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**EP-ZMCO-INCREASED MONITORING SYSTEMS IN
ANTICIPATION OF EL NINO IMPACT IN 2016 IN ZAMBIA**

Standard Project Report 2016

World Food Programme in Zambia, Republic of (ZM)



World Food Programme

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Country Context and WFP Objectives



Country Context

The Republic of Zambia is a landlocked country in Southern Africa. With an annual population growth rate of 3.1 [1], Zambia has an estimated population of over 15 million. Despite political stability and more than a decade of consistent economic growth, the country faces numerous challenges including a decline in Gross Domestic Product (GDP), estimated at 3 percent in 2016 down from an average 6.7 percent in the last decade, food insecurity, undernutrition, chronic poverty and an energy deficit.

Faced with a large fiscal imbalance, the government plans to embark on an economic recovery and stabilisation programme in 2017. The recovery programme has already resulted in removal of consumption subsidies on fuel, with removal of subsidies on electricity planned in 2017. The probable outcome of these measures will be increased prices for basic commodities among vulnerable groups.

Gaining an upwards reclassification by the World Bank as a lower middle-income country in 2011, Zambia's human development indicators today remain static. In the 2016 Human Development Report, the country was classified in the bottom quintile of the world's human development rankings; 139 out of 188 countries. In the last two years, the country's robust economic growth has been affected by lower global commodity prices, volatile exchange rates and high inflation resulting in reduced foreign currency reserves. Zambia ranks 132 out of 155 countries on the Gender Inequality Index. Approximately one in four households are female-headed while extremely high levels of discrimination and gender inequality still exist.

Levels of social inequality are among the highest in the world. According to the 2015 Living Conditions Monitoring Survey (LCMS), the Gini coefficient is estimated at 0.69. Poverty levels stand at 63 percent, with extreme poverty at

42 percent, rising to 70 percent in certain rural provinces where the majority of the population rely on subsistence agriculture. The interaction between rural poverty and poor service delivery is cyclical and self-reinforcing: rural communities, and smallholder farmers in particular have poor access to agricultural inputs, markets and good agricultural practices.

During the 2015/16 agricultural season, the country experienced strong effects of the El Niño phenomenon that resulted in prolonged dry spells and erratic rainfall. This reduced the water availability in main river basins, hindering hydro-electric power generation which in turn prevented growth sectors to function at full capacity. In terms of overall food security in the first half of 2016, an impact assessment conducted by the Zambia Vulnerability Assessment Committee (ZVAC) showed that El Niño negatively impacted the livelihoods of 975,000 food insecure people in thirty one districts and concluded that they would manage to meet their food needs from December 2016 through to March 2017. This assertion by the ZVAC was made on account of the over dependency on rain-fed agriculture and the culture of mono-cropping by most people in the assessed districts.

Approximately 40 percent of children under five suffer from stunting and 6 percent from wasting. Chronic malnutrition rates are slightly higher among boys and significantly higher among poor and rural children. Some 53 percent of children under five years of age and 30 percent among women of child-bearing age are anemic, and rates of micronutrient supplementation are low although micronutrient deficiencies remain high. Consumption patterns and micronutrient intake are highly seasonal, particularly in rural areas. HIV prevalence remains high at 13 percent, with prevalence rates among women higher than among men (15.1 percent compared to 11.3 percent respectively).

Steady progress has been recorded in the education sector. The introduction of free primary school education by the government coupled with several investments, such as school feeding and infrastructure development, has improved enrollment. However, the sector is faced with challenges to deliver quality education, and many indicators particularly progression and completion rates of students remain poor.

[1] Zambia Census Projections Handbook 2011-2035 (2013)

Response of the Government and Strategic Coordination

Over the last five years, WFP's support to Zambia has shifted from direct implementation to technical assistance. The Country Programme (CP) 200891 aims at supporting broad-based sustainable development by enhancing operational synergies between the government's decentralisation plans, the National Social Protection Policy and the National Agricultural Investment Plan (2014–2018). The CP is aligned with the United Nations Sustainable Development Partnership Framework (2016–2021), Sustainable Development Goal 2 targets, and will contribute to WFP's Strategic Objectives 3 and 4 and the Zero Hunger Challenge. The Country Programme is also aligned with the government's revised Sixth National Development Plan (2013–2016) and Vision 2030.

