

STCP PILOT PROJECT GHANA

Activity Overview Year TWO

Version 3rd October 2003

1. Strengthening Farmer/Community Organizations

Objective	No.	Activity	Implementation Strategy	Expected Results / Deliverables	Performance Indicators	Status
To strengthen and improve the internal management capacity of Kuapa Kokoo Ltd.	1.1	Improve effectiveness and use of records kept at the society and individual farmer level	Farmer Field School integrating record keeping in training curriculum. FFS facilitators, MTs and Research and Development staff of FO trained in Participatory Farm Management tool FFS facilitators/other resource persons train society executives in farm record keeping, storage and use of records compiled by society members	Farm records kept over a period and uses to which records have been kept.	Number of farmers/societies trained. Percentage of farmers adopting record keeping techniques and benefits derived from it.	Nil

	1.2	Review information on existing Kuapa website and create in-house systems for a responsive website	Source through competitive selection process a good local Information Technology (IT) firm to execute task	Local and international trade partners using website or establishing trade links as a result of use visiting Kuapa website Presence of systems developed for constant up-date and post relevant information for public relations and marketing purposes.	Catalogue new trade partners resulting from website browsing. Quantum of trade done through orders received via internet.	Nil
	1.3	Improve effectiveness and efficiency in accounting and financial reporting	Source through competitive selection process a good local accounting firm to execute task Purchase and install one set of computer and enhance accounting software Train FO management and accounting staff in financial management Monitor process and impact on improving financial management information	FO using a fully automated accounting system that is efficient and facilitate timely generation of financial information Degree of integration of departmental units into the accounting system	Timely generation of financial accounting information for management decision. Number of accounting support staff skilled in the use of accounting software. Physical inspection in FO offices Number of training seminars held	Nil

	1.4	Improve capacity to manage growth and strategic direction of Kuapa Kokoo Union.	<p>Socodevi assist all branches of Union to determine long-term goals and objectives</p> <p>Develop a business plan document</p> <p>Set-up a committee to monitor and report to Union on the implementation of the corporate business plan</p> <p>Monitor improvements in effectiveness of growth management</p>	<p>Management ability and skills to deal with growth and expansion improved</p> <p>Ability to attract additional resources (capital) improved and additional capital attracted through effective marketing of corporate business plan.</p>	Business plan in place and proactive efforts in place to use plan as a guiding tool	Nil
	1.5	Promote efficient cooperative governance, transparency and democratic principles	<p>Socodevi and local partner package materials on roles, responsibilities, rights and limitations for different categories of cooperative members – i.e. management, union executives, staff, union members etc</p> <p>Conduct series of workshops on the respective roles and responsibilities, put this in brochures and office posters.</p>	Reduced conflicts amongst the different categories of people in the cooperative.	<p>Number of seminars conducted</p> <p>Types of communication tools developed to bring messages on responsibilities and roles and rights to the different categories in the cooperative.</p>	Nil

	1.6	Complete Needs Assessment Study and Issue Final Report with a set of Recommendations	Study – Using Technical Expertise in Association Strengthening	List of recommended intervention for FO strengthening obtained.	Inception Mission Report Issued Final Study Report. A set of recommendations for interventions issued by Socodevi	<i>(This activity started in year one and will continue into the first quarter of year two. Thus it is not included in the activities summary)</i> <i>(See activity overview of year one for status)</i>
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2. Technology/Knowledge Dissemination:

Objective	No.	Activity	Implementation Strategy	Expected Results / Deliverables	Performance Indicators	Status
To improve farmers' knowledge and decision making capacity regarding diseases and pest management	2.1	Continue and complete training of first batch of farmer field school participants	Farmer field schools with technical backstopping from Master Trainers and resource persons from the Cocoa Research Institute of Ghana (CRIG)	Farmers improve yields per hectare and incomes	Percentage of participants registering improved farm yields, farm income, reduction in incidence of disease and pest, use of socially responsible production practices, level of participation, degree of knowledge filtration communities	(activity started in July of year one and will continue until mid year two) See year one activity overview for more details on status
	2.2	Improve skills of FFS facilitators and certify them as cocoa pest and disease management trainers	Organize refresher-training program for facilitators. Facilitators examined and given certificates when successful	Highly trained and qualified facilitators constitute a pool of community based extensionists in cocoa IPM	Number of qualified and certified facilitators	Nil (i.e. new activity)

