

Global Green Action Week

Evaluation, Planning & Exchange of Experiences workshop

Kenya, Thika, SACDEP Centre

4th – 6th March 2014



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LIST OF ABBREVIATIONS

AGM	Annual General Meeting
ASK	Agricultural Society of Kenya
CI	Consumer International
CIN	Consumer Information Network
CSO	Civil Society Organizations
CUTS	Consumer Unity & Trust Society
EA	East Africa
EAC	East African Commission
EC	European Commission
ELUM	Ecological Land Use Management
FFD	Farmer Field Days
GGAW	Global Green Action Week
GMO	Genetically Modified Organisms
IDS	Institute for Development Studies
IEC	Information Education and Communication materials
KIE	Kenya Institute of Education
KOAN	Kenya Organic Agriculture Network
MASIPAG	Magsasaka at Siyentipiko para sa pag-unlad ng Agrikultura
MO	Member Organization
NOGAMU	National Organic Agricultural Movement of Uganda
NTV	National Television Network
OCA	Organic Consumers Alliance
PELUM	Participatory Ecological Land Use Management
PGS	Participatory Guarantee System
SACDEP	Sustainable Agriculture Community Development Program
SMS	Short Message Service
SSNC	Swedish Society for Nature Conservation
TCAS	Tanzania Consumer Advocacy Society
TOAM	Tanzania Organic Agriculture Movement
UN	United Nations
WHO	World Health Organization
YEN	Youth Education Network

1 BACKGROUND

Our patterns of consumption can give rise to many environmental problems. Focusing attention on one issue simultaneously in many places is an effective way to increase awareness about these issues. For more than twenty years the Swedish Society for Nature Conservation (SSNC) has been organizing a Green Action Week (GGAW), which has engaged thousands of volunteers all over Sweden and contributed to increased consumer awareness about these issues as well as policy changes that have contributed to more sustainable consumption patterns.

This success has inspired SSNC to promote a GGAW campaigns through supporting environment, consumer and farmer organizations around the world to carry out short-term campaigning activities oriented towards consumers, to raise awareness of these issues. Through coordinated public awareness campaigns across many countries, the participating organizations will be able to strengthen their message and increase their impact by making reference to global activities - Johanna Sandahl, Vice president SSNC (SSNC Report – “Organic Food and Farming for All”)

1.1 Global Green Action Week (GGAW)

GGAW is a global campaign to promote sustainable consumption. We are working together for Organic food and farming for all. Making consumers as well as producers and decision makers aware of the benefits of organic food and farming is one of the changes needed to promote a shift towards sustainable food and farming globally. The campaign is an initiative by the Swedish Society for Nature Conservation and is coordinated jointly with Consumers International (CI).

Working together globally makes our voices stronger! GGAW is an annual civil society campaign to raise consumer awareness of the environmental impacts of consumption and to promote sustainable patterns of consumption. In 2013, 39 Consumer, Environmental and Farmers' organizations in 25 countries across the world were part of the GGAW under the theme **“Organic food and farming for all – Consumers and farmers for food security, safe and sustainable food”**.

GGAW is a campaign open for civil society organizations working on sustainable consumption and production and provides a platform for organizations to exchange experiences and get inspiration from each other regarding successful methods and strategies on sustainable consumption and production.

2 WORKSHOP PROCEEDINGS



Opening Remarks

An international workshop was held from the 4th to 6th March 2014 in Thika, Kenya to bring together organizations previously involved in the GGAW campaigns for review of the program, capacity building, sharing experiences and planning for future advocacy work along the lines of Green Action Week. The meeting was officially opened by Mr. Zachary Makanya, PELUM Kenya Country Coordinator who gave the opening remarks. He cited the importance of GGAW especially the passion and deep involvement of SSNC - the funding partners. Makanya urged all participants to be facilitators and facilitators to be participants through active participation and scaling up of the best practices in GGAW. He wished them fruitful deliberations. The workshop was attended by 25 participants from Brazil, UK, India, Ethiopia, Ukraine, Philippines, Uganda, Sweden, Tanzania and Kenya representing NGOs and Consumer organizations

2.1 Workshop objectives:

This workshop's main aim was to target organizations in various countries that have previously participated in, or have been part of the process of the Green Action Week advocacy actions in 2013 to enable them Evaluate, Plan and Exchange experiences

2.2 Specific objectives:

1. To exchange experiences, get inspiration and strengthen capacity regarding campaigning methods for sustainable consumption (focusing on agricultural food products).
2. To draw lessons from the Global Green Action Week 2013 and to jointly discuss how to make GGAW 2014 successful.

3 BRIEF ABOUT GGAW

To set the scene and context to perspective, a brief about the program was made by Eva Eiderström from SSNC (Sweden). She highlighted the partnership behind the program and their common ideology: To build a platform for global campaigning and exchange of methodology on sustainable consumption; Solution oriented consumer campaign with a strong environmental perspective.

She explained how 25 years ago a multitude of small campaigns on sustainable consumption with consumers began in Sweden. The role was to change society and empower consumers to be aware of choices, promote positive choice. It began as a political action/ transition but even with continuous transition the initiative hasn't lost the goal.

This campaign on sustainable consumption has been shaped by circumstances. The initiative even expanded 4 years ago after partnering with Consumer International (CI). She explained that strength is bigger if more partners do similar things. These campaigns influence forces going wrong way, build on people participatory capacity to change products and consumption combines us together through pro-organic farming campaigns. The Global Green Action Week 2013 focused on organic food & farming for all bringing together 39 organizations in 25 countries with programs on Consumer, Agricultural and Environmental activities.

She explained that the biggest task to be addressed during the 3 day workshop was how to better expand the 2014 GGAW campaigns. Participants were challenged to reach more goals, build the ridges and understand what governs consumer lives i.e. legislation among other regulations. She asked the stakeholders to be mindful of the attitude around them, shop and act green to support consumers and markets linkages



Joshua Aijuka and Berihu Araya (in the foreground) interacting during the introduction session

3.1 Summary on expectations

1. Share experiences on what has worked and not in consumer campaigns on sustainable products promotion
2. Know the best practices that have worked in other counties for implementing GGAW practice by organizations similarly
3. Build networking relationships with other players in the Global Green Action week
4. Find common campaigning ground that still gives flexibility for individual / specific country conditions
5. Draw an effective GGAW implementing and coordination strategy for 2014
6. How to evaluate and identify the key outcomes and successes of GGAW campaigns
7. Learning skills on good campaigning, e.g. the tools and approaches that are effective
8. Expanding and improving the GGAW concept in order to establish a commonly agreed "work format"
9. Interaction and learning more on the trends of organic consumerisms in different countries
10. Learn about success in public – campaigns skills from diverse regions in the world
11. Gain new insights on different issues on organic farming

3.2 Questions to be answered

1. What major strategies make people want to consume sustainable
2. How to measure success of GGAW
3. How to involve the government in GGAW
4. Is there long-term interest in the ideas of a GGAW- independent of theme?
5. How do we raise the level of impact of our work (without falling into trap of expecting immediate impact from social movement work?)
6. What is the most effective action to promote organic food?
7. How did the GGAW and started
8. Is the GGAW a good idea?
9. How can we improve on GGAW to make the programs more sustainable?
10. How can we sustain the campaign for organic consumption and production?

