

## CSCF PROPOSAL FORM

### SECTION 1: SUMMARY PROJECT DATA

1.1	<b>CN reference number</b>	CN 2011 2513
1.2	<b>Project title</b>	A Fair Cup: ensuring the rights of smallholder tea farmers in Kenya
1.3	<b>Country(ies)</b>	Kenya
1.4	<b>Locality(ies)/Region(s) within country(ies)</b>	Muranga, Embu and Nyeri districts in Central province.
1.5	<b>Partner(s) in country(ies)</b> List all partners, putting the main partner first.	Christian Partners Development Agency (CPDA) (Local Partner) in Kenya
1.6	<b>Project duration</b>	54 months
1.7	<b>Proposed start date</b>	1 <sup>st</sup> April 2011
1.8	<b>Is this a resubmission of a previous proposal?</b>	No
1.9	<b>If yes (1.8) please provide reference number and year of submission</b>	Not applicable

### SECTION 2: INFORMATION ABOUT THE UK ORGANISATION (APPLICANT)

2.1	<b>Organisation name</b>	Traidcraft Exchange
2.2	<b>Registration or charity number (if applicable)</b>	1048752
2.3	<b>Office address</b>	Kingsway, TVTE, Gateshead, Tyne & Wear, NE11 0NE
2.4	<b>Web address</b>	<a href="http://www.traidcraft.org.uk/programmes">www.traidcraft.org.uk/programmes</a>
2.5	<b>General telephone number</b>	+44 0191 4910591
2.6	<b>General email address</b>	<a href="mailto:programmes@traidcraft.org.uk">programmes@traidcraft.org.uk</a>
2.7	<b>Main contact person</b>	Name: Mr Robert Donnelly Position: Head of Africa Programmes Email: <a href="mailto:robertd@traidcraft.org.uk">robertd@traidcraft.org.uk</a> Tel: (0191) 497 651
2.8	<b>2nd contact person</b>	Name: Mr Edward Wambugu Position: East Africa Director Email: <a href="mailto:edwardw@traidcraft.or.ke">edwardw@traidcraft.or.ke</a> Tel: +254 (0)20 3866005
2.9	<b>Which of the following best describes your organisation?</b>	<p><b>Select a maximum of two categories</b></p> <p><input checked="" type="checkbox"/> Non-Governmental Organisation (NGO)</p> <p><input type="checkbox"/> Trade Union</p> <p><input type="checkbox"/> Faith-based Organisation (FBO)</p> <p><input type="checkbox"/> Disabled Peoples' Organisation (DPO)</p> <p><input type="checkbox"/> Organisation Working with Disabled People</p> <p><input type="checkbox"/> Academic Institution / Think Tank</p> <p><input type="checkbox"/> Ethnic Minority Group or Organisation</p>

		<input type="checkbox"/> Diaspora Group or Organisation <input type="checkbox"/> Other... [please specify]
2.10	What is the most recent annual income of your organisation?	Income: £3,570,000. Start/end date of accounts (dd/mm/yyyy) From:01/04/2009 To: 31/03/2010
2.11	Have you submitted a proposal to CSCF before?	YES
2.12	If yes (in 2.11), please state reference numbers, year submitted, titles, countries and result of previous proposals	<ul style="list-style-type: none"> <li>• CFA/2005/536: Sustainable Livelihoods for Indian Tea Workers (India) – 2004, successful (completed)</li> <li>• CFA/606: Overcoming barriers to trade in Kenya – 2004, unsuccessful</li> <li>• CFA/861: Empowering garment workers in Bangladesh – 2004, unsuccessful</li> <li>• CFA/541: Giving voice to small producers in the Philippines – 2004 and 2005, unsuccessful</li> <li>• CFA/975: Fair trade in Cambodia – 2005, unsuccessful</li> <li>• CFA/950: Promoting community based management of NTFP in Orissa – 2005 and 2006, unsuccessful</li> <li>• CFA/2007/1285: Improving livelihoods in the dairy sector (Kenya) – 2006, successful (current project)</li> <li>• CFA/2008/1235: From field to market: sustainable livelihoods for cotton farmers/labourers (India) – 2007, successful (current project)</li> <li>• CFA/2009/1852: Golden Fibre: Sustainable livelihoods for jute growers and producers (Bangladesh) – 2008, successful (current project)</li> <li>• CFA/1565: Spice Promotion Initiative for Community Enterprises (SPICE), India – 2009, unsuccessful</li> <li>• CFA 2010 2133: Building Rights and Empowering Workers, Bangladesh – 2009, unsuccessful</li> </ul>

### SECTION 3: CAPACITY OF UK ORGANISATION

3.1

#### EXPERIENCE

Please outline your experience in relation to the issues targeted in the proposal and in this country/region

TX has nearly 25 years experience of enabling producers in developing countries to benefit from trade. An important aspect of our work is empowering producers and farmers to speak up for their rights and make their voices heard by those who can make a difference. An example in the East African context is our CSCF-funded project with informal dairy traders (CFA/2007/1285), who are now seeing their rights protected and market access improved. Ten regional dairy trader associations (DTAs) and a national DTA have been formed and, with increased confidence and understanding of their rights, have been engaging with local authorities, including the Dairy Board. As a result, the draft national Dairy Policy now recognises the right of informal milk traders to carry out their trade.

Tea is a strategic area of focus for Traidcraft and we have been working in the sector for over 20 years. Traidcraft plc has a long history of sourcing tea from East Africa. TX has been exploring the potential for engaging in the tea sector in Kenya since 2007, seeking to use learning from our successful CSCF-funded work in India (CFA/2005/536) which empowered small tea growers, increased their business and negotiation skills, advocacy capacity and raised disposable income by 40%. The National Tea Board of India introduced policy changes to ensure the rights of small tea growers as a direct result of the project. Our Policy Unit in London also has significant experience of lobbying and campaigning for the rights of marginalised workers in sectors including tea.

<b>3.2</b>	<b>FUNDING HISTORY</b> Please provide a brief summary of your experience with projects of this size and scope
	TX has managed a large number of similar projects working with local partners in Africa, South & South-East Asia. Recent donors include DfID, Big Lottery, EC, IFAD & various charitable trusts. Our current grants range from £10,000 to £1.75 million in size.
<b>3.3</b>	<b>FRAUD</b> Are you aware of any fraudulent activity within your organisation within the last 5 years? How will you minimise the risk of fraudulent activity occurring in future?
	TX has had no instances of fraud within the last five years. TX has a fully qualified accounting team and the organisation's accounts are audited regularly by external auditors. In addition, the governing body of TX monitors the finances and ensures that financial transparency is maintained at all levels.