	2.3	Commence an complete 24 new FFS	Community mobilization and sensitization on FFS concept and approach Conduct Farmer field schools with technical backstopping from Master Trainers and resource persons from the Cocoa Research Institute of Ghana (CRIG)	Farmers improve yields per hectare and incomes	Percentage of participants registering improved farm yields, farm income, reduction in incidence of disease and pest, use of socially responsible production practices, level of participation, degree of knowledge filtration communities	Nil
	2.4	Complete training of Master Trainers	Attend training workshops on the fully developed FFS curriculum and protocols by the region Participate in working meetings with regional technology transfer specialist team	Highly qualified master trainers Well-organized and coordinated farmer field schools	Number of training and working meetings participated Performance of FFS	Nil
	2.5	Refine and Finalize FFS curriculum	Working meetings	Finalized comprehensive STCP curriculum on integrated cocoa pest and disease management training manual	Availability of cocoa IPM curriculum and training manual	Nil
	2.6	Promote the institutionalization of the FFS	Raise awareness of FFS and its curriculum on cocoa ICPM amongst	Improved understanding of the principles of FFS and its approach among	Expressed interest by farmer organization to support FFS and scale it up amongst	Nil

			government extension agencies and cocoa farmer associations in the country.	farmer organizations and government extension agencies.	other farmers without STCP funding.	
	2.7	Increase farmer involvement in tree crop research through participatory technology development (PTD)	<p>Train farmers and master trainers on PTD approach</p> <p>Involve FFS graduates in STCP funded research activities</p> <p>On farm trails with FFS participants by researchers</p>	Methods developed for organizing and implementing PTD activities and forming linkages with FFS	Number of farmers involved in PTD	Nil
	2.8	Disseminate information on sustainable tree crop management practices through innovative extension approaches	<p>Integrate best practices on technical pest and diseases management issues into social message</p> <p>Social marketing</p>	<p>Extension materials developed e.g. posters , radio messages etc</p> <p>Extension materials with both technical and social content</p>	<p>Number of extension messages developed and in use</p> <p>Number of dissemination approaches tried</p> <p>Number of farmers reached</p>	Nil

3. Market and Information Systems:

Objective	No.	Activity	Implementation Strategy	Expected Results / Deliverables	Performance Indicators	Status
<p>To improve the capacity and knowledge of farmers to articulate their needs and concerns, bring these to industry and improve information sharing between industry and producers.</p> <p>Assist FO to crack more export markets.</p>	3.1	Develop farmer organization's appreciation of geographic information system (GIS) as a potential tool for TIS development.	Conduct a sensitization workshop	<p>Improved understanding of GIS tool and its benefits and challenges</p> <p>Willingness of FO to establish and maintain a GIS for its production systems data</p> <p>Willingness of FO to co-fund the GIS set-up under the STCP efforts.</p>	<p>Sensitization workshop report with a set of recommendation on the way forward.</p> <p>FO management joins STCP in GIS set-up in FO's offices</p>	Nil
	3.2	Establish, expand and continuously up-date cocoa production system data base for pilot area using GIS	<p>Set-up GIS system and develop appropriate data collecting tools</p> <p>Train FO personnel on data collection for GIS purposes and train a small crew to manage system</p> <p>FO identify in conjunction with Cocobod data needs that should be put into a GIS</p>	A functioning GIS system that provide important management and marketing information.	<p>Number of FO staff trained in GIS management</p> <p>Level of efficiency in updating GIS information</p> <p>Frequency of submission of field data</p>	Nil

	3.3	<p>Improve the internal coordination of market information for effective mobilization and transport of cocoa from area offices to port of export</p>	<p>Conduct a feasibility on communication/cost options to integrate area offices with head office.</p> <p>Network area offices with wireless communication in phases</p> <p>Train FO staff to manage and maintain system</p> <p>Monitor progress and improvements in internal mobilization stocks for marketing.</p>	<p>Improved communication between head office of FO and area offices that facilitates marketing.</p>	<p>Number of area offices networked with head office communication</p> <p>Level of maintenance ensured by FO management if communication equipment put in place.</p>	<p>Nil</p>
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4. Social Issues:

