



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## EatSafe: Evidence and Action Towards Safe, Nutritious Food

Innovation Inspiration Tool



**USAID**  
FROM THE AMERICAN PEOPLE



**gain**  
Global Alliance for  
Improved Nutrition

**ILRI**

INTERNATIONAL  
LIVESTOCK RESEARCH  
INSTITUTE

**P**ierce  
Mill  
*entertainment  
& education*



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## EATSAFE CAN USE EXISTING INNOVATIONS TO INSPIRE NEW ONES

As a human centered designer, you need fresh perspective to unlock sticky problems.

Existing innovations can inspire new directions for exploration.

**Pro Tip:** Use this tool to apply solutions from different contexts to the challenge at hand.





## THIS TOOL OFFERS TACTICS AND INSPIRATION FOR INNOVATION

- 116** Reusable Innovation Tactics
- 10** Inspirational Innovations
- 10** Replicable Food Innovations



## EATSAFE CAN REPLICATE, SCALE, ENHANCE, OR DEVELOP NEW HUMAN CENTERED INNOVATIONS

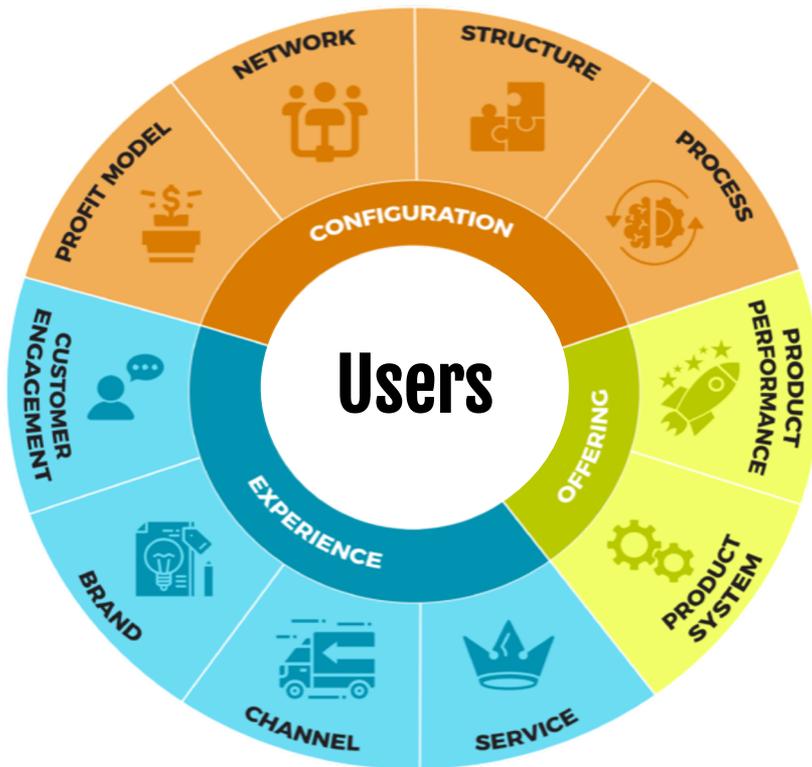
Human centered innovations:

- solve real human problems
- transform and implement insights, ideas, and inventions
- have incremental or radical impact
- are accessible, inclusive, feasible and realistic
- are validated by real human feedback





## THIS TOOL CATEGORISES INNOVATIONS BASED ON A USER-CENTRED FRAMEWORK



### Innovations engage users through:

- Configuration are methods and practices for the user
- Offerings are core products and services provided to the user
- Experiences are customer-facing opportunities for the user

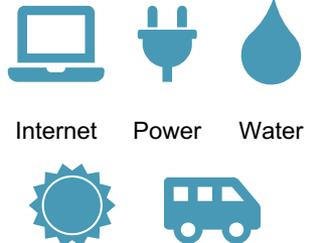
Source: <https://doblin.com/ten-types>;  
<https://www.ifrog.com/2020/10/12/solutions-through-innovation/>



