FEED THE CITIES, GROW THE CONTINENT
Leveraging Urban Food Markets to Achieve Sustainable Food Systems in Africa
Contents

4 Welcome
5 Key Contacts
5 AGRF Partners
7 Platform Navigation
11 Program Highlights
13 Speakers Guidelines
13 Pre-Event Checklist
17 The Event
19 Code of Conduct
20 FAQs

FAQs
Dear Delegate,

Welcome to the 10th annual AGRF Summit – held as a virtual event for the first time due to the COVID-19 Pandemic.

AGRF is the world’s premier forum for African agriculture, bringing together stakeholders in the agricultural landscape to take practical actions and share lessons that will move African agriculture forward.

The AGRF 2020 Virtual Summit is co-hosted by the Government of Rwanda and the AGRF Partners Group, under the theme: **Feed the Cities, Grow the Continent: Leveraging Urban Food Markets to Achieve Sustainable Food Systems in Africa.** The Summit will offer a pinnacle milestone in moving the AGRF agenda forward – setting a new tone for the AGRF in supporting continental priorities, sharing lessons and knowledge across the community, and driving progress on the policies, investments, and programs required to achieve its vision and goals.

This is an unprecedented opportunity for you to join thousands of delegates from governments, civil society, the private sector, the research community and development partners in helping to reshape our food systems to ensure that they are efficient and resilient, to deliver food to growing urban populations and to achieve prosperous outcomes for all.

Over the next few days you will get the chance to listen to or interact with over 250 speakers, including the six current African heads of state of South Africa, DRC, Ghana, Ethiopia, Morocco and Rwanda, and more than twenty ministers plus Benjamin Netanyahu, Prime Minister of Israel and Tony Blair, formerly Prime Minister of Great Britain and now Executive Chairman, Tony Blair Institute for Global Change.

They’ll be joining over 5,500 delegates from around the world who variably hold key positions in governments, influential private companies such as Java Foods; Yara, the world’s leading fertilizer company; agricultural data specialist, Gro Intelligence; global agrochemicals and seed multinational Syngenta; Indian multinational fertilizer company UPL and the Bank of Kigali, to name just a few, research institutions and the development sector.

We have put together these guidelines and resources to ensure you have a world-class experience as you attend the Summit.

The AGRF Secretariat and the Government of Rwanda, our host, are on standby to ensure that your participation in the Summit is rewarding.
Key Contacts

Follow us on Twitter @TheAGRF to get session highlights, interesting quotes, photos and much more. Share your insights #AGRF2020 #AGRFVirtualSummit.

For any urgent matters related to registration, kindly send your inquiries to: registration@agrf.org

Have a technical issue? We’re here to support you. Get in touch with support by clicking on the chat in the lower right corner and sending a message in the #support chat channel, or email us at: support@techchange.org

AGRF Partners

The AGRF is driven by an alliance of organisations that care about, commit to and work to drive inclusive agricultural transformation in Africa. Individually the Partners make an enormous contribution to the agriculture development sector, but together they become more than the sum of their parts and a force to be reckoned with. Ideally placed to drive the transformation agenda, they support farmers in the field, governments in policy formation, and everything in between.

For more information on how to join the AGRF Partners Group, please reach out to the AGRF Secretariat at Secretariat@agrf.org

Hosted by
The Government of Rwanda

AGRF Partners
AATF is an international not-for-profit organisation that facilitates public/private partnerships and promotes food security to enhance livelihoods of smallholder farmers in Sub-Saharan Africa (SSA). AATF believes the farmers in Africa will become globally competitive through use of the best technology, optimal agricultural practices, strategic product value addition and boosted access to efficient markets within and outside Africa.
Platform Navigation

Please read through the below information to familiarize yourself to the many features and sections of the AGRF conference platform.

