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# 4R SOLUTION

Communication Strategy

Fertilizer Canada

Labonya Nirjan

# Objectives:

- Improved awareness by international policy makers, universities and agribusinesses of the social, environmental and economic benefits of 4R
- Increased awareness of the importance of 4R within government ministries, farm groups and key rural development actors in Ghana and Ethiopia
- Showcase results of enhanced sustainable production using 4R best management practices by smallholder farmers in Ghana and Ethiopia

# Target Audience

## Primary:

- Government Ministries and Agencies in Ghana and Ethiopia
- Federal and Provincial Legislators and regulators in Canada
- International policy makers – United Nation, Food and Agricultural Organization
- Fertilizer Canada Members and Funders

## Secondary:

- Smallholder farmers and key rural development actors in Ghana and Ethiopia

# Key Messages

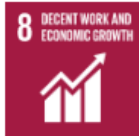
- The 4R Nutrient Stewardship model is a **science-based best practices on fertilizer use** derived from Canadian and international experience
- The principles underpinning the 4R Nutrient Stewardship framework **can be applied in any geographical location and farming system**
- The 4R Nutrient Stewardship Project will **empower smallholder farmers, particularly women**, transforming their capacity to engage to increased sustainable agricultural production and improved farm management
- **contributes to the achievement of the SDGs purposes**





## 1. NO POVERTY

Increased food production is critical to alleviating poverty and hunger. Smallholder farmers will increase sustainable farm production by using 4R nutrient stewardship principles. Their produce will be marketed through sustainable businesses that the farmers own and operate via their own cooperatives. This will increase income and reduce poverty.



## 8. DECENT WORK AND ECONOMIC GROWTH

The 4R Solution project ensures sustained economic growth, higher levels of productivity and entrepreneurship through co-op business models. The project enables men and women smallholder farmers to access, participate and contribute in sustainable agriculture and improved economic well-being.



## 13. CLIMATE ACTION

The project plays a significant role in climate action improving nitrogen fertilizer use efficiency and reducing nutrient losses by wider adoption of 4R stewardship practices. Using 4R principles can reduce on farm greenhouse gas emission of nitrous oxide up to 35 per cent.



## 2. ZERO HUNGER

In addition to Goal 1, the project's capacity building plan includes training of producers on the selection of appropriate crop varieties, including cash crops and food crops. An increase in income through market support activities via cooperatives will reduce hunger in smallholder farmers by increasing ability to purchase food.



## 10. REDUCED INEQUALITIES

Smallholder farmers need the right resources, technology, and training to boost yields. In particular women, who make up the majority of smallholder farmers, require opportunities to overcome barriers. 4R Solution opportunities such as access to financial services, food storage, effective transportation, knowledge of best practices, and input system for seeds and fertilizer that have made agriculture in the western world more secure and sustainable.



## 15. LIFE ON LAND

The project is expected to positively impact the environment by reducing greenhouse gas emissions (nitrous oxide) per unit of crop produced and by limiting watershed pollution due to misuse of phosphorous, through the application of the 4Rs. Any potential negative effects will be minimized through correct fertilizer usage within the context of other sustainable agricultural practices (crop variety selection, crop rotation, integrated pest management, low tillage) promoted by the project.



## 5. GENDER EQUALITY

50 per cent of the project's smallholder farmers are women. The project will transfer knowledge about crops typically farmed by women producers. Training women agriculture extension agents and increasing the number of women in leadership positions at the co-ops will empower women.



## 12. RESPONSIBLE CONSUMPTION AND PRODUCTION

Fertilizer use is often uninformed, resulting in spotty and/or ineffective usage, which can produce watershed pollution, avoidable greenhouse gas emissions, and sub-optimal yields. Using 4R principles will enable the smallholder farmers and consumers to grow and buy food that have been produced responsibly.



