



Annual report from the board of ADDA - 2010

Introduction

ADDA has in 2010 been active in more projects in developing countries than ever before in the 18th year of project activities. This year we were implementing 7 projects in three countries, namely Cambodia, Vietnam and Tanzania. In order to facilitate the implementation by the local partners, we have around 40 local employed, with 4-5 foreign expat as coordinators. This amount of activities requires a lot of coordination and therefore the board of ADDA had 7 meetings in 2010. Together with this we have further developed the office at Frederiksberg, where several volunteers have helped ADDA in different aspects. In 2010, ADDA has also discussed and embarked on a new 5 year strategy (2011-2015) that can be read in full on our homepage www.adda.dk. Also in 2010 we managed to receive several new projects. We have received an extension of the legal aid project in Vietnam, a new EU project in Cambodia and a World Bank financed pilot project also in Cambodia. Several new proposals are submitted or in the pipeline, making ADDA a vibrant NGO with solid experience from several successful projects. Additionally we have in 2010 received two large donations on 25,000 DKK each from Y's Menettes (Denmark) and AgroTech. Also, we have in 2010 received money from "Tipsmidlerne" both for the general administration but also project oriented work in Vietnam.

Information Activities

In 2010 we have published 2 new versions of our newsletter "News and Views". The volume of each magazine continues to grow as we get more and more stories to tell. The feedback has been good. Hopefully the members feel that there is value for money being a member of ADDA. Our homepage continues to be our most important media to communicate with interested people. We have in 2010 launched a new updated version of the homepage, where the graphics have been streamlined and all content updated. In total we have in 2010 had 5,923 visitors on the homepage, an increase of 24% from 2009. Also, the number of pages that has been read has increased to 16,481, an increase of 16% from 2009. We also participated in NGO Forums event called "Verdens bedste nyheder" where we had visitors from Vietnam (Ms. Nguyen Thi Thu Hang) and Tanzania (John Wihallah). They participated in a compressed program with open day at the ADDA office at Frederiksberg, together with a collaborative day coordinated with "Dansk Vietnamesisk Forening" og DANTAN (Dansk Tanzaniansk Forening). During the year we have given several speeches about our activities around Denmark, whenever there has been a chance. Also, we have welcomed several delegations visiting our projects both in Cambodia, Tanzania and Vietnam.

Members of ADDA

We have in 2010 received 19 new members, which is in the low end of what we are used to. In total we have now 455 members, and we would like this to increase to 700 in the next 5 years. It is very

important for our organization that we gain the support from our members and from society by annual payment of the membership fee and by getting new members regularly.

Cambodia

IWEP I and II -Cambodia

The official starting date of IWEP II was 1st April 2009 and the project will end on 31st March 2013 - four years duration. In order to be permitted to operate the project in Cambodia a new Memorandum of Understanding was signed in September 2008 by Royal Ministry of Agriculture, Forestry and Fisheries and Royal Ministry of Foreign Affairs. Policies and strategies have been developed in order to achieve the four results mentioned in the Project Document: 1) - Agriculture income increased; 2) - Micro-enterprise development; 3) - Women's leadership and civil society strengthening and 4) - Capacity development of local partners.

Staff employed in IWEP I was again hired for IWEP II. There are 20 staffs consisting of 1 expatriate part time coordinator, 1 deputy coordinator, 1 part time international advisor, 4 national advisors, 9 district facilitators, 1 accountant, 1 house keeper and 1 admin/driver.

In 2010 thirty (30) new IWEP 2 villages were selected: 15 villages in Chikreng, 10 villages in Sotr Nikom and 5 villages in Prasat Bakong Districts. Twenty (20) new village extension workers (VEW) in 30 new villages were selected based on selection criteria developed by project staff. 41 of 47 VEWs (including old VEWs) were trained at a Training of Trainer course (TOT): "IWEP II Food Security and Gender Training Course" focusing on agricultural technologies such as animal raising, home gardening, fruit tree growing, fish raising, medicine plant production, Self Help Group formation, microcredit, gender issues and extension and teaching methods. Moreover, topics related to human rights, women rights, women forum and HIV/AIDS prevention were included.

In 2010 54 Integrated Farmer Field Schools (IFFSs) were conducted with 1,191 participants including 1,051 women, representing about 90% of the participants.

Results were reviewed by the project staff who found that:

- 99.5% of the selected farmers participated fully in IFFS from the start to the end.
- 95% of participants are now producing vegetable for family consumption and selling the surplus to other villagers. Only 5% grow vegetable for home consumption only.
- 100% of participants (all) built their chicken houses and received chicken from the project.
- The survival rate of distributed chicken is about 98% as reported by participants.
- 100% of farmer field school participants have constructed compost and manure saving structures.

