

CABI BioProtection Portal – A free tool for advisory services and growers providers

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What is the CABI BioProtection Portal?

- A **free online information resource** aimed at improving the uptake of bioprotection products by growers and advisors
- Launched in **Kenya** in February 2020 and now also live in **Spain, Peru, Chile, Brazil and Ghana**
- Available in **local languages** and **English**
- More countries in pipeline to ensure this becomes the **one global place to go** for all information on bioprotection products

CABI BioProtection Portal



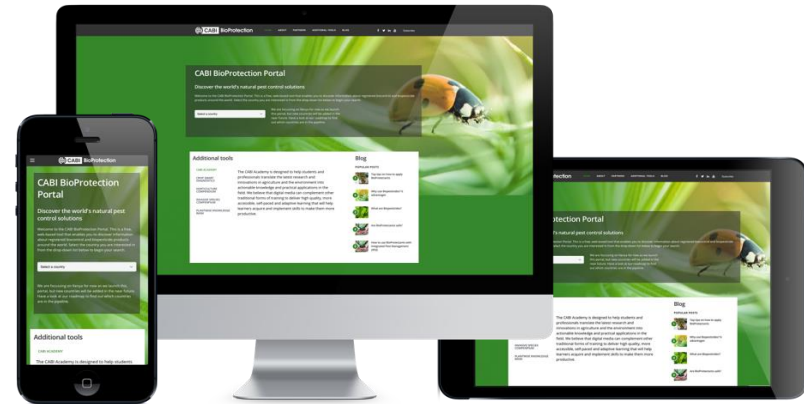
www.bioprotectionportal.com



Who is it for (end-users) and what are the specific benefits?

- **Growers and advisors** who need current and reliable information, on-demand, regarding the availability and correct use of effective, lower toxicity products that are registered locally and meet market/export standards
- **National authorities responsible for regulation/registration of plant protection products** who require information on registered products in neighbouring countries
- **Biocontrol manufacturers** looking to promote wider uptake of their products and identify new markets

CABI BioProtection Portal and its functionality



- Users enter their **country** and **crop-pest** query
- The search generates a **list of biocontrol and biopesticide products**, together with their **active ingredient** and **manufacturer/registrant**, that are registered for the specified crop-pest problem in the selected country
- This information is sourced directly from **national governments' lists** of registered plant protection products
- The national authority responsible for the registration of plant protection products is always contacted in order to seek approval for using the data set



The importance of partnership

- The portal is being driven through a **partnership between CABI, biocontrol manufacturers, industry sponsors and international development agencies**
- Biocontrol manufacturers, as partners, enjoy a number of **privileges**:
 - **Enhanced information** for all company products on the portal, including company links and distribution details
 - Access to **bespoke, real time user analytics** for a unique insight into what users are searching for and how they interact with your products
 - A chance to **influence the strategy and roadmap** of the portal via a seat on the Development Consortium
- Information displayed for products of non-partners includes only the information provided on the national pesticide register