A. If you have not registered, follow these instructions:

1. Go to AGRF Event website to register. www.agrf.org

2. Click to register for AGRF 2020 event. www.agrf.org/agrf2020

3. Fill in form to register a profile.

4. Fill in form to finish registration. Check your email for registration confirmation.
Platform Navigation

B. If you have registered, follow these instructions:

1. Go to AGRF Event website. www.agrf.org

2. Click to login into your profile. www.agrf.org/agrf2020

3. Click Join the summit.

4. Click on tabs for more information.

5. Navigate through the features and enjoy the event.
To get set up and familiarize yourself with the platform, please complete the below steps.

**Update your time zone**

Updating your timezone will ensure that events are displayed in your current time zone. Even if you don’t set your time zone we’ll suggest your current one, but it’s best if you set it yourself.

**View sessions**

Head to the Agenda tab to find sessions you would like to attend. When you click “RSVP” on a session, the session will show in the “My Agenda” section of your agenda for fast access to each during the conference.

**Add your location to your profile and use the members map**

If you haven’t already filled out your profile and added a picture of yourself and would like to, please do so now. If you add your location, you’ll be visible on the main members map in the Delegates tab. Once you’ve added your details, try zooming in on your profile in whatever city you live in! It’s a great way to coordinate a future meetup in your city or region.

**The Deal Room**

The Agribusiness Deal room is one of ten thematic platforms of the AGRF. The partners platform is co-chaired by AGRA, USAID and IFAD.

The Partners Management Support for the Agribusiness Deal Room is managed by AGRA on behalf of two dozen partners, all bringing complementary capabilities, resources, and networks to the Summit and year-round platform.

If you want to become a strategic partner of the Agribusiness Deal room, please email dealroom@agra.org and ask for further information.

If you are an entrepreneur looking for investors, please email dealroom@agra.org to receive the submission template.

If you are a government institution, the Agribusiness Deal Room is designed to help you attract new investors and engage with key stakeholders on your country’s investment climate. For further information please email our head of partnerships Jennifer Baarn on jbaarn@agra.org.

If you are an investor, a financial institution or development organisation please email Dealroom@agra.org to receive further information.
1. **MEETINGS & VIDEO CALLS**
   - **1st - 11th September 2020** | Period where 1:1 meetings can be requested and scheduled
   - To schedule a 1:1 meeting, select the participant you would like to meet and select request meeting. Type your message and a suggested time and the recipient will respond with a time automatically scheduled.
   - You must accept the meeting request for it to be scheduled and appear in your calendar. Meeting requests must be accepted to be scheduled.

2. **MAKE YOURSELF VISIBLE THROUGH AN OUTSTANDING BUSINESS PROFILE**

   **Company Profile**
   Take advantage of the opportunity and introduce your company by publishing a clear profile. The more detail like company background, business offers and interests you provide, the more you will benefit from the conference matchmaking tool. Your co-operation profile is your online business card.

   **Market Place**
   - Explain the product/project/technology/expertise you are offering or looking for
   - Specify the type of partner you are looking for
   - High-quality profiles have a higher chance of being viewed by other participants and generating more meeting requests.

3. **HOW TO MANAGE BILATERAL MEETINGS?**

   The booking of meetings will open a few weeks before the event. You will be notified by an e-mail alert once booking has opened.
The Deal Room

Booking Meetings

- Browse the list of attendees or check the marketplace profiles
- Use the optional filters to easily find the ones aligned with your goals
- Send meeting requests to those companies/persons you want to meet
- Adding a short reason why you are interested in a meeting will increase the acceptance
- Usually meeting requests must be confirmed by the recipients to be scheduled
- Typically, date and time of a meeting is scheduled by the person accepting the meeting request considering the mutual availability.
- Check every incoming meeting request and accept or refuse if not appropriate. It is a matter of politeness to let the person requesting know if you are interested in a meeting or not.

Some participants can’t be booked. Why?

