



CAMPAIGNING FOR
CONSERVATION

Final Report

Mini Campaign – Farming for Biodiversity C4C

Dear Campaign Leader,

We congratulate you for being at the last period of your Behavior Change & Social Marketing Campaign.

We are certainly excited about the progress you are making and to learn from your results – and so are our donors and partners. Therefore, it is important for us to learn from all your achievements made during the campaign period.

We ask you to complete the Final Report following the instructions of each element of the Report.

Finally, do not forget to include 10+ pictures showcasing your accomplishments.

Congratulations again on finalizing your campaign.

***Sincerely,
Farming for Biodiversity C4C Team***

Instructions

Farming for Biodiversity Mini Campaign Final Report

Deadline: September 15th, 2019.

There are three components to your Mini Campaign Final Report:

1) Report your final Pre and Post Surveys results:

- This section of the report will be the description of the baseline of your SMART Objectives, the goal you set for this Mini Campaign and what was the result achieved according to your Post Surveys. — See page 3.

2) Lessons learned:

- Narrative description of most outstanding achievements. See page 4
- This is a way to collect the best strategies utilized during your campaign. See page 5

3) Financial Report & Workplan Update:

- In your first planning, you set yourself realistic dates and timelines. But now, after your campaign period is over is time for you to report on your workplan. See page 6.

Please remember to **keep all your original receipts and a now is the time to send us a scanned copy of expenses incurred at the mini campaign, as this is one of the donor requirements. There will probably be an audit in the next 5 years of the project based on of those receipts and the auditor also might want to see your expense original receipts. **

In addition to the formal reporting, we encourage you to stay in touch with us informally:

4) Communication and information sharing

- We love to hear from you – and so do your peers and colleagues from across the world. Please remember to share your successes, experiences, photos and news on our exchange platform: <https://farmingforbiodiversity.ifoam.bio/display/PUB>
- If you have published information online – for example on your own webpage – please share the link with us, so we can spread the word further
- Join our Whatsapp group for more informal exchanges with your peers. To join the group, please Email the phone number you use on Whatsapp to: akneureuther@rare.org (Note: Using Whatsapp is a voluntary option – you do not have to join the group)

Please complete this format in its entirety and send via email to kmannle@rare.org; akneureuther@rare.org and despelosin@rare.org

If you have any questions or comments, please do not hesitate to contact us.

Farming for Biodiversity Mini Campaign Final Report

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Please complete the following table with the SMART Objectives of the Mini Campaign with Pre-Survey Baseline percentages, Campaign Goals and Post Campaign Survey Results.

Separate each of your objectives by lines. If you have 3 or more objectives for an element or delete if less.

Make sure you assign a line for each of them with correspondent percentages, so that the results can be understood.

ToC	SMART objectives	Results		
		Pre Survey Results	Expected Results (goals)	Post Survey Results
K 1	By 2019, 40.49% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will know there are participatory trainings taking place on organic agriculture(up from 15.79% and 41.0% know where demonstrations sites are (up from 16.30%)	15.79%	40.49%	85.83%
		16.30%	41.0%	83.33%
K 2	By 2019, the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will know how to embrace organic agriculture practices such as a) "Composting (102.99% up from 92.59%),(b) Tea manure (47.19% up from 27.99%) (c) Open pollinated seeds (51.06% up from 30.86%), (d) Intercropping (95.18% up from 84.78%), (e) Companion planting (56.38% up from 37.18%) and (f) Mulching (103.57% up from 93.17%).	92.59%	102.99%	95.83%
		27.99%	47.19%	85.00%
		30.86%	51.06%	31.62%
		84.78%	95.18%	89.17%
		37.18%	56.38%	84.17%
93.17%	103.57%	85.59%		
K3	By 2019, 42.40% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will know how to access open pollinated seeds (Up from 17.70%),62.46% will know how to access organic farming products (up from 42.86%) and 70.46% will know how to access agricultural extension services(up from 60.06%).	17.70%	42.40%	35.83%
		42.86%	62.46%	85.83%
		60.06%	70.46%	95.76%
A 1	By 2019, 58.09% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will feel that by participating in training and demonstration sessions on organic agriculture it will increase production(up from 43.89%).	43.89%	58.09%	69.49%
A 2	By 2019, 56.29% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will feel proud of practicing organic agriculture (up from 42.09 %).	42.09%	56.29%	72.03%