4 PRESENTATIONS FROM PARTICIPATING ORGANIZATIONS

Table 1: Brief on organizations represented and 2013 successes in GGAW

	Organization	Green Action Week Campaigns in 2013
1	<p>PELUM Kenya: PELUM Kenya is an indigenous network of CSOs with a membership of 42 MOs and was founded in 1995. The organization works with network member organizations, working with small holder farmers in Ecological Land Use Management</p>	<ol style="list-style-type: none"> 1. Media interest by 8 media houses/stations: School debate, Eco-journal feature - Radio Amani, K24 TV, Kenya News Agency, Kenya Television Network (KTN), Egerton Radio, Radio Jambo, Inooro fm, Mulembe fm of Royal Media Services 2. Social media campaigns through Facebook 3. Profiling organic foods via multiple avenues 4. Involvement of the school community in an interesting organic theme centered debate and a tree planting exercise 5. Strategic networks and collaborative partnerships for future programs 6. Strengthening focus on <i>elum</i>; PELUM Kenya's core business 7. Opportunity to publicize the East African Organic Mark,

	Organization	Green Action Week Campaigns in 2013
		Kilimohai, through the IEC Materials
2	<p>Centro Ecológico: (Brazil)</p> <p>The Brazilian based organization started in 1985 with a group of technicians linked to the environmental movement started the Vacaria Project, seed of Centro Ecológico. Connection to farmers and youth movements</p> <p>Today; our main line of action is to advise the production, processing and marketing of ecological food. We advise farmers through visits, meetings, courses and workshops on organic farming, processing, and commercialization process</p>	<p>Future: Strengthen the involvement of the Schools Community</p> <p>The campaign was a great opportunity to plan and have joint actions in different regions where Centro Ecológico works;</p> <p>Approach – present the risks of the pesticides used on food that everyone eats and how much poison each person consumes per year: HIGH IMPACT</p> <p>Information was released through a beautiful, delicate layout, with different colors than are usually used to organics. Other materials were also provided, with details of how to produce, where to find among other issues</p>
3	<p>Youth Education Network (YEN):</p> <p>YEN is a registered is a nongovernmental organization in Kenya with a Mission to empower and inform the youth through vocational training.</p> <p>YEN's main activities include;</p> <ol style="list-style-type: none"> 1. Consumer education and protection 2. Environmental protection and conservation through education on sustainable consumption 3. Sustainable life skills training 4. Green friends of YEN Clubs in schools 	<p>Held a seminar in a Matungu targeting 150 school learners. The participants were drawn from 15 schools and in attendance also were 20 teachers who are patrons of Green Friends of YEN Clubs in their respective schools. It was anchored on climate change awareness with the main focus being 'The Role of Young Consumers in Tackling Climate Change.</p> <p>These pupils later carried out a tree planting exercise of over 200 trees and distributed to 15 youths and 30 community members; each of these people was given 5 trees</p> <p>An article written by Michael Mungoma was published in the star newspaper which has over three million readers in Kenya</p>
4	<p>Institute for Sustainable Development (ISD): (Ethiopia)</p> <p>ISD is a pioneer local (non-profitable) NGO in Ethiopia based in Addis Abab. It was established in 1996</p> <p>IDS Aims at facilitating farming communities to rehabilitate and use their land sustainably based on ecological principles implemented through their own by-laws</p>	<ol style="list-style-type: none"> 1. More than expected of the aforementioned participants were involved (332 in SW zone & 63 in Tigray region) 2. The presence of organic products/fruits and their high demand by participants 3. Local media recorded, interviewed concerned person and broadcasted the events in Tigray 4. ISD gained vital experience on conducting and enhancing GGAW program/campaigning
5	<p>MASIPAG: (Philippines)</p> <p>(Magsasaka at Siyentipiko para sa pag-unlad ng Agrikultura)</p> <p>(Farmer-Scientist Partnership for Development)</p> <p>A network of farmers, scientists, NGOs working toward sustainable use and management of biodiversity through farmers control of genetic and biological resources, agricultural production and associated knowledge;</p>	<ol style="list-style-type: none"> 1. Awareness-raising among consumers on benefits of organic food 2. Linking and networking with customers; market expansion 3. Small-scale producers earned high income from relatively short trade fairs 4. Awareness-raising on crucial issues affecting small-scale producers

	Organization	Green Action Week Campaigns in 2013
	MASIPAG mission is to improve the quality of life of resource-poor farmers.	
6	<p>Consumer Information Network (CIN): Consumer Information Network (CIN) is a non-profit, non-partisan consumer's organization founded and registered in Kenya as a CSO. CIN is celebrating 20 years</p> <p>Mission – empower consumers through policy advocacy, research and education and to serve as a centre for integrity on consumerism</p>	<ol style="list-style-type: none"> 1. Coordination of GGAW campaign activities in Kenya, Uganda and Tanzania, as well as managing funds for the campaign 2. Collaboration with several organizations in Kenya to publicize GGAW among various groups, including policy makers, secondary and college students.
7	<p>CUTS: (Consumer Unity & Trust Society) (India) CUTS International is a registered Indian NGO established in 1983, "Pursuing social justice and economic equity within and across borders". CUTS represent consumers in several policy-making/regulatory bodies.</p> <p>CUTS began its journey with a rural development communication initiative</p>	<ol style="list-style-type: none"> 1. Campaign received a good response from the target group 2. Made peoples aware of organic farming and consumption issues. 3. Good media coverage of the campaign in local newspapers 4. We need long term intervention for ensuring better result and sustainability of such interventions.
8	<p>Tanzania Consumer Advocacy Society: (TCAS) (Tanzania) Tanzania Consumer Advocacy Society (TCAS) is a private, voluntary and non-governmental organization established in 2007 with the objective of raising consumers' awareness on their rights and obligations and to make their voices heard.</p> <p>TCAS main strategic objectives is to; Raising Awareness, providing a platform for Right to be heard, assist consumers to have Capacity to claim Rights and Make markets accountable and responsive</p>	<ol style="list-style-type: none"> 1. Raised students awareness on environmental management 2. Created strong consumer clubs in 10ss, each school managed and run unique Green garden. 3. We have established strong network with the government, media and other organization like TOAM, AGENDA For Environment and PESCOD
9	<p>PELUM Uganda: PELUM Uganda is a member of PELUM Association since 1995 Network of 47 NGOs working together to improve livelihoods of the poor through the fostering of ELUM.</p> <p>Key result areas</p> <ol style="list-style-type: none"> 1. Sustainable farming systems 2. Agriculture Market Development 3. Advocacy 4. Institutional development 	<ol style="list-style-type: none"> 1. General awareness creation on economic, social, environmental and health attributes of EOA. 2. Market opportunities: E.g.; supplying organic tomatoes to Hotel Africana by Ssonzi Organic Farm, supply of Red cabbage to Shop Organic Kampala by John Kabanza and supply of dried fruits from Trade pot to Flona commodities among others. 3. The inter-university dialogue also provided a platform for universities to share experiences on EOA. 4. Reawakened the debate on the finalization of the organic agriculture policy. Offered strong case against debate introduction of GMOs& bio-safety & biotechnology bill which was rejected by parliament for second time.
10	Swedish Society for Nature Conservation:	<ol style="list-style-type: none"> 1. 151 local branches joined

