

Lean Canvas: LandMonitor

<i>Problem</i>	<i>Solution</i>	<i>Unique value proposition</i>	<i>Unfair advantage</i>	<i>Stakeholder Segments</i>
<p><i>List your top 1-3 problems.</i></p> <ol style="list-style-type: none"> 1. A persistent gap in official land tenure data limits a meaningful understanding of land tenure, hindering IFAD programming and efforts to build and implement better land policies. 2. Target groups are often not engaged in land tenure monitoring and land policy development, limiting the ability of policies to address their needs. 3. Land tenure data is largely not considered in SDG progress reports, minimizing the role that land governance plays in processes of sustainable, inclusive development. 	<p><i>Outline a possible solution for each problem.</i></p> <ol style="list-style-type: none"> 1. The LandMonitor project will collect and integrate various types of land tenure data and streamline its presentation for diverse uses. (e.g. programming and policy development) 2. Project partners have developed a methodology for identifying and collecting land tenure data on and with target groups and for strengthening their engagement in land policy development. 3. LandMonitor will frame and present land tenure data in a way that allows actors to track progress against land-related SDGs. 	<p><i>Single, clear, compelling message that states why you are different and worth paying attention to.</i></p> <p>LandMonitor facilitates inclusive, comprehensive land tenure data collection, connecting top-down and bottom-up processes and using people-centered data tools with a focus on smallholders, agrarian reform beneficiaries, indigenous communities, small-scale fishers, pastoralists and the rural employed, empowering and engaging them in land policy development, land tenure reporting and SDG monitoring, thus strengthening policy accountability.</p>	<p><i>Something that cannot be easily bought or copied.</i></p> <p>Established people-centered data tools and processes that include ILC members working on land tenure.</p>	<p><i>List your target beneficiaries and users.</i></p> <ol style="list-style-type: none"> 1. Target group representatives: poor smallholders, agrarian reform beneficiaries, indigenous communities, small-scale fishers, pastoralists and the rural employed with a specific focus on women and youth. 2. Civil society: organizations working to improve land tenure policies at national level, seeking to incorporate target groups in these processes. 3. Government: national-level government in each country responsible for land policy development. 4. IFAD and other IGOs seeking to monitor country investments receives streamlined land tenure data and reporting that engages target groups and monitors SDGs.
<i>Existing alternatives</i>	<i>Key metrics</i>	<i>High-level concepts</i>	<i>Channels</i>	<i>Early adopters</i>
<p><i>List how those problems are solved today.</i></p> <ol style="list-style-type: none"> 1. Official land data: via National Statistical Offices or other government 	<p><i>List the key numbers that tell you how your initiative is doing.</i></p> <ol style="list-style-type: none"> 1. At least 250 representatives of target 	<p><i>List your X for Y analogy e.g. You Tube = Flickr for videos</i></p> <ol style="list-style-type: none"> 1. Like the Rural Development Report but 	<p><i>List your path to users/beneficiaries</i></p> <ol style="list-style-type: none"> 1. Representatives of target groups identified by 	<p><i>List the characteristics of your ideal users/beneficiaries.</i></p> <ol style="list-style-type: none"> 1. Target groups affected by land tenure policies.

<p>bodies, reported in SDG Global Indicators Database.</p> <p>2. IGO databases: FAOStat and IFAD, global databases of food, nutrition, water and agriculture data.</p> <p>3. Secondary global data, via LANDex.</p> <p>4. Project-level data: IFAD reports on selected project indicators related to land tenure.</p> <p>5. Local land monitoring initiatives: academic, civil society or community-led monitoring.</p>	<p>groups and CSOs across 10 countries engage in land tenure reporting.</p> <p>2. Ten country-level LandMonitor Reports are produced using the tool.</p> <p>3. LandMonitor Reports are validated by all 250 representatives of target groups and CSOs across the 10 countries.</p> <p>4. Government officials in 10 countries are made aware of the findings and invited to engage.</p> <p>5. IFAD and other IGOs in ten countries use the findings in their reporting.</p>	<p>with a comprehensive, data-inclusive focus on land tenure.</p>	<p>existing in-country partners.</p> <p>2. Existing National Land Coalitions (NLCs) including civil society organizations that work with target groups.</p> <p>3. Government officials working with IFAD offices, ILC members and participating in some NLCs.</p> <p>4. IFAD country offices interested in supporting land tenure policy engagement.</p>	<p>2. Civil society organizations interested in monitoring and reporting on land tenure.</p> <p>3. Governments seeking concrete inputs on how to improve inclusive and accountable land policy.</p> <p>4. IFAD country offices and other IGOs interested in broadening the scope and impact of inclusive land tenure reporting.</p>
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<i>Fixed costs</i>	<i>Revenue streams</i>
<p><i>List your fixed and variable costs.</i></p> <ul style="list-style-type: none"> ● Scoping exercise: identify what official data exists ● Identify apex organizations representing target groups and communities ● Undertake LANDex implementation at national level ● Engage a selection of target groups and communities in data collection ● Process and analyze collected data, extract key findings ● Draft LandMonitor Report, co-published by IFAD, ILC and local partners ● Validation event, including representatives of target groups, CSOs and other stakeholders ● Packaging of data for IFAD's Rural Sector Performance Scorecard ● Outreach to governments, making them aware of findings 	<p><i>List your sources of funding</i></p> <ul style="list-style-type: none"> ● IFAD Innovation Challenge allocation ● European Commission basket fund on data ● Co-financing from ILC and their donors ● In-kind contributions from in-country partners