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World Agriculture Watch

United Nations
Decade of
**FAMILY
FARMING**
2019-2028



Programme proposal

Guiding investment to transform family farms



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World Agriculture Watch

Guiding investment to transform family farms

Global programme area	Innovation for Agriculture
Project title	World Agriculture Watch: Guiding investment to transform family farms
SDGs	SDG 1,SDG 2, SDG 5, SDG 8, SDG 10, SDG 13, SDG 15, SDG 17
SP/RI lead	SP3, SP2, SP1, SP5 ; RI division lead: Climate, Biodiversity, Land and Water Department
Formulators	Pierre-Marie Bosc, Gyun Bae Joe
Geographic focus	Global
Expected outcomes, outputs and impact	<p>Impact: Family farms and their households – men, women and children – have become an engine for sustainable and climate-resilient rural development, prosperity, and national food and nutrition security.</p> <p>Outcome: Investment strategies and capacity building for rural policy formulation and implementation will be supported by evidence generated by a shared information system on family farms.</p> <p>Output 1: Generating the evidence – Data on family farms, including sex and age-disaggregated data, are available in 21 countries to inform policy-making processes and feed into the preparation of national rural investment strategies.</p> <p>Output 2: Using the evidence – Country-specific projects help build capacity for the formulation of policy and investment strategies. National observatories are set up to monitor the transformative and gender-responsive trends on family farms.</p> <p>Output 3: Sharing the evidence – A knowledge hub is created; governance is shared with civil-society organisations through the global project.</p>
Beneficiaries	<ul style="list-style-type: none"> • Family farmers, including men, women and youth • Family farmers' national and regional platforms • National institutions dealing with data and policies
Partnerships	<ul style="list-style-type: none"> • Family farmers' national and regional platforms: the Asian Farmers' Association (AFA), the Network of West African Farmer and Producer Organizations (ROPPA) and the Specialized Meeting on Family Farming of Mercosur (REAF) • International networks: AgriCord, the International Land Coalition (ILC), the World Rural Forum (WRF) and the Global Forum on Agricultural Research and Innovation (GFAR) • Technical partners: National non-governmental organizations (NGOs), think tanks, research institutions and universities, the French Agricultural Research Centre for International Development (CIRAD), the French Livestock Institute (IDELE) and the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM)
Related projects	Technical cooperation programmes
Timeframe	Five years

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The challenge

The global farming population is facing a number of interrelated challenges: it needs to adapt to climate change, transition to agro-ecological farming to make agriculture more resilient, and improve food security, nutrition and income. To make these substantial changes and become more resilient requires investment at farm level. Family farms need adequate investment and appropriate policy frameworks to ensure they have the long-term capacity to innovate. Family farms are the first job providers worldwide as family farms represent at least 90% of the number of farms, hence being key for employment.

Farms, especially family farms, are highly diverse and generally have limited capital to invest, unless they mobilize their own labour force (human capital). Unequal access to assets (natural, physical, social, human or financial) means farmers vary in their ability to engage in different types of on- and off-farm activity. To be inclusive, we need to better target investment in all farm types. 'Leaving no one behind' requires us to improve our knowledge of small-scale family farming. The type of investment we make today will shape the agricultural systems of the future.

Current agricultural information systems have drawbacks that limit their use in policy formulation. There is a lack of comprehensive data. We need to look simultaneously at the asset structure of farms, their social component (family, including gender and youth issues) and their performance, including non-agricultural income. What's more, family-farmer organizations are not the decision-makers when it comes to designing and implementing such data systems and have no direct access to them.

Programme summary

World Agriculture Watch (WAW) is proposing to implement a harmonized methodological framework to establish coherent global and local information systems, which will provide suitable information on the structure and performance of these diverse farms. It will then be possible to develop data sets to better target investment and policy frameworks. The performance of the farms is assessed using indicators and variables aligned with the Sustainable Development Goals (SDGs). National and regional family-farmer platforms will be key implementing partners and will benefit from these information systems.

The proposed WAW programme is made up of two components: country-specific projects and a global family farm mapping project, which will include sex-disaggregated data (SDG 5). These information tools will contribute to the implementation of the United Nations (UN) Decade of Family Farming (2019–28).

Country projects will be undertaken in 21 countries.¹ WAW will provide all beneficiaries with: (1) a methodological framework based on an adaptable core set of variables and indicators, with sex-disaggregated data; (2) guidelines and capacity-building training to develop national agricultural observatory systems, and (3) access to WAW's global networks and partner organizations.

