

END OF PROJECT MEETING REPORT

This is an overview of the Reaching Agents of Change (RAC) project end of project meeting that was held on 8 September 2014 at the Kebbis Hotel in Dar Es Salaam, Tanzania.

Event: End of Project meeting
Project: Reaching Agents of Change Project Tanzania
Date: 8th Sept 2014
Venue: Kebbis Hotel
Duration: Half day

Background

Helen Keller International (HKI) and International Potato Center (CIP) have been implementing a project titled Reaching Agents of Change (RAC), an initiative to advocate for orange-fleshed sweet potato (OFSP) in Tanzania, among other countries. The RAC program built an advocate network to advocate for increasing investment for OFSP, including OFSP in national nutrition policies, and for increasing demand and awareness of OFSP across Tanzania. RAC provide a platform for stakeholders from the national and local governments, donor community, NGOs and private sector to coordinate their investments and interventions to contribute towards addressing vitamin A deficiency through dietary approach focused on OFSP production and utilization. The project is concluding after three and a half years of implementation. Project stakeholders and the RAC advocates, agreed to attend the workshop that focused on two key elements: 1) Presenting overall activities implemented and major project achievements; and 2) discussing the proposed exit strategy for continued OFSP advocacy across the country. The participant list is located in Table 4 below. HKI staff was also in attendance including: Issak Kitaruru, Margaret Benjamin, Rashid-intern, Erin Smith-Deputy Country Director, Marjon Tuinsma-Country Director, and Alicia Davis-HKI consultant.

The meeting began at 10:30 am with brief introductions and project overview by Margaret Benjamin and Marjon Tuinsma. Alicia Davis provided a PowerPoint presentation highlighting key RAC project goals, achievements, lessons learned, and recommendations. Following the presentation, more formal introductions of meeting participants was provided after which participants were encouraged to ask questions and provide feedback on the outcomes of the project. Margaret Benjamin then led a presentation of HKI's exit strategy for the RAC project which included steps that are being taken to ensure OFSP sustainability as a measure to curb VAD and improve food security.

Following the exit strategy presentation, the meeting facilitators, Alicia Davis and Margaret Benjamin led a discussion about participant experiences with RAC, their ideas for steps forward, and general input about RAC, OFSP, and the meeting. The facilitator asked key questions to the participants such as the following:

- In what capacity/what ways would you like to continue to engage with OFSP advocacy?
- What are some of your own personal lessons learned from engaging with RAC over the past 3.5 years?
- What recommendations do you have for effective advocacy?
- What efforts worked for you, what did not (for each objective)?
- What lessons can you share with others about your efforts as a RAC advocate?

Facilitators guided participants in an hour-long discussion about their ideas, experiences and suggestions for continuing RAC advocacy work for OFSP. There were numerous times the conversation veered toward the agronomic practices and management of OFSP, however the facilitators returned the participants back to topic providing room at the end of the discussion for a conversation about horticultural issues.

Key concerns/ideas discussed are as follows:

- Concern over ability to continue advocacy work for OFSP without direct financial support and coordination of efforts from HKI.
- The demand/availability misalignment, i.e. there is now a great deal of demand and not enough ability to meet that demand.
- Using “nutrition” or other “health issues” as an umbrella to focus on OFSP promotion and advocacy. National nutrition efforts are concerned with food security, improving nutrition, and that is one way to continue to promote OFSP.
 - Using district health departments, projects as umbrella for OFSP
 - Using national nutrition efforts as umbrella for OFSP
 - Reaching PMO to incorporate OFSP in more nutritional plans, promotions
 - Linking OFSP to nutrition
- Reaching the media with message, efforts of advocates (one member of media in attendance shared contact information).
- Need to link demand with advocacy (once those in government see such high demand for OFSP, can push for more support at national and local scales).
- Streamlining presentation of past efforts, current status, and future goals for OFSP to deliver to key policy makers, donors, supporters of nutrition plans, OFSP promotion.
- Figuring out a way to monitor demand.
- Collaboration at district levels between departments, encouraging overlapping projects/funds to pick up OFSP message/promotion.
- Creating clear message and repository for information about OFSP for media efforts.
- Advocates to meet and table/spearhead a discussion with PMO about OFSP.
- Create network/newsletter to continue linkages between advocates.
- Share/document successes with OFSP in local districts/with farmers more broadly.

The discussion was encouraging and fruitful. Full notes for the discussion are found in Annex 5. The discussion concluded on horticultural concerns and ways to link one-another to various institutions represented at the workshop.

Following the discussion, the meeting was closed and lunch was provided by Kebbis Hotel. Participants departed around 3:00.

