



# ALiSEA National General Assembly In Cambodia 2025

## ALiSEA Achievements in 2025

### IMPLEMENTERS



### SUPPORTERS



### DONORS



# Content Table



- 1. Activity results**
- 2. Capacity Building**
- 3. Communication**
- 4. Small Grant Facility**
- 5. Policy Engagement**
- 6. Knowledge management**



# ALiSEA Key Achievements in 2025



## CAPACITY BUILDING

- Training: 1
- Field visit: 1
- Webinar: 2

Continuous



## AWARENESS RAISING

- Digital campaign on Safe agriculture product
- Consumer's day Journalists field days
- Digital outreach: Designed and launched new Website

2 webinars conducted



## POLICY DIALOGUE

- National workshop: 2
- Engaging in multiple existing platform
- 1 Policy Brief

Regional and National policy influence



## SMALL GRANT FACILITY

- **2 grants** to FLO, LHCO&FNN  
18 Knowledge Products from the SG

36K+ €



## KNOWLEDGE SHARING

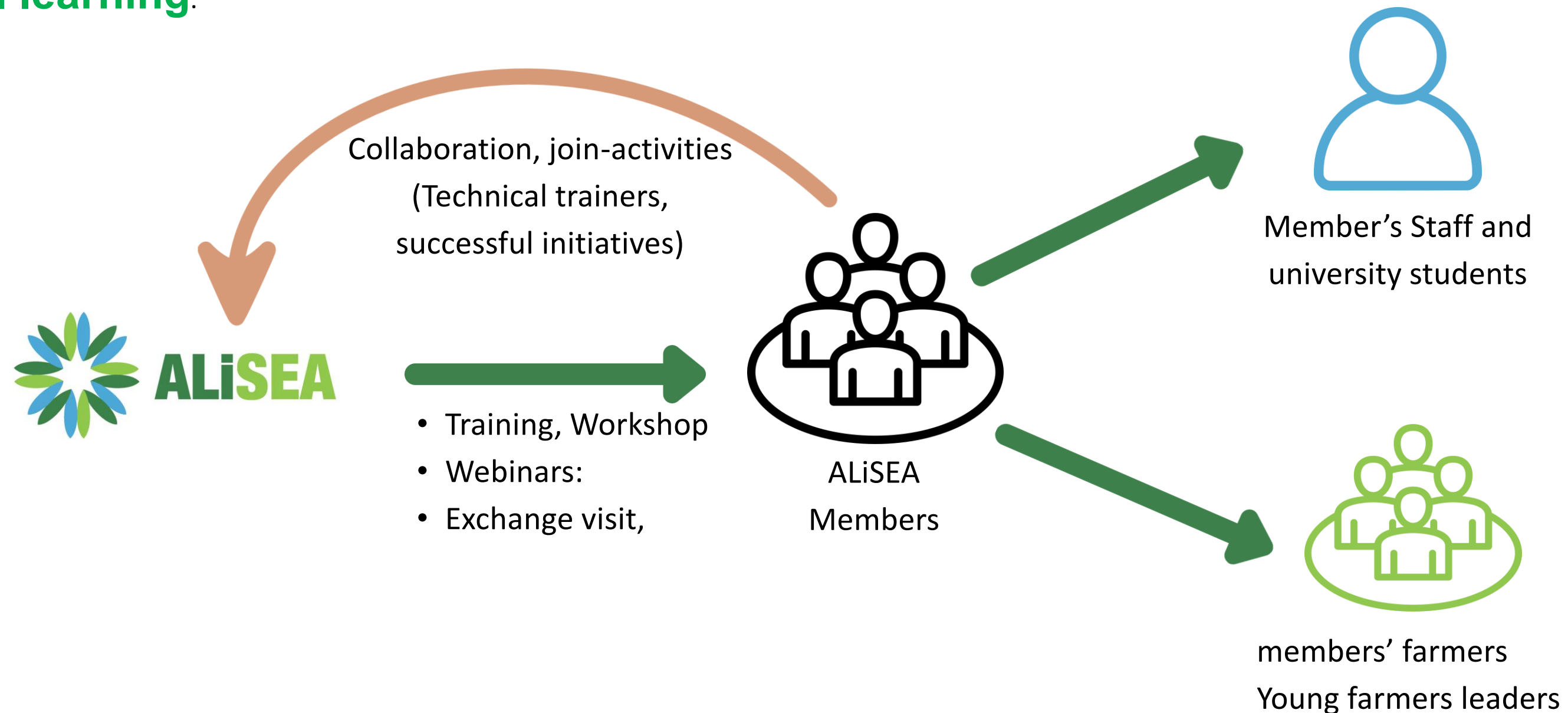
- Knowledge Hub and online library
- Participatory from members in sharing knowledge products