¹ Indonesia, Philippines, Viet Nam, rubber-farm country group (Thailand, Myanmar, Cambodia), West African group under ROPPA (Burkina Faso, Gambia, Guinea-Bissau, Liberia, Mali, Niger, Senegal and Togo), Tunisia, Madagascar, Mozambique (collaboration with IFAD), Costa Rica, El Salvador, Argentina and Japan



As part of its global family farm mapping project, WAW will amalgamate existing data sets with new data gleaned from country-level activities, channelled to the initiative via the networks of WAW's global partners. The project will provide an overview of the transformational changes underway in the global landscape of family farms for the UN Decade of Family Farming.

FAO's expertise and comparative advantage

The Food and Agriculture Organization of the United Nations (FAO) hosts the WAW Secretariat as an international initiative. WAW is supported by Strategic Programme 3 (SP3) on reducing poverty, and also has strong links with Strategic Programme 2 (SP2) on sustainable and productive agriculture, forestry and fisheries, Strategic Programme 5 (SP5) on increasing the resilience of livelihoods to threats and crises, and Strategic Programme 1 (SP1) on the eradication of hunger.

FAO is at the heart of global information systems on agriculture, providing generic and country-based guidelines, harmonizing definitions and standards, and providing technical support for their implementation. WAW has worked closely with FAO's Statistics division, in particular, to better document farm labour and typology as part of the Global Strategy for Improving Agricultural and Rural Statistics. It also draws on synergies with RuLis, DataPortait and the World Census of Agriculture, whenever possible (on the upcoming censuses in Tunisia and Madagascar, for instance). WAW is involved in the Data Gap Working Group, which includes the Gates Foundation, the United States Agency for International Development (USAID) and European Union (EU) bilateral donors, such as Italy, Germany, and the UK, to improve information pertinent to SDG2.² WAW also provides an additional perspective on labour issues, looking simultaneously at family and commercial farming.

The proposed WAW programme will forge strong partnerships and bolster family-farmer organizations by increasing capacity for data generation and analysis. Since the International Year of Family Farming in 2014, FAO has been developing a knowledge hub for family farming. With FAO and the International Fund for Agricultural Development (IFAD) and other partners preparing to embark on the UN Decade of Family Farming, WAW's global perspective – not least its collaborations with FAO's Statistics division, Geospatial Unit and Information Technology division – will be a major asset.

AgriCord, the global alliance of agri-agencies, will continue to support the partnership between farmers' organizations and WAW. WAW is also benefitting from an FAO internship programme run in conjunction with the South Korean government in 2018 and another with the Chinese government, which will continue into 2019. WAW is currently in dialogue or preliminary contact with potential donors, including Finland, Sweden, Switzerland, Italy and Monaco, to rally support for country projects. It is also in talks with the French Development Agency (AFD) and the EU to drum up support for the Network of West African Farmer and Producer Organizations (ROPPA)-WAW project in West Africa.

² SDG2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture (<https://sustainabledevelopment.un.org/sdg2>)



Partnerships

A common vision and understanding of the future of family farming

For WAW, partnerships are a key strategic asset that will ensure the cohesion of the proposed initiative. International stakeholders – including the World Rural Forum (WRF), the International Land Coalition (ILC), AgriCord, regional farmers' organizations, the Global Forum on Agricultural Research and Innovation (GFAR), IFAD and CIRAD – share a vision of the future of family farming based on common definitions and a common framework. They, too, have developed strategies within their areas of expertise to facilitate policy formulation and strengthen farmers' organizations. They also recognize the need to improve the availability of farm data to adapt investments and policies to different farm types.

Partnership networks

To scale up the initiative, WAW plans to rely on the involvement of numerous interconnected networks and hence will contribute to SDG 17 by strengthening partnerships between CSO, Governments and the private sector.

Regional family-farmer organizations and platforms

Family-farmer organizations and their representatives are not part of the official agricultural information systems, so often develop their own. WAW has forged strong ties with the Asian Farmers Association (AFA, a federation of 20 national family-farmer platforms across Asia) and ROPPA (an alliance of 13 national family-farmer platforms in West Africa). It plans to renew contacts with REAF (a platform spanning seven countries in Mercosur).

International networks and technical partners

- AgriCord has been supporting WAW since 2016. It signed a memorandum of understanding with FAO in February 2018, formalizing the partnership.
- ILC is a network of organisations working to secure land rights for family farmers. It is a key partner in documenting large-scale corporate and industrial farming, which competes directly with family farms.
- WRF is an NGO that champions public policies to support family farming. It has been a key advocate of both the International Year and UN Decade of Family Farming.
- Cirad as a founder of WAW will keep supporting the programme through expertise on family farm surveys, typologies, observatories and support to policy-making.
- GFAR is a network of agricultural research entities, strongly committed to supporting farmers' organizations.



- The International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) is an international organization with a specific training mandate for the Mediterranean region.
- The French Livestock Institute (IDELE) has vast experience in farm monitoring systems.
- The French National Institute for Agricultural Research (INRA) is a French public research institute dedicated to agricultural science and a key partner in observatory management and census-data analysis.

