

ACTIVITY # 1: IMPROVE EFFECTIVENESS AND USE OF RECORDS KEPT AT THE SOCIETY AND INDIVIDUAL FARMER LEVELS

Project: Ghana Pilot Project
Component: Strengthening of community/farmer organisations

Potential Partners: Consultant (MoFA/GTZ), Francis Baah (CRIG).

Objectives:

- Help society executives to maintain appropriate records of individual membership production and relevant records of management decision making purposes;
- Ensure that farmers keep effective farm records necessary for planning and budgeting and organising farming activities in a profitable manner.

Background/Justification:

Faced with the lack of effective and efficient records societies and farmers are unable to plan, budget and make decision affecting their activities based on credible data. Consequently, farming to many does not seem to be a business but just a way of life. STCP's efforts in strengthening the FO therefore seeks to bring a more business like approach to cocoa farmers by providing especially the farmer the tools relevant for decision making on of which is the maintenance of effective records that adopt participatory approach and less numerical for the illiterate and semi literate farmers. The GTZ and the Ministry of Food and Agriculture (MoFA) has developed and used the PARTICPATORY FARM MANAGEMENT TOOL kit tailored to the record keeping needs of illiterate farmers.

Location/Target Group:

The training will target the research and development staff of Kuapa Kokoo, FFS facilitators, Master Trainers of STCP as dissemination points for further training of farmers.

Methodology/Implementation Strategy:

- Two training of trainers workshops conducted at different times during the first quarter of year two will be conducted for the target group.
- Each FFS facilitator trains all farmers in the FFS
- The R and D staff of Kuapa and Master Trainers of STCP will train the society level executives in separate community level workshop
- Consultants hired for the initial training of trainers will monitor and ensure the effectiveness of skills transferred and its usage over a one year period to ensure that training actually benefits farmers in the production business,

Expected Results/Deliverables:

- Farmers are keep records in a form they can use for planning and decision making purposes.
- Society level records are kept accurately, updated and used for planning and decision-making on group membership activities.

Milestones:

- Training of Trainer completed by December 2003.
- Training and monitoring of society/farmer level training commenced from January 2003.

ACTIVITY # 2: REVIEW INFORMATION ON EXISTING KUAPA WEBSITE AND CREATE IN-HOUSE SYSTEMS FOR A RESPONSIVE WEBSITE

Project: Ghana Pilot Project
Component: Strengthening of community/farmer organisations

Potential Partners: Information Technology Consultants.

Objectives:

- Improve the public relations of Kuapa with the view to attracting more business partners.
- Provide outside world with current information on corporate activities and enhance the competitiveness of Kuapa amongst other local produce buying agencies.

Background/Justification:

Kuapa has an old website with just basic information on the historical set-up of Kuapa and its basic operations. However, for effective public relations as a tool for improving competitiveness and attracting business partners and donors, Kuapa needs a more responsive website as well as in-house systems for continuously updating information posted on the website. This will allow potential business partners within and without the country to appreciate possible areas of partnership with Kuapa Kokoo.

Location/Target Group:

Set-up of the training will target the research and development staff of Kuapa Kokoo, FFS facilitators, Master Trainers of STCP as dissemination points for further training of farmers.

Methodology/Implementation Strategy:

- Identify local information technology (IT) firm or consultants to study operations of Kuapa, discuss with management what could be put on the website, design package and agree on content.
- Purchase and install appropriate software for managing the website
- In-house information technologist identified and trained to manage website continuously to ensure that most current information are posted.
- Monitor frequency of update of website and report to management on the effectiveness of website in Kuapa business operations by the IT staff responsible

Expected Results/Deliverables:

- Improved and current website information on corporate activities available
- IT staff managing website in place
- Reporting website management by IT staff to Kuapa management.

Milestones:

- Contract awarded with detailed workplan by January 2003
- IT person in place at the head office of Kuapa by December 2003

ACTIVITY # 3: IMPROVE EFFECTIVENESS AND EFFICIENCY IN ACCOUNTING AND FINANCIAL REPORTING

Project: Ghana Pilot Project
Component: Strengthening of community/farmer organisations

Potential Partners: Deloitte and Touche, Price Water House, Peatmawick, KPM

Objectives:

- Increase the speed of accounting and accounting report generation
- Create effective and efficient financial management information and reporting.
- Improved financial record keeping.
- Network accounting office information for efficient operations

Background/Justification:

An inception report on the capacity needs assessment of Kuapa Kokoo issued by Socodevi indicated that the financial accounting and financial management capacity needs to be improved by using enhanced accounting software that will allow the accounting staff to keep adequate records that are easily retrievable. This weakness identified stems partly from the weak level of computerization leading to scattered information. Strengthening the accounting department will enhance one aspect of setting a well coordinated system for management financial data which is a critical ingredient for effective management of an organisation.. Doing this will less of a challenge owe to the high level of staff competence in the accounting department. The efforts of STCP will be to organise these capacity using improved automated equipment and training the staff to use these.

Location/Target Group:

The training will target staff in the accounting department, the managing director and his deputies as well a the operations manager.

Methodology/Implementation Strategy:

- Hire the service s of a qualified consultant or institution to conduct a rapid appraisal of current accounting capacities and gaps to identify the specific accounting information management required for effective financial management operation.
- Package a training agenda based on rapid assessment results that addresses gaps and weaknesses identified for accounting staff and management.
- Purchase and install two sets of enhance computers for accounting purposes in the accounting department.
- Conduct well structured training for accounting staff on the use of accounting software introduced as well as management staff on information generations and use for decision making..
- Monitor and evaluate the use training skills given to the accounting staff and the level of efficiency improvements recorded as a result of the STCP intervention.

