

REPORT ON ANALYSIS WORKSHOP – IDENTIFICATION OF ADVOCACY STRATEGIC OBJECTIVES

“REACHING AGENTS OF CHANGE”

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INTRODUCTION

Within the framework of the “Reaching Agents of Change” (RAC) Program, a workshop was held with the different stakeholders of the public, private and civil society. The workshop’s objectives included reaching agreement on the main objectives for an advocacy strategy, to influence policy making and funds allocation for the production, dissemination, and use of the Orange Fleshed Sweet Potato (OFSP).

The workshop objectives were:

- Get the participants’ discussion on the draft situation analysis
- Agree on key issues of intervention through advocacy on policy and resource mobilization
- Identify the objectives to deal with the key issues identified
- Receive stakeholder support on policy engagement process to address the issues

To achieve these objectives, a workshop program was prepared (see annex).

PRESENTATIONS

In the first part of the workshop, three presentations were made, namely on RAC and its objectives; on the draft situation analysis regarding the national context on production, research, dissemination and use of OFSP; and, on Mozambique’s experience in research, development of new varieties and production of OFSP.

Each of the presentations was followed by a brief discussion in which the participants had the opportunity to clarify issues, comment and add ideas to the presentations.

SWOT ANALYSIS

Still in the morning, the participants were invited to do a SWOT analysis on the context of the reduction of the Vitamin A Deficiency (VAD), particularly through food based approaches, such as OFSP. The following are the results of the group work (each group worked on one of the SWOT dimensions):

STRENGTHS

- Technical capacity installed (15 years of experience)
- Leaders in the world market in dealing with VAD through OFSP
- Approved policies and strategies at national, regional and continental levels (i.e. ESAN II, PEDSA, CAADP)
- Direct and active involvement of the Government
- Setorial interchange: MoAg, MoH, MoEd and Private Sector and Partners
- Visibility of the product resulting from the promotional capacity installed for over 15 years
- Smallholders with knowledge of technology and with capacity to replicate;
- Decentralized producers of foliage for sale (stamp system)
- Access to credit with low interest rates (FDA – in BCI and BIM)

WEAKNESSES

At policy level

- Lack of local level programs with options of high nutritional value alternative food (food combination)
- Lack of rights based approach as a policy tool
- Poor inter-sectorial integration in the district plans (i.e. SETSAN)
- Lack of nutritional education programs
- Poor support to the development of chain values

At investment level

- Poor information on the real impact/nutritional change
- Lack impact assessment on market and consumers (competitiveness strategy)
- Poor documentation and dissemination of communities' best practices
- Lack of a marketing strategy
- Poor investment in processing technology and research
- Promotion of OFSP focused in rural areas

Few qualified human resources in the field of nutrition

OPPORTUNITIES

- Existence of policy documents/investment for food security (include OFSP) i.e. PARP, ESAN, PEDSA, etc.
- High level decision makers have already received the message (they are alert)
 - They need a clear/refined agenda on how to formulate policies, why and how to do
- Vast market, few investments but highly profitable
- Significant work done, case of success
- Financing for “scaling-up”
- Availability of research and extension capacity in the country
- Scientific evidence available of reduction of VAD
- Developed varieties adapted to the different agro-ecological areas
- Integrated approach, multi-sectorial, multi-institutional
 - Existing partnerships and a platform with a common vision (needs to be mobilized and expanded)
- Availability of capacity/sustainable system for seeds production
- Sweet Potato already part of production systems -> easy to introduce Orange Fleshed variety
- Simple message -> easy to disseminate
- Potential for OFSP processing options which opens new market possibilities
 - Increase in demand and consumption
- Possibility of production throughout the year (food security during the year)
- Availability of funds/donors’ interest for food improvement -> DDF, FUNDEC, and mega-projects
- OFSP versatility -> a culture less vulnerable to climate changes (energy + Vitamin A)
- Multiple interests, users, consumers:
 - Children
 - Women/pregnant women
 - Sick people
 - People of all ages/healthy
- Integrated or specific programs
- All parts of the plant are used/consumed (root, leaves, foliage) for human and animal feeding and for seeds.
- OFSP -> inclusion in urban agriculture programs (OFSP as vegetable)
- Integration in agri-business and food industry
- RAC in 5 countries -> opportunity to learn
- Promotion and regional markets
- Municipal funds for agriculture
- School feeding and agriculture programs
- A mean for nutritional education
- Upcoming elections -> advocacy opportunity

THREATS

Policy

- Institutional setting
- Regime (political) change
- Global and regional trends (strategic decisions by international organizations)
- Competing agendas/lobbying

Investments

- International financial crisis
- Sectorality/imposition of conditions
- Competitive agendas
- Climate changes
- Politics/regime change
- High investments on high profit crops
- Growth in other areas threatens agriculture
- Investment in bio-fuels -> land occupation

OBJECTIVES IDENTIFICATION

Following the SWOT analysis, participants were engaged on a second group activity, this time to identify and suggest advocacy objectives, on policy and investment that could help deal with some of the issues identified during the presentations and the SWOT analysis. These are the groups' suggestions:

POLICIES

- Recognize strategies to increase bio-fortification with products rich in nutrients (Vitamin A + others)
- Advocate for the approval of a inter-sectorial program between MoAg, MoH, and MoEd on bio-fortified products and integrate OFSP in all levels plans
- Advocate for the promotion of the nutrition component with Vitamin A rich products (production, storage, nutrition/use)
- OFSP as an essential crop in the country (in the range of the products identified as priorities for investment in the framework of PEDSA)

INVESTMENTS

- Influence decisions on funds allocation at central, provincial and district levels;
- Produce and disseminate information (through workshops, fairs, exhibits, etc.)
- Establish partnerships with Government to develop collaborative projects
- Promote private sector investments for production, agro-processing and marketing of OFSP
- Mobilize the private sector for investing in the socio-economic development
- Influence Government to increase resources (human and financial) for research, dissemination, seeds system, etc.
- Raise funds with the potential donors, such as Irish Aid, USAID, DANIDA, European Union, etc.

POLICIES/INVESTMENTS

- Commitment to allocate a % of investments:
 - Politicians
 - Media
- Media training
- Human Resources Training -> OFSP
- Women leadership
- Identify 3 OFSP ambassadors
- Widespread production
- Attract private investment
- % of district investments for OFSP
- High Level Fairs

CLOSING REMARKS

The workshop was closed thanking the participants for their presence and participation as well as for the outcomes. The closing remarks were addressed by the workshop organizers (RAC team).

NEXT STEPS

Before the end of May, an operational planning workshop for OFSP country advocates and implementing partners will be organized. During this second workshop, the draft of OFSP advocacy strategy will be presented and discussed with the participants. Detailed steps for implementation of the strategy are discussed and key responsibilities, engagements and timeframes agreed upon.