Data capture

User Search Tracking

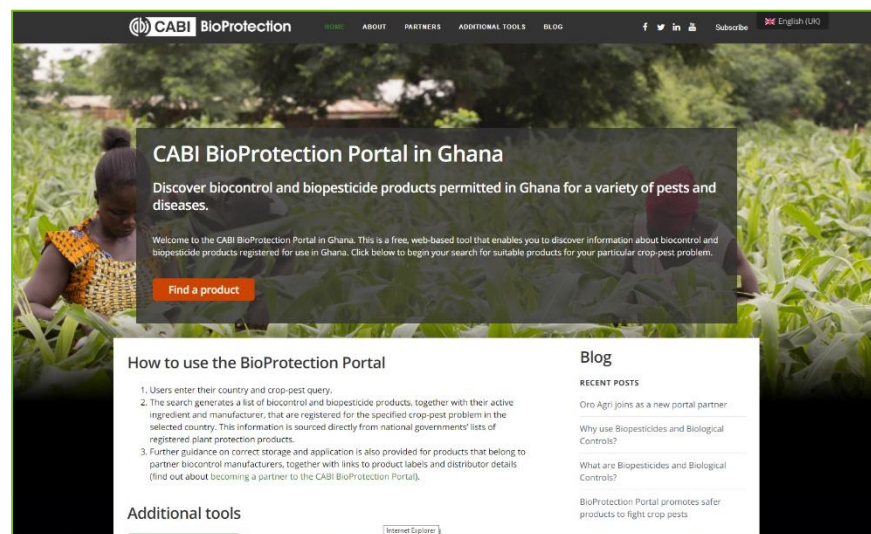
- Pest; Crop; Occupation; Location

Product Tracking

- Manufacturer; Distributor; Clicks on 'Product Factsheet' button, Distributor website; 'Label' PDF; and 'Safety Datasheet'