## THIS TOOL PROVIDES SNAPSHOTS OF INNOVATIONS TO INSPIRE NEW IDEAS

Innovation Name	
<b>Features</b>	...of the innovation
<b>Benefits</b>	...to the Consumer ...to the Vendor
<b>Category</b>	1 of the 3 categories from the innovation wheel
<b>Type</b>	1 of the 10 types from the innovation wheel
<b>Tactic</b>	1 of the 116 tactics (see Annex)

**Enabling Infrastructure**



Internet    Power    Water

Climate    Transport

**Originating Economy**

**LMIC**  
Low- and middle-income countries

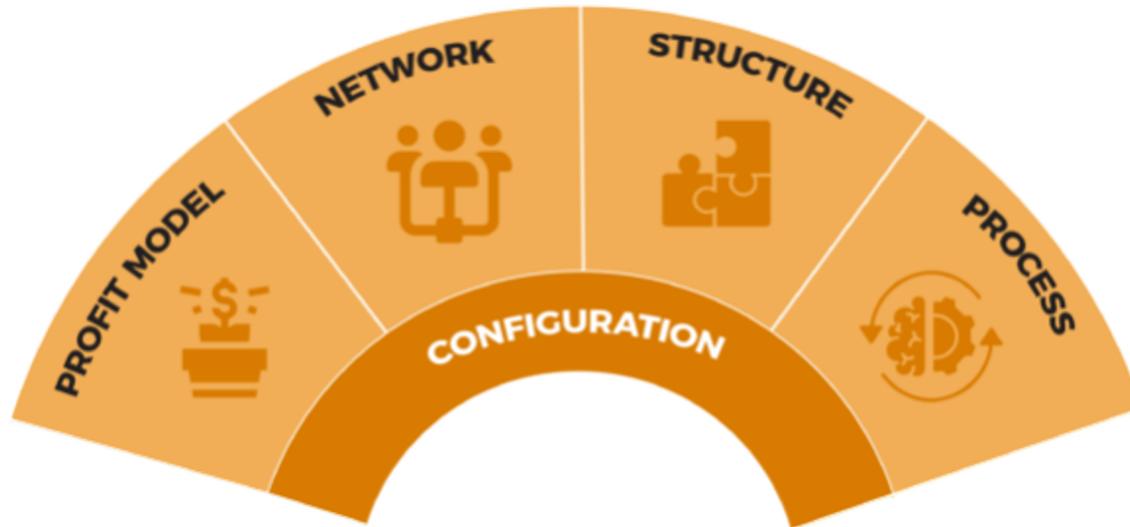
**HIC**  
High-income countries



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## CONFIGURATION INNOVATIONS ARE METHODS AND PRACTICES



# CONFIGURATION INNOVATIONS HAVE MANY TYPES AND TACTICS

	Type	Description	Example	Tactic
	Profit Model	How it makes money		Flexible Pricing: Uber pioneered surge pricing
	Network	How it connects others to make money		Franchising: Mr. Bigg's, Nigeria's first franchise fast food restaurant
	Structure	How it organises and aligns talent and assets		Organisational Design: co-working space in Lagos with low rents, supportive ecosystem
	Process	How it uses signature or superior methods		Process Efficiency: Henry Ford created the assembly line



## REPLICABLE FOOD INNOVATION: MOBILE COLD ROOMS PRESERVE PRODUCTS AT AN AFFORDABLE PRICE

ColdHubs	
<b>Features</b>	Solar-powered, 24/7 off-grid storage, mobile walk-in cold rooms featuring “pay-as-you-store” subscription model
<b>Benefits</b>	<b>Consumer:</b> Preserves products and prevents spoiling <b>Vendor:</b> Add value by extending product shelf-life in rural areas at a low cost
<b>Category Type</b>	Configuration
<b>Tactic</b>	Profit Model Subscription



