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Replication Strategy

For the Project

**Resilient Agriculture - PRAISE
Marneuli:**

Promoting Climate Resilient
Agriculture for Sustainable
Livelihoods in Multi-ethnic Marneuli
Municipality

Table of Contents

Executive Summary	3
Project Objectives.....	3
Implemented Activities	4
General recommendations of the project	5
Strategy to Achieve Sustainability.....	6



► Executive Summary

This document presents the replication strategy of the project *Resilient Agriculture - PRAISE Marneuli: Promoting Climate Resilient Agriculture for Sustainable Livelihoods in Multi-ethnic Marneuli Municipality*.

The main aim of developing the replication strategy for the project is to help stakeholders of the sector assess the lessons learned through implementation of the project, present an approach to sustainability of the project objectives, replicate the successful results of this project and introduce relevant strategic recommendations of promotion and application of climate resilient agricultural in other regions of Georgia.

This replication strategy is important as it contributes to scaling up of the present initiative. The report will be available to all interested parties at national and local levels of the sector.

► Project Objectives

The overall objective of the project was to support income generation opportunities of vulnerable population in the Marneuli Municipality of Georgia through the development and promotion of environmentally-friendly and Climate Resilient Agricultural (CRA) practices.

Specific objectives of the action are:

1. Establishment of the **mechanisms** for implementation of climate resilient agricultural practices on municipality level via participatory planning and implementation of environmentally friendly, climate resilient agriculture;
2. Empowerment and **capacity building** of community institutions and local stakeholders to apply climate resilient agriculture (CRA) practices and implement Human Right Based Approach (HRBA);
3. Creation of **income generation opportunities** and improvement of the quality of life.

The project aimed to achieve the following results:

1. For establishment of the **mechanisms** promoting climate resilient agriculture, project aimed to **(I)** establish of a Multi-sectoral Stakeholder Working Group (MSWG) with participation of public, private and civil society groups to promote bottom-up approach, **(II)** develop Inclusive Framework Plan for CRA for Marneuli Municipality based on the needs and priorities of rights-holders, making emphasis on the needs

of Municipality and **(III)** identify Local issues / challenges based on the Framework Plan for CRA and conduct advocacy and lobbying campaigns via application of HRBA approach. At least 10 issues identified in the Framework Plan are lobbied and at least 5 issues are solved.

2. For strengthening the **capacity** of community to apply climate resilient agriculture and environmentally friendly technologies, project aimed to **(I)** conduct capacity need assessment, development of capacity building plan and multilingual knowledge materials and deliver 10 thematic trainings on CRA practices, **(II)** establish 2 demonstration plots and organize field days (10) for local farmers (150), **(III)** organize 2 exchange study tours (1 within the country for local farmers from Marneuli municipality and 1 for farmers from neighbouring municipalities in Marneuli municipality) to strengthen the capacity of local farmers and share the knowledge with other regions, **(IV)** increase awareness of local youth on environmentally friendly and climate resilient agriculture via organization of different educational events (regular open discussions (21), meetings with successful women (8), film screenings (10) and Youth Green Camps. 2 Youth Green Camps are organized for at least 15 participants per camp, **(V)** develop active cooperation with the media to raise public awareness on CRA practices and environmentally friendly technologies. Media tours are organised with 25 journalists and 15 media products are developed. Development of at least 8 TV and 4 radio reportages, 4 articles, 20 e-publications in social media, promotional materials and CENN information digests.

3. For creation of **income generation opportunities** project aimed to (I) finance and implement local initiatives/projects (at least 10 projects) on promoting climate resilient agriculture practices through sub-granting, (II) establish women agricultural cooperative and empower rural women to have the capacity to practice climate resilient approaches.