1000+ resources available

# ALiSEA Capacity Building Strategy

**Our Goal:** To **engage** all its members' organization in their sustainability journey by addressing all dimensions of agroecology in its training program.

**Our Work:** To enhances **technical and soft skills, knowledge and capabilities** of its members on various agroecological topics and to build upon members' knowledge and expertise to **foster mutual learning**.



# ALiSEA Capacity Building Main Results



1 Exchange visit



1 On-site Training



2 Webinars

## 2025 Field visit for University students

- Conservation Agriculture and Cover Crops. Bos Knor, Kampong Cham
- Students NUBB: 15
- Synergise with their school curriculum
- Learning from the practical experiences at research center

- Facilitate members to training
- Trainer: GDA under ASSET project
- Topic: Agroecology and Carbon finance
- Number of participants: 8 members org.
- Delivered on agroecological topics (e.g for crop protection, CA

- **83 people** (Female around 26) – average 40 participants per webinar
- Topic: Agroforestry, sharing knowledge product production, shared by ALiSEA member
- Thematic workshop for sharing experiences and exchange learning among members, experts, non-members, partners,..
- Hear voice from diversity of stakeholders

2020

Total: **7 Exchange visits**  
Total Participants: •Around **225 people** (female around **74**)

Total: **8 On-site Training**  
Total Participants: •**211 people** (**73 women**)

Total: 8 webinar  
Total Participants: •**293 people** (Female around 105) – average 36 participants per webinar

2025

# ALiSEA Capacity Building Main Results

Keep Continue

## Capacity-Building Themes 2025-2026

### Value-Added Activities

Enhancing agroecological products through certification and branding.

### Crop Protection

Utilizing agroecological methods to protect crops in organic production.

### Soil Health Management

Implementing conservative agriculture to maintain soil fertility.



- Based on ALiSEA's Theory of Change aiming for widespread adoption of agroecology (AE) practices, increased premium prices, and stronger policy dialogue.
- Priorities were identified by factoring in internal expertise and members' expectations.
- **Key Capacity-Building Themes:**
  - Scaling up AE practices and innovations
  - Value chain development and premium market access
  - Policy advocacy and evidence-based dialogue
  - Participatory monitoring, evaluation, and learning (MEL)
  - Knowledge management and communication for AE visibility
  - Youth and gender inclusion in agroecological transition

# ALiSEA Capacity Building



## Lesson Learned

- Synergize learning with flagship partners to disseminate the knowledge and practices
- Members tested flagship innovations to their project implementation
  - ✓ All 15 farmers ( 9 org.) participated in training at Rovieng apply and integrate with their project implementation (Kratie, Oddar Meanchey, Siem Reap, Pursat, BTB, PVH, Kampot)
- University Students & Young farmers learning and joining together
  - ✓ Synergize the academic learning with real world practices such as facilitation skill to work with farmers and practitioners
  - ✓ Shape the next generations of agroecological practices

# ALiSEA Capacity Building



## Perspectives / next steps

- How to **ensure consistency among members** (inclusivity value) and guarantee a common understanding of agroecology
  - ✓ Use the resource from ALiSEA's member mapping to answer members needs
  - ✓ Develop training modules on AE fundamentals based on members expertise
- **Test a new approach** : mechanism for scaling up AE training by
  - ✓ (1) Providing training funds to members
  - ✓ (2) Supporting knowledge sharing between FO to reinforce linkages with farmers
- **Monitoring system** to measure our impact through the capacity building activities,

# ALiSEA Communication



**Our Goal:** (1) to enhance **interactions among members** of the network, (2) to **increase visibility and credibility of AE towards** farmers, citizens and policymakers.

