****

**Call for proposals 2025**

“Promoting family farming in West Africa”

**The Pafao program**

**Program guidelines** **(Please read these guidelines carefully and then delete the first nine pages of this document before sending it to us)**

**1. The Pafao program**

In 2009, the Fondation de France and the Comité Français pour la Solidarité Internationale (CSFI) joined forces to launch a new program with the aim of reinforcing family farming in West Africa. The program which is called “Promoting family farming in West Africa” (*Promotion de l’agriculture familiale en Afrique de l’Ouest* – Pafao) receives financial support from both the Fondation JM. Bruneau (under the auspices of the Fondation de France) and the Agence française de développement (AFD, French Development Agency). Additional important contributors are the Joint action for West-Africa (Jafowa)- program which takes part in the capitalization side of the Pafao program and The Réseau des organisations paysannes et de producteurs d’Afrique de l’Ouest (Roppa, Network of Farmers' and Agricultural Producers' Organizations of West Africa) which is a member of the monitoring and orientation committee. Since its origins in 2009, the Pafao-program has supported more than 350 initiatives (annual “general” call for proposals and 6 "Coup de pouce" calls).

The general objective of the Pafao program is to:

* **Promote** local initiatives strengthening the access to healthy and qualitative food produced by viable and sustainable West African family farms and processed in either the country itself or in adjacent regions, all while ensuring an equitable distribution of the added value, produced throughout the value chains **(this is the present call for proposals);**
* **Capitalize** (produce knowledge) by drawing useful lessons beyond the initiatives, serving both organizations and advocacy actors. The objective is to contribute to the already existing documentation on topics such as agriculture and food system-sustainability. Subsequently, the newly acquired knowledge can then be used by decision-makers when deciding upon public policies;
* **Support** the construction of **strategies for change of scale** so that successful initiatives do not remain marginal but occupy more economic space.

Set in a context where national productions are competing against global market prices, the Pafao program promotes "local consumption", understood as "the local and national consumption of the products of West African family farming"**[[1]](#footnote-1)**.

The program articulates an economic approach with initiatives carried out at territorial and value chain levels, aiming to influence the political and legislative environment on national and regional levels to promote the sustainability of family farming (notably via the alliance with Roppa and several advocacy initiatives).

The program provides financial support for local and farmer-led initiatives in West Africa to respond in a sustainable way to the growing demand of domestic markets, and to ensure a better distribution of added value. These initiatives meet two challenges:

* **Strengthen and/or maintain the availability of local quality products from sustainable family farming in rural and urban markets - for mass consumption**: How can sustainable family farming continue to supply domestic markets and better satisfy the most vulnerable populations, thereby increasing resilience in the event of a crisis? How can producers, processors, traders and consumers organize themselves to better respond to each other's needs and benefit from a better distribution of the added value? How can the income generated by family farming strengthen the resilience of actors in the sector in the event of a crisis?
* **Developing sustainable farming practices/sustainable food systems**: How can family farming adapt to climate change and prepare for future crises (e.g. war in Ukraine and rising input prices in 2022)? How can it contribute to the preservation of natural resources and biodiversity, whether in the production, processing or marketing phases? How can we guarantee the diversification of production and the variety and nutritional quality of local products?

Please note that:

* the Pafao program selects initiatives that consider the 3 dimensions of sustainable development (environmental, economic and social), in particular through an agro-ecological approach;
* each year, **around 10 to 15 initiatives are funded**. For the conclusions of Pafao’s call for projects in 2024, consult the following [link](https://www.cfsi.asso.fr/wp-content/uploads/2024/11/aap24-concl-pr-site-20241112-2.pdf).

**2. Call for proposals 2025**

The 2025 call for proposals targets initiatives that help to improve:

* the resilience of local food systems by supporting downstream sustainable local food chains to compete with imported products;
* the nutrition of the population, including the most vulnerable.

Accordingly, the initiatives are obliged to respond to the following prioritized question: **How can we increase the consumption of local, healthy, high-quality products from sustainable family farming while ensuring a fair income for farmers and others actors in the supply chain?**

**If your initiative does not provide a clear and concise response to this question, or if it focuses on production issues, it will not be taken into consideration.**

Initiatives must target one or both of these challenges:

* marketing local products consumed by as many people as possible, including vulnerable groups;
* marketing local products from the most isolated areas and/or those suffering from insecurity.

