

Call for proposals

“Promoting family farming in West Africa”

Pafao program 2022

**Program guidelines** **(Please read carefully and delete these 8 first pages on sending the document)**

**1. THE PAFAO 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: “Promoting family farming in West Africa” (*Promotion de l’agriculture familiale en Afrique de l’Ouest* – Pafao). 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 programme Joint action for West-Africa (Jafowa) takes part to the capitalization side of the program. The Réseau des organisations paysannes et de producteurs d’Afrique de l’Ouest (Roppa, Network of Farmers' and Agricultural Producers' Organizations of West Africa) is a member of the monitoring and orientation committee. The program supports (or has supported) more than 260 projects since 2009 on the basis of one annual “general” call for proposals and 4 "Coup de pouce" calls (in 2015, 2016, 2017 and 2020).

The general objective of the Pafao program is to:

* **Promote** local initiatives to strengthen access to healthy and quality food produced by viable and sustainable West African family farming and processed in the country or in the sub-region, while ensuring an equitable distribution of added value in the value chains **(this is the present call for proposals);**
* **Capitalize** (produce knowledge) to draw useful lessons beyond the projects, for the organizations and for the advocacy actors. The challenge is to contribute to the documentation of the sustainability of this agricultural and food model, which can be used by decision-makers to take these issues into account in public policies;
* **Support** the construction of strategies for change of scale so that successful initiatives do not remain marginal but occupy more economic space.

In a context of competition with imports, this means supporting "local consumption", understood as "the local and national consumption of the products of West African family farming".

By joining forces with Roppa (a major advocacy actor) and allowing the eligibility of advocacy projects, the program articulates a rather economic approach with projects carried out at the level of territories and sectors with an approach to influence the political and legislative environment at the national and regional level so that it is more favourable to sustainable family farming.

The specific objectives are: (i) through concrete, innovative action, to improve and secure the production, processing, preservation and marketing of farm produce and to ensure that poor urban consumers have access to it; (ii) to share among local, national and international actors the knowledge acquired from concrete action under this program, and to draw comprehensive lessons, (iii) produce documents and arguments useful to the actors who monitor policies and challenge policy-makers.

The first objective of the program provides financial support to local and family farming-based innovations that are able to meet, in a sustainable way, the growing demand of urban and rural food markets and to ensure a better and fair distribution of added value along the food supply chain.

Since its creation, the program supports projects which take into account BOTH the following themes:

* **strengthening the consumption of local quality products from sustainable family farming in rural and urban markets – mass markets and institutional** / **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 local family farming supply urban markets and feed towns? How can it compete with imported products and gain a share of urban markets? How to boost the consumption of local products as opposed to imported food? How can the rural population live decently from family farming activities? How can producers, processors, traders, and consumers organize themselves, individually and together, to improve responses to each other's needs?
* **developing methods of sustainable agriculture**: is it possible to meet the challenge “Feeding the towns and rural areas, 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? How to guarantee the diversification of production as well as the variety and nutritional quality of local products?

Please note that the Pafao programme selects projects that take into account the 3 dimensions of sustainable development, environmental, economic and social, particularly in an agro-ecological approach.

**2. CALL FOR PROPOSALS 2022**

**This 2022 call for proposals exclusively targets initiatives** that answer one (or more) of these 3 questions:

* How can the marketing of local products be remunerative for peasants and other actors in the value chain, beyond niche markets, and be a vector of quality food produced and processed in the country or sub-region?
* How can local products produced by family farmers gain sustainable access to institutional markets?
* How can West African consumers and their organizations become full-fledged actors in the massive consumption of healthy local products?

If your project does not answer at least one of these questions in a central and specific way, it will not be selected.

**2.1. Eligibility of applicants and partners**

#### 2.1.1 Eligibility of applicants (organizations presenting the grant application)

Concerning applicants, the call is open to:

* non-profit legal entities such as: West African farmers’ organizations, West African NGOs, “support NGOs” active in West Africa or in European Union (to the extent that they work with local partners), research and/or training organizations. Cooperatives are also eligible. Public institutions other than those mentioned above, as well as local authorities, are not eligible as “applicants”;
* organizations registered for more than one year;
* organizations who have previously conducted action projects in the area of agriculture and food;

#### 2.1.2. Eligibility of partners

* Concerning partners, the call is open to non-profit legal entities such as farmers’ organizations, West African NGOs, **“**support NGOs” active in West Africa or in European Union (to the extent that they work with local partners), research and/or training organizations. Cooperatives are also eligible as main partners.
* Local authorities play a fundamental role in food systems. This is why they can be main partners, provided that their role is central in the project and well explained;
* Public institutions, other than those mentioned above, are not eligible as main partners but can be part of the “other partners” of the project;
* The partners take part in defining and/or implementing the project;
* Partners of European (EU) organizations play a leading role in putting the proposed project in place (their role is not simply that of intermediaries).
* Final beneficiaries of the action cannot be partners.

