



ALLIANCES LESSER CAUCASUS PROGRAMME
MARKET ALLIANCES IN THE LESSER CAUCASUS REGION OF GEORGIA

BI-ANNUAL REPORT
MARCH 1ST 2015 AUGUST 31ST 2015



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BASIC INFORMATION	3
STRATEGIC REVIEW AND OUTLOOK	4
MAIN RESULTS ACHIEVED AND IMPLEMENTATION PERFORMANCE OF THE PROGRAMME.....	4
MAIN STEERING IMPLICATIONS FOR THE NEXT PERIOD OF INTERVENTIONS	7
CHAPTER 1 - INTRODUCTION	9
DESCRIPTION OF THE PROGRAMME AND ITS INTERVENTION STRATEGY.....	9
UPDATE OF THE STAKEHOLDER ANALYSIS	9
EVOLUTION OF THE CONTEXT (IN PARTICULAR POLITICAL RISKS AND OPPORTUNITIES).....	10
STRATEGIC LINK TO OUTCOMES OF COOPERATION STRATEGY AT COUNTRY LEVEL.....	11
BILATERAL OR MULTILATERAL ISSUES OF NOTE FOR POLICY DIALOGUE	11
CHAPTER 2 – OUTCOMES ACHIEVED FOR 2014	12
ASSESSMENT OF OUTCOME ACHIEVEMENT AND LIKELIHOOD OF ACHIEVING THE OUTCOMES IN THE CURRENT PHASE.....	15
INFORMATION ON DIRECT AND INDIRECT UNINTENDED EFFECTS OF PROGRAMME INTERVENTIONS	15
INFORMATION ON PROGRESS OF THE IMPLEMENTATION OF SOC TRANSVERSAL THEMES	16
ILLUSTRATION OF THE PERSPECTIVES OF INVOLVED STAKEHOLDERS	18
CHAPTER 3: OUTPUTS AND PERFORMANCE ACCORDING TO YEARLY PLAN OF OPERATIONS 2014	19
SUMMARY OF OUTPUT DELIVERY AND THEIR CONTRIBUTION TO OUTCOMES.....	19
IMPLEMENTATION CONSTRAINTS AND WAYS TO OVERCOME THEM	23
EVENTUAL CHANGES TO MAIN ASSUMPTIONS	23
CHAPTER 4 – FINANCES AND MANAGEMENT	24
PERCENTAGE OF BUDGET SPENT VS. PLANNED PER OUTCOME	24
BUDGET DEVIATIONS AND OUTLOOK FOR THE REST OF THE PHASE.....	24
APPRAISAL ON HOW EFFICIENTLY INPUTS WERE CONVERTED INTO OUTPUTS.....	24
REFERENCE TO ACTIVITIES/INTERVENTIONS PROPOSED AND ACTUAL.....	25
HUMAN RESOURCES ISSUES ON THE ORGANIZATION LEVEL THAT AFFECTED THE MANAGEMENT OF THE PROJECT	26
CHAPTER 5 – LESSONS LEARNT	26
GOOD PRACTICE AND INNOVATIONS WORKING WITH KEY PARTNERS, BENEFICIARIES, INTERAGENCY COLLABORATION, INCLUDING OBSTACLES AND DIFFICULTIES.....	26
IMPORTANT FINDINGS FROM REVIEWS AND SELF-EVALUATIONS.....	27
CONCLUSION	27
LIST OF ABBREVIATIONS	28
ANNEX 1 QUALITATIVE IMPACT PER OUTCOME FOR MARCH 1ST 2015 TO AUGUST 30TH 2015	29
ANNEX 2: PERSPECTIVES OF ALCP STAKEHOLDERS	34
ANNEX 3: LIST OF INTERVENTIONS UNDERTAKEN IN THE REPORTING PERIOD	38
ANNEX 4: DYNAMICS OF SCALE AND SCALABLE INDICATORS PER INTERVENTION & SECTOR	43
ANNEX 5: ALCP ANNUAL SYSTEMIC CHANGE LOG	51
ANNEX 6: INFORMATION IN ALLIANCES	54
ANNEX 7 SJ STANDBY PHASE PROGRESS REPORT	58
ANNEX 8 WOMEN’S ROOMS INVENTORY	59
ANNEX 9 EXECUTIVE SUMMARY HUMAN WILDLIFE INTERFACE REPORT	61

The Alliances Lesser Caucasus Programme (ALCP) is a Swiss Agency for Development and Cooperation market development project implemented by Mercy Corps Georgia working in the dairy, beef, sheep and honey sub-sectors in the Kvemo Kartli (KK), Samtskhe Javakheti (SJ) and Ajara (AJ) regions in Southern Georgia, regions all highly dependent on livestock production. The programme has been audited according to the Donor Committee for Enterprise Development (DCED) Standard and is committed to the successful implementation and measuring of Women's Economic Empowerment.

Project Time Frame: The ALCP began on March 1st 2014 and is set to run until February 28th 2019, incorporating a second phase of Alliances Kvemo Kartli of three years implementation and two years standby, of four years implementation and one year standby in Ajara and from January 1st 2015 a two year standby phase for the former Alliances SJ, which will have completed six years of inception and implementation in December 2014. This report covers the first half of the second year of the ALCP from March 1st 2015 until August 31st 2015.

Our Partners: The programme works in partnership with the International Association of Agricultural Development (IAAD) and has scope to contract locally grounded technical expertise through sub contracts for Gender, Governance and DRR.

The Goal of the ALCP is to contribute to poverty alleviation and the transition to a durable market economy for the livestock sector in the selected regions of KK, SJ and AJ, by creating sustainable changes in the dairy, beef, sheep and honey market systems for the ultimate equitable benefit of small, poor farmers, regardless of gender or ethnicity. The programme is run according to the **M4P (Making Markets Work for the Poor Approach)** a market systems development approach which *facilitates* key market players in the relevant value chains to address key constraints in core markets and supporting functions to exploit pro poor opportunities for growth. Sustainability is built in through a minimum co-investment of 35% from the market players with whom it invests.

Targets: The previous phases of the Alliances programme have considerably exceeded their targets, impact which is now being bolstered by the appearance of crowding in. **The ALCP Target** is to reach 24,000 households which is 20% of poor households in the programme area, who will benefit directly and indirectly through improved services, markets and operating environment, with increased income from sales, reduced production & transaction costs, increased net worth and employment. 90% of ALCP supported business will still be operating without programme support by the end of the programme and 49,000 (41%) households will have improved awareness of local Disaster Risk Reduction (DRR) directly related to livestock production.

The Facilitation Approach: The ALCP will amplify the successes of the Alliances programmes to date in access to quality inputs, improved market access terms of trade and an improved operating environment, promoting scale and long term behaviour change. The ALCP will continue to work with businesses large, medium and small, who have the best potential to generate changes that are economically beneficial for the small farmers who are their clientele or suppliers. The ALCP will also continue to scale up interventions with all levels of government and other key organizations to help influence operating environment in which the businesses function and farmers exist. Crowding in, copying and sectoral changes already apparent will proliferate to generate long term and lasting change in the lives of small farmers in Georgia. For more information please go to: www.alcp.ge

STRATEGIC REVIEW AND OUTLOOK

MAIN RESULTS ACHIEVED AND IMPLEMENTATION PERFORMANCE OF THE PROGRAMME

Table: 1 Results achieved and implementation performance of the programme

The major target beneficiaries of the programme		Actual¹ Alliances Finalized Programme Results <i>(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)</i>	Estimated² ALCP Achievements <i>(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)</i>	Alliances & ALCP Programme Aggregated Results <i>(SJ since: 2008, KK since 2011, AJ: since 2014)</i>
Scale: Number of beneficiaries served <i>(direct beneficiaries & outside programme area & export)</i>	Rural households served ³	44,726 ⁴ <i>(SJ: 26,786 (1st phase: 11,424; 2nd Phase: 15,362); KK: 17,940)</i>	298,687 <i>(SJ: 2,122; KK: 32,508; AJ: 18,871; OPA: 224,073; EXP⁵: 21,113)</i>	343,413 <i>(SJ: 28,908; KK: 50,448; AJ: 18,871; OPA: 224,073; EXP: 21,113)</i>
	Average % of Rural households with women members served	68% <i>(SJ: 78%; KK: 42%)</i>	40% ⁶ (31% for the programme area) <i>(SJ: 35%; KK: 28%; AJ: 47%; OPA: 42%)</i>	49% (59% for the programme area) <i>(SJ: 77%; KK: 35%; AJ: 47%; OPA: 42%)</i>
	Number of rural individuals ⁷	207,614 <i>(SJ: 125,090; KK: 82,524)</i>	1,465,240 <i>(SJ: 9,976; KK: 149,536; AJ: 103,790; OPA: 1,097,957; EXP: 103,981)</i>	1,672,854 <i>SJ: 135,066; KK: 232,060; AJ: 103,790; OPA: 1,097,957; EXP: 103,981)</i>
Net attributable income generated for programme beneficiaries - GEL ⁸	For all Households served 21,321,198 <i>(SJ: 11,095,951⁹; (1st phase: 5,262,684; 2nd Phase: 5,833,267); KK: 10,225,247)</i>	9,692,392 ¹⁰ <i>(SJ: 901,300; KK: 3,576,857; AJ: 244,559; OPA: 4,969,676)</i>	31,013,590 <i>(SJ: 11,997,251; KK: 13,802,104; AJ: 244,559; OPA: 4,969,676)</i>	
# of programme clients	70 <i>(SJ: 46; KK: 24)</i>	36 <i>(SJ: 1; KK: 19; AJ: 16)</i>	106 <i>(SJ: 47; KK: 43; AJ: 16)</i>	

¹ Based on Impact Assessments (IA) except in the case of Alliances SJ 1st Phase see footnote 4 below.

² Based on monthly data and multipliers from impact assessments (for scale).

³ The number of individuals in a Rural HH is 4.7 in SJ, 4.6 in KK, 5.5 in AJ and 4.9 Outside of programme area. These numbers are taken from the IA's and Baseline Survey. These will be triangulated with the new National Statistics Census in April 2016. (The current national figures are from 2002).

⁴ Taken from the End of Phase Report (EPR) for SJ 2011. No IA was conducted for the first phase of Alliances in SJ. The recall bias for scale and NAIC would be too large given the time period to use IA assessment data from the IA conducted in February 2015 to cover this period thus the data based on monthly data sheets and collated into the EPR for Phase 1 is being reported. The IA data for scale and NAIC is being utilized for the period from 2011-14. See also point 10, P8 for a further explanation.

⁵ This figure is currently based on veterinary export to Azerbaijan (Roki). For capturing the number of farmers, Roki's export sales are divided by the average paid for Roki's vet medicines per farmer.

⁶ This is based on service provider data, impact assessment data will in likelihood be higher. (See Phase 1 and 2 of KK and SJ based on impact assessments)

⁷ Based on HH multiplier listed in footnote 3 the number of individuals served has been estimated based on the assumption that one customer or supplier belongs to one HH.

⁸ Total NAIC for farmers is calculated based on the impact assessments, while NAIC per intervention is calculated based on the monthly collected data.

⁹ NAIC for 2014 is calculated from the impact assessment and previous years NAIC comes from monthly collected data.

¹⁰ This number is estimated figure and it will be adjusted during the impact assessments.

# of programme supported entities ¹¹	387 (SJ: 336; KK: 51)	197 (KK: 128; AJ: 69)	584 (SJ: 336; KK: 179; AJ: 69)
Net attributable income generated for the programme clients	3,918,535 (SJ: 3,089,547; KK: 828,988)	2,539,459 (SJ: 658,111; KK: 1,404,805, AJ: 62,156; OPA: 383,262; EXP: 31,125)	6,457,994 (SJ: 3,747,658; KK: 2,233,793; AJ: 62,156 OPA: 383,262; EXP: 31,125)
# FT Job equivalents	231 (SJ: 150: 61 women / 89 men; KK: 81: 37 women / 44 men)	142 (SJ: 26: 9 women / 17 men; KK: 103: 50 women / 53 men; AJ: 13: 9 women / 4 men)	373 (SJ: 176: 70 W/ 106 men; KK: 184: 87 w/ 97 men; AJ: 13: 9 women / 4 men)
NAIC generated for employees	795,132 (SJ: 516,320; KK: 278,812)	488,782 (SJ: 89,495; KK: 354,539; AJ: 44,748)	1,283,914 (SJ: 605,815; KK: 633,351; AJ: 44,748)
Indirect Benefits of the Interventions: # of entities	37 (SJ: 15; KK: 22)	21 (SJ: 13; KK: 8)	58 (SJ: 28; KK: 30)
Indirect Benefits of the Interventions: # of rural households served	9,232 (SJ: 3,747; KK: 5,485)	44,464 (SJ: 12,395 ¹² ; KK: 32,069)	53,696 (SJ: 16,142; KK: 37,554)
Indirect Benefits of the Interventions: SSLPs' NAIC	293,232 (SJ: 173,475; KK: 119,757)	392,813 (SJ: 120,652; KK: 272,161)	686,045 (SJ: 294,127; KK: 391,918)

Table 2: Purpose Level Achievements:

Purpose Level Achievements		
Actual Alliances Finalized Programme Results (SJ I & II phases: 2008-2014 & KK I phase: 2011-2014) All targets in both regions have been met	To date Alliances Programme's & ALCP Results Estimated ALCP Progress against targets ¹³ (SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	Alliances & ALCP Programme Aggregated Results (SJ since: 2008, KK since 2011, AJ: since 2014)
Outreach		
44,726 SSLPs with access to target services & markets (68% women / 32% men) (SJ: 26,786; KK: 17,940)	298,687 (53,501 in the programme area) new SSLPs accessing target services & markets (40% women / 60% men) Exceeding targeted 24,000 by 123% (SJ: 2,122; KK: 32,508; AJ: 18,871; OPA: 224,073; EXP: 21,113)	343,413 SSLPs accessing target services & markets (49% women / 51% men) (SJ: 28,908; KK: 50,448; AJ: 18,871; OPA: 224,073; EXP: 21,113)
28,842 SSLPs generating tangible positive income changes due to improved services & markets (68% women / 32% men) (SJ: 19,154; KK: 9,688)	184,777 (30,914 in the programme area) new SSLPs generating tangible positive income changes due to improved services & markets (40% women / 60% men) Exceeding targeted 20,000 by 55% ¹⁴ (SJ: 1,517; KK: 17,555 ¹⁴ ; AJ: 11,842; OPA: 140,614; EXP: 13,249)	213,619 SSLPs generating tangible positive income changes due to improved services & markets (49% women / 51% men) (SJ: 20,671; KK: 27,243; AJ: 11,842; OPA: 140,614; EXP: 13,249)

¹¹ Vet pharmacies, bull service providers (SP's), machinery (SP's) and information (SP's).

¹² There is a high overlapping ration between indirect beneficiaries and direct beneficiaries within the regions.

¹³ Outside of Program Area (OPA) impact is not counted against the targets.

¹⁴ The disparity between this figure for scale and the one above is mainly because Information beneficiaries are not included as having generated income.

32,178 SSLPs with access to local public goods (DRR, decision making) facilitated by the programme (SJ : 9,678; ¹⁵ KK : 22,500)	16,098 ¹⁶ of SSLPs with access to local public goods (DRR, decision making) facilitated by the programme <i>Corresponding 33% out of targeted 49,000</i> (SJ : 124; KK : 14,472; AJ : 1,502)	48,276 of SSLPs with access to local public goods (DRR, decision Making) facilitated by the programme (SJ : 9,802; KK : 36,972; AJ : 1,502)
Value for money – Farmers benefits		
18% increase in monthly income (from sales, reduced production & transaction costs, time saved & increased net worth and employment) of households from livestock production) (SJ : 16%; KK : 22%)	5.4% ¹⁷ increase in monthly income (from sales, reduced production & transaction costs, time saved & increased net worth and employment) of households from livestock production) <i>Corresponding 5.4% out of targeted 20%</i> (SJ : 13 %; KK : 19%; AJ : 2%; OPA : 3%)	N/A ¹⁸
21,321,198 NAIC value in Gel Generated for SSLPs (14,294,995 for HH with women access / 7,026,203for men) (SJ : 11,095,951; KK : 10,225,247)	9,692,392 ¹⁹ (4,722,716 in the programme area) NAIC value in Gel Generated for SSLPs (3,876,957 for HH with women access / 5,815,435 for men) <i>Exceeding targeted 2,6 million by 82%</i> (SJ : 901,300; KK : 3,576,857; AJ : 244,559; OPA : 4,969,676)	31,013,590 (26,043,914 in the programme area) NAIC value in Gel Generated for SSLPs (18,171,952 for HH with women access / 12,841,638for men) (SJ : 11,997,251; KK : 13,802,104; AJ : 244,559; OPA : 4,969,676)
Sustainability Business profitability		
3,918,535 NAIC value in Gel Generated for programme clients (SJ : 3,089,547; KK : 828,988)	2,539,459 (2,125,072 in the programme area) NAIC value in Gel Generated for programme clients <i>Exceeding targeted 450,000 by 372%</i> (SJ : 658,111; KK : 1,404,805; AJ : 62,156; OPA : 383,262; EXP : 31,125)	6,457,994 NAIC value in Gel Generated for programme clients (SJ : 3,747,658; KK : 2,233,793; AJ : 62,156; OPA : 383,262; EXP : 31,125)
231 full time job equivalents (98 women / 133 men) (SJ : 150: 61 women / 89 men; KK : 81: 37 women / 44 men)	142 full time job equivalents (68 women / 74 men) <i>Corresponding 77% out of targeted 185</i> (SJ : 26: 9 women / 17 men; KK : 103: 50 women / 53 men; AJ : 13: 9 women / 4 men)	373 full time job equivalents (166 women / 207 men) (SJ : 176: 70 W/ 106 men; KK : 184: 87 w/ 97 men; AJ : 13: 9 women / 4 men)
94% of Alliances supported entities where revenue exceeds costs (SJ : 93%; KK : 95%)	100% of Alliances supported entities where revenue exceeds costs <i>Exceeding targeted 90% by 10%</i> (KK : 100%; AJ : 100%)	96.5% of Alliances supported entities where revenue exceeds costs (SJ : 93%; KK : 98.5%; AJ : 100%)
-15% ROI of programme clients' investments for Outcome 1 and Outcome 2 (SJ : -7%; KK : -35%)	48% ROI of programme clients' investments for Outcome 1 and Outcome 2 (SJ : NA; KK : 76%; AJ : -93%)	-2% ROI of programme clients' investments for Outcome 1 and Outcome 2 (SJ : 11%; KK : 8%; AJ : -93%)
370% SROI of programme investments for Outcome 1 and Outcome 2 (SJ : 264%; KK : 587%)	445% SROI of programme investments for Outcome 1 and Outcome 2 (SJ : NA; KK : 932%; AJ : -89%)	405% SROI of programme investments for Outcome 1 and Outcome 2 (SJ : 290%; KK : 496%; AJ : -89%)
Note this indicator was not in the logframe in Phase 1 but was monitored in the KK30% Impact Assessment and found to be 30%	% of SSLP's investing in livestock production ²⁰ due to an improved sense of opportunity/confidence in the agricultural sphere (Note the measurement of this indicator is taken from the mid and end of phase impact assessments.)	

¹⁵ 7,773 use new & renovated bridges, 1,262 use watering points and 642 use renovated kindergartens.

¹⁶ DRR working groups, AMR Tsintskaro (villagers & shepherds) and Namtvriani fencing, Women's Rooms visitors and community meeting women participants, are included.

¹⁷ This is estimated figure and it will be adjusted from the next impact assessment end of 2016.

¹⁸ This number will be aggregated from the next impact assessment.

