

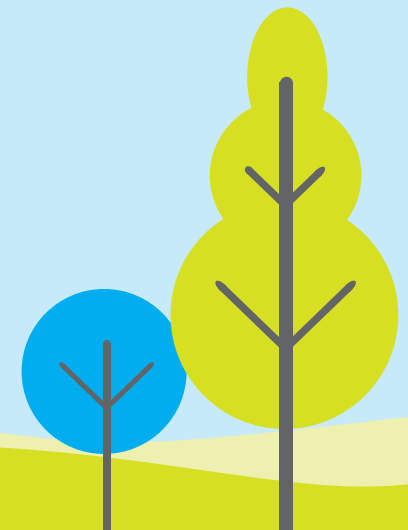
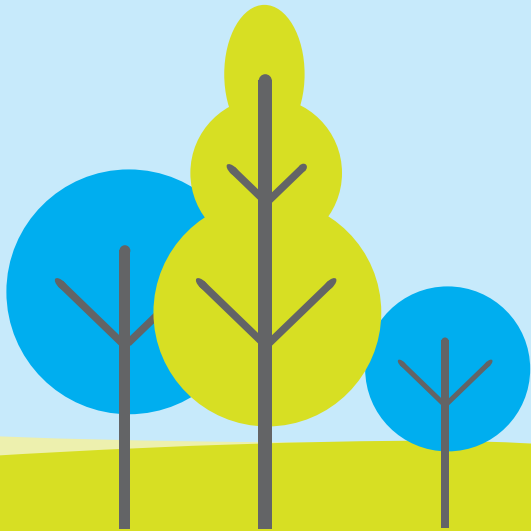


Inception Planning Document

Reversing Land Degradation in Africa by Scaling-up Evergreen Agriculture

Inception Workshop 26-29 September 2017

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Introduction

The project inception workshop, held 26-29th September 2017 at the World Agroforestry Centre headquarters in Nairobi, brought together participants from project consortia including World Vision, Catholic Relief Services, Oxfam, CARE, Economics of Land Degradation (GIZ), the World Agroforestry Centre (ICRAF) and supporting institutions (Annex 11).

The inception workshop generated a participatory developed action plan for the four-month inception phase, draft guidelines for scaling methods and adoption criteria and collaborative buy-in from consortia members to engage in the partnership through continuous learning and adaptation and clear communication to achieve the ambitious project goals. Opening and framing remarks were provided by Dr. Dennis Garrity, Dr. Ravi Prabhu (Annex 1) and Tony Rinaudo via a **pre-recorded message**. A **project overview** was given and **presentations** from each of the eight countries involved in the project with **additions from ELD**. Presentations on the **Economics of Land Degradation** and supporting ICRAF project components of **Land Surveillance, Technical Support and Implementation, SHARED, Communications and Monitoring, Evaluation and Learning**, clearly articulated the technical support and oversight available to implementing partners at country level and set the framework for integrating and finalising country action plans during the inception phase.

Links to presentations are embedded in the document and key points and actions are highlighted. Photos can be viewed online (click **here**). Additional relevant information is included in the annexes, as follows:

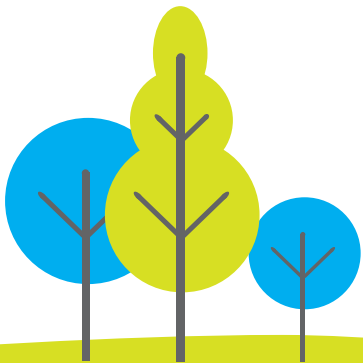
- Annex 1** Opening and framing remarks
- Annex 2** Successful scaling mechanisms from each country, why they are successful and what needs to change for them to promote massive scaling
- Annex 3** Categories of scaling mechanisms defined for use in the project
- Annex 4** Possible indicators of gender inclusion
- Annex 5** Evergreen agriculture (EVA) adoption criteria proposed by each country team
- Annex 6** Policy insights by country
- Annex 7** How we will define the project to others
- Annex 8** Workshop Evaluation
- Annex 9** Inception period roadmap
- Annex 10** Closing remarks by Dennis Garrity
- Annex 11** Inception workshop participants

An important outcome of the workshop was clear commitment and joint understanding on the novelty and ambition of the project. Evidence of this internal behavioural mindset change were brought out through small group presentations and a role play exercise to define the project at the end of the workshop. The range of responses is detailed in (Annex 7), some examples include:

- It's a movement we are starting thinking big; regreening Africa!
- Intends to draw attention of world leaders e.g. EU AND AU.
- Local to global links (AF100, UNFCCC, UNCCD, Land Neutrality, SDGs and several others), AFR100, UNCCD and global initiatives.
- Consortium of organisations that are often in competition that work together at regional level rather than country level.
- A community empowerment idea agreed by leaders to work with farmers for land regreening and improved productivity and incomes, and making the physical environment more beautiful and friendly.

The workshop was facilitated by the SHARED team from ICRAF (Constance Neely, Mieke Bourne and Sabrina Chesterman) and Alice Muller from World Vision Australia and used structured facilitation and interactive exercises to guide the planned program around issues for resolution. This report summarises key discussions and action points from the workshop and is a resource to guide inception phase activities and outline priority areas for the broader project. The report is structured to summarise lessons, insights and actions under four areas:

- Scaling
- Monitoring, Evaluation and Learning (MEL)
- Integrating Evidence
- Project Management



Scaling

Scaling modalities

It was agreed during the workshop that scaling approaches must be contextually appropriate, building on lessons taken from previous experience and adapted where necessary. The scaling modalities are an important foundation for the success of the project and the means to achieving the targets.

Criteria to assess and select advisory and scaling approaches, as discussed, includes:

- Impact (social, economic and environmental)
- Cost effective (considering the high targets and low budgets)
- Reachability and scalability
- Previous experience
- Sustainability (beyond the project)
- Government priorities
- Appropriation/empowerment

Each of the eight country teams reviewed their existing scaling mechanisms, evaluating why they worked and further assessed what needs to change in the approach to significantly scale up evergreen agriculture (EVA) (Annex 2). A number of consistent considerations across the country team presentations emerged and involved:

- Governance issues and by-laws
- Behaviour change
- Use of leaders and religious groups to scale
- Leveraging networks
- Partners and projects (including the private sector)
- Using entertainment and media and involving youth and children in campaigns
- Introducing competition and incentives and bringing services closer to the communities

The role of capacity building, for example surveillance and analytical tools, is also key.

Consistent categories of scaling mechanisms emerged from the facilitated working group activities and were defined to represent the Scaling Models to be used in this project (Annex 3). The main categories are:

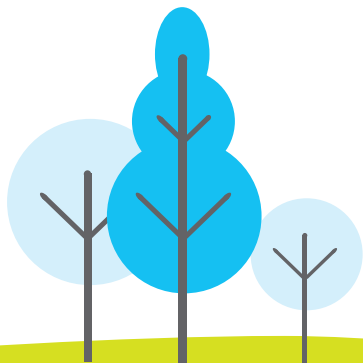
- On-ground activities
- Community engagement and empowerment
- Supporting a network of trainers and technical advice
- Mass media and communications
- National advocacy networks and multi-stakeholder processes
- Awards and competitions
- Education
- Value chains and markets

Context to technical support from ICRAF was provided by Dr. Steve Franzel who presented the SCALE methodology for scaling and Farmer to Farmer extension (click [here](#) for presentation and [here](#) for additional references).



Action: A working group to further outline key principles for selecting scaling modalities and guidelines for country teams to further refine their scaling modalities in October.

Governments have large targets as part of AFR100 and other commitments, this project can help them achieve these. The national targets provide a great opportunity to change behaviours and use this project to create a movement.



Root causes of scaling barriers and behaviour change

An interactive facilitated SHARED exercise on exploring root causes allowed country teams to evaluate the indicative scaling techniques that have been selected against the possible root cause and barriers to adoption. The most significant barriers to scaling were identified as:

- Minimal immediate benefits, with long term return on investments
- High demand for cash crops and limited incentives for agroforestry
- Lack of other perceived alternatives for immediate income
- Lack of control by farmers over trees on their land
- Poor extension knowledge

Environmental, socio-economic, institutional and cultural root causes to the significant barriers were considered and included: overpopulation, lack of women participation and empowerment due to household chores,

Leveraging programs and partners

Through the country team presentations, many opportunities for leveraging were highlighted including through networks. It was agreed that mapping stakeholders was key to this and to identify key partners and programs.

→ *Action: ICRAF/SHARED will share guidance and support for stakeholder mapping during the country level action plan review process. Additionally, each country team should map out their implementing partner.*

Gender

A **presentation on gender** and additional comments from Gina Castillo from Oxfam, highlighted that men and women have different priorities and perceptions related to land restoration and these change by age group. Gender is about changing relationships between men and women and involves power dynamics. There are many costs in not integrating gender into the project, including perpetuating gender norms and missing the insights and involvement of large sections of the population. Gender integration must move beyond participation in training and look at household power dynamics. Work by many of the partners, including Oxfam with women's savings groups in Mali, should form the basis of gender work in the project.

Youth focus was discussed as a current gap in some of the country plans, with access to credit identified as an important entry point for youth

limited value chain opportunities, poor information sharing, land tenure, lack of trust, limited access to credit, laws and policies and climate change.

→ *Action: Root causes of scaling barriers must be considered when reviewing appropriate scaling mechanisms for the project.*

Through a **session run by the Busara Center for Behavioral Economics**, country teams considered their scaling approaches and which ones were best for addressing behavioural scaling barriers. Each country team expressed which approach was best and how it could be Easy, Attractive, Social and Timely. The root cause maps and response to the mechanisms to address behavioural scaling barriers for each country can be viewed (click [here](#)).

A blueprint or protocol was called for to outline how leveraging could take place, including setting up relationships and attracting more resources.

