

A man wearing a straw hat and a light-colored shirt is sitting on the seat of a tractor. He is looking down at a laptop computer that is open on his lap. The tractor is white and has large, treaded tires. The background is a blurred outdoor setting, possibly a field or farm, with some trees and a fence visible in the distance. The overall image has a blue tint.

Rural Innovation Done Right (RIDER)

Systemic Solutions for Rural Prosperity

June 28, 2024

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 **svt** group

Welcome!



The RIDER Synthesis Team



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*And with thanks to **David Erickson**, **Otho Kerr**, **Mary Jo Cook**, and **Bob Wright***

Agenda


1. The Partnership
2. The Problem
3. The Solution: RIDER
4. RIDER Prototypes
5. **How can you be a part of RIDER?**



1. The Partnership

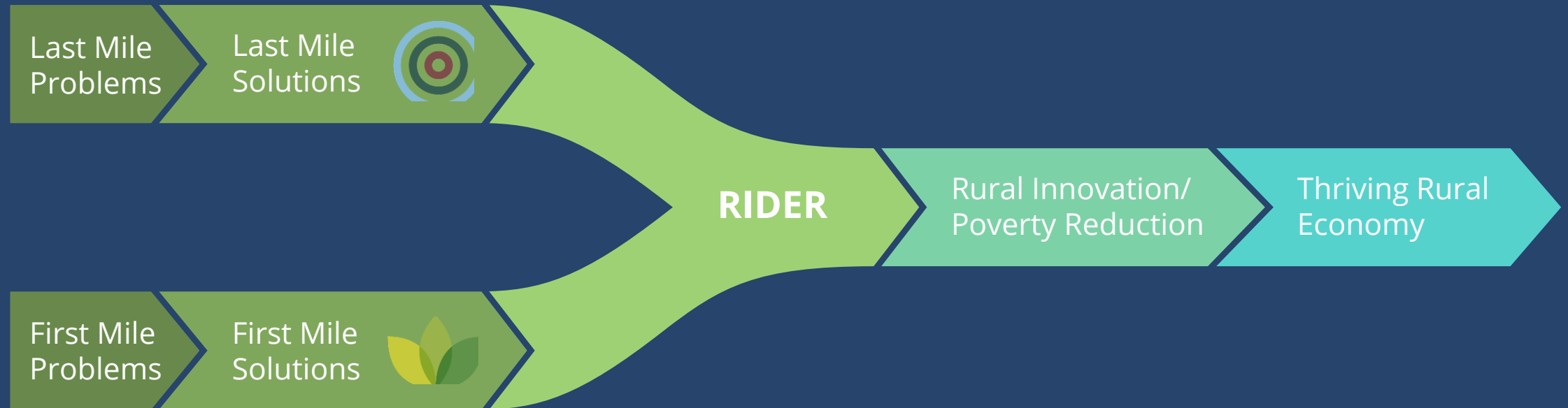
What brought us here?

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Our North Star:

An economic system that results in the number of rural children being born into poverty shrinking by half every generation.