Source: <https://www.coldhubs.com/>



## REPLICABLE FOOD INNOVATION: PODD LEVERAGES NETWORKS FOR COORDINATED OUTBREAK RESPONSE

Participatory One Health Digital Disease Detection (PODD)	
<b>Features</b>	Surveillance platform that deploys experts during animal illnesses & outbreaks
<b>Benefits</b>	<p><b>Consumer:</b> Receive coordinated expert support during animal disease events</p> <p><b>Vendor:</b> Collaborate with other authorities (vets, local government officials, etc.)</p>
<b>Category Type</b>	Configuration Network
<b>Tactic</b>	Collaboration



<p>Originating Economy</p> <p><b>LMIC</b></p>	<p>Enabling Infrastructure</p> 
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Source: <https://endingpandemics.org/projects/participatory-one-health-digital-disease-detection-podd/>



## REPLICABLE FOOD INNOVATION: MOBILE SLAUGHTERHOUSES REDUCE UNSAFE SLAUGHTER PRACTICES

Mobile Slaughterhouses	
<b>Features</b>	Modular and mobile assets
<b>Benefits</b>	<p><b>Consumer:</b> Receive fresher meat from certified and safety-inspected slaughterhouses</p> <p><b>Vendor:</b> Simpler, safer slaughter and handling; reduced transportation burden; replaces degrading infrastructure in rural communities</p>
<b>Category Type Tactic</b>	<p>Configuration</p> <p>Structure</p> <p>Decentralised Management</p>



Source: <https://thecityfix.com/blog/between-the-urban-and-rural-mobile-slaughterhouses-approved-by-usda>



## REPLICABLE FOOD INNOVATION: SOLAR FOOD PROCESSING INCREASES THE AVAILABILITY OF SAFE, NUTRITIOUS.

Solar Food Processing	
<b>Features</b>	Preserves a variety of crops, fruits, and meats through solar drying
<b>Benefits</b>	<p><b>Consumer:</b> Increased availability of safe, nutritious, convenient foods year-round</p> <p><b>Vendor:</b> Increased shelf-life of merchandise</p>
<b>Category Type Tactic</b>	<p>Configuration</p> <p>Process</p> <p>Lean Production</p>



<p>Originating Economy</p> <p><b>HIC &amp; LMIC</b></p>	<p>Enabling Infrastructure</p> 
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Source: <http://seedngo.com/activities/solar-food-processing/>



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## OFFERING INNOVATIONS RELATE TO CORE PRODUCTS & SERVICES





## INSPIRATIONAL INNOVATIONS: OFFERING INNOVATIONS HAVE MANY TYPES AND TACTICS

	Type	Description	Example	Tactic
	Product Performance	How it develops distinguishing features and functionality		Superior Product: charge a premium for exceptional design, quality, and experience
	Product System	How it creates complementary products and services		Modular Systems: Microsoft Office's complementary products creates a strong platform



## REPLICABLE FOOD INNOVATION: FOODWATCH PROVIDES CUSTOMISED FOOD SAFETY TRAININGS

FoodWatch	
<b>Features</b>	Customisable e-learning platform with modules linked to inspection violations
<b>Benefits</b>	<b>Vendor:</b> Improve performance of staff
<b>Category Type Tactic</b>	Offering Product Performance Customisation



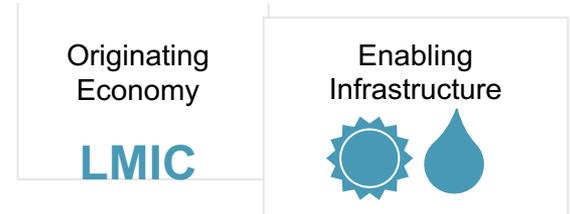
Originating Economy	Enabling Infrastructure
<b>HIC &amp; LMIC</b>	 

