



Promoting family farming in West Africa

For increased domestic consumption of local quality products

**CALL FOR
PROPOSALS
2025**

**DEADLINE FOR
THE SUBMISSION PROJECTS:
THURSDAY, MARCH 6, 2025**

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

In 2009, the Fondation de France and the Comité Français pour la Solidarité Internationale (CFSI) 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).

Objectives

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».

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).

What initiatives are being supported?

Themes

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.

Priority question of the 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 other 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.

Actions

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.

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.

Important:

- 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.

- 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.

To whom is this call for proposals addressed?

To non-profit legal entities:

- West African farmers' organizations registered for more than one year;
- "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 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 the two organizations must be formalized and pre-existing to the initiative for which the grant is requested. Other organizations may be involved as «other partners».

Selection criteria

After verifying that the initiative answers at the priority question of the 2025 call, 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 initiative, no error in the budgets, etc;

- eligibility of applicants, partners and initiatives;

- precision of the problem and 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 of the initiative: its 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.;

- taking into account former experiences or experiences led by other actors on similar themes and/or on the same territory;

- feasibility: relevance of initiative 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.).

- consideration of security risks and measures taken to address them in initiatives implemented in insecure areas.

Support modalities

In order to encourage applicants to develop diversified partnerships, especially local ones, the Pafao program will not finance the whole initiative (maximum at 70%). 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 initiatives (one-year duration), with a granted amount of 10,000€ to 20,000€;
- multi-year initiatives (3 years maximum), with a maximum amount of 40 000€ for a two-year initiative and a maximum of 60,000€ for a three-year initiative (paid in annual tranches in light of the progress of the initiative). The supported initiatives can already be under way, or be specific parts of wider initiatives, whether under way or new.

The financed actions must unfold after January 1st, 2025, and begin before December 31st, 2025.

How to reply?

Please download the guidelines and the application file (Word and Excel files) on fondationdefrance.org (section “*Trouver un financement*”) or 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 (a Word file, accompanied by the Excel file for the budgets, and the annexes requested). The documents may be sent in several emails, each one not exceeding 8 Mo.

The limit date for reception of the dossier by email is Thursday, March 6, 2025.

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 questions left unanswered after having carefully read the guidelines, please send it by email only to: secr.aea@cfsi.asso.fr

Program managers:

Louise LAPORTE

Fondation de France
40 avenue Hoche - 75008 Paris - France
fondationdefrance.org

Chikomborero GONESE

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