## 17. PARTNERSHIPS FOR THE GOALS

4R Solution is Global Affairs Canada funded project in partnership with Cooperative Development Foundation of Canada, International Plant Nutrition Institute Canada (IPNI Canada) and African Plant Nutrition Institute. The project is also collaborating with stakeholders within Canada, at the UN, FAO and as well as local and national research institutes to ensure complementarity and to encourage increased dissemination of good practices and build the body of data/knowledge within countries project. The project will sign MOUs with relevant local government departments and local women's advocacy organizations to encourage participation.

# Strategy

This strategic plan will place focus on **promoting evidence based 4R Nutrient Stewardship practices as climate smart agriculture at the national and international policy level**. The strategy is to **reach key audiences** in the target countries as well as other international decision makers that will allow for growth of positive perception and **ultimately incorporating 4R into climate and agricultural policies**.

# Strategic Considerations

- Increased visibility of the project activities and success stories with stakeholders and decision makers by
  - Identifying and communicating with key stakeholders
  - engaging in radio programs, social and print medias with regular project activities, success stories
  - obtaining speaking opportunities with decision makers to encourage collaboration
- Identifying and communicating the industry contributions to economic, environmental and social landscapes both in Canada and in the target countries through adoption of 4Rs



# Activities

- Governance – internal, Steering committee, project management meeting
- Workplan and reporting
- Conduct research
- MoUs
- Partner Sourcing
- Collateral – fact sheet, newsletter, flyer, postcard
- Social media/Website; Press Releases
- Government Relations – NAC; GR Manager
- Events and Engagements – speaking opportunities, 4R Champion, key international/national/regional/local events
- Funder recognition- Banners, website, radio programs etc.



# Activities: Country Specific

- 4R Result Stories
- 4R Country Profile
- Media Tours
- Articles and Blogs on 4R science, social impact, lessons learned etc. with pictures and videos
- Contribute to Monthly Newsletter
- Staff profile
- Project participants' profile
- Online Training Materials/Webinar
- One pager – e.g. crop specific 4R recommendation
- Governance Relation
- Event Engagement
- Radio Program
- Others.....??

# Creating Country Specific Communication Plan



4R Nutrient Stewardship Project  
2020

## Ethiopia and Ghana Specific Communication

**Audience:** Country-level (EGS): Minister of Agriculture (MoFA), senior decision-makers, legislators, farmer associations, cooperative associations, industry associations, think-tanks, policy influencers, journalists, local NGOs, local authorities, agricultural producers

Country focused communication priorities:

- **Awareness-raising:** increase understanding of the 4R model among policy-makers, researchers and scientists, agricultural associations and individual producers, other critical stakeholders;
- **Advocacy:** engage think-tanks, influencers and opinion-makers in shaping an improved understanding of the benefits of the 4R model;
- **Policy dialogue:** establish a two-way interaction with key country influencers and policy-makers in advancing legal, regulatory and policy considerations to support the advancement of the 4R model in local agricultural practices

ACTIVITIES	OBJECTIVE(S)	TACTICAL BREAKDOWN	TIMELINE	RESPONSIBLE
Attend key national and regional events in Ethiopia and Ghana, related to farmers, agriculture, co-op, gender etc.	Increase visibility and share our project, showcase results	<ul style="list-style-type: none"> <li>- Create a calendar of national, regional and local events</li> <li>- If applicable, have a booth</li> <li>- distribute 4R solution <u>infosheet</u>, run website/project pictures etc. in the background, give a brief presentation</li> <li>- Take photos at the event clearly showing the project and partners' logo (banner)</li> <li>- Write a brief article/blog etc. on the event, outcome of the attending the event, include any quotes from participants if applicable</li> </ul>	Ongoing/Throughout the year	Country team
4R Country Profile		<ul style="list-style-type: none"> <li>- Local media interview</li> <li>- Video and written testimonials</li> <li>- 5 result stories with photo and video content (translated into local language)</li> </ul>	Ongoing	Country team with CDF Canada & FC





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# 4R SOLUTION

4R Demos Implementation Strategy for Ghana

African Plant Nutrition Institute  
Samuel Njoroge

# Overview

- Planned 4R demos activities for Year 2
- Emerging covid-19 related issues
- Implementation strategy in light of emerging issues