→ *Action: ICRAF and country teams to collaboratively develop a protocol on by the end of the inception phase.*

Commonly understood terminology was also identified as a challenge.

→ *Action: ICRAF, through the project manager, to develop a cross partner and country glossary of terms early in the inception phase.*

engagement in Ghana. It was agreed that youth need to be given special attention, and innovative ideas around the opportunities for education of children on FMNR should be explored.

→ *Action: Ensure gender, including youth, is a key consideration within the country action plan review.*

Indicators of gender integrations within the project were discussed and focused on: increased income and value chain inclusion, participation, women trainers and farmer champions, decision making power, access to land and legal rights over trees, meeting needs and policy, further detail is available in Annex 4.

→ *Action: Add gender inclusion indicator(s) to the project log frame.*

Technical support, project sites and adoption challenges

Constraints to adoption of agroforestry/FMNR were discussed and include:

- Land tenures (confiscation of land)
- Management of communal land
- Parcels too small (competition of crops)
- Nomadic/pastoralists
- Fear of return of wild animals e.g. snakes, tsetse flies
- Bush fires
- Mindset/buy-in and perception of benefits
- Learning from farmers

Possible solutions to these constraints were outlined as:

Political	Economic	Cultural
<ul style="list-style-type: none"> • Engage traditional leaders • Strengthen institutions • Sensitise policy makers • Community meetings for consensus 	<ul style="list-style-type: none"> • Value chain (immediate benefit e.g. fruit) • Prioritise tree species • Farmer to farmer engagements • Community consultation • Crop/tree selection 	<ul style="list-style-type: none"> • Radio program • Communication analysis • Observation of best practices • Diagnose cultural reasons • Wildlife management and natural repellents • Farmer voices

It is important to understand the mind-sets around short-term benefits. Need to think about “who we are dealing with and what incentives we need to think about in regard to increasing income and resilience”.

Linked to adoption constraints is the dependence on tree wood products for livelihoods, leading to tree cutting. Steps to the solution for this include:

- Change mind-set and communication for behaviour change
- Promote savings groups to improve access to revenues (credit)
- Community monitoring
- Pilot farmers
- Improved stoves promotion



Action: Ensure lessons on overcoming adoption constraints and reducing excessive clearing are shared across the project countries and partners during the inception phase and throughout the project timeframe.

Communications

The communications team at ICRAF asked participants to think about how the project should be communicated. Some of the insights into communications throughout the inception workshop were:

- Very important for materials to be relevant to the local context such as the local languages.
- Local radio has proved very successful, for example in Niger.
- A range of other communications methods were outlined and included demonstrations sites and guidelines as well as the use of theatre groups, poetry and song or moving caravans, as used in Somalia. TV shows such as Shamba Shape Up in Kenya have been popular but for example in Rwanda, TV is not widely available so would be less effective.

- The communications message will differ depending on the audience, for example FMNR should be made cool for youth and relate to the economy for policy makers.



Action: Budgets for communications in country need attention and communications liaisons are to be identified in each country by the end of October.



Action: A communications strategy for the project to be developed during the inception phase.

Markets and value chains

The role of markets was identified as critical to enhancing greening efforts and scaling as markets provide incentives, an avenue for wealth creation and promote re-investment in agroforestry and agriculture. Markets were however considered a gap in the current plans.

Some of the value chain and market opportunities initially identified include:

- Sustainable charcoal production in Kenya, promoted by County governments using branch prunings
- Use of prosopis in Somalia for honey and pods for feeding livestock
- The honey value chain in Ethiopia

While there are challenges with markets in developing countries, potential value chains were broadly identified as:

- Tree nurseries/seedling business
- Firewood from prunings, coppices, thinnings
- Fodder and feeds (leaves, pods, twigs)
- Gums and resins
- Fruits and nuts

- Honey e.g. branded honey from *Faidherbia*, *Acacia* or *Ziziphus*
- Medicinals from local trees and herbs
- Fibre e.g. from *Calotropis spp.*
- Construction poles, handles for farm implements
- Timber
- Selected agricultural value chains e.g. pigeon peas

A number of steps were identified to support selected value chains, including: scoping assessments, stakeholder meetings, capacity assessments, strategy development and stakeholder/market actor negotiations. A more directed approach, with fewer detailed steps was suggested to work on value chains.



Action: Inclusion of market engagement in country action plans and more discussion on value chain component needed, including budgets and guiding documentation.

Site selection

It was agreed that when the country teams review their selected project sites, using all available evidence, they should consider:

- Areas where existing projects are present, consider overlaps
- The presence of sound site scaling structures
- Co-location of some sites with LDN target areas, where possible (discuss with LDN national committees on site selection)
- Historical factors (Levels of concentration of similar interventions, Women empowerment, Change/trends in the past)
- Budget, including: Logistics, Proximity, Partnership, Political buy-in, Permission to work in new areas or approvals from chiefs etc.

- Consideration of farm sizes and local demographics, including inclusion of youth and women
- Consideration of areas with different levels of FMNR intervention i.e. sites with: No FMNR, Intermediate FMNR and Intense FMNR practices may be considered



Action: Ensure all available information, including on land health, as well as guidelines are provided to the country teams to enable site selection review early in the inception phase.

Monitoring, Evaluation and Learning (MEL)

How to measure change was discussed and it was agreed that a baseline on current adoption of evergreen agriculture was needed as well as tracking (including levels of degradation) and impact indicators in areas where the project is focused and where it is not working. Additionally, understanding how the change came about, by tracking indicators will add value to understanding how the change is taking place.

Measuring evergreen agriculture adoption could take place through an index. Each country outlined the criteria they believed to be relevant in their context (Annex 5). Most teams outlined biophysical, environmental and economic criteria. To harmonise the different suggestions, commonalities will be sought, it will also be important to focus on reversal of land degradation and livelihood improvement, not just adoption alone.

It was proposed that the dimensions of adoption would likely include:

- Density/extent tree cover
- Practice (extent) historical management
- Diversity of practice/products/functions (services)/species diversity

Measurement would be at the household and land area (hectare) levels.

→ *Action: A working group to be formed early in the inception phase for MEL (including country team representation), to think through and agree on adoption, measurement of change and how to capture beneficiaries and spill overs. A clear definition of terms such as beneficiaries, targets and output indicators should also be considered.*

Country level theories of change (TOC) should be developed as part of the country level action plan review.

→ *Action: A supplementary document (additional to the TOC) will be provided by the ICRAF MEL team that shows activity flow in a simpler way. Guidance will be provided to the country teams to support TOC development at national level.*

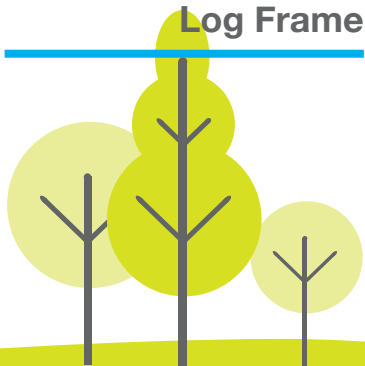
A full day of the workshop was dedicated to review and discussion of country plans with a focus on integration. Theories of change and log frames were part of these discussions.

→ *Action: The MEL working group to consider log frames and make concrete suggestions early in the inception phase so that the log frame is updated by the end of the inception phase.*

Log Frame

A review of the log frame will take place during the inception phase to consider revision of indicators, to give more depth, advise on ways of measurement and provide outputs relating to indicators. Specifically, the log frame should:

- Provide an opportunity to see immediate, intermediate and long-term
- All impact indicators need to link with outputs and activities
- Some of the targets will be on a country by country basis, understanding that EC targets remain unchanged



Integrating evidence

Economics of Land degradation and land surveillance integration

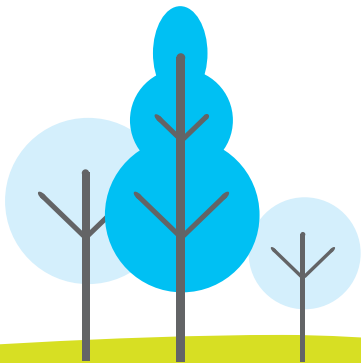
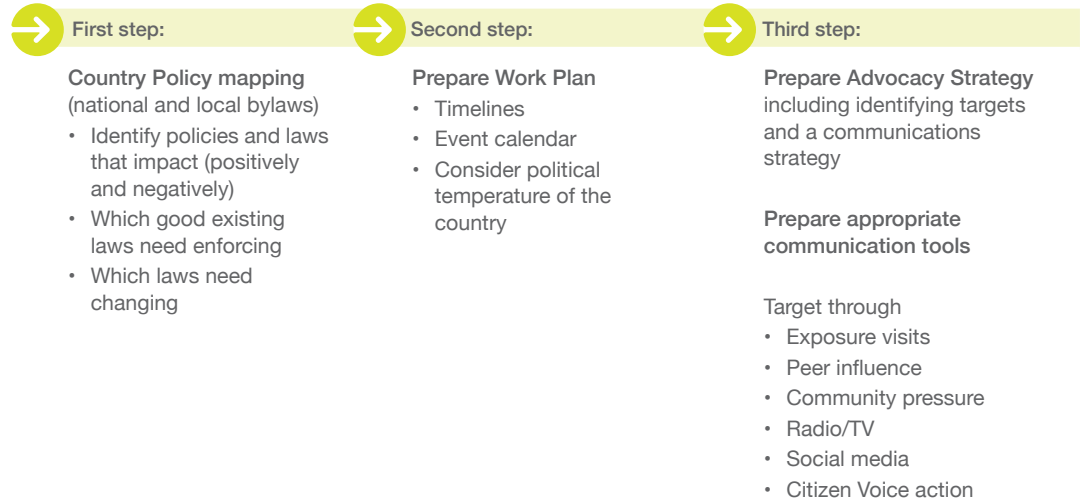
The ELD team highlighted how the evidence created through their part of the process can feed into the ICRAF coordinated components. Opportunities exist for linked work around stakeholder mapping, creation and use of evidence and policy engagement. Much of this work will connect through the SHARED process. The **ELD case studies** will focus on ongoing land degradation phenomena and reflect the needs identified in each country. The ELD team encouraged alignment with LDN implementation areas and teams in each country.