Beneficiaries are scaling up their home gardening and production activities. This is essential for improving food security for their families. The project is endeavouring to support and encourage farmers to intensify and diversify agricultural productions. Strategies and policies were developed to achieve these key elements by for example by subsidising vegetable seeds and supply of an improved breed of chicken (that produces more eggs) for IFFS alumni. Moreover, focus trainings on fruit production and other crop production activities were provided.

By the end of December 2010, there were 124 SHGs with 1,942 members including 1,740 females. Group members meet bi-weekly and they each make savings of 500 riels to 2,000 riels per week. 112 out of 124 group leaders are women. The total capital of SHGs is 104,582.00 US\$ including 23,990.00 US\$ from matching grant (IWEP 1) and 24,072 US\$ from group interest and profit

earned from small businesses. 78,669.40.US\$, equalling 75% of total capital is borrowed by group members at any time to improve their agricultural production as well as to develop small businesses. In reality, each group member is now able to get loans up to about \$100 from their SHG fund.

An Impact Assessment was conducted in July-August 2010. The objectives of the study were to assess the impact of the project regarding economic, agricultural, social and environmental development from project start in 2005 to 2010. Key findings are summarized as below:

- The project is well managed and methodologies applied prove effective. The partnership with local NGOs READA and Banteay Srey is constructive and the transfer of responsibilities to READA is on-going smoothly.
- Besides being an effective way to mobilise the community, Integrated Farmer Field Schools also significantly impact agricultural production: diversification and intensification increased, vegetable production increased by 40% and poultry production by 30%. In whole the productivity improved by 50- 70%.
- At the same time, some progress has been observed in term of environmental protection: Between 6% and 26% has reduced the use of chemical fertilizer and hazardous pesticides respectively, and the use of organic fertilizer. Use of bio- pesticides has increased by 40%. Safety precautions are more widely adopted now.
- 120 Self Help Groups really contribute to build social capital of the poor, reduce exclusion of the poor and to promote gender equity. The SHGs really contributes to changing the status of vulnerable people in their community: as SHG members they have a chance to raise their voice and be heard by the official development structures within the community. SHGs are an effective way to break the poverty circle: saving schemes enable the constitution of financial assets, (total capital of the 120 SHGs is amounting to about \$ 100.000) the development of on- farm and off- farm micro- businesses, and exchange of agricultural techniques and information.
- The strong solidarity element of the saving activities provides a social ‘buffer’ in cases of crisis such as illness of a family member, funeral or other social events in a household, which may otherwise have lead to indebtedness.
- As a whole it is estimated that poverty was reduced by 50% among target beneficiaries. Agricultural incomes increased by more than 51% in average, which means around USD 194 additional per year per target household. The cost benefit analysis of the project thus gives, over the last 5 years, a benefit of USD 3,718,813.
- Additional efforts will be deployed to improve the market/ business orientation of activities. In this regard the collaboration with READA, IDE/ CADF, as well as MFIs and private sector has to be further developed.
- A number of local NGOs and international aid organisations in Siem Reap province have adopted the ADDA-IWEP strategy of combining agricultural training and development of civil society structures in the villages.
- The project has a positive effect on the environment.

EU-Cambodia, ADDA-ECOSORN Project in Cambodia, 2008 – 2010:

With effect from November 2007 ADDA had entered into a contract with EU to conduct the project: *Extension Support for implementing Integrated Rural Development Modules* in 3 provinces: Banteay Meanchay, Battambang and Siem Reap. ADDA-ESO deals with rice production and large farm animals among many other interventions. The ADDA-ESO project expired on 15th October 2010.

Most activities have been completed as per plan. Outputs are fully delivered as per contract with a few minor exceptions. The overall progress of activities reached 99% for lots 1 Battambang and 2 Banteay Meanchey, and 90% in lot 3 Siem Reap.

The project was adapted to the context of the agricultural sector and meets the needs of the beneficiaries in the target areas. However, the project design together with the EC procurement rules have at times proved difficult to apply, hence affecting slightly the efficiency and effectiveness of the project. Methodologies however were adapted and supports well received by the beneficiaries. Most of the planned results have been achieved and the contract has contributed to a 23 % poverty reduction for the target beneficiaries since project initiation. There has been a high adoption rate of various Improved Production Technology Packages and IPM activities, showing that farmers are changing agricultural patterns and are using the new procedures. Home vegetable gardens were well developed which contributed to improve family nutrition and generate small incomes. The livestock and fish production and survival rate has increased for all kind of livestock and the three modules all had profit from fishery interventions. Economic and social development has been successfully promoted by supporting the distribution young animals and improved rice seed. All the supported rice seed associations (2 in each province) have been successful: The results may be considered as major achievements with regard to the improvement of rice production in the 3 provinces as well as delivery of good seeds for the farmers.

