Regreening Africa

Ethiopia Synthesis Report

Joint Reflection and Learning Missions

CRS
CATHOLIC RELIEF SERVICES

World Vision

This project is funded by
the European Union

World Agroforestry

ACKNOWLEDGEMENT

This report was produced by Regreening Africa team. Special acknowledgements to the staff of Catholic Relief Services (CRS) led by Tadele Malefia and the World Vision Ethiopia (WVE) staff led by Asfaw Mariame, the ICRAF project management unit, the SHARED team Mieke Bourne and Sabrina Chesterman, and ICRAF-Ethiopia staff Kiros Hadgu, Hagazi Niguse and Gebrehiwot hailemariam for organizing the Joint Reflection Meeting. Special thanks to the field officers in all the sites for organizing the field work and the communities for their reception and useful interactions. We would like to thank Professor Mitiku of Mekelle university, the NOCC members present during the workshop, project partners and project activity component leaders for providing useful feedback during both the field visit and the workshop. The SHARED team appreciates the useful reviews from CRS, WVE, ICRAF global office and ICRAF- Ethiopia office on the draft report which significantly improved the quality of the final report.

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1. INTRODUCTION AND APPROACH

The joint reflection and learning missions were designed using the Stakeholder Approach to Risk Informed and Evidence Based Decision Making (SHARED) methodology (see figure 1), to create an innovative monitoring, reflection and learning opportunity between implementing Non-Governmental Organisations (NGOs), World Agroforestry scientists and other partners engaged in implementation or oversight of the Regreening Africa project at the national and local levels.

The mission design incorporated two days of field visits to project locations in order to monitor the progress and update on project implementations, to understand key challenges and to identify what aspects of the project could be scaled up or leveraged or aligned with similar efforts, programmes or initiatives in different parts of the country. The field visits included interactions and discussions with farmers, who are the primary beneficiaries of the project, on opportunities and barriers for adoption of the various technologies and practices being promoted by the project.

The field visits were followed by two days of intensive discussions based on the experiences and observations in the field, existing scientific evidence, and support of ICRAF scientists who were also able to guide the project interventions, nationally led and implemented by NGOs, within each country context on key ways to enhance the Regreening Africa project approaches.

In Ethiopia, Joint Learning and Reflection (JRLM) events conducted by CRS, WVE, ICRAF, resource persons (e.g. Prof. Mitiku from the Mekelle University) and other implementing partners selected from the Regreening Project sites. Two days field visits were conducted in around Adama area (covering Dodota FMNR site, Sire enclosures and bee keeping project, and Awash Bishola nursery in Oromia). From 6th to 8th May 2019, another visit wad made around Aksum area (covering (Limanet village and Mai-Mizan restoration demonstration sites; FMNR on *Faidherbia Albida,* tree nurseries and soil water conservation technologies).

Reflection discussions were conducted in Addis during 9th to 10th May 2019. There was consensus that the project had gained traction on the ground in Ethiopia and there was need to keep up the momentum on project implementation to compensate for time lost in year one of the project period, increase field activities and burn rates of project budgets, and consolidate workplans for year three which is due in September 2019.

The objectives of the joint reflection and learning missions were the following:

- Provide a framework to strengthen platforms (at national and project site levels) to guide and enhance co-learning and reflection on what is working and what could be improved in terms of implementation;
- Review data/evidences from multiple sources (including completed studies and field experiences) which may contribute to enhanced project planning and implementation for improved overall project impact;
- Discuss all issues (both technical and managerial) that remain unclear and find a way forward; and
- Discuss and agree on action points and activities to be included in the Year 3 Activity Plans and budgets.

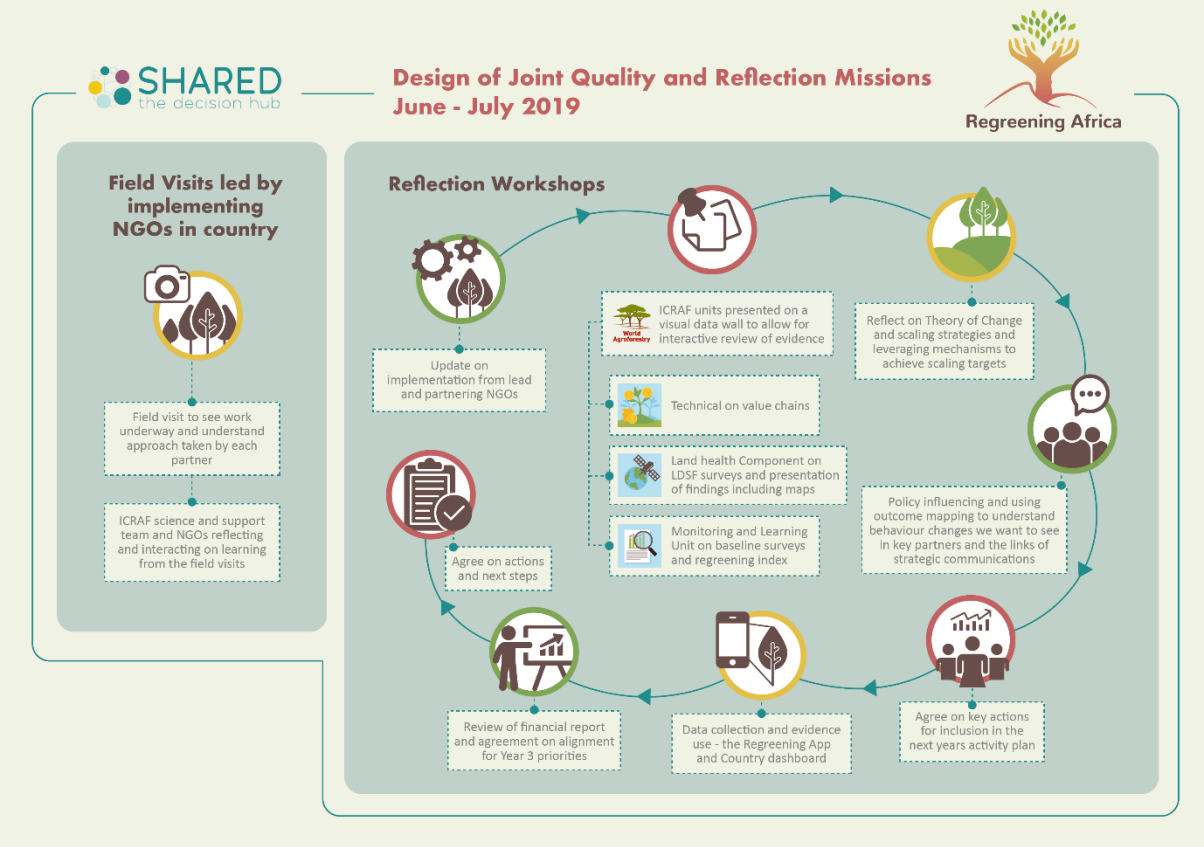


Figure 1: Design of joint quality and reflection missions using the SHARED methodology.

2. ETHIOPIA PROJECT BACKGROUND

Ethiopia's economy is largely dependent on agriculture. Land in rural Ethiopia is the foundation for food security, human well-being and development. However, the country is challenged by land degradation, climate change, frequent drought, flooding, and declining soil health. In Ethiopia, despite the challenges, encouraging results on restoration of degraded lands are evident in various parts of the country, evidencing it's potential to restore degraded lands, improve land productivity and create resilience to climate change. The Regreening Africa project will build on these locally available best practices to accelerate ongoing, scaling out efforts in mapped sites in Ethiopia, see figure 1 and results scaled up and out.

Regreening Africa with trees is a five-year project (September 2017 - September 2022) funded by the European Union. It is implemented by Catholic Relief Services (CRS) as the country lead NGO, World Vision Ethiopia (WVE), and the Ethiopian Catholic Church - Social and Development Coordinating Office (ECC-SDCO) of Adigrat, Mekelle and Meki branches. The World Agroforestry (ICRAF) Ethiopia country office provides technical support. The project targets to regreen 200 000 ha of degraded land by reaching out to 120 000 households.

The project will contribute significantly to the achievement of the government's ambitious target to restore 15 million hectares of land in the context of the Bonn Challenge and African Forest Landscape Restoration Initiative (AFR100). By the end of the project, 120 000 households will adopt Evergreen Agriculture (EGA) best practices on a total area of 200 000 hectares in 25 districts across four regions. To achieve these targets the project has developed an implementation roadmap outlining the scaling strategies and Theory of Change (ToC).