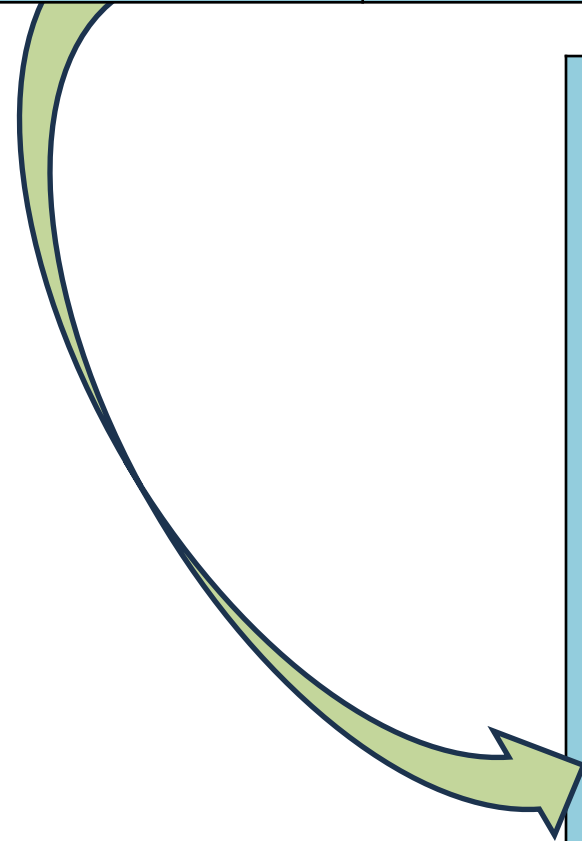
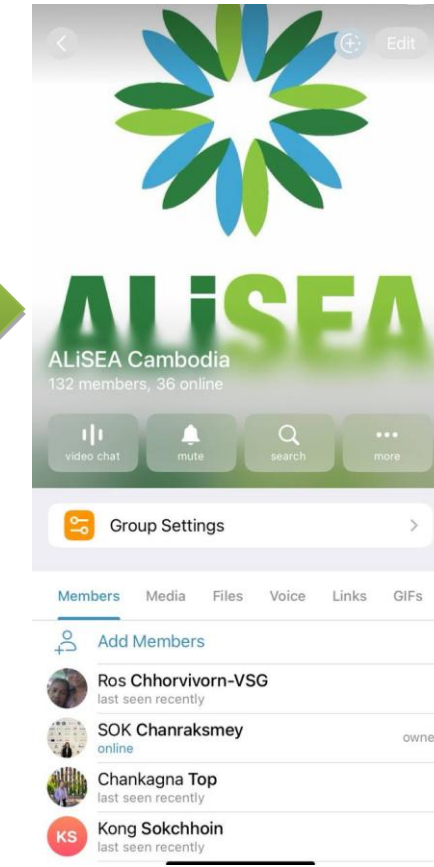
## Our Work:

INTERNAL COMMUNICATION	EXTERNAL COMMUNICATION
<ul style="list-style-type: none"><li>• Improve member engagement in promoting AE</li><li>• Reinforce dissemination of information among the network</li><li>• Understand members' needs and interests</li><li>• Attract more members to join the network.</li></ul>	<ul style="list-style-type: none"><li>• Promote <b>members' work and results</b></li><li>• Scale up <b>adoption</b> of agroecological practices to farmers by sharing demonstration videos, technical leaflets, practices brief and farmer testimonials</li><li>• Raise awareness of the <b>general audience</b> about the benefits of agroecology</li><li>• Support <b>policy advocacy momentum</b> : through evidence-based storytelling from the grassroots (case studies, practice brief, policy brief, videos,</li></ul>

# ALiSEA Communication Main Results



<p><b>Internal ALiSEA and Members</b></p>	<ul style="list-style-type: none"> <li>• Telegram: For sharing information, training materials, communicate among focal person of each organization. (132 members)</li> <li>• Email : Inform the information (focal person)</li> <li>• Phone Call : Monthly checking with members to update the member's profiles.</li> </ul>
<p><b>Digital Outreach</b></p>	<p>Data 2025</p> <ul style="list-style-type: none"> <li>- Facebook : 32.2K followers,</li> <li>- Website: 1,016 resources (<a href="https://ali-sea.org/">https://ali-sea.org/</a> )</li> <li>- Youtube: Videos from 4 countries ( <a href="#">Link to You Tube</a> )</li> </ul>



