## ANNEX I – DESCRIPTION OF THE ACTION

### 1. GENERAL INFORMATION

**1.1 Title: Reversing Land Degradation in Africa by Scaling-up Evergreen Agriculture**

**1.2 Location(s): Senegal, Mali, Ghana, Niger, Ethiopia, Kenya, Rwanda, Somalia (Somaliland and Puntland);** Additional consultative support will be provided in Burkina Faso**.**

## 2. THE ACTION

### 2.1 Summary

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| Duration of the action | 60 months |
| Objectives of the action | *Overall objective(s):* Improve livelihoods, food security and resilience to climate change by smallholder farmers in Africa and restore ecosystem services, particularly through evergreen agriculture.<br>*Specific objective(s*):<br>1. Equip 8 countries with surveillance and analytic tools on land degradation dynamics, including the social and economic dimensions, to support strategic decision-making and monitoring for the scaling-up of evergreen agriculture.<br>2. Support 8 countries in the accelerated scaling-up of evergreen agriculture by smallholder farmers, along with the development of agroforestry value chains. |
| Stakeholders | World Agroforestry Centre (ICRAF), World Vision, CARE, Catholic Relief Services, Oxfam, Sahel Eco, ELD/GIZ, National and local partners. |
| Target group(s)[1] | The poorest, most vulnerable smallholder farmers and pastoralists. |
| Final beneficiaries[2] | Smallholder farmers, pastoralists, national policymakers & implementers; development policymakers |
| Expected results | Evergreen agricultural practices adopted by at least 500,000 farm households, over an area of at least 1 million hectares across 8 countries. Expected results include:<br>R.2.1 Land degradation dynamics, dimensions and indicators in target areas are mapped and documented, using baseline and trend data for policy decision making to monitor the achievement of the scaling-up targets in each of the countries.<br>R.2.2 Existing large-scale re-greening successes at the grassroots in each of the countries are identified, documented and analysed, and suitable participatory approaches for accelerated scaling-up are elucidated.<br>R.2.3 Countries' policy and regulatory frameworks are more conducive to the scaling-up of evergreen agriculture/re-greening.<br>R3.1 Re-greening successes are broadly communicated to policymakers, relevant public administrations and the development community in each country to inspire accelerated scaling-up targeting 500,000 farmers.<br>R3.2 Local organisations and service providers are equipped and promote accelerated re-greening at scale.<br>R3.3 Value chains to support the upscaling of the evergreen agriculture production systems are developed or strengthened. |
| Main activities | a) Target areas mapped and documented (baseline and trend data) to enable informed decision-making and monitoring progress of scaling-up in each of the countries.<br>b) Large-scale, grassroots re-greening successes identified, documented, supported and analysed in each target country<br>c) Scaling up of these re-greening successes and bottlenecks through extensive communication to policymakers, administrations and the development community<br>d) Local organisations and service providers are trained, equipped, and enabled to promote accelerated re-greening at scale<br>e) Value chains that support evergreen agriculture production systems are developed |

[1] "Target groups" are the groups/entities who will be directly positively affected by the Programme at the Programme Purpose level

[2] "Final beneficiaries" are those who will benefit from the Programme in the long term at the level of the society or sector at large

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| | and/or strengthened in each country.<br>f) Extensive, actionable evidence on livelihoods, gender, financial considerations, soil restoration, and resilience are collated and widely communicated. |

## 2.2 Background and Objectives

Land is the foundation for food and nutritional security, human well-being and development. It is also the engine of economic growth in many countries in Africa. But **land is a finite resource** subject to growing and competing pressures from increased demand for food, fibre, feed and fuel; urbanisation; and infrastructure developments. These are driven both by rapidly growing populations and by rising international demand for commodities of all kinds.

**This project has two objectives**: to equip partner countries with the tools they need to accurately understand land degradation dynamics in order to influence policies and interventions, and to **reverse land degradation across those countries through interventions that promote a** re-greening of the landscapes. A detailed monitoring at fine scales of the biophysical and social consequences of interventions will let the project **derive compelling, actionable evidence with a high degree of confidence about the context-specific costs and benefits** of proposed approaches.

An estimated 83% of sub-Saharan Africans are dependent on the land for their livelihoods, yet two-thirds of African land is already degraded to some degree[3]. In many African countries land degradation is higher than 65%. By eroding the productivity of farming systems, land degradation reduces incomes and food security. By reducing the resilience of the ecosystems populations depend on, land degradation worsens their exposure to the weather of the Anthropocene. By reducing the economic value of land and damaging climate and water cycles and ecosystem services, land degradation affects populations at national and regional levels. And because it worsens GHG emissions, exacerbates biodiversity loss and reduces land-based water cycle, land degradation has negative global consequences. Left untackled, it is a vicious circle that worsens poverty, hunger, unemployment, instability, and the migration and conflict these afflictions breed.

**The mismanagement of land** has led to repeated civilizational collapse[4]. In modern times, it is again exacerbating food and energy insecurity, environmental distress, migration, poverty, and conflict. The consequences are severe even for communities at great distances from the affected areas. Faced with destitution, farmers and other land users move to the next available piece of productive land, often driving deforestation. **Migration** is accelerating with about 135 million people at risk of being uprooted by desertification and land degradation by 2050. At least 60 million of these vulnerable people are in sub-Saharan Africa.[5, 6]

The evidence is clear: **agroforestry – combining trees with the cultivation of crops and/or the raising of livestock – is central to the sustainable management of land and the restoration and maintenance of healthy landscapes**. This is because **trees integrated into farm landscapes** and trees incorporated directly into croplands (evergreen agriculture), provide a cornucopia of goods and services. They sustain green cover on the land throughout the year, e.g., maintaining vegetative soil cover even after the harvest, when soils are bare. Many tree species have the potential to bolster nutrients available to crops and pastures because they fix nitrogen, cycle nutrients upward from the deeper soil profile, and replenish soil organic matter through decomposition of their leaf and twig litter as well as decaying roots. In addition, tree roots improve the structure of the soil and boost its ability to absorb and retain water. They slow strong winds and shade hot sunlight, boosting crop and grass

[3] Economic Commission for Africa, Africa Review Report on Drought and Desertification in Africa, 2007, http://www.un.org/esa/sustdev/csd/csd16/rim/eca_bg3.pdf

[4] Jared Diamond, *Collapse: How Societies Choose to Fail or Succeed,* Viking (2006)

[5] Todaro, Michael P. "Migration and development." Population and Development Review 26.3 (2000): 611-611.

[6] UNCCD. Desertification The Invisible Frontline (2014)

yields further. And while helping annual crops in this way, intercropped trees produce food (fruits, vegetables, oils, nuts and honey), fuelwood, fibre, fodder, resins, timber and medicine. This boosts incomes, increases carbon storage above- and below-ground, and brings more effective conservation of above- and below-ground biodiversity.

Unlike mono-cropped fields, which are left bare after the harvest, agroforestry landscapes always have living, perennial plant components that often remain green after the harvest. For that reason, practitioners often speak of these crop fields intercropped trees as creating an "evergreen agriculture". And with this list of benefits, it is not surprising that **millions of farmers already practice evergreen agriculture** from Niger, Mali, Senegal, and Burkina Faso to Zambia, Tanzania, Malawi or Ethiopia.

The easiest - and cost-effective – way of re-greening denuded landscapes is often to protect and manage trees and shrubs that naturally regenerate from roots and seeds present in the landscape. This method, known as **Farmer-Managed Natural Regeneration (FMNR**), is exceedingly effective as a very low-cost way to restore degraded land[7]. It is usually much more successful than tree planting in dryland farming and pastoral systems, because in these harsh landscapes the protection and care of fragile new seedlings demands a large investment in time and labour. For those reasons, FMNR is usually the foundational building block of evergreen agriculture: it is among the most promising pathways for the **sustainable intensification** of smallholder farming, and it generates the early returns that encourage farmers to take the next step and add their own chosen trees through planting.

Encouraging examples are found across the Sahel, each characterised by a large increase of tree densities across agricultural and pastoral landscapes. These include the recent adoption of evergreen agriculture on over 5,000,000 hectares in the regions of Maradi and Zinder in Niger (the country's breadbasket production zone), on 500,000 hectares in the Seno plains in Mali, on 200,000 hectares in Senegal, and in parts of northern Ghana, Ethiopia, Malawi, Kenya, and other countries.

Evidence shows that these increased tree densities bring valuable economic benefits. In Niger, small-holder farmers in these re-greened regions are estimated to produce an additional 500,000 tons of cereals a year, which helps feed about 2.5 million people.[8] The World Bank estimates that these new trees generate an additional annual production of at least $260m, which flows directly to farm families.[9] A 2008 survey estimated that 62,000 farm families from Maradi gained an additional gross income of $17 to 23m per year from the 900,000 to 1,000,000 new trees their care had allowed them to regenerate.[10] The additional annual benefits from tree products and increased grain and livestock production were estimated to be up to $250 per hectare[11]. In a study of FMNR sites in Burkina Faso, Mali, Niger, and Senegal, the effect of trees on yields (direct and indirect) was found to be significant, in the range of 15-30% of observed yields.[12] The same study found that the increased availability of firewood from pruned branches had an estimated average value of US$127-154 per household.

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[7] Assuming that root- and seed-stocks remain in these degraded soils; this is not the case in the most severely degraded landscapes.

[8] Gubbels, Peter. "Escaping the Hunger Cycle: Pathways to resilience in the Sahel." Oxfam Policy and Practice: Agriculture, Food and Land 11.6 (2011): 165-288.

[9] Botoni, E., and C. Reij. "Silent transformation of environment and production systems in the Sahel: Impacts of public and private investments in natural resource management." Ouagadougou, CILSS and Free University Amsterdam (2009).

[10] Haglund, E., et al. Assessing the Impacts of Farmer Managed Natural Regeneration in the Sahel: A Case Study of Maradi Region. Niger, internal report for International Crops Research Institute for the Semi-Arid Tropics, Niamey, Niger, 2009.

[11] Gubbels, Peter. "Escaping the Hunger Cycle: Pathways to resilience in the Sahel." Oxfam Policy and Practice: Agriculture, Food and Land 11.6 (2011): 165-288.

[12] Binam, Joachim N., et al. "Effects of farmer managed natural regeneration on livelihoods in semi-arid West Africa." Environmental Economics and Policy Studies 17.4 (2015): 543-575.

**Lessons learnt** from these past experiences include:

a) Re-greening is more likely to succeed where there is a sense of crisis linked to drought and land degradation; where population densities are relatively high and there is significant pressure on land resources; where demographic growth and high population densities reduce the possibilities of agricultural expansion or land fallowing and have induced severe resource-related constraints; where on-farm tree densities are low and there is a scarcity of fuelwood and fodder resources; where rainfall is in excess of 350 mm/year; and where pilot programs have been established that have demonstrated major success in up-scaling, such as in Niger, Mali, Ghana, Senegal, Ethiopia, Kenya and Rwanda.

b) Smallholder farmers and herders are central to land regeneration and sustainable management. Re-greening requires helping smallholder farmers adopt simple, proven land and tree management practices, and helping livestock herders ensure freshly regenerated trees are protected from browsing by their animals.

c) Farmer-managed natural regeneration has proven more effective than tree planting in the drylands of Africa[13,14]. FMNR has now been established as a 'foundational practice' upon which other production-boosting practices can be built.

d) The selection and planting of appropriate trees can complement naturally regenerating ones, for example to improve nutritional outcomes, enhance household incomes, or to provide a perennial fodder, fruit or timber source. Evidence suggests that the success of the establishment of such trees is improved in landscapes already populated by naturally regenerated vegetation.

e) Farmer-centred extension approaches in general and farmer-to-farmer learning and knowledge sharing approaches in particular are often the most effective tools to build local capacity and to unleash the social spread of these practices; at least where these approaches have been shown to be generalizable, relevant and effective under new circumstances.[15]

f) Farmers, herders and other land users need effective national policies and legislation regarding access to land, and they need clear land and/or tree tenure rules to enable them to engage in the long-term investments that land management with trees requires. Successful experiences are very instructive in identifying pathways to success in the countries where such policies continue to be lacking.

g) Community-based organisations adopt by-laws and ensure that these are enforced, thus they are often important to ensure success in tree establishment. Without them, there is no landscape-level control of grazing or fire to enable trees to become established; and no effective management of communal grazing and forest lands for tree regeneration.

h) Access to profitable markets for agricultural produce is a major driver for sustainable intensification and farm-level investments in sustainable land management and evergreen agriculture.

i) Continual monitoring of activities on the ground that include socioeconomic and biophysical indicators as well as farmers' perceptions is essential to ensure continuous improvements throughout the project and to reinforce the sustainability of the interventions.

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[13] Larwanou, M., M. Abdoulaye, and C. Reij. "Etude de la régénération naturelle assistée dans la région de Zinder (Niger)." (2006).

[14] Larwanou, M., and M. Saadou. "The role of human interventions in tree dynamics and environmental rehabilitation in the Sahel zone of Niger." Journal of Arid Environments 75.2 (2011): 194-200.

[15] Kiptot, Evelyne, et al. "Sharing seed and knowledge: farmer to farmer dissemination of agroforestry technologies in western Kenya." Agroforestry systems 68.3 (2006): 167-179.

This project was conceived to test at a large scale, an approach that has already proven itself[16] in many settings: that a modest outlay in the integration of trees into agriculture makes it possible to improve the livelihoods, food security and resilience of Africa's smallholder farmers at very large scales. Restoring land and essential ecosystem services, ranging from water management to biodiversity, at scale can 'prime the pump' for rural development across Africa's drylands.

An essential outcome of this project will therefore be policy-relevant biophysical, economic and social evidence at multiple scales. This should give detailed and trustworthy figures regarding the value and cost of these approaches per household, per hectare, and per unit of national value added. Specifically, the project aims to develop and test robust frameworks for rural development projects in heterogeneous and changing environments that are capable of delivering high returns on investments. The basis for this is the adoption of cost-effective, locally acceptable techniques that are adapted and integrated through collective learning and sharing. The adaptation is underpinned by scientific and technical data and information thereby lowering concomitant risks of failure. This framework can be used to assess the effectiveness and cost-effectiveness of scalable land restoration technologies and approaches in order to inform future investments.

This will allow donors and policymakers to fine-tune the design of subsequent projects whose ultimate goal is to transform the livelihoods and resilience of Africa's 50 million poorest smallholder farm families. At those scales, the difference between an intervention that requires a country, donor or family to invest 10€ as opposed to 100€ (or more!) can be the difference between affordable and unaffordable.

This project's ambition is therefore more than an intervention that will benefit half a million families. It is to be a useful, actionable proof-of-concept that leaves donors and policymakers with the confidence that investing in these approaches is likely to be the most cost-effective rural development tool at their disposal. An important component of the project is the development of a consortium of partners committed to the same goal and outcome. This project has established such a consortium which will work together to achieve the overall objectives of the project.

As a mutually reinforcing consortium of development and research-for-development organizations, we have two key ambitions. The first is to directly scale-up evergreen agriculture among at least 500,000 smallholder families in the above mentioned eight African countries. To do so, we will start by using an innovative, but tried and tested, stakeholder engagement methodology—the Stakeholder Approach to Risk and Evidence Informed Decision-making (SHARED)—to bring together our global and country teams and other stakeholders to engage with key evidence (biophysical and social, scientific and informal) and lessons from other re-greening successes to identify promising and locally appropriate evergreen agriculture options through a comprehensive facilitated process. We will then support smallholders and other land users residing in targeted scaling sites to take up these options, ensuring they are appropriately tailored to their different needs and circumstances and helping them address any bottlenecks standing in their way.

At the same time, we will undertake complementary work to strengthen relevant agroforestry value chains. Over the life of the project, we expect that our efforts will result in the successful re-greening of 1,000,000 hectares of degraded and semi-degraded land, while promoting more synergistic relationships between smallholder livelihoods and land health. Strong project monitoring of both intervention delivery and uptake will inform adaptive management processes, leading to higher quality and more relevant support to the participating farming households. In addition, we will undertake a well designed and implemented impact assessment on direct returns of this investment and generate stakeholder prioritized evidence and learnings to inform a much larger evergreen agriculture scaling effort.

[16] Gubbels, Peter. "Escaping the Hunger Cycle: Pathways to resilience in the Sahel." Oxfam Policy and Practice: Agriculture, Food and Land 11.6 (2011): 165-288

The catalysation of this larger scaling effort is our second, and arguably larger, ambition. We will lay the foundation for this by generating and disseminating evidence through the SHARED process. This effort will discern the extent and trends associated with land degradation in the target countries, while availing economic costs and potential benefits of investing in sustainable land management (SLM) options such as evergreen agriculture.

**The specific objectives of the project are threefold to:**

a) Enhance national ability of the selected 8 partner countries to assess economic costs of land degradation and enhanced awareness on the economic benefits of investment in SLM. This component is implemented by GIZ through a separate contract.

b) Equip 8 countries with surveillance and analytic tools on land degradation dynamics, including the social and economic dimensions, to support strategic decision-making and monitoring for the scaling-up of evergreen agriculture using SHARED.

c) Support up to 8 countries in the accelerated scaling-up of evergreen agriculture using locally appropriate techniques including FMNR, tree planting and other forms of agroforestry, along with the development of agroforestry value chains.

We plan to combine the SHARED process with complementary communications work and efforts to:

a) strengthen government capacity;

b) deploy and operationalize land degradation surveillance dashboards at the country level;

c) influence relevant policies and investments through supporting the mainstreaming of evergreen agriculture into relevant policies, plans and programmes; and

d) bolster motivation and commitment among policy makers, donor agencies, the private sector, and other stakeholders to take much bolder action to both prevent and reverse land degradation.

The result will be a large, coordinated, and evidence-informed effort to promote locally appropriate land health enhancing options, including evergreen agriculture. Once such options are adopted by relevant land users, including smallholder farmers in both the direct scaling sites and beyond, significant improvements in land health are expected. These will be supported by land degradation surveillance dashboards operationalized in each participating country. This is expected to lead to an increase in the productivity and resilience of farms and the wider landscapes and in turn, more sustainable livelihoods, improved food security, and increased climate resilience. The project's Theory of Change is shown in Figure 1.