In partnership with the government, other United Nations agencies and civil society organisations, WFP is supporting efforts to empower the poorest and most vulnerable. Leveraging on its comparative strength, WFP is supporting the government in developing coherent policies and practices to protect and promote the livelihoods of people who are vulnerable to risks and shocks or are suffering from critical levels of poverty.

WFP is supporting the social assistance and livelihood and empowerment pillars of the National Social Protection Policy through technical assistance on end-point delivery of cash transfers, the Home Grown School Meals (HGSM), nutrition education and resilience-building programmes such as the Rural Resilience (R4) pilot initiative which combines four risk management strategies namely: disaster risk reduction, risk transfer (weather index insurance), risk reserves (savings) and risk taking (access to credit).

The private sector is a crucial actor for Zambia's drive to become a sustainable middle-income country by 2030. WFP has partnered with the private sector on local procurement from smallholders for the HGSM, mobilising food producers and processors under the SUN Business Network in Zambia (SBN), and the large-scale procurement of cereals through regional commercial traders by accessing the Global Commodity Management Facility (GCMF).

WFP continued collaborating with the FAO Conservation Agriculture Scale-Up (CASU) project targeting 300,000 smallholder farmers and the IFAD infrastructural project. The partnership leverages the three agencies comparative advantages helping isolated farming villages access markets and increase their productivity. Through the collaboration, WFP procured pulses from smallholder farmers for use in the HGSM, while FAO introduced the 'Conservation Agriculture Scale-Up' programme to the smallholder farmers and IFAD rehabilitated the 28 kilometre stretch of road linking to the main road.

Summary of WFP Operational Objectives

WFP aimed to assist one million primary school students in 2016 in an effort to increase attendance and learners' outcomes in the country's poorest districts. WFP supported smallholder farmers with the necessary skills, information and technology to transform the way they market their produce, directly accessing the home grown school meals programme as a potential market for cowpeas and beans, commercial markets and selling aggregated quantities of high quality crops to increase incomes. WFP also worked to safeguard the nutritional status of vulnerable groups through advocacy and the capacity strengthening of government institutions. Through the Scaling-Up Nutrition (SUN) Movement, WFP Zambia partnered with other development agencies to contribute to reducing stunting trends in the country. WFP further supported smallholder farmers vulnerable to drought through the Rural Resilience Initiative (R4). WFP provided technical assistance to the government's Disaster Mitigation and Management Unit (DMMU) to strengthen their early warning and vulnerability assessments.

The Country Programme: CP 200891 (2016-2020) with an approved budget of USD 33.5 million, aimed to develop synergies among initiatives in agriculture, market access, education, nutrition, resilience-building and social protection by building and strengthening the government's capacity to reduce poverty, inequality and vulnerability. It has three components: i) Home Grown School Meals (HGSM); ii) nutrition; and iii) resilience-building. WFP provided technical assistance under all three components. The three inter-connected components are aimed at contributing to the realisation of the Government's Vision 2030 which are to strengthen learner outcomes, improve the nutritional status of learners and their communities, and build smallholder farmer's resilience to shocks by increasing their food and income security.

The Immediate Response Preparedness Activity: IR-PREP 200911 (November 2015-February 2016) with an approved budget of USD 199,020, aimed to enhance real-time monitoring of the household food security, as well as, data and analysis needs in anticipation of further deteriorating conditions resulting from the El Niño phenomenon.

WFP in Zambia is supporting the National Social Protection Policy implementation strategy. Through the United Nations Joint Social Protection Programme (2015-2018) with an approved budget of USD 1,800,000, WFP supported the development of a multi-sectoral implementation and coordination framework for the HGSM. WFP also supported capacity strengthening of the delivery system of the Social Cash Transfer (SCT) including the contracting of a service provider to develop an electronic tool to be used in the registration of potential SCT beneficiaries.

