



*Building a simple animal shelter, at a regional workshop we held in March 2010*

## **Fostering ELUM, improving livelihoods**

**- Highlights of PELUM Regional Desk's activities in 2010**

**PELUM Association Regional Desk**

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Through networking, support and leadership, PELUM Regional Desk is strengthening PELUM Association, adding value to and creating new opportunities for the country desks.

## **Enhancing the institutional and organisational capacity of the association**

### **Setting a strategy**

2010 saw us put a great deal of effort into our 2012-16 strategic plan. After consultation with member organisations, country working groups and other stakeholders on the organisation's strengths and priorities, we set the strategic plan's objectives and activities. The strategy is to be approved by the board in 2011.

### **Developing positions**

We drafted a position paper to make clear PELUM Association's niche by defining what PELUM supports and believes in. The paper is to be approved by the board in 2011.

### **A consistent look across the countries**

We created and circulated brand guidelines, in response to a request from country desks. The guidelines – which include the first use of official brand colours and a cleaned-up logo – should help to ensure PELUM desks have a consistent look.

### **Strengthening country desks**

A fundraising workshop was held in March, responding to a request from country desks. In the PELUM-tailored workshop, participants benchmarked current practices with best practices and identified gaps to be addressed in fundraising strategies.

During a senior staff meeting in March, a session was dedicated to looking at how country desks could be strengthened. Experiences were shared by countries that have made it through the formative stage and strategies for strengthening struggling country desks agreed to and are being followed up.

We met with Zambia and Botswana desks to discuss how we might help to strengthen them.



*The March 2010 senior staff meeting in Zimbabwe*

## Strategic national, regional and global networking

### Highlighting the need to support family farmers



We worked with others to get an International Year of Family Farming declared by the United Nations. The campaign is being led by the World Rural Forum, with us spearheading the efforts to gain campaign support in Eastern and Southern Africa. Over 300 organisations from 80 countries in five continents have joined the campaign so far.

The declaration will go a long way towards making people aware of the problems family farms are having and the important role family farms plays in food security.

*At the Africa launch of the campaign, in Malawi.*

### Supporting efforts on food sovereignty

We helped to establish the Alliance for Food Sovereignty in Africa. The alliance is a network of African organisations showing policy makers that food sovereignty will come if they help farmers adopt African sustainable farming practices. The members of the alliance represent small-scale farmers, pastoralists, hunter-gatherers, indigenous peoples, citizens and environmentalists from Africa.

### GMOs

We're campaigning against GMOs being introduced in the region. We are coordinating a 'GMO group' with PELUM Zambia and partners, working to counter the call to introduce BT Cotton in Zambia and open GMO trading in the COMESA region. Efforts have included publishing an open letter in the national press demanding the Zambian government stand firm on its opposition to GMOs. We plan to do more regional campaigning on this issue in 2011.

### Food security plans

Through our Innovation Africa project, we are trying to ensure local innovations and realities are incorporated into district food security plans through inclusive and participatory multi-stakeholder platforms. We hope these will improve access to food for vulnerable households in rural communities. Three country desks (Malawi, Tanzania and Zambia) have been supported and are participating in this initiative, happening in five countries in Africa, with support from Northern partners. The actions have been enabled with financial assistance of the European Union.

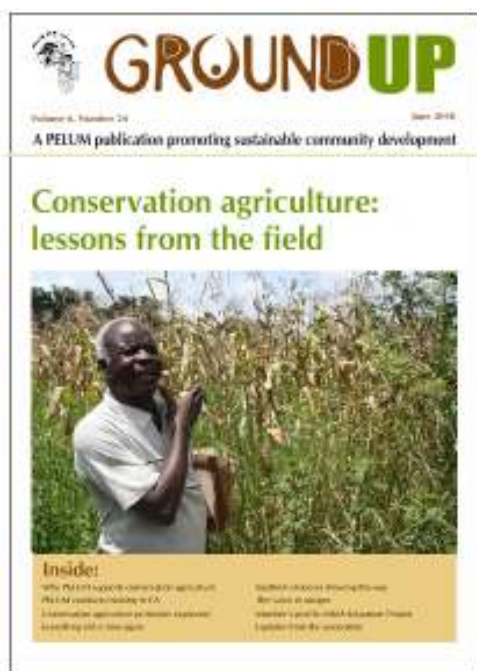
### Helping people to understand agricultural budgets

We provided support to PELUM Zambia in the implementation of the citizen budget tracking project funded by DCA. The project – running until 2012 – is helping people to understand, influence and track the Government's agriculture budget, so that money is spent in a way that helps small-scale farmers. In 2010, the project was introduced to implementing partners in Eastern and Southern provinces and radio programmes were aired on eight community radio stations around the country. Lessons from this initiative will be shared within the sub-region and with countries that have active campaigns on investment in agriculture including Tanzania and Uganda.

