



## REPORT OF THE ANNUAL REVIEW AND PLANNING MEETING FOR RAC PROJECT

HELD AT THE VICTORIA PALACE HOTEL IN MWANZA, TANZANIA

4 – 6 JUNE 2013





**Sitting (L-R):** Jan Low, Karim Mtambo, Adiel Mbabu, Shelly Sundberg **Standing (L-R):** Hilda Munyua, Julia Tagwireyi, Margaret Benjamin, Godfrey Mulongo, Sonii David, Nessie Luambano, Jonathan Mkumbira, Dercio Matale, Revelian Ngaiza, Gregory Hofknecht, Jude Njoku, Kurt Henne, Frank Ojwang, Ima Chima, Sarah Thotho, Elias Munda & Mary Umoh

## **Introduction**

The RAC Annual Review and Planning Meeting was held from 4<sup>th</sup>-6<sup>th</sup> June 2013, with the overall objective of reviewing cumulative achievements over the last two years, planning for year 3 and sharing lessons learned.

The specific objectives and expected outputs for the meeting were as follows:

### **Specific Objectives:**

1. Review achievements towards RAC expected outputs, outcomes and impact
2. Discuss year-3 work-plans towards delivering RAC expected outputs, outcomes and impact
3. Discuss and agree on how to facilitate and backstop RAC country advocates and regional ambassadors for enhanced policy advocacy and resource mobilization for OFSP
4. Discuss and agree on how to facilitate and backstop secondary seed multiplication and distribution for widespread access and utilization of OFSP in target areas
5. Discuss and agree on how to facilitate effective lesson learning and associated documentation among RAC staff members and partners.

### **Expected Outputs**

- RAC achievements at country and regional level documented
- Work-plans and budgets for year-3 drafted in relation to expected RAC outputs, outcomes and impact
- Agreement on key elements of the approach to facilitate and backstop RAC country advocates and regional ambassadors for enhanced policy advocacy and resource mobilization for OFSP
- Agreement on key elements of the approach to facilitate and backstop secondary seed multiplication and distribution for widespread access and utilization of OFSP in target areas
- Agreement on key elements of the methodology to facilitate effective lesson learning and associated documentation, sharing and application among RAC staff members and RAC partners.

## **Summary**

The meeting was very successful and helped to synergize the efforts of the RAC project staff between the 2 partner institutions – CIP and HKI, and between the three primary countries of RAC (Mozambique, Nigeria and Tanzania). It also prepared RAC staff in the 3 countries for the mid-term review of the project and helped finalize work plans for year 3. Finally, it provided a platform for clarification of various project related issues to staff members. The team felt motivated to continue delivering on the RAC objectives.

# Day 1

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## Session 1: Introductions

### Welcoming Remarks, Objectives of the Meeting and Introductions – Adiel Mbabu, RAC Project Manager

The meeting started with brief introductions by staff members, after which Adiel Mbabu, RAC Project Manager (PM) made introductory remarks and went on to give an overview of the RAC Project. The PM noted that although it had only been two years into the Project, it seemed much longer owing to the many achievements that the team had accomplished. He summarized the major expectations from the meeting as follows:

1. Sharing what the participants had done cumulatively in the last 2 years and what is to be done in the coming year
2. Deliberating on the issue of advocacy and how RAC could reinforce the advocacy process to ensure that advocates are efficient and effective
3. Hearing from the Country Agronomists on the progress made in establishing OFSP plots, and developing capacity for secondary multiplication and distribution of OFSP planting materials.

The PM gave a presentation on the RAC project - mainly describing the results that RAC aims to achieve specific objectives as well as the concrete deliverables for RAC in year 3... Emphasis was put on the need to document and disseminate lessons learned. In his presentation, the PM observed that advocacy efforts had picked up better during year 2. However, it was felt that there was still room for scaling up of advocacy activities to the region. He noted that fund-raising was on course and encouraged the team members responsible to step up efforts to ensure targets were met. He noted that the 10-day Training of Trainers (ToT) courses (a major deliverable for RAC objective 2), had been well received and expressed confidence that the learning materials developed would be used widely and would be published. He mentioned that the “Engendered OFSP Project Planning, Implementation, Monitoring and Evaluation”

learning event, another major deliverable under objective 2 for capacity building, had also been well received and was already bearing fruit as graduates were already formulating OFSP project proposals for funding. It was further observed that because the course had generated great demand, and given that funds were not available for subsequent learning events, the learning materials would be published and availed for public use.

### *Comments and Discussions Arising From the Presentation by PM*

Jan Low (SPHI Leader) cautioned that RAC was not directly responsible for reaching the 600,000 households. Instead, RAC was responsible for raising funds that would be invested by national partners to reach the target numbers.

Adiel clarified that RAC was also responsible for building national capacity to invest the funds raised to reach the numbers targeted with OFSP planting materials.

### *Opening Remarks – Shelly Sundberg, Senior Program Officer, Bill and Melinda Gates Foundation (BMGF)*

The RAC Annual Review and Planning Meeting 2013, was privileged to have in attendance, Shelly Sundberg, a Senior Program Officer at BMGF. Shelly described how the RAC project was conceptualized, explaining that RAC stemmed from the Reaching End Users (REU) study, which was carried out in Mozambique and Uganda to assess adoption rates of Orange-fleshed sweetpotato (OFSP); and whether this adoption led to improved vitamin A intake among members of rural households. She added that the results from this study revealed that OFSP was successfully promoted and adopted in both countries, and that it also resulted in substitution of other varieties of sweetpotato. The RAC project was therefore initiated to build on the success of the results of the REU study.

Shelly further gave an overview of the placement of RAC at the BMGF, explaining that RAC is managed by both the nutrition and agricultural sectors at the Foundation. According to Shelly, BMGF has four main areas of nutrition focus which are: Nutrition education at household level, Aflatoxin (Projects to estimate the burden for mycotoxin), Policy level (Projects that work on

integration of nutrition into initiatives such as the CAADP plans and the global SUN initiative) and biofortification.

Shelly noted that RAC is a key grant under the bio-fortification focus. She mentioned some key areas in which RAC would shed light on:

1. The role of the private sector / public in OFSP investments
2. The question as to whether investment in RAC would be sufficient to lead in the investments of OFSP
3. Clarify what the proper balance of investment between breeding and promotion is, so that one does not overtake the other
4. The effectiveness of the advocates being trained by RAC, in promoting uptake of OFSP; and how motivated they are considering they are receiving no pay
5. The role of Regional Advocacy efforts and whether they lead to any change at country level

Shelly emphasized that RAC would contribute to broader discussions of biofortification, and highlighted the project as a premier model for improving nutrition through food-based approaches.

#### *Comments Arising From the Presentation by Shelly Sundberg*

Jan Low noted that the CAADP meeting in Tanzania was an eye-opener but highlighted how much is needed to educate our target audiences. The meeting was attended mainly by multi-sectoral groups from the government but she was stunned by the lack of knowledge on basic nutrition amongst attendees. Shelly concurred with this observation, adding that facts were often taken for granted or were not well understood mainly because vitamin A deficiency (VAD) and stunting were invisible, unless they were severe. Gregory Hofkchnet, the Deputy Regional Director for Helen Keller International (HKI) highlighted the need to work with the donor community and to educate them on key nutrition issues. He encouraged RAC staff to be strategic in the advocacy agenda and to look at all possible mechanisms to build awareness on

VAD and other nutrition issues. He noted that there was a perception that agriculture would solve nutritional problems, which was not always the case.

### **Opening Remarks from Mr. Karim Mtambo - Director, Ministry of Agriculture, Food Security & Cooperatives in Tanzania**

Mr. Karim Mtambo, the Guest of honor at the meeting and also a RAC advocate in Tanzania welcomed RAC project staff to Tanzania and expressed his joy in having the RAC event in Mwanza, Tanzania. He noted that there was high demand for vines in the Lake region. He highlighted the fact that nutrition was associated with health for a long time, but this association yielded minimal advances in nutrition within the agricultural sector. He however emphasized that there was political will from the Government of Tanzania to address nutrition issues. He stated that Tanzania was among the first countries to join the Scaling Up Nutrition (SUN) initiative, with President Jakaya Kikwete serving as a key champion for the initiative. Mr. Mtambo also noted that RAC had attracted talented people and urged the staff to further develop strategies to promote the uptake of OFSP.

### **Session 2: Country Presentations**

Session two of day 1 focused on country presentations by Promotion Experts and Country Agronomists.

#### **Mozambique**

##### **Presentation by Dercio Matale – Promotion Expert (PE)**

Dercio presented a report on the advocacy process in Mozambique, highlighting the activities, challenges and achievements from the inception of the RAC project. He also detailed the process undertaken to achieve advocacy goals in Mozambique, and specifically highlighted the situation analysis, advocacy strategy development and implementation processes.

### **Presentation by Elias Munda – Country Agronomist (CA)**

Elias highlighted the implementation of the agronomy and capacity building aspects of RAC project in Mozambique. His presentation focused on his activities covering establishment of primary seed plots, capacity building for secondary seed multiplication and distribution, and backstopping capacity building efforts e.g. the TOT course; for the Engendered OFSP Project Planning, Implementation, Monitoring and Evaluation learning event; backstopping partners in stepping down courses; and supporting project proposal development and implementing in Mozambique.

### ***Comments and Discussions Arising From Mozambique Presentations***

Kurt Henne, the Country Director for HKI Mozambique pointed out that training of agricultural extension workers and education specialists, through the ToT Course on “Everything You Ever Wanted To Know About Sweetpotato”, had been well done in Maputo and sought to find out if this experience could be replicated in the entire country.

Elias explained that there were consultations going on with the National Training Coordinator and that there were plans and funds set aside to move the training to Zambezia province. He further explained that the Coordinator had been trained on Engendered OFSP Project Planning, Implementation, Monitoring and Evaluation course and would be able to develop proposals to raise more funds for training.

Dercio added that the Mozambique team would focus on both donors and the Government to seek direct funding for OFSP activities, including training activities.

Jan Low suggested that since there was demand, the Government needed to build-in replication of the 5-day trainings in their planning processes. She clarified that the course was developed in such a way that it could be broken down into smaller topics and be implemented in piece-meal, depending on specific training needs.

Godfrey Mulongo, the RAC M&E specialist applauded Elias for good data management and for showing clearly the figures of vines multiplied in different locations, the number of beneficiaries

that received vines, and disaggregation of data by gender. The staff were encouraged to gather and manage data diligently.

## Tanzania

### *Presentation by Revelian Ngaiza – Promotion Expert (PE)*

Revelian highlighted the advocacy process and activities that had been carried out in Tanzania and his planned activities for year 3 of the project. He highlighted the methods that were adopted for advocacy activities and pointed out that 19 advocates drawn from various sectors of the economy had been identified to bring synergy in OFSP advocacy and policy change processes.

### *Presentation by Nessie Luambano – Country Agronomist (CA)*

Nessie made a presentation on the activities that were related to vine multiplication and capacity building. She highlighted the challenges faced during implementation in year two and activities planned for year 3. She reported that the RAC project was multiplying and distributing 2 released varieties – Mataya and Kiegea; and that the distribution process was facilitated by secondary multipliers. Nessie further highlighted lack of irrigation system as a primary challenge, especially with the prevailing weather conditions. Other challenges included mixing of varieties and obtaining feedback from supplier / distributors of vines. Seven courses had been stepped down and 144 change agents had been trained.

### *Comments and Discussions Arising From Tanzania Presentations*

Kurt Henne indicated that he was glad to see coordination between RAC and Project Concern International (PCI) in Bunda, since PCI is leading a school feeding program. Mr. Mtambo added that nutrition issues in Tanzania were multi-sectoral and pointed out that the Ministry of Education was involved in the implementation of the school feeding programs.

Jonathan Mkumbira, RAC Regional Agronomist, added that TAHEA was also engaged in OFSP agro-processing businesses and was planning to target OFSP flour for the school feeding program and under five clinics.

Ima Chima, Country Director for HKI in Nigeria sought to know what triggered the investment in OFSP flour milling for school feeding.

Jan pointed out that availing OFSP roots - either boiled or fried, for the school feeding program, would be less costly than processing the roots. She pointed out that one needs 4.5 kg of OFSP to produce 1 kg of flour, making it very expensive. She further emphasized that most beta carotene in the flour is lost after two months, hence production of the flour was not economically viable for school feeding.

Julia Tagwireyi, the Regional Advocacy Adviser for RAC, suggested that nutrition based organizations in the country should provide information with nutritional messages and link up with agriculture extension workers; emphasizing that local institutions should be engaged in multiplying vines to ensure sustainability.

Nessie pointed out that the school feeding programs had been provided with vines, though she did not have a figure on the number of vines provided. Jan Low expressed concern over staff losing track of the numbers for secondary multiplication; and emphasized that partners will need to be assisted to develop monitoring systems to avoid loss of valuable data.

Elijah, sought to know what would happen in the event an investor was willing to invest in an area outside the RAC target areas in Tanzania. Mr. Mtambo responded by clarifying that the RAC target areas were prioritized given prevailing constraints; but should the constraints be removed, it would be good to up-scale the initiative to all regions. Margaret Benjamin, a Senior Nutrition Officer for HKI Tanzania, added that the priority areas were based on the availability of clean vines in those areas, emphasizing the need to be sure the varieties would be suitable for the areas before up-scaling. She added that FAO was willing to fund Central zone and may invest in non-RAC areas.

## Nigeria

### Presentation by Mary Umoh – Promotion Expert (PE)

Mary highlighted advocacy activities of RAC in Nigeria from the inception of the project. Mary explained that the focus on 3 states was informed by the fact that these states were the biggest producers of sweetpotato. She observed that respective states had relative autonomy from the federal government in resource allocation.

### Presentation by Jude Njoku- Country Agronomist (CA)

Jude presented vine multiplication and capacity building activities in Nigeria, from the start of the project. Jude noted that the ToT course was very 'heavy' and recommended that the course be split into two phases to facilitate effective learning through practical sessions. He pointed out that Nigeria was one year behind since year 1 was spent on facilitating the release of OFSP varieties, and requested for an extension of the RAC project in Nigeria. One step-down course had been conducted and 31 participants were trained.

### *Comments and Discussions Arising From Nigeria Presentations*

Revelian sought to know whether it was necessary in the case of Nigeria, to translate advocacy and communication materials into the 3 local languages. Mary explained that the target audiences for the communication materials were high level educated people, conversant with English language. There was therefore no need for translation. Ima further suggested the use of pictorial messages to train rural households, explaining the importance of OFSP at the grass root level.

Jan added that Tanya Stathers was preparing Power Point messages that could be used for training. Godfrey Mulongo noted that video clips were effective in passing messages to a variety of audiences, and cited an example of the use of small stories that had major impact, as in the case of Sokoine University. Sonii David, the HKI Gender and Advocacy Adviser, pointed out that the advocacy team had been using videos, such as the Mama SASHA and HKI Tanzania videos on OFSP, in their advocacy efforts.

Hilda Munyua, the RAC Training and Communications Specialist, observed that there was a documentary planned for RAC in year 3 - the Shamba Shape-up series; and explained that the messages in the documentary would be appropriate for Tanzania and Mozambique contexts. Mary pointed out the need for more extensive promotion of OFSP in Nigeria and supported Jude's request for an extension of the project in Nigeria.

## **Regional Presentations**

### *Presentation by Sonii David – Gender and Advocacy Advisor*

Sonii shared the county level advocacy for resource mobilization and the regional strategy employed in fund raising to generate new investments by governments, NGOs and other donors. She shared the challenge of “wearing many hats” citing the many roles she has had to play within RAC and between RAC and SASHA: coordinator for objective 1 of RAC, filled in for regional advocacy advisor, research in gender, and serving as gender specialist in SASHA.

### *Comments and Discussions Arising from the presentation by Sonii David*

Jan suggested to Sonii and her team to consider redirecting funds from the Small grants scheme towards video production, citing that with the remaining time before completion of the project, it was least likely that the activity will contribute towards the project objectives as originally envisioned.

Margaret suggested that a chart or table be drawn, itemizing resources required to invest in OFSP (say per acre) on the one hand; and expected results (outputs, outcomes, impact) on the other. She observed that the frequency with which potential investors and the general public had sought to analyze the benefits of growing OFSP was increasing, and this was going to help them make decisions on whether to grow OFSP and what to expect in return.

Julia Tagwireyi supported the idea of putting together investment guidelines along the value chain to guide investors. She further observed that the targeted amount for Ghana was within reach given the many on-going initiatives , as well as the prevailing donor favor. Julia called

upon country PEs to share what was happening at country level as such information would inform regional advocacy processes. It was noted that the reverse was also true. Julia further observed that a lot of funds had been set aside under food security and nutrition issues, targeting countries such as Burkina Faso and Mozambique yet quite often such countries were hardly aware of these resources. Julia committed to pass information on resolutions passed at regional platforms to the national PEs to inform how they plan their activities. She cited an example of G-8 looking for proposals for agriculture projects that were nutrition and gender sensitive.

Julia observed that nutrition information was readily available in documents, though not always accessible to policy makers. Julia concluded with the following observations:

- i. There are many donors in the CAADP process
- ii. Having advocates in regional organizations had proved helpful. She encouraged the PEs to make optimal use of her presence in regional platforms
- iii. Since there were hardly any nutrition advocacy efforts that were consistent, RAC had the opportunity to be the “consistent voice” in the nutrition arena.

*Presentation by Jonathan Mkumbira - Regional Agronomist*

Jonathan gave an account of vine multiplication by country. He noted that there was need for more work towards vine multiplication in Tanzania. He observed that funds had just been allocated to start activities in Ghana and Burkina Faso. Jonathan shared part of his year 3 program, essentially backstopping national agronomists in the establishment of primary and secondary seed plots, building capacity for seed multiplication, backstopping the release of OFSP varieties and co-facilitating TOT courses.

### *Comments and Discussion Arising from the Presentation by Jonathan*

Jan reiterated that it was not the responsibility of RAC project to reach the 600,000 households directly but rather to build capacity for partners to write proposals, raise money and reach the target households. She emphasized that RAC is predominantly a fundraising project.

Responding to Jan, Adiel clarified that it was critical to understand the RAC concept and how to deliver its expected results. He explained that it was RAC's responsibility to build the capacity of the partners who would in turn reach the 600,000 households. This requires learning by doing in technical, leadership and management competences. It was also important to develop effective monitoring systems to ensure necessary capacities were built, and that those capacities were being used to reach target populations.

Revelian raised concern and sought comments on the findings that media monitoring had revealed lack of success in Africa due to lack of coordination and too many regional blocks. Julia responded by confirming that recent trends had witnessed a lot more convergence on key issues in nutrition policy. Julia added that a lot more information was now available leading to more effective learning on what worked and what did not work. She concluded observing that it was an opportune time for RAC to focus on this cause, since there was basic agreement on key principles.

Sonii sought to know the number of varieties released in Ghana and Burkina Faso. Jan responded that Ghana had one released varieties and two in the pipeline; while Burkina Faso only had first generational varieties being grown by farmers.

Mary suggested that it was necessary to foster linkage between advocacy and vine multiplication, with more emphasis being at country level. Margaret also felt that it was necessary to have what had been achieved at the regional level conveyed to country level by the Regional Advisor. She added that regional bodies were usually allocated funds for national nutrition interventions, though country level stakeholders were not aware of such opportunities. She further felt that there was need to institute a system to get feedback about opportunities that are available for countries.

Julia reaffirmed that she would look at a comprehensive guide and alert respective countries of funding opportunities from the regional bodies.

Elijah shared his thoughts that the countries could not be compared in terms of planting material. He felt that the production of planting material should be informed by demand in the various countries.

### *Presentation by Hilda Munyua - Communications and Training Specialist (CTS)*

Hilda gave a summary of the capacity building activities under Objective 2 carried out since the inception of the project. She highlighted the 10-day Training of Trainers and the Engendered OFSP Project Planning, Implementation, Monitoring and Evaluation courses. She observed that in both courses, selection process targeted organizations most likely to invest in OFSP or those which could access funding for OFSP. She highlighted the need for “seed money” for stepping down courses. Hilda added that the Sweetpotato knowledge portal had been updated with information for public access.

### *Comments and Discussions Arising from the presentation by Hilda*

Mary commended the learning-by-doing training methodology and observed that the process was well appreciated by the participants in Nigeria. Jan sought to know if individuals and organizations were willing to pay for TOT as well as for the Engendered OFSP Project Planning, Implementation, Monitoring and Evaluation courses. Adiel responded that there was demand, particularly for the project management course. He explained that several organizations had enquired on whether RAC could provide the course to their leadership cadres. He however clarified that RAC was not funded for another round of project management course.

Shelly explained that the Foundation was flexible in reallocation of funds to areas of greatest impact. She gave the example of the small grants scheme that appeared problematic; whose

funds could be reallocated to the project management course, if that would yield greatest gains towards achieving project objectives.

It was suggested that RAC considers charging for the two courses to assess effective demand. It was suggested that this could be tried in Ghana and Burkina Faso.

Jan enquired on the progress made in stepping down TOT trainings. It was explained that step-down training was taking place, but could be more effective if funds were set aside to convene such training.

### *Plenary Discussion on Lessons Learned*

Greg led the plenary session to brainstorm on lessons learned from the day's presentations.

