

GLOBAL GREEN ACTION WEEK, REFLECTIVE WORKSHOP

Report on a Monitoring and Evaluation Workshop

The Workshop Funded and Supported by:
Workshop Facilitators:

SSNC
PELUM-Kenya

PARTICIPATORY ECOLOGICAL LAND USE MANAGEMENT (PELUM –KENYA)

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ACRONYMS

ARDP	- Agriculture Rural Development Programme
CI	- Consumer International
CIN	- Consumer International Network
CSHEP	- Community Sustainable Agricultural & Healthy Environmental Programme
GAW	- Green Action Week
GGAW	- Global Green Action week
IEC	- Information Education Communication
KBC	- Kenya Broadcasting Network
KCO	- Kenya Consumer Organization
KNA	- Kenya News Agency
KOAN	- Kenya Organic Agriculture Network
KTN	- Kenya Television Network
MOs	- Member Organizations
PELUM – Kenya	- Participatory Ecological Land Use Management
RBM	- Results Based Management
RIM	- Research Information Management
SSNC	- Swedish Society for Nature Conservation
TRM	- Thika Road Mall
YEN	- Youth Education Network

1.0 INTRODUCTION

Background

The Global Green Action Weeks' (GGAW) aim is to increase consumer awareness on the impacts of their feeding habits on the environment. GGAW is an event which has been organized by the Swedish Society for Nature Conservation for more than twenty years, under the auspices of volunteers all over Sweden. It was initially known as the "Shop and Act Green Week".

In the 2013 GGAW campaigns, PELUM-Kenya in Kenya collaborated with Consumer Information Network (CIN), Kenya Agricultural Organic Network (KOAN), and Agricultural Rural Development Programme (ARDP) to create consumer awareness on the impacts of sustainable organic foods consumption patterns. The campaigns were carried out during the month of October, with the final activity (A Reflective Workshop) being implemented in early December, 2013.

The reflective Workshop brought together the four (4) collaborating partners to share experiences on the concluded GGAW campaigns and give recommendations, as we brace ourselves for the 2014 GGAW events. The reflective workshop was held in Nairobi at the Olive Gardens Hotel (Hurlingham), on the 5th December, 2013.

Number of persons attending: 12 Participants (5 Males: 7 Females)

Workshop facilitators: Diana Njihia, Results Based Management Officer (RBM): PELUM – Kenya: diana@pelum.net

Workshop presenters:

- i. Ms. Maryleen Micheni, Senior Programmes Officer, Research Information Management Officer (RIM): PELUM-Kenya: maryleen@pelum.net
- ii. Ms. Wanjiru Kamu, Project Manager: Kenya Organic Agricultural Network (KOAN): wanjiru@koan.co.ke
- iii. Mr. Stanley Bii, Programme Coordinator: Agricultural Rural Development Programme (ARDP): kiptanuibii@yahoo.com
- iv. Mr. James Maina, Field Officer: Agricultural Rural Development Programme (ARDP)

1.1 Objectives of workshop

- a) To share experiences and key supporting factors for the successful implementation of activities undertaken within the Global Green Action Week
- b) To identify the key challenges, gaps that hinder or limited the result areas of the Global Green Action Week
- c) To make future recommendations for the Global Green Action Week to improve strategy

1.2 Key points from presentations

- a) Access to markets (Upper hill Market and Bridges Restaurant Market)
- b) Working with schools
- c) The World Food Day Celebrations
- d) Sustainable Consumption Workshop
- e) Other Activities; Media Engagement, IEC materials and Online Interactions (Facebook, Twitter)

1.3 Summary of Participants Expectations

- a) Proposals for approaches in future similar campaigns
- b) Share the success of the GGAW
- c) Teachers and students to know the major role they play in the campaigns
- d) Identify the weak areas/gaps that need improvement in future
- e) The sharing of the experiences
- f) Report of the entire campaigns period
- g) Strategy of tapping into resources into GGAW campaigns as individual institutions or as a team

1.4 Official Opening of Workshop

The opening remarks were made by Ms. Maryleen Micheni, the Senior Programmes Officer of PELUM – Kenya. She briefly highlighted the purpose and importance of the GGAW reflective workshop and expressed her appreciation to the participants for making it to the workshop. She then requested the participants to introduce themselves in the order of their Name, Organization and designations.