### CCFD

In March, PELUM participated in the CCFD solidarity development education lent campaign on the theme "the meaning of development", which was attended by over 40 CCFD partners from around the world.

## Documenting, packaging and upscaling best practices in elum



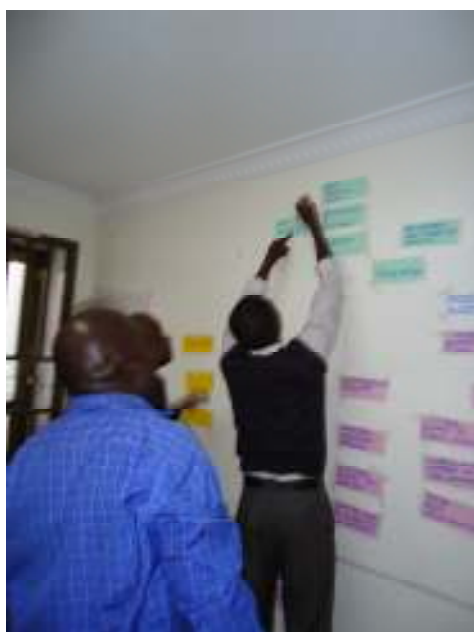
Through two issues of *GroundUp* – one focused on conservation agriculture, one on increasing farmer income – and several case studies published on our website – on setting up a smallholder organisation, producing hay, using information communications technologies and mainstreaming gender – we shared elum good practice with our country desks and member organisations.

We created a channel on You Tube (<http://www.youtube.com/user/PELUMAssociation>) to share videos clips of our country and regional activities.

The website, updated throughout the year, was also used to share news and progress on activities.

We created a database of PELUM member organisations, which is helping us to better understand and support the member organisations and will allow us to record, and then share, good elum practices from the members.

## Strengthening partnerships with smallholder farmers' organisations and promoting farmer market access



**Market access and land rights:** We supported the East African country desks' campaign on small-scale farmers' market access and land rights. Studies on market access challenges for small-scale farmers and appropriate market models were commissioned and land rights awareness workshops were held in Kenya, Rwanda, Uganda and Tanzania with the regional desk providing technical support. We are working to secure funding for a second phase of the project in southern Africa countries.

**“PELUM Uganda is successfully linking market chain actors in the maize sub-sector – thanks to the support from the PELUM regional desk.”**

**- Stella Lutalo, country coordinator**

## Promoting 'elum' practices



### Regional trainings

In 2010 we held two week-long regional 'training of trainers' workshops, one in March on conservation agriculture, the second in September on sustainable agriculture methods, both helping farmers to adapt to climate change and the second one adding in lessons on value addition and marketing. The workshops were structured around practical exercises, as opposed to theory learning and allowed for a great deal of sharing. Coming out of one training is a detailed practical conservation agricultural handbook, nearing completion.



### New partnership

In a bid to search for ways of increasing small scale farmers' access to water, we are helping to set up a new network, called the Partnership for Agricultural Water in Africa, looking at water use and management. Over time the network should help us to build the capacity of farmers on sustainable water use – not least by linking our members with the network's experts.

### Sharing methods for adapting to a changing climate

Thanks to the support of CCFD, we supported the documentation of climate change adaptation strategies in Kenya in a DVD and booklet, shared the strategies among member organisations and the public using radio and meetings, and with global partners.

In Zambia, we supported the country desk to enable the members to feed the perspective of small-scale farmers into the national climate change response strategy and in the government process for climate-proofing its sixth national development plan. As well, we created a factsheet and bilingual posters containing important adaptation techniques. Articles on climate change adaptation were published in two Zambian national newspapers.

