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A framework for advocating Resilient Food Systems in Africa



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The Decision Hub

A framework for advocating Resilient Food Systems in Africa

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Abbreviations and acronyms

FAO	Food and Agriculture Organization of the United Nations
FFS	farmer field school
MSP	multistakeholder platform
NGO	non-governmental organization
RFS	Resilient Food Systems
SHARED	Stakeholder Approach to Risk Informed and Evidence-based Decision-making
SLM	sustainable land management

1 Introduction

Resilient Food Systems Programme

The Resilient Food Systems (RFS) programme funded by the Global Environment Facility has been and is committed to fostering sustainability and resilience for food security in sub-Saharan Africa and emphasizes the importance of natural capital and ecosystem services to enhance agricultural productivity.

The programme has a unique structure to promote integration in that the 12 country projects are connected by the Regional Hub project, a cross-cutting unit whose core focus is to:

- A** coordinate efforts across country projects;
- B** ensure cross-project learning and collaboration; and
- C** monitor and assess programmatic progress.

Within the Regional Hub there is a component on Institutional Frameworks, led by the Food and Agriculture Organization of the United Nations (FAO), whose objective is to create and strengthen integrated institutional frameworks and mechanisms for scaling up proven approaches.

The Stakeholder Approach to Risk Informed and Evidence-based Decision-making (SHARED) Decision Hub is working with the FAO to carry out learning events to build capacity in policy engagement. A key aspect is to work across the science, practice and policy interface.

This document reports on the Advocacy Learning Event facilitated by SHARED and provides key elements of the SHARED Advocacy Framework and relevant case studies from RFS countries and others.

About the advocacy learning event

The learning event, entitled, 'Advocating for Resilient Food Systems' was held on 23 November 2021 to share experiences about effective approaches that can be used as engines of socioecological change to achieve the Sustainable Development Goals. This event was designed to address the learning priorities requested by several country teams during the 2020 RFS tailored

Centre for International Forestry Research and World Agroforestry SHARED-FAO training on enhancing inclusive and evidence-based policy development, the revised Country Project Implementation Reports and additional priorities raised during the 2021 country updates (see Figure 1).

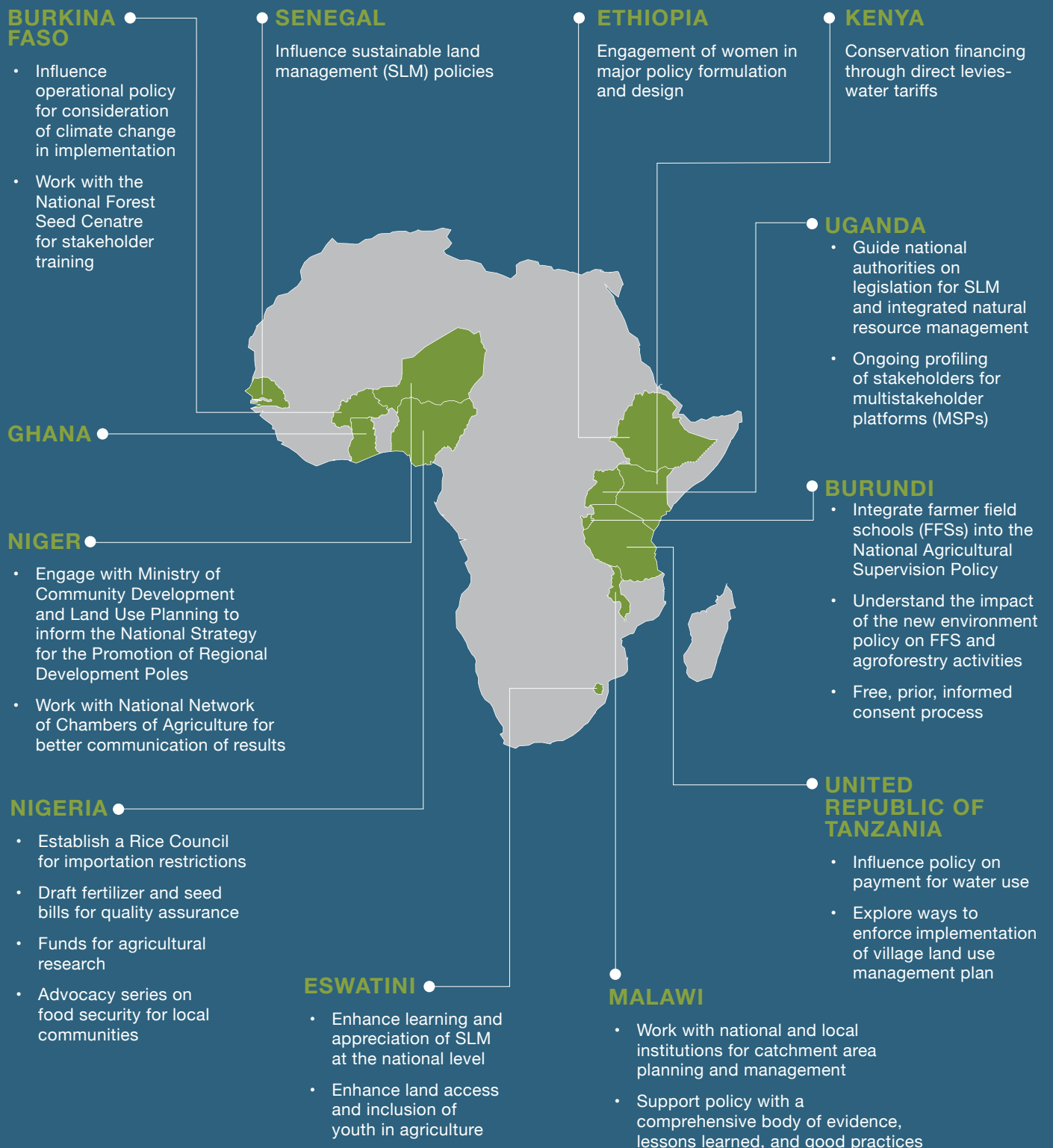


Figure 1: RFS country priorities for advocacy support
(Source: FAO, 2020, in conformity with the Map No. 4170 Rev. 19 UNITED NATIONS, October 2020)

A framework for advocating Resilient Food Systems in Africa

The objective of the learning event was to strengthen the capacity of RFS country project teams to expand their advocacy reach to successfully influence national policy and implementation processes that can contribute to reaching the integrated objectives around addressing climate change, restoring land and ensuring food security (see Figure 2).