# Planned Activities – NOTs

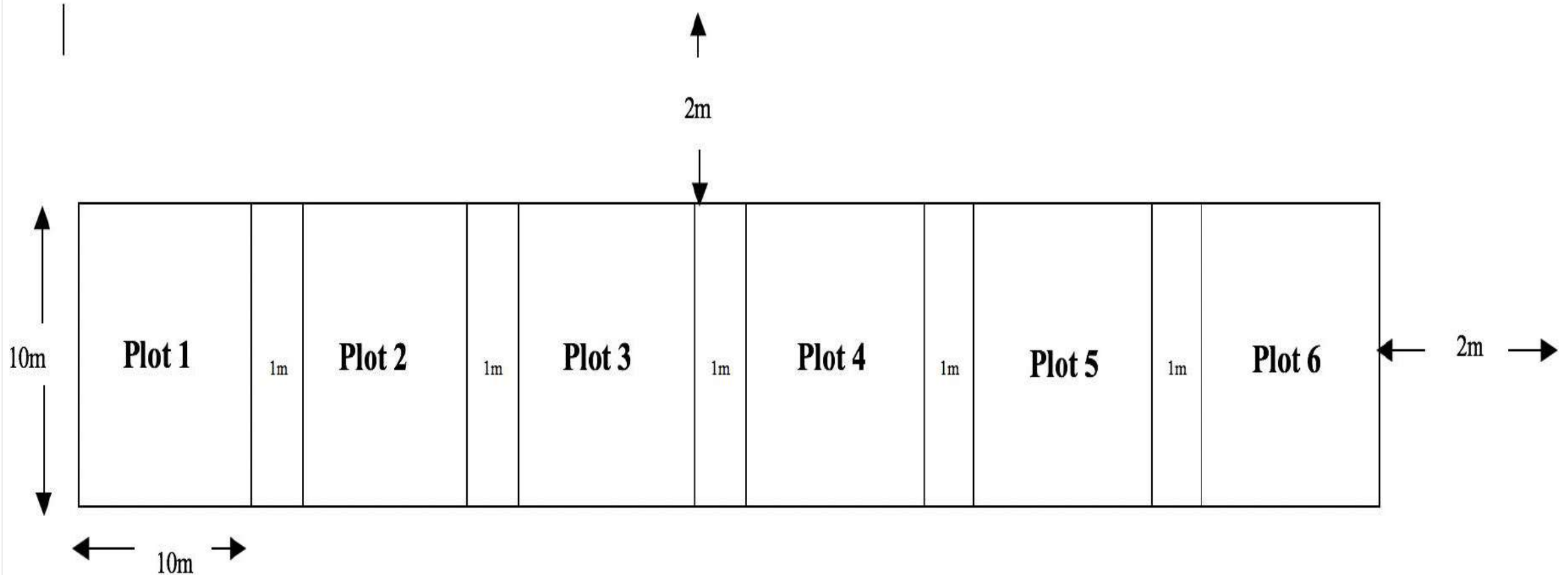
- Establish 24 Maize NOT sites
  - Maize NOTs established in each of the four districts (Kpandai, Nanumba North, Nanumba South & East Gonja)
  - 6 maize NOTs established in each district
- Establish 12 Rice NOT sites
  - Rice NOTs established only in rice growing district (East Gonja & Nanumba North)
  - 6 rice NOTs established in each district of the two districts
- AIM – Understand Nutrients limiting Maize and Rice yields