**ALiSEA Facebook Page**



# ALiSEA Communication Main Results



The screenshot shows the ALiSEA website homepage. At the top left is the ALiSEA logo and the URL <https://ali-sea.org/>. Below the logo is a navigation menu with items: ABOUT ALiSEA, OUR MEMBERS, OUR WORK, WHY AGROECOLOGY?, CONTACT, GET INVOLVED, and Knowledge Hub. The main content area features a large image of a lush green agricultural field with the text "Agroecology Learning alliance in South East Asia (ALiSEA)" and a sub-headline: "An innovative regional platform to network all initiatives supporting the agroecology movement, to feed public policies and to support wider dissemination of successful alternative agricultural practices". A "READ MORE" button is visible. At the bottom left, there is a "Get Informed" link, and at the bottom right, a "SEE ALL NEWS" button.

The screenshot shows the "Find Members" search form on the ALiSEA website. On the left, there is a sidebar menu with "Our Members", "Become a Member", and "Find Members". The main form has the following fields: "Name of Organisation" (circled in blue), "Countries of intervention", "Agroecology categories" (circled in blue), "Type of member" (dropdown menu, circled in blue), "Main Activities" (dropdown menu, circled in blue), and "Year of Membership" (dropdown menu, circled in blue). At the bottom right are "SEARCH" and "RESET FILTERS" buttons. Below the form, it says "211 Members".

The screenshot shows the YouTube channel page for "ALiSEA Mekong". The channel name is "ALiSEA Mekong" with the handle "@aliseamekong", 674 subscribers, and 201 videos. Below the channel name is a "More about this channel" link and "alisea.org and 5 more links". There is a "Subscribed" button. The page shows a "For You" section with three video thumbnails. The first video is titled "ẢNH HƯỞNG CỦA HCTS ĐỐI VỚI MÔI TRƯỜNG" (Impact of HCTS on the Environment) with a duration of 2:47:06. The second video is titled "Mô hình canh tác lúa bền vững" (Sustainable Rice Farming Model) with a duration of 1:57:40. The third video is titled "Mô hình canh tác lúa bền vững" (Sustainable Rice Farming Model) with a duration of 2:52:48.

# Digital campaign & Consumer's Day

- **Digital campaign** to promote the “Safe Agricultural Products”, (organic post, engage with **6 members** to produce contents)
- Results: 3 posters (Safe products), 4 videos (show the techniques during the production process...)

## Lesson Learned

- Time limitation to work on this
- Resource people to support on Communication

- **Co-organize the Consumers' day 2024** on topic “Safe Agricultural Products”
- 31 stores sold different agricultural products (fresh vegetables, meats, to processing products, ...) from ACs and students
- Integrating experience-sharing in different practices: PGS, CamGAP, the Organic Standard, Natural fertilizer,....

## Lesson Learned

- Linking the consumers to the producers
- Location of organizing event should be more a public space



# Journalist Field Visits

- **23 Journalists (9 women)** from **17** media companies (TV, Radio, online,...) received training session to enhance capacity in reporting and raising awareness on agroecological practices.
- In total, 53 media contents produced
- ALiSEA disseminate those contents further on Facebook.

## Lesson learned

- Beyond training, journalists contact us to request information and contacts to produce additional media content on AE by themselves
- A lesson learned on how to work with journalists
  - ✓ Journalists expressed that agricultural news generates more views than other topics
  - ✓ Focus on diverse perspective of actors in AE: engaging local authority, practitioner, farmers, and other key players in the field



# Perspectives / Next Steps

## External communication

- Pursue and strengthen **Journalists Engagement Strategy** to increase media coverage on AE and food issues
  - Study Tour, Journalist contest event, brief booklet on AE to journalist
- **New communication approach** targeting citizens directly to increase visibility of AE benefits, by developing **digital media campaign connect to physical event** based on following 2 pilots initiatives

# ALiSEA Small Grant : Overall Objective

- Strengthen **ALiSEA members and partners** on three major topics in support to agroecology transition in the Sub-Mekong Region.

