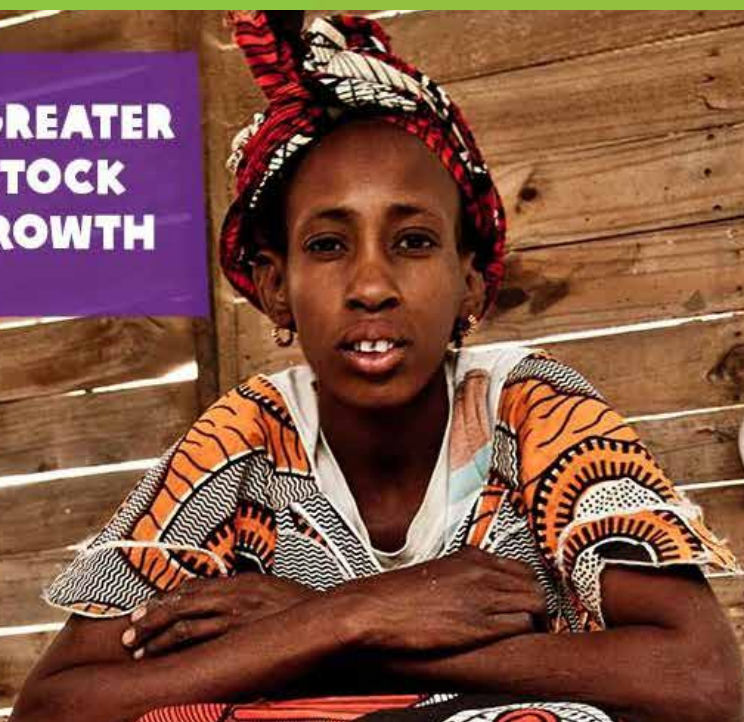


# EFFECTIVENESS REVIEW SERIES

'enhancing effectiveness through evidence-based learning'