#### SECTION 4: PROJECT BUDGET

Note that this should be a summary extracted from the full budget submitted together with this application which must be presented in DFID financial years (1<sup>st</sup> April - 31<sup>st</sup> March).

<b>4.1</b>	<b>Total Project Budget</b>	£525,465						
<b>4.2</b>	<b>Total funding requested from DFID</b>	£498,045						
<b>4.3</b>	<b>Funding requested from DFID in year 1</b>	£120,649						
<b>4.4</b>	<b>If you have approached other donors for funding for this project, please give name of donors, reference number, and status of application. Please also list any contributions of your own.</b>							
	TX's contribution will be £27,420. No other donors have been approached to date.							
<b>4.5</b>	<b>Have you approached any other part of DFID, and if so where and with what result?</b>							
	No							
<b>4.6</b>	<b>UK expenditure – specify what % of the DFID annual request relates to UK costs.</b>	<table> <tr> <td><b>Year 1:</b> 8%</td> <td><b>Year 4:</b> 8%</td> </tr> <tr> <td><b>Year 2:</b> 8%</td> <td><b>Year 5:</b> 8%</td> </tr> <tr> <td><b>Year 3:</b> 8%</td> <td></td> </tr> </table>	<b>Year 1:</b> 8%	<b>Year 4:</b> 8%	<b>Year 2:</b> 8%	<b>Year 5:</b> 8%	<b>Year 3:</b> 8%	
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<b>Year 2:</b> 8%	<b>Year 5:</b> 8%							
<b>Year 3:</b> 8%								

#### SECTION 5: CATEGORISATION

<b>5.1</b>	<b>Project Core Subject Area</b> (Please check <b>up to three</b> boxes which depict the core subject areas of your project)	
	<input checked="" type="checkbox"/> Agriculture <input type="checkbox"/> Appropriate Technology <input type="checkbox"/> Child Labour <input type="checkbox"/> Climate Change <input type="checkbox"/> Conflict / Peace building <input type="checkbox"/> Core Labour Standards <input type="checkbox"/> Disability <input type="checkbox"/> Drugs <input type="checkbox"/> Education <input type="checkbox"/> Enterprise development <input type="checkbox"/> Environment <input type="checkbox"/> Fisheries <input type="checkbox"/> Food Security <input type="checkbox"/> Forestry <input type="checkbox"/> Gender	<input type="checkbox"/> HIV/AIDS <input type="checkbox"/> Housing <input checked="" type="checkbox"/> Income Generation <input type="checkbox"/> Justice <input type="checkbox"/> Land <input type="checkbox"/> Landmines <input type="checkbox"/> Livestock <input type="checkbox"/> Media <input type="checkbox"/> Mental Health <input type="checkbox"/> Reproductive Health / Female Genital Mutilation (FGM) <input checked="" type="checkbox"/> Rural Livelihoods <input type="checkbox"/> Slavery / trafficking <input type="checkbox"/> Water <input type="checkbox"/> Violence against women/ girls/children

	<input type="checkbox"/> Governance <input type="checkbox"/> Health	<input type="checkbox"/> Other:
<b>5.2</b>	<b>Target Group</b> (Please check the main target group(s) of your project)	
	<input type="checkbox"/> Children <input checked="" type="checkbox"/> Communities <input type="checkbox"/> People with disabilities <input type="checkbox"/> Elderly <input type="checkbox"/> Leaders <input checked="" type="checkbox"/> Men <input type="checkbox"/> Minority groups (religious/ethnic)	<input type="checkbox"/> People Living with HIV/AIDS (PLWHA) <input type="checkbox"/> Sex Workers <input type="checkbox"/> Street Children <input type="checkbox"/> Trade unions <input checked="" type="checkbox"/> Women <input checked="" type="checkbox"/> Youth <input type="checkbox"/> Other:
<b>5.3</b>	<b>Which of the following core CSCF areas will your project contribute to?</b> (check all that apply)	
	<input checked="" type="checkbox"/> Improving the capacity of Southern civil society to engage in <b>local</b> decision-making processes <input checked="" type="checkbox"/> Improving the capacity of Southern civil society to engage in <b>national</b> decision-making processes <input type="checkbox"/> Improving the capacity of Southern civil society to participate more effectively at the <b>international</b> level <input type="checkbox"/> Providing innovative service delivery <input type="checkbox"/> Providing service delivery in difficult environments	
<b>5.4</b>	<b>Which of the following Millennium Development Goals is your project contributing to (if any)?</b> (check all that apply)	
	<input checked="" type="checkbox"/> Eradicate extreme poverty and hunger <input type="checkbox"/> Achieve universal primary education <input type="checkbox"/> Promote gender equality and empower women <input type="checkbox"/> Reduce child mortality <input type="checkbox"/> Improve Maternal Health <input type="checkbox"/> Combat HIV/AIDS, malaria and other diseases <input checked="" type="checkbox"/> Ensure environmental sustainability <input type="checkbox"/> Develop a global partnership for development	

## SECTION 6: DOCUMENTATION PROVIDED

<b>6.1</b>	<b>Please check boxes for each of the documents you have submitted with your proposal</b>
	<p><b>Mandatory for all projects</b></p> <input checked="" type="checkbox"/> Proposal form (sections 1-7) <input checked="" type="checkbox"/> Proposal form (sections 8-15) <input checked="" type="checkbox"/> Logframe <input checked="" type="checkbox"/> Budget
	<p><b>Mandatory for new applicants to the fund</b></p> <input type="checkbox"/> Constitution <input type="checkbox"/> Annual Accounts
	<p><b>Optional</b></p> <input checked="" type="checkbox"/> Project organisational chart <input checked="" type="checkbox"/> Project bar or GANTT chart to show scheduling <input type="checkbox"/> Other... [please specify]

## SECTION 7: BASIC INFORMATION ABOUT THE PROJECT

<b>7.1</b>	<b>ACRONYMS</b> Please list all acronyms used in your application and explain them in full.
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	CPDA: Christian Partners Development Agency KTDA: Kenya Tea Development Agency Ltd KTB: Tea Board of Kenya KARI: Kenya Agricultural Research Institute	M&E: Monitoring and Evaluation PLWHA: People Living with HIV/AIDS TX: Traidcraft Exchange WHO: World Health Organisation
<b>7.2</b>	<b>BRIEF DESCRIPTION: 1 sentence</b>	
	The project aims to empower 30,000 smallholder tea farmers working with 5 tea factories across 3 rural districts to achieve their rights under the revised Kenyan Tea Act.	
<b>7.3</b>	<b>PROJECT SUMMARY: maximum 10 lines</b> - Outline the overall aim of the project, the expected outcomes, what change the project is intending to achieve and who will benefit.	
	This project will reduce poverty and improve the rights and livelihoods of smallholder tea farmers across three districts in Kenya by enabling them to develop a collective voice, engage directly with local decision making processes, and ensure transparent and accountable representation amongst tea sector representatives. This includes: raising awareness of farmers' rights under new government tea legislation; supporting farmers to form groups through which they can make their collective voices heard; and working with tea factories to make them more transparent and accountable. Expected outcomes include a 20% increase in farmers' income; improved control over their livelihoods (improved production, input into where their tea is sold) and greater farmer representation at factory and KTDA level. This will benefit 30,000 farmers and their families (180,000 beneficiaries).	