## Figure 1: Project Theory of Change

***Reversing Land Degradation in Africa by Scaling up EverGreen Agriculture***

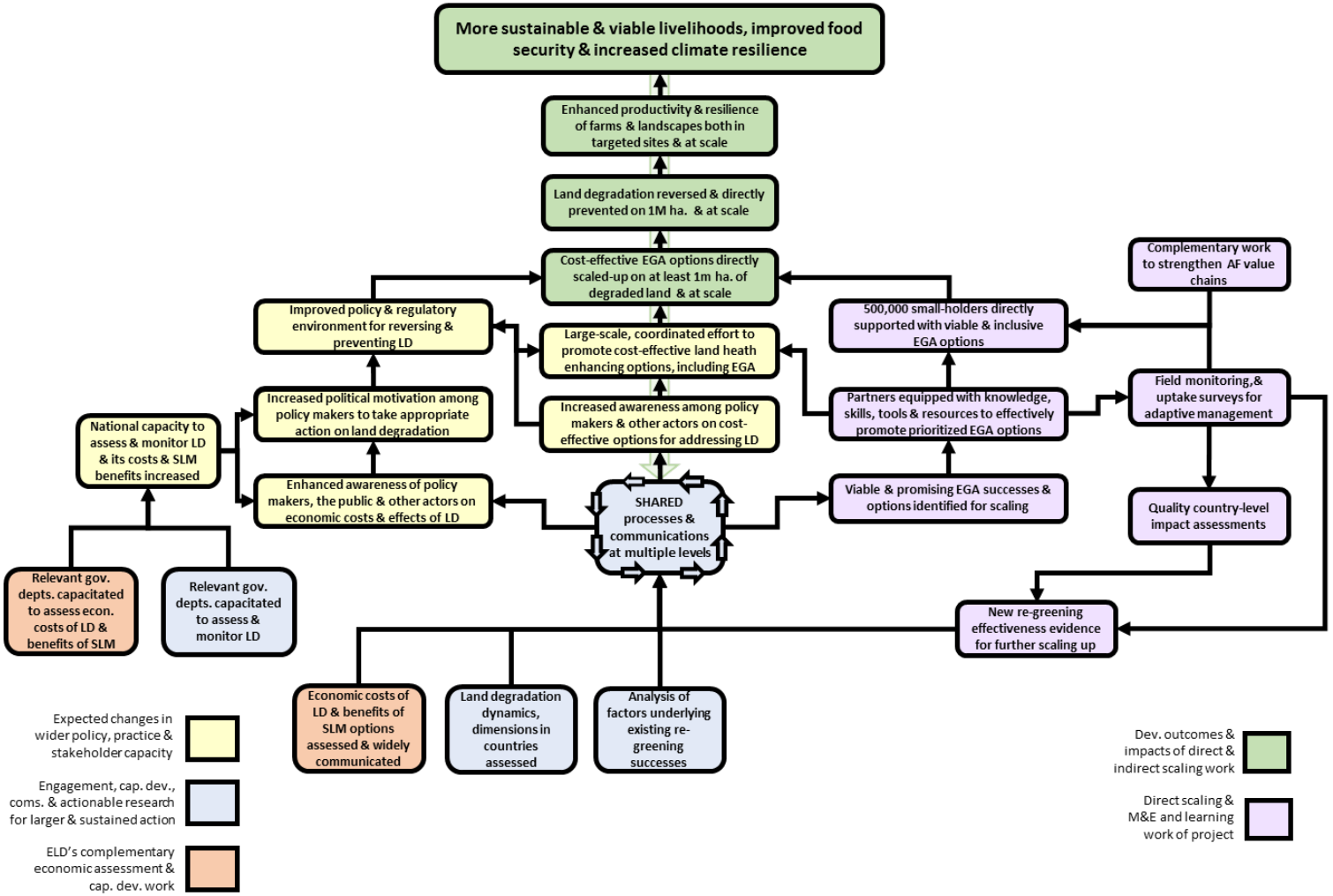


**Figure 1 : Project Theory of Change (ToC).**

## 2.3 Justification

### 2.3.1 Relevance of the Action to the objectives and priorities of the EU's thematic Global Public Goods and Challenges Programme

The EU is a Party to the three **Rio Conventions**: the Convention on Biological Diversity (CBD), the United Nations Framework Convention on Climate Change (UNFCCC), and the United Nations Convention to Combat Desertification (UNCCD) adopted in 1992 at the "Earth Summit" in Rio de Janeiro. This project will contribute to the implementation of these three Conventions, and in particular the UNCCD and its 10-Year Strategy (2008-2018); and the CBD and its Strategic Plan for Biodiversity 2011-2020 by addressing the links between climate change and ecosystems, forests, combating desertification, biodiversity conservation, and sustainable land use and land management for food production.

The role of healthy soils in addressing climate change and ensuring food security was a major focus of the 21st Conference of the Parties on climate change in Paris. The 192 countries that are parties to the UN Framework Convention on Climate Change (UNFCCC) identified the land sector that covers agriculture and forestry in their Nationally Determined Contributions (INDCs). This project will therefore contribute to the successful implementation of the **Nationally Determined Contributions** of the participating countries.

The **2030 Agenda for Sustainable Development** recognizes the importance of the conservation and sustainable use of terrestrial ecosystems (Goal 15)[17] and of reversing land degradation and achieving Land Degradation Neutrality (LDN) by the year 2030 (target 15.3)[18]. The objective of LDN is to ensure that the productive land resources we depend upon for ecosystem services (water, food, rainfall, etc.) remain at least stable or are being regenerated. Two joint actions need to be taken to make land degradation neutrality happen: **avoid further land degradation and recover already degraded land**.

**These two actions are at the heart of this project**. With regard to Goal 5 in the 2030 Agenda for Sustainable Development (Achieve gender equality and empower all women and girls), the project seeks to promote inclusion and equality by paying particular attention to the land-use preferences and needs of both men and women of different ages, cultural and socio-economic backgrounds as well as their rights to access and control land and the benefits from trees. The project recognizes the important role played by women in many agroforestry-based production systems and value chains and aims to support their active engagement and participation in the benefits of evergreen agriculture.

The **Land Degradation Neutrality target** is central to the UNCCD and to this project. The last Conference of the Parties (COP 12) invited the 195 parties that have ratified or acceded to the Convention to adopt national targets to achieve LDN, to promote the use of LDN targets and projects and other Sustainable Land Management (SLM)[19] initiatives. It requested the Secretariat of the Convention and the Global Mechanism to engage with donors, to mobilise additional resources for the implementation of the LDN target. It also encouraged the developed countries which are Parties to the Convention to actively support the efforts of developing countries in particular by:

(a) providing scientific, technical and financial assistance to help affected Parties requesting assistance to set and achieve their LDN targets as well as to implement SLM practices and LDN initiatives;

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17 "Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss".

18 "By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation –neutral world"

19 Sustainable Land Management is the integration of land, water, biodiversity and environmental management to meet rising demands for food, fibre, and other goods, while sustaining livelihoods and the range of services provided by healthy ecosystems.

(b) establishing equitable partnerships that encourage responsible and sustainable investments and practices by the private sector, which contribute to achieving LDN that supports the health and productivity of the land and its people (UNCCD, Decision 3/COP.12[20]).

This project also links closely with the **Global Soil Partnership** (GSP)[21] that the EU has strongly supported since its establishment by the FAO in 2012. This partnership aims to improve global soil governance to achieve healthy and productive soils for a food secure world, as well as to sustain other essential ecosystem services. It complements similar initiatives for water (the Global Water Partnership) and land (Voluntary Guidelines on the Responsible Governance of Tenure of Land and Other Natural Resources). The GSP is currently overseeing the development of Voluntary Guidelines for Sustainable Soil Management, to which this project will contribute through its results on the ground.

***EU Policy Framework***

The EU has a broad range of policies and legislation in place in all areas covered by SDG 15.

The EU **Agenda for Change** seeks to promote inclusive and sustainable economic growth for long-term poverty reduction by focusing notably on the sustainable agriculture and energy sectors that have a strong multiplier impact on developing countries' economies and to contribute to environmental protection, climate change mitigation and adaptation.

The new **European Consensus on Development** integrates environment and climate change in its five pillars (People, Planet, Prosperity, Peace and Partnerships). Climate and environmental resilience, disaster risk reduction, sustainable use and conservation of natural resources, tackling desertification, land degradation, drought, biodiversity and ecosystem loss, as well as support to participative governance, capacity building, technology and innovation, sustainable agriculture and integrated water management are at the core of the Consensus through their capacity to increase resilience and influence the root causes of migration and conflict. Given its potential to generate growth and boost green economy investments, sustainable land management is a horizontal priority of the Consensus and contributes directly or indirectly to all 17 Sustainable Development Goals, and especially to target 15.3 on Land Degradation Neutrality.

The project contributes to the **EU Global Strategy for the European Union's Foreign and Security Policy**, which seeks to enhance EU's and its partners' energy and environmental resilience, as part of a larger integrated approach to resilience. The Strategy encourages climate change action that relieves pressure on natural resources, and decreases impacts on desertification, land degradation, and water and food scarcity.

The project will contribute to the objectives of the **Development Cooperation Instrument on Global Public Goods and Challenges** under its area I (**Environment and Climate Change**: promoting the effective implementation of Multilateral Environmental Agreements in developing countries, particularly in the areas of climate change, protection of ecosystems, sustainable management of natural resources, including land and forest and addressing desertification; enhancing the mainstreaming and integration of climate change and environment in development), and its area III (**Food and nutrition security and sustainable agriculture**: promoting the development of sustainable smallholder agriculture and livestock-keeping through ecosystem-based, low carbon and climate-resilient technologies and sustainable natural resource management. By focussing on land degradation, the project will also address one of the root causes of **migration** (Area V).

[20] http://www.unccd.int/Lists/OfficialDocuments/cop12/20add1eng.pdf

[21] http://www.fao.org/globalsoilpartnership/en/

This project contributes to the **Global Alliance for Resilience Initiative (AGIR)** and the **Supporting the Horn of Africa's Resilience Initiative (SHARE)** that the Commission launched in 2012 to strengthen nutrition and secure livelihoods of vulnerable households, improve sustainable agricultural and food productivity, and build resilience of communities to climate change and land degradation in West Africa and the Sahel region (AGIR) and in the Eastern Horn of Africa (SHARE).

As highlighted in the Commission Communication (2014) **"A Stronger Role of the Private Sector in Achieving Inclusive and Sustainable Growth in Developing Countries",** the private sector has a key role to play in fostering development, notably in agriculture and other land-based investments. This project will explore synergies with the Commission's Agriculture Financing Initiative (AgriFI) that aims at enhancing responsible private investments for the development of agricultural value chains.

### 2.3.2 Identification of perceived needs and constraints in the target countries and regions concerned

Around 30% of the almost 15 billion hectares of land worldwide are used for agriculture and livestock. And of those 5 billion hectares, about two billion are already degraded[22]. Plantations, cities and infrastructure expand at the expense of forests and savannahs, especially in the tropics, lead to degrading another 12 million hectares or so every year. As noted in the recent Global Biodiversity Outlook[23], an estimated 60 to 70% of global terrestrial biodiversity loss is related to food production.

Land degradation costs an estimated USD 40 billion annually worldwide in lost productivity and collapsed ecosystem services. If severely degraded, land becomes too costly to restore and is effectively abandoned. Turning Man, the Desert-Maker, into Man, the Gardener, is thus not merely a matter of preferences; it is about the long-term ability of humanity to feed itself.

Land degradation, land use change, deforestation and forest degradation represent 24% of emissions of greenhouse gases globally, and are by far the main source of emissions in most countries in Africa. They also have a negative impact on the resilience and adaptive capacity of ecosystems and populations in the face of climate change.

Soil contains around twice the amount of carbon found in the atmosphere and three times that found in vegetation. And beyond its role in climate change mitigation and adaptation, soil organic carbon plays another essential role: soils need minimum levels of organic carbon to be fertile. Below those levels, even fertilizer is of little help, because essential soil micro-organisms are either gone or not functioning appropriately. The land turns bare, unable to support life.

These challenges are global, but it is in sub-Saharan Africa and in the Sahel, where they find their most elemental expressions. Rapid population growth, desperate poverty, and soil that even in prime health is among the planet's oldest and most exhausted, are all compounded by accelerating land degradation and climate change. As environments collapse and farmland turns to dust, millions are forced from their land. They seek refuge in the slums of Africa's cities, or try the perilous road across the Sahara. Some, unable to find a livelihood, and seduced by a regular pay check and the power that comes from possessing a gun into joining one of the armed groups of all stripes roaming the region. The resulting conflicts compound the problem: no-one plants trees when on the run from war.

African agriculture must be transformed. Of the 2 billion Africans expected to be living on the continent in 2050, many millions will have joined the middle class and adopted its meat- and dairy-rich diets.

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[22] Wiebe, Keith D. "Linking land quality, agricultural productivity, and food security." (2003).

[23] Secretariat of the Convention on Biological Diversity (2014) Global Biodiversity Outlook 4.

Globally, at least twice as much food will have to be produced every year to meet demand. In Africa, it will be close to five times as much.

Trees are thus not just an optional nice-to-have for African agriculture. In its drylands, especially, they are essential. They are associated with a higher abundance and activity of beneficial soil organisms, making them a key component in improving and sustaining soil health. And they have been shown to increase soil carbon. Adding them to lands that are degraded is likely to be, in many instances, the most effective land restoration option available.

Thankfully, laying the foundations for the agricultural transformation of Africa's drylands is likely to require much lower investments, at least where land degradation has not been so severe as to affect natural root and seed stocks in the soil. From Niger's Zinder to Ethiopia's Tigray or Malawi's Salima, African smallholders are already showing that the solutions lie in their hands. It requires knowledge more than inputs; skills more than machinery; wisdom and labour more than financial capital. But perhaps most important, it also requires enabling conditions: markets for produce, security, land and resource tenure, and community bylaws and government policies and regulations that support these efforts. This helps us identify the **constraints** most likely to hamper the deployment of these technologies across the countries targeted for intervention.

First are the sources of local uncertainty, from conflicting land claims through unsettled relationships with other land users (farmers, nomadic pastoralists…) to unfair and unproductive divisions of labour and responsibilities between genders.

Second is the poor state of the advisory networks farmers rely on to learn new techniques and discuss their issues. Extension officers are usually poorly trained, ill-equipped, and tasked with supporting an enormous area.

Third is the difficulty very poor farmers have in making any investment at all, whether of capital or labour. It is hard to plan for better harvests a few years down the road when you don't know where your children's next meal is coming from.

Fourth is poor knowledge of - and worse access to – quality tree germplasm. Germplasm supply pathways are almost always underdeveloped.

Fifth are the limited messages farmers get from agribusiness dealers and extension agents in urban areas that emphasise expensive external inputs and a 'conventional' agronomic wisdom which often proves to be maladapted to their circumstances.

And sixth is the effective marginalisation and disenfranchisement of poor smallholders, expressed in everything from the countless conferences portraying a utopian African future of homogenous, tractor-maintained monocrops to their lack of representation in most decision-making bodies.

Finally we have to understand that each country will also have its own unique constraints, not replicated in the others. In Somaliland, for instance we will have to deal with charcoal makers who are degrading sensitive dryland landscapes to supply lucrative export markets. Another example is Niger where century-old traditions of seasonal migration have now been disrupted by changing tenure arrangements and politics, forcing people to abandon livelihoods.

### 2.3.3 Description of the target groups and final beneficiaries

***Stakeholder analysis***

**Rural populations and local communities**, particularly smallholder farmers and pastoralists, who live in the arid and semi-arid regions of Africa. They are the main users of the land across the target countries, where large-scale commercial farming is still a rarity. They are the most severely affected by land degradation and desertification and, as such, smallholders and pastoralists are the main actors and beneficiaries of this project.

**Within this large group, two sets of stakeholders stand out. The first are women, and the second are the youth**. Women constitute about half of smallholder farmers and are often responsible for many of the agricultural activities and how to educate children. They often play a critical role in agroforestry-based value chains, yet they suffer from a vast range of discriminatory practices.

Youth, used here to represent a range of socially differentiated groups of young people, are numerous and need secure livelihood options to settle down and get married: whether farmers or pastoralists, underemployed and unmarried youth are prime drivers of instability, insecurity, and migration. And as pastoralists, they are drivers of land use disputes with farmers and other pastoralists.

Working with women and youth is therefore expected to achieve a number of mutually reinforcing objectives, including more equal access to resources and livelihoods, more employment opportunities, less rural insecurity, higher rural labour availability, more equitable access to resources and greater investments in the rural economy.

**High-level decision-makers and administrators of partner countries** will become sensitized. They will not just focus on the grave economic consequences of land degradation but gain confidence in their ability to positively influence rural development at scale by supporting the mass scaling-up of regenerative evergreen agriculture practices based on validated data and scientific information.

Influencing country level policy processes will be done in collaboration with each of the local EU delegations and the Secretariats of the three UN Rio Conventions and their respective National Focal Points.

**The private sector** is key: connecting land users equitably to value chains brings income, investment, and management knowledge to rural areas. Tree products ranging from timber and firewood to fruits and honey are all locally commercially valuable, and sometimes feed sub-national, national and regional commodity markets that are largely ignored internationally such as for kola nut, safou, njangsang, moringa, tamarind, marula, ber, baobab and shea butter. The programme will identify promising value chains in its areas of interventions and boost them by engaging with the companies active in them, particularly micro, small and medium-sized enterprises.

**National and international companies** working in partnership with farmers can play a role in the transformation and marketing of tree crops, thereby driving the development of value chains and inclusive agricultural growth. Companies involved in annual food crop value chains can also be engaged in working with farmers to increase the number of nitrogen-fixing trees or shade trees on farms to regenerate soil productivity and thus ensure an increased and sustainable flow of marketable produce.