Expected Results/Deliverables:

- Organised accounting information and reporting.
- Timely generation of financial reporting.
- Improved internal controls

Milestones:

- Contract for rapid assessment awarded by January 2003.
- Computers and software installed by February 2004.
- Training of accounting staff on going from March 2003

ACTIVITY # 4: IMPROVE CAPACITY TO MANAGE GROWTH AND STRATEGIC DIRECTION OF KUAPA KOKOO LTD.

Project: Ghana Pilot Project
Component: Strengthening of community/farmer organisations

Potential Partners: Socodevi, CEDEP, Ghana Institute of Management and Public Administration (GIMPA)

Objectives:

- Improve long-term planning
- Improve capacity to source additional capital for operations
- Improve effective management of growth and expansion of Kuapa

Background/Justification:

The inception mission report on the Kuapa needs assessments observed as part of organizational weaknesses the need for Kuapa to manage growth in an effective manner. Moreover, capital turn over or funds available each season for cocoa purchases has insufficient rate of rotation (3 to 4 times), while access to capital for operations still leaves much to be desired. These weakness stems from the fact that although annual management practices like budget are prepared and planned each year, long-term planning is weak both for direct activities in the cocoa sector and for organization growth. The result has been the apparent lack of long-term strategies to deal with the growth that it Kuapa has achieved in the past as well as their limited ability to raise capital to finance corporate operations.

Location/Target Group:

Kuapa Union Executives, Management of Kuapa Kokoo Ltd and Kuapa rust. The key manager will require specific skills to be able to provide constant strategic leadership for corporate operations.

Methodology/Implementation Strategy:

- Socodevi and local partner organisation facilitates key Kuapa Union executives and management teams of the respective branches of Kuapa Kokoo to determine long term goals and plans and develop a long-term business plan document.
- Socodevi and local partner organisation train management team to be able to constantly review business plan given the highly dynamic economic and environment business takes place.
- Support Kuapa Union to put systems and structures in place to ensure that business plan is respected and content implemented, monitored and evaluated and reported on to the union to ensure that the business plan becomes a living document.
- Socodevi and local partner organisation monitors the use of skills acquired by Kuapa in business plan development and use for enhanced corporate activities and operations.

Expected Results/Deliverables:

- Management ability and skills to identify and deal with growth improved
- Coordination of organisation's activities with current and future partners as well as communication within and without improved.
- Ability to attract and capital attracted using business plans as the primary tool enhanced.

Milestones:

- All consultations on business plan development concluded by February 2003.
- Business plan document developed and launched by March 2003.
- A business plan implementation committee in place and functioning by April 2003.

ACTIVITY # 5: PROMOTE EFFICIENT COOPERATIVE GOVERNANCE, TRANSPARENCY AND DEMOCRATIC PRINCIPLES

Project: Ghana Pilot Project
Component: Strengthening of community/farmer organisations

Potential Partners: Socodevi, CEDEP, Ghana Institute of Management and Public Administration (GIMPA)

Objectives:

- Ensure that all player in cooperative governance clearly understands and roles, responsibilities, rights and limitations.
- Improve mechanisms for the dissemination of relevant information across the rank and file of cooperative members and management for ensure transparency purposes.
- To obtain and sustain cooperation of all cooperative membership with their management.

Background/Justification:

During consultations with the Kuapa Kokoo key management staff as well as farmers representatives for the development of the STCP year two work plans, it came out clearly that there is the need for cooperative membership as well as management of the different branches of the Kuapa Union to appreciation their roles, responsibilities, rights and limitations as well as the general working relationships amongst the various branches. Members of the cooperative and management people consider this critical to avoiding unnecessary interference in the management operations of Kuapa Kokoo. It appears the concern expressed could emanate from some past experience and the lack of adequate knowledge on corporate governance.

Another key issue that came up during the Socodevi needs assessment preliminary consultation was the alleging by cooperative members of lack of knowledge of what takes place in the cooperative. The consultants conducting the study found that the mechanisms and channels for sharing information with the farmers at the village level on corporate activities are weak and needs to be strengthened to ensure transparency.

Location/Target Group:

Kuapa Union Executives, Farmers (members of Kuapa), Management of Kuapa Kokoo Ltd and Kuapa Trust.

Methodology/Implementation Strategy:

- Socodevi and local partner organisation package relevant training materials on roles, responsibilities, rights and limitations of Kuapa members, Union Executives, Manager, Staff etc.
- Material put in user friendly brochures
- Training of trainers conducted for selected people from all village level societies who in turn conduct community level durbars with farmers of the kuapa union on their roles and responsibilities.
- Socodevi and local partner organisation conducts workshops for apex level union executives and management on the principles in the brochures and handouts developed on corporate governance.
- Monitor and evaluate level of knowledge on functions of the different categories.
- Discuss with Kuapa management ways of strengthen relevant information sharing with farmers at the society level and put in place systems and any structure necessary to achieve this.

Expected Results/Deliverables:

- Improved knowledge of roles and responsibilities of all categories of the rank and file of Kuapa.
- Reduced conflicts resulting from non-clarity of roles and responsibilities.

Milestones:

All consultations completed, brochures and training agenda developed and commenced by March 2003.

ACTIVITY # 1: CONTINUE AND COMPLETE TRAINING OF FIRST BATCH OF FARMER FIELD SCHOOL (30 No.)