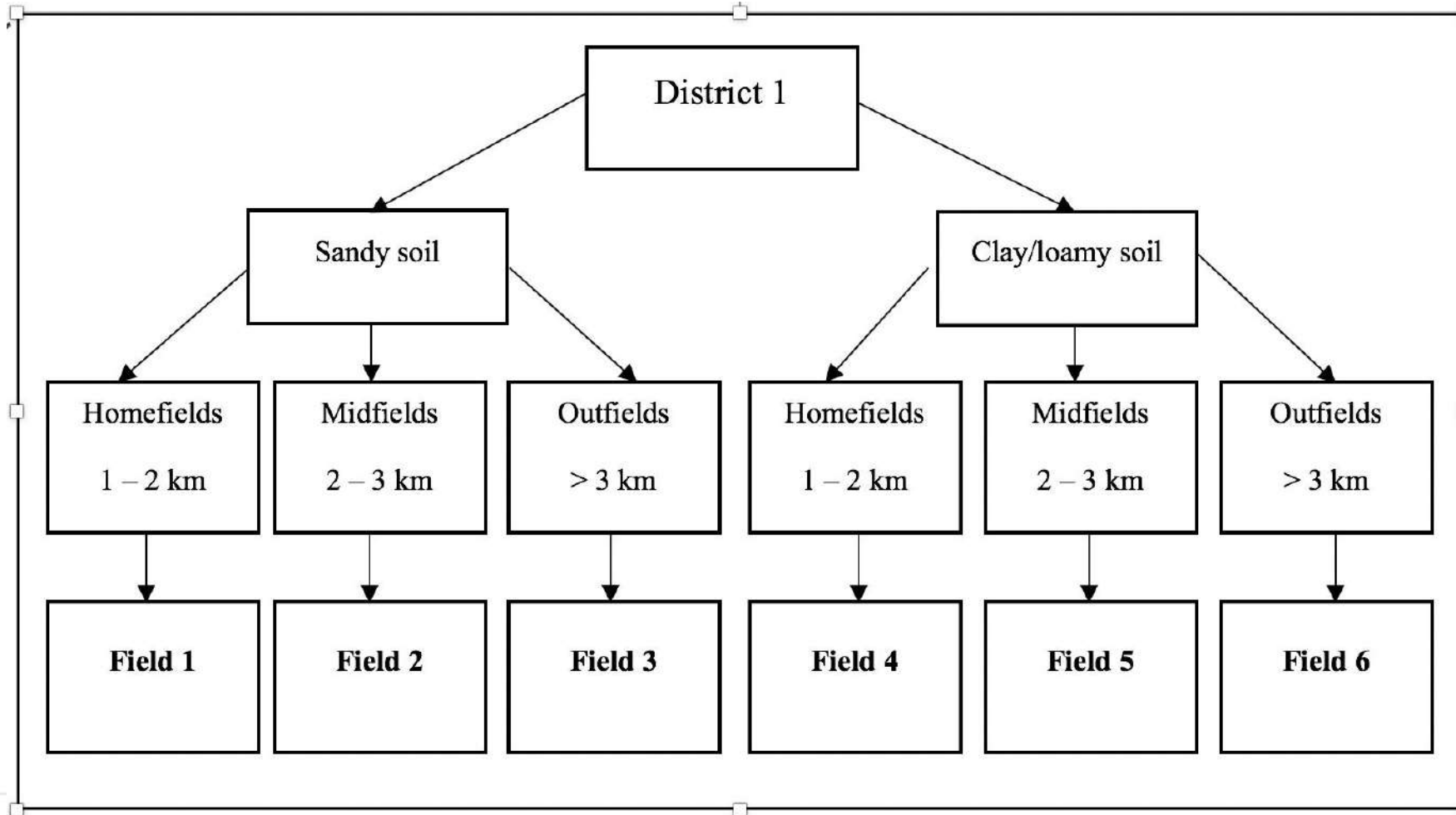
# NOTs – Experimental Design

Plot	Treatment	N	P	K	S	Mg	Zn	B
1	Control	-	-	-	-	-	-	-
2	PK	-	X	X	-	-	-	-
3	NK	X	-	X	-	-	-	-
4	NP	X	X	-	-	-	-	-
5	NPK	X	X	X	-	-	-	-
6	NPK, S, Mg, Zn, B	X	X	X	X	X	X	X