**#ECOWAP10 MUST ENSURE GREATER INVESTMENT IN THE LIVESTOCK SECTOR AND SUPPORT ITS GROWTH**

**ECOWAP10**  
**WE WANT BETTER**



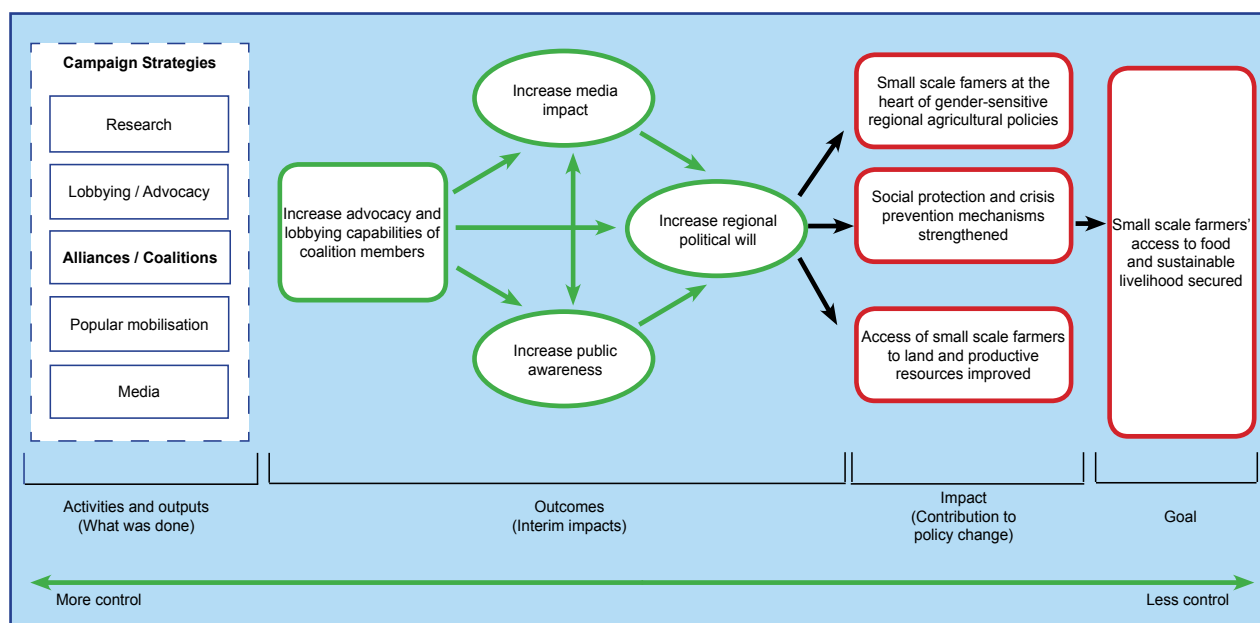
West Africa

Governance

2015/16

## GROW Campaign

The GROW West African Campaign was launched in 2011 and has been working to influence regional level policy processes and practices so that regional agricultural policies are gender responsive and recognise the role and importance of small-scale farmers and respond to their needs and concerns. Ten years after the West Africa regional agricultural policy (ECOWAP) was officially adopted in 2005, the ECOWAS Commission decided to open a participatory policy dialogue process aiming to take stock of progress and to provide future guidance on the implementation of the regional policy. The ECOWAP+10 process ran for six months and ended in an international conference held in Dakar in November 2015. This report explores the work done by the regional GROW Campaign and members during the ECOWAP+10 revision process and analyses the effectiveness of that work in relation to key policy outcomes.



This diagram simplifies the operational model of the Campaign and attempts to illustrate the main assumptions underpinning GROW's work and the intermediate outcomes expected

Project date: 2011 - ongoing




Evaluation: March 2016








Publication: February 2017

# Evaluation Design

This report explores the work done by the regional GROW Campaign and members during the ECOWAP+10 revision process and analyses the effectiveness of that work in relation to three key policy outcomes. The evaluation drew on Oxfam’s predefined Process Tracing research protocol to evidence the extent to which the project’s key targeted outcomes have materialised and what other alternative or competing factors may have also contributed to those outcomes. For details on evaluation design, see the ‘How are effectiveness reviews carried out?’ document, and the full report for how these designs were tailored by individual reviews.

## Results

Project outcome	Rating	Commentary
Increased political will towards the need to harmonise regional agricultural policies and initiatives		The evaluator could not find enough evidence to affirm that the outcome has been fully achieved. Although the recognition of the need to work for a single common agricultural policy was formally reflected in the final document of orientations and adjustments for ECOWAP for 2025, no other indicators of a stronger political will could be verified. However, in a particularly complex political con-text, the fact that the issue has been kept on the agenda is not to be underestimated and can be considered as a positive outcome. There is sufficient evidence to conclude that GROW also made an important contribution to this result.
The reform of agricultural development policies and programmes integrates gender at all levels to massively strengthen the economic role of women in the sector		The evaluation was able to find evidence of increased formal political will and incipient signs of a more substantive will to advance the gender cause in regional agriculture policies. An important contribution by GROW to the former could be found and a clear influence of the GROW Campaign in the final wording and framing of the gender issue in the ECOWAP+10 document of orientations and adjustments was verified as an indicator of stronger formal political commitment. Recently launched initiatives by FAO/ECOWAS also reflect stronger substantive political will and a more decisive intention from regional institutions to make progress in this field.
Increased investment and recognition of the livestock sector as a key economic sector in the region		The evaluation found strong evidence of a stronger political commitment towards the need to increase investment and recognition of the livestock sector as a key economic sector in the region. The GROW Campaign’s contribution to enhancing the communication, visibility and advocacy capacities of RBM and APESS, and to a much lesser extent ROPPA, was clearly acknowledged as a major contributing factor, not only by Campaign members, but also by high-level decision-makers at ECOWAS. Two similar contributing factors were also identified, and the data available suggests that the three initiatives provided complementary support to producer organisations, and together made the achievement of this outcome possible.

**Rating key:**  - Outcome realised in full; evidence that intervention made a crucial contribution;  - Outcome realised in part & evidence that intervention made a crucial contribution;  - Outcome realised in full & evidence that intervention made an important contribution;  - Outcome realised in part & evidence that intervention made an important contribution;  - Outcome realised in part & evidence that intervention made some contribution;  - Outcome realised to a small degree & evidence that intervention made an important contribution;  - Outcome realised, to any degree, but no evidence that the intervention made any contribution

## Going forward

The Grow campaign will continue to work to facilitate and strengthen ownership amongst coalition partners, to work collectively on a shared strategy under GROW brand, and to explore new ways of working. In order to facilitate this, efforts will be made to reinforce the institutional capacities of GROW members and improve existing consultation frameworks. In particular, members will be supported to work together to review and adapt the Theory of Change of the Campaign and elaborate a new comprehensive 2 year MOU with all members, and structure ongoing collective planning/evaluating process on a 6 month basis with all regional members/allies.

Photo: Oxfam