Pilot-project country networks

The successful testing of WAW's methodological framework in six pilot countries has confirmed its potential for implementation in further countries. The pilot countries have decided to continue with the initiative, albeit at different paces, and will be involved in partnership networks.

- The Tunisian Ministry of Agriculture has created an official observatory of reference farms, providing a legal framework for scaling up the local trial to the national level. It has sent a formal request to this effect to FAO.
- In El Salvador, the government has requested FAO assistance to develop the WAW approach at ground level, to identify family farmers that have developed successful climate-change coping strategies, so as to scale up and share their innovative processes. In 2019, the Ministry of Agriculture requested to implement an Observatory.
- In Madagascar, a technical cooperation programme has been created to deepen the analysis of farm types.
- In Viet Nam, the Viet Nam National Farmers Union has produced a concept note to establish its own household database-monitoring system.
- In Senegal, the national farmers' platform, the Conseil National de Concertation et de Coopération des Ruraux, has decided to proceed after a positive trial in the Casamance region.
- In Niger, the final workshop recommended the creation of a national observatory of farms.

Links between partners

There are already numerous links between FAO's many partners. The proposed programme will build on these ties and strengthen others on an as-needed basis.

From the outset, WAW has been supported by FAO, IFAD and CIRAD, with the backing of the French government. This support is expected to continue past the pilot phase. CIRAD, for example, will maintain its support for the methodological and operational dimensions of the project, both in terms of collecting and analysing farm and household datasets and technical assistance. CIRAD has also established decentralized collaborative research and development platforms in different regions (22 countries, with a regional mandate) that can support WAW's country partners.



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IFAD's projects enable investment at farm level by facilitating better access to assets (physical and financial). IFAD will continue to play a pivotal role in the WAW network, developing links to country-level operations.

WAW is working closely with projects/programmes under development at FAO. Its methodological framework will support several ongoing projects: mapping territorial markets, the Agroecology Knowledge Hub, low-carbon crop production and FAO's agreement with leading Italian Fair Trade group Altromercato, which promotes family farms engaged in fair trade in Colombia. FAO Members recently adopted strategies on climate change, agroecology, soil resources and a number of other relevant issues that will be incorporated into the initiative's country-specific projects. Having in common to support family farmers' organizations, WAW will develop specific collaborations with the Forest and Farm Facility by sharing farm surveys and typology methodology skills as well as tools to monitor the impacts of investments and policies.

WAW's technical partners provide implementation support for the methodological framework by providing training sessions and technical guidance, most notably IDELE (reference farm networks for monitoring and evaluation), INRA (census econometric analysis and the monitoring of rural development) and CIHEAM (farm and public policy analysis). The new programme will strengthen these partnerships, creating online training materials to support capacity building to scale up and complement in-person training. It will also develop new technical partnerships by collaborating with research and academic organizational members of the GFAR network.

South-South Cooperation

Some pilot countries have expressed their willingness to support neighbouring countries in building their national observatories by sharing knowledge through bilateral or triangular cooperation. The process could take place through workshops and replication projects. As noted in the 'scalability' section of this document, WAW will draw, for example, on its experience in Tunisia to boost the development of observatories in the Near East and North Africa, where FAO is running an initiative on small-scale family farming. This could potentially be of interest or translate to Morocco, Egypt, Sudan and Iran.

Mesoamerica – and El Salvador, in particular – could host a regional workshop, building on both the WAW pilot in El Salvador and the region's experience of the Farmer's Registry initiative to develop synergies. This would raise awareness and help drive forward the WAW initiative in Costa Rica (where FAO is in continued contact with the University of Costa Rica and the national family-farming platform) and Nicaragua (where WAW has carried out preliminary typology work based on the national census). The pilot project in Viet Nam and the new project being developed with the Viet Nam Farmers' Union could act as a hub for knowledge and experience sharing in Southeast Asia.

Stakeholders and main beneficiaries

In addition to governments, the main beneficiaries of the initiative will be family-farmer organizations and family farmers themselves – men, women and children. Because of the data collected, they will reap the rewards of investment policies tailored to their type of farm. Because of family-farmer organizations' strategic importance in this context, WAW held national and regional workshops together with ROPPA



in Africa and Asia in September 2017 and May 2019, respectively, with Pakisama Philippines (the National Peasant Confederation) in November 2017 and with AFA in May 2018. WAW will continue to host workshops in selected regions each year to share experience and raise awareness.

National institutions dealing with public data and policy will also profit from the programme. WAW is targeting a larger audience through its global initiative to map family farming, which aims to raise global population awareness by providing access to data on the importance and contribution of family farmers around the world. The UN Decade on Family Farming will be an opportunity for WAW to develop adapted communications materials, including short videos, giving voice to family farmers.

