

Anna Crole-Rees – IKAT Partner based in Switzerland

Profile

Anna Crole-Rees is a professional agricultural economist with over 25 years of experience in developing, emerging and developed countries (Asia, Africa, Central America and Europe). She has worked as a member of the management team and head of department “Rural development, markets and international cooperation” at Agridea, an institution generating and transferring agricultural knowledge, mainly in Switzerland. There, she was also responsible for the topic project planning and evaluation and for acquisition. Her experience as the research program head of ProfiCrops at Agroscope allowed her to have in-sight of the critical important of inducing multi-disciplinary research. She also focused on issues such as the innovation process and the role of individuals in this process, in Switzerland with Agroscope and abroad with FAO-GFAR. She gained extensive experience in project design and evaluation as an international consultant for cooperation and development. She has led several evaluations and reviews in projects dealing with diverse topics: gender, water and sanitation, rural development, research, value chain development, climate change, export promotion and energy services. As a PhD student on development economics, she has gained experience in linking theoretical frameworks with practical reality. She collected household data for an econometric model on income diversification in rural Mali. Her first job as head of department at the regional extension service, now Prometerre, made her aware that training farmers and extensionists for change and hence, taking risks, required more than knowledge to share. Since then, she has educated her-self to the participatory and change management approaches and used it in her training farmers at Prometerre, but also to students (HAFL, ETHZ) and staff (Agridea, Agroscope, various projects in different countries). She is a member of the executive board of Swisscontact.

She holds a Dr. es Natural Sciences (ETHZ), a MSc in Agricultural Economics (Reading, UK), a MSc in Agriculture (ETHZ, Switzerland) and a Certificate in change management (Geneva University, Switzerland). She also regularly attended training courses, such as group facilitation (ICA:UK), concept mapping and communication (University of Fribourg), organisational change and leadership (Change Facility), etc.

Experience

CRC4change, Lausanne, Switzerland, www.crc4change.ch

Founder and senior consultant, October 1997-current

Carrying out consultancies in extension, research, business and development projects, mainly in Switzerland, Africa and Central Asia. The main activities are:

- Responsible for strategy and acquisition
- Expertise (analysis) in agri-value chains, gender mainstreaming, energy access in rural areas, entrepreneurship and policies
- Project evaluation and review, impact analysis
- Facilitation of strategic process and meetings
- Training and change management, introduction of new approaches and team building.

AGRIDEA, Lausanne, Switzerland, www.agridea.ch

Head of Department “Rural Development, Value chains and International Cooperation” and member of the management team, January 2016 – July 2017.

Main activities and responsibilities:

- Contributed to the strategic management of the firm and responsible for acquisition,
- Coordinated the Dept activities and coached the group leaders and staff,

- Provided expertise in agricultural extension and rural advisory services, agri-business value chains, gender and rural development,
- Provided support at firm level for project design, monitoring, evaluation and learning; responsible of focus topic “Project planning and evaluation”,
- Member of the GFRAS Steering Committee.

Agroscope; National agronomic research station, Switzerland. www.agroscope.ch

Research programme leader and co-project manager (2009-15), part-time

2014-2015: co-project manager of the fire-blight project “Together against fire-blight”.

2009-14: Managed ProfiCrops (www.proficrops.ch), a research programme aiming at contributing to the competitiveness of the Swiss crop sector (programme ended in March 2014).

Swiss Federal Institute of Technology (ETH), Agri-Food & Agri-Environmental Economics Group (AFEE); Zurich, Switzerland, www.afee.ethz.ch

Lecturer (2007-16): Development Economics. Supervised BSc and MSc thesis.

Swiss Federal Institute of Technology (ETH), Agri-Food & Agri-Environmental Economics Group (AFEE); Zurich, Switzerland, www.afee.ethz.ch

Research assistant, 1992-97, administrator of a research group, member of the direction, 1994-97

- Carried out research in West Africa, in particular on structural adjustment and the cotton sector in Mali and income generation strategies in rural areas in Mali,
- Advised development institutions on agricultural markets, poverty reduction and partnership in agricultural research,
- Controlled budget and liaised with the funding institution.

Prometerre; Agricultural Extension Service of the Canton of Vaud, Lausanne, Switzerland, www.prometerre.ch

Head of the Crop Production Department and Project Manager

1988-90: Planned and coordinated the department (15 extension officers, 3'000 farmers), including participation to national commissions, liaising with the private sector and the policy-makers, training, advising and field trials.