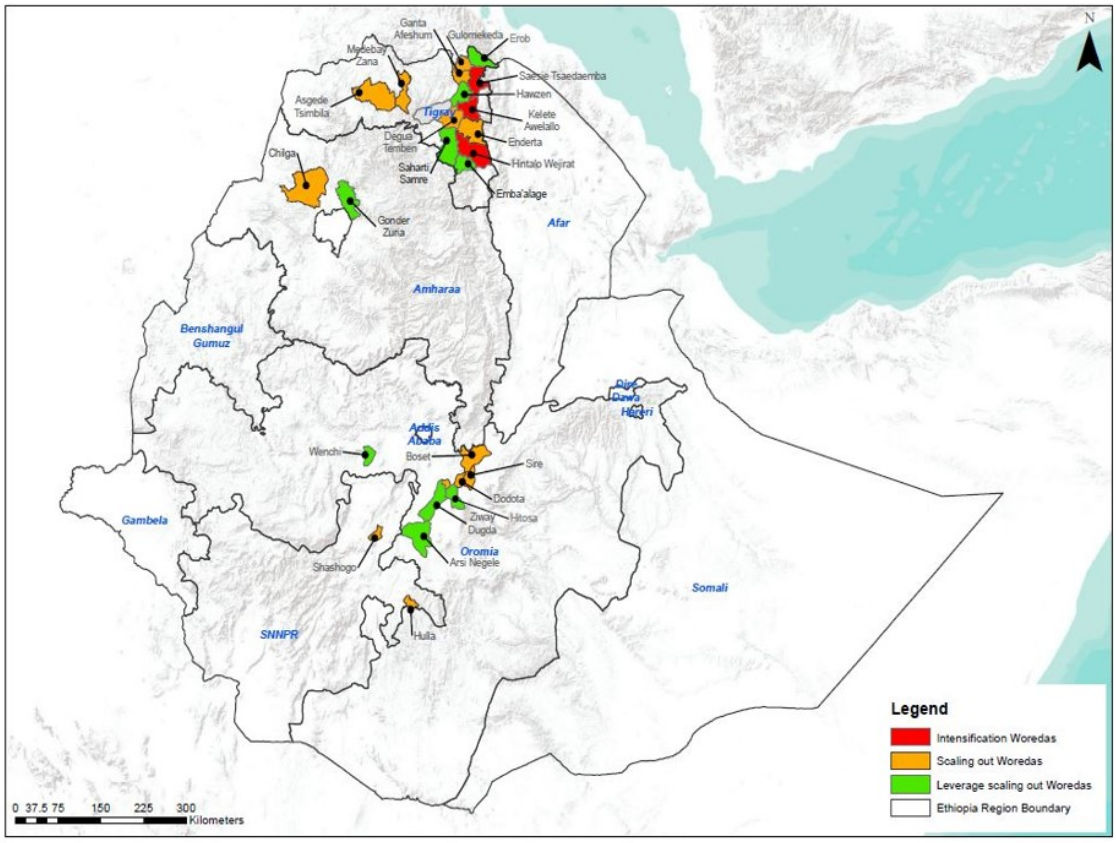


Figure 2: Location of Regreening Africa project sites in Ethiopia.

3. IMPLEMENTATION UPDATE

3.1 Key project achievements during the reporting period

The project has shown effective implementation of the project. Start-up workshops at woreda level and regional "kick-off" workshops were successfully conducted at all project sites. High level regional and zonal government representatives attended the workshops and pledged to support the project implementation, monitoring and evaluation process.

A multi-stakeholder workshop using the SHARED methodology was conducted in Addis Ababa from November 19th -23rd 2018, which involved a meeting of the steering committee. The stakeholder's workshop brought together national and regional government officials, researchers, donors, INGOs, local NGOs and farmer representatives. During the workshop, the national agroforestry platform was introduced, and the benefits associated with integrating trees into agricultural and communal landscapes was reviewed.

During the first six months of year two, several project start-ups and activity implementations were undertaken across all areas (except in Chilga district where conditions were not safe). Some of the key achievements included the development of participatory community action plans at all sites, capacity building trainings incorporating sessions on gender quality, gender integration, and Gender-Based Violence (GBV) protection and strengthening nurseries through the provision of tree-seeds and nursery tools. Additionally, Farmer Managed Natural Regeneration (FMNR) and conservation groups were established, exchange visits between Development Agents (DAs) and Volunteer Farmers (VFs) was organised, training of nursery service providers and VFs as well as the production of a video on the best practices.

Moreover, community sensitisation and mobilisation sessions are underway, and partners are using the annual government-led soil and water conservation (SWC) campaign as a platform to sensitise and create awareness on FMNR and other regreening practices.

There were a few challenges in the first six months of the year. These included delayed staff recruitment in two sites, staff preoccupation with the annual SWC campaign, security problems in Chilga district and the lack of suppliers for quality tree-seeds. Addressing these challenges included discussions with implementing partners, engaging ICRAF for technical support, and the government sector office, and making plans to speed up project implementation. Considering the security situation at Chilga district, the site was changed to Ambassel Woreda in Amhara region where WVE has conducted project start-up workshops.

4. REFLECTION MEETING

4.1 FIELD VISIT SUMMARY

Description of field site visit

Field visits were conducted between 6th – 10th May 2019 in Oromia and Tigray Regions.

Dodota and Sire Woredas in Oromia Region - visits to tree nursery, FMNR, area enclosures and bee keeping sites in Dire Keltu Kebele as well as interacting with lead farmers in each site.

Medebay Zana and Asgede Tsimbla Woredas in Tigray region - visits to FMNR, soil water conservation site and a government owned nursery.

Figure 3: Photos from the field site visits; photo credit, May Muthuri/ICRAF

4.1.1 Key learning, reflections and recommendations based on field visits

IMPLEMENTATION

- Accelerate activity implementation.
- Leverage on existing projects such as the safety net programs and watershed management programs.
- Strengthen partnership in project implementation.
- Identify suitable sites for rural resource centres (RRC)s.

TREE/ SEEDLINGS INPUTS

- Prioritize tree species, considering the needs of the farmers, ecological needs and expert knowledge.
- Improve nursery infrastructure.
- Address seed procurement challenges.
- Diversify tree species.
- Develop a tree seedling calendar to ensure early procurement, nursery establishment and hardening of seedlings before planting to increase tree survival.

VALUE CHAINS AND MARKETS

- The value chain prioritisation studied for Ethiopia were completed and separate reports on these shared.
- Value chain teams should invest in behavioural change for example;
    - influence mindset changes to encourage tree sale and related businesses.
    - Change perception that indigenous/ natural trees cannot be sold.
    - Show value of trees for example farmers buy eucalyptus seedlings because they appreciate its economic value.
- Project implementers to seek entry points to aid in integrating value chain activities into the safety net and watershed management programs.
- Ensure choices of value chains factoring in budgetary constraints, community needs, gender aspects, sustainability issues and diversity at kebele levels.
- Develop a methodology to capture none monetarized benefits derived from value chain development for example; timber for construction, domestic fencing and tree branches given to community members free of charge.
- Gesho value chain offers opportunities to support women, can we strengthen penetration to mainstream beverage making markets in Tigray?
- Diversify value chains to include short term enterprises such as vegetables, poultry, onions.
- Link value chain with other project component work involving gender inclusion, tree management and governance.

COMMUNICATIONS

- Clarity on terminologies (direct, leveraging, intensification).
- Local leadership is not on board.
- Come up with learnings that can enlighten farmers and technical teams on suitable approaches.
- FMNR has been readily accepted by the communities (these stories need to be shared).
- We need to document evidences.

GOVERNANCE AND INSTITUTIONS AT LOCAL LEVEL

- Integration of project with Woreda.
- Consider other leveraging sites by other projects.
- Different governance structures in Dodota and Awash.
- Link to national initiatives needed.

TECHNOLOGIES AND PRACTISES

- Tree regrowth's arrangement to maximize crop and tree production.
- Scale out area enclosures into other areas.
- Factor in harsh environmental condition in Dodota when deciding on what regreening initiatives to promote.
- Diversify tree species in enclosures and on farmlands.
- Decide on optimum tree density on farm.
- Promote alternative sources of energy.
- Differentiate impacts from different technologies and practises and assess it impacts on livelihoods.

CAPACITY DEVELOPMENT AND EXTENSION

- Build momentum and motivate more farmers - leverage on the driven farmers to influence others in the Woreda's or Kebele's.
- Take up the indigenous innovations by farmers e.g. letting the stumps grow then decide later which trees to remove.
- Need to determine parameters to measure new knowledge generated and shared with farmers.
- Trainings have contributed a great deal to tree management and diversity.
- Experience sharing is key.
- Rural resource centre (RRC) inclusion and strengthening will be vital going forward.
- Attitude change needed, especially in Dodota – yet to determine how to measure change in the livelihoods of people.
- Capacity building of technical teams is required.
- Farmer to farmer training approach is key.

