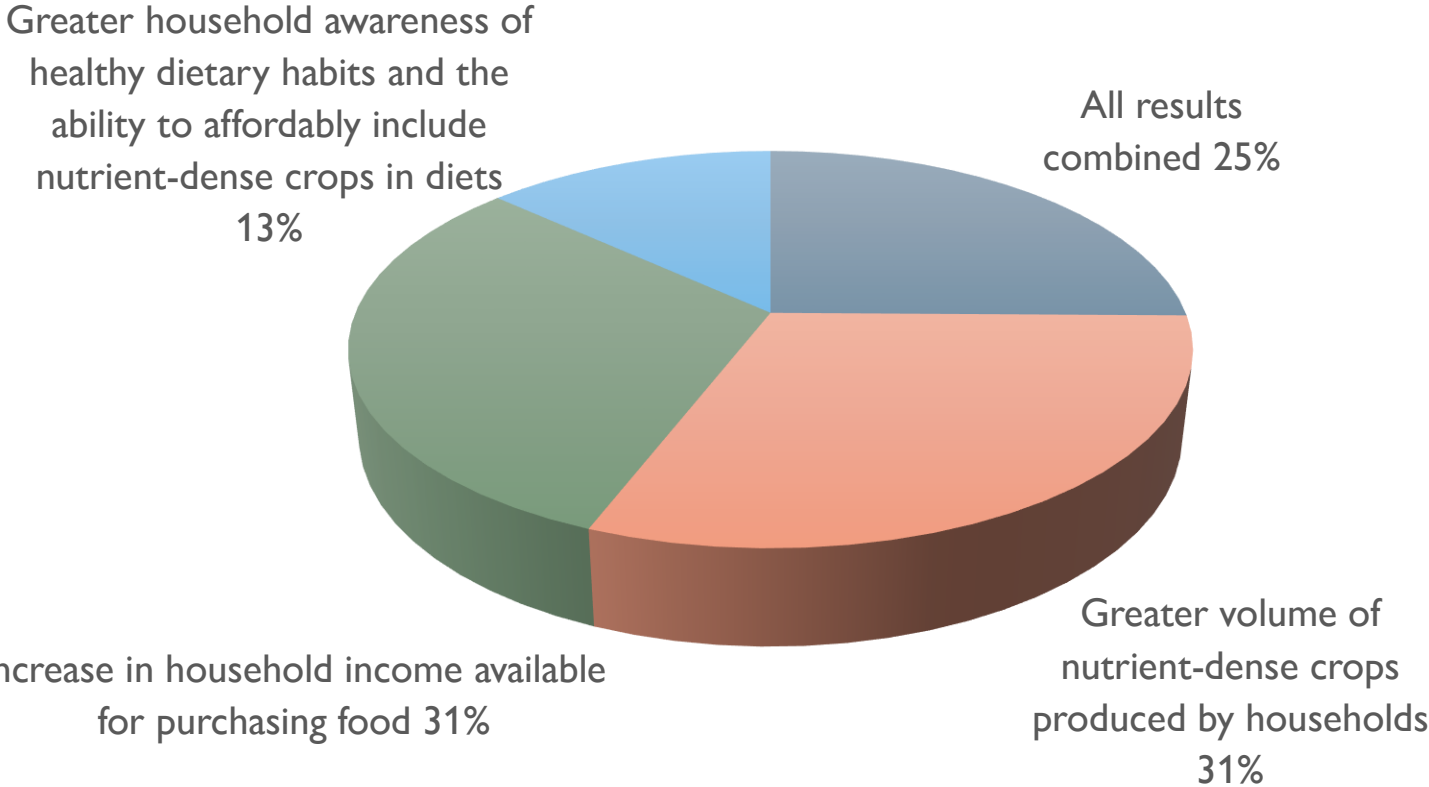
Madagascar example - now we know how much is invested and where

What it cost to implement

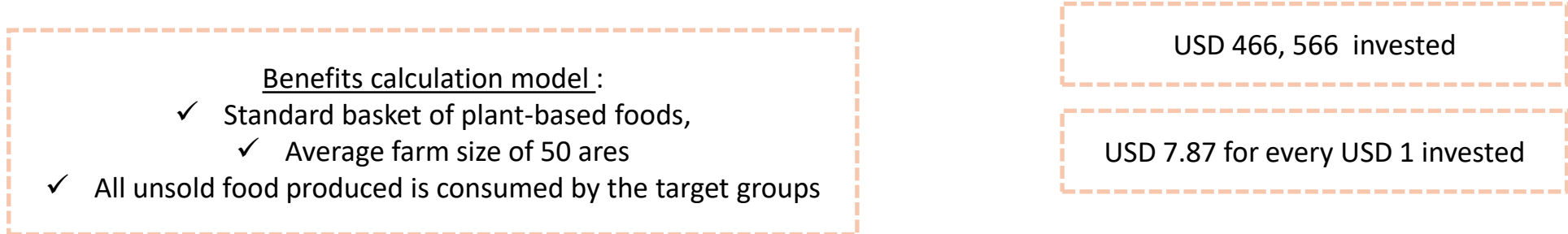
- Total project budget for this pilot: 466, 566 USD
- Around 933 USD per beneficiary household over the implementation period (\approx 38 USD per month)
- 38% of budget: improving and adapting production eco-systems (inputs, equipment, storage, processing)
- About 8%: consumer behaviour and food environment (nutrition education, clubs, savings/credit)



Costs required to achieve the nutritional results and impacts established by the pathway



Estimate benefits relative to costs



Increase in **HH** monthly income for female producers



USD 242

Increased daily availability of vitamin A per **children aged 11-23 months** through crops preserved for consumption



174 mcg RAE – 58% daily need

HH able to identify at least 3 nutrient dense food



70%

HH preparing project recipes 2-3 times a week



62 %

HH using own production to prepare project recipes



81 %

Pathways vs pathways with BCA analysis

PROJECT METHODOLOGY TRANSFORMATION: Without vs. With Benefit-Cost Analysis (BCA)

APPROACH: WITHOUT BCA



PROJECT MANAGEMENT:
Using agrifood systems lens



PARTICIPATORY APPROACH:
Clear pathways to healthy diets



MONITORING & EVALUATION:
Possible basic tracking



PARTICIPATORY APPROACH:
Clear pathways to healthy diets



CLEAR VISUAL:
On results chain from problem to solution



APPROACH: WITH BCA



GRANULAR IMPACT:
Assessment
(at detailed level)



PRIORITISATION:
Based on costs and benefits



FEASIBILITY ANALYSIS:
With key experts



EMPIRICAL BENEFITS:
Reported for each investment

THE BCA ADVANTAGE

Benefit-Cost Analysis (BCA) provides a robust framework for making more informed, evidence-based decisions, leading to a more effective and impactful project methodology.

Why the BCA tool was a game-changer?

Added value of the BCA tool in Madagascar project

- Integrate agrifood systems pathways with costs and nutritional benefits in a single framework.
- Provides clear, comparable metrics (cost per household, per nutrient gain, per child reached) to inform scale-up.
- Facilitates dialogue with policy-makers and donors, by showing that a 38 USD monthly investment can generate significant income and nutrition gains for each vulnerable family.

Next steps:

- Follow-up workshops to guide users on BCA
- Migration to a graphical user interface to facilitate use