Other opportunities for investments and profitable smallholder value chains lie in timber or fuel wood trees, either intercropped in cropping systems, or through farm woodlots with agroforestry fruit and nut trees; resins such as gum arabic, and sylvo-pastoralism that combines trees and livestock. A number of private investment funds are already targeting agroforestry investments, including the Livelihoods Fund and the Moringa Fund[24]. Driving inclusive agricultural growth also involves further supporting and strengthening the role and rights of women, who often play a leading role in agroforestry-based value chains.

**Other donor and development agencies and partners, including development banks,** are also struggling with the need to identify interventions that combine a high probability of success with as low a unit cost as possible. By carefully documenting economic, social and environmental trends in the project areas, ensuring they are solidly and conclusively analysed and backing these up with past re-greening experience and literature, this initiative will deploy many others essential keys to unlock the transformative potential of drylands evergreen approaches.

[24] http://www.moringapartnership.com/

***Complementarity, synergy and donor coordination***

The project will target the crossroads between agriculture, environmental conservation and forestry and as such will complement the support to agriculture and food security in the partner countries the EU is engaged in under the framework of Multiannual Indicative Programmes.

By providing assistance at the policy level, and additional funding for prioritized field action, the project will help address key policy and regulatory constraints and signpost concrete pathways to scale-up agroforestry and re-greening. This will enhance the mainstreaming of these approaches into relevant national policies and programmes, and into EU country portfolios.

The project will seek to align with and contribute to large national programmes at country level (such as the Sustainable Land Management Program and the Productive Safety Nets Programme in Ethiopia), in order to enable an effective out-scaling of practices, approaches and policies that are promising for regreening and the reversal of land degradation. This will provide a platform to enable coordination with other donors who are also supporting such large national programs.

The project complements EU funding to a broad range of initiatives, actions and programmes to address land degradation in developing countries at national and regional level. It contributes to the Great Green Wall of the Sahara and the Sahel Initiative of the African Union to support re-greening and SLM by local communities at a massive scale, hopefully resulting in formal recognition by participating countries, as well as the 3S Initiative to promote stability and security in the face of migration caused by environmental degradation and climate change. Focal points of the UNCCD in the eight countries will be associated closely with actions in those countries through invitations to steering committee meetings and engagements in workshops and seminars in order to create a positive feedback to UNCCD and Parties to the Convention.

In terms of specific projects, this action is complementary to existing EU multi-country programmes such as Action Against Desertification (EUR 20 million) with the ACP Secretariat and the Food and Agriculture Organisation, FLEUVE (EUR 6.75 million) with the Global Mechanism of the UNCCD and TerrAfrica (EUR 9.7 million) with the World Bank and other partners. The project will consequently build upon the lessons and methodologies of previous re-greening projects in the target countries, including (a) the IFAD-EC funded "Creating an evergreen agriculture in Africa: Scaling-up Conservation Agriculture with Trees for Improved Livelihoods and Environmental Resilience in Eastern and Southern Africa", (b) the DGIS-funded "Regional Program on Food and Water in the Sahel and Horn of Africa" (c) the ACIAR-funded "Trees for Food Security Food Security" and "Trees for Food Security 2: Developing integrated options and accelerating scaling up of agroforestry for improved food security and resilient livelihoods in Eastern Africa" (d) the IFAD-EC funded, "Restoration of degraded land for food security and poverty reduction in East Africa and the Sahel: taking successes in land restoration to scale".

Further, the African Union launched the African Forest Landscape Restoration Initiative (AFR100) in December 2015 to achieve the goal of enabling all farm families in the drylands to practice farmer-managed natural regeneration and assisted natural regeneration by 2025. The AFR100 seeks to restore at least 100 million hectares of degraded forest, farmlands and rangelands across the continent by 2030. This project will directly support the achievement of that goal and the related goal of the Bonn Challenge to restore 150 million hectares of the world degraded and deforested land by 2020 and 350 million hectares by 2030.

In addition to the development partners mentioned above, there are numerous development partners in the eight countries partnering with co-applicants and the national partners who will engage with the project. A full inventory of these partnerships will be prepared as an output and reported to the Steering Committee of the project from time to time.

***Cross-cutting issues***

**Women** comprise on average 43% of farm labour in developing countries, whilst owning a tiny fraction of farms. Women are key players in both agricultural and pastoral production processes. They are the primary natural resource managers, providers of food security, and repositories of knowledge and expertise on indigenous plants, medicines, food and water.

And yet, women face a welter of discrimination, ranging from their poor access to decision-making fora and processes, unfair access to resources, and low priority for extension and support for their farms. For that reason, these imbalances as well as the traditional gender norms and roles that underlie them, are determinants of land degradation dynamics. This project's scaling up efforts will address gender related land use preferences and gender roles in decision-making over land, as well as the structural barriers that reinforce gender based discrimination such as women's equitable access and control over land.

The project will also ensure the active engagement of women organisation, as well as other governmental and NGOs with an interest in, and responsibility for, supporting gender equitable policies and programming policy dialogues and stakeholder platforms efforts.

By improving food security, access to fuelwood, fruits and other tree products, participation in agroforestry related value-chains, and by increasing resilience, the project is very likely to make a significant contribution to improving women's living conditions. The project will thus contribute to two of the three thematic pillars of the EU framework for **Gender Equality and Women's Empowerment: Transforming the Lives of Girls and Women (2016-2020)**. Specifically, the project will address two of the pivotal areas: Promoting the economic and social rights/ empowerment of girls and women and strengthening girls' and women's voice and participation.

**Youth,** evidence shows, need clear livelihood options to settle down and get married. When these are absent, frustrated youth turn to other sources of income and status. Across the worlds' drylands, youth are the key drivers of insecurity and instability. And as pastoralists, they drive land use disputes with farmers and other pastoralists. The lack of livelihood options and insecurity feed off each other and drive large migration flows to cities and across borders. Raising the status of youth through training and capacity development boosting their livelihood options through sustainable land management (SLM) will therefore directly affect migration decisions.

**Human rights**, primarily the right to food, are also taken into account throughout the project, especially throughout the specific objective 3: scaling up agroforestry/re-greening and the development of value chains that contribute to sustainable land management and –as a consequence - assuring the right for people to feed themselves in dignity.

### 2.3.4 Reasons for the selection of the target group(s) and identification of their needs and constraints. How does the Action contribute to the needs of the target group(s) and final beneficiaries?

Smallholders in Africa's drylands are amongst the most fragile and marginalised groups on earth. They form a huge proportion of the population of the world's poorest countries and are the least able to resist shocks, as they are affected by weather extremes, pests, and commodity price volatility. They are also, often, among the populations with the highest growth rates, which leads to population densities making traditional farming practices such as fallowing impossible or ineffective. Comparatively small shocks lead to extreme negative outcomes, feeding a vicious circle of hunger, poverty, migration and instability. It is not a coincidence that much of the world's armed instability originates in the drylands.

Despite these extremes, the challenges they face are not of kind, but of degree. Smallholders in areas blessed with more rain may not face such desperate extremities, but in their own contexts are almost as likely to be one drought away from destitution.

For that reason, this project is focussing on aggressively scaling up the cheapest, most effective re-greening techniques that are locally appropriate to smallholders across the partner countries to enhance the extent and nature of tree cover on their farms. The project will target all smallholders in its

intervention areas, but will focus more particularly on the needs of women and youth. Our log-frame (see below, Appendix 1) gives a detailed overview of how we will ensure their needs are met.

### 2.4 Detailed description of activities

The project will promote sustainable land management through evergreen agriculture options thereby contributing to the 2030 Agenda for Sustainable Development, in particular SDG 15 and target 15.3, by supporting up to 8 countries to massively scale up re-greening of farming landscapes.

#### 2.4.1 Objectives/results

The **overall objective** of the project is to improve livelihoods, food and nutritional security, and resilience to climate change, and to restore ecosystem services, particularly through evergreen agriculture.

The **specific objectives** are threefold. Objective 1, listed below, will be carried out by GIZ/ ELD (details are in the Annex 1 (CRIS No. [ENV/2016/39183]) and objectives 2 and 3 are to be carried out by ICRAF, co-applicants and partners as shown in Figure 2. The objectives' and expected results are:

1. Enhanced national ability of the selected 8 partner countries to assess economic costs of land degradation and enhanced awareness the economic benefits of investment in SLM.
    - R1.1 The countries' capacities to conduct holistic economic assessments of ecosystem services and to draw policy scenarios are improved in 8 countries.
    - R1.2 The economic costs of land degradation and benefits of SLM are assessed and widely communicated to stakeholders and decision makers of all sectors.

2. To equip up to 8 of these countries with surveillance and analytic tools on land degradation dynamics, including social and economic dimensions, that support strategic decision-making and monitoring in the scaling-up of evergreen agriculture.
    - R2.1 Land degradation dynamics, dimensions and indicators in target areas are mapped and documented, using baseline and trend data for policy decision making and to monitor the achievement of the scaling-up targets in each of the countries.
    - R2.2 Existing large-scale re-greening successes at the grassroots in each of the countries are identified, documented and analysed, and suitable participatory approaches for accelerated scaling-up are elucidated for each country.
    - R2.3 Countries' policy and regulatory frameworks are more conducive to the scaling-up of evergreen agriculture/re-greening.

3. To support up to 8 of these countries in the accelerated scaling-up of evergreen agriculture by smallholder farmers, along with the development of agroforestry value chains.
    - R3.1 Re-greening successes are broadly communicated to policymakers, relevant public administrations and the development community in each country to inspire accelerated scaling-up to achieve an overall target of 500,000 farmers (62,500 farmers on average per country).
    - R3.2 Local organisations and service providers are equipped and promote accelerated re-greening at scale to reach at least 500,000 farm households, over an area of at least 1 million hectares across the selected countries.
    - R3.3 Value chains to support the upscaling of the evergreen agriculture production systems are developed or strengthened.

**One Project with two key ambitions**

The project's twin ambitions are to scale-up evidence-based agroforestry options to reverse land degradation and to create enabling conditions for policy investment and capacity development. Complementary and matrixed relationships among the various country and thematic teams involved in the project as coordinated by the Project Management Unit (and governed by a Steering Committee)

within a results-based management approach that is adaptive to changes and contexts will be followed as shown in Figure 2. Each of the elements in the diagram is further elaborated on in the text that follows.

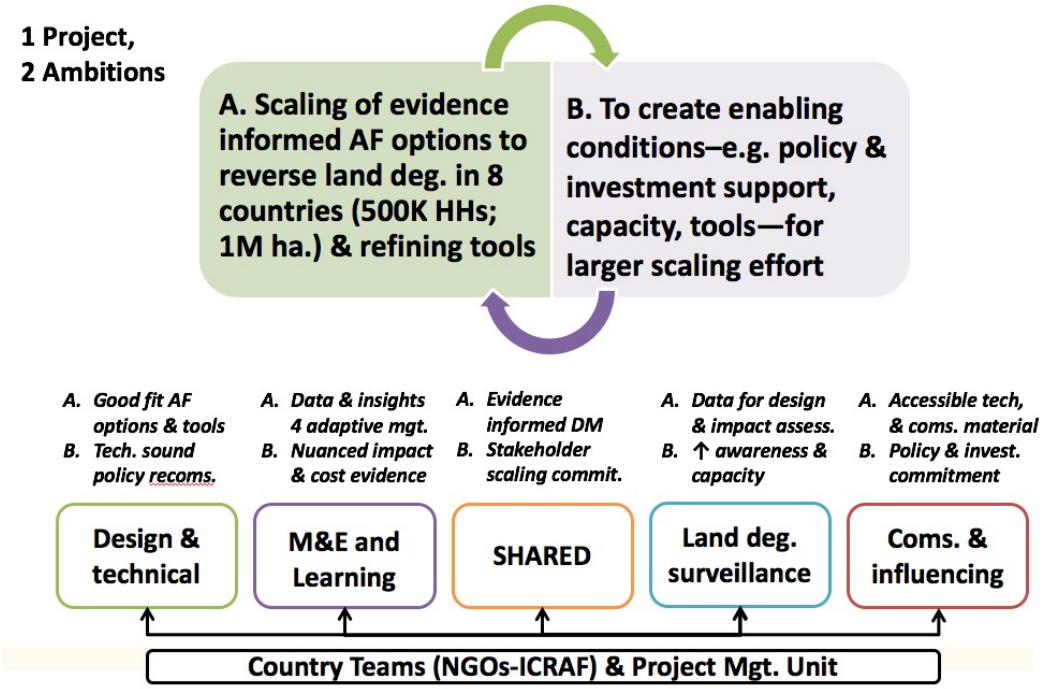


**Figure 2: The two main project ambitions and various support activities required for delivery**. ***Acronyms and abbreviations explained here: AF – Agroforestry; HH – Household; DM – Decision making; M&E – Monitoring and evaluation; deg. – degradation; recoms. – Recommendations; mgt. – management; commit. – commitments; assess. – assessment; tech. – technology; coms. – communications; invest. – investments.***

### 2.4.2 Main activities by objective

The following sections describe the activities and outputs associated with each of the three component/specific objectives. The project action plan by objectives, activities and milestones is shown in section 2.5.8. We have shown the linkages to both the overall Work Plan and specific Work Plan for Year 1. In particular, each result is linked to one or more of the Logframe's outputs, and each sub-result is mapped to the Activity Areas (AAs) presented in the Work Plans.

**Component 1:** This work package will be carried out by GIZ/ ELD (details are in the Annex 1 (CRIS No. [ENV/2016/39183]). They map to Output 7 and Output 8 of the Logframe. ICRAF and GIZ/ELD have entered into a Memorandum of Understanding (MoU) to outline the collaboration between the two entities on this objective. The MoU main objectives are: a) To ensure communication between the parties to maximize collaboration opportunities and efficient use of resources and b) To share outputs, information, contacts and data created and collected throughout the project to increase effectiveness across the entire project to achieve the overall project goal. In addition, the Component 1 partner will be invited to participate in the project's steering committee and substantive meetings at multiple levels, including the National Oversight and Coordination Committees, to ensure that there is good overall coordination.

**Component 2: To equip 8 of these countries with surveillance and analytic tools on land degradation dynamics, including social and economic dimensions, that support strategic decision-making and monitoring in the scaling-up of evergreen agriculture.**

**R 2.1 Land degradation dynamics & dimensions & indicators in all countries assessed (Output 9; Output 10)**

- 2.1.1 Scaling site assessments for design and M&E (Activity Area (AA) 9.1)
- 2.1.2 Assessment of country-wide conditions & trends (AA 9.2)
- 2.1.3 Country-level dashboard development (AA 10.1)
- 2.1.4 Dashboard capacity development & operation (AA 10.2)

The trends in tree cover and soil health will be characterized and integrated with other relevant and available data into **national online dashboards** designed to be used to monitor and evaluate the progress of the scaling-up of the evergreen agriculture practices.

Appropriate monitoring tools will be used to establish tree-cover and soil health baselines for the scaling-up of the evergreen agriculture practices in the target areas of each country. Tree cover and soil organic carbon trends will be monitored during and after the project, and the data will inform local interventions on an on-going basis. The data sets will be enriched by the economic assessments, monitoring and decision-making tools developed under this component.

These data will be incorporated into dashboards to facilitate communication between scientists and various stakeholders and allow for the interrogation of evidence. Dashboards offer a graphical, user-friendly interface providing users with detailed, georeferenced data relevant to needs that can include biophysical, social, security and economic factors in the form of maps and non-spatial infographics that are easily understood and interpreted by users. Experience shows that, this increases the rate of discovery of suitable interventions by stakeholders. These dashboards are designed as an integrated part of the StakeHolder Approach to Risk-informed and Evidence-based Decision-making (SHARED), which ensures that the tools developed are firmly embedded in a strong facilitation process. This matters, because it ensures that both data and analytical methods are relevant to stakeholders.

The project will co-design, build and populate the first iterations of the national dashboards and, over the lifetime of the programme, work with delegated staff from national institutions and NGOs to train them on the use, programming, and maintenance of these dashboards, to ensure they continue to live and be useful after project completion.

The project will use this iterative decision-making process in several ways. First, it will facilitate project inception workshops, to review and agree on scaling locations, itemize options and mechanisms for scaling using available knowledge and evidence to map out implementation strategies. These workshops will consider the support to be provided to the lead NGOs as well as local NGO and CSO partners responsible for scaling up. Stakeholder mapping, capacity analysis and gender considerations are included in this activity. Second, it will run a series of national SHARED workshops, described under activity area 2.3.1 and 2.3.2 below:

**R2.2 Existing large-scale re-greening successes at the grassroots in each of the countries are identified, documented and analysed, and suitable participatory approaches for accelerated scaling-up are elucidated for each country (Output 1)**

- 2.2.1 Evidence compilation & synthesis to support scaling (AA 1.1)
- 2.2.2 Regional & country level detailed design & planning (AA 1.2)

The existing re-greening successes in the target countries will be analysed and documented to identify key success factors and the key barriers to adoption. The main barriers to re-greening are not only biophysical, but also cultural. Through baseline surveys, we will examine the legal, regulatory, institutional and local frameworks impinging on stakeholders such as land users, local & national authorities, private actors involved in local value chains. Following the SHARED approach, regional and country-level planning will be developed, using the existing evidence in order to build and learn from past re-greening successes.

This activity area will focus on identifying policy - and law - related constraints that hamper the scaling-up of evergreen agriculture in each of the target countries and engage key stakeholders to

identify, review, co-develop and "test" solutions to these barriers. This will be done by using and sharing evidence of good practice, willingness and constraints to adopting them and evidence of solutions to overcome these constraints within platforms such as SHARED workshops, meetings related to donor coordination platforms and national large scale programs for agricultural productivity and land restoration. Such evidence-based inclusive dialogue processes will also be used at sub-national levels, e.g. at district level or with key value chain actors. These interventions will be supported by a communications strategy that seeks much broader buy-in from farmers to national decision makers using mass media. The result we expect will not only be a much broader uptake of the practices (and related approaches, policies etc.) but also a more integrative view of agricultural production landscapes for multiple functions and an appreciation of the multiple benefits of regreening.

