

Investing in People, Partnerships, and Progress

Looking back, moving forward

2024 has been a year of challenges and change for iCRA. We had to say goodbye to some valued colleagues, which is never easy for a close-knit team. At the same time, the Dutch Nuffic OKP program came to an end. Combined with the current political context in the Netherlands, this put a strain on our growth ambitions.

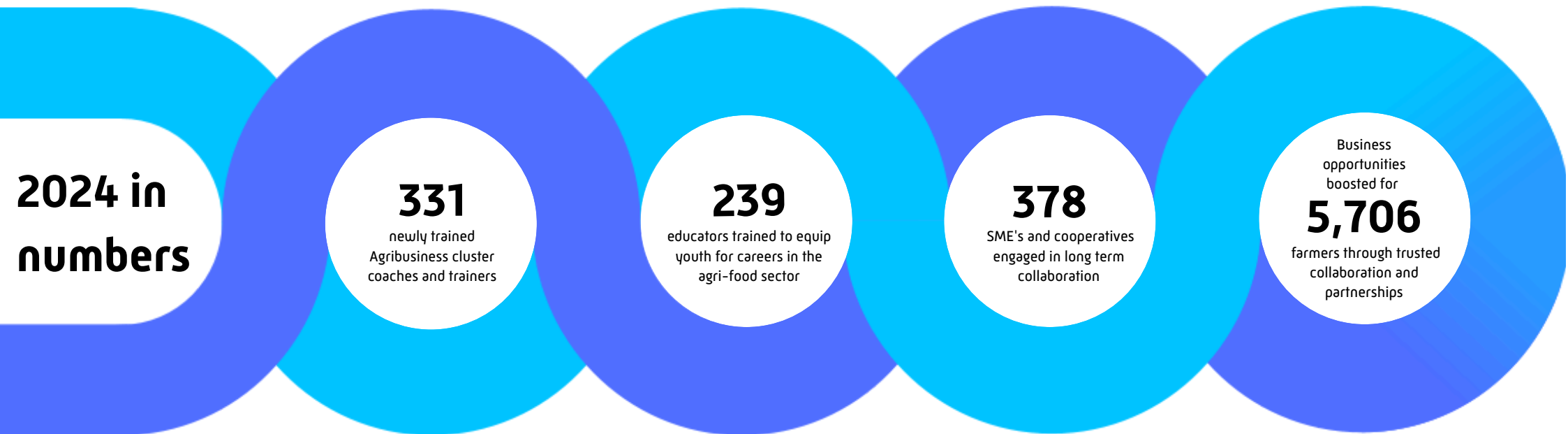
This year was also about focus. In 2024 we took a closer look at our partnerships, with the clear aim to strengthen and expand them. We see partnerships as the heart of our work, and investing in them is investing in the future of a thriving and resilient agrifood sector. We expect that through partnership expansion, our reach and local presence will expand significantly in 2025. Stay tuned. Our [financial report](#) can be found on our website separately.

