

## Extracts from some successful GPAF Community Partnership concept notes

The following responses to specific GPAF Community Partnership concept note questions are taken from a number of different concept notes submitted for previous GPAF rounds.

Please note that the responses presented refer to a number of different projects.

The extracts are shared to illustrate how some applicants have answered the questions well enough to be successful at the concept note stage. They are by no means a comprehensive set of examples. In each case, however, all applicants related the information to the specific questions and prompts at the beginning of each section.

### Concept note question 3.2

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| <b>3.2</b>  | <b>Why</b> is this project needed at this time in this location? How and why have the communities and beneficiaries been selected? What are the factors of poverty affecting their lives? How will the project address the MDG(s) identified in 3.1? Refer to any evidence that shows the relevant MDG(s) is/are "off-track". |
| <p>Extreme poverty is falling worldwide but remains highest in sub-Saharan Africa (UN, MDG Report 2012). Under the MDGs, Cameroon pledged to halve its poverty rate from 53.3% in 1990 to approximately 25% by 2012. According to available data, this objective is far from being reached (<i>reference given</i>). In 2007 39.9% of population were below the poverty line for Cameroon. Poverty is highest in rural areas because these areas are poorly provided with Government services and lack access to infrastructure, particularly roads.</p> <p>Honey and beeswax production is extensive in Cameroon (<i>reference given</i>) and is a viable non-timber forest livelihood activity accessible to people with low income and limited land resources with proven benefits for poverty alleviation (<i>reference given</i>). Honey, wax, and propolis are all highly marketable bee products. Beeswax, from clean environments, is highly sought after for US and European cosmetics. These multiple use hive products, both in their raw and processed state, are traded locally, nationally, and internationally with export and national markets opening up and changing dramatically in the last six years. These products are largely produced by the rural poor communities in Cameroon and while it is clear that market outlets for products exist, the potential for apiculture to alleviate poverty is not fully developed in the target area. <i>Organisation A</i> is a honey and wax trading company established in 2007 with strong ethical and community development principles. In 2011, an evaluation team from <i>Organisation B</i>, a Civil Society Organisation (CSO) that partners with <i>Organisation A</i> on sustainable beekeeping projects, conducted community participatory consultation with rural communities in the central, southern and western regions of Cameroon in an endeavour to expand their supply base and increase the opportunity for rural poor communities to move out of poverty through beekeeping. Through consultation with 150 people spanning these regions, including youth and women, demand was identified for beekeeping training to enable communities to become registered suppliers of <i>Organisation A</i>. The communities requested training, market information and to develop supplier relationships with <i>Organisation A</i>.</p> <p>This project aims to contribute to the achievement of the MDG1, through providing livelihood training in beekeeping, providing rural poor beekeepers with information and market access to sell their products in a sustainable way. Beekeeping can contribute to MDG7 because profitable beekeeping creates an incentive for forest conservation (forests provide most bee forage). This has led to the promotion of bee farming as a conservation positive activity in Cameroon as elsewhere. Beekeeping secures appreciation for bees and thus maintains vital pollination. Improvements</p> |   |

towards meeting MDG3 will be achieved through a more holistic sustainable approach to women's involvement in apiculture sector. *Organisation A* maintain strong gender inclusive principles and ensure women are considered in their business model. In this project women will secure a high status role in the supply chain through taking on honey quality assurance roles in the community. There are increasing market opportunities for honey and beeswax products in urban areas of Cameroon and for export regionally (Nigeria) and to Europe. However numerous barriers exist in rural poor communities gaining access to these higher end markets including scattered supply sources, lack of skills or knowledge, and limited access to market information. *Organisation A* is the only significant honey and beeswax buyer in the project in the area and has an essential role to play in linking poor communities to rewarding markets for their produce. Without this project, the current EU importer from *Organisation A*, *Importer C*, has indicated that the demand for Cameroonian products will remain at the same level or even decrease as other countries increase their ability to provide products of a higher volume and quality. This will have a significant impact on the future of *Organisation A* and will directly impact upon the household income of over 7,000 people in Cameroon.

