



# EAFF STRATEGIC PLAN

(summary)

## 2008-2011

**At Millenium Hotel**  
ADDIS, Ethiopia

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# Introduction



- During the strategic planning workshop in November 2007, leaders and CEO's from member organizations and candidate members identified EAFF's eight priority working areas and for each of them a strategic objective on the basis of the major challenges and strengths and opportunities selected. At the end of the exercise participants also reviewed the vision and the mission of EAFF and made them focused. They are as follows:



## *NEW VISION:*

- "A prosperous and cohesive farming community in Eastern Africa"

## *NEW MISSION:*

- "To represent, lobby and advocate for Eastern Africa farmers interests and build their capacities"



# STRATEGIC OBJECTIVES (SO)



# 1. Working area: Lobby and advocacy

- **SO. 1: EAFF is a well recognized and pro-active partner in policy formulation, implementation and review in agriculture and trade related issues in relevant forums.**



- Strategies: SO.1
- Develop master plan for ALL EAFF lobby activities, sets priorities; defines the task-division b/n EAFF at regional level MOs at national level
- Lobby for the creation of consultative mechanism at regional level to facilitate dialogue on specific topics b/n farmers and other stakeholders in agriculture
- Enhance involvement of various regional key institutions in thematic and political meetings of EAFF



- Strategies: SO.1..
- To produce in a pro-active way, well substantiated proposals reflecting the farmers interest to influence policy making
- To create awareness at farmer level about the opportunities created through the lobbying activities
- Follow-up on approved policies to lobby for their implementation.



- Some of the areas we are looking at include
- Impact of Regional policies in EAC countries on farmers; Harmonization of Policies at EAC level; EPAs;





- 2. Working area: Organizational strengthening of EAFF member organizations
- SO no. 2: Member organizations have the capacity to fully understand and influence EAFF affairs



## Strategies: SO 2

Develop and implement a training program for leadership and core staff of the member platforms on regional Farmers Organizations and on issues of regional or international interests to the farming community

Some areas include - ACP Agricultural commodities program; Biosafety (basics); CAADP process; Regional integration



### 3. Working area: Organizational Strengthening of EAFF

- SO no. 3: EAFF leadership and secretariat have developed the necessary managerial capacities to fulfill the responsibilities given by its members.



## Strategy SO 3

- Provide EAFF with all the necessary systems and procedures
- Ensure that EAFF governance structure composes of visionary and dedicated leaders with managerial capacities (Profiling of leaders)
- Maintain democratic functioning of key political bodies of EAFF: Congress, Council, Board



SO 3 cont..

- Maintain basic functioning of secretariat as a support to E AFF leadership and to member organizations

- Some of the areas we are working at -

Enhancing understanding of the Constitution to members;

undertaking a congress; management & leadership training



## 4. Working area: Financial Sustainability

SO no. 4: EAFF progressively covers basic institutional running costs out of gradual increase of members' contribution and other incomes.



## Strategies SO 4

- Increase membership and membership contribution
- Reduce operational costs by using new IT
- Identify and set up new income generating activities
- Develop long term programs with development partners
- Operate the secretariat in the most cost effective way



## 5. Working area: Information and communication

- SO no. 5: Key stakeholders have access to necessary, relevant and updated information in the appropriate language.





## Strategies SO 5

- Develop and implement comprehensive information and communication plan in E AFF and its network
- Ensure that information is well searched, collated, and disseminated to appropriate stake holders

We are expanding the technical capacity of E AFF



## 6. Working area: Networking

- SO no. 6: EAFF is well known and appreciated by all relevant stakeholders'

### Strategy SO 6

Establish and strengthen relevant and effective linkages with other development partners in the Agriculture sector.



Some networks formed -  
With different Agri-agencies and related partners in Europe  
With RECs in Africa  
With Regional Research organizations  
With other Sub-Regional FOs



## 7. Working area: Recruitment of youth, women, co-operatives and commodity associations

- SO no. 7: E AFF has diversified and mainstreamed membership.



## Strategies SO 7

- Diversify membership base so as to engage women & youth organizations, umbrella organizations at National level and commodity association and associate membership at Regional level
- Streamline membership structures to ensure favourable and equitable representation



## 8. Working area: Relations between EAFF and member organizations

- SO no. 8: EAFF and member organisations have close, satisfactory and mutually supporting relations



## Strategies SO 8

- Establish an EAFF focal point in every member organization
- Ensure increased level of participation of EAFF members in its programs and activities
- Regular interactions between EAFF and Member organizations through missions and exchange visits
- Development of a code of conduct that will enhance relationships between EAFF and its organizations.



## Comment on the plan

- Meets Basics/ fundamentals
- Prudent that strong structures be established for E AFF
- Provides a platform for evaluation
- It creates a lot of ownership
- A lot of support is needed especially from Member Organizations to operationalize it





Thank you