1987-88: Managed a research project on soil erosion, financed by the Swiss National Fund.

List of recent consultancies and clients

- Evaluated the second phase of the coffee and climate initiative (c&c), implemented by the Hanns R. Neumann Foundation: travelled to one pilot country (Tanzania). HRNS, Germany. 2018.
- Facilitated the development of the results framework 2018-25 with the Steering Committee. GFRAS, Australia and Switzerland. 2017-18.
- Evaluated the Change Course in Global Agriculture (CCGA) project in two pilot countries: Senegal and Kenya, implemented by Biovision. SDC, Switzerland. 2017.
- Facilitated the development of the results framework 2018-23. The Agripreneurship Alliance. Vevey, Switzerland. 2017.
- Trained project managers from the AFD “Agriculture and Biodiversity” Division on gender mainstreaming into their projects. AFD Headquarters, Paris, France. 2017.
- Facilitated the design participatory platform created to design a new project in Mongolia, based on two former ones: Green Gold and Animal Health. SDC, Mongolia. 2016.
- Facilitated the design of a 4-year, 4-countries development programme (participatory workshop). CEAS, Switzerland. 2015-16.
- Wrote generic tools for mainstreaming the gender approach at the headquarters of the Agence Française du Développement (AFD), Paris. Egis, France. 2014-15.

- Led the “Feasibility study to design a women’s socio-economic empowerment initiative in the Agri-Supply value chain in Haiti” and advised on potential impactful projects. Team leader. SDC, 2014.
- Co-led the design of the Seco pilot entrepreneurship programme in six countries, with a mission in Vietnam. JAA, USA. Deputy team leader and responsible for the inclusion of the gender approach, 2013-14.
- Evaluated the Water and Sanitation project of Helvetas in Haiti and provided guidance for the next phase. Team leader. SDC, 2010.
- Reviewed the traineeship programme of the Swiss College of Agriculture, SDC, 2008.
- Examined and made recommendations on managerial aspects of Irish Aid in Sierra Leone, FGS, Ireland. 2007.
- Evaluated the “Local Development” programme of Helvetas in Haiti and contributed to the formulation of the next phase. Team leader. SDC, 2007.
- Co-wrote the project documents of the national programmes “The multipurpose platform for poverty reduction” in Burkina Faso and Mali. UNDP Mali. 2006-07.
- Evaluated the energy project, “The Multipurpose Platform”, in Mali and contributed to the formulation of the next phase. Team leader. UNDP and Government of Mali. 2005-06.
- Contributed to the project design of the “Cotton Poverty Reduction” WB project in Tajikistan. WB, Washington. 2005-07.
- Reviewed the project “Trade promotion in Central Asia” in Tajikistan and Kyrgyzstan, implemented by ITC and proposed recommendations for the project’s formulation of the second phase. Seco, Switzerland, 2005.
- Reviewed the Research Fellow Partnerships Programme (RFPP): programme’s relevance and impact on science and development through human capacity building and result-oriented research, recommendations. ZIL-ETHZ, Switzerland. 2005.
- Carried out a participative evaluation of the agronomic research station in Mali. SFSD, Switzerland. 2000.

List of publications and manuals produced

- Crole-Rees A. 2016. Appui au secteur privé, entrepreneuriat et inclusion financière. Boîte à outils genre. AFD, Paris. 2016.
- Crole-Rees A. 2014. Demand-driven research: what demand? Lecture given at the Summer School “Green Revolution Reloaded – Emerging Technologies for Sustainable Crop Production, SPSW. Einsiedeln. September 9th, 2014.
- Crole-Rees A. and Bertschinger L. 2014. ProfiCrops: le point sur l’efficacité, l’efficience et la valeur ajoutée. Recherche Agronomique Suisse 5 (3). Pp.112-117.
- Crole-Rees A. and Bertschinger L. 2013. Interdisciplinarity: lessons learnt from ProfiCrops. Poster presented at the Swiss Inter- and Transdisciplinarity Day 2013. Bern, October 22nd, 2013.
- Crole-Rees A. and Mathieson K. 2012. Gender in Agricultural Partnership (GAP). Etude de cas au Niger. Lausanne et Rome. January 2012.
- Crole-Rees A. 2010. Implementing successful interdisciplinary research programmes in agriculture. Paper presented at the td-conference 2010, September 15-17, Geneva.