ANNEX 1: KEY AGENDA GOALS

Key activities

1. Presentation overall activities implemented
2. Presentation on major outcomes over 3 years
3. Presentation and discussion on exit strategy for RAC

Expected Outputs

1. All stakeholders understand major project outcomes and its exit strategy

ANNEX 3: AGENDA/PROPOSED SCHEDULE

Time	Activity	Facilitator
10.00-10.30	Arrival and registration	Margaret
10.30 – 10.40	Opening and introductions	Marjon
10.40 -11.00	Presentation on key activities/achievements/ challenges	Facilitator-Alicia Davis
11.00-11.30	Tea break	
11.30- 12.00	Presentation of the proposed exit strategy	Facilitator
12.00 – 12.40	Discussions	Facilitator-Alicia Davis
12.40- 01.20	Closing	All
1.20-2.00	Lunch	All

ANNEX 4: PARTICIPANT LIST

	NAME	JOB TITLE& INSTITUTION	CONTACTS
1	Ms. Mary Bonaventure	Regional Nutrition Focal Person RAS – Dodoma	0713256518/0769780499 marybona2004@yahoo.com
2	Dr Benedict Jeje	Former Director- TFNC	0786626780 bbjeje@yahoo.co.uk
3	Ms Margaret Natai	Nutrition Focal Person - MAFC	0755217481 margy76@yahoo.com
4	Mr Richard Kasunga	Head of Government communications and spokesperson MAFS	0769239946 rykasuga@yahoo.com
5	Mr Masembe Tambwe	Senior Journalist Daily News Ltd	0784630544 massytambwe@yahoo.com
6	Ms. Salma O Mohamed	Senior Research Officer – ARI , MOA, Zanzibar	0777481682 salmaomoh@hotmail.com
7	Mr. Peter Lanya	Director- TCCIA- Temeke District	0787564955 jakalanya@hotmail.com
8	Freda Chale	RESEWO	0659122785
9	Nessie Luambano	Kibaha	0786840910
10	Ester Chiombola	Kinondoni Municipal	076 4695733
11	Steven Mruma	TAPP	0688 905556
12	Sebastian Festo	Temeke	0758722476
13	Kiozya Helen	Kibaha – OFSP value addition	
14	Mariam kilima	Kibaha – OFSp value addition	
15	Steven ngairo	Facilitator Kibaha reseach	
16	Mwanaidi	Ministry of Agriculture	
17	Mr Kitundu	Prison Dodoma	0754286598

ANNEX 5: ROUGH MEETING NOTES

Question from participant: Why was there a 3.4-4 million dollar gap? Why? Was it over shooting the target?

A: Challenge in implementation, narrow down advocacy to 3 areas, lake, eastern, central b/c of availability of vines. Are there varieties available in their zones?

-Align activities—challenging to go ahead with that... esp because of varieties that were applicable.

Discussion Questions:

-How to continue???

-What are the lesson's learned or recommendations from each of your standpoints?

-What ways do you need capacity to implement that?

-What strategies or support helped the most in the RAC process? What worked for you?

-What didn't work for you?

-What is missing?

-What would help coordination with other advocates?

--What were your personal experiences working with RAC and OFSP? What lessons did you learn and in what way would you like to move forward?

--We suggest ways to tackle for each Objective.

Let's start with Investments: Lesson's learned?

(first return to seed multiplication problems... still going on about). Pest infestation, how to manage? Weevil-pests/ rain/dry soil they like, harvest on time.

--Issue on lacking knowledge about the agricultural practices (we are nutritionists, and there are problems).

Exit strategy for how researchers can help multipliers? How to do these things.

Investments:-on ag side. We got funds, but not directly for OFSP, on nutrition, for improving nutrition status.

-not a priority crop: so ministry does not see need (focus on 3 crops) can manipulate and come up activity... to create demand, farmers groups, they demand so we can provide (Kishap) Farmers supported by WFP,

-Nutrition: come up activities, that are not direct means, through nutrition schemes.

-Q: did that work for anyone else?

-(some agreement)

-Main issues for consumers: creating the demand. (RAC congrats on doing good job on that).

- -Ministry of ag taking over

-3 crops only in ministry, but we need to be serious to advocate for OFSP

-Do we have any idea to go beyond that, leaving with ministry of agriculture, won't move forward?

-but now farmers are aware, vines in demand.

-consumers still don't have idea about OFSP—

--AWARENESS for consumers

QUESTION IS: WHAT WORKED IN GETTING FUNDS SECURED???

--RAC was focal point for getting message/pushing the OFSP agenda

--HOW ARE THE WAYS YOU CAN ORGANIZE SELVES AS ADVOCATES TO CONTINUE PUSHING THE MESSAGE TO SERIKALI KUU?

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--Use another way—use different umbrella projects or topics (like nutrition);

--other funds, school garden project, move process through other programs

- (they used slow food foundation to get money for schools, 10 primary schools, added OFSP)

-nutrition purposes

-using other routes, that already working in, primary schools, community gardens, community groups to supply vines, (even tuta moja)

-Using money, to produce vines in schools, use areas in schools, trainings, dissemination for teachers

SO IT'S A MIXED PROCESS OF AWARENESS CREATION, BUILDING DEMAND, WORKING THROUGH SCHOOLS, IMPROVING NUTRITION

We need to get back on track to funds also....