In addition, priority will be given to proposals based on one of the following two approaches:

* accessing major, formalized markets such as contracts with public institutions and businesses (school canteens, prisons, hospitals, hotels, supermarkets, etc.).
* targeting the role of West African consumers and their representative organizations in promoting local consumption.

**2.1 Eligibility of applicants and partners**

This call is only open to initiatives carried out in partnership by a minimum of two organizations, one West African and the other European (**must be an EU member state**). If the initiative leader is a West African organization, then the main partner must be European. Conversely, if the initiative leader is a European organization, then the main partner must be West African. **The partnership** between thetwo organizations **must be formalized and pre-existing to the initiative for which the grant is requested**. Other organizations may be involved as "other partners".

**2.1.1. Eligibility of applicants (organizations presenting the grant application)**

**The applicant must:**

* be a non-profit legal entity based in West Africa or Europe (EU), of the following type: farmers' organization, West African NGO, support NGO active in West Africa or Europe (European Union - EU) as long as it operates with local partners. Cooperatives are also eligible. Public institutions and local authorities are not eligible as applicants;
* have been registered for more than one year;
* have previously carried out actions in the agricultural and food sectors.

**2.1.2. Eligibility of partners**

**The partner must:**

* be a non-profit legal entity of the following type: farmers' organization, West African NGO, support NGO active in West Africa or Europe (EU) as long as it works with local partners, research and/or training organizations. Cooperatives are also eligible as main partners. Local authorities can be main partners, provided that their role is decisive and clearly explained in the grant application;

Please note that other public institutions are not eligible as "main partners", but can be included as "other partners" in the initiative.

* be linked to the applicant by a formal partnership which should have been initiated prior to the initiative for which the grant is requested;
* have participated in defining and implementing the initiative. Their role and added value must be clearly explained. The West African partners of European organizations play a key role in the design and implementation of the proposed initiative.

The CFSI, the Fondation de France or any other public funder may not have the status of main initiative partner.

**2.2 Eligibility of initiatives**

1. **Only initiatives that demonstrate an effective contribution to the promotion of local consumption (with a strong involvement of public authorities and/or consumers) and/or to the nutrition of the most vulnerable populations will be selected in 2025.**
2. The program's committee will prioritize initiatives that respond to the prioritized question of the call for proposals and:
* build on past initiatives while taking **into consideration lessons learned** by your or other organizations, working on similar topics or in the same territory;
* encourage **cooperation between several of the concerned territorial actors**;
* which are articulated with similar and/or complementary initiatives, and whose **positioning in relation to these other initiatives and other actors** (e.g. farmers' organizations, national platforms, national or foreign support organizations, local authorities, government services, private-sector actors, consumer associations, media, international organizations, donors, etc.) **is explicitly explained.**
1. The program's committee will only select initiatives that demonstrate a real **capacity for innovation, change or replication of successful experiences** to boost the consumption of quality local products from sustainable family farming. **Priority will be given to initiatives focusing on the downstream part of the value chain (processing, marketing). Initiatives in which the focus are given to capitalization and/or advocacy may also be selected.**
2. Initiatives can be annual or multi-year (maximum 3 years).
3. The minimum contribution from the Pafao Support Fund is 10,000 euros. The maximum amount that can be requested depends on the duration of the submitted initiative. The maximum contribution has been set to 20,000 euros for a 12-month initiative, 40,000 euros for a 24-month initiative or 60,000 euros for a 36-month initiative. In the case of multi-year initiatives, the distribution of funds per year is unrestricted and depends on the life of the initiative.

**2.3 Eligibility of resources and expenditure**

**2.3.1. Resources**

The applicants and their partners must contribute with at least 30% of the initiative's resources (implying that the Pafao grant cannot exceed 70% of the total resources). Contributions in kind/valuations (voluntary work, supplies of equipment donations such as premises, equipment, services, etc.), are not accepted as eligible resources.

**2.3.2Expenditure**

* The initiative must have started by the 31st of December 2025, at the latest. Although it is permitted for the initiative to have started before the submission of the application, solely expenditures incurred after January 1, 2025 will be covered by the Pafao fund (and have to be presented in the attached budget of the grant application).
* Expenses that give rise to a disbursement and can be accounted for and justified (by vouchers, invoices, etc.) such as:
	+ equipment purchases costs, consumables, supplies, services, staff travel and subsistence (*per diem*);
	+ staff costs assigned to the initiative;
	+ administrative expenses of applicant and main partner.

ATTENTION:

* a loan which is granted to beneficiary organizations and will be refunded on a later occasion is not considered as an expense and can therefore not be covered by the Pafao fund. On the other hand, an endowment to a revolving fund, which the applicant will not recover afterwards, is an eligible expense.
* initiatives with a main objective of purchasing equipment or subsidizing inputs cannot be financed by this fund. Therefore, equipment and supplies expenses should not exceed 40% of the total initiative budget.

**3. How to respond to the call for proposals?**

# The deadline for receipt of applications and annexes is **Thursday March the 6th, 2025** Incomplete applications or those received after this date will not be processed.

# **3.1. Applying**

**3.1.1 Grant Application file**

Applications must be submitted using the model form of the grant application file (see p. 9 and onwards). The form must be typed in Word. Handwritten applications will not be accepted. The application may be typed in French or English.

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

**3.1.2 Annexes**

The following supporting documents should be added to the application form. These documents should be sent by electronic mail. If necessary, you can send the documents through several emails as each email cannot **exceed 8 Mo**.

1. The Excel file (see the attached model) comprising:
	1. the provisional 2025 budget of the organisation considering the **2025 portion** of the grant applied for (sheet 1);
	2. the budget for the initiative (sheet 2 or sheet 3 according whether you chooses to fill the table in local currency –with automatic change in euro- or directly in euro);
2. a commitment form from the main partner;
3. if applicable, the commitment form for each of the initiative's "other partners";
4. a scan of the signed articles (statutes) of the applicant;
5. a copy of the publication in the Journal Officiel (OJ) or any other document attesting to the legal existence of the applicant structure, for countries where the concept of OJ is unknown;
6. a scan of the most recent balance sheet of the applicant organization;
7. a scan of the most recent operating statement of the applicant organization;
8. a scan of the most recent activities reports of the applicant organization;
9. a scan of the detailed minutes of the most recent Annual General Meeting of the applicant organization;
10. a scan of the original applicant’s bank account details (including IBAN and SWIFT code).

**3.1.3 Commitment form from the main partner**

Applicants must present a partnership involving at least one West African and one European organization. **This partnership must be formalized and pre-existing to the initiative for which the grant is requested.**

A commitment form from the main partner is required. The document to be completed can be downloaded with the grant application form.

This document should represent a commitment by both partners (applicant and main partner) to the Fondation de France and the CFSI to play an active role in the initiative for which the grant is requested.

Protocols agreements or equivalent are also accepted, **on condition that they specifically mention the initiative in question.**

**3.1.4 How to apply?**

**IMPORTANT: do not send Zip files**

# Applications are to be sent to [secr.aea@cfsi.asso.fr](file:///%5C%5CW19AD%5CCFSI%5Ccommun%5Cprogrammes%5Caea%5Caea-pafao%5C_pafao24%5C2024-aap%5Caap%5Csecr.aea%40cfsi.asso.fr), **on Thursday March 6, 2025 at the latest, by electronic mail only**, through several e-mails. (The total documents sent in one e-mail must **not be more than 8 Mo**.) Incomplete applications or those received after this date will not be processed.

* **E-mail n°1** (Indicate as subject: “aap25 + the applicant’s acronym + the applicant’s country + mail n°1”)
1. A word file (the model form) of the completed application form,
2. An excel file (the model form) of the 2025 provisional budget, in euros, of the applicant organization, considering the **2025 portion** of the grant applied for, and of the budget for the initiative;
3. A scan of the commitment form from the main partner.
* **Following e-mail(s)** (Indicate as subject: “aap25 + 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 additional documents mentioned here above, in one or several emails (each e-mail must not be larger 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): aap25-acronym-country

2. Budgets (Excel file): aap25-acronym-country

* aap25 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. for partner commitment forms, add the partner's acronym after the applicant's acronym as follows: aap25-acronymApplicant-acronymPartner-countryApplicant

5. Scan of the dated and signed statutes: aap25-acronym-statutes-country;

6. Scan of the publication in an official journal: aap25-acronym-oj-country;

7. Scan of the balance sheet: aap25-acronym-balance-country;

8. Scan of the operating statement: aap25-acronym-os-country;

9. Scan of the activities report: aap25-acronym-report-country;

10. Scan of the minutes of the Annual General Meeting: aap25-acronym-agm-country;

11. Scan of the bank account details: aap25-acronym-bank-country.

|  |
| --- |
| **Example 1** (note: the names are fictional):The applicant called Belgian Organization for Sustainable Development is a 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: aap25-bosd-belgium
* The Excel budget file will be named: aap25-bosd-belgium
* The pdf file with the partnership letter will be named: aap25-bosd-icfff-belgium
* The pdf file of the activities report will be named: aap25-bosd-report-belgium
* 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 6 working 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](file:///%5C%5CW19AD%5CCFSI%5Ccommun%5Cprogrammes%5Caea%5Caea-pafao%5C_pafao24%5C2024-aap%5Caap%5Csecr.aea%40cfsi.asso.fr)

**4. Instruction and selection procedure**

# **4.1. Instruction of initiatives**

**4.1.1. Administrative eligibility check**

During this first phase, the Program Secretariat will check that

* that the application is complete, correctly filled in and includes the required annexes (correctly named and in the required formats);
* that the Excel budget file does not contain any errors. Make sure that tab 1 of the file is correctly filled in.
* the eligibility of the applicant, the partners and the initiative.

**Grant applications that do not respect these conditions will not be processed.**

**4.1.2. Assessment of initiatives by the Pafao program grant committee**

 Eligible applications will then be evaluated by the PAFAO Program Grant Committee, whose role is to ensure that the proposals received target downstream agricultural sectors and respond to the priority question of the 2025 call. Applications will be evaluated according to the following criteria.

|  |
| --- |
| **Selection criteria****Answers to the priority question** The initiative submitted responds well to the priority question of the 2025 call: How can we increase the consumption of local, healthy, high-quality products from sustainable family farming while ensuring a fair income for farmers and others actors in the supply chain?The core of the selection process is therefore based on the precision of the problem and the relevance of the indicators for monitoring the effects on the consumption of local products from sustainable family farming within rural and urban consumer markets, and on income generation within the value chains, particularly for populations living in landlocked and/or insecure areas. In concrete terms, these indicators should measure the contribution to the preservation/conquest of formalized outlets or the capacity to involve consumers if your initiative targets these challenges.**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; the maintenance of rural employment and the creation of economic activities that increase the resilience of industry actors against crises; the participation of citizens in the governance of local food systems and that of producers in the management of economic sectors; the establishment of skill-based, territorial and international partnerships, etc. ...;
* articulating the initiative with complementary or similar initiatives in the same area;
* the continuity of initiatives already in existence or already supported under the Pafao program and in need of reinforcement and/or development of additional mechanisms;
* the relevance of the various partnerships already in place or to be set up, and the ability to lead partnerships towards a common goal;
* feasibility: adequacy and coherence of budget and planning; coherence between general objective, specific objectives, planned activities, expected results and indicators of these results, etc.;
* capitalizing on successes, failures or questions that arise during the course of the initiative;
* the dissemination and valorisation of this capitalization.

**Consider change of scale*** anticipation of the sustainability of the action with a view to its economic expansion (in the case of a system intended to be financed on the market);
* actions aimed at replicating tried-and-tested innovations;
* advocacy actions or links with advocacy actors who can influence the political or legislative environment.

**Address security risks**Particular attention will be paid to the consideration of security risks and the measures taken to address them in initiatives implemented in insecure areas. |

**4.2. Selection decision**

The jury will hold a meeting during summer 2025 to propose the amounts to be distributed through the Pafao Fund. The Fondation de France and the executive committee of CFSI will validate the final decisions.

Applicants will be informed of the decision by e-mail (no replies will be given by telephone) before the end of October 2025.

Successful applicants will receive their grants in several instalments. The first instalment will be paid no later than December (but initiatives 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**

The applicant agrees to send progress reports and photos to the program secretariat (provided by CFSI), in accordance with the procedures provided.

The grant must be recorded in the accounts of the applicant organization. A copy of the accounts will be requested.

The applicant and its partners agree to participate actively in the capitalization process carried out by the Fondation de France, CFSI and their partners as part of this program (participation in meetings, seminars, Internet discussion groups, sharing sessions, writing notes, articles, etc.).

|  |
| --- |
| The Pafao program is more than just a matter of financing. Special attention will be paid to how each initiative 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 initiatives 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 initiative 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 these guidelines may be sent, by email only, to the following address:** [**secr.aea@cfsi.asso.fr**](file:///%5C%5CW19AD%5CCFSI%5Ccommun%5Cprogrammes%5Caea%5Caea-pafao%5C_pafao24%5C2024-aap%5Caap%5Csecr.aea%40cfsi.asso.fr)* + - **No answer by telephone!**
 |

**Please delete the guidelines (these first 9 pages) before sending us the grant application file.**

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

****

**Call for proposals 2025**

**“Promoting family farming in West Africa”**

|  |
| --- |
| **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 Commitment Form completed |   |   |
| The main partner is a non-profit legal entity, a cooperative 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**[[2]](#footnote-2)**)  |   |   |
| The core of the initiative is designed to answer the priority question of the 2025 Call |   |   |
| The project considers the environmental dimension in the different sectors of the value chain |   |   |
| The financing requested is between 10,000 and 20,000 euros for one year (or a maximum of 60,000 euros for 3 years) |   |   |
| The duration of the project is between 12 and 23 months or 12 and 36 months |   |   |
| The project starts on 31 December 2025 at the latest |   |   |
| Expenses shown in the estimated project budget are incurred after 1 January 2025  |   |   |
| Expenses are in accordance with the criteria of eligibility |   |   |
| The funds contributed by the partners amount to 30% min of the project budget |   |   |
| Acquisition of equipment or inputs is a minor part of the budget (40% of total budget) |   |   |
|  |  |  |
|  |  |  |
| 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 2025 provisional budget of the applicant organization, considering the 2025 portion of the grant applied for |   |   |
| 3. PDF file of the main partner commitment form |  |  |
| Following e-mail(s) contain(s) | 4. if applicable, a PDF file of the commitment form for each of the ‘other partners. |   |   |
| 5. scan of the dated and signed statutes |   |   |
| 6. scan of the publication in an official journal |   |   |
| 7. scan of the most recent balance sheet |   |   |
| 8. scan of the most recent operating statement |   |   |
| 9. scan of the most recent activities report |   |   |
| 10. scan of the minutes of the most recent Annual General Meeting |   |   |
| 11. scan of the official bank account details, an official document issued by the bank and showing the IBAN and SWIFT codes |   |   |
| Each e-mail is less than 8 Mo |   |   |
| Each e-mail indicates as subject: “aap25 + 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: | aap25-acronymApplicant-countryApplicant (Word file for the application form) |   |   |
| aap25-acronymApplicant-countryApplicant (Excel file for the budgets) |   |   |
| aap25-acronymApplicant-acronymPartner-countryApplicant(PDF file(s) of the commitment form (s)) |   |   |
| aap25-acronymApplicant-statutes-countryApplicant(PDF file for the dated and signed statutes) |   |   |
| aap25-acronymApplicant-oj-countryApplicant (PDF file for the publication in an official journal) |   |   |
| aap25-acronymApplicant-balance-countryApplicant (file for the balance sheet) |   |   |
| aap25-acronymApplicant-os-countryApplicant (file for the operating statement) |   |   |
| aap25-acronymApplicant-report-countryApplicant (file for the activities report) |   |   |
| aap25-acronymApplicant-agm-countryApplicant (file for the minutes of the Annual General Meeting) |   |   |
| aap25-acronymApplicant-bank-countryApplicant (PDF file for the bank account details) |   |   |

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

**1. Summary of the initiative**

**1.1 Initiative information**

**Applicant organization**

|  |  |
| --- | --- |
| **Name:** |  |
| **Acronym:** |  | **Country:** |  |
| **Location of head office (city):** |  | **GPS data (if available):** |  |

**Main partner**

|  |  |
| --- | --- |
| **Name:** |  |
| **Location** |  | **GPS data (if available):** |  |
| **Acronym:** |  | **Country:** |  |

**Initiative**

|  |  |
| --- | --- |
| Country of action: |  |
| Location *(1-line maximum)*: |  | GPS coordinates (if available): |  |
| **Title:** | ***(NOTICE: maximum 1 line or 80 characters including spaces)*** |
|  |
| Budget | Amount (in euros) | Total duration of the initiative (in months) \* | months |
| Total initiative budget | € | Starting date\* | dd/mm/yyyy |
| Total grant requested | € | Ending date\* | dd/mm/yyyy |
| *\* Verify the coherence between duration and starting/ending date* |

*For the record, expenses are eligible as of January 1, 2025 and the initiative must start no later than December 2025. Consider that the 1st grant instalment will be paid no later than December 2025 (but the initiative may start before).*

**Reminder of the call's priority question:**

|  |
| --- |
| **How can we increase the consumption of local, healthy, high-quality products from sustainable family farming while ensuring a fair income for farmers and others actors in the supply chain?**Initiatives must target one or both of these challenges:* marketing local products consumed by as many people as possible, including vulnerable groups;
* marketing local products from the most isolated areas and/or those suffering from insecurity.
 |

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

|  |
| --- |
| * …
* …
* …
 |

**Objectives, results and activities** (½ page max)**:**

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

**1.2 Expenses and resources of the initiative**

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

***Please maintain the same layout.***

|  |  |  |
| --- | --- | --- |
| **Expenses** | Amount in euros | Percentage of the total budget  |
| **Budget of the initiative** | € |  |
| *costs related to the human resources for the initiative* | *€* | *%* |
| *costs related to travels required for the initiative* | *€* | *%* |
| *costs related to equipment and supplies* | *€* | *%* |
| *costs related to other expenses*  | *€* | *%* |
| *costs related to capitalization* | *€* | *%* |
| *costs related to administrative costs* | *€* | *%* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Financing plan** | State | Amount in euros | Percentage of the total budget  |
| Donors | Requested | Raised |
| Requested Pafao grant (max 70% of the initiative) | X |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |

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

**2. Context of the initiative** (You can delete the explanations written in grey)

***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 |  |
| Salt |  |
| Tubers |  |

**2.1. What need(s) does your initiative address?**

***What need(s) does your initiative address in relation to the priority question of the 2025 call for proposals?*** (1-page maximum)

***How did your initiative get started? What was the initial diagnosis?***

*The aim here is not to describe the national or West African context in general terms, but to highlight the key elements that will help us understand the pertinence of your* ***initiative in regards to the priority question of the 2025 call****.*

|  |
| --- |
|  |

**2.2. What answers/solutions do you have in order to strengthen the consumption of local quality products in rural and urban markets?** (1/2-page maximum)

**(You can delete the explanations written in gray).**

***What do you want to test through your initiative? For what purpose?*** *Please note that this is not a general presentation on local consumption, nor a repetition of what you said in point 2.1 (background), nor a summary of your initiative, but rather a specific explanation of your intervention scheme.* ***Explain how your scheme fits into a sustainable food system approach****. How are the dimensions of sustainability (economic, social and environmental) considered (specify, if applicable, at the production, processing, marketing, consumption and food governance levels, etc.)?*

*The program's committee will give priority attention to the clarity and precision of this presentation, as well as to the relevance and feasibility of the initiative presented in order to respond specifically to the priority question of the 2025 call for proposals (cf. p.10).*

|  |
| --- |
|  |

***If your initiative targets major, formalized markets such as contracts with public institutions and businesses (school canteens, prisons, hospitals, hotels, supermarkets, etc.). and/or the role of West African consumers and their representative organizations. explain how it targets one and/or other of these aspects*** (1/2-page maximum)

|  |
| --- |
|  |

**2.3 Is this initiative a continuity of one of your previous initiatives?** (1/2-page maximum)

*If so, please specify the achievements, difficulties, questions, lessons learnt, etc. that have served as the basis for your initiative.*

|  |
| --- |
|  |

**2.4. How is your initiative anchored in regards to the specific context and area in which it is implemented?**

***How do you consider the experiences of other actors working on the same issues or in the same area? What lessons or questions do you draw from them?*** (1/3-page maximum)

*The program's committee is very sensitive to this question. It is particularly interested in knowing your opinion (positive or negative) if the experiment in question is the result of* [*Pafao capitalization*](https://www.alimenterre.org/consommer-local-en-afrique-de-l-ouest-celles-et-ceux-qui-font)*.*

|  |
| --- |
|  |

***Besides the main partner or initiative applicant, are there any other local or national actors involved? In particular, national platforms or other actors who can articulate the link between "local and global" and work to set up a national environment supportive of local consumption? If so, which ones? What is the role and added value of each in the present initiative? (***1/3-page maximum)

|  |
| --- |
|  |

**2.5. What are the expected results in relation to the priority question of the 2025 call?***Please note that the 2025 call for proposals targets initiatives that contribute to improving the resilience of populations in the event of crises, by helping local sustainable supply chains to compete with imported products. The expected results must reflect this. If your initiative targets major, formalized markets (school canteens, prisons, hospitals, hotels, supermarkets, etc.) or seeks to strengthen the role of West African consumers in promoting local consumption, this should also be reflected in the results. Add rows to the table if necessary.*

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

**2.6. What are the verifiable indicators for measuring the achievement of these results?**

***How will you evaluate the effect of your initiative on increasing the consumption of local quality products from sustainable family farming?*** i.e*.: How will you evaluate whether local products that "pass through" the responses/solutions implemented in your initiative have better access to the market? Allow better remuneration and distribution of added value? Are consumed by a greater number of consumers? Etc.*

***Give concrete results indicators (maximum 6)*** *that show quantitative and qualitative changes. Indicators are signs that can be observed (existence or absence), measured (quantity, value...) and compared, because they are quantified and specified.*

*ATTENTION: these are not activity indicators, but result indicators. In other words, they seek to measure what the initiative is assisting to change. For example, "the number of carried out training courses " is not a result indicator, but an activity indicator. They can measure economic changes (% or value increase in revenues/margins/profits, or quantities sold on markets, ...), social changes (evolution in the number of actors organizing themselves in such and such a way, or changing their marketing methods, or ...), legislative or political changes, etc. Specify reference values (pre-initiative, or national average, etc.) for comparison purposes.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Result title** | **Selected indicator title** | **Reference value** (reference point such as national average, or pre-initiative value or other...) | **Expected value** at the end of the initiative |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**2.7. What activities have been planned? How were they decided?** (2-pages maximum)

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

**2.8. Who is the target population? How was it identified or selected?** (1/4-page maximum)

*We remind you that the 2025 call targets initiatives that help improve the resilience of local food systems by supporting sustainable local supply chains to compete with imports, while contributing to people's nutrition. It is therefore important to document precisely which priority targets have been identified.*

**How many people are involved in this initiative?**

|  |  |
| --- | --- |
|  | *Number*  |
| Families involved in the initiative |  |
| If applicable, involvement of young people (aged 15 to 30) |  |
| If applicable, women involved |  |

***Do you want to experiment with activities to promote equal opportunities and access to resources for men and women?***

*The capitalization carried out under the Pafao program has highlighted the difficulties faced by women working in the agri-food sector, particularly in terms of access to the factors of production (land and capital) or the risk of being excluded when the sectors in which they are traditionally in the majority become profitable and less arduous. If this is relevant to your initiative, you can explain the problem(s) identified and the approach that will be taken to address it. You can describe the tools that will be used to monitor changes in women's autonomy, access to resources, representation in the governance of organizations, income, etc.*(1/2-page maximum)

**Focus on the different actors involved in the initiative**

*We remind you that the 2025 call for proposals seeks to increase the mass consumption of healthy local products from sustainable family farming, which translates into a* ***significant number*** *of end consumers. Explain your calculation/estimate for each link.*

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

**2.9. Considering safety and environmental risks** (1/2-page maximum)

***Given the context of your intervention area, how do you plan to address potential crises related to climate change in your project? What measures are envisaged to prevent these risks?***

***If your initiative is taking place in an insecure area, what measures have been taken or are planned to address the security risk and to ensure that the actions implemented do not exacerbate existing vulnerabilities?***

**3. Prospects**

**3.1. How do you intend to participate in the dynamics of capitalization of the Pafao program?** *In other words, how can your experience contribute to the collective construction of knowledge on local consumption, the sharing of this knowledge and its valorization, particularly towards advocacy to change the political and legislative environment? To find out more about the capitalization 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)*).*

|  |
| --- |
|  |

**3.2. The viability and sustainability of the project** (1-page maximum)

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

|  |
| --- |
|  |

***In some initiatives, 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.*

***If your initiative has an economic vocation, can you specify the characteristics of the business model on which long-term viability is based?*** *Has a business plan been drawn up in-house? Or are you calling on specific human resources? Etc.*

## **3.3. The prospects for scaling up and scaling out (1/2-page maximum)**

*This question only concerns initiatives that work on a change of scale of an economic structure (by spin-off or growth) or on the influence of the political and legislative framework.*

***At this stage, have you already contemplated future possibilities of scaling up?***

***If the long-term economic viability and /or scaling up involves the mobilization of capital or investors, how do you envision this?*** (1/2-page maximum)

**3.4. Any further comments on your initiative?** (1/2-page maximum)

**4. Initiative budget forecast**

***Use the Excel file (to be downloaded with the grant application form). Please complete the 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.*

*Only provide a list of expense and revenue items for the initiative. 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 verify that the total amount of expenditure is correct (total expenditure = total revenue)!*

***The budget must show eligible expenses (from January 1, 2025), and eligible resources (note that valuations are not eligible).***

**4.1. Do you intend to produce a financial audit of the initiative? *If so, in what context? Is it at the request of a funder?***

***Any comments on the budget (optional)*** (1/2-page maximum)

**5. Presentation of the organizations**

|  |  |
| --- | --- |
| **Name of applicant org.:** |  |
| **Acronym:** |  | **Country:** |  |
| Organizational objective: |  |
| Field(s) of intervention: |  |
| Main activity *(max. 2 lines)*: |  |
| Annual budget (last financial year): |  |
| Address: |  |
| PIN code: |  | City: |  | Region: |  |
| Phone: |  | Fax: |  |
| Email: |  | Website: |  |
| Name of Chairperson: |  | Name of Director |  |
| Date of the organizations establishment: |  | Legal status: |  |
| Federation or organization to which it is attached: |  |
| Employees (number): |  | Volunteers (number): |  | Members (number): |  |
| Person in charge of the initiative: |  |
| Position in the organization: |  |
| Phone (office): |  | Mobile: |  |
| Email: |  | Skype: |  |

|  |  |
| --- | --- |
| **Name of main partner:** |  |
| **Acronym:** |  | **Country:** |  |
| Organizational objective |  |
| Main activity *(max. 2 lines)*: |  |
| Annual budget (last financial year) |  |
| Address: |  |
| PIN code: |  | City: |  | Region: |  |
| Phone: |  | Fax: |  |
| Email: |  | Website: |  |
| Name of Chairperson: |  | Name of Director |  |
| Date of the organizations establishment: |  | Legal status: |  |
| Federation or organization to which it is attached: |  |
| Employees (number): |  | Volunteers (number): |  | Members (number): |  |
| Person in charge of the initiative: |  |
| Position in the organization: |  |
| Phone (office): |  | Mobile: |  |
| Email: |  | Skype: |  |

|  |  |
| --- | --- |
| **Other partner** *(if necessary)*: |  |
| **Acronym:** |  | **Country:** |  |
| Organizational objective: |  |
| Main activity *(max. 2 lines)*: |  |
| Annual budget (last financial year): |  |
| Address: |  |
| PIN code: |  | City: |  | Region: |  |
| Phone: |  | Fax: |  |
| Email: |  | Website: |  |
| Name of Chairperson: |  | Name of Director |  |
| Date of the organizations establishment: |  | Legal status: |  |
| Federation or organization to which it is attached: |  |
| Employees (number): |  | Volunteers (number): |  | Members (number): |  |
| Person in charge of the initiative: |  |
| 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 initiative doesn’t involve an ’’other partner’’, please remove the table.

***5.1. Applicant:*** *What is the applicant’s role and added value in the present initiative?* (1/3-page maximum)

|  |
| --- |
|  |

***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 initiative?* (1/3-page maximum)

|  |
| --- |
|  |

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

***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 within a network** **2 pages maximum** (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: |
| Initiative title :  |
| Total grant requested: € | Duration of the initiative: months |
| Starting date:  | Ending date:  |

**1. INFORMATIONS on the Initiative**

Localization:

Solutions/responses implemented in response to the central question of the 2025 Call **(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:

|  |  |
| --- | --- |
| Families involved in the initiative |  |
| If applicable, involvement of young people (aged 15 to 30) |  |
| If applicable, women involved |  |

|  |  |
| --- | --- |
| 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 INITIATIVE**

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

*Please maintain layout.*

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Financing plan** | State | Amount in euros | Percentage of total budget  |
| Funder | Requested | Raised |
| Requested Pafao grant (max 70% of the initiative) | X |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |
|  |  |  | € | % |

1. <https://www.roppa-afrique.org/IMG/pdf/plan_strat_roppa.pdf> [↑](#footnote-ref-1)
2. Actions in Burkina Faso, Mali and Niger can only be supported by the A Fund. [↑](#footnote-ref-2)