2.0 PRESENTATIONS

2.1 Overview of GGAW

The shop and act green week is also known as Green Consumer Week or Green Action week (GAW), which was initiated by the Swedish Society for Nature Conservation (SSNC) over 20 years ago in Sweden. This campaign is marked annually, during the 40th week (1st week of October) under different themes.

After years of successful lobbying and campaigns in Sweden, SSNC spread this campaign around the world through partnerships with several organisations, like the Consumers International (through the Green Week Fund for CI members' consumer organisations) and funded Programmes with various organisations like the CIN, PELUM-Kenya.

The general objective of the campaign is to **spread awareness of the role of consumption in environmental problems, and to make consumers aware of the opportunity to make a difference by advocating a concrete, consumer-oriented environmental issue.** Green Consumer Week always has the aim of demonstrating various alternatives that individuals can choose in order to live in a more sustainable manner. This can be a question of choosing another product when shopping, or reusing instead of buying a new product.

This year, the GGAW is focusing on **organic food and farming for all:** consumers and farmers for food security, safe and sustainable food. In Kenya, the GGAW activities are being implemented by CIN, PELUM-Kenya, YEN and KCO.

One of the first activities implemented under GGAW was a workshop held in Sweden in which representatives from different countries met, and had a round table to agree on who to partner with in the 2013 campaigns. After the workshop, all countries went back and tried to link their campaigns to the environment for instance: PELUM –Kenya already focuses in the environment; hence this made it easier for PELUM –Kenya to increase the awareness of the public on the Organic Foods Consumption methods, since everyone is a consumer.

In Kenya, PELUM-Kenya partnered with CIN as they work directly with consumers, KOAN who work with organic foods and ADRP who work directly with schools and are part of our target groups.

2.2 Access to markets (Upper hill Market and Bridges Restaurant Market)

The activity focused on public sensitizations of consumers on Organic foods consumption and their impacts to the environment. There was a 72% (13) female representation and a 28% (5) male representation at the Upper Hill springs Market. Bridges Organic Restaurant had a 65% (26) women representation and a 35% (14) male representation.

The Media was engaged in various forums. This included nine (9) daily radio mentions in Classic FM; this radio station was opted because it covers both the rural and urban centers, hence reaching out to a larger number of the targets groups (consumers). Radio Jambo was engaged during the Kiambu county focus; in this forum, a representative from PELUM-Kenya advertised the showcasing of a cooking event that was scheduled to take place at the Bridges Organic restaurant on the 19th October, 2013. In it she also urged consumers to focus more on sustainable organic foods consumption.

In both Markets, PELUM-Kenya in partnership with KOAN mobilized farmers to bring their products to the Upper Hills Springs Organic Market, which is functional on a weekly basis (Thursdays: 10:00 am - 5:00pm) and the Bridges Organic Restaurant functional on (Saturdays, Mornings 9am -1pm). These events were successful as farmers in both markets show cased and sold their organic produce in large volumes.

A video documentation was done in both events for the purposes of record keeping and information sharing with our member organizations (MOs) and other stakeholders, through various platforms like the face book page, website and twitter, hence further profiling of sustainable organic foods consumptions.

2.3 Working with schools

The GGAW campaigns worked with schools to share information on organic food consumption patterns and to improve on interactive networking among students. In this particular activity, we focused in working with schools in the North Rift region of Kenya; hence Loreto Boys High School was identified.

A debate between students from two Secondary schools was held (Loreto Boys against Christ the King girls) on the 26th October, 2013. The debate process was guided by a speaker, and a panel of three adjudicators selected from PELUM- Kenya, KOAN and ARDP. The occasion was graced by two priests; Father Nyamwea and Father Ngige. The best students and team were awarded certificates and gift vouchers. Later 200 trees were planted.

