



**Regreening Africa**

# **Rwanda Synthesis Report**

Joint Reflection and Learning Missions



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the European Union





## ACKNOWLEDGEMENT

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## Disclaimer

This report has been produced with the assistance of the European Union. The contents of this report are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union



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## 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, 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 at the national and local levels. The mission involved two days visits to project field sites to update on implementation progress and two days discussion/reflection workshop to understand prevailing challenges, assess scaling modalities and technical implementation constraints and opportunities. The field visits included interactions and discussions with farmers, who are the project's primary beneficiaries on opportunities and barriers for adoption of various technologies and practices promoted by the project. ICRAF scientists had an opportunity to share data/evidence face to face from baseline and value chain scoping surveys.

The objectives of the joint reflection and learning missions were as follows:

- To provide a platform for mutual learning on what is working and what could be improved in terms of implementation;
- To review the data/evidence from multiple sources (completed studies and field experience) and to enhance project planning for improved impact;
- To discuss all issues (both technical and managerial) that remain unclear and find a way forward; and
- To identify and agree on action points and activities to be included in the Year 3 Activity Plans and budgets.

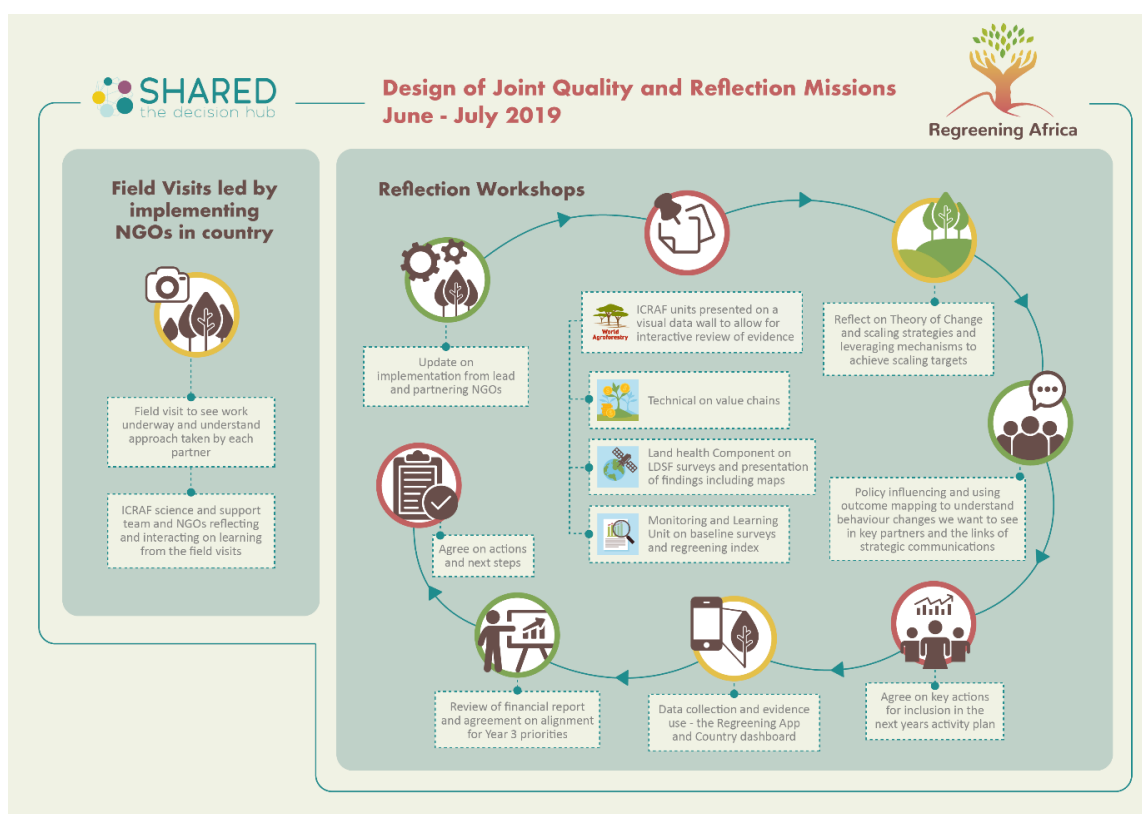


Figure 1: Design of Joint Quality and Reflection Missions using the SHARED methodology.





## RWANDA PROJECT BACKGROUND

World Vision Rwanda (WVR) is leading the implementation of the Regreening Africa project in four districts of the eastern province namely: Bugesera, Kayonza, Gatsibo and Nyagatare. The project is targeting 70 000 households, for adoption of evergreen agricultural practices, over an area of at least 100 000 ha. The targets will be achieved through directly facilitated interventions in 21 000 households and over 21 000 ha, whilst the outstanding households (49 000) and land (79 000 ha) will be achieved through leveraging adoption (please refer to technical guidelines on the differences between directly facilitated and leveraged adoption targets).

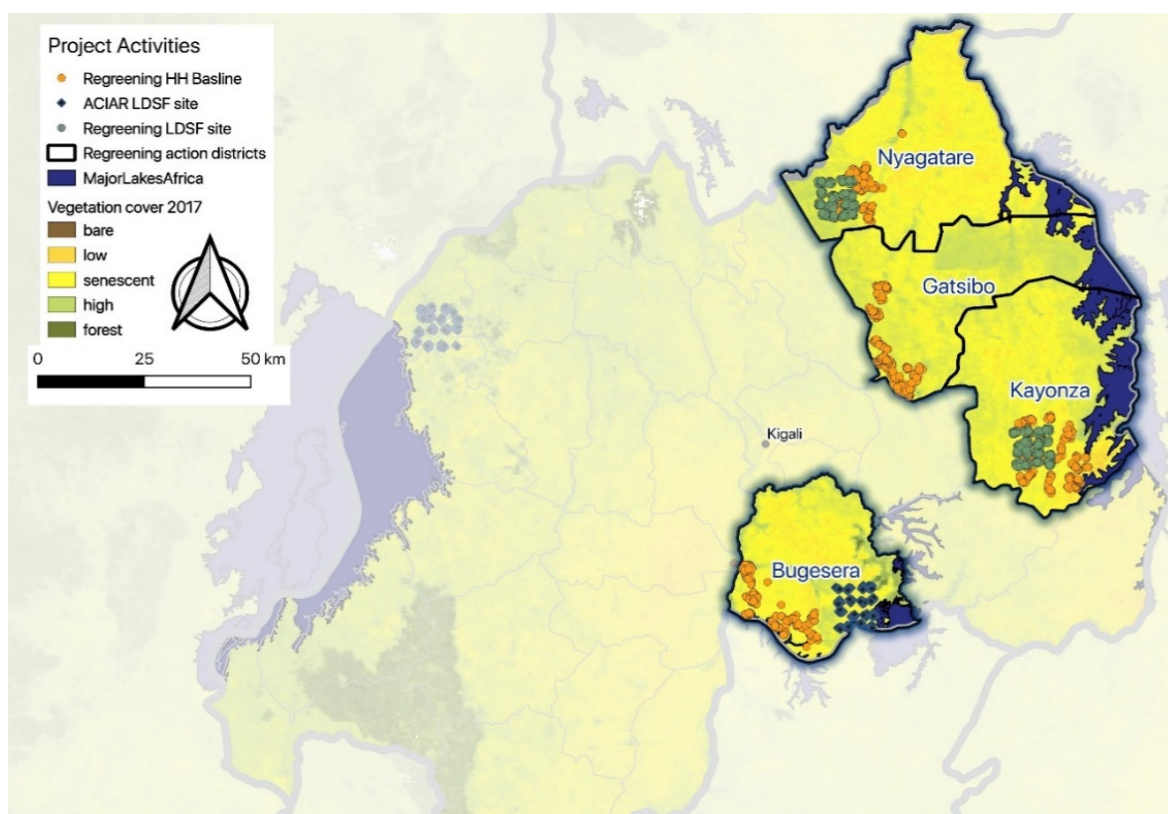


Figure 2: Location of Regreening Africa project activities in Bugesera, Kayonza, Gatsibo and Nyagatare Districts in Rwanda.

## IMPLEMENTATION UPDATE

### Highlights of achievements during the reporting period (September 2018 to February 2019—based on submitted semi-annual reports)

#### Production and distribution of tree seedlings

A total of 2 515 189 tree seedlings were produced by 33 contracted farmers groups and cooperatives. 2 149 798 are agroforestry trees and 365 391 are fruit trees.



## Tree planting

A total of 2 515 189 tree seedlings were distributed and planted across intervention areas at smallholder farms in selected sites: 569 090 in Bugesera; 583 107 in Gatsibo; 578 846 in Kayanza; and 784 146 in Nyagatare.

## The SHARED workshop

The SHARED workshop for regreening Rwanda was held on (5<sup>th</sup> November 2018), bringing together government officials, public institutions and local stakeholders. The workshop offered an opportunity for various stakeholders to present and discuss Rwanda's Agroforestry strategy operationalisation and development of farm timber. It was also a platform to share regreening success stories and lessons from different implementing organisations lead by ICRAF and WVR.

## Selection of new farmer groups

In addition to the existing 33 farmer groups working with the project in tree seedling production, 30 new farmer groups were selected through World Vision partnership criteria. The new farmers groups are covering two additional cells under each of the 16 sectors in each of the four operational project districts. This brings the total number of farmer groups partnering with the project in tree seedlings production to 63.