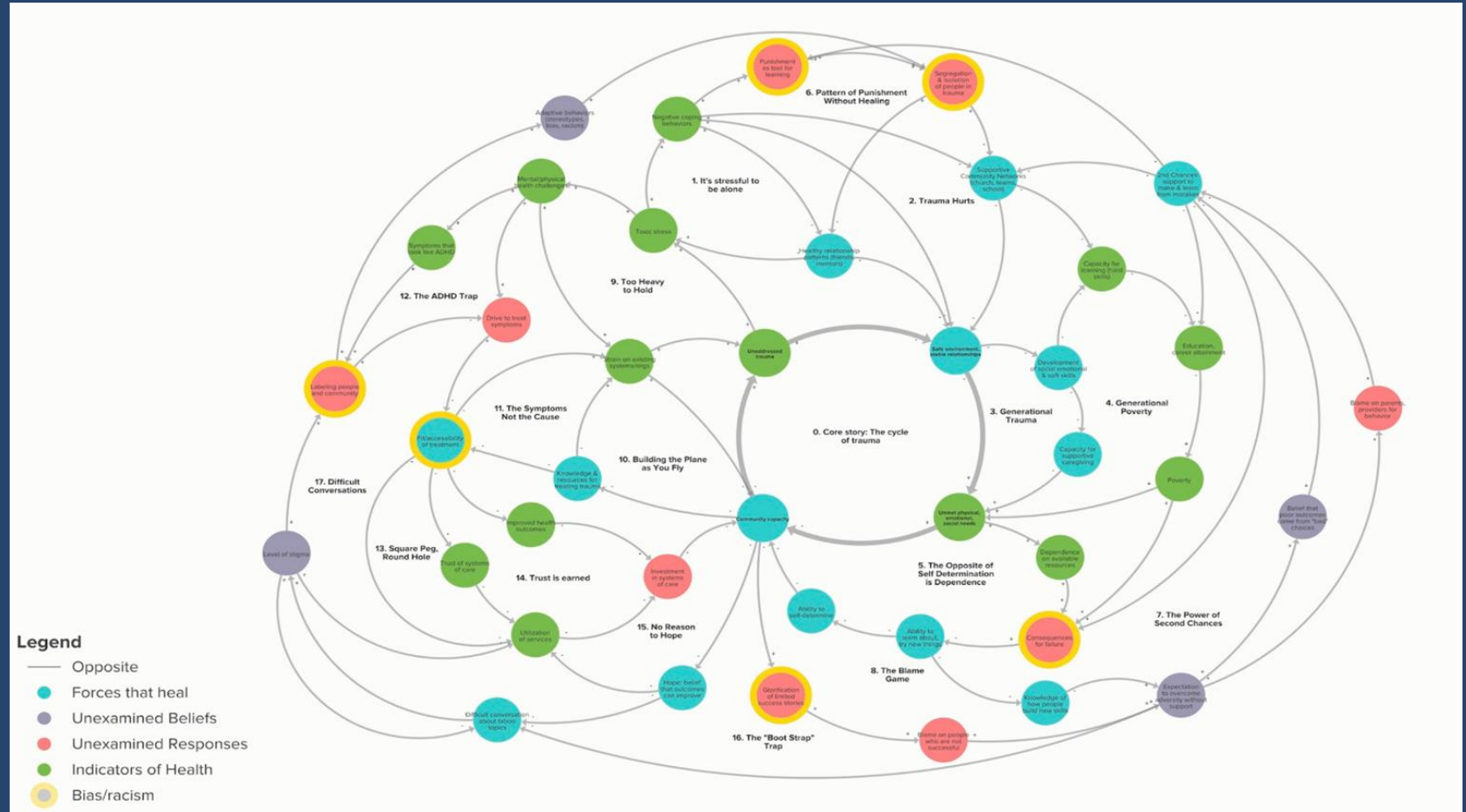


About ROI



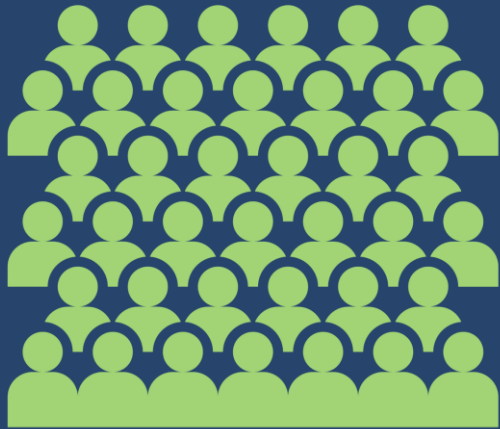
ROI Process

1. Listen to **community needs**
2. Find leverage **opportunities to build on existing assets**
3. Design and test **prototypes**
4. Share both **what works and what doesn't**



ROI is attacking rural poverty by ...

Systems mapping, design thinking, and a mix of market, community, and public solutions



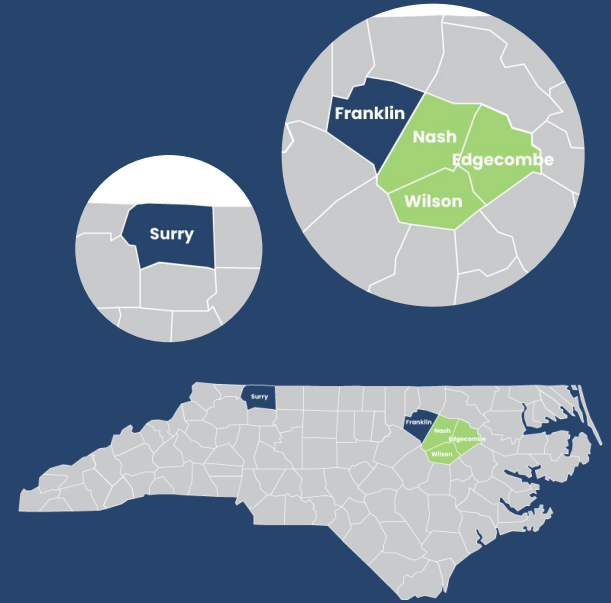
30K

PEOPLE REACHED



20+

PARTNER ORGANIZATIONS



5

ACTIVE COUNTIES IN N.C.

