

ADVOCACY: An Essential Component In Creating Enabling Environment for Scaling Up Bio-Fortification-The Experience of BNFB Project

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Presentation Outline

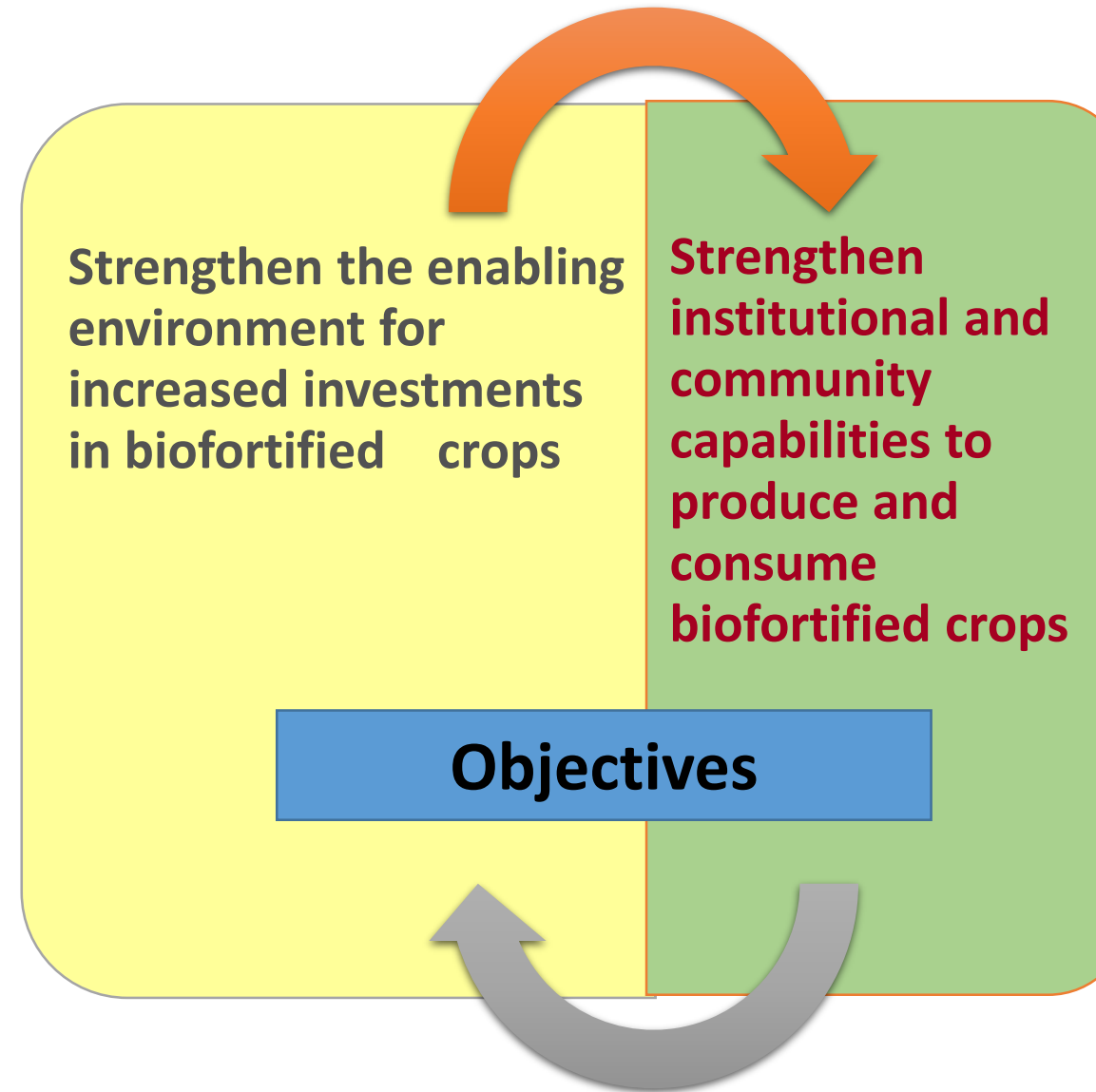
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BNFB Project-Summary

Project Title: Building Nutritious Food Baskets-Scaling up Bio-fortified Crops for Nutrition Security in Nigeria and Tanzania.

