



Starting on an African farm

Winnie Mailu and Paul Stuart, Ripple Effect

- ❖ Developing a new strategy during the pandemic
- ❖ “Who are we? What do we want to see? What is the best way to achieve this?”
- ❖ Mission as our guiding star
- ❖ BUT, we had a big hurdle to grasp
- ❖ Send a Cow, a much loved name. “Emotionally rewarding, reassuring and familiar”



- ❖ We bring farmers together to **learn new skills** so they can improve their livelihoods and thrive.
- ❖ Soon, they can feed their families nutritious food, and by having a surplus to sell, can **invest in their farms, send their children to school and build sustainable agri-businesses.**
- ❖ Key to our impact is that our African programmes – designed and delivered in-country – encourage and enable farmers to **share their knowledge, skills and resources** with the wider community.



Africa at the centre - “Africa Forward”. 5 million lives

Step one: Strategic programme leadership moved to Africa; strong focus on strengthening leadership in country programmes

Rationale:

- ❖ Best way to deliver on our mission and ambition
- ❖ Right thing to do - localisation
- ❖ Best results – African-designed solutions, sustainable, appropriate
- ❖ Shifting landscape – funding decision-making and trends



- ❖ Not an easy route, many risks.
- ❖ What we have achieved – Africa Hub, new ways of working, partners, resourcing
- ❖ Humility ‘put yourself in their shoes’
- ❖ A journey



- ❖ What does Africa Forward **Together** mean? What is it not?
- ❖ What are the key risks/ your concerns?
- ❖ What principles and culture are needed for success? What is not helpful?



*“The knowledge has spread through my community: it is **difficult to differentiate between households that were supported by the project and those who were not** in self-help groups as we have all shared the knowledge.*”

“Even people pass here to ask how we do vegetable growing and what help us to have such good vegetables and we explain to them the best climate smart techniques we got from the training. “

*“I will be happy that I have personally used the knowledge to **empower others**”*

*“**Now I am a teacher** other community member are coming to learn from me and with my colleagues we organised training for other community members.”*



1. My Africa forward Experience - Personal starts with our tagline of “**Starts from an African farm**”

- ❖ Its sums up where our investments should be and for whom
- ❖ A sense of belonging, in Africa we depend on the farm for our entire livelihood
- ❖ Depicts the determination to achieve impact
- ❖ Each country ownership of the phrase e.g. It starts from a Rwanda Farm ,Kenya farm etc
- ❖ Provides a sense of uniqueness and purpose for me as an African staff



2. Leadership: Africa Forward Together

- ❖ Countries led by local country directors
- ❖ Organizational programme leads and Africa director
- ❖ Project leadership by local staff – drivers of change
- ❖ Strategy context alignment to local context
- ❖ The local programme staff work directly with the smallholder farmers
- ❖ We build and strengthen capacity of local partners



3. Empowerment

- ❖ Closer working relationship with diverse teams, provides sense of togetherness, coordination, consultative mindset
- ❖ Collaboration not competition – team spirit
- ❖ Appreciation and respect for the diversity of skills, expertise and culture
- ❖ Working with local partners e.g. ZRDF and building capacity



Africa forward to me is not static, it's a process that needs continuous nurturing and improvement.