Participants available for meeting requests are indicated by a green button “Available”, otherwise:

- You may not have registered for 1:1 meetings please make yourself available for 1:1 networking session via Agenda / Event Agenda (or “My Attendance” for events still using an old version)
- Booking rules applied by the event organizer doesn’t allow to book specific groups e.g. No meetings among Sellers & Sellers; Start-ups can’t send meetings requests to Investors
- No common overlapping networking sessions
Please sign-up for some further networking session via Agenda / Event Agenda

4. SHORT BEFORE AND DURING THE EVENT

Short Before the Event
You can view date/time of your meetings via the Menu “Meetings” at any time
Check all your pending meeting requests and consider accepting or decline
Download the “b2match” Mobile App (iOS/Android) to
- get access to your meeting schedule on your mobile phone
- be informed about last-minute changes (bookings, cancellations)
- manage additional meetings during the event (send/receive/confirm requests)
**The Deal Room**

**During the Online Event**
- Access the web platform and be online at least 5-10 minutes before your meetings start.
- RESPECT the other participants’ time and show up to all your meetings.
- **Close your Video Call meeting timely.**
  - Please leave the call in time as you or your meeting partner can have a subsequent meeting right after. A watch is indicating the remaining meeting time.
  - If an unforeseen circumstance arises and you will not attend a meeting, please cancel your meetings through the platform. This way, the other participant will be notified.

**FAQS**

**How do I join a scheduled meeting?**
- You can access your meeting schedule via Menu “Meetings” in the top right corner.
- Click the green button “Start meeting” next to your meetings to join the 1:1 meeting Video Call

**What options do I have if the meeting partner does not show up timely?**
- Quick reminder to join the Video Call
  - Send a message and alert your meeting partner to join the missed Video call.
  - This should work well if enough time is left over (e.g. 15+ min) for this scheduled meeting.
- Re-schedule the meeting
  - In case your meeting partner doesn’t respond immediately on a reminder as indicated above you should re-schedule and postpone as appropriate
Visit the Exhibition Hall

Head over to the Exhibition Hall to learn more about our partners and post a question for them in a discussion thread.

Exhibition Forums
The Exhibition forums are visible to all delegates and anyone is able to reply to a query or comment. We recommend that partners designate a respondent for the threads and to mention those who are participating directly using the @feature for their username on the TechChange platform. Example below.

If Partners wish to engage privately, they can also reach out using the Chat function on the bottom right of the screen and searching for the username. However, we do recommend starting with public discussions in the forum first in case others have similar comments and questions.

An active forum is more likely to attract discussion, so would also recommend viewing each others exhibitions if useful to drive up engagement.
Program Highlights

Pre-Summit Events

Even before the official start of AGRF, as a delegate you can benefit from 22, pre-day events independently organized by agri-food leaders to explore issues ahead of the Summit. These kick off with The World Vegetable Centre discussing how traditional vegetables can contribute to a sustainable food system. Other events include the Israeli government on innovative sustainability, IISD on food markets, how we can achieve rice self-sufficiency organized by UPL and GIZ, and integrating Africa’s food systems presented by the AfDB.

Your registration provides access to these and many more that will provide insights to everything from soils, to the launch of the new GENDER platform. Join us starting at 09:30 CAT on 7 September and the events are just a click away.

AGRF Summit: What’s on?

As a confirmed delegate you now need to decide what you want to see and which sessions to participate in. This year’s virtual AGRF is offering a plethora of events to attend and other ways to get involved, so a little time spent now will ensure you make the most of it. This top-line guide will ensure you don’t miss out on the sessions you’re most interested in.

Every morning at 10:00 Sunrise brings you a round-up of what’s in store for the day ahead and an overview of the themes to be covered. Then three times a day, at 10:45, 12:00 and 18:00 we bring you Culture Track, where you get the chance to relax between sessions while soaking up some culture. Whether it’s top African chefs sharing healthy recipes and discussing the continent’s food systems, an exercise routine or something more artistic, be sure not to miss out.

To kick off you have the choice of watching a typical Rwandan breakfast being prepared in Culture Track, or take a virtual tour of InsectPro, a company farming black soldier flies to use in animal feed.

Next, choose between looking at cities with the best sustainable food systems, women agripreneurs, the GoGettez Agripreneur finale or the launch of this year’s Deal Room.