Research platforms and academic networks offer opportunities to develop new WAW projects. Indeed, this is already the case in Thailand, where WAW is working with the Hevea Research Platform in Partnership (HRPP)³ to develop a regional project in Thailand, Myanmar and Cambodia. Academic networks in Japan have joined with civil-society organizations to engage in the campaign for the UN Decade of Family Farming and will contribute to WAW development. The Inter-American Institute for Cooperation on Agriculture (IICA), together with the National Agricultural Technology Institute (INTA), will provide a strong knowledge base for developing a national observatory of farm types in Argentina.

Expected results

Impact: Family farms and their households – men, women and children – become drivers of sustainable, climate-resilient rural development, prosperity, and national food and nutritional security.

Outcome: Investment strategies and capacity building for rural policy formulation and implementation will be supported by the evidence generated by a shared information system on family farms.

Expected outputs: The WAW programme is expected to yield three key outputs:

1. *Generating the evidence* – Data on family farms, including sex and age-disaggregated data, will be available in 21 countries to inform policy-making processes and feed into the preparation of national rural investment strategies and programmes.
2. *Using the evidence* – Country-specific projects will help build capacity for the preparation of policies, investment strategies and programmes that will increase the contribution of family farms to the national economy, improve the competitiveness of family farming and the wellbeing of family farmers. National observatories will be established to monitor transformational and gender-responsive trends in the family-farming sector.
3. *Sharing the evidence* – A knowledge hub will be created and governance will be shared with civil-society organizations. The project to map family farms aims to build a common understanding of the global situation of family farming and to document local transformation; it will prepare and disseminate periodic reports on the global landscape of family farming.

³ HRPP is a Franco-Thai platform devoted to research and higher education on rubber-tree plantations and natural rubber (<http://hrpp.ku.ac.th/>).



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Programme activities

Please see Annex I (logical framework of WAW) for a more detailed activity breakdown by output.

Preparing consolidated datasets by analysing existing information and conducting family-farm surveys

Under the WAW framework, country teams will first conduct a national review of existing and available information systems at the farm and household level to identify the current information gap in the family-farm sector. Once this gap has been identified, the WAW secretariat will support national stakeholders in conducting field surveys, by adopting the WAW methodological framework as appropriate. The results will be channelled to the national observatories of the countries in question.

Implementing country-specific projects

Through country-specific projects, the WAW country teams will use the consolidated datasets produced by Output 1 to create tailored solutions to bolster investment in the family farm sector, so that it can become more climate resilient and sustainable (SDG 13). The solution will include investment and business strategies for each category of family farm, as well as assistance in building rural policymaking capacity. The WAW secretariat will also help countries to establish their own national observatories to analyse and monitor evolutionary trends in the structure of family farms. As a whole, the project will contribute the SDG 8 Decent Work and Economic growth by supporting Family farmers, but also to SDG 10 by targeting investments to specific types of farms with a specific focus on the less endowed.

Implementing the global project to map family farms to create a common understanding of the landscape of family farming around the world and to document local transformation

WAW will gather data and information from current information systems, results from country-specific projects and WAW's knowledge partners. It will publish periodic reports on the global landscape of family farming, with a view to building a broad understanding of the situation of family farms around the world, and document transformational local trends, with a focus on innovative, family-based and gender-responsive pathways.

Developing an information system on the transformational dynamics of family farms and publishing them on a collaborative web platform

The WAW community will manage and harmonize the data crowd-sourcing process through its web platform, using FAO and academic-network expertise to ensure its quality. The datasets will be compiled at various levels (from local to national) and inform the typology of farms according to the WAW framework.



To encourage programme stakeholders to be more proactively involved in the web platform, regional workshops will be held every year. In addition, South-South study tours and workshops could be arranged on an as-needed basis.

Cross-cutting issues

The contemporary challenges faced by agriculture go far beyond the sectoral dimension. They fall into three broad categories: (1) climate change, (2) the paradigm shift in farming patterns towards greater reliance on agro-ecological approaches and (3) the social forms of production. These are in addition to the challenges of the global agenda in areas such as gender equality, youth employment, and empowerment of farmers' organizations and the self-provision of food.

Throughout the prolonged debate, family farms, which produce the majority of agricultural output globally, have proved themselves able to cope with risks and uncertainties due to their flexible nature. They are also more adept at producing sustainably than large-scale plantations and enterprises. They also provide more jobs per ha than any corporate farm. However, they remain the most vulnerable to the above-mentioned challenges. Consequently, they need to invest. As they have limited resources, they need support to target the types of investment most relevant to them. To do this, they need up-to-date, accurate data on farm structures (assets) and the outcomes of farming and non-farming activities (performance).