10/31/2025



**ALiSEA GRANT FACILITY**  
Are you engaged in agroecological initiative?  
The **Competitive grant** scheme opportunity in **May 2022** in **Cambodia, Laos, Vietnam and Thailand**  
**Open now!**

**THREE SMALL GRANT FACILITY TOPICS:**

- 1) Assess the impact and effect of public policy supporting agroecology and food systems
- 2) Test and support agroecological innovations (technical, organizational and institutional)
- 3) Evaluation of the performances, impacts of agricultural and food system and enabling conditions towards agroecology transitions

**WHO MAY APPLY?**  
Consortium of organizations involved in agroecology with ALiSEA members as team leader

**Deadline Tuesday 21<sup>st</sup> June 2022**




**ALiSEA**  
Agro-ecology Learning alliance in South East Asia

**2023 ALiSEA GRANT FACILITY**  
**Cambodia, Laos, Vietnam, and Thailand**  
The Competitive grant scheme opportunity in August 2023  
**Open now!**

**03 TOPICS ON:**

- Link field experience in Agroecology and Food Systems to Public Policy framework
- Support and improve market access for Agroecology Products
- Empower and strengthen the involvement of Youth in Agroecology initiatives

**WHO MAY APPLY?**  
A consortium of organizations involved in agroecology with ALiSEA members as team leader

**APPLY NOW**  
Before **16 Oct 2023**




**ALiSEA**  
Agro-ecology Learning alliance in South East Asia

**CALL FOR PROPOSAL**  
**ALiSEA**  
**SMALL GRANT FACILITY 2024**  
**IN CAMBODIA ONLY**

**Benefits**

- Financial support is needed to strengthen their capacity for agroecological transition.
- Enhance the collaboration with ALiSEA network

**TOPICS FOCUS**

- N1: Support and improve market access for Agroecology Products
- N2: Link field experience in Agroecology and Food Systems to Public Policy framework
- N3: Empower and strengthen women and Youth involvement in Agroecology

**Deadline : 18 October 2024**

**For more Details**

Implement by: DPA  
Supported by: UNI4 COOP, Eclisio, Agroecology and Safe Food System Transitions  
Funded by: Belgium partner in development

# Small Grant Key Figures in Cambodia

**3 Small Grant Calls launched : 2022 -2023- 2024**

**Diversity of selection committee members :** DPA, UNI4COOP, Action Aid , CIRAD, GRET, CARES, CISDOMA, IRD, NOMAFSI and Scientific Secretariat of the Advisory Committee.

**1 Small grant guidelines developed with ALiSEA board + 1 updated version V2 (Call in cambodia 2024: we have guideline in Khmer language)**

**23 Projects proposals received in Cambodia & 7 Grants awarded**

Team leaders of consortium : 1 Research center, 3 national NGOs, 3 international NGOs

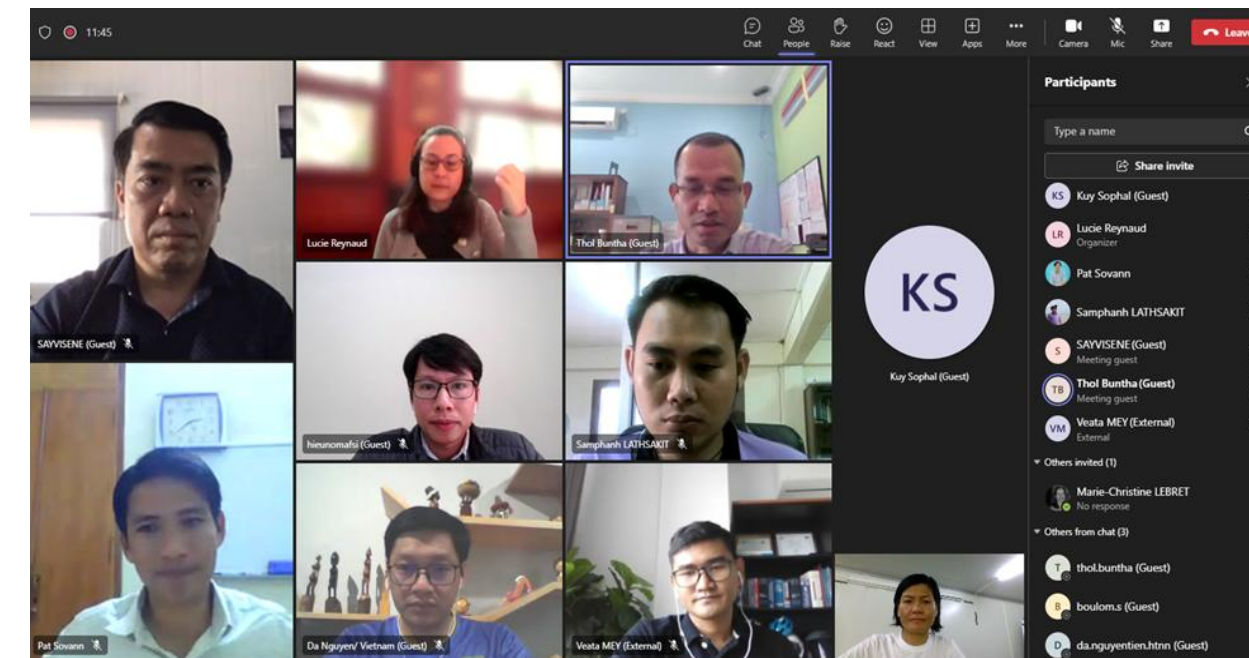
**2 Sources of funding :** ASSET project (AFD/EU) provided 2 grants and Partner project (UNi4Coop) provided 5 grants.