The Land Surveillance component will use consistent indicators to measure land health and will link the indicators to those considered important by the community. Some of the key indicators of land degradation mentioned by participants included soil erosion, loss of biodiversity, loss of vegetation cover, carbon, soil fertility, soil organic matter, gullies, poverty, vegetation and tree cover. The land surveillance component will complement work by ELD and ensure integration.

Influencing policy processes

Successful advocacy needs low-key, detailed and long-term engagement, demanding in-depth knowledge of personalities and structures, compromise and strategic timing. It needs to start from a point of understanding the policy process, and the political realities that face decision-makers at all levels.

An approach to influencing policy processes as outlined in the workshop is illustrated to the right. Some initial insights on how to influence policy in some of the countries can be seen in Annex 6.



Project management

Bernard Crabbé and Alexandru Ghiurca joined the inception workshop remotely and outlined the importance of this ambitious project to the EU and the important role of agroforestry in combating climate change and in achieving land degradation neutrality, focusing on the livelihood and development outcomes that are central to the UNCCD.

Key insights for the consortia were:

- The project is seen as a commitment to the UNCCD targets and a contribution to the great green wall, it is part of a bigger effort.
- The six steps for greening form the foundation of the project and building on successful experience, aware of policy and regulatory frameworks and obstacles.
- Most of the funds should be for implementation and the role of markets and value chains is key.
- The project is about influencing others and creating a movement.
- Approach the EU delegations and GIZ offices in each country and liaise with government focal points but in a coordinated and consistent way, using the project document as the basis for communication.
- Inception phase to work towards country action plans and budgets, identify indicators, review log frame and develop the working relationships.
- EU visibility is important, read the guidelines on this and keep the EU delegation informed, this project is complementary to their work and they can provide guidance and steering through the country level committees.
- Important to integrate with ELD component as it is important for evidence based decision making to promote achievement of the LDN targets.

Allocation of budgets and targets

→ *Action: The assumptions and reasoning for the budget and target allocations by country to be shared by Dennis with the country teams.*

→ *Action: Country teams to identify leveraging opportunities, as part of action planning, to make the most of the funds available..*

Project structure and performance based management

A **presentation on project governance** touched on a proposed project structure, performance based management and reporting as well as internal communications.

The proposed structure was presented and a number of comments received.

→ *Action: Update the structure to be less hierarchical and to maximise collaboration, using a community of practice approach.*


→ *Action: National oversight and coordination committees to be established in each country to play an advisory role and terms of reference to be developed.*

Performance based management will be based on financial and implementation performance as well as against targets. Reporting will be twice a year with a narrative report and progress report. The steering committee would meet twice a year.

→ *Action: Develop checklist and template to guide the reporting process.*




Internal communications

 *Action: An internal communications plan to be developed in October.*

Participants indicated preferred file sharing and online platforms. Preferences ranged widely with Dropbox and Google drive proposed by more people than other options.


Finance and contracts


Alexandru and Bernard provided some guidance on contractual issues. Additional to EU general conditions and rules, the specific conditions are set out in the project documents. Reports will be based on log frame indicators which need to be defined in the inception period. The log frame can be changed annually but the overall objectives of the project cannot change. A number of compulsory and optional evaluations will take place. Changes across budget headings under 25% (in the life of the project) require an email to the EC or by informing the steering committee, while those beyond 25% require a contract change. Financial support to third parties is capped at 60 000 euro over the project timeframe.

 *Action: Questions on options to add co-applicants or consider affiliated networks to be directed to Alex and Bernard in writing for a response.*

The financial managers are invited to Brussels if needed. Take special note of eligible and ineligible expenses.

A **presentation by ICRAF** on contracts and finance outlined sub-granting, preferred approach to preparing the agreements, VAT negotiations and pass through funds. Agreements with NGO's will be back-dated to 5th September (project start date) but agreements will not be signed until after the EC accepts the inception reports and country action plans.

 *Action: Countries with VAT exemption challenges to put this in writing to the team at ICRAF.*


 *Action: Each country team to prepare an organogram outlining who they plan to sub-grant for work.*

Phasing

The idea of a phased starting time for different countries had been considered. The recommendations from a group discussing this topic were:

- Implications of phasing may be costlier than initially thought with the potential learning benefits not significantly sufficient to outweigh the costs.
- It would be beneficial for all the countries to start at the same time for contracting and reporting reasons. Additionally, the countries will require maximum time to achieve the targets.

- CRS and Oxfam's activities can start immediately if they are responsible for one country each. It would be more challenging for WV to begin with all 6 countries at the same time with one contract governing all. Mechanisms can be put in place to ensure that other countries are able to proceed with implementation even where 1 or 2 are running behind.

 *Action: Put in place plans to start all countries at the same time with the option for some World Vision led country teams to start a little later if necessary.*

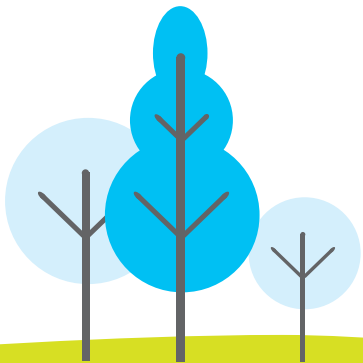
Wrap up and close

A roadmap was developed through a participatory process (Annex 9) outlining the key themes, actions and responsible parties within the inception phase.

All participants went on stage to show that we are committed:

- To communicate honestly and with respect
- To undertake the work as one team
- To actively engage across the partners
- To conduct our work transparently
- To change mindsets – ours and others
- To (do our best to) meet deadlines
- To be the movement

Closing words by Dennis Garrity can be found in **Annex 10**, and the workshop evaluation in **Annex 8**.



Annexes

Annex 1 Opening and framing remarks

Framing remarks by Dr. Ravi Prabhu

Dr. Prabhu highlighted that the scaling challenge is not trivial and is central to this project. We need to ask what is working where and for whom and how, and then see if it will work across areas and if not, why not. We need to rapidly learn what we are doing that is right and wrong and quickly change. We need to communicate well and find and use evidence that others can trust. We need to work smart and we need to change behaviours. An adaptive learning modality is needed. We need to be aware

of the context and major trends such as the feminisation of agriculture so looking more broadly, how do we stop men migrating and what options are there for ensuring a decent livelihood from agriculture and decisions around whether to put livestock on the land or migrate. We need to use the collective wisdom and experience in the room and beyond. We need to produce tools that allow our investors to multiply the approaches we have, to apply them across contexts and step away from single technologies.

Opening remarks by Dr. Dennis Garrity

Thank you, Constance, and good morning, friends.

I've got to tell you what a great personal pleasure it is for me to actually see so many of you here today, all together. My dear friends from World Vision, CRS, OxFam CARE and ELD – we have so many people here with us today that I have worked with for years and years. And I have been so avidly following your work through the EverGreen Agriculture Partnership.

And seeing you all here now all in one place for the very first time: Wow! Indeed, it kind of feels to me like one great big family reunion!

Well, family reunions always have a mother in attendance, and some of you may think that EverGreen Agriculture is the sole love of my life – and you would be wrong.

The proof is that the REAL love of my life has joined us here this morning. That's Vilma - the long-suffering woman who introduced me to agroforestry 45 years ago. I didn't know what it was at that time when I visited her plots, out on the experiment stations in Los Banos in the Philippines.

But I've learned a lot in the meantime. But when you meet and greet Vilma she'll tell you one truth, and that is, this guy loves to talk about agroforestry – but I do agroforestry. And if some of you have the chance to visit our homestead this week she will show you the hundreds of trees, shrubs, flowers, etc that she has collected and she is nurturing there.

Well, Constance, it was in December, 2015, one morning towards the tail end of the Paris Climate Change Conference – a historic conference – and the European Union had scheduled a big event that drew hundreds of people to a huge auditorium. I arrived there early and got a front row seat right in front of the podium.

As the speakers and panel members filed in and took their seats I noticed a familiar face, Jonathan. There was this pioneering woman smallholder farmer from Kenya sitting right there at the high table. Her name was Purity. What a surprise. After all this was Paris!

Well, that wasn't the end of my surprises. For the first and plenary speaker was Mr Roberto Ridolfi, Head of Sustainable Development at the European Commission. He led off his remarks by saying that he'd just been to Kenya. And he declared that to that group of people – that while I was there, "I have seen evergreen agriculture; And it works!

He said - We've GOT to scale-up these practices to millions of farmers across the continent - and we've got to start right now.

He then proceeded to show a video of himself in the field visiting with farmers like Purity showing him their agroforestry practices in central Kenya.

Well, I practically fell off my chair. I had never met this man who was saying these things - but I was now determined to do so. I grabbed him as soon as the session was over and we had coffee together. When he knew who I

was - and my work with the Partnership to Create an Evergreen Agriculture he said: “Dennis, you’ve got to come Brussels as soon as you can. I will get my team together and we will find the money to launch a program that will start us on the path to massive scaling-up of these practices across Africa”. He envisioned reaching 50 million farmers.

I said ‘Yes, I’ll be there’, and that was the start of the discussions that led the European Commission to develop its own project that would launch the accelerated scaling-up of evergreen practices in Africa.

And Here we are now, a year and a half later, sitting together to launch an audacious program aiming to touch the lives and livelihoods of half a million farm families across a million hectares in the drylands of Africa.

Tony Rinaudo - my friend and inspiration - calls this project ‘The Game Changer’. And Indeed it is. For although a lot is now already happening on the scaling-up front - nothing with the reach of this subcontinental scale program compares. With the full backing of the European Commission, and of the Africa Union, nothing like this has ever been attempted before.