Project Goal: To help reduce hidden hunger by catalyzing sustainable investment for the utilization of bio-fortified crops at scale in Nigeria and Tanzania.

Project focus: Advocacy, Policy development, Nutrition education & Behavior change communication (BCC)



The Key Elements For Scaling Up In BNFB

- A **clear vision** for scaling up that shows large-scale impact – reaching the population.
- **What is to be scaled** up to achieve large-scale impact (e.g. proven technologies, evidence-based actions or interventions for scaling-up).
- An **enabling environment** for scaling up, such as the policy context.
- **Drivers and barriers** such as catalysts, champions, system-wide ownership, and incentives.
- Choosing **relevant strategies, processes, and pathways** for scaling up, and highlighting what will be scaled up and the appropriate pathways and processes for scale up.
- **Building** operational and strategic **capacities**.
- **Governance** of scaling up impact for multi-sectoral issues, such as nutrition comprising vertical and horizontal coherence and management tradeoffs.
- **Financing** scale-up to ensure adequacy, stability, and flexibility.
- Embedding mechanisms for **monitoring, evaluation, learning (MEL)** and **accountability**

How Have we been creating the enabling Environment for Scaling up Bio-fortification in BNFB?



Advocacy

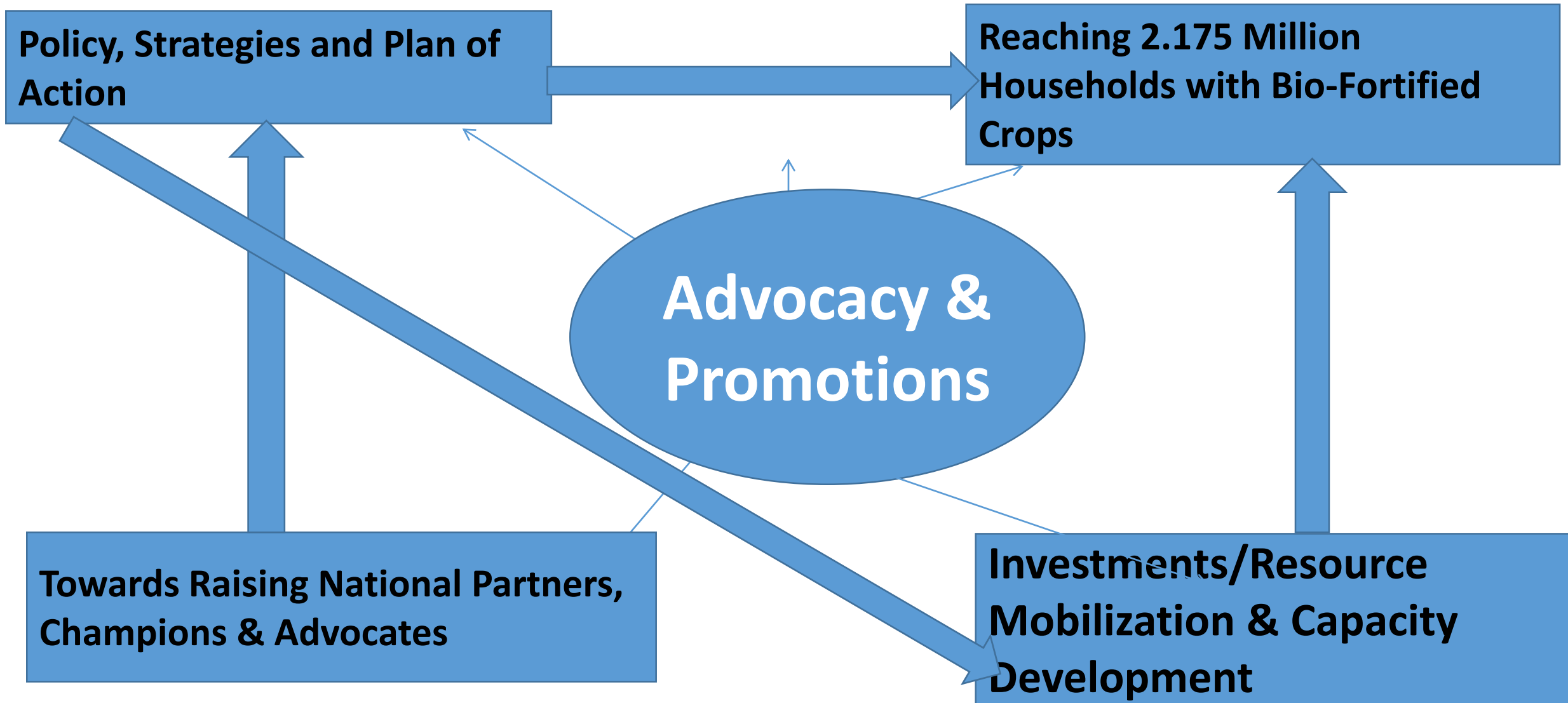
The act of pleading or arguing in favor of something, such as a cause, policy, or interest, or the active support of an idea or

