

# Call for proposals 2020

## Promoting family farming in West Africa

Towards massive consumption of local products

*Deadline for the submission projects: Monday, 24 February 2020*

### Background

Faced with the rapid growth of towns and increasing demand from urban consumers, which change the town/country relationship, family farming already strengthens in many places the capacity of a country or a region to feed its urban populations through local production and the reinforcement of efficient short channels. The question to be raised is the one about its amplifying effect.

West African farmers and their organizations therefore have a four-fold challenge to take up with their partner associations: guarantee the availability of locally produced foodstuffs; ensure farmers an income on which they can live decently; respond to the requirements of sustainable management of natural resources; influence public policies at a national and international level.

### The program

The Fondation de France and the Comité Français pour la Solidarité Internationale (CSFI) joined forces in 2009 to launch a new program to reinforce family farming in West Africa: the Promotion de l'agriculture familiale en Afrique de l'Ouest (Pafao) program. This program is benefiting from a contribution from the Fondation JM.Bruneau (under the auspices of the Fondation de France) and the Agence française de développement (AFD, French Development

Agency). The Réseau des organisations paysannes et de producteurs d'Afrique de l'Ouest (Roppa) is a member of the monitoring and orientation committee. The dotation fund Seed Foundation and the Jafowa program take part to the capitalization side of the program.

The program supports (or has supported) more than 250 projects since 2009 on the basis of one annual call for proposals. It is built around 3 complementary pillars, which together form a progression:

- supporting innovations that allow local products to gain market shares (this is the purpose of the present call for proposals);
- capitalizing on these innovations in order to produce knowledge and references that can also be useful for other actors than the projects holders;
- supporting the construction of strategies for scaling up/out, in order to ensure that the successful initiatives will no longer remain on the fringes of the economical space.

Through the alliance with the Roppa (major actor in advocacy), and the fact that advocacy projects are eligible, the program also takes into account the necessity to influence the political and legislative environment so that it is more family farming friendly.

## Objectives

The general objective is to boost local initiatives to increase access to food through viable and sustainable family agriculture in West Africa, share their knowledge and experience on a wider scale and contribute to the documentation on the sustainability of this agricultural model. This documentation should help to challenge decision-makers to take these issues into account in public policies.

The specific objectives are:

- through concrete, innovative action, to improve and secure the production, processing, preservation and marketing of farm produce and to ensure that poor urban and rural consumers have access to it;
- to share among local, national and international actors the knowledge acquired from concrete action under this program, and to draw comprehensive lessons;
- to produce documents and sets of arguments useful to the actors monitoring family farming issues and addressing related political issues.

## What initiatives are being supported?

---

### Themes

The program supports projects which take into account **both** the following themes:

- **connecting family farming to urban and rural markets/promoting the consumption of local products:** how can local family farming supply domestic markets and feed the cities –big or medium ones– and rural settlements? How can it compete with imported products and regain a share of urban markets? How to boost the consumption of local products? How can the rural population live decently from family farming activities? How can producers, processors, merchants and consumers cooperate for mutual benefits?
- **developing methods of sustainable agriculture/sustainable food systems:** is it possible to meet the challenge “Feeding the towns, now and in 2050,

through family farming” by developing sustainable agriculture? How can family farming adapt to climate change? How can it contribute to preserving natural resources and biodiversity – whether in the phase of production, processing or marketing?

**Please note** that when we speak of “sustainable agriculture”, we mean “tending toward an agroecological ideal”. (Glyphosate and GMO-based agriculture cannot under any circumstances be considered as eligible, for example).

### Priority questions in 2020

As in 2019, the 2020 call for proposals exclusively targets innovations specific to the connection with mass markets. Accordingly, in 2020, only the projects addressing, in an innovative and precise way, one or several of the following priority questions will be selected: how to go beyond the niche markets? Whether through institutional purchases? Or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories? Or through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products?

### Actions

The program provides financial support for actions designed to enhance the consumption of local products and to give produce from sustainable family farms access to urban and rural markets.

This objective can be illustrated by such actions as:

- improvement and diversification of sustainable family farming production, its processing and marketing;
- strengthening family farming organizations committed to the approach proposed in the program;
- structuration and shared governance between the segments of the agri-food chains, concertation, conclusion of contracts, joint-trade organisation;

- awareness raising of consumers regarding defence and promotion of family farming and consumption of local products;
- steps to differentiate and promote local products (quality procedures, presentation, labeling and certifications, communication, marketing, etc.);
- capitalization on innovations bringing responses to the question: how to make sustainable family farming regain market shares?;
- advocating sustainable family farming to deciders in the political field;
- etc.