## SECTION 8: PROJECT RATIONALE

### 8.1 PROBLEM TO BE ADDRESSED

What problem will this project address? How was the problem identified? How will your project address the problem?

Tea is Kenya's third largest foreign exchange earner. The sector is dominated by over 350,000 smallholder tea farmers who contribute 60% of its output. However their livelihoods are under threat due to the way the tea industry is structured and managed. This makes it difficult for farmers to make their voices and needs heard, and other players in the sector are benefiting at their expense.

Smallholder farmers process and market their tea through 57 tea factories, which used to be owned by the Kenya Tea Development Authority (KTDA), a state corporation. From 1997 the Government introduced a series of changes towards the liberalisation of the sub-sector which incorporated KTDA as a private company (Kenya Tea Development Agency Ltd) and saw the ownership of the factories transferred to the tea farmers, who own them through representative shareholding. As shareholders the farmers elect a management committee for each factory. Representatives from these committees sit on the KTDA Zonal committees, which in turn provide representatives to sit on the KTDA board. In theory, therefore, farmer interests are represented at all levels and they have a say in the management of the sector right up to the level of KTDA. The reality is however different.

In practice the elections at factory management level are not transparent and many officials are in the pockets of KTDA. Factories are run in ways that benefit KTDA focussing on making profit and ignoring farmers' declining incomes. Farmers have little or no voice in the running of the Agency, have to accept the price KTDA pays for their tea, have to rely on the (often poor) extension services KTDA provides, and have no option but to pay the input costs KTDA charges. The Government recognises the need for change and has taken steps to rectify the situation by strengthening the regulatory body, Tea Board of Kenya (KTB) and reforming the Kenyan Tea Act as follows:

- KTB will be given adequate powers to regulate the tea sector and dismantle existing systems that deny smallholder tea growers their rights
- KTDA will no longer have the power to determine who gets elected as officials of the tea growers, leading to greater farmer representation at tea factory and KTDA level
- KTDA will be limited to providing technical and management support and will be joined by other organisations licensed to do so for the tea factories, breaking their monopoly

- The tea factories will be more independent in selecting the services provided by KTDA and therefore better placed to reduce costs and determine their own strategic direction
- Tea factories will have the right to decline KTDA as their sole market outlet and will be able to use other channels to get the best return

Reform legislation came into effect in April 2009. However these changes are difficult to implement against inertia in the sector, vested interests within KTDA and lack of skills and knowledge among tea factory management and tea farmers. For example, in reaction to legislation changes KTDA persuaded some tea factories to sign new 10-year contracts on the old terms, taking advantage of factory representative's lack of information and knowledge to renegotiate. Efforts must therefore be made to ensure farmers are aware of their rights to ensure the Act's successful implementation.

Tea is a key strategic focus for TX. In 2008 we commissioned research into the Kenyan tea sector to identify key issues and determine what approach was needed. Consultations took place with smallholder farmers, tea factory management, directors and a KTDA director (who is also vice chairman of the KTDA board). Further visits were conducted in 2009 with our local partner CPDA to different tea factories alongside meetings with three farmers groups who explained the problems they face and what support they required. Additional information was collected through interviews with senior managers at KTDA and KTB, and desk based research in the national and local press. The research verified high levels of poverty amongst small scale farmers and their restricted rights due to a corrupt tea factory electoral system and KTDA monopoly. The consultation also confirmed that tea farmers are not aware of their rights under the reformed Tea Act and their representative directors were also not aware or not willing to act on behalf of the farmers. However, demand and momentum for change were consistently evident amongst all stakeholders within the three target districts. The project design has taken these issues into consideration and will tackle the problem by:

- **Raising awareness of farmer rights among key stakeholders**, including government and KTDA officials, tea factory management and directors, and farmers themselves. This will include holding stakeholder forums and public meetings, disseminating information on the revised Tea Act, and providing regular feedback on progress towards achieving farmer rights.
- **Building the capacity of smallholder tea farmers to demand and access their rights**. This will include supporting farmers to form groups and associations so they can act collectively and speak with a common (stronger) voice, providing training in lobbying and advocacy skills, and supporting them to lobby for implementation of the revised Tea Act. Farmers groups will also be assisted in meeting their members' wider needs for information, services and inputs; breaking KTDA's monopoly and enabling farmers to improve their livelihoods more effectively and at a lower cost.
- **Building the capacity of tea factory management committees to deliver farmer rights**. Factory management committees will be supported with organisational development strategies in governance and accountability to ensure free and fair management elections. They will be provided with mentoring support, establishing annual benchmarks for improvement and building capacity to re-negotiate existing contracts with KTDA and identify and gain contracts with other buyers.

8.2

### CSCF OBJECTIVES

How does this project fit with one or more of the objectives of the CSCF?

The project will build the capacity of Southern civil society through improved engagement in local and national decision-making. Farmers will be empowered to take a more active role in local decision-making through the formation of farmers groups. These groups will be trained in leadership, governance, negotiation, lobbying and advocacy, market access and financial management. This will enable the groups to function effectively to meet the needs and rights of their members. They will also provide a mechanism for farmers to voice their needs and views for better engagement with tea factories, where to source inputs and services and how to improve tea production. Increased farmer empowerment and improved rights awareness will result in more transparent tea factory elections. This will create management committees that are truly

representative of farmers needs with the autonomy to express this in factory level decision making. Capacity building for national level decision-making will occur through the formation of two umbrella associations for farmers groups advocating for rights on behalf of their members and changes in tea factory management and regulation. Free and fairly elected factory directors, management committees and KTDA zonal directors will be trained in strategic planning, business management, contract negotiation and lobbying and advocacy. This will increase skills to advocate for farmers rights to KTDA, KTB and the Ministry of Agriculture. It will also enable the factories to operate effectively in the interests of the farmers who own them. This will break KTDA's monopoly allowing farmers to achieve better returns and increasing incomes. This is fundamental to the overall project goal to improve livelihoods and reduce poverty. We therefore expect farmer incomes to increase by approximately 20%, which will enable them to make significant improvements to their standard of living.