INCLUSION OF GENDER AND YOUTH

- Women involvement is low in Dodota.
- Need gender integration at project site level.
- Women are involved in saving groups which is a key entry point to leverage on.
- Green job creation –women are keen to be included, therefore, need to ensure technical support and quality seedlings.

4.2 REVIEWING THE KEY PROGRESS DURING THE WORKSHOP

To support the project, data collection activities were conducted prior to reflection missions. To ensure this information was shared in an accessible form and that project partners could understand and interrogate this information, it was displayed in a data wall, where maps, graphs and other results were printed and pasted around the meeting room walls. The data wall provided an opportunity for scientists and development partners to discuss the relevance of the data, validate the findings and ensure it is presented in an understandable format. They are also able to discuss how the findings will be used to inform the project planning and help communicate with partners, including the community and government.

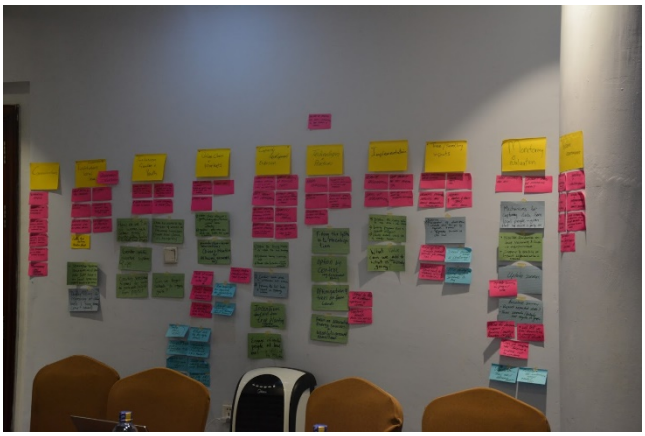
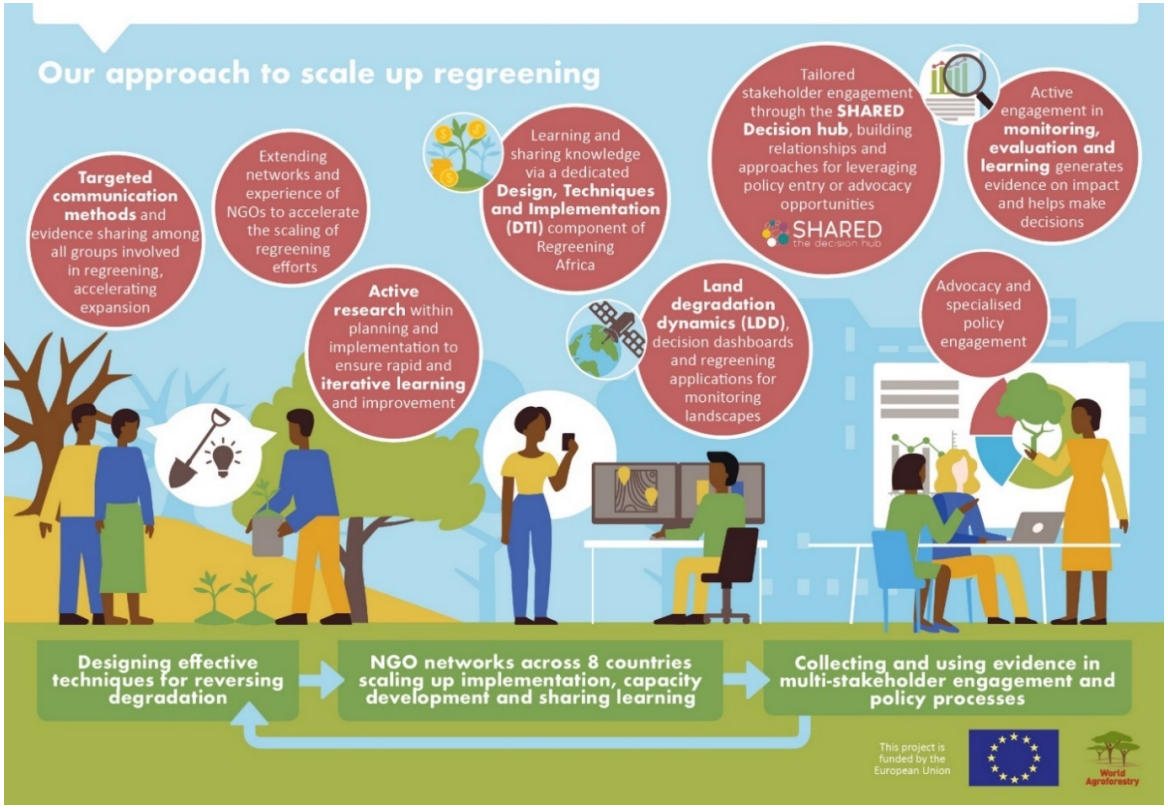


Figure 4: A photograph of part of the data wall designed based on the various discussions during the review workshop

Data was presented from various project-supporting components (see Figure 4) including baseline data from the Monitoring, Evaluation and Learning (MEL) team, land health maps and field data from the Land Degradation Dynamics (LDD) component and feedback from the value chain scoping studies completed by the Design, Techniques and Implementation (DTI) component. The communications component shared some insights and drove a discussion



around these. During the sessions on scaling through wider practice and policy, the Stakeholder Approach to Risk Informed and Evidence Based Decision-making (SHARED) component showed initial stakeholder maps and outputs from a policy synthesis and national stakeholder workshop.

Figure 5: How key supporting components from ICRAF assist in an approach to scale up regreening?

4.2.1 Land Degradation Dynamics

The Land Degradation Dynamics (LDD) component aims to equip Ethiopia with surveillance and analytic tools on land degradation dynamics, including social and economic dimensions which support strategic decision-making and monitoring in scaling up evergreen agriculture.

Due to budget limitations, no new LDSF sites will be set up under the project in Ethiopia but existing data from other ICRAF led projects will be used to inform LDSF indicators in Ethiopia, combined with household survey data collected during baseline and end line surveys.

The component identifies and measures key indicators of land and soil health in order to understand drivers of degradation, prioritise areas for intervention and monitor changes over time. Indicators for the assessment and monitoring of land degradation must be science-based, easy and quick to measure and based on field assessments across multiple scales. It is important that they represent the complex processes of land degradation across landscapes. Examples of biophysical indicators of land degradation include:

1) Soil organic carbon (SOC).
2) Trends in tree cover.
3) Herbaceous cover.
4) Soil erosion prevalence.
5) Biodiversity.
6) Soil salinity.
7) Soil compaction.
8) Water infiltration capacity.

The project uses the Land Degradation Surveillance Framework (LDSF) methodology. The LDSF provides a field protocol for measuring indicators of the "health" of an ecosystem, including vegetation cover, structure and floristic composition, historic land use and land degradation. It also measures soil characteristics, including soil organic carbon stocks for assessing climate change mitigation potential and infiltration capacity, whilst providing a monitoring framework to detect changes over time.

The LDSF was developed by the World Agroforestry Centre (ICRAF) in response to the need for consistent field methods and indicator frameworks to assess land health in landscapes. The framework has been applied in projects across the tropics and is currently one of the largest land health databases globally, with more than 30 000 observations.

This project will benefit from existing data in the LDSF database, while at the same time contributing to these critically important global datasets through data collection in Ethiopia.

KEY CHALLENGES HIGHLIGHTED (by farmers that need to be addressed for effective implementation of land restoration options in Samre Woreda).

- Some interventions already implemented are not suited to the local conditions and farmers lack the freedom and skills to modify these.
- Land and labour shortage discourage some farmers from implementing interventions that occupy space.
- Surface runoff from untreated/ poorly restored upslope enclosures destroys downslope farm interventions. Also, ineffective gully treatment leads to gully expansion downslope.
- Failure to combine biological and physical structures makes interventions less effective.
- Lack of awareness by some farmers on the full benefits of land restoration.
- Lack of knowledge in tree management.
- Low skills and resources in livestock production.
- Lack of training skills on restoration for different contexts e.g. slope gradient, soil type, etc. Project farmers are trained based on intervention location and non-project farmers are not trained at all.
- Machinery and tools are needed for implementation and maintenance at intervention sites.
- Low tree survival due to post-harvest free-grazing of livestock, theft and uprooting of seedlings.
- Lack of quality and diversity of tree seedlings.
- Water shortage due to inadequate water harvesting structures (check-dams) and storage tanks.
- Lack of water pumps and generators for pumping water to farms upslope.
- Lack of regular follow-ups and monitoring of interventions.