To help family farms boost their own capacity and, eventually, to align themselves with major themes on the global and national agendas, WAW advocates its unique approach, which empowers and helps strengthen the voice of family-farmer organizations. WAW sees such an approach as an effective way to improve governance of the agricultural sector and to channel appropriate policy and investment to it. WAW's methodological framework pays particular attention to the social dimension of farming, including the gender and generational (youth) components of the family (SDG 5) and the self-provision of food by family farms (SDG 2).

Self-provision is an effective safety net in times of market uncertainty, with a share of food production being kept for family or community use, or family members (usually women) creating garden plots specifically to grow family food. These garden allotments play a critical role in food security and very often increase the nutritional level of the family diet (fruit trees, vegetables, legumes, small livestock, etc). To direct such investment appropriately and ensure that we are 'leaving no one behind', countries and family-farmer organizations need data sets of up-to-date farm typology based on current assets. Obviously, size cannot be the only variable. Through participatory mechanisms, typology will help to identify the best ways to target inclusive investment.



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Implementation and management arrangements

Inclusive governance

Following the pilot phase, the WAW Steering Committee requested that the WAW Secretariat rethink the design of the programme, to draw more on the expertise of the existing founder networks and to develop strategic partnerships.

To broaden and deepen the partnership, the WAW Secretariat believes the future WAW Steering Committee should, in addition to the founders, include international partners, representatives of the regional family-farmer platforms and regional representatives of WAW government focal points.

Coordination mechanisms

The WAW Secretariat will lead and coordinate the implementation of further national observatories, providing the required methodology, and guiding countries and their organizations in designing new information systems based on the diverse farm types. It will coordinate the initiative within and between countries and regions, including methodological upgrades, the capitalization of information, communications and support for resource mobilization.

For efficiency, the WAW Secretariat will rely on its partner networks, which share the same principles, conceptual framework and operational guidelines. WAW will also establish technical groups in each country, starting small and progressively building these up into technical working groups. These groups will be key to ensuring the sustainability of the project.

Collaborations

WAW will broaden its existing relationships with international partners. New collaborations with IFAD projects at country level will help to strengthen existing information systems, while also providing feedback on the effectiveness of IFAD projects.

Implementation and management arrangements

Most activities will involve the participation of partners and service providers. WAW will design the relevant financing and contractual terms in accordance with FAO procedures. In operational terms, the WAW Secretariat will function with a limited number of staff.

To implement the programme, the WAW Secretariat will strengthen its ties to FAO's Regional Offices (for Asia and the Pacific, Africa, Latin America and the Caribbean, the Near East and North Africa, and Europe and Central Asia), regional initiatives, especially those focusing on family farming, and representations. Some of these relationships are currently stronger than others: more stable in the pilot-phase countries and patchier elsewhere. In the second half of 2018, the WAW Secretariat will take steps to ensure there is proper communication with the Regional Offices and FAO representations.



Network arrangements

WAW will kick off the establishment of national technical working groups in the pilot countries in 2018 with information sharing. Technical working groups will bring together the leaders of farmers' organizations, government representatives and NGO experts to share, review, discuss, prioritize and develop joint work plans and project proposals. While external contributions may be needed to kick-start the process, the groups will boost countries' capacity to develop the project in a sustainable way.

WAW will adopt and build on the principle of the 'farmer-to-farmer' learning process: as soon as the staff and leaders of an organisation have developed their own information system, they will help WAW expand by hosting regional workshops for others.

These groups will get support from WAW's network of experts, from NGOs, think tanks and academics involved in the production of empirical data at farm and household level. WAW will use and adapt to specific requests the questionnaires produced by the World Bank RuralStruc project (implemented in Mexico, Nicaragua, Morocco, Kenya, Senegal, Mali and Madagascar), with scientific support from CIRAD.⁴ It will include the research institutions and organisations involved in WAW's initial desk-studies phase, such as the Institut d'Economie Rurale in Mali, IICA in Argentina, the Institute of Policy and Strategy for Agriculture and Rural Development in Viet Nam and INRA in France. It may also involve the University of Lund and the related Afrint network of African Universities in Eastern, Southern and Western Africa. The wide range of potential collaborative scholars ensure the quality of the data in addition to the support from ESS.

Strategy and methodology

The activities proposed in this project aim to address the challenge of defining investment strategies that can be adapted to the diverse needs of smallholder family farms. Through its implementation strategy, the WAW team at FAO headquarters will ensure that local support follows methodological guidelines, so as to build a harmonized information system at the international level. The methodological guidelines are already available and will be used to develop appropriate training materials.