The following issues / points were identified and discussed:

1. The need for coordination to deliver RAC objectives. Promotion experts need to work closely with the agronomy counterparts to align capacity building / advocacy / vines with objectives 1 and 2. This had helped a lot in deriving synergy between RAC objectives 1 and 2.
2. RAC – expressed relief to learn that it is not directly responsible for reaching the 600,000 households (with vines). There is however a need to refocus on the challenge of availing quality planting materials and building capacity for DMVs to increase vine availability to the 600,000 households.
3. There is a need for feedback on existing advocacy materials in order to provide effective and user friendly advocacy materials.
4. There was need to develop more user-friendly materials for advocates. It was felt that it was necessary to move away from the traditional print materials in favor of simpler, easy to read and targeted materials that would “get the foot on the doors”.
5. There was need for distinction between a toolkit that participants use, from the learning processes that the target groups need to experience, with or without advocacy

materials. The toolkit should be used to facilitate learning, but it cannot facilitate learning by itself.

6. There was need for guidelines to investors. The guideline could suggest other forms of investments apart from money - at country and regional level.
7. There was need to engage governments to take the lead in investing in OFSP, since donors would want to know the amounts of investments that had been put in by respective governments to participate.
8. There was need to contrast the role of the government in the different countries to inform RAC about the different environments in which the project works.
9. There was need for a dual strategy in Tanzania to get support from government / district as well as from the donors.
10. There was need to focus advocacy efforts where there was most investment, particularly in Tanzania.
11. There was need to consider targeting non-traditional donors such as philanthropists in their countries.

Nessie felt that there was need to draft a strategy for participants who take part in ToT courses, to commit themselves through signed contracts to step down training to others. Hilda clarified that there was already an action plan in place and there is a follow-up process instituted (participatory action plans). Ima felt that having an action plan(s) alone was not enough and that there was need for further follow up. It was argued that at the point of participant selection, criteria used should include availability of funds for stepping down by the host organizations, to ensure implementation. It was also felt that there was need to come up with an estimated cost for training per given number (say 10, 15, 25 and 30). This information could be shared with the countries to inform potential sponsors. Hilda clarified that this information was already available in the course announcement flyers.

Dercio shared his experience on fund raising initiatives, citing the example of Mozambique to show that provincial level governments could raise funds for OFSP training and projects. It was pointed out that most NGOs had their own traditional donors who could also easily invest in OFSP if they were well briefed.

Margaret suggested the need to develop an investment table/ guide that would help potential investors and various stakeholders to know the estimated costs for investing in OFSP and associated activities, such as the 5-day course, 10-day course etc. It was also felt that there was need to expand into the education sector to build a generation that is comfortable with using roots – for sustainability. It was suggested that RAC uses other avenues to create demand, such as the school feeding programs.

Mary pointed out that Nigeria was considering holding a donor investment meeting to promote investment in OFSP. Ima added that the focus of the investment meeting would be health and VAD, even though it also address commerce, industry and trade.

Sharing experience from Mozambique Dercio described how the Ministry of Industry and Commerce had been engaged with a unit set up to coordinate and integrate highly nutritious crops in the food industry. He pointed out that the Ministry of Industry and Commerce was playing an important role in creating demand for OFSP in Mozambique. He emphasized the need to identify government investment plans where RAC could take advantage.

Elijah added that the use of net tunnels was useful in ensuring clean planting materials.

Jan suggested that the RAA needed to share reports of various issues raised at the regional meetings that she attends, with country teams, and vice versa. Adiel clarified that there was a specific commitment from the RAA in her work plan, to share investment opportunities with relevant countries as opportunities continue to arise.

Hilda observed that stepping-down of courses could be guaranteed by setting aside “seed funds” for the courses. In most instances, partner organizations are willing to step down courses but do not have resources for this activity.

Focusing on the RAC deliverable of 600,000 households, Godfrey encouraged the team to institutionalize systematic data collection. Jan suggested that a system should be set up for RAC partners to collect household data at the point of vine collection. She also clarified that the 600,000 household target was not exclusively the responsibility of RAC. It was primarily the responsibility of the national partner organizations. Godfrey reminded the team that in the process of documenting what they do, there was need to keep data disaggregated by gender.

Adiel clarified that even though the 600,000 households target was not the responsibility of RAC, it was important for RAC to take it seriously because it ought to inform the capacity building approach to be taken. He explained that the emphasis given by RAC on adult learning approaches is to ensure effective capacity building to deliver on the target number of households. He stated that RAC had a responsibility to facilitate partners to deliver on the expected results of RAC.

Jude sought to know who was responsible for transportation of vines from one site to another. Sharing his experience from Mozambique, Eliah explained that he negotiated with the partners to bear the cost of transporting vines. However, he provided clean materials to secondary multipliers for free, thus, making it a shared responsibility.

Adiel recommended that Nigeria should develop a strategy of seed multiplication and distribution based on the realities of Nigeria. He noted that Mozambique had a large presence of NGOs, which had the capacity to organize long distance transportation of vines. This may not be the case in Nigeria at the present time. Jonathan observed that in Tanzania there were situations where organizations transporting vines also served as DVMs. In other cases, there were smaller groups that had no transport, requiring assistance to move the clean vines close to their communities.

From the above discussion, the team summarized the lessons learned as follows:

- i. There is need to have close collaborative approach to performance of duties between the Agronomists and Promotion Experts.
- ii. There is need to increase access to vines (for the potential farmers and investors).
- iii. There is strong need to work with partners to develop proposals for investment.
- iv. There is need to receive feedback on advocacy materials, with the focus being on the target and content reflected in the materials.
- v. Investment guidance should focus at country and regional level.
- vi. There is need to focus activities towards the greatest investment.
- vii. Post-training follow-up is necessary to monitor how effectively the sweetpotato course is being stepped-down.
- viii. There is need to link participant selection to investment.
- ix. Linkage with other projects is necessary for demand creation.
- x. Consider cross-sector awareness for investment.
- xi. Identify government investment points.
- xii. Use of net tunnels for vine multiplication and clean vine production.
- xiii. Regional staff to share actionable information to countries.
- xiv. Setting aside some funds for stepping-down courses.

# Day 2

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## Session 4: Facilitating and Backstopping Country Advocates and Regional Ambassadors

### Presentation by GAA

Sonii gave an overview presentation outlining the backstopping activities expected from national advocates and regional ambassadors. She introduced a group exercise that was done by country teams and presentations made in the plenary.

Concerns arose from this session regarding ownership and sustainability of the advocacy agenda. Kurt sought to know if RAC was the driver of advocacy activities or whether it was the advocates recruited who drove the agenda; and whether the situation varied from country to country. He felt that there was need to look at the advocates (and champions) individually, to see what they had been able to achieve and meet them to discuss how they could move forward and perform optimally. He further added that these advocates needed to be involved in the thinking process and also be accompanied by PEs along the way. He suggested that the work-plans of advocates be broken down into three month commitments, rather than annual.

On his part, Greg equated this work arrangement to a supervisor-supervisee relationship, to see what advocates can do going forward. Greg felt that the challenge was to figure out how advocacy would go forward beyond the RAC project i.e. how to institutionalize advocacy. He explained that this could entail national or even regional forums.

Adiel elaborated that the design of RAC assumed that the advocates and ambassadors were ideally very senior people and that the PEs would provide backstopping. He posed guiding questions for further discussion:

- i. How had advocacy worked so far? Had the PEs been driving the agenda and the process or had they identified senior people who led the process?
- ii. Are the advocates/ champions already identified of high caliber/profile?
- iii. He sought to know how the team felt RAC advocacy should go forward.

### *The Desirable Competencies Needed for Successful Advocacy*

Three groups discussed and presented the following items as desirable competencies to consider for successful advocacy:

- The ability to develop appropriate promotional messages to raise awareness on OFSP in Nigeria
- Knowledge about OFSP / nutrition
- Knowledge/information on the investment landscape
- Strong communication skills
- Highly 'connected' individuals
- Entrepreneurial spirit
- Visionary and strategic
- Ability to network with other partners in the area
- Convincing and lobbying to influence donors/partners
- High position/profile
- Training skills/ knowledge transfer
- Proactive

### *Lessons Learned on Training, Motivating and Backstopping Advocates*

The 3 groups presented various lessons learned on training, motivating and backstopping advocates as outlined below:

- There is need for different types of advocates in Nigeria – paid and non-paid; federal and state levels.
- There was an initial expectation that the advocates would receive certain benefits and incentives, including the following:
  - Financial compensation

- Trips

The idea of driving the process by themselves, and being self-motivated was an alien concept especially in Nigeria.

- The design of RAC requires that the advocates fundraise for projects that they themselves may not implement. This was considered an unusual concept among the advocates in Nigeria.
- It was suggested that in Nigeria there was need for more champions than advocates.
- Follow up meetings/visits by the PE to advocates have been necessary to ensure implementation of the advocacy strategy.
- Follow up training for advocates was important.
- Need for follow up in the implementation on individual advocates' work plans.
- Need for logistical backstopping for activities to happen like transport, advocacy materials etc.
- Need for regular calls to enable effective coaching of advocates.
- One-on-one meetings may be more effective in mentoring advocates.
- Need to facilitate inter-institutional coordination.
- Help to identify new opportunities for investing in OFSP.

*Requirements for Institutionalizing an OFSP Advocacy Agenda:*

The Nigerian team admitted that they were experiencing a challenge in identifying an institution that would comfortably take up the advocacy of OFSP. However, they felt that a Government based institution, like the Ministry of Agriculture could be a reliable option. They also felt that identifying a program for food security in Nigeria that had links with FAO was a possibility, but the challenge was that there might not be adequate resources to sustain the advocacy. It was suggested that an institution involved in both nutrition and agriculture would be well suited.

The Tanzania team proposed the following key elements to institutionalize OFSP advocacy:

- Formalizing advocates within their institutions by getting them formally appointed by their employers.
- Committing well established institutions with both agricultural and nutrition profile
- Active OFSP champions within respective organizations

The Mozambique team proposed the following elements for institutionalizing OFSP;

- Purposive selection of advocates and institutions
- Advocates activities synchronized with national policy planning process
- Individualized technical support to policy Advocates

*Action Plan for Identifying and Working with an Institution that could Take up the OFSP Agenda, Identifying all Elements that Need to be put in Place*

The 3 groups came to a common understanding on the desired action plan for identifying institutions and stakeholders. The following action plans were outlined:

- Policy landscape analysis
- Policy gap analysis
- Identification of relevant institutions on agriculture, nutrition and education
- Identification of key individuals involved in the policy making process

Other items highlighted included:

- Identifying, through a donor round table, NGOs and donors who may be interested
- Working closely with CAADP
- *Developing a criteria for selecting these individuals*
  - *Define passion and drive*
  - *Identify individuals with passion and drive*

### **Regional Level – Strengthening Regional Advocacy**

The Regional Advocacy Advisor presented her advocacy role at the regional and sub-regional level. She highlighted opportunities and challenges in dealing with regional platforms. She emphasized the need to involve the African Union (AU) and associated policy mechanisms e.g. the CAADP process to ensure that OFSP was sustainably institutionalized at the continental level.

#### *Comments and Discussion Arising from Presentation by Julia*

Greg suggested that there was need for a strategy to keep the regional ambassadors passionate and engaged throughout. Revelian suggested that it was advisable to identify regional strategic advocates to help push OFSP agenda. Kurt observed that advocates in Mozambique had not been asked to do anything different from what they normally do for their work, but rather expanding and broadening their understanding of their own roles, which made them deliver better in his opinion.

Mary felt that there was need to have a clear description of what it meant to institutionalize OFSP. She felt that this would ensure that appropriate institutions and/or suitable individuals were engaged to carry the OFSP agenda into the future.

### **Discussion on Support to Project Development**

The meeting sought to bring the RAC team to a shared understanding of expected role of RAC in developing capacity for project design, implementation, monitoring and evaluation. The facilitator invited country:

## ***Mozambique***

The Mozambique team reported that they had already started assisting partners to write and submit proposals to access funds. They explained that the process started before the Engendered project design, implementation, monitoring and evaluation course was delivered. Good examples of this included the support given to Ticotico and Eduardo Mondlane University, which they had assisted to draft proposals for funding. It was however noted that the project management course was a great opportunity to gain more skills in proposal development, implementation, monitoring and evaluating for both RAC staff and potential partners. In these initial stages, the team backstopped development of proposals for ten institutions.

The Mozambique team identified individuals who needed training and selected mostly individuals who had already started to draft proposals and seconded them to the OFSP engendered project planning, implementation, M&E course. Following the learning event, the graduates updated their proposals and forwarded them to the Promotion Expert for review and endorsement before formally submitting them to the donor.

Given constraints of time for the PE, it was suggested that the proposals be handed over to a consultant for review and comments. Thirteen proposals were waiting review; the topics ranged from nutrition to OFSP vine multiplication. It was noted that the national agronomist had also been involved in reviewing and backstopping the development of proposals.

The understanding of the national agronomist was that he would assist in identifying opportunities and assist with developing proposals, then channel these proposals to the PE for onward transmission to the donor. It was also noted that the proposals in Mozambique were coming from national organizations.

It was agreed that the agronomist and the PE would dedicate some time to review proposals and offer advice as appropriate. The principal investigators would then update the proposals and formally submit them to the donor.

## ***Tanzania***

The Tanzanian team confirmed having supported the development of three proposals before the learning event, and there were seven proposals that had been submitted for review after the learning event. They explained that in their case, proposals were discussed with the whole RAC team that participated in the learning event in Tanzania. Proposals were channeled through the PE and in some cases through the national agronomist.

### ***Nigeria***

Nigeria shared that before the learning event, some of the participants had developed and submitted concept notes (numbering 4) for review by the RAC staff in Nigeria. Most of those who had submitted concept notes were nominated for the Engendered project design, implementation, monitoring and evaluation course. After the learning event, the principal investigators were encouraged to improve and develop their concept notes into full project proposals. Four additional concept notes were received by the PE after the learning event. The PE clarified that there were discussions between the PE and agronomist to see how they could backstop development of the concept notes to full project proposals.

Godfrey shared his thoughts on the need for a concrete description of roles and responsibilities as far as proposal review was concerned.

Kurt expressed concern saying that there was need to look at the proposals not as extra work load, but rather as a felt-need that required to be addressed. He feared that the partners who were submitting proposals for review could have been expressing a need for technical assistance to develop quality proposals to get funding for OFSP related projects.

Adiel guided the team on the need to contextualize issues of proposal development. He reminded the team that objective one of RAC was expected to raise funds, while objective two was expected to build capacity of partners to invest these funds in OFSP projects. He challenged the team to position itself to ensure the two objectives synergistically supported each other.

Greg cautioned that RAC needed to review the emerging trend against the human talent capacity available to respond, and decide on the way forward.

Adiel concurred that the strategy should take account of varying country contexts. For instance, some countries had hit their resource mobilization targets while others had not. It was noted that the objective of proposal development and review was to help generate investments, and that needed to be managed at country level.

Elijah suggested that country teams should organize a schedule to go through the proposals. Adiel added that the team needed to look at how RAC could re-strategize to reach the marginalized, rather than look for the easy way out of the situation. He suggested that the graduates of the Engendered OFSP Project Planning, Implementation, Monitoring and Evaluation course could be considered to review the proposals for a small fee.

Shelly shared her experience with the team suggesting that a short term/technical expert be engaged to review proposals with backstopping from RAC.

Greg felt that countries needed to articulate what their strategies were to manage these proposals.

## **Session 5: Facilitating and Backstopping Secondary Seed Multipliers and Distributors**

### **Presentation by the Regional Agronomist**

Jonathan presented the on-going agronomic work, highlighting accomplishments against expectations. The objective of his presentation was to frame the issues necessary to backstop secondary seed multiplication and distribution. He highlighted key actors and their responsibilities in the seed multiplication process. He formed group discussions by respective countries and provided guiding questions for discussions. The groups presented were summarized as follows:

#### **Tanzania – Nessie**

The Tanzania group presentation focused on vine multiplication. They outlined lessons learned, challenges and opportunities. These ranged from identifying primary vine multipliers, provision of irrigation facilities, land availability, and the need for technical back-stopping.

The RAC staff engaged in a discussion from the presentation. Adiel encouraged the agronomists to ensure that RAC collaborated with those in control of seed multiplication, since the RAC project needed the vines to move the agenda forward. Eliah sought to understand the mechanism that Tanzania had put in place to ensure there was continued production of vines by secondary multipliers after RAC. Nessie responded that the activities were likely to continue for as long as the multipliers can make profit from the activity. In this regard, the Tanzanian team had put sufficient effort to inform and encourage potential farmers and seed multipliers to continue with seed production of clean vines to ensure availability of planting material.

Kurt sought to know if there were other OFSP projects (other than RAC's) under the Prisons Department in Tanzania. Revelian responded that the Prisons Department in Tanzania was mandated by the government to engage in agriculture, which was an advantage for RAC because they could serve as OFSP primary vine multipliers.

Greg sought to know the sustainability strategy the team had put in place to ensure that vine multipliers kept producing vines. Revelian responded that the sustainability of the vine multiplication was purely dependent on the demand created and sustained.

### **Mozambique – Eliah**

The Mozambique team highlighted challenges and opportunities arising from years 1 and 2. They pointed out that they continued experiencing low demand for clean planting materials. Consequently, they had decided to retain fewer hectares of planting materials than was anticipated in the RAC design. There was also a challenge with cultural acceptability of some of the varieties, thus making vine multiplication a difficult task.

Sonii sought to find out the outcome of the trials that were done following the lack of acceptability. Eliah responded that multi-location trials were done in some areas of Mozambique. For example, in Nyasa and Tete adaptability trials were conducted, but there were no consumer preference evaluations. He felt that there was need for consumer

preference evaluation to be carried out. He added that a lot of awareness creation about OFSP had been done.

Sonii also sought to know if SETSAN (government institution) was expected to create demand and if they had managed to do so, and if not - why?

Dercio clarified that SETSAN had the mandate to decentralize the multi-sector plan, which included OFSP and bio-fortification. He felt that there was potential for OFSP. He explained that SETSAN is the only institution at provincial level mandated to liaise with all sectors, and therefore could create sustainability on issues of agriculture and nutrition.

Greg sought to know what was creating demand on the ground. Jonathan also sought to know the status and progress made on the golden bread in Mozambique. Elish explained that the golden bread is a concept that only comes up when there were visitors, and as such was not yet institutionalized.

Dercio sought clarification as to whether the value chain approach should continue being a point of focus in Mozambique. Adiel and Sonii reiterated that the approach is important. Kurt added that the ultimate idea was to reach the most vulnerable groups in terms of nutrition. Thus, OFSP should retain focus on nutrition interventions.

### **Nigeria – Mary**

Though the Nigeria National Agronomist was absent during the discussion, Mary (the Nigeria PE) working with selected RAC team members noted the challenge of variety release in Nigeria which took long. This delay translated to great challenges in vine multiplication and distribution.

Sonii suggested that it was necessary for the agronomist to look at alternative systems; noting that the system in Nigeria was highly politicized and needed to be addressed carefully. She suggested that engendered databases be established and used to ensure equity in the RAC business. Ima suggested that a complementary solution would be to reach women through women groups.

Elijah sought to know the purpose of having MOUs with the DVMs. It was clarified that MOUs enhanced commitment and ensured records could be availed with regard to the number of people who had received the vines and their respective gender.

# Day 3

## Day 3 – M & E session – Godfrey Mulongo

The M&E Specialist, Godfrey Mulongo presented on monitoring and evaluation process. He explained that the purpose of monitoring is to refine quality of implementation by providing timely, reliable and credible data. He also outlined reporting responsibilities and emphasized the need for SMART indicators of success to facilitate effective monitoring of the delivery process.

Godfrey highlighted the progress and achievements made by RAC to date in relation to the set targets (see Figure 1).

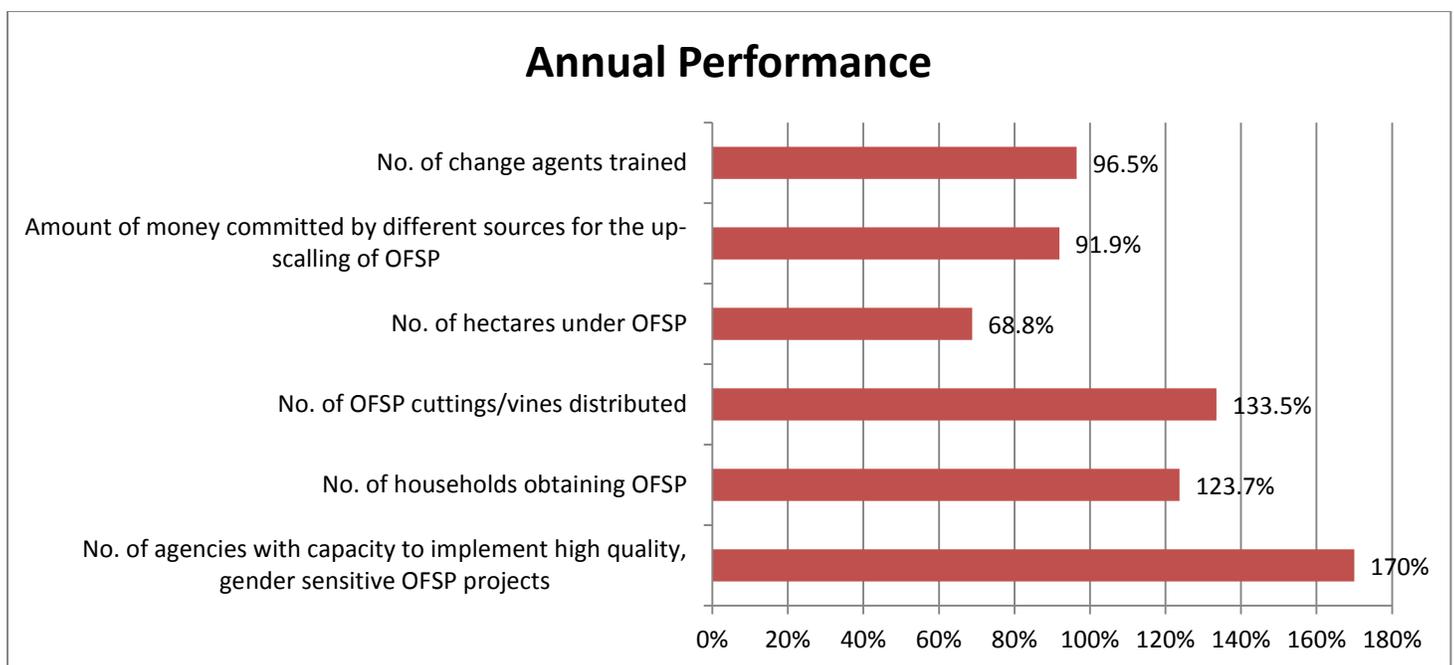


Figure 1: Annual achievement (selected indicators)

## General Comments and Discussion

Prof. Nweke noted that in his opinion, what had been achieved was already good progress. He wondered how the US\$ 18 million dollar target for RAC had been determined. Margaret observed that Tanzania had chosen to focus more on large donors such as FAO, rather than the previous focus on the government, to speed up the fund raising process.