Objective	No.	Activity	Implementation Strategy	Expected Results / Deliverables	Performance Indicators	Status
To discourage all forms of hazardous child labour and promote socially responsible cocoa production	4.1	Sensitize cocoa growing communities in the pilot area and outside on hazardous form of child labour and its implication for cocoa marketing.	Radio panel discussions. Community feedback surveys on radio messaging	Level of community awareness on child labour issues STCP pilot communities knowledge level on child labour issues and its implications for cocoa production is raised. Changes in social practices on use of child labour on cocoa farms and documentation of changing attitudes	Number of radio programs held. Changes in social behavior with respect to child labour.	Some discussion between STCP and CARE Ghana on how STCP can collaborate with the former in a radio-messaging program on a Kumasi based FM station. Final program and modalities for collaboration and <u>actual radio program yet to start as part of year two activities.</u>
	4.2	Develop knowledge base on current social issues and approaches and efforts in other WACAP/STCP implementing countries	Participate in teleconferences of the child labour working group of industry. Attend WACAP national steering committee meeting and participate in relevant workshops	Improved level of knowledge on regional trends in dealing with child labour in the cocoa sector, different approaches and results achieved in different countries.	Number of meetings participated in. New approaches learnt through meetings and applied to country program	Nil

5. National Network Activities:

Objective	No.	Activity	Implementation Strategy	Expected Results / Deliverables	Performance Indicators	Status
To create and sustain strategic linkages between STCP and cocoa stakeholders and provide policy guidance for program implementation	5.1	Raise funds locally to support program implementation.	<p>Hold consultations with various donors to identify their funding interests and requirements</p> <p>Hire experts to develop tailor made proposals based on broad STCP framework for specific potential donors</p> <p>Prepare flyers and brochures on program design and achievements</p> <p>Conduct in-country donor conference.</p>	<p>Five (5) effective tailor made proposal developed.</p> <p>Donor institutions contacted expressing interest to fund some activities of STCP</p>	<p>Number of proposals submitted to donors</p> <p>Different meetings held with potential donors</p> <p>Number of positive responses received from potential donors</p>	Nil

	5.2	Provide strategic administrative/management backstopping for program implementation	<p>National Network meetings</p> <p>Technical committee meetings of network</p> <p>Establish linkages with donors, partners and government</p> <p>Field monitoring tours of network members</p>	Well-managed and implemented high performance program.	<p>Number of technical committee meetings held.</p> <p>Number of national network meetings held</p>	Nil
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6. Management and Coordination:

Objective	No.	Activity	Implementation Strategy	Expected Results / Deliverables	Performance Indicators	Status
To provide day-to-day project implementation support, oversight and ensure the attainment of project targets and impact	6.1	Coordinate and manage day-to-day implementation and provide oversight	Consultations, Discussions, field visits, attendance of meetings (in-country and out-country)	<p>Timely submission of project reports including financial reports.</p> <p>Timely conduct of staff performance appraisals.</p> <p>Participation of Project Manager in relevant meetings</p> <p>Efficiency in implementing national network and technical committees decisions.</p> <p>Effective and efficient financial and administrative management.</p> <p>Timely support of field level programmatic activities.</p> <p>Efficient and effective monitoring and coordination of impact studies.</p>	<p>Submission dates of project report</p> <p>Number and type of meetings attended.</p>	<p>Nil</p> <p><i>(Continuous management support from year 1 through to year 3)</i></p>

	6.2	Coordinate the development of a documentary video on STCP Ghana activities	Hire the services of expert team based on past work of comparable nature by expert team of script writer, production and sound technician etc	<p>Availability of an excellent video documentary for public relations purposes on national electronic media.</p> <p>New linkages and partnerships created as a result of people watching documentary.</p>	<p>Physical availability of video.</p> <p>Number of copies distributed to selected people and institutions</p> <p>Number of new linkages established as result of documentary.</p>	Nil
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