The SUN Business Network (SBN) Zambia Trust Fund (2015-2017) with approved budget of USD 595,302, worked with partners in both private sector and public sector to harness the expertise, reach and market impact of the private sector to improve nutrition for consumers. The network is in the middle of a 3 year strategy, focusing on 6 key pillars: Lead business engagement, increase nutrition awareness and demand, increase commercial engagement in the nutrition market, improve the nutrition regulatory environment, improve nutrition distribution partnerships, and improve nutrition in the community.

The Farm to Market Alliance (FtMA and formerly Patient Procurement Platform) Trust Fund (2016-2018) with an approved budget of USD 733,088, aimed to create demand-led change along the agricultural value chain through the introduction of innovative aggregation delivery models, transparency tool, a risk-shared funding & financing approaches in liaison with private sector players (e.g. input provider, banks, insurance, transporters, extension agents buyers, processors etc.). The Alliance, which is piloted in Tanzania, Rwanda and Zambia to achieve sustainable transformation of food crop markets, is being carried out in a concerted effort through the use of forward delivery contracts between the farmers and buyers. This change seeks to empower smallholder commerce in markets outside of WFP and gives them leverage to access critical needs along the value chain. According to the World Bank, agricultural development is one of the most powerful tools to end extreme poverty, boost shared prosperity and feed 9 billion people by 2050; this can only be achieved through assured, predictable and sustainable market access which the Alliance seeks to provide.

Rural Resilience Initiative (R4) (2014-2017) with an approved budget of USD 2,099,303, targeted poor and food insecure households, especially those cultivating less than two hectares of land that are capable of raising their productivity with improved access to yield-enhancing technologies. Half of these households are headed by women. Using the R4 approach, WFP provided smallholder farmers with access to conservation agriculture activities supported by the Food and Agriculture Organization's (FAO) 'Conservation Agriculture Scale Up' programme, and risk management services such as drought insurance, credit, savings, improved market linkages through synergies with the FtMA initiative, and climate information services. This provides households with access to a set of climate, financial and market services that can stimulate production over time and help them escape poverty and food insecurity.

WFP Zambia operated an in-house call centre as a part of WFP's mobile Vulnerability Analysis and Mapping (mVAM) initiative. The in-house call centre conducted telephone interviews with key informants to collect weekly

information on the prices of foods including maize, rice, groundnuts, cassava and beans, as well as information on general food availability and market accessibility. The surveys are carried out with a sample of 51 traders, across 24 districts. This involves using new technology to make data collection better and easier, tapping into evolving technology to further strengthen data collection. mVAM demonstrated that inexpensive data collection in difficult contexts is possible, and that high frequency monitoring can be achieved in a cost-efficient manner. Contacting people through their mobile phones allows WFP to hear from beneficiaries on a much more frequent basis and at a low cost. The surveys also allowed WFP to understand priorities and respond more effectively to changing needs.

Scaling Up Nutrition (SUN) Mumbwa Trust Fund (2015-2017) with an approved budget of USD 300,210 aimed to (i) promote production and consumption of diverse indigenous nutritious foods among targeted Pregnant and Lactating Women and infants (6-23 months) while empowering women with production inputs and knowledge; (ii) bridge knowledge gaps on nutrition and infant and young child feeding practices within the community and among schoolchildren.

To address micronutrient deficiencies among schoolchildren. WFP had planned to implement a Micronutrient Powder (MNP) pilot in one district of Eastern province. The one year pilot with a budget of USD 248,000 intends to generate and document best operational practices for micronutrient powder supplementation in the School Meals Programme in Zambia, as well as encourage the government to adopt food fortification as a priority strategy in the fight against malnutrition. Full implementation will be rolled out in 2017. During the year under review a formative research as part of pre-implementation activities was undertaken.

Country Resources and Results

Resources for Results

Zambia's attainment of low middle income status has brought with it opportunities and challenges for WFP to position itself as a development partner, against a well held view of being a humanitarian agency. The country office has continued to engage donors to explain WFP's programming portfolio and its contribution to the government's Revised Sixth National Development Plan as well as the Sustainable Development Goals. This strategy has slowly led to an appreciation and acceptability of WFP as a development partner in Zambia.