¹⁹ This number is an estimated figure and it will be adjusted during the impact assessments.

²⁰ I.e. to something other than the service/enterprise to which they have been directly linked through programme facilitation

1. *The ALCP:* As formerly reported in the annual report the programmatic and operational mechanisms of the ALCP were fully established in the last reporting period in all three regions of the ALCP. Impact is now being accrued as defined in the proposal in all three regions, with the new area of KK and Ajara gearing up to enter their phase of major accrual of impact in the next reporting period. In SJ the capacity building in the previous reporting period led to the development of mechanisms for tracking and assessing systemic change as well new impact, which are included in this report (See *Annex 7* for a progress report on the ALCPSJ Standby Phase). Staff in all three regions are maturing and developing. The human capital resident in the ALCP staff is considerable and should be considered the most valuable asset of the ALCP. Those promoted to transregional and managerial positions are now growing fully into their roles. (See *Human Resources*) The ongoing commitment to learning and capacity building on Alliances has resulted in staff being highly trained and in possession of both technical and practical knowledge in terms of the market development approach and results measurement which puts them on an international par in the field of market development programming.
2. *SDC Strategy 2017-21:* SDC has been one of the biggest and most stalwart donors to the livestock sector in Georgia since the collapse of the Soviet Union. It has championed the market development approach which is now seeing impact on an undeniable scale in Georgia. The ALCP has developed secure in the knowledge of this staunch support benefiting from the solid theoretical and practical base and commitment to quality programming in MSD disseminated by SDC globally in its Employment and Income portfolio. The impact accrued by the programme, the alternative way of working in which the programme and donor are clearly working for the good of the country and the sustainability of its sovereign institutions, has been recognized by important stakeholders in national, regional and local government, civil society and the private sector and is much respected. This now translates into solid meaningful relationships with key decision makers allowing for real change in key areas to which access has only been granted through years of relationship building based on providing results. It is vital that strategy that seeks to develop further impact at national and regional scale nurtures and further leverages this momentum, which if disbanded would take years again to build. In the agriculture sector the current Ministry of Agriculture is demonstrating a level of sustained strategy and practical support to the sector which is highly encouraging and the now highly productive relationships with the Ministry of Agriculture and the National Food Agency could allow more far reaching programming than ever before.
3. *Market Development Approach:* SDC and its partner Mercy Corps Georgia and the ALCP remains the only programme in the Caucasus fully implementing the M4P/market development approach (MDA). The general momentum amongst many donors in their economic development portfolio's is to utilize 'aspects' of the approach allied with very high visibility based on the activities which the programmes are conducting with less emphasis on results and the scale and sustainability of results, particularly with regard to large scale impact on the rural poor. One of the key lessons learned over the years is that low visibility in the operating environment is one of the key factors in the sustainability of interventions. The programme very much appreciates the consistent backing of the donor of the approach and other complimentary mechanisms such as the Donor Committee for Enterprise Development (DCED) and its ongoing work on the measurement of results in Private Sector Development (PSD) programmes. It is to be hoped that SDC continues the clarity of its vision and leadership in agriculture in Georgia and in the use of a comprehensive MSD approach in the face of the partial 'appropriation' of aspects of MSD by other donors in the sphere. Real impact in MSD/M4P requires a full, cohesive and comprehensive use of the full approach.
4. *Global Learning Networks:* The programme has been able and continues to contribute to global learning initiatives in the market development approach supported by SDC such as the E and I Network, BEAM Exchange and the DCED and others such as the SEEP Network. Sharing and

spreading work on evidence, facilitation in practice and Women's Economic Empowerment to an international cadre of practitioners. This is ongoing and will continue in the next reporting period. The programme will be represented by the TL as a speaker in the BEAM Conference to be held in the first half of next year.

5. *Ongoing Sophistication of Market Function and potential for Development:* As more ALCP impact becomes national in its outreach the programme sees clear and rapid if sometimes relatively nascent development in more sophisticated business functions such as in the business service sector, export, the development of trade associations, embedded credit functions and product diversification and marketing. The potential for further outreach geographically and for the development of functions within the market systems of Georgia is clear. E.g. work on the international export of wool has clearly revealed constraints in institutional capacity, knowledge within the shipping and brokerage spheres etc.
6. *Regional Impact:* Under Outcome 1 the veterinary inputs supply company has partnered with an Azeri partner *Real Vet* and has extended the ALCP facilitated model to over 350 vet pharmacies in Azerbaijan. This has revealed the regional potential which exists and can be exploited by a strong private sector. Export figures have been added to the overall impact of the ALCP see *Table 1 & 2*. However the constraints in terms of inter country relations and constraints on border movement and export particularly in the livestock sphere are considerable.
7. *Governance and Market Systems Development:* One of the key messages appearing from the programme on which more learning needs to be generated is the efficacy of utilising MSA in tandem with governance interventions which form key constraints in the rules of the market system. The monitoring system is now fully geared to capture these changes and ideas for a case study (already discussed as a mini case study for development with SDC) will be developed over the next reporting period. The programme further consolidated its operating systems in this period and to maximize the benefit to be gained from a tri regional implementation with the initiation of the DRR, Gender and Governance Coordination Meetings to be held quarterly with the first in July. See *Information on the Progress of SDC Transversal Themes* section.
8. *Ajara and KK forward planning:* In the credit proposal developed for the ALCP a two year standby phase was inserted for KK and another year of full implementation for Ajara from March 2017. However this is currently unconfirmed. Clarity on the extent of the programme post February 2017 would however greatly aid in determining strategy and operations for the future development of the ALCP, ALCP AJ in particular. To continue to maintain the global standards of the ALCP the programme intended to submit ALCP AJ for a DCED audit in 2016. Rural tourism and the honey sectors have revealed themselves as having serious potential for growth and key stakeholders in Ajara such as the Ajara Chamber of Commerce and the organisations it represents such as the Ajaran Business Beekeepers Association (ABBA) as being particularly dynamic.
9. *Version 2 of the ALCP Investments Manual* was approved by SDC in July as a working document which may be updated as the need arises. It is available on the ALCP website.
10. *ALCP SJ: Impact Assessment:* In the annual report the figures for scale and NAIC for the final impact figures of Alliances SJ were extracted from the database of the newly conducted Impact Assessment (April 2015). (The IA report itself being finalized in the reporting period and will be sent to SDC in October). However an error in the size of the population figure used for the rural population of SJ, due to the miscalculation of data from *GeoStat* which does not have disaggregated figures for the rural population in SJ as it does in KK and AJ means that the figures were overstated. This has been corrected for this report with the figures of the two phases of Alliances SJ disaggregated. Now that the final figure has been established a solid baseline has been established for the final impact assessment to be carried out at the end of the standby phase.
11. *Capturing Systemic Change and Qualitative Impact:* The work on capturing systemic change carried out in the last reporting period has become operational with vastly increased staff understanding of the issue, correct usage of the key programme tool the Systemic Change Log and the consequent entry of impact into the system See *Systemic Change Log Annex 5*. Furthermore as the scale and

complexity of changes increase, the importance of qualitative monitoring to translate the rapidly growing figures into what they mean in reality and build a true picture of changes in the operating environment, is paramount. Please see *Annex 1 Qualitative Impact* and *Annex 2 Perspective of Stakeholders* and the *Unintended Effects* section.

12. *Agri Sphere, Information and Social Media*: The information interventions continue to develop in scale, complexity and outreach. The programme piloted the development on online tutorials for farmers with non-commercial organization *Mosavali* to target social media and mobile devices and to address the growing needs of farmers for improved production methods. Serious growth in programme facilitated online resources is also being observed. The Agro Journalism Intervention is maturing well. *Annex 6: Information in Alliances* provides a full overview in a mini case study on all information interventions and strategy from 2008 to date.
13. *Thought Leadership in Women's Economic Empowerment, Information Exchange, Knowledge Development*: Networks and dissemination are ongoing please see *Lessons Learned Section*.: The ALCP website (www.alcp.ge) continues to be a powerful tool and visitor statistics are healthy, the BEAM/ALCP *Roki* case study was delayed and is due out by the end of 2015.
14. *As reported in Chapter 1 see Evolution of the Context*: Programme activity venturing into export and in wool and honey has revealed the extent to which the country is unprepared and the public unaware of the true constraints to the export of animal products or by-products for human consumption or not for human consumption. The media has reported much on the opportunities of the DCFTA but now the government and the public need to be clear on the barriers.

CHAPTER 1 - INTRODUCTION

DESCRIPTION OF THE PROGRAMME AND ITS INTERVENTION STRATEGY

The ALCP is a market development programme working in the dairy, beef, sheep and honey sub-sectors in the Kvemo Kartli (KK), Samtskhe Javakheti (SJ) and Ajara (AJ) regions in Southern Georgia all highly dependent on livestock production. It is run in accordance with the M4P approach. Stringent market analysis is used to identify key constraints and pro poor opportunities for growth which the programme leverages through the facilitation of key market actors including local and regional government. Monitoring and evaluation is structured to comply with the DCED Standard (by which two of the Alliances programmes have been audited) and is committed to the successful implementation and measuring of Women's Economic Empowerment. The ALCP began on March 1st 2014 and is set to run until February 28th 2019, incorporating a second phase of Alliances Kvemo Kartli of three years implementation and two years standby, four years implementation and one year standby in Ajara and from January 1st 2015 a two year standby phase for the former Alliances SJ, which will have completed six years of inception and implementation in December 2014.

UPDATE OF THE STAKEHOLDER ANALYSIS

The stakeholder analysis has not markedly changed from the last reporting period. As in the previous reporting period this period has been relatively stable and has not witnessed the usual high turnover of local, regional and national levels of government which has had positive ramifications for programme interventions. National and regional relationships with the NFA continue to thrive with valuable initiatives ongoing²¹. Relations with the MOA continue productive with ongoing collaboration on the AMR going well and the Minister publicising the work nationally (see *Transversal Themes*). In Kvemo Kartli relationships with the regional administration and the KK Regional Development Agency continue to strengthen. In Ajara key relationships continue to develop, the relationship with the Ajara Chamber of

²¹ AMR, NFA/producer public information meetings, animal registration and interactions involving clients.

Commerce in particular and the organisations they represent²² being particularly fruitful in terms of leveraging key entry points in programming. The efficacy and drive of the DRRWG's in Ajara was proved by their collection of the only viable statistics available on wildlife attacks on livestock for the ALCP commissioned *Human Wildlife Interface Report*²³ and the Chairman of Ajara just outside the reporting period lent his support to the development of a regional DRRWG Coordination mechanism replicating that in Kvemo Kartli. The programme will use the aforementioned report to deepen coordination with environmental and conservation programmes in Ajara, Georgia and the Caucasus region as part of its leveraging of rural tourism. The programme has also been in discussion with and advising *Adjaristkali LLC* who are responsible for construction the hydro dam in Khulo & Shuakhevi municipalities and is searching for ideas for sustainable social improvements for people in the municipalities affected by the damn construction. The first Honey Festival of Ajara brought together many honey producers and a new membership for the Ajara BeeKeepers Business Association and cemented ties to MOAA and the Department of Tourism who were galvanized by the success of the festival. The programme also has strong relationships and works with and through the MOAA Information Consultation Centres.

EVOLUTION OF THE CONTEXT (IN PARTICULAR POLITICAL RISKS AND OPPORTUNITIES)

The context has not markedly changed from the last reporting period. The EUAA & DCFTA and policy dialogue concerning an informed and supportive approach by the government toward harmonization continues to be an issue of note²⁴ and ALCP interventions venturing into or with the goal of export in wool and honey, have revealed the extent to which capacity building and technical input to develop the necessary mechanisms within Georgia to access the potential of export to the EU is necessary. The NFA does however continue to pursue a largely pragmatic approach towards production enterprises and the meat, dairy and honey meetings convened by the NFA for producers in KK and AJ facilitated by the programme, have been replicated in other parts of Georgia, showing an increasing in the NFA's understanding and attitude towards the dissemination of key information e.g. HACCP requirements, to key stakeholders. The positive trend in government support to agriculture in Georgia as noted in the previous report seems to be ongoing, with the main interface of the programme and MOA over the construction of Bio Security points on the MOA, proceeding to construction. In a recent discussion with MOA Deputy Levan Davitashvili, a planned new classification of farmers to include anyone whose main activity is based on farming seems a sensible move which will be inclusive of the rural population. Concerning Brucellosis, the NFA with the FAO have developed a final version of a Brucellosis Control Strategy which according to the plan, will start activities in Kakheti, SJ, and KK. It is currently unclear when these activities which will include testing and vaccination will begin. Concerning Animal Registration the NFA intends to start a first round of registration and data entry in all regions of Georgia in November. Throughout the reporting period the NFA has been in discussion with MOL and the ALCP for co-financing this initiative in the four regions in which the projects are active. Once completed a second phase financed by SDC and ADA to develop a fully comprehensive system will be implemented in the future. The rapid depreciation of the Georgian lari noted in the last reporting period has stabilized with the current exchange rate (October) at 2.37.

²² Ajara Women's Business Association, Adjara Beekeepers Business Association, Association of Hotels, Restaurants and Cafes, to name three with whom the programme is working with the Batumi Women's Room, 1st Honey Festival and advocacy with the NFA and HoReCa FS&H trainings. Membership of all three associations has strengthened since facilitation began.

²³ Black Sea Eco Academy won the tender for this report and represent a stakeholder themselves in the form of a local NGO with capacity to work in a growing sector. The final version of the report will be published in October with dissemination activities following. The executive summary of the report is in *Annex 9*.

²⁴ E.g. as illustrated in *Harmonize But do not Harm* Eric Livny ISET blog February 2015, where doing no harm is preferable to hastily implemented measures towards harmonization with the EU which must be undone.

Farmers and rural entrepreneurs acquire the knowledge and capacities to make more informed and efficient use of resources and market channels: All interventions aim to improve the acquisition and transfer of appropriate knowledge for SSLP's through key livestock related services and information dissemination concerning market information and legislation pertaining particularly to FS&H & animal disease. Increasingly efficacious consultancy services to businesses are providing increasingly expert advice. The national level intervention working to develop the sphere of agro journalism with the Georgian Association for Newspaper Journalists and Georgian Association of Television Journalists and the UNDP VET programme is boosting the depth and scale of the dissemination of information concerning supporting functions, market access and rules and behaviour change as a result is being increasingly documented. The programme is also tapping into social media as a means of further disseminating quality information.

Principles of disaster risk reduction with emphasis on prevention and reduction of vulnerability are applied at local level. The capacity building of the DRRWG's in each target municipality has resulted in the development of increasingly self-determined functions, including a target land use function, animal movement route monitoring and the human wildlife interface in Ajara. The programme is now seeking scale & sustainability through regional level backing of the function and the replication of the groups in Ajara. This is a priority as self- government comes increasingly to the fore in Georgia and local capacity will be sorely tested. BEAT assessments continue to be carried out with service provider clients mainstreaming the environmental 'Do No Harm' approach of the programme.

Interaction between target groups and local self-government is enhanced through institutional capacity building and participatory decision-making: The Access to Decision making for Women intervention continues to strengthen community links with local government for men and women. Increased participation of women in community voting on municipal priorities is leading to women led needs being fulfilled e.g. kindergartens, running water. The Advisory Committee provides the forum for regional players representing national, local and regional government, civil society and the private sector to tackle key issues in a participatory venue.

BILATERAL OR MULTILATERAL ISSUES OF NOTE FOR POLICY DIALOGUE

Access to the EU markets requires Georgia to be on the [Third Country lists](#) for animal products and animal by products for or not for human consumption to allow them to register in the TRACES system²⁵. This requires capacity and acknowledgement on behalf of the competent authorities of what steps are required, the development of a road map for key products and informed dissemination to the public of what this entails, following the media frenzy on open markets and opportunity for Georgia on signing the DCFTA, which marked the public debate. The National Food Agency remains pivotal in relation to the livestock market system and the mainstreaming of the key governance principles in their modus operandi, particularly in improved public information would aid in supporting potentially painful transitions for livestock sector actors.

Increasingly, climate sensitive farming will come onto the agenda with an IFAD climate sensitive farming initiative in the pipeline. This is to be welcomed and supported as simple measures of water conservation, conservation agriculture direct drilling, seed varieties and afforestation would see easy gains for small holders, especially in areas such as Kakheti which is seeing the worst climate related effects. In Ajara a number of environmental and conservation programmes mainly centred on the national parks are coming on line, but emphasis needs to remain on how the small holder farmers can learn to co-exist, manage and

²⁵ Trade Control and Expert System an online system that makes it easier for importers and exporters to provide health certification and track consignments of animals or animal products.

benefit from the environment. The above noted ramifications of the EUAA & DCFTA and policy dialogue concerning an informed and supportive approach by the government toward harmonization continues to be an issue of note. The ongoing need for comprehensive government support to the rehabilitation of the veterinary sector was stated as a major point for policy dialogue in an SCO consultation on the matter. Disease notification and control remains a key topic in particular in relation to farmer notification and public notification of zoonoses, the government strategy on Brucellosis and safe and compliant disposal of carcasses are key issues. The direction agriculture in Georgia will take in the future and the role of the small scale livestock producer within it in the context of environmental, economic and social sustainability continues to be in need of ongoing debate.

CHAPTER 2 – OUTCOMES ACHIEVED FOR 2014

Table: 3 Achievements of Outcome²⁶ Indicators Measured Against Target Values

OUTCOME1: The livestock market system functions more effectively in support of small scale livestock producers' access to target services, enabling their decision-making for improved productivity.		
Actual Alliances Finalized Programme Results <i>(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)</i> All targets in both regions have been met	To date Alliances Programme's & ALCP Results	
	Estimated ALCP Progress against targets <i>(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)</i>	Alliances & ALCP Programme Aggregated Results <i>(SJ since: 2008, KK since 2011, AJ: since 2014)</i>
100% out of all 143 of communities covered by target services <i>(SJ: 77 out of 77; KK: 66 out of 66)</i>	108 out of all 114 new communities covered by target services: <i>Exceeding target 88% by 7% (KK: 52 out of 52; AJ: 56 out of 62)</i>	251 communities covered by target services: <i>(SJ: 77 out of 77; KK: 118 out of 118; AJ: 56 out of 62)</i>
43,030 SSLP's accessing target services & information (68% women / 32% Men) <i>(SJ: 25,870; KK: 17,160)</i>	292,668 (51,979 ²⁷ in the programme area) SSLP's accessing target services & information (40% women / 60% Men) <i>Exceeding target 14,000 by 271% (SJ: 2,099; KK: 31,009, AJ: 18,871; OPA: 219,576; EXP: 21,113)</i>	335,698 SSLP's accessing target services & information (49% women / 51% Men) <i>(SJ: 27,969; KK: 48,169; AJ: 18,871; OPA: 219,576; EXP: 21,113)</i>
7,202,209 Gel generated as a NAIC due to more effective livestock market system functions for SSLPs (4,897,502 for HH with women access / 2,304,707 for men) <i>(SJ: 4,878,173; KK: 2,324,036)</i>	7,770,395 Gel (2,693,254 Gel in the programme area) generated as a NAIC due to more effective livestock market system functions for SSLPs (3,082,297 for HH with women access / 4,688,098 for men) <i>Exceeding target 1.3 million by 107% (SJ: 624,825 ; KK: 1,931,335; AJ: 244,559; OPA: 4,969,676)</i>	14,972,604 Gel generated as a NAIC due to more effective livestock market system functions for SSLPs (7,979,799 for HH with women access / 6,992,805 for men) <i>(SJ: 5,502,998; KK: 4,255,371; AJ: 244,559; OPA: 4,969,676)</i>
342 of service providers &/or input suppliers ²⁸ with improved business practices/acumen & outreach to SSLPs markets <i>(SJ: 287; KK: 55)</i>	205 new service providers &/or input suppliers with improved business practices/acumen & outreach to SSLPs markets <i>Exceeding target 150 by 137% (KK: 130; AJ: 75)</i>	547 of service providers &/or input suppliers with improved business practices/acumen & outreach to SSLPs markets <i>(SJ: 287; KK: 185; AJ: 75)</i>

²⁶ Outcome values for NAIC have not been adjusted based on the Impact Assessment they remain a reflection of aggregated data per intervention which does not capture the impact of synergy, information and governance.