► Implemented Activities

In the framework of the project following activities were implemented:

- Community mobilization, informing local actors via face-to-face meetings, local government, local CSOs and community groups in the villages about the project, objectives, planned activities, ways of participation and engagement, benefits;
- Participatory development MSWG mission, aims and membership criteria, along with the Terms of References of the group; establishment of the MSWG;
- Participatory elaboration of Framework Plan for CRA based on CC scenarios and CC adaption plan for agriculture through HRBA approach;
- Presentation of framework plan to project stakeholders;
- Organisation joint meetings, workshops (project team, MSWG, duty bearers and right holders) to identify and analyse local challenges in agriculture;
- Plan, implement and follow-up advocacy and lobbying campaigns to solve local challenges related to agriculture in Marneuli municipality;
- Assessment of the capacities of local farmers, 'rights-holders' and 'duty-bearers' and elaboration of appropriate capacity building program;
- Conduction of trainings on topics identified in capacity need assessment;
- Building partnership with Cartlis Academy, elaboration and conduction of joint training course on climate resilient agriculture;
- Development of multilingual knowledge material on CRA practices and dissemination to a wide range of stakeholders at local and regional levels;
- Meeting with local farmers, farmers group to identify and assess the location and select farmers for the establishment of the demonstration plots;
- Identification and selection of CRA approaches/technologies and establishment of 2 demonstration plots in village Maradisi – 1) greenhouse for seedling production and 2) in open field to apply climate resilient and environmentally friendly agricultural practices;
- Organize field days during the different seasons to demonstrate whole circle of vegetable production and to demonstrate applied climate resilient and environmental friendly agricultural practises;
- Organize one exchange study tour within Georgia for local farmers from Marneuli municipality and one study tour for farmers from neighbouring municipalities in Marneuli municipality to ensure knowledge-sharing with other regions;
- Organization of different educational events (open discussions, meetings with successful women, film screenings and Youth Green Camps) to raise the awareness of local youth on climate resilient agriculture;
- Development of a project replication strategy to support replication of the best practices to other regions and its dissemination to a wide range of stakeholders at all levels;
- Organization of media tours and development of media products on CRA practices and environmentally friendly technologies demonstrated via pilot demo plots and the implemented projects (sub grants);
- Development of TV and radio reportages, articles, and electronic publications in social media, promotional materials and CENN information digests.
- Launch grant competition – elaboration of grant manual, announcement on social media, organize informational meeting with local population, establishment of grant evaluation committee, evaluation of grant applications, monitoring of applicants, identification of winners, and finance/implementation of local initiatives.

- ▶ Establishment of women agricultural cooperative, building the capacity of members on financial, administrative and business management via trainings, workshops and seminars.
- ▶ Arrange infrastructure for women agricultural cooperative (300 m² modern greenhouse with overhead irrigation system, seeding machine etc.)

▶ General recommendations of the project

Below are presented the recommendations for the project based on the lessons learned during the implementation of the present regional initiative:

Set realistic engagement targets - considering the socio-cultural barriers that may limit participation of ethnic minorities.

Address social and economic barriers to participation - to effectively engage ethnic minorities, it is essential to go beyond language and cultural accommodations by addressing the underlying social and economic barriers that may be inhibiting their participation. This could involve creating targeted economic incentives and addressing structural exclusion that these communities face.

Enhance community engagement through localized needs assessment - to ensure continued relevance, conduct localized needs assessments that specifically focus on the diverse cultural and economic contexts of ethnic minorities. This could involve collaborating with local leaders and organizations who have established trust within these communities.

Increase awareness and accessibility of project benefits - Develop targeted communication strategies in the native languages of ethnic minorities to better convey the benefits of the project and/or utilize visual communication methods such as infographics, posters, and videos that can transcend language barriers.

Implement a tiered training program to address varying levels of knowledge - A tiered training program is crucial because it allows participants to engage with content that is appropriate to their current level of understanding, ensuring that everyone, from beginners to more advanced learners, can progress effectively.