2.3.1 Achievements

Some of the achievements of the event included:-

- Participation of the schools in the debate
- PELUM-Kenya donation of computers, modem, modem airtime, T-shirts, Scarfs, wrist bands and Key rings
- The students and teachers received the campaigns positively
- Live Radio Amani airing of the event
- A documentation on K24 and KBC
- PELUM-Kenya funding the activity
- The students felt so motivated with the IEC materials that were shared with them during the campaigns

2.3.2 Outcomes of the event in Loreto Boys High School

- Students want to be involved in the next campaigns as they were really interested
- Students from Loreto boys are taking good care of the trees that were planned in the school
- There is a plot (12 meters by 5 meters) where the students are planting Onions using Chicken waste and Irish potatoes using decomposed cow dung.

2.3.3 Outcomes of the event at Christ the King Girls

- The students really appreciated their engagement in the event
- They also proposed that we plant trees in their school too

2.3.4 Lessons Learnt

The lessons learnt during the event were:

- Evident interactive learning and teaching on the debate
- Debate is a learning process for students
- Debates should be done annually and involve a lot of schools to have best results
- Mixing of boys/girls from different schools made them all winners
- The organic concept approach to school is results oriented
- A lot needs to be done on awareness of organic Foods/Agriculture

2.3.5 Challenges

The challenges were;

- a. There was limited time for the students to plan themselves accordingly
- b. Continuous and more awareness creation among the students on the organic farming should be done

2.3.6 Recommendations

It was therefore recommended that;

- a. Partners should encourage sustainability of the clubs (Agriculture and Environmental) in schools
- b. The adjudicating should be done by the teachers
- c. The activity should be made an annual event and be carried out in rural schools where there are farming communities.

2.4 The World Food Day Celebrations

The aim of celebrating this event was to empower consumers with knowledge on sustainable consumption attributes and their effects. It also encourages organic food production as a sustainable method of Agriculture by growing and consuming indigenous foods.

The 16th October, 2013 world Food day event was celebrated at Christ the King Girls grounds (Nakuru Town). Three farmers groups from ARDP zones exhibited indigenous foods from Kikuyu and Kalenjin; these were indigenous vegetables, both raw and cooked. There were also exhibitions on value addition of the farm produce and herbal medicine made from plants, their use and nutritional value. The Nakuru deflouridation process of purifying water through use of a bonechar was also displayed. The media covered the event (K24).

The GGAW campaign was positively received by both the Small Scale farmers, communities and schools. A one hour creation awareness forum among the general public on growing and consumption of indigenous foods for food security and nutrition was done by Radio Amani and there was a question and answer session.

2.4.1 Achievements

The achievements for the day included:-

- Participation by the farming communities
- Media coverage; K24, Radio Amani, KNA, KTN and Egerton Radio
- The campaign was motivating to the communities and ARDP staff
- Press conference by all media/documentaries
- Radio talk show of an hour

2.4.2 Lessons Learnt

Some of the important lessons learnt were;-

- Indigenous foods are nutritious and free from chemicals
- The Diocese had accepted to assist people so as to learn more on organic utilization, hence inculcating responsible consumption patterns among the church faithful
- Farmers embrace growing of indigenous plants that are resilient to climate change
- Interactive learning and teaching is more adoptive

2.4.3 Challenges

The challenges observed were;

- a. The activity was held at the same time hence, stakeholders had their own events planned in different locations
- b. The venue was not well known by many.

2.4.4 Recommendations

It was therefore recommended that;-

- a. There should be continuous collaborations with the partners involved in the campaigns
- b. The venue of the activity should be in a more strategic place

2.5 Sustainable Consumption Workshop

The main purpose was to link sustainable consumption patterns and its contribution to environmental conservation. The workshop was held on the 22th October, 2013 and it was anticipated that we would have a 15 participant representation, 14 participants turned out.

2.5.1 Workshop Objectives

The workshop's objectives were;

- To share information on GGAW
- To empower strategic consumer with consumption choice effects and provide an opportunity to cause change in food consumption patterns
- Increase awareness on consumer rights, roles and responsibilities in relation to organic foods

It was a one day's workshop that targeted opinion leaders, journalists, columnist and the media.