The project is not seeking to change government policy as this has already been achieved through revisions to the Tea Act. Instead it aims to ensure this legislation is implemented and farmer rights upheld. The project will seek a proactive approach to the implementation of the revised Tea Act – from both government and KTB – and will provide a model of facilitating change which can be replicated by KTB with other tea factories.

Kenya is a signatory to the international covenant on economic social and cultural rights; the international covenant on civil and political rights; and the African charter on human and people's rights. These instruments convey upon Kenyans the right to work; to economic and social development; to an adequate standard of living; and to good health. The laws governing the tea sector are the Tea Act (Cap 343) and the Kenya Tea Development Authority Order. Recent revisions to the Tea Act (see section 8.1) are an important step forward in protecting the rights of smallholder tea farmers and provide an opportunity to raise awareness among tea farmers and other stakeholders of these rights. The project will focus on the rights to freely and fairly elected officials to represent farmers at all levels in the sector, as well as the right to access information, services and inputs to improve farmers' incomes, and where to market tea in order to get the best return.

**8.3**

**COUNTRY STRATEGY(IES) AND POLICIES**

How does this project support the achievement of DFID's country or regional strategy objectives? In what way would this project support national policies and plans related to poverty reduction or other key sectoral areas (e.g. Poverty Reduction Strategy Papers)?

This project is compatible with several key objectives of the DFID Kenya Country Assistance Plan (2008-2011), particularly making growth work for everyone, making government more effective, giving more stability to the vulnerable and helping Kenyans adapt to climate change. Advocating the rights of smallholder tea farmers and building their capacity to engage with key decision makers will assist in the negotiation of improved wages, benefits and better working conditions. It will also ensure tea farmers are able to access alternative tea buyers other than KTDA and access the information, services and inputs they need to achieve improved livelihoods from tea sales. The introduction of cash crop diversification and access to alternative value added markets will also assist in strengthening livelihoods as well as providing robust strategies to build communities' adaptive capacities and enhancing their climate change resilience. Participation in these activities will present a mechanism for increased levels of women and youth participation in income generating activities, leading to vulnerability reduction amongst women and diminishing disenfranchisement amongst youth groups.

Supporting the tea factory management committees to deliver farmers rights and re-negotiate contracts with the KTDA will enable the government of Kenya to fulfil its constitutional obligations and fully implement the revised Tea Act (2009). These initiatives also comply with the Kenyan Ministry of Agriculture Strategic Plan (2008-2012) to reform cooperatives and regulatory bodies to facilitate growth in the agricultural sector.

**8.4**

**TARGET GROUP (DIRECT BENEFICIARIES)**

Who are the direct beneficiaries? How many people are they and how have you determined this number? Please provide an absolute number (e.g. 300 children rather than

	<p>children in 3 schools) plus a breakdown by age and gender. How were the target group identified? Why were they selected? What consultation has been undertaken with the target group in designing your project?</p> <p>The direct beneficiaries are 30,000 smallholder tea farmers from Muranga, Nyeri and Embu districts in central Kenya. As land is traditionally passed through male lineage, approximately 95% of these beneficiaries will be men. However, with an average household size of 6, the project will also benefit up to 180,000 male and female family members currently living below the poverty line.</p> <p>Encouraging households to grow vegetables and cash crops, such as beekeeping and passion fruit, alongside tea will bring additional income and reduce dependence on tea as a sole cash crop. As vegetable gardens are traditionally managed by women we estimate 20% of the 30,000 participating households will take up vegetable production. Therefore 7,500 women will receive training in vegetable farming and sale in local markets alongside the sale of honey and passion fruit. TX is currently working with one of the tea factories to facilitate this model which will expedite the implementation and roll out of this approach when the project commences.</p> <p>Poverty and lack of employment opportunities have led to youth in the project areas forming violent gangs (called the Mungiki) who are terrorising local tea-growing communities. A key target group will be young people (18-25) who represent approximately 20% of the national population. They will be encouraged to participate in farmer group committees and earn a living through the horticulture of higher-value crops (e.g. beekeeping, passion fruit). They will be involved at all stages of the supply chain; farming, transportation to market; and providing extension services. This will offer engagement in productive activities and an income, reducing the incentive to join local gangs.</p> <p>Two of the targeted tea factories (Iriani and Michimikuru) were selected due to their progressive approach towards smallholder farmers which focuses on improving tea production and farmers' livelihoods. Both factories are Fairtrade certified which has improved access to Fairtrade markets, enhanced farmer group organisation and factory governance - pre-requisites for certification. Iriani tea factory has renegotiated its contract with KTDA, removing exclusive KTDA tea production and purchasing requirements, enabling the factory to market products to other local and international buyers. The factory has also started large scale passion fruit growing and beekeeping projects for its farmers, with mentoring and advice from Traidcraft. All these projects are funded by Fairtrade premiums from tea sales. Michimikuru factory has also made gains in production of alternative food crops, climate change adaptation and environmental sustainability. In both cases the factories have demonstrated that empowered farmers and responsive factories can bring about benefits to their workers. The models adopted by Iriani and Michimikuru will be replicated in a further three factories, Gitugi, Kanyenyaini and Ndima. The project will support these factories to undergo a similar process in their attempts to promote the rights of their farmers (although choosing to apply for Fairtrade certification will be up to the factories themselves), while continuing to build on the work started in Iriani and Michimikuru. Sharing learning and rolling out this approach will also provide a model for development in the other 57 KTDA factories receiving tea from smallholder farmers.</p> <p>Consultation took place with officials from KTB, KTDA, tea factory directors, farmers groups and a local tea consultant. Two meetings were held with KTB senior managers to discuss initial project ideas. Four meetings were held with farmers groups and eight meetings with tea factory management to assist in designing the project.</p>
<p><b>8.5</b></p>	<p><b>TARGET GROUP (INDIRECT BENEFICIARIES)</b>  Who are the indirect (wider) beneficiaries? How many people are they and how have you determined this number? As above – please specify absolute numbers if possible.</p> <p>With an average family size of 6 it is anticipated that 180,000 tea farmers' family members will indirectly benefit from improvements to farmers' livelihood strategies. Many of the other 57 tea factories may also benefit by replicating the aims and initiatives of the 5 targeted tea factories; however it is not possible to quantify at this stage.</p>
<p><b>8.6</b></p>	<p><b>LESSONS LEARNED</b></p>

What lessons have you drawn on (from your own and others' past experience) in designing this project?