Project: Ghana Pilot Project
Component: Technology/knowledge dissemination

Partners: Cocoa Research Institute of Ghana (CRIG)

Objectives:

- Improve farmers' knowledge and decision-making capacity regarding disease and pest management.

Background/Justification:

The government extension capacity for cocoa has been very weak in the past. The situation has been compounded by the transfer of cocoa extension services from the Cocoa Services Division of the Ghana Cocomod to the Ministry of Food and Agriculture (MoFA). Consequently, farmers' knowledge and capacity to make informed decisions on how to deal with disease and pest issues on the farm has been very weak. The result has been dwindling production yields for many cocoa farmers. Moreover, the traditional extension methodology of technician delivering new technical packages to farmers without their involvement has failed to yield the expected results, because farmers do not consider themselves as part of the process of planning and developing the technical tools and solutions to farm level problems. Against this backdrop, non-governmental organisation and government extension agencies are willing to adopt new approaches to extension delivery in close partnership with other collaborators. It is in this regard that the farmer field school with its participatory decision making methodologies in training and decision making has been welcomed by farmers and policy makers as a unique and appropriate approach for imparting extension skill to farmers. STCP farmer field schools efforts therefore is timely in Ghana and desired by farmers as one of the best approaches to cocoa disease and pest management.

Location/Target Group:

Cocoa farmers in the Atwima and Amansie West Districts of Ghana

Methodology/Implementation Strategy:

- Continuous sensitisation on the principles and approach of the farmer field schools (FFS)
- Training at the FFS using STCP developed curriculum on cocoa integrated disease and pest management.
- Farm visits, monitoring of quality of FFS, participation levels and skills adoption rates

Expected Results/Deliverables:

- Well-managed cocoa farmers with limited pest and disease incidence amongst participating farmers resulting in improved cocoa production yields and household income.
- Diffuse knowledge in community on disease and pest management.
- Ability of farmers to make appropriate and timely decisions on cocoa pest and disease management enhanced to attract and capital attracted using business plans as the primary tool enhanced.

Milestones:

- All participants of first batch of FFS complete training by February 2003.
- FFS participants register increase in total production output and income by the end of the first year of participation in the FFS.

ACTIVITY # 2: IMPROVE SKILLS OF FFS FACILITATORS AND CERTIFY THEM AS QUALIFIED COCOA PEST AND DISEASES MANAGEMENT TRAINERS

Project: Ghana Pilot Project
Component: Technology/knowledge dissemination

Potential Partners: Cocoa Research Institute of Ghana

Objectives:

- Improve technical knowledge of facilitators
- Improve the facilitation skills for adult training in cocoa extension
- Provide STCP certification to good facilitators for community level cocoa pest and diseases management trainers.

Background/Justification:

The STCP program in conjunction with the beneficiary farmer organisation selected and trained farmer facilitators over the four and half weeks training of trainers program in June 2003. The trainees now constitute a cadre of trainers or facilitators used in conducting the FFS in the project target area. Given the experience the facilitators are acquiring by conducting the FFS it has become necessary to strengthen their technical knowledge on cocoa crop and pest management through a series of refresher training courses conducted by STCP cocoa ICPM master trainers. These facilitators will write various tests or examinations on the technical and facilitation skills to enable STCP certify them as community based cocoa disease and pest management trainers. They would then be qualified to support their farmer organisations in future efforts to train other farmers as well as other community members in their respective village with cocoa pest/disease management skills. This approach is deemed as an integral part of the process of institutionalising the STCP farmer field school efforts in the beneficiary farmer organisations and village communities as a whole..

Location/Target Group:

FFS facilitators from the beneficiary farmer organisation and the government extension agencies.

Methodology/Implementation Strategy:

- Refresher training workshop using the STCP regionally developed curriculum and protocols on cocoa integrated pest/disease management.
- Review meetings, quarterly review meeting
- Field level supervision and monitoring of facilitators training performance and application appropriate facilitation skills and grading of performance.
- Internally conducted practical, written and oral tests by STCP on cocoa ICPM.
- Award certificate of proficiency in cocoa pest and disease management skills.

Expected Results/Deliverables:

- Well-qualified and certified cocoa pests and diseases management trainers.

Milestones:

- 26 certified trainer by July 2004
- Certified trainers providing demand driven training for other farmers.

ACTIVITY # 3: COMMENCE AND COMPLETE 24 NEW FFS.

Project: Ghana Pilot Project
Component: Technology/knowledge dissemination

Partners: CRIG

Objectives:

- Improve farmers' knowledge and decision-making capacity regarding disease and pest management.

Background/Justification:

The government extension capacity for cocoa has been very weak in the past. The situation has been compounded by the transfer of cocoa extension services from the Cocoa Services Division of the Ghana Coccobod to the Ministry of Food and Agriculture (MoFA). Consequently, farmers' knowledge and capacity to make informed decisions on how to deal with disease and pest issues on the farm has been very weak. The result has been dwindling production yields for many cocoa farmers. Moreover, the traditional extension methodology of technician delivering new technical packages to farmers without their involvement has failed to yield the expected results, because farmers do not consider themselves as part of the process of planning and developing the technical tools and solutions to farm level problems. Against this backdrop, non-governmental organisation and government extension agencies are willing to adopt new approaches to extension delivery in close partnership with other collaborators. It is in this regard that the farmer field school with its participatory decision making methodologies in training and decision making has been welcomed by farmers and policy makers as a unique and appropriate approach for imparting extension skill to farmers. STCP farmer field schools efforts therefore is timely in Ghana and desired by farmers as one of the best approaches to cocoa disease and pest management.