The project will therefore provide advice and guidance to partner countries and donors for the investment in and implementation of conducive national policies, legislation, and development interventions.

In practice, the project will deploy six in-country technical workshops involving key policy makers, lead NGOs, local NGOs and CSO partners, EU delegation and government sectoral actors, and farmer and women's representatives from the 8 countries in order to:

a) Establish contacts with and between key actors and present the initiative
b) Introduce participants to the importance of evidence-based and risk-aware decision making that is inclusive, drawing on principles of the SHARED approach adapted appropriately in each case;
c) Review existing data through preliminary dashboards agreed by the participants as satisfying their information needs, inclusive of existing successes;
d) Prioritize scaling site options based on biophysical, economic and social (including attitudes and willingness towards supportive engagement) parameters; and
e) Agree on evidence-based priorities for policy and investment decisions.

This will be followed by a second set of national workshops, based on the identified policy constraints that will analyse policy and regulatory frameworks to identify and propose action to remove bottlenecks and address other challenges, such as the achievement of nested restoration goals as encompassed in LDN, SDG 15.3, Bonn Challenge and AFR100.

**R2.3 Countries' policy and regulatory frameworks are made more conducive for the scaling-up of evergreen agriculture/re-greening (Output 11)**

2.3.1 High level policy influencing (AA 11.3)

Recommendations will be formulated for the mainstreaming of re-greening in key policies, plans and programmes. Towards the end of the project, when data and evidence about project outcomes and impacts at multiple scales and along multiple variables is available, a final set of six SHARED evidence-based national policy dialogues in six countries will be carried out, with the remaining two countries participating appropriately so as to also benefit. These workshops will bring evidence from the project sites, collected through activity monitoring, to policy makers through dashboards and other appropriate communication products. The SHARED methodology will help participants agree to commitments at a national level which will influence both policy-making and investment flows. The component will also cover implementation and monitoring activities to scale-up evergreen agriculture at sub-national levels. The main activities to be covered by the consortium are described in the following result area:

**Component 3.** Support up to 8 countries in the accelerated scaling-up of evergreen agriculture using locally appropriate techniques including FMNR, tree planting and other forms of agroforestry.

**R 3.1 Re-greening successes are broadly communicated to policymakers, relevant public administrations and the development community in each country to inspire accelerated scaling-up to achieve the overall target of 500,000 farmers (62,500 farmers on average per country) (Output 6; Output 11)**

3.1.1 Baseline surveys (AA 6.1)

3.1.2 Implementation fidelity monitoring (AA 6.2)
3.1.3 Global and country level communication campaign (AA 11.2)
3.1.4 SHARED evidence-based policy dialogue (AA 11.1)

Re-greening successes will be communicated to stakeholders ranging from communities to policy makers, potential investors and the wider development community through a detailed project communications strategy developed with the insights of the baseline surveys (see section 4.6). This communications strategy and these activities will seek to enhance direct technical support for the work package implementers by improving the soft skills required for effective implementation of evergreen agriculture options such as FMNR and tree planting.

This work package will further support the evergreen agriculture scaling hubs established to foster re-greening innovations based on what works best where and for whom. Strategic project delivery infrastructure such as rural resource centres, satellite tree nurseries, women saving group activities, community seed sources and linkage forums targeting selected tree value chains will be supported.

The communications campaigns will be coordinated with the SHARED dialogues to maximise impact on decision-makers.

**R3.2 Local organisations and service providers are equipped and promote accelerated re-greening at scale to reach at least 500,000 farm households, over an area of at least 1 million hectares across the selected countries. (Output 2, Output 3, and Output 5)**

3.2.1 Partner field staff capacity development for evergreen agriculture scaling (AA 2.1)
3.2.2 Development & dissemination of extension manuals, guides & other tools (AA 2.2)
3.2.3 Facilitation of inter- and intra-country sharing on extension (AA 2.3)
3.2.4 Local stakeholder evergreen agriculture mobilization & capacity development (AA 3.1)
3.2.5 Farmer evergreen agriculture mobilization & participatory planning through direct action by the co-applicants and through work undertaken by partner organizations in the countries via a sub-granting mechanism (AA 3.2)
3.2.6 Implementation & refinement, where necessary, of innovative extension approaches (AA 3.3)
3.2.7 Facilitating access to quality & appropriate germplasm (AA 3.4)
3.2.8 Semi-annual systematic monitoring (AA 5.1)
3.2.9 Project delivery cost capture (AA 5.2)
3.2.10 Rapid evergreen agriculture uptake surveys (AA 5.3)

These activities will focus on improving locally available delivery systems to implement evergreen agriculture. Local stakeholders such as extension services, champion farmers, CSOs rural advisory services will be supported with simple technical guides, tools and tree germplasm to disseminate evergreens agriculture practices. The activities will also involve testing and documenting extension approaches that work to scale-up evergreen agriculture in different contexts and between countries.

**R 3.3 Value chains to support the upscaling of the evergreen agriculture production systems are developed or strengthened** (Output 4)

3.3.1 AF value chain analysis (AA 4.1)
3.3.2 Negotiation, brokering and results based support agreements with value chain actors (AA 4.2)
3.3.3 AF value chain actor capacity development through direct actions by the co-applicants and sub-grants to partner organizations (AA 4.3)

These interventions will focus on identifying promising tree-based value chains with large benefits for local farmer communities with the aim of improving management and negotiation capacities. By promoting knowledge exchanges, peer learning, technical support, access to improved planting materials, processing and marketing these interventions will raise awareness on markets based on locally available tree resources.

## 2.5 Methodology

### 2.5.1 Methods of implementation and reasons for the proposed methodology

The project will deploy the six steps to success in re-greening that were identified through the analysis of Reij and Winterbottom (2015), which distilled 25 years' worth of successful and unsuccessful large-scale re-greening experiences.

These six steps are:

a) Identifying and analysing existing re-greening strategies, practices and successes,
b) Building a grassroots movement and mobilising partner organisations,
c) Addressing technical, policy and legal issues and improving enabling conditions for re-greening,
d) Developing and implementing a communication strategy,
e) Developing or strengthening agroforestry value chains, and
f) Expanding activities that support the further refinement of practices and context-specific applications of practices.

These steps provide a critical foundation for the project, but they are not intended to be prescriptive. Rather, they represent a pragmatic approach to accelerating the spread of re-greening and are dependent on and heavily adapted to the local context. We have adapted them to the following conceptual framework underpinning the entire programme (Figure 3).

It is important to recognise that all of these steps are also linked to focussing on existing successes, and scaling them up, in this way the project expects to create a blueprint for further extension of the scaling-up action for other NGOs, governmental agencies etc. to follow. The project will also work on creating a conducive enabling environment for the current and future scaling up actions. This is described further later on in the document.

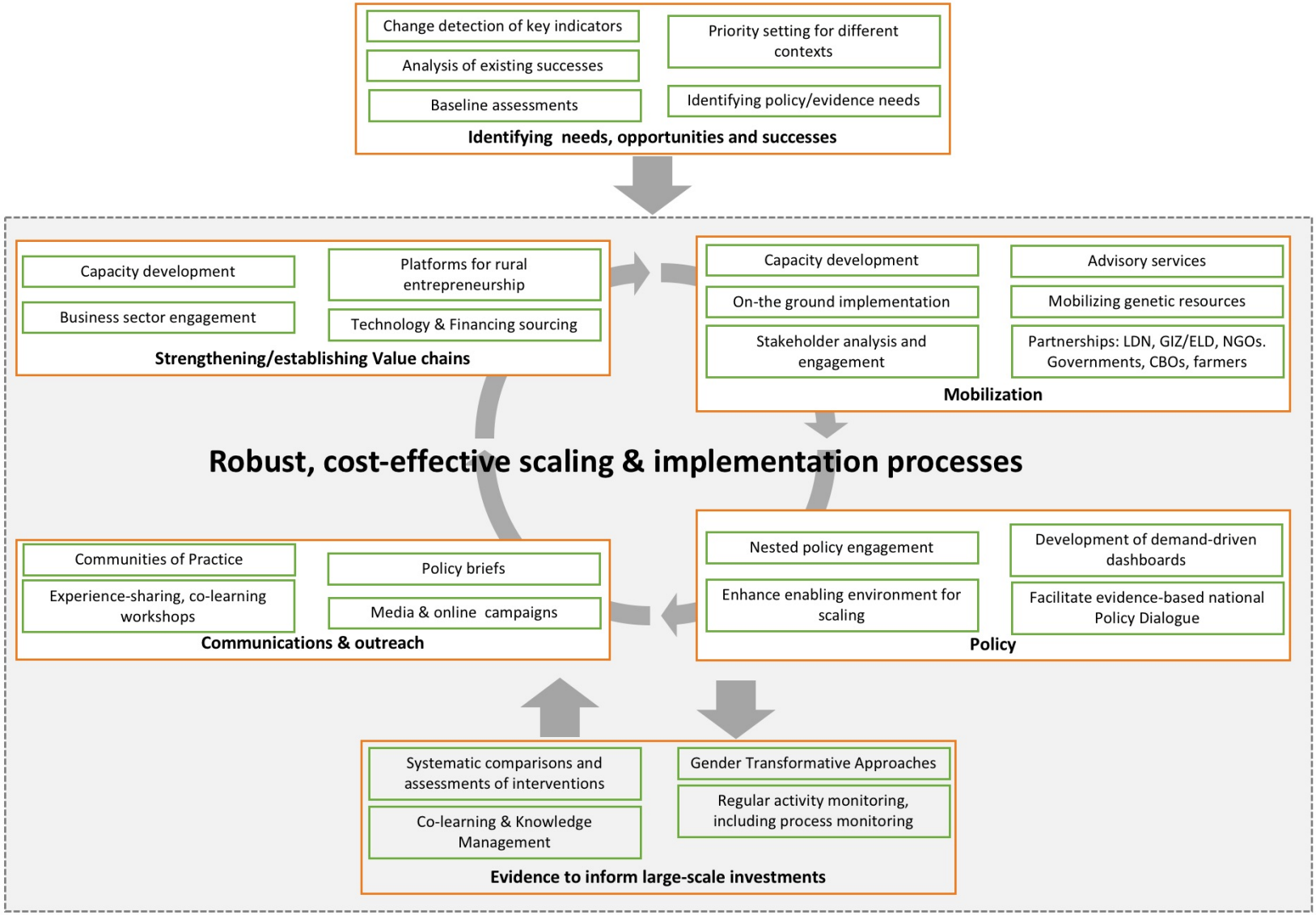


**Figure 3: Project conceptual framework using the six steps to re-greening as a guide.**

**a) Identify and analyse existing re-greening successes.**

An improved understanding of the scale and impacts of farmer-led innovations that are already taking place will provide the solid foundation the project needs to accelerate ongoing scaling up efforts. This will help project implementers understand what indigenous and scientific knowledge already exists and what motivates different types of farmers in different contexts. Using what farmers already know and what they or their peers are already doing as a starting point instead of introducing entirely new concepts provides a greater likelihood of acceptance and success. This analysis would also help avoid unintended effects on issues of equity and ensure sustainability of the efforts.

**b) Build a grassroots movement for re-greening and mobilize partner organisations.**

Re-greening, in the context of this project, is an activity primarily carried out by farmers, so the entire project philosophy is to be a servant of their needs: the project will empower them and boost their ability to practice and spread evergreen agriculture. Communities will be placed at the centre of these efforts. Peer-to peer learning will be facilitated and training and development of community-based institutions will be supported. Farmers learn best from their peers and are more likely to adopt what they see their peers doing. Where suitable groups such as farmers' organizations, savings groups and traditional governing structures exist, capacity will be built in promoting evergreen agriculture, complementary planting, planning, advocacy, marketing and financial management. Unless absolutely unavoidable, new groups will not be formed. All pertinent stakeholders will be engaged – including women and men farmers of different ages, cultural and socio-economic backgrounds, herders, merchants, faith and traditional leaders and local government. Groups will be assisted to more effectively integrate regreening investments and practices into their visions and plans. Partner organisations will be invited to participate in evergreen agriculture workshops, field visits and to select key staff to do an online training course.

**c) Address policy and legal issues and improve enabling conditions for re-greening.**

This will be accomplished in two main ways. First, the project will analyse barriers to scaling and work with governments to adopt policies, legislation, and development interventions at national and county levels that are more likely to lead to the desired outcomes, including secure access and tenure over land, trees on land and knowledge of land rights in countries where these have been already achieved. For that reason, the project will arrange field visits for policymakers and elected officials. Second, the project will train and support the communities most passionate about re-greening to advocate for the mainstreaming of re-greening in development programs at county, national and international levels using the Citizens Voice and Action approach.

**d) Develop and implement a communication strategy.**

The project will systematically expand the use of all types of media to inform stakeholders at all levels and disseminate information about re-greening benefits and experiences. Special emphasis will be given to radio programming in the local vernacular to reach as wide an audience of potential practitioners as possible. Details about the communications processes that will be used to ensure content- and cost-optimised communications are outlined further down.

**e) Develop or strengthen agroforestry value chains.**

Evergreen agriculture, a type of agroforestry, is both foundational and complementary to small-scale farming economic development. Thus, focus will be given to value chain development, which in turn will enable farmers to capitalize on markets in stimulating the scale-up of re-greening.

Product selection will be determined through country-specific value chain assessments, which will consider barriers to the participation of women and young farmers. Typically, marketing opportunities for agroforestry-related products may include – fuelwood, poles, timber, honey, fodder, livestock, grains, fruit and vegetables.

**f) Fill knowledge gaps related to scaling-up efforts**

Additional efforts will be focused on filling gaps in knowledge which will be fed back into scaling-up efforts. These efforts are explained throughout this document and comprise activities ranging from remote sensing assessments of tree cover and land health to the elucidation of re-greening dynamics at fine scales.

As an integrated approach, these knowledge acquisition and review activities will ensure that governments, communities, local organisations and institutions, and value chain stakeholders have the information, knowledge, capacity, and incentives to continue scaling-up project activities beyond the life of the project, and for farmers to receive significant ongoing benefits from their efforts.

Each of the steps in this methodology have a strong empirical basis from the extensive literature on this subject, and from extensive field experience gained through its application on the ground in the target countries. The elements are now widely accepted by the rural development, agricultural development, and natural resource management communities.

FMNR can help farmers improve tree production on both degraded and productive lands. When strictly applied, the technique does not dwell on conventional tree planting. However, site conditions and farmer preferences often demand programme developers to supplement FMNR with enriched tree planting activities. This occurs where preferred species choices cannot be obtained by farmers from natural regeneration for instance fruit cultivars or superior timber species that are not locally available. Also, where land is badly degraded, direct seeding of preferred species may be demanded along with FMNR as singe option. Understanding these dynamics can therefore better increase farmer's likelihood to adopt tree regeneration practices.

Access to good quality planting materials is a major constraint for tree enterprise development by many smallholders. It is estimated that use of poor quality planting materials by farmers contributes to losses of up to 30% of expected tree product value. Unfortunately, if at all available, good quality planting materials are often very expensive for smallholder to afford. This issue is complicated by poor seedling raising techniques at the nursery stage resulting in use of inferior planting stock. Addressing these constraints is often knowledge intensive and demands awareness creation and practitioner education. ICRAF's approach is to facilitate co-learning through communities of practice that offer hands-on engagement between stakeholders involved in promoting tree planting programmes of the right tree for the right place. In order to cater for variation in contexts, farmer preferences, and existing institutional arrangements, our approach is to strengthen and expand upon decentralized and local tree nurseries and demonstrations, seed sources and mother orchards as hubs for catalysing dissemination of good quality planting material and information and to support local tree planting programmes. Where ever possible, existing institutional and physical infrastructure will be used and supported to reach the required capacities and standards.

### 2.5.2 Links with previous actions

This is a new action and not a prolongation of a previous EC action, but it will be building on an extensive foundation of re-greening and evergreen agriculture scaling-up efforts pursued through many other projects and efforts that have achieved demonstrable success during the past decade in each of the target countries.

### 2.5.3 Coordination with the rest of the Project

This action is part of a larger combined programme that includes an action implemented by the Secretariat of the international initiative on the Economics of Land Degradation managed by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The action implemented by GIZ will aim to achieve two main results and will carry out a number of activities to achieve this.

a) The economic costs of on-going land degradation and benefits of SLM are assessed and widely communicated to stakeholders and decision makers of all sectors.

The project will support 8 African countries to assess the total economic cost of ongoing land degradation, to develop scenarios and to assess the economic costs and benefits of investment in sustainable land management and evergreen agriculture in particular locations to guide the scaling-up efforts. The macroeconomic benefits will be widely communicated to stakeholders and decision makers of all sectors. The component will focus on the role of ecosystem services provided by land and their relevance within the national development vision. A holistic economic valuation of land degradation, of loss of ecosystem services, and investment opportunities will be undertaken by the Economics of Land Degradation (ELD) Initiative in close cooperation with key national institutions in eight countries. Evidence-based information on the increased revenues from transforming the relevant sectors towards a more sustainable development path will be developed and communicated through numerous tools and methods to decision makers at different levels as well as to the wider public.

Based on these holistic economic valuations, strategic opportunities to implement SLM and evergreen agriculture will be evaluated. The potential benefits from scaling-up implementation will function as a key incentive for changing the business-as-usual approach, which has often led to further land degradation.

b) The countries' capacities to conduct holistic economic assessments of ecosystem services and scenario building are improved in 8 countries.

The capacities in the target countries to ensure a continuous assessment of the value of land-based ecosystem services and its contribution to different economic sectors will be strengthened through support from the ELD Initiative. The ELD Initiative will therefore provide key organisational stakeholders in the 8 target countries with the necessary skills to apply the renowned ELD approach to assess the benefits from SLM and to inform the political decision makers on the relevance of land and strategic opportunities to include this in decision making.