In general, the project also had good results in terms of building capacity to: Agri-Extension Workers, Village Animal Health Workers, Master Farmers and Pilot Farmers, they all increased their technical knowledge and self- confidence. All of them and other farmers (direct beneficiaries) have been exposed to a large variety of successful experiences (through demos, exchange visits and study tours) this will result in the local replication process and participate to the sustainability of the actions. The level of adoption of the extension messages are high and most of the improved technologies that the project introduced to the farmers are expected to prevail and be sustainable and will be adopted by neighboring farmers. Therefore, the economy will improve further over the years. A large number of females attended trainings, information sessions and study tours. The result of the contract is thus that both men and women in the target areas benefited. This contributes to the sustainability of the extension system and the strength of CBOs. The project has had a positive effect on the environment because of increased use of organic production methods using no pesticides or less dangerous (approved) pesticides as well as reduced use of chemical fertilizers.

The ADDA-ESO project also had positive effect on the climate change driving factors because of reduced emissions of greenhouse gasses based on higher crop yields/ha by using of less chemical farm-inputs.

The main issues in implementation were first the slow delivery of agricultural inputs and sometimes also the low quality of materials distributed. It was the cause of some delays in implementation. It also required continuous adjustment of the plans as well as negotiation to rescale or modify some activities. Similarly, the failure of key tenders (fish pond digging, supply of seed stores for instance) in the initial stage of the project had continuous effects on Agriculture, Livestock and Fisheries activities and notice fully on fish culture.

Livelihood Enhancement and Association of the Poor in Siem Reap (LEAP -Pilot Phase)

The Ministry of Interior (MoI) Livelihood Enhancement and Association of the Poor in Siem Reap (LEAP) project (funding from the International Bank for Reconstruction and Development (IBRD)/ International development Association (IDA)- World Bank) has selected 3 NGOs to provide consultancy services to the project in its pilot phase. ADDA is one of them. The contract with the MoI was signed in August 2010 and implementation started in September 2010.

Initially it is an 8 months contract, with total value: USD 50.000. The action target Krabei Riel Sangkat, Siem Reap Town and Daun Kaeo Commune, Puok Districts. It is expected that the pilot phase will be extended. According to the work plan, ADDA has achieved significant results both in knowledge building and learning activities as well as development of tools and methods during the implementation period including:

- Recruited and trained four project staffs on LEAP project.
- Selected 18 target villages out of 25 villages in two target communes/Sangkat.
- Selected and trained 10 community professionals on Self Help Group mobilization, facilitation skills and integrated home gardening.
- Selected and trained 435 farmers for participation in Integrated Farmer Field Schools
- Mobilized 435 farmers to establish 20 Self Help Groups
- Contributed inputs for improving Community Operation Manual (COM) and Project Implementation Manual (PIM)

Innovative approaches to food insecurity in Cambodia (INFOSE)

Early July 2010, the ADDA Management team in Siem Reap submitted a grant application to the EU call for proposal: 'Innovative approaches to food insecurity in Cambodia'. We were informed by November that we were awarded the grant of EURO 1,000,000 i.e 80% of the eligible cost of the action. The contract is in preparation and negotiations related to the budget are going on. We are expecting that the contract will be signed by the beginning 2011 and project implementation by March 2011.

Our partners for in project are les Chantiers Ecoles de Formation Professionnelle (CEFP) and the Provincial Training Center (PTC), two vocational training centers in Siem Reap.

More details of the project will follow in the years to come.

Vietnam

Legal Aid to the rural population (VLA-project)

This project ended in 2010 but has been extended for another 4 year period with a total budget of app. 6 mill DKK financed by Danida. The first phase of the project has been implemented according to the intention and has achieved the expected results. It has significantly improved the opportunities to access legal information for the target population by actively visiting the villages and support the population in the topics that the villagers find important. The main conclusions from the first phase are:

- There is an outspoken need for legal information and assistance in the remote area inhabited by ethnic minorities.
- The mobile legal aid clinics are effective means of communication with the remote living population.
- The mobile legal aid clinics are very popular with the target group and with the local authorities.
- The Legal consulting centres in the provinces are getting more and more known thus being used increasingly.
- It has been difficult to encourage the population to raise their ideas on local planning without any specific introduction of the opportunities.
- There is still a big need for advocacy towards local authorities for the people's participation in the development of local planning and in preparation of local regulations or policies. The project extension should support the local population and already existing FGs in getting into dialogue with the local authorities.
- The support to CBOs is very efficient and more sophisticated than the assistance to the individuals in the villages. The CBOs are more interested in getting assistance to their business programmes.
- The involvement of the mass-organisation has proven to be efficient. Therefore there is a need to further involve the mass-organisations in dissemination of the legal information and in organising training events for CBOs and village heads.