4.2.2 Design and Technical Implementation (DTI) Component

The Regreening Africa Project Design and Technical Implementation (DTI) component role is to provide overall technical backstopping on the project implementation involving various practices that are suitable for land restoration in different ecological, economic and social contexts. These include farmer managed natural regeneration (FMNR), tree planting options, soil and water conservation, addressing challenges related to extensive charcoal burning, free grazing etc. This is achieved through several interlinked activities covering:

- Advisory on priority regreening options in different contexts.
- Capacity support to implement appropriate regreening options.
- Scoping assessments and technical support on promising value chain options.

- Promoting knowledge and materials (germplasm) sharing via peer learning activities, refinement and preparation of technical materials to support implementation.

During year three of project implementation, the component will focus more on refining technical backstopping actions for improved scaling by partners through lead farmers, field staff and local advisory services. Some of the key areas requiring immediate attention involve:

- Increased access to quality, disease free planting materials and associated propagation skills.
- Sharing and dissemination of more extension approaches & materials.
- Supporting community value chains development e.g. preparation of community enterprise development plan (EDPs).
- Documenting and sharing co-learning from various project intervention activities.

Discussions with lead implementors Catholic Relief Services, World Vision and ICRAF team covering needs for greater collaboration were identified and key action points identified to help accelerate milestones achievements going forward. See detailed summary of the technical implementation plans in this link.

Key feedback on the value chain findings presentation:

Findings from the value chain scoping assessment covering three project regions were presented interactively on the data walls. Results on constraints and opportunities provided the basis of the next step to conduct value chain development. The following discussion points were recorded:

- There was a request for training on value chain development.
- Another issue is how to select one value chain per site/ Woreda and link to financial institutions as this is a constraint.
- Given delays in availing findings from the scoping assessment, partners had conducted own assessments; the results were nonetheless in agreement with the scoping survey findings.
- Key entry points to accelerating implementation work involve commodity identification per major project site/region as well as mapping of key actors.
- CRS has provided feedback on the value chains and activities report for revisions.
- Value chain validation forum was requested to address value chain options and evaluate strengths and constraints.
- A key consideration is whether the project can identify an existing value chain for support.
- There was emphasis to apply 'gender lens' on different value chains options already identified.
- Consider incentive for diversifying species and therefore regreening for example through bee-keeping enterprises.

Recommendations to improve tree product enterprise development

- Promote better market linkages and networks - Focus on market access for tree products and capacity building on value addition of tree products.
- creating awareness on tree seedling raising and plantation, management and growth, and value addition of tree products.
- Train farmers on forest management.
- Engage with government and other development agents to promote community guarding of forested lands.
- Build on the work done by world vision and other development organization on alternative sources of energy to reduce land degradation resulting from unsustainable woodfuel production and utilization.
- Diversify fodder options for livestock farmers.
- World Vision to plan together with local/Woreda government activity plans by aligning the road netword activity with the local government annual implementation plans.
- Build local capacitities in terms of improved nursery establishment and management to improve access to quality seedlings and other demand driven services.Develop watershed groups to address challenges associated with water shortages.
- Stengthen youth and farners awareness on production of poles and other tree products.

4.2.3 Monitoring, Evaluation and Learning

The MEL component serves two key purposes:

- To support the maximization of the project's direct impact by providing actionable feedback on intervention delivery, stakeholder engagement, EGA uptake, and the cost-effectiveness of different, yet equally promising scaling approaches; and
- To generate credible & actionable evidence to support further scaling up of EGA and complementary land restoration interventions in general and those scaling approaches that deliver the greatest value for money.

Given that Regreening Africa is promoting regreening through both its direct intervention work at the community level and by influencing wider policy and practice, we have defined two types of adoption: *directly facilitated* and *leveraged*. Directly facilitated adoption will be measured primarily through the uptake surveys and complemented by the Regreening Africa App.

Leveraged adoption

In Regreening Africa's Country Planning Guidelines leveraged adoption is defined as:

> ….an evidenced-based projection of such adoption that is expected (or known to have occurred) following the implementation of the Project's proven EVA scaling approaches by non-project related initiatives and investments known and underway by project closer. 'Leveraged adoption' could be as a result of something as simple as a 'sister project' being

implemented by one of the iNGOs participating in the country consortium that is using the Project's same scaling approaches. However, it could be less direct, for example, another organization or government institution pursuing the same scaling approaches as developed under the Project.

Following engagement with country teams and other project stakeholders, it was clear that this definition required further elaboration and that space should also be opened for country teams to explore other pathways for achieving leveraged adoption. During JRLMs, guidelines on leveraged adoption were shared and discussed and each country team then tasked to come up with their levering plan and methods of assessing the leveraged targets. Furthermore, some of the leveraging plans proposed that largely involve policy and behaviour change may be difficult to assess numerically but can and will be documented through outcome mapping.

ICRAF MEL and SHARED teams will remain at hand to guide partners in assessing and reporting leveraged adoption targets based on agreed plans.

Baseline surevy reports

Key data that was presented comes from the baseline survey is an essential part of the Regreening Africa's impact assessment strategy and critical to enable reporting on the outcome and impact level indicators of its overall log frame, as well as to estimate many of the project's other outcomes and impacts.

Village clusters that are targeted early (Year 1) by the project will be compared with those targeted in its last year (Year 4). This will ensure that all communities eventually benefit from the project, but in a systematic way that allows an impact study to be carried out.

Key data presented by the MEL team included:

- The impact evaluation strategy showing village clusters targeted in Year 1 and Year 4 of the project;
- Explanation of the components of the regreening index and their derivation;
- Regreening index results for each individual indicator and dimension;
- Diversity of tree species found in surveyed sites and their prevalence;
- Agroforestry products obtained by households;
- Agroforestry management practices undertaken at household level;
- Access to agroforestry information through extension, training and advice; and sources of such information;
- Approximate numbers of trees on farms and homesteads in the surveyed regions/districts/ communes;
- Household participation in community-level regreening; and
- Analysis of gender inclusion in agroforestry related activities.

Regreening Index

The act of regreening has diverse elements, and the combination of these elements will vary by context. To capture this diversity, a 'multi-dimensional Regreening Index' was developed. The Regreening Index comprises four dimensions, with four to five binary (yes-no) indicators falling under each. The more a household engages in the various dimensions of regreening, the higher its score on the 0 to 1 index.

The first dimension - *Extent of practice*—pertains to the extensiveness of a household's regreening efforts over the past four years. Maximum points are awarded if it has engaged in FMNR and/or tree planting on its main field, at its homestead, and on any other of its other land use areas (e.g. secondary field) during this timeframe, as well as participated in community-level regreening activities. Partial points, if any, are awarded otherwise.

The second dimension - *Intensity of practice*—relates to the intensity of the household's regreening practices. The newer trees and/or shrubs established, the higher the score, with higher points still if agroforestry products produced on farm were used by the household and/or if any of these products were sold.

The third dimension - *Diversity of practice*—measures the diversity of a household's regreening activities. The more agroforestry practices in which a household was engaged and/or agroforestry products produced, the higher number of points awarded. The same is true for diversity of tree species on farm or at the homestead, with higher points for having at least two native species.

The final dimension - *Intrahousehold equity* - gauges the extent a household's engagement in regreening can be considered as equitable along gender lines. If agroforestry establishment activities were undertaken with female decision-making involvement and/or the associated work was undertaken by both women and men of the household, the higher its score will be on this dimension. The same is true for the management of already established trees on farm and if women were involved in spending decisions of any agroforestry products sold by the household.

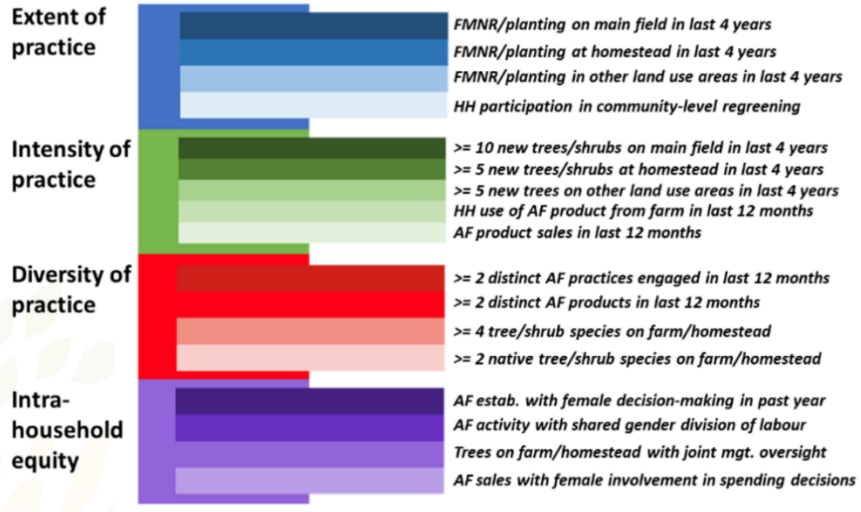


Figure 6: Components of the Regreening Index. The regreening index will be used to compare the elements at the onset of the project and after five years of implementation to be able to capture some of the project's regreening impacts.