The advocacy event combined a theoretical overview of food system thinking, advocacy processes and mechanisms of influence, with a rich panel discussion, comprising speakers from Burundi, Burkina Faso, and Kenya, to foster cross-country learning. The detailed case studies offered practical advice and key lessons that reflected various scales of influence from local, regional to national levels and a range of advocacy mechanisms and tactics.



Figure 2: Nested goals and commitments for achieving ecosystem restoration, sustainable food systems and adapting to and mitigating climate change in Africa

(Source: **Chesterman, S. & Neely, C.** 2021. SHARED training resource.)

2 Advocacy

Defining advocacy

Advocacy encompasses deliberate processes to change policies and practices, improve institutions, alter power relationships, and shift attitudes and behaviours. Advocacy actions are directed at policymakers, but also private sector leaders, as well as those whose opinions and actions influence practitioners and policymakers (e.g. media, development agencies, non-governmental organisations (NGOs), farmers’ organisations).

Within the RFS programme, advocacy is being used to support problem solving for a broad range of issues around food systems, from addressing inequity issues and challenging attitudes, power and social relations to scaling context-based solutions which can be addressed through the influence of policymakers, service providers and managers.

Advocacy involves intentional actions that are designed and carried out based on who the process is trying to influence and which decisions, policies or behaviours the effort intends to shift or change. Advocacy actions are also common across RFS projects and project examples can be highlighted to demonstrate what is working well, so that these activities can be scaled and built upon.

Developing transformation pathways that foster resilience from local to national and international levels entails context-specific interventions across various often connected sociocultural, technical, economic, policy and governance environments. To navigate the complexity of food systems and the numerous stakeholders involved, it is important to identify how these spheres underpin sustainability challenges and where there are opportunities for leveraging change.

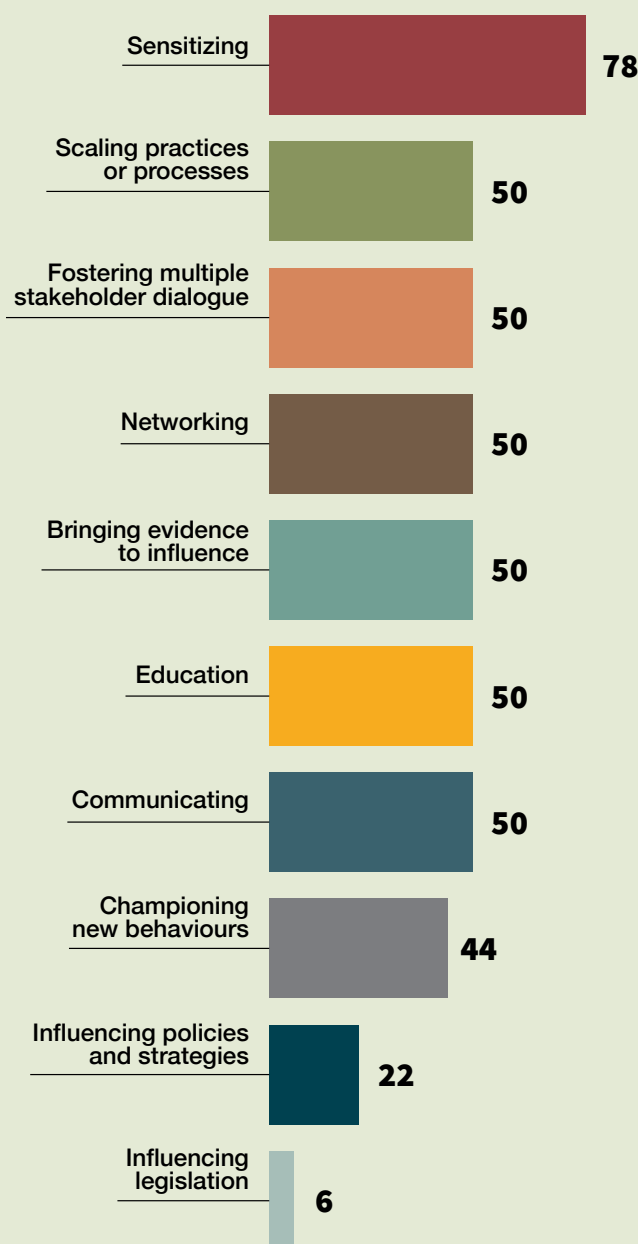


Figure 3: Mechanisms of influence used by RFS country teams (Source: poll results from the RFS Advocacy Learning Event, 23 November 2021)



Food systems mapping in support of advocacy entry points

A food system reflects a complex web of activities involving production, processing, transportation and consumption, all of which connect people to their food (see Figure 4) and takes into account governance and economics of food production and its sustainability, the opportunities to reduce post-harvest losses and waste throughout the food system, how food production affects the natural environment and the impact on the health of the environment. (FAO, 2018; Schipanski et al., 2016). Resilient food systems are intended to deliver food security and nutrition for all, resulting in economic, social and environmental sustainability. The RFS programme focuses on achieving resilient food systems with a deliberate focus on practices and policies that also enhance the resilience of natural systems.

Thinking in systems, such as a food system, requires a shift in mindset or perception to consider the complexity and inter-relationships of the world we occupy. Systems mapping allows stakeholders to visualize the different aspects of the systems in which we are working to take into account the biophysical, socioeconomic as well as the policy and institutional drivers of influence (Neely et al., 2020). This is an important step that can help practitioners and decision-makers develop more coherent, effective, and context-appropriate interventions to reach a range of desirable environmental, socioeconomic and food security outcomes.