## Training of lead farmers and cooperative members in new cells

Lead farmers from four districts were trained in agroforestry technology/practices and Farmer Managed Natural Regeneration (FMNR). Training was provided across 16 sectors (64 cells and 256 villages) on agroforestry, FMNR's model and nursery management. The training offered an opportunity to orient lead farmers on data collection tools for capturing seedling distribution and planting. The training focused on EGA practices (concepts of agroforestry, FMNR practices and technologies), tree nursery establishment and management, and agroforestry tree planting and management.

# FIELD VISIT SUMMARY

## Description of field site visit

Field visits were conducted between 3<sup>rd</sup> – 4<sup>th</sup> June 2019 in three implementing districts in Rwanda.

**Kayanza District** – visits were conducted to two farmer co-operatives involved in seedling production, including nursery sites, a proposed site for a rural resource centre and farmer field sites where agroforestry was in practice.

**Gatsibo** – visits were conducted to farmer cooperatives involved in seedling production, nursery sites, proposed sites for a Rural Resource Centre

**Nyagatare District** - visits were conducted to farmer cooperatives involved in seedling production, nursery sites, proposed site for a Rural Resource Centre.





## Discussions during the field visits and emerging key questions

It was reported that cooperatives are paid to produce seedlings at less than the market value and that not all cooperatives are situated in target villages. Discussions around lead farmer selection by each village highlighted that candidates must be confident and have the skill and mobilisation capacity and that both a man and woman were nominated for each village when questioned on gender. It was also prioritised to have lead farmers who are permanent residents in the village and own land for establishing demonstration plots.



Figure 3: Photos from the field visits

## Key learning and reflections from field visits

### SCALING AND LEVERAGING

- Cooperative arrangement brings farmers together
- There is lack of nursery enterprise development due to free seedlings input programmes by government and many other NGOs



- A clear feedback system between agricultural district officers and lead farmers has been established to help in achievement of set targets thereby providing clear scaling model and leveraging opportunities
- Clear technical implementation structure aligned to government strategies was evident
- There is need to follow-up on selected lead farmers and beneficiaries to assess how impact is achieved and assess how to include others from target communities
- Contacted lead farmers expressed the challenge of getting to farmer beneficiaries. They requested the project to support them by facilitating them with transport means.

### **TREE NURSERIES AND SOURCING SEED/SEEDLINGS**

- Establishment of mother blocks for sourcing scions and other high quality germplasm near intervention sites (scion sourcing is challenging in the rural areas)
- Discussions are in progress to develop agreements with district authorities in Gatsibo, Nyagatare, Kuyonza and Bugesera to avail land for setting up Rural Resource Centres) RRC and support the scion establishment
- More support is required to promote sustainability of nurseries set up by community groups and cooperatives contracted by the project given current plan to only produce materials for the project and limited quantities for sale
- Fruit production through registered cooperatives offer an opportunity to develop local businesses and there was interest by visited groups to acquire skills on business development
- Setting up Rural Resource Centres in strategic locations around project sites will provides an opportunity to bring knowledge, peer learning and quality planting materials close to beneficiary communities

### **VALUE CHAINS AND MARKETS**

- Current tree production activities on farmlands has greater emphasis on exotic trees over indigenous species
- Opportunities exist to promote the fruit, timber value chains also considering government support
- Given small land holdings farmers are interested in short term enterprises to generate income
- Development of value chain for example on avocado, tree tomato can have impacts on improving women welfare.
- There is need to assess and explore ways to connect to markets to avoid gluts when all the farmers for example adopt avocado production destined to the local markets
- There is need to promote a business model around nurseries as free seedlings provided to farmers by government and projects are currently a disincentive
- Nursery operators can benefit from available local expertise on fruit grafting



- Given the interest on growing grevillea a link on a timber value chain should be explored

## **COMMUNICATIONS**

- Communication activities must be strategic to support scaling
- Scaling model is good but could be strengthened with targets and message packages
- Communication priority should be given to farmers, asking what are their needs in terms of communications and technical support

## **GOVERNANCE AND POLICY CHALLENGES ON SEEDLINGS**

- The government is not operating nurseries anymore – seedling production is now privatised (but they are still providing free seedlings (rarely fruit) as part of national campaigns)

## **PRACTICES AND CAPACITY DEVELOPMENT**

- Lead farmers and technical staff enthusiasm to be promoted by integrating appropriate incentives in the project (certificates of recognition for excellence, project promotion material e.g. T-shirts, branded bicycles, etc).
- Integration of diverse tree species on farmlands is low - it is important to work on local knowledge and build capacity
- There is opportunity to work with ICRAF Rwanda expertise on use of local knowledge, grafting techniques, tree planting plans and planting material access.
- How many trees can be integrated on 1 ha land and considering local conditions (ICRAF to provide technical guidelines considering EU guidelines for Rwanda).
- Integrate soil fertility practices (e.g. composting, contours on hilly areas to slow rain water run off) etc for higher moisture retention and increased crop productivity.
- Farmers can plant and protect seedlings, but tree management is a challenge as spacing, planting arrangements and maintenance is not clear. ICRAF to develop guidelines.
- Farmer can learn a lot from site exchange visits. There is good experience from the Trees for Food Security (T4FS) project learning exchange

## **GENDER AND INCLUSION**

- Gender mainstreaming in terms of representation is evident





## REVIEWING THE KEY PROGRESS

### INTERACTIVE EVIDENCE WALL

To support the project, various surveys 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: Rwanda workshop evidence wall

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



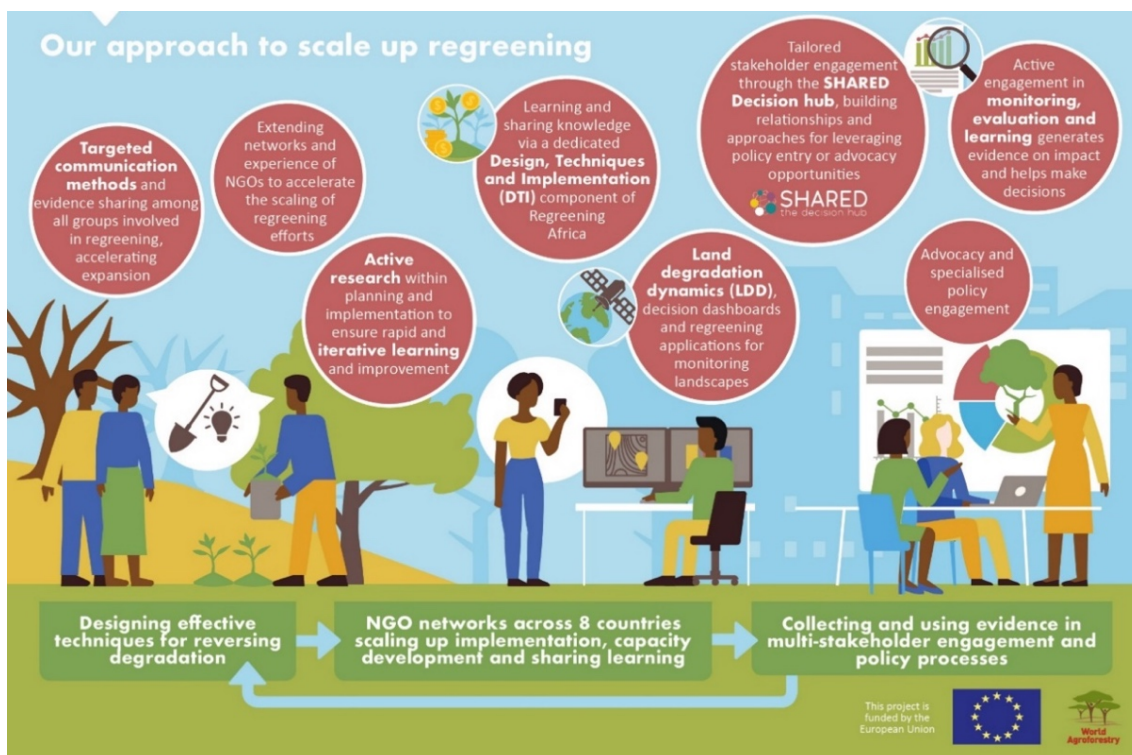


Figure 5: How key supporting components from ICRAF assist in an approach to scale up regreening.

## LAND DEGRADATION DYNAMICS

### Description of the component

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.

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 Rwanda.



Figure 6: LDSF training in September 2018 in Rwanda

### Key feedback from interactive data wall presentations

- Request mapping of erosion hotspots to support district allocation and request for funds/projects
- Combine land use and soil erosion data to determine relevant restoration practices
- Maps to be translated to Kinyarwanda to aid in mobilisation of farmers to be used by FFS and the environmental sector
- It was noted that the project needs to build on local knowledge on soils
- Use vegetation trend maps to mobilise farmers to take action
- A major opportunity for sharing and communicating information from the component findings was highlighted. This includes sending material directly to World Vision Rwanda to communicate to the mayor who is able to send to relevant ministries and district staff



- How invasive species are differentiated in the vegetation maps needs to be determined
- Erosion is not on the slope alone – important to share erosion hotspots for targeted soil water conservation efforts
- Nyagatare- show the success story film from Bugesera

## **DESIGN Technical Implementation (DTI) component**

The Design and Technical Implementation (DTI) component's overall function is to provide technical backstopping on appropriate land restoration technologies and practices suited for different ecological, economic and social needs including farmer managed natural regeneration (FMNR), tree planting activities, soil and water conservation, grazing land management, fire management, among others. 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. guide preparation of community enterprise development plan (EDPs)
- Documenting and sharing co-learning from various project intervention activities
- Training in composting is necessary because it aligns well with the project outputs when reported under soil quality indicators
- Different approaches to reducing number of staking of yams could be a preventive measure to tree cutting.