2.5.2 Achievements

Some of the main achievements of the workshop included:

- Building out from an already existing study

- Creation of the reflective workshop platform
- Sharing information with other non-network partners like KCO, YEN and private practitioners; Dr. Peter Mokaya.

2.5.3 Lessons Learnt

The important lessons learnt from the workshop were;-

- a. We should mobilize opinion leaders early
- b. Use strategic methods to invite participants
- c. PowerPoint presentations to be done by the implementers and facilitated by trainers on organic foods

2.5.4 Recommendations

- a. Creation awareness on consumer consumption habits using a similar platform in future is useful
- b. Video clips from such opinionated workshops will be quite educative and useful in information sharing

2.6 Other Activities; Media Engagement, IEC materials and Online Interactions (Facebook, Twitter)

2.6.1 Media Engagement

The media were engaged throughout the campaigns. There was video documentation and media coverage by K24, Classic FM and Radio Amani.

2.6.2 IEC Materials

Different IEC materials were developed with messaging on organic consumption. Some of the IEC materials include:-

- Scarfs, Wrist bands and Key rings for students
- T-shirts for all
- Posters for participants in various forums
- Banners for the World Food day event and the Organic markets

2.6.3 Online Interactions

Social media accounts were opened to share information on the sustainable organic food consumption patterns; a face book page and a twitter accounts. Interactive sessions with individuals on the page, exhibited a positive response, as most people demonstrated their understanding of organic foods.

3.0 SUMMARY OF ACHIEVEMENTS, CHALLENGES, RECOMMENDATIONS

3.1 Achievements

- a) The partnership established was good as all the partners contributed to the success of the GGAW campaigns.
- b) Recognition of Small Scale Farmers and Traders throughout the campaigns was evident.

3.2 Challenges

- a) Good energy but late preparations
- b) Weak inclusivity of other implementing Civil society Organizations
- c) The venue was hidden; not enough flow of people

3.3 Recommendations

The participants were divided into two groups where they deliberated and discussed on some of the ways in which the 2014 GGAW campaigns would be made more successful. Some of the suggestions given included;-

Group One

1) Schools

- Involve more schools especially the Rural Primary Schools
- **Early planning;** in organizing the events and preparation of students and teachers, for instance having something exciting and challenging for the students that can also help them in preparations; Students to come up with a model idea on organic farming.
- Hold an awareness workshop to prepare students ahead of debates and tree planting event so as to empower them on what the campaign is all about
- Development of a model organic enterprise and the best is rewarded and supported
- Involve students in the World Food Day celebrations

2) Markets

- Early planning
- Identify university students, train them on organic foods and they will assist in advertising the markets
- Hold a market in Eastland or other parts of Nairobi or/ cooking demonstrations
- Target a Television programme for the publicity prior the event, like the Food Friday Show
- Use road banners for advertising

3) World Food Day

- Early planning
- Involve more farmers with more diverse products
- Increased advertising
- Continue using the media for publicity
- Liaise with county governments for partnerships

Group Two

1) Schools

- Have additional schools to join the movement. For instance 10 schools with 20 participants
- Have build up events, sensitize teachers and students with climax being in October Like introducing organized exchanges of information through emails, post cards and letter writing

2) Markets

- Posters
- Scout for new organic market outlets like Thika Road Mall (TRM)
- Media engagement to drive traffic to the outlets
- Produce small documentation to highlight the events
- Organize a 3 days' workshop on markets

3) World Food Day

- Include more groups of farmers
- Media presence/ Media documentation
- The events' public invitation to be made through radio talk shows
- Posters and banners to be put up earlier
- Invite other member organizations and partners
- Propose to hold it on another day, different from the World Food day
- Have the workshop on the prior days to the event on nearby locations

3.4 General Recommendations

- i. Partners to write opinion pieces on the Sustainable Organic Consumption with the media groups that we engage with.
- ii. Sharing of information on the campaigns that any one requires like reports
- iii. Stakeholder involvement during the development of the Information, Education and Communication (IEC) materials

4.0 CLOSING REMARKS

Mr. Bii expressed his appreciation to PELUM-Kenya for the effort put forth in organizing the reflective workshop event as a concluding activity of the concluded GGAW campaigns done in October, 2013. The partners were applauded for the remarkable knowledge and information shared on throughout the GGAW campaigns.