Although implementation of the new Country Programme proved challenging in 2016 due to low resourcing levels. The government's in-kind contribution coupled with multilateral contributions sustained the HGSM programme. The government also provided in-kind cereals to support an emergency school feeding programme in 10 districts affected by the El Niño. Furthermore, the government provided funds for the transportation of food commodities and administrative costs from the intermediary storage facilities to schools. In addition, there are a number of trust funds which support the Country Programme activities such as Scaling Up Nutrition (SUN) Business Network, Scaling Up Nutrition- Promotion of complimentary feeding using local indigenous crops, Rural Resilience Initiative (R4), improving marketing opportunities for smallholder farmers, mVAM-Market and Household Food Security Monitoring.

To highlight the benefits of the HGSM programme, which is the Country Programme anchor activity, as an economic investment with multiple positive outcomes on food and nutrition security as well as education, WFP has continued to engage the government and donors through different fora including the sector advisory and cooperating partner groupings. A systems assessment meant to profile the HGSM capacities was conducted in 2016 and this has led to renewed and expanded government commitment to the programme. Government now fully recognises HGSM as a social safety net under the national social protection framework.

In order to mobilise resources in a country where funds for direct food distributions are increasingly scarce, the country office will continue to seek innovative solutions in resource mobilisation creating synergies across programmes to maximise activity outcomes.

Achievements at Country Level

In 2016, the country office implemented only one food based intervention through the HGSM. Therefore, only beneficiaries and the tonnage distributed under the HGSM component are captured in this report. To increase learners' dietary diversity, WFP had planned the provision of cash directly to farmers to purchase fresh foods for use within the HGSM programme. Value vouchers were also planned to be distributed to participants under the resilience component. However, WFP did not distribute either cash or value vouchers under the two components. Under the HGSM component, WFP provided cash instead to the district schools through the district education offices, who purchased from the farmers. Under the resilience component, value vouchers were paid to the insurance company as a premium on behalf of the participants; hence have not been reported as direct beneficiaries in 2016. A budget revision planned for in 2017 will exclude the participant farmers under the two components from being reported as direct beneficiaries.

The key accomplishments under each component are highlighted below:

Component 1 – Home-Grown School Meals

Although the country has made progress towards gender equality with regard to primary school enrollment and completion rates, the overall quality of education remains a challenge. School dropout rates especially among girls is high mainly due to teenage pregnancies and early marriages. According to the Zambia Demographic Health Survey 2013-2014 report, the rate of teenage pregnancies is much higher in rural areas (36 percent) than urban areas (20 percent).

According to the 2010 Census report, literacy rates among 15-24 year old women are lower than among men who have a higher literacy rate (73.2 percent) than women (67.3 percent).

In order to improve the quality of learning, WFP, the government and other partners supported the implementation of a HGSM programme resulting in improved enrollment and dropout rates. Implemented in 38 districts, the HGSM programme reached close to one million schoolchildren in 2016, with a third of these beneficiaries reached through an emergency school feeding in 10 districts in Southern and Western provinces. As a result of an El Niño experienced in 2015/2016, over 900,000 people were affected. This caused challenges in households meeting their basic food and nutrition needs. WFP's response helped children to continue with their learning. This achievement

was despite pulses and vegetable oil not being 100 percent resourced.

As part of its technical support to full government management and ownership of the HGSM, WFP funded the Systems Approach for Better Education Results (SABER) assessment whose diagnosis led to a formation of a multi-sectoral technical working group comprising government, civil society, UN agencies including WFP. A concept note and results framework have since been developed to guide the transition process. The concept note has been shared with policy makers in government and awaits endorsement.

In partnership with local NGOs, WFP is resolved to make the HGSM more nutrition sensitive. To this end, a pilot for the purchase of fresh quality vegetables directly from farmer groups by schools was implemented in two districts. The pilot aims at generating lessons and best practices to inform the design of an efficient and effective procurement system which enables schools purchase fresh vegetables from smallholder farmer groups.

In addition, a pilot project to establish school gardens, install rain water harvesting equipment and provide nutrition education in one district was implemented.

Component 2- Nutrition

This component did not involve any food distributions hence no beneficiaries and tonnage are reported. The component solely focused on capacity development to the government, coordination of the Nutrition Cooperating Partners, and serving as lead convenor of the SUN Business Network (SBN).