Promote peer-to-peer learning - Encourage peer-to-peer learning among farmers and project beneficiaries, leveraging the experience and resources of the Maradisi cooperative. The Maradisi cooperative, with its significant accumulated experience and two demonstration plots, is well-positioned to facilitate this process

Strengthen collaboration with local stakeholders - Recognizing that formal structures like the MSWG or the Girls' Club may face sustainability challenges, it is important to focus on strengthening collaboration with existing civil society, local government bodies and other local structures that have a mandate to support community initiatives. Working closely with local authorities to integrate project activities/maintenance costs into municipal budgets may ensure that they are supported and maintained through existing government mechanisms.

Formalize partnerships with state institutions - Close cooperation through formalized partnership with state institutions, such as the RDA will enable future projects to secure legal and administrative support, and integrate state resources into project activities, such as continued use of demonstration plots.

Proper budgeting of advocacy component and tracking of advocacy initiatives - Allocate a dedicated advocacy budget for future projects, ensuring that resources are available to address critical issues identified by local communities. Even with limited resources, advocacy has proven to be highly effective in generating positive outcomes. Create a monitoring and evaluation framework for advocacy initiatives, tracking not just the cases resolved but also the longer-term impact on the communities involved. This can help to identify which strategies are most effective in generating systemic changes.

Expand income-generating opportunities through market linkages - Enhance market linkages by helping farmers' access new markets and value chains. This could involve organizing local fairs, connecting farmers with buyers, and supporting the creation of value-added products. To achieve

this, financial support or grants will be essential for farmers to improve production capacity, meet market demands, and develop value-added products.

Increase capacities of local media - To address this gap, it is recommended to develop and implement a targeted training program for local media representatives from the very beginning of the initiatives, enabling them to have longer engagement with media. This program should equip them with the necessary knowledge and skills to effectively report on climate change and climate-resilient agriculture.

Leverage private sector partnerships in future interventions - Future projects should continue to engage the private sector as key partners. Private sector actors can provide technical expertise, financial contributions, and access to innovative technologies that improve the sustainability and effectiveness of project outcomes. Establishing long-term partnerships with private sector entities can also facilitate the replication of successful practices in other regions, creating broader impacts beyond the immediate project area.

Expand the use of demonstration plots in future projects - Future projects should prioritize the use of demonstration plots to facilitate hands-on learning. Demonstration plots provide an effective method for farmers to witness the benefits of CRA practices in real-world settings, making them more likely to adopt these techniques.

Build on community-driven advocacy in future projects - Future projects should build on this success by incorporating similar multi-stakeholder platforms that empower communities to take ownership of local development initiatives. Strengthening the capacity of these groups to advocate for community needs can enhance the long-term sustainability of project outcomes.

Enhance women's participation in future interventions - Future projects should continue to prioritize the inclusion of women in capacity-building efforts, particularly in agriculture and climate resilience initiatives. Building on this success, future interventions can expand women's leadership roles within project activities, ensuring that their contributions are maximized. This could include leadership development programs specifically tailored to female farmers or creating peer-to-peer learning networks led by women.

► Strategy to Achieve Sustainability

This section outlines key determinants and factors of project sustainability. During the consideration of the initiative implementation process were identified a range of factors that significantly improve the likelihood of achieving sustainable outcomes and impact from project on the region. They are summarized below:

Community participation

Use of bottom-up planning to determine priorities and then accurately reflect community needs in project design increases sustainability of the project impacts. This approach promotes a greater sense of ownership.

Multi-stakeholder partnership

Multi-stakeholder partnerships (sometimes known as: public private partnerships for development, cross-sector collaboration, collective action) are a vehicle through which interested players can collaborate on specific challenges or exploit opportunities in ways that achieve greater impact than they could achieve alone.

Flexibility during implementation of the project

Flexibility in implementation of the project expands the ability of a project to be demand-driven, with local grown initiatives that take advantage of local knowledge and practices and promote community ownership and sustainability. Moreover, flexibility facilitates quick adaptation to changing circumstances, as well as response to new opportunities.

Consistent and objective monitoring and evaluation

A consistent and objective approach to project M&E is essential in achieving sustainability. Without reliable information on both the intended and unintended changes resulting from project interventions, project managers will be unable to make adjustments in the design and implementation of activities in response to contextual factors.

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