²⁷ The aggregated figures for scale in Table 1&2 are corrected for overlap i.e. one person accessing interventions from Outcome 1&2&3 figures are here reported as the number of individuals who have accessed the service.

²⁸ Clients and entities

26% Increase in total value of sales of services and inputs of programme facilitated service providers (SJ: 29%; KK: 21%)	17% Increase in total value of sales of services and inputs of programme facilitated service providers Corresponding 17% out of targeted 20% (SJ: 9%; KK: 28%; AJ: 8%)	25% Increase in total value of sales of services and inputs of programme facilitated service providers (SJ: 21%; KK: 33%; AJ: 8%)
32 entities crowding in (SJ: 13; KK: 19)	11 entities crowding in Corresponding 37% out of targeted 30 (SJ: 6; KK: 5)	43 entities crowding in (SJ: 19; KK: 24)
# of entities starting to export N/A	1 entity starting to export (Roki exported 207,500 Gel worth of vet pharmacies in Azerbaijan). (KK: 1)	1 entity starting to export (Roki exported 207,500 Gel worth of vet pharmacies in Azerbaijan). (KK: 1)
OUTCOME 2: The livestock market system and Adjarian tourist market provide enhanced market access and terms of trade for small scale livestock producers		
Actual Alliances Finalized Programme Results (<i>SJ I & II phases: 2008-2014 & KK I phase: 2011-2014</i>) All targets in both regions have been met	To date Alliances Programme's & ALCP Results	
	Estimated ALCP Progress against targets (<i>SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014</i>)	Alliances & ALCP Programme Aggregated Results (<i>SJ since: 2008, KK since 2011, AJ: since 2014</i>)
100% out of all 143 of communities covered by target services (SJ: 77 out of 77; KK: 66 out of 66)	28 out of all 114 new communities covered by target services: Exceeding targeted 20% by 25% (KK: 28 out of 52)	171 communities covered by target services (SJ: 77 out of 77; KK: 94 out of 118)
22,665 SSLP's with improved market access and better terms of trade (64% women / 36% Men) (SJ: 14,345; KK: 8,320)	12,332 SSLP's with improved market access and better terms of trade (32% women / 68% Men) Corresponding 88% out of targeted 14,000 (SJ: 758; KK: 11,371; AJ: 203)	34,997 SSLP's with improved market access and better terms of trade (56% women / 44% Men) (SJ: 15,103; KK: 19,691 AJ: 203)
2,255,936 Gel generated as a NAIC due to improved market access and better terms of trade for SSLP's (1,443,799 for HH with women access / 812,137 for men) (SJ: 1,073,388; KK: 1,182,548)	1,921,997 Gel generated as a NAIC due to improved market access and better terms of trade for SSLP's (615,039 for HH with women access / 1,306,958 for men) Exceeding targeted 1.3 million by 48% (SJ: 276,475; KK: 1,645,522)	4,177,933 Gel generated as a NAIC due to improved market access and better terms of trade for SSLP's (2,339,642 for HH with women access / 1,838,291 for men) (SJ: 1,349,863; KK: 2,828,070)
N/A	79 processing, intermediary & HoReCa entities integrating food safety compliance and good management practices into business planning Exceeding targeted 30 million by 163% (KK: 10; AJ: 69)	79 processing, intermediary & HoReCa entities integrating food safety compliance and good management practices into business planning (KK: 10; AJ: 69)
N/A	5 of HoReCa entities serving compliant products Corresponding 56% out of targeted 9 (SJ: 2; KK: 3)	5 of HoReCa entities serving compliant products (SJ: 2; KK: 3)

33% increase in volume & value of trade of dairy products through supported/compliant entities <i>(SJ: 50%; KK: 21%)</i>	58% increase in volume & value of trade of dairy products through supported/compliant entities <i>Exceeding target 20% by 190% (SJ: 16%; KK: 90%)</i>	50% increase in volume & value of trade of Dairy products through supported/compliant entities <i>(SJ: 33%; KK: 55%)</i>
N/A	0 share of exported products out of total increase in volume & value of trade of SSLP's through supported/compliant entities <i>Corresponding 0% out of targeted 20%</i>	0 share of exported products out of total increase in volume & value of trade of SSLP's through supported/compliant entities
5 entities copying &/or crowding in <i>(SJ: 2; KK: 3)</i>	9 entities copying &/or crowding in <i>Corresponding 27% out of targeted 33 (SJ: 7; KK: 2)</i>	14 entities copying &/or crowding in <i>(SJ: 9; KK: 5)</i>
OUTCOME 3: Small scale livestock producers' benefit from a more efficient and resilient operating environment.		
Actual Alliances Finalized Programme Results <i>(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)</i> All targets in both regions have been met	To date Alliances Programme's & ALCP Results	
	Estimated ALCP Progress against targets <i>(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)</i>	Alliances & ALCP Programme Aggregated Results <i>(SJ since: 2008, KK since 2011, AJ: since 2014)</i>
11 joint public/private sector agricultural initiatives <i>(SJ: 3; KK: 8)</i>	11 ²⁹ joint public/private sector agricultural initiatives <i>Corresponding to 110% of target 10; (KK: 6; AJ: 5)</i>	22 joint public/private sector agricultural initiatives: <i>(SJ: 3; KK: 14; AJ: 5)</i>
106 village representatives with increased awareness of the needs of women taking part in local decision making <i>(SJ: 81; KK: 25)</i>	256 ³⁰ village representatives with increased awareness of the needs of women taking part in local decision making <i>Exceeding target 140 by 83% (KK: 117; AJ: 139)</i>	362 village representatives with increased awareness of the needs of women taking part in local decision making <i>(SJ: 81; KK: 142; AJ: 139)</i>
66 ³⁰ quality disaster risk monitoring & outreach (preparedness & mitigation) measures implemented <i>(SJ: 50; KK: 16)</i>	10 ³¹ quality disaster risk monitoring & outreach (preparedness & mitigation) measures implemented <i>Corresponding 83% out of target 12 (KK: 5; AJ: 5)</i>	76 quality disaster risk monitoring & outreach (preparedness & mitigation) measures implemented <i>(SJ: 50; KK: 21 AJ:5)</i>
New Indicator	% of SSLP's with sense of increased support by public services ³² N/A	% of SSLP's with sense of increased support by public services N/A

²⁹ KK 1 advisory committee meeting, 3 regional DRRWG meetings, AMR 2 Projects. AJ 2 advisory committee meetings, honey festival and botanical garden initiative, Roki meeting with MOAA Information Centres.

³⁰ Imprescon, 6 DRR Working Groups, 46 BEAT Assessments, 13 Advisory Committee Meetings.

³¹ New DRR WG's 5 KK, 5 AJ.

³² This indicator will be measured during the next impact assessment

All indications at this point are that the outcomes will be successfully achieved. Scale up is going very well, with national outreach in veterinary, information, FS&H, BDS, dairy, wool, gender and DRR. Export is starting to occur in veterinary and wool interventions. Following the pattern of previous phases, Outcome 1 supporting functions are being rolled out and the support services for Outcome 2 i.e. BDS, FS&H, technical consultancy and engineer, are fully supporting the first production enterprises to be opened in Kvemo Kartli and Ajara in this year. Outcome 3 Governance interventions in gender and DRR are maturing with advocacy at a national level and local/regional/national linkages and initiatives strengthening. In Ajara maturing entry points at all levels of government linking into the momentum of the wider governance interventions in DRR and Governance, with context specific emphasis on issues linked to the rural tourism market are in process.

INFORMATION ON DIRECT AND INDIRECT UNINTENDED EFFECTS OF PROGRAMME INTERVENTIONS

As the programme has grown the direct and unintended effects have multiplied. The programme captures both through its systematic qualitative monitoring system. Please see a full description of both in *Annex 1, 2 & 6*. In addition to the programme level effects described in *Annex 1*, some diverse impacts of note are being observed.

The impact of the ALCP is being seen in diverse sectors. *At the service provider level*: Roki Ltd as a strong actor in the space is growing continually. The company has established trans-regional linkages with Azerbaijan, forming a partnership with *Real Vet* which covers 350 veterinary pharmacies throughout Azerbaijan. The partnership has seen Roki replicate the full veterinary pharmacy model: an improved range of veterinary medicines distribution at wholesale price; training for vets, pharmacists and farmers and hot line. *Roki* has started using international consultancy in their training service, utilizing INGO ACD/VOCA's 'Farmer to Farmer' programme which covers international experts' fee³³.

Agricultural information provision grows and is reflected in various initiatives (TV programme *Perma*, *Roki* and consultancy services). The ALCP facilitated national farmers' programme *Perma* & its production team continues to expand its activities and has won a public tender to facilitate the 1st Public Broadcaster Radio to start agro radio programming by the end of October. The improved content of *Perma* and the viewing figures and production team expertise won them the tender. Agro Development Group the *Roki* umbrella association have seriously upgraded the website of *Momavlis Fermeri, Farmer of the Future* another of their offshoots, based on the experiences gained through expanding the vet pharmacy model. www.agro.ge has daily updated agro news, information on inputs and services and a classifieds section in 4 languages: Georgian, Azeri, Russian and English, Website visitors have increased from 100 to 11,286 over the last 2 months. *Mosavali*: Over the last year the ALCP facilitated Mosavali to develop short technical video content on key technical topics such as vaccination and milking aimed at wide scale dissemination and use through social media. The nutrition video featuring programme client Ednari Antadze has gained 1000 hits in two months inspired a copycat video posted by a combined feed producer in Imereti and resulted in enquiries about the product. The films will be widely disseminated through all ALCP information outlets including the regional broadcasters association, local TV channels in Mameuli and Ajara, MOA Information Centres and be used as part of the course materials in the Agro Journalism modules. BasisBank hired Alliances clients Ekaterine Burkadze FS&H consultancy provider

³³ Roki provided free HACCP consultation to 30 of their larger customers and partners (e.g. dairies, livestock & poultry businesses, FS&H consultants) and consultancy on livestock nutrition for 20 producers. They plan to invite fisheries and rabbit experts by the end of the year.

and Rusudan Gigashvili from *Roki* a senior reporters for the *Agro-basis Journal* published quarterly and distributed among their customers.

ALCP clients have started business expansion to Abkhazia: With the help of the Government of the Autonomous Republic of Abkhazia *Roki* has sold 17,000 Gel of vet inputs and also, it is providing quarterly trainings and consultation for 30 vets from Gali. 2 Tsalka municipality based cheese producing enterprises have sold 40 tons of Sulguni cheese in May, June and July, 2015 through intermediaries in Zugdidi.

ALCP facilitated consultancy services in FS&H and Business Development have knock on effects: In Ajara, the *Ajara Restaurants and Café-Bars Association* copied the ALCP facilitated FS&H training model contracting ALCP client Star Consulting to conduct an additional training based on member demand, 12 HoReCa sector representatives participated, one of the participants the Sheraton Palace Hotel pleased to have avoided a fine from the NFA offered the Association the use of their Conference Room for free for further trainings. Based on the experience gained while working on business and marketing plans for programme clients ALCPAJ BDS client *Intellect* has recognized market opportunity in the FS&H sector and applied for the grant funded by the Embassy of Lithuania and the Ministry of Agriculture in Ajara under which it has organized trainings for the promotion of HACCP and ISO standards for 20 business operators and MOAA consultation centres. ALCP work experience was decisive in *Intellect* winning the tender. In SJ, nine former Alliances clients, cheese producing enterprises have received 467,000\$ from the ‘Cheap Loans’ Governmental Programme. The high success rate is due to the processes of legalization and registration undergone under Alliances including the development of business plans which enabled them to access the loans.

In the government sector: Shortly after the programme facilitated the first honey festival in Ajara, the Department of Tourism and Resorts of Ajara (DTRA) organized the festival “Gandagana” (showing what an Ajaran village looks like, how farmers live etc) and invited the Ajaran Beekeepers Business Association to participate. As the Association was already equipped and experienced from the Honey Festival the members participated in the festival with confidence and earned additional income. Village Representatives trained to use Gender Guidelines for the better participation of women in community meetings inspired Khulo and Keda municipalities’ gender advisers to initiate a *Gender Hour* promoting the need for women to access decision making. 100 rural women have attended to date. For the first time Bolnisi local government in Kvemo Kartli have appointed 2 female representatives in Kazreti and Tandzia Villages, following the gender training and gender consultancy provided by the programme.

In the INGO sector: The ALCP facilitated DRR working group representatives in Khulo, Shuakhevi and Keda participated in the DRR training in Armenia under the project ‘Supporting Community Resilience in the South Caucasus’ organized by Oxfam.

INFORMATION ON PROGRESS OF THE IMPLEMENTATION OF SOC TRANSVERSAL THEMES³⁴

Transversal Themes and M4P: The governance interventions under Outcome three related to gender and DRR are amongst the most innovative and successful on the programme. What has become clear is that applying M4P principles and facilitation techniques to governance in the context of transversal themes in the ALCP is beginning to result in large scale and systemic change in key areas of constraint in the operating environment of the ALCP i.e. Access to Public Goods, Livestock Disease Control, gender equity and Women’s Access to Decision Making.

³⁴ As noted by Springfield in the last but one backstopping report and in the previous annual report the better the tangibility of governance / DRR/ gender challenges issues addressed the better the incentive for market players to address them.

The push for sustainability: The main emphasis for Outcome 3 and DRR, Gender and Governance in the reporting period has been to streamline and synthesize activities in terms of leveraging maximum effect, impact and sustainability in line with closing out in KK and possible closing out of Ajara (see main steering implications). This has included the institution of the ALCP DRR Gender and Governance Coordination meetings to be held quarterly. The first was held in July and the second in September. Outcome 3 has always leveraged key actors at local, regional and national level as well with civil society entities. A key element of success over the reporting period has been the emergence of some of these actors in appropriating of and developing functions initially facilitated by the programme, see below:

New Key Governance Stakeholders with Outputs: New stakeholders who have come to the fore are the Kvemo Kartli Regional Development Agency who held their first meeting with slaughterhouse and meat shop owners to inform them of FS&H regulations and requirements. This sees them developing their role as information point and advocacy vehicle for KK businesses and starting to take over the facilitation role between the NFA and market actors currently being played by the programme. The Regional DRR and Animal Disease Control Working Group for Kvemo Kartli, the overarching mechanism developed with the Governor of KK for overseeing and coordinating the KK DRRWG's in lieu of the programme, has now held two meetings see DRR section. In Ajara, the Ajara Chamber of Commerce & Industry, Ajara Business Women's Association, Ajara Beekeepers Business Association and the Batumi Botanical Garden are showing a similar development and growth of function.

Advisory Committee: In Ajara, the first Advisory Committee held in March 2015 marked the formal initiation of coordination between central bodies including the NFA and the newly formed DRRWG's the meeting focussed on clarifying functions within the remit of the LSG in relation to disease control and human and wildlife issues. The 2nd Ajara Advisory Committee (July) focussed on the issue of the Batumi Agrarian Market and its urgent need for renovation in the light of FS&H requirements and brought together key actors in the public and private sector including the Head of the Ajara Agrarian Committee, Head of the Ajara NFA and the owner of the livestock market. The meeting resulted in a concrete action plan for moving forward with an assessment to be done of the work to be undertaken and full public support from local government.

AMR: After the MOU signed with the MOA and the programme in March on developing 6 Bio Security points, International Consultant Ed Hamer's input on the technical drawings and specifications according to EU standards of the Bio Security points resulted in a grant agreement (and budget) signed in June between Mercy ALCP and the NFA. The ALCP will construct two Bio Security points in Marneuli and Rustavi and the NFA points in Bolnisi, Sighnaghi, Dedoplistskaro and Telavi. A tender was issued in June for the ALCP points and the NFA will announce the tender for their construction in September. Work began on the two points at the end of August. The Tsinstkaro bypass saw a considerable set back in the spring migration when a few village members backed by the former village representative prevented shepherds from using the bypass and forcing them back through the village claiming that their grazing was being violated. Vigorous facilitation with all levels of government has seen the situation resolved and a further stretch of the bypass fenced co-financed by the ALCP and the local municipality who are doing the work and a renewed commitment through all stakeholders to keep the AMR work on track, despite the many hurdles intrinsic to such a complex multi-stakeholder issue.

DRR: The ALCP's relations with the NFA have continued to strengthen at all levels. The DRRWG model is working in all new municipalities (8) in KK and Ajara and the new regional DRR group in KK is now operational. This mechanism will also be established in Ajara, just outside the reporting period the Chairman of Ajara agreed to allow the formation of such a mechanism. In Ajara the groups have achieved functionality very quickly and provided (amongst other functions) vital & unique data on human wildlife attacks from April to July³⁵ which was otherwise non-existent and which was fed into the Black

³⁵ April to July 276 cases. Before the DRRWG's assumed the function of collecting data of attacks no systematic data collection was in place.

Sea Eco Academy Baseline Report on the human wildlife interface which will be released in October. The KK Regional DRRWG held two meetings (Spring & Summer) in this period, in the first, Tsintskaro Bypass and Pastures were discussed and involved members from all municipalities and also the City of Rustavi. The question of whether a DRRWG was required for Rustavi City was discussed and it was agreed to create it based on members eager to monitor the Rustavi section of the AMR³⁶ and Rustavi Bio-Security Point. In the second meeting the group initiated closer coordination with the NFA, wishing to discuss linking vaccination with livestock insurance. They also commenced the mapping of Anthrax burial sites which will be conducted in with the NFA and DRRWG's and discussed incinerators³⁷. Guidelines to support the groups and strengthen their understanding of their legal mandate, along the lines of those produced for the municipalities in Gender, will be produced for the municipalities on DRR, based on existing legislation, in the next reporting period.

Work on Women's Economic Empowerment continues to be operationalized, with programming and monitoring systems increasingly systematized to generate, capture and analyse impact. The programme's work in WEE was presented in the fourth global webinar *Measurement Methods: WEE in MSD* of the SEEP Network/USAID LEO/UN Women in their series from *Theory to Practice: Women's Economic Empowerment in Market Systems Development* (see *Good Practice P27*) by the Team Leader as one of three key presenters. The push for sustainability has included the development of a Women's Rooms Inventory (see *Annex 8*) and a concerted effort to train village representatives for better participation of women in key community fora. Ongoing strategy for gender work was streamlined following a meeting with Deputy MRDI in July and the Women's Information Centre. Work by the WIC on themes such as national level advocacy related to gender advisors and a gender conference saw the ALCP withdraw from an MOU to undertake both of these functions signed in 2014 with a previous administration to concentrate on women's access to decision making and advocacy concerning the benefits of the Women's Rooms and Gender Guidelines for Village Representatives across all municipalities in Georgia. Both initiatives received very positively by the Deputy Minister. Facilitation across all three regions has therefore increasingly focussed on regional and national level advocacy of W's R, and on improving the Village Representatives Gender awareness on the needs of women taking part in local decision making. All of the existing VRs (256) received the Gender trainings by using the Gender Guidelines in KK and AJ, SJ will follow in the next reporting period. As a result in March and April 2015 a 15-25% increase in female attendance has already been observed instead of the 10-15% indicated in the previous reporting period from the 3-5% baseline. The first replication of the Women's Room model in Ajara has occurred at the Ajara Chamber of Commerce and Industry (ACCI) under the Association of Business Women of Ajara (ABWA) they will focus on trainings for rural women entrepreneurs and business outreach to the five rural Women's Rooms which are under development as well as offering the usual list of services.