# NOTs – Experimental Layout



# NOTs - Site Selection



# Planned Activities – 4R Learning Sites

- Establish 12 Maize 4R learning sites
  - 3 maize 4R sites established in each district
  - Maize 4R sites to demonstrate and evaluate Right Source & Right Rate
- Establish 12 Groundnut 4R learning sites
  - 3 groundnut 4R sites established in each district
  - Groundnut 4R sites to demonstrate yield benefits of fertilizer use in groundnuts
  - Groundnut 4R sites to also demonstrate best weed and disease management practices



# 4R Learning Sites - Layout

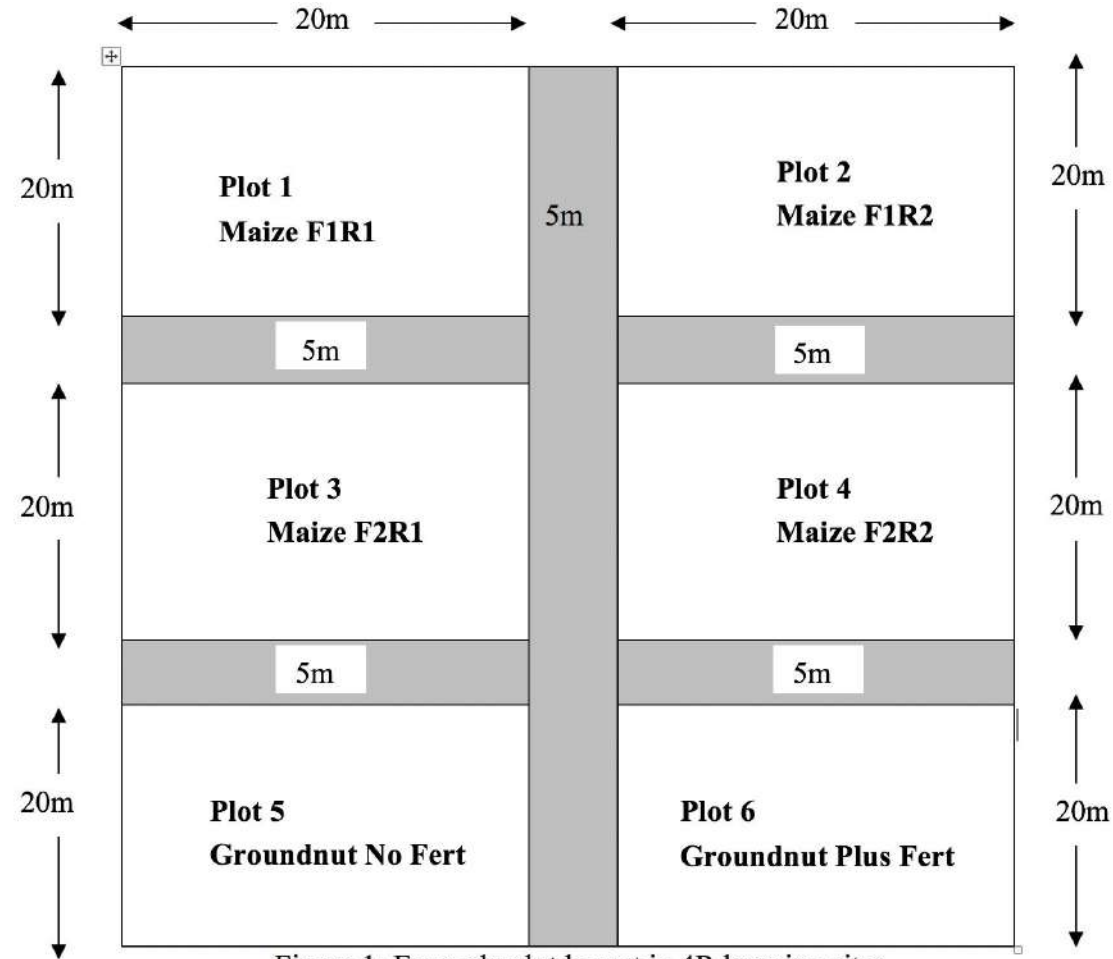


Figure 1: Example plot layout in 4R learning sites





# Key Activities

- Inputs procurement
- Site validation and soil sampling – April
- Land preparation – April & May
- Planting in groundnut 4R sites – May
- Planting in maize 4R sites – Mid June
- Planting in Maize and Rice NOTs – (Mid June to July)
- Basal fertilizer application in maize and rice demos – two weeks after planting
- First weed management (herbicide application) – at planting