Shelly clarified that the rationale for the \$ 18m target was based on the initial investment. It was agreed at inception of the project that a three to one (3:1) rate of return on investment was an achievable target. In appreciating the comment, Adiel clarified that RAC was keen to continue raising funds even beyond the set target because the project had the time and resources.

Concerns were raised regarding documentation of the number of households reached with vines. Nessie, the Tanzania national agronomist sought to know the strategy to be used to document the number of households reached. She cited the challenge of the resources required to travel and get data in the different regions. Elias explained that Mozambique had accessed such data from partners using the tools provided by the M & E specialist. Godfrey elaborated that available tools were sufficient to collect required M & E data on vine distribution at household level. He clarified that while the current focus on advocacy was on process and structures, in the longer run it would be necessary to attribute advocacy to fund raising efforts.

The M & E specialist invited the team to reflect on how RAC had been measuring progress as far as advocacy was concerned. Dercio felt that there was need to be careful on the issue of attribution and contribution since advocacy was a highly collaborative process, highly dependent on alliances; and thus, very complex to try and establish attribution and contribution.

Sonii challenged the PEs to consider using optimally the Civi-CRM database, as it was designed to track the process of advocacy, the main business of the PEs. Godfrey clarified that the reports submitted on regular basis were important tools in monitoring. He noted that even though this data was qualitative, it helped in the monitoring process.

Adiel reiterated that there was an emphatic need to remain strategic and purposeful in RAC advocacy efforts, even though technically challenging to objectively measure the impact of advocacy. He explained that advocacy was intended to influence policy change and allocation of funds for OFSP, which are interim results of RAC. Through capacity building efforts of RAC, the funds raised are invested in OFSP projects that contribute to reduced Vitamin A status.

Sonii appreciated that the implementation plan and milestones had been helpful tools to maintain the focus on RAC results. In agreement, Mary confirmed that the milestones had helped her focus on results, and that she hoped to influence the thinking of advocates in the same direction.

Prof. Nweke sought to know how the M & E specialist had managed to rally the team along regular reporting. Adiel explained that the team was introduced to a 'managing for results' culture, which inspires monitoring process as an integral part of decision making. He clarified that all team members were an integral part of data collection and decision making at respective levels.

### ***Objective Two Monitoring***

Mary sought to know how the seed system linked to objective one requirement of mobilizing resources. Godfrey explained that the demand for vines went hand-in-hand with vine multiplication. This raised the question of how secondary and tertiary DVMs were performing, and if RAC could track the increase of the numbers of DVMS. It was clarified that monitoring could be achieved by combining activities with the already budgeted activities without necessarily using separate resources.

### ***Tracking the Interrelation Between Objective One and Two***

Shelly sought to know if RAC had any specific indicators that would track the relationship between objective one and two. Godfrey challenged the team by asking how RAC could know if

the relationship between objective one and two was working, as this would then become the indicator. Godfrey was hesitant to add a new indicator.

Greg felt that this was a management and a planning issue, and that the implementation plans (for the PEs and Agronomists) should work in tandem. He added that the sites for vines should be set up where there was demand already created, encouraging the team to remain focused on the work plan, which he felt was a good measure.

Godfrey posed the following question to guide the team on monitoring TOT in year 3: Do we have an adequate pool of national OFSP counterparts/agents?

- The preparedness of the institutions to run the course independently
- The organization and autonomy of the institutions
- Independent funding
- Participants' satisfaction with the training
- Step-down trainings

Sonii felt that there was need for advocates to be able to operate on their own, hence necessitating independent indicators.

Greg suggested that indicators could be developed for individual advocates, in relation to their respective work plans.

Godfrey clarified that the indicators for advocates should be work plan executed.

### ***Regional Level***

It was noted that so far the regional level advocacy had focused on the following:

- Identifying the right champions
- Strategy formulation
- Review of policy documents

The focus also ensures that the champions are well equipped with information and materials, and have a clear understanding of the advocacy strategy.

Regional agronomy also focuses on the quality of vines supplied, requiring an indicator to monitor progress.

### **Reporting Process and Responsibilities**

Kurt felt that it would have been useful if bi-weekly updates were discussed in meetings or conference call to review the reports submitted, in order to obtain the feedback instantly. He felt that to harmonize the relationship between HKI and CIP, in country – reports needed to be discussed jointly instead of sending updates out separately. He felt there was need to understand the nature of the different reports.

Godfrey explained that the milestones helped every person to monitor his/ her progress towards delivering various outcomes. Adiel clarified that activities were designed to deliver specific outputs and should therefore be linked accordingly. He emphasized that the alignment between activities and outputs was critical in managing for results. It was explained that in the current reporting arrangements, bi-weekly reports focus on the link between resource utilization and activities; quarterly reports link activities to respective outputs; and six monthly reports link outputs to respective objectives. Annual reports wrap this up with a synthesis on overall achievements and lessons learned. In agreement with Kurt, Adiel explained that all reports should induce feedback from the immediate supervisors; and this is currently being done.

Nessie cautioned that not all activities were linked to RAC outputs, but were still valuable. An issue was raised on how to address RAC's commitment to the development of project proposals. The following points emerged from the discussion:

- i. It was clarified that the Mozambique team (Promotion Expert & national agronomist) had provided technical backstopping to OFSP project development even before the course on “Engendered Project Planning, Implementation, Monitoring and Evaluation” was delivered. However, the course helped strengthen project development and

implementation skills for the RAC team members as well as selected representatives of partner organizations. Consequently, about 10 improved project proposals were resubmitted for review and endorsement by the RAC team before they were submitted to the funders for consideration.

- ii. HKI management expressed concern that this approach had set precedence that was unsustainable given the limited human talent available to RAC at country level.
- iii. It was observed that despite the limited resources, it was important for RAC to continue encouraging and backstopping the trained trainers in project development and implementation to write and submit proposals for funding. Indeed, this was one of the means for RAC to achieve its fund raising target (\$ 18 million). It was further emphasized that RAC would need to continue identifying and introducing potential donors to the partner organizations. The RAC team in Mozambique undertook to review and comment on the project proposals already received and would consult the regional team members as appropriate.
- iv. It was noted that in the three courses given on “Engendered Project Planning, Implementation, Monitoring and Evaluation”, all participants were encouraged to draft a project proposal targeting either the home organization, or a donor that the home organization works closely with. The RAC facilitators undertook to follow-up with the trained trainers to backstop completion of the respective projects and submission to potential donors. RAC also undertook to continue sharing information on potential donors with the trained trainers. The process is on-going.

On the issue of investment guidelines, it was agreed that Jonathan, Julia and Sonii would work on a draft and share it with the project management. Kurt suggested that a timeline be set as this product was needed urgently.

An issue was raised regarding organization and structure of RAC. Adiel observed that RAC was a complex initiative – co-hosted by two different organizations; engaged partners at regional, sub-region and national levels. It was noted that in such complexity, RAC would inevitably expect to face challenging management situations. It was agreed that the project manager would revise the organogram and circulate for comments.

## Annex 1. Field Trip

The RAC team visited a primary seed multiplication site (Ukiriguru Agricultural Research Institute). The research institute staff took the team through the various varieties at the site, the measurement of the cuttings at primary multiplication sites as well as recommended measurement units for cuttings used by the rapid multipliers. The officer also explained various aspects on diseases and viruses that affect OFSP vines and mechanisms to ensure clean planting material. Jonathan and Nessie provided further clarification on various agronomic aspects, with citations of the presentations they had made at the plenary.

The team also visited Sengerema where they met a farmer involved in secondary seed multiplication, and was generating income through vine multiplication (to the tune of \$2,000 semi-annually). The team managed to see the varieties in his farm; how he improvised a sustainable irrigation system using ponds / water spring. The farmer purchased water pump for supplying water to his fields/ irrigation. The team also went to the market center where the farmer had a processing plant, and where OFSP was processed to flour and sold to residents. He exhibited his confidence in OFSP as an investment to local farmers and as a rich source of vitamin A. He also felt that the food contributed significantly to improvement of the health of people living with HIV (PLWHIV).



*Ukiriguru Agricultural Research Institute site*



*OFSP farmer making \$2,000 per harvest*



*Nessie explains the varieties to staff*



*Machines used for processing OFSP at Sengerema*

*(inset) Price list*

## Annex 2. Program

	<b>DAY ONE</b>	Time	Responsibility	Convener
1.	<b>Session 1: Introduction</b>			<b>Adiel</b>
2.	Arrival and registration	8:00 – 8:30 am	Frank & Sarah	
3.	Welcoming Remarks, Objectives of the Meeting and Introductions	a. 8:30 – 9:00 am	a. Mbabu	
4.	Comments from BMGF	b. 9:00 – 9:30 am	b. S. Sundberg	
5.	<b>Session 2: Country Presentations</b>			<b>Greg</b>
6.	Mozambique  a. Promotion Expert b. Country Agronomist	a. 9:30 – 10:00 am b. 10:00 – 10:30 am	a. Dercio b. Elias	
7.	<b>HEALTH BREAK</b>	<b>10:30 – 11:00 am</b>	<b>Frank &amp; Sarah</b>	
8.	Tanzania  a. Promotion Expert b. Country Agronomist	c. 11:00 – 11:30 am d. 11:30 – 12:00 noon	c. Revelian d. Nessie	
9.	Nigeria  a. Promotion Expert b. Country Agronomist	e. 12:00 – 12:30 pm f. 12:30 – 1:00 pm	e. Mary f. Jude	
10.	<b>LUNCH BREAK</b>	<b>1:00 – 2:00 PM</b>	<b>Frank &amp; Sarah</b>	
11.	<b>Session 3: Regional Presentations</b>			<b>Jan</b>

12.	<ul style="list-style-type: none"> <li>a. Regional Agronomist</li> <li>b. Regional Advocacy Advisor</li> <li>c. Regional Advocacy &amp; Gender Advisor</li> <li>d. Training and Communications Specialist</li> </ul>	<ul style="list-style-type: none"> <li>a. 2:00 – 2:30 pm</li> <li>b. 2:30 – 3:00 pm</li> <li>c. 3:00 – 3:30 pm</li> <li>d. 3:30 – 4:00 pm</li> </ul>	<ul style="list-style-type: none"> <li>a. Jonathan</li> <li>b. Julia</li> <li>c. Sonii</li> <li>d. Hilda</li> </ul>	
13.	<b>HEALTH BREAK</b>	<b>4:00 – 4:30 PM</b>	<b>Frank &amp; Sarah</b>	
14.	<b>Plenary Discussion – Lessons Learned</b>	<b>4:30 – 5:30 pm</b>		
	<b>DAY TWO</b>			
15.	<b>Session 4: Facilitating and Backstopping Country Advocates and Regional Ambassadors</b>  <b>Presentation by GAA followed by Group discussions</b>	<ul style="list-style-type: none"> <li>a. 8:30 – 9:00 am</li> <li>b. 9:00 10:30 am</li> </ul>	<ul style="list-style-type: none"> <li>a. Sonii</li> </ul>	<b>Greg</b>
16.	<b>HEALTH BREAK</b>	<b>10:30 – 11:00 AM</b>	<b>Frank &amp; Sarah</b>	
	<b>Session 4: Group presentations and Plenary discussion – Lessons learned –</b>	<ul style="list-style-type: none"> <li>c. 11:00 – 12:00 pm</li> <li>d. 12:00 – 1:00 pm</li> </ul>		
17.	<b>Lunch</b>	<b>1:00 – 2:00 pm</b>	<b>Frank &amp; Sarah</b>	
18.	<b>Session 5: Facilitating and Backstopping Secondary Seed Multipliers and</b>	<ul style="list-style-type: none"> <li>a. 2:00 – 2:30 pm</li> </ul>	<ul style="list-style-type: none"> <li>a. Jonathan</li> </ul>	<b>Jan</b>

	<b>Distributors</b> <b>Presentation by the RA,</b> <b>Group discussions</b>	b. 2:30 – 3:30 pm		
<b>19.</b>	<b>HEALTH BREAK</b>	<b>3:30 – 4:00 PM</b>	<b>Frank &amp; Sarah</b>	
	<b>Session 5: Group presentations</b>  Plenary Discussion – Lessons Learned	c. 4:00 – 5:00  d. 5:00 – 5:30		
	<b>DAY THREE</b>			
<b>20.</b>	<b>Session 6: Facilitating Lesson Learning &amp; Documentation among RAC Staff members &amp; Partners</b>  <b>Presentation by M&amp;E Specialist, Group Discussions and</b>  <b>Plenary Discussion – Lessons Learned</b>	a. 8:00 – 8:30 am  b. 8:30 – 9:30 c. 9:30 – 10:00 am d. 10:00 – 10:30 am	a. Godfrey	<b>Greg</b>
<b>21.</b>	<b>HEALTH BREAK</b>	<b>10:30 – 11:00 AM</b>		
<b>22.</b>	<b>Session 7: Field Work</b> <b>(consider packed lunch option)</b>  a. Primary Seed Multiplication b. Secondary Seed Multiplication c. OFSP Farmer d. –Investor	11:00 – 5:30 pm	a. Frank	<b>Jonathan</b>
	<b>DAY FOUR - Checkout and Travel</b>			<b>Frank</b>

### Annex 3. List of Participants

#### RAC PROJECT ANNUAL REVIEW AND PLANNING MEETING

4 – 6 JUNE, 2013 VICTORIA PALACE HOTEL, MWANZA - TANZANIA

S/N	Name	Gender	Title	Organization	Contact address
1	SONII DAVID	F	GENDER & ADVOCACY ADVISOR	HKI	<a href="mailto:sdavid@hki.org">sdavid@hki.org</a>
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21	FRANK OJWANG	M	RESEARCH & OFFICE ASST	CIP	<a href="mailto:f.ojwang@cgiar.org">f.ojwang@cgiar.org</a>
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## Annex 4: Powerpoint slides from the presentations



### Opening Remarks



Reaching Agents of Change (RAC) Project

## Opening Remarks and Objective Setting

Adiel Mbabu  
RAC Project Manager

RAC Annual Review and Planning Meeting  
4-6 June 2013, Mwanza, Tanzania



- Delighted you all could make it – as close to a full RAC house as we have ever come
- Particularly pleased, Karim Mtambo - guest of honor (MAFS&C); Felix Nweke (RAC mid-term review mission); and Shelly Sandburg (BMGF)
- Other guests: Jan Low (SPHI Leader); Gregg Hofknchnet (HKI Reg Dep Director-Africa)
- HKI Country Directors – very pleased most of them are here this time - Ima Chima (Nigeria); Kurt Hene (Mozambique); Marjon Tuinsma (Tanzania)

Hope you all enjoy the meeting



### Opening Remarks



## Opening Remarks Ct'd

- 2-years old, completed consultations, strategies, implementation plans; now in the middle of implementation
- Looking forward to encouraging reports on the delivery of expected results
- Entering 3<sup>rd</sup> year, expecting work-plans that consolidate delivery of remaining results
- Given RAC is highly dependent on change agents at both the regional and country levels, we shall dedicate time to review how well we are managing these partnerships to deliver expected results, documentation & reporting
- We have also organized field trips to see RAC activities on the ground – use this to share experiences



### Project Objectives



- Development Goal:
  - Reduced child malnutrition and associated health problems in Sub-Saharan Africa
- Indicators of success
  - Improved diet diversification
  - Reduced food insecurity
  - Increased vitamin A intake at the household level



## Project Objectives Ct'd



### • Specific Objective (1)

***New Investments by governments, donors and NGOs to scale-up adoption of OFSP in 5 countries***

#### • Success Indicators

- At least US \$18 Million generated by end of project for OFSP development and dissemination
- Vitamin A intake increased by 30% in Tanzania and Mozambique; 15% in Nigeria, Ghana and Burkina Faso within 5 years after project completion
- 20 trained African Advocates



## Specific Objective(1) Ct'd



### • Deliverables

- Key Issues related to OFSP reviewed and adopted by all major sub-regional & regional organizations (e.g. AU, NEPAD, FARA, ECOWAS, COMESA, SADC, ASARECA, CORAF, CCARDESA),
- Country OFSP advocacy strategies developed and implemented (Mozambique, Tanzania and Nigeria)
- At least US \$ 500,000 OFSP funding for Ghana and Burkina Faso raised
- Lessons learned in implementation of advocacy strategies documented and widely disseminated



## Specific Objective (2)



***Capacity of implementing agencies to design and implement technically strong and cost-effective interventions to drive OFSP uptake built***

#### • Indicators of Success:

- 30 implementing agencies with capacity to develop and implement OFSP projects
- 15 National Programme Sweetpotato Specialist Trainers trained
- Research & extension capacity to train trainers & offer technical backstopping to OFSP projects built
- 4,000 change agents trained
- 600,000 direct beneficiary households and 1,200,000 indirect beneficiary households to obtain OFSP



## Specific Objective(2) Ct'd



### • Deliverables

- Trainers trained to deliver courses on “Everything you wanted to know about Sweetpotato”
- Capacity for change agents to develop & implement gender sensitive OFSP projects of high quality
- Hectares under OFSP Seed developed and maintained (Primary & Secondary)
- Site for information exchange established on the Web





## OBJECTIVES OF THE WORKSHOP



### • General Objective:

To review cumulative achievements of the last two years, plan for year 3, and share lessons-learned.

### • Specific Objectives:

- Review achievements towards expected results (outputs, outcomes and impact)
- Discuss year-3 work-plans towards delivering remaining RAC results
- Discuss & agree on how to facilitate and backstop country advocates and regional ambassadors – policy change and resource mobilization
- Discuss & agree how to facilitate and backstop secondary seed multiplication and distribution – up-scaled access and utilization of OFSP
- Discuss & agree how to facilitate effective lesson-learning and associated documentation among RAC staff members and RAC partners.



## Expected Outputs

- List of achievements at country and regional level
- Agreement on work-plans and budgets for year-3
- Agreement on key elements of the approach to facilitate and backstop RAC country advocates and regional ambassadors
- Agreement on key elements of the approach to facilitate and backstop secondary seed multiplication and distribution
- Agreement on key elements of the methodology to facilitate effective lesson-learning and associated documentation and sharing



# THANKS FOR YOUR ATTENTION



## Mozambique Annual progress report

BY

Elias Munda  
(Mozambique country agronomist)

### RAC ANNUAL REVIEW & PLANNING MEETING

4 June 2013  
Mwanza ,Tanzania



## Primary site establishment

- Southern Region
  - 1 ha of planting material was established and used to distribute to partners in southern region
- Central Region
  - 1 ha of planting material was established at susundenga research station

## Vine distribution from secondary site

Name of farmer association	Nr of members in each association			Number of vines distributed
	M	W	Total	
Tamauripo	20	12	32	8800
Missao de Caridade	4	22	26	52000
Amor Humanidade	8	15	23	52000
Nhamadjesa	25	10	25	33000
Nhasha dzajesu	3	15	18	15000
Anamai wakakomberwa	0	20	20	18900
Bon actos	30	29	59	4950
Caridade Muvuri	15	7	22	15800
Crisatao unido	6	17	23	13800
Yeukai Nherera	20	10	30	10400
ACACON	17	20	37	10000
Tariro	15	35	50	28800
Visao na Comunidade	12	32	44	21300
Dzidzizai	9	34	43	9200
<b>Total</b>			449	293950

## Secondary site establishment

- Northern Region
  - Ministry of agric Cabo Delgado established 0.5 ha for on ward distribution to farmers
  - Distribution to households has started
- Central Region
  - Shingirirai association established 0.5 ha that they all distributed to their beneficiaries
  - Ministry of agric Tete province established 0.25 ha of which they have started distributing to final beneficiaries



## Trainings: Number of agents trained in Mozambique

Name of organization	Nr of agents trained			observation
	M	W	Total	
RAC in collaboration with UEM	21	3	24	Ten day training graduates
IIAM Niassa	51	6	57	Five day training( public ext staff in the province)
Shingirirai	8	22	30	Five day training( Community agric and nutrition activists)
Samaritans' Purse	55	255	280	Five day training( DVM, nutrition activists, extension staff)
CIP	35	8	43	Five day training& on farm trials training
HKI in collaboration with Min of agric Tete	30	10	40	Five day training(7 extension staff, 3 nutrition technicians, 1 lecturer technical college and the rest were leaders)
Ministry of agric Cabo Delgado	0	33	33	Five day training( extension staff, nutrition staff and community nutrition leaders)
Africare	40	7	47	Five day training(staff from world vision, association leaders)
MINED	88	22	110	Five day training (school trs and agric technicians)
<b>Total</b>			<b>664</b>	

## Project management course

- 12 participants were trained in project management course
- Participants were senior to middle level managers in their respective organizations or officers directly responsible for fund raising.
- Participants enjoyed and mastered the concepts but there was a general complaint about time that was said to be too short in relation to the materials to be covered



## 57 Public extension personnel participating in five day training in Niassa province, Northern Mozambique



## Five day training in Gaza with Samaritans' Purse: Practical sweet potato pest and disease identification in Inhambane province.