... And yet we are **struggling to grow**

Resources are difficult to find or sustain... even when:

1. Community has identified **root causes**,
2. There is proof the **approach is working**,
 1. There is a path to **sustainably-funded scale**,
 1. Local leaders are **bought into developing/ implementing solutions**.



SVT is attacking this problem at the systems level



Why do proven **solutions** get stranded?

Failure Can't Be Learned From

Ex: Major impact investment leader won't publish what is learned about what didn't work lest it harm investees' fundraising prospects.

Accounting Is Not Harnessed

Ex: Infrastructure has arisen to account for outcomes, value outcomes, to enable mechanisms to pay for them. Eg public net zero goals recognized by IASB as a provision.

Reinventing Wheels

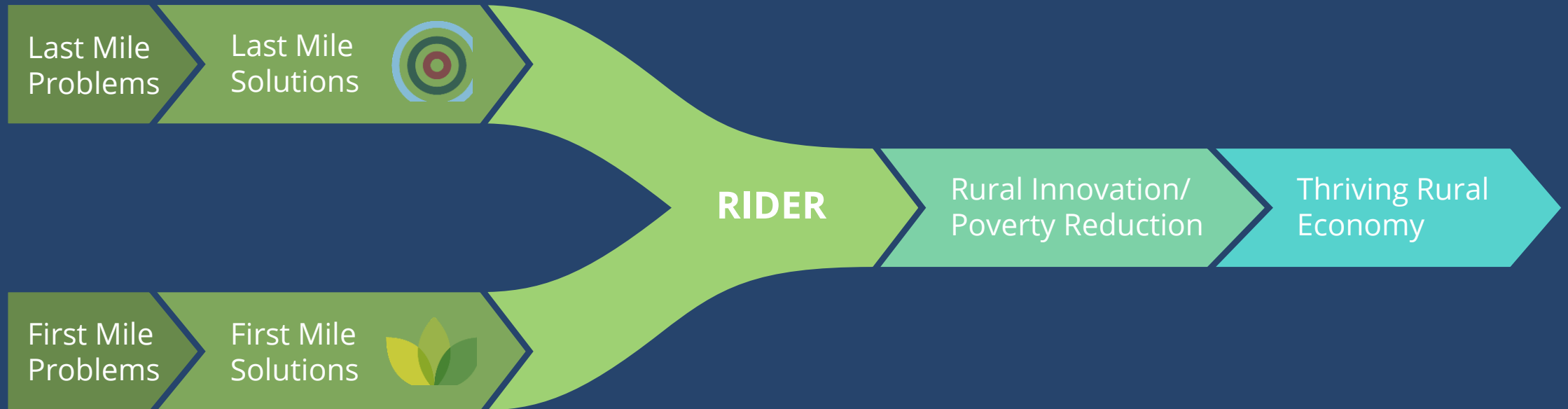
Ex: Lack of investment in publishing what practitioners have figured out. Eg Harvard Business Review (2018), Stanford Social Innovation Review (2024).

Personal Interests Are Not Aligned

Ex: Rock-solid proof of high impact still gets stonewalled. Eg Adult literacy via Bollywood same-language subtitles.

Our Partnership

We are bringing together perspectives across systems that affect and support rural communities to cross-pollinate and hone how we learn, increase opportunity, and drive results.