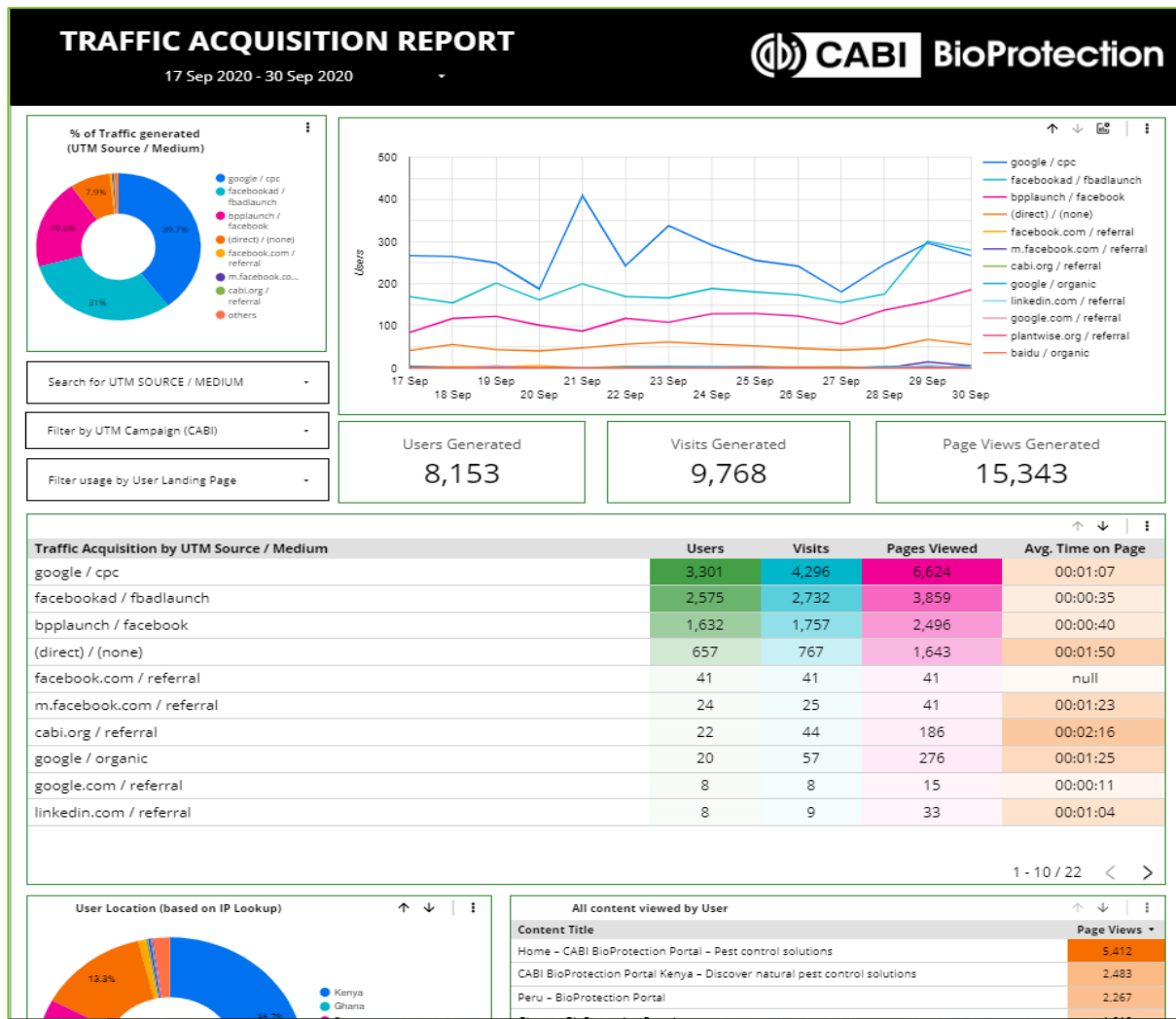
General Tracking

- Geo location of user (Country, City); Device of user; Acquisition path of user; All outbound clicks; All Organic (Google) traffic & Keywords (e.g., SEO)



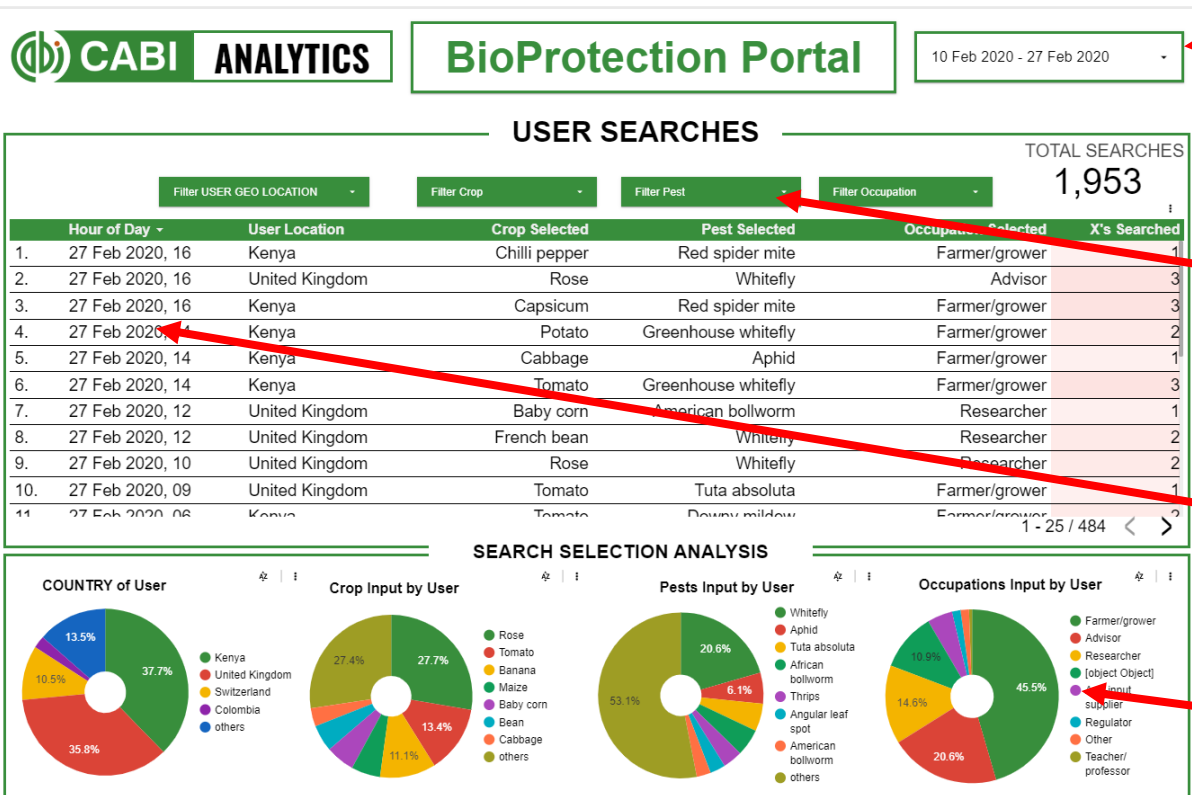
- **Bespoke data tracking allows us to capture all data points from every user visiting the portal**
- **Everything is tracked and stored so the data can be used to create dashboards, reports, and other business intelligence**