Warm regards, Mariette Gross – Executive Director



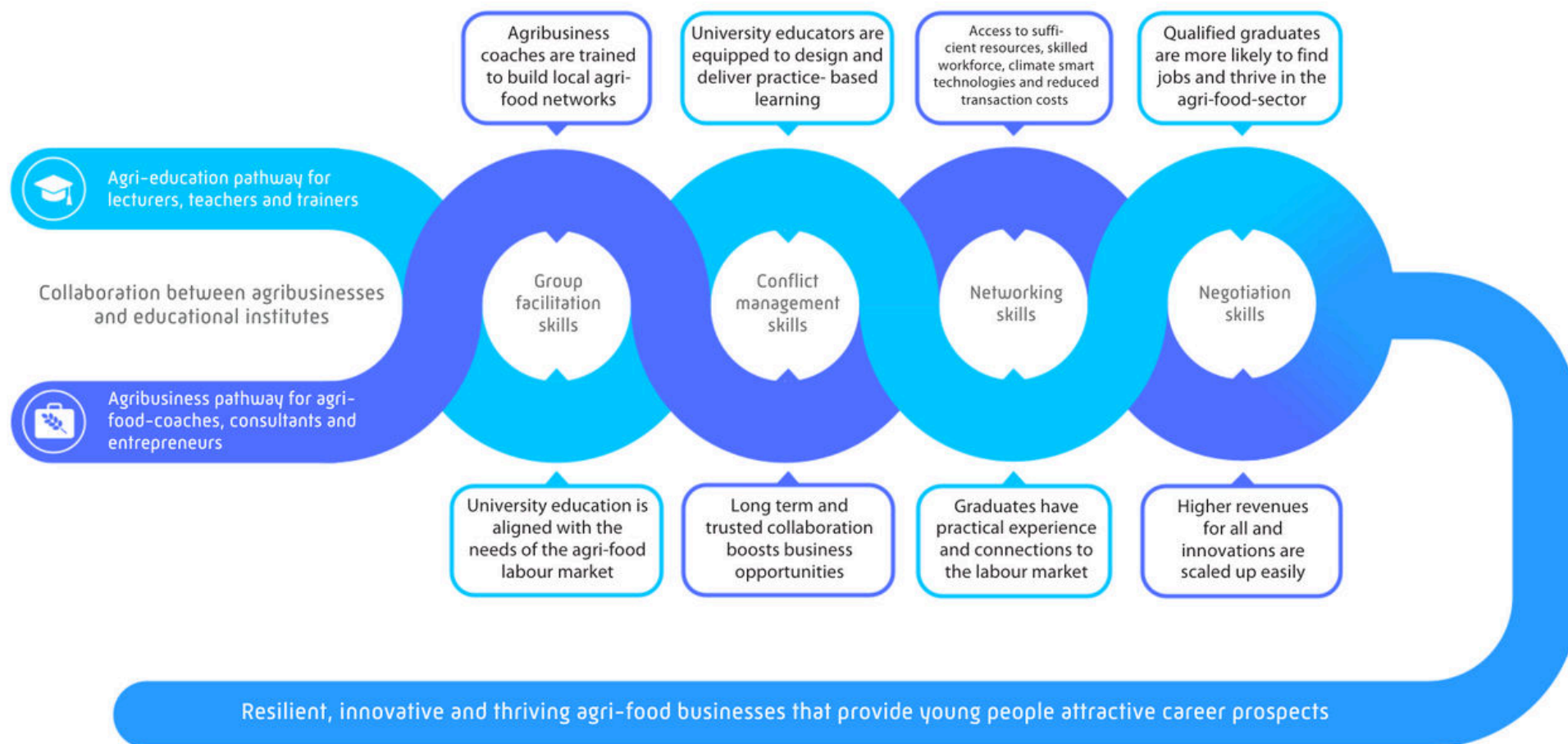
iCRA is a Netherlands based foundation operating in the majority world. In 2024, iCRA implemented 16 ongoing projects in 8 countries and conducted 7 blended courses. iCRA has a core team of 10 staff members and close collaboration with 16 in-country iCRA partner organisations in Africa. iCRA has a vital, global community of (over 12,000) alumni and project partners, many of them trained in facilitation and collaboration.

To contribute to SDG 2, Zero Hunger, iCRA equips agribusiness and agri-education professionals with the skills they need to build trust and sustainable partnerships. We believe collaboration makes food systems more efficient, innovative and resilient.



How we contribute to change

In 2024, we continued to shape our approach to change in agribusiness and agri-education, guided by our mission to build resilient, innovative and sustainable food systems that offer attractive career opportunities for young people.