15-20k budget per grant and 130k Euros Total budget in Cambodia

**20 Knowledge products created (expected 14 in total, 2/grantee)**

**Total number of beneficiaries: 441 people/ 150 women**

**Total number of ha: 25 ha**



# 7 Grants rewarded in 2022-2024

## Call 2022: 2 grants Implemented



Strengthening community capacity in monitoring pesticides use and promoting Agroecology-for a Non-Toxic Environment



**HEKS EPER**  
Bread for all.

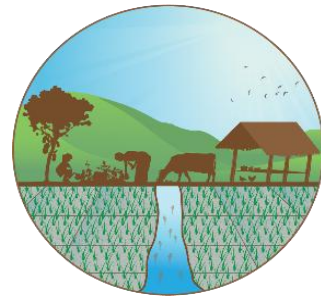


Research and demonstration of climate-resilient and agro-ecological cashew nuts production

## Call 2023:3 grants (Under Activities Implementation)

10/31/2025

**GreenShoots**  
FOUNDATION



Integrated Agroecology: Study, Implementation and Practice (Implemented by GSF)

17



Empower and strengthen Youth Involvement in Agroecology through Youth Agroecology Caravan



Strengthening organic sesame supply chain in Preah Vihear province by integrating AE practices and linking the products to markets

# 7 Grants rewarded in 2022-2024

## Call 2024: 2 grants (Under Activities Implementation)



ECO-WAYS: Empowering Communities, Women and Youth in Agroforestry for Sustainability



អង្គការអ៊ីសឡ័យល្អថេវ៉ាន់កម្ពុជា  
LUTHERAN HOPE CAMBODIA ORGANIZATION



Fostering Agroecological System to Table (FAST)

# Strength of the Small Grant Facility

## Inclusiveness & Partnership

- Engage diverse stakeholders across Cambodia
- Foster partnerships between ALiSEA members & non-members to strengthen skills and mutual learning

## SG Process

- Multi-stakeholder selection committee members
- Flexibility in budget use and project timeframe

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## Field-Level Impact

- Provide direct funding to local organizations to test innovations and implement AE programs,
- Financial tool to reach grassroots needs



# Lesson learned

- **Improvement made between 2022 and 2023 call** to address difficulties encountered by grantees (e.g: extension of the submission deadline, national orientation session, adjustment payment instalment etc.)
- **SGF interesting tool to**
  - a) support implementation of agroecology projects
  - b) engage members in partnership
  - c) engage members in generating knowledge to document their work & results (new skills for some members)
- **Recurrent question** : grant budget VS number of members benefiting
- **How to reduce gap competition between local organizations and INGOs in terms of proposal writing** (due higher experience and EN skills) ?
  - Potential alternatives = specific writing proposal training, support project implementation, translate guidelines and template in national languages

# Next steps

## Document experience with 5 Brochures

- Small Grant Facility process and results
- Enhancing Market Access for Agroecological Products
- Empowering the Next Generation of Farmers
- Agroecology Research and Applied Studies
- Sharing Innovative Knowledge and Practices

