Rural Innovation Done Right (RIDER)

Systemic Solutions for Rural Prosperity
June 28, 2024

Rural Opportunity Institute

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?
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

Working with asset and capital owners
To prove, improve, and define their impact + understand what the market will pay for social outcomes.

Collaborating with innovators across sectors
To view impact at the systems level + shift professional capacity for impact analysis.

We make it pay to do good by making impact management standard practice.
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**


**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.

Last Mile Problems  Last Mile Solutions  RIDER  Rural Innovation/ Poverty Reduction  Thriving Rural Economy

First Mile Problems  First Mile Solutions
Smashing Worlds

= Rural Innovation Done Right (RIDER)

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2. The Problem
We have had **100s of hours of conversations** over the past few months

**Phase 1 System Mapping**

Feb. 28, 2024
NY Federal Reserve Bank #1

**Phase 2 Design Sprint**

May - June
Phase 2 Virtual Design Sprint

**Phase 3: Partnering & Fundraising**

June 28, 2024
NY Federal Reserve Bank #2

**Ph 4: Cohort Selection**

Nov. 14, 2024
NY Federal Reserve Bank #3

**Ph 5: Launch**
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
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 to get involved

1-min survey