### Concept note question 3.3 (2 examples)

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| <b>3.3</b> | <b>What</b> specific change is this initiative intended to achieve? What is the anticipated impact of the project on the lives of the beneficiary communities? What results will be delivered at the community level? Approximately how many people will benefit directly (from each of the target groups)? |
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The key **change** this project is intended to achieve is a 50% increase in nutritious food production, year round food security, and a 50% decrease in the amount of time spent walking to source fuel for food preparation. The main **impact** of this change on the lives of the beneficiaries will be:

- Increased availability of nutritious food for the involved households by at least 50% on average
- Less time spent by women (20% reduction) and children (50%) sourcing household fuel for food preparation.
- An increase in entrepreneurial activity from more efficient food production and engagement in food-energy related businesses
- An increase in household disposable income of 20% as a direct result of reduction in food and fuel costs.
- Greater numbers of children accessing primary and secondary education

Environmental impacts: reduced levels of deforestation in surrounding areas; reduced indoor air pollution in the target communities; reduced levels of paraffin-related health issues in the target group and their families, improved land quality due to varied food production.

**Direct beneficiaries:** 2500 women and 2500 children (age-group 9-17) will receive direct training and support to access nutritious food sources using Permaculture and Aquaponics, and reliable food preparation methods using renewable energy sources.

**Wider beneficiaries:** Other family members of the direct beneficiaries, plus wider community members, total 12500 people of all sections of the target communities.

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Contributing towards selected Kenya MDG targets, this initiative will make the following direct and measurable changes to people's lives in the 6 targeted locations:

- 940 Samburu and Pokot families living on less than \$1 per day will have increased their annual income above \$360. The principle stakeholders in implementing activities for this change will be (50%) young men ('morani') and (50%) young women from all 6 target communities. An associated result will be a reduction in prevalence rates of underweight children in these families.

- 150 children (50% boys, 50% girls) from Samburu and Pokot families will be enrolled in primary education. The expected result of this will be a contribution to increasing proportion of pupils starting grade 1 and reaching grade 5, reducing the disparity in the ratio of literacy amongst men and women and an increase in literacy rates among these communities.

Two annual community-wide peace meetings will take place in each location (12 events over 12 months - reaching 3,000 people). These meetings, whilst consolidating peace between the communities, ensure that alternative livelihoods can remain functional and active, as well as guaranteeing that schools (previously) shut in insecure periods remain open. This will result in an increased number of persons exposed to adult peace education and the overall inter-community relationship building process.

### Concept note question 3.4

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| <b>3.4</b> | <b>What</b> is the methodology and approach to be used by the project to achieve the changes described? How will the project work at the community level? Describe briefly the main activities. |
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The **methodologies and approaches to be used by the project** include:

1. **Irrigated horticulture as a means of income generation for smallholder farmers** – Having access to water for irrigation increases farmers resilience to erratic rains in the primary growing season, produce higher yields and continue growing during the dry season when production is normally impossible. This ability to cultivate year-round triples a farmer's earning potential, reduces food insecurity and offers one of the most cost-effective methods of rural poverty alleviation.
2. **Poverty Reduction through Irrigation and Smallholder Markets** – this is a framework developed by *Organisation X* that provides a robust approach to addressing obstacles to accessing markets, increasing productivity and developing value chains that support poor rural entrepreneurs to improve their income.
3. **Private sector engagement** – We strongly believe that for development interventions to have the best chance of achieving scale and sustainability there is a need for significant involvement of the private sector. For each step of the value chain, *Organisation X* has already developed a dialogue with private sector stakeholders who are keen to be involved in the smallholder farmer markets and are prepared to invest in this commitment. In the case of many of these, *Organisation X* and *Organisation Y* already have existing strategic relationships. For the supply of inputs we have made contact with a number of agro-dealers and distributors of equipment; for the financing of input purchases we have support from a Micro Finance Institution (MFI); for the purchase of higher value farmer produce we have interest from *Organisation V* and the local mining operator *Organisation Z*. This demonstrates that we already have the potential for a sustainable value chain in place that can survive long after our project has completed.
4. **Farm Business Advisers (FBAs)**– this innovative, prize-winning approach (*reference to prize given*) will be the primary means for engagement of farmers. Under this approach, lead farmers and other entrepreneurial-minded and respected local actors are appointed as FBAs and act as the last link in the extension advice and input supply chains. *Organisation X* ensures that FBAs, each of whom serves 80-120 farming households, receive the training and capacity building support that they require and that they are linked to private sector supply chains and providers of finance on whose behalf they act. FBAs earn commission on sales on inputs and micro-

finance, thus they generate an income for themselves. In time FBAs expand the services (and income sources) that they offer to farmers to establish a sustainable “bottom of the pyramid” advice and input supply network which is funded by the private sector.