ICRAF Rwanda will be the primary provider of the technical support, in collaboration with the head of DTI in ICRAF HQ in Nairobi.

## **Key feedback from the value chains scoping and baseline surveys - data wall presentations**

Tree based value chains identified from Forest Land Restoration project and the regreening baseline report were presented for discussions. It was observed that market access – offers



an important value addition opportunity for regreening – for example, access to timber market will promote tree planting and better management.

Discussion covered the following points:

- Findings from the scoping survey identified opportunities for developing timber enterprise using Pine trees given prevailing market demand. There was concern though that pine is good as a plantation tree and not an agroforestry species. The option should therefore consider grevillea and eucalyptus trees which common and also were appreciated by farmers.
- Other value chains identified were fruit trees such as mangoes and avocados. For these value chains, aggregating small producers (into cooperative where they don't exist) and linking them to markets (buyers and processors) will be the next focus of the project in year 3. Also setting up knowledge exchange platforms that bring together producers and buyers to discuss value addition options and guarantee farm gate prices offered to farmers will be important. Contract farming like what is available on for pawpaw and avocado farmers in some parts of Kenya will be explored.
- Consider rangeland species for fodder, bee keeping and medicinal plants such as for the Nyagatare region
- General challenges such as taxation is a constraint to business and the project will engage with district official where taxation is a barrier.
- The data was from the village informants – the traders have not necessarily been included and there is need to consider their views for enterprise development
- Identify opportunities for collective marketing and link them to buyers to strengthen value chains
- Establish RRCs to provide inputs, share knowledge
- Value chain addressing both short and long-term needs should be selected for example incorporating climbing beans and agroforestry species that provide sticks
- Selected value chains must be resilient and amenable to climate change options.

### Communication

- Promote sharing of knowledge by farmers through exchange visits, e.g. farmers in new project areas can learn from farmers in areas where regreening activities have been going on even prior to this project (e.g. ACIAR sites in Bugesera).
- Radio advert ran for 30 days on national and community radio, communicating the importance of land restoration through trees and other practices.
- Working with schools as leverage for scaling up the project
- Rangelands started in pasture management – to add FMNR
- Set up demonstration at RRC and farmer field

### AGROFORESTRY PRACTICES

- It was noted that more grafting is happening in Rwanda than in other countries.





- It was also highlighted that, for scions not provided by the project (where cooperatives source themselves), the varieties of some fruit trees is not known (such as mango and avocado) and that the size of the land on the farm will influence where trees are planted.

## **MONITORING EVALUATION AND LEARNING**

### **Description of the component**

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 in particular.

### **BASELINE SURVEY DATA PRESENTED**

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 more new 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.

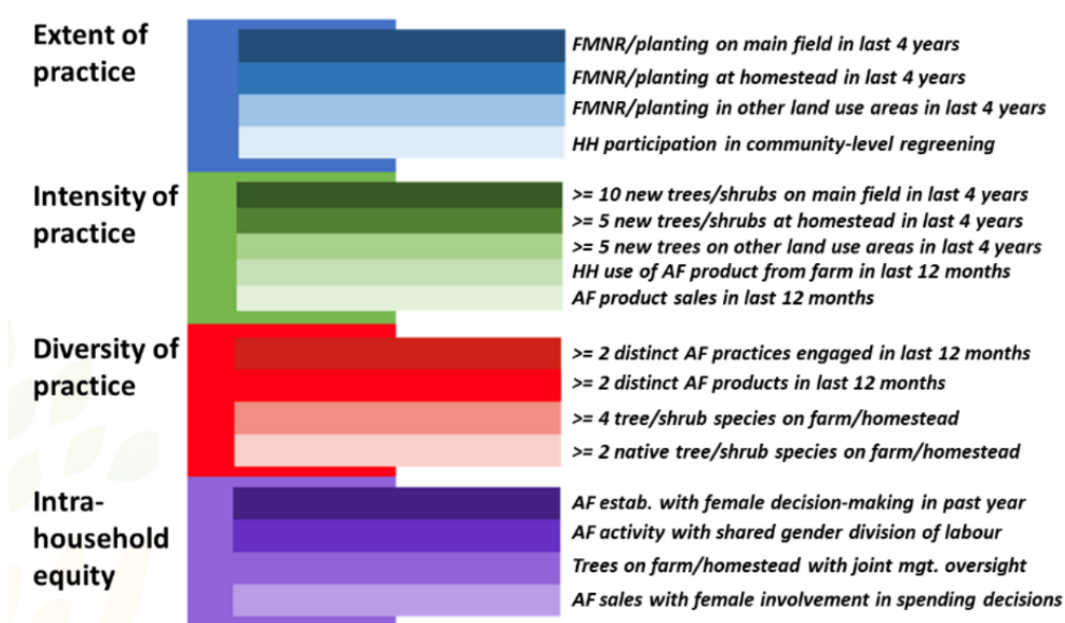


Figure 7: Components of the Regreening Index.





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.

## Presentation of key findings in Rwanda

In Rwanda, baseline studies were carried out in Bugesera, Nyagatare, Gatsibo and Kayanza districts from the 21<sup>st</sup> May – 11<sup>th</sup> June 2018. There were 1273 respondents involved in the survey.

### REGREENING INDEX: TREE DIVERSITY AND DENSITY

In the farm economic models being done by Farm Tree Services (Frank Schoubroeck) the effort is being made to project impacts beyond the project period and the importance to demonstrate the progress made by beneficiaries was noted. The project has been adopted in a phased-in design where the sample in villages is to be saturated before moving to the other villages.

### DIRECTLY FACILITATED ADOPTION

The data presented, the field site visits and most of the discussions pertained to the efforts undertaken by the WVR team to achieve its direct scaling targets.

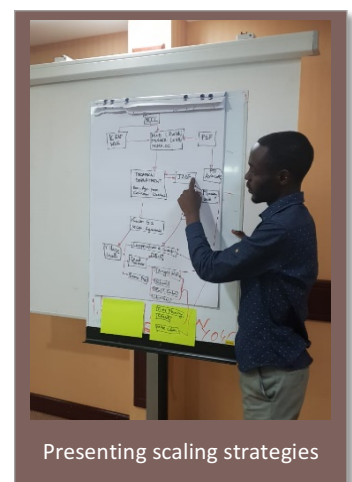
The scaling strategy involves lead farmers reaching 42 households which then each reach out to 3 other farmers.

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.

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.

Within the effort to enhance the capacity of partners and stakeholders for evergreen scaling, the project focused on identifying capacity gaps of stakeholders in scaling up EGA activities by assessing the need of farmer groups and cooperatives to be engaged in tree seedling production. A couple of training programmes were planned and conducted to fill knowledge and skill gaps related to evergreen scaling. In this context, different trainings with the facilitators from Rwanda Agriculture Board (RAB) and ICRAF Rwanda office were conducted on Farmer Managed Natural Regeneration (FMNR), tree seedling production and agroforestry practices across four districts. 256 (128 females and 128 males) lead farmers were trained on agroforestry technology/practices and FMNR. 188 cooperative members (49 female and 139 males) were trained on nursery establishment and management.

The project is also expected to develop and disseminate extension manuals and other tools and guides during this reporting period, with the support of ICRAF. With incomplete EGA implementation in the first year, the process of identifying materials is yet to be conducted. The project is exploring how to update and translate existing materials and design new ones in collaboration with RAB and ICRAF.