Research conducted by TX and CPDA highlighted the need to strengthen tea farmer representation to address poor extension services, limited market channels and poor access to credit. We will also apply learning from CFA/2005/536, which empowered small tea growers in India, increased their technical/business skills and negotiation and advocacy capacity, and raised disposable income by 40%. Our experience shows lobbying of duty bearers combined with capacity building of rights holders is vital if such projects are to succeed. Concomitantly, group formation of tea growers increases empowerment to improve their trade in tea, consequently improving their livelihoods. The work of TX with tea growers has informed the development of our initiatives in the tea sector across other countries. Likewise, this project will help extend our work to impact tea workers in Kenya and provide learning for future programmes with tea workers in other parts of the world.

## SECTION 9: PROJECT DESIGN

### 9.1 APPROACH AND EFFECTIVENESS

Please provide details on the project approach (or methodology) to address the problem you have defined. You should also justify why you consider this approach to be the most effective way in which to reach the project's purpose. Please justify the timeframe and scope of your project.

*Project set-up & ongoing management:* A project set-up workshop will hone activities, confirm roles/responsibilities, form an action plan, establish baseline indicators & develop M&E systems. Project staff will be recruited, trained in key areas such as negotiation, lobbying, organisation and development skills. A Project Management Team (PMT) will be formed comprising TX and CPDA staff. Preparatory research (baseline survey, market and needs assessments) will be conducted by CPDA and TX staff.

**Activity 1:** *Raise awareness amongst key stakeholders of farmers' rights under the revised tea act* through networking, meetings, stakeholder forums and information dissemination. This will ensure key stakeholders (government bodies, tea associations, estate management, KTDA and KTB) are on board and effectively addressing farmers' rights under the revised Tea Act. Additional advocacy and review meetings will be held with KTDA and KTB with support from the tea consultant to ensure full engagement and mitigation of any vested interests from these stakeholders. Further details on the role of the tea consultant are provided in section 10.1.

**Activity 2:** *Build the capacity of tea farmers to realise their rights* by forming and mobilising farmer groups and associations, building on existing structures where appropriate, and providing training in governance, representation/leadership and financial management. This will improve farmers' ability to act collectively to represent their interests, market their produce and access information, services and inputs. Farmers will also be supported to lobby for implementation of the revised Tea Act. At least 50 Farmers groups will be formed (30 in year 1, 20 in year 2) across the five tea factories.

**Activity 3:** *Build the capacity of tea factory management* by supporting factory managers and directors to improve governance and accountability and building their capacity to re-negotiate the terms of their KTDA contracts. Exchange visits between factories will facilitate information sharing and replication of progressive tea factory models.

**Activity 4:** *Encourage better access to markets and services for key stakeholders* through farmer group support to identify additional income generation opportunities, e.g. planting other cash crops alongside tea, and ensuring the supply of appropriate extension services (and a choice other than KTDA) by training local service providers. Appropriate extension services will include training in horticulture, beekeeping, quality control, book keeping, contract negotiation, accessing credit and use of fertilizers, pesticides and seed variants.

**Activity 5:** *Raise awareness in the UK of issues facing tea farmers in Kenya.* This will include involvement of consumers and tea companies in the key issues affecting tea farmers and the role they can play in improving the situation.

**Activity 6:** *Increase the capacity of CPDA* through the provision of training in project

	<p>management, M&amp;E, reporting, impact assessments, Training of Trainers (ToT) and Fairtrade methodology (equivalent to training for Fairtrade certification). These activities are in response to requests from CPDA and will be conducted by TX staff based in Nairobi.</p>
<b>9.2</b>	<p><b>VALUE FOR MONEY</b> It is important that CSCF projects provide good value for money (e.g. costs per beneficiary, % of costs on activities compared to running costs). Please explain in what way your project will offer the maximum benefit for the resources requested. What alternative approaches could have been applied and why have they been ruled out?</p> <p>Budget design ensures adequate funding for the planned outcomes. Current prices and actual costs have been used. Improving tea farmers' rights will increase productivity and improve profitability of tea factories, contributing to sustainability of the tea sector. Farmers' use of tea factory land for crop diversification and the right to utilise their resources and incomes, including Fairtrade premiums, to invest in other income generating produce will maximise project efforts towards poverty alleviation and sustainable livelihoods. Alternative approaches to improving the tea supply chain such as enforcement of the new legislation or only working with key players (e.g. KTB and KTDA) are not considered to be effective for capacity building or sustainable without the involvement of tea factories and farmers.</p>
<b>9.3</b>	<p><b>BENEFICIARY INVOLVEMENT</b> Please specify how the project beneficiaries will be involved in the implementation, management and monitoring of the project.</p> <p>Full participation of target groups/beneficiaries will be ensured at all stages (development, implementation &amp; evaluation) through the involvement of worker representatives and steering committees. Two steering committees (representing factories in two KTDA zones; in Muranga/Nyeri and Kirinyaga/Meru), consisting of one manager and two directors from each factory (three factories in one area and two in the other), and KTDA and government officials will meet every six months to monitor, review and evaluate progress and ensure local ownership. The project will work closely with the KTDA zonal tea director, who is also the Deputy Board chairman of KTDA, to ensure a supportive enabling environment for the project. In addition we will engage with KTDA officials (who include factory management) at the zonal level and national headquarters through an ongoing series of meetings. KTB will provide the project with guidance on the implementation of the new Tea Act and operate as a facilitator in working with the other stakeholders. Target groups and beneficiaries will also be involved in designing a community based monitoring and evaluation model used throughout the project. This evaluation method will ensure farmers and other stakeholders are involved in all stages of the project. At the end of the project a dissemination workshop will enable stakeholders and farmers groups to review impact &amp; share learning.</p>
<b>9.4</b>	<p><b>OTHER AGENCIES (WIDER CONTEXT)</b> What other agencies, including Government are involved in the areas where this initiative will take place and how will you work with them? How will the project address gaps, complement other initiatives and avoid duplication?</p> <p>The government will be involved through the ministry of agriculture and regional administration, as they play a major role in the tea sector. Other government institutions including KTB and KARI will be involved in crop diversification activities. Additional organisations will include the 5 tea factories, private input providers and fruit and honey processors. Shared Interest, a Fairtrade lending institution, and other lending banks will participate in providing tea farmers with improved access to credit via the tea factories.</p>
<b>9.5</b>	<p><b>SUSTAINABILITY</b> What are the prospects for the project benefits being sustained after the funding stops?</p> <p>Sustainability is at the core of the proposed project to ensure adequate structures and local level ownership is in place to enable continued empowerment of smallholder tea farmers beyond the fifth year of the project. This is a 4.5 year project because experience has shown it takes time to engage stakeholders, and build skills and confidence to negotiate effectively with decision-makers. Once tea farmers become aware of their rights under the</p>

	<p>revised Tea Act they will continue to voice and demand the benefits afforded to them under this government legislation. The sustainability of a 'collective voice' ensuring rights are attained will be greatly supported by building on existing farmer group organisation around tea collection, tea farmers rights as factory shareholders and through implementation of new structures which will increase the role of the KTB and restructure the KTDA. This will improve the capacity of tea farmers to engage with governing bodies within the tea sector, improving links in communication between farmers, factory management, and the government in an effective system of ongoing dialogue. Increased awareness of their rights amongst workers and improved links with tea factory management committees and the KTDA will create a more democratic process of representation. In the longer term, enhanced farmer productivity and profitability of the tea factories will contribute to overall sustainability of the industry, and increase income and improve living conditions for tea farmers and their families. Sustainability will also be facilitated through the high levels of physical infrastructure already in place. Collection centres, transportation and processing areas are well established and can be utilised by alternative cash crops, such as honey and passion fruit, which are currently available and have suitable long term markets.</p> <p>Project beneficiaries will be involved at all stages of project design, implementation, reporting, monitoring and evaluation. A community based M&amp;E system will ensure project progress and learning is fed back to all stakeholders on a regular basis. This will ensure they feel they have a stake in the project and its success, and will mean greater willingness on their part to take ownership of the project outcomes and drive them forward once TX withdraws. This ethos will extend to the role of CPDA in the project. TX will offer CPDA guidance in areas of Fairtrade practices and legislation alongside continuing management and supervisory support to ensure CPDA has the capacity to sustain project impacts and facilitate further activities and projects in the long term.</p>
9.6	<b>CROSS CUTTING ISSUES</b>
9.6.1	<p><b>GENDER EQUALITY</b> It is a requirement that all CSCF projects promote gender equality. Explain how your project will do this.</p> <p>Women are often excluded from the income earned through tea production as tea-farming is male dominated (men own land, tea farms and bushes). However, women have considerable influence within the communities despite their lack of land ownership. This project will therefore ensure the representation and participation of women in all activities, especially during group formation. Women will be encouraged to undertake leadership positions within farmers' groups, Fairtrade committees, and local project coordination committees and at tea factory director levels. Careful timing of training and meetings will accommodate female domestic responsibilities. Facilitation of crop diversification initiatives and vegetable production will provide additional income-earning opportunities for women. The introduction of beekeeping and passion fruit presents an opportunity for female involvement (either through farming or sale to markets) as these crops are relatively new to the target areas and thus not traditionally associated as exclusively male activities. Female staff from CPDA will benefit from training and capacity building delivered by the project.</p>
9.6.2	<p><b>AGE</b> What impact will your project have on different age groups (e.g. children, youth, elderly)?</p> <p>Disenfranchised and violent youth groups (e.g. the Mungiki) will be targeted to develop their rights to improved livelihoods. The project will encourage youth inclusion on farmer group committees and introduce alternative cash crop activities. This will provide income earning opportunities as service providers, farmers and trades people, and offer an alternative to gang involvement. The wider community will benefit as a result through reduced levels of crime and improved security for vulnerable groups, such as children and the elderly. The elderly also constitute a small proportion of tea farmers and we will actively encourage their participation in the farmer group committees.</p>
9.6.3	<p><b>EXCLUDED GROUPS</b> How have you ensured that the needs of excluded and vulnerable groups, including people</p>

	<p>with disabilities and people living with HIV/AIDS are addressed within the project?</p> <p>The farmer groups provide an excellent platform for information dissemination and raising awareness about HIV/AIDS. There is severe social stigma linked to HIV/AIDS, so we will use CPDA &amp; local HIV/AIDS organisations' knowledge of communities to deliver training and support through the farmer groups and discretely encourage PLWHA to participate. An important focus of our capacity building with the farmers groups will be training in governance and leadership. This will include training on the importance of involving marginalised and vulnerable people in the groups and ensuring these people and their rights are adequately represented on the committees. The provision of crop diversification will improve nutritional support for PLWHA, which is now recognised by the WHO as a key component in the treatment of HIV/AIDS.</p> <p>Disabled people will be involved in project activities and included on group committees wherever possible, but this will depend on the nature of their disability. Tea farming, by its nature, is difficult to perform with heavy physical disabilities so there are very few physically disabled tea farmers. However the project will seek to involve other disabled groups, and will organise training sessions in easily accessible locations where possible. The increase in household income expected as a result of the project will indirectly help disabled family members through increased access to healthcare and other benefits.</p>
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<p><b>9.6.4</b></p>	<p><b>ENVIRONMENT</b></p> <p>Please specify what impact (positive, neutral or negative) your project is likely to have on the environment. Please note the severity of the impacts and if negative, what steps you will take to mitigate these.</p> <p>Tea factories require large quantities of firewood for their boilers. The project will therefore encourage participating tea factories to set aside areas of land to plant fast-growing tree species. These areas will provide a ready supply of firewood for the boilers, reducing tree felling and consequent soil erosion. A secondary benefit will be the additional income farmers and factories can achieve by selling wood products. The farmer groups also provide a platform for education on climate change and the importance of natural resource protection. Farmers will be encouraged to plant woodlots for firewood, grow indigenous trees and undertake natural resource management practices that will boost crop production and reduce their impact on the environment. Additional income generating activities such as beekeeping, which requires a good natural environment, will provide further incentives for farmers to protect natural resources.</p>
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**SECTION 10: PROJECT MANAGEMENT AND IMPLEMENTATION**

<p><b>10.1</b></p>	<p><b>PROJECT MANAGEMENT</b></p> <p>The project will be managed and implemented through a partnership between TX and CPDA. This collaboration brings together TX's expertise in market systems and advocacy amongst producer groups, with CPDA's local knowledge, networks and experience in rights based projects. The project will be managed by TX and CPDA through the formation of a project management team based in Nairobi with critical support provided by additional CPDA staff operating at the local level. A team of eleven people will be assigned to the project, covering three districts. Three staff will be based at an office in Othaya town (established in month six), with the remaining staff located at TX and CPDA offices in Nairobi (see organisational chart). TX staff will undertake regular field trips, accompanied by CPDA management staff, to meet and discuss project activities with field-based staff, beneficiaries and other stakeholders. TX's office in Kenya will manage the project, provide strategic direction, ensure efficient use of project resources, and lead on group formation, training, market access, M&amp;E, and project reporting. TX will support and mentor CPDA's project team in developing a strategy for effective training and advocacy and in leadership of the project. CPDA will carry out project management and implementation activities, build relationships with tea farmers, farmers groups, factory management and directors and KTDA representatives through meetings, workshops and training. CPDA will also use their existing networks and experience in the three districts to build links with other stakeholders,</p>
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mainly government bodies, to influence policy & encourage better implementation and regulation under the new tea legislation. A tea consultant, with excellent understanding of the tea sector, tea factories, KTB and the KTDA, will provide in-depth knowledge of the sector and local conditions at each factory. This background will be pivotal in enabling the consultant to play a central role in awareness raising amongst key stakeholders (KTB, KTDA, Ministry of Agriculture) and capacity building for KTDA contract negotiations (Activities 1 and 3). They will also act as a liaison between the project management team and other stakeholders in the sector and provide regular advice on the implementation of project activities. The five tea factories will act as a point of contact for the project management team, tea farmers and their representatives. The factory team will provide support in coordinating the farmers groups and providing an information loop. Finally, KTDA will provide support by allowing access to the target tea factories and helping to replicate key project learning in some of the other 57 KTDA managed factories.

**SECTION 11: MONITORING, EVALUATION, LESSON LEARNING AND BUILDING SUPPORT FOR DEVELOPMENT IN THE UK**

**11.1** How will the performance of the project be monitored? What baseline information will you collect initially against which to show progress, how will you demonstrate progress (identifying interim indicators or milestones) and how will you assess impact? How will the logframe be used? Are the indicators sufficiently SMART?

Monitoring and evaluation is a key component in the implementation of any TX project. Data collection and analysis will be conducted throughout the project to assess effectiveness and success in achieving each objective within the overall goal. Initial project set-up and management meetings will refine indicators developed in the logframe and involve farmers to establish key M&E systems. Baseline survey data will be collected at the inception of the project, collecting information on farmers' knowledge of their rights under the new tea regulations, views on tea factory governance and levels of income. Further key impact assessments of farmers and factories will be conducted along with value chain analysis for alternative tea and cash crop markets. Quarterly reports will be provided to the project management team and steering committee to help assess project impact against indicators outlined in the logframe. Mid term and project completion reports will also measure progress against these indicators, with case studies (used for longitudinal tracking of project impact), interviews and training reports providing key sources of information. A final external evaluation will also be used to assess overall project impact.

**11.2** How will you involve beneficiaries and other stakeholders in monitoring and evaluation?

Beneficiaries will be involved at project inception through design of a community based M&E model. The beneficiaries will be involved in determining their group project targets, the quantities, how to measure them and how to gather and disseminate information to the project management team. The project management team will feedback the collated M&E information to farmers' representatives at factory level and to farmer groups to elicit feedback and to highlight the groups' achievements and ongoing challenges.

**11.3** Please explain how the learning from this project will be disseminated. This section should include how useful information and lessons will be shared during and at the end of the project, and to whom this information will be targeted

Exchange visits between factory management and directors alongside attendance at project workshops and meetings will provide key opportunities to share learning, experiences and strategies to improve farmers' rights. This will also facilitate the replication of progressive tea factory models operated by Iriani and Michimikuru across the other three target factories. Both TX and CPDA will take responsibility for sharing learning and outcomes with our respective networks on an ongoing basis. Project progress and learning outcomes will be circulated by CPDA to TX on a quarterly basis. All monitoring and evaluation information will be made available to relevant organisations and institutions at the local, national and international level. Information will be circulated at the local level via

	<p>CPDA to farmers groups, tea factory management committees and KTDA representatives. TX will compile annual reports and a mid term review for DFID and share these reports with tea factory management committees, farmers groups and all 10 Kenyan Fairtrade tea factories at their annual meetings. Final dissemination of learning will occur through a national workshop including government bodies, national KTDA and KTB representatives, tea factory directors and a range of relevant national and international organisations.</p>
11.4	<p>It is a requirement that all CSCF projects include an element of building support for development in the UK. Please outline how your project will meet this criterion.</p> <p>The majority of the tea purchased and consumed in the UK comes from Kenya, so the behaviour of UK consumers and tea companies can have significant influence on the sector's ability to tackle poverty. This action will build upon TX's current tea campaign, 'make it fair,' and will seek to deepen the understanding of the tea industry and general public on issues within the sector and within Kenya. This campaign has sought to raise public awareness of Fairtrade through events, publications and on-line forums. Continued engagement is now required to ensure stakeholders have up to date information on the issues faced by tea farmers and have practical ideas about how their actions can support a pro-development tea industry. The activities will include gathering information on the concerns and views of key tea stakeholders in Kenya. These opinions will be analysed and ideas for action and recommendations will be developed and disseminated to UK stakeholders through meetings and online forums such as the Ethical Tea Partnership.</p> <p>There are two target stakeholder groups in the UK: individual consumers and UK tea companies. As a result of the project, individuals in the UK will have greater awareness of issues in the global tea trade and the Kenyan tea sector, and will know what they can do to encourage change. UK tea companies will better understand how their purchasing practices impact smallholder tea farmers. They will also know what changes they can undertake that make commercial sense and help reduce poverty in the developing world.</p>

## SECTION 12: PROJECT RISKS AND MITIGATION

12.1	<p>Please outline the main risks to the success of project indicating if the risks are high, medium or low. How will these risks be monitored and mitigated? If the risks are outside your direct control, is there anything you can do to manage their effects?</p> <ol style="list-style-type: none"> <li>1. KTDA does not cooperate (high impact, low probability). This risk was taken into consideration during the project design by involving key decision makers from KTDA who have given it their support. There may be resistance from individuals to the proposed changes; however the project design ensures consensus building and constant feedback to build continuing engagement. There is also strong political pressure for KTDA to cooperate with the aims of the project as they fall within the remit of government legislation.</li> <li>2. Lack of support and influence from KTB (high impact, low probability). Establishing better human rights within the tea sector requires support from the KTB to satisfactorily regulate the industry. The risk of limited KTB support is mitigated by the involvement of KTB in the project design, the synergies between this project and the objectives of KTB who will be kept fully informed through the project to understand the value of their continuing support.</li> <li>3. Local stakeholders do not engage (high impact, low probability). Discussions with farmers groups were held during pre-project studies, with their needs and views taken into consideration and incorporated in the project design. This research identified substantial demand from tea farmers and factory management for changes to rights and services within the tea sector. To further ensure farmers' rights are met a baseline survey and needs assessment will be conducted in the project's first year.</li> <li>4. Decrease in export tea prices (high impact, low probability). Any collapse of prices is unlikely based on tea price trends over the past twenty years. However, in the event of any significant decrease the project's initiatives for better quality of yields will ensure factories maximise their income through tea relative to the situation prior to the project.</li> <li>5. Alternative crop markets remain viable (medium impact, low probability). TX's work in Kenya with honey and passion fruit has identified secure domestic markets for these crops.</li> </ol>
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**SECTION 13: CAPACITY OF PARTNER ORGANISATIONS (Max 2 pages each)**