The lunchtime Culture Track looks at plant based diets before we move into the afternoon sessions when you can decide if you would rather hear about pest control in mangoes and cassava, or learn about a competition for farmers in Kenya that encourages them to use certified seed and install drip irrigation.

Tuesday 8 September

To kick off you have the choice of watching a typical Rwandan breakfast being prepared in Culture Track, or take a virtual tour of InsectPro, a company farming black soldier flies to use in animal feed.

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The lunchtime Culture Track looks at plant based diets before we move into the afternoon sessions when you can decide if you would rather hear about pest control in mangoes and cassava, or learn about a competition for farmers in Kenya that encourages them to use certified seed and install drip irrigation.
The Results Factory at 14:00 covers the launch of the ASSR report on feeding cities or using data to build resilience in food systems, before heading into the Opening Ceremony at 15:30 followed by a selection of African leaders discussing the status of food systems on the continent.

Wind down at 18:00 with Chef Pierre as he shows us how to use an ancient grain before joining the Fireside Chat to look back at the day and talk about delivering food to cities.

Wednesday 9 September

After Sunrise join a South African chef who will introduce us to another ancient grain before you join the first session of the day. Choose between Reaching Urban Food Consumers, Feeding and Employing Africa’s Urban Population or Maintaining Technology and Input Systems.

Break for lunch at 13:00 while you join three African chefs describe what future food systems should look like or learn about sweet potatoes and kitchen gardens.

At 14:00 join the Results Factory for either sessions on gender or nutrition or a Farmers’ Forum discussing how to survive recent challenges and increase resilience. The second afternoon slot at 16:00 is all about nutritious food and looks at how SOFI is focussing on healthy diets and then how we create a demand for healthy food.

Take a break at 18:00 with a Ghanaian chef demonstrating another healthy recipe before heading over to the Fireside Chat to talk about how healthy food creates a healthy city, alternatively join Generation Africa to talk about how to support young agripreneurs.

Thursday 10 September

At 11:00 after the third Sunrise session, join a Tunisian chef discussing the sourcing of fish before deciding at 11:00 between Finance Solutions and the AfCFTA.

The lunchtime slot at 12:00 either continues to advocate for the increased use of ancient grains or takes a look at the East African Highland Banana or matoke.

At 14:00 The Results Factory gives the choice to continue an examination of the AfCFTA, take a look at harmonizing market and trade policies or you could join our Emeritus Chair Strive Masiyiwa talking about young agripreneurs.

The Great Debate starts at 16:00 when the panel will discuss how COVID-19 has challenged food supply on the continent.

More traditional dishes follow in dish of the day at 18:00 before the next Fireside Chat at 18:15 where we look back at the day and then talk about how the private and public sectors can work together.
Program Highlights

Friday 11 September

The final Sunrise is followed by breakfast with our Rwandan chef learning a new traditional dish. At 11:00 either join us to look at how urbanization could make the agribusiness sector a USD 1 trillion industry or how sustainable digital solutions can help us bounce back from shock. These lead straight into the 13:00 sessions on SMEs as the backbone of sub-Saharan Africa’s economy or what Africa’s food systems need to look like.

Finally at 15:00 there is the Presidential Summit, Defining the Food Systems we want, with a high-level panel made up of heads of state from South Africa, the Democratic Republic of Congo, Ghana, Ethiopia, Morocco and Rwanda, plus special guests Benjamin Netanyahu Prime Minister of Israel and Tony Blair, ex-PM of Great Britain.

This year’s summit concludes with the African Food Prize and the GoGettez Awards ceremonies presented by HE Chief Obasanjo, former president of Nigeria and our own Strive Masiyiwa.

Click on the Program of Events, for a detailed list of each session and timings.

Speakers Guidelines

In advance of the event, we want to make sure you have everything you need for a successful presentation. We have included guidance below for you to:

- **Set up** in advance of the event.
- **Access the Zoom webinar room** on the day of event.
- **Know what to expect and where to get help** on the day of event.