In 2016, WFP worked to lay the groundwork for a broad-based consumer demand campaign for good nutrition, aimed at creating awareness among the general public on healthier food choices and dietary habits. In addition, through the SBN, WFP supported local small and medium enterprises with information, and tools to increase their support to national nutrition efforts. Overall the number of business entities subscribing to the SBN increased to 36 in 2016, compared to 25 in 2015. This is an acknowledgement of growing private sector involvement in the nutrition space.

WFP supported the roll-out of a nutrition diagnostic tool (Nutritool) to ten SBN members. This tool helped member businesses in the nutrition value chain to evaluate their performance in the nutrition sector and identify gaps in their operations and determine what they needed to prioritise to improve performance. This exercise also helped the SBN team to plan on how to better support members. WFP also supported a partner organization, PEP Zambia, in the 'Nyamuka' business plan competition by offering his nutrition expertise to aspiring participants during a Business conference. The Nyamuka competition draws participants from across the country. This support has resulted in food-related businesses in the competition incorporating nutrition aspects in their business models. WFP Zambia was frequently consulted by other countries setting up their business networks including Nigeria, Mozambique and Zimbabwe, enabling them to set up their networks more efficiently using the example of SBN Zambia.

Component 3- Resilience

There were no food distributions planned for under the resilience component in 2016. Therefore there are no beneficiaries and food distributed reported. In 2016, through the resilience intervention, WFP facilitated the increased access to essential financial products including credit, insurance, and savings, by a significant number to rural smallholder farmers. Furthermore, the involvement of private sector partners contributed to growth in the agricultural rural market leading to a pull effect and demand for more viable value chain crops such as cowpeas, soya bean and mixed beans supported by complementing partners namely FAO, Ministry of Agriculture and the Zambia Meteorological Department.

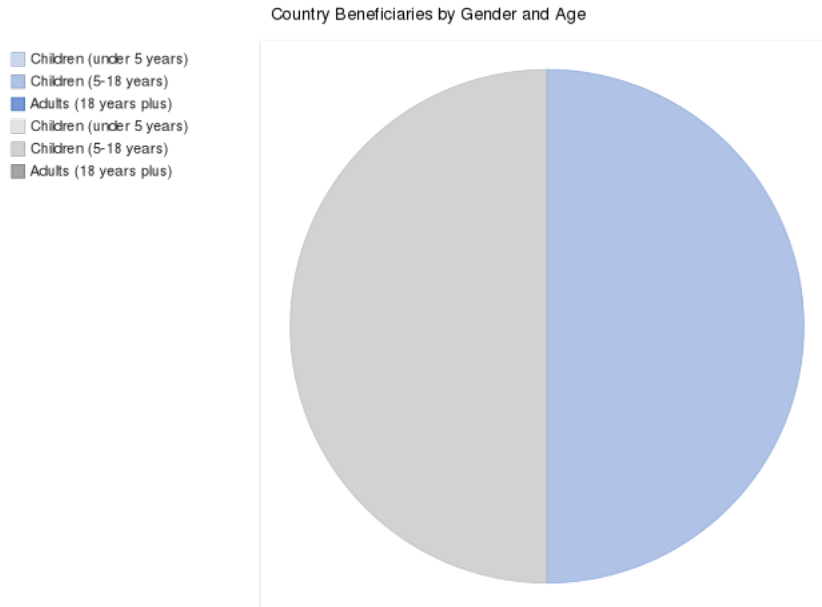
To better position the DMMU to mitigate and respond to disasters, WFP provided capacity strengthening support to the DMMU and the ZVAC. This ongoing support is expected enable the government to better coordinate disaster risk and response actions as well as undertake credible needs assessments.

Capacity Strengthening

WFP's support to the Ministry of Community Development and Social Welfare (MCDSW) to train government officers in Lusaka on financial literacy resulted in MCDSW officers being better equipped to sensitise and train social cash transfer beneficiaries on the use of electronic payments. MCDSW officers are also able to act as the first line of grievance resolution should there be a problem with payment or a beneficiary's card. WFP intends to extend similar training to the Eastern and Central provinces in 2017.