**“Regional Desk has enabled PELUM Kenya to increase the resilience of the small scale farmers in adapting to climate change through identification and scaling of best practices.”**

**- Zachary Makanya, country coordinator**

## Mainstreaming gender



### Building gender capacities

We developed survey tools for gathering information on the status of the member organisations and country desks in gender, HIV and AIDS mainstreaming. The tools should help the regional desk to assess the gaps and needs of the member organisations in their gender, plans and interventions. The tools:

- Gender Sensitivity Checklist
- Individual Gender Capacity Assessment
- Gender: Organizational assessment and distribution of function
- Pre, Post Test HIV and AIDS Checklist
- Gender, HIV and AIDS Learning Needs on Monitoring and Evaluation



We held two workshops in Zambia in 2010, training farmer group leaders and community agricultural workers in how to mainstream gender and HIV in their rural development plans. Mainstreaming action plans, development of gender policies and HIV/AIDS workplace policies were initiated after the workshops.

### Strengthening policies

We worked with the Zambia and Zimbabwe desks on HIV and AIDS workplace policies and gender policies.



We revised our regional HIV and AIDS Workplace Policy. It is to be approved at the March 2011 board meeting.

## Finances

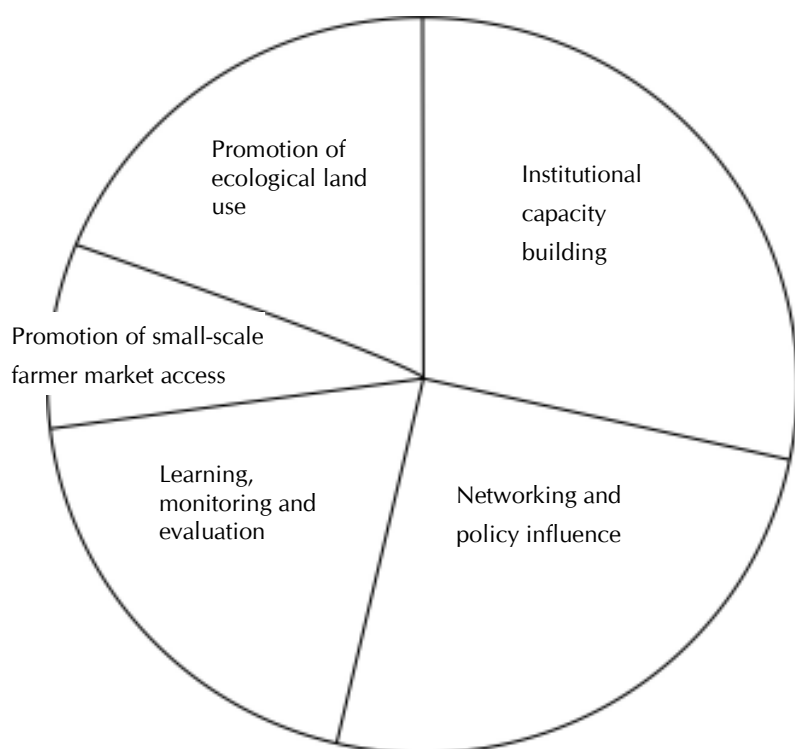
### Striving for strong financial effectiveness

2010 income: ZMK 2.313 billion

2010 expenditure: ZMK 2.283 billion

We spent our income to deliver on five major areas of work, set out in our strategic plan:

- Institutional capacity building 28.2%
- Networking and policy influence 24.8%
- Promotion of ecological land use 19.0%
- Learning, monitoring and evaluation 19.2%
- Promotion of small-scale farmer market access 08.7%



### Expenditure to enable progress on organisational objectives

*Full accounts are available from our office.*

## 2010 Personnel

### Programme staff

Freda Chirwa	Receptionist (left in July)
Lea Acaller	HIV and AIDS, gender mainstreaming officer (VSO placement)
Martin Bertram	Agricultural Development Officer (left in August)
Marjorie Chola Chonya	Information and Communications Officer (left in July)
Matthews Musyani	Finance and Administration Officer
Mary Jo Kakinda	Secretary General
Wilfred Miga	Agricultural and Rural Development Officer (arrived in May)
Russell Phiri	Finance and Administration Assistant
Estelle Taylor	Communications Adviser (arrived in February; VSO placement)
Agnes Yawe	Campaigns, Advocacy and Lobbying Officer

### Support staff

Frank Chongo	Gardener
Mosty Choobe	Guard
Peter Malumbano	Guard
Beauty Mukosha	Cook and Cleaner
Kelvin Mwenya	Driver

**“I would like to let you know that we appreciate the PELUM Association RD support provided to us that was mainly focused on the encouragements towards the success and communication during the implementation of the project “Empowering Smallholder farmers in Eastern Africa to access agro-markets and secure agricultural land” while carrying out the marketing and scoping studies.”**

- Celestin Hitimana, country coordinator