	Organization	Green Action Week Campaigns in 2013
	<p>(Sweden) Sweden's largest environmental organizations with 270 local branches and 203 000 members</p> <p>Strategies: Influence the politicians Work with green consumerism Induce love for nature</p> <p>Main areas Forests, Agriculture & food, Climate, Marine issues and fisheries, Chemicals</p>	<ol style="list-style-type: none"> Mobilized members, teachers and supermarkets 600 000 visits to the campaign website FB; 70 000 likes – 52 000 shared 175 000 folders and 16 000 posters were spread Coop highlighted organics 127 media mentions in newspapers, radio, television 80 000 saw the film "Switch to organics" And consumption of organic increased!
11	<p>Mama 86: (Ukraine) MAMA-86 Ukrainian National Environmental NGO with 23 years of work uniting 19 branches across Ukraine</p> <p>MAMA-86 goal is to promote sustainable development of Ukraine</p> <p>Main directions: Environmental policy integration Water and Sanitation Chemical Security</p>	<p>Ukrainian Green Consumer Week- 2013: Environment on Your Plate</p> <ol style="list-style-type: none"> More than 80 actions 13 regions 16 000 people participated in actions 17600 handouts disseminated 11 TV/radio programs More than 70 newspaper articles
12	<p>IBON: (Philippines) Established 1978. Since 1998:</p> <ol style="list-style-type: none"> 1,100 issues ~ 7,500 pages of Facts & Figures 4,500 lectures ~ 210,000 people 500 trainings and seminars ~ 10,500 participants 760,000 textbooks, 2 million journals ~ 300 partner schools 120 books/researches 60 national/local opinion surveys 230 intl. conferences/activities ~ 40 countries 	
13	<p>National Organic Agricultural Movement (NOGAMU) NOGAMU's vision is to attain increased incomes and improved livelihoods in Uganda through adoption of organic agriculture</p>	
15	<p>Tanzania Organic Agriculture Movement (TOAM) TOAM is an umbrella body for the development of organic sector in Tanzania.</p> <p>TOAM use value chain development to facilitate smallholder farmers' access to markets and sustainable trade linkages</p>	<ol style="list-style-type: none"> Enhanced consumers awareness on organic food and products Linking organic farmers with potential customers and consumers Government message with regards to retaining of strict liability in the National Biosafety Regulations.

5 GGAW 2013 Evaluation and Best practices



Participants discussing during a parallel working group session

PARALLEL WORKING GROUPS

In four groups, participants were assigned tasks to share lessons learnt from Success or failures of GGAW 2013 evaluation and best practices.

Table 2: Group-work presentations - GGAW 2013 Evaluation and Best practices

	GGAW 2013 Evaluation and Best practices (Lessons Learnt from Success or failures)
Tekla, Amar, Irene, Ally, Sara	<ol style="list-style-type: none"> 1. Farmers reception to organic consumption is slow, they still insist on use of chemicals 2. Collaborative consumer sensitization campaigns on organic consumption habits by use of Joint campaign materials/ theme and Joint media strategies 3. Documentations on organic farming (local context specific) needs to be done more and avail this information to everyone 4. Push for policies on organic food consumption 5. Target other international organizations in the campaigns like WHO 6. Target consumers more in the 2014 campaigns 7. Labeling of the organic products in markets is a key strategy 8. Try to focus on herbal medicine to compliment these efforts 9. Attitude change is a real problem that should be addressed to change mind sets
Sonny, Diana	The impact of GGAW depends on general mobilizing for GGAW activities and quantity

	GGAW 2013 Evaluation and Best practices (Lessons Learnt from Success or failures)
Abdallah, Joshua, Kanin	<p>and quality of participants;</p> <ol style="list-style-type: none"> Early preparation is critical, from planning to early build-up activities Coordination with partners maximizes scarce/ finite resources especially on complimentary work/ areas of strength and sharing of resources There is need to plan out local/community participation and highlighting global characteristics of GGAW. This is through involving the local/ community organizations and highlight that GGAW is a global events. Media work doesn't need a big budget and can be done creativity and on the basis of evidence/ data. Identify a peg, item/ angle of interest, or anything newsworthy then have the research to back up claims Engaging government officials/ policymakers is a most effective with prior networking and substantial evidence/ data. Maximize prior engagement/ familiarity even on non-organic/ consumer issues and have the research to back up claims Mobilize the right groups and accumulate efforts and impact over long advocacy/ struggles
Stanly, Celine, Eloisa, Zoriana, Maryleen, Eva	<ol style="list-style-type: none"> Early preparation and planning Flexibility in the timings of activity implementation Using the media; both mainstream and social media Identifying and building strategic alliances and partnerships Understand the target audience/ groups How to package the information in a manner that would be interesting to the media and target groups
Samuel, Pauline, Berihli, Ann, Jessica	<ol style="list-style-type: none"> Wide use of social media Exhibition within the target residences and also local magazines e.g. lifestyle, farmers e.t.c. Invest in collective actions Use of expressions local or common terms in place of "Organic" "Agro-ecological" and "Indigenous" Working with credible research institutions Tasting of cooked/ prepared organic foods and doing recipes Use of official data to sensitize consumers e.g. chemical content in conventional crops and products Focus on farmers i.e. linking the farmers with the consumers

Discussion notes

At the end of the first group discussions, several participants put forward their reflections on some of the issues discussed. A summary of the reflections includes the following:

Irene from NOGAMU shared experiences on how to plan successful pro-organic campaigns. In Uganda (the second largest exporter of organic products from Africa) the most significant approach is changing the consumer mindset through awareness creation and harnessing the advantageous power of

consortiums and networks instead of individual targets is a better way to campaign. It's important for farmer groups or organic traders to use organic marks and target consumers with direct, simple and clear information. Lack of information on organic products and sustainable consumption is affecting the fight against GMOs, the group emphasized the importance of research on organic farming and products then have the information documented and shared with consumers and policy makers. Irene gave an example of commonly used terms like "Organic, "Indigenous", "Ecological" are rather confusing to consumers if not explained.

Amar Deep Singh from CUTS-India emphasized advocacy initiatives towards policy makers as a way of fighting for better laws and policy enhancement. For example in India, smoking in public places is prohibited and selling tobacco to minors is illegal. Amar's group agreed that packaging information with facts and evidence that organic agriculture can work can sell out. The government and conventional food producers shouldn't feel we are enemies, use friendly approaches, research on different organic products and use evidence based facts.

There should be a common methodology to consumer campaigns for GGAW to succeed. Focus on educating consumers on good agricultural practices.

In Kenya the perception on organic food is for certain class in the society, GGAW actors should work to change this mindset by working with farmers and organic producers to reduce cost on these products.

Consumer International also have problems in deciding a common theme for consumer advocacy on organic food. Targeted campaigns are more effective for example in Sweden a campaign was run to change consumers mind on the advantages of consuming organic bananas, the campaign was successful and SSNC learnt that this helped them attract politicians and the media.

Sonny Africa from IBON posed a question whether GGAW should be perceived as 51% Sweden based, make GGAW 2014 much popular since various organizations supported by SSNC and CI are based in different countries with backgrounds but have same spirit.