Source: [https://www.youtube.com/watch?v=weh7\\_C9ptBU](https://www.youtube.com/watch?v=weh7_C9ptBU)



## REPLICABLE FOOD INNOVATION: ONE ACRE FUND COMBINES PRODUCTS AND SERVICES FOR A COMPLETE EXPERIENCE

One Acre Fund	
<b>Features</b>	Bundles input finance, crop insurance, seeds, and trainings into one offering
<b>Benefits</b>	<p><b>Consumer:</b> Receive safety trainings, financing, inputs from one source</p> <p><b>Vendor:</b> Strong relationship with clients</p>
<b>Category Type Tactic</b>	Offering Product System Integrated Offering



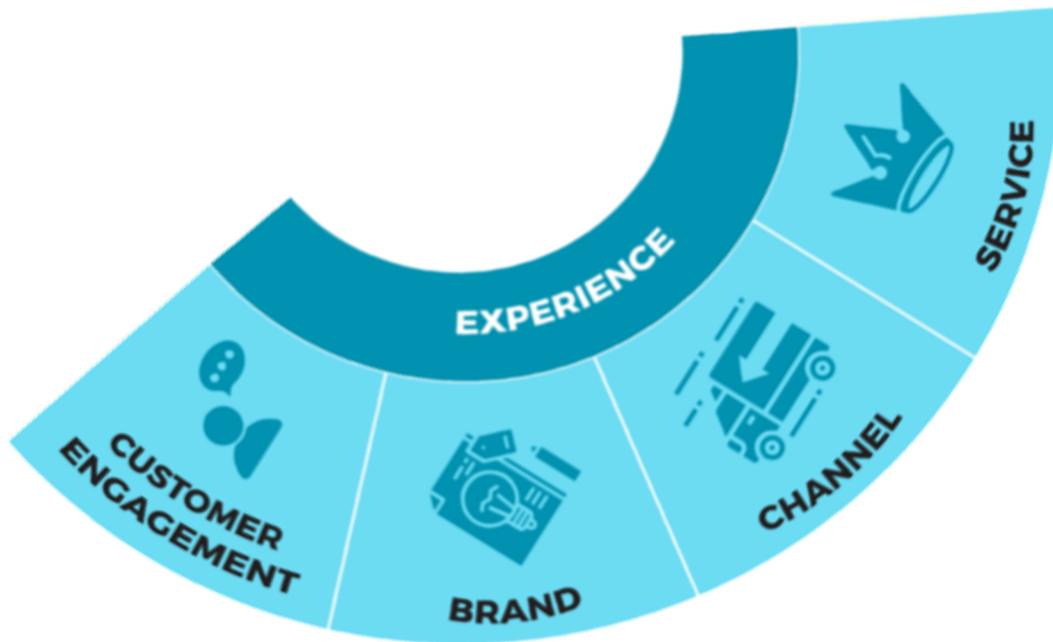
Source: <https://oneacrefund.org/>



# FEED THE FUTURE

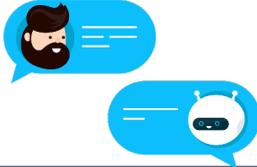
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## EXPERIENCE INNOVATIONS ARE CUSTOMER-FACING





## INSPIRATIONAL INNOVATIONS: EXPERIENCE INNOVATIONS HAVE MANY TYPES AND TACTICS

	Type	Description	Example	Tactic
	Customer Engagement	How it fosters compelling interactions		Simplified Experience: chatbots guide customers online
	Brand	How it represents its offerings and business		Brand Extension: parks, movies, clothes, shows, toys, vacations, etc.
	Channel	How it delivers its offerings to customers and users		Non-Traditional Channels: simple transfer of money through mobile
	Service	How it supports and amplifies its offerings' value		Loyalty Programs: benefits to frequent customers