## RWANDA THEORY OF CHANGE FOR DIRECT SCALING

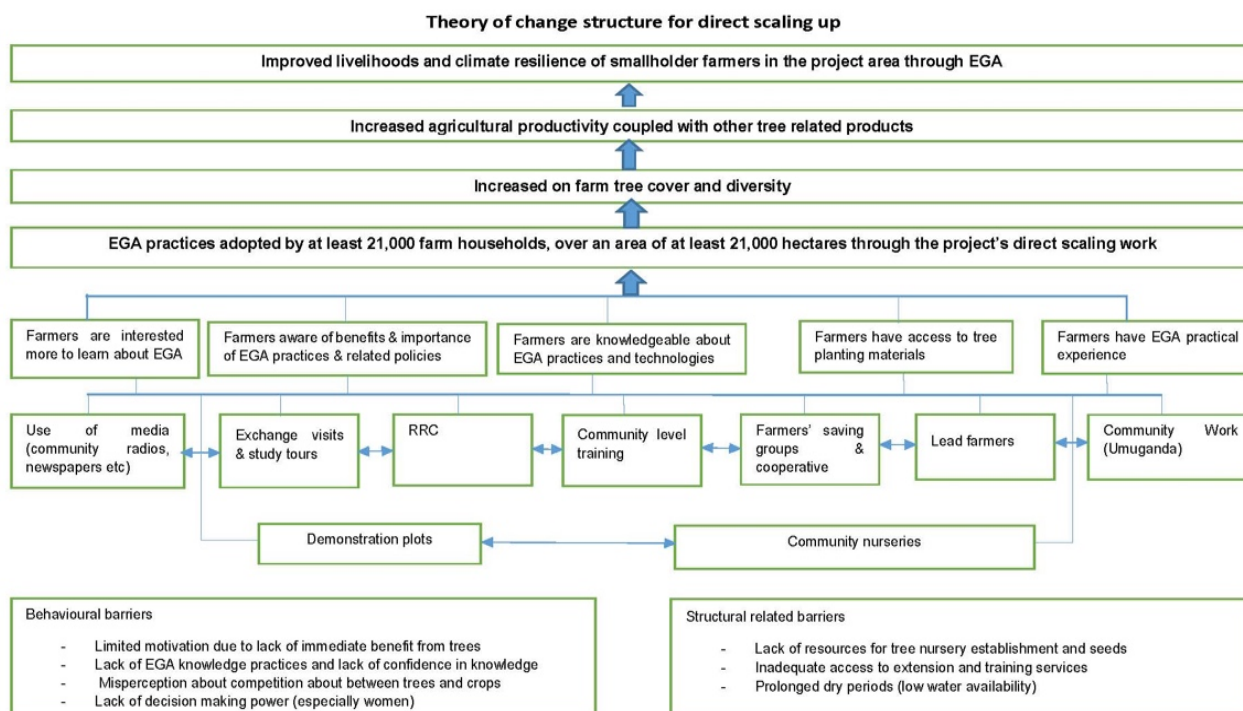


Figure 8: Rwanda Theory of Change (ToC) for direct scaling

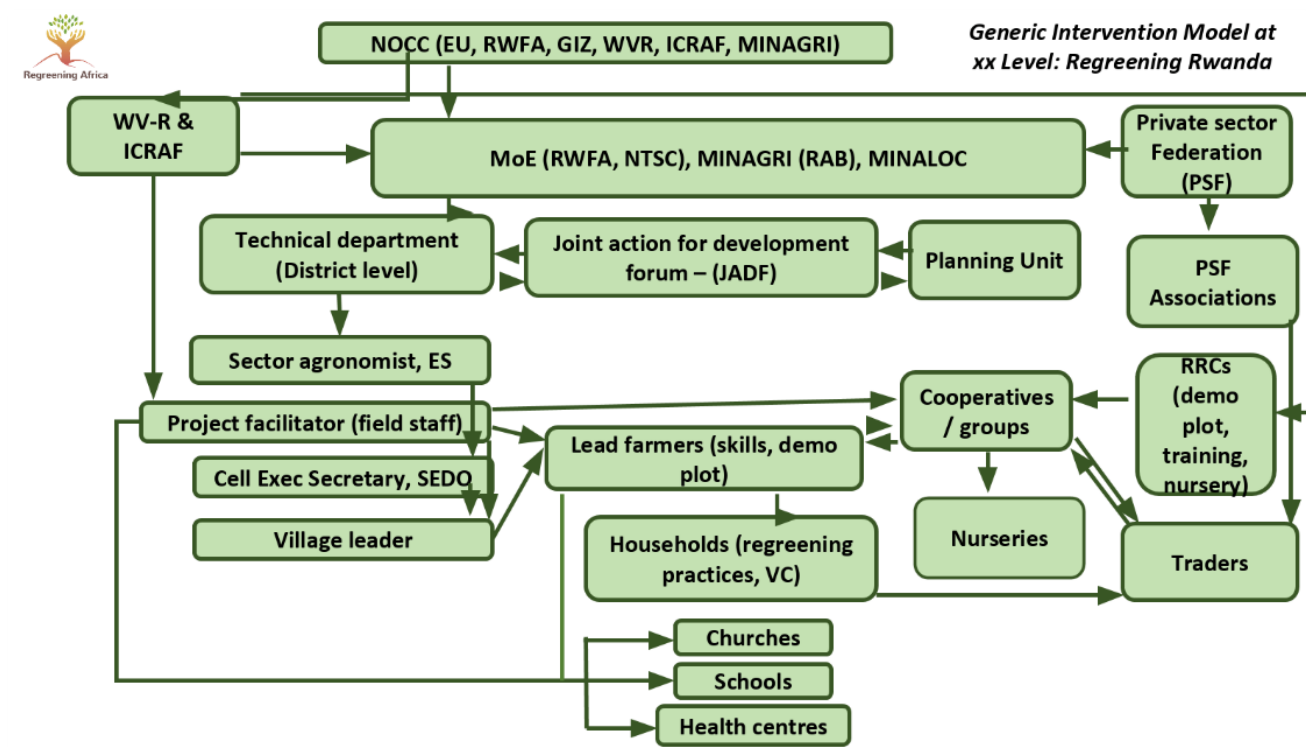


Figure 9: Intervention model for Rwanda Regreening Africa project.



## Rwanda Scaling Strategy

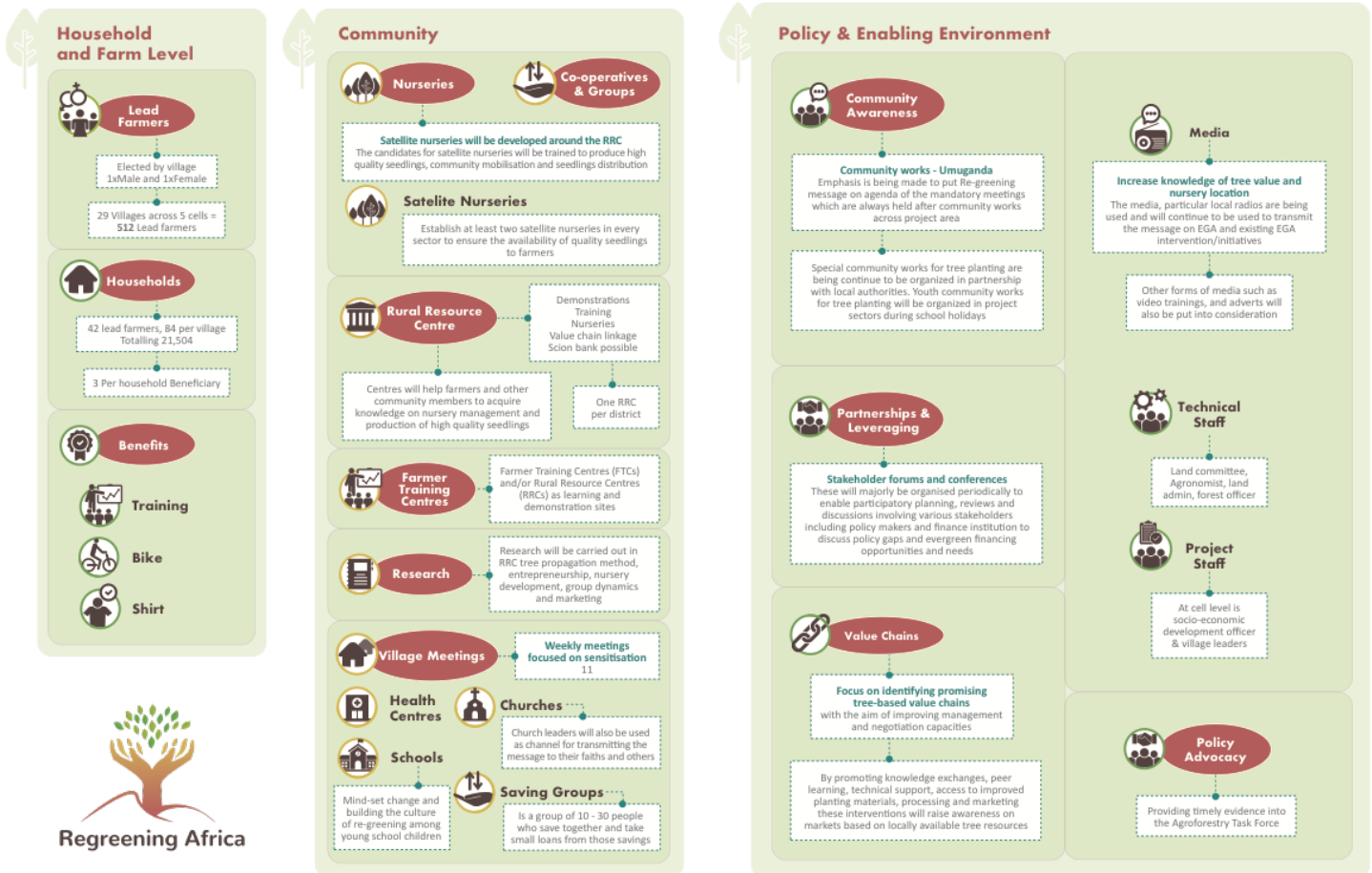


Figure 10: Scaling model for Rwanda

## Wider practice and policy scaling

The wider practice and policy influence work is a key opportunity and a unique feature of the project with a number of targets attached to this area of work. The SHARED component has guided the discussion of influencing wider practice and policy in the project. The wider practice and policy work includes efforts to build capacity, share ideas and leverage partners for measurable and linked regreening practices. The other element is the influence on policy and future practice that may not be measured but are critical to promote and provide an enabling environment for regreening the country.