Network to maximize resources and learn how to make GGAW to be an integral part in organizational work

Key points during group discussions

1. Use regular (joint) activities to popularize GGAW for everyone involved e.g. marathons, festivals to promote organic foods
2. It's important to involve other interest players to see problem and find solutions for different views
3. Policy makers need hard evidence/ facts
4. GGAW themes should fit different participants

6 FIELD VISIT – INTERACTION WITH ORGANIC FARMERS AND SCHOOL ENVIRONMENTAL CLUB

The team visited two areas; Shadrack Kimalel primary school in Nairobi County and Muhuri Road Organic Group in Kiambu County to learn how organic agriculture is promoted

Shadrack Kimalel primary school

The school has 1,200 children mostly from the neighboring Kibra slum. Most of these children come from poor families; this forced the school management to start a feeding program to keep them in school daylong. The ration of pupils to teachers per class is averagely 1 teacher to 50 children per class. The children age between 5 to 13 years

Environment club

The club has 30 members who are willing and passionate about environmental conservation. The club's main activities include cleaning school, tree planting, organic farming, and running debates to exchange ideas. The club meets every Thursday of the week. The weekday debates doesn't interfere with school program

Youth Education Network (YEN) supports these children to change the environmental around them, practice organic farming by providing seedlings. YEN trains them to know what to plant and not. The club intends to plant more organic vegetable to sell to the school in order to raise funds to expand their activities.

The school allocated a small land where the club could plant vegetables and other food crops. The garden is used by members to learn more on organic agriculture, germination, crop information used in class work and as a demonstration site

Muhuri Road Organic Group

The farmer group started in 2007 with 17 members out of which are 5 women. The members faced common challenges like marketing their products and producing quality seeds. Each group member couldn't access credit due to lack of resources. They had a dream to increase food production, access better markets for their products and increase savings.

In January 2011 the group was registered as a legal entity but attained organic status certification in February 2013. It now has 25 members (19 women and 6 men). The farmers are more exposed farming skills than before.

The organic groups' vision is to incorporate more farmers, establish an organic shop where they can sell organic products. They also plan to buy trucks to transport their products to the markets hence reduce on capital cost and be dependent. The group is currently designing a web platform to sell their products abroad and to reach many consumers locally.

Challenges:

Their challenges include; transportation of their products to markets, management of organic green houses, unstable weathers, marketing opportunities and a natural remedy to pests and diseases control.

Plenary questions

- What caused the increase of number of women (from 5 to 19)?
- Where do you sell your products?
- Have you considered other markets with low income consumers? Do you do value addition?
- Has the group engaged in major enterprises?
- Do you collect your products together then market?
- Do you have a label for your products?

Summary response

Women are mostly house wives; this gives them much time to work in the farms compared to men who travel more due to the nature of their jobs

Most of the group's products are sold in Nairobi's up markets at Karen, the American embassy and Upper Hill areas. These markets were organized by KOAN. They also get small orders to supply to the local chain supermarkets

The group is strategizing to reach low income consumers this year and to practice value addition after capacity building.

The group tried engaging in rabbit production as a major enterprise but not everyone was interested. They decided to promote individual products.

Every farmer's participation is encouraged due to interactions with clients? This enables individual farmers to have a higher bargain and maintain customer contact. The farmers also do savings through table-banking; they contribute weekly then advance within them to buy seeds

The group works more with NGOs sector than the government due to lack of effective structures and goodwill to promote organic farming. However the government is now dialoging with smallholder farmers to support their initiatives. The group is currently using the *Kilimo Hail* label (supported by KOAN) as a trade mark of their products. The GGAW participants urged the group to utilize their young chairman to open a Skype account for further interaction with key players promoting organic farming.

6.1 REFLECTIONS FROM FIELD TRIP (LEANINGS, INSPIRATIONS AND RECOMMENDATIONS)



Participants interacting with Mr. Kiarie Kamanu in his organic farm

Case study

61 year old Kiarie Kamanu has been an organic farmer for twenty years and a current member of Muhuri Road organic group located in Kikuyu town, Kiambu County in Kenya.

In his 3 hectare farm, Kiarie grows 30 different

crops to support in crop rotation, this includes; broccoli, curly-flower, lentils, spinach, *managu* (African Nightshade), kales, cabbage, celery (herbs for soups), beetroots, potatoes, carrots, French beans, onions among other crops.

Kiarie has uniquely used natural pesticides to control crop diseases by intercropping with air and soil based crop repellants e.g. French beans (has high level of nitrogen-reducing potato blight), carrots, garlic (air based repellent), red and white onions (cut a few mature leaves to expose hence repel pests). He also uses bananas to control vegetable based pests.

He also rears pigs, goats, cows and poultry. These animals and birds have symbiotic relationship with Kiarie's farm. The by-products from the animals are fed to the soils as organic fertilizers hence improving minerals for organic crops. Within the farm, a lot of green manure has been used to sustain soil nutrients year-round to avoid boosting nutrients using chemical fertilizers

The farmer has also constructed a greenhouse where he grows kales and cabbage. The greenhouse is constructed using local materials to minimize on production cost. The green house supports him during unstable weather conditions and to extend growing seasons.

In order to sustain this practice, Kiarie has valued added some organic products like french beans, green peas, eggs and avocado to enable him get the up market clients to market his produce. The farmer currently trains interested farmer groups on organic farming but at a small fee to sustain his farm

Challenges

Organic farming is an expensive venture that requires time, patience and a lot of knowledge. The farmer has to feed the soil in order to feed the plants since we aren't endowed with better tropical climates to favor soil fertility. He has to introduce a lot of green matter since the top soil (6 inches) is red so he has to dig 2 inches deeper (close to a trench) to plant arrow-roots.

Kiarie is seeking for a facilitating agency to certify him as an organic farmer, label the products. He believes that for organic farming to succeed in Kenya, it shouldn't be recognized as a value for money 'flying kite' but farming with health benefits

What was inspiring?

The farmer group uniquely promoted organic through group cohesiveness. Members live from each other but products get to market in time. The number of women growth in group was inspiring, motivating and encouraging. The farmers group took a comprehensive approach to organic farming that's encouraging and a good practice to replicate.

The uniqueness of the group promotes the spirit of entrepreneurship through allowing innovations from each farmer; even if the government isn't supportive they still move on.

Membership composition is interesting, rarely do youths chair a team mainly elders and members are supporting their decisions. Youths are known to be impatient but the group has realistic goals. For instance their chairman grows rear specie of strawberry which he can market through the group's organized and attractive value chain. He has access to the American embassy which is a special boost for selling his products and the group's ability to address their challenges is an advantage to him. The group has small but achievable targets.

Plenary leanings and recommendations

Kiarie Kamau demonstrated how zero tillage on vegetable can work. One doesn't need sophisticated agricultural research methods to practice organic farming as shown by Kamau. He has over the years embraced the attitude "I don't think it's going to work but I can try it out attitude

Kamau constructed an organic green house using local materials at a very little cost to produce it's a technology that can be replicated by farmers.