A 3	By 2019, 55.27% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will feel that adopting organic agricultural practices is a better economic and environmental alternative for them, their families, and their communities (up from 41.07%) .	41.07%	55.27%	70.34%
IC 1	By 2019, 41.16% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will be talking among themselves about the importance of attending trainings and demonstration sessions on organic agriculture (up from 24.36%).	24.36%	41.16%	80.51%
IC 2	By 2019, 62.91% the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will discuss among themselves how organic agriculture practices (a) provides vegetables for feeding their families (up from 41.61%), (b) provide vegetables for selling in the market 58.42% up from 37.62%), (c) increases production yields (54.56%% up from 33.76%) and (d) reduce costs through fewer purchased inputs (53.27% up from 32.47%),	41.61% 37.62% 33.76% 32.47%	62.91% 58.42% 54.56% 53.27%	82.05% 77.97% 81.36% 81.36%
IC 3	By 2019, 40.36% of the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will be talking to each other about the potential economic benefits of adopting organic agriculture(up from 15.76%).	15.76%	40.36%	68.64%
BR 1	By 2019, KISI provides 12 trainings to smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties through participatory trainings and demonstrations on organic agriculture.	8.68%	25.78%	85.22%
BR 2	By 2019, KISI 4 extensionists provide direct support to 13,617 smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties	7.40%	24.56%	61.74%
BC	By 2019, the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will attend participatory trainings and demonstrations provided by KISI extensionists By 2019, the smallholder farmers of Nyeri, Laikipia and Kirinyaga Counties will adopt organic agricultural practices including: (a) Composting (90.79% up from 89.39 %), (b) crop rotation (86.61% up from 85.21 %) (c) companion planting (39.18% up from 20.58%), (d)Tea manure(44.32% up from 25.72%), (e) close plant spacing 31.25% up from 14.15%), (f) open pollinated seeds(25.46% up from 8.36%), (g) Mulching (66.06% Up from 59.16%), (h) Zero tillage(36.76% up from 0.96%), (i) Sunken beds (25.78% up from 8.68%).	89.39% 85.21% 20.58% 25.72% 14.15% 8.36% 59.16% 0.96% 8.68%	90.79% 86.61% 39.18% 44.32% 31.25% 25.46% 66.06% 36.76% 25.78%	89.47% 71.93% 31.58% 38.60% 43.86% 14.04% 71.93% 5.26% 26.32%
TR		78.46%	71.56%	21.93%

	<p>By 2019, the number of smallholder farmers in Nyeri, Laikipia and Kirinyaga Counties using conventional methods will be reduced including (a) Inorganic fertilizers (71.56% down from 78.46%), (b) chemical pesticides (90.56% down from 91.96%), (c) chemical herbicides (60.62% down from 67.52%) and conventional seeds (54.91% down from 61.81%) will be reduced.</p> <p>By 2019, the number of smallholder farmers in Nyeri, Laikipia and Kirinyaga counties using organic product will increase including (a) Farm yard Manure (91.43% up from 90.03%), (b) Organic fertilizers (36.48% from 17.68%) and (c) organic pesticides (43.68% from 25.08%),</p>	91.96%	90.56%	14.91%
		67.52%	60.62%	5.26%
		61.81%	54.91%	91.30%
		90.03%	91.43%	88.60%
		17.68%	36.48%	59.65%
		25.08%	43.68%	17.54%
CR	<p>BY 2020, the overall productivity of agricultural lands in Nyeri, Laikipia and Kirinyaga Counties will improve as measured by improved soil biodiversity including soil structure, soil texture, and Cation exchange capacity, By 2020, water holding capacity, microbial activity as well as increased crop pollinator populations.</p>	%	%	%

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Please answer the following questions, attaching at least 3 pictures at each category describing those activities.

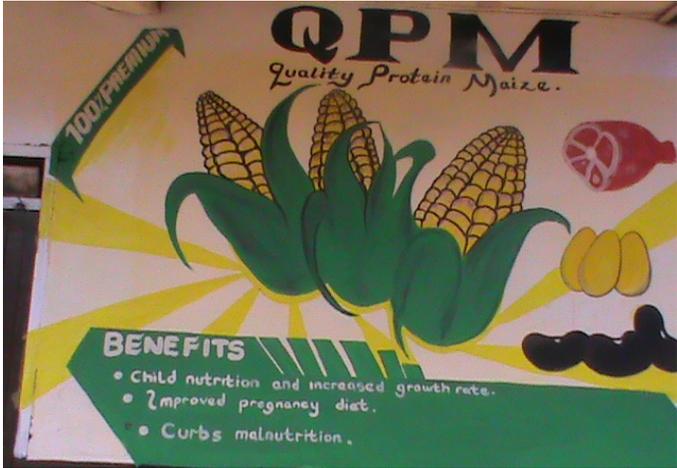
Please write at least one or two paragraphs for each answer you give to achieve a complete answer and mention examples in each of them:

1. What is your campaign slogan and call to action? How did you come up with it? (If your native language is not English or Spanish, please share the original slogan and a rough translation)

Good, Clean and Healthy food amongst us produced conservatively. This was as a result of low food production that have less value in terms of nutrition and their source is not known thus unreliable food. Also small scale farmers grow their crops in all ways without putting into considerations the Good agricultural practices thresholds thus unable to compete effectively in the local market.