Project activities to increase the sustainability of investment policies will be coordinated globally. Farmers' organizations and other stakeholders in technical working groups will receive decentralized training to minimize the cost of hiring international expertise.

Capitalization and social-media communication

WAW will need to capitalize on the dissemination of information and social-media communications to (1) better liaise with members of the WAW network and (2) improve communication with the donor community. Designated, qualified personnel will be appointed to make communications a tool that can be used to scale up and expand the mobilization of resources.

⁴ This project has been supported by IFAD, the World Bank, Cirad, the Swiss Aid and the French Government. Data sets are available on line at: <http://microdata.worldbank.org/index.php/catalog/670/study-description>



The project to map family farms will play a key role in aggregating data and promoting family farming around the world, based on national activities. If it gets the support it needs, WAW and its network of partners will be able to produce updates on investments policies and achievements in family farming for the duration of the UN Decade of Family Farming.

Resource mobilisation

Worldwide resource mobilization and raising awareness at the global level will fall under WAW's coordination mandate. However, the WAW Secretariat will incentivize regional and national resource mobilization and provide methodological support.

Scalability and sustainability

Scalability

Based on developments in the pilot countries and the support received from various networks, the WAW Secretariat has already started to develop concept notes and contacts with diverse stakeholders in a number of countries, including Indonesia and the Philippines. In Africa, ROPPA intends to add a quantitative approach to its observatories in eight countries (Burkina Faso, the Gambia, Guinea-Bissau, Liberia, Mali, Niger, Senegal and Togo). The launch of the website will boost the process to identify further countries and regions in which the framework could potentially be upscaled and mainstreamed.

By broadening its geographical scope, WAW will also enhance its knowledge and awareness of family farms, along with their typology, through the web platform. The platform will integrate national data when available (from the FAO Statistics division), as well as sex and age-disaggregated data gathered from WAW country-specific projects and from knowledge partners through data 'crowd-sourcing'.

Sustainability

The WAW initiative aims to bridge the gap between existing information systems and what farmers' organizations actually need to develop their own systems. The capacity development of farmers' organizations is a cornerstone of the WAW initiative. In broad terms, this spans: (1) the use of existing data sources and the identification of information gaps; (2) quality data collection, data cleaning and database management; (3) the development of farm typology based on assets and performance criteria; and (4) relationships with other sector databases, in areas such as social protection, gender and youth.

To develop such capacity, the project will start with existing organizational competencies and delegate training to national or international consultants. Among the key selection criteria for consultants will be their membership of a stable organization that can provide long-term support.

Budget estimate

The WAW initiative is set up as a multi-donor trust fund, aiming to mobilize an investment of 40 million US\$ in a five year timeframe for implementation at selected countries and at global level Technical



cooperation programmes are part of the funding strategy in the countries and regions in question in order to expand territorial coverage, secure the financial stability of the programme and contribute to the budget for the FAO biennium.

Status/origin of the project proposal in beneficiary countries

The origins of the project proposal differ from country to country and are linked to the initial stages of the initiative in pilot countries, as well as to the networks that support WAW's activities.

During their final workshop, the countries involved in the pilot phase (El Salvador, Madagascar, Tunisia, Niger and Senegal) emphasised the need to develop an observatory of farm typology, from family farms to corporate agricultural holdings. Proposals for technical cooperation programmes are currently being prepared to extend the work of the pilot programmes in Tunisia, Madagascar, and El Salvador.

The motivation for developing such an observatory lies in the current absence of an information system capable of documenting the status of different types of farm at national or regional level. WAW's approach and conceptual framework fill this vacuum. After completing the pilot phase, the participating countries underscored the need for FAO to head up coordination of the programme at a global level.

In some countries, such as Madagascar, the programme is already part of FAO's Country Programme Framework (CPF). In others, such as Viet Nam, El Salvador and Thailand, it sits well with the expected outcomes of the existing CPFs. More widely, the programme will play a vital part in supporting and monitoring the UN Decade of Family Farming, in which FAO and IFAD will play a leading role.

The farmers' organization networks supporting WAW offer new and innovative ways to develop information systems owned and managed by the networks themselves. Strategically, it is important that the WAW programme bolster these alliances, as they have an in-depth knowledge of their members, not only in terms of identification, numbers and geographical location, but also in terms of farm characteristics and activities, including livelihood, production levels and income.