"At iCRA, we work on both the agribusiness and agri-education pathways. What we see more and more is how these two worlds are becoming intertwined, through qualified youth starting up their businesses or finding jobs in agri-SMEs. They are not separate tracks, but connected forces that together shape a thriving, resilient sector. In fact, we now have more and more projects where education and agribusiness come together and strengthen one another. I expect this trend will continue, because it is here that lasting impact is created." Mariette Gross - Executive Director

Agribusiness and education projects in 2024

In 2024, we worked with partners around the world to strengthen agribusinesses and agri-education institutions, building trust, skills, and collaboration along local value chains. Through our projects, we supported farmers, coaches, educators, and students turn knowledge into action, making food systems more inclusive, resilient, and sustainable.

Agribusiness projects

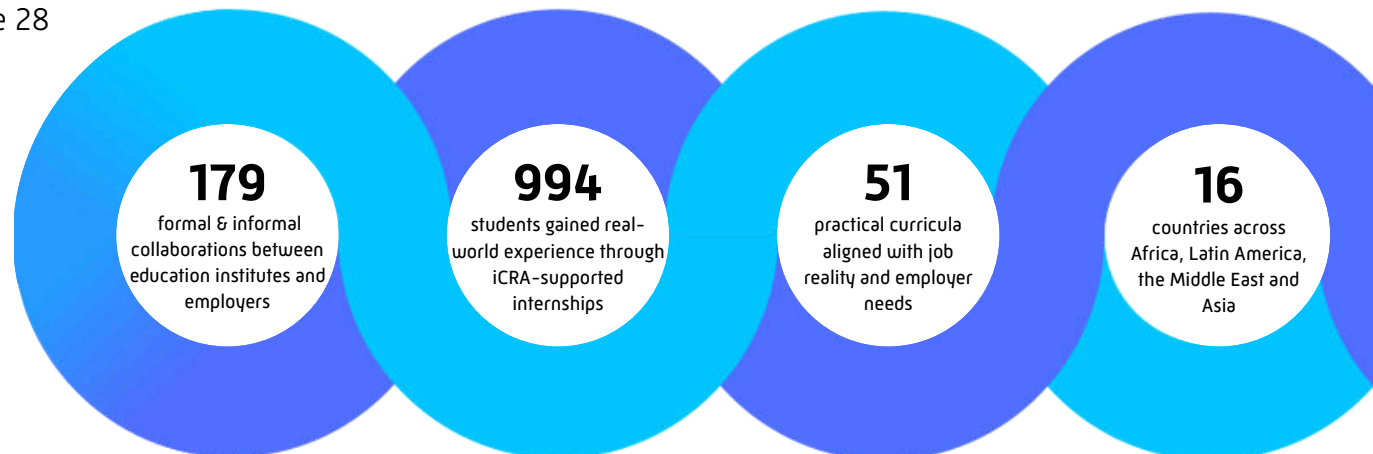
In 2024, we shared our agribusiness expertise across 6 projects. One highlight was the [REEL-Mahita](#) project in Niger, further strengthened through TMT Niger. The [REEL-Mahita](#) project strengthens livestock value chains in Niger by supporting inclusive agribusiness clusters (GEICs). iCRA trained and mentored 23 local cluster coaches to build trust, foster collaboration, and professionalize business practices. These clusters, active in 52 communities across Tillabéry, Dosso, and Tahoua, improve access to finance, inputs, and markets.



Agri-education projects

In 2024, we contributed to 10 agri-education projects, building skills and strengthening institutions worldwide. One of them was the [TMT Iraq](#) project. The TMT Iraq project, led by iCRA and Wageningen University & Research, strengthened Salahaddin and Kerbala universities to tackle Iraq's water crisis through improved soil and water management education and integrated entrepreneurship. Outcomes include 28 lecturers and students trained, 5 curricula revised, 28 student internships, and 17 new partnerships with companies and NGOs. For the first time, 28 students completed meaningful internships with private sector partners, all achieved within a short period during the project. Graduates have since started jobs in sustainable agribusinesses, applying climate-smart farming practices and contributing to more efficient water use.

