

FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	A Glimpse of Her Stories: A Multi-media Documentation of Rural Women's Resilience and Food Security
1.2 Project Reference Number: (as in the Agreement)	1888
1.3 Full Name of Organisation:	People's Coalition on Food Sovereignty
1.4 Country:	Global organization with Asia office in the Philippines
1.5 Full Postal Address:	3/F IBON Center, # 114 Timog Avenue, Quezon City. Philippines 1103
1.6 Physical Address:	3/F IBON Center, # 114 Timog Avenue, Quezon City. Philippines 1103
1.7 Contact Person:	Mr. Roy Anunciacion
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1.10 E-mail:	secretariat@foodsov.org
1.11 Website:	http://foodsov.org/
1.12 Period the project was implemented: (from month/year to month/year)	February 2012 to February-March 2013

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?

The long-term goal was to contribute to strengthening rural women's voices on their responses to the multi-faceted crisis confronting them as small food producers, as well as contributing to increasing capacities of rural support groups and civil society organisations

(CSOs) in relevant engagements on women's rights and welfare.	
2.2 What was the project's immediate purpose and to what extent was it achieved?	
The immediate purpose of the project was to contribute to strengthening the media presence of the voices of rural women in claiming their right to food and food security through first-hand documentation of their specific experiences and struggles.	
2.3 To what extent were the expected outcomes and outputs achieved?	
Expected outcomes and indicators	Achieved outcomes (disaggregated by sex)
<p>1. Rural women are more effectively communicating their situation to policy-makers, local authorities, media and broader public</p> <p>2. Communities and civil society are more informed and aware of rural women's situation and proposed policy alternatives</p> <p>3. National government authorities and relevant international agencies are more informed of rural women's issues and actionable policy recommendations</p>	<p>1. In the course of producing the materials, rural women's organisations involved are able to highlight their issues more concretely. Upon finalisation, organisations reached have expressed the value of capturing their issues and struggles through simpler means such as a short video and mini book.</p> <p>In terms of sex, target primary recipients are organisations of rural women so this formed the bulk of people reached. Organisations engaged in agriculture and rural development whose membership include both women and men, have also been reached.</p> <p>2. CSOs and communities reached are able to provide concrete cases of how rural women weather challenges in food security and food sovereignty. For example, specific cases of agro-ecological practices, cooperative systems and the like show how women and other members of the community are able to adapt. These underscore the need for policies supporting these practices in the framework of strengthening domestic food production.</p> <p>3. The actionable policy recommendations arising from the project include the following:</p> <ol style="list-style-type: none"> a. Mainstreaming gender; b. Adoption of food sovereignty-based approach in food production; c. Support for agro-ecology benefitting local people primarily; d. Support for women's equal rights and equitable access to land tenure; e. End to policies that promote and facilitate land, water and other resource grabbing; f. Support for national food self-sufficiency; g. Provision of free and accessible education for rural women and girls; h. Provision of free and accessible health care services; and i. Support for and collaboration with women's

4. Policy recommendations submitted to relevant bodies	4. Policy recommendations culled in the course of implementing the project (cited above) have been forwarded to international bodies.
2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.	
Capturing concrete case stories through audio-visual means provide a very popular and easily understood means of the communicating the issue.	
2.5 If you observed any unintended positive outcomes arising from the project, please describe.	
Among the most outstanding positive outcome arising from the project is the high response level from individuals and organisations reached by the project, including broader reach globally through participation in an online film festival, apart from our own network's and partner organisations initiatives to promote it. Another unintended positive outcome is the promotion of people-centered agro-ecological practices which are sustainable and environmentally sound.	
2.6 If you observed any negative outcomes arising from the project, please describe.	
We have not observed any negative outcome arising from the project.	
2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?	
The long-term impact of the project is continued contribution to raising awareness on rural women's issues. Long after the project has been completed, the messages captured in the short video and mini book remain for continued use of rural organisations, CSOs, government authorities and other development actors.	
2.8 What methods did you use for assessing outcomes and impact?	
The methods used were the logical framework approach and the most significant change method. The former has provided a specific set of measures to accomplish the set goals of the project. The latter has been applied through direct discussions with community leaders, members and others to provide a clear gauge of how the project has impacted on them based on individual experiences.	
2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.	
The actual direct beneficiaries are the members of the rural communities in each of the communities covered. In terms of areas where the video shoot and interviews took place, this covered over a hundred women. Their spouses and other male community members (especially in the Philippine cases) who likewise participated are over 50. The indirect beneficiaries have been the CSOs and other organisations reached by the project outputs.	
2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.	
The outcomes are highly likely to be sustained over the medium and long term because the importance of the messages and the policy recommendations borne of the project require continued engagements on various fronts. Forwarding these issues first hand from the lens of the rural women themselves has been its most effective means of conveying these messages to the intended primary beneficiaries and to the broader public.	
2.11 What has been the most important change brought about by the project and what is the key evidence for this change?	
The most important change arising from the conduct of the project is the showcasing of rural women's resiliency and breaking the notion that they are helpless. It also showed that women, in partnership with other community members including the men, are vital drivers of change especially at the community level.	