ILLUSTRATION OF THE PERSPECTIVES OF INVOLVED STAKEHOLDERS

An assortment of illustrative statements representing the perspectives of different programme stakeholders for each output under each outcome has been compiled and can be found in *Annex 2*. As the programme grows and impact through crowding in and sector wide behaviour change increases so does the diversity of these statements and the stakeholders who have uttered them, including people from outside the programme area and direct programme remit.

³⁶ Crowding In, see Systemic Change Log (Annex 5).

³⁷ The NFA has two livestock incinerators neither of which has been moved. The various stakeholders are in need of capacity building regarding the development of a plan and the programme may facilitate a technical backstopping should timing allow, see Key Steering Implications.

**CHAPTER 3: OUTPUTS AND PERFORMANCE ACCORDING TO YEARLY PLAN OF OPERATIONS
2014**

SUMMARY OF OUTPUT DELIVERY AND THEIR CONTRIBUTION TO OUTCOMES

The end of phase impact assessments, highlight the synergistic effect between the outputs of the three programme outcomes and information. Where farmers benefited from outputs from more than one outcome, impact was higher than the sum of its parts, this effect being highest for outputs from three outcomes working together. Table 4 below provides a breakdown of impact per output.

Table 4: Summary of Outputs Against Logframe Indicators

Output 1.1: Facilitated improvements to business practices and outreach of animal health service & input providers to access wider SSLP markets with affordable, appropriate and quality products.		
Actual Alliances Finalized Programme Results <i>(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)</i>	Estimated ALCP Achievements <i>(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)</i>	Alliances & ALCP Programme Aggregated Results <i>(SJ since: 2008, KK since 2011, AJ: since 2014)</i>
All 143 communities served by an animal health service provider input <i>(SJ: 77; KK: 66)</i>	108 new communities served by an animal health service provider input <i>(KK: 52; AJ: 56)</i>	About 251 communities are served by an animal health service provider input in total <i>(SJ: 77; KK: 118; AJ: 56)</i>
1,340,406 Gel value of sales of animal health services: <i>562,971 Gel value of sales to women</i> <i>1,273,386 Gel value of sales to SSLPs</i> <i>(SJ: 612,444; KK: 727,962)</i>	9,032,192 Gel value of sales of animal health services: <i>3,612,876 Gel value of sales to women</i> <i>5,419,316 Gel value of sales to SSLPs</i> <i>(SJ: 175,495; KK: 523,074; AJ: 100,912; OPA: 8,025,211; EXP: 207,500)</i>	10,372,598 Gel value of sales of animal health services: <i>4,175,847 Gel value of sales to women</i> <i>6,692,702 Gel value of sales to SSLPs</i> <i>(SJ: 787,939; KK: 1,251,036; AJ: 100,912; OPA: 8025211; EXP: 207,500)</i>
Output 1.2: Facilitated improvements to business practices and outreach of livestock breeding service providers to access wider SSLP markets with affordable & appropriate products.		
122 communities served by breeding service providers <i>(SJ: 63; KK: 59)</i>	42 communities served by breeding service providers <i>(KK: 19; AJ: 23)</i>	164 communities served by breeding service providers <i>(SJ: 63; KK: 78; AJ: 23)</i>
55,088 Gel value of sales of breeding service providers: <i>11,018 Gel value of sales to women</i> <i>52,334 Gel value of sales to SSLPs</i> <i>(SJ: 39,644; KK: 15,444)</i>	43,731 Gel value of sales of breeding service providers: <i>7,434 Gel value of sales to women</i> <i>36,297 Gel value of sales to SSLPs</i> <i>(SJ: 11,400; KK: 25,890; AJ: 6,441)</i>	98,819 Gel value of sales of breeding service providers: <i>18,452 Gel value of sales to women</i> <i>88,631 Gel value of sales to SSLPs</i> <i>(SJ: 51,044; KK: 41,334; AJ: 6,441)</i>
Output 1.3: Facilitated improvements to business practices and outreach of nutritional input & service providers to access wider SSLP markets with affordable & appropriate products.		
108 communities served by nutrition input service providers <i>(SJ: 77; KK: 31)</i>	46 new communities served by nutrition input service providers <i>(KK: 46)</i>	154 communities served by nutrition input service providers <i>(SJ: 77; KK: 77)</i>
3,698,665 Gel value of sales of nutrition input service providers: <i>612,213 Gel value of sales to women</i>	337,370 Gel value of sales of nutrition input service providers: <i>61,076 Gel value of sales to women</i>	4,036,035 Gel value of sales of nutrition input service providers: <i>673,289 Gel value of sales to women</i>

3,421,193 Gel value of sales to SSLPs (SJ: 3,450,741 ³⁸ ; KK: 247,924)	276,294 Gel value of sales to SSLPs (SJ: 58,797; KK: 278,573)	3,697,487 Gel value of sales to SSLPs (SJ: 3,509,538; KK: 526,497)
2 different nutritional inputs sold	1 new type of nutritional input sold	3 different nutritional inputs sold
3 municipalities covered by crowding in results outside of programme area	2 ³⁹ new municipalities covered by crowding in results outside of programme area	5 municipalities covered by crowding in results outside of programme area
Output 1.4: Facilitated improvements to access of SSLP's to appropriate information to support use of target services and decision making related to improved and more secure productivity		
38 information channels with agricultural content ⁴⁰ of newspapers/of TV programmes/ of internet sites (SJ: 19; KK: 19)	19 ⁴¹ new information channels with agricultural content of newspapers/of TV programmes/ of internet sites (KK: 18; AJ: 1)	57 information channels with agricultural content of newspapers/of TV programmes/ of internet sites (SJ: 19; KK: 37; AJ: 1)
21,176 information consumers of products that have agricultural content 19,058 Women readership/access 20,117 SSLP's readership/access (SJ: 7,838; KK: 13,338)	177,248 information consumers of products that have agricultural content 161,323 Women readership/access 168,414 SSLP's readership/access (KK: 30,899 AJ: 27,411; OPA: 118,938)	198,424 information consumers of products that have agricultural content 180,381 Women readership/access 188,531 SSLP's readership/access (SJ: 7,838; KK: 44,237; AJ: 27,411; OPA: 118,938)
Output 1.5: Facilitated improvements to access to financial services for livestock market system SMEs & SSLP's.		
6 SME's & SSLP's using financial services in agricultural related transactions 0 women among SMEs and SSLP's gaining access (KK: 6)	210 new SME's & SSLP's using financial services in agricultural related transactions 65 women among SMEs and SSLP's gaining access (KK: 210)	216 SME's & SSLP's using financial services in agricultural related transactions 65 women among SMEs and SSLP's gaining access (KK: 216)
1,560 of SSLP's served by SME's, or SSLP's using machinery and equipment bought through financial services (KK: 1,560)	3,451 of SSLP's served by SME's, or SSLP's using machinery and equipment bought through financial services (KK: 3,451)	5,011 of SSLP's served by SME's, or SSLP's using machinery and equipment bought through financial services (KK: 5,011)
Output 2.1: Increased awareness & adherence of value-chain actors to food-safety, hygiene management standards and best practices facilitated.		
N/A	64 supermarkets & HoReCa sector actors making changes to inspection procedures & sourcing practice (AJ: 64 ⁴²)	64 supermarkets & HoReCa sector actors making changes to inspection procedures & sourcing practice (AJ: 64)
N/A	6 advocacy initiatives to/from consumer/producer groups towards government, supermarkets and media (KK: 4; AJ: 2) ⁴³	6 advocacy initiatives to/from consumer/producer groups towards government, supermarkets and media (KK: 4; AJ: 2)

³⁸ In case of SJ, the results of the machinery intervention is included in Output 1.3.

³⁹ Zugdidi & Ozurgeti

⁴⁰ DRR WG (6), Women's Rooms (3), Vet Pharmacies (23), Newspapers "Trialetis Exspress" & "Samkhretis Karibche", TV Programme "Chveni Ferma", Farvana TV, Imperia TV, "Evreka TV"

⁴¹ GRMA & GARB regional media associations.

⁴² 55 HoReCa representative and 9 guesthouse owners updated new practices as the result of the food safety training.

⁴³ KK: ALCP facilitated 6 NFA meetings: 4 in KK: one dairy, one meat shop and two slaughterhouse representatives. And 2 in AJ: one with beekeepers and one with meat shop & slaughterhouse representatives. **Note:** Indicator slightly broadened with addition of 'to' and 'producer' to capture changes in the operating environment with a supermarkets, media and NFA more

Output 2.2: Increased access to FS&H, business & tourism consultancy support services for SME's s supplied by SSLP's facilitated.		
49 value-chain actors actively taking measures that will lead them to food-safety law compliance (SJ: 35; KK:14)	88 new value-chain actors actively taking measures that will lead them to food-safety law compliance (SJ: 1; KK: 42; AJ: 45)	137* value-chain actors actively taking measures that will lead them to food-safety law compliance (SJ: 36; KK: 56; AJ: 45)
76 CPC staff were trained on FS&H topics (SJ: 21; KK: 55)	10 new CPC staff were trained on FS&H topics (KK: 9; AJ: 1)	86 CPC staff were trained on FS&H topics (SJ: 21; KK: 64, AJ: 1)
2,969 of milk supplier SSLP's receiving trainings on food-safety, hygiene management standards (SJ: 1,297; KK: 1,672)	1,337 milk supplier SSLP's receiving trainings on food-safety, hygiene management standards (812 women/525 men) (SJ: 338; KK: 796; AJ: 203)	4,306 of milk supplier SSLP's receiving trainings on food-safety, hygiene management standards (SJ: 1,635; KK: 2,468; AJ: 203)
Number of HoReCa sector actors receiving trainings on food safety and hygiene. N/A	79 HoReCa sector actors receiving trainings on food safety and hygiene (KK: 10; AJ: 69)	79 HoReCa sector actors receiving trainings on food safety and hygiene (KK: 10; AJ: 69)
29 of value-chain actors taking GMP assessment (SJ: 21; KK: 8)	17 new value-chain actors taking GMP assessment (SJ: 1 KK: 9; AJ: 7)	46 of value-chain actors taking GMP assessment (SJ: 22; KK: 17; AJ: 7)
11 enterprises have received BDS services on business/marketing plans (including for rural tourism) (KK: 11)	19 new enterprises have received BDS services on business/marketing plans (including for rural tourism) (SJ: 1; KK: 8; AJ: 10)	30 enterprises have received BDS services on business/marketing plans (including for rural tourism) (SJ: 1; KK: 19; AJ: 10)
47 enterprises have been through BEAT assessment (SJ: 40; KK: 7)	16 enterprises have been through BEAT assessment (SJ:1; KK: 11; AJ: 4)	63 enterprises have been through BEAT assessment (SJ: 41; KK:18; AJ: 4)
2 enterprises/ value-chain actors receiving HACCP trainings (KK: 2)	2 enterprises/ value-chain actors receiving HACCP trainings (KK: 2)	4 enterprises/ value-chain actors receiving HACCP trainings (KK: 4)
Output 2.3: Increased volume and value of trade and efficient and cost-effective access to livestock products for intermediaries and processors from SSLP's facilitated.		
31 (25 milk/ 3 slaughterhouses/ 2 livestock markets/1 wool) enterprises with increased capacity/utilization of milk and meat, wool and hide (SJ: 23; KK: 8)	11 new enterprises with increased capacity/utilization of milk (SJ: 1; KK: 7; AJ: 3)	42 (31 milk/ 6 slaughterhouses / 2 livestock markets / 3 wool) enterprises with increased capacity/utilization of milk and meat, wool and hide (SJ: 24; KK: 15; AJ: 3)
# of processors of meat and milk, wool and hide starting to export N/A	1 ⁴⁴ processors of meat and milk, wool and hide starting to export (KK: 1;)	1 processors of meat and milk, wool and hide starting to export (KK: 1;)
All 100% of SSLP producers engaging with supported entities		
33% of producers directly engaging with supported entities are women		
N/A	4 (entities 0 SSLP's) value-chain actors in dairy sector gaining access to Ajaran Rural	4 value-chain actors in dairy sector gaining access to Ajaran Rural Tourism market,

galvanized than anticipated. At the time of creating the log frame the NFA was far less active and it was anticipated that consumer groups would be facilitated to lobby the NFA etc.

⁴⁴ Georgian Wool Company, a cargo of wool left Georgia in late August.

	Tourism market, HoReCa sector & supermarkets ⁴⁵	HoReCa sector & supermarkets
N/A	1 (1 entity 0 SSLP's) value-chain actors in meat sector gaining access to Ajaran Rural Tourism market, HoReCa sector & supermarkets	1 value-chain actors in meat sector gaining access to Ajaran Rural Tourism market, HoReCa sector & supermarkets
Output 3.1: Development of improved relationships between market actors, local government and key government agencies in promoting growth in livestock market system facilitated.		
18 consultation fora between local government & agricultural market actors to address agricultural sector priorities (SJ: 12 ⁴⁶ ; KK: 6)	7 ⁴⁷ consultation fora between local government & agricultural market actors to address agricultural sector priorities (KK: 5; AJ: 2)	25 consultation fora between local government & agricultural market actors to address agricultural sector priorities (SJ:12; KK: 11; AJ: 2)
26% women representatives involved in consultation fora		
Output 3.2: Improved quality and equity of governance in the livestock market system facilitated. & Gender sensitive municipality services		
1,214 women using services: (SJ Kindergartens: 559; KK Women's rooms: 655)	4,440 ⁴⁸ women using services (SJ: 108; KK: 2,830; AJ: 1,502)	5,654 women using services: (SJ: 667; KK: 3,485; AJ: 1,502)
26% of women participants in community meetings		
New Indicator	9 ⁴⁹ women instigated community/livelihood related initiatives. (KK: 9)	9 women instigated community/livelihood related initiatives. (KK: 9)
Output 3.3: Development of capacity in local government, regional government and civil society representatives to support identification of DRR priorities purporting to the Animal Movement Route, Disease notification, control and reporting and embed the process of preparation & planning and mitigation.		
6 active DRRWGs (SJ: 3; KK: 3)	10 DRRWGs (KK: 5; AJ: 5)	16 DRRWGs (SJ: 3; KK: 8; AJ: 5)
24 % Female representatives engaged in DRRWG activities		
6 DRR based initiatives impacting at the community level (SJ: 3; KK: 3)	3 ⁵⁰ DRR based initiatives impacting at the community level (AMR) (KK: 3)	9 DRR based initiatives impacting at the community level (AMR) (SJ: 3; KK: 6)
Output 3.4: Development of improved transparency and efficiency of mechanisms for appropriate municipal level pasture and land management.		
16 ⁵¹ quality mechanisms implemented for better pasture and land management (KK: 16)	9 new quality mechanisms implemented for better pasture and land management (KK: 5; AJ: 4)	25 quality mechanisms implemented for better pasture and land management (KK: 21; AJ: 4)

⁴⁵ **Note** this indicator has been expanded to denote the formalization of the sector as well as to capture any supply from farmers into the Ajaran Rural Tourism Market. It is a new indicator for this phase, however in the last phase *Tsezari* entered as Carrefour's largest supplier of Sulguni cheese and main supplier to HoReCa sector in Batumi and *T, Kakhadze* is the supplier for the khajapuri chain Majakhela. In this phase: *Tserari*, Wilmart Batumi *Madagoni* Rustavi supermarket & restaurant, *Milkeni*; *Nikora*, *Khinikadze*; Smart, T, *Kakhadze*; Mata Khajapuri, Pekini Street. *Shula* Slaughterhouse; Dmanisi Kindergarten.

⁴⁶ 7 Advisory Committee meetings, 4 lobby groups (1 regional, 3 municipal level), 1 visit in Poland

⁴⁷ Tsinskaro coordination in Regional WGs, RDA strategy formation workshop, 3 Advisory committee meetings (KK: 1; AJ: 2), 1 Animal movement working group in MOA & NFA, 1 initiation for including Georgian wool in EU trace system.

⁴⁸ Women's rooms in three municipalities of KK: 809; Women participate in community meetings in KK 2,021 and in AJ 1,502; Kindergartens in SJ: 108. Also, 475 men used Women's room service as well.

⁴⁹ Out of nine initiatives three were implemented

⁵⁰ Tsinskaro Bypass, 1 DRR regional mechanism, 1 Infrastructure bio security project was initiated;

⁵¹ Imprescon, 3 DRR Working Groups, 6 BEAT Assessments, 6 Advisory Committee Meetings.

147 infrastructure projects improved access and efficiency of mechanisms for appropriate municipal level pasture (SJ: 120; KK: 27)	3 infrastructure projects improved access and efficiency of mechanisms for appropriate municipal level pasture (KK: 3)	150 ⁵² infrastructure projects improved access and efficiency of mechanisms for appropriate municipal level pasture (SJ: 120; KK: 30)
4,639 ha land affected by the improved pasture management system (SJ: 4,639 ha)	11,020 ha land affected by the improved pasture management system (KK: 11,020 ha)	15,659 ha of land affected by the improved pasture management system (SJ: 4,639; KK: 11,020)

IMPLEMENTATION CONSTRAINTS AND WAYS TO OVERCOME THEM

This section remains largely in line with the last reporting period. As dynamism grows in the livestock sector with a sustained increased in MOA input into the sector and with interventions increasingly becoming national in scale, maintaining the principals of M4P facilitation with programme clients in an increasingly crowded donor, INGO and government space can be a challenge as other initiatives with different *modus operandi* which could potential diminish sustainability of interventions, increasingly seek to leverage the entry points brought about by the ALCP⁵³. However managed well these opportunities can amplify and add to the sustainability of impact and growth. (See Annex 1 and Direct and Indirect Unintended Effects) Success is dependent on the ALCP pursuing increased activity based collaboration with external entities and targeted facilitation to clients to enable them to manage their interactions in line with the pursuit of sustainability and growth. Other constraints remain consistent with other previous phases of the programme. Regular and rapid change both in key political actors at all levels and in policy (although this has lessened in the last two reporting periods) and linked to the above and the entry of new players (see *Updates to the Stakeholder Analysis*) are ongoing constraints, however a diversified strategy of working with a range of players and increased coordination across different levels reduces risk and spreads it across the intervention. With regard to external constraints in the operating environment (See *Evolution of the Context* and *Bilateral and Multilateral Issues of Note for Policy Dialogue*) the need for the NFA to develop a publically available roadmap as the competent authority of Georgia, for the points to be undertaken to allow the entry of Georgian animal based products into the EU is essential.

EVENTUAL CHANGES TO MAIN ASSUMPTIONS

There are no changes to the main assumptions and impact and interventions from all areas of the ALCP see a continuing validation of the M4P approach. The strategy of the ALCP has been developed to harness impact and use it to generate even wider impact and all indications now see the validation of this strategy. Where in the beginning actors and their business functions were rudimentary or absent the programme painstakingly facilitated them. The result of the ongoing support of SDC means that these beginnings have been built on year on year and the first branching into export, the sophistication of business function and the clear potential of the dairy model to be a mainstay for small farmers throughout the whole of Georgia are being observed. The SDC choice of the livestock sector has been justified⁵⁴, the supply of mid-tier dairy sector actor selling to formalized supermarkets by small farmers is a hugely successful and sustainable model and one which can be replicated across Georgia. If the NFA begin procedures for putting Georgia on the third country list for dairy then export would surely follow. As the NFA strengthens enforcement, the potential in the meat sector has finally been unlocked and the next

⁵² In SJ: 3 bridges were built, 6 bridges were renovated, 102 bridges were assessed and 9 watering points were made; In KK: 27 bridges were assessed, & in Phase 2, 2 watering points were made and Tsintsikaro bypass fenced

⁵³ Particularly notable in the veterinary sector, information, services (FS&H and BDS) and gender.