2024 in numbers



More projects in 2024

Our project portfolio has taken us around the world. [Explore iCRA's recent history](#) and find out how we make partnerships work to support thriving agri-food systems globally.

Go Green Mali: accelerating green growth

The [Go Green Mali project](#), funded by the Dutch Embassy and coordinated by SNV Mali, supports Mali's shift towards a green economy by equipping youth with sustainable skills and entrepreneurial capacities in the regions of Bamako, Sikasso, Ségou and Mopti. It focuses on strengthening green industries such as composting, biofuels, solar energy, re-forestation, and biogas, while also driving youth employability and climate-resilience in a context challenged by political and environmental fragility.

In this project, iCRA plays a key role by preparing the next generation of entrepreneurial agri-food professionals. We deliver targeted activities including training, advocacy, development of green business ideas and partnerships with institutions such as the Université de Ségou. Through these efforts we help create pathways toward sustainable employment, inclusive green growth and stronger agri-food systems in Mali.



SASi-SPI: strengthening the science-policy interface

The [Sustainable Agri-Food System Intelligence – Science-Policy Interface \(SASi-SPI\)](#) is a five-year EU-funded initiative (2023–2027) that bridges research, policy, and practice to support more sustainable, inclusive food systems across Africa, Asia, and Latin America and the Caribbean. Building on the Food Systems Assessment Initiative (FSA) by the EU, FAO and CIRAD, SASi-SPI provides rapid intelligence, thematic studies, and country-level collaboration in Colombia, Sierra Leone, and Bhutan.

iCRA coordinates the communication for development workstream, helping stakeholders from government, academia, the private sector, and civil society engage meaningfully in food system transformation. By fostering trust and inclusive dialogue, iCRA ensures that diverse voices are heard and that collaboration drives real, lasting change.

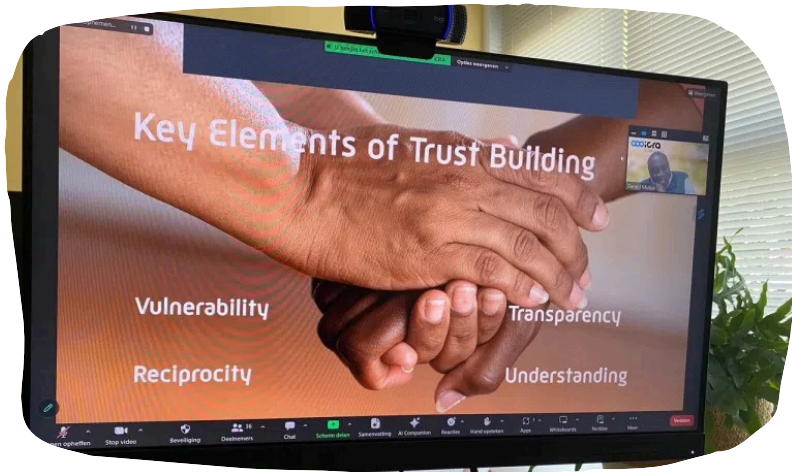


Community Growth in 2024

Lifelong learning is at the heart of what we do. That's why the iCRA community matters! It keeps the spirit of learning, sharing and collaboration alive. Our community space brings together trainers, alumni, lecturers, cluster coaches and local BDS providers to exchange ideas, inspire one another and pool knowledge and innovation.

Expert bites: Practical insights, one bite at a time

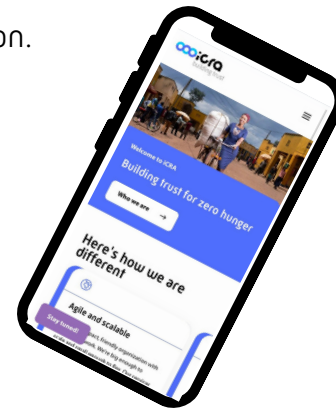
Throughout 2024, we continued to grow our collection of [Expert bites](#). These are short, practical reads packed with insights from iCRA's experience in coaching, facilitation, and agri-education. In 2024, we had published 27 expert bites on our website. Topics ranged from designing effective learning journeys and building unity across diverse teams, to practical tips on giving friendly feedback and overcoming trust challenges with small-scale farmers.