It is unique. And each and every one of us is a part of it.

You know, something else happened that fateful week in Paris that was also a game changer. The African Union staged a similar event at which it launched Africa’s very own program to tackle the restoration of degraded farmlands, grazing lands and forestlands, all across the continent. It’s called The AFR100 Initiative. Most of you have heard about it. With a goal to have 100 m ha of land under restoration by 2030.

In the mere one and a half years since the launch of AFR100, 26 countries have voluntarily joined this program - coordinated by NEPAD - and they have identified and committed more than 85 million hectares of degraded land in their countries for restoration. This slide itself - done just a few weeks ago - is already out of date. And more countries are coming on board every week.

In fact, six of our eight countries involved in this program have already become members. Ethiopia has committed to restoring 15 m ha of land. Here in Kenya we worked with the Ministries to establish a target of 5.1 m ha. Rwanda has pledged 2 m ha - practically the entire area of the whole country. And Ghana – as well as others. This is amazing!

And these commitments have now focused the minds of policymakers in each of these countries on two big questions:

- How in the world are we going to do this?
- And how do we get the absolutely maximum ‘bang for buck’ to reach such audacious targets of millions of hectares?

Well, my friends, YOU have the answer to that question. YOU have shown how restoration can be scaled up with simple and inexpensive methods that are arguably the MOST scalable and MOST cost-effective methods that are known to do the job: FMNR and other allied agroforestry practices.

Ladies and Gentlemen, this is the project that empowers us. To prove this once again - and to prove it on a much bigger scale.

Well, let me be clear: This is what the EC is actually expecting us to do - because they have told us that it is their goal to make this not merely a pilot program, but to make it a pilot to investment to levels of scaling that are going to be much, much larger. And this is what this fairly modest program is all about. They have challenged us as such. They have said:

Succeed here and now, and we will be with you on a much bigger journey in the coming years. To scale up evergreen agriculture to 50 million farm households in Africa.

And they didn’t stop there. They want to mobilize other donors to join in with their resources and their clout to create a donor consortium to realize this vision. And I believe that they are dead serious about that.

The Africa Union is with us on this, also. A couple years ago, after reviewing the evidence of the spread of FMNR across many countries in Africa, they issued a bold proposition: “We recommend and propose to commit seriously to achieving the goal enabling every farm family and every village across the drylands of Africa to be practicing farmer-managed natural regeneration by the year 2025.”

The World Bank has followed on by declaring that FMNR is a foundational practice for agriculture in the drylands. And they are money putting behind this.

But of course it all begins by our seeing that vision, and putting our collective shoulders to the wheel to realize it. A mammoth task, which we take upon ourselves - keeping in mind the words of John F Kennedy. When Kennedy launched the historic project to put a man on the moon within a mere eight years he acknowledged the overwhelming difficulties: No one knew how to do it.

And then he said: “We do these things, not because they are easy - but because they are HARD.”

Well, scaling up evergreen practices to half a million farm families, across 1 million hectares of farm and grazing lands in the drylands of Africa, is also not easy. It will be hard, damn hard.

But we relish this enormous challenge to lead in this endeavor. To use every scrap of our energy, our smarts, and our very limited resources - to this job. But is it really as hard as putting a man on the moon for the first time?

Absolutely not. Because we happen to know that it has already been happening in countries like Niger - pictured here - and Mali - and many others - through the successful work that YOU have already accomplished - in having reached millions of farm families already in the evergreening hubs across these eight countries.

Larwanou Mahamane is very special hero in this endeavor. Larwanou, please come up to the front here for a moment. He has devoted his life to the scaling-up of FMNR in Niger, from the time that he was a high school student, about 30 years ago. And what an amazing success he has helped achieve. This is what Niger looks like today. A land previously stripped of trees, that is now covered by what looks like a forest. But that is all farmland with the regeneration of trees.

The US Geological Survey has just reported that upon mapping of most of the farmlands of Niger they have found that there are now 7 million hectares of FMNR like this. I reported these results a couple of weeks ago at the launch event for this project at the UN Convention to Combat Desertification in Ordos, China. And you’ll recall, Patrick, that the senior representative from Niger then stood up and respectively said, “I’m afraid that you are wrong. Our data show that there are now 10 million hectares under FMNR.”

Well, Larwanou, I have never been so happy to be wrong in all my life. We salute you. Well done. This is no less than the kind of inspiration that each of us can take on this journey.

But let us also remember that, ultimately, the result of what we see on the landscape is the effort of each individual farm family: Women, men and children – who have regenerated the trees that we see as the outcome of their work. Yes, they became aware of the value of incorporating trees into their crop fields because they heard about it from somebody, who was

out there spreading awareness and building capacity. They became inspired by the seeing the results on their neighbors’ fields. And they then applied those results on their fields by learning how to select and nurture the right trees at the right density and with the right pruning regimes, to obtain the benefits of these evergreen practices. So while some may doubt our ability to achieve the targets of this project, what they may not appreciate is that we are only accelerating a process that has been going on in Niger and many other countries in Africa, and, by the way, in Asia and Latin America as well.

And thus, it is all not so hard now, because so many governments are buying in to the process, and to the practices. That wasn’t the case in the early years when you were working on this, Larwanou. No, governments had previously ignored the possibilities of FMNR.

It is also not so hard now because these governments have themselves established their own targets, and they are waking up to the realization that they now have to credibly achieve their own self-determined land restoration goals. But we will be there to show them that it is wholly possible, and it is well on its way to being done already. And that, by simply accelerating the processes that we have set in place, we will do the job.

It is also not so hard because so many other development projects, and so many other organizations that are not with us in this room today, have been committing themselves to engage and to build their capacity to scale-up evergreen agriculture.

We have only to further cultivate their support, and their capacity, to collaborate with us on this joint venture. And thus, their achievements can be a part of our vision and our success.

So what is the picture of that success that is emerging all over the continent. Here is a brief summary, with emphasis on the evidence from the eight countries in our program. What you see is that we have over 7 million hectares of FMNR in Niger; estimates from the US Geological Survey that there are another 15 million hectares estimated to be under FMNR across Mali, Senegal, Ghana, Burkina Faso, and Chad; some of which is traditional and some of which is recent, like the 500,000 hectares of recent evergreening through FMNR that has occurred on the Seno Plains of Mali; more than a million hectares in Ethiopia; more than a million hectares of FMNR now mapped in Malawi – we reported on that in a workshop in Lilongwe just a couple of months ago; and tens of thousands of hectares in Kenya, Rwanda and Ghana. And for our friends from Somaliland – yes, the process has gotten under way under the difficult conditions of Somalia.

A key element of our success will be to create the national movements in each country. And my ICRAF colleagues are here also today, and they will be right at your back, in every way possible, to help YOU achieve this hard success. As an example from here in Kenya, a Network has already emerged among over 70 organizations that are gearing up to learn from each other and to build their own capacity to contribute to our common goal. With even bigger networks emerging in Uganda. Rwanda also has its own network. These we need to foster in all our EC Countries. This is the essence of the SCALE methodology - about which we will hear a little more, later in the program.

And there is another major development: The churches and mosques are getting engaged - particularly in scaling-up FMNR - because it is so cheap and simple for parishioners to adopt on their farms. Here in Kenya, the Faith-Based Network for Environmental Action, which met with us here at ICRAF a couple of months ago, is taking on the role of working with their parishes all over the country, building from the evergreen hubs to the farms of the parishioners.

Waves of further success will flow from what you are doing on the ground. From Senegal and Mali, to Ghana to Niger, to Ethiopia, Somalia, Kenya and Rwanda. And rest assured, this is happening elsewhere in Africa as well. Our next-door neighbor, UNEP, is just about to submit a proposal to the Green Climate Fund to scale-up evergreen agriculture practices in eight additional countries in eastern and southern Africa - building on the successful efforts of World Vision, CRS, CARE, and Self-Help Africa. Organizations that are also involved in this EC project. Your very own organizations. And many others that are enabled through the evergreen agriculture hubs that you have established in those other eight countries, which include: Uganda, Tanzania, Burundi, Malawi, Zambia, Zimbabwe, Swaziland and Lesotho. The concept note has been endorsed by the GCF, and UNEP expects that it is very likely to be approved.

There are more efforts like this that are afoot - building the funding base for our efforts to scale-up evergreen agriculture and the point is that some of you will be sharing some of those co-financing efforts with us this week. Take a look at Somalia, and the good progress that has been made. Thereby adding to the funding stock for this work. And, I just heard that the World Bank is doing another \$ 1 billion investment program for the Great Green Wall countries in the coming years. And they want to make evergreening with FMNR a part of that.

So it is clear that the EverGreen Agriculture Partnership is increasingly seen as a powerful vehicle for achieving these visions, and we will be working night and day to expanding the funding base in each of our EC EVA countries.

Great audacious achievements inspire emulation. Many people in Africa and around the world will be watching your achievements - and then they will be emulating you and what you have done.

Finally, I'd like to paraphrase the words of President Abraham Lincoln, 154 years ago on the civil war battlefield at Gettysburg Pennsylvania: his famous Gettysburg address:

The world will take little notice of what we say here. But it will be grateful for what YOU are doing out there - on the ground in thousands of communities across the face of this great continent of Africa.

So let there be no doubt - this is a time for us all to say:

Yes --- we can!

Success is in OUR own hands - and in the hands of those half a million farmers stretching out across eight countries - a success that we can all be proud to have been a part of - so:

Onwards my friends!

And may GOD help us!