⁵⁴ Just outside of the reporting period the Khulo cheese factory opened. It has seen an unprecedented unity amongst the villagers who *en masse* decided to supply milk to the factory collecting 4.7.tons/day with a high fat content and no added water, at the time of writing and only needing to iron out technical issues with equipment to allow for more. To date Ajara has been written off as a dairy region.

reporting period will see a significant increase in the figures relating to market access to the meat value chain. The logframe critical assumptions describe the context as it stands at present. Two indicators in Outcome 2 (in 2.1 & 2.3) have been broadened slightly to capture increased sales into formalized outlets and the more active stance of the NFA with whom the programme now facilitates public information meetings to producer groups in honey, dairy and meat. Both the extent & speed of formalization and more proactive stance in the NFA were not overly apparent when writing the original proposal.

CHAPTER 4 – FINANCES AND MANAGEMENT

PERCENTAGE OF BUDGET SPENT VS. PLANNED PER OUTCOME

For the ALCP support facilities of the support lines⁵⁵ as of August 31st 2015, spending accurately reflects the funding phase of new interventions in KK and Ajara as shown below. The percentage represents the rate for the full three year phase

ALCP Support Facilities (CHF)	ALCP KK	ALCP AJ
Alliances Investment Support Facility Outcome 1 & 2:	651,956 (43%)	493,822 (40%)
DRR, Gender and Governance Support facility Outcome 3:	98,488 (51%)	75,534 (42%)

BUDGET DEVIATIONS AND OUTLOOK FOR THE REST OF THE PHASE

Spending is on track for all the support facilities. Spending percentages for both facilities and regions will to be on track in the next reporting period. Underspending in the Gender Governance and DRR contractor line will be addressed in the January Budget Revision where it is anticipated that a request will be made to utilize a proportion of the budget in the support facility for the Agrarian Market in Batumi. Two national DRR, Gender and Governance Experts are contracted on this line and a local Eco NGO was contracted following tender to produce the Human Wildlife Interface report and will be contracted as further need arises. What the project has found is that sufficient local expertise is available on the service contract model and that the programme does not require another full partner, better use can be made of the money. Upward revision will be made to the annual budget (January 2016) in the travel and accommodation budget for ALCP staff (3.7), reflecting the need to account for high season prices in Batumi of accommodation, the use of Tbilisi as a meeting point, and the need for regular trans-regional visits to enhance efficiency, learning and coherence across such a large area. Some overspending is being observed on separate lines in the office supplies & equipment section of the budget but is currently within 3.8/9 section parameters. Some of this will be rectified by recoding and the overspending which was to be observed on the International consultant line (3.4) was a mistake in coding which has been rectified in the accompanying unaudited financial statement by recoding the expenses to the correct line⁵⁶.

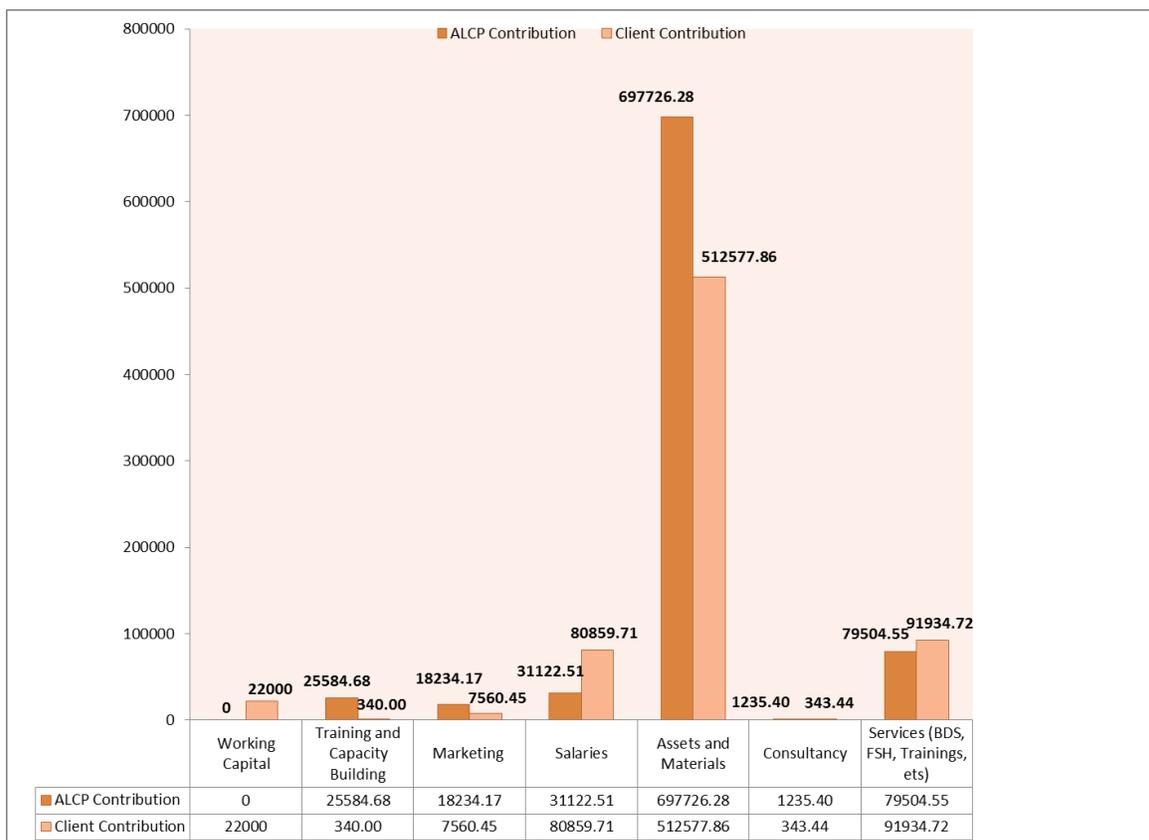
APPRAISAL ON HOW EFFICIENTLY INPUTS WERE CONVERTED INTO OUTPUTS

The efficiency of input conversion in outputs is enhanced on the ALCP through the use of the co-investment mechanism. The programme operates on leveraging a minimum of 35% co-investment from the clients with whom it co-invests. This is currently running at an average of 46 % down on last year's

⁵⁵ ALCP Investment Support Facility, DRR Gender and Governance Support Facility, Study Tours, Mid Term Evaluation, Sub Contactor in DRR, Gender and Governance, IAAD Project Partner.

⁵⁶ Mercy Corps switched in 2014 to a new 'Navigator' system in which everything is linked to HQ. It has occasioned some challenges in the transition. The item which is 'technical backstopping to the Animal Movement Route' will be recoded to the DRR, Gender and Governance line.

54% across all the interventions. ALCP co-investment in the cost of external consultancy for Food Safety and Hygiene consultations and Business Development Services has resulted in FS&H now stands at 85% up to from 76% reflecting the growing awareness of HoReCa sector in Food Safety issues and BDS at 92% up to from 83% due to capacity building a local BDS Company in Ajara. The breakdown of the use of the ALCP investments for clients and the contribution of clients is shown in Figure 1 below. Main points of note are that investment in assets and materials is up to 82% (from 63% in the last report) reflecting the increasing number of new interventions, strict adherence to national food safety requirements and to upgrading existing ACLP clients with compliant equipment and transport.



REFERENCE TO ACTIVITIES/INTERVENTIONS PROPOSED AND ACTUAL

Please see *Annex 3* for the list of interventions undertaken in the reporting period and *Annex 4* for the dynamics of scale and impact per intervention and aggregated per sector. Facilitation has been undertaken for all proposed opening interventions as listed in the logframe. This includes upcoming facilitation with the MOA Municipal Information Centres who will be linked to all ALCP agro info sources including the *Mosavali* videos. In Ajara entry points have matured under all outcomes with interventions co-financed or facilitated under each outcome⁵⁷ in veterinary, breeding, information, FS&H and BDS, DRR and Gender, the honey sector and agro-tourism. The first dairy and slaughterhouse are due to be opened in October. Access to machinery through a financial mechanism embedded with a machinery supplier has seen the client grow and the commencement of crowding in with outlets in Tsalka and Gardabani. Three out of four new co-financed dairy entities are operational in KK, with the fourth to come online outside the reporting period. Two new entities are underway for product diversification into

⁵⁷ The first co-financing of a dairy factory, slaughter house and DRRWG's occurred just outside the reporting period.

buffalo yoghurt and *Ayran* , interventions in wool are developing further two entities in the local market for washed wool are due to come online soon in the next reporting period and international markets for export are in negotiation. In Access to Finance machinery operators and other clients are increasingly embedding financial services both from collaboration with MFI's e.g. Credo in vet pharmacies and machinery operators or by themselves. Linkages with Regional and national level organisations are ongoing to support growth and sustainability. Linkages with the UNDPVET programme are ongoing and the programme anticipates the same level of input on SDC UNDP and World Bank local governance programmes. Interventions in the new sector of honey are underway in all three outcomes and in agri tourism and the HoReCa sector in outcome 2&3 and include the ongoing production of the film *Jara* about honey production and the rural way of life in Ajara.

HUMAN RESOURCES ISSUES ON THE ORGANIZATION LEVEL THAT AFFECTED THE MANAGEMENT OF THE PROJECT

Recruitment largely followed the budget and in line with the growing programme. Capacity building and mentoring is ongoing and the ALCP team in Ajara are fully in their stride and in SJ have developed their skill set in M4P, monitoring and data management. Younger staff in KK are also developing, those promoted from more junior positions e.g. assistant BDO, BDO are noticeably maturing. Staff who were promoted to more senior roles and are managers or coordinators are now shouldering their full responsibilities and are learning to mobilize their staff for results. There has been a clear improvement in writing skills and data management. As was noted in the *Budget Revision Notes* a certain flexibility is to be expected within the staffing of a market systems development programme with a movement and flow with the recruiting of BDO's and assistants (in particular) and in operational support in line with how interventions develop, this continues. A new BDO was hired for Outcome 3 KK and the former BDO promoted to Senior BDO addressing the need for more staff to exploit the full potential of interventions in the Outcome. A new BDO assistant to Outcome 2 was hired in Ajara for agro tourism related activities. The M and E Officer AJ left to take up a scholarship in Germany but an excellent replacement was brought in trained for a month by the outgoing offer. Another important change in M and E was the resignation of the former ALCP M& E Coordinator (March) for a position in another INGO and her replacement by the new coordinator (former Alliances SJ M and E Officer) which has proved a highly satisfactory appointment. The former assistant to the Alliances SJ Officer successfully interviewed for the ALCP SJ Standby phase M&E Officer. Following backstopping in February from a DCED consultant and the finalizing of the new ALCP M and E Manual in April, the programme M&E Team has grown considerably in strength and capacity. The ALCP Logistics Officer and KK Procurement Officer both left to take up positions in the EU funded Rural Development Programme by Mercy Corps in August. A new hire has to date proved so highly efficient that the two roles are at present amalgamated into a new one *ALCP Procurement & Logistics Officer* with the option to hire a driver/logistics assistant being held open if required.

CHAPTER 5 – LESSONS LEARNT

GOOD PRACTICE AND INNOVATIONS WORKING WITH KEY PARTNERS, BENEFICIARIES, INTERAGENCY COLLABORATION, INCLUDING OBSTACLES AND DIFFICULTIES

Emphasis has been placed on improving mechanisms to improve sustainability of governance interventions across the three programme regions with the initiation of the DRR, Gender and Governance Coordination meetings. There is ongoing commitment to intra programme exchange and continued capacity building from key staff such as the Information Manager and M and E Coordinator and DRR, Gender and Governance Coordination across the three regions. Coordination with the UNDP VET Programme is ongoing regarding opportunities to leverage VET and the programme ready for openings for coordination on SDC supported local governance initiatives. In the programme area Alliances

coordinates with ICCN on their Women and Girls programme⁵⁸ and with EUENPARD, RED, FAO, Women's Information Centre and Eurasia Foundation. Strong links to the DCED and BEAM continue see below. *External Linkages and Knowledge Sharing*: External linkages and knowledge sharing continue, including for the BEAM exchange commissioned research into WEE and practical facilitation. Links from responsible staff members to SDC concerning sharing of events and happenings as well as material for the SDC Facebook page has been stepped up helped by the SDC communications training attended by four members of the ALCP in August. Social media is becoming increasingly important and the programme website continues to attract a substantial number of visitors. The programme's work in WEE was presented in the fourth global webinar *Measurement Methods: WEE in MSD* of the SEEP Network/USAID LEO/UN Women in their series from *Theory to Practice: Women's Economic Empowerment in Market Systems Development* by the Team Leader as one of three guest presenters.

IMPORTANT FINDINGS FROM REVIEWS AND SELF-EVALUATIONS

Two external reviews of parts of the programme's M and E system were made as part IFC funded DCED case studies *Developing a Programme Specific Results Measurement Manual* & *Measuring Attribution ALCP in Georgia Undertaking a Sector Impact Assessment*, the case studies were made on a selected global group of MSD programmes. A review commissioned by SDC of their Caucasus portfolio in relation to the potential use of Cost Benefit Analysis was conducted over the summer to which key staff committed their input. The report was presented in September. The programme rated highly in existing mechanisms to measure its benefit versus cost. The programme put considerable input into the external Pasture Management study also commissioned by SDC. The recommendations were found to be rational and suitable for context but some of the background assumptions made in the report were considered questionable by the programme and indeed by SDC. In depth market analysis in Ajara congruent with entry into the new sector of honey and rural tourism, saw *The Characteristics of Beekeeping in Ajara Region* published on the ALCP website and the near completion of the *Baseline Survey into the Human Wildlife Interface in Ajara* reports. The DCED audit of Ajara and possibly of KK is planned for 2016. Programme staff inputted into the BEAM Exchange *Roki* Case Study but a delay on the behalf of the BEAM Team meant that publication will be delayed until December/January 2015/16. The case study consists of three short case studies on *Using Market Analysis, Selecting the Right Private Sector Partner and Generating Scale*. Discussion has been ongoing with SDC for a gender and governance related case study and the current working title for a four page mini case study is *Using M4P in Transversal Themes*. Version 2 of the ALCP *Investments Manual* submitted to SDC in February 2014 was approved by SDC after the programme steering committee meeting in July in ALCP AJ Batumi Office. The manual is 'deemed to be a living document and can be updated when/if such a need is seen by either party'⁵⁹.

CONCLUSION

The streamlined implementation and reporting on the three regions of the ALCP under one programme is now fully operational and the benefits in terms of management of operations, results measurement and strategy have become clearly apparent. The programme is operating as a united entity which has enhanced synergy and increased its potential and energy efficiency. Should opportunities for expansion arise to further leverage proven interventions or indeed new ones nationally, the programme capacity, operationally and programmatically is there to do so. The scale and quality of the results accruing to the programme underline the importance of continuing to faithfully use the market development approach in Georgia and to consolidate, understand and capitalize upon the investment, impact and potential that SDC has effected in the agricultural sector in Georgia.

⁵⁸ This takes the form of solid mutual support including supporting their activities and feeding them into regional and national ALCP gender initiatives and linking ALCP supported entities with their work experience programme.

⁵⁹ SDC Management Response to the 1st Annual Report July 2015

LIST OF ABBREVIATIONS

ADA	Austrian Development Agency
AI	Artificial Insemination
AJ	Ajara
ALC	Alliances Lesser Caucasus Programme
AMR	Animal Movement Route
BDS	Business Development Services
BEC	Business and Economic Centre
CG	Caucasus Genetics
CPC	Cheese Producing Centre
DCFTA	Deep and Comprehensive Free Trade Agreement
DRR	Disaster Risk Reduction
DRRWG	DRR Working Group
EC	European Commission
E+I	Employment and Income Network (SDC)
EUAA	European Union Association Agreement
FFI	Flora and Fauna International
FS&H	Food Safety and Hygiene
GDCI	Growth Development & Continuous Improvement of your business (name of a company)
GSA	Georgian Shepherds Association
GEL	Georgian Lira (currency)
IAAD	International Agricultural
ICCN	International Centre for Conflict and Negotiation
IFAD	International Fund for Agricultural Development
ISF	Investment Support Facility
KK	Kvemo Kartli
LCP	Lesser Caucasus Programme (official SDC name for ALC)
LLC	Limited Liability Company
LSG	Local Self Government
MAP	Monitoring Actions Plan Meeting
M4P	Make Markets Work for the Poor Approach
MC	Mercy Corps
MCC	Milk Collection Centre
MDA	Market Development Approach
MFI	Micro-Finance Institution
MIA	Ministry of Internal Affairs in Georgia
MOU	Memorandum of Understanding
MOA	Ministry of Agriculture
MOAA	Ministry of Agriculture Ajara
MRDI	Ministry for Regional Development and Infrastructure
MSD	Market Systems Development
NFA	National Food Agency
OPA	Outside Programme Area
RC's	Results Chains
SCCSF	Support Centre for Civil Society Formation
SDC	Swiss Agency for Development and Cooperation
SJ	Samtskhe-Javakheti
SME	Small to Medium Enterprise
UK	United Kingdom

ANNEX 1 QUALITATIVE IMPACT PER OUTCOME FOR MARCH 1ST 2015 TO AUGUST 30TH 2015

Note: Interventions are qualitatively measured annually. However not all occur at the same time. This report includes all those interventions which were due for their annual qualitative impact assessment in the reporting period, other interventions which started later than others will be reported on in the next reporting period in the annual report.⁶⁰

Outcome 1: Supporting Functions

Direct Impact

Farmer Level Behaviour Change

Social media for farmers. Agricultural information has started flowing through social media, online resources have are becoming a source for rural people to get agro knowledge due to well-planned multimedia approach, (*National TV programme Perma, Roki's website www.agro.ge, Mosavali's online video lessons*). The first enterprise featured in the TV programme *Perma*, Tsalka based cheese factory *Tzesari* has had 17,742 visitors on YouTube; and a 3 minutes video on Good Milking Practice featured by *Mosavali* 6,145 views in a month on their Facebook page; 11,286 people have visited Roki's renewed website *www.agro.ge*, with daily updated agro news, & information on inputs and services in Georgian, Azeri and Russian, over the last 2 months, before it had only 100/month. 17% of the ALCP's direct beneficiaries watch TV show *Perma* on YouTube on farm management, greenhouses, EU regulations regarding FS&H, good milking practice and preventive activities on animal diseases on according to the Information Impact Assessment, 2015.

Veterinary: Over the last year Roki's association *Momavlis Fermeri* has increased their members from 500 to 3000 farmers. Farmers are now more motivated to join as they get consultation and training services, use the hot line and have access to books. 15% more farmers have called the hot line since March and the company has added new hotline numbers and specialists. 25% more farmers in Khulo, Shuakhevi and Keda now use the vet pharmacies opened in their municipalities instead of traveling to Batumi. Farmers in Ajara have expressed high interest regarding nutrition and seasonal husbandry of the cattle at Roki's trainings. **International consultancy for farmers.** Farmers have showed high demand on gaining international experience through meetings and Roki has organized free HACCP consultancy through ACDI/VOCA for 30 farmers/business operators (e.g. dairies, livestock & poultry businesses, and FS&H consultants), they certified trainers. In addition, 20 livestock nutrition producers were trained on a livestock ration programme by an international nutritionist. Roki's representatives attended the courses to include them in their training modules⁶¹. Due to the high demand from farmers for reading materials Roki has published a new *Veterinary Manual* and *Veterinary Basics* distributed through association members and vet pharmacies. Guidelines on livestock, farm arrangement and HACPP are in process of being published.