Targeting key institutions from the national research and policy sector activities will focus on training on the job for both policy makers and researchers, in particular for young professionals/post-docs as potential future leaders and decision makers. These activities include tutoring by international experts, joint development of economic monitoring and decision-making tools, and exposition to the international research community through learning events. The impact of this project will be designed with and handed over to local institutions.

Valuing the economic cost of land degradation and the economic benefits of investment into evergreen agriculture constitutes the accelerator of an awareness and capacity development process. Support will be provided to governments to analyse threats and opportunities, and to engage in policy development addressing strategic bottlenecks. LDN and related SDGs will constitute the agenda of multi-sectoral and multi-stakeholder fora. Policy support to the government in the target countries will involve the EU Delegations and seek to build synergies with EU country cooperation programmes, which also offer important opportunities for the integration of SLM into smallholder production systems.

The action carried out by GIZ is designed to reinforce this project. The GIZ work will generate application-oriented knowledge on the potential of including the valuation of ecosystem services into national economies. The actions involved are described more fully in the GIZ project description. The inputs from Component 1 will feed into Components 2 and 3 via steering committee meetings, SHARED workshops and other substantive (technical and policy oriented) workshops and meetings, and will inform communication and outreach activities. Data from component 1 will also be linked to the overall monitoring process of the project. A close contact between the project management personnel on GIZ and ICRAF led components will additionally help to ensure effective coordination and synergy.

Activities carried out under the action implemented by GIZ will contribute to this project which strives to scale up evergreen agriculture at the grassroots level, together with the development of agroforestry value chains that contribute to sustainable land management.

ICRAF and GIZ/ELD have entered into a Memorandum of Understanding (MoU) to outline the collaboration between the two entities. The main objectives of the MoU include: 1) To ensure communication between the parties to maximize collaboration opportunities and efficient use of resources and 2) To share outputs, information, contacts and data created and collected throughout the project to increase effectiveness across the entire project to achieve the overall project goal. Specifically, the inception workshops will involve GIZ/ELD, ICRAF, and partners. Results from the stakeholder mapping analysis conducted by GIZ/ELD during their scoping missions and any additional stakeholder analysis conducted by ICRAF will be shared and incorporated into the planning of both parties. Finally, any data and results from the economic assessments will be incorporated into the dashboards to be developed by ICRAF.

### 2.5.4 Procedures for follow up and internal/external evaluation

***Performance monitoring and reporting***

The day-to-day technical and financial monitoring of the implementation of this Action will be a continuous process that will feed back into project implementation. Systematic monitoring will happen at two levels: the implementing partners and ICRAF. The implementing partners will put in place dedicated internal, technical and financial monitoring systems for the Action and will produce and submit annual progress reports to ICRAF. A dashboard of Key Performance Indicators will be set up before the end of the first year of implementation for continuous progress monitoring and to enable reviewers to readily assess project progress against agreed targets. The data collection and analysis for project monitoring will be carried out by the consortium members under the lead of ICRAF and will be financed under component 2 of this Action.

An overarching Theory of Change (Section 2.22) and accompanying Logical Framework (Appendix 1) will form the focus of the project's monitoring, evaluation and learning (MEL) efforts. This will be adapted to the context of each participating country. The lead NGOs in each country will appoint dedicated Monitoring, Evaluation and Learning (MEL) Coordinators, while ICRAF will guide and assure that M&E is carried out to a high standard and the bulk of the data will be collected during implementation by relevant field teams (see description below). Partners, including lead NGOs, local NGOs and CSOs, will be trained, where necessary, to use rigorous and comparable sampling techniques that can be rapidly synthesised and analysed in order to promote adaptive adjustments where required and, more importantly, to feed evidence and information into scaling up and scaling out efforts. This will allow a continuous monitoring of progress, including through the use of dashboards.

Implementation protocols and field manuals will be developed for each of the identified evergreen agriculture options, as well as the provision of relevant training and other capacity development for partner staff as relevant. The development of these protocols and tools will be shared with all partners, including GIZ/ELD in order to maximize collaboration and efficiency throughout the project. Ongoing field monitoring and the uptake surveys will support the project to successfully reach its target of 500,000 farmers with quality and appropriate evergreen agriculture support.

Quarterly joint monitoring will be the basis for quality control and adaptation of field-level implementation. This will be followed by review meetings with implementing partner staff, coupled with the development of shared action plans to address key identified issues. Given that much of the project's expected outcomes and impacts will depend on changing the behaviour and practices of influential stakeholders at multiple levels, monitoring will include monitoring of such 'softer' outcomes using standard approaches such as Outcome Mapping.

ICRAF will also prepare progress and financial reports after the initial 6 months of implementation and at the end of each implementation year. These reports will provide an accurate account of the implementation of the action according to the activities envisaged, difficulties encountered and measures taken to overcome problems, changes introduced, as well as the degree of achievement of its results, as measured by corresponding indicators using as reference the log frame matrix. The final, consolidated report, narrative and financial, will cover the entire period of the action implementation and will be accompanied by a dedicated impact assessment report (see below).

The European Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews, notably in the context of the Results Oriented Monitoring system (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

***Evaluation***

Given the nature of the Action, mid-term and final evaluations will be carried out, under the oversight of the Steering Committee, respectively by ICRAF and where appropriate by independent consultants contracted by the Commission. This will be complemented by country-level impact assessments that will enable the returns on this investment to be estimated overall, as well as for specific variations of evergreen agriculture, and how this varies across contexts and social groups. Results and approaches from Component 1 will feed into this process so as to provide a more complete picture. This will provide critical evidence to inform decision-making on agroforestry-based methods for addressing land degradation and food and income security going forward.

The mid-term evaluation will be carried out for learning purposes, particularly to inform and guide further implementation and fine-tuning approaches associated with the three components of the Action. Key data sources for this evaluation will include field monitoring reports and the first rounds of data collected through the rapid evergreen agriculture uptake surveys.

The final evaluation will be carried out for accountability and learning purposes at various levels (including policy), taking into account the fact that the components of the Action are innovative and that the experience gained can be useful for the broader implementation of the UNCCD and sustainable development agendas. To this end relevant focal points for UNCCD will be associated with the project, as mentioned earlier.

Baseline and endline data will be captured on the project's socioeconomic and biophysical outcomes and indicators, as per the project's logical framework and Figure 3. This will be coupled with the capturing of project delivery costs. These will be analysed to assess both the project's general effectiveness (what changes it successfully brought about) and its cost-effectiveness (what it costs in total to achieve these changes). Terms of Reference for the evaluations will be submitted for the approval of the Steering Committee. ICRAF/the Commission shall inform the implementing partner at least 3 months in advance of the dates foreseen for the evaluation mission. The implementing partner shall collaborate efficiently and effectively with the evaluation experts, and *inter alia* provide them with all necessary information and documentation, as well as access to the project premises and activities.

The evaluation and country specific baseline and impact assessment reports will be shared with the partner country and other key stakeholders. The implementing partner and the Commission shall analyse the conclusions and recommendations of the evaluations and, where appropriate, in agreement with the partner country, jointly decide on the follow-up actions to be taken and any adjustments necessary, including, if indicated, the reorientation of the project.

The financing of the final evaluation is a separate exercise beyond the progress and final reports (as stated in the Special and General Conditions). It shall be covered by another measure constituting a financing decision.

### 2.5.5 Description of the role and participation in the action of the various actors (local partner, target groups, local authorities, etc.), and the reasons for which these roles have been assigned to them.

***Target countries***

The partner countries participating in the project were selected to meet the following criteria:

a) Agriculture and food security is an EU focal sector in the country;
b) The EU Delegation and the partner country are both committed to scaling-up of evergreen agriculture in their policies and programmes; and
c) The country has demonstrative evidence of success having already been achieved in scaling-up evergreen agriculture as the basis for scaling-up re-greening efforts.

Based on the above criteria, a short list of 13 candidate countries was established, from which the 8 partner countries were to be selected. After extensive analysis and dialogue the shortlist was further refined and the following countries were designated as the target countries:

| | |
|---|---|
| West Africa: | Senegal, Mali, Ghana, Niger. |
| East Africa: | Ethiopia, Kenya, Rwanda, Somalia (Somaliland and Puntland). |

***Organisational set-up and responsibilities***

ICRAF will implement the project as an 'adaptive learning rural development project' by leading a consortium of international NGO members of the EverGreen Agriculture Partnership. ICRAF will ensure the overall management, coordination and technical support to the implementation through a dedicated Project Management Unit (PMU).

The PMU's responsibilities extend to supporting an effective partnership among all the partners including GIZ that will ensure coordination of the activities also under the ELD action (separate contract).

The PMU will have capacity in management, administrative, contracting and financial reporting systems to provide guidance, coordination, and assistance to participating partner organisations as they implement the activities of this project. It will ensure effective and efficient delivery of the project outputs, outcomes, and impacts that are timely and of high quality. The PMU will also have responsibility of ensuring that the project's learning functions are efficient and effective, so that risks of failure are minimised as a result of adaptation to changing temporal and spatial circumstances. The Programme Manager will lead the implementation consortium composed of the partner organisations, and will serve as secretary to the Project Steering Committee.

A Project Steering Committee will be established to oversee the overall implementation of the project and ensure that it can implement adaptive management principles to manage risks and optimise success. This will require it to make adjustments to operational plans to accommodate changes that may arise during implementation, but without compromising objectives and actions set out in this document. It will be composed of representatives of the European Commission and all the main implementing partners, including ICRAF, the lead NGO co-applicants and ELD/GIZ.

In each country, one of the NGO co-applicant members of the Consortium will be responsible for the scaling-up activities. The lead international NGO will have demonstrated an outstanding track record in the successful scaling-up of evergreen agriculture in that country, and a proven administrative and financial capacity, based on the outcome of a successfully completed assessment.

The lead NGO in each country will have the responsibility of assembling, coordinating and supporting the engagement of the participating organisations within the country that are committed to the accelerated scaling-up of evergreen agriculture practices. Sub-granting arrangements to participating organizations within the country will be implemented by the lead NGO, as appropriate. These will be results oriented. The lead NGO will manage its own scaling-up activities, and will guide those of the sub-grantees, within the framework of the Theory of Change of the project, and the technical guidance and monitoring of the ICRAF PMU, and will comply with the Monitoring, Evaluation and Learning standards required to deliver the evidence-based results and insights that the projects will generate.

Following the principle of subsidiarity, each country's lead NGO will extend grants to other NGOs, CSOs and other relevant groups (participating organizations) to support activities that contribute to the

building of a national re-greening movement based on the successful interventions identified within this project that contribute cost-effectively to the scaling-up process.

A binding protocol for the selection, award, management and monitoring of sub-grants will be used to govern this process. This protocol will be refined during the inception phase. It can be modified only with due cause and approval of the Project Steering Committee. Clear and effective reporting and control lines will be established through a careful contracting chain linking ICRAF with the lead NGOs and the lead NGOs with other NGOs and CSOs (participating organizations). Contract templates are at Appendix 2.

A National Oversight and Coordination Committee will be established in each partner country under the guidance of the Project Steering Committee. The National Oversight and Coordination Committee will include representatives of the lead NGO, the EU Delegation, ICRAF, the project implementing organisations active in the country, GIZ (as implementer of Component 1) and others as appropriate. The lead NGO will be responsible for the project secretariat and implementation in the country.

The sub-granting protocol will be refined and formally agreed during the project inception phase by the Project Steering Committee, including the EC representatives. It will include:

a) objectives and results to be obtained with the financial support:

Selected local NGOs, CSOs and farmer associations may compete for small grants to carry out activities designed to extend the principles of regreening to farmers and/or livestock herders and encourage their adoption. The tools to be financed by the small grants for this purpose may include*, inter alia*, transportation and other costs related to field visits; workshops; the editing, translation and distribution of local language support documents; technical assistance for regreening, stakeholder negotiations, tenure reforms etc.; participation in national or regional regreening dialogues; extension and advisory services; small equipment, and other activities and services linked to the regreening operations.

b) the different types of activities eligible for financial support, on the basis of a fixed list

Small NGOs, CSOs, farmer associations may apply for financial support to carry out:

- field visits (e.g. to cover costs of vehicle rental, catering, community mobilization);
- workshops (location rental; accommodation and catering);
- local language extension products (editing, translation, illustration, distribution etc. of printed matter; scripts, interviews costs etc. for radio; content and design for SMS and social media, etc.);
- Set up, management and investment into/through nurseries, rural resource centres etc. to ensure access to sufficient quantities of high quality germplasm, support to select the right tree for the right place and the right time, support to maximize seedling survival rates etc.
- Measurement, collection and processing of data to support programme objectives, e.g. seedling survival rates, FMNR adoption rates, gender variances, youth impacts etc.
- technical assistance for regreening, negotiations and legal support;
- extension and advisory services;
- participation in national and/or regional regreening dialogues
- other activities and services linked to the regreening operations.

c) the types of persons or categories of persons which may receive financial support

- NGOs: subnational, regional and local
- Community-Based Organisations: subnational, regional and local. Includes women's associations; youth associations; churches, mosques and other worship organisations.
- Farmer associations: subnational, regional and local
- Community marketing and value chain actors

d) the criteria for selecting these entities and giving the financial support

Any entity awarded funds under the small grants scheme will at a minimum meet the following conditions:

- Legally recognized and registered in its host country
- At least 3 years of documented experience in managing funds and delivering project results
- Background check reveals no instances of fraud
- Reputational check suggest entity is credible ambassador for regreening
- Signature of a contract that includes suspensive clauses for inaccurate financial reporting.

e) the criteria for determining the exact amount of financial support for each third entity

- costed, itemised description of the uses to which Financial Support will be put
- Clear, temporally and spatially bounded description of uses to which funds will be put
- Clear, temporally and spatially bounded description of outcomes being sought

f) the maximum amount which may be given

- The maximum amount that may be given as financial support is 60 000 euro.

### 2.5.6 Team proposed for implementation of the action:

ICRAF will implement the project by leading a consortium of international NGO members of the EverGreen Agriculture Partnership.

The proposed lead NGOs have all committed to adopting and mainstreaming practices and approaches for re-greening developed through this project into their own practices moving forward in all their relevant activities. An elaborate vetting process was undertaken for the selection of the NGOs and other participating organizations to be engaged in the programme. Selection criteria included: financial and contractual vetting, technical capacity, experience in scaling FMNR in the priority countries, among others. As a result of this process, the proposed lead NGO selected for each country is:

| | |
|---|---|
| Senegal: | World Vision |
| Mali: | OxFam |
| Ghana: | World Vision |
| Niger: | World Vision |
| Ethiopia: | CRS |
| Kenya: | World Vision |
| Rwanda: | World Vision |
| Somalia (Somaliland/Puntland): | World Vision |

Based on their capacity and specific experience in the country(ies), other international NGOs were selected to contribute as follows: SahelEco will support Oxfam in Mali, CARE will support World Vision in Somalia and Niger, while ADSC and MCS will support CRS in Ethiopia.

Within each of the first seven countries, we have hubs with impressive successes in scaling-up from which we can build:

a) In Senegal, we have the Serere FMNR landscape of 150,000 hectares with Faidherbia, the Kaffrine and allied sites of World Vision, with 70,000 hectares of FMNR uptake, and about 12 additional FMNR sites established by our ICRAF focal point, Diaminatou Sanogo, through a recent IDRC project. Diaminatou is now head of forest research in Senegal and she is mobilizing government support to build the national agroforestry strategy to transform the entire Peanut Basin with FMNR.

b) In Mali, we have the Oxfam Saving for Change + Agriculture Program with 100+ villages scaling-up through women's savings groups (expandable through the SfC program to the network of 500,000 participating women across the country), as well as the ICRAF implemented DRYDEV and SMAT-Scaling Projects funded by Netherlands Government and USAID, respectively. Sahel Eco is a key player in this country. They have stimulated the spread of new FMNR across 500,000 hectares in the Seno Plains.

c) In Niger, the scaling-up of FMNR has been recently mapped to extend to over 7 million hectares. A number of projects are currently engaged in supporting the further scaling-up in areas that have not yet received sufficient attention. The project will focus on achieving better coordination among these projects and on strengthening the capacity of the organizations that are engaged in the scaling-up process.

d) In Ghana, we have FMNR scaling-up hubs established in six districts in the Upper Eastern Region through a very strong World Vision commitment, which is where the ICRAF WAFFI project is also being implemented.

e) In Rwanda, we have the National FMNR Network that has established scaling-up hubs in districts throughout the country, coordinated by World Vision and ICRAF.

f) In Kenya, we have FMNR scaling-up hubs in Nakuru/Baringo and in DRYDEV, and Evergreen Agriculture hubs in Machakos and other areas, with an emerging national network being coordinated by World Vision and ICRAF. This includes 15 county governments and the Ministry of Environment, and we have 91 Evergreen Agriculture partner NGOs across the country.

g) In Ethiopia, we now have successful scaling-up hubs operating in many parts of the country, through World Vision-ICRAF collaboration, along with enormous upside potential to incorporate FMNR/ANR/agroforestry into the World Bank-funded SLMP and into several large CRS NRM projects.

h) In Somalia, successful scaling-up of evergreen agriculture practices, particularly pastoralist managed natural vegetation, has been achieved on a smaller scale, but the work has had quite promising results. We recognise, however, that although there have been successful activities, the basis for wide scaling-up is weaker and the risks of facing difficulties are greater than in the other countries.

### 2.5.7 Main means proposed for implementation of the action (equipment, tools, etc.)

The major means for implementation of the action, across Components 2 and 3, will be through capacity development of participating organizations and farmer-trainers (building as far as possible on existing capacities, institutions and infrastructure), and through farmer-to-farmer training and cross-visits. The major material needs for these activities will be access to training materials, planting materials, transport and knowledge dissemination. Knowledge dissemination will be focused on both direct and indirect means such as radio, electronic media and printed materials. Implementation in some target areas will include the operation of rural resource centres, decentralized tree nurseries, which will require supplies of tree seed, clonal and construction materials, as well as identifying and removing constraints that weaken value chains.