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## Opportunity of new grant via Agroecology Fund

- Grant size: 50K to 100K euros
- Selection process based on nomination (not open call) and invitation for submission
- How to respond to this opportunity while respecting ALiSEA principles (transparency, open call, multi-actors selection committee members)

**Ham Yen District, Tuyen Quang Province, Viet Nam**  
 Partners: Tuyen Quang Provincial Agriculture Extension Center (PAEC)  
 200 farmers have benefited directly from the action

• Expanding Market for Regenerative Vegetables through Improved Production and Distribution

This project aims at improving market access for smallholder farmers in the Ham Yen District, focusing on the Tuyen Quang vegetable market.

In the district, the farmers face difficulties on the unpredictability of market prices and demand and lack of knowledge of the value chain.

In order to solve these issues, the project involved two main steps. The first step consists in the conduction of a market study on the Tuyen Quang vegetable market value chain. Many different stakeholders have been interviewed including farmers, traders, market officials, businesses, and government representatives. The goal of this study is to provide strategies that would be presented during the second stage.



**Market Access and Vegetable Value Chain in Ham Yen District**

Ham Yen's vegetable value chain is characterized by small scale, often within specialised zones. While most produce is sold through local traders, accessing larger distribution channels is difficult. Farmers encounter issues like price fluctuations, competition from imported vegetables, and limited demand for certified produce. Market access is limited by small volumes purchased by supermarkets and delays in payments from buyers like public kitchens. Despite existing support policies, it still exists weak coordination among market actors.

**Expanding Cambodia Province**  
 Partners: FINA

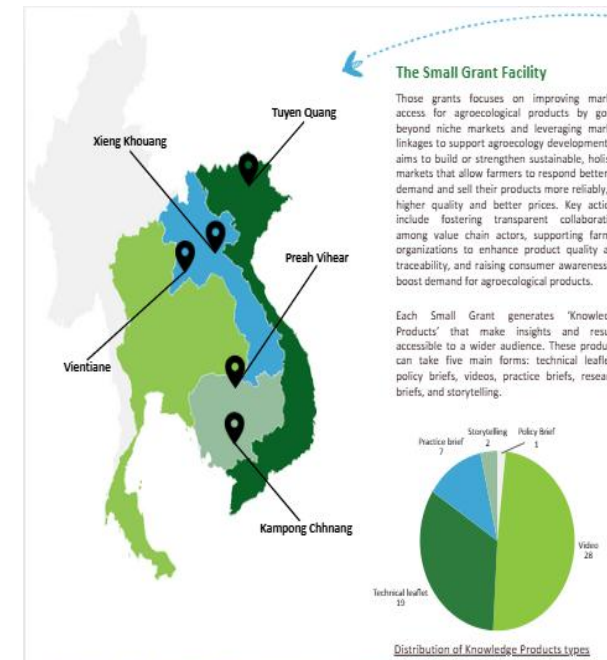
• Fostering Agroecological System to Table (FAST)

This project aims to enhance the market access of agroecological vegetable products produced by members, including women and youth, of the Srey Chuk Meanchey Satrey Aphaeworth Agricultural Cooperative in Srey Chuk commune, Kampong Chhnang province. By focusing on improving product quality and fostering market linkages, the project seeks to increase the value added of these products and expand their reach in local and potentially premium markets.

Through the project interventions, AC members will be empowered to produce high-quality agroecological vegetables and effectively connect with buyers, ultimately contributing to their economic well-being and promoting sustainable agricultural practices. Although vegetables are the main product, the project also promote other agroecological products to be linked to the market. The project also promote public awareness on the value of agroecological products on health benefits and build trust between farmers and consumers.



- Activities**
- Conduct awareness raising on agroecological product for producer group members and other farmers
  - Design agroecological technical trainings (soil improvement, water management, and crop protection)
  - Coordinate contract farming between producers and buyers
  - Produce videos and case studies for learning and sharing on agroecological technical production process, the changes in income and knowledge, and leadership changes in women and youths
  - Support Business to Business (B2B) meeting among producers and potential buyers





# Thank You



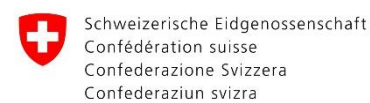
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## IMPLEMENTERS



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