Location/Target Group:

Cocoa farmers in the Atwima and Amansie West Districts of Ghana

Methodology/Implementation Strategy:

- Community mobilization, sensitisation on the principles and approach of the farmer field schools (FFS)
- Training at the FFS using STCP developed curriculum on cocoa integrated disease and pest management.
- Farm visits, monitoring of quality and participation levels and skills adoption rates

Expected Results/Deliverables:

- Well-managed cocoa farmers with limited pest and disease incidence amongst participating farmers resulting in improved cocoa production yields and household income.
- Diffuse knowledge in community on disease and pest management.
- Ability of farmers to make appropriate and timely decisions on cocoa pest and disease management enhanced to attract and capital attracted using business plans as the primary tool enhanced.

Milestones:

- 24 New FFS completed by December 2004
- FFS participants register increase in total production output and income by the end of the first year of participation in the FFS.

ACTIVITY # 4: COMPLETE TRAINING OF MASTER TRAINERS

Project: Ghana Pilot Project
Component: Technology/knowledge dissemination

Partners: CRIG, STCP regional technical team (S. David & J. Vos)

Objectives:

- Improve the technical on pest and diseases management of master trainers.
- Improve the monitoring and evaluation skills of master trainers for effective FFS quality monitoring.

Background/Justification:

To ensure effective monitoring for the achievement of results, there is the need to constantly upgrade the skills of the master trainers since they constitute the pivot around which the FFS is organized and knowledge disseminated. More so, based on field level feedback since the start of the FFS, the master trainers have sent feedback to the STCP regional team backstopping FFS for certain new protocols to be included in the curriculum for FFS. As the region develops these new modules, it is imperative for master trainers to meet and discuss the content with regional team that put together these modules and thus be trained as well in its use. When master trainers are well versed in the entire STCP FFS curricula and its associated protocols they are thus equipped to use the same document to train the FFS facilitators at the national level. The master trainers will therefore participate in another regionally coordinated training program based on the fully developed STCP curriculum. The master trainer will be considered fully trained in the use of the STCP developed curriculum for FFS cocoa pest and diseases management. Apart from the technical skills in cocoa pest and disease management, the master trainers will receive refresher training in adult education and facilitation skills.

Location/Target Group:

STCP master trainers – co-opted from the Ministry of Agriculture and the beneficiary farmer organisation.

Methodology/Implementation Strategy:

- Review meetings.
- Workshops to discuss final curriculum and train associated protocols and adult education/facilitation skills.

Expected Results/Deliverables:

- Well-trained master trainers in cocoa pest and diseases management backstopping national level FFS facilitators.
- National level FFS well organised and monitored to ensure quality

Milestones:

- Training of master trainers in full STCP curriculum for FFS completed by January 2003.

ACTIVITY # 5: REFINE, FINALIZE AND VALIDATE FFS CURRICULUM

Project: Ghana Pilot Project

Component: Technology/knowledge dissemination

Partners: STCP Master Trainers, CRIG resource persons, STCP regional team for technology transfer (S. David, J. Vos)

Objectives:

- Ensure that all key cocoa pest and diseases have training modules and protocols on their management in a FFS.
- Ensure that all peculiar national pest/disease issues of STCP participating countries are addressed in the full FFS curriculum manual.

Background/Justification:

The first STCP participatory curriculum development workshop held in Mbalmayo – Cameroon developed an initial curriculum that would enable the STCP take off in all the participating countries. With almost full compliment of regional staff on board and support funding from Dfid to get Janny Vos of CABI fully on board, the project team recognizes the need to meticulously develop a full curriculum and protocols for the technology dissemination component of STCP. A full curriculum is necessary to address all the pest and disease problems associated with cocoa and found in the STCP pilots. In this connection the regional team working on the curriculum based on field level feedback form pilots, field visits and consultations with partners have developed additional modules for cocoa pest and diseases. This would ensure that all peculiar country level pest and disease management issues are addressed in the global manual from which country can prioritize its pest and disease management issues. Since the curriculum has been worked on at the regional level it is imperative to bring together master trainers from the pilots and well as other partners to discuss and hash out a final document for the STCP farmer field schools.

Location/Target Group:

The target group would those to participate in the refinement and finalization of the curriculum or will be sent e-mail copies to send their comments. Theses include master trainers, selected resource persons from CRIG and any other that the STCP regional team may identify..

Methodology/Implementation Strategy:

- Review meetings and discussions.
- Review workshops.

Expected Results/Deliverables:

- Finalized comprehensive STCP technology and knowledge dissemination curriculum with associated protocols on cocoa integrated pest and disease management..

Milestones:

- Comprehensive STCP technology dissemination curriculum ready by March 2004.

ACTIVITY # 6: PROMOTE THE INSTITUTIONALIZATION OF THE FARMER FIELD SCHOOL (FFS)

Project: Ghana Pilot Project

Component: Technology/knowledge dissemination

Partners: Ministry of Food and Agriculture (MoFA); farmer organisations

Objectives:

- To ensure that the FFS approach to cocoa pest and disease management skill training is adopted by and pursued by the beneficiary farmer organisation and government extension agency.