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.

Planned activities	Actual activities (<i>state if they were specifically for women, for men, or for all</i>):	Explanation of change
1. Coverage of one case story each in Bangladesh, Philippines and Kenya in both products	1. Coverage of one case story in Kenya and two case stories for the Philippines	1. Insufficient quality of outputs for the Bangladesh case story determined very near the prescribed target launch of 16 October 2012 in time for World Food Day Commemoration
2. Consultation with partners in original countries covered	2. Actual consultation with partners in original countries covered	2. Not applicable
3. Preliminary country research	3. Country database research conducted	3. Not applicable
4. Pre-production activities (scriptwriting, ocular inspections, identification of interviewees, etc.)	4. Carried out	4. Not applicable
5. Production and post production activities (shooting, conduct of interviews, editing, etc.)	5. Carried out	5. Carried out
6. Global advocacy launch at the Committee on World Food Security (CFS) 39 th Session	6. PCFS participated in the CFS 39 th Session in October and promoted the material.	6. This global advocacy launch was supposed to be our counterpart support for the project, with prescribed allocation of USD 1,700.00. Months prior to the CFS session, PCFS already sought request for the showing of the video both across the gallery area and in a side event. However, these did not materialise because no short videos were allowed to be set-up

<p>7. Launching of short video on World Food Day</p>	<p>7. Implemented in the Philippines in partnership with the Kilusang Magbubukid ng Pilipinas (National Peasant Movement of the Philippines) and Amihan (National Federation of Peasant Women in the Philippines). This was posted in the PCFS website. Other launches were done online while our partners in Africa did a community film showing.</p>	<p>in the gallery for the said session (unlike the in 2011 wherein we also participated) and the side event application we applied for to show the film was disapproved (again, very much unlike in 2011 where we had an approved side event). This left us working for other approved side CSO side events to allow film showing but unfortunately got negative replies due to very tight time allocation. These CSOs however agreed to disseminate the material to their partners.</p> <p>7. Not applicable</p>
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3.2 How did the beneficiaries react to the programme activities?

The beneficiaries responded very positively to the programme activities. They saw the project as an opportunity to amplify their concerns at the national and global level.

3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

No equipment was purchased in this project. Only rental for camera and editing equipment were done in the course of shooting the video documentary.

3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

The project did not include any workshop or seminar.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected

the project. These can relate to management, planning, staffing, or other matters.

There was staffing change in the course of the project, specifically on the policy officer assigned to handle a good part of the initial research work and coordination. A new staff came in to take over the helm of this aspect of the work but needed time for familiarization. In terms of planning, adjustments had to be made in the country coverage (as earlier explained) when the raw outputs proved limited and time was really tight for the October launch.