All our activities are centered around Advocacy and Promotions of Bio-fortification in the Region, Nigeria and Tanzania.

Our Advocacy Tools



A MEANS TO AN END



Advocacy strategy 1-Public/Policy Awareness on Bio-fortification

Nigeria

- Nigerian Nutrition week
- Media awareness/sensitization on food basket approach to fighting malnutrition
- Sensitization of lined ministries to enhance awareness of bio-fortification.
- In the technical committee on food and nutrition.
- Participation in high policy dialogue in relevant ministries
- Contribution to development of relevant documents and strategy plans.
- Support food and nutrition platforms to make case for bio-fortification.

Tanzania

- Engaged the Tanzania Official Seed Certification Institute (TOSCI) and the national variety release committee on the need to consider bio-fortification as a special criterion for the release of crops in Tanzania.
- Established a working relation with PANITA (Partnership for Nutrition in Tanzania) which is a nutrition advocacy platform. PANITA has been promoting and advocating for bio-fortification in the regions, leveraging on its wide network of CSOs
- Discussions are underway with TFNC on how to strengthen / establish the multi-sectoral policy platform for nutrition/bio-fortification in Tanzania

Advocacy strategy 1-Public/Policy Awareness on Bio-fortification

Region

- 8th Meeting of the African Task Force on Food and Nutrition Development, Addis Ababa
- 7th FARA Africa Science Week meeting, in Kigali.
- 10th Africa Potato Association (APA) conference held in Addis Ababa, on 10–12 October,
- 7th African Nutrition Epidemiology Conference held in Marrakech, on 9–14 October 2016.
- Presentation at the Regional Strategic Analysis and Knowledge Support System (ReSAKSS) Annual Conference, on 18–20 October, 2016, Accra, Ghana,
- The Africa Day for Food and Nutrition Security (ADFNS) meeting in Accra.

Nigerian 1st Nutrition Week and the Launch of Food and Nutrition policy Document by the wife of the Nigerian President

Our First Lady beholding the wonders of Bio-fortified crops at the first Nigerian Nutrition week where Food and Nutrition policy was launched by the wife of the President in Abuja





Advocacy Strategy 2-Raising National Partners, Champions & Advocates on Bio-fortification

- BNFB interest coincides with national interest of raising bio-fortification champions/Advocates

- Nigeria also recognizes this as the Nutrition Society of Nigeria made the first Lady Nigeria **Nutrition Ambassador**

So far, we have a list of about 15 names identified and penciled as Champion/Advocates from public/private sectors in Nigeria

Regionally, 7 Advocacy Champions had been recruited



Advocacy Strategy 3-Reaching 2.175 Million Households with Bio-Fortified Crops

Participation in fairs, conferences and meetings to advocate for bio-fortification and bio-fortified crops.