Formulating and facilitating desirable behavioural, governance or investment changes around food systems requires a multidimensional and transdisciplinary approach that takes into account the myriad of aspects at play and an understanding that stakeholders within the food system may have multiple and sometimes conflicting objectives with diverse ideas, assumptions and perceptions. It is essential to understand these power dynamics, as well as the institutional framework, to formulate an advocacy strategy. Systems mapping provides an avenue to discuss and understand entry points for action and tailored mechanisms of influence and communication suited to each context.

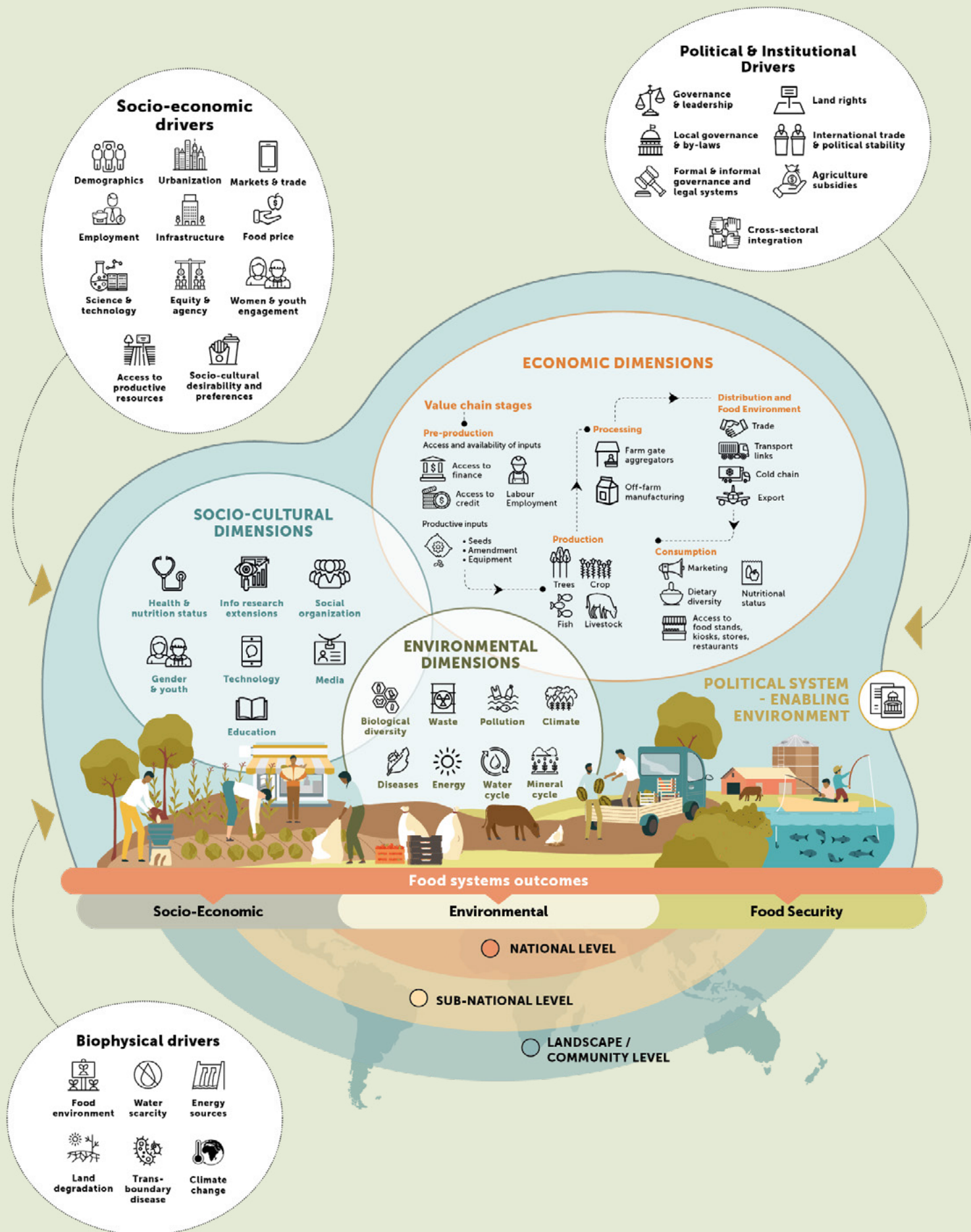


Figure 4: Food systems diagram including drivers and outcomes

(Source: Neely, C., Chesterman, S., Getz Escudero, A., Thornton, P., Chevallier, R. & Mutamba, M. 2021. Framing Food Systems Transformation: A diagnostic framework and checklist for integrating transformative actions into African food systems. African Union Development Agency-New Partnership for African Development (AUDA NEPAD) and Accelerating the Impact of CGIAR Climate Research in Africa (AICCRA) joint document.)

3 Advocacy framework for resilient food systems

Successful advocacy processes are based largely on strategic thinking, planning and communication, and can be usefully characterized in two key phases:

- 1 design of the advocacy effort; and
- 2 implementation for which a set of tools and tactics can be used to communicate evidence and experiences.

Advocacy processes inherently require flexibility and adaptability over time, so it is important to continuously

refine the messages to influence the relevant audiences in the most impactful way. This must be supported by an explicit and continuous monitoring, evaluation and learning process allowing for iterations among the different yet often interlinked steps described in the framework (see Figure 5). The following section describes the steps and indicative tools and practices of value within the design and implementation phases of the framework. Key tools and practices are described in detail in the SHARED toolkit (Neely et al., 2020).



Figure 5: SHARED advocacy framework including phases, steps, and proposed tools

(Source: Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development. Rome. FAO. (also available at <https://doi.org/10.4060/cb2344en>.)