Smashing Worlds



**Rural
Innovation
Done Right
(RIDER)**

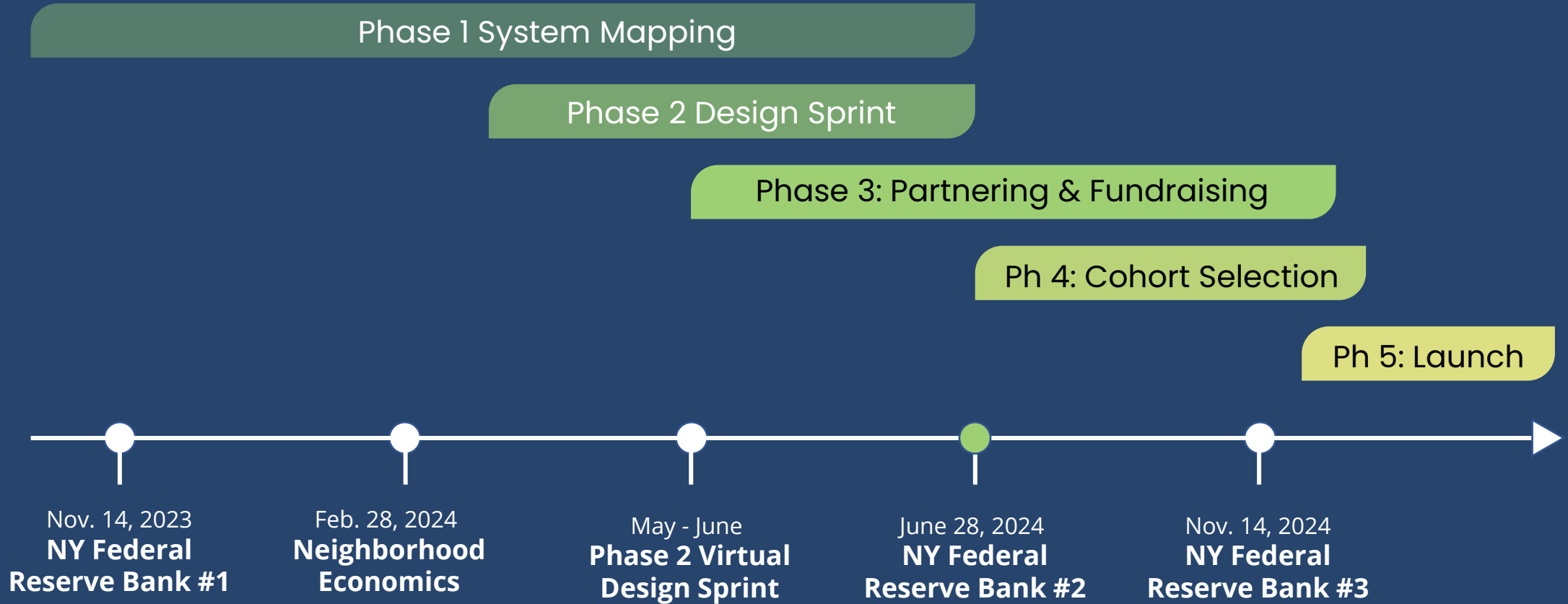


2. The Problem

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We have had **100s of hours of conversations** over the past few months