Theories of change

A review of the Theory of Change (ToC) for direct scaling encouraged participants to think about the approaches to reaching the target farmers in a meaningful way. The group developed a scaling approach outlining the institutions engaged in the scaling process and their relationships. A discussion on the scaling modalities including the numbers to be reached, incentives for scaling and the levels at which to bring in different interventions took place.

The group then reflected on the wider practice and policy influence work that is a key opportunity and a unique feature of the project. Discussion of the partners and projects that would be reached for leveraging, principles to guide this, and the approach were discussed. In terms of wider influence, a second theory of change was reviewed or built to identify the key actions and actors.

Discussion on the policy-related barriers to scaling regreening practices formed the base for outcome mapping. Groups worked on each of the barriers to identify who must be engaged to overcome the challenge, how the project can engage them, and the change expected through this engagement in terms of behaviour.

Ethiopia theory of change for direct scaling

The goal of the project is 'Improved livelihood and resilience of smallholder farmers in targeted areas. Livelihoods and resilience of smallholder farmers will be improved when productivity of smallholder farming systems and landscapes is increased. In order to increase productivity, degraded lands need to be rehabilitated by adopting and promoting Evergreening Agriculture (EGAs) (and moisture harvesting practices). Adopting and promoting EGA practices at scale will be achieved by strengthening the capacity of local organisations, communities and service providers through trainings and creating mass awareness. It is also important to identify and documented scalable EGA innovations and broadly communicate Regreening successes to communities and stakeholders. Finally, strengthening/developing EGA-related complementary value chains and supporting smallholder farmers with viable and inclusive EGA options will ensure adoption of these practices.

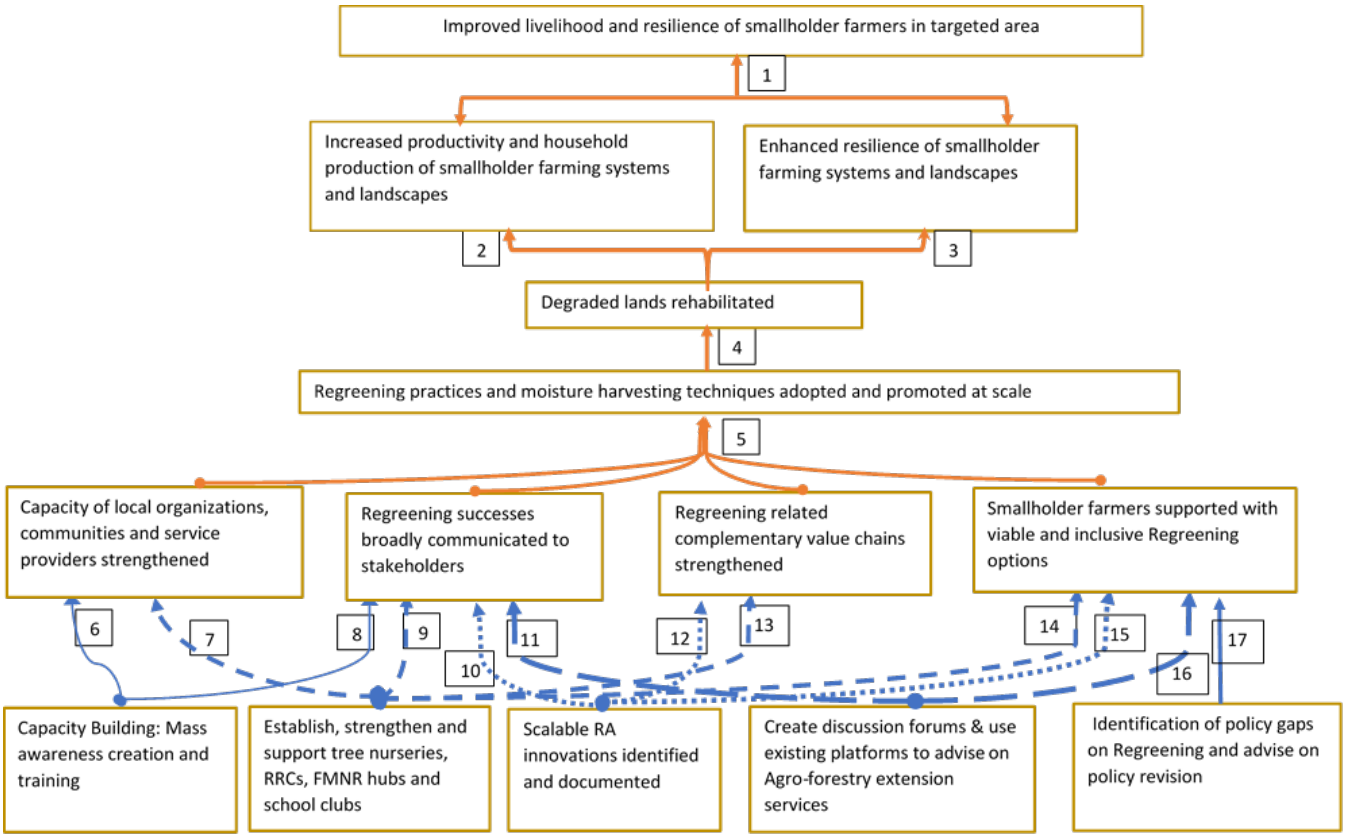


Figure 6: Ethiopia Theory of change (ToC) for community-level scaling.

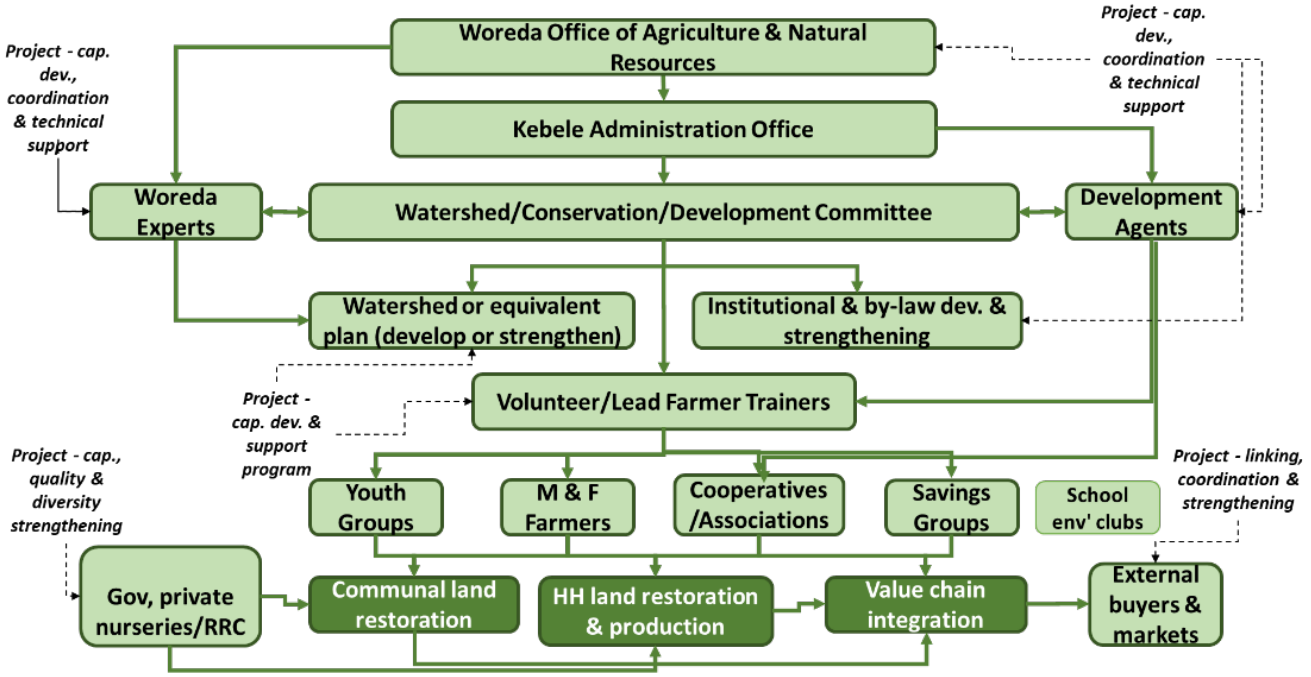
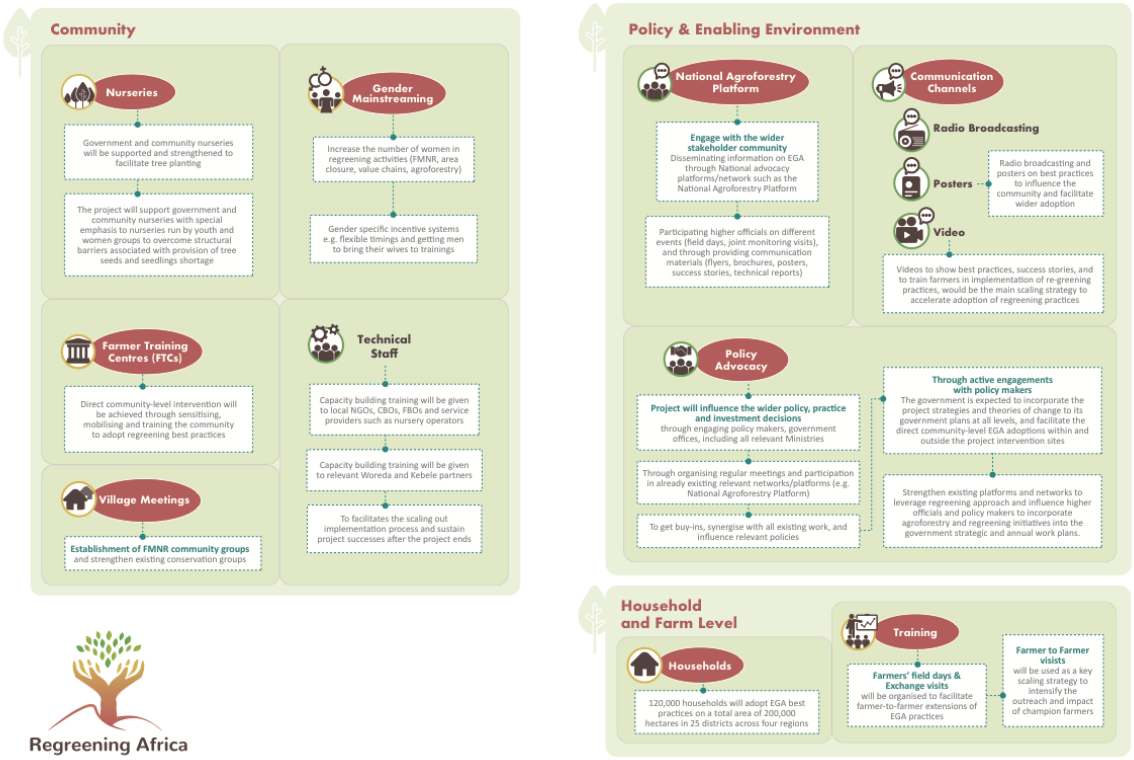