Beneficiaries	Male	Female	Total
Children (5-18 years)	488,954	488,950	977,904
Total number of beneficiaries in 2016	488,954	488,950	977,904



Annual Food Distribution in Country (mt)

Project Type	Cereals	Oil	Pulses	Mix	Other	Total
Country Programme	5,024	361	869	-	-	6,255
Total Food Distributed in 2016	5,024	361	869	-	-	6,255

Supply Chain

In 2016, WFP purchased cereals and pulses in-country for the Global Commodity Management Facility (GCMF) [2] and the HGSM respectively. The pulses were supplied by farmer organisations and private traders. The maize and Supercereal plus were supplied by commercial suppliers through regional tenders. The Supercereal plus was for exports under the GCMF for the emergency response within the region.

In spite of extensive crop failure in Southern Africa resulting from the El Nino during the 2015/16 agricultural season, Zambia still managed to produce excess cereals. With the support of the government, WFP purchased and exported cereal, pulses and Supercereal plus through the GCMF for operations in Zimbabwe, Malawi and Mozambique.

As part of its commitment to support the government in implementing the HGSM, WFP facilitated primary transportation from food supply points to government intermediary storage facilities, while the government arranged for secondary transportation of food commodities to schools from intermediary storage facilities. In order to achieve cost efficiency and reduce costs incurred on transport, WFP has continued to dialogue with the government for the cereals to be allocated as close as possible to the schools.

The GCMF was established to reduce the lead-time in delivering food by enabling the purchase and transport of the commodities before funding was confirmed, using the special account to ensure a stable supply line to beneficiaries.



Annual Food Purchases for the Country (mt)

Commodity	Local	Regional/International	Total
Beans	140	-	140
Peas	619	-	619
Total	758	-	758
Percentage	100.0%	-	

Annual Global Commodity Management Facility Purchases Received in Country (mt)

Commodity	Total
Vegetable Oil	390
Total	390

Implementation of Evaluation Recommendations and Lessons Learned

There was no operational evaluation conducted in 2016. The last operational evaluation was conducted in 2015 which informed the design of the current Country Programme. A decentralised evaluation of the current Country Programme is due in 2018.

In 2016 the SABER was conducted with the support of WFP. SABER is a globally recognised diagnostic tool for assessing school meals programmes which focuses on the five standards: (i) policy frameworks, (ii) financial capacity, (iii) institutional capacity and coordination, (iv) design and implementation, and (v) community participation with broad based participation from government, civil society, UN agencies and other stakeholders. The SABER resulted in a practical and prioritised action plan for Zambia to transition the Home Grown School Meals (HGSM)

into a strong nationally-led and sustainable programme. In particular, the SABER recommended: increased advocacy for official recognition of the role of HGSM across various sectors in the policy realm, need for a budget line for school feeding at regional level to support the decentralisation agenda, revival of a multi-sectoral steering committee for institutional capacity and coordination, a review of the existing Monitoring and Evaluation (M&E) system and the development of guidelines for community participation in the HGSM programme.

WFP and the government have used the recommendations from the SABER to support the formation of a Technical Working Group (TWG) comprised of representatives' of government line ministries, UN agencies, and civil society organisations to guide actions to transform the HGSM. The TWG has developed a concept note highlighting the vision of a national sustainable HGSM programme with inter-sectoral linkages.

As a response to the recommendation for WFP's greater support of the government's implementation of the social protection sector, WFP supported a multi-stakeholder consultative forum to explore some key issues such as institutional arrangements, coordination structures, financing modalities and targeting criteria. The meeting also showcased the HGSM both as an economic investment and social safety net drawing on lessons from the Brazilian model presented by the Centre of Excellence against Hunger.

Following the 2015 operational evaluation recommendation to develop the export potential of pulses to WFP's food baskets in Southern and East Africa, WFP procured 4,639 metric tonnes of pulses from local aggregators and supported smallholder farmer organisations for its regional emergency operations. The recommendation also spurred the initiation of the Farmer to Market Alliance (formerly Patient Procurement Platform) project to explore markets beyond the WFP. Hence the need to provide sustainable and predictable market as well as strategic support for pulses and other value chains of interest.