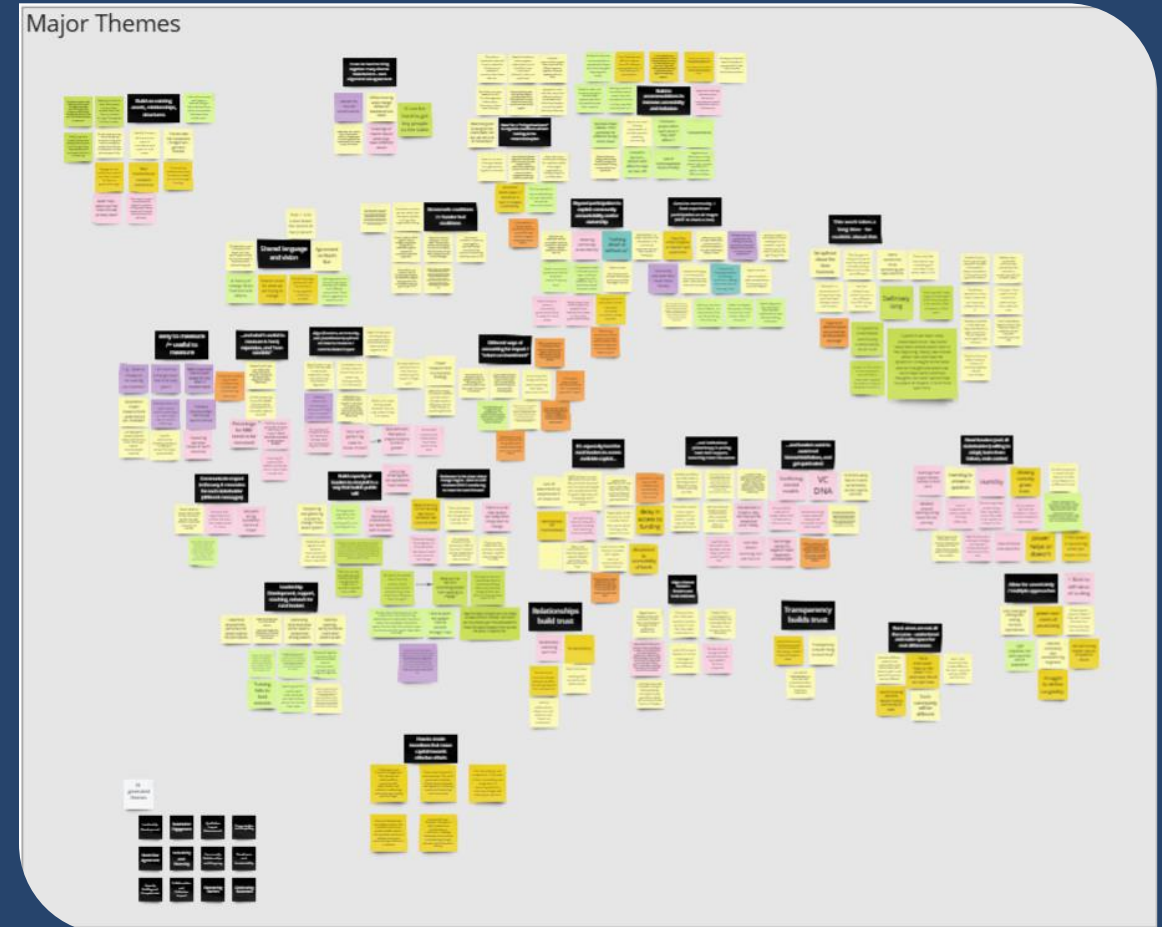


Our Design Process

1. Understand the forces that explain the current level of support for rural systems change efforts with proven impact.

2. Identify bright spots, stuck places, and patterns that point to solutions.

- 8 design sessions
- 3 synthesis workshops
- 100+ people engaged



Four key problems **revealed themselves**

Community leaders understand the challenges but struggle to mobilize a critical mass of stakeholders needed to achieve long-term systemic change

Existing funding mechanisms do not engage the resources or incentives needed for path-changing rural solutions to take hold at scale

Funders and communities have different needs in terms of the timeline for impact, how they use impact data, and how measurement supports learning

Market incentives that could drive sustained, large-scale action are disconnected from social and environmental value



This is preventing solutions to rural poverty from realizing their potential



3. The Solution: RIDER

Prototype for a system shift

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The RIDER Prototype

5+ rural pilot sites

Systems thinking
and design
methods

Leadership development
that is
intergenerational,
cross-sectoral

Success metrics and
oversight that
are adaptive,
community-
generated

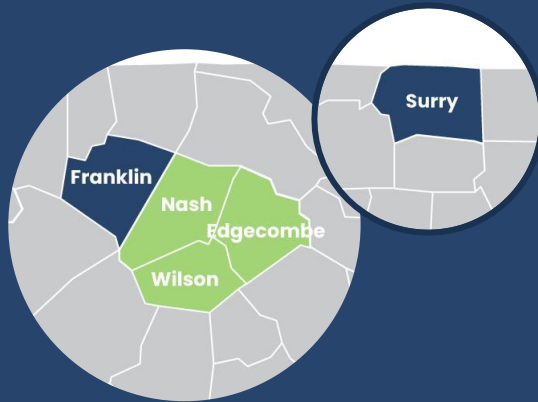
Storytelling
and
communications
support to
bridge worlds

Long-term funding,
timeline, and
connections to
power and
resources

Supported by a constant impact **accountability & learning** network
and mechanism

What would it take to use ROI's approach nationwide?

And what needs to happen for ROI's progress in these communities to continue?



ROI + SVT Systems Thinking approach = RIDER Challenge:

What forces explain current level of support for proven solutions? What solutions might bring a systemic shift to end rural poverty?