Importance of digital marketing



- We are investing in **digital marketing campaigns** in each country
- This dashboard shows detailed analysis of users and visits to the portal, along with **full acquisition channel breakdown** (how the user found us), **full engagement stats for each channel**, **usage trend per channel over time**
- CABI marketing staff can segment data to a specific marketing campaign thus allowing **full return on investment analysis**

Creating intuitive dashboards for partners



Custom date range for reporting over any time period on the fly.

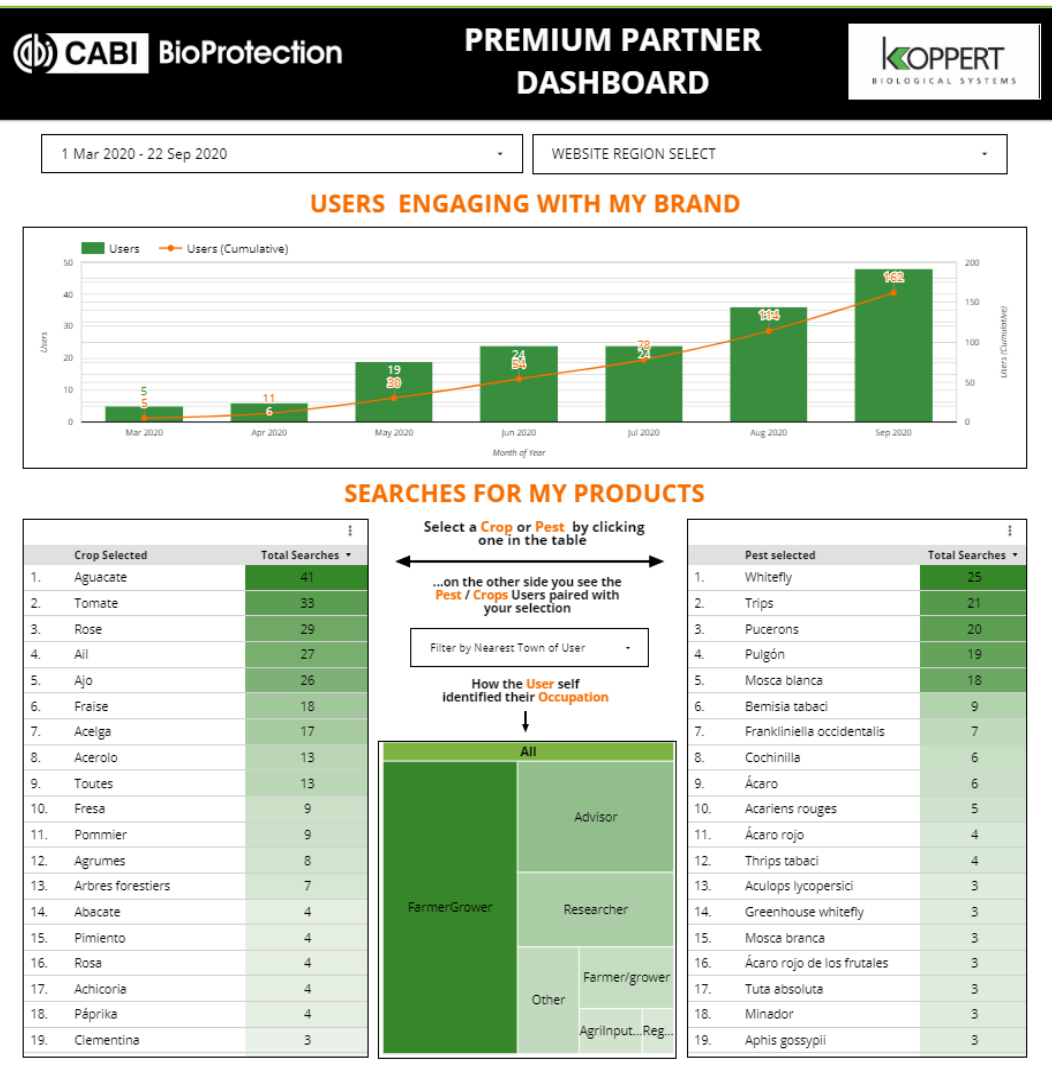
Filter searches to focus on any combination of search terms.

