Agroecology Promotion Program (APP) SDC Cooperation

2024-2028
SDC’s Food Systems Section

Overall APP Goal
Agroecology - inclusive to like-minded approaches:
• is *broadly promoted* as a pathway for food systems transformation to
• truly sustainable, resilient and dynamic food and farming systems,
• worldwide and particularly in Sub-Saharan Africa and Southeast Asia.
Overall Method and Approach

• Desk review (issues, initiatives, actors), **Theory of Change process, Partners Identification**, Regional workshop, Drafting program proposal

• The project shall **not be a new permanent institution**, but «fuel» and «glue» for existing or new initiatives, of temporary or permanent nature.

• The project shall **leverage and catalyze existing transformation processes** and enhance sustainability outcomes.

It aims at **making initiatives more effective and efficient but with good participation** (bottom-up approach).
Agroecology Promotion Program (APP) : Key figures

APP = 3 Projects + Synergies
1. Global : IFOAM International or Agroecology Coalition (to be confirmed)
2. Africa : Biovision Africa Trust
3. Southeast Asia: ALiSEA/Gret

4 Years programme : May 2024 - April 2028

Targeted countries: Cambodia, Laos, Vietnam and Myanmar

Budget: 1,8 M euros + 50% cofunding requested
South East Asia Project: 4 Components

1. **Capacitation of Stakeholders**
From producer to consumer, contribute to a convincing **critical mass of practitioners** for policy leveraging and impact

2. **Youth Engagement in Agroecology**
Along the food supply chain through **capacity building, networking & entrepreneurship**

3. **Policy Dialogue for uptake of agroecology**
Within **institutional frameworks** through strategic partnerships at global, regional and national levels

4. **Financial mechanism**
Support financial mechanisms to **facilitate agroecology uptake**
Proposal Development: Actions and Partners

1/ Capacitation of Stakeholders
   a) ALiSEA Network Structuration: ALiSEA and Gret
   b) Capacity Building: ALiSEA and Gret
   c) Knowledge management and Hub: ALiSEA, CDE and Gret
   d) Consumer communication through media influencers: ALiSEA and Gret

2/ Youth Engagement in Agroecology
   a) SEA Youth Agroecology Initiative

3/ Policy Dialogue for uptake of agroecology
   a) National and Regional Policy Facilitation

4/ Financial mechanism
   a) Small Grant Facilitation: Agroecology Fund
Component N1: Capacitation of Stakeholders
Agroecology Network Structuration

**Outcome:** ALiSEA is a strong, sustainable, and member-owned network at national and regional levels with an effective and inclusive governance structure, paving the way for long-term impact in promoting AE innovations and transition.

**Approach:** adaptive management approach, with flexibility to test innovative mechanisms, adjust and improve the governance arrangement, to consult and integrate members' suggestions.

A/ Structuration at national and regional levels
   - Define and set up a regional governance mechanism.
   - Adjust role between board members and operational work at national level.
   - Explore and assess further governance set up of other existing networks.

B/ Strategic Roadmap: co-develop action plan, quality services, registration, sustainability, financing plan.

C/ Foster partnerships and collaborations between ALiSEA and others existing network.
Capacity Building

**Outcome:** ALiSEA network enhances the capacity of members to sustain, perform and participate actively in the scaling up of agroecology.

**Approach**

A/ Create AE basic training service for new members

- Map members area of expertise & existing materials to encourage learning between members
- Training and materials (tool package) on the basics of agroecology for new members

B/ Global Training Program: Training sessions (technical and soft skills), thematic webinars, field visits of outstanding farms and initiatives

C/ Mechanism for scaling up and replicate AE knowledge

- Training fund to support ALiSEA members training (co-funding)
- Promote and foster farmers knowledge and exchanges
- Collaboration with universities to host young students
Knowledge Management and Hub

Outcome: The ALiSEA Knowledge Hub is established as a key resource for agroecological transformation in the Region and is used by SEA stakeholders.

Approach
A/ Achieving Technical Maturity: develop additional digital services (forum, app), users satisfaction assessment, improving loop, technical guidelines

B/ Capacity development: training sessions/coaching by CDE for ALiSEA board to empower and assume full management of the K.Hub

C/ Boost content creation and exchanges: increase production of Knowledge Products to reach critical mass, feed the K.Hub, reference documents from other organizations
Consumer communication through media influencers

**Outcome:** Professionals and citizens’ journalists increase the media coverage on agroecology and food issues

**Approach**

A/ **Increase visibility of agroecology benefits for citizens:** set up consumer awareness campaign in 3 countries through social media

B/ **Journalist Engagement Strategy**

- Enhance knowledge and skills of journalists on technical practices and concepts of agroecology (field visits and competition event)
- Foster connections between journalists and agroecology actors

C/ **Monitoring the media content related to agroecology** produced by national journalists and disseminate them on ALiSEA channels
Component N2: Youth Engagement in Agroecology
Outcome: Young sector leaders involve in implementing agroecology and apply and share their knowledge in the region

Approach

A/ Situation Assessment (training and networking needs), Review existing initiatives and Learning events (ALiSEA members and key organizations)

B/ Training and mentorship Program

- Youth Master Training Program (25 youth per country, one training per country)
- Youth develop and implement action plan with coaching support

C/ Networking and Collaboration

- Assess feasibility and relevancy to establish/strengthen national youth network
- Strengthen linkages with Asian Organic Youth Network
Component N3: Policy Dialogue for uptake of agroecology
Outcome: ALiSEA network is recognized as a key player in promoting AE transition in the Mekong Region and influencing policy towards an environment conducive to the implementation of AE.

Approach

A/ Training for ALiSEA members on advocacy and policy dialogue strategy and Develop Common Partnership Strategy with AsiaDHRRA and AFA

B/ Policy Engagement Strategy and Evidence Creation
- Contribute to existing national and regional policy platforms (LICA, Lao AE SSWG, CASIC etc)
- Produce policy brief and create case studies field evidence
- Cross-sectors actors collaboration: showcase inspiring AE regulatory framework from ASEAN countries and other regions, co-develop policy papers

C/ Implementation of AE policy Initiatives (to be confirmed)
Component N4: Financial mechanism
Small Grant Facility

**Outcome:** Southeast Asia grassroots organizations and networks with increased access to funds to scale agroecology up and out across Southeast Asia.

**Approach**

A/ **Expand support** to grassroots organizations and movement in agroecology

B/ **Fundraising activities among donors** with priorities in Southeast Asia

C/ **Support cross-learning** among SEA grantees

D/ **Assess feasibility of a regional agroecology fund** in SEA as part of its strategy of decentralizing funding mechanisms to empower regional actors.
CONCLUSION
Agroecology Promotion Program

Positive opportunity for ALiSEA network to engage with new donor

**Technical stakes**
- Develop new partnership to work on Youth and Policy Dialogue: AsiaDHRRA, AFA, IFOAM Asia, Agroecology Coalition etc.
- Raise question of ALiSEA registration/sustainability plan
- AE knowledge and skills replication mechanism
- Boost AE knowledge content production to reach critical mass of available resources

**Financial stakes**
- SDC request 50% of cofounding
- New set-up for which we need program recognition and approval
THANK YOU FOR YOUR ATTENTION