Flexibility within the group has seen enterprises diversified to produce enough quantities. The farmers' collective force has earned them a competitive advantage in commodity market. The group has more opportunities to earn, they only established in 2007 but have achieved much. For example Kamau has embraced mixed farming, organic crops, livestock, poultry and pigs rearing to maximize on household income

He plants using cow manure from *Maasai* cattle from Kajiado, if compost is well prepared weeds will reduce. The use also leguminous crops for crop rotation are advantageous to him.

These farmers get more support from NGOs; relevant stakeholders should engage the government through public policy to increase area of organic farming by supporting organic farmer groups.

The group should explore more markets to demystify the perception that organic products are for the rich.

7 INCREASING THE REACH IN SPREADING THE ORGANIC FARMING AND CONSUMPTION MESSAGE

Dr. Peter Mokaya, National Coordinator, Organic Consumers Alliance (OCA) focused his presentation on highlighting the experience on the Organic Consumer in Kenya today.

According to Dr. Mokaya, most consumers have the perspective that Organic foods are expensive and not affordable and to change this perspective the OCA's conceptual framework aims to address this gap by providing health benefits awareness messages as the solution.

7.1 Historical perspective of Kenyan organic consumer perspective

Organic food value chain is poorly developed e.g. for one to sell organic food, they have to grow it i.e. control the chain from production to consumer

Very few organic food suppliers in Nairobi, by growing the organic consumers in Nairobi may be faced with a shortage in supply. Organic consumer in Kenya is faced with an unpredictable "demand-supply" market.

Organic food is more expensive than conventional food. It isn't just a perception but the Dr.'s personal experience.

7.2 OCA's recommendations

- i. Providing much information on health benefits of organic consumption and where to find such information.
- ii. Building on the popular email updates; develop a website and appropriate content and link it to social media channels to include, Facebook, Twitter and an interactive Blog, interactive SMS/WhatsApp etc.
- iii. Target and reach "high impact groups" like doctors, teachers, schools, universities and high income urban populations as "influencers/change agents"
- iv. Acting as an organic vessel addressing the gap on lack of Consumer Awareness on Health Benefits of consuming Organic produce
- v. Being a "health benefits link " between organic farmers and consumers

8 THEMATIC ANALYSIS: ORGANIC PRODUCTION AND CONSUMPTION

8.1 Country specific context – Organic production and consumption

This session was facilitated by Eloisa Bosito from MASIPAG, Philippines.

Key area of focus included;

1. How widespread is organic farming in your country?
2. How aware are consumers of organic products? Who buys organic?
3. Political support for organic?
4. Opportunities and challenges to expand the organic market?

Table 3: Country specific context – Organic production and consumption

Country	How widespread is organic farming in your country?	How aware are consumers of organic products? Who buys organic?	Political support for organic?	Opportunities and challenges to expand the organic market?
Ethiopia	<p>There is existing legislation but effort made to develop organic sector is generally very minimal.</p> <p>Certified organic production Coffee (84%), sesame (6%), honey (6%) and other products share 4%.</p>	Generally, awareness of consumers on organic products is very low	The Ethiopian constitution (Art. 41(8)) supported for issuing the proclamation on organic agriculture systems.	<p>Favorable agro climatic condition, farmers for low input production, large companies want to expand their output</p> <p>challenges Inadequate knowledge, certification is expensive</p>

Country	How widespread is organic farming in your country?	How aware are consumers of organic products? Who buys organic?	Political support for organic?	Opportunities and challenges to expand the organic market?
Philippines	Organic production is 52,546 ha, employing around 70,000 producers/farmers scattered all over the country	Organic food consumption is gaining more grounds and getting more popular Upper- to middle-class in the urban areas buys organic products, while access is more open in the farming communities	Republic Act 10068 or the Organic Agriculture Act in 2010 in an effort to encourage more producers to shift to organic farming	Increasing awareness of consumers presents a huge opportunity to expand organic market challenges conflicting policies on both OA and GMOs; lack of support for small-scale, poor producers
Tanzania	Organic farming is practiced all over the country. This has contributed to addressing climatic change, food, safety and biodiversity	Consumers awareness on organic products is limited in rural but on the increase in urban areas. Middle and high-income class buys organic products and also exported mainly to Europe	There is a policy statement supporting organic agriculture and also a desk dealing with organic agriculture issues at the Ministry of Agriculture.	Increased awareness among consumers policy for promoting organic products challenges limited knowledge among conventional agriculture experts and extension officers
Kenya	200,000 smallholder farmers trained on organic farming technologies by over 30 training institutions 12,400 certified organic farmers. Estimated acreage under organic agriculture is 104,745 hectares.	Consumer awareness of organic products is at 55% Sold to middle and high income groups, the international community and tourists	Organic desk in the ministry of agriculture Organic policy that is at discussion Local government authorities have supported the open organic markets days	Undersupply of organic products in the market despite a strong market demand challenges The majority of the farmers remain uncertified Organic policies are yet to be finalized.
Brazil	700 000 ha grown organically, which equates to 0.27% of our arable land	One in six Brazilians, about 17% of the population acquires organic products, one to five times per week.	National Policy on Organic Production and Agroecology (Pnapo/2012) launched by	To contribute to increase the level of awareness among consumers (urban or rural) of the risk of

Country	How widespread is organic farming in your country?	How aware are consumers of organic products? Who buys organic?	Political support for organic?	Opportunities and challenges to expand the organic market?
	12.500 certified organic farmers and it is estimated that the internal market for organic products was \$ 750 million in 2012	3.5 million Brazilians consuming organics weekly	president of Brazil	pesticides to health and the environment, providing and spreading constant and reliable information
India	India ranks 33 rd in terms of total land under organic cultivation and 88 th position for agriculture land under organic crops to total farming area.	Organic products are mainly exported to EU, US, Australia, Canada, Japan, Switzerland, South Africa and Middle East	Agricultural Policy of Rajasthan The state policy aims to promote organic farming but really not much happening at ground by government	Organic farming has the potential to generate over 8 million jobs in Rajasthan Challenges Lack of market avenues in domestic field Lengthy and complex certification process
Sweden	About 15% of Swedish farm land is used for organic production	Organic products make up 4-5 per cent of total Swedish food consumption. Last year there was an annual increase in demand of 13 per cent. Urban women and families with small children are important consumer groups for organic	There is some political support, but a lot remains to be done. There is no direct support for production, but organic farmers can get support for certification costs as well as financial compensation for the contribution of organic farming to for example biodiversity.	The organic share of the food consumption is still only 4 per cent, so there is a lot of potential for growth Challenges High demand on some organic products but low supply To be an advocate for organic can be perceived almost as a political ideology.
Ukraine	21 st in world of organic producers Best soil in the world	Population is growing hence there is more on organic	Law on agricultural production entered into force but there is need for by-laws	Many farmers decide not to use chemical fertilizers

Country	How widespread is organic farming in your country?	How aware are consumers of organic products? Who buys organic?	Political support for organic?	Opportunities and challenges to expand the organic market?
	200 certified organic producers 1% certified 300,000 ha of land		economic involvement	Challenges Organic products are costly than conventional products
Uganda	2 biggest organic producers in the world 30,000 farmers use East Africa organic mark			Challenges Consumers in Uganda think everything is organic Difficulties in certification

Plenary session

Participants agreed that the following challenges are common in the country context

1. Consistency of consumers
2. Affordable certification and accessible
3. Technical knowledge on organic farming
4. Laws not in support of environment conservation but bias on industrialization
5. Politicizing organic agriculture is affiliated to political ideologies, separate politics from organic agriculture

Stakeholders need to watch out self-proclaimed persons thinking they are pro-organic but not, such cases are privy to media use for awareness creation on organic consumerism. Its costly collaborating with the media but research findings on controversial issues can be an opportunity to change public perception on organic products. Karin Hôök from SSNC shared an example in Sweden where a report published on the effects of consuming conventional bananas after scientists carried out lab tests. The results changed consumer minds to prefer organic bananas

Realigning workable strategies with media stakeholders by developing stories for the media e.g. organic week newspapers and engaging farmer's media is a better approach for successful campaign. The media needs data evidence, they are a strategic partner.

9 JOINT CAMPAIGNING AND JOINT COMMUNICATION

A Bigger, Better GGAW 2014 - Possible joint actions and communication tools

PARALLEL WORKING GROUPS

In four groups, participants were tasked to discuss possible joint actions and communication tools to make a bigger, better GGAW 2014 targeting Consumers, Media and Policymakers

Table 4: Group-work presentations - Possible joint actions and communication tools

Target group	Possible joint actions and communication tools
CONSUMERS The public	<p>How to reach consumers:</p> <ol style="list-style-type: none"> 1. Develop a set of arguments that are evidence – based, taking into consideration social-economic factors to be adapted into local contexts 2. Develop a logo connected with the theme that will be used by all participating organizations 3. Farmers and producers should make the initiative to avail organic foods to consumers 4. Find a face for campaign, for instance Michelle Obama or any public figure
CONSUMERS Farmers	<p>Capacity building: Resource persons from education institutions (universities/ colleges) to interact with consumers during field days, organic days and public lectures</p> <p>Media campaigns: Use print, social media and radio, posters, taste and cook shows to disseminate messages on; health and food, consumer and society awareness</p> <p>Exchange/ exposure visits: Organize for; farmer /consumer exchange visits, farmer markets / bazaar, caravan shows on OA, farmer/ consumer days etc.</p> <p>Information Education and Communication materials (IEC) Develop attractive IEC materials e.g. brief print materials, <i>kangas</i>, plastic wrist bands, t-shirts, aprons, teacups, key rings, roadside posters, stickers for buses. Print and translate to local languages</p>
POLICYMAKERS	<p>Action</p> <ol style="list-style-type: none"> 1. Publish/ highlight success stories of organic farmers 2. Take the policy-makers to farms and organic restaurants 3. Participate in government – organized trade fairs 4. Engage Policy makers on various discussions and interactions. Mobilize or organize other stakeholders to talk to policy-makers 5. Conduct analysis of pesticides residues on common fruits and vegetables <p>Possible joint actions</p> <ol style="list-style-type: none"> 1. Compilation of research on chemicals on food 2. Compilation of success stories 3. Invite resource persons from other countries <p>Possible Joint campaigning tools</p> <ol style="list-style-type: none"> 1. Publications

Target group	Possible joint actions and communication tools
	<ol style="list-style-type: none"> Social media (translated) Traditional media <p>Advocacy towards policy makers</p> <ol style="list-style-type: none"> Use regular activities popularize GGAW Leverage the existing work or activities on GGAW Integrate GGAW in other projects for funding opportunities Link GGAW with strategies during national and international events Sensitizing other partners we work with Organize for Marathons, biking and fun run events Maintain consistency in activities e.g. schools debates
MEDIA	<p>The diagram illustrates a communication flow. At the top, a group of stick figures represents the 'General Public'. Below this, a box labeled 'Mass' is divided into 'National' and 'Local' categories. Below 'Mass' is a box labeled 'Message/s'. Below 'Message/s' are two boxes: 'Generic Organic' and 'Local OA Campaign'. Dashed green arrows point from both 'Generic Organic' and 'Local OA Campaign' to 'Message/s'. A solid blue arrow points from 'Message/s' to 'Mass'. A solid orange arrow points from 'Mass' to 'General Public'.</p> <p>Minimum tools</p> <ol style="list-style-type: none"> Research base Campaign line/ main messages Images/ case study Press kit/ fact sheet Media kit Exposure visit for <ol style="list-style-type: none"> Create a website (restricted) for sharing campaigns information and analysis Identify common campaigns/ tools GGAW 2014 branding
SCHOOLS	<ol style="list-style-type: none"> Establishment of green gardens at schools Encourage sensitization talks and discussions among the students to introduce organic concepts Debates on common topics (GGAW proposed joint theme: Health)

Target group	Possible joint actions and communication tools
	<p>benefits of organic foods versus health benefits of convectional foods</p> <p>4 Packaging of IEC materials based on the school levels; secondary, higher learning. (production of tailor made teaching aid)</p> <p>5 Encourage pen-pal relationship locally, regionally and internationally</p> <p>6 Campaigns focusing on 3R's</p> <p>7 Try to have model schools and clubs</p> <p>8 Campaigns focusing on health issues</p> <p>9 Develop poems, skits, songs and drama acts</p> <p>10 Regular training and capacity building of teachers on organic farming; workshops</p> <p>11 Influence decision making of policy makers to include organic farming in curriculum</p> <p>12 Share materials/ modify materials through various avenues e.g. dropbox</p> <p>13 Peer education systems to be used as a channel to share information</p>

10 SOCIAL MEDIA FOR CAMPAIGNING - CONSUMER INTERNATIONAL EXPERIENCE

Harnessing the power of social media can influence public agenda according to Luke Upchurch from Consumer International (CI). Most organizations haven't research which tool can be used for campaign and which tool for research purposes.

According to Luke, the use of social media is like learning another new language hence the need to experiment more. Social media shouldn't be likened to traditional journalism media platforms, communicate using these tools just as you talk daily. He shared an example of how CI is using twitter hashtag to get people tweeting about their phone rights in order to pressure the UN communications into adopting CI's Consumer Agenda for Fair Mobile Services during the World Consumer Rights Day 2014.

Messages of twitter are short and precise i.e. *#MyPhoneMakesMeMadBecause*. This hashtag can generate discussions; it should be a language or dialogue to champion conversations.

Facebook and twitter are popular in Africa. Twitter is the most affordable and precise. Others include Instagram and whatsapp. Sending text messages is free in WhatsApp. Stakeholders were urged to harness the power of this social tool. Government / corporation can address issues of property via use of twitter handlers. CI uses Facebook as a direct advocacy tool.

What works globally is the creative design of short messages to arouse interest. Core branding and a bunch of messages can sail the message home. Luke gave an example of the "if" campaign run by Save the Children with support from Oxfam. The proper use of old and new media can attract policy makers e.g. facebook may not work as campaign tool since its original role was to bring people together but twitter is an open platform. The choice of social networking tool determines its monitoring and evaluation options.

10.1 SSNC experience on use of social media

Jessica Andreason from SSNC shared her organization's experience in the use of Facebook and how they have been measuring their campaigns on sustainable consumption or forests conservation issues.

SSNC has recorded success in Facebook with 5 million users since the campaign began. In 2013 over 30,000 members were linked to Facebook and in 2014 the number increased to 86,000.