Design phase of the advocacy framework



STEP 1. Identify the underlying issues, risks, policy dynamics

Successful advocacy processes start by building a detailed understanding of the policy context at play and by defining the problem, the envisaged change and a justification for the change. This requires analysing the policy actors and decision makers, their institutions and considering the evidence that may be pertinent for policy formulation, implementation and evaluation. This will help identify opportunities which can be taken advantage of to influence policy and identify potential risks along with how to prevent or mitigate them.

Indicative tools and practices:



Policy Analysis



Systems Mapping



Causal Analysis



STEP 2. Define the advocacy goals

Once the policy issue is identified, it is important to set the advocacy goals, which will be determined by the change being sought. For example, seeking to understand the changes in legislation, policy, programme, regulation or funding that are required. Advocacy goals should clearly and specifically state what policy change is targeted, who will make that change, by how much, and when.

Explore the main aspects for generating the change, for example:

- What change is desired?
- Why should the desired change be procured?
- What evidence is there to support the change?
- Are there potentially any unintended consequences from making such a change?
- What must be in place to support the desired change and who will be responsible?

The goals can be broken down into short-term and long-term goals. Tackling a small number of strong, focused issues will have a much greater impact in the short and long term.



KEY RESOURCES

APSP. 2017. *Advocacy Tool Kit 'Be the Change You Want to See'*. Africa Platform for Social Protection. Pages: 12 and 13.

CARE. 2014. *The CARE international advocacy handbook*. Pages: 8 and 9.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 14, 15, 34 and 37.

Reflection Action. N.d. *Problem tree. Reflection Action*.

TACSO. 2011. *Advocacy and Policy Influencing for Social Change*. Technical Assistance for Civil Society Organisations. Pages: 52 to 58.

Indicative tools and practices:



Visioning



KEY RESOURCES

CARE. 2014. *The CARE international advocacy handbook*. CARE International. Pages: 12 to 15.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 41 to 43.

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Page: 59.



STEP 3. Understand who can make a change and entry point

In this step, it is important to have clarity on which stakeholders to target, their interest or disinterest in the policy proposals, and to consider and coordinate the timing of advocacy activities. This involves identification of the institutions and individuals who have influence and power to make change on the issue(s) identified. Usually the audience is multilayered, and includes policymakers, media, key constituencies, provincial and territorial governments, government ministries, and the general public. For each target audience a different strategy or approach may be needed.

Indicative tools and practices:



Stakeholder Mapping



Power Dynamic Mapping



Mapping of the Decision Cycle



KEY RESOURCES

CARE. 2014. *The CARE international advocacy handbook*. CARE International. Pages: 18 to 23.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 23 to 24.

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Pages: 28, 31, 55 and 72.

Reflection Action. N.d. Gatekeeper tool. *Reflection Action*.

Reflection Action. N.d. *Pillars of power*. Reflection Action.



STEP 4. Mapping existing advocacy efforts

Once the stakeholders are identified and the power relationships mapped, it is important to then look at understanding the current influence of stakeholders at different scales as well as their stance on the issue and who influences them. This step highlights understanding the learning styles of policymakers, the kind of information they may need, including the level of details, source, preference of information formats and criteria for decision making.

Indicative tools and practices:



Understanding the audience that needs to be influenced



KEY RESOURCES

APSP. 2017. *Advocacy Tool Kit 'Be the Change You Want to See'*. Africa Platform for Social Protection. Pages: 18, 19 and 20.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 38 to 40.

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Pages: 31 and 84.



STEP 5. Gather key evidence

Having a detailed understanding of the issues and evidence to back it up is key to building a strong advocacy case. This involves gathering evidence to strengthen your message, expanding support, and monitoring and evaluating the progress made.

Evidence can be in multiple forms such as quantitative and qualitative data, desktop research, maps, success stories, demo plots and photographs. Once it has been generated, there is need to analyse the findings, and package them through the appropriate messaging based on the audience profile. Dissemination of findings is key to enhancing the understanding of policymakers and the public on a certain issue and therefore in influencing change.

Indicative tools and practices:



Interviews



Data



Success Stories and Demonstration Plots



KEY RESOURCES

APSP. 2017. *Advocacy Tool Kit 'Be the Change You Want to See'*. Africa Platform for Social Protection. Pages: 14 and 15.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 34 to 37.

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Page: 69



Implementation phase of the advocacy process



STEP 6. Consult and build strategic relationships

To increase the impact of the advocacy strategy it is important to work with groups or stakeholders that are allies in the cause or have influence on it. Internal champions in the decision-making process can provide powerful support as ‘inside allies’ and can feed information, make public statements validating the advocacy goal or negotiate for specific policy, programmatic, or operational changes.

Working through existing MSPs which are tied to the issues, professional associations and other civil society entities are also important groups to consider for building partnerships and creating synergies. Successful policy advocacy campaigns often result from a group of organizations working together toward a common goal.

Indicative tools and practices:



Identify Alliances



Champions



Multistakeholder Platforms



KEY RESOURCES

Brouwer, H., Woodhill, A.J., Hemmati, M., Verhoosel, K.S. & Vugt, S. 2015. *The MSP guide: How to design and facilitate multistakeholder partnerships*. Wageningen UR, Centre for Development Innovation.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 47 to 52.

Learning for Sustainability. n.d. *Guides to help initiate and manage multi-stakeholder processes*. [Cited 23 February 2022].

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Pages: 46, 48 and 69.

TACSO. 2011. *Advocacy and Policy Influencing for Social Change. Technical Assistance for Civil Society Organisations*. Pages: 118 to 128.



BOX 1 Multistakeholder platforms

Multistakeholder platforms for collaboration, partnership and meaningful interaction that support inclusive decision making and multilevel governance processes.