# **2.2. Eligibility of projects**

1. The project must address at least one of the 3 questions of the 2022 call for proposals

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| **The 3 questions for the 2022 call for proposals**  **Only projects that demonstrate an effective contribution to the creation of remunerative, fair and sustainable economic circuits, not limited to niche markets,** will be selected in 2022 (see the 3 questions on page 2):  *The Pafao program has supported a large number of projects targeting niche markets. Indeed, it is logical to seek to capture these high-income markets because they improve the remuneration of farmers. This is where the financial capacity to pay for the entire value chain, from production to marketing, lies. Moreover, access to niche markets implies working on quality, the promotion of local products and know-how, geographical indications, etc. The knock-on effect can benefit mass markets. As such, strategies targeting niche markets remain perfectly legitimate. It is therefore not a matter of ignoring or dismissing niche markets, but of working to go further or beyond them, and obtaining a solid niche market can facilitate the development of access to other consumer markets...*  *For local quality products to feed cities and rural areas, which is the goal of the program, it is necessary to address the creation of fair and sustainable chains in domestic markets. Therefore,* ***the 2022 call is reserved for projects that effectively contribute to the consumption of quality local products by all.***  *Projects are expected to demonstrate a real capacity to pose the problem in a precise and systemic way, but also to anticipate trends and risks. For example, if the innovation is aimed at institutional purchases, does the project anticipate the risk that the latter will drain the production volumes that used to cover the needs of local urban and rural markets? In the absence of questions of this type, the project may not ultimately result in improved coverage of needs.* |

1. Within received projects that address one or several of the questions of the 2022 call for proposals, the Program’s Committee will pay special attention to the projects:

* that take into account lessons learnt from (former or current) experiences realized on similar topics and/or on the same territory;
* which positioning in relation to other actors (for example: farmers organisations, local or foreign development organisations, local authorities, state services, private sector actors, consumers organisations, media, international organisations, donors etc.) – is explained or – when applicable - work in conjunction with them.
* Projects are to be designed and implemented in a participative manner with the stakeholders concerned. This comes from a cooperative approach leading to reciprocity in actions and experience gained (a project built and steered by the group, sharing responsibilities and common values, etc.)

1. The Program’s Committee will only select initiatives that demonstrate a real capacity for innovation, change or replication of successful experiences to meet the challenge of promoting local consumption and strengthening the place of products from sustainable family farming in urban and rural markets. Consequently, **a project that only aims at strengthening agricultural production will not be selected.**

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 markets. This objective can be illustrated by such actions as, for example:

* improvement and diversification of sustainable family farming production, its processing and marketing; a diversified offer of healthy and nutritious food;
* strengthening of farmers' organisations involved in initiatives to improve access to domestic markets for local sustainable products, allowing better remuneration for producers and a better distribution of added value, in relation to the other actors in the value chain;
* structuration and shared governance between the segments of the agri-food chains, concertation, conclusion of contracts, joint-trade organisation; multi-actor governance of food systems; support for local and regional authorities to set up territorial food plans;
* dynamics aiming at differentiating local products (quality control processes, product presentation, labelling and certifications, communication, marketing…)
* awareness raising of consumers regarding defense and promotion of family farming and consumption of local products, by adapting the tools to the type of consumers targeted (for example, the organization of awareness campaigns, film projection sessions followed by debate, the production or translation into regional languages ​​of awareness-raising materials, whether documents or videos, etc.);
* capitalization on initiatives bringing responses to the question: how can sustainable family farming regain market shares?;
* advocating to political decision-makers, particularly at the national level, in favour of the consumption of local products, whether raw or processed, from sustainable family agriculture;
* etc.

1. The call for projects is reserved for projects carried out in partnership by at least two non-profit organizations, one European (necessarily an EU member state) and the other West African. If the applicant is a West African organization, then the main partner must be European. Conversely, if the project leader is a European organization, then the main partner must be West African. The partnership must be formalised and have existed prior to the project for which the grant is requested. *NB: the objective of such a partnership is to share between European (EU) and African organizations the challenges of promoting family agriculture. This therefore involves the need to define the project together, as well as the role and contribution of each partner.* Other organizations may be involved as "other partners.
2. The projects presented can be annual or multi-year (maximum 3 years).
3. The projects must take place in a West African country (Benin, Burkina Faso, Cap Verde, Ivory Coast, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo).
4. Two kinds of initiatives will be supported:

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

# **2.3. Eligibility of resources and expenditure**

#### 2.3.1 Resources

Applicants and their partners must provide at least 20% of resources for the project. Contributions in kind/valuations (voluntary work, supplies of equipment donations such as premises, equipment, services, etc.), are not accepted as eligible resources.

The fund’s contribution is 10,000 euros minimum. The contribution will not exceed 15,000 euros per year, or a maximum of 50,000 euros in the case of a three-year project. For instance, for a 28-month project, the maximum grant amount that can be requested is €35,000. For multi-year projects, the distribution of funds per year is free and depends on the life of the project.

#### 2.3.2 Expenditure

* Projects must start on 31 December 2022 at the latest. They may have begun before submission of the grant application file, but only expenses incurred after 1 January 2022 can be funded by the program and presented in the budget joined to the application form.
* expenses stated in accounts, with justifying documents: receipts, bills, etc.
* purchase costs of equipment, consumables, office supplies and services, travelling and living expenses per diem for the personnel
* costs of personnel working on the project
* administrative costs of the organization leading the project and its main partner.

ATTENTION: the loans that the applicant would grant to beneficiary organizations are not considered as expenses to the extent that a loan is to be refunded later. On the other hand, an endowment to a revolving fund, which the applicant will not recover afterwards, is an eligible expense.

**Important**

Projects aimed mainly at purchasing equipment or subsidizing inputs cannot be financed by this fund. Therefore, equipment and supplies expenses should not exceed 40% of the total project budget.

**3. HOW TO RESPOND TO THE CALL FOR PROPOSALS?**

# **3.1. Submitting an application**

#### 3.1.1 Grant Application file

Applications must be submitted using the model form (please see below). The form must be typed in Word. Handwritten applications will not be accepted. The application may be in French or English.

The form used for the grant application file comprises a maximum of 24 pages. Please do not delete any section and use a page layout which saves paper.

#### 3.1.2. Annexes

The following supporting documents are to be annexed to the application form (Word file, see model supplied on page 9 and following). These documents are to be sent by electronic mail, in several batches if necessary, each **not exceeding 8 Mo**.