## Participation in the TOT review meeting

- Mozambique team participated in the review of the TOT trainings held last year and review of the TOT manual with the view of improving the next TOT.



## Challenges

- Some of the partners have not secured funding thereby making it difficult to implement OFSP project resulting in lots of planting materials at the primary sites with little 'takers'.
- Material in the Project management course training manual was rather too much in relation to time allocated of 6 days. (



## Plan for year 2013-2014

Action plan	Time line
Detailed study of consumer and producer preference out of the 15 varieties, to guide on the varieties to be multiplied in the primary sites for next season	June-July
Establishment and maintenance of 2 ha primary vines in two research stations in Mozambique	Jul-Nov
Overseeing the distribution of clean vines to partner organizations	Jun-Jan
Provide assistance to partner organizations in setting up secondary sites for vine multiplication in Mozambique	Jul-Sep
Monitor vine distribution at household level	June-March
vine distribution data collection at household level	June -March
Monitor the quantity and quality of the training effort & making field visits to ensure that TOTs are training other change agents adequately	June-March
Assist in the advertisement and identification of candidates for the next TOT in Mozambique	June -July
Backstop ten day training to be led by the university	Jun-august
Assist national counterparts backstopping initial training efforts in the field	Jun-March
Backstop project design and implementation course in Mozambique	March
b) Assist in the preparation of the project management course in Mozambique	February
Provide technical support to funded projects for problem solving & additional training	June-Dec
Providing relevant agronomic information for advocacy work	June-March

## Thank you

Maximize production of OFSP for health and profit





## Overview of YR1 (contd.)



### Objective 2. Build capacity of implementing agencies to design and implement technically strong and cost-effective intervention that drive uptake of OFSP



- Selected partners from University for National Coordinated Research project
- Backstopped agronomic component on advocate meetings
- Bi-weekly, quarterly, semi and annual reports of activities for the year



### Milestone contn.....



### 2. 20 Master trainers (TOT) trained at ARMTI, Ilorin



- Release of at least 2 OFSP materials in Nigeria
- In-vitro holding of 1000 plantlets each of target varieties

### Objective 2.2

- Training at least 20 participants on project development and proposal writing
- Development of OFSP proposal and assessing funding from organization.





#### 4. On-farm trial conducted in 28 locations in target state (Benue, Nasarawa, Kaduna and Kwara)



- 21 men and 7 women formed the replications in the 4 target states

Varieties	Yield across 28 locations (t/ha)
CIP440293 (Mothers delight)	26.6
UMUSP/1(KingJ)	23.4
Ex-Igbariam	8.5
Butter milk	14.5
CIP199004-2	8.1
Farmers best	14.1



#### Challenges and strategies



- Delays in step-down training by the TOTs in respective organizations due to lack of fund. **There are however plans to source funds from the Nigeria sweetpotato rainbow project to assist the affected organization.**
- The distribution of vine cuttings to beneficiaries in 2012 was not feasible because of no officially released OFSP in Nigeria. **One OFSP variety (KingJ) was release by December, 2012. Distribution of materials to farmers and households will commence June/July.**
- Lack of screen house at Nyanya substation for multiplication of clean vine cuttings. **The use of net tunnel has been effective but in a small scale.**



#### 6. 2.9 hectares of clean planting material of target OFSP varieties established

- 2.0 hectares established at NRCRI Nyanya station
- 0.5 hectares of clean vine cuttings established at NRCRI Umudike
- 0.2 hectares of clean vines established by farmers in Taraba state
- 0.2 hectares established in Kwara state
- 1.45 M cuttings of target OFSP varieties will be ready for distribution by June/July



#### 8. 30 participants trained



- 30 participants drawn from public and private sector trained in Engendered OFSP project planning, management implementation, monitoring and evaluation.
- Full proposals have been development from Nigerian participants awaiting funding





## Lesson learned



- Few farmers and their supervisors did not carry out the specified activities on the on-farm trial and this led to very low yield in some locations. Signing memorandum of understanding with the farmers and ADP staff will guarantee good results.
- On-farm sites should be fenced to ward off intruders such as cattle rarer and those that scavenge for left over roots of sweetpotato. This affected results of in-ground storage evaluation.
- Involving extension agents at zonal level facilitated data collection and reduced cost



# Thank you for your attention



## WORK PLAN 2013/2014



Activity	Time line
On-farm trial in at least 26 locations in 4 states and 3dem. plots in each state	June-July
Identification and training of secondary vine multipliers	June
Finalization of concept notes developed by stakeholders	June
Step-down training by TOTs in their respective states	June
Establishment of 2 ha free growing OFSP cleanplanting material each at Nyanya and NRCRI, Umudike	June to July
Nomination of CIP440293 (Mothers delight) to variety release committee	June
Supply of cutting to secondary vine multipliers in each target states	June to July
Distribution of OFSP vines to 300 households with 300 cuttings each	July



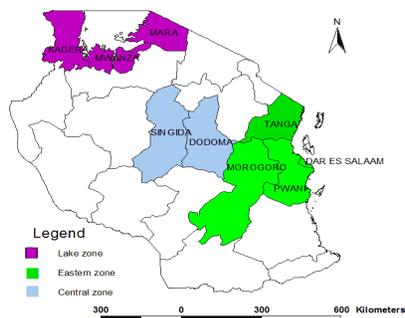


## Tanzania year 2 Country Report

### RAC Mid-term Review & Planning Meeting Luambano, N.



#### Project Location in Tanzania



#### Background

- The project on Reaching Agents of Change started on 2011 while the country Agronomist (CA) started effectively from May 2012
- In Tanzania CA was given a task to
  - Multiply 3 hectares of quality, primary planting material annually
  - Release at least 2 OFSP varieties by December 2013
  - Effective backstopping to the Regional Agronomist, Communications and Training Specialist and the Project Manager in relevant OFSP capacity building initiatives in Tanzania
- We work in Lake zone, Eastern and Central zones of Tanzania.

#### Specific Objective

Capacity of implementing agencies to design and implement technically strong and cost-effective interventions to drive OFSP uptake built

### **Multiplication**

- Planting materials multiplied by researchers as primary source
- Are distributed to secondary multipliers for further mass multiplication
- It takes between 2 to 3 months for planting materials to be ready and distributed

### **Lake zone**

- About  $\frac{3}{4}$  acre of OFSP materials are multiplied at Nyakasanga along lake Victoria.
- They are maintained and managed by researchers from Ukiriguru
- They were distributed to secondary multipliers and root producers starting from January 2013
- We are expanding the area to 1 ha and will be ready to to secondary multipliers in July/August
- Varieties: Ejumula, Jewel, Kabode, Carrot Dar and Carrort C

### **Eastern and Central zones**

- We have  $\frac{1}{4}$  acre at Kibaha Research
- ASA provided  $\frac{1}{2}$  acre at Nanenane in Morogoro where they also support water supply
- This is under management of Kibaha Research
- We are multiplying two released varieties namely Mataya and Kiegea
- They were distributed starting from March.
- The plan is to expand the area in Kibaha into 1 ha and distribute to secondary Multipliers in August (CZ) and November(EZ)

Multiplication at nanenane in Morogoro



• **Linking with partners –**

- Farmer groups eg in Geita -Tunu
- Individual farmers –seed multipliers
- Private sector-traders, Buturi Investment in Dar
- NGOs eg In Bunda and Ukerewe, RESEWO in Dar
- CBOs
- Public sector, prisons in Dodoma

**Secondary multipliers**

- SUGECO in Morogoro Multiply in 2 acre to distribute to rice growers after harvesting rice
- Bunda 1 acre multiplied by NGOs (CIPAR, PICDO, PCI)
- Mkuranga district 1 acre
- Kilosa district
- ¼ Regency Senior retired officers,
- Buturi investment have 11 acre, 6 planted and 5 will be planted end of this week
- Others are individual farmers (Mr Mtambo, Ms Jenifer)

**Farmer group organized by NGOs planting multiplication in Bunda**



**Number of Vines distributed**

We have distributed a total of 99, 601 vines in Eastern and 98,400 lake zones

Variety	Eastern zone	Lake zone	Total
Kiegea	56305		
Mataya	43296		
Jewel		44250	
Ejumula		18150	
Carrot C		8250	
Carrot Dar		6450	
Kabode		4200	
Mixture		17100	
<b>Total</b>	<b>99601</b>	<b>98400</b>	<b>198001</b>

### Vines distributed direct to families

Multiplier/distributor	Number of families received
Tengeru Research	68
Jenifer Machumu	2
RESEWO	6 schools
RESEWO	7
Kilosa	103
Kibaha	25
<b>TOTAL</b>	<b>211</b>

### Challenges

- Irrigation facilities are not available
- Changing CA
- Difficulties in identifying farmers/groups ready to multiply (*this is due to lack of distribution strategy*)
- Mixing of varieties to the point they don't know the names of what they have eg in Dodoma (*this is due to lack of training*)
- Difficulties in getting feedback from multipliers and distributors

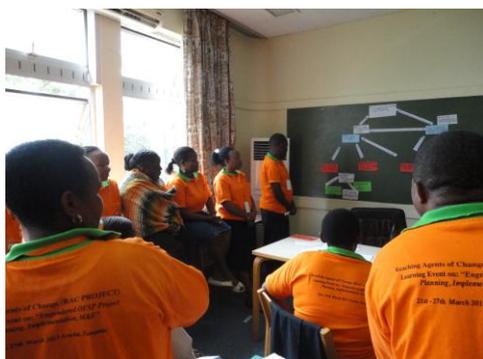
### Multiplication done by Prisoners in Dodoma



### Capacity building

- SUA was identified as host institution for TOT course
- RAC has trained 30 participants in first TOTs
- Step down trainings have been conducted by 7 participants from the first TOT
- Preparations for the second TOT is on progress with demo plots, identification of trainers and announcement have been completed
- Through RAC 10 people were trained on project planning, implementation, monitoring and evaluation of OFSP projects.

### Training on Project planning and implementation



### Number of people trained under step down training

TOT	Number of people trained		Total
	Male	Female	
Mariana, Rahila, Nzaga	7	9	16
Domina, Ngabo	4	6	10
Hellen	15	13	28
Salma	72	18	90
<b>TOTAL</b>	<b>98</b>	<b>46</b>	<b>144</b>

### Plans and achievements for year 2

PROJECT: Reaching Agents of Change		
Activity	Milestone	Achievement
On-farm trials	At least 26 on-farm trials in 4 states	10 farmers in Kilombero district participated in on-farm trials
Multiplication of plant Materials	At least 90000 vine cuttings to reach 300 households	<ul style="list-style-type: none"> <li>Total of 2 ha multiplied at nananane, kibaha and Ukiriguru</li> <li>198,001 cuttings were distributed to secondary multipliers and root producers</li> <li>211 families have received OFSP vines secondary multiply received late and have not started distribution</li> </ul>
Hardening of in vitro plants	At least 1000 plantlets each of the target varieties hardened	In-vitro plantlets not yet delivered from KEPHIS to-date
Quarantine services	At least 1000 plantlets each of target varieties from in-vitro inspected	Not done, no in-vitro plantlets available
Training ToTs	Demonstration plot for ToTs	1 acre planted at SUGECO SUA; land preparation, ridging, planting, watering, supervision and monitoring.
	Train 30 people on OFSP	30 participants trained on OFSP

### Plans for Year 3 (2013/2014)

Objective	Activity	Target output	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
I. Conduct 10 days TOT course on OFSP	Course announced	<ul style="list-style-type: none"> <li>2 course announcement</li> <li>60 participants selected for 2 courses</li> </ul>	X								X			
	Course preparation	<ul style="list-style-type: none"> <li>Trainers identified</li> <li>4 plots for different module established at SUGECO</li> </ul>	X	X							X	X		
	Conduct training on OFSP in two groups	<ul style="list-style-type: none"> <li>60 participants trained on OFSP</li> </ul>			X								X	
Multiplication of Clean OFSP plant materials	Receive, and harden Clean tissue culture OFSP from KEPHIS													
	Establish and manage OFSP primary multiplication site	<ul style="list-style-type: none"> <li>2 ha established and distributed to secondary multipliers and root producers</li> <li>300,000 vines distributed</li> <li>300 families received OFSP vines</li> </ul>	X	X	X	X	X	X	X	X	X	X	X	X
	Secondary multipliers identified	<ul style="list-style-type: none"> <li>10 secondary multiplier identified</li> </ul>	X	X	X	X	X	X	X					
	Meet sweetpotato stakeholders (Depend on PE)	<ul style="list-style-type: none"> <li>Joined advocacy team in 3 meetings</li> </ul>												
	Clean OFSP materials will be available for distribution in Kibaha and Nyakasanga			X	X		X	X						

### **Acknowledgement**

- RAC team CIP and HKI
- Ukiriguru Research
- Kibaha Research
- ASA
- SUGECO



*THANK YOU*





Mid Term Review and Planning Meeting

# Achievements in OFSP Advocacy Mozambique - Year II

By: Dercio Matala  
RAC Promotion Expert  
Helen Keller International  
Tanzania, Mwanza 02 June, 2013

## RAC's Research to Understand the Policy and Investment Environment- Year I

### 1. Situational Analysis Completed by May 2012

- Country assessment on policies, stakeholders, farming systems, VAD statistics, donor environment and the potential avenues for private and public sector funding.

#### In the report:

- Advocates and potential stakeholders identified;
- Key policy allies and resource partners identified and moved into action;
- The main policy gap for advocacy was identified;
- A path to develop plan for advocacy provided.



## Advocacy Strategy Design to Influence the Policy and Investment-Year I



## RAC's Process to Implement Advocacy Strategy-Year I



### 2. Participatory OFSP advocacy strategic analysis workshop

- The project brought together a number of representatives from different stakeholders related to nutrition, health and agriculture to discuss findings in the situational analysis report.
- Shared vision regarding OFSP was agreed upon among the advocates and the policy gap for Biofortification was set as a target by RAC's advocacy strategy.
- This exercise included decision makers network analysis, agreement on policy change targets, decision makers engagement goals as well as advocacy audience and targets analysis.

### 3. Implementation of a country OFSP advocacy and resource mobilization strategy

- The Advocacy and resource mobilization strategy's Matrix and Action Plan were defined through three main pillars:
  - Pillar I: Resource Mobilization for New OFSP Investment
    - More than \$15 million is on track to be mobilized
  - Pillar II: Policy Reform
    - Biofortification in progress to be adopted in the policy framework (PNISA and PES)
  - Pillar III: Demand Creation
    - OFSP as value chain's Competitiveness Strategy to be undertaken
- OFSP Advocates identified and engaged



## Advocacy Strategy Objectives



### 3. Strategy Objectives:

- Investment Promotion: promote new Investment for production, promotion, consumption, marketing and processing of OFSP from diversified source; ranging from donor agencies to the private sector. And to the Government.
- Policy Reform: Integration of food-based approach, Bio fortification and OFSP into the country agricultural and health policies and programs: including: ESAN II, PEDSA/CAADP, School Feeding Program, Child Feeding Policy and MSAPCMR.
- Demand Creation: raise public awareness on the role of OFSP in addressing VAD and its potential to generate a value chain, through its integration into Government social and economic plans (PES and MSAPRRM).



## RAC's Process to Implement Advocacy Strategy-Year II



### 4. Advocates Retreat

- Impart necessary knowledge, skills and attitudes to deliver objective 1 of RAC on advocacy
- Facilitate individual planning, administrative aspects and M&E toward the RAC advocacy strategy.
- Strengthen the individual and inter-institutional linkages between RAC and advocates to deliver the advocacy strategy



## Description of Advocates



SECTOR	DESCRIPTION	# of Active Advocates
<b>Policy Sector:</b> High-level Governmental Representatives, Policy Officers, Academics, Civil Society Representatives, UN Senior Officers	<b>Role:</b> Identification of key policy priorities in the area of food security and nutrition and help to build linkages with RAC's top national policy target: the institutionalization of biofortification and integration of OFSP into the country development strategies, plans and policies.	10
<b>Investment/Donors:</b> GoM/Ministry of Agriculture, Ministry of Education, USAID, UNICEF, World Vision, ADRA, Irish AID and DANIDA	<b>Role:</b> Brokering with donor agencies, Government and other funding institutions to identify and facilitate access to financial services for RAC's beneficiary organizations /associations	6
<b>Demand Creation Sector:</b> GoM/ MIC (IPEME), MINAG (Extension Services), Private Sector in Agribusiness (Brokers, Producers, Trades and Processors), Media (national journalist network of FSN), Athletes and Celebrities	<b>Role:</b> Awareness raising on the role of OFSP in addressing VAD and contribution to food security and nutrition. Mobilize producers and processors into the OFSP value chain. Ensure the insertion of OFSP in local government planning and budgeting.	4



## Advocacy Materials Produced



- 150 RAC T-shirts
- 150 RAC Caps
- 2 Roll Ups banner
- 30 000 Fact Sheets
- 500 Folders
- 150 Branded Pens





## RAC's Advocates



## Advocacy Achievements

### Year II

(June 2012 to May 2013)



## Pillar I on Resource Mobilization



### **Sub-Objective 1**

*Diversified funding sources for OFSP projects and investments*

#### **Milestones**

- Raise \$6 000, 000 Million of total investment for OFSP
  - » \$11 Million proposal submitted under the CAADP/PNISA for OFSP dissemination and promotion for next five years.
  - » \$1.5 million proposal for a national biofortification program submitted to the Government under the CAADP/PNISA
  - » Liaison with FUNDEC to mobilize \$250 000 for 10 Community Based Organizations engaged on OFSP promotion
  - » A \$17 million School Feeding Program had been recently approved by the council of ministers, a part of this resource will be invested in OFSP promotion through the schools and community settings.
  - » At least \$700,000 is being currently invested on HKI's nutritional and agricultural integrated project involving OFSP in Tete Province.
  - » \$1,500, 000 in CIP's OFSP dissemination project in Niassa

## OFSP Funded Projects- May, 2013

Institution	Donor	Focus	Budget	
			OFSP Only	Non-OFSP Activity
CIP, "Enhancing Agriculture for Better Nutrition"	Irish Aid	Vine Multiplication	1,500, 000	NA
HKI, "Enhancing Agriculture for Better Nutrition"	Irish Aid	Production	700, 000	NA
SETSAN – Tete Province	Rio Tinto	Dissemination	10, 000	NA
SETSAN– Cabo Delgado	Spanish Government	Dissemination	12, 000	18, 000
Ministry of Education	FAO/WFP	Production	1, 000, 000	16,000, 000
<b>TOTAL</b>			<b>3, 222, 000</b>	<b>16, 018, 000</b>

## OFSP Projects in Pipeline

Institution	Donor	Focus	Budget	
			OFSP Only	Non-OFSP Activity
MINAG/CAADP	World Bank, EU, NEPAD, African Development Bank, USAID, etc..	Dissemination	11,000,000	_____
MINAG/CAADP	World Bank, EU, NEPAD, African Development Bank, USAID, etc.	Breeding/Multiplication	1,500,000	_____
Tico Foundation	DFID	Dissemination	70,000	_____
10 Associations	FUNDEC/World Bank	Dissemination	250,000	_____
IPEME	Private Sector	OFSP Studies	50,000	_____
<b>TOTAL</b>			<b>12,870,00</b>	_____



## Pillar I in Resource Mobilization



### Sub-Objective 3

Food based approach (biofortification) is considered in the context of Nepal Business Foundation under the new Southern Africa Agricultural Partnership Platform (SAADPP) to be established in all SADC countries, including Mozambique

#### Milestone

- Biofortification is cited in regional SADC documents
- Biofortification is mentioned in the NBF report after RAC attended the NBF meeting to introduce the project in the SAADPP inception meeting organized by NEPAD in Johannesburg in September 2012
- RAC is involved in the establishment of SAADPP for Mozambique under the NBF.



## Pillar I on Resource Mobilization



### Sub-Objective 2

Brokering partnerships among NGOs working in agriculture, nutrition, and rural development to influence their investments in favor of inclusion of OFSP in food security / agriculture programs

#### Milestones

- Identified and engaged key resource partners that would then determine our intervention sites along the country.
  - » Partners such as CEPAGRI, Olipa ODES, AFRICARE, ADRA, IKURO, Technoserve, Food for the Hungry, World Vision, Samaritans Purse, SANA Project and Lozane Farms were identified
- Identified and established financial linkages between implementing partners and major donors agencies.
  - » Among the identified resource partners, contact are underway with: DANIDA's Agro Invest (\$35 million/agribusiness), USAID Technoserve (FinAgro/\$ 5.6 million), New Alliance's G8 Initiative (\$100 millions/through CAADP/PNISA)



## Pillar II on Policy Reform



### Sub-Objective 1

Support the Government with the policy formulation on the biofortification and food based approaches

#### Milestones

- Assist Government through SETSAN to establish the working group on biofortification
  - » The biofortification working group (BioSAN WG) was created by SETSAN
- Integration of Biofortification as a food based approach into PEDSA/CAADP and Multi-Sectoral Plan for Chronic Malnutrition Reduction (MSAPCMR)
  - » Under RAC assistance, Biofortification as a food based approach was included into National Investment Plan for Agriculture/CAADP.
  - » OFSP and Biofortification was integrated into the Coordination Unit Created under the MSAPCMR by the Ministry of Industry and Commerce to ensure processing of highly nutritious food in country
  - » Concept Paper and Executive Summary on biofortification was prepared for dissemination and outreach through different fora.



## Pillar III on Demand Creation



### Sub-Objective

Raise the public awareness on role of OFSP in combating VAD

### Milestones

#### Media and Promotion Centers are engaged

- Technically Assisted SETSAN in establishing the National Communication/Media Working Group for on Food Security and Nutrition.
- MoU signed with IPEME and national TV broadcaster (TVM).

#### Identified and engaged Private Sector (SMEs) / bakeries, commercial farmers, rural food industry, processors, food brokers and supermarket chains.

- National Task Force on OFSP processing, packaging and diversified utilization.
- Competitiveness strategy on OFSP value chain (For Year III)

#### OFSP is integrated into Government Plans/PES 2014/PAMRDC

- Through the MSAPCMR, OFSP is integrated into 2014 Economic and Social Plans (Tete Province)



## Small Grants Scheme



- The SGS call for proposals was launch through local media, in September 2012
- RAC held a question and answer session on October 15<sup>th</sup>, 2012
- 10 Proposals were submitted to the committee, by November 31
- Shortlisted Proposals submitted to the committee in January 2013
- Interview with the potential candidate held on April 2013
- Final decision was favorable to Shingirirai Association on May 2013



## Small Grants Scheme (Cont.)



### Shingirirai Project Details:

#### Project Title:

Catalysing the combat of poverty and vitamin A deficiency through advocacy for OSFP in Manica province

#### Project Overall Goal:

Poverty reduction and a contribution to a reduction in Vitamin A deficiency in Mozambique.

#### Project Objectives:

- 1. To engage both national and provincial governments in developing nutrition sensitive policies that stimulates the production and consumption of biofortified crops such as OFSP and putting OFSP as a priority crop for health and nutrition; and
- 2. Document good practices and successes that encourage further investment in OFSP projects

#### Project Duration:

Three (03) months

#### Estimated Budget:

US\$ 6, 996, 00



## Challenges and Strategies



- 1. Policy Integration:** lack of awareness of the biofortification approach and its role to improve nutrition through agriculture by stakeholders encumbered its integration into the National Investment Plan for Agriculture (PNISA)
  - **Strategy:** held high level meetings with stakeholders and Government representative to impart knowledge on biofortification and its role to improve nutrition.
- 2. Demand Creation:** Weak institutionalization of OFSP may lead to its less dissemination through the public extension services and poor access to vines by HHs, if compared to other staples, e.g. maize, beans, groundnuts, soya and sesame.
  - **Strategy:** work closely with Province and District level Government for the next financial planning season 2014 (PES and MSAPCMR) to ensure its inclusion into the government's agricultural inputs package to farmers



## Successful Method



1. Meetings with high level Governmental officers
  - Allowed to understand the key policy gaps
  - Recommend actions that fit into the Government top priority
  - Build confidence and recognition on the proposed agenda
2. Organize thematic meetings as per advocacy pillars (Investments, policy integration and demand creation)
  - Helped to align the advocacy strategy with the advocates and or institutional plans.
3. Policy Note and Material Distribution
  - Helped to shape understanding on the approach and clarify potential confusion between biofortification and GMOs.
4. Advocacy training and retreats.
5. Reinforce the advocate personal commitment



## Lesson Learned



- Supplementation and Food Fortification are widely known approaches used to address VAD, and biofortification need to be set as a complementary approach at programmatic level
- Biofortification as a food-based approach, is still not properly covered in the national agri-nutrition policy framework,
- A balanced alliance among nutrition, health, agriculture, potential implementers, and advocacy and media needs to be built;



## Lesson Learned



- Partnering with Government/SETSAN helped to integrate the RAC policy reform agenda into the Government’s priorities;
- Integrating the identified resource partners into the RAC capacity building scheme was crucial to galvanize synergies between resources mobilized and OFSP implementation capacity by stakeholders and maximize resource utilization;
- A value chain analysis of OFSP can be used to attract the private sector/CRS and SMEs interest and investment;
- Media network can be an ally and play an important role in raising public awareness and setting agenda for policy reform.



## Work Plan Year III



Work Plan for Year III (June 2013 to May 2014)	
Activities–Resource Mobilization	Timeline
Organize two meetings to discuss investment opportunity for OFSP under the PNISA involving donors, Investments advocates and Ministry of Agriculture, and partners in June.	June-July 2013
Hold at least three discussion sessions with head of CAADP/PNISA in Maputo analysis the resource mobilization under the PNISA for OFSP and biofortified crops	July–December 2013
Present OFSP and biofortification as a sustainable food based approach to address malnutrition and food insecurity in at least two meeting with involving the planning department of Ministry of Agriculture at central level	August 2013
Work with partner associations on one–one–basis to ensure resource partners are identified and resource, proposals are submitted and resource are allocated.	June–December 2013
In collaboration with a consultant, technically backstop the local NGOs in proposal development and access to finance services for OFSP and nutrition related projects	July 2013 –May 2014
Together with SETSAN organize one thematic session to establish the BioSAN WG and validate its SOW.	June –July 2013
Link resource partners with CIP and relevant government institutions for OFSP material access and technical assistance	June –December 2013
Meet one on one partners organization to share the investment opportunity under the government investment plans (PNISA)	June to October



## Work Plan Year III



Work Plan for Year III (June 2013 to May 2014)	
Activities – Policy Reform	Timeline
Meet with SETSAN to discuss and shape the SoW of the Biofortification Working Group (BioSAN) in the context of food security and nutrition	June 2013
Co-host meetings and sessions of the BioSAN Working Group	July & November 2013
Participate in the regular MSAPMR meetings organized by the Government/SETSAN and partners organization	June - May 2013
Provide technical assistance on advocacy for policy change to the partners at provincial levels	June-December 2013
Facilitate meetings two meetings involving National Institute for Agricultural Research (IIR), SETSAN, Ministry of Industry and Commerce (MIC), Ministry of Science and Technology, University Eduardo Mondlane (UEM/FAEF) and CIP to integrate the biofortification and biotechnology into the national food security agenda under the PAMRDC	August 2013
Link the Government research institution (IIR) with Harvest Plus for technology transference and seeding system involving biofortified crops	June –December 2013
Meet with RAC advocates in the IIR and Agronomy Faculty to follow up with proposals in the biofortification program on July 2013	September 2013
Identify news ag-nutrition policy formulation processes to integrate OFSP/biofortification approach	June - December 2013



## Work Plan Year III



Work Plan for Year III (June 2013 to May 2014)	
Activities – Demand Creation	Timeline
Participate in the Maputo International Fair Trade/FACIM (edition 2013), through CEPAGRI	September 2013
Produce promotional materials for large scale events: World Food Day, Rural Woman Day, FACIM Maputo 2013, Day ,	July 2013
Sign MoU with National Television (TVM) and National Community Radio Institute (ICS)	June - August 2013
Co-host the national journalist awarding event for the best story on nutrition and agriculture, including OFSP in partnership with SETSAN	October 2013
Technically backstop the SETSAN Communication Working Group in the implementation and monitoring the Work Plan 2013-2014	June – December 2013
Assist Media Partners (TVM and ICS) in nutritional contents formulation and outreach	June –December 2013
Engage a senior consultant to work on OSFP competitiveness strategy that inspire OSFP value chain agenda	September 2013
Draft a concept note with IPEME for an OSFP competitiveness strategy for the private sector use as of July 2013	June - July 2013



## Work Plan Year III



Work Plan for Year III (June 2013 to May 2014)	
Activities-Others	Timeline
Report on regular basis	On going
Implement Small Grants Phase II	September
Produce Advocacy Materials	On going





## Report on RAC activities and achievements YR2 in Nigeria

Mary Umoh (Promotion Expert, HKI)



## Overview of YR1



- Situation analysis conducted in 3 States, Benue, Kwara and Nasarawa.
- 3 States - are major producers of sweetpotato
- Objective of situation analysis
  - Provide understanding of the policy, gender and agricultural issues involved in the up-scaling of sweetpotato and OFSP in Nigeria.



## Overview of YR1 (contd)



## Description of the advocacy strategy



- Advocacy analysis workshop conducted on the 30-31 May 2013
- Objectives of workshop were to;
  - Gather feedback from stakeholders and advocates on the situational analysis report
  - Fill in the gaps from the situation analysis report
  - Identify policy needs and identify areas where investment is needed
- The advocacy strategy is divided into 3 pillars
- **Pillar 1-** Increased investment/resource allocation for OFSP
- **Pillar 2-**Policy implementation to reflect support for OFSP in existing policies
- **Pillar 3-** Demand creation



## Overview of YR 2



## Overall objective of advocacy strategy



- Advocacy strategy developed and finalized with the main objectives and sub-objectives.
- Operational planning workshop held on 5-6<sup>th</sup> July 2012
- Objective was to finalize and put the advocacy strategy into use.

- To influence the integration of OFSP into policies, plans and programmes and generate substantially increased investments and commitment to its dissemination and use as a means to combat vitamin A deficiency (VAD) and food insecurity in Nigeria.



### Pillar 1:

#### Increased investment/resource allocation for OFSP



- Advocate for inclusion of OFSP in relevant government plans and budgets at all levels - national, state and local.
- Mobilize at least \$2m for new investment in OFSP production, processing, marketing and utilization.

### Pillar 2:

#### Policy implementation to reflect support for OFSP in existing policies



- Inclusion of OFSP as a priority crop in the federal and state Agricultural transformation agenda in Nigeria
- Advocate for implementation of existing national and state-level agricultural, nutritional and health policies, plans and programmes that already support food-based approaches and bio-fortification (and by extension, OFSP)



### Pillar 3 Demand creation



- Raise awareness of the health, nutritional and economic benefits of OFSP among key decision makers in government, the private sector, organized civil society and general public.

### Identification of advocates



Advocates were Identified as follows,

- During advocacy visits/ previous working relationships
- Recommendation from the Directors and Permanent secretaries of the focal ministries.
- Drawn from three core areas: Health, Agriculture and the Media.



### Description of advocates



Two levels of advocates:

- State advocates - conduct advocacy to meet all objectives at the state level
- Federal advocates - conduct advocacy targeting investments and policy change at the federal level.

### Description of advocates



Organization	Number	Role
National level	4	Majorly to advocate for resources and policy inclusion
Nutrition/health-state level	5	All the advocates in the state advocates for resource allocation, policy inclusion and also demand creation
Agriculture- state level	5	
Media-state level and federal level	4	



### Advocacy/promotion materials

- 1000 Advocacy too kit-folders with fact sheets
- 500 T-shirts
- 2 Roll up banners
- 1000 Pens
- 100 Desk top organizers
- For use during advocacy activities , distributed amongst major stakeholders in MOH,MOA,MEDIA, MOWA,MOE.



### Achievements pillar 1



- **Mobilize at least \$2M of new investment in OFSP processing, production, marketing and utilization**
- **Milestone: \$ 2 million** to be raised at the federal level
- Federal Ministry of agriculture have invested \$1.5 million dollars for upscale of OFSP for one year
- **Milestone:**\$63,000 to be invested by the ADPs, MOH, and Ministry of women affairs at the state level.) for the three states
- ADP and MOH and in the focal states have developed concept notes for OFSP projects



### Investments ,June 2011-May 2013



### Achievements pillar 2



INSTITUTION	DONOR	FOCUS	BUDGET OFSP only	BUDGET Non OFSP activities
7 media houses	State Government	Awareness creation	6,074	
CIP, HKI, NRCRI, UNAB( rainbow project)	Federal Government	Vine multiplication, processing, demand creation, school feeding, nutrition education.	\$1,506,074	
Total			1,512,148	

- **Inclusion of OFSP as a priority crop in the agricultural transformation agenda at federal level and state level.**
  - Number of meetings held with MOA on inclusion of OFSP
  - FG have included SP in the agric transformation agenda.
- **5 meetings held,** Ministry of agriculture in Kwara and Nasarawa states has expressed willingness to include OFSP as a priority crop through pledges by the commissioners of agriculture



## Achievements



- ***Inclusion and adoption of OFSP as a food-based approach by the federal and state Ministries of health and other nutrition plans and food based initiative***
  - Memos drafted and submitted by 3 focal states( Kwara, Benue, and Nasarawa)
- States have developed an initial memo on the need to include OFSP on nutrition plans and food based initiatives.
- Synergy between agriculture and health has been created mostly in the states

## Achievements pillar 2



- ***Inclusion and adoption of OFSP as a food-based approach by the federal and state Ministries of health and other nutrition plans and food based initiative***
- Mile stone:**OFSP specific initiatives identified and approved at both federal and state level (Benue, Kwara and Nasarawa states)
- OFSP have been included as complementary feed for children in the Infant and Young Child feeding manual by FMOH



## Achievements



- ***Raise awareness of the health, nutritional and economic benefits of OFSP among stakeholders and general public .***
  - Number of media events held to create awareness through federal and state electronic and print media
- 5 live radio programs have been conducted during the period using existing agriculture and health platforms.
- Free slots to create awareness on OFSP were given by Harvest FM.

## Small grant scheme



- Advert was circulated among agricultural development programs and farmer groups and some CBOs
- 8 proposals was received
- 2 proposals from Potato Farmers Association of Nigeria(POFAN) and Potato Growers, Marketers and Processors of Nigeria(POGPMAN) scaled through.



## SGS contd

- SGS is focused on promotion of OFSP – as a part of continuous effort to raise awareness on the benefits of OFSP
- Both farmer groups to share 3500 USD each
- Total amount was shared to enable proper follow up for accountability since they are farmer groups
- Both groups will carry out road show and market show to promote OFSP



## Challenges and strategies

- Conducting advocacy without an officially released variety.- official variety only released in December 2012
- Cabinet reshuffle- advocacies have to be repeated to get the support of the new cabinet
- Actual release of funds not same amount as budgeted therefore OFSP funded since is not seen as a priority – RAC is meeting other NGOs, Donors for funding of OFSP projects



## Lesson learned

- **Increased investments**
- There is need to know and follow up with the key players involved in the budget formulation and approval process both at the federal and state level so as to influence inclusion of OFSP in the budget
- Having OFSP projects on ground to show success will give the way for buying in and investments by Government, NGOs and other Donors



## Lesson learned

- **Demand creation/promotion**
- There is need for continuous promotion and demand creation activities as it envisaged this will eventually bring about investments to scale up OFSP
- Major stakeholders don't read the factsheets in the advocacy tool kit, there is need to design advocacy materials with short messages targeting major stakeholders





## YR 3 WORKPLAN



## RAC YR 3 WORKPLAN



Output/ Deliverable	Activities	Time-frame
<i>Mobilize at least \$2M of new investment in OFSP processing, production, marketing and utilization</i>	<ul style="list-style-type: none"> <li>Organize advocacy events (meetings, roundtables etc) focusing on generating investments mostly in FCT</li> <li>Work with advocates to finalize concept note</li> </ul>	June, Aug, Oct, 2013. Jan 2014 June-2013
	<ul style="list-style-type: none"> <li>Organize donor investment meeting at least 2 major meetings</li> </ul>	Aug, 2013, Jan, 2014
	<ul style="list-style-type: none"> <li>Organize field visits for government officials(quarterly) to advocate for investments</li> </ul>	June2013-Jan 2014
	<ul style="list-style-type: none"> <li>Organize quarterly review meetings with advocates to track investments/ monitor advocacy progress</li> </ul>	June,Sept. 2013, Jan 2014
	<ul style="list-style-type: none"> <li>Approach donors and NGOs for larger investments</li> </ul>	June – Dec 2013
	<ul style="list-style-type: none"> <li>Identify host institution for OFSP advocacy and engage with that institution</li> </ul>	June-Dec 2013

Output/ Deliverable	Activities	Time-frame
<i>2.1 Inclusion of OFSP as a priority crop in the agricultural transformation agenda at federal and State level</i>	<ul style="list-style-type: none"> <li>Engage CAADP</li> </ul>	June- Dec, 2013
	<ul style="list-style-type: none"> <li>follow up meeting with commissioners and permanent secretaries of agriculture on inclusion of OFSP as priority crop</li> </ul>	June-July, 2013
	<ul style="list-style-type: none"> <li>Organize a media stakeholder forum on OFSP</li> </ul>	July -Dec, 2013
	<ul style="list-style-type: none"> <li>Develop a media advocacy packet for OFSP</li> </ul>	July-oct, 2013



## RAC Year 3 Work Plan



## RAC YR 3 WORKPLAN



Output/ Deliverable	Activities	Time-frame
<i>2.2 Inclusion and adoption of OFSP as a food-based approach by the federal and state Ministries of health and other nutrition plans and food based initiative</i>	<ul style="list-style-type: none"> <li>Advocacy visit to Honorable minister of health, state commissioners and permanent secretaries of health,</li> </ul>	June-Oct 2013
	<ul style="list-style-type: none"> <li>Present OFSP during state and federal council of health meetings, and strategic health conferences .</li> </ul>	July-Dec, 2013
	<ul style="list-style-type: none"> <li>Advocacy meetings with coordinators of state and national food security programs</li> </ul>	July-Dec, 2013
	<ul style="list-style-type: none"> <li>work with the micro-nutrient department of Federal ministry of health on inclusion and adoption of OFSP</li> </ul>	July-Dec 2013
	<ul style="list-style-type: none"> <li>Monitor and support advocates on implementation of advocacy strategy/activities</li> </ul>	July-Dec, 2013, Jan-Apr 2014

Output/ Deliverable	Activities	Time-frame
<i>,Raise awareness of the health, nutritional and economic benefits of OFSP among stakeholders and general public</i>	Attend VITAA meeting	Oct, 2013
	<ul style="list-style-type: none"> <li>Prepare reports (biweekly, quarterly, biannual, annual</li> </ul>	June 2013,- May 2014
	<ul style="list-style-type: none"> <li>Review and print second generation advocacy materials (</li> </ul>	June, September 2013
	<ul style="list-style-type: none"> <li>Enter data into the CIVICRM database</li> </ul>	June 2013-May 2014
	<ul style="list-style-type: none"> <li>Organize a 3 day media promotion strategy development workshop( rainbow project)</li> </ul>	Sept-Dec, 2013
	<ul style="list-style-type: none"> <li>Monitor implementation of small grant scheme on OFSP promotion</li> </ul>	June, 2013
	<ul style="list-style-type: none"> <li>Identify a grantee for the second round of the SGS, support proposal and monitor grant</li> </ul>	July-October, 2013
	<ul style="list-style-type: none"> <li>Support demand creation and awareness activities in the rainbow project</li> </ul>	June-Dec, 2013



**Thank for your attention**

**Ese pupo  
Mungode  
Ndewo**



## Background of year 1



### **RAC ANNUAL REVIEW AND PLANNING MEETING 4<sup>TH</sup> TO 7<sup>TH</sup> OF JUNE 2013 VICTORIA PALACE HOTEL, MWANZA**

## Tanzania

Revelian S. Ngaiza  
*Country Promotion Expert*  
*RAC Project*  
Helen Keller International  
Dar es Salaam -Tanzania

- RAC Situation Analysis and Needs Assessment started
- Advocacy analysis workshop conducted
- Identification of Country Advocates and Stakeholders
- RAC Advocacy Strategy drafted
- Introduced RAC to stakeholders mainly the Government



## OUTLINE



## Yr 2 Strategy development process



- Background of year 1
- Advocacy Strategy
- Description of Advocates
- Achievements in year 2
- Small Grant Scheme
- Challenges
- Work plan for year 3



- RAC Advocacy Operationalization Workshop (26<sup>th</sup> June, 2012) and advocates training workshop in Sept 2012
- Finalized advocacy strategy and initiate its implementation plan
- Training advocates
- Development of advocacy materials



## Advocacy strategy



- Pillar 1;** Increased Investment/ resource allocation for OFSP
- Objective; To mobilize six million USD for investment in enhancement of the OFSP value chain
- Pillar 2;** Increased demand articulation for OFSP
- Objective; To create awareness and demand for OFSP
- Pillar 3** Policy change to influence OFSP scale up
- Objective; Reviving the initiative and pushing for the completion and adoption of the National Food Security Policy capturing biofortification with reflection of OFSP



## Overview of advocacy strategy



### Methods and approaches

- Exhibitions during national events
- Presentations to high level policy/decision makers/parliamentarians
- Lobbying to include OFSP messages when preparing government speeches
- visiting OFSP potential areas to meet various stakeholders
- Networking with other development partners
- Supporting implementing partners to develop OFSP proposals
- Attending stakeholder meetings related to OFSP
- Use of the Mass Media – TVs, radios, newspapers



## Description of Advocates



Category	Number	Roles
National level policy	3	Policy influence
Nutrition/health	6	Provide expertise in nutrition and health education
Agriculture	7	Provide expertise in production and research
Media	3	Reporting OFSP to the public through mass media
Total	19	



## Advocacy materials



Material	developed
Fact sheet	5000
Calendar	1000
Banners	4
Posters	5





## Yr 2 achievements



## Objective -resource mobilization for new OFSP investment in Tz



### Milestone

- Raise 3.5M USD new investment from Government/ donor/private sector
- 5 OFSP proposals developed

### Achievements

- \$ 780, 156 raised
- 7 proposals developed



## Funded OFSP projects – June 2011 – may 2013



Implementing Partner	Donor	Budget (\$)	Status
Government Institutions	Government	167,806	Funded (2013/2014)
Star TV	Star TV	18,750	Funded (June, 2012 to present)
SUGECO	SUA/CRDB	20,000	Funded (Started year 2011)
Buturi Investment	TAPP-USAID	273,600	Funded (Started July 2013)
AFRICARE	USAID	300,000	Funded (started Oct 2012)
<b>TOTAL INVESTMENT</b>		<b>780,156</b>	



## Objective – policy change and inclusion to support OFSP scale up



### Milestone

- Bio-fortification with reflection of OFSP included in the National Agriculture Policy
- 5 policy briefs done with key partners

### Achievements

- OFSP included in the National Agricultural Policy document; and progress made on inclusion into ASDP II
- 10 policy briefs meetings held





## Objective – awareness and demand articulation



### Milestone

- Awareness created on OFSP in the general public
- Participated in 3 national events featuring OFSP
- Developed 2 documentaries and 3 articles



### Achievements

- Participated in 5 national events
- 5 documentaries and 5 articles published



## Challenges



- OFSP advocacy needed to go hand in hand with addressing vines availability

**Tactic:** Liaise with country agronomist to identify vines providers

- As part of Government Procedures local councils (districts) are responsible to identify and prioritize food and nutrition security crops

**Tactic:** OFSP Advocacy has been given higher priority at the local Government (District councils) in the identified zones

- Government with inclusion of local councils it appears to allocate a small budget for OFSP investment

**Tactic:** Increasing advocacy efforts to development partners (donors) to support OFSP country investment



## Lessons Learned



- Advocacy for OFSP investment has resulted into increased demand for vines; thus need efforts on ensuring availability of quality vines suitable for different agro ecological zones
- Due to project design RAC have remained focused in three zones (Lake, eastern and central) as first priorities and Southern highlands and Northern zones as a second priorities
- Funding allocation through the Government can be a sustainable way for reaching more farmers effectively and are more likely to be repeated in subsequent years
- Among various promotional materials used including videos, brochures, banners and posters; videos were found to create more attention than the rest of the materials
- The advocacy activities had been subtle, unfolding as time evolves and not always with tangible effects. Further activities are realized after the primary encounters which have been difficult to cope with and even monitor directly



## Work plan for year 3



Output/ Deliverable	Activities	Time-frame
Districts/regions in the 1 <sup>st</sup> priority zones incorporate nutrition and OFSP when utilizing the current allocated fund under vine multiplication	Conduct meetings with Agric& Health departments including Nutrition focal person; DALDO to integrate nutrition agenda during implementation on utilizing allocated funds for OFSP at district level	June- Aug, 2013
Nutrition and Ag focal people are provided with and utilize standardize nutrition package when reaching out farmers with vines	Re-printing of additional SASHA materials used in the past programs and provide to the nutrition focal persons as a package (Guidance)	July 2013



## Work plan for year 3



Output/ Deliverable	Activities	Time-frame
Key influential people are reached with the materials and influenced to invest in OFSP	Translation and printing second generation of advocacy materials	June –July 2013
NGOs and private sector implement OFSP related projects	Advocating to NGOs and private sector (Mining-Geita mines)towards developing proposal that integrate OFSP as among interventions in the first priority zones	Sept – April 2013
Donors and the Government influenced to invest in OFSP in Zanzibar	Conduct field advocacy visit to Zanzibar to leap investment opportunities by donor and the Government	July-Aug 2013



## Work plan for year 3



Output/ Deliverable	Activities	Time-frame
Donors influenced to invest in OFSP in the high priority zones	Advocate to EU, Australian Aid, Irish Aid, GIZ	July –Jan2014
OFSP and nutrition included in ASDP II	Continue working with ASDP II consultant in a view of incorporating OFSP for nutrition in the document	Sept –Dec2013
OFSP allocated with funding in LGAs	Influence Agriculture sector guidelines for budget to includes guidance on funding allocation for OFSP at the district level	Nov-Jan2014



## Work plan for year 3



Output/ Deliverable	Activities	Time-frame
Government staff empowered to create demand for OFSP	Support Government to promote OFSP through national events e.g. Nane nane, World Food Day, Cooperatives Day , and President Initiative	July-Oct2013
Promotion of OFSP through different media houses	Media event – include use of the videos developed so far	June –May 2014
Advocacy film and Public Service Announcements (PSA)	Monitoring of implementation of the Star TV proposal (SGS)	July –Sept 2013



## Asanteni





## Facilitating & Backstopping Secondary Seed Multipliers & Distributors

RAC Annual Review Planning Meeting



## SPECIFIC OBJECTIVE 2



To build the capacity of implementing agencies to design and implement technically strong and cost-effective interventions that drive uptake of OFSP

2.4.3. Ensure supply of quality foundation vines for funded projects through at least 2 sites in every target country



## Objective of session

To review OFSP seed system and identify lessons learned that will inform planning for year 3 and beyond



## Different planting material multiplication levels



1. The Foundation level
2. The primary multiplication sites (TMS)
3. The secondary multiplication site (SMS)
4. The tertiary multiplication site (TMS)

### Take note of the following:

- ✓ Not all levels will be necessary in every situation
- ✓ Some levels may be set up simultaneously
- ✓ Communication and coordination among different levels is very important, provide the necessary resources for the system to function effectively



## Foundation Level



- Found at Agricultural institutes- could be public or private sector
- Have tissue culture laboratories or other means of maintaining stocks of virus-free planting material



## Primary multiplication sites (PMS)



- On research stations or experienced farmers' field- if the stations are hot spots for virus
- Heavily supervised by researchers
- Forms 1<sup>st</sup> level of field multiplication of vines
- Vines arise from cuttings or in vitro plantlets from foundation seed
- Sites have irrigation facilities
- Site generate planting material for the secondary multiplication sites/levels



## Secondary multiplication sites (SMS)



- Form decentralized points for planting material access to farmer multipliers
- Geographical location of the SMS is very important
- Managed by extension staff, NGO's, entrepreneur, farmer/private sector
- Easy to access especially during rainy season



## Tertiary multiplication sites (TMS)



- Are further decentralized farmer or farmer group managed sites - Decentralized Vine Multipliers (DVM)
- DVM's may be existing farmer vine multipliers whose skills & range of varieties have been boosted through training
- Aim is to directly provide planting material to farmer group members and/ or neighbouring farmers for sweetpotato production



## Tertiary multiplication sites (TMS)



- TMS are typically small in size, numerous and technically backstopped by extension staffs and NGOs
- Access to water by DVMS is crucial in areas with long dry season
- If possible supply irrigation facilities



## Key actors/their responsibilities in seed system



### Public extension/ NGOs

- Responsible for building the capacity of farmers/farmer groups vine multipliers in managing multiplication at secondary and tertiary level



## Key actors/their responsibilities in seed system



### National Researchers

- Provide new varieties at foundation level
- Multiply sweetpotato vines at primary multiplication level
- Build the capacity of NGOs/government extension staffs/farmers representative as TOT
- Make certification visits to the PMS, SMS and possibly TMS (although done by seed certification authority)



## Key actors/their responsibilities in seed system



### Farmer vine multipliers

- Establish and manage their SMS or TMS
- They are expected to undertake the recommended practices for quality vine multiplication and conservation

### Traders

- Play an important role in creating demand for new varieties amongst consumers and in feeding back consumer choice type information to the producers



### Key factors to consider on the choice of planting material multiplication and dissemination strategy



#### Agro-ecological and climatic factors

- Length of the dry season in the target area
- Are water sources permanent ?
- Multiplication and root production calendar for the target area



### Key factors to consider on the choice of planting material multiplication and dissemination strategy



#### Varietal factors

- Knowledge of farmer and consumer preferences
- Are the varieties you want to promote virus resistant ?
- Is your target area a hot spot for virus?



### Key factors to consider on the choice of planting material multiplication and dissemination strategy



#### Institutional factors

- What is the government policy in the area for distribution of seeds ?
- Is there any existing organization in the area that has the responsibility for coordination of seed systems and how is this done ?



### Key factors to consider on the choice of planting material multiplication and dissemination strategy



#### Existing seed system factors

- What is the existing seed system?
- Who is involved?
- How commercial is it ?
- What prices are charged?
- What varieties are multiplied?
- What scale does it operate?
- What are its strength and weaknesses?



## Key factors to consider on the choice of planting material multiplication and dissemination strategy



### Project specific factors

- How many beneficiaries need to be reached and what is the time frame?
- What type of beneficiaries are they and where are they located?
- What intermediaries will be worked with and where are they located and working ?
- How will communication and coordination between different players in the seed system be managed?
- How will the project human and financial resources managed?
- Is the long term sustainability of the seed system an important criterion?



## How do we approach our planting material multiplication and dissemination strategies?



### Quantity of planting material you distribute will be influenced by the following factors:

- Planned number of target beneficiaries
- Existing supply of planting material
- Multiplication rates
- The budget

**Greater impact- 8-12kg (400-600 cuttings)**



## How do we approach our planting material multiplication and dissemination strategies?



### Single shot approach

- A one-off distribution of planting material to the target community, who then integrate them in their farming systems and maintain their own planting material
- Usually subsidized and is often free

### When is it used ?

- In response to emergency
- For the dissemination of a new variety
- In situation where dry season is not prolonged and varieties are resistant to virus



## For a well organized single shot dissemination approach system ensure the following:



- The arrival of the planting material is when the farmers want it- start of the rainy season
- Farmers are aware and prepared to receive the planting materials on a specific day
- Planting materials are cut, packed and carefully transported without undue delay
- Planting materials are carefully labelled with their variety name (to prevent varieties getting mixed up), date of harvest and name of multiplier

## Pros and cons for centralized planting material dissemination strategies

### Pros

- ✓ Easier quality control
- ✓ Easier for public sector management
- ✓ Clear knowledge of which varieties have been disseminated and where
- ✓ Large scale distribution in a relatively short time

### Cons

- ✓ High risk of loss
- ✓ Timing of distribution may not be compatible
- ✓ High transport cost
- ✓ Need good transport system
- ✓ Potential loss of planting material during harvesting and transport
- ✓ Requires strong management capacity
- ✓ Capacity strengthening of the multipliers not required

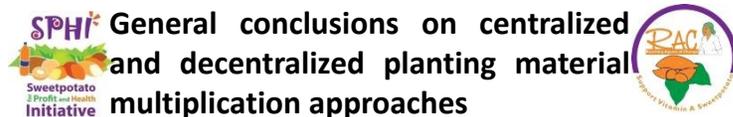
## Pros and cons for decentralized planting material dissemination strategies

### Pros

- ✓ Vines close to recipient thus reduces losses
- ✓ More sustainable seed system
- ✓ Risk spreading
- ✓ Compatible with timing of plant material distribution
- ✓ Trained DVMs can act as a source of knowledge
- ✓ Trained DVMs could evolve as commercialized multipliers
- ✓ Cost of vines produced by DVMs are less than those produced by project

### Cons

- ✓ Difficult to estimate vine production requirement
- ✓ Vine multiplication cant compete with vegetable production as a source of income
- ✓ High initial training and supervision requirements/costs
- ✓ Harder to reach a larger number of beneficiaries in a short time frame
- ✓ Continued coordination and communication needs
- ✓ May mix varieties up or include lower quality materials
- ✓ More investment required



- ✓ Requires well trained multipliers and supplemental irrigation
- ✓ Decentralized multiplication approaches involve a lot more multipliers than a centralized mass multiplication approach
- ✓ The concept of yield differences between 'clean' planting material and their normal planting material need to be fully explained and grasped by farmers- important if farmers are going to increase their SP yields and invest time and resources in purchasing, selecting and maintaining clean planting material from DVMs

## Factors contributing towards and against farmers' willingness to pay (WTP) for sweetpotato vines

### Contributing towards

- ✓ Availability of new SP varieties
- ✓ SP is the main crop
- ✓ A long dry season
- ✓ Recognition of the nutritional benefits of SP especially OFSP
- ✓ Awareness of the yield benefits of early planting and use of disease-free vines
- ✓ Markets, perhaps with specific varietal preferences, where roots gain a good price
- ✓ Awareness of and access to vines for sale at the start of the rainy season

### Contributing against

- ✓ The existence of tradition of vine sharing within the community
- ✓ The presence of other organizations distributing vines for free
- ✓ Limited purchasing power
- ✓ Limited importance of SP in the diet and few markets
- ✓ Continued coordination and communication needs
- ✓ Continuous production of SP so that a farmer can obtain vines for her new crop from a mature current crop



# Outputs



1. Lessons learned about the challenges and opportunities in carrying out OFSP vine multiplication and distribution documented
2. Ways to improve OFSP vine multiplication and maintenance identified
3. strategies for sustaining OFSP vine multiplication and distribution outlined for each country
4. Action plans for institutionalizing OFSP vine multiplication in year 3



# Group discussion guides



1. Factors influencing vine multiplier/site selection (consider engendering multipliers)
2. Capacity/knowledge assessment and development to ensure successful multipliers
3. Factors influencing clean health vines including improved water/land system management, pest & diseases etc.
4. Vine demand creation and links with advocacy work
5. Logistical and technical backstopping
6. Linking vine multipliers with sources of new varieties/ technical information etc.
7. Consider forming a support group for the seed system to ensure sustainability after RAC winds down.



# Timing of Activities



<b>Group discussions</b>	2:30 – 3:30 pm
Strategies to ensure effective and sustained multiplication, dissemination, and exchange of disease-free planting material (vines) of OFSP varieties in each country	
Engendering vine multiplication and distribution systems	
Tea/Coffee Break	3:30 – 4:00 pm
<b>Group presentations: 10 minutes each country</b>	4:00 – 4:30 pm
Mozambique, Nigeria, & Tanzania	
<b>Plenary Discussion – Lessons Learned</b>	4:30 – 5:00 pm



## Objectives



### Session 4: Facilitating and strengthening OFSP advocacy capacity at country and regional level

- Reflect on and share what we have learned about working with advocates to achieve increased investment and policy change
- Plan on how to institutionalize OFSP advocacy at country and regional level



## Outputs



## Guide Questions



- Lessons learned about the challenges and opportunities in carrying out OFSP advocacy through others
- Identification of ways to improve OFSP advocacy efforts, motivate advocates and better document the process
- A clear understanding of what is needed to institutionalize OFSP advocacy in specific countries and at regional level
- Action plans for institutionalizing OFSP advocacy in year 3

### Lessons learned

- What competencies are needed for success in advocating for investment?
- What competencies are needed for success in advocating for policy change?
- How effective have the advocates been in influencing a) policy change; b) resource allocation?
- To what extent can this be attributed to advocacy training and backstopping provided by RAC?



## Guide Questions..cont



### Lessons learned

- What logistical backstopping do the PEs have to provide for effective advocacy?
- How do we keep advocates focused?
- How do we facilitate documentation and reporting back on advocacy activities?
- What are the challenges of doing advocacy through others?
- How would we work with advocates differently to overcome identified challenges?
- What lessons have we learned about training advocates?
- What lessons have we learned about motivating advocates?
- What lessons have we learned about backstopping advocates?



## Guide Questions



### Institutionalizing OFSP advocacy

- What do you need to institutionalize an OFSP advocacy agenda?
- What are the requirements of a suitable host institution?
- What are some suitable candidates?
- How do we create a sustainable stakeholder body for OFSP advocacy? Who could be the drivers for this agenda? What mechanisms need to be created and sustained?
- Develop an action plan for identify and working with an institution that can take up the OFSP advocacy agenda, identifying all elements that need to be put in place
- Develop an action plan to establish a stakeholder body for OFSP advocacy



## Guide Questions



### Regional level institutionalization

- What does institutionalization mean at the regional level and how does it differ from the country level?
- What are the requirements for successful institutionalization of advocacy efforts at the regional level?
- What should be the ideal stakeholder mix/composition of the continent wide advocacy platform on food-based approaches to VAD if it is to be relevant to the prevailing food and nutrition security agenda in sub-Sahara Africa?
- What elements need to be put in place to sustain such a platform?
- Develop an action plan for institutionalizing OFSP/biofortification advocacy agenda at the regional level, identifying all elements that need to be put in place



## Schedule



- Group discussions (1 hour and 30 minutes)
- Group presentations (1 hour) (15 minutes per country)
- Discussion and summary (30 minutes)
- **B. Discussion on moving ahead with proposal development (1 hour)**



## Discussion Groups

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### **Nigeria**

Ima, Mary, Sarah, Frank, Felix

### **Tanzania**

Revelian, Margaret, Nessie, Jonathan

### **Mozambique**

Dercio, Kurt, Elias, Hilda, Godfrey

### **Regional**

Julia, Greg, Shelley, Adiel



Reaching Agents of Change (RAC) Project

# Training and communication

**Hilda Munyua**

Communications and Training Specialist, RAC

RAC Annual Review and Planning Meeting  
4-6 June 2013, Mwanza, Tanzania

## Outline

### • Introduction

### • Key milestones & achievements (Yr1 & Yr2)

- National host / counterparts
- Capacity to conduct practical training on sweetpotato production, storage, marketing, consumption & basic communication techniques
- Capacity to develop & implement OFSP projects
- Site for information exchange on the web

### • Challenges

- **Lessons learned**
- **Year 3 work-plan**



## Introduction



## ...Introduction: Objective 2



### Objective 2

Build the capacity of implementing agencies to design & implement technically strong & cost-effective interventions that drive the uptake of OFSP

*Mozambique, Nigeria, Tanzania, Ghana, & Burkina Faso*

OUTPUTS	OUTCOME	IMPACTS
<ul style="list-style-type: none"> <li>• At least <b>30</b> implementing agencies have the capacity to develop &amp; implement gender sensitive OFSP projects of high quality</li> <li>• At least <b>15</b> national program sweetpotato specialist trainers</li> <li>• National agricultural research / extension organizations in MZ, NG, TZ have the capacity to offer training course for extension services on the implementation &amp; management of OFSP projects</li> </ul>	<ol style="list-style-type: none"> <li>1. ... at least <b>USD18 million</b> for OSFP</li> <li>2. Key issues related to OFSP reviewed by major sub-regional &amp; regional organizations, facilitated by a cadre of trained African advocates</li> <li>3. Agricultural research &amp; / or extension organizations have the capacity to offer training courses &amp; technical backstopping on the implementation &amp; management of OFSP projects &amp; a total of <b>4,000</b> change agents trained</li> </ol>	<ul style="list-style-type: none"> <li>• <b>General increase in policy action in the national arenas of food production &amp; nutrition (Incl. other bio-fortified food crops)</b></li> <li>• <b>Improved diet diversification &amp; reduced food insecurity &amp; increased vitamin A intake at household level</b></li> </ul>



## Milestones and achievements: national host counterparts



Identify at least 3 national host counterparts (agricultural research / extension organizations) & give them the capacity to champion the OFSP agenda during & after the life of RAC (2012)

- **CEAGRE** - Faculty of Agronomy & Forestry Engineering (MZ)
- Development of the agriculture sector & the well-being of rural communities (design / delivery of training)
- Coherent integration of OFSP in curriculum
- Experience with OFSP
- **Agricultural & Rural Management Training Institute (ARMTI) (NG)**
- Federal level – established to put agriculture back on track nation-wide
- Interest in OFSP – transformation agenda
- **Department of Agricultural Economics & Agribusiness (DAEA) (TZ)**
- SUGECO – innovative long-term transformation
- Focus on OFSP, fruit, vegetables
- Access to finances, information, training



## ... Milestones and achievements: Capacity to conduct practical training on sweetpotato



*“Everything you ever wanted to know about sweetpotato”* COURSE

- The overall aim of the **10-day** training course is to *build the capacity of implementing agencies to implement technically strong cost-effective interventions that drive uptake of OFSP*
- Ensure participants understand key aspects of sweetpotato value chain (production to consumption)
- Trainers expected to train others (e.g. partners & farmers) (**5 day** course)



## ... Milestones and achievements: Capacity to conduct practical training on sweetpotato



Develop training materials, & train key national counterpart staff on how to conduct successful training of trainer (TOT) courses on OFSP

Training of trainers course training manual on “Everything you ever wanted to know about sweetpotato” – English, Portuguese, Kiswahili (Jul 2012)

Revised & published (May-Jun 2013)

Everything You Ever Wanted to Know about Sweetpotato



## ... Milestones and achievements: Capacity to conduct practical training on sweetpotato



- Course is hosted by a local institution which is expected to carry on the training after RAC ends:

### 3 courses hosted by national institutions

- Eduardo Mondlane University, Mozambique (Aug 2012 Portuguese)
- Sokoine University of Agriculture, Tanzania (Nov 2012 English / Kiswahili)
- Agricultural and Rural Management Training Institute, (ARMTI) Ilorin, Nigeria (Dec 2012 English)