# Key Activities

- Second weed management (manual weeding) – 6 weeks after planting planting
- Top dressing activity – 6 weeks after planting planting
- Pest and disease control – regular monitoring and control throughout the growing season

# Emerging Covid-19 related issues

- APNI staff not able to undertake any international travel for next coming months
- SARI staff currently on leave till May 2<sup>nd</sup> and not able to undertake any field related activity
- SEND staff currently working from home presenting some challenges for logistical support
- MOFA agents currently working from home and restricted from conducting field activities
- Communities in project area currently very anxious about interacting with non-locals

# Implementation strategy in light of emerging issues

- Weekly situational update meetings with SEND, SARI, CDF-Ghana, and Fertilizer Canada
- Site validation options exploration:
  - Two day validation exercise with no sleep over and with minimal staff involvement (subject to clearance from SARI)
  - Desk based site selection based preliminary site selection exercise by SEND
- Procurement of inputs:
  - Conducted in advance and most of required inputs ready
  - Orders for inputs not yet ready already processed with suppliers identified

# Implementation strategy in light of emerging issues

- Planned logistical planning with SEND and CDF to ensure quick rollout of field activities once situation normalizes
- More focus on desk based activities e.g., development of 4R knowledge products
- Development of training material by APNI (in view of limitations in travel) and sharing for implementation by SARI
- Possible change in NOTs and 4R sites implementation process (number of sites and crops) incase of late timing e.g., for groundnuts





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# 4R SOLUTION Gender Strategy

SEND GHANA

# Presentation outline

- Purpose/goal of the strategy
- Key objectives
- Main Components
- Activities/actions
- Key actors involved in the implementation

# Purpose/goal of the strategy

## Strategy purpose;

- is to mainstream gender equality to bring about empowerment for women and men.

## This would be done in two ways;

- First of all, it would integrate men's and women's concerns in all standard operating procedures of the project.
- Secondly, specific activities would be implemented aimed at empowering women and men

# Key objectives

## Specific objectives are to meet both

- Practical gender needs, and
- Strategic gender needs

## Practical gender needs

- respond to needs for improvements in women's and men's basic conditions - food, income, employment, labour-saving and others.

## Strategic gender interests

- respond to improvements in women's position in society, addressing the disadvantaged position of women - lack of assets, resources, education, decision-making power etc.



# Main components

## Main components of the Strategy include:

- Women accessing financial products and building entrepreneurship and business development.
- Women having equal access to production inputs and linkage to value chains
- Men and women transforming gender relations by working together.
- Men and women working to enhance knowledge and skills of 4R for increased productivity, building resilience and sustainable adaptation strategies to climate change.
- Women working for empowerment through leadership and participation.





# Activities/actions

## Women accessing financial products and building entrepreneurship and business development

### Key activities under this component:

- Promoting women's access to production loans from financial institutions
- Training women
  - to practice group marketing
  - on business and financial literacy
  - on the use of standardized measurement
- Expanding opportunities for women to be involved in micro-finance
- Providing opportunities for women to access loans for off-farm economic activities
- Facilitating and linking women coop members to bulk produce buyers



# Activities/actions

## Women and men having equal access to production inputs and linkage to value chains

### Key activities under this component:

- Introducing men and women to the VSLA model
- Providing production loans for women to increase their choice of crops for production.
- Providing labour- and time-saving inputs and agricultural equipment for women and men
- Sensitizing communities about the need to have equitable resource management for men and women.
- Training men and women
  - CVAEAs as lead farmers to provide extension services to other farmers
  - on post-harvest management



# Activities/actions

**Men and women transforming gender relations by working together.**

**Key activities under this component includes:**

- Promoting Gender Model Families
- Engaging men in “gender conversations” to sensitize them
- Supporting both men and women gender “champions” at the community level
- Providing gender masculinity training to men and boys
- Reviewing and activating Gender Action Plans of zonal and Family-Based Farmer Cooperative

# Activities/actions

**Men and women working to enhance knowledge and skills of 4R for increased productivity, building resilience and sustainable adaptation strategies to climate change.**

**Key activities under this component includes:**

- Providing information and demonstrating
  - on Climate-smart agricultural strategies
  - on 4R principles
- Training women in off-farm alternative sustainable livelihoods
- Providing customised business training and branding for women.