Discussions around wider practice and policy scaling considered what leveraging could be done in the project. Discussions also included reviewing a policy synthesis, outcomes of the national SHARED workshop and updating the ToC for wider practice and policy. An assessment of broad policy issues for scaling is required and stakeholders need to be identified. Overcoming these issues and determining how the project would engage with the stakeholders is necessary.

In terms of wider influence, a second ToC was reviewed and built to identify key actions and actors (Figure 23). The ToC includes both the leveraging and wider policy influence elements.



## LEVERAGING

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 was initially 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 organisation or government institution pursuing the same scaling approaches as developed under the Project.

Following engagement with country teams and other project stakeholders, the definition was further elaborated and guiding principles established to guide on what can be considered leveraged adoption.

### Principles for Leveraged Adoption:

There is no set way for achieving and measuring leveraged adoption. It is, however, helpful to think in terms of the following principles:

#### 1. Meaningful link to Regreening Africa

While there may be several other initiatives promoting regreening in a particular country, any adoption of such practices by farmers targeted by these projects cannot automatically be counted as leveraged adoption.

Leveraged adoption would be if:

- an organisation, or partner, previously not focused on regreening, implemented a project that promotes regreening alongside its core business (e.g. improved agricultural practices). Regreening Africa's resources and/or expertise are used to develop the capacity of this project's staff to promote regreening among the farmers, as the link and value added of Regreening Africa is clear and defensible; or
- if there is sufficient evidence that Regreening Africa's underlying objectives (to develop more cost-effective direct scaling approaches and the use of better technical approaches for restoring degraded communal land) have been used in direct scaling approaches and/or improved technical practice projects that have been developed under Regreening Africa and taken up by other initiatives.

This pathway for leveraged adoption was put forward in the Country Planning Guidelines and is expected to take place in Regreening Africa's later years, as it will take time to develop, evidence, and promote these practices.



There are potentially other pathways for promoting leveraged adoption, but the link to Regreening Africa must be defensible and clear, with a credible and realistic estimation or measurement approach.

## 2. Means of evidencing the link back to Regreening Africa

If an evaluation team were assigned to evaluate Regreening Africa, its terms of reference would include auditing the reported leveraged adoption figures. In the leveraged sites, the numbers of farming households that have adopted improved regreening practices may be well evidenced. However, the evaluator may ask for evidence of how this adoption is connected back to Regreening Africa.

Making this connection would be easier if such scaling approaches and/or technical practices have a clear Regreening Africa 'signature', i.e. a distinct Regreening Africa-devised scaling approach or technical practice. A 'signature' is something that unequivocally links the scaling approach or technical practice back to Regreening Africa. Provided there is good evidence that the project used the 'signature' scaling approach and/or the farmers have taken up the 'signature' technical practice, any resulting adoption may be counted as leveraged.

In other cases where leveraged projects and initiatives are encouraged or supported to promote more general regreening practices, it will be important to document and evidence the influence pathway. The Outcome Mapping approach used by Regreening Africa is an effective way to do this. Here, stakeholders (e.g. a government initiative promoting land restoration) are identified. An outcome challenge is then defined for each stakeholder (e.g. a major government land restoration program includes the promotion of FMNR, as opposed to only tree planting), as well as engagement or influencing strategies to achieve the outcome challenge. Progress markers (sequentially progressive milestones towards each outcome challenge) are further defined (e.g. government stakeholders actively participate in trainings and demonstrations on FMNR). If the roll out of the engagement strategies and progress markers leading up to the outcome challenge are clearly documented and evidenced, then there will be a clear 'paper trail' between the reported leveraged adoption figures and Regreening Africa.

## 3. Credible, yet realistic, means of estimating/measuring the leveraged adoption

For obvious reasons, any reported leveraged adoption figures should not be crudely estimated. There should be a way of measuring, or at least credibly estimating, the expected leveraged adoption. We know from adoption studies that farmers do not automatically adopt complex agricultural and natural resource management practices, even after being exposed to significant training and extension. The following table presents possible methods for estimating and measuring leveraged adoption.

Method	Description	When appropriate	How to implement
Extrapolation	The same or similar intervention model	Use when Regreening Africa's community-level	Estimate household and hectare adoption figures by





Method	Description	When appropriate	How to implement
	used in Regreening Africa's direct scaling sites is implemented in the leveraged sites. Uptake rates from the direct scaling sites are used to estimate leveraged adoption numbers in the leveraged sites.	intervention model for the direct scaling sites is also implemented in the leveraged sites. The leveraged sites are not radically different (e.g. in terms of farming and agro-ecological systems), so that similar uptake rates would be expected.	using the documented uptake rates ascertained by the uptake surveys implemented in the direct scaling sites. For example, if the uptake rate is 45% in the direct scaling sites and the number of households and hectares in the leveraged site is 20 000 and 10 000, respectively, leveraged adoption would therefore be 9 000 households and 4 500 ha.
M&E data from leveraged project	The leveraged project or initiative has a functioning M&E system, and this system is relied upon to generate the leveraged adoption figures.	Use when a good M&E system is in place, e.g. one that undertakes surveys or keeps farmer records, which can be relied upon to provide adoption data.	Data will be obtained from the leveraged project's own M&E system. An agreement must be reached for sharing the data in time for Regreening Africa's reporting cycle.
Direct measurement	Uptake surveys are undertaken in the leveraged sites and/or the Regreening Africa App is applied.	Use when options 1-2 are infeasible or when resources are available to undertake uptake surveys and/or roll out the App in these sites.	Uptake surveys and/or the App are rolled out in a similar way to the direct scaling sites or the leveraged partner in question is supported to do the same.
Informed estimation	Local informant interviews and participatory methods are used to obtain household and ha. figures. (Note: This method is susceptible to bias, so exercise caution.)	Use when options 1-3 are infeasible, and the leveraging sites are at a reasonable scale to allow participatory data gathering.	Information is gathered from local informants on approximate number of households adopting promoted regreening practices and/or area of communal land covered.

Table 1: Four possible methods for estimating or measuring leveraged adoption.

## Leveraging approach





With this guidance, the project team discussed what leveraging opportunities exist for the project in Rwanda.

## Key summary of discussed approaches and opportunities for leveraging

### NGO projects that have the potential to be leveraged – with a simple technical package of information

The GIZ project on timber value chains has the potential to contribute to seedlings and species production. The project's 2<sup>nd</sup> phase begins in 2020. A project on tea agroforestry in Karongi, Rubavu, Nyamasheke, Rusizi, and Gicumbi in the western province focuses on outcomes for tea farmers and living wages for tea workers and could potentially support promotion of species. Also, the WVR livelihood interventions influence private nurseries to support government tree planting (Kayonza/Gatsibo). The addition of the evergreen package at WVR cluster level may help demonstrate EGA benefits and help in its proper implementation. Private sector nurseries that are funded through the government may be able to provide support for species diversity, grafting and germplasm and finally, the Gishwati World Bank project, LAFREC may hold the potential to be leveraged.

### Policies

Policies in place include the District development strategy (DDS), the National Strategy of Transformation I (NSTI), performance contracts at district level, the Forestry policy and National Agroforestry Strategic Plan at national level and also the Sustainable Development Goals (SDGs)

### Identified Existing projects

<b>Nyagatare</b> <ul style="list-style-type: none"><li>○ Water for Growth (W4G)</li><li>○ Muvumba Multipurpose Dam Projects</li><li>○ Gabiro Agri-Hub Project</li><li>○ Food for the Hungry</li><li>○ Forest Landscape Restoration (FLR)</li><li>○ One Acre Fund</li></ul>	<b>Bugesera</b> <ul style="list-style-type: none"><li>○ Trees for Food Security (T4FS) 2,</li><li>○ Forest Landscape Restoration (FLR)</li><li>○ Albertine Rift Conservation Society (ARCOS)</li><li>○ Green Girinka</li></ul>
<b>Gatsibo</b> <ul style="list-style-type: none"><li>○ Forest Landscape Restoration (FLR)</li><li>○ One Acre Fund</li></ul>	<b>Kayonza</b> <ul style="list-style-type: none"><li>○ Forest Landscape Restoration (FLR)</li><li>○ Rwanda Environment Management Authority (REMA)</li><li>○ One Acre Fund (Note: One Acre Fund gives free trees, including fruit.)</li></ul>



## Opportunities

Opportunities exist within the commitment of communities to regreen their land. The government's policies and support of the project heightens its implementation ability and there is land available for agroforestry. Firewood is scarce too, providing the opportunity to encourage tree planting. World Vision's excellent reputation in community mobilisation, long and proven experience in community development and its large coverage of the country is an opportunity too.

## Challenges

Climate change is a major challenge for the Regreening Africa project. Long droughts increase the occurrence of establishment failure of trees and extreme rainfall events destroy seedlings and saplings. Additionally, there is poor management of planted trees and conflict between land for agriculture or livestock. Projects report that they are limited by the budget and declare the failure of inclusion of district authorities in M & E as an additional challenge. Access to planting materials (tree seeds for certain species and scions for fruit trees) is still a challenge.

## Rwanda policy synthesis

A policy synthesis was undertaken under the SHARED component to review existing policies, strategies and institutions engaged in agroforestry in the country. A summary of the findings are stated below.