Bumper harvest from Kirathimo demo farm



Mural showing benefits of open pollinated maize variety(Kithigo)



Engaging the minority in Laikipia North on water harvesting

2. What was the most effective activity performed during your campaign?

The primary goal of organic agriculture is to optimize the health and productivity of interdependent communities of soil life, plants, animals and people. The campaign focused on how to maintain and improve fertility, soil structure and biodiversity, and reduce erosion. Reduce the risks of human, animal, and environmental exposure to toxic materials. Kiini embraced community through community meetings whereby skits were developed and performed as well as establishment of demonstration sites demonstrating various principles in order for the farmers to experience and be able to embrace this in production to meet local production conditions and satisfy local markets. Working with various partners especially the County governments of Nyeri and Kirinyaga who have held farm field days and show ground with theme on sustainable agriculture has impacted farmers positively through posters and products.



Demonstration plot at Karima Women group



Demonstration on Mulching



Compositing pit at Nyeri farm view

3. What was the most effective campaigning product launched and why did it work?

“Adopt a hive save the nature” campaign has been launched and embraced by many simply because it cut across all ages and touches on hidden resources that have not been tapped. We have realized that those youth who are lured to cut trees for firewood and charcoal burning get less compared to setting up apiaries in the forests and conserving it thus improving pollinators as well as income generation through sale of honey and by products which is a long term and environmental friendly thus dignity and improved livelihood. The misconception on bee keeping has been addressed and now the schools and organized

groups are gearing up to set up apiaries. A lot of attention has been experienced and we have seen a number of individuals adopting hives.

Women have also embraced kitchen garden coupled with rural based financial management leading to self-sustenance.

Learning institutions have not be left behind in establishing model farms for both learning and income generation. They are beautifying the compound with food forests instead of the usual flowers that have no benefit.



Adoption of bee hives at Ngungu Sec school



Girls in action adopting their hive



Umoja farm for pollination of coffee plants

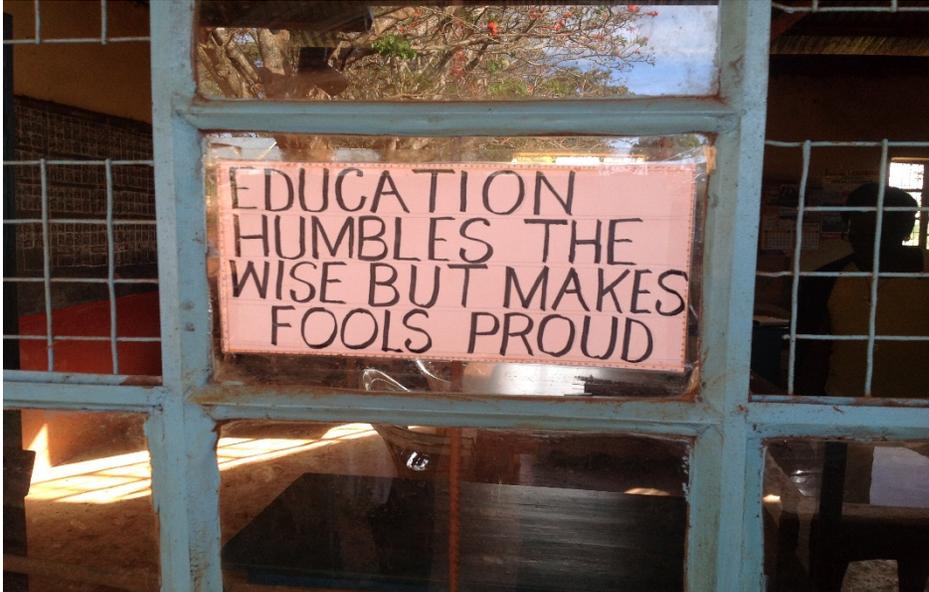
4. In terms of teamwork, what was your experience when running your behavior change & social marketing campaign?

Every moment in our lives is extra ordinary and this has brought more visibility to Kiini thus easier building of synergies and partnerships. We have seen quite a number of schools seeking partnership and this brings joy and confidence in the whole process. The society is ready to embrace this new concept especially on concept model as it clearly outlines the threats, target and solutions to be employed.

5. In terms of sustainability of your campaign, what are your plans for the next months? Do you plan to continue working with the C4C methodology? Explain your next steps.