Breeding: Where the bull service is operating in KK 3 cows have calved, and the improved cows' milk yield is 4 lit/day more than for the same age of the local breed. 21% of bull replacement intervention beneficiaries have continued to use the service in SJ; farmers keep improved breed of cows more often for milking rather than selling or slaughtering, compared to local breed of cattle.

Information: 16% more farmers feel that they are in a stronger bargaining position with buyers since they have had access to the information contained in the programme facilitated services (*TV programme Perma, Mameuli TV and Trialetis Expressi*).⁶² And 16% more farmers feel that they have knowledge to offer other farmers through informing them of things they have seen and read & giving advice on agriculture.⁶³ 58% of farmers share and discuss information with other farmers obtained from media services mostly on new regulation on cattle and vaccination. 24% more compare to the previous Information Impact Assessment. Trust in the Ajara TV programme *Me Var Fermeri* has increased as the

⁶⁰ For the next reporting period Output 1.2 (Breeding), 1.3 (Nutrition), 1.5 (Access to Finance Machinery), 2.2 (Meat), 3.3 AMR & DRRWG 3.4 Pasture Management in KK & 1.1 (Bee keeping), 1.2 (Breeding), 1.4 (Information), 1.5 (Access to Finance/Machinery), 2.3 (Meat and Dairy) in AJ

⁶¹ The company has already planned to invite international experts in rabbit, nuts and fishery

⁶² Compare to Information Impact Assessment, 2013 the percentage was 53% and in 2015 the percentage is 69%

⁶³ In 2013 it was 51% and in 2015 it is 67%

programme has started to portray local farmers and challenges they face: animal diseases, lack of livestock nutritional resources and finances, wild animal attacks on cattle, etc. Male farmers have shown an interest in nutrition, veterinary and beekeeping, while women are more interested to watch and get information on cheese making and milking.

Service Provider Behaviour Change

Veterinary: The Vet pharmacy business has been transforming from the male to the family controlled sphere where women are one of the main reasons for managing the business successfully, 50% of vet pharmacies are now family controlled, before it was 20%. Roki continues innovating. The company has established trans-regional linkages with Azerbaijan, it has formed a partnership with *Real Vet* which covers 350 veterinary pharmacies throughout Azerbaijan, with whom Roki has instituted the full veterinary service outreach model the ALCP programme facilitated: veterinary medicine distribution at wholesale price; training for vets, pharmacists and farmers and hot line. Roki also edits the livestock section in *Agro-basis Journal* published quarterly by Basis Bank and distributes among Roki's 600 association members (e.g. vet pharmacies and vets) through trainings and vet points for free. Roki has sold milking machines (worth 145,000 Gel) this year due to the improved linkages with farmers.

Breeding: 12 improved bull service providers in SJ have bought bulls with good genetic potential again to continue provision of the bull services paid for in cash or in-kind. They also use their bulls in their own farms to produce good quality cattle and sell them at a more profitable price once they reach their growth/ weight limit. In fact it is clear that larger farmers with more cattle will keep improved bulls as the break-even point can be reached on their own farm before even providing services for other farmers.

Information: The ALCP facilitated national farmers' programme *Perma* & its production team continues to expand its activities and has won a public tender to facilitate the 1st Public Broadcaster Radio to start agro radio programming by the end of October. The improved content of *Perma* and the viewing figures and production team expertise won them the tender. Agro trainings have stimulated Ajara TV agro programme *Me Var Fermeri* to change their content with more emphasis on Gender, FS&H, Beekeeping and animal diseases, they have started field reporting expanding into other regions, resulting in an increased number of viewers by 37% in 8 months period to (27,441 total viewers). The Georgian Regional Media Associations for press and broadcasters have disseminated *Mosavali's* 3 minutes video lessons⁶⁴ amongst their members helping the local media in serving the rural market. 6 universities (Batumi, Kutaisi, Gori, Telavi, Akhaltsikhe and Caucasus International University in Tbilisi) are on the way to an offering agro journalism course to the students and they are ready to include the videos in the study modules. The videos have a special section on website www.agro.ge and Journalist Resource Centre website www.jrc.ge is now in a process to put them for journalists as an example of good reporting, Marneuli TV has started translating them on Azeri to target farmers living in Marneuli.

Access to Finance/Machinery: 91 small individual operators in KK have an improved machinery service due to the development of the credit products for purchasing new tractors, mowers, rakes, balers and the client Mar-Mot Ltd. has started village meetings, advertising on TV and in newspapers. Now they source from machinery producers from 5 countries' and can offer farmers a large selection of different sizes, prices and implements. The outlet Machinery shop in Khulo *Traktorservice* has already served 12 small individual operators in Khulo and 2 from Shuakhevi over 2 months with the same price as it is in Batumi or Kutaisi. The programme facilitated machinery input supplier in SJ continues to expand in the most rural areas of the region without ALCP facilitation; he has sold 35 hand-tractors and tractor-drawn implements in 2015.

Indirect Impact: Crowding in

Breeding: 5 new service providers in SJ have purchased bulls & copied the model of the bull service provision in the village herds, after seeing the difference in live-weight of calves born as a result of the program supported bull replacement intervention (6 months old local breed weighs 50-60kg vs improved breed 80-90kg).

⁶⁴ The videos are on vaccination, brucellosis, anthrax, foot and mouth, mastitis, good milking practice, combined feed, breeding, after calving,

Information: Southern Gates Ltd, the local regional newspaper replicated production of the reports on agriculture from Imperia Ltd Alliances SJ program supported local TV station. Starting from March 2015, "Southern Gates" have created Agricultural reports for their web-site twice a month. 'How to increase potato production' was the first topic with 1265 viewers, the second leading topic was 'Who won't be able to sell milk and cheese?' with 816 viewers. Subsequently, agricultural input suppliers started advertising their products during the reports, which increased Southern Gate's income by GEL 150 per month.

Access to finance: 2 machinery operators (from Ninotsminda and Kutaisi) have established their own machinery shops, they buy the implements and spare parts with the wholesale prices from the Marmot Ltd. and sell with the retail price as the Marmot owner has in his Tbilisi shop.

Indirect Effects

Business Expansion

Veterinary/Roin Abuladze: Seeing the profitable market Roin Abuladze a vet pharmacy owner in Tsalka, has opened one more vet pharmacy in Tsalka center.

Nutrition: 2 combined feed distributors linked to Ednari Antadze are now operating in Keda, Ajara and Ozurgeti, Guria. The intermediaries buy combined feed from Ednari and sell to farmers.

Outcome 2: Market Access and Terms of Trade

Direct Impact

Farmer Level Behaviour Change

Dairy: 102 milk suppliers and 20 staff members from Gardabani and Marneuli KK and Dioknisi Village in Ajara have had the training on good milking practice & confirmed that they will definitely use the information on pouring the first part of milk out, cleaning udder of the each cow, milking with washed hands, using gloves, etc. *Milkeni Ltd.* 30% of milk suppliers of the Rustavi based cheese factory have signed an agreement with the owner and are receiving money directly to their bank account that makes easier to take loans, mainly for purchasing cows. 70% of *Milkeni's* milk suppliers have purchased one more cow, some by loan, some by cash. Farmers are pleased that milk price is now agreed with them and stable, they remember the fluctuating prices of dairy intermediaries when they had no other option for sale. The majority (90%) of *Milkeni's* milk suppliers have invested more in their children's welfare: proper education, clothing, food and even leisure/play. It helps them to have a more respectable status in the community level. Better educated children are very much appreciated in the community. 20 female farmers have used the saved time, from selling milk instead of making cheese, for teaching at public schools.

Honey: 59 Beekeepers in Ajara have started promoting their product since the First Honey Festival was held in peak tourist season in August, their contact list is now available from the Government of Ajara, the Department of Tourism and Resorts of Ajara, the Ajaran Beekeepers Business Association and the Ajara Chamber of Commerce and Industry. 1000 leaflets and business cards of each farmer were distributed through the Boulevard in Batumi, the Sarpi Customs, the Batumi Airport and other tourism centres to get a public awareness on the honey makers and invite tourists, locals and public officials to the festival, media interest was high, they put a story on the event in their main content. The honey products have been placed on the foremost Georgian marketing website www.kar.ge, now the beekeepers feel more confident and motivated, as they have seen the positive attitude, as well as high interest toward the honey sector.

Wool: Sheep farmers have sold wool on the summer pasture and they have saved transportation cost 300 Gel/3 tons of wool shared by 20 sheep owners. This year they have sold wool with increased price, 40 tetri more per kg compared with the last year. The only demand of the Georgian Wool Company is that the wool be more free of burr whilst previous years customers buying wool for hand-made mattresses only bought small amounts of the best quality of wool, after selection only 60% was used and 40% was thrown away. The company employs distributors who buy on average 90% of the wool. Farmers are using the money earned from selling wool to pay herdsmen costs, buy salt and veterinary medicines for sheep.

Service Provider Level Behaviour Change

Generally there is drive and energy among the clients to do things better and move forward. Proper FS&H condition & marketing etc allows the enterprises to charge more for their products.

Dairy: 4 ALCP client cheese enterprises have participated in *National Business Rating Union*⁶⁵ among other 30 small and medium scale dairy factories to get special niche in the dairy market. Rustavi Based CPC *Milkeni* took the 7th place at 'profit/loss' category, Bolnisi based CPC *BMB* 3rd place, Tsalka based CPC *Temuri Kakhadze* 5th place and Khelvachauri Based CPC *Elguja Baramidze*⁶⁶ the 16th place in the overall ratings⁶⁷. 4 dairy enterprises in SJ have reinvested in business expansion, as well as, in a proper marketing of their products, 2 of them have branded their products before sale. Since these dairies have entered Carrefour, Goodwill and Smart supermarkets, they have become increasingly motivated to operate all year around, even in winter, when previously they stopped functioning. *Milken* has become the only distributor of 6 types of smoked cheese to *Nikora's* and *Nugeshi's* shops in Tbilisi. It has entered *Nikora's* network in the whole region of Kakheti and *Foodmart's* shops in the western Georgia. *Nikora* has published a catalogue of its products with a lot of adverts on *Milken* cheese highlighting its compliance with safety standards. The well-planned marketing has increased sales by three times, from 60 pcs cheese/distribution to 180 pcs/distribution. Khelvachauri based cheese enterprise *Elgudja Baramidze* has mobilized private funds for the investment in the new factory after improving his business practice recommended through the business plan the programme facilitated: he hired the qualified accountant, lawyer, created financial documentation, pays taxes in accordance with the applicable law, made contacts with the farmers and diversified the market.

Honey: the Honey Festival was a first step in promoting Ajara as a producer of high quality honey and developing a cohesive image of honey production in the region. For the first time, all honey makers, the Beekeepers Business Association and Botanists sat together and identified 24 species of flowers and 11 gorges producing special kinds of honey, the information is now available for all public officials and private sector helping them in well planned rural tourism tightly linked to the honey production and stimulating eco education.

HoReCa: 113 HoReCa sector representatives: managers, housekeepers, cooks and rural guesthouses have received information on the FS&H standards with provision of a *FS&H guidebook*, they have started keeping journals on working activities and made changes regarding: proper selection and storage of the products; ventilation and lighting; personal hygiene of the staff, proper washing and keeping of the uniforms, etc. The membership of the Café-bars and Restaurants Association of Ajara has increased from 7 to 60.

Indirect Impact: Crowding in

Dairy: A new milk collection centre in Mokhe Village has started collecting milk from 15 SSLPs on average 300lit/day after copying from his friend who supplies milk to a programme client in SJ.

Indirect Effects

Business Expansion

Dairy: cheese enterprise *Akhali Meskheti* Ltd in SJ has hired the programme facilitated cheese technician Tamar Piranishvili to provide consultancy and recommendations. This kind of technical support enabled the enterprise to upgrade the product quality and sell it at a more competitive price through *Carrefour* and *Goodwill* supermarkets.

BDS Consultancy: Intellect and *First Consulting* received a private order from the ALCP AJ CPC client to write an application for *Cheap Loans Governmental Programme* which has reached the final stage. *Intellect* has recognized the market opportunity of FS&H consultancy locally and it has started to include it into their service list, they have conducted trainings on HACCP and ISO standards for 20 business operators and MOAA consultation centres funded by the Embassy of Lithuania and supported by the Ministry of Agriculture in Ajara.

⁶⁵ National business-ratings Union is an international organizations in Georgia, Belarus, Kazakhstan, Russia, Ukraine and Azerbaijan, which conducts a variety of fields, categories and ownership type entities' activity rankings. Union allocates successful enterprises and gives them a place in the ranking.

⁶⁶ Intervention in process

⁶⁷ Other categories were: taxes and implement transfers to social and pension funds, care for employees, create new jobs, introduce new technologies. Rankings were based on public data provided by the National Statistics Office.

First Consulting & Giorgi Gigolashvili: 2 business plans for cheese production in Khashuri, Shida Kartli and Mestia, Svaneti have been written under 'Project of Co-financing of Agro Processing Enterprises' of the Management Agency of the Minister of Agriculture.

FS&H consultancy: The Ajara Restaurants and Café-Bars Association under Ajara Chamber of Commerce and Industry took the model initiated by the ALCP of FS&H trainings with HoReCa sector Reps and 12 HoReCa business operators have received Ekaterine Burkadze's consultancy.

Star Consulting & Ekaterine Burkadze: 1 slaughterhouse and 1 cheese enterprise in Telavi and Karajala, Kakheti have received FS&H consultancy and paid for it. Star Consulting used the programme facilitated assessment models and training materials.

GDCI has received private orders to provide FS&H consultancy and GMP Assessment to 2 dairy entrepreneurs in Kheoti Village, Akhaltsikhe in Ninotsminda municipality. These enterprises learnt about GDCI from the SJ program facilitated dairy entrepreneurs.

Outcome 3: Gender DRR, and Governance

Direct Impact

Farmer Level Behaviour Change

Support & strengthening of Women's Access to Decision Making:

Women's participation in community meetings has increased from 5% to 39% in Kvemo Kartli and from 3% to 15% in AJ, this led to changing priorities list where Rituals Houses arrangement have moved to the 4th place, and the first and the second places were also taken by female oriented issues: drinking water, kindergartens and the third - rural road renovation. Detailed instructions given in the Gender Guidelines for village representatives changed their attitude that women don't like and aren't interested to attend public meetings for decision making. One of the most important guidelines is to take into account constraints women might have while scheduling the meetings: times and places have since worked better for rural women to increase their participation. The village reps have ensured a minimum of 5 women present for each meeting planned at community or municipal level, previously the meeting was attended by 1 woman or none. The law of Gender Equality has been promoted among village reps: if he/she hasn't ensured women presence, he/she violates the law. This works better than talks about gender equality in terms of women's roles and responsibilities. Men's interest has increased regarding gender issues and they have started to attend Women's Room meetings.

Service Provider Level Behaviour Change

Support & strengthening of Women's Access to Decision Making: This year, 20% more women have taken leading positions mostly in finance and legal issues at the local self-governments through the exams for public officials in Kvemo Kartli. They had equal terms of competition, the Women's Room have helped them with trainings and revision for the exam, as for interviewing, gender consultancy provided by the programme on the importance of women participation to mostly male decision makers, was a reason to make their choice in favour of women. For the same reason for the first time, Bolnisi local government in Kvemo Kartli, have appointed 2 female representatives in Kazreti and Tandzia Villages. Village Reps gender trainings by using Gender Guidelines for better participation of women in key community meetings inspired Khulo and Keda municipalities' gender advisers to initiate a *Gender Hour*, 200 rural women have attended meetings on promoting the needs of women's access to decision making. The Vice-Speaker of the Georgian Parliament and the Chairwomen of the Gender Equality Council Manana Kobakhidze promoted the Women's Room services and pledged to support the functioning of these rooms not only at the local, but also at the national level.

Support & strengthening of DRR Working Groups and key DRR activities: 5 DRR Working Groups in Ajara have started to record the cases of cattle diseases and wild animal attacks but also implement reactive and then preventive activities such as vaccinations on the pastures, imposing quarantine, informing central authorities, organizing informative meetings with farmers in villages, as well as in summer pastures. Every month, DRR WG members gather and discuss monthly data and plan activities with minute signed by the Mayor. A Hotline service is already available in all municipalities and promotional flyers have been distributed to almost every single household by recording the names and contact numbers of the farmers informed.

Indirect Impact: Crowding in

DRR: Rustavi City has established DRRWG due to participate in the network of KK Regional DRR Coordination System and become a member of the network. They have received the information of DRRWGs functions from the Governor of KK and copied the model.

ANNEX 2: PERSPECTIVES OF ALCP STAKEHOLDERS

Outcome 1, Output 1.1: Activity 1.1.1: Co financing of Roki LTD a Tbilisi based nationally focused veterinary inputs, training and services Supply Company to bolster the sector nationally in the absence of any credible capacity for crowding-in at this level.

Roki Ltd representative Rusudan Gigashvili on intervention outcomes: ‘We have found a very good partner in Azerbaijan *Real Vet* Ltd, who focus not only on selling vet medicines, but also have social aims to help farmers with proper veterinary services, so it is easier for us to start our trans-regional linkages. *Real Vet* covers 350 vet pharmacies throughout Azerbaijan and we will copy there similar services to those we developed with your programme facilitation - distribution network, trainings on diseases, new vet drugs and veterinary services for vets, pharmacists and farmers, including hot lines and quality consultancy. In Georgia we are moving forward very fast, I can say that we are offering farmers new things on a daily basis, we have developed our training modules and apart from our in-company consultancy, we contracted two international experts for training farmers and customers on HACCP and cattle nutrition and we plan to invite 3 more from different agro sectors⁶⁸. We have good news regarding publishing, as our association members have demanded more reading materials; we have already published two books: *Veterinary Basics* and *Veterinary Manual*. We plan to prepare some guidelines on FS&H, livestock nutrition and farm arrangement by the end of the year’.

Outcome 1, Output 1.2: Activity 1.2.3: Facilitation of the local service providers in the target communities to run profitable bull replacement scheme.

Male SSLP Sergei Mirzoian from Tetriskaro, KK on intervention outcomes: ‘I have used the improved bull’s breeding service for three cows and last year I had 3 calves with a significant difference in weight, 15 kg more than local breed. Last year I sold two improved calves for 100 Gel more than I could sell the same local breed calf. I have kept the third biggest calf for milking, the cow’s weight at 18 months was 233 kg and the same age local cow was 163kg a 70kg difference. This year the cow gave birth to her first calf I was looking forward this birth, as I knew that the cow would give more milk after giving birth. Now I have 4-5 litres/day more than local breed cows have’.

Outcome 1, Output 1.5: Facilitated improvements to access to financial services for livestock market system SMEs & SSLP’s.

Machinery service provider Pridon Davitadze from Oliangi Village, Tsalka, KK on intervention outcomes: ‘I found information about the machinery shop Mar-Mot on <http://www.myauto.ge> I wanted to buy a mower, their services and quality was better than in other shops, the difference in price was 100-150 USD. Before purchasing the mower I used to rent from the machinery service in my neighboring village and was paying 2 Gel/bale. Now, for me it is cheaper and for farmers too, they pay 1 Gel/bale. Before the queue was long, machinery owners couldn’t serve people on time, and the service was expensive. Now I serve farmers in my village and neighboring villages as well and I am going to buy a bailer’.

Machinery service provider Taniel Mikeladze from Khulo municipality, AJ on intervention outcomes: ‘I had wanted to purchase a hay making machine for a while, but did not have enough money. Then I got information about financing in the center of municipality about *Traktorservici Ltd* and purchased a machine saving 1200 GEL. I feel satisfied with the results, as I have provided machinery service for 13 farmers not only within my village, but also neighboring villages. My clients save time and energy, as mowing of 1 ha by hand requires 3 days, compared to 1 day with machine. After seeing the benefits of the machine, 2 of my relatives have purchased one’.