### NATIONAL RESTORATION TARGETS

**Bonn Challenge:** In 2011, the Government of Rwanda pledged to bring 2 million hectares of deforested and degraded land into restoration by 2020. Compared to Rwanda's total geographic area, this goal represents the highest proportion committed to the Bonn Challenge to date.

**AFR100 (African Forest Landscape Restoration Initiative):** Rwanda is among the first signatories of this pan-African, country-led effort to restore 100 million hectares (386 thousand square miles) of degraded and deforested landscapes by 2030. Restoring our landscapes brings prosperity, security and opportunity," said Dr. Vincent Biruta, Minister of Natural Resources in Rwanda (2015). "With forest landscape restoration we've seen agricultural yields rise and farmers in our rural communities diversify their livelihoods and improve their well-being. Forest landscape restoration is not just an environmental strategy, it is an economic and social development strategy as well."

**Revised National Forest Policy 2018:** The strategy targets are a country-wide forest cover of 30% by 2018, woody biomass reduced to 50% of national energy consumption by 2020 and 10.25% of the country's territory managed as protected area.

### NATIONAL APPROACH TO REGREENING

Agroforestry in Rwanda is supported by several policies, strategies and legislation.

There is a "**Rwanda Agroforestry Strategy and Action Plan 2018-2027**" which was validated on 17 October 2018 by the Ministry of Lands and Forestry (MINILAF) and is funded by FAO. This AF strategy creates a roadmap for promoting leadership and synergies in agroforestry and engaging coordinated action to increase the adoption of agroforestry technologies at



scale for enhancing Rwanda's agricultural landscapes, watersheds and rural communities. The Rwanda AF Strategy is built around six interlinked thematic areas, namely: (i) Creating policy and institutional frameworks for agroforestry; (ii) Innovative research and knowledge for agroforestry development; (iii) Strengthening communication and extension for agroforestry adoption and scaling-up; (iv) Implementing agroforestry practices; (iv) Marketing of agroforestry products and developing their value chains; and (vi) Empowering women and youth through agroforestry development.

**Vision 2020** is focused on agroforestry through its pillar 'Productive and market oriented agriculture', and cross- cutting issue 'Natural resources, environment and climate change'.

The **National Strategy for Transformation (NST) 1**, which translates Sustainable Development Goals (SDGs) into seven years commitment and targets from 2017 to 2024 named "the Rwanda we want" in 2050. NST1 aims at reaching forest cover of 30% by 2024, increasing forest and woodlot productivity and doubling the agroforestry coverage from 6% to 12% by 2024.

Agroforestry is a major component of the vision of the **Green Growth and Climate Resilience National Strategy for Climate Change and Low Carbon Development** (2011) strategy to reach a developed climate-resilient, low-carbon economy by 2050. A joint strategy for agroforestry between the Ministry of Environment (Forestry, lands and water) and MINAGRI was developed and validated.

### SWOT analysis of the policy framework

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• High level political will to support forestry and agroforestry development.</li><li>• Environmental protection and soil conservation in Rwanda are ranked among national priorities.</li></ul>	<ul style="list-style-type: none"><li>• Lack of focused agroforestry strategy and policy for coordinating (scattered) efforts that have impacts on agroforestry.</li><li>• Linkages between agroforestry policies and those related to agriculture and natural resources exist in the policies but need more operationalisation.</li></ul>	<ul style="list-style-type: none"><li>• Increased consciousness of policy-makers and public awareness about the role of trees in watershed management, land rehabilitation, climate mitigation and adaptation, along with growing awareness for eco-friendly agriculture, green agriculture. Rwanda as REDD+ program participant has developed important investment programs (FIP/PPCR) that give special emphasis on practices including agroforestry for attaining food security, and climate</li></ul>	<ul style="list-style-type: none"><li>• Lack of synchronisation of policy, market, extension system and technological innovation result in limited adoption.</li></ul>



		change adaptation and mitigation.	
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Tools for characterising soil degradation and restoration potential and skills to apply them exist nationally.</li> </ul>	<ul style="list-style-type: none"> <li>• Limitations in the integration of AF policy in other policies and strategic documents (such as environment protection, soil and water conservation, land use consolidation policies, crop intensification, land husbandry and irrigation strategies) where agroforestry have clear niches.</li> </ul>	<ul style="list-style-type: none"> <li>• Other national policies and programs like the Zero Grazing for cattle farmers, One Cow per Poor Family, Land-husbandry, Land Use Consolidation and climbing beans promotion, offer much more need for agroforestry products in Rwanda. More efforts concerning institutional synergies should be geared at capitalising existing opportunities for agroforestry products in these policies and programs.</li> <li>• There are potential linkages of agroforestry with Land consolidation, Crop Intensification Programme (CIP) and Livestock Intensification Programme (LIP)</li> <li>• There is land available for agroforestry development, particularly on slopping land through erosion control.</li> </ul>	

Table 2: Policy framework SWOT analysis.

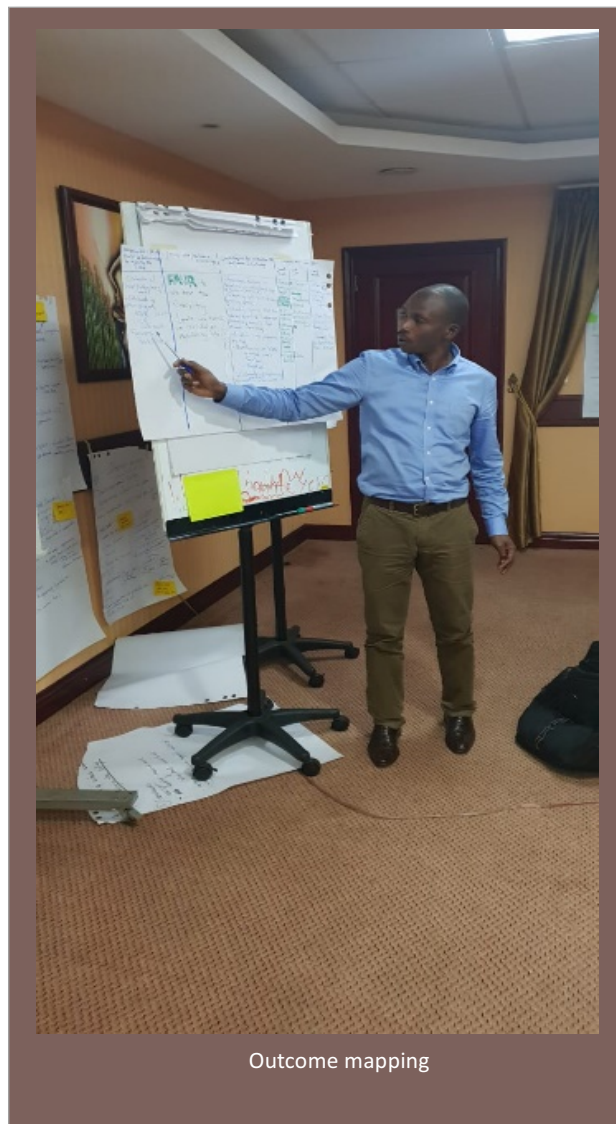


## Outcome mapping

In other cases where leveraged projects and initiatives are encouraged or supported to promote more general regreening practices, it will be important to document and evidence the influence pathway. The Outcome Mapping approach being used by Regreening Africa is an effective way to do this.

If the roll-out of the engagement strategies and progress markers leading up to the outcome challenge are clearly documented and evidenced, then there will be a clear 'paper trail' between the reported leveraged adoption figures and Regreening Africa.

Outcome mapping is being used to track behaviour change and policy influence associated with scaling work in the Regreening Africa project, particularly linked to influencing wider policy, practice and investment decisions. It focuses on one specific type of result: outcomes as behavioural change (observable changes in the behaviours, actions and relationships of specified boundary partners). These outcomes can be logically linked to a programme's activities, although they, assuming contribution and not attribution, are not necessarily directly caused them.



Outcome mapping

### Key steps in the exercise:

1. Identify stakeholders critical for scaling. Identify 2-5 of them to start with, from various levels (policy, program, local).
2. Identify an outcome challenge for each stakeholder. What specifically would you want each stakeholder to be doing differently at or before the end of the project?
3. Determine progress markers towards achieving the desired outcome (early, mid and later), around behaviour change
4. Agree on engagement strategies that the project team will undertake to achieve the desired outcome.