In 2 Years:

Pilot results with 5 sites in 5 states, a partnership of collaborators: testing, learning from and refining RIDER approach

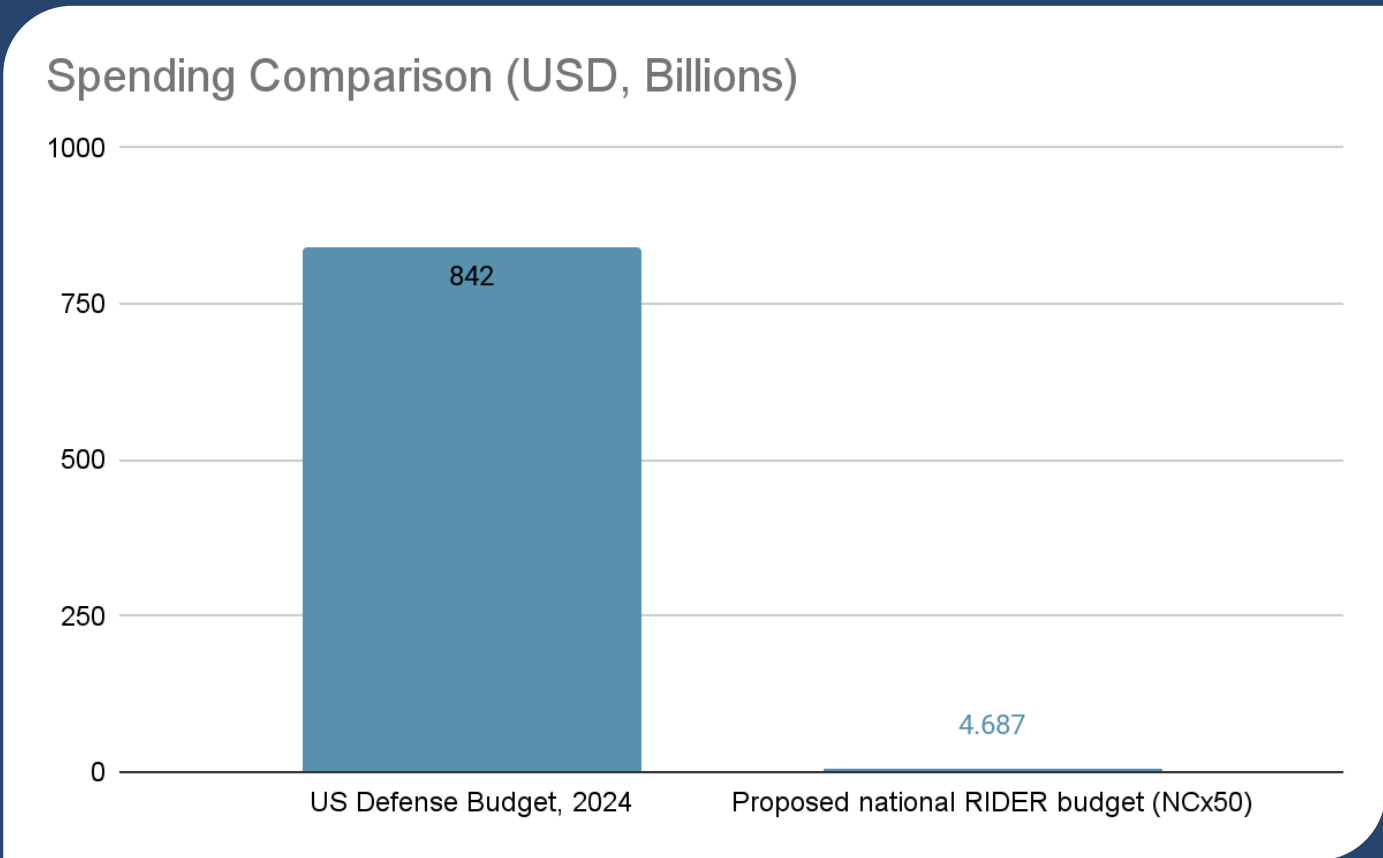


In 10 Years:

100% of US rural counties doing RIDER

Is this **feasible?**

A national RIDER budget in all 50 states would be 0.56% of 2024 US Defense spending.



Mission + Vision Statement



We **envision** a rural America where all **children are born into opportunity**.

Our **mission** is to shift the system so that it **halves rural child poverty each generation**.

We invite you to **join with us to create and test the prototype**

- Connect us with potential pilot partners
 - Rural community leaders
 - Network conveners
 - Markets for impact
 - Impact data platforms
- Help us learn and improve our concept
- Join our team as an advisor or implementation partner
- Book a call with us get involved



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1-min survey