**... Milestones and achievements:**  
**Capacity to conduct practical training on sweetpotato**

Equip at least 15 national counterpart staff with the capacity to offer training course on how to conduct successful training of trainer (TOT) courses on OFSP

**3 TOT pre-training sessions (2012)**  
 National counterpart staff trained & mentored on how to conduct successful practical training of trainers (TOT) courses on *"Everything you ever wanted to know about sweetpotato"*

TOT pre-training & course:  
**5 day pre-training** workshop conducted to introduce key facilitators to TOT manual, adult learning methods & facilitation skills. CIP & HKI facilitators mentor national teams & jointly develop session plans, Power Point presentations & other training materials

Target	Achievement		
	2012	2013	2014
<b>15</b>	<b>27</b>		
Tanzania	9 Nov)	Jul	Mar
Mozambique	8 Aug)	Aug	May
Nigeria	10 (Nov)	Sep	Apr
Burkina Faso	-	"	
Ghana	-	"	



**... Milestones and achievements:**  
**Capacity to conduct practical training on sweetpotato-training methodology**



- **Adult learning methodology**- combining lectures, case studies, experiential learning exercises, practicals, visits

**1<sup>st</sup> course:** led by CIP & HKI staff, backstopped by national host institution – **Stepped down** by TOT graduates

**2<sup>nd</sup> course:** Led by national host institution, backstopped by CIP & HKI staff – **Stepped down** by TOT graduates

**3<sup>rd</sup> course:** Course offered by host institution, CIP & HKI staff watch & step in only if necessary – **Stepped down** by TOT graduates

**National host institution continues running courses beyond the life of RAC**



**... Milestones and achievements:**  
**Capacity to conduct practical training on sweetpotato**



At least 30 research / extension organizations in MZ, NG, TZ have the capacity to offer training course on the implementation & management of OFSP

Annual training programs conducted for researchers, extensionists, NGOs, private sector actors in MZ, NG, TZ on *"Everything you ever wanted to know about sweetpotato"*



Target	Achievement		
	2012	2013	2014
<b>30</b>	<b>74</b>		
Tanzania	30 Nov	Jul	Mar
Mozambique	24 Aug	Aug	May
Nigeria	20 Dec	Sep	Apr
Burkina Faso	-	"	"
Ghana	-	"	"



**... Milestones and achievements:**  
**Capacity to conduct practical training on sweetpotato**



At least **4,000** change agents trained & given the capacity to implement & manage gender sensitive OFSP projects

*"Everything you ever wanted to know about sweetpotato"*

Mozambique	Nigeria	Tanzania
1 <sup>st</sup> TOT course carried out in <b>Aug 2012</b> & facilitators already stepping down ( <b>23 courses</b> )	1 <sup>st</sup> TOT course carried out in <b>Dec 2012</b> & plans underway to step down ( <b>x course</b> )	1 <sup>st</sup> TOT course carried out in <b>Nov 2012</b> & facilitators already stepping down ( <b>4 course</b> )
<b>460</b> change agents trained		<b>140</b> change agents trained
<b>27 courses, 600 change agents trained</b>		





**... Milestones and achievements:**  
**Capacity to develop & implement OFSP projects**



Strengthen the capacity to develop & implement gender sensitive OFSP projects

Developed & rolled out OFSP project development **toolkit / learning module** to assist agencies in developing & implementing OFSP programs

Learning module on **"Engendered OFSP Project Planning, Implementation, Monitoring & Evaluation"** produced (English & Portuguese) with **Power Points** (Dec 2012)



**... Milestones and achievements:**  
**Capacity to develop & implement OFSP projects**



Conduct **"Engendered OFSP Project Planning, Implementation, Monitoring & Evaluation"** learning workshop

The overall aim of 6-day learning workshops was to promote the development of knowledge, attitudes & skills on (a) identification of project areas & objectives, (b) preparation of project proposals, (c) review of project proposals, (d) project approval & commitment of resources, (e) project implementation, monitoring & evaluation



**... Milestones and achievements:**  
**Capacity to develop & implement OFSP projects**



Strengthen the capacity to develop gender sensitive OFSP projects

3 learning workshops on **"Engendered OFSP project planning, implementation, monitoring & evaluation"** (English & Portuguese)

Target	Achievement
30 agencies	51 agencies
Tanzania	10 (Mar 2013)
Mozambique	12 (Apr 2013)
Nigeria	*27 (Apr 2013)
Burkina Faso	1
Ghana	1

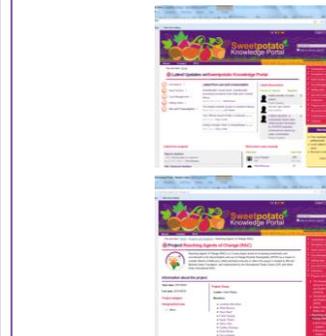


**... Milestones and achievements:**  
**Sweetpotato Knowledge Portal (SPKP)**



- Site for sweetpotato information exchange, sharing knowledge, ideas, lessons learned
- Stakeholders trained on how to access & use the SPKP (TOT 2012; Pre-training 2013)
- Access training materials
- Network among themselves to solve problems (D-Group)
- e-repository for RAC materials

<http://sweetpotatoknowledge.org/>



## Challenges and solutions

- Delay in implementation
  - Fast-track 1<sup>st</sup> training course on OFSP – overlap between TZ and NG
  - More time needed to prepare learning modules / toolkits
- Seasonality of sweetpotato dictates training period – availability of roots in field / market
  - Irrigation installed to ensure availability of roots in the field & market
- Time: 10 days considered insufficient – late finish / difficult to get senior officers out longer on training
  - Module on Sweetpotato knowledge portal limited to pre-training in 2013 & interested participants (free time during 10-day training)
  - Content presented to be reduced – standard Power Point presentations developed for 2013
- 3 weeks too long for CIP / HKI / national sweetpotato specialists due to other core commitments
  - Sweetpotato specialists try to attend all sessions but more than 1 national expert per module identified
- Lack of resources to step-down course
  - Participants from different agencies encouraged to partner & conduct joint-training
- High demand for Endangered OFSP project planning, implementation, monitoring & evaluation learning workshop – limited budget



## Lessons learned



- Process of developing learning module / toolkit takes **time & resources** (e.g. TOT manual 2011-2013; project toolkit 2012-2013)
- **Diverse / multi-disciplinary expertise** (experts knowledge)
  - Knowledge & experience with crop
- Criteria set for selecting national host institutions was good - universities / training institutions selected with an interest in OFSP & rural communities – sustainable partnership
- **Teamwork & commitment** (facilitators & participants) are critical to successful training courses
- **“Seed money”** needed to step-down courses



## Year 3 work plan: capacity building and communication activities



Activity	Time line	Monitoring
<b>Objective 1: Generate new investments by governments, donors &amp; NGOs to scale up the adoption of OFSP in target countries</b>		
	<b>Result 1.1: Heightened country level advocacy for resource allocation by governments, donors &amp; NGOs to scale up OFSP</b>	
1. Backstop the development of national advocacy communication materials	Jun 2013 – on-going	Number/type of advocacy communication materials developed
	<b>Result 1.2: Enhanced promotion &amp; advocacy of OFSP at the sub-regional &amp; regional levels</b>	
2. Backstop the RAA on the re-structured VITAA Plat-form as needed in facilitating exchange of experiences, development & sharing of technical support materials, OFSP advocacy capacity building	Jun 2013 – on-going	Number/type of tools used for facilitating sharing & exchange of experiences, information & knowledge
3. Backstop the RAA on development of regional advocacy communication materials	Jun 2013 – on-going	Number/type of advocacy communication materials developed



## ... Year 3 work plan: capacity building and communication activities



Activity	Time line	Monitoring
<b>Objective 2: Build capacity of implementing agencies to design &amp; implement technically strong &amp; cost-effective interventions that drive uptake of OFSP</b>		
	<b>Result 2.1: Improved capacity of change agents &amp; national agricultural research &amp;/or extension organizations to offer training courses on the implementation &amp; management of OFSP projects</b>	
1. Train at least 15 stakeholders on how to access & use the Sweetpotato Knowledge Portal to facilitate sharing of experiences, accumulation of lessons learned, & collaborative improvement of the training material being used	Jul, Aug, Sep 2013, Mar, Apr, May 2014 during pre-training in Tanzania, Mozambique, Nigeria	- Number of stakeholders trained & using the Portal
2. Backstop & coordinate the production & publishing of the revised TOT training manual including Power Point presentations	Jun 2013	- TOT training manual / toolkit with Power Point presentations published



### ... Year 3 work plan: capacity building and communication activities



Activity	Time line	Monitoring
... Objective 2: Build capacity of implementing agencies to design & implement technically strong & cost-effective interventions that drive uptake of OFSP		
... Result 2.1: Improved capacity of change agents & national agricultural research &/or extension organizations to offer training courses on the implementation & management of OFSP projects		
3. Develop & facilitate the 2 <sup>nd</sup> & 3 <sup>rd</sup> annual TOT training courses (2013 & 2014) & train at least 20 facilitators each in 3 countries at each course	Jul, Aug, Sep 2013 & Mar, Apr, May 2014 during 10-day TOT training course in Tanzania, Mozambique, Nigeria	Number of facilitators trained in Tanzania, Mozambique, Nigeria, Ghana & Burkina Faso
4. Backstop NA & RA on monitoring the quantity & quality of the training effort	Jun - ongoing	Engendered records on capacity built



### ... Year 3 work plan: capacity building and communication activities



Activity	Time line	Monitoring
... Objective 2: Build capacity of implementing agencies to design & implement technically strong & cost-effective interventions that drive uptake of OFSP		
Result 2.2. Enhanced capacity to design & implement gender sensitive OFSP projects		
5. Backstop PM on the revision & publishing of engendered OFSP project learning module	Jun-Aug 2013	- Learning module on endangered OFSP project planning, implementation, M&E revised & published
Other communication activities		
6. Manage content on the Sweetpotato Knowledge Portal & moderate discussions on the D-Group	Jun - ongoing	- Number of documents uploaded - Enhanced SPKP - Feedback from D-Group members
7. Backstop RAC communication & media related activities	Jun - ongoing	- Effective & cost effective communication to RAC target groups
8. Implement RAC communication strategy	Jun - ongoing	(activities in work plan consistent with strategy)
9. Backstop SASHA communication &	Jun - ongoing	Effective & cost effective



## OFSP Seed Multiplication and Distribution

RAC Annual Planning & Review Meeting



### SPECIFIC OBJECTIVE 2



To build the capacity of implementing agencies to design and implement technically strong and cost-effective interventions that drive uptake of OFSP

2.4.3. Ensure supply of quality foundation vines for funded projects through at least 2 sites in every target country

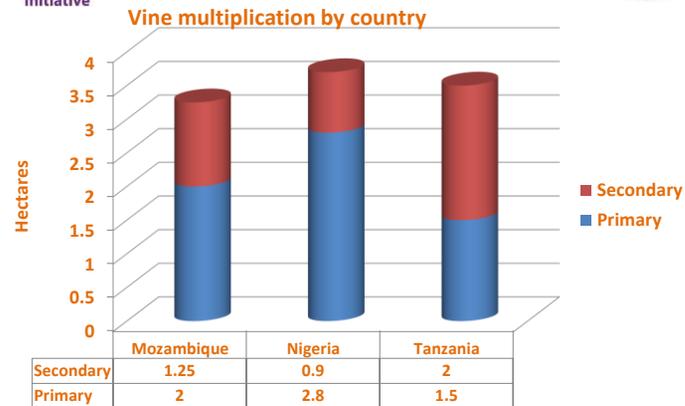


### Targets

Indicator	Baseline Value	Target (2014)
8. # of hectares under OFSP primary, disease free planting material.	0 (since this will be as a direct consequence of RAC's agronomy initiatives which are yet to start)	3 ha/yr. Tanzania & Mozambique 2 ha /yr. Nigeria ½ ha /yr. in Burkina & Ghana
9. # direct & indirect beneficiary households obtaining OFSP	0	600,000 direct beneficiary households & 1,200,000 indirect beneficiary households to obtain OFSP



### ACHIEVEMENTS





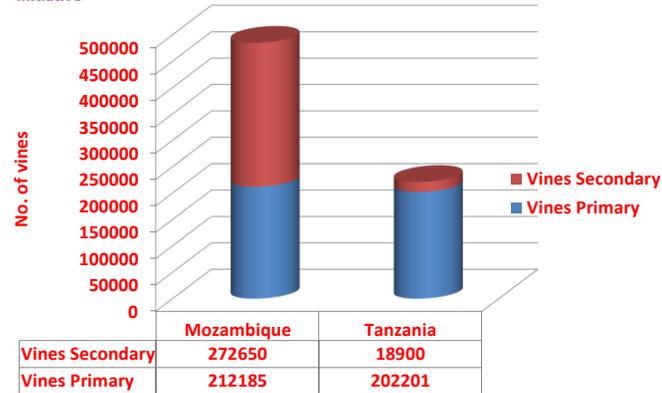
## OFSP Varieties under multiplication



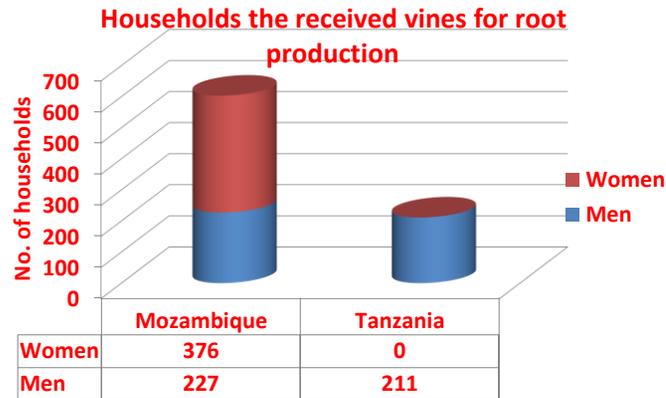
Country	Released Varieties	Varieties in Pipeline	Total
Mozambique	15	0	15
Nigeria	1	1	2
Tanzania	2	5	7



## Vines distributed



## Beneficiary households



## Challenges and strategies



- ❖ Irrigation System development
  - Relocation of some funds
  - Placement of multiplication sites in locations with existing water source / irrigation system
- ❖ Pest and disease problems
  - IPM package
  - Use of tunnels
- ❖ Unofficially released varieties
  - Supporting national programs



## Challenges and strategies



### ❖ Demand creation

- Strengthening links between Advocacy & Vine multiplication & distribution
- Strengthening links with TOTs & Vine multiplication
- Value chain approach – marketing and value addition

### ❖ Sustainability

- Institutionalizing vine multiplication
- Value chain approach – marketing and value addition
- Commercializing vine multiplication



## Reaching Agents of Change (RAC) Project



**Sub-regional and Regional Advocacy to influence sub-regional and Regional policies and strategies to include food based approaches to Combat Vitamin A Deficiency**

Julia Tagwireyi

Regional Advocacy Advisor

June 2013 - Mwanza , Tanzania



## Introduction



### Objectives of Country Level Advocacy

- 1.A.2. Provide support in raising new OFSP funding equaling at least \$500 000 per country to Government and implementing agencies in Ghana and Burkina Faso.

### Objectives of Regional and Sub-Regional Advocacy

- 1B.1.1. Strengthen sub-regional OFSP advocacy capacity using the re-structured Vitamin A for Africa (VITAA).
- 1B.2.2. Promote OFSP in regional and sub-regional meetings, policy fora and seminars



## Regional Advocacy Start-Up Process



Situational analysis of regional and sub-regional polices in Sub-Saharan Africa conducted in 2012

- 16 regional and sub-regional organizations, and 7 international organizations whose policies and mandates could facilitate the inclusion of food based approaches to addressing VAD were identified in the situational analysis.



## Regional Advocacy Start-Up Process



- RAA's participation in strategic regional activities to identify Regional Advocates/Champions as well as mechanism for effecting RAC advocacy.
- Development of RAC regional advocacy strategy.



## Prevailing Environment



- VAD remains a serious problem in SSA accounting for 24% of total child mortality.
- 33% of people in Sub-Sahara Africa are food insecure.
- Many supportive global and regional initiatives:-
  - The AU theme for 2014 is *Agriculture and Food Security*.
  - Comprehensive African Agriculture Development Programme (CAADP)
  - Post - 2015 MDG Agenda.
  - The SUN Initiative.
  - Renewed Partnership to Eradicate Hunger in Africa(within CAADP).



## Regional Advocacy Strategy



### Objective 1

#### Food based approaches incorporated into regional organization's policies and strategies

Sub-objective	Activities planned for Year 3
<b>1.1</b> Food based approaches to address VAD integrated into CAADP and other AU/NEPAD led initiatives.	<ul style="list-style-type: none"> <li>•Regional Ambassadors/Advocates selected.</li> <li>•Advocacy materials developed.</li> <li>•Engagement of policy processes in selected regional organizations.</li> </ul>
<b>1.2</b> Food based approaches integrated into strategies of SADC, ECOWAS, COMESA.	<ul style="list-style-type: none"> <li>•Participate in regional events.</li> <li>•Technical backstopping of Regional Advocates/Ambassadors.</li> </ul>
<b>1.3</b> Regional research institutions prioritize food based approaches into their research agenda.	<ul style="list-style-type: none"> <li>•Advocate for regional research organizations to be members of proposed RAC multi-stakeholder advocacy platform.</li> </ul>



## Regional Advocacy Strategy cont'd



### Objective 2 Bio-fortifications becomes an area of investment for regional organizations, donors, NGO,s private sector organizations

Sub-objectives	Activities planned for Year 3
<b>2.1</b> Regional organizations include bio-fortification in agriculture investment plans.	<ul style="list-style-type: none"> <li>•Develop advocacy materials that respond to pillar 3 and 4 of CAADP.</li> <li>•Support the development of investment guidelines for OFSP.</li> </ul>
<b>2.2</b> Regional donor funding agencies, NGO's private sector organizations include bio-fortified crops in their investment portfolios.	<ul style="list-style-type: none"> <li>•Develop advocacy materials to support advocacy to this group.</li> <li>•Participate in multi-stakeholder regional events i.e. CAADP partnership platform workshops.</li> </ul>



## Regional Advocacy Strategy cont'd



### Objective 2: Regional donor agencies, private sector organizations and NGO's investment portfolios include ,food based approaches and bio-fortification to address VAD.

Sub-objective	Activities planned for Year 3
<b>2.3</b> Global and regional sources of funding identified and information shared with RAC countries.	<ul style="list-style-type: none"> <li>•Develop landscape analysis of available funding sources that support food and nutrition security activities, and mechanisms for accessing the funds</li> <li>•Participation in relevant regional forum</li> </ul>



## Regional Advocacy Strategy



- **Objective 3 Demand for comprehensive solutions to the problem of VAD that includes food based approaches, at sub-regional and regional level created.**

Sub-objectives	Activities planned for Year 3
3.1 Advocacy strategy to create awareness in relevant policy makers developed.	<ul style="list-style-type: none"> <li>•Sector specific advocacy materials developed.</li> <li>•Target regional Health and agriculture ministers forums.</li> </ul>
3.2 Media strategy to support awareness creation on VAD and food based approaches developed.	<ul style="list-style-type: none"> <li>•Work with programmes that have successfully used media i.e. HIV and AIDS to sensitize regional media organizations to VAD food and nutrition.</li> </ul>
3.3 Strategy to sensitize High-profile African Champions on VAD and food based approaches developed.	<ul style="list-style-type: none"> <li>•Target the High-profile African Champions that are in RAC countries.(SUN, Post 2015 MDG Agenda etc).</li> <li>•Develop fact sheets and briefs to facilitate Champions advocacy work</li> </ul>



## Regional Advocacy Strategy



Objective	Target	Rationale
<b>Influence regional policies and strategies.</b>	African Union (AU) and NEPAD, and Regional Economic communities (REC's); ECOWAS, SADC, COMESA.	Develop policies and strategies that influence member states.
	Regional research organizations such as <i>Forum for Agriculture Research in Africa (FARA)</i> and its sub-regional organizations.	To influence the regional research agenda to invest more into bio-fortified crops including OFSP.
	Development partners and donor agencies.	To influence donor investment portfolios to include OFSP.
	Private sector, farmer and professional associations and NGO's.	To influence investment and programming agendas.



## Regional Advocacy Strategy cont'd



Objective	Target	Rationale
<b>Advocate for investments on bio-fortification and OFSP.</b>	Regional Economic Committee's (REC's).	Supporting AU member states to develop agriculture investment plans.
	Donor agencies supporting the CAADP process.	Influence resource allocation to include food based approaches.
	Regional private sector organizations.	Promote investments in food based approaches.
	Regional NGO's, farmer and professional associations.	Influence adoption of OFSP as an important integral part of the food system.



## Regional Advocacy Strategy cont'd



Objectives	Target	Rationale
<b>Create demand for comprehensive solutions to VAD.</b>	Forum for regional health ministers.	Ministers of health create awareness on VAD and advocate to other strategic policy makers(agriculture, finance etc).
	Regional health organizations (WAHO, SADC, ECSARHS).	Advocate for a comprehensive approach to VAD.
	Professional associations and consumer associations.	Professional and consumer networks can support efforts to create awareness.
	Regional media organizations, and communications networks.	Can support efforts to create awareness on the problem of VAD - a comprehensive approach that includes food-based approaches.