### 2.5.8 Duration and action plan

The duration of the action will be 60 months with phased actions as set out below. The project will start within four countries in the first year of implementation and will extend over the next four in the following years.

## Year 1 Detailed Project Level Work Plan by Logframe Output

| Activity Area | Specific Activity (Year 1) | Annual Milestone | 2017 | | | | 2018 | | | | | | | | Implementing body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 09 | 10 | 11 | 12 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | |
| **Output 1: Viable & promising evergreen agriculture options identified** | | | | | | | | | | | | | | | |
| 1.1 Evidence compilation & synthesis to support scaling | 1.1.1 Compile lessons & evidence gaps in existing re-greening successes (& failures) | Existing re-greening success report & associated comms materials | | | | | | | | | | | | | ICRAF with support from lead NGOs |
| | 1.1.2 Rapid biophysical & social characterization of potential 1st | 4 site specific assessment reports, | | | | | | | | | | | | | ICRAF |

| Activity Area | Specific Activity (Year 1) | Annual Milestone | 2017 | | | | 2018 | | | | | | | | Implementing body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 09 | 10 | 11 | 12 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | |
| | Phase scaling areas (see 9.1.1) | maps & data | | | | | | | | | | | | | |
| | 1.1.3 Preliminary agroforestry value chain analysis in each 1st Phase country (see 4.1.1) | 4 country specific agroforestry value chain reports | | | | | | | | | | | | | Lead NGOs with ICRAF |
| | 1.1.4 Participatory exercises with farmers in 1st Phase countries from potential scaling sites using agreed protocol | 4 country specific PRA reports & associated comms. materials | | | | | | | | | | | | | Country teams with agreed protocol |
| 1.2 Regional & country level detailed design & planning | 1.2.1 Hold global level inception workshop | Global level project inception report | | | | | | | | | | | | | ICRAF with reps. from all impl. partners |
| | 1.2.2 Compile & structure evidence & info. from 1st Phase countries to inform detailed country planning | 4 country tailored existing evidence & data 'packages' | | | | | | | | | | | | | ICRAF |
| | 1.2.3 Facilitated detailed and evidence-informed country level plans in 4 1st Phase countries | 4 detailed country impl. plans for direct scaling work | | | | | | | | | | | | | ICRAF & country teams |
| | 1.2.4 Information agreement on scaling & non-scaling sites & scaling approaches to be tested and plans for extension to second phase countries | Report on scaling and non-scaling sites & approaches to be tested | | | | | | | | | | | | | Country Teams, with support from ICRAF HQ |
| **Output 2: Partners, incl. in relevant govt. departments, equipped with new knowledge, skills, tools & resources to effectively promote prioritized EGA options** | | | | | | | | | | | | | | | |
| 2.1 Partner field staff capacity development for EGA[25] scaling | 2.1.1 Capacity & situational assessment of all partners involved in direct scaling of EGA | 4 country EGA capacity assessment reports | | | | | | | | | | | | | Lead NGOs & ICRAF |
| | 2.1.2 Develop and agree on country specific capacity development strategies | 4 country team EGA capacity development strategy document | | | | | | | | | | | | | Lead NGOs & ICRAF |
| | 2.1.3 Conduct first round of country specific EGA technical training | 4 initial technical EGA training workshops conducted | | | | | | | | | | | | | Lead NGOs & ICRAF |
| | 2.1.4 Support the adaption of online EGA course for the project | 1 adapted online FMNR course | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 2.2 Development & dissemination of extension manuals, guides & other tools | 2.2.1 Review the availability of existing material against country EGA scaling requirements | 4 extension material assessment reports | | | | | | | | | | | | | ICRAF & Lead NGOs |
| | 2.2.2 Compile/develop priority material, with a plan for other materials for Year 2 | Priority extension material in place for initial 4 countries | | | | | | | | | | | | | ICRAF & Lead NGOs |
| | 2.2.3 Develop guidelines & tools to meaningfully integrate gender into the scaling | 1 gender integration document & translated in French | | | | | | | | | | | | | ICRAF, with input from country teams |
| 2.3 Facilitation of inter- and intra-country sharing on extension | 2.3.1 Integrate initial sharing session on AF scaling during global Inception Workshop | Global inception report documenting lesson sharing | | | | | | | | | | | | | ICRAF to facilitate |
| | 2.3.2 Integrate similar sharing sessions into country specific planning processes | Country inception reports documenting lesson sharing | | | | | | | | | | | | | ICRAF & Lead NGOs to facilitate |
| **Output 3: 500,000 small-holders supported with viable & inclusive EGA options** | | | | | | | | | | | | | | | |
| 3.1 Local stakeholder EGA mobilization & capacity development | 3.1.1 Scaling site level stakeholder and outcome mapping | 4 country specific local stakeholder and outcome maps | | | | | | | | | | | | | Country Teams following protocol |
| | 3.1.2 Carry out local level stakeholder meetings & assess capacity on EGA facilitation | 4 local stakeholder capacity assessment reports | | | | | | | | | | | | | Country Teams |
| | 3.1.3 Develop local stakeholder cap. dev. plan in prioritized EGA scaling approaches | 4 local stakeholder capacity development plans | | | | | | | | | | | | | Country Teams |
| | 3.1.4 Undertake first prioritized local stakeholder EGA cap. dev. activities | Initial local stakeholder cap. dev. activities carried out in 5 countries | | | | | | | | | | | | | Lead NGOs |

[25] EGA= evergreen agriculture

| Activity Area | Specific Activity (Year 1) | Annual Milestone | 2017 | | | | 2018 | | | | | | | | Implementing body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 09 | 10 | 11 | 12 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | |
| 3.2 Farmer EGA mobilization & participatory planning | 3.2.1 Hold sensitization meetings in the targeted scaling sites | Field reports documenting results of sensitization meetings | | | | | | | | | | | | | Implementing NGOs and other participating organizations |
| | 3.2.2 Facilitate participatory community action plan development on EGA scaling | Community action plan reports in 4 countries | | | | | | | | | | | | | Implementing NGOs and other participating organizations |
| 3.3 Implementation & refinement, where necessary, of innovative extension approaches | 3.3.1 Develop & agree on protocols and manuals for EGA delivery | Innovative scaling approach protocol reports in 4 countries | | | | | | | | | | | | | Country Teams & ICRAF |
| | 3.3.2 Roll out relevant EGA delivery innovations in the designated scaling areas | Monitoring reports on role out of extension approaches | | | | | | | | | | | | | Implementing NGOs and other participating organizations |
| | 3.3.3 Monitoring to ensure that EGA delivery innovations are being implemented as per protocols | Monitoring reports on role out of extension approaches | | | | | | | | | | | | | Country Teams & ICRAF |
| 3.4 Facilitating access to quality & appropriate germplasm | 3.4.1 Assess seed & nursery systems in areas where enrichment planting is to be promoted | 4 country reports on relevant tree seed distribution systems | | | | | | | | | | | | | ICRAF & Lead NGOs following protocol |
| | 3.4.2 Develop strategies for seed & nursery systems and improving quality seed sourcing | 4 seed & nursery sourcing action plans | | | | | | | | | | | | | Country Teams |
| | 3.4.3 Seed production areas and nurseries established in targeted areas | Targeted seed production areas & nurseries in 4 countries | | | | | | | | | | | | | Country Teams |
| | 3.4.4 Commence implementation of seed & nursery strengthening and seed sources strategies | Seed system strengthening action plan implementation in 4 countries | | | | | | | | | | | | | Country Teams |
| **Output 4: Targeted agroforestry value chains assessed and provided with relevant support** | | | | | | | | | | | | | | | |
| 4.1 AF value chain analysis | 4.1.1 Conduct AF value chain scoping exercises relevant to scaling sites to feed into country plans | 4 country value chain scoping reports with prioritized species | | | | | | | | | | | | | Lead NGOs with support from ICRAF |
| | 4.1.2 Conduct more thorough analysis of prioritized AF value chains | 4 country prioritized value chain analysis reports | | | | | | | | | | | | | Lead NGOs with support from ICRAF |
| 4.2 Negotiation & brokering with value chain actors | 4.2.1 Hold meetings with actors from prioritized value chains as part of the above analysis exercise | At least 1 meeting held in each of the 4 Year 1 countries | | | | | | | | | | | | | Lead NGOs/ICRAF |
| | 4.2.2 Facilitate the development stakeholder negotiated action plans to strengthen the targeted value chains | Value chain strengthening action plans facilitated in all 4 Year 1 countries | | | | | | | | | | | | | Lead NGOs/ICRAF |
| 4.3 AF value chain actor capacity development | 4.3.1 Conduct capacity needs assessment and strategy for value chain actors of prioritized value chains | Cap. needs assessment report with links to the above VC strengthening action plans | | | | | | | | | | | | | Lead NGOs/ICRAF |
| **Output 5: Implementation and EGA uptake monitoring data for adaptive management** | | | | | | | | | | | | | | | |
| 5.1 Semi-annual systematic monitoring | 5.1.1 Protocols developed and agreed for semi-annual field monitoring | 1 protocol document with country level adaptations | | | | | | | | | | | | | Country Monitoring teams |
| | 5.1.2 First semi-annual systematic monitoring carried out | Report documenting joint field monitoring exercise in all 4 Year 1 countries | | | | | | | | | | | | | Lead NGOs with ICRAF support |
| 5.2 Project delivery cost capture | 5.2.1 Cost capture system developed & piloted | 1 manual describing cost capture system | | | | | | | | | | | | | ICRAF/Wisconsin |
| | 5.2.2 Cost capture system operationalized | System operationalized in all 4 Year 1 countries | | | | | | | | | | | | | Lead NGOs |
| | 5.2.3 Annual cost capture report | 1 report from each of the Year 1 countries | | | | | | | | | | | | | Lead NGOs |

| Activity Area | Specific Activity (Year 1) | Annual Milestone | 2017 | | | | 2018 | | | | | | | | Implementing body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 09 | 10 | 11 | 12 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | |
| 5.3 Rapid EGA uptake surveys | 5.3.1 LQAS field manual developed | 1 manual | | | | | | | | | | | | | ICRAF |
| | 5.3.2 Training carried out for country teams | 1 training session in each of the 4 Year 1 countries | | | | | | | | | | | | | ICRAF |
| **Output 6: Re-greening intervention effectiveness evidence for informing wider policy and practice** | | | | | | | | | | | | | | | |
| 6.1 Baseline surveys | 6.1.1 Overall & country specific IE design strategy developed and agreed | Overall and 4 country specific IE design reports | | | | | | | | | | | | | ICRAF & country teams |
| | 6.1.2 Survey instruments developed and piloted | Survey instruments adapted for each of the Year 1 countries | | | | | | | | | | | | | ICRAF & country teams |
| | 6.1.3 Enumerators recruited and trained | Capable enumerators trained in all Year 1 countries | | | | | | | | | | | | | ICRAF & country teams |
| | 6.1.4 Baseline survey administered | Enumerators effectively collect baseline data in Year 1 coun. | | | | | | | | | | | | | Country teams |
| | 6.1.5 Baseline data clean and analysed and reports developed | Baseline survey report for 4 countries | | | | | | | | | | | | | ICRAF & country teams |
| 6.2 Implementation fidelity monitoring | 6.2.1 Protocols developed, agreed, and disseminated | Protocols in place for each scaling approach in 4 countries | | | | | | | | | | | | | ICRAF & country teams |
| | 6.2.2 First round of implementation fidelity monitoring carried out | Implementation fidelity reports for all 4 countries | | | | | | | | | | | | | ICRAF & country teams |
| 6.3 Endline surveys & final analysis | Starting Year 5 | | | | | | | | | | | | | | |
| **Output 7: Economic costs of LD and benefits of SLM are assessed and widely communicated** | | | | | | | | | | | | | | | |
| GIZ/ELD | | | | | | | | | | | | | | | |
| **Output 8: Relevant gov. depts. capacitated to assess econ. costs of LD & benefits of SLM** | | | | | | | | | | | | | | | |
| GIZ/ELD | | | | | | | | | | | | | | | |
| **Output 9: Land degradation dynamics & dimensions in all countries assessed** | | | | | | | | | | | | | | | |
| 9.1 Scaling site assessments for design and M&E | 9.1.1 Produce and synthesis relevant land health evidence & data for scaling sites to feed into detailed country planning processes via SHARED | 4 site specific assessment reports, maps & data | | | | | | | | | | | | | ICRAF |
| | 9.1.2 Generate erosion, soil organic carbon & tree cover estimates as part of project's baseline survey | Relevant data for all sampled field in 4 Year 1 countries | | | | | | | | | | | | | ICRAF |
| 9.2 Assessment of country-wide conditions & trends | 9.2.1 Conduct initial country level assessments of tree cover & land degradation at moderate spatial resolution | 8 country-level assessment reports, maps & data | | | | | | | | | | | | | ICRAF |
| | 9.2.2 Carry out field surveys in Senegal and Rwanda to address key field data gaps | Data successfully collected from new LDSF sites in these 2 countries | | | | | | | | | | | | | ICRAF |
| | 9.2.3 Update of land degradation assessments where data from field surveys are included | 6 site specific assessment reports, maps & data | | | | | | | | | | | | | ICRAF |
| | 9.2.4 Produce more fine resolution assessments and maps of land degradation dynamics | Fine resolution maps of land degradation in all 8 countries | | | | | | | | | | | | | ICRAF |
| **Output 10: 8 countries equipped with surveillance and analytic tools** | | | | | | | | | | | | | | | |
| 10.1 Country-level dashboard development | 10.1.1 Assess dashboard requirements of country stakeholders | Interactive dashboards deployed in 6 countries | | | | | | | | | | | | | ICRAF and Country Teams |
| 10.2 Dashboard cap. dev. & operation | Starting Year 2 | | | | | | | | | | | | | | |
| **Output 11: Re-greening successes are broadly communicated** | | | | | | | | | | | | | | | |
| 11.1 | 11.1 Carry-out high level stakeholder mapping in each | Stakeholder mapping & network analysis | | | | | | | | | | | | | Lead NGOs and ICRAF |

| Activity Area | Specific Activity (Year 1) | Annual Milestone | 2017 | | | | 2018 | | | | | | | | Implementing body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 09 | 10 | 11 | 12 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | |
| SHARED evidence-based policy dialogue | targeted country | in 4 Year 1 countries | | | | | | | | | | | | | |
| | 11.2 Undertake policy context analysis to help structure initial stakeholder engagement dialogue | Policy context reports for the 4 Year 1 countries | | | | | | | | | | | | | Lead NGOs and ICRAF |
| 11.2 Global & country-level communication campaigns | 11.2.1 Conduct communication focused situational analysis on gaps in understanding on the impacts of land degradation & the role of EGA | 1 communication gap analysis report undertaken | | | | | | | | | | | | | ICRAF |
| | 11.2.2 Develop global level communications campaign plan (initially linked to the work under Outputs 7-9) & commence initial activities | 1 global communications campaign plan | | | | | | | | | | | | | ICRAF & Oxfam |
| | 11.2.2 Develop country level communications campaign plans (initially linked to the work under Outputs 7-9) & commence initial activities | 4 country level communication plans for Year 1 countries | | | | | | | | | | | | | Country Teams with ICRAF HQ support |
| 11.3 High level policy influencing | 11.3.1 Building on 11.1, revisit stakeholder mapping & identify Outcome Challenges & Progress Markers for each stakeholder group | Stakeholder and outcome mapping for global and 4 Year 1 countries | | | | | | | | | | | | | Country Teams & ICRAF HQ |
| | 11.3.2 Work with Project and country teams to development policy influencing strategies to achieve Outcome Challenges | Initial policy and influence strategies developed for global and each of the 4 Year 1 countries | | | | | | | | | | | | | ICRAF/Oxfam and Country Teams |
| | 11.3.3 Set up monitoring system to track the extent to which Progress Markers are being realized | Global and country specific monitoring systems in place to track Progress Markers | | | | | | | | | | | | | ICRAF & Country Teams |
| | 11.3.4 Commence initial policy engagement work, explicitly linking to the SHARED policy processes as relevant | Initial policy engagement work started globally & in each of the 4 Year I countries | | | | | | | | | | | | | ICRAF & Country Teams |