The program grant committee will pay special attention to the projects in West Africa:

- that take into account lessons learnt from (former or current) experiences realized on similar topics and/or on the same territory;
- that clearly explain their positioning in relation to other actors (eg. farmer organizations, national or foreign support organizations, local authorities, government departments, private sector actors, consumer associations, media, international organizations, donors, etc.) or that –if significant– work in conjunction with them.

**Important:**

- the program grant committee will take care to select only initiatives showing real capacity to innovate in responding to the challenge of feeding towns and rural settlements through sustainable family farming and of promoting the consumption of local products. In 2020, only those projects tackling the following questions will be eligible: how to go beyond the niche markets? Whether through institutional purchases or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories, or through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products. As a result, for example, a project aimed solely at strengthening agricultural production or a project that does not target a mass market or

institutional purchases or strong involvement of the consumers will not be selected;

- projects aimed mainly at purchasing equipment or inputs cannot be financed under this program.

## To whom is this call for proposals addressed?

To non-profit legal entities:

- West African farmers' organizations;
- “support NGOs” active in West Africa or in Europe (to the extent that they work with local partners);
- research and/or training organizations.

**Important:** this call for proposals is reserved for proposals of partnership actions, formalized between African and European (EU) organization(s). The applicant organization can be West African or European (EU).

## Selection criteria

After verifying that the project responds well to the 2020 priority issues, the selection committee will make a selection according to the following criteria:

- admissibility of the dossier from an administrative point of view: complete dossier, correctly filled in and with the accompanying documents as requested, files correctly named and in the requested format, amount of the grant and duration of the project, no error in the budgets, etc.;
- eligibility of applicants, partners and projects;
- relevance of the innovation(s) put in place by the project and the extent to which they enable sustainable family farming production to have access to urban and rural markets and to enhance consumption of healthy local products;
- quality of the project: its impact on family farming and on access to food in towns, cities and rural settlements, preservation of natural resources and of biodiversity, adaptation to climate change, rural employment, governance, skill-based partnerships at local and international level, etc.;
- taking into account former experiences or experiences led by other actors on similar themes and/or on the same territory;

- feasibility: relevance of project's budget and action plan, coherence of the general objective, specific objectives, planned activities, expected results and the indicators of these same results, coherence between estimated budget and financial planning;
- criteria for inclusion of scaling-up and scaling-out (measures to ensure the continued benefits over the long run, capitalization, dissemination and valorization, replication of the innovations, advocacy, etc.).

### Support modalities

In order to encourage applicants to develop diversified partnerships, especially local ones, the Pafao program will not finance the whole project (maximum at 80%). The financing plans will mention the other solicited/acquired financial partners, as well as the self-financing part which is forecast.

Two kinds of initiatives will be supported:

- short-term projects (one-year duration), with a granted amount of 10,000€ to 15,000€;
- multi-year projects (3 years maximum), with a maximum amount of 50,000€ for the whole time period (3 years) and paid in annual tranches in light of the progress of the project.

The supported projects can already be under way, or be specific parts of wider projects, whether under way or new.

The financed actions must unfold after January 1st, 2020 and begin before December 31st, 2020.

### How to reply?

Please download the guidelines and the application file (Word and Excel files) on [fondationdefrance.org](http://fondationdefrance.org) (section "Trouver un financement") or [cfsi.asso.fr](http://cfsi.asso.fr) (section "Actualités").

The dossier, completed in French or English, is to be sent by email only, to the following address: [secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr) (a Word file, accompanied by the Excel file for the budgets, and the annexes requested). The documents may be sent in several emails, each not exceeding 8 Mo.

The limit date for reception of the dossier by email is Monday, 24 February 2020.

The admissibility and the eligibility of the applications will be examined by the program secretariat, put in place by CFSI. Eligible applications will then be examined by the program grant committee. Should you have any question left unanswered after having carefully read the guidelines, please send it by email only to: [secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr)

### Program managers:

**Karine Meaux**

Fondation de France  
40 avenue Hoche - 75008 Paris - France  
[fondationdefrance.org](http://fondationdefrance.org)

**Isabelle Duquesne**

Comité Français pour la Solidarité Internationale (CFSI)  
32 rue Le Peletier - 75009 Paris - France  
[cfsi.asso.fr](http://cfsi.asso.fr)