## REPLICABLE FOOD INNOVATION: LOCAL CELEBRITIES CAN INFLUENCE BEHAVIOUR AND FOOD CHOICE

Low-fat Milk Has Perks!	
<b>Features</b>	Celebrity spokesperson in media campaign (commercials, print ads, billboards, digital media) to increase consumption of 1% milk
<b>Benefits</b>	<b>Consumer:</b> 15% increase in 1% milk sales three months after intervention ended <b>Vendor:</b> Increased sales of 1% milk
<b>Category Type Tactic</b>	Experience Customer Engagement Status and Recognition



Originating Economy	Enabling Infrastructure
<b>HIC</b>	<b>N/A</b>

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5175990/>



## REPLICABLE FOOD INNOVATION: PUBLIC & PRIVATE ACTORS CAN PARTNER TO BRAND INGREDIENTS, ATTRIBUTES OR PRODUCTS

The Danish Whole Grain Partnership	
<b>Features</b>	Government, business, and civil society launch a branding campaign for whole grains
<b>Benefits</b>	<p><b>Consumer:</b> Easier recognition of whole grain in products and increased understanding of nutritional value</p> <p><b>Vendor:</b> Increased demand and production of whole grains</p>
<b>Category Type Tactic</b>	Experience Brand Component Branding



Originating Economy	Enabling Infrastructure
<b>HIC</b>	<b>N/A</b>

Source: <https://fuldkorn.dk/english/>

# REPLICABLE FOOD INNOVATION: MILK DISPENSING ATMS INCREASE ACCESS TO PASTEURIZED MILK

Milk Dispensing ATMS	
<b>Features</b>	Automated pasteurized milk dispensaries directly to consumer containers
<b>Benefits</b>	<p><b>Consumer:</b> Accessible pasteurized milk</p> <p><b>Vendor:</b> Boiling and pasteurization compartments in machine allows on-demand sale of safe milk</p>
<b>Category Type Tactic</b>	<p>Experience</p> <p>Channel</p> <p>On-Demand</p>



Originating Economy

**LMIC**

Enabling Infrastructure



Source: <http://www.dairyafrika.co.ke/milk-atms/>



## REPLICABLE FOOD INNOVATION: CONSUMERS CAN SHARE EXPERIENCE OF UNSAFE FOOD WITH THEIR COMMUNITY

iwaspoisoned.com	
<b>Features</b>	Consumer led website for diners to report food poisoning
<b>Benefits</b>	<b>Consumer:</b> Highlight dangerous repeat offenders; reduces risk; creates better outcomes for the public
<b>Category Type Tactic</b>	Experience Service User Communities / Support Systems

Source: <https://iwaspoisoned.com/>



**iwaspoisoned.com**

safer dining through crowdsourcing

Originating  
Economy

**HIC & LMIC**

Enabling  
Infrastructure





## ANNEX: INNOVATION TACTICS

REUSE THESE TACTICS TO  
AMP UP INNOVATION.

# TEN TYPES OF INNOVATION



## TACTICS OVERVIEW

### Profit Model

#### Premium

Price at a higher margin than competitors, usually for a superior product, offering, experience, service or brand.

#### Cost Leadership

Keep variable costs low and sell high volumes at low prices.

#### Scaled Transactions

Maximize margins by pursuing high volume, large scale transactions when unit costs are relatively fixed.

#### Microtransactions

Sell many items for as little as a dollar—or even only one cent—to drive impulse purchases at volume.

#### User-Defined

Invite customers to set a price they wish to pay.

#### Freemium

Offer basic services for free, while charging a premium for advanced or special features.

#### Flexible Pricing

Vary prices for an offering based on demand.

#### Float

Receive payment prior to building the offering—and use the cash to earn interest prior to making margins.

#### Financing

Capture revenue not directly from the sale of a product,

### Network

#### Merger/Acquisition

Combine two or more entities to gain access to capabilities and assets.