## Year 2-5 General Project Level Work Plan

| Activity Area | 2018 | | 2019 | | | | 2020 | | | | 2021 | | | | 2022 | | Key Implementing Body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 & 3 | |
| **Output 1: Viable & promising EGA[26] options identified** | | | | | | | | | | | | | | | | | |
| 1.1 Evidence compilation & synthesis to support scaling | | | | | | | | | | | | | | | | | ICRAF |
| 1.2 Regional & country level detailed design & planning | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| **Output 2: Partners equipped with new knowledge, skills, tools & resources to effectively promote prioritized EGA options** | | | | | | | | | | | | | | | | | |
| 2.1 Partner field staff capacity development for EGA scaling | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 2.2 Dev. & dissemination of ext. manuals, guides & other tools | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 2.3 Facilitation of inter- and intra-country sharing on extension | | | | | | | | | | | | | | | | | ICRAF |
| **Output 3: 500,000 small-holders supported with viable & inclusive EGA options** | | | | | | | | | | | | | | | | | |
| 3.1 Local stakeholder EGA mobilization & cap. dev. | | | | | | | | | | | | | | | | | Country Teams |
| 3.2 Farmer EGA mobilization & participatory planning | | | | | | | | | | | | | | | | | Country Teams |
| 3.3 Implementation & refinement of innovative EGA scaling approaches | | | | | | | | | | | | | | | | | Country Teams/ICRAF |
| 3.4 Facilitating access to quality & appropriate germplasm | | | | | | | | | | | | | | | | | Country Teams/ICRAF |
| **Output 4: Targeted agroforestry value chains assessed and provided with relevant support** | | | | | | | | | | | | | | | | | |
| 4.1 AF value chain analysis | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 4.2 Negotiation & brokering with value chain actors | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 4.3 AF value chain actor cap. dev. | | | | | | | | | | | | | | | | | Lead NGOs |
| **Output 5: Implementation and EGA uptake monitoring data for adaptive management** | | | | | | | | | | | | | | | | | |
| 5.1 Semi-annual systematic monitoring | | | | | | | | | | | | | | | | | Country Teams |
| 5.2 Project delivery cost capture | | | | | | | | | | | | | | | | | Lead NGOs |
| 5.3 Rapid EGA uptake surveys | | | | | | | | | | | | | | | | | Lead NGOs/ICRAF |
| **Output 6: Re-greening intervention effectiveness evidence for informing wider policy and practice** | | | | | | | | | | | | | | | | | |
| 6.1 Baseline surveys | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 6.2 Implementation fidelity monitoring | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 6.3 Endline surveys & final analysis | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| **Output 7: Economic costs of LD and benefits of SLM are assessed and widely communicated** | | | | | | | | | | | | | | | | | |
| GIZ/ELD | | | | | | | | | | | | | | | | | |
| **Output 8: Relevant gov. depts. capacitated to assess econ. costs of LD & benefits of SLM** | | | | | | | | | | | | | | | | | |
| GIZ/ELD | | | | | | | | | | | | | | | | | |
| **Output 9: Land degradation dynamics & dimensions in all countries assessed** | | | | | | | | | | | | | | | | | |
| 9.1 Scaling site assessments for design and M&E | | | | | | | | | | | | | | | | | ICRAF |
| 9.2 Assessment of country-wide conditions & trends | | | | | | | | | | | | | | | | | ICRAF |
| **Output 10: 8 countries equipped with surveillance and analytic tools** | | | | | | | | | | | | | | | | | |
| 10.1 Country-level dashboard development | | | | | | | | | | | | | | | | | ICRAF |
| 10.2 Dashboard cap. dev. & operationalization | | | | | | | | | | | | | | | | | ICRAF |
| **Output 11: Re-greening successes are broadly communicated** | | | | | | | | | | | | | | | | | |

[26] EGA= evergreen agriculture

| Activity Area | 2018 | | 2019 | | | | 2020 | | | | 2021 | | | | 2022 | | Key Implementing Body |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 & 3 | |
| 11.1 SHARED evidence-based policy dialogue | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 11.2 Global & country-level communication campaigns | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |
| 11.3 High level policy influencing | | | | | | | | | | | | | | | | | ICRAF/Lead NGOs |

## 2.6 Expected Results

### 2.6.1 Expected impact on target groups/beneficiaries

**The situation of target groups/beneficiaries**

At least 500,000 farming families across the 8 target countries are reached by re-greening innovations proven to enhance livelihoods and reverse land degradation across at least 1,000,000 hectares. Specific indicators of success will include the following (also highlighted in the Logframe in Appendix1 with relevant thresholds and targets):

a) Household income
b) Dietary diversity
c) Soil health (erosion and carbon)
d) Tree cover and density
e) Number (out of the 8) of countries that have put in place improved policies on land restoration by the end of the project
f) Finances committed to non-project related development spending for promoting evergreen agriculture by end of project by government and donors
g) Number (out of the 8) of countries can monitor at least 70% of their respective land areas (at least using LDN indicators and erosion indicators)

**The technical and management capacities of target groups and/or any partners where applicable.**

A rigorous assessment of partners was conducted during the selection of national lead NGOs to ensure a successful consortium was established. Selection was determined by the EverGreen Agriculture Partnership (EVAP) Secretariat. The following criteria were followed (all of the filled evaluations can be made available to the EC upon request):

a) outstanding technical, implementing and sub-granting experience in scaling-up evergreen agriculture practices in the relevant country;
b) strong grassroots presence in the relevant country;
c) strong administrative, management and implementing capacity;
d) an exceptional track record of prior success in scaling-up evergreen agricultural practices in the country;
e) strong commitment, responsiveness and proactive participation of the partner organizations in providing the information needed to make good decisions on the country lead organizations.

The obligations of national lead NGOs will include:

a) working proactively and collaboratively with other national partner organisations to design a detailed joint-implementation plan for the relevant country, building on the information contained in the 'Existing Programs & Capacity' spreadsheets, ensuring that the material is delivered promptly and within the mutually-agreed established timeline;
b) engaging with and supporting the participation of the EU Delegation and relevant line ministry focal points in the country, as appropriate, doing so jointly with other significant partner organisations;

c) actively participating and facilitating the multi-stakeholder project design meetings and workshops and contributing all relevant material that will be needed to finalize the project design requirements;
d) convening, regularly updating and providing a secretariat to support a National Oversight and Coordination Committee that will meet one (or twice, if necessary) a year and is comprised of representatives of the relevant Lead Implementing Organisation, ICRAF/EVAP Project Coordination Unit, the EU Delegation, relevant national and regional government entities, national partner organisations, Component 1 implementers GIZ and other key national stakeholders from relevant sectors. The National Oversight and Coordination Committee will provide strategic and policy advice regarding the responsibilities of the Lead Implementing Organization, review progress in and provide advice regarding the implementation of the project at country level and advice on country workplans in conjunction with and based on information from the PMU. Together they will identify opportunities to improve project efficiency, effectiveness and impact;
e) convening meetings as required to ensure all relevant national stakeholders are engaged, informed, and have an opportunity to contribute to project effectiveness, with a view to building a national movement on the accelerated scaling-up of evergreen agriculture practices;
f) coordinating and managing implementation of the proposal at the national-level, ensuring a collaborative approach which utilizes the capacity and expertise and builds on the existing relevant programs of partner organisations in an efficient and effective manner, and delivers project results in line with pre-determined targets;
g) managing the finances of the project at the national-level, including sub-granting and procurement, in accordance with an agreed national project budget and the fiduciary requirements of ICRAF and the EC, as described in the relevant funding contract;
h) coordinating the collection of baseline data, and project monitoring and evaluation information, and providing regular reports to the National Oversight and Coordination Committees and the Project Management Unit as detailed in the proposal document and relevant funding contract.
i) Providing timely progress and performance reports to the Project Management Unit as agreed at the end of the Inception Phase and complying with changes agreed within the adaptive management framework managed by the PMU and the Steering Committee of the Project.

### 2.6.2 Concrete outputs

The fundamental concrete output of the project will be: Evergreen agriculture practices will have been adopted by at least 500,000 farm households (an average of 62,500 farms per country) and they will cover at least 1 million hectares of land. In order to achieve this goal, the project will focus on the delivery of the following 11 major outputs (Appendix 1):

a) Viable & promising evergreen options identified via SHARED for targeted scaling sites.
b) Partners equipped with new knowledge, skills, tools & resources to effectively promote prioritized evergreen options.
c) 500,000 small-holders directly supported with viable & inclusive EGA options.
d) Complementary work undertaken to strengthen relevant agroforestry value chains.
e) Field monitoring, cost capture & rapid uptake surveys for adaptive management.
f) Re-greening intervention effectiveness evidence is collected for informing wider policy and practice
g) Economic costs of ongoing land degradation and benefits of sustainable land management are assessed and widely communicated to stakeholders and decision makers of all sectors
h) Relevant government departments are capacitated to assess economic costs of LD & benefits of SLM.
i) Assessments of land degradation and soil health will be conducted, including the identification of degradation hot spots and tracking over time
j) Eight countries equipped with surveillance and analytic tools and knowledge on land degradation dynamics, including social and economic dimensions.
k) Re-greening successes are broadly communicated to policymakers, relevant public administrations and the development community in each country.

l) Suitable Re-greening/agroforestry practices are better integrated in relevant national policies, plans and programmes.

The following outputs are planned to support the major outputs, so as to provide a solid foundation for multiplier effects in the re-greening scaling-up process beyond the life of the project:

a) Maps and documentation of the target areas in each of the 8 countries will have been produced covering the trends in tree cover.
b) An online dashboard will be accessible to interact with data and evidence on the scaling-up of the evergreen agriculture practices.
c) Publications and other communications materials will be disseminated on the existing large-scale re-greening successes at the grassroots in each of the countries.
d) Publications and other communications materials on suitable participatory approaches for accelerated scaling-up in each country.
e) Publications and other communications materials will be disseminated on the target countries' policy and regulatory frameworks as well as the decision making and investment process in relation to the conditions needed for conducive scaling-up of evergreen agriculture/re-greening.
f) Re-greening successes will have been broadly communicated to policymakers, relevant public administrations and the development community in each country through publications, briefs, dialogs, workshops/conferences, etc.
g) Local organisations and service providers will have been trained and equipped to successfully achieve accelerated re-greening at scale to reach the 500,000 farm households, over an area of at least 1 million hectares across the target countries.
h) Value chains of several evergreen agriculture products will have been strengthened to support the upscaling of the evergreen agriculture production systems and equitable, gender sensitive small holder access to them.

The concrete outputs that will have been tailored to each target country's unique context will cover:

a) Technical assistance will have been provided to governments, EU Delegations, other donors and other stakeholders to mainstream evergreen agriculture up-scaling into their SLM programmes;
b) Capacity-building of public and private rural advisory services will have been provided to support the scaling-up process;
c) Nested-scale communities of practice in scaling-up evergreen agriculture, including CSOs, extension, research and private sector actors, will have been formed and are operating;
d) Networks of farmer-to-farmer trainers/disseminators will be operating to inspire further accelerated scaling-up beyond the project duration, and arrange for the provision of locally-appropriate trees (e.g. fertilizer, fodder, fruits, and timber);
e) The outputs of local, national and regional experience-sharing workshops will have been published and disseminated;
f) Vernacular language trainings and extension materials on evergreen agriculture and FMNR will have been documented;
g) The increased capacity of key value chain actors, especially agro-dealers, youth and women, will have been supported, documented and disseminated;
h) Catalytic platforms for rural entrepreneurship and resilient productivity increases around the supply of tree planting materials, technologies and capacity building will have been established, documented and disseminated.

### 2.6.3 Multiplier effects

**The project is expected to have multiplier effects in increased financing for the scaling-up of evergreen agriculture. Some effects might include:**

**Governments in the 8 countries** would be sensitized to the critical importance of evergreen agriculture as a foundation for sustainable land management and they will be incentivised to increase their annual budget allocations to further scale-up evergreen practices and thus contribute to the

expansion of the re-greening process. They would have incorporated the acceleration of the scaling-up process into their negotiations with their donors to generate additional financial support as well as the development of their portfolios with the African Development Bank, the World Bank, the Green Climate Fund, the Adaptation Fund, and other multilateral sources of development financing.

**International and national NGOs** working in the 8 countries are expected to build much greater capacity to sustain the scaling-up of evergreen agriculture practices. Several might have made this a pillar of their organisational strategies, and they will build upon this foundation by sourcing new and greater sources of financial support through their internal budgeting processes, and by receiving greater amounts of financial support for the continuation of these activities on the ground.

**The donor community, including the European Union Delegations** are expected to observe the exceptional cost-effectiveness of supporting the scaling-up of evergreen agriculture in addressing their development objectives in the 8 countries and beyond. They would then be motivated to increase their investments in this development sphere to restore degraded land, increase resilience to climate change, increase economic growth, enhance the welfare of poor farming households and communities on a large scale by deploying these highly cost-effective practices, and to enhance environmental services. They would find that the governments are more supportive to including the scaling-up of re-greening practices into discussions of future development priorities.

**The private sector** would be motivated to increase their investments by the increased profit-making possibilities from the products and value chains of the increased productivity of agricultural systems in the 8 countries. They are expected to be making greater follow-on investments in product aggregation, processing, and marketing of the products from evergreen agriculture systems.

**Multiplier effects due to stronger institutions at national and local levels**

**Agricultural and forestry extension systems and national centres for re-greening with trees and specific crops** in the 8 countries would be strengthened with much greater capacity to ramp up their rural advisory services to scale-up evergreen agriculture. The tree seed systems divisions that are managed by the countries would be significantly strengthened to accelerate the supply of quality tree germplasm and to provide more relevant training in tree establishment to farmers.

**Communities throughout the 8 countries** would be motivated to own the process of scaling-up evergreen agriculture. Community natural resources governance and enforcement committees are expected to be more actively protecting the regeneration and establishment of higher tree densities on the land.

**Multiplier effects due to a more conducive policy environment**

**At the national level,** forestry, natural resource management, and agricultural policies would be strengthened to pro-actively support national re-greening and the scaling-up of evergreen agricultural practices. Governments are expected to build upon these scaling-up processes to report on the progress they have made in land restoration to meet their commitments to the relevant SDG goals and UNCCD goal on land degradation neutrality, and to the AFR100 and Bonn Challenge. They are expected to be reporting on the progress made through the scaling-up process in enhancing climate change adaptation of their most vulnerable communities, and the contribution of the increased tree cover in advancing their Nationally Determined Commitments to reduce carbon emissions through increased landscape carbon storage. The contributions of the scaling-up process to meeting these national commitments will thus incentivize governments to continue giving serious policy attention to and investing in these efforts.

**At the district and local levels,** the policy enabling environment would be strengthened through the enactment of stronger natural resource management by-laws and resolutions, and the enhanced enforcement of by-laws and resolutions where these already exist. These by-laws would be assuring stronger attention to appropriate grazing management systems, particularly the management of free-grazing in the dry season, and improved fire management practices at the local level.

### 2.6.4 Sustainability

**Impact of the action**

Given the breadth and scope of the project, several benefits at the technical, economic, social, and policy levels are expected. As laid out in the log frame, the project will aim at an overall impact of improving livelihoods, food security, and climate resilience. This impact will be underpinned by the following indicators, and their respective targets:

a) 10% average increase in household income
b) 7% improvement in dietary diversity score

The overall impact will be supported by several outcomes generated at different levels, as highlighted below on some examples (full details and precision on this are provided in Appendix 1: Logframe).[27]

| Outcome type | Desired outcome | Means of verification of outcome |
|---|---|---|
| **Environmental**<br>**Economic** | Land degradation reversed, prevented & evidenced on at least 1,000,000 ha. In at least 8 countries | 10% decrease of estimated soil erosion over comparison fields<br>5% increase in estimated grams of soil organic carbon per kg over comparison fields<br>(Measured using the established LDSF framework ) |
| **Technical**<br>**Economic** | Cost-effective & appropriate forms of EGA scaled-up on at least 1,000,000 ha. of degraded land | 20% increase of tree cover within & along the boundaries of farmer fields<br>(Measured using the established LDSF framework) |
| **Economic**<br>**Social** | More synergistic relationships fostered between livelihood opportunities & land health | 30% increase in reported income earned through the sale of tree products with respect to comparison households |
| **Policy** | Improved policy & regulatory environment for reversing & preventing LD | At least 4 out of 8 countries have put in place improved policies, regulations, and/or law pertaining to land degradation with clear links to the project's engagement & knowledge acquisition efforts |
| **Environmental**<br>**Economic**<br>**Technical** | Large-scale, coordinated effort to promote cost-effective land heath enhancing options, including EGA | $60 million non-project related committed development spending for promoting EGA, with clear links to the project's engagement & knowledge acquisition efforts<br>1 million additional ha. Committed for non-project related EGA up-scaling linked to project's engagement & knowledge acquisition efforts |
| **Technical** | National capacity to assess & monitor LD & its costs & SLM benefits increased | At least 5 out of 8 countries can monitor at least 70% of their respective land areas (at least using LDN indicators and erosion indicators) |

**Dissemination plan and the possibilities for replication and extension of the action outcomes (multiplier effects)**

By focussing on existing successes, and scaling them up, the project will create a blueprint for further extension of the scaling-up action for other NGOs, governmental agencies etc. to follow. The results

[27] We recognise that changes to these indicators would have to be sustained over time for it to count as impact and that the full expected impacts of the project will likely not be realized until several years after project closure. Nevertheless failure to assess livelihood indicators could lead to misleading conclusions about the effect and scalability of re-greening practices. Thus, we propose monitoring such indicators as a measure of abundant precaution and as good development practice. Such assessments will be based on tried and tested approaches and appropriately resourced.

of this methodology, including the modalities of the scaling-up process and the economics of it, will be collated and published. The project will also work on creating a conducive enabling environment for the current and future scaling up actions. The activities conducted within the project (such as developing/strengthening value chains, extension services etc.) will benefit farmers and rural households beyond the scope of the project, as the products and services created will be freely accessible to them (spill-over effects).

The information generated through the project will be disseminated through a number of different channels to reach the different intended audiences. Re-greening successes and evidence arising from the project will be disseminated to policy and decision-makers in each country and internationally through the communications methods outlined above and through the SHARED workshops where decision-makers and investors will be facilitated through a process whereby they can interact with evidence and data in an effective way. This will be the catalyst for future scaling-up activities across the countries. Dissemination to the community will be in the form of trainings and locally adapted and appropriate extension materials.

NGO and private sector partners in the project will both produce and receive dissemination materials in the form of workshops, trainings, extension materials, communication products and publications.