An MSP describes a space or activity that brings together a very diverse range of organisations and individuals to address a specific issue. Participants would usually include representation from most of the following groups: national and/or local government; public sector; private sector; trade unions and/or workers’ associations; academia; and civil society groups including

NGOs, women’s groups, consumer groups, environmental groups and faith groups.

The roles and mandates of MSPs can vary but the aim is to develop **collaborative decision making and multilevel governance processes** that enable shared perspectives, new understanding, and collective commitment for solutions.

These purposefully organized interactive processes are often voluntary and collaborative in nature.

They aim to foster participation in dialogue and decision making on shared challenges, policy and implementation actions and to **unlock people’s potential to cooperate and innovate** to reach sustainable development goals.

MSPs can be a newly created or an existing partnership space that enables:

- holistic and creative problem-solving approaches;
- informed, joint goal-setting and more flexible and tailored solutions;
- speeding up the development and implementation of actions; and
- acting as a catalyst for policy innovation.



KEY LESSONS FOR SUCCESSFUL MSPS



Social capital: developing relationships and strategies

- ✓ Use visioning, root cause analysis and outcome mapping tools to prioritize issues.
- ✓ Examine future scenarios, identify goals and agree on change strategies including actions and responsibilities.
- ✓ Deepen understanding and trust.
- ✓ Secure commitment to processes and goals by building consensus and political will.



Collaborative development and implementation of actions

- ✓ Build capacities of key stakeholders to lead and deliver training and knowledge sharing including field visits and exchange visits.
- ✓ Secure resources and support.
- ✓ Codesign and implement detailed action plans.
- ✓ Feedback evidence to influence national and subnational policy.



Reflective and iterative learning cycles

- ✓ Implement with reflective learning cycles that feed back into adaptive comanagement along with monitoring progress against agreed criteria of success.
- ✓ Create a learning culture and environment to generate lessons.
- ✓ Cocreate and communicate knowledge and ensure feedback mechanisms which may be multidirectional across national, regional and local levels.



STEP 7. Build capacities and secure resources

In this step, the focus is on the identification of capacity and resource needs (resources, staff, time, partners and funding) for implementing the advocacy strategy (e.g. a SWOT analysis). This is important in determining if the project is able to carry out the advocacy campaign and to identify possible donors and/or funding opportunities to finance the effort.

A good way to identify both existing resources and potential gaps in capacity is to map out all existing resources, relationships, power and influence; and then analyse what can be used from the list to help achieve the advocacy objectives, and what additional resources may be needed to ensure the initiative is a success. It is critical to outline and cost the associated communication strategy.

Indicative tools and practices:



Budget Planning



Communication Strategy



Needs Assessment



STEP 8. Identify outcomes and activities

Outcome mapping supports the advocacy effort by mapping the change or outcome desired, the targeted stakeholders, and the strategies and tactics to be employed and indicators of progress. Outcomes are the tangible changes that result from a set of activities that contribute to the achievement of an objective. They may be changes in the behaviour of people, organisations or partners. An indicator is a piece of evidence against which progress can be measured. This enables a realistic and adaptive plan to emerge.

Indicative tools and practices:



Outcome Mapping



KEY RESOURCES

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Page: 42.



KEY RESOURCES

APSP. 2017. *Advocacy Tool Kit 'Be the Change You Want to See'*. Africa Platform for Social Protection. Page: 16

CARE. 2014. *The CARE international advocacy handbook*. CARE International. Pages: 26 to 28.

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 30 to 32.

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Pages: 70 and 72.

STEP 9. Ensure evidence is accessible for audience uptake

Defining how to best communicate a message and present the evidence or experience underpinning the message must be done iteratively throughout the advocacy process. This will improve access to relevant information, help determine the most appropriate language, content, packaging and timing and to identify who are trusted and credible messengers.

Important considerations around evidence include:

- Why should things change (or what is the evidence to support your case)?
- How can you make sure that the evidence is credible and legitimate?
- What evidence can the target audience access and absorb, given their circumstances or world view?

Indicative tools and practices:

-  Radio Messages
-  Evidence Walls
-  Exposure

KEY RESOURCES

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Pages: 78, 86 and 88.



BOX 2 Messaging and communicating evidence

Effective messaging is designed to be appropriate to different audiences, purpose, format and style of communication. It can be delivered in various forms such as radio messages, evidence walls during a workshop, one-on-one consultation

or through exposure and dialogue or policy briefs. The message must relate to the defining arguments and sources of evidence and meet the information needs and presentation style of targeted policymakers.

Photos

Testimonials

Data

Box plot

Bar chart

Maps

Radar chart

“FMNR improved productivity on my farm and improved nutrition for my livestock”



STEP 10. Roll out advocacy tactics

In advocacy, tactics are the types of activities developed in support of the overall strategy to achieve its desired outcomes. Advocacy strategies are often adapted over time, so while it is important to have a sense of the range of activities to be undertaken, it is also important to keep a flexible activity schedule.

Indicative tools and practices:



Campaigning and Lobbying



High-Level Field Visits



Media and Gathering Spaces



Policy Dialogue



KEY RESOURCES

GFRAS. 2016. *Policy Advocacy for Rural Advisory Services*. Global Forum for Rural Advisory Services. Pages 56 to 59.

Neely, C., Bourne, M., Chesterman, S. & Smith Dumont, E. 2020. *Resilient Food Systems Tailored SHARED Toolbox - Enhancing inclusive and evidence-based policy development*. Rome. FAO. Pages: 64 and 70.





4 Conclusions

Advocacy is a critical process for shifting perspectives, changing behaviours, enabling policy and legislative changes that support on-the-ground change toward resilient food systems, while also contributing to reaching national and global objectives around addressing climate change, restoring land and ensuring food security. The steps of the Advocacy Framework provided in this document can be used as a guide for both designing and implementing advocacy efforts, along with suggested tools, approaches and practices. Advocacy applications provide concrete examples of advocacy efforts that have led to significant progress for achieving the project outcomes toward resilient food systems. Drawing on the diversity of approaches deployed by different country teams to address specific project needs, the four case studies offer practical advice and key lessons learned on advocating for water regulations, gender equity, community engagement and land tenure rights.