#### Consolidation

Acquire multiple companies in the same market or complementary markets.

#### Open Innovation

Obtain access to processes or patents from other companies to leverage, extend, and build on expertise and/or do the same with internal IP and processes.

#### Secondary Markets

Connect waste streams, by-products, or other alternative offerings to those who want them.



## ANNEX A: CONFIGURATION INNOVATION TACTICS (1/3)

### Profit Model

#### Premium

Price at a higher margin than competitors, usually for a superior product, offering, experience, service or brand.

#### Cost Leadership

Keep variable costs low and sell high volumes at low prices.

#### Scaled Transactions

Maximize margins by pursuing high volume, large scale transactions when unit costs are relatively fixed.

#### Microtransactions

Sell many items for as little as a dollar—or even only one cent—to drive impulse purchases at volume.

#### Forced Scarcity

Limit the supply of offerings available, by quantity, time frame or access, to drive up demand and/or prices.

#### Subscription

Create predictable cash flows by charging customers up front (a one time or recurring fee) to have access to the product/service over time.

#### Membership

Charge a time-based payment to permit access to locations, offerings, or services that non-members don't have.

#### Installed Base

Offer a “core” product for slim margins (or even a loss) to drive demand and loyalty; then realize profit on additional products and services.

#### Switchboard

Connect multiple sellers with multiple buyers; the more buyers and sellers who join, the more valuable the switchboard.

#### Auction

Allow a market—and its users—to set the price for goods and services.

#### User-Defined

Invite customers to set a price they wish to pay.

#### Freemium

Offer basic services for free, while charging a premium for advanced or special features.

#### Flexible Pricing

Vary prices for an offering based on demand.

#### Float

Receive payment prior to building the offering—and use the cash to earn interest prior to making margins.

#### Financing

Capture revenue not directly from the sale of a product, but from structured payment plans and after-sale interest.

#### Ad-Supported

Provide content/services for free to one party while selling listeners, viewers or “eyeballs” to another party.

#### Licensing

Grant permission to some other group or individual to use your offering in a defined way for a specified payment.

#### Metered Use

Allow customers to pay for only what they use.

#### Bundled Pricing

Sell in a single transaction two or more items that could be sold as standalone offerings.

#### Disaggregate Pricing

Allow customers to buy exactly—and only—what they want.

#### Risk Sharing

Waive standard fees/costs if certain metrics aren't achieved, but receive outside gains when they are.

Source: <https://dublin.com/dist/images/uploads/TenTypesInnovation.pdf>



## ANNEX A: CONFIGURATION INNOVATION TACTICS (2/3)

### Network

#### Merger/Acquisition

Combine two or more entities to gain access to capabilities and assets.

#### Consolidation

Acquire multiple companies in the same market or complementary markets.

#### Open Innovation

Obtain access to processes or patents from other companies to leverage, extend, and build on expertise and/or do the same with internal IP and processes.

#### Secondary Markets

Connect waste streams, by-products, or other alternative offerings to those who want them.

#### Supply Chain Integration

Coordinate and integrate information and/or processes across a company or functions of the supply chain.

#### Complementary Partnering

Leverage assets by sharing them with companies that serve similar markets but offer different products and services.

#### Alliances

Share risks and revenues to jointly improve individual competitive advantage.

#### Franchising

License business principles, processes, and brand to paying partners.

#### Coopetition

Join forces with someone who would normally be your competitor to achieve a common goal.

#### Collaboration

Partner with others for mutual benefit.

### Structure

#### Organizational Design

Make form follow function and align infrastructure with core qualities and business processes.

#### Incentive Systems

Offer rewards (financial or non-financial) to provide motivation for a particular course of action.

#### IT Integration

Integrate technology resources and applications.

#### Competency Center

Cluster resources, practices and expertise into support centers that increase efficiency and effectiveness across the broader organization.

#### Outsourcing

Assign responsibility for developing or maintaining a system to a vendor.