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

Political:	As marginalisation of women, especially those in the rural sector, continues despite various initiatives to improve their plight, the political context within which this inequality stems from remain. For instance, neoliberal policies that allow for the entry of so-called development projects (as in the case of the women of San Jose del Monte, Bulacan) negatively impact on them as they are driven away from their lands which are their source of livelihood. The project becomes very relevant in showing how rural women through their organisations are able to hurdle challenges coming their way. It amplifies concrete community initiatives that policy makers, advocates at national and global levels can learn from.
Social:	The project has shown a good number of best practices on the kind of social environment necessary to make rural women and all other vulnerable sectors' voices heard. Community organising, communal farming, cooperative systems, strong community ties , and people-centered agro-ecology including organic farming are just some of these.
Natural environment:	The case stories all underscore the difficult natural environment on which they go about their day-to-day struggles. In areas where the production of the project took place, the people have become more earnest and inspired in pushing for their advocacies (right to land, etc.). Those who have been reached through dissemination and engagements have seen first hand accounts of these stories of resiliency with concrete policy recommendations.

5.2 To what extent is the project still relevant in the present-day context? Please explain.

Rural women comprise more than half of the world's small-scale food producers. They continue to remain marginalised at various levels and their rights as productive members of society need to be continually promoted and fought for. Documentations such as this project provide concrete testament that women are able to find means to cope with challenges and are valuable productive forces in society whose contributions must not only be merely recognised but given concrete support.

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

The support from WACC in this project has greatly helped the organisation in raising its advocacy on rural women and on small food producers in general. In fact, member and partner organisations alike which have learned of the project have requested for a similar documentation of their own. For instance last year PCFS co-organised an International Conference on Fisheries And Globalisation for which we shared rural women advocacy with this project and have received numerous requests to embark on audio-visual documentation of women fisherfolk' plight.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

The good practices in documented in the project have been shared both with our member organisations and those which work on the related concerns of agriculture, fisheries and rural development. WACC can further help in the dissemination by sharing links and our e-copies to organisations outside of our reach.

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

Lessons and good practices include profiling and documenting case stories with showcase best practices always in close partnership with grassroots organisations which are at the frontline of issues affecting rural women and other small food producers. We also learned that audio-visual communication is a potent and effective means to communicate when used effectively in a short video with the right concept.

7.2 What challenges and difficulties were encountered, and how did you address them?

The challenges and difficulties encountered included limitations on the initial quality of outputs for one country covered nearing the tight deadline and this was addressed by replacing it with another case instead of failing to meet the global launch during the World Food Day. There was also challenge in staffing which was addressed by putting in a new one but with closer supervision in order to fastrack the learning process required to effectively meet project deliverables. Another difficulty was the removal of short video features along the hallway/gallery of the FAO headquarters during the World Food Day week in October 2012 and disapproval of side event application (explained earlier) which did not leave us a platform for launching the video. This was addressed by promoting the material among CSOs and organisations present and through online launch carried out by the secretariat. Country launches were carried out in areas covered by the project although at varying degrees.

7.3 Did the project have any impact on gender equality issues?

The project certainly had a direct positive impact on gender equality issues. It showcased rural women's plight, struggles and positive responses to the challenges they face.

7.4 What further work needs to be carried out or follow up steps taken, if any?

A lengthier video with or without a mini-book complement would be a good way forward. We also continue to get feedback from organisations outside of our network.

7.5 Other comments, if any.

Despite challenges encountered in the course of the project, we are very happy with positive feedback it has gained so far and we are thankful for WACC for partnering with is in realising this endeavour. In our future activities, we plan to continue showing the film and distributing the mini book to jumpstart activities/fora related to food security and food sovereignty which is the core of our advocacy. We also intend to come up with

proposals for the production of video on women fisherfolk in response to a request by our members organisations in Latin America.

On another note, we wish to clarify that even as the finance report mirrors the period covered of February 2012 to February 2013 for project implementation, and this narrative covers a February-March 2013 ending period, the exact dates fall between these months for related wrap-up work. No finance transactions were carried out in March but wrap-up work continued, thus the February-March coverage.

7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.

Attached herewith are several annexes of the following: i) link to the e-copy of the mini book; ii) matrix of sample feedback and mentions from organizations within and outside the network; iii) download and number of hits statistics and iv) photos from community film showing

The CD and hard copies will be shipped to the WACC office.

Name and position of person submitting the report.

Roy G. Anunciacion, PCFS Global Secretariat Coordinator

Signature:

Date: 14 June 2013



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