

STEP 2: DEFINING THE COSOP TARGETING STRATEGY

Outcome of the analysis and consultations tailor COSOP investments and targeting strategy in line with the country's goals and priorities and the LNOB principle. Targeting is an important dimension of the investment strategy and should be addressed in the following components:

A. Structuring the country programme and defining the ToC

B. Alignment with national priorities and poverty reduction strategies and identification of partnership opportunities

C. Defining the targeting strategy

A. Structuring the country programme and defining the ToC

A mix of targeting approaches, strategies and thematic investments should be used in line with the country's priorities and IFAD's comparative advantage to meet the needs of IFAD's target group. Given the heterogeneity of the rural poor and the diversity of country contexts and priorities, the COSOP's ToC, articulated in its Results Management Framework, should clearly describe the plans for outreach to different target groups and explain how the poorest would benefit from including relatively better-off groups in a project.

B. Alignment with national priorities and poverty reduction strategies and identification of partnership opportunities

Mechanisms should be established for policy engagement, coordination and scaling up with a view to generating synergies and complementarities with existing government programmes.

Alignment with national priorities and programmes contribute to create fiscal space and co-financing and to foster the conditions for effective policy engagement. Poverty reduction strategies, national development plans, Social Protection Policies and Strategies, Food Security and Nutrition Policies and Strategies and Disaster Risk Reduction and Management frameworks can be relevant entry points to identify complementary niches for IFAD interventions. Likewise, specific national policies covering IFAD target groups such as women, youth, disabled, indigenous population and/or ethnic minorities should also be seen as important entry points for dialogue and to inform country strategies.

c. Defining the targeting strategy

The **criteria used for geographic targeting** should be clearly stated and should align IFAD's targeting criteria and priority levels (see table 1 in annex V) with government priorities. The criteria for geographic targeting, in order of priority, include:

Table 1

<i>Priority level</i>	<i>Criteria</i>
Highest	Incidence and intensity of poverty
High	Food and nutrition insecurity
Medium	Environmental degradation and climate vulnerability
Medium	Presence of indigenous, tribal peoples or ethnic minorities
Medium	Number of young people
Medium	Presence and number of specific marginalized or fragile groups
Medium to low	Productive and agroecological potential

The priority level may vary depending on the context. The country portfolio and its geographic distribution should reflect a compromise between government targeting priorities and IFAD's targeting criteria and priority levels. The criteria should also be balanced with existing opportunities in terms of complementarities with other interventions. When governments prioritize agricultural growth potential over poverty incidence or intensity when selecting target areas, COSOPs should select the poorest municipalities/districts. All COSOPs should indicate how the poorest sectors within the target areas will be reached, specifying the pathways to be used, the benefits to be provided and the relevant indicators.

COSOP recommendations to target people and groups of peoples in project should be based on:

- Findings from the **poverty analysis**;
- **Targeting tools developed by the government** to reach out to the poorest segments of the population, in combination with the **IFAD targeting approach and measures**;
- **Lessons and experience** from previous IFAD-supported operations; and
- **Partnership arrangements** with development partners and organizations working with IFAD priority groups.
- **Mainstreaming of IFAD cross-cutting framework**

Box 2: Examples

COSOP Pakistan (2016-2021). In line with IFAD Policy on Targeting and based on exchanges with provincial and federal governments as well as IOE recommendations. The targeting strategy focuses on:

- (a) The four priority provinces identified (AJK, Balochistan, Gilgit-Baltistan and Punjab);
- (b) The poorest villages in these provinces, under a clustered approach favouring efficiency gains; and
- (c) The poorest households, pre-identified through the Benazir Income Support Programme (BISP) – a cash transfer programme - and validated by communities and social mobilization partners.

People in band 0-34 will remain the IFAD target group, with a particular focus on extremely poor (band 0-11), chronically poor (band 12-18) and transitorily poor people (band 19-23).

The COSOP for Dominican Republic identifies clear criteria for geographic targeting. These include (i) government priorities and complementarities with other interventions; (ii) poverty levels; (iii) exposure to climate and environmental risks; (iv) presence and capacity of rural economic organizations; (v) local risks; and (vi) opportunities for productive inclusion. A composite index for risk and opportunities has been proposed to identify priority areas.