The participants and teachers were lauded for participating in this campaign from its inception to completion; they had an opportunity of sharing in the forum on how best we can carry out the event come 2014.

ANNEXES

Annex 1: Workshop Programme

GLOBAL GREEN ACTION WEEK REFLECTIVE WORKSHOP

VENUE – OLIVE GARDENS HOTEL, HURLINGHAM NAIROBI

DATES- 5TH DECEMBER 2013

Objective of the reflective workshop

1. To share experiences and key supporting factors for the successful implementation of activities undertaken within the Global Green Action week
2. To identify the key challenges, gaps that hinder or limited the result areas of the global green action week.
3. To make future recommendations for the global action week to improve strategy.

Time	Activities	Responsible
Thursday 5 th December 2013 8:45 – 9:45	Official Opening of Workshop <ul style="list-style-type: none"> • Prayer and Self introduction • Welcome Remarks • Participants Expectations • Workshop Objectives • Overview of GAW 	Maryleen Micheni/ Teklah Majuma
9:45-10:00	Review of GGAW programme Presentation on Access to markets (Upperhill market, Bridges Restaurant market) <ul style="list-style-type: none"> - Aims and Objectives - Dates of implementation - Process (in brief) - Achievements and Successes - Lessons learnt / Challenges - Recommendations <i>See attached reporting template</i> <i>Session discussions moderated by the Chair</i>	Diana Njihia – Session Leader Wanjiru Kamau (KOAN)
10:00-10.30am	Tea break (Group Photo)	ALL
11:00-12:00	Review of GGAW programme Presentation on Working with Schools (Structure as above – aims and objectives, dates of implementation etc) Presentation on The World Food Day Celebrations (Structure as above – aims and objectives, dates of implementation etc) <i>Session discussions moderated by the Chair</i>	Stanley Bii & James Maina
12:00– 12:30 12.30-13:00	Presentation on the Sustainable Consumption Workshop <i>(Structure as above – aims and objectives, dates of implementation etc)</i> Presentation/Highlight of other activities	Maryleen Micheni Teklah Majuma

	<ul style="list-style-type: none"> - Media Engagement - IEC Materials - Online Interactions (Facebook, Twitter etc) <p><i>(Structure as above – aims and objectives, dates of implementation etc)</i> <i>Session discussions moderated by the Chair</i></p>	
13:00-14:00	Lunch break	ALL
14:00-17:00	<p>Review of GGAW Programme</p> <ul style="list-style-type: none"> - Suggestion on improving the GGAW in terms of theme, communication, etc to make the campaign even better - Drawing broad Plan for the Future Campaigns 	Diana Njihia
17:00-17:30	Tea break & departure	

Annex 2: List of Participants

Index	Name	Position	Organization
1	Maryleen Micheni	Senior Programme Officer, Research and Information Management Officer	PELUM -Kenya
2	Wanjiru Kamau	Project Manager in Advocacy	Kenya Organic Agriculture Network (KOAN)
3	Stanley Bii	Project Coordinator	Agricultural and Development Programme (ARDP)
4	James Maina	Field Officer/ SARD Promoter	Agricultural and Development Programme (ARDP)
5	Susan Ogagah	Trainer	CSHEP
6	Teklah Majuma	Programmes Assistant	PELUM -Kenya
7	Diana Njihia	Results Based Management Officer	PELUM -Kenya
8	Aramoh Wandolo Willis	Teacher	Loreto Boys School
9	Agnes Abwao	Intern	Consumer Information Network (CIN)
10	Celine Awour	Project Officer	Consumer Information Network (CIN)
11	Paul Wanyoike	Teacher	Christ the King High School
12	Samuel Ndungu	Marketing Advisor	Kenya Organic Agriculture Network (KOAN)