1. The Excel file (see model supplied) comprising:
   * the provisional 2022 budget of the organisation taking into account the **2022 portion** of the grant applied for (sheet 1);
   * the budget for the project (sheet 2 or sheet 3 according whether you choose to fill the table in local currency –with automatic change in euro- or directly in euro);
2. the letter of commitment from the main partner in the project;
3. if applicable, scan of the letter of commitment from each of the “other partners”;
4. information sheet with data of the applicant;
5. scan of the signed articles (statutes) of the applicant;
6. a scan of the publication in an official journal or the declaration at the local police prefecture or any other document bringing evidence of the legal existence of the structure;
7. scan of the most recent balance sheet of the applicant organization;
8. scan of the most recent operating statement of the applicant organization;
9. scan of the most recent activities report of the applicant organization;
10. scan of the detailed minutes of the most recent Annual General Meeting of the applicant organization;
11. scan of the original applicant’s bank account details (including IBAN and SWIFT code).

#### 3.1.3. Letter of commitment from the main partner

Applicants are reminded that they must present partnership-based projects bringing together at least one West African and one European organization. This partnership must be a formal one and pre-date the project for which the grant is requested.

A letter of commitment from the main partner is required. This letter may be scanned and sent in pdf, or as a copy of an email to the applicant.

This letter is a commitment by both partners (applicant and partner) to Fondation de France and CFSI to play an active role in the project for which they are applying for a grant.

The letter from the principal partner must state:

* the title or object of the project for which the grant is requested;
* the project location;
* the date when the partnership with the applicant began;
* the partner’s involvement in the project: role of each partner in defining and implementing the project, in the financing plan of the project and the contribution of each partner;
* the date of the letter (or email);
* the identity and job title of the signatory (full name and function in the organization).

Protocol agreements on cooperation or equivalent documents are also accepted, on condition they make specific mention of the project in question.

#### 3.1.4. How and when to apply?

**IMPORTANT: do not send Zip files**

Completed grant application form, with its annexes, must reach us by **Tuesday, 22 February 2022**. Incomplete or late files will not be examined.

Applications are to be sent to [secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr), **by electronic mail only,** in several e-mails. (The total documents sent in one e-mail must not be more than 8 Mo.)

* **E-mail n°1** (Indicate as subject: “aap20 + the applicant’s acronym + the applicant’s country + mail n°1”)

1. Word file (according to format supplied) of the completed application form,
2. Excel file (according to format supplied) of the 2022 provisional budget, in euros, of the applicant organization, taking into account the **2022 portion** of the grant applied for, and of the budget for the project;
3. Scan of the letter of commitment from the main partner in the project.

* **Following e-mail(s)** (Indicate as subject: “aap22 + the applicant’s acronym + the applicant’s country + mail n°2 then n°3 then n°… according to the number of e-mails)

Send all the other annexes mentioned here above, in one or several emails (each e-mail must not be more than 8 Mo).

**Important**: The Word and Excel and PDF files should be named as follows (**see the examples below**):

1. grant application file (Word file): aap22-acronym-country

2. Budgets (Excel file): aap22-acronym-country

* aap22 is the code for the call for proposals (outline for “*Appel à projets*”/Call for proposals). This is common to all applications;
* the acronym (or the name if fewer than 12 characters) is that of the applicant organization;
* the country is that of the applicant’s headquarters.

3 & 4. letters of commitment from the partner(s): add the partner’s acronym after that of the applicant as follows: aap20-acronymApplicant-acronymPartner-countryApplicant

5. information sheet: aap22-acronym-info-country;

6. scan of the dated and signed statutes: aap22-acronym-statutes-country;

7. scan of the publication in an official journal: aap22-acronym-oj-country;

8. scan of the balance sheet: aap22-acronym-balance-country;

9. scan of the operating statement: aap22-acronym-os-country;

10. scan of the activities report: aap22-acronym-report-country;

11. scan of the minutes of the Annual General Meeting: aap22-acronym-agm-country;

12. scan of the bank account details: aap22-acronym-bank-country.

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| **Example 1** (note: the names are fictional):  The applicant is a Belgian organization for sustainable development, called Belgian Organization for Sustainable Development. Its acronym is BOSD. The main partner is an organization of the Ivory Coast called the Ivory Coast Federation for Family Farms, with the acronym ICFFF.   * The Word file for the grant application file will therefore be named: aap22-bosd-belgium * The Excel budget file will be named: aap22-bosd-belgium * The pdf file with the partnership letter will be named: aap22-bosd-icfff-belgium * The pdf file of the activities report will be named: aap22-bosd-report-belgium * Etc.   **Example 2** (Note: the names are fictional):  The applicant is an organization in the Gambia called the Gambia Organization for Family Farming. The acronym is GOFF. The main partner is a French organization called the French Organization for Family Farming, with the acronym FOFF.   * The Word file for the grant application file will therefore be named: aap22-goff-gambia * The Excel budget file will be named: aap22-goff-gambia * The pdf file with the partnership letter will be named: aap22-goff-foff-gambia * The information sheet will be named: aap20-goff-info-gambia * Etc. |

**Grant application files containing incorrectly named files will not be examined**

It is essential for the applicant organisation to have an e-mail address.

An acknowledgement of receipt will systematically be sent to applicants, at the latest 5 days after the closing date of the call for proposals. If you do not receive an acknowledgement of receipt, please contact us by e-mail at the following address: **secr.aea@cfsi.asso.fr**

**4. INSTRUCTION AND SELECTION PROCEDURE**

# **4.1. Instruction of the projects**

The admissibility and the eligibility of the applications will be examined by the program secretariat, organized by CFSI. Eligible applications will then be examined by the program Pafao grant committee which will make a selection according to the following criteria:

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| **Selection criteria**  The selection committee will make a decision based on 4 groups of criteria:  **Criteria regarding the admissibility of the grant application file from an administrative point of view**:   * complete grant application file, correctly filled in and with the accompanying documents as requested, files correctly named and in the requested format, eligible amount of the grant and duration of the project, no error in the budgets, etc. * eligibility of applicants, partners and projects.   **Criteria “strengthening the consumption of local quality products from sustainable family farming in rural and urban markets – mass market or institutional**  The submitted project answers at least one of the 3 questions of the 2022 call:   * How can the marketing of local products be remunerative for peasants and other actors in the value chain, beyond niche markets, and be a vector of quality food produced and processed in the country or sub-region? * How can local products from peasant family farming gain sustainable access to institutional markets? * How to make West African consumers and their organizations full-fledged actors in the massive consumption of healthy local products?   **The proposal will be analysed in terms of its potential innovative contribution to one of these 3 questions above.**  ***What do we call "innovation"?*** *An innovation can be defined as a factor that accelerates a dynamic of economic or social development, unblocks a frozen situation, strengthens human or social capacities... It is about solutions, new or already developed but in need of reinforcement, to bring adapted and sustainable answers to problems encountered in a specific context.*  *An innovation can be social, technical, educational, managerial, financial or of any other nature. It can be an object, a process, a method, a mode of organization, a legal form, etc. It is relative to a given territory.*  The core of the selection is therefore made according to:   * the relevance of the proposal to test or strengthen mechanisms that aim to enable products of sustainable family farming to access - while allowing a fair and equitable remuneration of the actors of the chains - to mass markets, urban and rural, or to institutional purchases or that aim to make consumers, and their organizations, full-fledged actors in the mass consumption of healthy local products; * the precision of the problem, with a systemic approach to the generalization of the consumption of local products or the access to institutional purchases or the work to involve the consumers * the relevance of the indicators for monitoring the effects on the consumption of local products from sustainable family farming in rural and urban consumer markets. Be careful not to confuse this with indicators of activity achievement. These are indicators that concretely measure the contribution to the conservation/conquest of market shares or to accessing institutional purchases or to involving consumers, while ensuring a fair remuneration for the entire value chain.   **Criteria regarding quality and cooperation**:   * the relevance of previous experiences on which the proposal is based, its relevance and impact on the management of natural resources; adaptation to climate change; maintenance of rural employment and creation of economic activities; participation of citizens in the governance of local food systems and of producers in the management of economic sectors; establishment of partnerships of competences, territorial and international, etc.; * the relevance of the various existing partnerships or those to be initiated, the capacity to animate partnerships with a common objective; * feasibility: adequacy and coherence of the budget and planning; coherence between the general objective, the specific objectives, the planned activities, the expected results and the indicators of these results, etc;   **Criteria for inclusion of scaling-up or scaling-out**:   * capitalizing on successes, failures or questions that arise during the project; * dissemination and valorisation of this capitalization; * actions aiming at replication of the innovations; * actions aiming at economic growth of the innovations; * advocacy or connection with advocacy actors who can influence policy or legislative environment. |

# **4.2. Selection decision**

A jury will meet in June 2022 to propose the amounts to be distributed. They will then inform the International Solidarity Committee of Fondation de France and the executive committee of CFSI, which will meet in July to make their final decision. Applicants will be informed of the decision by e-mail only (no replies will be given by telephone) before the end of July 2022.

Successful applicants will receive their grants in several instalments. The first instalment will be paid no later than October 2022 (but projects may start earlier). Please note this for the start date indicated for the project. The modalities will be specified in along with the approval letter.

**5. FOLLOW-UP: PROGRESS REPORTS, CONTROL AND COMMUNICATION**

Successful applicants undertake to submit technical and financial progress reports to the examining body in accordance with the schedule sent to successful applicants along with the grant acceptance notice. The report will contain qualitative and quantitative data about the project’s execution, as well as data about the beneficiaries of the grant and details of expenditure.

The grant must appear in the organization’s accounts, a copy of which will be requested.

The applicant and their partner(s) commit themselves to actively participate in the experience-sharing process put in place by Fondation de France and CFSI as part of this program (participation in meetings, seminars, sharing sessions, writing notes, articles, etc.).

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| This program is more than just a matter of financing. Special attention will be paid to how each project is executed, and how the experience gained from it is shared and communicated to the media and donors in such a way as to draw attention to and support for the cause of family farming as a way of combating hunger.  Fondation de France, Fondation JM.Bruneau, AFD and CFSI reserve the right to publish and disseminate any information that may contribute to achieving this goal.  They may also publish all information relative to the projects they finance under this call for projects in order to inform donors.  By accepting a grant from Fondation de France, Fondation JM.Bruneau, AFD and/or CFSI, the beneficiary organization agrees to provide any information relative to its project to persons authorised by Fondation de France, Fondation JM.Bruneau, AFD or CFSI for the purposes of assessment, audit or oversight. |

**Any question left unanswered after having carefully read the guidelines may be sent, by email only, to the following address:** [**secr.aea@cfsi.asso.fr**](mailto:secr.aea@cfsi.asso.fr)

**No answer by telephone!**

**Please delete the guidelines (these first 8 pages) when returning the grant application file.**

**N°** (will be attributed by CFSI)**:**



Call for proposals 2022

“Promoting family farming in West Africa”

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| A / Check list |

Before sending your project, please use the list below to check that your application is complete and correctly filled out. **If you cannot fulfill all the conditions and, thus, tick “YES” in all the boxes, then your file cannot be selected.**

|  | | To be completed by the applicant | |
| --- | --- | --- | --- |
| yes | no |
| The applicant organization is a non-profit legal entity | |  |  |
| The applicant is an organization registered for over one year | |  |  |
| The applicant organization has previously managed action programs in the field of agriculture and/or food systems | |  |  |
| The applicant is based in Europe or West Africa | |  |  |
| The project is managed in partnership between an African organization (applicant or main partner) and a European organization (applicant or main partner) | |  |  |
| The partnership is a formal one and predates the project | |  |  |
| The main partner’s letter of commitment contains the elements listed in the item 3.1.4 of the guidelines | |  |  |
| The main partner is a non-profit legal entity or a local authority | |  |  |
| The project takes place in a country in West Africa (Benin, Burkina Faso, Cap Verde, Ivory Coast, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo) | |  |  |
| The project responds to one or several of the questions of the call for proposals 2022: How to go beyond the niche markets? Whether through institutional purchases and/or through access to mass markets and/or through prominent involvement of the consumers. | |  |  |
| The project takes into account the environmental dimension in the different sectors of the value chain | |  |  |
| The financing requested is between 10,000 and 15,000 euros for one year (or a maximum of 50,000 euros for 3 years) | |  |  |
| The duration of the project is between 12 and 36 months | |  |  |
| The project starts on 31 December 2022 at the latest | |  |  |
| Expenses shown in the estimated project budget are incurred after 1 January 2022 | |  |  |
| Expenses are in accordance with the criteria of eligibility | |  |  |
| The funds contributed by the partners amount to 20% min of the project budget | |  |  |
| Resources are in accordance with the criteria of eligibility | |  |  |
| Acquisition of equipment or inputs is a minor part of the budget | |  |  |
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| E-mail n°1 contains: | 1. Word file (according to format supplied) of the completed form |  |  |
| 2. Excel file (according to format supplied) of the budget for the project and the 2021 provisional budget of the applicant organization, taking into account the 2022 portion of the grant applied for |  |  |
| 3. Scan of the letter of commitment from the main partner in the project |  |  |
| Following e-mail(s) contain(s) | 4. if applicable, scan of the letter(s) of commitment from the other partner(s) in the project |  |  |
| 5. information sheet |  |  |
| 6. scan of the dated and signed statutes |  |  |
| 7. scan of the publication in an official journal |  |  |
| 8. scan of the most recent balance sheet |  |  |
| 9. scan of the most recent operating statement |  |  |
| 10. scan of the most recent activities report |  |  |
| 11. scan of the minutes of the most recent Annual General Meeting |  |  |
| 12. scan of the official bank account details (including IBAN and SWIFT code) |  |  |
| Each e-mail is less than 8 Mo | |  |  |
| Each e-mail indicates as subject: “aap22 + the applicant’s acronym + the applicant’s country + e-mail n°1” (or 2 or 3… according to the number of e-mails) | |  |  |
| The application file is complete and filled in accordance with the guidelines and the provided form | |  |  |
| The 8 first pages (the guidelines) have been suppressed | |  |  |
| The Excel budget presentation file is completed in coherent fashion | |  |  |
| Files are correctly named as shown opposite: | aap22-acronymApplicant-countryApplicant  (Word file for the application form) |  |  |
| aap22-acronymApplicant-countryApplicant  (Excel file for the budgets) |  |  |
| aap22-acronymApplicant-acronymPartner-countryApplicant  (PDF file(s) for the letter(s) of commitment) |  |  |
| aap22-acronymApplicant-info-countryApplicant  (Word file for the information sheet) |  |  |
| aap22-acronymApplicant-statutes-countryApplicant  (PDF file for the dated and signed statutes) |  |  |
| aap22-acronymApplicant-oj-countryApplicant (PDF file for the publication in an official journal) |  |  |
| aap22-acronymApplicant-balance-countryApplicant  (file for the balance sheet) |  |  |
| aap22-acronymApplicant-os-countryApplicant  (file for the operating statement) |  |  |
| aap22-acronymApplicant-report-countryApplicant  (file for the activities report) |  |  |
| aap22-acronymApplicant-agm-countryApplicant  (file for the minutes of the Annual General Meeting) |  |  |
| aap22-acronymApplicant-bank-countryApplicant  (PDF file for the bank account details) |  |  |

**N°** (will be attributed by CFSI)**:**



Call for proposals 2022

“Promoting family farming in West Africa”

|  |
| --- |
| B/ Grant application form |

**1. Summarized elements of the project**

# **Applicant organization**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name:** |  | | |
| **Acronym:** |  | **Country:** |  |

# **Main partner**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name:** |  | | |
| **Acronym:** |  | **Country:** |  |

# **Project**

|  |  |  |  |
| --- | --- | --- | --- |
| Country of action: |  | | |
| Localisation: |  | GPS coordinates (if available): |  |
| **Title:** | ***(NOTICE: maximum 1 line or 80 characters including spaces)*** | | |
|  | | | |

# **What question(s) does your project intend to answer?**

|  |
| --- |
| How can the marketing of local products be remunerative for peasants and other actors in the value chains, beyond niche markets, and be a vector of quality food produced and processed in the country or sub-region?  How can local products from peasant family farming gain sustainable access to institutional markets?  How can West African consumers, and their organizations, be made full-fledged actors in the massive consumption of healthy local products? |

|  |  |
| --- | --- |
| Budget | Amount (in euros) |
|
| Total amount of project |  |
| Total amount of grant requested |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Total duration of the project (in number of months)\* |  | | Starting date\* |  | | Ending date\* |  |   *\* Check the coherence between duration and starting/ending date* |
|
|
|

|  |
| --- |
| Has this project (or a similar version) already been submitted to a previous Pafao call? |
| -Year: … Amount of grant requested: … Amount of subsidy granted (if project was selected): …  -Year: … Amount of grant requested: … Amount of subsidy granted (if project was selected): … |

|  |
| --- |
| If your project is inscribed within a wider initiative or if it is the continuation of a previous project, please indicate **the title** below (moreover, make sure to provide all relevant information in the “Background” section) (3 lines max) |
|  |

# **2. Project background** (max 1,5 page. You can remove the explanations written in grey)

**2.1. What question(s) or need(s), related to the 3 questions of the 2022 call for proposals, does your project intend to answer?**

***How was your project born? Who had the idea? Under what circumstances?*** *This part is very important for understanding your project. It should make the link between a specific problem situation and the suggested solutions described later in the dossier. It is not intended to describe the West African national context in a general way, but to highlight the key elements that will enable you to understand the relevance of your project,* ***in relation to one or several questions of the 2022 call for proposals.***

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**2.2. Is this project the continuation of a previous one?** *In this case, please carefully specify the achievements, the difficulties, the questionings, the lessons learnt, etc. that helped build the present project. If this previous project is a Pafao project, please indicate its reference.*

|  |
| --- |
|  |

**2.3. Do you take into account other experiences held by other organizations on similar themes or on the same territory? *What are the lessons you draw from these experiences?*** *The Committee is very sensitive to the consideration of this issue. In particular, it is interested to know your opinion (positive or negative) if the experiment in question comes from Pafao capitalisations.*

|  |
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**3. Detailed presentation of the project**

***Agro-pastoral sub-sector: please tick the concerned box or boxes***

|  |  |
| --- | --- |
| Short-cycle animal husbandry |  |
| Cattle breeding |  |
| Milk products |  |
| Fruits |  |
| Oil |  |
| Vegetable |  |
| Leguminous crops |  |
| Honey and other forest products |  |
| Multi-sector |  |
| Rice |  |
| Other cereals |  |
| Tubers |  |

# **3.1. “How to strengthen the consumption of local quality products from sustainable family farming in rural and urban markets – mass markets and institutional?”** (2,5 pages excluding explanations/headings written in grey which can be removed)

***Which solution(s)/answer(s) put in place by the project would you like to emphasize in order to address these challenges?******What are the questions you have about this issue? What do you plan to experiment? For what purpose? Etc.*** *We are not asking here to present a general discussion on "feeding the towns" or to summarize your project or to repeat what you already said in point 2 (background), but to explain specifically the innovation(s), meaning your response mechanisms.*

*The Program’s Committee will give priority to the clarity and precision of this presentation, as well as to the relevance and feasibility of the innovation(s) that address one or several of the following questions:* ***How can the marketing of local products be remunerative for farmers and other actors in the sector, beyond niche markets, and be a vector of quality food produced and processed in the country or the sub-region? │ How can local products gain sustainable access to institutional markets? │ How can West African consumers and their organizations become full-fledged actors in the mass consumption of healthy and nutritious local products?***

|  |
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## **3.2. Who is the target population? How was it identified or selected?** (1/4 page max)

*It is recalled that the 2022 call aims at strengthening the consumption of local quality products from sustainable family farming in rural and urban mass markets, which translates into a significant number of final consumers: this should be precisely documented.*

**How many people will benefit from this project?**

|  |  |
| --- | --- |
| Number of families who will benefit directly |  |
| The number of young people (15-20 years old) who will benefit |  |
| The number of women who will benefit (if applicable) |  |

**Focus on the different actors concerned by the project** *It is recalled that the 2022 call for projects aims to strengthen the consumption of local quality products from sustainable family farming in rural and urban mass markets and/or institutional markets and/or to involve consumers; it is therefore necessary to document precisely which priority targets have been identified.*

|  |  |
| --- | --- |
| Number of producers |  |
| Number of processors |  |
| Number of retailers |  |
| Number of consumers |  |
| If applicable, number of other actors concerned (detail which ones) |  |
|  |  |
|  |  |

## **3.3. What are the expected results?** Add lines if necessary

*It is recalled that the 2022 call aims to strengthen the consumption of local quality products from sustainable family farming in rural and urban mass markets (through reaching a significant number of consumers for low and middle income categories, or through accessing institutional purchases, or through involving consumers in a prominent fashion in order to enhance the consumption of local products). Expected results should reflect this.*

|  |  |
| --- | --- |
| Résult 1 (R1): |  |
| Résult 2 (R2): |  |
| Résult 3 (R3): |  |
| … |  |

## **3.4. What are the verifiable indicators?**

***How will you know or estimate whether your project has an effect on strengthening the consumption of sustainable family farming products in consumer markets?*** *That is to say: how are you going to estimate/measure whether local products that "go through" the solution(s) implemented in your project have better access to the market? Enable better remuneration and a better distribution of added value? Are they consumed by a larger number of consumers? Etc.*

***Give concrete indicators for measurement of results******(maximum 6)*** *linked to the specific objectives of the project. These indicators should tend to measure quantitative and qualitative changes. Indicators are signs that can be observed (presence or absence), measured (quantity, value, etc.) and compared because they are precise and based on numbers. They must be useful to assess whether the local products « passed through » the solution(s)/answer(s) put into place by your project have a better access to market? Do they provide a better income and a better distribution of the added-value? Are they available and appreciated by the consumers? Etc.*

*IMPORTANT: These indicators must measure the results but not the activities. They tend to measure what are the changes that the project contributed to. (For example: “number of trainings” is an indicator of activity but not of result). These indicators can measure economic changes (for example: % or value of increase in revenues/benefits/margin, % or value of increase in quantities sold on urban markets, etc.), social changes (for example: evolution of the number of actors involved in collective structuration or having changed their commercialization methods, etc.), legislative or political changes, etc. Please also indicate a reference value (value before the projects starts or national average…) so that it is possible to compare.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Title of the result** | **Title of the indicator** | **Reference value** (point of comparison such as national average, or value before the project, or other…) | **Expected value** at the end of the project |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## **3.5. What activities have been planned? How were they decided?** (2 pages max)

***Describe in detail the actions you will conduct to achieve results.*** *Please specify the applicant’s intended actions and those for each partner.*

**3.6. How do you intend to participate in the dynamics of capitalisation of the Pafao programme?**

*In other words, how can your experience contribute to the collective construction of knowledge on local consumption, the sharing of this knowledge and its valorisation, particularly towards advocacy to change the political and legislative environment? To find out more about the capitalisation component, see* [*here*](https://www.alimenterre.org/consommer-local-en-afrique-de-l-ouest-celles-et-ceux-qui-font) *(in French, but some items exist in English:* [*here*](https://www.alimenterre.org/impact-of-the-covid-19-crisis-on-food-security) *and* [*there*](https://www.alimenterre.org/system/files/inline-files/traduction-fighting-local-consumption-vf-compresse.pdf)*).*

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## **3.7. Taking into account a transition to sustainable food systems**

***If your project tackles this matter, explain how it contributes to the transition to sustainable food systems, in the framework of the 3 questions of the 2022 call****.* *How are the dimensions of sustainability (economic, social and environmental) taken into account (specify if applicable, at the level of production, processing, marketing, consumption, food governance...)?* (1/2 page maximum)

***The acceleration of climate change and environmental degradation is affecting the farming and food systems in a growing and unpredictable way. Are you facing this problem? If so, how does your project face it or anticipate it?*** (1/2 page maximum)

## **3.8. Taking into account gender approach**

***Explain how your project integrates the role of women, gender equality including access to resources, etc.*** *If this is relevant to the purpose of your project, you can, for example, provide some answers to the following questions faced by many organizations in the Pafao network: How does the project anticipate the risks of women being pushed out when an activity becomes profitable? Does it intend to equip itself to monitor the evolution of women's autonomy, their access to resources, their representation in the governance of the organizations, their income, etc.?* (1/2 page maximum)

## **3.9. The viability and sustainability of the project** (1 page max)

***How do you envisage the sustainability of the results?***

***In some projects, market access issues involve anticipating the profitability*** *of a structure or scheme that is intended to be financed on the market, thinking in terms of a business plan, setting a fair price, knowing the potential clientele, solving the problem of mobilizing working capital or investment capital, etc.*

***Is this the case for your project?***

***If so, can you specify the characteristics of the business model on which long-term viability is based?*** *Under what conditions? What are the chances that these conditions will be met? Does the development of such a business plan require skills that you (lead organization, or main partner, or other partner) have in-house? Or do you use specific human resources? Etc.*

## **3.10. The prospects for scaling up and scaling out**

***At this stage, have you already contemplated the future possibility to scaling up (e.g via economic growth, replication, support from public policy, …)?***

***If the long-term economic viability and / or scaling up involves the mobilization of capital or investors, how do you envision this?*** (1 page maximum)

## **3.11. Any further comments on your project?** (1/2 page maximum)

## **3.12. Project provisional budget**

***Use the Excel file (downloadable with the grant application form). Please complete sheet 2 or sheet 3 of the Excel file:***

* *Select sheet 2 if you wish to enter the expenses in local currency (the amount in euro will be calculated automatically in the provided columns according to the exchange rate you have chosen);*
* *Select sheet 3 if you wish to enter the expenses in euros.*

*Provide a list of expense and revenue items for the project only. You may change the headings. Include as many budget details as possible (you may add lines to the table if necessary) as well as any relevant explanations.*

***Please ensure that the amounts are consistent and check the totals (total expenditure = total revenue)! Expenses shown in the estimated project budget must incur after 1 January 2022.***

***Do you intend to realize a financial audit of the project?***

## **3.13. Any comments on the budget (optional)** (1/2 page maximum)

**4. Presentation of the organizations**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of applicant org.:** | | |  | | | | | | | | | | | | | | | |
| **Acronym:** | | |  | | | | **Country:** | | |  | | | | | | | | |
| Main activity (maxi. 2 lines): | | | | | | |  | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | | | | | | |
| PIN code: | |  | | | | City: | | |  | | | | | | Region: | |  | |
| Phone: | |  | | | | Fax: | | |  | | | | | | | | | |
| Email: | |  | | | | | | | Website: | | | | | |  | | | |
| Name of Chairperson: | | | |  | | | | | Name of Director | | | | | | |  | | |
| Date founded: | | | |  | | | | | Legal status: | | | | | | |  | | |
| Federation or organization to which attached: | | | |  | | | | | | | | | | | | | | |
| Employees (number): | | | |  | Volunteers (number): | | | | | | |  | Members (number): | | | | |  |
| Person in charge of the project: | | | | | | | |  | | | | | | | | | | |
| Position in the organization: | | | | | | | |  | | | | | | | | | | |
| Phone (office): |  | | | | | | | Mobile: | | |  | | | | | | | |
| Email: |  | | | | | | | | | | Skype: | | |  | | | | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of main partner:** | | |  | | | | | | | | | | | | | | | |
| **Acronym:** | | |  | | | | **Country:** | | |  | | | | | | | | |
| Main activity (maxi. 2 lines): | | | | | | |  | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | | | | | | |
| PIN code: | |  | | | | City: | | |  | | | | | | Region: | |  | |
| Phone: | |  | | | | Fax: | | |  | | | | | | | | | |
| Email: | |  | | | | | | | Website: | | | | | |  | | | |
| Name of Chairperson: | | | |  | | | | | Name of Director | | | | | | |  | | |
| Date founded: | | | |  | | | | | Legal status: | | | | | | |  | | |
| Federation or organization to which attached: | | | |  | | | | | | | | | | | | | | |
| Employees (number): | | | |  | Volunteers (number): | | | | | | |  | Members (number): | | | | |  |
| Person in charge of the project: | | | | | | | |  | | | | | | | | | | |
| Position in the organization: | | | | | | | |  | | | | | | | | | | |
| Phone (office): |  | | | | | | | Mobile: | | |  | | | | | | | |
| Email: |  | | | | | | | | | | Skype: | | |  | | | | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Other partner** (if necessary): | | |  | | | | | | | | | | | | | | |
| **Acronym:** | | |  | | | **Country:** | | |  | | | | | | | | |
| Main activity (maxi. 2 lines): | | | | | |  | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | | | | | |
| PIN code: | |  | | | City: | | |  | | | | | | Region: | |  | |
| Phone: | |  | | | Fax: | | |  | | | | | | | | | |
| Email: | |  | | | | | | Website: | | | | | |  | | | |
| Name of Chairperson: | | |  | | | | | Name of Director | | | | | | |  | | |
| Date founded: | | |  | | | | | Legal status: | | | | | | |  | | |
| Federation or organization to which attached: | | |  | | | | | | | | | | | | | | |
| Employees (number): | | |  | Volunteers (number): | | | | | | |  | Members (number): | | | | |  |
| Person in charge of the project: | | | | | | |  | | | | | | | | | | |
| Position in the organization: | | | | | | |  | | | | | | | | | | |
| Phone (office): |  | | | | | | Mobile: | | |  | | | | | | | |
| Email: |  | | | | | | | | | Skype: | | |  | | | | |

Copy and paste the table here above (’’other partner’’) as many times as necessary. If the project doesn’t involve an ’’other partner’’, please remove the table.

# **5. Role and added value of each partner** (max 1 page)

***5.1. Applicant:*** What is the applicant’s role and added value in the present project?

|  |
| --- |
|  |

***5.2. ’’Main partner’’:*** How did you meet this partner? How long ago? Have you already established a partnership? If so, since when? For what purpose? What is the main partner’s role and added value in the present project?

|  |
| --- |
|  |

***5.3. Does the project involve other partners than the ’’main partner’’? Are there other local or national actors involved in the project? Notably national platforms or other actors who can articulate the link between "local and global" and work towards the establishment of a national framework favourable to local consumption?*** *If yes, which ones? What is the role and added value of each one in the present project?*

|  |
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**6. The applicant organization** **(max 2 pages)** – Please fill this part **ONLY IF** your organization has never been funded by the Pafao program. If not applicable, remove this part 7

# ***6.1. Purpose of your organization***

|  |
| --- |
|  |

# ***6.2. Describe your general activities***

*Main principles of intervention; type and volume of activities, target communities, geographic scope, etc.*

|  |
| --- |
|  |

# ***6.3. Management of your organization***

*Roles and functions of volunteers and employees, with flow chart (if possible)*

|  |
| --- |
|  |

# **For organizations working as a network** **max 2 pages** (if not applicable, delete the lines)

# ***6.4. Short description of the network***

|  |  |
| --- | --- |
| Status: |  |
| Purpose, areas of intervention: |  |
| Date of creation: |  |
| Number of member organizations in 2017: |  |
| Governing body or bodies: |  |

### ***6.5. Members of the network*** *(add lines if necessary)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Acronym | Areas of intervention | Number of members | Location/Country |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# ***6.6. Network history***

*Explain how the network was formed, who was behind it and why it was established. Outline the major stages of its development since then.*

|  |
| --- |
|  |

# ***6.7. Composition of the network***

*Explain who may join the network and how.*

|  |
| --- |
|  |

# ***6.8. Activities of the network***

*Describe the network’s main activities over the past few years and detail the aims, target population, results and the advantage of the network for carrying out these activities.*

|  |
| --- |
|  |

**Summary of the file**

*Please enter the same data as entered in the form here-above. Check the consistency of amounts, dates, durations, etc.*

*Please maintain page layout*

**N° Pafao : ……**

|  |  |  |
| --- | --- | --- |
| Applicant: | | Country: |
| Main partner: | | Country: |
| Project title : | | |
| Amount of requested grant: € | Duration of the project: months | |
| Starting date: | Ending date: | |

**1. INFORMATIONS on the PROJEcT**

Localization:

What question(s) does your project intend to answer?

|  |
| --- |
| How can the marketing of local products be remunerative for peasants and other actors in the value chains, beyond niche markets, and be a vector of quality food produced and processed in the country or sub-region?  How can local products from peasant family farming gain sustainable access to institutional markets?  How can West African consumers, and their organizations, be made full-fledged actors in the massive consumption of healthy local products? |

Solutions/responses put into place in order to address this problem **(1 line max per solution)**:

* …
* …
* …

Objectives, results and activities **(IMPORTANT:** thank you to summarize, this table should not exceed ½ page):

|  |  |  |
| --- | --- | --- |
| Goal | Expected results | Activities (summarized) |
|  |  |  |

Beneficiaries:

|  |  |
| --- | --- |
| Number of families who will benefit directly |  |
| The number of young people who will benefit |  |
| The number of women who will benefit |  |

|  |  |
| --- | --- |
| Number of producers |  |
| Number of processors |  |
| Number of retailers |  |
| Number of consumers |  |
| If applicable, number of other actors concerned (detail which ones) |  |
|  |  |
|  |  |

1. **Expenses and resources of the project**

*Please enter the same data as entered in the Excel file of the project budget. Check the consistency of amounts and percentages.*

*Please maintain layout.*

|  |  |  |
| --- | --- | --- |
| **Expenses** | Amount in euros | Percentage of total budget |
| **Budget of the project** | € |  |
| *including human resources for the project* | *€* | *%* |
| *including travels required for the project* | *€* | *%* |
| *including equipment and supplies* | *€* | *%* |
| *including other expenses* | *€* | *%* |
| *including capitalisation* | *€* | *%* |
| *including administrative costs* | *€* | *%* |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Financing plan** | (tick the corresponding box) | | Amount in euros | Percentage of total budget |
| Donors | Requested | Raised |
| Requested Pafao grant (max 80% of the project) | X |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |