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IDEAL

Introducing the IDEAL Small Grants Program

July 23, 2019

Meet our Presenters



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Agenda

- Overview of IDEAL
- Small Grants Program
- Introducing Farm Radio International
- 2019 Micro Grant RFA
- Q&A Session



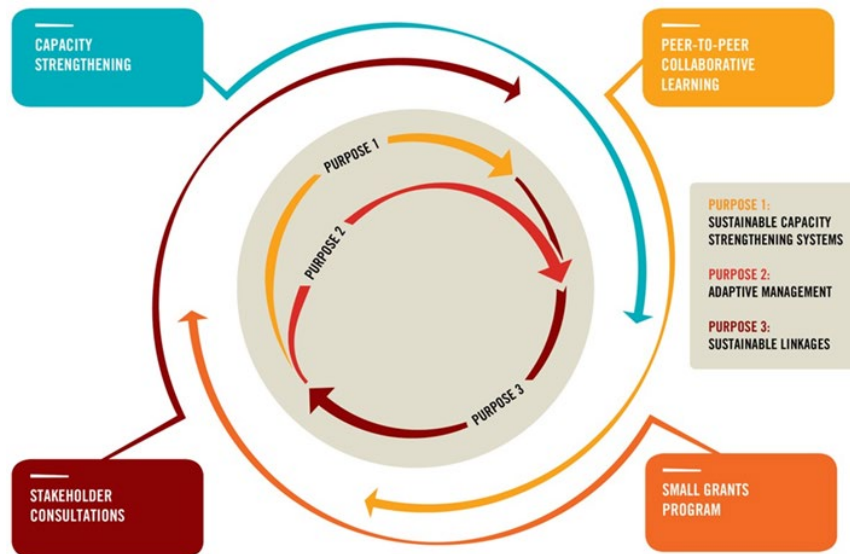
Overview of IDEAL

Overview of IDEAL

- Five-Year Leader with Associates Award (2019-2024)
- Funded by USAID's Office of Food for Peace
- Implemented by Save the Children, The Kaizen Company, Mercy Corps and TANGO International
- “Implementer-Led”

Overview of IDEAL

- Goal: Strengthen **food and nutrition security** among FFP-target populations through promotion of **systems-level approaches** to improving the **design, implementation and overall effectiveness** of **emergency and development food security activities**.
- FFP Goal (2016-2025 Strategy): Food & Nutrition Security of Vulnerable Populations Improved & Sustained
 - SO1: Lives & Livelihoods Protected & Enhanced
 - SO2: Communities & Institutions Transformed



Content Focus Areas

Strengthening the quality and impact of emergency programming

Data collection and analysis for improved program design and impact

Adaptive management and application of learning

Integrated activity design and implementation

Sustainability and planning for exit

Social and behavior change

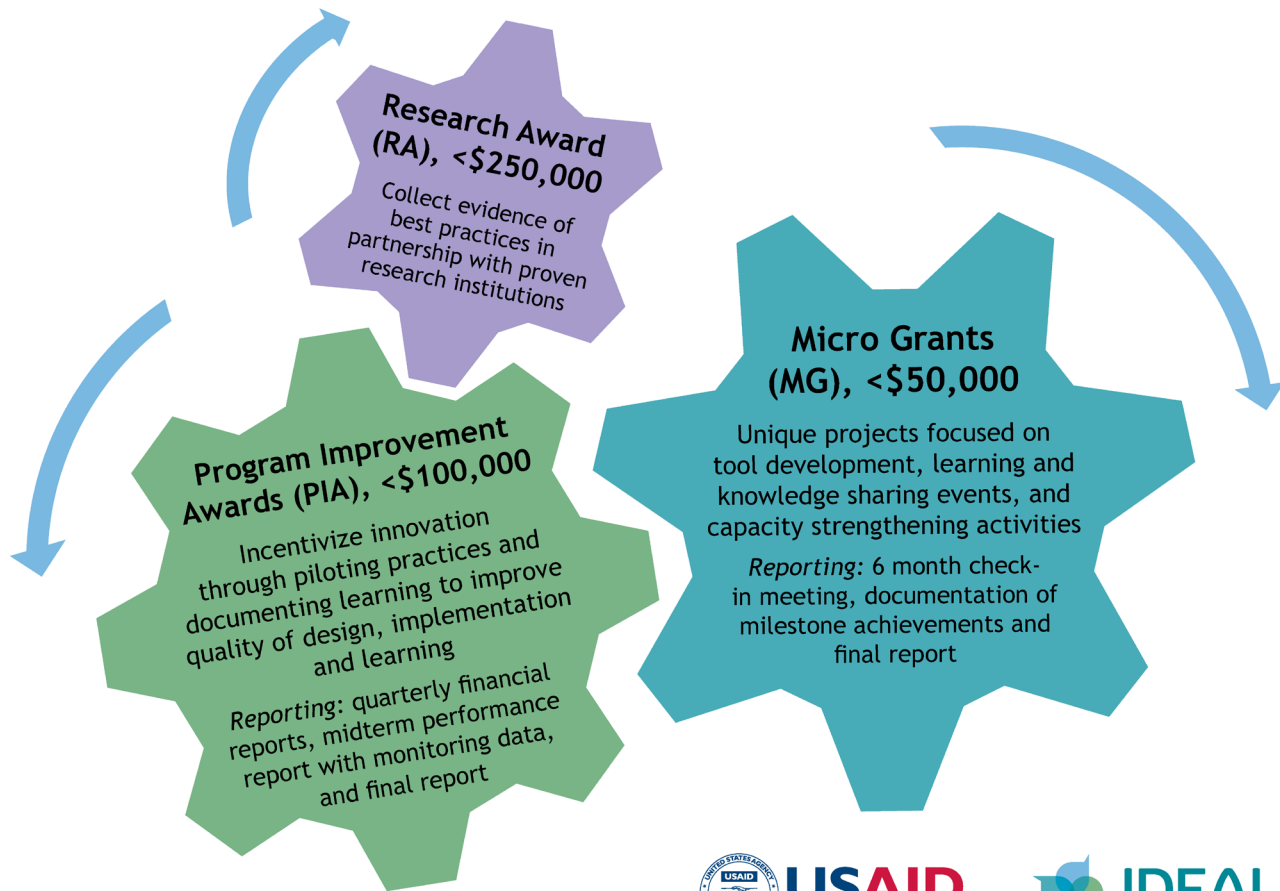
Equity, empowerment, social cohesion and social accountability



Small Grants Program

Small Grants Program Goals

- Facilitate the creation and dissemination of new tools and best practices throughout the emergency and development communities to improve food security program outcomes
- Support IP in conducting applied research, testing innovative approaches and organizing knowledge sharing events



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Applying, Reviewing, Scoring

- IDEAL_Microgrant@savechildren.org or IDEAL_PIA@savechildren.org
- Subject Line “IDEAL Micro Grant RFA - Project Name - Organization Name”
- Scored by Technical Reviewers from Consortium and recommended to FFP
- TOPS Small Grants Tips for Success Video

Dissemination & Application Plans

How can Grantees make sure the products/tools created are utilized by other IPs?

1. *Describe how the project will be documented to capture field-level changes in food security programming*
2. *Describe how the final results will be utilized by staff and the expected organizational benefits*
3. *Provide a plan for disseminating/facilitating the application of products with implementers or other key food security stakeholders*

Dissemination & Application Plans

Examples of Products

1. Presentations at conferences/meetings
2. Learning Events
3. Webinars/Brown Bags
4. Publications
5. eLearning Course
6. Radio Broadcast

IDEAL will assist with FSN Website, USAID Development Experience Clearinghouse and SGP events

Data collection and analysis for improvement program design and impact



Photo Credit: Juozas
Cernius/Save the Children

Adaptive management and application of learning



Photo Credit: © Allan Gichigi

Equity, empowerment, social cohesion and social accountability





Farm Radio International

It's amazing what
good radio can do.



Interactive Rural Radio: Innovation for food security program implementation in Mali

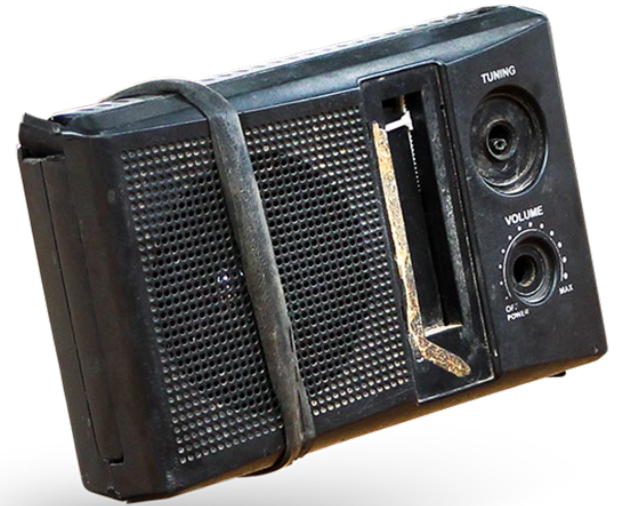
- Quality information is critical to meet the changing needs of food-insecure HH
- Improved synergies between actors involved in nutrition/food security initiatives and the communities they serve
- Radio reaches large populations, including the most vulnerable
- A multi-stakeholder, inclusively-designed communication and dissemination approach, centred on radio + other ICTs can support existing food aid programming

Objectives

Objective 1: To improve access to information and facilitate communication between Food for Peace stakeholders in the Mopti region.

Objective 2: Contribute to improve quality, efficiency and effectiveness of Phase II of the Food and Nutrition Security Program

Objective 3: Facilitate a network between different existing stakeholders which will be used as a model for future projects of the Food for Peace initiatives.





Dialloubé

Sini Sim

Mopti

Mopti

Madougou

Sevare

ORTM Mopti

Mopti

Soufouroulaye

Kilimpo

Yasso

Kennde

Xende

Kobogo

Kanaogo

Kanaogo

Bawema

Baouer

Nyaguanbo

Nyagambo

Google earth

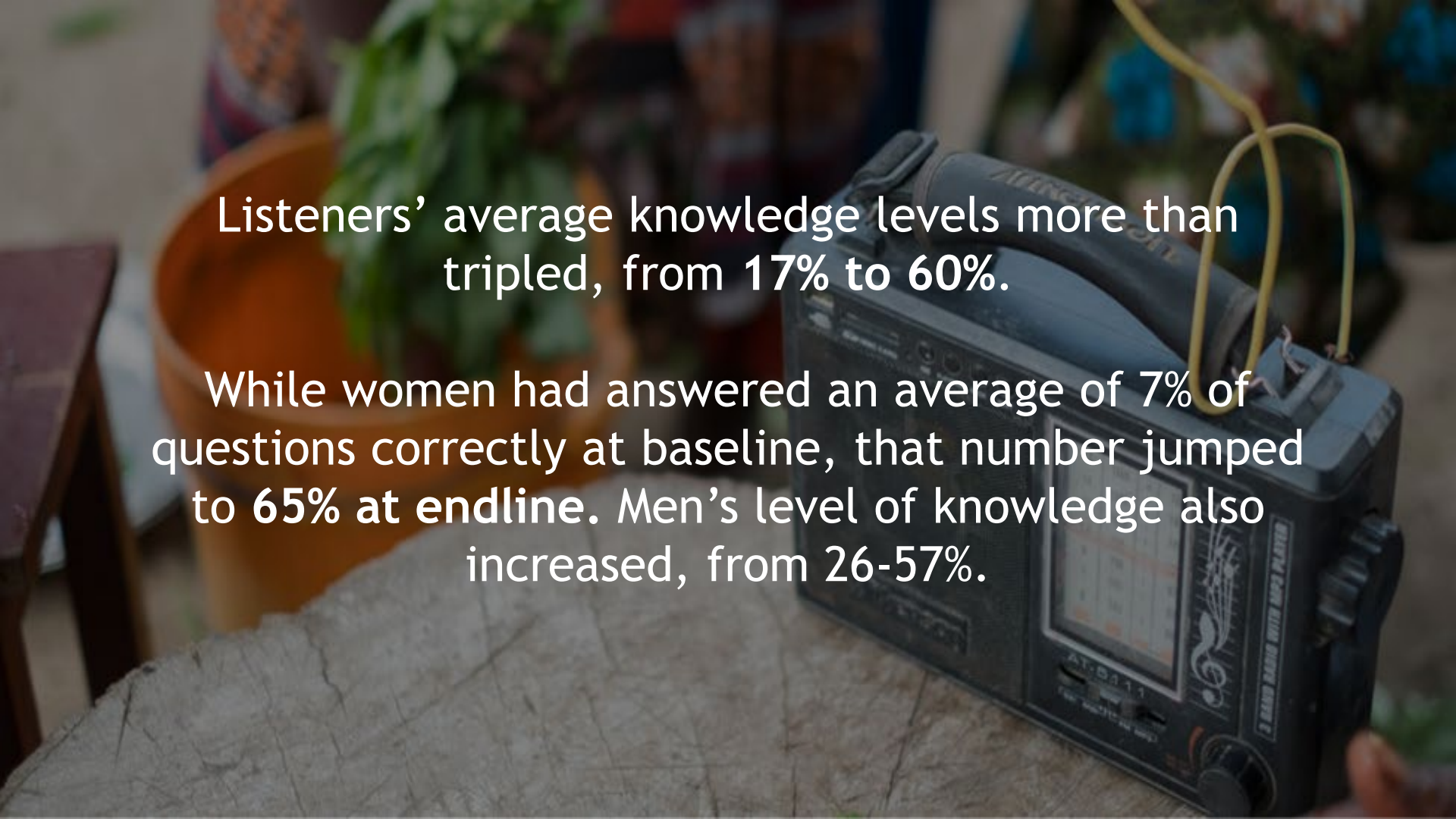
US Dept of State Geographer



Results

- Estimated **253,000** people covered by radio station
- Estimated **108,000 people listened** to at least one episode
- Twelve 30-minute programs were broadcast and rebroadcast by one radio station, for a total of 720 minutes of programming





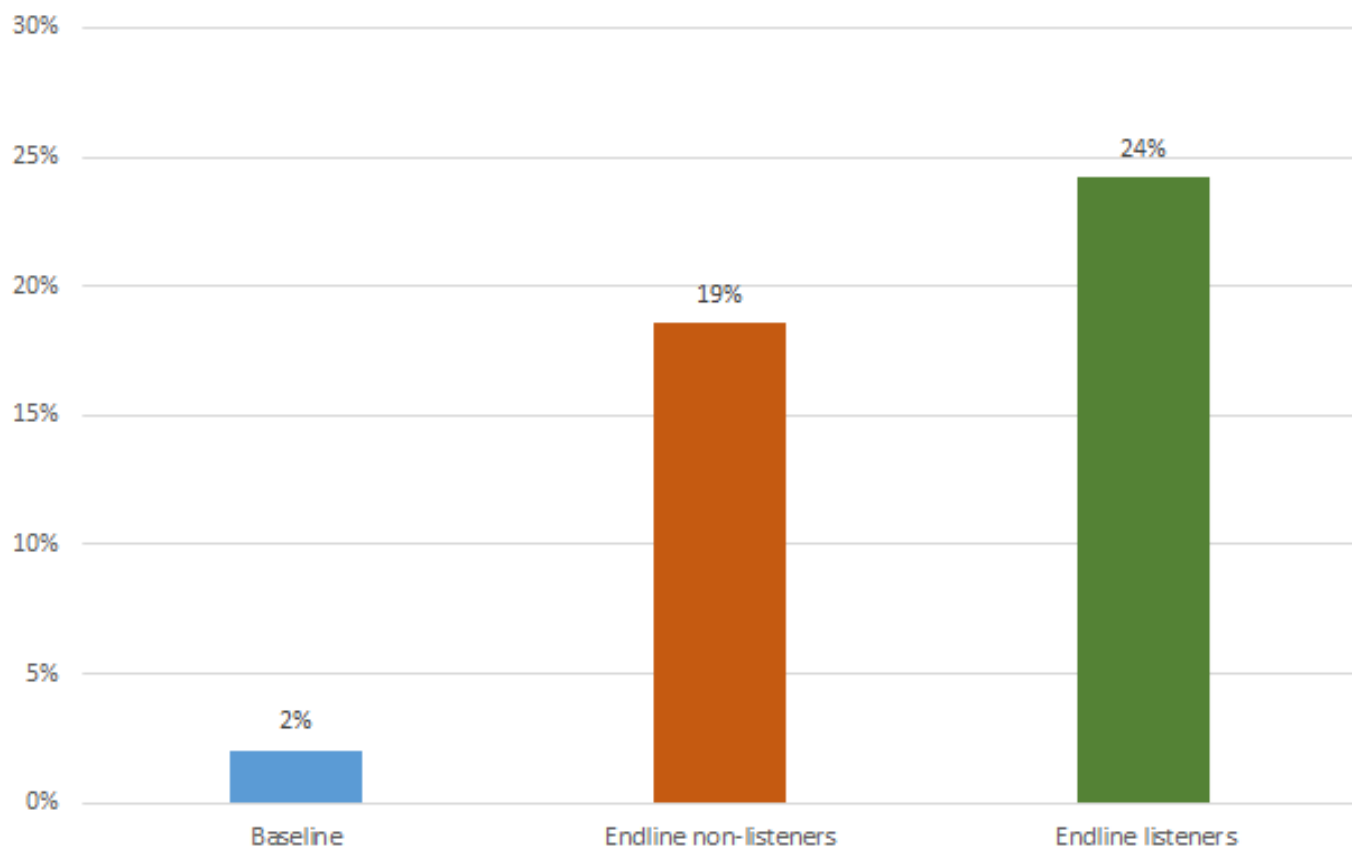
Listeners' average knowledge levels more than tripled, from 17% to 60%.

While women had answered an average of 7% of questions correctly at baseline, that number jumped to 65% at endline. Men's level of knowledge also increased, from 26-57%.

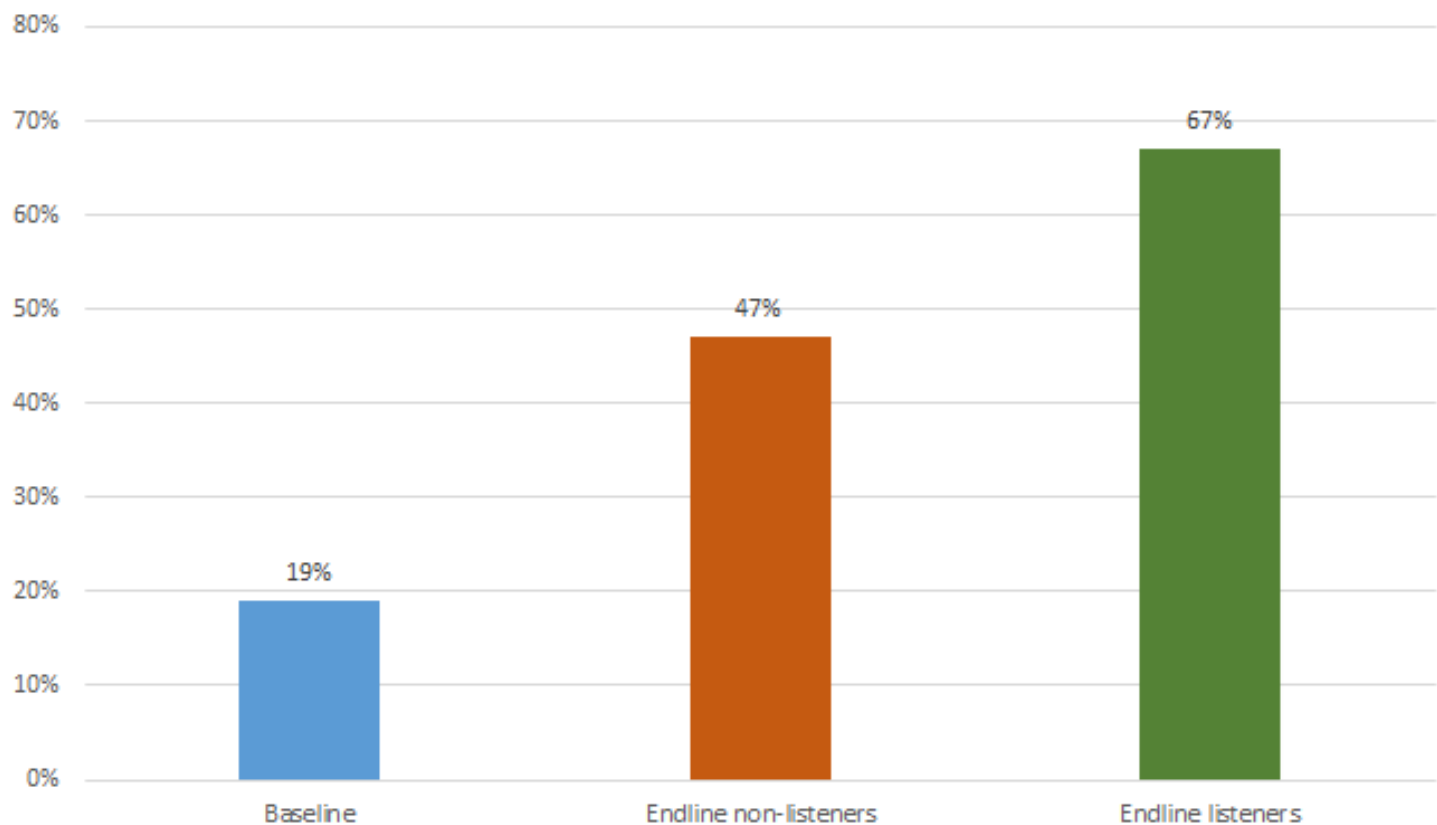


We estimate that about **22,000** farmers who were exposed to the radio program adopted improved composting practices from baseline to endline.

Percentage of respondents that use compost on their farm



Percentage of respondents that use compost for correct duration





Results

- Increased dialogue and collaboration by key stakeholders in food aid programming using IRR
- Increased knowledge of key stakeholders, including FFP grantees, of IRR as a strategy to increase farmers' knowledge and application of good agriculture and nutrition practices
- Increased access of key food aid actors to evidence gathered from food security and nutrition programming through the voice of the targeted communities

"This project has given us value. We heard our voices on the radio and all the other villages listened to what is happening in our village and began calling us." - Villagers of Kouna



Tools Produced

- Two radio scripts: one on composting and one on off-season okra
- 12 broadcasts
- Guide developed on the new approach of using the Listening Post
- Webinar

Challenges

- Security/distance: difficult for FRI to travel to the radio station in person. With FRI's experience working in the North, relied on ICT, regular communication with the partner radio station as well as support from local volunteers to ensure quality implementation.
- New radio approach for Mali: introducing a new program and software to the country team and also insuring that listeners knew how to participate.
- Overhead rate for a Canadian NGO.

Lessons Learned

- Inclusion of women's voices into discussions on food and nutritional choices and security for themselves and their families.
- **Multi-partner:** commune-level counsels, farmer groups, women's groups, nutritional specialists, researchers, and communication/ broadcasting specialists and FFP grantees.
- Dialogue around eating and producing nutritious food and stimulated market growth while also strengthening networks between the various actors involved in food and nutrition security programming.
- Mass media approach can overcome issues of insecurity in fragile contexts such as in Mopti.

Looking for the Future

- Major potential to integrate this approach in other fragile contexts
- Engage farmers in real long-term development issues such as agriculture
- Radio could be a viable way to expand the reach of projects like TOPS to larger audiences
- The use of the listening post approach in French West Africa



Thank you!

Get in touch:
info@farmradio.org
[@farmradio](#) on social media

Learn More:
Farmradio.org



2019 Micro Grant RFA

- <\$50,000 Fixed Amount Awards
 - First round of applications accepted till August 31
 - Last round of applications accepted till November 1st
 - RFA Q&A is now on the Website
- *Unique projects focused on tool development, learning & knowledge sharing events and capacity strengthening*
- *Application, Budget, Budget Narrative*

Effective 2019 MG Project will be...

- Challenge
 - Relevant
- Project
 - Utilize IP strengths and local knowledge
 - SMART Objectives, Milestones and Budget
 - Applicable for FFP Populations
 - Accessible
 - Use a Collaborating, Learning and Adapting (CLA) Lens



Q & A Session



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Connect with IDEAL

- Sign up for our bi-weekly newsletter
- Follow us on Twitter [@FSNnetwork](https://twitter.com/FSNnetwork)
- Share content with the food security community



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We want to hear from you!

Click the link in the chat to take our evaluation

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