Figure 7: The generic Intervention model at sub-watershed level for the Regreening Africa project in Ethiopia.

Scaling strategy



- By using the existing community organisations, the direct community-level intervention will be achieved through sensitising, mobilising and training the community to adopt regreening best practices. Farmers' field days and experience sharing visits will be organised to facilitate farmer-to-farmer extensions of EGA practices. The project will also use video shows, radio broadcasting and posters on best practices to influence the community and facilitate wider adoption. Videos to show best practices, success stories, and to train farmers in implementation of re-greening practices, would be the main scaling strategy to accelerate adoption of regreening practices.
- The project will support establishment of FMNR community groups and strengthen existing conservation groups, Farmer Training Centres (FTCs) and/or Rural Resource Centres (RRCs) as learning and demonstration sites. Furthermore, government and community nurseries will be supported and strengthened to facilitate tree planting.
- Farmer to farmer visits will be used as a key scaling strategy to intensify the outreach and impact of champion farmers.
- The project will influence the wider policy, practice and investment decisions through engaging policy makers, government offices (including all relevant Ministries), through organising regular meetings and participation in already existing relevant networks/platforms (e.g. National Agroforestry Platform) at all levels to get buy-ins, synergise with all existing work, and influence relevant policies.
- Through active engagements with policy makers, the government is expected to incorporate the project strategies and theories of change to its government plans at all

levels and facilitate the direct community-level EGA adoptions within and outside the project intervention sites.

- The communication strategies that the project planned to use to engage with the wider stakeholder community (that is, outside the direct intervention regions) is disseminating information on EGA through National advocacy platforms/network such as the National Agroforestry Platform, participating higher officials on different events (field days, joint monitoring visits), and through providing communication materials (flyers, brochures, posters, success stories, technical reports).
- The project will strengthen existing platforms and networks to leverage regreening approach and influence higher officials and policy makers to incorporate agroforestry and regreening initiatives into the government strategic and annual work plans.
- Capacity building training will be given to relevant Woreda and Kebele partners, local NGOs, CBOs, FBOs and service providers such as nursery operators to facilitates the scaling out implementation process and sustain project successes after the project ends.
- The project will support government and community nurseries with special emphasis to nurseries run by youth and women groups to overcome structural barriers associated with provision of tree seeds and seedlings shortage.

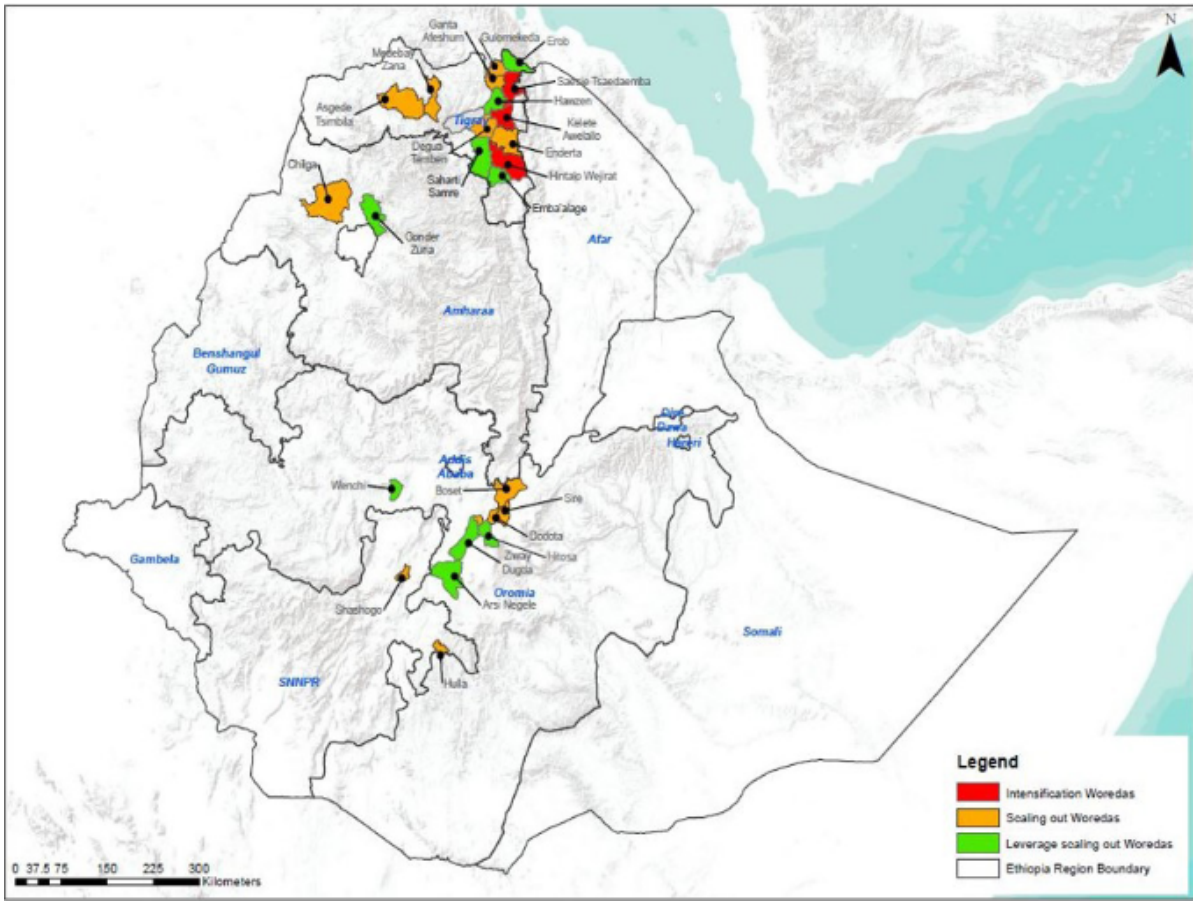


Figure 8: Map of intensification, scaling-out, and leverage EVA adoption locations

Wider practice and policy scaling

EGA practices appropriate for the farming system and landscapes will improve the livelihoods and resilience of farmers. To ensure adoption of these practices by communities, support from EGA practices needs to be given by the government and other influential actors. From here, EGA can be scaled up, influencing communities further afield, building their resilience to climate change and increasing their income through tree-based value chains.