This **project will work at the community level** in a number of ways. Firstly, by recruiting FBAs at the community-level, they will then work directly with smallholder farmers in their communities to improve horticultural productivity. Secondly, this project will establish collection centres at the community level, which will provide an opportunity for networking between input suppliers, farmers and buyers, act as a forum for producers and buyers to discuss and resolve issues, and bring producers together to exchange lessons learnt and useful strategies. Thirdly, *Organisation X* has developed a strategic partnership with the MFI, *Organisation Q* and through this has developed a groundbreaking new model of commercially viable smallholder loan provision, which will be extended to the North West Province for this project. FBAs will provide critical services to enable smallholders to access these loans – including screening, needs assessment, obtaining and filling in loan forms, encouraging repayment and offering agronomic advice. Fourthly, this project will seek to identify and train existing and potential rural community-level enterprises and entrepreneurs to supply inputs.

The **main activities** that will be undertaken in this project include:

- (1) Gender situational analysis will be carried out at the beginning of the project, with the findings being integrated into all the subsequent activities mentioned below. This analysis will establish, amongst other things: the role of men and women in food production systems and value chains, and their distinct sets of agricultural knowledge and skills (and gaps in each); in what way women in particular are disadvantaged in production and value chain activities (any gender biases in institutions, perceptions of them in markets, access to credit, resources, technology, any laws and regulations that may directly or indirectly hinder women’s participation).
- (2) Building the capacity of 3,500 households to enable them to enter commercial horticultural production.
- (3) Building a sustainable network of FBAs capable of serving their local farming communities.
- (4) Developing sustainable input supply chains for smallholders.
- (5) Linking producers to markets for their produce.
- (6) Linking farmers to sources of microfinance.
- (7) Building capacity in *Organisation Y*

### Concept note question 3.5

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| <b>3.5</b> | <b>Who</b> will be carrying out the project activities? Which organizations / stakeholders will undertake which work? Why are these organisations considered to be the most appropriate to implement this project? Who has been involved to date in the project design? |
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Participatory Project Design: Project activities will be implemented by *Organisation 1*, *Organisation 2*, and *Organisation 3*. To ensure ownership, the project was discussed extensively with the two implementing partners. Prior to project planning the Cameroonian based project partners had a long history of training new beekeepers and working with rural poor communities and therefore had identified the communities in each region of the project to work with. These communities have already expressed the desire to participate in the project, have been identified as possible suppliers and have been identified by *Organisation 3* as being marginalised, rural poor communities. Both *Organisation 2* and *Organisation 3* have continued consultation with the Ministry of Livestock, Animals and Fisheries to ensure apiculture is being to be included in their activities. *Organisation 1* also consulted with the main importer of *Organisation 2* beeswax who confirmed that *Organisation 2* would be able to command higher prices for beeswax once their facilities met with Hazard Analysis and Critical Control Points (*HACCP*) compliance and improved quality assurance processes were established at community level. The main importer also confirmed that it was ready to buy greater volumes of beeswax. Project partners, roles and responsibilities: Result 1. *Organisation 3* will conduct community engagement, finalise list of participants, group communities

and develop a training timetable. The organisation will also facilitate community engagement throughout the project and disseminate market information to the beneficiary communities. *Organisation 3* will also conduct a pre Knowledge, Attitude & Practices (KAP) survey to establish a project baseline during the planning stage and look at sustainable development linkages to feed into training and coaching phases of project implementation. This will enable project impact to be assessed and inform additional M and E activities, including a post KAP survey. *Organisation 2* will provide the 'beekeeping caravan' training team, deliver training, purchase honey and beeswax products and contribute market information. *Organisation 1* will provide technical guidance on training plans and the integration of women and girls into project activities. *Organisation 1* will conduct M and E activities in coordination with *Organisation 3*. **Result 2.** *Organisation 2* will be responsible for making the HACCP compliant upgrades to their central beeswax processing facility. **Result 3.** *Organisation 1* will provide regional and international networking linkages to facilitate stakeholder engagement and facilitate the transfer of up-to-date sector information to *Organisation 2*. *Organisation 1* will provide technical advice to the trade body in Cameroon and *Organisation 2* will coordinate the trade body in Cameroon. *Organisation 2* and *Organisation 3* will communicate developments in the apiculture trade body activities, roles and responsibilities to beekeepers throughout Cameroon through radio messages and community engagement. Overall project management throughout the project cycle will be conducted by *Organisation 1* based on expertise developed over the past 20 years of engagement with apiculture projects in Africa. *Organisation 2* have expressed that *Organisation 1* provide continued support, technical knowledge and communicate sector developments by continuing a close partnership throughout this project. *Organisation 1* will ensure financial management and risk management throughout the project and provide organisational guidance to *Organisation 3* to respond to future funding opportunities, reducing the need for international support.