--OFSP can't stand alone entirely, but nutrition is on TOP AGENDA

--so approach that can be used for NUTRITION-is linking OFSP to high value nutritional crop.

--advocate foods for nutrition/VAD,

--BECAUSE NUTRITION IS HIGH NATIONAL AGENDA--- continuing to link OFSP to nutrition. Then linking production, to preparation, to markets, linking to products....

--Demand has gotten very high. So challenge to meet;

--MONITORING DEMAND—to present to funders/gov't, that there is demand and it needs to be met in some way....

--Create link from Demand/gov't to secondary production.... Find a way to link, expand multiplication is part of the problem , lacking capacity.

Ngazi 3:

--wizara—how to promote

-halmashauri

-not a 'national issue' (OFSP)

-ASDP II

-know its an issue to promote, but its within promotion of other products

-how to maintain momentum--- to continue to show the benefit/profits of this product; to show efforts of research institutes/ and their capacities,

-TO demonstrate the direct activities that they have helped support through their funds....

-- Using budgets to incorporate these activities? What means to do so????

-Advocacy, Support production is also needed.

-Ensuring the windows of opportunity.

DISTRICT INPUT: (from halmashauri can tell us their experience)

Kinondoni Halmashauri gov't of districts:

- Tried to ask for funds during last years budget
- Can ask, but you might not get in the time frame to plant/ implement OFSP projects
- Marejesho- so the funding problem becomes **timing** (need to show for it) (they get money too late and have to get report back immediately to show where funds go)

--Pay ahead of time, deliver when available.... Agree ahead of time, to sign contract and pay (difficult for trust)
--so have to go through

Kondoa:

- 2014/15 to get into budget, nutrition/kilimo
- OC (other charges): (kwa masisha); hawapata ile hela [unstable money source, because not guaranteed to get money, can be diverted, better thru block grant or basket fund]
- 2 periods of time, for education and then for farming (Took a chance)
- some challenges, farmers don't take care

PROCESS of coordinating and collaborating with other departments and partners on seeds/vines (Mwanzo Bora), so they asked other proj in districts to incorporate. Or integrate into other activities (esp ones with nutritional component)

--Dodoma prison:

- no budget for OFSP
- can sell to others/buy from others districts that have budget
- have land, technical ability, man-power (prisoners)
- can do multiplication (3 regions, Dodoma, Manyara, Singida)—providing for free

Zanzibar:

- consumer awareness is issue, but even if aware, still planting white fleshed,
- low production of OFSP
- obtained 2 varieties, now being multiplied

WHAT WOULD HELP YOU COORDINATE AND CONTINUE YOUR EFFORTS?—EITHER FOR ADVOCACY, FUNDS, OR AWARENESS CREATION?

-what needs (don't want to promise things, just want to know, what)

→matangazo

- kitangazo ni kidogo sana (esp from gov't)
- add education, but more, add message
- Mozambique and Uganda—are really ahead, pushing this from serikai
- Pushing the message on nutrition—needs to happen, and getting out the message/announcements for this
- Will build awareness and demand.

Prime minister's office: really key to push these agendas, to reach the local governments also, the message to be pushed from there.

- To really push lobbying at Wazir Mkuu's office.... To tell them with message, this is where we started, this is where we have been, and where we need to go
- How can gov't advocate??
- We have to have a clear message about what we want/how we want this message to proceed.... Then they can coordinate/ we can coordinate with other ministries to push this message. Obey Osera (person to coordinate);\
- Table a discussion with PM office, to coordinate how to move forward and get them to support, but need first to get message clear and about what we want to ask of them

Back to talking about districts

--Health workers (dept of health), nutrition—so not just nutrition but through districts health... nutrition planning, multi-sector approach.

-coordination between departments to focus on overlapping goals; bring each own background, but can coordinate efforts—once information/knowledge gained... to

HOW TO WORK WITH MEDIA MORE → how to get message out??

-media person (Tambwe replies) blog started

-lacking a place to get information/materials

-lack of detailed information....

-throw challenge-- to get information/make information on broad platform/widely

How to stay in touch:

-Information newsletter

-Coordination of efforts to write, distribute, share responsibilities

-HKI-annual meetings, can support, but

-wazo, mtandao,

Ways to meet, communicate, to pay for that,

-Who will coordinate this

Kibaha should take a role

-tunakutana—

-Every person wanahitaji kujitegemea,

-But also (like Kibaha to omba for sponsorship)

-A few can do this to help facilitate

-Districts to put in budget, also to set aside funds, raised, for small meetings

-Give various stakeholders various tasks to keep up efforts (beba na wizara)

Gov't offices: person has to enter through budget, to coordinate... but

Its possible for wizara office to coordinate, some small meeting with a few, to plan (1-2) hours simple, and invite others, that there are people working on this and we want to take it to the budget...

--has to go through management to see the engagement & efforts

--lists of contacts, so that we can coordinate to meet again (wizara)

--at least pick a month, before farming.... Early enough to get people coordinated about who will do what;

-early—good Mwezi wa March/

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