Arising from recommendations from the operational evaluation of 2015, the nutrition component has been broadened under the current Country Programme from its traditional support to government's food and nutrition priorities to enhance the engagement of the local private sector. WFP's work to motivate private sector investments into the national nutrition response has been strengthened to ensure that vulnerable households are able to access nutrition services and products through social behavioural change communication campaigns and support towards the agricultural value chain.

With respect to the resilience component, the 2015 operational evaluation also recommended the strengthening of district and satellite structures under the disaster risk management support to government. As a follow up, WFP supported the DMMU to set up district and satellite structures using the newly developed community based disaster risk management manual.

In order to support WFP and the government streamline its monitoring and evaluation system to allow for better demonstration to donors its programme relevance and successes, WFP prioritised innovation in all of its work streams, including the incorporation of digital technologies into programming to increase efficiency, enhance data quality and evidence generation. Based on the successes and evidence generated by WFP, government has prioritised inclusion of these technologies within its programmes, in particular education and social protection sectors. WFP will continue to advocate the use of mobile technologies such as mVAM, Open Data Kit (ODK) and DataWinners [3] by government line ministries for data collection, processing and district analysis to support the government agenda of decentralisation and strengthening of its monitoring and evaluation portfolio.

DataWinners is an integrated online mobile data collection and communication service that uses existing equipment such as a computer, Internet and basic mobile phones to transform paper forms into digital questionnaires, send group text messages and reminders, and submit data via text messages from anywhere.

Enhancing access of smallholder farmers to markets using technological innovation.

In 2016, WFP commenced a pilot project aimed at connecting smallholder farmers and traders using technological innovation.

The project, dubbed Maano, aims to make millions of rural Zambian smallholder farmers visible to new buyers, increase competition between buyers for farmers' produce, and thereby help farmers get better prices for their produce. Maano does this by:

- making information on farmers' supply and buyers' demand, identity and location visible to everyone through a smartphone application.
- facilitating farmer-buyer discussions and price negotiation.
- facilitating the sale of farmers' produce through an escrow payment system where WFP acts as the guarantor, providing trust in the system.

What does 'Maano' mean?

'Maano' was the name given to the project by the first group of participant farmers. Maano means 'to be intelligent' in the farmers' local language, Tonga, which is widely spoken throughout southern Zambia, and has the same meaning in Nyanja and Bemba, the two other most widely spoken Bantu languages of Zambia.

Farmers explained their choice, saying that "the success of this project depends on farmers' using their head" and because "the idea behind this project and the technology it uses are clever – we are using 'smart' phones!"

Also noteworthy is that the word 'Maano' may have ancient origins. 'Manu' is a Sanskrit word, which means "thinking, wise."

How It Works

Maano is essentially a combination of stripped down versions of online bidding, taxi, and group messaging services adapted to the needs of rural Zambian farmers and buyers of their produce.

Like Uber, Maano uses an escrow payment system: payment does not go directly from the buyer to the farmer. It goes first to the owner of the system (in this case WFP), and is held by WFP until the exchange of goods takes place. Then WFP releases the payment to the farmer. Also, the app's ability to share the exact location of farmers and buyers is critical for transactions to take place. There are no signposts in rural Zambia, often there aren't even any roads!

The farmer can advertise the produce they have to sell on a dashboard that prospective buyers can view. Prospective buyers bid on this produce and the highest bidder makes payment at the end of the bidding period.

Farmers are placed in chat groups with other farmers from their locality and with other farmers growing the same crops. This helps them share knowledge (market price information, transport costs, tips on how to grow their crops, etc.) and is critically important in helping them to organise the bulking of their produce so that they can attract bigger buyers.

When and where is it happening?

There is only one rainy season in Zambia, therefore only one harvest and one marketing season when farmers can sell their produce: between April and September.

Maano is starting small to see if the concept works in Zambia. In 2017, Maano aims to work with 15 smallholder farmer communities in three districts in Southern and Central Zambia.

If Maano works. In 2017, it could be a highly effective tool to bring transformative change and help the many smallholder farmers increase their incomes by connecting them to a market.