5 Advocacy application



Advocacy through farmer field schools: a gateway for long-term community engagement in the highlands of Burundi



Participatory community engagement and FFSs for sustainable land and water management

Advocacy framework steps applied:



Introduction

To influence the adoption of good agroforestry practices, the development of sustainable food value chains and the overall sustainability of interventions in the highlands of Burundi, the project has implemented important participatory community engagement processes. These have enabled key stakeholders to develop a long-term vision that can contribute to the preservation of natural capital while improving livelihoods and social cohesion.

The FFSs are the gateway to facilitating 'Action Research in Learning' processes at the plot and farm level and in creating a space for dialogue on landscape management.



What are the advocacy application outcomes?

A total of 108 FFSs have been created, enabling the adoption of good agricultural and sustainable land management practices through the dissemination of technological innovations from research centres to communities. The FFSs were structured into 16 cooperatives around sustainable value chains which led to the creation of a community solidarity chain in the pig industry and a resilience fund to promote mutual aid and social cohesion.



What evidence and influence mechanisms were used?



Illustration of a farmer field school
(Source: **Ndabirorere, S.** 2021. Case study: Burundi. [PowerPoint presentation]. RFS Advocacy Learning Event.)

- The FFSs are based on learning by demonstration and agro-ecosystem analysis which are also supported by cost/benefit analyses. Each FFS brings together 20-30 members to learn, research and analyse the evolution of a given crop from sowing to harvest. Exchange visits are organized to share experiences and knowledge among farmers.
- Members of the FFSs form part of the watershed committees set up at the local level for the design and implementation of watershed management plans with the communal administration and the state technical services.
- Relevant authorities are connected through provincial platforms to FFS activities related to the restoration of degraded landscapes and advocate for the inclusion of the FFS approach in the National Extension System.
- Open days and fairs are organized to widely share and disseminate learning outcomes on genetic diversity.



What makes the advocacy application successful?

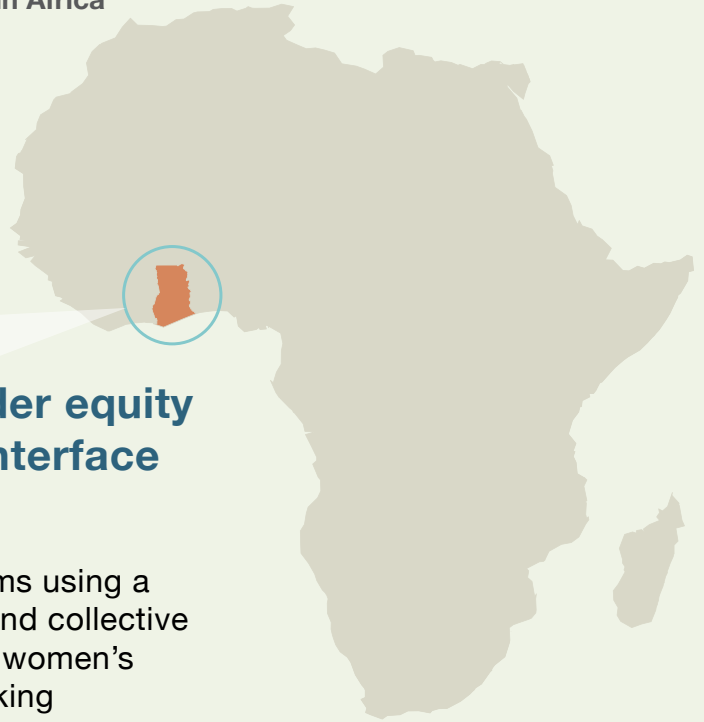
- The long-term visioning work undertaken with communities grouped within the FFS enabled a change in behaviour towards increasing self-reliance and problem solving and less of a wait-and-see attitude.
- Engagement and consultation of multiple parties from the onset of the project with a multisectoral and multidisciplinary steering committee in place and dialogue platforms at provincial level.
- Adherence of the territorial administration to the learning principles of the FFSs, and the involvement of permanent government structures in the supervision and support of the project's beneficiary communities.

References:

- FAO.** 2016. *Farmer Field School Guidance Document: Planning for Quality Programmes*. Rome.
FAO. 2019. *Farmers Taking the Lead-Thirty Years of Farmer Field Schools*. Rome. Licence: CC BY-NC-SA 3.0 IGO.

Prepared by:

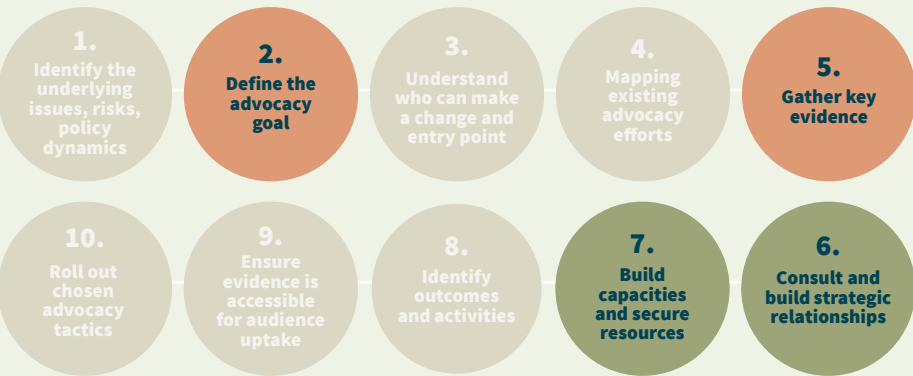
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Advocating for gender equity on the forest farm interface in Ghana

Multiple stakeholder platforms using a scaffold for social learning and collective problem solving to enhance women's participation in decision making

Advocacy framework steps applied:



Training women community facilitators on resource mapping in the WAFFI project in Northern Ghana

Introduction

In Northern Ghana tree resources are being degraded and depleted at an alarming rate, including the shea tree on which women are highly dependent for cash and non-cash income. Access to this key livelihood resource is further restricted by an increase of its control by men due to an increase in its market value, competition for firewood and charcoal, unclear access rules to forested land and restrictive gender sociocultural norms around decision making, control and management.