A moment from iCRA's first Expert talk

Growing our online community

By December 31, 2024, our online community included over 11,800 newsletter subscribers and nearly 15,000 followers across platforms. LinkedIn grew to 4,617 followers, our community space had about 670 active members, and Facebook remained our largest channel with 9,696 followers. We also began building our Instagram presence, reaching 150 followers by year-end.



New website launched!

Launched in the last quarter of 2024, the new site was created to give us a better space to showcase what we do and who we work with. We wanted a platform where we can better present our partnerships, our expertise (Expert bites and talks), as well as our projects and success stories. The result is a fresh, easy-to-navigate website that reflects our mission: building trust and collaboration in agricultural partnerships.

Explore what's new [here](#)!

Expert talks: Live insights from the iCRA network

In 2024, we kicked off the "iCRA Expert Talks"! Building on our Expert bites, these are live, online sessions where members of the iCRA network, community, and partners share insights and experiences. The first talk, [The Neuroscience of Trust](#), took place on June 27 and explored the science behind trust-building in partnerships. On October 22, we hosted a French-language session on [internships](#), highlighting practical approaches to connect students and agribusinesses.

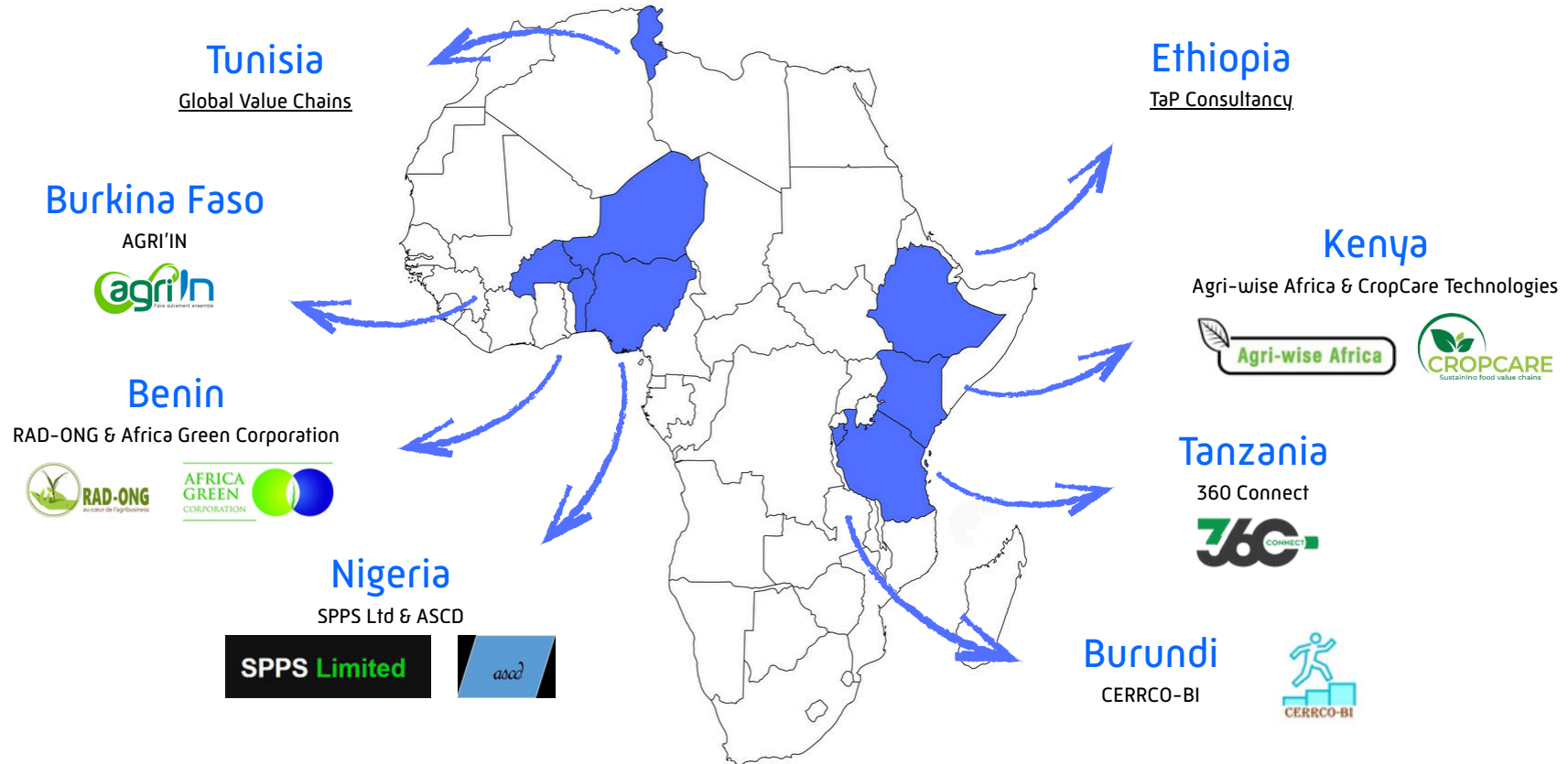
We closed the year with a powerful session on [leadership](#), held on December 12.