Our next big plan is to bring together like minded organizations both for profit and not for profit and be able to address issues surrounding environment, waste and pollinator improvement and be able to come up with Ngwataniro ya Agaruri (Coalition of transformers) to ensure growth and expansion and be able to complete value chain on livestock biodiversity as well as multiplication of pollinators thus self-sustaining and ownership.

Kiini will also establish a one stop centre that will address beekeeping project from production to honey harvesting and processing of byproducts. A full time staff will be engaged to visit farmers in their respective farms and be able to inspect as well as guide them on good handling and maintenance of pollinators.



Motto for the students

practicing organic agriculture club



The ideal workshop for beehive manufacturing



Pooling resources together through rural based financial management

6. From the methodology learnt through C4C, please choose the tools you are planning to keep using over time and with different projects?

Tool #1. Conceptual Model and Factor chain Tool #2. Theory of change Tool #3. Research Methodology Tool #4. SMART Objectives Tool #5. Work plan

- a) Conceptual Model and Factor Chain
- b) Theory of change
- c) Research methodology (qualitative & quantitative methods)
- d) SMART objectives
- e) Audience Persona
- f) Marketing Mix
- g) Workplan

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Please select in order of importance the top three strategies that were most helpful in promoting your target behavior in your campaign: **Strategy # __6__ Strategy # __1__ Strategy # __2__**

Strategy # 1- (I) Presenting information to your target audience about why it is important to engage in your desired behavior.

- #1: Mural drawing as way to reinforce campaign messaging.
- #2: Skit performances to provoke audience.
- #3: Training farmers on integrated land use design

Strategy # 2 - (MI) Introducing material incentives (reduced cost, effort and/or time) for engaging in your target behavior.

- #1: Providing farming tools (shovels and spikes) as rewards during farmers meeting.
- #2: Providing open pollinated seeds which are hard to find for farmers.
- #3: Hosting a technical expert at your plot to generate compost and make it for you.

Strategy # 3 - (RR) Providing your target audience with structure or rules that dictate your target behavior.

- Example #1: Implementing plant rotation at plots for better soil nutrition.
- Example #2: Organic agriculture is governed by strict standards and regulations administered by third party certification and agencies.

Strategy # 4 - (EA) Appealing to the emotions, culture, and or belief system of your target audience to engage in your target behavior.

- Example #1: Delivering campaign messaging in an entertaining way like Cooking competitions/ exhibits that highlight local farmers culture and cuisine.
- Example #2: Campaign messaging focuses on target audiences' role as stewards in the community.

Strategy # 5 - (SI) Encouraging your target audience to make a public commitment or elevating the social status of individuals who engage in your target behavior.

- Example #1: Signing public pledges.
- Example #2: Local government socially recognizes sustainable farming practices.
- Example #3: Key influencers of the community are actively supporting your campaign.

Strategy #6 - (CA) Making the act of engaging in your target behavior easier than it was prior to your campaign or providing cues or reminders about engaging in your target behavior.

- #1: Simplifying the implementation of agroecological practices by having demonstration plots.
- #2: Strategically distribute of organic manure and composting

Financial Report & Updating your Work Plan

*Please consider the points discussed below when updating your Work Plan.

For the "Financial Report" tab
<ul style="list-style-type: none"> • Make sure you mark manually each receipt with a number
<ul style="list-style-type: none"> • In the "Financial report" of the workplan, please add the number you marked to each receipt
<ul style="list-style-type: none"> • Please fill in each of the categories for each expense, such as date, type of expense, etc
<ul style="list-style-type: none"> • Your total spent amount should be the total your received from Rare, where typically each campaigner receives \$3,200 USD *adjust total according the grantee you were awarded*
<ul style="list-style-type: none"> • If you received an extra amount from another donor, please make sure to add the info in the separate column at same page.
<ul style="list-style-type: none"> • Please scan all of the receipt and send to us via email.
<ul style="list-style-type: none"> • Make sure you keep original receipts for up to 5 years, since donors could request to revise during that period of time.
For the "Activity Planning" tab
<ul style="list-style-type: none"> • Update the activities you already completed with the "Actual Date" in which you performed them.
<ul style="list-style-type: none"> • Update activities that you have not yet completed with your new estimated dates *if so.
<ul style="list-style-type: none"> • Add new activities that you did not plan but did already complete, including the "Actual Date" in which you performed them. (Indicate them in a new color)
<ul style="list-style-type: none"> • Add new activities that you did not have planned but that you plan to do with your estimated date of completion as a sustainable way to continue with your impact. (Indicate them in a different color)
For the "Activity Schedule" tab
<ul style="list-style-type: none"> • Update the "Finished", "In Process", "Not Completed" boxes of all your activities.
<ul style="list-style-type: none"> • Indicate the activities that had to be canceled by adding in a last column the reasons why they were canceled and add the replacement activities you will do and why.

Thank you so much!