What was the advocacy goal and objectives?

Strengthen women's influence and opportunities in shea tree management and production.

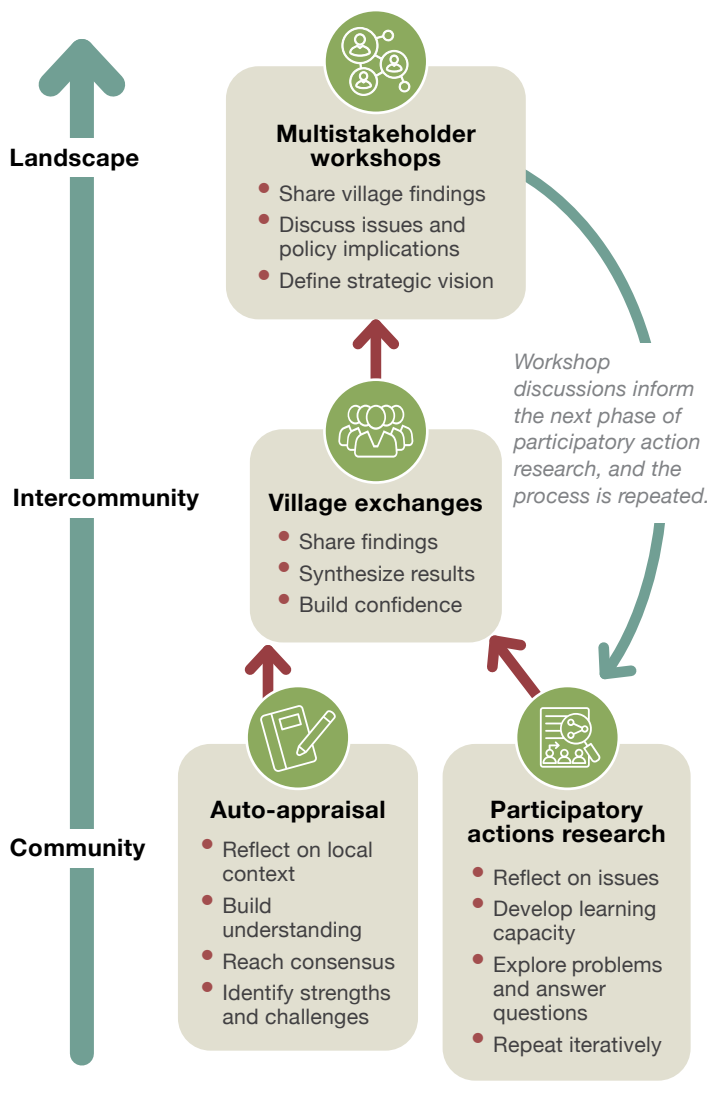
Specific objectives:

- Improve women's access to shea resources at the household level, increase benefits from value chain integration, secure access to credit and loans systems as well as create additional livelihood opportunities.
- Actively engage and include women in decision making at all levels by encouraging more women to stand for both political and community leadership positions.



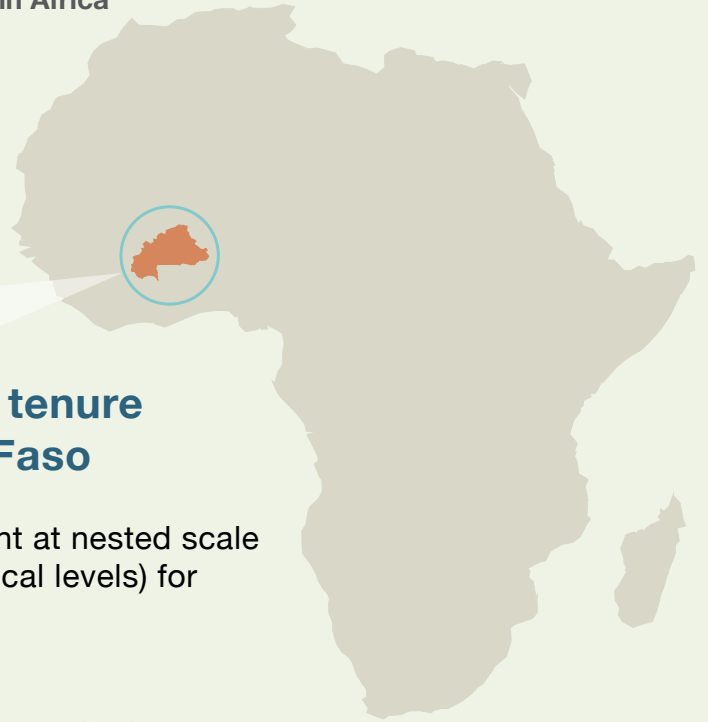
What process was used?

Iterative stakeholder engagement process focused on joint learning and problem solving. This involved evidence gathering, consulting and building strategic relationships with key actors from village to inter-village and landscape scales (Cronkleton et al., 2021).



What makes the advocacy application successful?