- National Agricultural show
- Private sector sensitization (about 6 of them already into planting of at least 1 bio-fortified crops)
- HarvestPlus 2016 Nutritious food fair in Calabar, Nigeria.
- Farmers' sensitization through Advocates and champions
- In Tanzania, we encouraged councils to create awareness among farmers; 9 district, Kongwa, Chemba, Kondoa, Chunya, Mwaning'ombe, Ulanga, Iringa, Mufindi and Mbozi. Some of these districts requested and obtained PVA maize seed to set up demo plots in their farmers field schools to help with awareness/training among farmers

**At least one
bio-fortified
crop in each
state school
feeding
menu**



How far has our advocacy worked in BNFB?



**Advocacy
Works!**

Enhanced project visibility nationally through our activities with Donors, Research Institutes, Public and Private sectors.

Without going out of Abuja, we are everywhere!

Many of them are really thinking bio-fortification now!

Bio-fortification in Policy, Strategies and Plan of Action

S/N	Nigeria	Tanzania
1	Inclusion of bio-fortification in the strategic plan of action for the recently released Nigerian Food & Nutrition policy document	Inclusion of bio-fortification in the draft “Multi-Sectoral Action Plan for Prevention of Micronutrient Deficiencies” (NMNAP 2) document
2	Inclusion of bio-fortification as a priority area in the Food security and nutrition strategy plan (2016-2025) of the Federal Ministry of Agriculture and Rural Development	Contributed to TFNC’s 5-year strategic plan which led to the inclusion of bio-fortification in the document.
3	National advocacy brief developed by the Ministry of Budgets & National Planning (MBNP)	
4	Nutrition Newsletter-to be published first quarter 2017	

Implications of the inclusion

- Bio-fortification is one of the priority areas for the government to focus on in the strategy implementation
- Other Stakeholders' interests in the bio-fortified crops-Development Partners, Research institutions, Donors
- Ease of adoption and acceptance by farmers and Processors
- Enhanced Investors' willingness of investors in bio-fortification

Investments/Resource Mobilization

- The government of Nigeria committed USD35,000 (NGN15,000,000) towards the ToT course on *'Everything you ever wanted to know about sweetpotato'*.

\$35,000

- Catholic Relief services (CRS) got USD200,000 (NGN60,000,000) for USAID-Nigeria towards dissemination of OFSP and YC planting materials.
- It is now an annual commitment

\$200,000

In Tanzania, we are awaiting the announcement of the allocation

Investments/Resource Mobilization Contd.

- A concept note submitted to the Department for International Development (DFID) on request for an exit strategy for a nutrition project in the Northern Nigeria-WINNN.
- BNFB also put up a Discussion note of bio-fortification in the Northern Nigeria. A response to a call on strategic partnership on bio-fortification.
- In Tanzania, BNFB engaged in the Nutrition Planning and budgeting meetings in the eastern, central and Lake zones. The plan was for the councils to prioritize and allocate funding for bio-fortification.

Challenges

- Misconception of our bio-fortified crops for GMO
- Buying into bio-fortification by some ministries that are used to supplementation and elemental fortification.
- Policy influence is an time & opportunity based, which may or may not come in the project life time.
- Raising champions and Advocates to lead advocacy and drive investments for bio-fortification takes time.
- Multi-Stakeholders' management. Oh, VERY TOUGH!!!

Lessons



**DON'T BE
SILENT**

- Advocacy in this Scaling up approach targets the 'high and the mighty'-Policy makers that will put bio-fortification in the BOOKS.
- Food-based approach in solving micronutrient problems is still perceived complicated by non-Agric Ministries, thus the need for relentless advocacy.
- Bio-fortification is not so much known as expected so there is need to educate people, agencies, ministries, etc. on it. This is discovered at every meeting.
- Bio-fortification needs to be emphasized as a complimentary approach to fight micronutrient malnutrition among developmental practitioners

ASANTE SA NA!!!!!!



BNFB