The first task is to establish a strong relationship between CRS/WVE/partners and the government, regarding EGA. To do this, CRS/WVE/partners will regularly engage with policy makers and government offices through meetings and joint monitoring visits to create adequate understanding on EGA,and strengthen relationships with higher officials at national and regional level. Moreover, policy makers and government offices at different levels will develop adequate understanding of the regreening approach when discussion forums/platforms are created at different levels, and government offices at regional/ national levels are informed on the multiple benefits of land restoration and agroforestry.

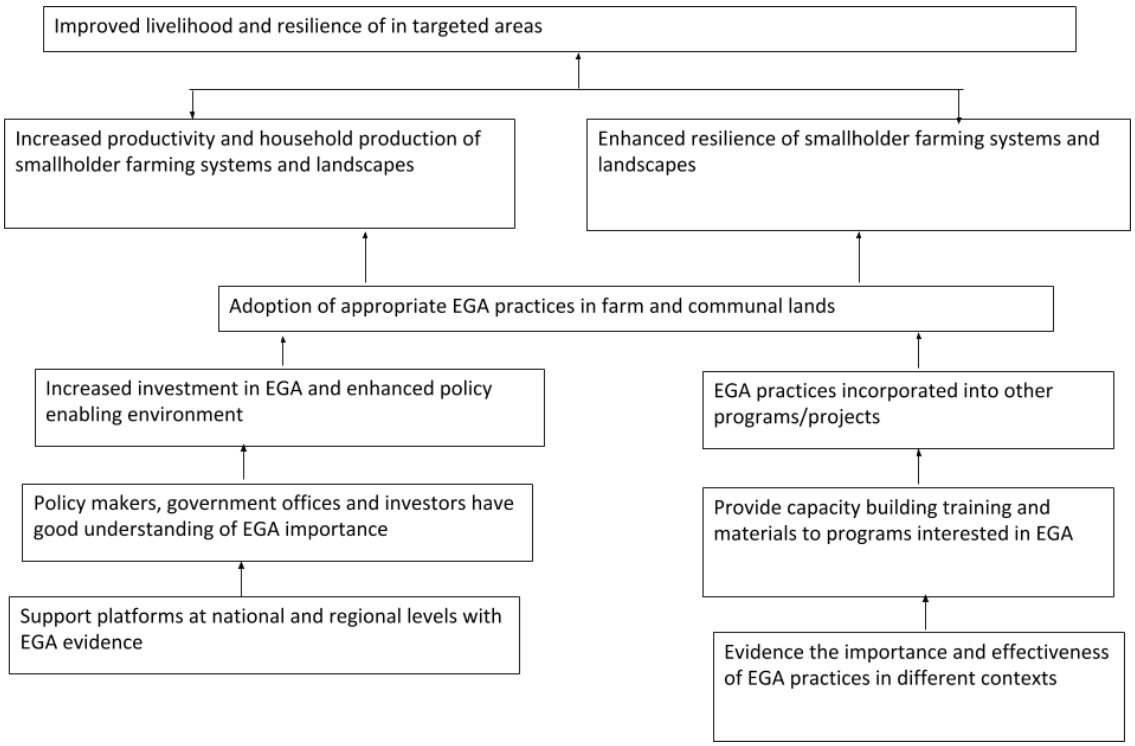


Figure 9: Theory of Change (ToC) for influencing wider practice and policy scaling.

Feedback from the data wall session:

It was noted that an uptake survey needs to be conducted in the project sites. Additionally, a decision has been made to assess the data at the kebele region and not at the scale of Woredas. A couple of questions arose which need to be addressed:

- What is the value of the baseline assessment to decision making; and
- How appropriate is the Regreening Index for the baseline assessment (boxplots are not well understood)?
- When will the final baseline report be shared with partners?

4.2.4 Regreening App

The Regreening Africa App is a free mobile-based android application designed and developed by World Agroforestry (ICRAF), to help partners and users (lead farmers) collect information on how farmers are managing and protecting trees on their farms. The App has four modules that focus on tree planting, nursery establishment, Farmer-Managed Natural Regeneration (FMNR) and Training.

the App aims to;

1. To facilitate the evidencing, reporting and verification of the number of households reached and the number of hectares regreened, to the donor.
2. To enable monitoring of real-time progress of the project by all project managers (e.g. trainings conducted, tree nurseries supported in their jurisdiction, farmer groups supported, etc).
3. To bridge data gaps from existing data collection tools and methods for triangulation.

Features

- The App allows entry of simple text and numeric data, images, and location data of trees and nurseries.
- Facilitates the reporting of the number of households reached and the number of hectares regreened.
- Allows monitoring of the real-time progress of the project (trainings conducted, tree nurseries and seedlings distributed-numbers, and species diversity).
- It allows users to collect data offline and upload it to the server once the device is connected to a mobile network or WIFI.
- Users can view the data they have collected by clicking view data button.

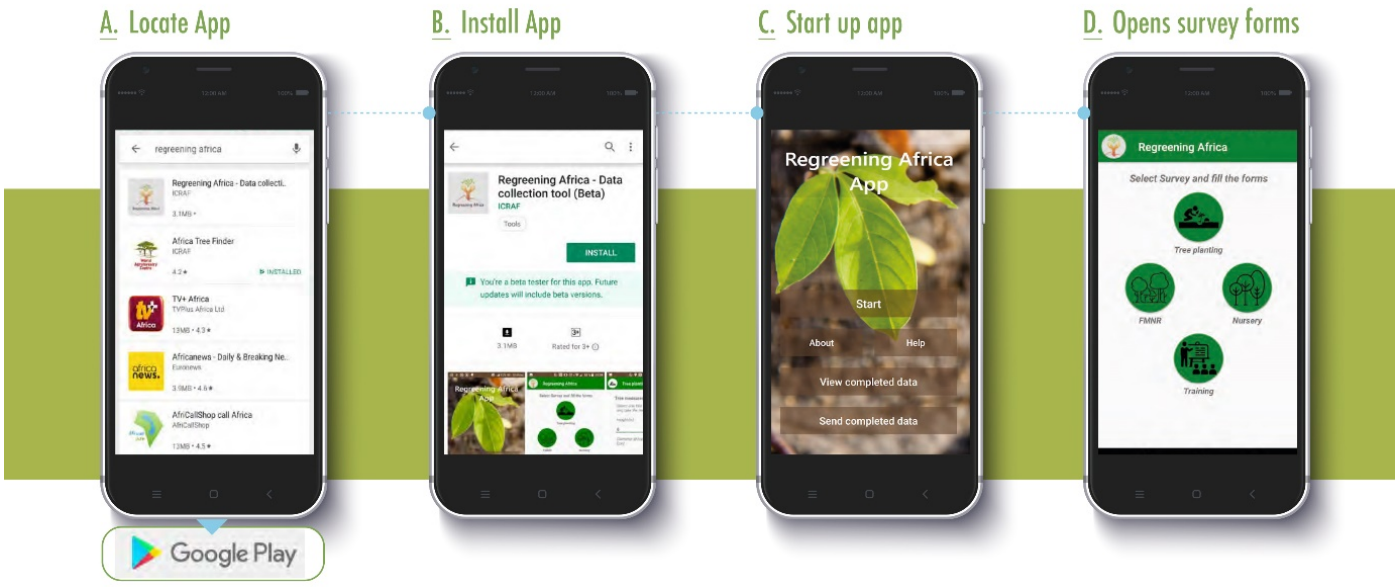


Figure 10: Regreening App available freely through Google Play

5. STRATEGIC COMMUNICATIONS AND BEHAVIOUR CHANGE

The role of communications was discussed within scaling, leveraging and the Theory of Change (ToC) of the project activities. The communication support unit from ICRAF brought out the idea that communications is a critical method within the project and the concept of strategic communications relates to using communication execution methods to bring about desired behaviour change in the target audience. For Regreening Africa NGO implementers, key questions are valuable for communication.

Key questions

- Who is the target audience?
- What is the most effective way to get a message across to them?
- Is the message you are delivering clear and being delivered in a simple and encouraging way to make behaviour change?
- Is the tool you have used the right one? For example, is a national radio broadcast going to reach the target audience in selected scaling locations, or is budget better spent on dedicating this towards a lead farmer advocacy toolkit, posters and a bicycle so they can directly interact with farmers to deliver a compelling message?
- How do you tailor your message to the audience? For example, when looking at policy and the enabling environment, is there a specific policy maker or focal point you build relationships with rather than just publishing a policy brief for a wider policy audience?