All searches are time stamped and stored for anytime recall.

Analyse search at volume and drill down into data points that matter.

- Combining all the collected data points facilitates detailed cross analysis of all user interactions via intuitive dashboards

Partner premium dashboard



- Each partner has a **customised premium dashboard** to allow access to data and usage around their brand
- Partners can see data for **any timeframe**, and can also segment their usage down to a **specific country**
- Each premium dashboard only shows **usage relevant for that company** – our data segmentation means a partner will never see a competitor's data
- These dashboards are **updated with live data every 10 minutes**

Sustainability model

- *Partner Membership* – partners make a three-year commitment to developing the Database (e.g. private sector biocontrol manufacturers, distributors, etc.) and pay fixed annual partnership fees built around their annual biocontrol revenues. Partner Membership Agreement framework contract in place.

Annual Biocontrol Product Sales	Partner Membership Fees*
Euro < 0.5 M	Euro 720
Euro 0.5-1 M	Euro 960
Euro 1-2 M	Euro 1,440
Euro 2-5 M	Euro 3,840
Euro 5-10 M	Euro 5,760
Euro 10-50 M	Euro 7,680
Euro 50-100 M	Euro 14,400
Euro > 100 M	Euro 19,200

- *Sponsorship* – sponsors (e.g. private sector stakeholders) may contribute through a tiered annual sponsorship towards the development and maintenance of the Database (*Bronze*: Euro 1,000; *Silver*: Euro 2,500; *Gold*: Euro 5,000 and *Platinum*: Euro 10,000).
- *Donor funding scheme* – CABI also seeks contributions from governmental agencies and foundations to develop and maintain the Database according to their priorities, focus countries and funding schemes.

KOPPERT
BIOLOGICAL SYSTEMS

syngenta

e-nema

ORO AGRI
A member of the Omnia Group

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



AFRICAN DEVELOPMENT BANK GROUP

Ministry of Foreign Affairs of the
Netherlands

UKaid
from the British people



BioProtection
Global



Recent developments

- Countries coming soon: Jordan, Bangladesh, Uganda and Colombia
- In the pipeline: Canada, Netherlands, UK, China, France, Germany, Hungary, Poland, Morocco
- MoU recently signed with BioProtection Global
- EC-DEVCO support secured via CABI's new global programme PlantwisePlus
- Verbal commitment from Nespresso to become a sponsor

Partners

The CABI BioProtection Portal is brought to you by CABI in collaboration with its network of partner biocontrol manufacturers and donors who provide invaluable support in the form of technical inputs, strategic guidance, and funding.

View our official partners and donors on this page, and find out how to join the CABI BioProtection Portal.

Partners



Donors



Associates



CABI

- **not-for-profit** intergovernmental organisation, established by a United Nations-level agreement
- owned by **49 member countries**, which have an equal role in the organisation's governance, policies and strategic direction
- **over 480 staff worldwide**
- addresses issues of global concern such as **food security** and **food safety**, through research and international development cooperation
- major publisher of scientific information – books, ebooks, full text electronic resources, compendia and online information resources



Interested to join? CABI is looking for for partners to help ensure the success of the CABI BioProtection Portal.

Please contact u.kuhlmann@cabi.org

CABI is an international intergovernmental organisation, and we gratefully acknowledge the core financial support from our member countries (and lead agencies) including:



Ministry of Agriculture and Rural Affairs, People's Republic of China



Agriculture and Agri-Food Canada



Ministry of Foreign Affairs of the Netherlands



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC