



# Promoting family farming in West Africa

## Towards massive consumption of local products

**CALL FOR  
PROPOSALS  
2021**

**DEADLINE FOR  
THE SUBMISSION PROJECTS:  
TUESDAY, 23 FEBRUARY 2021**

### Background

In West Africa, in the face of rapid urban growth and increased demand from urban and rural consumers, food systems based on family farming are already strengthening in many places the capacity of a country or region to feed its populations through local production, processing, distribution, particularly through efficient short circuits. It is its amplifying effect which is to be supported. Thus, West African farmers' organizations and NGOs must, with their cooperation partners, take up a fourfold challenge: guarantee the availability of healthy, locally produced food; ensure a dignified income for farmers and other stakeholders in local food chains and systems; meet the requirements of sustainable management of natural resources; influence public policies at both national and international levels.

### The program

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

(AFD, French Development Agency). The Réseau des organisations paysannes et de producteurs d'Afrique de l'Ouest (Roppa) is a member of the monitoring and orientation committee. The Jafowa program takes part to the capitalization side of the program.

The program supports or has supported more than 270 initiatives since 2009 on the basis of a "general" call for projects and 4 "Coup de pouce" calls (in 2015, 2016, 2017 and 2020). It is built around 3 complementary pillars, which together form a progression:

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

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

## Objectives

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

In a context of competition with imports, this amounts to supporting “local consumption”, understood as “the local and national consumption of the products of West African family farming”.

The specific objectives are:

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

# What initiatives are being supported?

## Themes

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

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

family farming” by developing sustainable agriculture? How can family farming adapt to climate change? How can it contribute to preserving natural resources and biodiversity – whether in the phase of production, processing or marketing? How to guarantee the diversification of productions as well as the variety and nutritional quality of local products?

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

## Priority questions in 2021

The 2021 call for projects exclusively targets specific innovations that answer one or more of these 3 questions:

- How can the marketing of local products from family farming be profitable for farmers and other actors in the commodity chains, beyond niche markets, and enable the widespread consumption of food produced and processed in the country or sub-region (i.e. by a large number of consumers in the middle and poor or even very poor categories)?
- How can local products from family peasant agriculture gain sustainable access to institutional markets?
- How can West African consumers and their organizations become full-fledged actors in the massive consumption of healthy and nutritious local products?

## Actions

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

This objective can be illustrated by such actions as:

- improvement and diversification of sustainable family farming production, its processing and marketing; diversified offer of healthy and nutritious foods ;
- strengthening family farming organizations engaged in initiatives to improve access to domestic markets for sustainable local products, allowing better remuneration of 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 to local authorities for the implementation of territorial food plans;

- awareness raising of consumers regarding defence and promotion of family farming and consumption of local products;
- steps to differentiate and promote local products (quality procedures, presentation, labeling and certifications, communication, marketing, etc.);
- capitalization on innovations bringing responses to the question: “how make sustainable family farming regain market shares?”;
- advocacy with policy makers, particularly at the national level, in favor of the consumption of local products, raw or processed, from sustainable family farming;
- etc.

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

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

**Important:**

- the program grant committee will take care to select only initiatives showing real capacity to innovate in responding to the challenge of feeding towns and rural settlements through sustainable family farming and of promoting the generalization of local products consumption. As a result, for example, a project will not be selected if it is aimed solely at strengthening agricultural production or if it does not centrally address the generalization of the consumption of local products allowing a fair distribution of the added value between the actors of the sectors;
- projects aimed mainly at purchasing equipment or inputs cannot be financed under this program.

**To whom is this call for proposals addressed?**

To non-profit legal entities:

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

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

**Selection criteria**

After verifying that the project responds well to the 2021 priority issues, the selection committee will make a selection according to the following criteria:

- admissibility of the dossier from an administrative point of view: complete dossier, correctly filled in and with the accompanying documents as requested, files correctly named and in the requested format, amount of the grant and duration of the project, no error in the budgets, etc.;
- eligibility of applicants, partners and projects;
- relevance of the innovation(s) put in place by the project and the extent to which they enable sustainable family farming production to have access - while allowing fair and equitable remuneration of the actors in the commodity chains - to mass consumption markets, both urban and rural, or to institutional purchases or which aim to make consumers, and their organizations, full-fledged actors in the mass consumption of local products;
- quality of the project: its impact on family farming and on access to food in towns, cities and rural settlements, preservation of natural resources and of biodiversity, adaptation to climate change, rural employment, governance, skill-based partnerships at local and international level, etc.;
- taking into account former experiences or experiences led by other actors on similar themes and/ or on the same territory;
- feasibility: relevance of project’s budget and action plan, coherence of the general objective, specific objectives, planned activities, expected results and the indicators of these same results, coherence between estimated budget and financial planning;
- criteria for inclusion of scaling-up and scaling-out (measures to ensure the continued benefits over the long run, capitalization, dissemination and valorization, replication of the innovations, advocacy, etc.).

### Support modalities

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

Two kinds of initiatives will be supported:

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

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

The financed actions must unfold after January 1st, 2021 and begin before December 31st, 2021.

## How to reply?

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

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

The limit date for reception of the dossier by email is Tuesday, 23 February 2021.

The admissibility and the eligibility of the applications will be examined by the program secretariat, put in place by CFSI. Eligible applications will then be examined by the program grant committee. Should you have any question left unanswered after having carefully read the guidelines, please send it by email only to:

[secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr)

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