Annex 2

Successful scaling mechanisms from each country, why they are successful and what needs to change for them to promote massive scaling

SCALING MECHANISM	WHY DOES IT WORK IN THIS CONTEXT?	TRANSFORMATIVE CHANGE: What do we need to change about the approaches we are using to massively scale up?
Somalia		
Nursery intensification/support	Nurseries meet a demand in the community for tree seedlings	<ul style="list-style-type: none"> • Change hearts and minds of the community through different consultative processes to further increase demand • Develop bylaws to protect & manage trees
Children's clubs in schools (education & demonstration sites)	<ul style="list-style-type: none"> • Children are open to new ideas and quick learners • Children are powerful influencers in families 	<ul style="list-style-type: none"> • Spread the program widely by including it in the national educational curriculum • Create supportive radio programs targeting school students
Advocacy & communications	Radio & community gatherings are able to reach many people	<ul style="list-style-type: none"> • Link to Faith in Action programs to collaborate with mosques • Use an 'Edutainment' approach (plays, poetry, caravans)
Tree planting days	<ul style="list-style-type: none"> • Involves massive numbers of people • Has strong government support, and high profile participation 	<ul style="list-style-type: none"> • Expand to two events per year (at beginning of each wet season) • Expand to a full week (from one day) • Associated awards and recognition events at individual and village levels • Work with nurseries to ensure adequate volumes of planting materials are available • Include pruning and FMNR activities as well as planting
<p>Additional mechanisms:</p> <ul style="list-style-type: none"> • Farmer to Farmer approach • Farmer Field Schools • Consultative Workshops/multi stakeholder processes at village & district levels • Value Chain development (tree & non tree/agricultural products) • Awards & recognition at individual & village levels <p>Scaling with schools</p> <ul style="list-style-type: none"> • Activities have been done with DRR Clubs at schools • Children plant trees at school, and enjoy the shade and coolness • Take these ideas home, and plant trees at home • Children become advocates for the environment • Fear of snake bites where a threat • Introduction of solar power reduced the contact with the forest by community members, and helped to address the wildlife human conflict fear 		
Mali		
Savings Groups	<ul style="list-style-type: none"> • Training members of the community • Building local practice of savings • Well-established network 	<ul style="list-style-type: none"> • Create male youth groups in the villages • Test FMNR training manuals, and link to land degradation • Design incentives (e.g. competitions, recognition)
Rural Resource Centres (RRCs)	<ul style="list-style-type: none"> • Training, demonstration and knowledge sharing platform being managed by CBOs • Lots of income generating activities for female youth (e.g. vegetation production, seedlings etc.) • Have training halls 	<ul style="list-style-type: none"> • Create satellite nurseries for villages that are remote from RCCs • Promote other technologies beyond tree production such as vegetation, SLM practices • Can make use of RCCs for more intensive training

SCALING MECHANISM	WHY DOES IT WORK IN THIS CONTEXT?	TRANSFORMATIVE CHANGE: What do we need to change about the approaches we are using to massively scale up?
Exchange visits	Farmers see themselves and are inspired - easy way to convince them	<ul style="list-style-type: none"> • Target women's groups for the exchange visits • Incorporate video
Kenya		
Participatory educative theatre	<ul style="list-style-type: none"> • Receptive audiences • Entertainment with a message 	<ul style="list-style-type: none"> • Prioritisation of what works best • Integration of approaches that can complement each other • Further linking to other institutions • Intrinsic vs extrinsic motivation • Establishment of EVA hubs <ul style="list-style-type: none"> » Church » Schools » CBOs » Model sites » Tree nurseries » CVA • Empower leaders at a higher level • Traditional healers and elders are consulted as they are highly respected in their communities
Establishment of reward systems	<ul style="list-style-type: none"> • Motivation • Desire to be recognised • Highly regarded/respected 	
Technical working groups Participatory in country international development plans	Budget allocation	
Training of champion farmers	Identity and recognition	
Establishment of model sites Nursery establishment	<ul style="list-style-type: none"> • Willingness to buy seedlings • Available seedlings • Income generation 	
Regular visits to successful champions Community leaders	Highly regarded/respected	
Exchange visits Meetings with church leaders Organisation of farmer field days	<ul style="list-style-type: none"> • Observability • Can relate to easily 	
Senegal		
Farmer to farmer <i>Lead farmers chosen by community</i> 1. <i>Within community</i> 2. <i>Social capital in community (peer respect)</i> 3. <i>Be available and volunteer</i> 4. <i>Be practicing techniques – model farmer</i> <i>Lead farmer receives training</i>	<ul style="list-style-type: none"> • Credible within the community • Practicing the technique gives confidence to the farmer 	Government annual celebration – 'Day of Tree' and select a tree to give out is a big opportunity for advocacy.
Savings groups to engage women <i>Created by WV, OXFAM, CRS</i> <i>STD, E&F ANCAR, ASIC</i>	<ul style="list-style-type: none"> • Women already feel empowered within the group • Leverage/ bargaining power for land • Given economic incentives 	<ul style="list-style-type: none"> • Network of lead farmers <ul style="list-style-type: none"> » Physical space, meetings, shops » Link to RRC to reinforce » Link to farmer extension » Linking to savings groups with FMNR is new • Agricultural agent • Rural extension agent • Water & forests <ul style="list-style-type: none"> » Scale – agents of change » Economic incentives (MoU)

SCALING MECHANISM	WHY DOES IT WORK IN THIS CONTEXT?	TRANSFORMATIVE CHANGE: What do we need to change about the approaches we are using to massively scale up?
Ethiopia		
Awareness creation Communication of evidence demonstrate, show evidence through demonstration	<ul style="list-style-type: none"> Enabled the demonstration of evidence (proven) Farmers can see why certain practices work 	<ul style="list-style-type: none"> Behavioural change Engage more youth through kid's clubs Empowered world view (building trust)
Champion farmers	<ul style="list-style-type: none"> Train and monitor other farmers Ambassadors 	<ul style="list-style-type: none"> Visibility for farmers Appreciation/ awards Exposure/ media
Adequate follow up/monitoring	<ul style="list-style-type: none"> Farmers are motivated/encourage to keep going Build enthusiasm Feeling of being valued Getting feedback 	Learn from farmers' exposure and act
Organisational structures Community groups Women's Savings groups FMNR savings CBOs Farmer field schools Pilot sites	<ul style="list-style-type: none"> Organised Knowledge sharing Learning opportunities Expose evidence Test the practice to demonstrate evidence Empowerment (women) 	<ul style="list-style-type: none"> Engage these groups more in the movement Kids clubs Involve more people as volunteers – team work Need evidence that the approach is working
Engage Schools – mobilising students to get involved		
Niger		
Awareness creation Communication of evidence	<ul style="list-style-type: none"> Enabled the demonstration of proven evidence Farmers are able to see why certain practices work 	<ul style="list-style-type: none"> Behavioural change Engage more youth through kid's clubs Empowered world view (building trust) Need for evidence showing that the approach is working
Champion farmers	<ul style="list-style-type: none"> Train and monitor other farmers Ambassadors 	<ul style="list-style-type: none"> Visibility for farmers Appreciation/ awards Exposure through media channels
Adequate follow-up/ monitoring	<ul style="list-style-type: none"> Farmers are motivated and encouraged to keep going Build enthusiasm Feeling of being valued Getting feedback 	<ul style="list-style-type: none"> Learn from farmers' responses and act on them Make follow ups on recommendations made
Organisational structures • Community groups • Women's savings groups • FMNR CBOs • Farmer field schools • Pilot sites	<ul style="list-style-type: none"> They are organised Knowledge sharing Learning opportunities Expose evidence Test the practices to demonstrate evidence Women empowerment 	<ul style="list-style-type: none"> Engage these groups more in the movement Kids' clubs Involve more people as volunteers to promote team work
Engage schools- mobilising students to get involved	Preparedness in mobilising their parents and the community to engage in environmental restoration matters.	Make visits to schools to offer informative/educational lectures and to recruit student ambassadors.

SCALING MECHANISM	WHY DOES IT WORK IN THIS CONTEXT?	TRANSFORMATIVE CHANGE: What do we need to change about the approaches we are using to massively scale up?
Ghana		
Lead farmers	<ul style="list-style-type: none"> • Lead farmers are beneficiaries themselves • It promotes community ownership 	<ul style="list-style-type: none"> • Introduce clear targets • Competition/comparison/incentive • Need a mechanism for promoting/ tracking ripple effect • Awards and recognition
Savings groups	<ul style="list-style-type: none"> • Social capital • Open to ideas that improve livelihoods 	<ul style="list-style-type: none"> • Explore use of village agents • Sell the benefits of EGA to savings groups
Partners	<ul style="list-style-type: none"> • Complementarity • Have a stake/vested interest • Relationships with community CBOs • Organisational mandate – ministries, DA etc. 	<ul style="list-style-type: none"> • Partner networks for supporting and monitoring farmers • Partner platforms to brainstorm ideas and practices • Roll our results into partner mandates
Form environmental clubs in schools Digital classrooms Faith leaders Farmer enterprise groups Aggregation groups Nucleus farmers		
Rwanda		
Farmer to farmer exchange visits	<ul style="list-style-type: none"> • Practiced to see immediate benefits • Learn from peers • Easy to organise • Social aspect/ intersection 	<ul style="list-style-type: none"> • Better coordination between different implementers to send right message • Joint development of methods and materials for extension and dissemination
Farmer field schools	<ul style="list-style-type: none"> • Learn by doing • Extension by farmers themselves • Cost effective in long term • Adopted by government • Integrate with other programs 	<ul style="list-style-type: none"> • More pilot demos • Message of demos needs to be clearer/ more purposeful • Harmonisation with local & government priorities • M&E of communal work • EVA not first priority for savings
Communal Work	<ul style="list-style-type: none"> • Integrate with programs • Cost effective/ labour • Social aspect • Platform advocacy 	<ul style="list-style-type: none"> • Need more ownership from farmers - need to show value • Build networks with CBOs, churches, local authorities, government, youth movement, schools, women's councils • NINGO – Network of INGOs • Integrating into inter-ministerial processes • Journals, media, community
Pilot demos	<ul style="list-style-type: none"> • Practical and visible • Farmers learn by seeing and doing • Seeing benefits • Create spill over • Research and extension 	<p>Prefer local partnerships whenever possible for project implementation, because:</p> <ul style="list-style-type: none"> • Implementation methodologies can be different between local partners and us
Savings groups	<ul style="list-style-type: none"> • Ready source of funds • Transfer message • Social aspect • Integrate other programs • Target right people • Begin EVA investment 	<ul style="list-style-type: none"> • Capacity to implement can be a challenge – can take time and resources to build up required capacity • Some local partners may have different priorities, or agroforestry may only be a small part of their project, and may not get priority

Annex 3

Categories of scaling mechanisms defined for use in the project

On ground Activities

- Establishing sources of planting resources and demonstration sites to show different practices in local contexts
- To provide knowledge/skills & evidence to motivate adoption and enable adoption through access to materials
- Example interventions: Nursery intensification/support, Communal Work, Rural Resource Centres, Establishment of model/pilot/demo sites, Demonstrate, show evidence through demonstration

Community Engagement/empowerment methods

- Methods of engaging the community to establish whole of community agreement and support for the adoption of FMNR/EVA
- Utilisation and strengthening of various community structures (Community target setting approach, Harnessing social norms, peer support and accountability to peers)
- Example interventions: Savings Groups (Women's & Men's), Community leaders, Organisational structures, FMNR savings, CBOs, Faith leaders, Farmer enterprise groups & aggregation groups
- Supporting a network of trainers and sources of technical advice
- Ensuring that there are people with skills in FMNR/EVA and training to provide advice, support and feedback to farmers/community adopting FMNR/EVA practices. Purposes is to ensure quality control of practices adopted, and encourage maximum benefit realisation in different contexts, and to motivate adoption through promotion and training
- Example interventions: Farmer to Farmer approach, Farmer Field Schools, Exchange visits, Training of champion farmers, Farmer to farmer training, Exchange visits – visiting successful farms for learning purposes, Training (peer) by committees, Farmer field schools, Adequate follow up/monitoring

Mass media/Communications

- Raise awareness of FMNR/EVA practices and benefits (evidence based) to the broader community. To motivate community members to want to adopt/ be open to adoption
- To raise awareness of FMNR/EVA in local decision makers to support FMNR/EVA adoption at a local scale
- Example interventions: Advocacy & communication for awareness creation, Tree planting days, Participatory educative theatre, Use of media (community radios)

National advocacy networks and multi-stakeholder processes

- Link grassroots movement to national scale to influence policy environment

- To leverage other projects and initiatives (embed EVA in these)
- To campaign for additional funding through communication with alternative funding sources.
- Example interventions: Consultative Workshops/multi stakeholder processes at village & district levels, Technical working groups, Participatory in country international development plans, Proper communication & collaboration with partners

Awards/ competitions

- Recognition of achievement at village and individual scales, and provision of rewards (material or through political recognition/high profile respect) to:
 - » Motivate further adoption (competition, inspire aspiration)
 - » Raise profile of FMNR/EVA practices (link to evidence of positive outcomes)
- Provide access to media
- Example interventions: Awards & recognition at individual & village levels, Establishment of reward systems

Education

- Example interventions: Children's clubs in schools (education & demonstration sites), Engage Schools – mobilising students to get involved, Form environmental clubs in schools, Digital classrooms

Value Chains

- Example interventions: Value Chain development (tree & non tree/ other agricultural products)

Annex 4

Possible indicators of gender inclusion

- Increased income, value chain inclusion
 - » Women's empowerment in agriculture index (WEAI)
 - » Livelihood strategies (disaggregated analysis by number or percentage engaged)
 - » Economic empowerment of women from tree products
 - » Increased income and nutrition for women (linked to value chains)
 - » Proportion of women reporting increased income as a result of project interventions
- Participation
 - » Level of involvement/participation of men and women in project activities and types of actions and levels of implementation
 - » Consideration of women's priorities in land restoration interventions
 - » Selection of trees that cater for men, youth and women
 - » Number (percentage) of women participating in value chains
- Women trainers and farmer champions
 - » Women in leadership roles and groups
 - » Number of women FMNR champions
 - » Number of women trainers / champions
- Equal decision making power
 - » Percentage of women with access and control of land promoting FMNR practices
 - » Number of women owning FMNR fields
 - » Number of women who have obtained legal rights over land and trees
 - » Access, use and rights to land and trees
 - » Equal influence in decision making
 - » Percentage of women with equal decision making rights as men on household income as the result of project interventions
- Access to land legal rights over trees
 - » Presence of voice of women in decision making
 - » Number of households expressing joint decision making on agroforestry issues
 - » Number of women in decision making role regarding agroforestry
- Both men and women's needs met
 - » Access to and control over the project benefits by men, women and children
 - » Meeting the needs of men, women and children (level of satisfaction)
 - » Interventions adapted to cultural perception
- Number of gender inclusive policies on agroforestry
- Indicators on good governance and land rights should also be considered

Annex 5

Evergreen agriculture (EVA) adoption criteria proposed by each country team

Country	EVA Adoption criteria
Senegal	<p>Practice the technology</p> <p>New approach applied (knowledge, skill sets, materials)</p> <p>After the project farmers continue to do FMNR & CAWT</p> <p>Addition of economic species, not just regeneration</p> <p>Tree cover continues to expand beyond the project</p> <p>Agroforestry referred to in national legislation</p> <p>Bi-laws enacted around FMNR</p> <p>Access to information on EVA</p> <p>Knowledge status on EVA</p> <p>Attendance at training</p> <p>Improved density of trees</p> <p>Improved diversity of trees</p>
Mali	<p>Number of trees established</p> <p>Behaviour change translates into concrete actions</p> <p>Sustainable adoption of agroforestry</p> <ul style="list-style-type: none"> • Number of new trees established through FMNR or planning • Number of trees restored • Number of farmers doing FMNR / agroforestry • Number of communal by laws, agreements, governing use and management of trees
Kenya	<p>Increased overall farm productivity with permanent tree cover at community levels</p> <p>Increased demand for information on EVA</p> <p>Improved farm productivity</p> <ul style="list-style-type: none"> • Fertility • Increased yields <p>Increased profitable value chains associated with EVA (income)</p>
Niger	<p>Farmers intentionally maintaining trees in their farms</p> <p>Farmers planting selected / specific trees that strengthen soil fertility or other benefits (fruits, fodder, etc.)</p> <p>Farmers associating trees and crop production (agroforestry)</p> <p>Practicing agro-silvo pastoral techniques</p>
Somalia	<p>Context specific – differs amongst agro-ecological and social context</p> <p>Trees, crops and livestock on farm</p> <p>Mind set</p> <p>Enabling local level policies by-laws</p> <p>Community defined criteria</p>

Country	EVA Adoption criteria
Ghana	<p>Farmers sustainably practicing EVA on their farms and community</p> <ul style="list-style-type: none"> • Consistent practice over time – year on year • Evergreen farms and landscapes • Continuous growing of trees alongside improved farming <p>Thriving farms and families</p> <ul style="list-style-type: none"> • Incremental consistent regreening of farms and landscapes – year to year • Tree planting and management with crops production continuously <p>Giving farmers the knowledge and skills to practice evergreen farming</p> <ul style="list-style-type: none"> • Community ownership
Rwanda	<p>Extent of practice evidence of trees and conservation soil</p> <p>Level of appreciation (importance attached to trees by farmers)</p> <p>Evidence of agroforestry</p> <ul style="list-style-type: none"> • Tree quality and quantity • Soil conservation • Diversity of trees on farms

Annex 6

Policy insights by country

In **Rwanda**, favourable policy exists in terms of giving land titles to farmers. Key would be to influence government to acknowledge the challenges associated with agroforestry and ensure that initiatives are put in place to combat them. All ministries have technical working groups so it is important to identify key entry points within these working groups and if required, approach the ministries directly. Important to generate sufficient evidence, and show results on the ground, to better influence policy makers.

For **Somalia**, policy can be influenced by starting at the grassroots with community structures to advocate for change. Exchange visits with decision makers are useful and bring together all stakeholders to develop changes needed so that policy is owned and implemented.

Within **Senegal**, a large advocacy role is required. Need to get FMNR as the primary strategy in the National Reforestation Strategy, as currently the priority is for plantations, as the government has no evidence on FMNR. Plantations are more lucrative so it needs a policy advocacy strategy that goes after key players without a vested interest. Technical support is needed to document model systems for FMNR.

For **Niger**, the country voted in favour of natural resources management. Years ago before FMNR was introduced, the policy was that farmers could not cut down trees and had no form of ownership. This policy was changed through some actors within the development sector e.g. NGOs together with the Ministry of Environment, due to degradation of land and depletion of natural resources. CARE has powerful savings groups in the country, for example, politicians come to the women in these groups during elections to rally their support otherwise they wouldn't get elected. This has ensured that many women from the rural areas are elected to leadership positions. There is need to involve these and other women in the implementation process.

Annex 7

How we will define the project to others

How are you going to explain to a colleague, supervisor, a friend, etc. what this program is and why is it something dramatically different?

Movement Theme

- Regreening movement for improved and sustainable livelihoods
- A movement of francophone and Anglophone countries to regreen 1 million ha
- It involves many actors in 8 countries for an African action to reach out to 500,000 households and 1 million ha of land
- A movement aimed at sustainable transforming livelihoods of the very poor farmer in Africa
- It's a movement we are starting thinking big; regreening Africa
- We are forming a movement to regreen Africa; farmers- investors- governance. Bottom-up approach
- It's not just a program, but a movement with commitments from all involved
- Movement
- Is more about a programme
- The project is developing a movement-radicalization
- It is a movement
- Catalysing a movement to scale up EVA to transform farmers, families, communities and livelihoods
- A movement by all and for all to change mind-sets towards our landscapes and farming practices in a way that integrates crop production, animal production and tree growing for prosperous and happier communities

Stakeholder Theme

- Lucrative value addition is considered for farmers to diversify income
- We have a lot of resources to integrate farming in Turkana
- Need for inter-county and inter-country relations pertaining to natural resources management.
- Multi-organisation
- Intends to draw attention of world leaders e.g. EU AND AU
- Eight Anglophone and Francophone countries have started a movement to regreen Africa
- Local to global links (AF100, UNFCCC, UNCCD, Land Neutrality, SDGs and several others), AFR100, UNCCD and global initiatives
- Targeting various actors (private sector, schools, faith based groups)
- This is more than a project, it is a movement involving communities, government, NGOS, research institutions through behavioural change
- Complex project with many stakeholders (EU, GIZ, NGOs, ICRAF, Government, Communities)

- Consortium of organizations that are often in competition that work together at regional level rather than country level
- Everybody is on board farmers, researchers, policy makers, extension, NGOS.
- Farming communities
- National governments
- NGOs
- Collaboration and Integration
- Many organizations and countries trying to tackle regreening
- Possibility of being part of a movement from the beginning
- Engaging a diversified and motivated groups of stakeholder from different countries

Restoration Theme

- Links land management to climate resilience
- It has a mission to save the planet, reverse land degradation
- Reversing land degradation using FMNR + tree planting is giving hope to Africa
- Reversing land degradation through re-generation of trees on farmlands (fruit, timber, medicinal, ornamental, sustainable, renewable, biomass, energy, honey production)
- Regreening
- Land restoration through evergreen agriculture (EVA)
- Reversing large scale land degradation
- Integration of knowledge bases i.e. private, NGOs, CBOs, researchers and farmers.
- Bringing back our trees.
- Stop burning bushes
- Conserve vegetation get more milk, money and food.
- "Trees with not boundaries"
- Restoration
- Natural Restoration
- Trees grow money
- Trees are a foundational basis for agricultural production resilience in the drylands
- Easy, cost effective and efficient
- Project born at a time when climate change is on the global agenda and farmers productivity is declining

Scale Theme

- Using the diversity of countries to learn from how to scale up
- The project is about transforming countries into green by scaling up FMNR/tree planting
- Massive Scaling of land restoration

- We building on previous successes to make this a dramatically big scale-up impact

Women and Youth Theme

- Need to make farming lucrative for youths
- Challenges of degradation will affect children more as they are the future
- Women are vulnerable in west Pokot hence result to charcoal burning for survival
- The Kenyan legal system allows farmers to occupy certain areas of the forest. The challenge is there is no clear system to mitigate or regulate over-exploitation

Other Themes

- Our aim is to triple our target from 4500 to 25000 to 13500ha and 7500 farmers
- Traditional healers and elders are consulted as they are highly respected in the community
- County government have improved their communication mechanism to reach many farmers
- Currently writing out funding proposals to scale out to Migori
- Participatory communication methods like drama have been used
- We will give our best with or without the project period

- High donor expectation
- Farmer owned at impact level
- Out of the box thinking
- It builds forestry value chains
- It is for present and future generations
- Cross pollination of ideas and being part of the network
- The synergy across country meaning we move faster and learn more
- A snowball effect we work faster and regreen faster
- A common problem in the whole of Africa
- Intensive, long inception workshop
- The donor was impressed about the potential of the practice, due to its scaling ability
- An example of research in development
- A community empowerment idea agreed by leaders to work with farmers for land greening and improved productivity and incomes, and making the physical environment more beautiful and friendly
- Measuring success

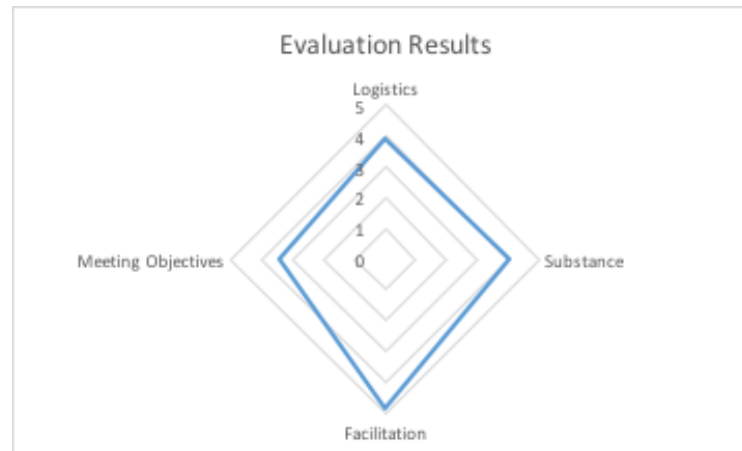
Budget Theme

- Success depends on leveraging thin budget
- We only have 60,000 Euro for 4 years, that is different
- Building on other projects is essentials

Annex 8

Workshop evaluation

Participants were asked to score the workshop based on logistics, substance, meeting objectives and facilitation. The results are below.



Some comments received:

- Good environment for a workshop
- Honesty in discussing difficult issues
- Probably did not land everything we set out to achieve but still got a very good result overall given the complexity

Annex 9

Inception period roadmap

Themes	October		November		December	
	What	Who	What	Who	What	Who
Finalising budgets	Share ICRAF activity budget by country	Chris / PMU	Action plans to National Advisory board	PMU		
	Communications budget	Patrick				
	MEL Budget	Karl				
	Value chain budget	Sammy				
Site Selection	Communicate with LDN Groups	Contacts for LDN group from ELD	Provide info on soils, land deg, veg cover, help refine implementation	LDD / GSL (Leigh / Tor)		
			Site Selection finalization (any evidence needs or clarification)	Country Focal Points / PMU		
Situational Analysis	Assessing Capacity needs and gaps (technical-AF WVA)	Sammy Carson, Alice Muller	Indicative Evidence and Policy Assessment	SHARED		
Monitoring, Evaluation and Learning	National Log Frame WG led by Lead NGO formed by mid-October	Lead NGO	Produce Guidelines on MEL strategy implementation	ICRAF with Lead NGOs, Regional Reps		
	TOR for Group under ME&L Group	MEL-ICRAF	Measuring Adoption WG established			
	Project Log Frame group finalized by end October		Country Specific Log Frame			
	Clarifying MEL strategies and approaches	MEL-ICRAF	Country Level MEL strategy			
	National TOC development guidance notes	MEL-ICRAF	Finalisation of Targets			
	Nominate and Appoint Country Level MEL team	Lead NGO				
	Revising Log frame	ICRAF-LeadNGOs				
Scaling Mechanisms	Principles for Scaling	Davis, Alice and Karl				
	Guidelines-Principles for Scaling	Countries to articulate				
	Articulation of scaling models by country					
	Scaling models at country level finalised					

Themes	October		November		December	
	What	Who	What	Who	What	Who
External Comms	Communications Liaisons Identified	Lead NGOs	Structured Comms Plan	Patrick / Susan	Logo and name finalization. Messaging for Inception Workshops	Patrick / Susan
Finalising plans	Detailed assessments of capacities and stakeholder engagement for value chains	Sammy	Joint country action plan finalisation	PMU	Submit plans and budgets to steering committee	PMU
	Output 3.3 to be readjusted				Contracts	PMU
	Guiding documentation on value chain					
	SHARED strategy	Constance, Mieke, Sabrina				
	Gender issues incorporated / gender strategy	Ana Maria				
	LDD	Leigh				
	Component integration - set up webinar series for 5 component leads to interact country by country	Chris to co-ordinate with component leads				
Committee Development	Suggestions by country for chair / members of national oversight committee. Country lead to suggest members, PMU to provide a template letter	Chris / PMU				
ELD Integration	Communications with countries	SHARED to keep track	Stakeholder mapping	Alignment with SHARED plan	Scoping missions Plans for kick-off workshops in 2018	SHARED to liaise to understand priorities and discuss alignment
Interacting with EU Delegations	Making National Governments Focal Points Meeting of 18 Oct-Ghana	Phylis, Leigh, Patrick				
PMU organisation	Contact organogram - detailing contact details of ICRAF country offices, country focal points and component leads	PMU			Inception phase report	PMU
	Governance structure drafted and finalised	PMU				

Themes	October		November		December	
	What	Who	What	Who	What	Who
PMU organisation	Communication and engagement plan / protocol for how to engage with EC Country delegations and engage national government focal points	PMU / Patrick				
Workshop Outputs	Workshop Report	Mieke-SHARED				
	Blog	Susan-Patrick				
	Workshop Presentations	SHARED				

Annex 10

Closing remarks by Dennis Garrity

There is a famous story from the year 1787 at the Convention of the States that had debated and worked painstakingly for a full four months that year to draw up a constitution for the birth of the United States of America. Benjamin Franklin, inventor, scientist and public policy guru, much admired during those tumultuous decades, was a participant at that Constitutional Convention, which was chaired by General George Washington. When the exhausted convention drew to a close and the document was finally ratified by all the representatives, it became clear that the fledgling nation had a future, Ben Franklin stood up and addressed Mr. Washington by saying:

'Every day during these many weeks that we have met here in this hall, I have looked up at the back of your chair and I have seen that image of the sun that was carved into it. And every day I wondered, is that a rising sun or is it a sinking sun? Are our dreams of a self-governing republic rising or are they sinking?'

Today, he said, we have answered that question. The sun is rising on our dreams for the future.

Well, I must admit, there were many days during the past year and a half when I myself wondered whether it was sunrise or sunset for this fragile effort that we have conceived, and have nurtured over the past year and a half – to launch a massive scaling-up effort to energize a process for evergreen agriculture practices to reach millions of African farmers. But today, like Ben Franklin, I can say to you that I am confident that together we have made the sun rise on this audacious idea, this audacious movement, and that it will soon reach those millions of farm families in the coming years - in your eight countries - and so far beyond.

You'll recall that our senior EU colleague, Bernard Crabbe, told us that he is now finding that agroforestry is coming up all over the international agenda as the gold star solution in so many spheres these days: To achieve climate resilience, to mitigate carbon emissions, to restore the land, and to improve rural livelihoods. But you'll also recall that he said he was also an agronomist who has known agroforestry for many years. And that he had been wondering why agroforestry has not seemed to reach its potential yet to be deployed at scale for these purposes. Indeed, a recent IPCC report actually declared that agroforestry is only practiced on only 65,000 hectares of land across the world. How ridiculous is that?

Well, that level of ignorance has changed now. Last year, in a worldwide analysis by Bob Zomer and other ICRAF colleagues that was published in Nature Climate Change, they showed that nearly half of all agricultural land in the world has over 10% tree cover. Now just think about for a moment! Half of all agricultural land has over 10% tree cover. Here in Kenya alone -

3/4 of all farmland now has over 10% tree cover. And tree cover is increasing in farmland at a pretty rapid clip. In Brazil tree cover on farmland increased by 14% in the past decade. In India and China and Indonesia tree cover on farmlands increased by over 7%. And, during the past decade, the annual global increase in tree carbon has been over 740 million tons of CO₂ equivalent. That is about 1/3 of the total amount of annual direct agricultural emissions.

Remember those numbers. And the next time that someone says that 'agroforestry - oh that's not so important', tell them gently but firmly: 'you off the beam, my friend.' It's actually huge and its growing by the day.

Here this week we have recognized that behavior change & ownership are so crucial to our success in the scaling-up process - not just at the local level, but at the national level too. We need to convey this especially our friends in the national governments - and we need to use the evidence to solicit their ownership for our program. Tell them about the evergreen HUBS - that can do training for people from all over the country - and invite those high-level government officials to come out to the field and see it for themselves. For what is it that convinces policymakers to change policy more effectively than anything else?

From my experience it is simple: Exposure to successful models that they can replicate and scale up.

Also, we are building the national movements to get all of society involved. Consider two key elements to do this:

1. Establish a Country Evergreening Network - as has been done so effectively in countries like Rwanda and Uganda, and is now coming up in Kenya. Could we have 8 functioning networks by the mid-term of our programme?
2. And how about capturing government ownership by working with them to establish their own targets for adoption at the national level, that then cascade these targets down to the subnational level, and right on down to village level.

Finally, you'll recall that Ravi Prabhu pointed out on Tuesday that I had paraphrased three American presidents in my opening remarks on the vision for this project. And you'll remember that he said he was afraid that I might even insert a quote from the current American president. Well, now that he put the idea into my head I took up the challenge - and I say to you:

Let's Make Agroforestry Great Again!

Shall we?

Annex 11

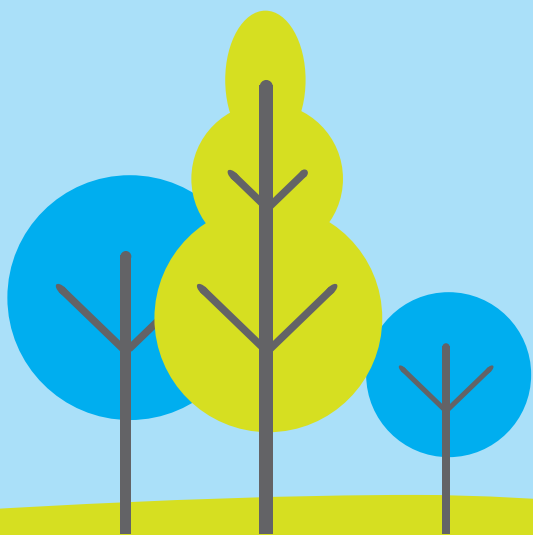
Inception workshop participants

A participant list with photographs of each individual is available [here](#).

Organisation	Name	Title
ELD/GIZ	Lara Beisiegel	Advisor Sector Project BoDeN / ELD-Initiative
ELD/GIZ	Mark Schauer	Coordinator, Economics of Land Degradation
ELD/GIZ	Silke Schwedes	Science and capacity development officer
ICRAF	Ravi Prabhu	Deputy Director General - Research
EVAP	Dennis Garrity	Distinguished Senior Research Fellow, Chair EVAP
ICRAF	Patrick Worms	Senior Science Policy Advisor
ICRAF	Constance Neely	Coordinator, SHARED Hub
ICRAF	Mieke Bourne	Facilitator, SHARED Hub
ICRAF	Sabrina Chesterman	Facilitator, SHARED Hub
ICRAF	Sid Mohan	Strategic Planning, Monitoring & Evaluation
ICRAF	Leigh Winowiecki	Soil Systems Scientist
ICRAF	Karl Hughes	Head, Monitoring, Evaluation and impact Assessment
ICRAF	Tor Vagen	Senior Scientist, Geoinformatics
ICRAF	Susan Onyango	Communications Specialist
ICRAF	Sammy Carsan	Associate Scientist
ICRAF	Anne Munene	Head, Contracts & Grants
ICRAF	Francis Mahia	Legal Officer
ICRAF	Ben Boxer	Director, Corporate services
ICRAF	Pauline Ahero	Finance Manager, Budgets, Reporting and Regions
ICRAF	Berine Ada	Senior Finance Officer, Mega projects
ICRAF	Jeanne Finestone	Head of Communications
ICRAF	James Daniel Okoth	GIS Specialist
ICRAF	Winnie Achieng	Admin Assistant
ICRAF	Joan Mativo	Program Administrative Officer
ICRAF	Stella Muasya	ODDG-R
ICRAF	May Gathigo	Communications Assistant
ICRAF	Erick Otieno	Research Assistant
ICRAF	Anne W. Mureithi	Volunteer - EVAP
ICRAF	Thomas Zschocke	Head of Knowledge Management Unit

Organisation	Name	Title
ICRAF East Africa region	Malesu Maimbo	Programme Coordinator-Water Management
ICRAF Kenya	Jonathan Muriuki	Kenya Country Representative
ICRAF Sahel region	Joachim Binam	Policy and Impact Scientist
ICRAF Ethiopia	Kiros Hadgu	Scientist/Ethiopia Country Representative
ICRAF Ethiopia	Niguse Hagazi	Researcher/National Agroforestry Projects Coordinator
ICRAF Mali	Antoine Kalinganire	Sahel Node Representative
ICRAF Rwanda	Athanase Mukuralinda	Senior Scientist/Rwanda Country Representative
ICRAF	Christopher Armitage	Interim EC-EVA Project Coordinator
World Vision Australia	Daniel Misson	Manager, Grant Acquisition
World Vision Australia	Silvio Dorati	Grants Manager, Program Management Department
World Vision Australia	Alice Muller	Natural Resources Advisor
World Vision Australia	Davis Wamawungo	WVA Grant Manager, EC-EVA Project
World Vision West Africa region	Magloire Nkouannessi	Regional Resource Acquisition and Manager, West Africa Regional Office
World Vision Ethiopia	Asfaw Mariame	Climate Change and Environmental Specialist
World Vision Ghana	Phyllis Muthoni	Resource Acquisition and Management (RAM) Manager
World Vision Ghana	Samuel Abasiba	FMNR Manager
World Vision Ghana	Leonard Yaganuma Napobong	Planning Monitoring and Evaluation Coordinator
World Vision Kenya	Lawrence Kiguro	Associate Director, Livelihoods and Resiliency
World Vision Kenya	Irene Ojuok	National Technical Specialist Environment and Climate Change
World Vision Kenya	Dr. Charles Okech Odhiambo	Project Manager
World Vision Kenya	Zipporah Karani	Communications Officer
World Vision Kenya	Ruth Lalang'	Grants Accountant
World Vision Niger	Idrissa Nahantchi	RAM Program Officer
World Vision Niger	Ibrahim Zaman Allah	Food Security Advisor [Resilience/Livelihoods]
World Vision Niger	Iro Issoufou	Ouallam ADP Team Leader
World Vision Rwanda	Emmanuel Niyongira	Resilience and Livelihoods Technical Program Manager
World Vision Rwanda	Alex Billy Mugayi	EVG Agriculture Project Manager
World Vision Rwanda	Elise Hategekimana	Grants Finance Manager
World Vision Senegal	Paul Emmanuel Diedhiou	Resource Acquisition and Management Program Officer

Organisation	Name	Title
World Vision Senegal	Come Ndour	Livelihood Advisor
World Vision Somalia	Charles Otieno	Ag.Operations Manager
World Vision Somaliland	Abraham Assefa	Food security and livelihood Manager
Global (Oxfam USA)	Gina Castillo	
Oxfam Mali	Soumaila Sogoba	Program Manager, Oxfam Mali
Oxfam Mali	Paul Claudel Ahouissoussi	Head of Programs/ Interim Country Director
Oxfam Mali	Bruno Togo	Funding Officer, Mali
CRS Global	Olaf Westermann	Senior Technical Advisor on Climate Change, Global
CRS Ethiopia	Brian Vandebogert	Business Development Specialist
CRS Ethiopia	Dadi Legesse	Agriculture Program Manager
CRS Ghana	Mawuli Apanka K. Asigbee	Program Manager, Agriculture
CRS EA Region- Kenya	Suganya Kimbrough	Regional Advisor for Business Development
Care Somalia	Abdikadir Abdisalan	Program Manager- NRM
Care Niger	Ben Mobrouk Abdelah	Agronomist, FNS Chief Program
Stockholm Environment Institute	Stacey Noel	Centre Director
UNDP	Anne Juepner	Coordinator - Global Policy Centre on Resilient Ecosystems and Desertification (GPC-Nairobi)
ICARDA	Richard Thomas	ELD Scientific Coordinator / Director, ICARDA Drylands Programme
Busara Center Kenya	Chaning Jang	CSO / VP Research Busara Center for Behavioral Economics
Busara Center Kenya	Nate Peterson	Engagement Director
Busara Center Kenya	Alice Escande	Associate
Busara Center Kenya	Ruth Canagarajah	Associate



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