Depending on issues being tackled, 1 update is posted daily either on forests or organic. For example an update on **"organic or non-organic cream"** received 26,000 followers, 49 likes and 49,000 shares in 2 days.

The target groups include youths and urban women with children. This target group has interesting characteristics on what attracts them. Use spoken language that's straight forward, the first seven words should sell the idea e.g. **"8 ways to know myths about organic"**. Stick to the use of qualified stories and not quantified stories, use pictures to attract attention

10.2 Measuring campaigns

SSNC measure media campaigns by recording number of articles, TV programs aired, radio programs i.e. sports e.t.c.

During campaigns, SSNC gets subscription from local groups, they meet with most active groups and reactions from local groups are shared widely. Campaign materials are critiqued then SSNC records the number of groups ordering these materials. The organization also surveys local groups and teachers during these campaigns. There is a dramatic increase of organic sales through information sharing.

Ana Luiza from Centro Ecologico agreed that there are high hits on websites while consumers request for more information. CI also uses a webinar to advocate for standard issues.

Eva Eiderstorm urged participants to figure out what's happening amongst consumers. Develop collaborative consumption modules where people can share stuff without buying. This reduces overconsumption hence making consuming less important, its not easy to see how to support but it's worth to supporting

11 PLANNING GGAW 2014

Table 4: Joint communication – plans for 2014 (Action plans)

TCAS	IBOS	ARDP
<ol style="list-style-type: none">Engage more secondary schoolsInvolve boarding schoolsUse social media to interact, share and collaborate with students to understand organic agriculture	<ol style="list-style-type: none">Finalize on field research and organic landscapingResearch output adopted by governmentAdvocacy in 180 schoolsLobbying government officials for the 25 years planStimulate discussions with the public consumers	<ol style="list-style-type: none">Involve 2 more schoolsCelebrate world event daysExhibiting indigenous crops at Nakuru ASK showInvolve more farmers to world food dayRun agribusiness trade air
Mama 86	CIN	IDS
<ol style="list-style-type: none">Policy dialogue on	<ol style="list-style-type: none">Engage EAC secretariat to Arusha	<ol style="list-style-type: none">Use GGAW on environmental

<p>development regulation framework</p> <ol style="list-style-type: none"> 2. Work with Education Ministry to make OA ACT regular 3. Community level work on how organic can improve livelihoods 	<ol style="list-style-type: none"> 2. Involve many women and youths groups 3. Collaborate with PELUM & KOAN 4. Use social media 	<p>protection</p> <ol style="list-style-type: none"> 2. Promote farmers with ecological farming 3. Network with biodiversity partners in 2 Universities 4. Establish Agricultural Association 5. Engage media for awareness creation
<p>TOAM</p> <ol style="list-style-type: none"> 1. Creating awareness on organic products 2. Use EA organic mark 3. Build database on Organic Agriculture to have enough evidence how organic can feed masses 4. Support stakeholder's farmer's seeds 5. Marketing for market organic products <i>Maisha na kilimo hai</i> 6. Produce policy brief 7. Campaigning against GMO targeting policy makers and consumer farmers 	<p>YEN</p> <ol style="list-style-type: none"> 1. Engage 5 more schools in Nairobi and 5 in western Kenya to hold talks and start clubs for planting trees and vegetable 2. Integration of consumption concept in school curricula through KIE 3. Use facebook to engage more active youths 4. Collaborate with OA networks 	<p>KOAN</p> <ol style="list-style-type: none"> 1. Work with Agriculture ministry on Policy development 2. Research on OCA – testing organic and conventional vegetables to arouse public interest 3. Promote organic products in supermarkets targeting high and middle income groups 4. Partner with County cities 5. Revive Kenya Natural Organic week
<p>PELUM Uganda</p> <ol style="list-style-type: none"> 1. Run media campaigns like newspapers pull outs, talk shows 2. Regionalize GGAW in 2 regions of Uganda through FFD 3. Food testing at Makerere University 4. Engage the media as an independent body with credibility 5. Plan consumer awareness campaigns 6. Set public dialogue on policy environment 	<p>CI</p> <ol style="list-style-type: none"> 1. Support national level organizations to deliver 2. Sharing experiences and expertise to benefit of global network 	<p>SSNC</p> <ol style="list-style-type: none"> 1. Focus on fruits in 2014 2. Focus on health issues targeting private consumers 3. Do a conference on pesticides 4. Media planning and consumer poll to get the youth to media 5. Engage supermarket chains to join GGAW campaigns 6. Analyze apples (Swedish fruit) as symbol of healthy fruit 7. Study on canned pineapples from Kenya and Philippines in partnership with PELUM and MASIPAG
<p>CUTS</p> <ol style="list-style-type: none"> 1. Target CSOs, media, academic research and policy makers to build on evidence based research 2. Create awareness and advocacy on OA products 3. Social media 4. Influence policy on organic farming to uphold intervention on consumer and farmers 	<p>NOGAMU</p> <ol style="list-style-type: none"> 1. Incorporate GGAW in organic days in 4 regions of Uganda 2. Launch organic best stores, farmers competitions 3. Round table stakeholders talk and cook shows in Radio & TV 4. Big people debate and press conference 5. Bombard 14 medias with organic information 6. 40 technical persons in 	<p>PELUM Kenya</p> <ol style="list-style-type: none"> 1. Involve more schools on sustainable agriculture 2. Introduce cross-border exchange 3. Share study findings 4. Engage county governments due to decentralized governance 5. Partner with KOAN on Organic mark for product labeling 6. Build synergies with MO 7. Study on pineapple production

	journalism to write on OA 7. Merchandising organic products through young people in stores 8. NOGAMO AGM on biotech and organic farming (organic against biotech) 9. Public lectures with universities 10. Develop IEC materials 11. Maximize distribution	
MASIPAG 1. Policy advocacy conference to strengthen program PGS 2. Partner with league of organic agriculture at municipality 3. Lobbying for local consumption 4. Generate a lot of media coverage	Centro Ecologico 1. Meeting with consumers, teachers networks to expect ideas and proposals from them 2. Spread OA campaign to connect other farmer markets 3. Connect GGAW with Family Farming Year (5 th June)	

Other discussion areas

There is need to empower consumers through political consumerism. GGAW stakeholders should foster collective and collaborative actions for the 2014 green week. Have one voice on consumer action for the environment. Show joint challenges and solutions globally while holding member states accountable for anti-green policies and actions. Profiling countries is a competitive strategy for policymakers.

Participants were urged to identify an upcoming member of parliament since new members who want to make a name hence boost the organic consumption agendas. Talk to county cabinets as entry-points since they are a fertile ground for upcoming national politicians.