Broad Policy Issue	Stakeholders that must be involved to resolve the issue	Specific outcome challenge for each stakeholder	Strategies to achieve the outcome challenge	Progress markers (short term)	Progress markers (medium term)	Progress markers (long term)
<b>Integration of agroforestry into WVR Resilience and Livelihood Sector interventions and other programs.</b>	WV- Technical programmes (HH livelihood & Resilience project); and  Livelihoods Programme Manager.  WVR Resilience and Livelihood Sector Leads at clusters	ICRAF support in production of evergreen agriculture manual to be shared with WVR clusters	Conduct planning meetings with project staff; and  Include regreening activities in the LR annual plans.	Regreening package/practices included in ultrapoor graduation model involving work with CBOs e.g. value chains, SWC, Rainwater harvesting.	Map local community structures that can reach savings groups and other facilities/activities.	Households in other livelihood projects include RA/trees on their farms.
	GiZ-ETP programme head (Livelihood, Savings & loans, Farmer business school);  Tea farmers and small livestock (pigs, poultry); and  Have agroforestry project.		Identify seedling supply opportunities by RA project nurseries;  Conduct joint trainings; and  Implement targeted exchange visits e.g. to RRCs.	Stakeholders using species diversification knowledge.	Stakeholder use nursery inputs (seeds, seedlings for shade trees).	Diversity of tree species visible in project sites.
	District administration .		Plan through tree seedling tendering processes;  Develop common plans;  Develop forum for those engage in tree planting; and  Identify best practices.	District actors implement tree seedling production using quality germplasm (TBD- have high similarity with RA project).	Tree planting targets improved.	Inclusion of indigenous tree species in district-level tree planting initiatives and nurseries; and  Diversity of tree species visible in project sites





Broad Policy Issue	Stakeholders that must be involved to resolve the issue	Specific outcome challenge for each stakeholder	Strategies to achieve the outcome challenge	Progress markers (short term)	Progress markers (medium term)	Progress markers (long term)
<b>Integration of agroforestry into WVR Resilience and Livelihood Sector interventions and other programs.</b>	ARCOS NETWORK (livestock, tree planting, water harvesting, small-scale irrigation, savings groups).	TBD have high similarity with RA project.				
	Rwanda Dev Organisation (RDO).	TBD have high similarity with RA project.				
<b>Strengthen sustainable tree-based value chains (RRC)</b>	RAB/RWFA (limited access to quality germplasm).	RAB/RWFA to prioritise funding and establishment of RRCs; and  RAB to increase the number of certified scion producers across districts and inform implementers of the already existing certified producers.	Organise a meeting with the key person in RAB/RWFA and emphasise the need for support from MoE/RWFA in establishing the RRC, setting standards and creating ownership for sustainability. Share an information brief outlining the importance of RRC and access to germplasm. Produce a more detailed document/proposal for the RRC, indicating the problem, how the RRC address the problem, what the project intends to do and how, sustainability/management of the RRC, stakeholders and their respective roles.	Participation in meetings and demonstration of commitment to champion establishment of RRC.	Certification of RRCs established by other partners; and  Demand for capacity building (technical).	Mobilise funds for establishing RRCs;  Confirmation of land for RRC; and  Establishment of RRCs.



Broad Policy Issue	Stakeholders that must be involved to resolve the issue	Specific outcome challenge for each stakeholder	Strategies to achieve the outcome challenge	Progress markers (short term)	Progress markers (medium term)	Progress markers (long term)
<b>Strengthen sustainable tree-based value chains (RRC)</b>	Cooperatives/ individual farmers (commercialisation of tree seedling nurseries).	Farmers/cooperatives to think of nurseries from a business perspective.	<p>Sensitise farmers and cooperatives on nursery business models; Share information on tree species in demand and preferred varieties of fruits trees;</p> <p>Exposure visits to cooperatives already in the business;</p> <p>Train cooperative members in entrepreneurial skills; and</p> <p>Pilot sale of seedlings in cooperative nurseries supported by the project.</p>	<p>Willingness by farmers and cooperatives to start selling seedlings; and</p> <p>Cooperatives and individual farmers actively engaged in market intelligence.</p>	<p>Cooperatives and individual farmers actively seeking information on inputs and quality germplasm; and</p> <p>Cooperatives and individuals setting up marketing committees.</p>	<p>Cooperatives and individual farmers seeking information on propagation and nursery management.</p> <p>Farmer willingness to establish individual nurseries.</p>
	<p>Producers;</p> <p>National Agricultural Export Board (NAEB); and</p> <p>Central/big markets could influence leveraging.</p>	<p>Producers are not organised into marketing groups; and</p> <p>WVR to assess existing groups in terms of reach and composition and start the process of establishing new ones where required and/or strengthening existing ones.</p>	<p>Sensitise producers on the benefits of aggregation and collective marketing;</p> <p>Share information on quantities demanded and preferred varieties;</p> <p>Support producers to form marketing forums;</p> <p>Build capacity of farmers in marketing groups (trust building, entrepreneurial skills);</p> <p>Support formation of marketing groups; and</p> <p>Link producers to buyers through contract farming where possible.</p>	<p>Willingness to form aggregation/ marketing groups; and</p> <p>Willingness to enter into negotiation with buyers.</p>	Farmers willing to sell collective agreements signed between farmer groups/producers and buyers.	Producer groups linked to buyers.



Broad Policy Issue	Stakeholders that must be involved to resolve the issue	Specific outcome challenge for each stakeholder	Strategies to achieve the outcome challenge	Progress markers (short term)	Progress markers (medium term)	Progress markers (long term)
<b>Strengthen sustainable tree-based value chains (RRC)</b>	Lead firm (buyer) has a lack of well-equipped aggregation centres which could influence leveraging.	Buyers are investing in aggregation centres.	<p>Identify potential buyers;</p> <p>Invite the buyer to the marketing forum;</p> <p>Organise sensitisation meeting with buyers and producers; and</p> <p>Share information briefs on quantities and quality produced and number of producers.</p>	Buyers seeking information on existing producer groups.	Willingness to set up well-equipped aggregation/ collection centres.	Buyers committing to offtake fruits from the groups.
<b>Promotion of FMNR / increased species diversity</b>	<p>Local authorities;</p> <p>Government ;</p> <p>Other projects;</p> <p>RDB;</p> <p>FLR;</p> <p>World Bank;</p> <p>RWFA; and</p> <p>Farmers/ pastoralists</p>	ICRAF support in the production of FMNR manual to be shared	<p>Awareness raising on benefits of indigenous species of farmers, pastoralists and partners;</p> <p>Identify species that have obvious benefits (e.g., <i>Iboza ripalia</i>, (medicinal), <i>Vernonia</i> (fast growing);</p> <p><i>Acacia</i> in farmland; Identify easy propagation;</p> <p>Identification of where to implement FMNR (communal lands, farmland, rangeland); and</p> <p>Collaborate with already practicing farmers, as they can be champions of FMNR.</p>	<p>Number of farmers/ pastoralists trained in FMNR;</p> <p>Farmers/pastoralists interested in FMNR; and</p> <p>Locations for implementation identified.</p>	<p>Farmers and pastoralists practicing FMNR;</p> <p>Number of farmers/ pastoralists interested in FMNR; and</p> <p>Extension officers leading training in FMNR.</p>	<p>Other projects including FMNR into their strategy;</p> <p>Increased tree diversity in landscape;</p> <p>Farmers/ pastoralists benefiting from FMNR; and</p> <p>National agroforestry policy includes FMNR.</p>



Broad Policy Issue	Stakeholders that must be involved to resolve the issue	Specific outcome challenge for each stakeholder	Strategies to achieve the outcome challenge	Progress markers (short term)	Progress markers (medium term)	Progress markers (long term)
<b>Coordination of actors around policy – e.g. policy on free seedlings</b>	RWFA, Ministry of Agriculture and Environment, and Ministry of Health and Nutrition;  Private sectors; and  NGOs (World Vision and One Acre Fund).	Understand diversity of actors and perspectives;  Convening role on agroforestry;  Central voice of private nursery issues;  Multi-sectoral view of agroforestry issues; and  Clear implementable strategy.	Consultations;  Clear stakeholder map;  Clear set of priorities and follow ups; and  Private sector forums.	Each actor knows and can define their role and who they connect with; and  Set up of forum discussion.	Functioning, regular attendance and rotating hosting of agroforestry task force.	

Table 3: Rwanda outcome mapping for scaling and leveraging

## DATA COLLECTION AND ACCESS

Apart from the household surveys and LDSF surveys, data on project uptake and impacts will also be collected via the regreening Africa app and share through the project dashboards.

### 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.



Regreening App demonstration

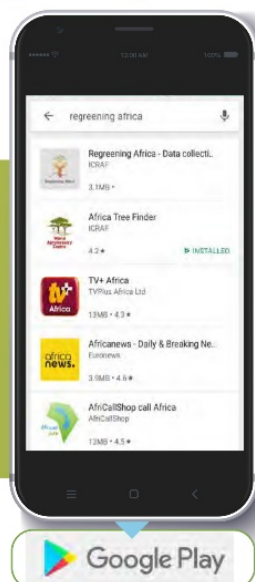
## OBJECTIVES:

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

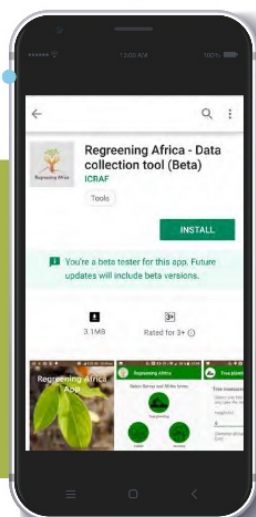
## FEATURES

- 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.