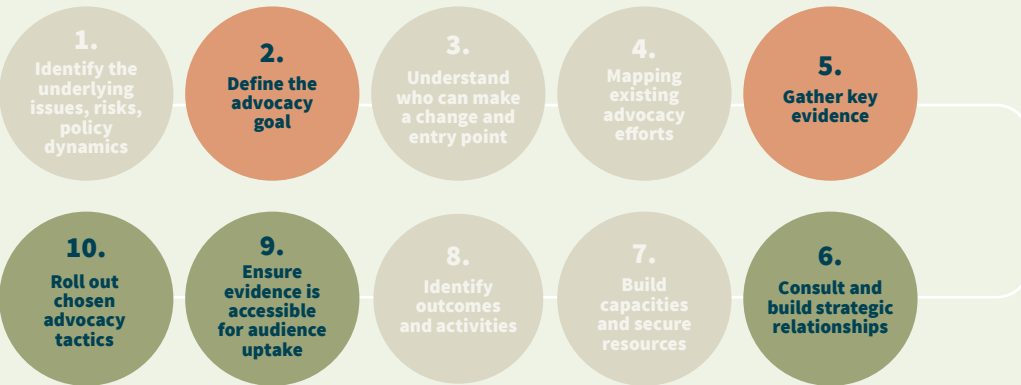
- **Grounded the process in its context:** recognize and champion the advocacy priorities of local stakeholders.
- **Designed a scaffold for social learning** that values different knowledge and **strengthens the capacity of local stakeholders and in particular women** to participate in MSPs.
- Created a space to **discuss sensitive topics and power dynamics** and **set collective visions** to map desire changes.
- **Facilitated access to the political arena** and **prioritized collective capacity strengthening** by working through **horizontal** rather than vertical processes.



Advocating for land tenure security in Burkina Faso

Multistakeholder engagement at nested scale (national, subnational and local levels) for securing land tenure rights

Advocacy framework steps applied:



Community workshop to raise awareness of land tenure policies in Burkina Faso (Neer Tamba project)

Introduction

Securing land tenure for smallholder farmers is a fundamental prerequisite to ensure the sustainability of improved land management interventions and the return on investments. For this reason, the Neer Tamba project is working to ensure that stakeholders build ownership of the policy and legal framework as well as increase their awareness of the process that facilitates the registration of agricultural land and the negotiation of land tenure agreements.

The project deploys a multistakeholder engagement approach working at national, subnational and local levels involving relevant state and customary institutions as well as key stakeholders in the villages benefiting from agricultural development interventions.



What are the advocacy application outcomes?

The process has resulted in 478 formalized land agreements covering 6,775 hectares of land under sustainable practices and contributed to a significant reduction in conflicts between farmers and herders.



What evidence and mechanisms were used?

- Legal texts and good practices disseminated through the production of simplified land tenure documents and guidelines translated into local languages.
- Diverse channels for mass communication (radio and television broadcasts) and more targeted activities (forum theatres, films and talk-shows) to enable simplified legal texts to be widely disseminated.
- Regional, provincial and communal workshops and consultation frameworks to raise awareness and stimulate reflection among relevant stakeholders on the processes necessary to secure land tenure rights and related policies.
- Training and exchange visits that enabled the participants to capitalize on the different experiences of conflict linked to the failure to take into account the necessary legal texts and, on the contrary, to examples of successful land negotiations and protocols of agreements for the transfer of rights in the project's beneficiary localities.



What makes the application successful?

- It was important to clarify the rules of land management with legal texts adapted to the needs of the users to facilitate the adhesion of the populations concerned.
- The participatory and inclusive approach embedded in the process engaged traditional, administrative and local authorities.
- A sensitive and inclusive approach was used for negotiating land agreements in a context marked by civil insecurity by working through local authorities and taking into account Internally Displaced Persons in land tenure strategies.



Advocating for clear rules and regulations for water management in Kenya

County and watershed scale multiple stakeholder platforms for tailored water management regulations

Advocacy framework steps applied:



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Water Fund partners led by CEC Environment Murang'a during a tree growing day. From Left Kandara secondary school principal, Murang'a County water director, KWS, CECM Env., KFS, UTNWF, Ward administrator, Area Chief and area MCA.

Introduction

The advocacy work of the Upper Tana Nairobi Water Fund Trust project aims to clarify rules and regulations around water management that are sensitive and tailored to the local socioecological contexts. The Water Fund uses an integrated approach deployed through MSPs that include Counties Advisory Committees and Focal Area Teams where respective roles and responsibilities to achieve the goals are agreed upon.

The project operates at both county level, where activities are under devolved functions, and at watershed level which crosses political and administrative boundaries. It also seeks to influence actors at national scale through a cross-sectoral collaboration bringing together Environment and Forestry Ministries, the National Environment Management Authority and the Water Resources Authority to support customisation and capacity support for legal preparations and enforcement.



What evidence is used to support the application?

The project captures data associated with sedimentation in rivers, farmers' needs and preferences for tree species, and success stories that demonstrate increased income and yields, land and water conservation, increased biodiversity (e.g. trees on farmlands, fodder for dairy cattle).

Decision support tools are critical to the advocacy efforts and include spatial, temporal and scale visualisation, shared platforms and databases, and decision dashboards at watershed and county levels that include data from Land Degradation Surveillance Framework for erosion prevalence and vegetative cover.



What are the advocacy application outcomes?

1. Simplified and localized watershed regulations taking into account specific county contexts (e.g. quarries management and rehabilitation, riparian zoning).
2. Resource allocations tied to watershed management regulation and implementation (e.g. incentives) of activities and inclusion of these efforts in budgets, workplans and the support of staff and extensionists.
3. Local enforcement mechanisms that are more participatory and engage broader citizenry combined with incentive's mechanisms as well as monitoring and follow up and redress of non-compliance.



What makes the application successful?

The advocacy approach was articulated to foster ownership of the process by bringing together duty-bearers and rights-holders to the same table with a trusted convener – the Water Fund playing a catalytic role. It also used an incremental approach based on participatory problem and interventions mapping, shared learning and experience to plan actions and a transfer of competence from the watershed to finer scale at county or subwatershed level.



What were the key learnings?

- Rigorous budgeting is critically important and must be supported by the required time, expertise, and funds.
- The workplan should be very clear and include policy specific activity planning that is aligned with the policy development cycle and timeline for target duty-bearers.
- Appropriate milestones must be set along the process-based activities to aid progress monitoring, learning, and reporting.
- Strong partnerships are critical for active participation and ownership.



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Further Resources

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