Background/Justification:

The policy thrust of STCP is to implement its programs with farmer owned organizations while working closely with governments is to ensure that the best approach, practices benefits that will result from the STCP efforts does not become short lived as has been the case with several development efforts after donor funds cease. Consequently, STCP has ensured close collaboration with the key farmer organisation in Ghana – Kuapa Kokoo Union, in the selection of FFS facilitators and beneficiary communities. This effort is already yielding great results. Having understood the benefits of the participatory technology dissemination approach of the FFS, Kuapa Kokoo has already put two additional staff apart from the full time staff seconded to STCP as master trainer to work with the STCP coordination office in reaching more farmers. While STCP bears the cost of the farmer field school the additional staff seconded by Kuapa are fully paid and equipped by Kuapa. The STCP coordination office’ efforts would then be to consolidate and sustain this relationship and deepen it such that Kuapa Kokoo would continue with the FFS concept with its other member in future as new farmer organizations comes on board as beneficiaries of the STCP and Kuapa phase out of the STCP program..

Secondly, the district directorates of the Ministry of Food and Agriculture in the two administrative districts of the target area have as well assigned two government extension staff each to work with STCP so as to learn the FFS approach and curriculum being used. The challenge for the coordination office over pilot phase will be to dialogue and strategize with the extension office of government on how to adopt and expand their extension efforts for tree crops using the FFS approach.

Location/Target Group:

District Directorate of the Ministry of Food and Agriculture and Kuapa Kokoo Union.

Methodology/Implementation Strategy:

- Raise awareness of on the STCP FFS curriculum and participatory knowledge dissemination approach among other farmer organisation within the cocoa sector. The awareness raising will use field visit, meetings, discussions and use of television document on STCP.
- Training of trainers from selected government and farmer organisation staff in cocoa pest and disease management using the STCP curriculum and sharing the curriculum with these institutions.
- Adhere to guideline developed by region for recruiting and supporting more trainers from other farmer organisations.
- Monitor the progress and process of institutionalising STCP

Expected Results/Deliverables:

- Government extension agency seeks technical support from STCP to conduct more FFS using STCP curriculum on cocoa pest and disease management.

Milestones:

FFS institutionalised in farmer organisation and district agricultural extension office approach in the target districts.

ACTIVITY # 7: INCREASE FARMER INVOLVEMENT IN TREE CROPS RESEARCH THROUGH PARTICIPATORY TECHNOLOGY DEVELOPMENT

Project: Ghana Pilot Project

Component: Technology/knowledge dissemination

Potential Partners: Farmers, CRIG, STCP Master Trainers.

Objectives:

- Ensure the involvement of farmers in technology development through farmer field schools.

Background/Justification:

The protocols contained in the STCP curriculum for FFS have many exercises that farmers could practice on their own farmer record results and effect on efforts on production improvement. This will enhance the willingness of farmers to adopting new skills and technology since they would have discovered this by themselves. More over, the research component that STCP will under with partner institution like CRIG will in want to involve FFS graduates and have some trails done with them on their fields (farms) and not only at the research center. The benefit of such effort is enormous. It will allow farmers self discover new technologies for dealing with cocoa pest and diseases and promote adoption and dissemination of new knowledge amongst farmers.

Location/Target Group:

Pilot target communities and selected FFS graduate, researchers from CRIG under taking specific STCP research activity.

Methodology/Implementation Strategy:

- Field trails with farmers.
- Field visits
- Formal and informal training
- Monitor progress made under the participatory technology development effort with farmers.
-

Expected Results/Deliverables:

- A set of new pest and disease management findings developed jointly between farmers and researchers
- High adoption of new research outcome amongst farmers because of self discovery
-

Milestones:

- Number of on-going PTD efforts and number of FFS graduates participating in this effort by the September 2003.

ACTIVITY # 8: DISSEMINATE INFORMATION ON SUSTAINABLE TREE CROP MANAGEMENT PRACTICES THROUGH INNOVATIVE EXTENSION APPROACHES

Project: Ghana Pilot Project

Component: Technology/knowledge dissemination

Partners: S. David (STCP-HFC), CRIG researchers, Master Trainers.

Objectives:

- To share best practices discovered through the STCP technology dissemination efforts using the FFS

Background/Justification:

STCP is essentially a platform to test alternative ways and approaches of doing development. Consequently, as new approaches are found efficient and effective in addressing issues in the tree crops sector, it becomes incumbent upon STCP to share these knowledge and approaches the public. This will ensure among others the STCP benefits are sustained extension institutions of government and farmer organizations begin to use the innovative approaches in their development work

Location/Target Group:

Development institutions and the general public.

Methodology/Implementation Strategy:

- Integrate social messages on child labour in extension approaches
- Include social content in technical extension materials
- Social marketing
- Use of radio and posters
- Field visits and rapid appraisal on how well new innovative approaches have been disseminated
- Monitor the progress and outcome innovative approaches disseminated.

Expected Results/Deliverables:

- New innovations with respect to technology transfer compiled and shared using different extension approaches.

Milestones:

- Number of dissemination approaches tried by September 2003.
- Number of technical messages delivered with social content
- Number of new partner institutions using new innovative approaches disseminated.

ACTIVITY # 1: DEVELOP FO's APPRECIATION OF GEOGRAPHIC INFORMATION SYSTEM (GIS) AS A POTENTIAL TOOL FOR IMPROVED TRADE INFORMATION SYSTEM DEVELOPMENT

Project: Ghana Pilot Project

Component: Market, Trade and information system development

Partners: Eric Wood (US GIS), Chaverngroup (local partner institution)

Objectives:

- Develop FO management understanding and appreciation of the GIS to and enable them make a decision to adopt the tool to improve upon market and management information for the FO operations.
- To get the cooperation of Cocobod – Ghana to understand the GIS tool and be able to support the effort so the FO in introducing GIS for improved marketing and trade information as a management information tool.