Strategic communications are designed to bring about behaviour change. There are three core categories.

1. **Mass media –** tools like radio, newspaper, television and internet.
2. **Interpersonal communication –** approaches like farmer – farmer sensitisation and lead farmers.
3. **Community mobilisation –** approaches like nursery demonstration days and farmer field days.

These three categories all aim to bring about changes in knowledge, attitudes and behaviour in the intended audience.

Key feedback from interactive data wall

PROPOSED ACTIVITIES

- Drama
- Songs & poetry
- Scientific publications/ technical reports/ journals
- Flyers/ posters/ brochures
- Road shows
- Social media
- Rural resource centres
- Exhibitions
- Exchange visits/ field days
- Trainings
- Radio shows
- Videos/ video shows
- Notational advocacy platforms e.g. national agroforestry platform.
- Workshops with high level government officials and other stakeholders.

Governance

- Field experiences are to be shared in the agroforestry platform.
- Take some recommendations from the platform and implement these in the field.
- Ministry of Agriculture Safety Net Programmes (SCM) (agroforestry team).
    - Intention to go beyond
    - Develop a program
    - Directorate or secretariat (agroforestry task force)
- Action plans and report each quarter.
- Platform will make a report on key issues on agroforestry in regions.
    - PASDIP - Leverage?
    - MOA
- Dashboard
- Commission plan to plant seedlings - Strategy on this?

Agroforestry Platform

- What are we contributing and what are the timelines?
    - Coordination in the field for regreening activities.
    - Land use systems – issues on integration and use of trees in these different parts of the landscapes; farmer led/ participatory learning (can we influence this at the local level?).
    - Tree diversity and diversity of practice (FMNR).
    - FMNR policy briefs (capacity).
    - Material delivering system.
    - Local leadership and governance.

Action Points:

- Develop a 1 pager – led by ICRAF with inputs from CRS and World Vision.
- Share findings on the agroforestry platform by July.
    - Identify inputs and amend.

Accessing Evidence and Policy Leveraging Through Dashboards

Online web-based dashboards are being co-designed through the project to make data relevant to regreening easy to access and interpret. Regreening decision dashboards were introduced during the national SHARED workshops to determine interest in developing one for the country. A team of project partners including implementing NGOs and related stakeholders identified important indicators, some display features, data available and end users during an initial discussion. Online conversations and shared working spaces were then used to receive feedback on initial design ideas, receive data and input. The dashboards are now being graphically designed and programmed with the prototype due to be available by the end of 2019. Once the dashboard is available, it will be used to target and monitor project activities as well as feed into national level dialogues on regreening.

Figure 11: The Regreening decision dashboard for Ethiopia.

6. AGREED ACTIONS AND NEXT STEPS

Throughout the joint reflection discussions, actions and next steps were agreed upon amongst project partners. These were captured and reviewed by the group as outlined below. These actions will be undertaken before the second year of the project is finished or will be included in the plans and budgets for the third year.

Capacity development and extension

June – end of August, year 2

- CRS and WVE with support from ICRAF - Review ToC
- Include new activities in activity plan year 3 from updated ToC

Q2 – Q4, year 3

- Incentives for volunteer farmer trainers

Monitoring and evaluation

By end of May, year 2

- Feedback on regreening app.
- Baseline report to be shared by ICRAF .
- Guiding document on leverage to be shared by ICRAF.
- Uptake survey decision and budget by CRS and WVE with inputs from ICRAF (HH and institution).

June – end of August, year 2

- Country leverage strategy development.
- Vegetation trees need difference shown (LDD).

Q2 – Q4, year 3

- How to capture the stories - Behaviour change collectively agree.
- Monitoring in government (stories).

Value chain/markets

By end of May, year 2

- Updated value chain report shared.

June – end of August, year 2

- ICRAF - Value chain validation 2-day training for CRS and WVE.
- Agree on value chains to be strengthened (gender considered).
- Get list of species and ensure access to seeds/ seedlings.

Q2 – Q4, year 3

- Youth and gender integration

Governance institutions

June – end of August, year 2

- Strengthen governance structures at all levels and link groups to the local governance

- Support groups to get recognition
- Collective action leadership training
- Cross learning on closure systems to identify best practices and gaps for studies
- Masters students to support biophysical socioeconomic data collection (evidence)
- Ask local students to submit proposals

Q2 – Q4, year 3

- Local leadership

Policy influence

By end of May, year 2

- ICRAF - Review ToC to influence policy and practice based on the discussion (ICRAF)

June – end of August, year 2

- Agroforestry platform meeting in July
- One pager from Regreening ICRAF leads
- Key topics for input by project (coordination, density) (local leadership)
- Outcome mapping – share slides, support if needed, complete by July)
- Dashboard data sourcing (ICRAF led)

Q2 – Q4, year 3

- Dashboard prototype
- Timber policy issues

Tree/seedlings inputs

By end of May, year 2

- Seed source and diversity discussed by ICRAF, CRS and WVE

June – end of August, year 2

- RRC development – women led in Oromia (CRS)

Q2 – Q4, year 3

- Cooperative development

Communications

By end of May, year 2

- CRS and WVE - Press and information officer (details from EU delegation)
- CRS and WVE - Poster and leaflets into local language

June – end of August, year 2

- Billboards to be established (CRS and WVE)
- Promotional material sensitive to gender to be produced
- Produce monthly newsletter

Q1, year 3

- Video production

Communication

- Press and information officer (details from EU delegation) (CRS and WVE)
- Poster and leaflets into local language (CRS and WVE)
- Billboards to be established (CRS and WVE)
- Promotional material sensitive to gender to be produced
- Produce monthly newsletter
- Video production

Gender & Inclusion

- Can we target schools to integrate youth?
- Creating specialised niches for youth to participate/ benefit from the project
- Gender specific incentive systems
- How to increase the number of women in regreening activities (FMNR, area closure, value chains, agroforestry
- How do we increase number of women/ youth/ other groups in participating/ benefiting? E.g. flexible timings and getting men to bring their wives to trainings

Value Chains & Markets

- Updated value chain report shared
- Value chain validation 2-day training for CRS and WVE by ICRAF
- Agree on value chains to be strengthened (gender considered)
- Get list of species and ensure access to seeds/ seedlings
- Youth and gender integration
- Promote shot-term interventions (diversification and household income generation)
- Value chain disaggrated and gender
  - Linking farmers to markets
  - Value addition
  - Branding
- Explore other value chain which are livestock based e.g. poultry and fattening

Monitoring & Evaluation

- Feedback on regreening app
- Baseline report to be shared by ICRAF
- Guiding document on leverage to be shared by ICRAF
- Uptake survey decision and budget by CRS and WVE with inputs from ICRAF (HH + institution)
- Country leverage strategy development
- Vegetation trees need difference shown (LDD)
- How to capture the stories?
  Behaviour change collectively agree
- Monitoring in government (stories)

Capacity Development & Extensions

- Reviewed TOC by CRS and WVE with support from ICRAF
- Include new activities in activity plan year 3 from updated TOC
- Incentives for volunteer farmer trainers
- Engage influential people at local level
  - Skills not the only criteria
- Incentives for (households) tree planting
  - Reward systems
  - Recognition at key events
- Conduct some studies in collaboration with universities
- Training the local leaders and women on regreening initiatives
- Refine the training modules to infuse the local knowledge
- Experience learning and exchange visits
- Reward systems/ incentives
  - Record keeping
  - Recognition

Tree Nurseries / Seedlings & Inputs

- Seed source and diversity discussed by ICRAF, CRS and WVE
- RRC development – women led in Oromia (CRS)
- Cooperative development

Policy Influence

- Review TOC to influence policy and practice based on the discussion (ICRAF)
- Agroforestry platform meeting in July
- One pager from Regreening ICRAF leads
- Key topics for input by project (coordination, density) (local leadership
- Outcome mapping – share slides, support if needed, complete by July)
- Dashboard data sourcing (ICRAF led)
- Dashboard prototype
- Timber policy issues

Governance Institutions

- Strengthen governance structures at all levels and link groups to the local governance
- Support groups to get recognition
- Collective action leadership training
- Cross learning on closure systems to identify best practices and gaps for studies
- Masters students to support biophysical socioeconomic data collection (evidence)
- Ask local students to submit proposals
- Local leadership
- Develop joint visions for regreening at different levels and timeframes (group + individual)

7. LINKS TO REPORTS

1. **Ethiopia SHARED Report**
2. MEL Reversing Land Degradation by Scaling Up Evergreen Agriculture (Regreening Africa), Baseline Survey Report (Ethiopia_Working_Draft)
3. **Ethiopia Value Chain Report**
4. **Technical Support Plan**