Still not part of our online community? Here's your chance!



We don't do this alone!

In 2024, we deepened partnerships rooted in trust and shared ambitions, joining forces to make food systems more inclusive, innovative, and sustainable. Our in-country partners are essential: they connect knowledge, people, and ideas. While the following overview highlights our strongest collaborations across African countries, we are also expanding and formalizing partnerships in the MENA region and Latin America.



A glimpse of what we achieved together...



Shared expertise across borders: iCRA partner [Gerald Mutua](#) from Crop Care Technologies [Kenya] kicked off our very first iCRA Expert talk, exploring the Neuroscience of Trust and how understanding it can strengthen partnerships and collaboration across the agribusiness sector.



Strengthened livestock value chains in Niger: Through the REEL-Mahita project with [Djibo Adamou](#), we supported agribusiness clusters that connect producers to markets and foster collaboration across the livestock sector. Thanks to Djibo, iCRA has been able to continue its work in Niger, even in a challenging context.

[Read more about the iCRA Community!](#)

iCRA Courses in 2024

In 2024, iCRA's courses brought together 114 professionals from 16 countries across Africa, the Middle East, and Asia, including 71 men and 43 women. We delivered seven courses in total, three in English and four in French, covering Making Agribusiness Work, Making Education Work, Making Research Work, and Making Leadership Work.



Making Leadership Work

"The course strengthened my ability to build trust with my team, students, and partners. I've become clearer and more empathetic in my communication, and learned to delegate effectively while valuing every contribution. Most of all, I now approach resistance and complex situations with greater confidence, perspective, and self-awareness"

Dorsaf Ben Hassine
Internship Director at the National
Agronomic Institute of Tunisia (INAT)

Making Agribusiness Work

"The course taught me many valuable lessons, not just about agriculture but also lessons that can be applied in any sector and even support personal growth. I'm really happy I was part of this course, and I wouldn't trade this experience for anything"

Joseph Anane,
CEO of Enyamba Memorial Ventures, Ghana

Making Education Work

"I recently had the pleasure of welcoming the supervisory team (an inspector and an education advisor) to my institution for an inspection on motivation techniques, especially on how to start a lesson in an engaging way, which I learned thanks to iCRA. I taught my class using the reflective start method, and it was a very enriching experience. The course objectives were achieved, and the visitors warmly congratulated me on the technique I used."

Gilles Kodoua

Trainer and educational manager at the Agricultural TVET in Natitingou, Benin