Background/Justification:

The STCP program component on market and trade information systems requires the implementation of interventions that will enhance the marketing of bulk cocoa for pilot countries and specifically for farmer organizations participating in the program. The establishment of a geographic information system for cocoa production system has been recommended as an approach to gathering information that could be used for marketing improvement as well as management information necessary to guide decision on cocoa production system. However, since the Cocobod in Ghana is responsible for cocoa marketing, the FO (Kuapa Kokoo) management wishes to understand the mechanics of GIS and ensure that the Cocobod management equally understands the GIS tool and the efforts of Kuapa Kokoo under the STCP to improve trade, market and information. The STCP project coordination therefore found it expedient to conduct a one-day seminar for key stakeholders and particularly the FO to make a decision and establish a GIS system into which cocoa production system within the pilot project area will be out. Moreover, in view of the high cost of GIS establishment and management, a decision by the FO to have the system installed following a sensitization workshop will enable them co-fund the implementation of a GIS during the year two work plan implementation.

Location/Target Group:

Set-up GIS system in Kuapa Kokoo Union offices in Kumasi

Methodology/Implementation Strategy:

- Conduct one day sensitisation workshop in collaboration with a local GIS firm and US GIS staff – Eric Wood. Seminar will include a demonstration of cocoa production systems put in a GIS using STCP GIS effort in Cameroon.
- Discussions of concerns of FO and Cocobod management staff in attendance at the sensitisation workshop.

Expected Results/Deliverables:

- Level of understanding and appreciation of GIS system amongst management staff of FO highly developed
- Willingness of FO to co-fund the establishment of GIS in Kuapa offices
- Cooperation of Cocobod for the FO efforts in GIS establishment enhanced.
- Workshop report prepared with recommendation as basis for moving forward with GIS implementation.

Milestones:

- Sensitisation workshop conducted by end of October 2003.
- FO makes matching budgetary provision in 2004 annual estimates.

ACTIVITY #2: ESTABLISH, EXPAND AND UPDATE COCOA PRODUCTION SYSTEM DATA BASE USING A GEOGRAPHIC INFORMATION SYSTEM (GIS)

Project: Ghana Pilot Project

Component: Market, Trade and information system development

Partners: Eric Wood (US GIS), Chaverngroup (local partner institution)

Objectives:

- Establish and constant update cocoa production database within a GIS set-up.
- Improve timely access to information on cocoa production system and market information within FO
- Improve the access to cocoa production information via electronic means to all potential trade partners of FO.

Background/Justification:

The establishment of a geographic information system for cocoa production system is recommended as one approach to gathering information that could be used for marketing improvement as well as management information necessary to guide decision-making on cocoa production system.. However, in view of the cost of establishing and maintaining a GIS system, a decision has to be made by the FO to establish and since it would have to invest in its maintenance during and beyond STCP. Having, sensitized FO management on the tool, it is assumed that they would appreciate it and decide to set-up one. This activity will allow potential trade partners also to visit the organization's website and know as much as they want on the existing crop production practices. The tool will be a great step in environmental monitoring and will allow the FO to determine by superimposing different GIS maps on one another to determine changes that has occurred in cocoa agro forestry is use this as a decision-making tool and help farmers to continuously adopt healthy environmental practices.

Location/Target Group:

Set-up GIS system in Kuapa Kokoo Union offices in Kumasi

Methodology/Implementation Strategy:

- Kuapa Union management identify and furnish office space for the set up of GIS office.
- Kuapa hires a full time staff to receive on training with team of technical experts working on the GIS set-up.
- Train Kuapa staff to manage GIS system continuously.
- Purchase and install one set of computer with appropriate accessories for GIS office
- Develop appropriate tools for field data collection and train data collectors within Kuapa.
- Discuss with management and Cocobod specific data collection needs
- Monitor the progress of GIS establishment and it impact on improved trade and marketing and internal management information.

Expected Results/Deliverables:

- GIS data needs identified and selected data collector trained as well as those to input data.
- One set of computer equipment installed and used for GIS purposes.
- Monitoring reports generated on GIS implementation and it impact on improving trade information.
- Cooperation of Cocobod with the FO efforts in GIS establishment enhanced.
- Workshop report prepared with recommendations as basis for moving forward with GIS implementation.

Milestones:

- Sensitisation workshop conducted by end of October 2003.
- Workshop recommendations documented in a report by mid-November 2003.

ACTIVITY # 3: IMPROVE THE INTERNAL COORDINATION OF MARKET INFORMATION FOR EFFECTIVE MOBILIZATION AND TRANSPORT OF COCOA FROM AREA OFFICES TO THE PORT.

Project: Ghana Pilot Project

Component: Market, Trade and information system development

Partners: Chaverngroup (local partner institution), communication consultants

Objectives:

- Facilitate easy transfer of information from collection depots to Kuapa main office in Kumasi

Background/Justification:

Faced with poor communication between the twenty two (22) area offices or field offices and Kuapa head office in Kumasi, a lot of time and effort is spent on obtaining information on the quantity of cocoa mobilized at each area office at the start of the buying campaign. Moreover, the area offices are required to send vital information and data on production to Kuapa head office weekly for collation, analysis and forecasting of marketing that the company can do for the period. Staff and farmers have to travel by road under difficult circumstances to bring this information to the head office at great cost. This inefficiency in communication leads to delays in marketing. But timing is crucial in effective marketing. Consequently there is the need to improve the communication between area offices and head office (i.e. operation) to facilitate timely transfer of internal market information. This will enhance the competitiveness of Kuapa with other buying agencies in the marketing arena.