**Risk analysis and contingency plan**

| **Risks:** | **Risk level (H/M/L)** | **Mitigating measures** |
|---|---|---|
| Favourable national policies and legislation for SLM are not in place or are not implemented | H | • Create awareness on the economic costs of ongoing land degradation. Make the business case of SLM-investment understood.<br>• Successful pilots in the target countries influence policy and legislative reforms to create an enabling environment for evergreen agriculture and SLM adoption.<br>• Support for countries to strengthen policy, baselines and targets for sustainable land management (e.g. related to INDCs and climate change adaptation/mitigation)<br>• Increasing knowledge of land rights if security in land rights is no longer a binding constraint. |
| Local farmers are not sufficiently involved in adopting agroforestry practices<br><br>Lack of appropriate planting material can be a major challenge. To mitigate this and support further scaling up…it is necessary to establish decentralized germplasm/seed-seedling hubs – (satellite nurseries). At a more regional or even national level this is a good time to invest in seed orchards and multiplication plots for priority species…. This is much needed and is indeed a big limiting factor in promotion, adoption and scaling up planting of priority | M | • Focus the scaling-up efforts on areas that are pre-disposed to the adoption of evergreen agriculture by their proximity to areas where scaling-up has already been successful.<br>• Ensure capacity building and practical training at the local level for evergreen agriculture.<br>• Ensure that evergreen agriculture practices promoted take into account gender roles in decision-making and land-use preferences<br>• Scale up rural advisory services in the areas with demonstrated success and the best local benefit/cost ratios favouring the adoption of evergreen agriculture practices.<br>• Work with the partner organisations (e.g. NGOs) that have had demonstrated |

| | | |
|---|---|---|
| species. This is a necessary step for the sustainability of the project | | success at scale in farmer adoption of participatory natural resources management.<br>• Support community-based organisations to enhance farmer-managed natural management, improve tree management, and manage livestock grazing to protect young trees.<br>• Boost existing tree product value chains, and support the creation of promising new ones. |
| Lack of economic incentives to invest in agroforestry | M | • Stimulate the involvement of the private sector in the scaling-up of specific tree crops e.g. shea, moringa; baobab, gum Arabica, etc. where business is already actively engaged in supporting evergreen agriculture.<br>• Stimulate conducive governance and self-organisation along the value chains. |
| Low project sustainability | M | • Build policymaker awareness of the successes already achieved by local expansion at the ground level<br>• Nurture appropriate communication campaigns to spread awareness of the successful upscaling that has occurred, and to further mobilise many new farmers to adopt evergreen agriculture practices<br>• Support and strengthen ongoing farmer-to-farmer outreach to obtain greater scale until the process reaches a tipping point toward viral adoption at a massive scale.<br>• Facilitate implementation by creating inclusion, and therefore legitimacy, through the equal recognition and participation of men and women of different ages, cultural and socio-economic backgrounds. |

Describe the main preconditions and assumptions during and after the implementation phase.

a) Participating countries emphasize sustainable land management and at a high level on the political agenda
b) EU delegations support the mainstreaming of project objectives into key national policies and programmes
c) International and local partners support and maintain relevant actions and structures after project completion
d) Countries have sufficient legislation securing access to and tenure of land for smallholder farmers

**Four types of sustainability are distinguished:**

**a) Financial sustainability: e.g. financing of follow-up activities, sources of revenue for covering all future operating and maintenance costs.**

Financial sustainability in the aftermath of the project will be maintained and increased from four sources as explained previously in section 2.6.3., i.e. Governments, International and National NGOs, the donor community including EU Delegations and the private sector.

**b) Institutional sustainability**

Formal and informal agricultural and forestry extension systems in the 8 countries will be strengthened with much greater capacity to ramp up their rural advisory services to scale-up evergreen agriculture. The tree seed systems that are managed by the countries will be significantly strengthened to accelerate the supply of quality tree germplasm to farmers.

Communities throughout the 8 countries will have been motivated to own the process of scaling-up evergreen agriculture. Community natural resources governance and enforcement committees will be more actively protecting the regeneration and establishment of higher tree densities on the land.

**c) Policy level sustainability**

The policy-enabling environment will be considerably strengthened as a result of the project, which will assure greater sustainability of the scaling-up process as previously explained in section 2.6.3.

**d) Environmental sustainability**

The action will have produced major positive impacts on the environment. The practice of re-greening at scale in the drylands of the 8 countries will substantively reduce the vulnerability of rural populations to the detrimental health effects of annual dust storms and wind damage to crops, livestock and trees. Soil moisture will be conserved, improving crop productivity. The local hydrology will be improved, including the availability of well water due to higher local water tables. Mid-day temperatures throughout the local environment will be reduced, alleviating heat stress for both livestock and people. And the overall comfort and aesthetics of the local environment will be significantly enhanced.

### 2.6.6 Communications & Visibility

**Communications and advocacy are key to scaling up.** Without the former, rural communities will have a sub-optimal incentive to adopt and encourage re-greening behaviours; and without the latter, the effort to do so will be hampered by inadequate or counterproductive policies. These are also essential to ensure policymaker understand re-greening principles, adopt them as the most promising technology available to accelerate the rural development of their countries at scale, and work with the rest of the development community (both donors and implementation partners) to ensure its lessons and principles are integrated into subsequent efforts. Finally, by building on the legal obligation for visibility that is part of every external action funded by the EU, effective communications will let us multiply the reputational benefits for the EU.

This means that communications and advocacy must do much more than produce the usual output of development communications (posters one only sees in the project office, reports and policy briefs few read, etc.). It means a close, strategic overview of communications and advocacy across the project cycle that develops and distributes messages tailored to particular target audiences and circumstances and adapted to national and regional cultural habits while respecting and benefiting from a project-wide messaging and guidance core.

We note that communication and visibility of the EU is a legal obligation for all external actions funded by the EU. Thus, the communication and visibility measures developed by this action will be based on a specific Communication and Visibility Plan of the Action, to be elaborated at the start of implementation.

In terms of legal obligations on communication and visibility, the measures shall be implemented by the Commission, the partner country, contractors, grant beneficiaries and/or entrusted entities.

Appropriate contractual obligations shall be included in, respectively, the financing agreement, procurement and grant contracts, and delegation agreements.

The Communication and Visibility Manual for European Union External Action shall be used to establish the Communication and Visibility Plan of the Action and the appropriate contractual obligations.

**Overall communication objectives**

This programme has three different but interrelated communications objectives:

a) Rural communities choose to engage in behaviours that result in large scale re-greening.
b) Directly relevant policymakers understand and support these behaviours through targeted policy interventions.
c) High-level policymakers embrace the value of re-greening and prioritize it in overall development and national and sub-national budget funding decisions.

**Target Groups**

a) Farmers (crops and/or livestock) in the target areas (women, men, youth):
   Accelerating scaling-up: targets become familiar with AF and evergreen agriculture principles, understand and desire its benefits; and modify their behaviours to pursue them
b) Traders and local government officials in the target areas:
   Targets understand that AF and evergreen agriculture will result in more local wealth, enabling more business and development
c) Agricultural research institutions, seed banks, extension services, directly relevant ministries:
   Targets are convinced that AF and evergreen agriculture are essential to their own successes
d) Power centres: finance ministry, prime ministerial/presidential administration:
   Targets internalize the large-scale benefits of AF and evergreen agriculture and modify national policies to facilitate adoption
e) International rural development community: Targets internalize that large-scale re-greening is probably the most cost-effective scalable development tool wherever the population is still mostly rural, so that AF and evergreen agriculture become default solutions for large-scale land degradation reversal and accelerated rural development.

**Communication activities**

Face-to-face communication is an effective means of reaching rural communities. Radio is popular and using existing programmes ensures reaching an existing audience. The project will also draw on previous experiences on using multi-stakeholder platforms to reach policy makers. Online channels such as websites and social media will be instrumental in reaching a broader audience to generate goodwill towards the project. The range of tools that could be applied is thus large. Those that will be applied depend on a close understanding of targets and their cultural context.

While it is obvious that reaching a smallholder will require different communications products and media than for a prime minister, it is also important to note that different types of people/actors – women, youth, different ethnic groups, - will respond differently to a given message, depending on their interests. A one-size-fits all approach will therefore not work. For that reason, the project will not adopt a prescriptive approach. The central communications team will focus on training, encouraging, quality controlling and if necessary directing the local communication teams embedded within the NGO partner teams, as these are best placed to respond to the interests, needs, attitudes and cultures of the audiences concerned. Much of the creative work will thus be carried out in-country, by local NGO partner teams, supported and trained where necessary by the central communications team.

Finally, as the programme is focused on developing and encouraging the most cost-efficient scaling up possible, communications will be closely influenced by the projects' participatory decision making processes (such as the SHARED approach) and its assessment of what is going on through its monitoring, evaluation and learning function. So, communications activities will commence with a

workshop integrated with SHARED workshops (to keep costs down and ensure the widest possible stakeholder input), at which broad communications guidelines for each target audience will be developed; communication reporting lines reinforced, and message and tool development and approval protocols decided. That workshop will also be used to carry out a foundational communications training for national project teams.

The Project Communication Team will act as a backstop to these national efforts. It will offer communications expertise and advice to national teams, encouraging continuous communications skills development, and interact with key project components to ensure lessons learned are distilled and spread. It will be supervised in this role by prominent senior communications and advocacy specialists, who will revise and encourage programme-wide communications excellence and interact directly with the audiences we have labelled "power centres" (ministries of finances, prime ministerial and presidential administrations) and the international rural development community.

Most of the communications work will be carried out in-country by the core in-country project team, comprised principally of partner NGO staff. This does not only keep costs down, it also guarantees some of the best national communicators are involved in the communications exercises, since the NGOs selected as partners have all already demonstrated their ability to re-green at large scale in their countries, and thus their knack at communicating with many of the audiences this project is targeting. Key international/regional audiences and decision makers will receive additional attention from the central team.

#### 4.6.4 Communication tools

In practical terms, communications in each country is likely to include some or all of the following non-exhaustive list of communications tools: existing community and NGO structures; third-party ambassadors and champions; exchange visits; localised content for audio visual, print and online distribution; policy briefs, conferences and seminars; still and video photography; posters and billboards; rural theatre and other events, etc. These will be selected, activated and combined by communication team embedded in the partner NGO project teams, who will have been trained and will be supported by the central communications team.

Please see section 4.6.4 above for the process by which optimal tools will be married to tailored messages for individual audiences in each of the 8 project countries and at the international level.

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[1] Consistent with those set out in the logical framework for the action.

## APPENDIX 1 - INDICATIVE LOGFRAME MATRIX (FOR PROJECT MODALITY)

The expected outputs and all the indicators, targets and baselines included in the Logframe matrix are indicative and may be updated during the implementation of the action, no amendment being required to the financing decision. Underlined outcomes depend on the maturity of the regenerated and planted perennial elements of the landscape; as these growth periods can be long, these outcomes may only be achieved after the full project has concluded.

| | Results chain | Indicators | Baselines | Targets | Sources and means of verification | Assumptions |
|---|---|---|---|---|---|---|
| **Overall objective: Impact** | Improve livelihoods, food security and resilience to climate change for smallholder farmers in Africa and restore ecosystem services, particularly through evergreen agriculture. | HH income levels<br><br>Dietary diversity score<br><br>Soil erosion prevalence<br><br>Soil organic carbon | • TBD<br><br>• TBD<br><br>• TBD<br>• TBD | • 10% average increase over comparison HHs<br>• 7% improvement over male & female comparison respondents<br>• 10% decrease over comparison fields & other land use areas<br>• 5% increase over comparison fields and communal lands | • HH baseline and endline surveys in both scaling and comparable non-scaling areas<br>• Remote sensing estimates derived from field geo coordinates of sampled HHs, based on established LDSF field data | At least some of the project's expected impacts in the scaling sites will manifest by the end of the project.<br><br>However, given that most trees take time to mature, it is expected that most of these longer term impacts will manifest several years after project closure. |
| **Specific Objectives: Outcomes** | 1. Enhanced national ability of the selected 8 partner countries to assess costs of land degradation and the economic benefits of investment in SLM/evergreen agriculture. | • # of countries applying new tools and approaches to credibly assess the economic cost of land degradation<br>• # of countries with new policy documents citing benefits of SLM | • 0<br>• 0 | • 5 of the 8 countries independently applying new tools and approaches by end of project<br>• 4 out of the 8 countries with new documents citing benefits of SLM | • Documentation analysis & outcome mapping<br>• End of project evaluation & capacity assessments | Political support for and engagement with the project will be sustained throughout the project cycle. |
| | 2. Equip 8 countries with surveillance and analytic tools on land degradation dynamics, including the social and economic dimensions, to support strategic decision-making and monitoring for the | • # of countries that have put in place improved policies, regulations, and/or laws<br>• # of countries that can monitor at least 70% of their respective land | • 0<br>• 0<br>• 0 | • 4 out of the 8 countries by the close of the project<br>• 5 out of the 8 countries by the end of the project | • Documentation analysis & outcome mapping<br>• End of project evaluation & capacity assessments | Political support for and engagement with the project will be sustained throughout the project cycle.<br>The evidence generation process will be completed within sufficient time to |

| | Results chain | Indicators | Baselines | Targets | Sources and means of verification | Assumptions |
|---|---|---|---|---|---|---|
| | scaling-up of evergreen agriculture. | areas (at least using LDN indicators and erosion indicators) | | | | convince stakeholders to make further investments in EGA investment prior to project closure. |
| | 3. Support 8 countries in the accelerated scaling-up of evergreen agriculture by smallholder farmers, along with the development of agroforestry value chains. | • % of tree cover & density within & along the boundaries of farmer fields & other land use areas<br>• Reported income earned through the sale of tree products during the previous 12 months | • TBD<br>• TBD | • 20% increase over fields and other land use areas in non-scaling comparison site<br>• 30% increase over comparison households | • HH baseline and endline surveys in both scaling and comparable non-scaling areas<br>• Annual EGA uptake surveys | • High level of motivation among farming households to engage in FMNR & tree planting<br>• Existence and motivation of other value chain actors to engage |
| **Outputs** | 1. Viable & promising EGA options identified via SHARED for targeted scaling sites **R2.2** | % of targeted scaling sites within the participating countries where appropriate evidence-informed EGA options have been successfully identified | • 0 | • 100% | • Country project reports | High partner & community interest in prioritizing EGA options, with open questions question to be answered through project M&E and learning |
| | 2. Implementing partners equipped with new knowledge, skills, tools & resources to effectively promote prioritized EGA options **R3.2** | % of implementing partners that have (a) had their "EGA capacity assessed"; (b) been trained to address their idiosyncratic capacity gaps; and (c) equipped (if required) with appropriate extension tools | • 0 | • 100% | • Country project reports | Partner staff have the pre-requisite capacity and openness to acquiring and making use of new EGA knowledge, skills, tools & resources |

| | Results chain | Indicators | Baselines | Targets | Sources and means of verification | Assumptions |
|---|---|---|---|---|---|---|
| | 3. 500,000 small-holders supported with viable & inclusive EGA options **R3.2** | # of farmers provided with context appropriate support | • 0 | • at least 500,000 | • Country project reports, informed by farmer support provision tracking system | High farmer participation and interest in the project's various training, extension & capacity development activities<br><br>Accessibility of the require tree planting materials |
| | 4. Targeted agroforestry value chains assessed and provided with relevant support **R3.3** | % of targeted value chains where all identified strengthening activities have been successfully implemented | • 0 | • 85% | • Country project reports | Strengthening work that is needed will not be excessively time and resource intension |
| | 5. Implementation and EGA uptake monitoring data for adaptive management **R3.2** | % of countries in their full implementation phase where both (a) systematic field monitoring has taken place at least 3 times and (b) LQAS uptake surveys at least once in past year. | • 0 | • 100% | • Country progress reports | Partners & ICRAF staff will have the time, capacity and resources to carry out the field monitoring and rapid uptake surveys |
| | 6. Re-greening intervention effectiveness evidence for informing wider policy and practice **R 3.1** | # of countries where impact evaluation design has been successfully implemented | • 0 | • 6 | • Baseline and final impact assessment reports | Sourcing of appropriate enumerators in each country will be possible, as well as capturing of the required biophysical data, given budgetary resources available. |

| | Results chain | Indicators | Baselines | Targets | Sources and means of verification | Assumptions |
|---|---|---|---|---|---|---|
| | 7. Economic costs of ongoing land degradation and benefits of sustainable land management are assessed and widely communicated to stakeholders and decision makers of all sectors **R1.1** | # of countries where the economic costs of land degradations have been appropriately addressed and communicated | • 0 | • 8 | • ELD national case study documentation<br>• Reports from stakeholder consultations and capacity development activities. | Coordination with UNCCD's Global Mechanism in the national LDN targeting process |
| | 8. Relevant gov. depts. capacitated to assess econ. costs of LD & benefits of SLM **R1.2** | # of countries that are able to independently assess the economic costs of LD & benefits of SLM | • 0 | • 6 | • Reports from stakeholder consultations and capacity development activities. | Willingness on behalf of participating governments to avail sufficient personnel and resources |
| | 9. Land degradation dynamics, dimensions in all countries assessed **R2.1** | # of countries where land degradation dynamics and biophysical and socio-economic dimensions have been assessed | • 0 | • 8 | • Land Health Surveillance portals<br>• Project monitoring reports | Data, including remote sensing and local project data, is accessible and suitably meta-tagged |
| | 10. 8 countries equipped with surveillance and analytic tools (i.e. dashboards) and knowledge on land degradation dynamics, including social and economic dimensions **R2.1** | Number of individual users in targeted countries accessing the Land Health Surveillance portals | • 10 users currently accessing the Land Health Surveillance portals | • 80 users accessing the Land Health Surveillance portals in 8 countries | • Land Health portals<br>• Project monitoring reports<br>• Interviews with project stakeholders<br>• Interviews with local donors and investment partners | Data, including remote sensing and local project data, is accessible and suitably meta-tagged.<br><br>All stakeholders are willing to participate in innovative modes of land use planning decisions |
| | 11. Re-greening successes are broadly communicated to policymakers, relevant public administrations and the development community in each country **R2.3; R 3.1** | % of targeted policy makers and other actors meaningfully reached by re-greening success messages | • 0 | • 75% of targeted institutions modify policies and interventions to encourage re-greening.<br>• Number of locally active donors and development agents funding/using re-greening techniques rises by | • Country progress reports<br>• Project monitoring reports<br>• Interviews with project stakeholders<br>• Interviews with local donors and investment | Suitable evidence exists or can be created with respect to existing re-greening successes and, if so, policy makers and other actors with find such evidence credible and relevant |

| | Results chain | Indicators | Baselines | Targets | Sources and means of verification | Assumptions |
|---|---|---|---|---|---|---|
| | | | | 50% or to a total of 100%. | partners | |