### Concept note question 3.6

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| <b>3.6</b> | <b>Why</b> do you consider the proposed project to offer good <b>value for money</b> in terms of the anticipated results and impact on poverty at the community level compared to the overall cost of the intervention? |
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Our proposed project offers value for money in the following ways:

- It utilises a train the trainer approach to build knowledge, understanding and capacity in sustainable energy access and use. The inputs by international experts are purely to build the capacity of local trainers, after which the local trainers are enabled to train members of the target communities. This cascade approach allows the maximum number of people to be reached by the training in a cost-efficient manner whilst also leaving the skills within the communities.
- It uses Permaculture and Aquaponics, both resource efficient agricultural methods which minimize energy consumption, water loss, food and fecal waste, and maximizing crop output.
- The approach to be used in this project focuses on developing solutions that exist within, or very near, the communities targeted. In finding energy efficient solutions to food preparation, the emphasis is not on shipping in new equipment but on reconditioning of existing equipment, devising low-tech domestic solutions at zero or very low cost. This maintains cost efficiency of the project and also longer term sustainability of impact (and hence VfM)
- The projects community resource centres will use existing community buildings – there is no requirement for new builds. The key facilitating staff will be based in the communities they will serve to minimise travel and accommodation costs.

### Concept note section 3.7 (2 examples)

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| 3.7  | <b>How</b> will the proposed project impact positively on the situation of <b>women and girls</b> and other relevant <b>diverse</b> groups (e.g. disabled, minorities) who are particularly excluded in the local project context? |
| <p>The project will provide specific targeted support to those most disadvantaged and vulnerable to inclusion: girls and young women; guardians or orphans &amp; vulnerable children (OVC) with HIV or AIDS; guardians that are women, teenagers or elderly people or that suffer long term health needs or disabilities. These beneficiaries will particularly benefit from the impact of income generating activities (IGAs) that bring additional income into the family.</p> <p>At a local level we support inclusion and diversity through training and awareness, talks and meetings and on-going dialogue with beneficiaries ensuring our methods and trainings are delivered at appropriate times for carers, in appropriate languages, hosted in local village locations and use peer-led approaches for maximum empowerment and participation. We support forums where women can explore ways they can exercise their rights and participate more confidently in household and community decision-making. We support them to challenge traditional beliefs and practices that damage their rights and their children's rights - particularly challenging endemic domestic violence and violence against children. We promote equal opportunities and at all stages of the project we will empower and advocate for those groups that are harder to reach and involve so they can better articulate and advocate for their basic rights and participate in local decision-making processes.</p> |  |

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| 3.7   | <b>How</b> will the proposed project impact positively on the situation of <b>women and girls</b> and other relevant <b>diverse</b> groups (e.g. disabled, minorities) who are particularly excluded in the local project context? |
| <p>The project aims to achieve a balance of 50% Samburu 50% Pokot ethnic groups, and within each ethnic group 50% women 50% men as direct participants in activities and beneficiaries of the project results. In the current social context of both Samburu and Pokot ethnic groups, and given the rationale of promoting economic and human development it is essential that young men (the 'moran' – warrior age sets) are able, socially, to participate in both education and livelihood activities to be undertaken in this project. The challenge to this is the notion of masculinity prevalent in both ethnic groups whereby one must act as a warrior to acquire wealth (livestock) in order to be socially accepted and eligible for marriage (bride wealth) and protect this wealth and the community. Young women are taught to be the key cultural transmitters of this attitude. Therefore it is necessary to have lengthy dialogue process with both young men and women in order to encourage both participation and the social valuing of both alternative livelihoods and (formal) education. This dialogue is an ongoing process in the target communities linked to the established peace architecture and associated activities. The result of this in the target communities are the requests by 'moran' for assistance in alternative livelihood strategies and the creation of 'new' songs by women to praise 'moran' in having more peace oriented lifestyles. It is too early to establish the impact of this on the practices of bride wealth. A similar process has been occurring with married men and women to encourage education.</p> <p>The provision of a livelihood option for both young men and women should have a positive impact on gender relations. Recent research on the Samburu has shown that men do make a contribution to the women's gender role of maintaining the household, but not when away from home undertaking nomadic pastoralism. During (frequent) drought this situation is exasperated as the ability of men to provide for the household is reduced as livestock's diminish and greater time is spent away searching for pasture, or raiding. The women and children invariably suffer more. By</p> |  |

increasing the ability of both men and women to have alternative agro-based or small livestock oriented livelihoods this should reduce the dependence of men on cattle, and women and children on men through enhancing place based food security.