⁶⁸ In conjunction with ACDI/VOCA

Outcome 1, Output 1.4 Activity 1.4.1/4: Enhanced vocational education services & capacity building to media sector practitioners & journalists development of concrete mechanism & activities

Nino Chalaganidze, the Head of the Department of Journalism Caucasus International University in Tbilisi: ‘Journalism departments have talked about developing sector specific journalism leading to the creation of qualified media professionals for years. The *Journalist Resource Centre (JRC)* and *Georgian Association of Regional Broadcasters (GRMA)* has now started the development of agro journalism facilitated by Mercy Corps ALCP programme funded by SDC. Today we had a discussion regarding the integration of a new agro-journalism module and amendments in the electronic manuals and curricula. The CIU Journalism Program has positively assessed the work done and is ready to participate in the next stage of activities.’

Outcome 2, Output 2.1: Activity 2.2.1 Increased access to FS&H, business & tourism consultancy support services for SME’s s supplied by SSLP’s facilitated.

BDS service provider, Intellect Chairman Levan Gobadze (New Ajara ALCP BDS Provider mentored by Programme Client and experienced ALCP BDS provider) on intervention outcomes: ‘We used to work on the business plans for clients that were applying for grants, thus we focused on showing only positive outcomes for the businesses and were not showing the existing constraints and possible entry points for developing sustainable businesses. Now we are concentrating on designing business plans covering limitations and required standards that need to be addressed for the development of the businesses. *First Consulting*, George Gigolashvili has shared his experience of working on business plans and provided valuable consultancy and mentoring to us. Now we feel confident that we can provide an appropriate service after designing 6 business plans for programme clients.’

Female SSLP, Maral Eminagarova from Algeti Village, Marneuli municipality, KK on intervention outcomes: ‘I attended training on FS&H in March. I didn’t know that we have so many microbes on our hands, before I had not paid attention to it. At the training I learned many things. I am on the mountain pasture with cattle and I have shared the gained information with all the women here, about 40-50 people. It is very important for Azeri women, who are in the mountains, because no one informs them and they can’t get information themselves’.

Manager of Restaurant at the Hotel World Palace Khatuna Antadze on intervention outcomes: ‘I started to arrange things according to the advice given immediately after the training. I have modified the ventilation system in the kitchen, purchased new disinfection liquids, started keeping a daily journal on working activities, consulted staff on how to follow personal hygiene, etc. I use a guidebook on FS&H that was given to me at the training in my daily working routine and now feel much more confident, since the risks of being fined by the NFA have been minimized’.

Outcome 2, Output 2.2 Activity 2.2.6: Co-invest with LTD ‘Ravil and Partners’, a Processor and an Exporter of wool and sheep/cattle skin, to facilitate the development of market for wool in KK.

Male SSLP David Khachidze from Alvani Village, Kakheti on intervention outcomes: ‘We have sold 3 tons of wool from Shiraki Valley (pasture) in May at 0.8 Gel/1 kg. We prefer to sell wool from pastures, because we don’t need to pay transportation costs, 300 gel/3 tons of wool. We made 2400 Gel. With this money we have paid herdsmen costs, bought salt for sheep and veterinary medicines’.

Outcome 2, Output 2.3, Activity 2.3.1: Co-investing “Milken” Ltd for securing and expansion the business through renovation of enterprise to comply with FS and H, upgrading the transport and infrastructure

Male SSLP Arif Sadagov from Vakhtangisi Village, Gardabani, KK on intervention outcomes: ‘I have signed an agreement with the cheese factory and they transfer money when I need. The agreement helps us with taking bank loans; this year I have bought 1 more cow, the bank saw that I have regular so they didn’t refuse credit. I am not afraid about being able to pay the money back to the bank, because I can supply milk on regular basis and I often visit *Milkeni Ltd* to be sure that the business operates well. Purchasing

the cow is highly important for our family, because we can supply more milk and save money for our children's education'.

Outcome 2, Output 2.3: Activity 2.3.3: Expanding the compliant production assortment and sustainable sourcing of quality milk from SSLP's by Natural Produktsia Ltd through co-investing in a new production facilities and capacity building.

Female SSLP, Lia Dzirkvadze from Dioknisi Village, Khulo Municipality, AJ on intervention outcomes: "I have attended training on FS&H, got new information and ready to supply clean milk to the Cheese Producing Company in Dioknisi which is about to open in our village. For many years the only ways for many farmers has been to make cheese and sell it in Batumi Agrarian Market. We need about 2 hours for making cheese and about 3 hours to get to the market. I will definitely sell milk to the factory as it will be more beneficial in terms of time and money: I will have an extra 5 hours and will save 7 gel for transportation'.

Outcome 2, Output 2.3, Activity 2.3.2: Safeguarding continuing operation of Ori Gio Ltd, increasing its throughput and sales through co investing in improved production facilities and capacity building in order to save and expand access of SSLPs to slaughterhouse services.

Owner of Ori Gio Ltd (slaughterhouse in Ghordjomi, Khulo municipality), Temur Beridze on the intervention outcomes: 'Ghordjomi slaughterhouse is the only operational slaughterhouse in Khulo municipality and demand is very high for our services. We were at risk of being closed by the NFA, as we did not have enough financial resources and knowledge to make modifications in accordance with HACCP standards. But after the programme co-financing and consultancy the slaughterhouse has been equipped and modified. We feel confident and ready to start working in a renovated environment and offer our clients quality services'.

Outcome 3, Output 3.1: Activity 3.1.1: Establishing of the Advisory Committee to provide a degree of external accountability

Head of Department of International Relations of Ajara AR, Khatuna Nakeuri on the importance of AC on FS&H in Batumi Agrarian Market: 'FS&H in Batumi Agrarian Market is one of the critical issues for the region, as it is the main agricultural product supplier for not only locals, but also the HoReCa sector. At this moment the market is not compliant with standards, particularly, the storage of produce needs to be addressed. As Ajara is a tourist destination, its image in food safety is of crucial importance. It is significant that governmental and non-governmental sectors are actively involved in the discussion of planning further activities for arrangement of the Agrarian market in accordance with the required standards'.

Outcome 3, Output 3.1: Activity 3.1.9: Facilitating eco education and rural tourism potential of Ajara region through the contact between and outreach from the Batumi Botanical Garden and the Municipalities.

Student Malvina Tsinaridze from Shuakhevi municipality, Ajara, on intervention outcomes: 'It was a first time experience for me to be the part of the project aiming to promote nature and its benefits. I learned that nature is not only about the beauty of flowers, it is about our existence. My love for the nature has grown, as I'm more informed about its biodiversity. I have learned how to plant and treat flowers. I have already shared information with my friends and relatives and they would love the same experience'.

Outcome 3, Output 3.1: Activity 3.1.10: Co-invest with Ajarian Beekeepers Business Association to influence the operating environment of the honey sector, promoting the image and raising informed perceptions about the sphere which will help leverage and galvanize key market actors.

Male beekeeper Mikheil Abashidze from Shuakhevi, Ajara, on intervention outcomes: 'I think this festival was the step forward in the popularization of the sector and we, beekeepers, have seen how people are interested in honey, and how the Ajarian Beekeepers Business Association and the Ajara government is willing to support us. Now we have more motivation and see how we can do our work'.

Female beekeeper Nanuli Batadze from Shuakhevi, Ajara, on intervention outcomes: ‘I should admit, I was skeptical about the festival and thought it wouldn’t work out, that is why I was not ready enough. But it went really well. I was surprised by the positive feedback from the visitors and their interest in honey and its by-products. For the next year, I will be more prepared and exhibit more products: honeycomb, wax figures, beehives, as the demand was high for these products. I have learnt more about the festival’s specifics and will be more organized’.

Outcome 3, Output 3.2: Activities 3.2.1: Support and strengthening of Women’s Access to Decision Making intervention including ongoing facilitation of roles and functions according to demand

Manana Kobakhidze, the Vice-Speaker of the Georgian Parliament and the Chair of the Gender Equality Council: ‘Women’s rooms’ are the places, where women can obtain all necessary information, legal aid, information about their rights as well as other things like English lessons and children’s services. After the project ends, it would be preferable, to render financial support of these rooms from local budgets, as women will be involved in municipalities and rural programme implementation processes, mainly village meetings to identify the priority issues for these villages. Women participation in these meetings is very important as women constitute half of the population and naturally, they should be present to speak about their needs. Our Government should be better informed about the importance of women participation in public life and their share to the regional development. Many interesting projects derive from them and this resource should be better used. So, I will call everyone; Municipalities, Governors, Chairs to pay particular attention to this issue as it is not just a mere project, it is the project adjusted to women needs.’.

Gender advisor in Bolnisi municipality, KK, Fati Tvildiani on intervention outcomes: ‘After the first meeting on the implementation of gender equality law, within the programme for gender advisors, I met the Gangebeli of Bolnisi municipality and I told him about his obligations by law. The next day he brought together the village reps and instructed them to support the law and me as a gender advisor. If earlier I only one woman attended a village meeting in one village, nowadays the situation has changed, we have at least 5 women participants in each meeting in each village and not only in the village, but also local government meetings and they attend lots of events, regarding legal, financial and social issues. The situation has changed in Azeri villages, where people are traditional but law-obliging. Talking directly to them about the increasing role of women in the decision-making process doesn’t work, but it works when you say that the law obliges village representatives and public officials to do it’.

Outcome 3, Output 3.3: Activity 3.3.1: Support & strengthening of DRR Working Groups and key DRR activities (e.g. disease control, quarantine, carcass disposal, AMR etc.)

The Minister of Agriculture Otar Danelia: ‘The animal movement problem has been an issue for more than 20 years. It is important to take concrete steps towards the development of the livestock sector. Now it is good that repairing works of the movement routes, modernization and arrangement of modern bio-safety points have started, it will protect animal health and contribute to the decrease of disease outbreak’.

Head of the DRR WG in Shuakhevi municipality, Ajara, Roman Putkaradze on intervention outcomes: ‘The car financed by the programme gives us an opportunity to be mobile and can react quickly to the problems that farmers report. We visit not only local villages, but the high mountain pastures where cattle move during summer time and diseases occur more often. We are confident as we are supported by our Gangeoba, the government and the NFA’.

Tetriskaro based Tsintskaro Village rep Anzor Ghorjomeladze on intervention outcomes: ‘Livestock doesn’t go through our village anymore. It has eliminated many problems, because we have a kindergarten, a school, a village administration and other offices in the center of the village and the passing of the livestock with dogs used to make it hard for them to work properly. Diseases were common in our village. Now the shepherds have their own route and can move safely; the village population is happy because there is no smell, mud, they are protected from various diseases of livestock, and can move freely’.

ANNEX 3: LIST OF INTERVENTIONS UNDERTAKEN IN THE REPORTING PERIOD

Note: As outlined in the ALCP Investments Manual Version 2 submitted to SDC in January 2015, co-financing percentages with government and with consultancy services are over the 65% norm for private sector clients. Please see the manual for more details.

LIST OF INTERVENTIONS UNDERTAKEN IN THE REPORTING PERIOD (FROM 1 st OF March 2015 – TILL August 31 st 2015)											
Interventi on Name Logframe Outcome/ Output/ Activity	Name of Company and Legal status	Contac t Person	Location	Descrip tion	Interventi ons Starting Date	Total Budget		ALCP Contributi on	Client Contributi on	Thir d Part y	Clients Performan ce
						USD	%				
1	1.1.1 Biotecsi/AL CP KK-1	LTD BIOTECISI	Nikoloz Zazashvi li	Tbilisi, #8 lumashevi street, Isani district	Producti on of new vet drugs, also providing laborator y tests of vet. Drugs.	29/04/2015	USD	138081	44579	93502	Very Good
							%	100%	32.28%	67.72%	
2	1.1.2 Impervet Ltd / ALCP AJ-1	Impervet Ltd	Mikheil Tetruash vili	142 Tsereteli avenue, Tbilisi, Georgia	Beekeep ing inputs supplier company	02/07/2015	USD	55452	35193	20259	Good
							%	100%	63.47%	36.53%	
3	1.3.1 Mar- Mot/ALCP KK-1	LTD "Mar-Mot"	Adil Piriev	Former- potato farm, Marneuli.	Agricultu ral Machiner y shops (Tsalka and Gardaba ni municipa lities)	14/05/2015	USD	4053	2541	1512	Very Good
							%	100%	62.68%	37.32%	
4	1.3.4 TRAKTORS ERVISI/ALC P AJ- 1	LTD. TRAKTOR SERVISI	Temur Giorgadz e	Akhalgazrdo bis Ave #19 Georgia, Kutaisi,	Machiner y producer /supplier	22/06/2015	USD	17609	5283	12326	Very Good
							%	100%	30%	70%	
5	1.4.1 ELVA /ALCP KK-1	Non- Entreprene rial (Non- Commercia l) Legal Entity "EL VA"	Jonne Catshoe k	#6 flat, #17 Fanaskerteli street, Tbilisi, Vake – Saburtalo district	videos of practical advices and recomm endation s on agricultur e issues	14/05/2015	USD	49500	22251	27249	Very Good
							%	100%	44.95%	55.05%	
6	2.3.1 ALCP KK-BMB/3	LTD BMB	Mikheil Avkopas hvili	Ratevani village, Bolnisi	Cheese and Buffalo	17/04/2015	USD	36573	17573	19000	Very Good

				municipality	Matsoni production company		%	100%	48.05%	51.95%		
7	2.3.1 J-T-A/ALCP KK-3	LTD "J-T-A"	Tamar Mikeladze	Kldekari street #8, Tsalka Municipality	Cheese production company	3/06/2015	USD	62725	36459	26266		Very Good
							%	100%	58.13%	41.87%		
8	2.3.1 Khrami /ALCP KK - 1	LTD "Khrami"	Elbrus Aliev	Village Tsurta of Bolnisi Municipality	Wool processor Company	07.07.2015	USD	32801	20050	12751		Good
							%	100%	61.13%	38.87%		
9	2.3.1 Kesalo 2015 / ALCP KK - 1	LTD "Kesalo 2015"	Iagub Piriev	Gardabani, Nazarlo village,	slaughter house	09/07/2015	USD	102660	50958	51702		Very Good
							%	100%	49.64%	50.84%		
10	2.3.1 Aleksandre Naveriani/ALCP KK - 1	Individual Entrepreneur Aleksandre Naveriani	Aleksandre Naveriani	Ponichala village of Gardabani Municipality,	Cheese production company	14/04/2015	USD	51073	30993	20080		Very Good
							%	100%	60.55%	39.45%		
11	2.3.1 Manana Tsikarishvili /ALCP SJ-1	Individual Entrepreneur Manana Tsikarishvili	Manana Tsikarishvili	Klde Village , Akhaltsikhe munitipality	Wool Producer Company	10/07/2015	USD	28387	16390	11998		Very Good
							%	100%	57.74%	42.26%		
12	2.3.2 Ori Gio / ALCP AJ -1	Ori Gio Ltd	Temuri Beridze	Village Stepanashvili, Khulo	Slaughterhouse	9/04//2015	USD	80623	51863	28759		Very Good
							%	100%	64.33%	35.67%		
13	2.3.3 Natural Produktsia / ALCP AJ- 1	Natural Produktsia Ltd	Arkadi Kakhadze	Village Tabakhmela, Khulo	Cheese Producing Company	7/04//2015	USD	248025	150185	97840		Very Good
							%	100%	60.50%	39.50%		
14	2.3.3 Elguja Baramidze / ALCP AJ-1	Elguja Baramidze Ltd	Elguja Baramidze	Akhalsheni village, Khelvachauri , Georgia	Cheese Producing Company	13/08/2015	USD	240010	119420	120590		Very Good
							%	100%	49.76%	50.24%		
15	2.3.5 Ecotours Georgia / ALCP AJ -1	Ecotours Georgia Ltd	George Rajebashvili	flat 72, building 24, Gldani II, Tbilisi.	Ecotours organizing company	27/04/2015	USD	17426	11166	6260		Good
							%	100%	64.08%	35.92%		
16	2.3.5/3.1.3/3.2 Eco Films Ltd / ALCP AJ -1	"Eco Films" Ltd	Nikoloz Tsiklauri	41 Tabidze str, Apt 23, Vake-Saburtalo District, Tbilisi.	Production of documentary films	30/04/2015	USD	79799	47560	32239		Good
							%	100%	59.60%	40.40%		

17	3.1.1 National Food Agency/ALCP KK -1	National Food Agency	Zaza Dolidze	Marshal Gelovani avenue No6, 0159 Tbilisi	Construction of 6 Bio Security Points on AMR	05/06/2015	USD	445654	169076	276578	Very Good	
							%	100%	37.94%	62.06%		
18	3.1.2 Kvemo Kartli Regional Development Agency/ALCP KK-1	Kvemo Kartli Regional Development Agency	Mikheil Gurtskai	Megobroba Ave. No1, 3700 Rustavi	To enhance and strengthen KK RDA's role and services	19/07/2015	USD	22721	14243	8478	Very Good	
							%	100%	62.69%	37.31%		
19	3.1.9 Batumi Botanical Garden / ALCP AJ	Non-Commercial Legal Entity Batumi Botanical Garden	Tamaz Darchidze	Mtsvane Kontskhi, Batumi	Eco Educational Trainings for school kids for school kids	10/03/2015	USD	1186	772	230	184	Very Good
							%	100%	65%	19.5%	15.5%	
20	3.1.10 Business Association of Ajarian Beekeeping/ALCP AJ-1	Business Association of Ajarian Beekeeping	Roland Kezhera dze	A. Melashvili Street. # 26, Batumi, Georgia,	Noncommercial legal entity	06/08/2015	USD	15499	10065	5433	Very Good	
							%	100%	64.94%	35.06%		
21	# 3.2.3 Association of Businesswomen of Ajara/ALCP AJ -1	"Association of Businesswomen of Ajara"	Makvala Kvirikadze	A. Melashvili Street. # 26, Batumi, Georgia,	Noncommercial legal entity	02/07/2015	USD	12087	5871	6216	Very Good GEL	
							%	100%	48.57%	51.43%		
22	3.3.1 Khulo Municipality/ALCP AJ-1	Khulo Municipality LSG	Khulo Municipality LSG	Tbel Abuseridze str. #1, Daba Khulo, Georgia	Local Self-Government	8/04//2015	USD	25818	16868	8950	Very Good	
							%	100%	65.33%	34.67%		
23	3.3.1 Shuakhevi Municipality/ALCP AJ-1	Shuakhevi Municipality LSG	Gamgebeli of Municipality Taniel Ebralidze	Tamar Mephe str. #30, Daba Shuakhevi, Georgia	Local Self-Government	8/04//2015	USD	25818	16868	8950	Very Good	
							%	100%	65.33%	34.67%		
24	3.3.1 Keda Municipality/ALCP AJ-1	Keda Municipality LSG	Gamgebeli of Municipality Davit Dumbadze	Kostava str. #3, Daba Keda, Georgia	Local Self-Government	8/04//2015	USD	25818	16868	8950	Very Good	
							%	100%	65.33%	34.67%		
	3.3.1 Khelvachauri	Khelvachauri	Gamgebeli of	Didachara str. #3,	Local Self-	8/04//2015	USD	25818	16868	8950	Very Good	