Pre-Event Checklist

1. **SHARE WHATSAPP CONTACT INFORMATION WITH TECHCHANGE**
   a. We will coordinate during the event through Whatsapp.
   b. If you would prefer to provide the Whatsapp contact of an assistant or colleague who will be supporting you from your location, this works as well.

2. **TEST VIDEO/VISUAL**
   a. Video quality is clear - recommend use of external webcam if you have one.
   b. Computer/webcam is in a stable location and set at eye level*.
   c. Background is neutral and free of distractions*.
   d. The primary light source is in front of the speaker to avoiding backlighting*.
2. VIDEO PRODUCTION GUIDELINES

Please use the following production guidelines.

a. Background

Use a distraction-free background. Make sure to pick a background that does not have moving objects, or any imagery that could distract the viewer from the interviewee.

Example 1
Using a blurred out background by using a lower depth of field.

Example 2
Using a neutral colored backdrop.

b. Lighting

Use standard three point or two point lighting if possible. If there are no professional lights use a well lit room facing the direction of the window light. Do not record interviews using the top fluorescent light in a windowless room.

If you do not have lighting equipment, please see b. Lighting (continued).
Pre-Event Checklist

b. Lighting (continued)
Even a fantastic camera will have a tough time producing a solid picture in poor light. Being aware of shooting “with” the light will not only create depth and a visually interesting picture, but it will also make the subject look much better than the typical office or conference room lighting. You don’t need fancy lighting to achieve your desired results. Natural light from a window can be more than enough for creating a warm, natural look (left), provided you don’t have your back to the window without another light source, which will result in a backlit shot (right).

c. Framing
Use the rule of thirds when framing the subject for the interview. See the example on below as a reference. Please keep appropriate amount of headspace.
**Pre-Event Checklist**

**d. Shot Types**
If you would like, you are welcome to use a two-camera setup. CAMERA 01 should be a Medium Shot and CAMERA 02 should be a Close-Up shot.

**3. TEST AUDIO**
   a. Audio quality is clear and stable.
   b. If using a headset or lavalier microphone (recommended), it is connected and working.

**4. CHECK ZOOM SETTINGS**
   a. Presenter’s name appears as you would like viewers to see it—see guidance for setting default Zoom display name.
   b. Profile image is set (in case of video dropoff)—see guidance for changing profile image.

**5. TEST INTERNET CONNECTION**
   a. Desired speed test results:
      i. PING ms: <30ms.
      ii. Download mbps: >20mbps.
      iii. Upload mbps: >10mbps.

   b. Connection weak? Try switching to a nearby server from Speedtest.net by clicking “Change Server”.
   c. We recommend a wired/ethernet connection for optimum connectivity, if you have it.
The Event: Day of Event

- 30 minutes before the session begins, log into the Zoom link above.
  a. Please make sure everything is set up as per your pre-event setup checklist.
  b. Make sure your devices are plugged in/fully charged.
  c. Turn off all notification sounds on your devices.
  d. Close all browser windows/programs unrelated to the event.

- Open Whatsapp on your phone

- Five minutes before the event begins, the Stage Manager will prepare all speakers to “go live” in Whatsapp.

- During the event, you will receive cues to go live.

- When you are finished speaking, please mute yourself!

- At the end of the event, please hold your position until the Stage Manager informs you that we are “off” in Whatsapp.

The Event: During the Event

- During the event, the Stage Manager will toggle your video and audio on and off. If the session is being run through Zoom please keep an eye on the window, as you will have to “accept” the request to turn your video & audio on. In Vimeo Livestream Studio, the producer will be able to switch your video automatically.

- You will NOT be able to see the full event production (ex. lower thirds, some videos). the Stage Manager will provide cues in Whatsapp when these show elements start and end.

- For questions/issues during the event, please direct them to the Stage Manager in Whatsapp.

- If your connection drops during the event, please notify the producer via Whatsapp and log back into the Zoom- the video hosts will let you back in.