Location/Target Group:

Set-up improved communication systems in the 22 area offices with the head office (operations unit)

Methodology/Implementation Strategy:

- Conduct one a cost appraisal to determine alternative communication facilities that is feasible and cost effective given the fact that most if not all area offices lack electricity and remote villages.
- Phase out the communication systems establishment and linkage with head office
- Train area office staff in the use and maintenance of communication gadgets established at the area offices.
- Purchase and install communication equipment (e.g. wireless communication)
- Train head office staff in managing the central information gather unit and basic maintenance of facility
- Monitor the use and improvements in marketing information gathering as a result of all installations and submit periodic reports.

Expected Results/Deliverables:

- Excellent communication link up of all area offices with Kuapa head office.
- Improved communication on internal marketing
- Available timely field data for operational decision-making.

Milestones:

- Feasible study completed by December 2003.
- Decision on system of communication installation reached by December 2003.
- Installation exercise commences by February 2003.

ACTIVITY # 1: SENSITIZE COCOA GROWING COMMUNITIES IN THE PILOT TARGET AREA AND OUTSIDE ON HARZARDOUS AND UNACCEPTABLE FORMS OF CHILD LABOUR AND ITS IMPLICATIONS FOR COCOA PRODUCTION AND MARKETING

Project: Ghana Pilot Project

Component: Social Issues.

Partners: Care Ghana, Local FM radio stations, WACAP, Farmer Field Schools

Objectives:

- Sensitize cocoa farmers and communities on hazardous and unacceptable forms of child labour within the context of ILO convention 182.
- Link up WACAP offices with field areas requiring direct action

Background/Justification:

STCP has the mandate to address social issues in cocoa production and ensure responsible production. To be able to do this effectively STCP is working closely with its sister project and other partners to jointly address the menace using a multi-pronged approach. STCP had developed modules and protocols that has been accepted by ILO as good for initial sensitization purposes. The modules and protocols has been delivered to a team of farmer field school facilitators (26) who as part of the farmer field school curriculum will be discussing this social issue. Furthermore, STCP is working to define a detailed collaborative arrangement with CARE Ghana in the implementation of the Youth Education and Skills (YES) Program. This will entail STCP technical staff (master trainers) going on air with CARE staff to discuss child labour issues using the approved modules and protocols developed by STCP. The WACAP regional office staff will be involved in the radio panel discussions on child labour. In order to sustain interest of the listening public, STCP/CARE will plug into the social messaging some technical production issues based on the STCP developed farmer field school training curriculum. Moreover, a team of local consultants will be hired to do field monitoring and assess the communities concerns in radio messaging given and factor feedback obtained into subsequent programs. This will ensure that radio messages on social issues addresses all questions that listener might have in the field. It has been proposed that the radio program takes place in the local language every fortnight. A radio station in Kumasi – Kapital Radio, has been contacted to host the program. The station is been selected by CARE/STCP based on an earlier assessment of coverage and patronage of the station by Creative Associates for the farming communities in parts of the Western Region of Ghana.

Location/Target Group:

Cocoa growing communities in the STCP pilot communities and YES program communities in the western region.

Methodology/Implementation Strategy:

- Radio panel discussion of child labour issues within the context of ILO conventions 182 to define hazardous and unacceptable forms of child labour in the cocoa growing communities.
- Use of posters and mainstreaming of social issues in formal school curriculum for basic schools
- Community meetings and durbars.
- Farmer field school training will focus on sensitising farmer participants.

Expected Results/Deliverables:

- Improved understanding of farmers on the issue of child labour
- Farmers stop (where present) the use of children in hazardous farming activities
- More socially responsible cocoa production

Milestones:

- Radio messaging in STCP target communities starts before end of December 2003.

ACTIVITY # 2: DEVELOP KNOWLEDGE ON CURRENT SOCIAL ISSUES AND APPROACHES AND EFFORTS IN OTHER WACAP/STCP IMPLEMENTING COUNTRIES

Project: Ghana Pilot Project

Component: Social Issues

Partners: Child labour working group of industry, ILO/IPEC-WACAP regional office.

Objectives:

- To ensure that the National STCP coordination office staff are abreast with current policy issues, programmatic efforts on addressing child labour issues in cocoa production and be able to provide timely leadership in the STCP national efforts to addressing child labour.

Background/Justification:

In order to address child labour and all social issues effectively industry established the child labour working group chaired by David Stuart of Hershey in the USA. The group among other activities holds teleconferences every month to update itself on efforts in addressing child labour in cocoa production in West Africa. The meetings offer participants the opportunity to learn from the efforts of other countries and improve upon the respective country program efforts. It is therefore imperative for the STCP Ghana coordination office to share its effort as well as benefit from the efforts of other in addressing child labour. The national pilot project manager will therefore participate in the periodic teleconferences. He will also participate in other relevant seminars and workshop conducted by the WACAP regional office to improve and knowledge and skills in addressing social issues.

Location/Target Group:

STCP National Pilot Project Manager

Methodology/Implementation Strategy:

- Participate in teleconference of the child labour working group of industry.
- Participate in relevant workshops of IPEC-WACAP

Expected Results/Deliverables:

- STCP coordination office staff are up-to-date trends on social issues and its implementation

Milestones:

Participate in over 80% of child labour working group meetings during the fiscal year 2003-04.