One participant asked whether the GGAW 2014 partners have global ambitions; they need to analyze who is doing what to which partner or corporate etc

Common action plans 1. Coordination with other partners with similar goals 2. Engage media and social partners 3. Early preparation and planning 4. Advocacy initiatives 5. Regular OA activities 6. Link GGAW strategic natural events	Methods Farmers markets/ fair, Cooking demonstrations, Lecturers, Policy advocacy, IEC materials, Media, Drama, Exhibitions and Consumer surveys
Target groups University students, School children, Teachers, Farmers, Experts, Women groups	

12 JOINT ACTION TOOLS THAT COULD FURTHER INFORM SHAPING OF GGAW 2014

At the end of the meeting, several participants put forward their reflections on some of the **possible joint actions and communication tools** discussed during the workshop. A summary of the highly voted options includes the following:

Target group	Possible joint actions and communication tools
CONSUMERS The public	How to reach consumers: Develop a set of arguments that are evidence – based, taking into consideration social-economic factors to be adapted into local contexts
CONSUMERS Farmers	Exchange/ exposure visits: Organize for; farmer /consumer exchange visits, farmer markets / bazaar, caravan shows on OA, farmer/ consumer days etc. Information Education and Communication materials (IEC) Develop attractive IEC materials e.g. brief print materials, <i>kangas</i> , plastic wrist bands, t-shirts, aprons, teacups, key rings, roadside posters, stickers for buses. Print and translate to local languages
POLICYMAKERS	Action Publish/ highlight success stories of organic farmers Possible joint actions Compilation of research on chemicals on food
MEDIA	Create a website (restricted) for sharing campaigns information and analysis
SCHOOLS	1 Packaging of IEC materials based on the school levels; secondary, higher learning. (production of tailor made teaching aid) 2 Encourage pen-pal relationship locally, regionally and internationally

13 ANNEX

13.1 BALLOON VISION

1. The GGAW could be a point/ centre where sustainable consumption and production is highly promoted
2. A point where change in production and consumption attained
3. GGAW celebrated all over the world and recognized internationally by international agencies
4. Marked and recognized by every elementary school in the world
5. The GGAW themes being freely practiced by grass root groups and community members without any external support
6. We need the GGAW to be the international day and action all over the world "international holiday"
7. Sustainable consumption for whole world
8. Change people to eat healthy and give birth to healthy children
9. GGAW – increasing demand of organic food that all family farmers of the world will be encouraged to become organic farmers
10. GGAW – the week all actors not working for the benefits of the grater and fears and dread the coming of 51 weeks of the year
11. GGAW in future could result in a world where everybody cared for animals, humanity and nature subconsciously without being told first
12. GGAW can be an event marked globally by all countries every year at a specific month
13. GGAW with continuous efforts and campaigns there will be more production of organic foods, a healthy and cancer-free society and increased livelihoods improvement for our farm
14. GGAW in the south and north (GGAW concerts) attracts organizations and institutions and small local groups all over the world on a joint theme. Individuals could express "I support the Green Action week" and do this as that
15. Green consumerism advocacy movement
16. An internationally observed event with recognition from international bodies like the UN
17. Global green action week will be recognized by the UN and observed by all the countries in the world
18. GGAW to also take up the challenges that hinder the spread of organic agriculture
19. The GGAW could be the week the world looks back at 30 years from now; and says --- GGAW sared the planet --- and GGAW Re-birth life on the planet
20. A concerted action uniting hundreds of organizations around globe; GGAW is recognized internationally, more than 10 million people worldwide participate in its activities --- GGAW develops into an international – network of global environmental consumption organization
21. Let's run fast on the very long way to bring the bright future of the ORGANIC WORLD!
22. Cooperation and communication/ networking are the best vehicles that can shorten our time to reach the future ORGANIC WORLD
23. Strong relationship and continual contact among producers/ farmers and consumers helps to go the exact way to the future ORGANIC WORLD
24. GOD/ ALAH BLESS SSNC!
25. 100% organic food and farming for all
26. GGAW is known by everyone on the planet, its spontaneously observed by everyone (i.e. governments, corporations, schools, civil society) and is a celebration of the truly GREEN society achieved already rather than a campaign to change the destructive society we have at present

13.2 LIST OF WORKSHOP PARTICIPANTS

	Participant	Organization	County	Contact
1	Stanley Bii	ARDP	Kenya	kiptanuibii@yahoo.com
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13.3 WORKSHOP PROGRAM

Tuesday	
Time	What
09.30 – 10.30	Introduction <ul style="list-style-type: none"> • Welcome, presentations and program • Practicalities + info from the center • GGAW
10.30 – 10.45	COFFEE
10.45 – 12.15	Presentations 5 min/organization, focusing on: <ul style="list-style-type: none"> • Basic info about organization (1 slide) • GGAW 2013 (1 slide)

	<ul style="list-style-type: none"> • Successes (1 slide)
12.15 – 13.45	LUNCH
13.45 – 15.00	Evaluation and best practice GGAW 2013 <ul style="list-style-type: none"> • Successes, failures and lessons learnt. • Added value joint campaign? • What do you want to discuss further?
15.15 – 15.45	COFFEE
15.45 – 17.00	Exchange of experiences / methodology discussions Themes defined in previous session. 2 x 30 min.
17.00 – 17.30	Trend analysis sustainable consumption <ul style="list-style-type: none"> • What interesting trends and new perspectives do we see in different regions?
17.30 – 17.45	Wrapping up the day
18.15 – 19.15	DINNER
19.30 – 21.00	Film + photo session - optional
Wednesday	
09.30	Departure from SACDEP Training Center
10.00 – 12.00	Kimalel Primary School, Nairobi <ul style="list-style-type: none"> • Meet with the school head-teacher, Patron of the Environmental Club, about the Club and its involvement in Green Action Week 2013. • Vegetable garden and interactions and discussions with the pupils.
12.00 – 13.00	Travel to Dagoretti, Nairobi
13.00 – 14.00	LUNCH with Muhuri Road Organic Group
14.00 – 15.00	Muhuri Road Organic Group <ul style="list-style-type: none"> • Activities of Organic Food Production and markets • Feedback of the GAW Experiences
15.00 – 17.00	Visit to two organic farms
17.00 – 18.00	Travel back to SACDEP, Thika
18.30 – 19.30	DINNER
19.00 – 19.30	Motivation Talk - Dr. Peter Mokaya, Organic Consumer Alliance (OCA) Increasing the reach in Spreading the Organic farming & Consumption Message
19.30 – 21.00	Entertainment: Upendo Rhythms & Melodies - Love Rhythms
Thursday	
When	What
09.00 – 09.15	Introduction to the day / reflections from field trip
09.15 – 10.15	Thematic analysis: organic production and consumption <ul style="list-style-type: none"> • How can we feed the world with organic? What is the state of organic consumption and production in different countries/regions? Opportunities and challenges for consumer based work?
10.15 – 10.30	COFFEE
10.30 – 12.00	Joint campaigning and joint communication <ul style="list-style-type: none"> • Joint campaigning GGAW: Added value today? What do we want? What is needed to achieve this? • Discussion: Joint campaign message/s • Discussion: Joint communication tools
12.00 – 13.00	LUNCH

13.00 – 14.00	Joint campaigning and joint communication <ul style="list-style-type: none"> • Inspiration: Social media as a campaign tool • Tool: Communication plan
14.00 – 15.00	Methodology: How to measure results from campaigning <ul style="list-style-type: none"> • Experiences/best practices
15.00 – 15.15	COFFEE
15.15 – 16.15	Planning GGAW 2014 <ul style="list-style-type: none"> • What are your plans for GGAW 2014? • Putting ideas + plans into action plan.
16.15 – 16.45	Future of GGAW <ul style="list-style-type: none"> • What would we want the GGAW to be? Think big!
16.45 – 17.15	Wrapping up and evaluation
18.00	DINNER