ONE VIEW THAT CAN CHANGE THE WORLD
Pricing agriculture can be a guessing game for farmers. A hurricane one week may affect the price of bananas the next. Droughts can wipe out entire crops, leaving farmers struggling to maintain their livelihood. Sai Krishna Dandamudi, chief executive of VARI Padmavati Agro Services, recognized these challenges and created a collaborative online marketplace that improves price discovery and price transparency for Indian farmers. Sai is a regular contributor to and user of the Project 8 platform, and uses the tool to better visualize, share, and glean insights from farming data.
Food. Water. Energy. The demand for these basic human needs are shifting as populations continue to grow and become more urban. Progress is happening in pockets but there is no single, integrated view of how to tackle these global issues and support future generations.

With an estimated global population of 8 billion by 2030, planning around human needs, sustainability and growth must happen today. To prepare, we need to be able to answer the big questions about future human needs. Will there be enough food to feed the people of China? Will India have enough energy? Will Brazil have enough housing for its people?

Organizations including the International Food Policy Research Institute (IFPRI), the Organization for Economic Co-Operation and Development (OECD) and the United Nations Foundation and several others have been working to predict and plan for the future, but they have been working in isolation, with their own data, projections and mathematical models. Leaders from these institutions, with others from Accenture, Nielsen, Salesforce, The Conference Board and The Demand Institute recognized the need for collaboration.

By creating the ability to share data, organizations would be able to better understand global challenges, mobilize and align resources, and support effective decision- and policy-making.

"By bringing researchers and data together in a more centralized tool, we’ll have researchers better anticipate future demands, we’ll make their insights more visible to the rest of us and, ultimately, we’ll help the world collectively do a better job of planning to meet the needs of 8 billion people and beyond."

Sumair Sayani
President, The Demand Institute
Vice President, Nielsen
So how do organizations from across the globe share data on human needs indicators? Meet Project 8 (P8). This global platform serves as a repository for global data and an exchange of ideas. By connecting data from many organizations, P8 closes the research and data gap in the global development sector.

Now, global leaders can provide visibility and access to crucial data, powered by analytics. Think of P8 as a digital collaboration tool, an online community that provides a space for those who are tasked with figuring out the future human need to collaborate on the predictive science behind human needs modeling.

P8 has an intuitive interface and participants can ask experts questions, discuss exciting findings, access visualization tools or collaborate on important topics such as food security or the future of agriculture. Interested in wheat production? Follow that thread or chat with global wheat experts. Have a new data set? Go to the analytics area of the site to upload data and then post an update to your colleagues’ circle, inviting them to take a look and manipulate the data for their own needs.

The platform houses more than 300 million rows of data—and is growing daily. It began with input from six organizations to compile data across 30 datasets. The platform now supports users from more than 100 organizations and 16 countries.

Optimized for mobile, P8’s data-enriched, cloud-hosted analytics platform means users can access critical data in the field and in some of the most remote places on earth.
Project 8 helped us in price discovery and price transparency of agricultural produce and products. Data uploaded into Project 8 from all over the world increases monitoring and ensures better food security all over the world. Project 8 also helped us to meet experts and other contributors within the research community.

Sai Krishna Dandamudi
Founder and CEO, VARI Padmavati Agro Services

TURNING BIG DATA INTO BIG OUTCOMES FOR SOCIETIES

It is no wonder that this global platform is gaining global attention. P8 is one of the first “data collaboratives” highlighted by the Global Partnership for Sustainable Development Data. The solution has also been praised by large government organizations, and major private sector organizations are ready to collaborate with other like-minded enterprises to grow the database.

Since the program began, P8 has seen an 85 percent increase in experts using the platform, and an 80 percent increase in datasets uploaded. This exceptional growth was highlighted at the World Economic Forum in Davos in January 2016, where partners across sectors expressed an eagerness to participate.

As P8 continues to grow, one point is clear: the sky is the limit. When the global research community across every sector increases collaboration and shares more data on sustainable development, it will unearth new insights on the interconnectedness of human needs—improving long-term planning and sustaining natural resources around the world.
ABOUT ACCENTURE’S NONPROFIT GROUP

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ABOUT ACCENTURE

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