Access to and control of this information will be a key asset for these organizations in their strategic and day-to-day activities. It will enable them to:

- provide accurate figures to support their collective claims and give them greater influence in negotiations with government and private parties (quality empirical data are an asset in the absence of more comprehensive data on farm types);
- better target support to their members; and
- follow up and assess the effects of support policies, both from the public sector and from the organizations themselves



AgriCord has strongly supported the process and interaction with the alliance has increased of late. The cooperation started in the pilot phase and has developed recently, with WAW being invited to key meetings (please see the section on stakeholders and main beneficiaries for more). This has led to a number of project formulation activities with different farming organizations:

- A support project for ROPPA observatories to develop quantitative information systems on family farming (A consolidated concept note has been produced by July 2019);
- A project to support SPKS in developing an information system on independent oil-palm producers in Indonesia (project document in progress);
- A monitoring and follow-up project to document the agro-ecological progress made in the Philippines with PAKISAMA (draft concept note);
- A pilot information system in six districts representing the diversity of agro-ecological zones in Viet Nam with VNFU;
- Initial contact with the Lao Farmers Network; and
- A regional project that could emerge from a collaboration with AFA, on collective guidance on investment strategies to help farms in Asia adapt to climate change.

Whenever possible and relevant the collaboration with the Forest and Farm Facility will be strengthened to increase efficiency.

IFAD is mobilizing support for WAW through some of its Country Strategic Opportunity Programmes, starting in Mozambique.

As the status and origin of the project varies from country to country, according to the dynamics of the programme, project formulation and implementation, the regional workshop for sharing experiences will play a key role in scaling up the WAW initiative. Each year, a regional workshop will be organized in a selected region (Asia, America Central, Africa, Central Europe, etc.) to support awareness raising, the inclusion of new countries in the process and a scaling up of the WAW initiative through new projects. They will be centred on WAW experience, the FAO organizational framework (strategic programmes, technical networks, regional initiatives, etc.) and the diverse networks supporting WAW.

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Annex I. WAW logical framework (log frame)

Results chain	Indicator	Baseline	Target	Means of verification	Assumptions
Impact: Family farms (men, women and children) become a climate-resilient driver of sustainable rural development, prosperity, and national food and nutrition security.					
Outcome: Investment strategies and capacity building for rural policy formulation and implementation are supported by evidence generated by a shared information system on family farms.					
Output 1: Generating the evidence Data on family farms, including sex and age-disaggregated data, are available in 21 countries to inform policy-making processes and feed into the preparation of national rural investment strategies and programmes.	• No. of consolidated datasets, including sex and age-disaggregated data, on family farms at various levels (local to national)	0	• No. of consolidated datasets on family farms at various levels	• No. of consolidated datasets on family farms at various levels	1.1: Agreement on farm data-sharing achieved with each national or local government
Activities 1.1: National reviews of existing information systems are conducted at farm and household level and data are analysed to identify information gaps.					
Activities 1.2: Family farm data (qualitative and quantitative) are collected through surveys on a national and regional level and consolidated with existing data using the WAW methodological framework and fed into the national observatory.					
Output 2: Using the evidence - Country-specific projects help build capacity for the preparation of policies, investment strategies and programmes that will increase the contribution of family farms to the national economy, improve the competitiveness of family farming and the wellbeing of family farmers. National observatories are established to monitor transformational and gender-responsive trends in the family farming sector.	• No. of global reports produced on mapping family farms, including sex and age-disaggregated data where possible • No. of operational national observatories that feed family-farm monitoring results to the WAW database • No. of national observatories that hold sex and age-disaggregated data	0	• No. of countries having produced a strategic investment proposal • No. of operational national observatories	• No. of strategic investment proposals • No. of periodic monitoring reports received by WAW HQ	2.1: Agreement among stakeholders to define needs for diversified investment strategies 2.2: Agreement on establishing a national observatory function within partner (or beneficiary) entities
Activity 2.1: Farms' current and future economic contribution is quantified (income, employment, food production, environmental impact, biodiversity).					

Results chain	Indicator	Baseline	Target	Means of verification	Assumptions
Activity 2.2: Tailored solutions, investment and business plans are developed for each category of family farm (including options for farm and non-farm diversification).					
Activity 2.3: The structural evolution of family farms is analysed and monitored via national observatories.					
Activity 2.4: Training workshops are held for key stakeholders to build capacity for data collection and analysis and the creation of national observatories.					
Output 3: Sharing the evidence A knowledge hub is created, with civil-society organizations sharing governance. The global project to map family farms aims to build a common understanding of the landscape of family farming around the world and to document local transformation.	<ul style="list-style-type: none"> • Number of global reports produced on mapping family farms, including transformational changes in sex and age-disaggregated data where possible • WAW web platform up and running • Number of stakeholders affiliated under WAW platform 	0	<ul style="list-style-type: none"> • No. of global reports produced on mapping of family farms • WAW web platform up and running • No. of active stakeholders participating in the platform 	<ul style="list-style-type: none"> • No. of global reports uploaded to the web platform • WAW platform website • No. of active stakeholders participating in the platform 	3.1 Existing, functional steering committee, including civil-society organizations 3.2 Agreement among stakeholders to feed data and information 3.3: Develop a network platform to aggregate different stakeholder types (farmers' organizations, academia, government, NGOs)
Activity 3.1: Forge ties with farmers' organizations, research institutions, academia and the private sector.					
Activity 3.2: Develop an information system on the transformational dynamics of family and other types of farm (corporate and entrepreneurial) by implementing the global project to map family farms.					
Activity 3.3: Hold regional training workshops (annual) and South-South study tours (on an as-needed basis).					
Activity 3.4: Develop and manage a web-based information-sharing platform and website.					
Activity 3.5: Training workshops are held for key stakeholders to share experiences on data production and management of farm types in order to scale up the WAW initiative in neighbouring countries.					