# Activities/actions

## **Women working for empowerment through leadership and participation.**

Key activities under this component are:

- Providing training
  - for all cooperative members on gender equality
  - for men and boys on positive gender masculinity
  - for women leaders on public speaking and assertiveness (Identifying and targeting young women with leadership potential for mentoring)
- Carrying out gender equality dialogue with stakeholders and community leaders to promote acceptance of women leaders.

# Key actors involved in the implementation

- **Traditional authorities**
- **District Assemblies – Gender Desk officer**
- **Assembly persons**
- **Youth leaders**
- **Women groups**
- **Zone cooperatives**
- **Family Based Farmer Cooperatives**
- **RCWGs**





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A close-up photograph of a person's hands, one light-skinned and one dark-skinned, gently holding several vibrant green leaves. The background is a soft-focus field of similar green plants. The entire image is framed by a thin white border.

# 4R SOLUTION

## COOPERATIVE AND ENTERPRISE DEVELOPMENT STRATEGY

### SEND GHANA



## PURPOSE/GOAL

To ensure sustainability and self sufficiency of farmer cooperatives

## KEY OBJECTIVES

- To strengthen institutional capacity and management of farmer cooperatives
- To promote democratic governance, transparency and accountability and inclusion among the coops
- to ensure coop manage their affair as a collective sustainable business entity

# KEY COMPONENTS

- Development of strategic business plans
- Strengthened good governance and inclusive decision making
- Development of by laws and constitutions that are operational and functional
- Facilitate access to productive resources and opportunity
- Building and strengthening strong and viable community cooperatives
- Promoting gender sensitivity using GMFs
- Strengthen internal control systems
- Fundraising and advocacy

# HIGHLIGHTS OF STEPS/ACTIVITIES

- Conduct needs assessments
- Review existing materials and tools
- Facilitate development of training manuals/modules
- Animation of farmer cooperatives
- Conduct trainings
- Establishment of VSLAs
- Facilitating access to productive resources
- Strategic business plan development and marketing

# KEY ACTORS

- Community (traditional authority/opinion leaders)
- Primary Cooperatives
- Zonal Cooperatives
- Department of Cooperatives
- Consultants and Other partners
- District Assemblies
- Department of Agric
- Value chains actors





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# 4R SOLUTION

**Access to Finance and Technology Fund  
Presented by: Fulera Sulemana**



# Presentation Outline

- The purpose/goal of the strategy
- Key objectives
- Key components
- Activities to be implemented under the strategy
- The role of key actors
- Focus for year 2



# Access to Finance

## The purpose of the strategy

- Is to facilitate the access to financial products and services that meets the needs of the project beneficiaries to enhance technology adoption, application of management practices and improve quality of products.



## Key objectives

- To ensure that the financing needs of farmers are met.(eg for both production and post-production activities
- To strengthen the capacity of financial institutions to deliver appropriate and affordable financial products to coops.
- To ensure that coops investments in their farming activities and other livelihood activities through their own internally generated funds.