In total the project has conducted 39 training courses for 2,001 village heads over the 3 years of implementation. Three province offices have been opened, where 20,000 posters have been disseminated on land law and regulation on forest protection and development, 6,000 posters on democracy and domestic violence attached with project activity leaflets. Information campaign was considered as supplement activity for the mobile legal aid clinics in order to increase effectiveness of bringing legal knowledge to population. Translation of 5 selected legal aspects into dominant local languages (Thai, H'Mong and Dao) was printed out in the end of quarter 3 and they have been delivered to local people in target provinces. Legal handbooks were prepared for the collaborators, families and village heads with 6,000 copies. Apart from the 32,000 people receiving material concerning different aspects of the law also 8,700 people have received more in-depth assistance by the three centres. The mobile legal aid clinics turned out to be much more successful than anticipated in the project document and the number of planned events has increased to more than the double. There have been organised a total of 948 mobile legal aid clinics with participation of app. 43,500 people in the villages where they live. The first phase of

the project has been highly successful achieving high numbers of assistance and helping many people in the local area with important issues concerning the legal rights of ethnic minorities.

Community Development among Ethnic Minorities in Northern Vietnam

In 2010 we ended the first phase of the project. We managed to achieve almost all the indicators as set out in the project document. The project has been implemented according to the intentions and the plans. Only few adjustments have been necessary over the project implementation period. However, an important lesson learned has been that community development is not done by conducting the Village Development Plans as anticipated. Much more efficient is to let the groups mature through commercial activities, and then when the tangible economical benefit is clear for the group members, and then the group is usually also ready for entering community development by organizing community development activities for the entire community.

The most important outcomes of the first phase of the project have been:

- Capacity among the VNFU to organize participatory training and organize sustainable groups
- Two databases are in place
- A team of 68 field facilitators is in place and has proven very effective.
- 15,400 farmers have been trained and have proved enhanced skills on agricultural production
- 293 farmer interest groups have been established for commercial and community development purposes

The main lessons learned have been:

- VNFU is capable to organise comprehensive participatory training programmes
- The provincial FU is the key level in organising the implementation of activities
- FFS are extremely popular with the FU and the participating farmers, and the participatory methodology has proven its efficiency
- Farmers who have participated in a maize FFS have improved the income from maize cultivation with 40 % on average.
- Farmers who have participated in a FFS have improved their collaborative skills
- The FFS are very useful as a tool for sustainable group formation
- The groups need to embark on business opportunities and income generating activities
- The groups can serve as vehicles for organising other community development activities provided that external funding is available

The second phase was initiated the 1st April 2010 and has been implemented for only 9 months. The fact that the project is a second phase means that the activities has started up immediately after signing the MoU between ADDA and the Farmer union. The project is continuing in a smooth manner and the collaboration between ADDA and the implementing partners is fine. Priority over the first 9 months has been the two ToTs which are pre-condition for other field activities. During 2010 the project has conducted the two ToTs, one in Vegetables and one in Adaptation to Climate Change in Maize. Further to the two ToTs, the FFSs have been conducted in maize and vegetables. In total 43 new groups were formed and 42 FFS conducted in vegetables and 79 FFS with maize in the first year of the second phase. This will be increased in the near future to meet the total target of 500 groups all together (1st and 2nd phase) and another 600 FFS (300 in vegetables and 300 in

maize) training another 18,000 farmers, giving a grand total of 33,400 farmers trained at the end of the project.

Developing a Framework for Production and Marketing of Organic Agriculture in Vietnam

The organic project has received an extension for two years (ending in 2012) focusing on lesser groups, where there has been the most progress. The organic sector is still in the beginning, but positive changes are happening, so we feel sure that ADDA will meet the development goal for the organic project.

The promotional campaign took place on May 28 – June 20 at two BigC stores in Hanoi. Before the start of the campaign, the Fresh Studio team had several meetings with Phuc Dai Viet and BigC to get an agreement on the required product specifications and to advise them on making contracts.