Project Objectives and Results

Project Objectives

In September 2015, an El Niño event was officially declared at the Southern Africa Climate Outlook Forum. The El Niño was predicted to remain active and peak in the last quarter of 2015 and the first quarter of 2016, coinciding with the main agricultural season. In October 2015, the Food and Nutrition Security Working Group (FNSWG), co-chaired by WFP and OXFAM, recommended increasing market monitoring of key variables, including the price of staple commodities, market and trade conditions, and changes in policies and regulations, which have a direct bearing on the food security situation.

In response, WFP implemented a three-month real-time market monitoring initiative using a mobile technology application, Vulnerability Analysis and Mapping (mVAM). This initiative was launched in November 2015 with an overall objective of enhancing real-time monitoring of household food security in the worst affected districts. The specific objectives were to:

- 1) Monitor market prices as well as changes in household food security for a minimum period of three months;
- 2) Identify El Niño hotspots and inform strategic decisions on the appropriate response to recommend to the humanitarian community; and
- 3) Integrate results from various sources to understand seasonal changes of food security which will be useful for analysis and design of effective resilience building programmes.



Approved Budget for Project Duration (USD)

Cost Category	
Direct Support Costs	186,000
Indirect Support Costs	13,020
Total	199,020

Project Activities

WFP utilised mVAM technology to collect and track real-time market data in 24 districts that were part of the 31 districts severely-affected by the El Niño. The number of districts targeted was determined by the available budget, project duration, as well as to ensure an overlap between the districts where commodity prices were collected from traders and districts where household food security was collected. The mVAM platform enabled food security data collection from households through short mobile phone surveys, live telephone interviews, and text messages. The targeting was based on the 2015 Zambia Vulnerability Assessment Committee (ZVAC) sample within the most-affected districts of southern Zambia. Households also needed to have access to mobile phones.

WFP established an internal call centre with a dedicated staff member to collect commodity prices (maize, rice, cassava, beans and groundnuts) through telephone surveys with local traders. The average number of respondents varied, but averaged 140 per month. In addition, WFP produced and disseminated monthly trader/market bulletins to better inform WFP and partners on the feasibility and appropriateness of future cash or food-based transfers. The trader/market bulletins were also shared with stakeholders within the ZVAC.

In addition, through an external call centre, data on household food security was meant to be collected using mobile phone surveys and short message services (SMS). Due to contracting issues, it took some time to procure an

external call centre to collect household food security data and the calls are expected to start in January 2017.

Operational Partnerships

WFP partnered with the Government's Disaster Management and Mitigation Unit (DMMU), the Ministry of Agriculture, the Famine Early Warning Systems Network (FEWSNET) and International Non-Governmental Organization (INGO), such as, Concern Worldwide and Save the Children UK to collect data on food security. The monitoring of key market variables such as the price of staples and marketing conditions enabled the Government and partners to adequately plan and design interventions to respond to the effects of the El Niño.

WFP also partnered with Mobile Accord Incorporated, who provided a mobile survey platform called Geopoll and PREMISE, which measure economic, political and social developments in real-time. Both mobile data collecting platforms were used to collect real-time market-level data on household food security and markets.

Results/Outcomes

The timely and efficient collection of data on food security indicators and commodity market prices resulted in:

- The design and implementation of an emergency cash transfer project implemented by international non-governmental organisations (INGOs), Concern Worldwide and Save the Children (UK) in the five districts of Southern and Western Provinces; and
- The development of a Food Security System used by WFP and partners in tracking changes in market behaviour and household food security in 24 districts.

FEWSNET and DMMU provided positive feedback, recommending the mVAM market and household data collecting platform to be part of the national food security marketing survey. The Direct Response through Cash Transfer (DiRECT) alliance, a consortium of INGOs led by Concern Worldwide and Save the Children (UK), also adopted mVAM as a market monitoring system in the districts implementing the emergency cash transfer programme.

Figures and Indicators

Data Notes

Cover photo © WFP/ Allan Mulando

Caption: Community members being trained how to take readings from an automated weather station at a project site in Kanchomba in Pemba District

Project Indicators

Output Indicators

Output	Unit	Planned	Actual	% Actual vs. Planned
SO1: Capacity Development - Emergency Preparedness				
Number of bulletins, gap analysis, 3Ws, maps and other information products compiled and shared	item	7	7	100.0%
Number of food security monitoring systems in place	system	1	1	100.0%