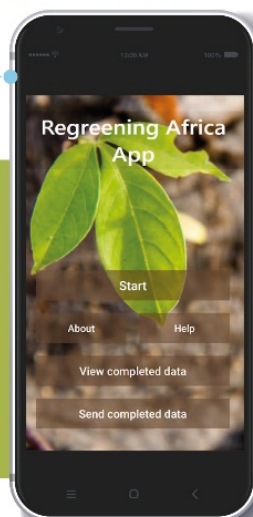
### A. Locate App



### B. Install App



### C. Start up app



### D. Opens survey forms

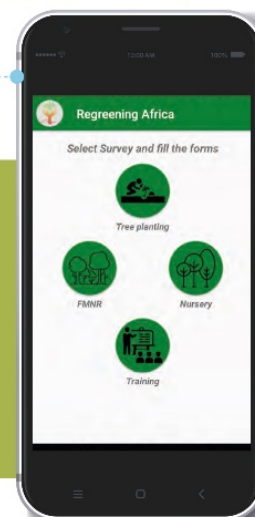


Figure 11: Regreening App available freely through Google Play

## Key recommendations from the discussions

- Translate the app into Kinyarwanda for it to be effectively used by the project team



## 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.

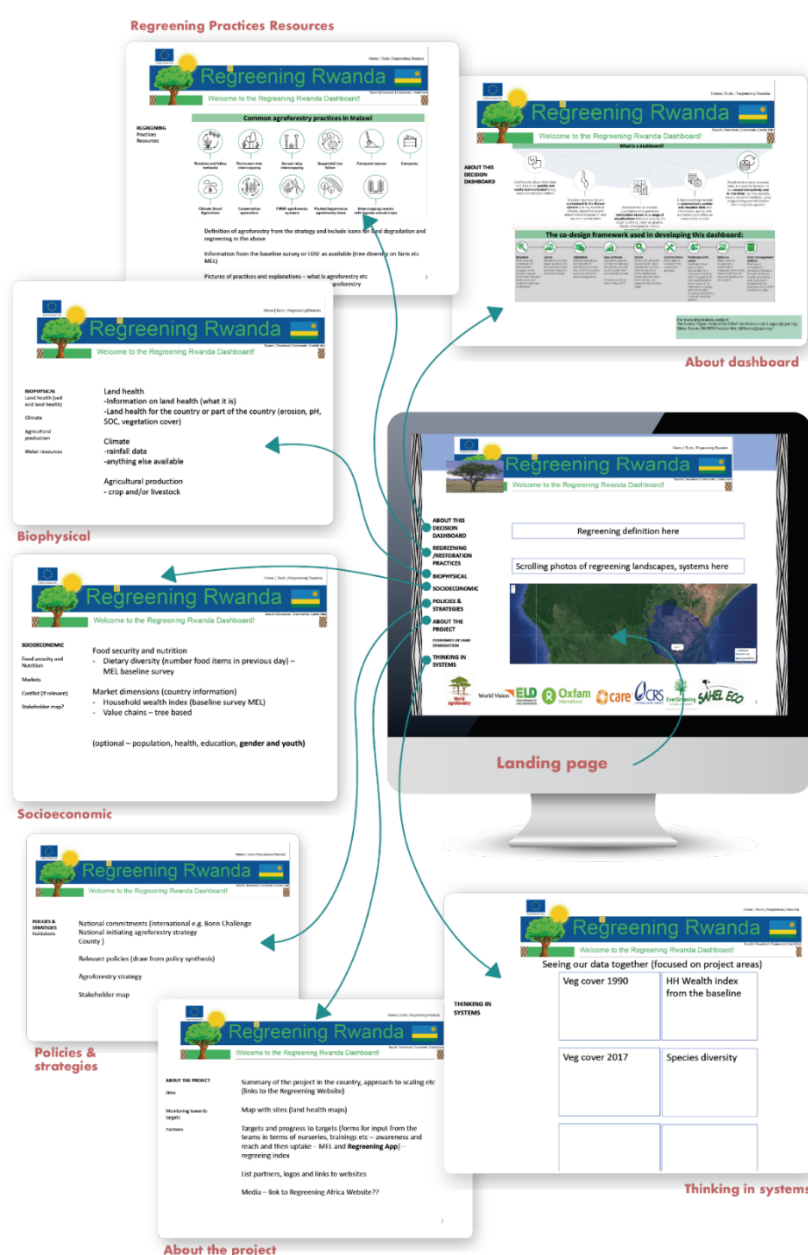


Figure 12: The contents for Regreening decision dashboard for Rwanda.

## STRATEGIC COMMUNICATIONS FOR BEHAVIOUR CHANGE AND SCALING

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 on communication

- The project must be communicated in a strategic manner, focusing on changing mind-sets and behaviours.
- Data must be used to identify gaps and support lead farmers by supplying them with material and training them effectively.
- Defining how to communicate to lead farmers and share knowledge is important and targeted messages need to be developed for specific audiences.

- Building a draft message in Kinyarwanda on WhatsApp that can be converted into a story is a possible means of effective communication.

## **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.

### **Strategic Communications**

By end of year 2

- ICRAF - Prepare guiding questions (template) and advice for capturing stories from the field (ICRAF)
- World Vision Rwanda and ICRAF - Document lessons and experience from exchange visits and changes in cooperatives to nurseries

Q1, year 3

- ICRAF/WVR - Develop targeted messages for different audiences

Q2-4, year 3

- ICRAF/WVR - Develop policy brief or brochure on FMNR for Rwanda

### **Scaling and leveraging**

By end of year 2

- WVR lead with ICRAF support - Refine scaling models based on JRLM discussions and include thinking on incentives, phasing (MEL), role of schools and other groups, how cooperatives can be engaged more and reliance on free seedlings

Q1, year 3

- WVR/ICRAF - Start developing a technical tool package and a note on incentives for lead farmers

### **Gender and inclusion**

By end of year 2

- WVR/ICRAF gender - Review WVR FLR gender action plan to identify applicability to Regreening
- WVR/ICRAF gender - Gender specialist to review the value chain selection and strategy

### **Practices and capacity development**

By end of year 2

- WVR/ICRAF - Develop a plan for FMNR in rangelands

- WVR/ICRAF - Bring together available training materials and discuss training package needs/ what to be covered (nurseries, tree planting and management (need for diversity of species, gender, pest and diseases, trees in fields etc)

#### Q1, year 3

- ICRAF/WVR - Develop the technical package in terms of flow and working with communications
- WVR/ICRAF - Exchange visit and co-learning event(s) with the T4FS project and others

#### Other

- Investigate community forest approach (area closure) for government hilltops and plantations
- Look at building appreciation of diverse species and indigenous trees through local knowledge and discussion (mind-set change)
- For ICRAF, it may be interesting to review the variation in FMNR across the 8 regreening countries

### **Tree nurseries/seedlings and inputs**

#### By end of year 2

- Review and improve RRC development strategy and show linkage to other projects and nurseries.
- Sammy to share dimensions and structure details
- WVR/ICRAF - Include information on sustainability, mother blocks (sustainable source of scions), vision, links to value chains

#### Other

- Need to consider the sustainability aspects for free seedlings
- Sammy to help address seed request to avoid delay
- Scion request to be made once the rootstocks are ready to avoid losses
- Opportunities for participatory trials with different agroforestry practices to be explored and implemented
- Training and exchange visits to encourage adoption of different agroforestry practices to be implemented

### **Value chains and markets**

#### By end of year 2

- ICRAF/WVR - Develop a brief value chain report incorporating the findings of the FLR and baseline reports for the EU by end June
- ICRAF/WVR - Review VC choice to include a resilience option and ensure gender considerations included as well as options for short term returns

- Stakeholder validation forum (including private sector etc) to discuss VC options and strategies, economic element and key player roles (mid-July)

Q1, year 3

- Brainstorm on opportunities for VC related data to be included in the dashboard
- Develop a strategy for developing selected VCs including economic, gender and private sector involvement considerations
- Bee keeping could be evaluated as a value chain opportunity

### **Monitoring and evaluation**

By end of year 2

- WVR - Waiting for feedback and advice from NOCC on baseline report
- WVR/ICRAF - Share baseline data with the district and local level (ensure results presented to district level)
- ICRAF/WVR - Develop a matrix - consolidation of MEL tools/methods showing roles of each for the project including capture of tree survival rates and ha covered, uptake

Other

- Could be valuable to show/visualise the relationship between different tools and methods

### **Governance and policy influence**

By end of year 2

- ICRAF/WVR - Support development of the Agroforestry Strategy Task Force

Q1, year 3

- ICRAF/WVR - Identify key platforms for RA visibility and key messages to convey to specific national platforms

Other

- World Vision to consider if developing an NGO network with One Acre Fund would be of value – or to develop a community of practice through WhatsApp
- ICRAF to review the data and evidence that could be used to support policy development around regreening/FMNR

### **LDD**

By end of year 2

- ICRAF – Prepare erosion (and other indicators) hotspot maps with key messages to share with districts and lead farmers.





Figure 13: The contents for Regreening decision dashboard for Rwanda.

## LINKS TO REPORTS

[Rwanda SHARED Report](#)

### MEL

[Reversing Land Degradation by Scaling Up Evergreen Agriculture \(Regreening Africa\), Baseline Survey Report](#)

[Leveraging Guidelines](#)

### Rwanda Value Chain Report

[Market Assessment and Value Chain Analysis Report: Forest Landscape Restoration \(FLR\) for Improved Livelihoods in Rwanda Project](#)

### Land Degradation Dynamics

[Preliminary Report on Field Training and Field Survey: Biophysical Soil and Land Health Assessment using the Land Degradation Surveillance Framework \(LDSF\) within the Regreening Africa Project](#)