Fresh Studio monitored the sales during the campaign and the two weeks after the campaign. Main results were as follows:

- Consumers were interested in buying organic vegetables: vegetables were sold out every day.
- During the campaign Phuc Dai Viet delivered a total of 5.3 tons to BigC but only 4.2 tons were sold. (This big loss was mostly due to problems encountered with BigC's distribution.) This means an average of 100 kg/day. However, during the active in-store promotion sales were on average 165 kg/day, after that it dropped to an average of 65 kg/day. This may not sound like a lot but it meant during the campaign that organic vegetables sales were some 25% of total vegetables sales at BigC.
- The assortment of organic vegetables and herbs sold at the Big C included 20 types. The volumes supplied by the farmer groups are sufficient to supply both BigC stores in Hanoi.
- At the BigC the organic vegetables were sold at prices that were, on average, 91% higher than safe vegetables. This was remarkable since the consumer survey carried out earlier found that consumers were only willing to pay 10 – 20% more for organic vegetables.
- Consumers highly appreciated the promotion materials: 3,700 leaflets were distributed in the first two days of the campaign.

As in 2009, the market for organic produce in Hanoi continued to grow during 2010, although still at a slow pace. By the end of 2010, ten companies were selling organic products as compared to only five companies in 2009. Most companies were buying directly from farmer groups but few are buying through Action for the City. Sales are mostly through the companies' own shops or home delivery. One farmer group is selling directly at the local market. It can safely be assumed that average sale per month for all groups combined did not exceed 12 - 13 ton. This means that over 2010 there has been an increase in the supply of organic vegetables of more than three times.

During the first quarter of the year a total of 41 FFS that had started in 2009 were completed, with a total of 1,115 farmers being trained in organic agriculture. By the end of the third quarter of 2010, a total of 74 groups had been set up but only 27 groups are really active and were selected to receive further project support during 2011 and 2012.

ADDA is still trying to facilitate the formulation of a national action plan for organic agriculture but progress has been slow. Also the establishment of a National Organic Association is moving slowly, although the interest among stakeholders is high.

Tanzania

In 2010, the ADDA project took off in Njombe finalising the Training of Trainers programme and initiating two seasons of Farmer Field Schools. The beginning of the year up to April most focus were on preparation and finalisation of the ToT which involved Master Trainers from Vietnam and Tanzania for the planning stage as well as teachers/trainers under the ToT training. The trainers were local selected NADO members. In this first stage of selection NADO was using its network in the rural areas to select the villages and trainers from their area which involve 21 villages dispersed mostly in the northern area of Mdandu in Njombe District.

Two FFSs were initiated, one beans and later one with maize. The first season the instalment of rope pumps for irrigation were necessary due to dry period (winter) and lack of water in most of the villages. This worked out fine and the experiences show that more focus should be on villages with water access to make logistics easier for the next winter seasons. Furthermore, the coordination in the villages and involvement of village leaders and local authorities are important lessons learned to have successful FFSs. Good communication and use of local resources are the key for local ownership and monitoring.

The experiences from the first season were used for the setup of the next season which involved maize in main agricultural season in Njombe. The participation rates and quality of FFS methodology were improved and NADOs organisational capacity and structure were in focus to overcome all the tasks in villages.

The focus on NADOs organisation has been an ongoing process due to the coverage of a relatively large area, and the tasks that arise in the villages for the implementation of the program. NADO has undergone a change in organisational setup which means that the work has been divided out in different departments that have responsibilities of different kind. The two project officers together with the consultant are monitoring the FFSs including quality and trainer performance in the FFSs that have resulted in new monitoring procedures and regular trainer meetings to support trainers by sharing and resolving issues earlier/faster than the first season. The director and chairman are responsible for good flow of communication and to make sure that the village leaders are supporting the FFSs and other activities are colliding with the program. Furthermore, the administration of NADO is learning about financial and budget planning so procedures are transparent and well documented.

Overall, the program is running well and there have been significant improvements in the outcomes. There are still structures and reporting procedures that needs to be improved and we are continuing to look at how to improve quality in monitoring, training, planning, and communication procedures. The next step is to initiate Farm Interest Groups in 2011 and to involve LGAs more in the coming season.

The pilot phase of the project will end in autumn of 2011, and a new extension phase has been applied for with Danida as donor.

Other activities

Thanks

To the many members of ADDA, our donors; Danida, EU, World Bank, private organizations and supporters and The Embassy of Denmark in Hanoi, Vietnam, most valuable cooperation with Danish Embassy in Phnom Penh, Cambodia, our cooperative partners, our very committed employees, and the many people in the villages, we hereby thank for another good year, for financial support, and a good year which we would not have been without.

Søren T. Jørgensen
On behalf of the board of ADDA,
Chairman, ADDA.

Kalø 25th May 2011