- If you are unable to reconnect over video, please use the dial-in information provided.
The Event: During the Event

SESSIONS USING VIMEO LIVESTREAM STUDI

Zoom, your virtual green room

Call time is 30 minutes before the start of your session. At call time, you will report to the Zoom link provided to you, which we will use as our virtual green room. We will do a quick check here to confirm all speakers have access to all needed resources for the session, including the link to join the virtual stage, and that notifications are off on all of the speaker’s devices.

VIMEO LIVESTREAM STUDIO, YOUR VIRTUAL STAGE

You will be admitted one-by-one to enter the Vimeo Livestream Studio. When you first enter, the virtual curtains are closed and nothing will be broadcasted.

Final technical and framing checks will happen in this room before going live. You will follow the auditory and written cues provided by the production team in the internal chat alongside the broadcast to know 1 minute, 30 seconds, and a 5 second countdown to broadcasting live on air.

WHATSAPP, YOUR CONNECTION

Sudden internet crash? Microphone issue? That’s why we collect your WhatsApp number - for rapid, streamlined communication to get you back to presenting your session.

REMINDERS

▶ Be prepared to join us in Zoom 30 minutes before your session is set to begin.

▶ Where possible, please prepare to join from your computer as opposed to other mobile devices.

▶ Plan to use the Google Chrome or Firefox browser to join us in Vimeo Livestream Studio. The link to join will be provided via the chat box in Zoom, and you will copy this into your browser.

▶ To enter Vimeo, you will need to type in your name and hit the blue “Join” button (scroll down on the page if you can’t see this prompt on your screen).

▶ Be sure to remain in the Zoom “green room” until you have successfully entered the Vimeo Livestream Studio. Once you are in the Vimeo Livestream room, you will end the Zoom call and remain only in Vimeo.

▶ Remember to keep the chat box on the left in the open, expanded view to receive written cues from the production team.

▶ We will reach out on the WhatsApp number you provided if there are any issues! We are here to help.
Code of Conduct

Attendees, speakers, sponsors, and volunteers at the AGRF Virtual Summit are expected to agree with the following code of conduct. Organizers will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everybody.

The Global Digital Development Forum strives to be a dynamic, inclusive space where development practitioners, technologists, HQ and management, humanitarian aid workers, software developers, data analysts/scientists, funders, and others involved in this field can come together for multidisciplinary conversations, learning, and collaboration.

The forum is dedicated to providing a safe and harassment-free conference experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, legal status, religion (or lack thereof), or technology choices. We expect participants to follow these rules during the conference and break-out sessions/workshops and the reception.

We do not tolerate harassment of conference participants in any form. Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, legal status, religion, technology choices, sexual images in public spaces, deliberate intimidation, stalking, following, harassing recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Sexual language and imagery is not appropriate for any of our sessions or breakouts, breaks or reception, or on Twitter and other online media as related to the conference.

Participants asked to stop any harassing behavior are expected to comply immediately.

Conference participants engaging in harassing behavior, making others feel unsafe, or violating these rules may be warned, or asked to leave the conference immediately, at the discretion of the conference organizers.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact us immediately. We will have the option to make a report either personally or anonymously to designated conference organizers.
FAQs

Where can I find the links to join each session?
On the agenda page, which you can find by clicking on “Agenda” in the menu at the top, it will update on the day of the Forum to show the links to join each session once a session goes live at its assigned start time.

You can also filter the agenda page to see only the events that you RSVPed to by clicking on the “My Events” tab at the top of the page.

Will the sessions be recorded if I cannot attend an event live?
Yes! With the exception of Partner sessions that will be happening inside Zoom meetings on September 7, all of the live streamed sessions will be recorded automatically and available from the agenda page, so that you can watch them at any time after the scheduled end time of an event.

Why are the events not showing up in my timezone?
If you have not chosen a timezone for your account, the platform will do its best to guess your current timezone. In order to fix timezone issues, you should be able to set your preferred timezone on your settings page.