## Methods and Approaches



- Working through Regional Ambassadors and Champions.
- Participation in strategic regional meetings and making presentations.
- One-on-one interaction with regional organizations.
- Engaging regional media organizations.
- Organizing round table meetings and advocacy events.



## Ambassadors /Advocates to date



POSITION/SECTOR	ORGANIZATION	ROLE IN RAC
Senior Food and Nutrition Security Advisor / CAADP focal point	African Union(AU)	To provide strategic guidance about AU events with potential for RAC advocacy, and Advocate for food based approaches within the AU
Senior Food and Nutrition Security Advisor	New Partnership for Africa's Development (NEPAD)	To provide information about strategic RAC advocacy moments, and advocate for food based approaches within NEPAD.
Deputy Coordinator	COMESA	To advocate for investments through national investment plans.
Coordinator Regional Agric. Policy	SADC	Facilitate RAC's participation in the ongoing SADC regional agriculture policy and strategy development
Former Director General	West African Health Organization (WAHO)	Advocate in the ECOWAS region
Former Head of Nutrition Ghana	Ghana Ministry of Health	Advocate in Ghana and ECOWAS region



## Activities carried out to date



### Country Advocacy Activities: Ghana and Burkina Faso

- OFSP Advocacy Stakeholders workshop conducted in Ghana and strategic focus of RAC advocacy in Ghana established in December 2012.

### Regional and Sub-regional Advocacy Activities

- Regional situation analysis carried out 2012.
- VITAA Stakeholder Workshop held in January to discuss ideas on revitalizing the platform for vitamin A advocacy in Africa that responds to the prevailing environment.



## Activities carried out cont....



- Participated in strategic regional events that provided opportunities for one-on-one advocacy:

- Integrating Nutrition Into CAADP, February 2013
- CAADP Partnership Platform, March 2013
- Zero Hunger AU Summit Planning, May 2013

- Regional advocacy strategy developed.



## Activities carried out cont'd



- Regional Advocates in strategic regional organizations, AU and NEPAD, SADC and COMESA identified.
- RAA participated in the review and input into SADC draft Regional Agriculture Policy document and SADC -CADAAP Nutrition Workshop.
- The AU has suggested that an MOU be developed between HKI and the AU, for partnership in food security and nutrition issues.



## Challenges and strategies



- Integrating RAC advocacy focus for bio-fortified crops within regional organizations, when nutrition has a low profile on the agenda of regional organizations.
- Adopting a holistic approach to the advocacy focus at regional fora
- Lack of investment guidelines for OFSP.
- Supporting CIP in developing these guidelines
- Responding to the many opportunities available for RAC advocacy with event and target specific advocacy materials and policy briefs.
- identified regional advocates and ambassadors from strategic regional organizations
- Implementing RAC activities in countries where there is no HKI office and no dedicated RAC staff (Ghana),
- Working through professional networks , regional advocates and recruiting short-term support.



## Regional review of advocacy activities, Year 2

**Sonii David**  
Team Leader/Gender and Advocacy Adviser

**Sarah Thotho**  
Advocacy Assistant

RAC Planning and Review Meeting  
Mwanza, Tanzania  
June 4-6, 2013



Objective 1: To generate new investments by governments, donors and NGOs to scale up the adoption of OFSP



- Build capacity for advocacy leading to increased investment in OFSP
- Component A: Country level Advocacy for Resource Mobilization (Tanzania, Mozambique, Nigeria; Ghana and Burkina Faso)
- Component B: Sub-regional and Regional Advocacy for use of OFSP as a means to combat VAD and food insecurity



## Objective 1 A



***New investments by governments, donors and NGOs to scale-up adoption of OFSP***

Indicators

- At least US \$18 m that will benefit at least 1.8 million African households within 3–5 years after project completion
- \$ 6 m in Mozambique and Tanzania respectively
- \$ 3-4 m in Nigeria
- \$500,000 in Ghana and Burkina Faso respectively

### Gender Advocacy Advisor



GAA took on work of Regional Advocacy Adviser:

- Backstop regional situation analysis, June-July 2012
- Organized donor landscape analysis and stakeholder meeting in Ghana, Nov-Dec 2012
- Organized revitalized VITAA meeting, Jan 2013



### OFSP country advocates



	Number
Mozambique	20
Tanzania	19
Nigeria	18
Total	57

Representation: policy, nutrition/health, agriculture, media, NGOs, donors, research

### New investments in OFSP, June 2011-May 2013

	Funded, OFSP only	Pipeline, OFSP only	Total, OFSP	Others, including OFSP
Mozambique	\$2,272,000	\$12,877,000	15,149,000	\$32,070,000
Tanzania	\$780,156	--	\$780,156	\$3,000,000
Nigeria	\$1,512,148	---	\$1,512,148	---
Total	<b>\$4,564,304</b>	12,877,000		

### Areas of investment (N=39)

	Vine multiplication, dissemination	Production, processing	Awareness, promotion, media	Other
Mozambique	6	0	1	2
Tanzania	4	13	1	3
Nigeria	1	0	7	1

Other=Moz- breeding ; TZ: school feeding, nutrition; Nigeria-breeding, production, nutrition education, demand creation

### OFSP projects and investors by category (N=39)

	Government	Donors	Private sector	Total
Mozambique	0	8	1	9
Tanzania	17	2	2	21
Nigeria	8	0	1	9



## 1<sup>st</sup> generation materials



- Factsheets on 10 topics Available in English, Portuguese, Kiswahili, French
- Existing videos
- PowerPoint presentation (“Why invest in OFSP”)
- 2013 calendar



## Distribution of advocacy materials, regional office

Type of material	Number distributed	Distribution
RAC factsheet folders	2000	CIP, HKI, Nutrition Panel at Inter-Parliamentary Union, Kampala, the 13th ECOWAS Nutrition Forum, Under nutrition Conference, Paris, VITAA meeting , BMGF etc
PowerPoint presentation: Why Invest in OFSP in Tanzania, Mozambique and Nigeria	3	PE and advocates
2013 Calendar	1000	CIP, HKI, VITAA meeting, BMGF



## 2<sup>nd</sup> generation advocacy materials



- 1 sided flyers (4):
  - Invest in OFSP to improve food security
  - A holistic approach to combating VAD
  - SP facts and fiction
  - Success stories
- Banners (3)
- Posters (4):
  - OFSP, naturally orange
  - Just one small root..
  - Grow more OFSP
  - OFSP is a healthy food for the whole family



## RAC advocacy database



- Customized web-based database created to monitor target group contacts and advocacy progress
- Database installed and launched in July 2012



### Tabs:

- Contacts
- Meetings and events attended by PE/advocates
- MOUs between RAC and other organizations
- Annual implementation plans
- Advocacy materials used
- Investment information and documentation
- Policy/technical documents mentioning OFSP\*
- Reports on OFSP in mass media\*

\*To be added



## Small grants for innovative advocacy on OFSP

- GAA developed procedures for SGS, input provided by country offices and PM
  - Screening panel: Country Director, PE, advocate, Deputy Regional Director, Project Manager, Gender & Advocacy Adviser
  - First round announced September-October 2012
- 3 projects funded in first round:
    - Mozambique:** Advocacy by NGO for inclusion of OFSP in provincial and district level policies on agriculture and nutrition, Manica Province
    - Tanzania:** Development of an OFSP advocacy video by Star TV
    - Nigeria:** Popularizing OFSP through market day promotion by farmer organizations
- Average amount of grants: \$7000



## Challenges



- Limited understanding of advocacy by potential implementers– need for backstopping
- Need to focus on promotion rather than advocacy in Nigeria
- Administrative procedure cause delays in awarding grants

### Lessons learned

- Explanation session to orient potential applicants is useful
- Alternatives to competitive process may be needed
- Close supervision needed for quality control



## Gender and sweetpotato production in Nigeria



- Objective: understand gender roles and responsibilities in SP value chain

Study locations: Nasarawa, Kwara and Ebonyi States

Methodology: Group and key informant interviews in 9 communities



## Importance of SP as a source of income, Nasarawa and Kwara States

	Obi		Adogi		Kayaoja		Igosun		Agbamu	
	M	W	M	W	M	W	M	W	M	W
Rank of SP	3	2	3	3	2	1	3	3	1	1
# 1 source of income	Yam	Egusi	Yam	Gnuts	Yam	-	Cassava	Cassava	-	-



## Key findings

- Great diversity in who grows SP
- In all states, husbands and wives grow SP on separate plots owed and controlled by the individual
- Both genders responsive to commercialization
- Women typically have fewer, smaller plots compared with men
- Commercial vine producers exist



## Work plan, year 3, Gender & Advocacy Adviser

	Activities
<b>1.A.1.5</b> Implementation of OFSP country advocacy strategy in Mozambique, Tanzania and Nigeria	Backstop implementation of advocacy strategy through email, Skype, country visits
	Finalize second round of advocacy materials
	Contribute to development of media advocacy kit
	Backstop AA, PEs and RAA on database use and monitor data base periodically
	Document advocacy process and lessons learned
<b>1.A.2.1</b> Conduct stakeholder consultations in Ghana and Burkina Faso; Liaise with key government actors, donors and implementing agencies in elaboration of strong OFSP project proposals	Backstop activities of RAA in supporting advocacy activities in Ghana and Burkina Faso through email, Skype, country visits

## Work plan, year 3, GAA cont

	Activities
<b>1.B.1.1</b> Strengthen sub-regional OFSP advocacy capacity using the restructured VITAA platform as a base	Backstop development and printing of regional advocacy materials
	Backstop activities of RAA in supporting VITAA platform activities
<b>1.B.1.2</b> Establish and implement a small-grants scheme to support innovative OFSP advocacy to serve all target countries	Backstop first and second round of the small grant scheme
<b>1.B.2.2</b> Promote OFSP in regional and sub-regional meetings	Backstop RAA in implementing the regional advocacy strategy

## Work plan, year 3, GAA cont

	Activities
<b>2.1.2</b> Study of the role of gender in relation to SP production, consumption and marketing	Analyze results from gender study and write up study report
	Write up journal article and submit for publication
<b>2.3.2</b> Conduct in years 2 & 3 course on how to collect, analyze, and document quality data associated with OFSP dissemination programs	Backstop gender module for the RAC training course
	Coordinate nutrition support from HKI to RAC activities on capacity building
Administrative duties	Administrative duties, supervise AA, Write/compile bi-weekly, bi-annual, annual and quarterly reports, monitor regional budget etc

## Work plan year 3, Advocacy Assistant

Output/ Deliverable	Activities	Time-frame
1.A.1.5. Implement OFSP country advocacy strategy in Mozambique, Tanzania and Nigeria	Finalize the development of second generation advocacy/communications materials	June- July, 2013
	Work with photographers in Nigeria, Mozambique and Tanzania to get pictures for communications materials	July-Oct, 2013
	Develop a media kit for use at country level (Video, Photo gallery etc), GAA, CTS	Sept-Dec, 2013
	Conduct survey on PEs and advocates on use of advocacy materials and additional materials needed	July, 2013
	Develop any additional communications materials required, GAA, CTS	July-October, 2013
	Develop the 2014 RAC Calendar with key messages, GAA, CTS	October, 2013

## Year 3 work plan, AA cont

Output/ Deliverable	Activities	Time-frame
1.A.1.5. Implement OFSP country advocacy strategy in Mozambique, Tanzania and Nigeria	Provide guidelines for printing/translation and support PEs	July – Nov, 2013
	Finalize updates on the CiviCRM database	June- July, 2013
	Review database to ensure regular updates by PEs and RAA	Continuous
	Backstop SGS in Tanzania and Nigeria (round 1) and in Tanzania, Nigeria & Mozambique in round 2 to ensure quality, with GAA	Continuous
1.B. Sub-regional and Regional Advocacy for use of OFSP as a means to combat VAD and food insecurity	Develop regional advocacy materials, with RAA, GAA and CTS (Policy briefs, Factsheets, Concept notes)	July-Sept, 2013
	Provide support to regional meetings and events e.g VITAA meeting and any other	To be determined

## Year 3 work plan, AA cont

	Activities	Time-frame
Reporting - Compile regular reports from countries and regional staff for submission to CIP	Edit and compile biweekly reports	Continuous
	• Compile quarterly, semi-annual and annual reports for submission to CIP, with GAA	June, Sept, Dec, 2013 & March 2014
Administrative/ Project Support Tasks	• Monitor budgets country and regional regularly	Ongoing
	• Handling correspondence	
	• Documenting meetings and events	

## Monitoring: 2013-2014

Methods, Focus and  
Responsibilities ,

### Focus (2013-2014)

The purpose of monitoring will be to consolidate results, refine quality of implementation and provide timely, reliable & credible data that demonstrate outcomes:

For example, we will be interested in:

- Resources committed to OFSP (Obj. 1 & 2)
- Country and regional policies and strategies reviewed & adopted in favour of OFSP
- Total acreage under OFSP by secondary and tertiary seed multipliers (1<sup>st</sup> quarter)
- Quick multiplication of quality 2 tier ToT graduates
- Direct and indirect beneficiary households obtaining OFP.

### Outcome monitoring

- Bi-annually . Responsibility: all but led by Thematic leaders
- Will utilize a lot of qualitative data-Case Studies, Success stories
- Field surveys (sampling) led by M&E Specialist

## How we have been monitoring

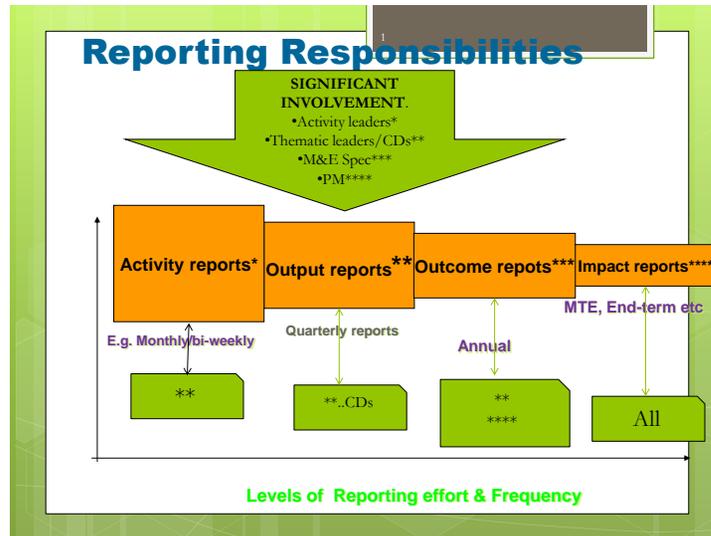
### 1. There has been a strong focus on **Process Monitoring e.g.**

- Have we identified and trained OFSP advocates ?
- Is the advocacy strategies in place?
- How many donors have been exposed to OFSP?
- How many participants attended the ToT courses?
- We have been using bi-weeklies to track this
- PEs and CAs have (implementers) been leading

### 2. Significant **Output Monitoring e.g.**

- What are the trained OFSP advocates doing to influence policy , create and mobilize resources?
- Who/How many donors have expressed interest to fund OFSP projects?
- How many participants have attended the 2<sup>nd</sup> tier ToT courses?
- We have been using quarterlies to track this
- Thematic leaders have been leading

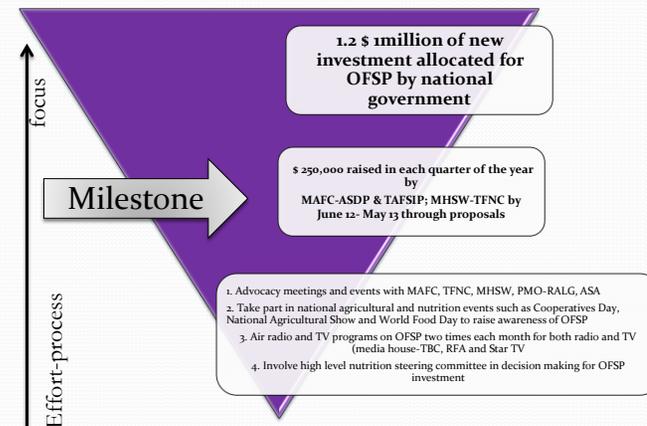
# Reporting and Reporting Responsibilities



## Milestones

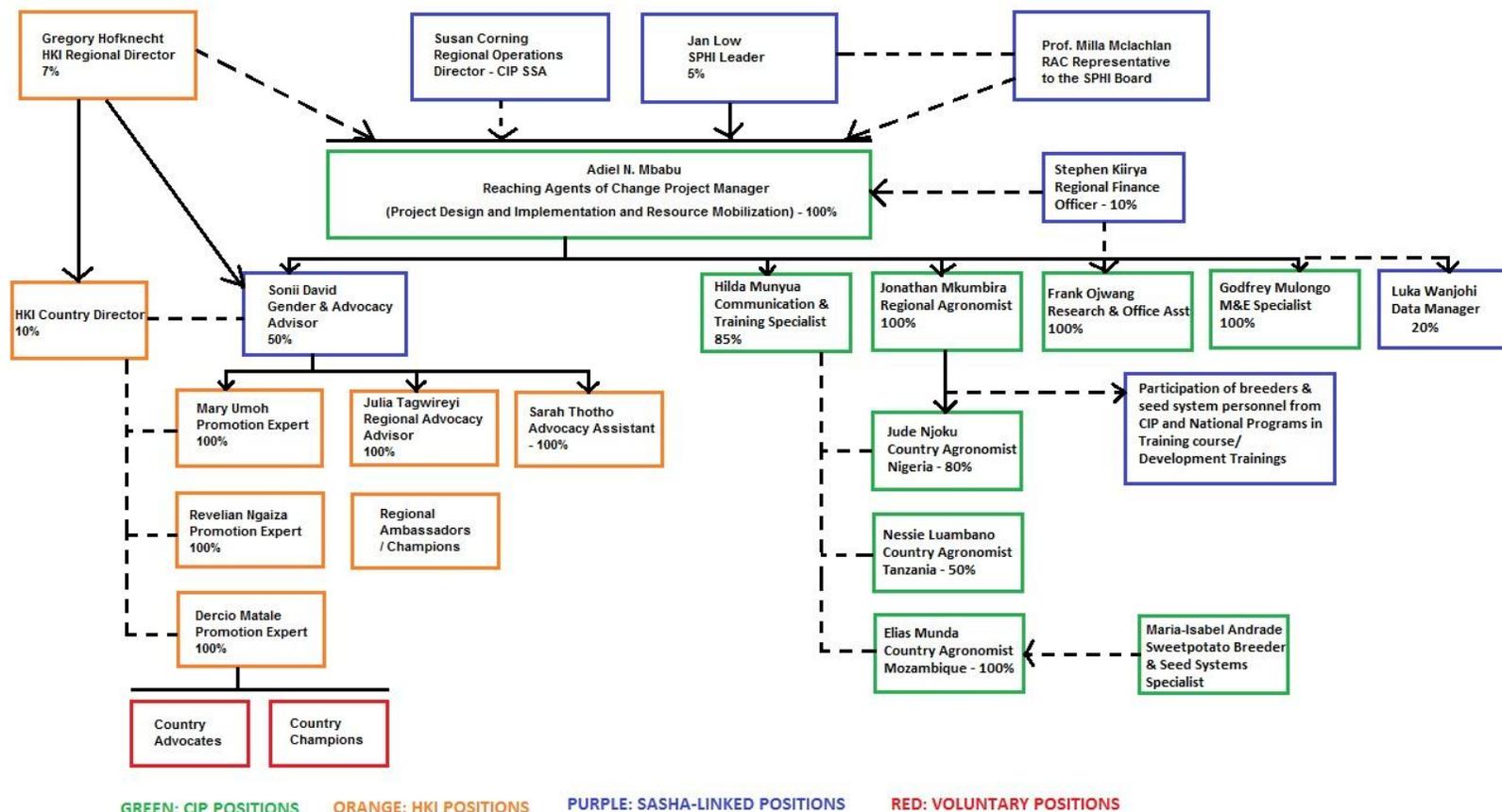
- In order to monitor outputs and outcomes on a regular basis, targets are often time-bound (SMART).
- Milestones are target dates by which you hope to have achieved your plans- Targets are divided into time-bound increments i.e. milestones.
  - Define what the programme aims to achieve by certain point in time (e.g. end of each Quarter 1, mid-year etc)
  - Milestones should tell us whether we are advancing in the right direction at the right pace to reach that destination as planned – or whether change is needed

## Milestones cont...e.g.



## ANNEX 5: RAC Project Organogram

During the annual review and planning meeting, discussions were initiated regarding RAC organogram. The project manager was requested to conduct follow up consultations to modify the organogram to reflect current organizational structure for RAC. The updated organogram is shown below.



## ANNEX 6: Bi-weekly update

During the annual review and planning meeting, further discussions were initiated regarding the need to link activities to the respective outputs in the bi-weekly reports. The project manager was requested to conduct follow up consultations to modify the biweekly report format to link activities to expected outputs. A draft of the proposed RAC bi-weekly update format is shown below.

### RAC BI-WEEKLY UPDATES

NAME:

DATE:

#### 1. Accomplishments Last Two Weeks

No.	Output	Activities Last Two Weeks

#### 2. What are the major challenges you are facing (***bold things that you need action on as soon as possible***)?

#### 3. Any major events planned for the next two months

No.	Output	Activities Next Two Months

**4. What are the five major things your team will undertake in the next 2 weeks?**

No.	Output	Activities Next Two Weeks

**5. Any upcoming visitors the team should know about?**