Please copy and fill in this section for each partner organisation

13.1	<b>Name of Organisation</b>	Christian Partners Development Agency (CPDA)
13.2	<b>Address</b>	Ground Floor, AACC Building, Waiyaki Way, Westlands, Nairobi
13.3	<b>Web Site</b>	<a href="http://www.cpda.or.ke">www.cpda.or.ke</a>
13.4	<b>Registration or charity number (if applicable)</b>	op.218/051/9380/182
13.5	<b>Annual Income</b>	Income (Kenyan Shillings): 55,527,903 Income (£ equivalent): 482,851 Exchange rate: 1 GBP = 115 KES <b>Start/end date of accounts (dd/mm/yyyy)</b> From:01/01/2009 To: 31/12/2009
13.6	<b>Number of existing staff employed; staff to be employed under this project (specify new or existing and FTE)</b>	26 existing staff. 7 staff to be employed by this project: 4 new (Project Field Coordinator, 2 Trainers, Driver) 3 existing (FTE Project Manager 40%, Administrator 25%, Director 15%)
13.7	<b>Partner organisation category</b> (Select a maximum of two categories)	
	<input checked="" type="checkbox"/> Non-Governmental Organisation (NGO) <input type="checkbox"/> Trade Union <input type="checkbox"/> Faith-based Organisation (FBO) <input type="checkbox"/> Disabled Peoples' Organisation (DPO) <input type="checkbox"/> Organisation Working with Disabled People	<input type="checkbox"/> Academic Institution <input type="checkbox"/> Local Government <input type="checkbox"/> National Government <input type="checkbox"/> Ethnic Minority Group or Organisation <input type="checkbox"/> Diaspora Group or Organisation <input type="checkbox"/> Other... (please specify)
13.8	<b>Partner organisation status</b> (Select one category)	
	<input checked="" type="checkbox"/> Lead partner <input type="checkbox"/> Supporting partner	
13.9	<b>Length and nature of the relationship with the UK partner?</b>	
	<p>CPDA and TX first began discussing the possibility of undertaking work in the tea sector together in 2007, with TX staff visiting a CPDA project in Vihiga district. Collaboration was renewed in August 2009 after TX reviewed its original choice of local partner for this project. CPDA were considered a more appropriate partner due to their knowledge of the tea sector and their experience of mobilising local communities, including farmers groups, within central Kenya. Joint work commenced on refining the design of this project through consultation with tea farmers and local stakeholders. Improvements have been made to the project design as a result.</p>	
13.10	<b>SUMMARY OF EXPECTED ROLES AND RESPONSIBILITIES</b>	
	<p>Please also include the approximate project funding to be administered by this organisation.</p> <p>CPDA will be the main implementing partner, supervising and coordinating activities on the ground, managing monitoring and evaluation processes, providing on-going support to tea factories and farmers and coordinating with government ministries. They will have particular responsibility for training, including community-based and private service providers who will in turn provide essential services to farmers in the project areas. CPDA will also be responsible for creating linkages between farmers/tea factories and buyers.</p>	

	CPDA will administer approximately £440,000 (84%) of project funds as the implementing partner, although support will be provided by TX Nairobi staff if required.
<b>13.11</b>	<p><b>EXPERIENCE</b>  <b>Please outline the experience of your partner in relation to their role and responsibility in this project (including technical issues and relevant geographical coverage)</b></p> <p>CPDA's experience in the tea sector and their expertise in rights based approaches make them an ideal partner for this project. CPDA has been working in the Kenyan tea sector since early 2000. A particular focus has been forming farmer groups for lobbying/advocacy purposes. They have built up significant expertise in the sector and in 2006 they attended an international tea meeting in the Netherlands as a representative of small-scale tea farmers in Kenya. They also contributed to the reviewed Fairtrade standard for tea, which is now successfully being used to label the Kanyenyaini tea factory. In 2008 CPDA, in collaboration with a Dutch NGO, undertook research on sustainability issues in the tea sector. The research was prompted by growing concern on tea pricing in international markets which affects smallholder farmers and worker welfare. The research found that farmers and workers had been marginalised to the point that their participation in decision making was almost nonexistent.</p> <p>CPDA also has extensive experience of rights-based approaches to development. Their Governance and Democracy Programme aims to create an informed society that can demand democratic practices at all levels and participate in governance issues. In 2007 they were among the 43 CSOs selected by the National Civic Education Programme to undertake civic education activities in Busia, Vihiga, Kakamega and Narok districts, reaching over 50,000 people through road shows, focus group discussions and seminars. Their successful Alternative Leadership Project has to date established over 120 neighbourhood assemblies which are successfully tackling corruption and human rights abuses in their communities. CPDA are also uniquely placed to deliver a rights based project in the target districts through their experience in conflict resolution in these areas resulting from post election violence in 2008.</p>
<b>13.12</b>	<p><b>FUNDING HISTORY</b>  <b>Please provide a brief summary of your partner(s) experience with projects of this size and scope.</b></p> <p>Oxfam Novib, FARM-Africa and the European Union funded a two year CPDA project costing £240,000 on sustainable agriculture programmes. CPDA worked with small scale farmers to improve food security and promote crop diversification. This included training programmes and supporting farmers to establish marketing groups. CPDA also received funding (£17,000) from a Dutch NGO to conduct research on the small-scale tea sector in Kenya in 2008. The project assessed the supply chain and value addition process in domestic and export tea markets concluding that the management of the smallholder tea sub-sector was affected by mismanagement and corruption leading to diminished returns and restricted potential earnings for farmers.</p>
<b>13.13</b>	<p><b>CHILD PROTECTION (projects working with children and youth (0-18 years only))</b>  What is your partner(s)' capacity in relation to child protection? How will you work with your partner(s) to ensure children are kept safe?</p> <p>Not applicable. Although the project will have benefits for people of all ages, we will only be working directly with people of 18 years of age and above.</p>
<b>13.14</b>	<p><b>FRAUD</b>  Are you aware of any fraudulent activity in your partner organisation within the last 5 years? How will you minimise the risk of fraudulent activity occurring?</p> <p>CPDA has had no instances of fraud. Their accounts are externally audited to ensure financial transparency is maintained at all levels.</p>