#### Corporate University

Provide job-specific or company-specific training for managers.

#### Decentralized Management

Distribute decision-making governance closer to the customer or other key business interfaces.

#### Knowledge Management

Share relevant information internally to reduce redundancy and improve job performance.

#### Asset Standardization

Reduce operating costs and increase connectivity and modularity by standardizing your assets.

Source: <https://doblin.com/dist/images/uploads/TenTypesInnovation.pdf>



## ANNEX A: CONFIGURATION INNOVATION TACTICS (3/3) Process

### Process Automation

Apply tools and infrastructure to manage routine activities in order to free up employees.

### Crowdsourcing

Outsource repetitive or challenging work to a large group of semi-organized individuals.

### On-Demand Production

Produce items after an order has been received to avoid carrying costs of inventory.

### Lean Production

Reduce waste and cost in your manufacturing process and other operations.

### Process Standardization

Use common products, processes, procedures, and policies to reduce complexity, costs, and errors.

### Localization

Adapt an offering, process, or experience to target a culture or region.

### Process Efficiency

Create or produce more while using fewer resources—measured in materials, energy consumption or time.

### Flexible Manufacturing

Use a production system that can rapidly react to changes and still operate efficiently.

### Logistics Systems

Manage the flow of goods, information and other resources between the point of origin and the point of use.

### Strategic Design

Employ a purposeful approach that manifests itself consistently across offerings, brands, and experiences.

### Intellectual Property

Protect an idea that has commercial value—such as a recipe or industrial process—with legal tools like patents.

### User Generated

Put your users to work in creating and curating content that powers your offerings.

### Predictive Analytics

Model past performance data and predict future outcomes to design and price offerings accordingly.

Source: <https://doblin.com/dist/images/uploads/TenTypesInnovation.pdf>



## ANNEX B: OFFERING INNOVATION TACTICS

### Product Performance

#### Conservation

Design your product so that customers can reduce their use of energy or materials.

#### Customization

Enable altering of the product or service to suit individual requirements or specifications.

#### Focus

Design an offering specifically for a particular audience at the expense of others.

#### Styling

Impart a style, fashion or image.

#### Feature Aggregation

Combine existing features found across offerings into a single offering.

#### Added Functionality

Add new functionality to an existing offering.

#### Performance Simplification

Omit superfluous details, features, and interactions to reduce complexity.

#### Environmental Sensitivity

Provide offerings that do no harm—or relatively less harm—to the environment.

#### Superior Product

Develop an offering of exceptional design, quality, and/or experience.

#### Ease of Use

Make your product simple, intuitive and comfortable to use.

#### Engaging Functionality

Provide an unexpected or newsworthy experiential component that elevates the customer interaction.

#### Safety

Increase the customer's level of confidence and security.

### Product System

#### Complements

Sell additional related or ancillary products or services to a customer.

#### Extensions/Plug-ins

Allow first- or third-party additions that add functionality.

#### Product Bundling

Offer several products for sale as one combined product.

#### Modular Systems

Provide a set of individual components that can be used independently, but gain utility when combined.

#### Product/Service Platforms

Develop systems that connect with other, partner products and services to create a holistic offering.

#### Integrated Offering

Combine otherwise discrete components into a complete experience.



## ANNEX C: EXPERIENCE INNOVATION TACTICS (1/2)

### Service

#### Try Before You Buy

Let customers test and experience an offering before investing in it.

#### Guarantee

Remove customer risk of lost money or time stemming from product failure or purchase error.

#### Loyalty Programs

Provide benefits and/or discounts to frequent and high-value customers.

#### Added Value

Include an additional service/function as part of the base price.

#### Concierge

Provide premium service by taking on tasks for which customers don't have time.

#### Total Experience Management

Provide thoughtful, holistic management of the consumer experience across an offering's lifecycle.

#### Supplementary Service

Offer ancillary services that fit with your offering.