Annex II. Alignment and strategic fit

Agriculture is changing rapidly and the challenges faced by farmers go far beyond the agricultural sector. We need new, integrated approaches and tools to tackle climate change, reduce poverty and create sustainable farming systems, and we need to support stakeholders in facing these challenges and changes in an inclusive way (leaving no one behind).

The project proposal spans 21 countries. WAW has already helped to establish national capacity-building capabilities in Tunisia, Niger, Senegal, El Salvador, Viet Nam and Madagascar. It has engaged in background work on existing datasets in several other countries and is involved in various stages of project formulation, together with national and regional farmers' organizations, in the Philippines, Nicaragua, Madagascar, Viet Nam, Costa Rica, Indonesia, Cambodia, Myanmar, Argentina and others.

This proposed project will contribute to SP3 on reducing poverty. Its technical results at farm level is of interest to at least two other programmes: SP1 on eliminating hunger, food insecurity and malnutrition and SP2 on making agriculture, forestry and fisheries more productive and sustainable. It will thus help to make the livelihoods of rural households more resilient (SP5).

Reducing poverty requires a broad-based approach. Multi-dimensional issues need to be addressed across multiple sectors and strategies need to be developed that recognize the diverse spectrum of households and individuals.

Through SP3 on reducing poverty, FAO is already lending support to countries and partners:

- To implement comprehensive policies and strategies for rural poverty reduction, including in agriculture and food systems, climate change, migration, social protection and employment;
- To address the structural constraints faced by poor small-scale producers – farmers, fishers, foresters and herders – in accessing and controlling resources, services and markets;
- To create decent off-farm employment for the poor in agriculture and/or the rural non-farm (RNF) economy;
- To strengthen rural institutions and dialogue for rural poverty reduction; and
- To empower the rural poor through increased political participation, knowledge and protection of their rights.

Our proposal contributes to Outcome 4 of SP3, which relates to “strengthened capacities”, through the direct links we establish between data generation and investment at farm and household level. We believe the changes needed in the agricultural and rural sectors to achieve SDG1 – to end poverty in all its forms everywhere – require operational datasets, so that investment policies can be directed at all kinds of farm unit, including small-scale family farms.

The FAO and its Regional Offices will play a key role in liaising with governments and stakeholders. In some countries, these ties have already been established in the pilot phase and through the development of observatories (in Niger, Madagascar and Senegal, for example). In future countries, these ties will be fostered through consultations on project formulation. Operational links will be established with the Regional Initiatives dealing with family farming in Latin America (Family farming and inclusive food systems for sustainable rural development), the Near East and North Africa (Small-scale family farming for inclusive development in the Near East and North Africa) and in the EU (Empowering smallholders and family farms for improved rural livelihoods and poverty reduction). There are also synergies to be developed between WAW and the family-farm registries in various countries.

Annex III: Risk management

The following table presents the potential risks to WAW's initiative and its associated mitigation plans.

Risk	Impact	Probability	Mitigation
Weak constitutional predisposition of various stakeholders to give access to information, including micro-data from agricultural censuses	Weakening of the quality of diagnosis and analysis, hindering the strengthening of the information system with limited data interoperability	Low to medium	In the case of micro-data from the structural survey, data from the population census and household survey are listed as a prerequisite in the agreement document and should refer strictly to the legal and customary practices in force in the country
Lack of agreement among country partners on the orientation and priorities of the methodological framework	Quality and coherence of a methodological framework; difficulties in integrating individualized methodological developments with the countries; difficulties in producing common results and comparative case studies	Low	The framework is flexible enough to accommodate the specificities of each country
Low involvement of relevant national institutions and low use of results by national actors	Delay in the implementation of the project; lack of ownership of the project and poor visibility of its impact	Low	Clear letter of request from the government and strong interest by various stakeholders; importance of follow-up with national authorities, national stakeholders and the multi-stakeholder steering committee
Change of government, changes in departments, emergence of new priorities	Less project impact on political priorities	Low to medium	Ensure that multiple stakeholders beyond the line ministry are strongly involved in the governance of the project



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