# Key components

- Partnership with financial institutions
- Village Savings and Loans Associations
- Technology Fund-small equipments

# Activities to be implemented under the strategy

- Identify financial institution(s) for partnership in the management of the loan fund
- Sign up agreements with financial institution(s) to manage the loan fund
- Organize capacity building trainings for cooperative members for effective linkages to financial institutions
- Support to financial institutions to develop and adapt appropriate loan products for cooperatives.
- Continuous monitoring of performances of coops and FIs

# Activities to be implemented under the strategy

- Sensitize coops on the VSLA model
- Identify and train VSLA facilitators as TOTs
- Monitor and provide technical support to facilitators in the roll out process
- Monitor and collect data on performance
- Develop partnerships and linkages with other donor projects to leverage on resources for implementation





# Technology Fund

- Develop modalities for the implementation of the technology fund, in collaboration with coops and financial institutions together with technology providers.
- Involve stakeholders including input dealers, buyers and equipment dealers in product development for farmers
- Implement and monitor

# The role of key actors

Actor	Role
Financial Institutions	Training and provision of financial services and products such as savings and credit to cooperatives
Input dealers	Input supply and trainings for cooperatives during the development of input credits
Buyers/aggregators	Serve as end market and provide contracts during product development for cooperatives
Equipment dealers	supply of appropriate equipments and trainings during credit for equipment acquisition

Actor	Role
coops	Avail themselves for engagement
Send foundation	Mobilization of coops for engagement

## Focus for year 2

- Sign up agreements with financial institution(s) that will be managing the loan fund and agree on the models of implementing the fund
- Organize capacity building through trainings for cooperative members for effective linkages to financial institutions such as financial literacy and how to manage farming as a business
- Support to financial institutions to develop and adapt appropriate loan products for cooperatives. The project will engage with the financial institutions to develop loan products that meets the needs of Cooperatives and other value chain actors within the crop value chains.

## Focus for year 2

- Training and establishment of cooperatives with emphasis on women on Village Savings and Loans Associations.
- Mainstream Village Savings and Loans groups to formal financial institutions to promote financial inclusion.
- Develop partnerships and linkages with other donor projects to leverage on resources for implementation
- Develop modalities for the implementation of the technology fund, in collaboration with coops and financial institutions together with technology providers.
- Involve stakeholders including input dealers, buyers and equipment dealers in product development for farmers





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# 4R Solution

Monitoring & Evaluation Strategy

CDF Ghana

Christiana Yakubus



# Outline

## Monitoring and Evaluation Strategy for Year 2

- Focus and objectives
- Components of the M&E Strategies
- Key Activities
- Partners role

# Focus for year 2

-To build a sustainable M&E system

1. Cost-effectiveness
2. User-Friendliness
3. Data collection time
4. Data accessibility

-To compare actual progress with projected progress

-To ensure that the decisions made are evidence-based.

# Objectives

- To fulfil accountability expectations of stakeholders,
- Monitor outcomes,
- Contribute to learning and adaptive management,
- Contribute to research on how change happens,
- Be credible, useful, and cost-effective.



# Components and Tools

Component	Tools and approaches
Outcome (immediate, intermedia, ultimate), monitoring	Adoption surveys, Rolling Profiling, to check most significant change
Output/activity Monitoring	Frequent filling of attendance and event forms to collect data on training and other routine events (monthly field visits).
Documentation and Information management	Management of 4R documents (TORs, Concept notes, MoUs etc). Setting up and manage data base system to facilitate data collection and storage.



# Components and Tools

<b>Component</b>	<b>Tools and approaches</b>
Performance reporting/Planning	Coordinate (Interlinked) semi-annual and annual planning, reporting, and feedbacks of initiative at country, and program level.
M&E for learning	after-action reviews Bi-annual review and reflection events, integrate actions points into theory of change and implementation,
Evaluation research (trail and demo plots)	Evaluation of performance of trials and demo plots on how change happens in various communities (Cross-case comparisons and case study research)



# Key Activities

- Develop Performance Indicator Reference Sheet (PIRS)
- Revise Indicator Performance Tracking Table (IPTT)
- Develop Database/Data storage system
- Perform Variance Analysis
- Conduct Rolling Profiles
- Conduct Annual Household Surveys
- Conduct Activity/Output monitoring
- Coordinate Project documentation,
- Coordinate reporting compilation for timely submission
- Stakeholder Engagement Meetings and Reviews



# THANK YOU

to our local partners and private sector funders

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## FUNDERS



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