#### Superior Service

Provide service(s) of higher quality, efficacy, or with a better experience than any competitor.

#### Personalized Service

Use the customer's own information to provide perfectly calibrated service.

#### User Communities/Support Systems

Provide a communal resource for product/service support, use and extension.

#### Lease or Loan

Let customers pay over time to lower upfront costs.

#### Self-Service

Provide users with control over activities that would otherwise require an intermediary to complete.

### Channel

#### Diversification

Add and expand into new or different channels.

#### Flagship Store

Create a store to showcase quintessential brand and product attributes.

#### Go Direct

Skip traditional retail channels and connect directly with customers.

#### Non-Traditional Channels

Employ novel and relevant avenues to reach customers.

#### Pop-up Presence

Create a noteworthy but temporary environment to showcase and/or sell offerings.

#### Indirect Distribution

Use others as resellers who take ownership over delivering the offering to the final user.

#### Multi-Level Marketing

Sell bulk or packaged goods to an affiliated but independent sales force that turns around and sells it for you.

#### Cross-selling

Place products, services, or information that will enhance an experience in situations where customers are likely to want to access them.

#### On-Demand

Deliver goods in real-time whenever or wherever they are desired.

#### Context Specific

Offer timely access to goods that are appropriate for a specific location, occasion, or situation.

#### Experience Center

Create a space that encourages your customers to interact with your offerings—but purchase them through a different (and often lower-cost) channel.

Source: <https://doblin.com/dist/images/uploads/TenTypesInnovation.pdf>



## ANNEX C: EXPERIENCE INNOVATION TACTICS (2/2)

### Brand

#### Component Branding

Brand an integral component to make a final offering appear more valuable.

#### Transparency

Let customers see into your operations and participate with your brand and offerings.

#### Values Alignment

Make your brand stand for a big idea or a set of values and express them consistently in all aspects of your company.

#### Certification

Develop a brand or mark that signifies and ensures certain characteristics in third-party offerings.

#### Co-Branding

Combine brands to mutually reinforce key attributes or enhance the credibility of an offering.

#### Brand Leverage

"Lend" your credibility and allow others to use your name—thus extending your brand's reach.

#### Private Label

Provide goods made by others under your company's brand.

#### Brand Extension

Offer a new product or service under the umbrella of an existing brand.

#### Process Automation

Remove the burden of repetitive tasks from the user to simplify life and make new experiences seem magical.

#### Experience Simplification

Reduce complexity and focus on delivering specific experiences exceptionally well.

#### Curation

Use a distinct point of view to separate the proverbial wheat from the chaff—and in the process create a strong identity for yourself and your followers.

#### Experience Enabling

Extend the realm of what's possible to offer a previously improbable experience.

### Customer Engagement

#### Mastery

Help customers to obtain great skill or deep knowledge of some activity or subject.

#### Autonomy and Authority

Grant users the power to use your offerings to shape their own experience.

#### Community and Belonging

Facilitate visceral connections to make people feel they are part of a group or movement.

#### Personalization

Alter a standard offering to allow the projection of the customer's identity.

#### Component Branding

Brand an integral component to make a final offering appear more valuable.

#### Transparency

Let customers see into your operations and participate with your brand and offerings.

#### Values Alignment

Make your brand stand for a big idea or a set of values and express them consistently in all aspects of your company.

#### Certification

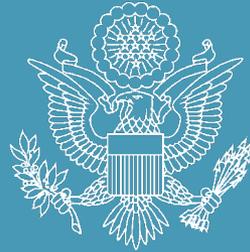
Develop a brand or mark that signifies and ensures certain characteristics in third-party offerings.

#### Whimsy and Personality

Humanize your offering with small flourishes of on-brand, on-message ways of seeming alive.

#### Status and Recognition

Offer cues that infer meaning, allowing users—and those who interact with them—to develop and nurture aspects of their identity.



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