ACTIVITY # 1: RAISE FUNDS LOCALLY TO SUPPORT PROGRAM IMPLEMENTATION

Project: Ghana Pilot Project
Component: National Network Activities

Partners: Consultants

Objectives:

- To use tailor made proposals to source additional funds from donor agencies with the country to

support and scale up the on-going STCP development efforts.

Background/Justification:

Donor funds of STCP like all other donor funds are limited and could also dry up over time. It is therefore imperative for any project to continuously search for additional funds to compliment other sources. Moreover, as the demand for project services grows, project management faces the challenge of finding additional incomes sources to meet the demand gap in services. This has been the experience of STCP with the implementation of the farmer field schools (FFS). There is a growing demand by farmers not covered under the current phase to receive training in pest and disease management. This can only be met if additional funds are sourced. One of the objectives of setting up a national network as part of structures necessary for program implementation is establish linkages with donors that can be developed into workable funding relation with the donor. To be able to these linkages and based peculiar areas of interest of donor the national network will have hire consultants with skills and expertise in program design to develop tailor made proposals within the broad context of STCP philosophy and approach to source additional funding for the county pilot project.

Location/Target Group:

Donor Community in Ghana

Methodology/Implementation Strategy:

- Consultations, meetings and discussion with donor agencies to identify specific areas of funding interest.
- Hire consultants to develop written tailor made proposals for specific donors to fund specific activities.
- Conduct donor conference for a number of donors and present program achievements and areas requiring additional funding assistance.
- Participate in other donor conference (in-country) and develop linkages with potential donors.
- Prepare local marketing flyers and brochures on STCP

Expected Results/Deliverables:

- Additional funding identified for specific program activities.

Milestones:

New funds identified and tapped by September r2003.

5 tailor made proposal written and presented to five donors by April 2004

ACTIVITY # 2: PROVIDE STRATEGIC AND ADMINISTRATIVE SUPPORT TO PROGRAM IMPLEMENTATION IN HANA

Project: Ghana Pilot Project
Component: National Network Activities

Partners: -.

Objectives:

- Provide broad base policy direction and administrative support and linkages that facilitate smooth implementation of program.

Background/Justification:

One key role of the national network is to backstop the project coordination office in providing the day-to-day administrative and management support for program implementation. In this sense, the national networks and its sub committees undertake some activities to support the project management. These include, organisation of network meetings to review and approve operating budgets, review implementation progress and support the national project manager to address challenges and deepen linkages established by the network.. This ensure that the project is made public and has full central government agencies support

Location/Target Group:

-

Methodology/Implementation Strategy:

- Convene network meetings
- Convene technical committee meetings to discuss and refine technical details of terms of reference, contracts and award contract
- Establish linkages with donors, government agencies and all stakeholders in the cocoa sector.
- Resolve project implementation and any staff problems.
- Monitor project implementation against work plans and targets

Expected Results/Deliverables:

- Well-managed and implemented high performance program.

Milestones:

- Four quarterly meetings of national network organised during the fiscal year.
- Technical sub-committee review all contracts and award
- Old and new linkages sustained

ACTIVITY # 1: COORDINATE AND MANAGE THE DAY-TO-DAY IMPLEMENTATION AND PROVIDE OVERSIGHT.

Project: Ghana Pilot Project
Component: Project Management and Coordination

Partners: -

Objectives:

Provide day-to-day administrative and management support for the attainment of efficient and high performance program.

Background/Justification:

The county project coordination office (PCO) exists to provide the day to day management and administrative support for program implementation. The PCO is headed by a full time Pilot Project Manager who becomes the pivot around which all program activities revolve. It is therefore expected that the PPM undertake a set of activities with the support staff to ensure that programmatic activities are on course and targets and impact are being progressively achieved.

Location/Target Group:

-

Methodology/Implementation Strategy:

- Attendance and organisation of meetings
- Consultations and discussions
- Resolution of programmatic challenges and staff issues
- Monitoring of activity contracts
- Monitoring and coordination of impact studies

Expected Results/Deliverables:

- Well-managed and implemented high performance program.

Milestones:

- Project activity timelines and targets respected
- Budget managed effectively throughout fiscal year without over expenditures causing cash strapping for program activities

ACTIVITY # 2: COORDINATE THE DEVELOPMENT OF A DOCUMENTARY VIDEO ON STCP –GHANA

Project: Ghana Pilot Project
Component: Project Management and Coordination

Partners: -.

Objectives:

To develop by the end of the year two a documentary video that will be shown on the national television stations as well be used as a public relation tool where ever STCP in presented.

Background/Justification:

Visibility of project achievements is very critical in any project implementation. Especially so, if donors

will be convinced to continue funding projects. One way of making a project visible and has proven effective in the Ghanaian context of diverse NGO and development agencies is to use of documentary video on program design and achievements. Management therefore will initiate a gradual process throughout the second year to have a good documentary of the STCP country efforts and use the tool proactively in the last year of the project in its fund raising efforts.

Location/Target Group:

Entire STCP component activities to be covered and partner institutions supporting program.

Methodology/Implementation Strategy:

- Hire services of a team comprising expert scriptwriter, technical producers and sound manager etc to undertake task.
- Several consultations will take place between the PPM and team throughout all the stages of the documentary development.

Expected Results/Deliverables:

- Well documented account of STCP Ghana project achievements/design
- New partnership developed as a result of national broadcast of documentary video

Milestones:

- Final documentary video ready for use by September 2003.