25	Municipality/ ALCP AJ-1	Municipality LSG	Municipality Nadim Varshani dze	Daba Khelvachauri, Georgia	Government		%	100%	65.33%	34.67%		
26	3.3.1 Kobuleti Municipality/ ALCP AJ-1	Kobuleti Municipality LSG	Gamgebeli of Municipality Sulxan Evgenidze	D. Aghmashenebeli str. #141, Georgia	Local Self-Government	8/04//2015	USD	25818	16868	8950		Very Good
27	3.4.1 Dmanisi Municipality/ ALCP 1	Dmanisi Municipality	Goga Barbakadze	Dmanisi Municipality - Gamgeoba	Identification & registration of Dmanisi highland summer pastures	07/05/2015	USD	5140	3270	1870		Very Good
							%	100%	65%	35%		
Service Contracts												
28	1.2.1 Nana Balanchivadze /ALCP AJ- 1	Nana Balanchivadze	Nana Balanchivadze	29A Tbel Abuseridze street, Batumi	Consultant (Vet)	04/05/2015	USD	322	322			Very Good
							%	100%	100%			
29	2.1.1 Star Consulting /ALCP AJ- 1	LTD "Star Consulting "	Ekaterine Burkadze	43 Flat, 9b Antonovskai a street, Vake-Saburtalo district, Tbilisi	The consulting company for Food safety and Hygiene	02/04//2015	USD	1560	1560			Very Good
							%	100%	100%			
30	2.1.1 Star Consulting /ALCP AJ- 2	LTD "Star Consulting "	Ekaterine Burkadze	43 Flat, 9b Antonovskai a street, Vake-Saburtalo district, Tbilisi	The consulting company for Food safety and Hygiene	19/04//2015	Gel	1161	1161			Very Good
							%	100%	100%			
31	2.1.1 Star Consulting /ALCP AJ- 2	LTD "Star Consulting "	Ekaterine Burkadze	43 Flat, 9b Antonovskai a street, Vake-Saburtalo district, Tbilisi	The consulting company for Food safety and Hygiene	02/07//2015	USD	846	846			Very Good
							%	100%	100%			
32	# 3.3.1 Black Sea Eco-Academy/ALCP AJ - 1	Black Sea Eco-Academy	Ekaterine Khvedelidze	Rustaveli street # 51, Batumi, Georgia	Research on wild animals	18/03//2015	USD	14270	14270			Very Good
							%	100%	100%			

33	# 3.3.1 Fauna and Flora International Representation office in Georgia- /ALCP AJ - 1	Fauna and Flora International Representation office in Georgia	G. Goldthorpe	Phaliashvili street # 55, Tbilisi, Georgia	Research on wild animals	13/05/2015	USD	5000	5000			Very Good
							%	100%	100%			

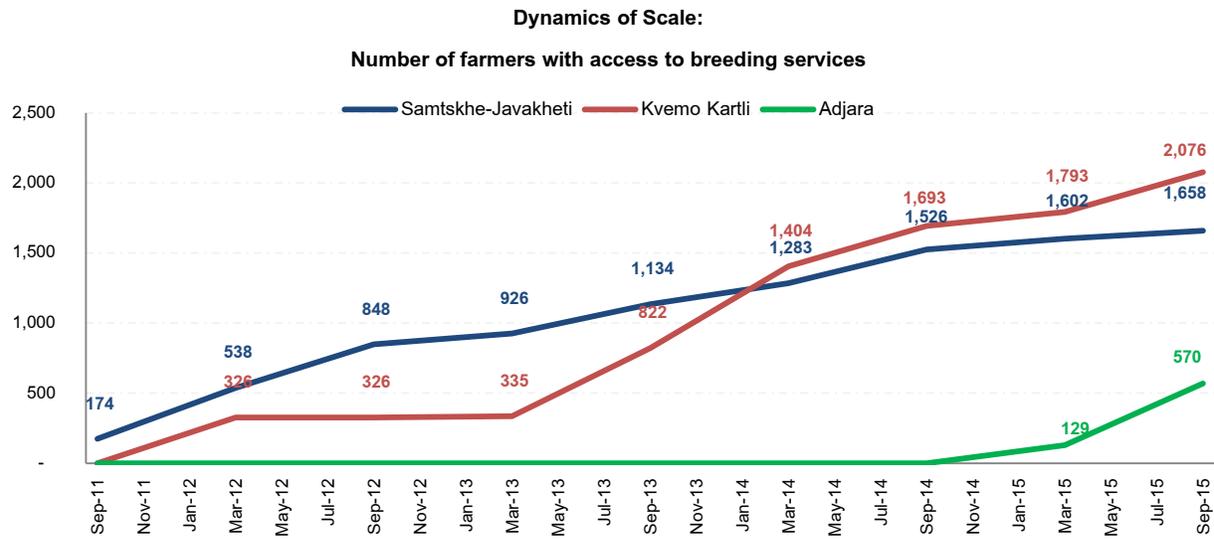
ANNEX 4: DYNAMICS OF SCALE AND SCALABLE INDICATORS PER INTERVENTION & SECTOR

Interventions	Key Scalable Indicators																																																																																												
Output 1.1																																																																																													
Intervention 1.1.1 "ROKI" vet drugs supplier facilitated by the programme																																																																																													
<i>(SJ: 12 vet pharmacies ; KK: 20 vet pharmacies; AJ: 12 vet pharmacies; And 284 vet pharmacies outside programme area facilitated by the input supplier "ROKI")</i>																																																																																													
Intervention Budget	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements (SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	Alliances & ALCP Programme Aggregated Results (SJ since: 2008, KK since 2011, AJ: since 2014)																																																																																										
Total cost :	1,630,782																																																																																												
ALCP contribution:	605,849																																																																																												
# of farmers having access to service	31,986 (SJ: 18,084; KK: 13,902)	280,930 (SJ: 938; KK: 20,516; AJ: 18,787; OPA: 219,576; EXP: 21,113)	312,916 (SJ: 19,022; KK: 34,418; AJ: 18,787; OPA: 219,576; EXP: 21,113)																																																																																										
% of women among beneficiaries			40% (SJ: 42%; KK: 36%; AJ: 45%; OPA: 40%)																																																																																										
NAIC generated for farmers (Gel)	1,616,654 (SJ: 958,348; KK: 658,306)	5,447,524 (SJ: 20,363; KK: 348,845; AJ: 108,640; OPA: 4,969,676)	7,064,178 (SJ: 978,711; KK: 1,007,151; AJ: 108,640; OPA: 4,969,676)																																																																																										
SROI			1,066%																																																																																										
NAIC generated for the client (Gel)	77,575 (SJ: 41,236; KK: 36,339)	521,699 (SJ: 19,523; KK: 72,653; AJ: 15,136; OPA: 383,262; EXP: 31,125)	599,274 (SJ: 60,759; KK: 108,992; AJ: 15,136; OPA: 383,262; EXP: 31,125)																																																																																										
Client's ROI			-42%																																																																																										
Indirect Benefits of the Intervention:																																																																																													
11 entities crowding in have benefited 17,304 farming households with 336,916 Gel as NAIC																																																																																													
Dynamics of Scale: Total number of farmers with access to veterinary services																																																																																													
— Samtskhe-Javakheti — Kvemo Kartli																																																																																													
<table border="1" style="width: 100%; margin-top: 10px; border-collapse: collapse;"> <caption>Data for Dynamics of Scale: Total number of farmers with access to veterinary services</caption> <thead> <tr> <th>Month</th> <th>Samtskhe-Javakheti</th> <th>Kvemo Kartli</th> <th>Other Regions (Yellow)</th> <th>Other Regions (Green)</th> </tr> </thead> <tbody> <tr><td>Sep-11</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Dec-11</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>Mar-12</td><td>0</td><td>3,665</td><td>0</td><td>0</td></tr> <tr><td>Jun-12</td><td>0</td><td>4,574</td><td>0</td><td>0</td></tr> <tr><td>Sep-12</td><td>0</td><td>4,574</td><td>0</td><td>0</td></tr> <tr><td>Dec-12</td><td>0</td><td>4,574</td><td>0</td><td>0</td></tr> <tr><td>Mar-13</td><td>1,292</td><td>6,314</td><td>0</td><td>0</td></tr> <tr><td>Jun-13</td><td>1,292</td><td>6,314</td><td>0</td><td>0</td></tr> <tr><td>Sep-13</td><td>6,594</td><td>8,637</td><td>0</td><td>0</td></tr> <tr><td>Dec-13</td><td>6,594</td><td>8,637</td><td>0</td><td>0</td></tr> <tr><td>Mar-14</td><td>13,223</td><td>20,803</td><td>10,498</td><td>10,498</td></tr> <tr><td>Jun-14</td><td>13,223</td><td>20,803</td><td>10,498</td><td>10,498</td></tr> <tr><td>Sep-14</td><td>14,898</td><td>15,521</td><td>10,498</td><td>10,498</td></tr> <tr><td>Dec-14</td><td>14,898</td><td>15,521</td><td>10,498</td><td>10,498</td></tr> <tr><td>Mar-15</td><td>18,323</td><td>27,213</td><td>10,498</td><td>10,498</td></tr> <tr><td>Jun-15</td><td>18,323</td><td>27,213</td><td>10,498</td><td>10,498</td></tr> <tr><td>Sep-15</td><td>19,022</td><td>34,418</td><td>10,498</td><td>10,498</td></tr> </tbody> </table>				Month	Samtskhe-Javakheti	Kvemo Kartli	Other Regions (Yellow)	Other Regions (Green)	Sep-11	0	0	0	0	Dec-11	0	0	0	0	Mar-12	0	3,665	0	0	Jun-12	0	4,574	0	0	Sep-12	0	4,574	0	0	Dec-12	0	4,574	0	0	Mar-13	1,292	6,314	0	0	Jun-13	1,292	6,314	0	0	Sep-13	6,594	8,637	0	0	Dec-13	6,594	8,637	0	0	Mar-14	13,223	20,803	10,498	10,498	Jun-14	13,223	20,803	10,498	10,498	Sep-14	14,898	15,521	10,498	10,498	Dec-14	14,898	15,521	10,498	10,498	Mar-15	18,323	27,213	10,498	10,498	Jun-15	18,323	27,213	10,498	10,498	Sep-15	19,022	34,418	10,498	10,498
Month	Samtskhe-Javakheti	Kvemo Kartli	Other Regions (Yellow)	Other Regions (Green)																																																																																									
Sep-11	0	0	0	0																																																																																									
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Mar-13	1,292	6,314	0	0																																																																																									
Jun-13	1,292	6,314	0	0																																																																																									
Sep-13	6,594	8,637	0	0																																																																																									
Dec-13	6,594	8,637	0	0																																																																																									
Mar-14	13,223	20,803	10,498	10,498																																																																																									
Jun-14	13,223	20,803	10,498	10,498																																																																																									
Sep-14	14,898	15,521	10,498	10,498																																																																																									
Dec-14	14,898	15,521	10,498	10,498																																																																																									
Mar-15	18,323	27,213	10,498	10,498																																																																																									
Jun-15	18,323	27,213	10,498	10,498																																																																																									
Sep-15	19,022	34,418	10,498	10,498																																																																																									

Output 1.2

Intervention 1.2.2: 1 Breeding: Improved bulls. In SJ 58 financed and 26 still works, in KK 46 financed and 35 still works; In AJ 43 financed and 38 still works

Intervention Budget	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 433,501 Alliances contribution: 245,747	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	2,806 (SJ: 1,602; KK: 1,204)	1,498 (SJ: 56; KK: 872; AJ: 570)	4,304 (SJ: 1,658; KK: 2,076; AJ: 570)
% of women among beneficiaries			20% (SJ: 25%; KK: 15%; AJ: 10%)
NAIC generated for farmers (Gel)	350,098 (SJ: 232,669; KK: 117,429)	167,318 (SJ: 12,052; KK: 128,930; AJ: 26,336)	517,416 (SJ: 244,721; KK: 246,359; AJ: 26,336)
SROI			111%
NAIC generated for the client (Gel)	181,857 (SJ: 141,462; KK: 40,395)	134,430 (SJ: 26,160; KK: 75,970; AJ: 32,300)	316,287 (SJ: 167,622; KK: 116,365; AJ: 32,300)
Client's ROI			68%



Indirect Benefits of the Intervention:

13 entities crowding in have benefited 609 farming households with 124,102 Gel as NAIC

Output 1.3

Intervention 1.3.1 Number of nutritional suppliers facilitated by the programme in target area

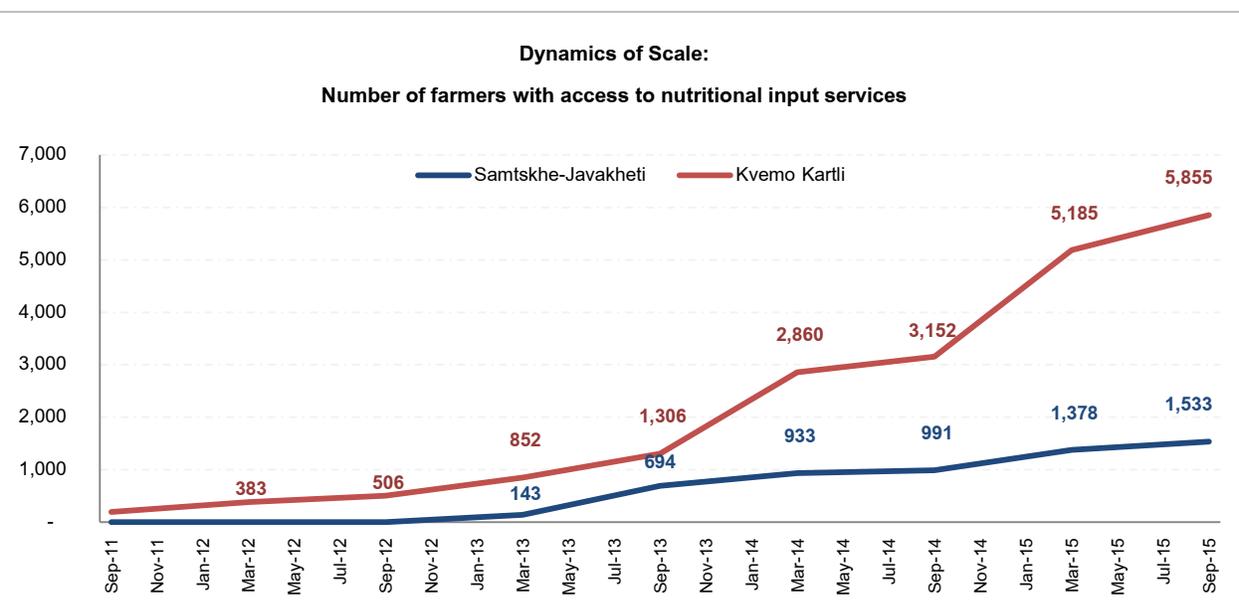
(KK: 1 input supplier providing hay, Combined Feed and Brewers Grains; & Ge-Geo Tech in SJ supplies Combined Feed and Brewers Grains)

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 348,687 Alliances contribution: 168,419	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	3,851 (SJ: 991; KK: 2,860)	3,537 (SJ: 542; KK: 2,995)	7,388 (SJ: 1,533; KK: 5,855)

% of women among beneficiaries	25%		
	SJ: 24%; KK: 25%		
NAIC generated for farmers (Gel)	597,078 (SJ: 216,511; KK: 380,567)	795,331 (SJ: 79,527; KK: 715,804)	1,392,409 (SJ: 296,038; KK: 1,096,371)
SROI	942%		
NAIC generated for the client (Gel)	112,423 (SJ: 39,535; KK: 72,888)	70,545 (SJ: 12,197; KK: 58,348)	182,968 (SJ: 51,732; KK: 131,236)
Client's ROI	44%		

Indirect Benefits of the Intervention:

9 entities crowding in have benefited 548 farming households with 156,085 Gel as NAIC⁶⁹



Intervention 1.5.1 Two Machinery Service Providers facilitated by the programme in target area

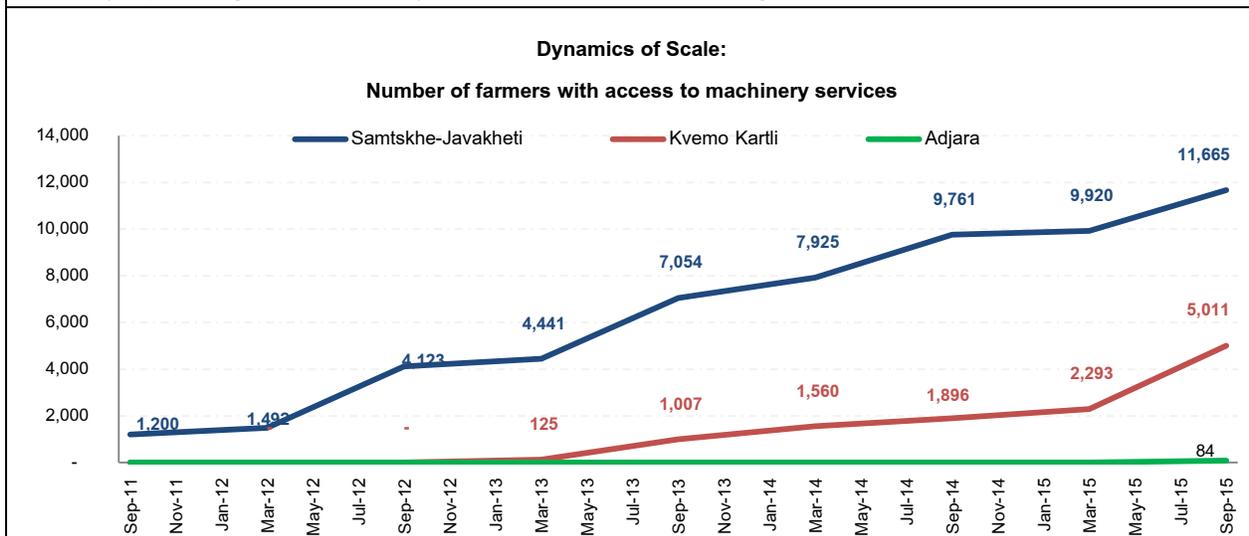
(1 machinery shop in SJ and 1 shop in KK: 204 machinery implements co-financed in SJ and 91 implements in KK, 14 in AJ)

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 1,510,293 Alliances contribution: 664,168	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	11,480 (SJ: 9,920; KK: 1,560)	5,280 (SJ: 1,745; KK: 3,451; AJ: 84)	16,760 (SJ: 11,665; KK: 5,011; AJ: 84)
% of women among beneficiaries	16% (SJ: 16%; KK: 18%; AJ: 5%)		
NAIC generated for farmers (Gel)	4,617,204 (SJ: 3,452,404; KK: 1,164,800)	1,252,757 (SJ: 512,883; KK: 737,756; AJ: 2,118)	5,869,961 (SJ: 3,965,287; KK: 1,902,556; AJ: 2,118)
SROI	783%		
NAIC generated for the client (Gel)	2,234,954 (SJ: 1,943,754; KK: 291,200)	910,963 (SJ: 440,510; KK: 456,879; AJ: 13,574)	3,145,917 (SJ: 2,384,264; KK: 748,079; AJ: 13,574)

⁶⁹ Indirect impact for nutrition is calculated only in case of brewers' grains (4). Impact for combined feed is captured directly from the programme client.

Client's ROI	272%
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Indirect Benefits of the Intervention:
4 machinery shops crowding in, sold 676 machinery implements, have benefited 39,288 farming households.



Output 1.4

Intervention 1.4.1 : 15 Newspapers working
(15 Newspapers supported by the programme financially: 1 from SJ intervention and 14 from KK intervention.)

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 87,614 Alliances contribution: 57,843	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	10,998 (SJ: 5,948; KK: 5,050)	39,050 (KK: 16,450; OPA: 22,600)	50,048 (SJ: 5,948; KK: 21,500; OPA: 22,600)
% of beneficiary households where women also have an access to information			91% (SJ: 91%; KK: 91%)

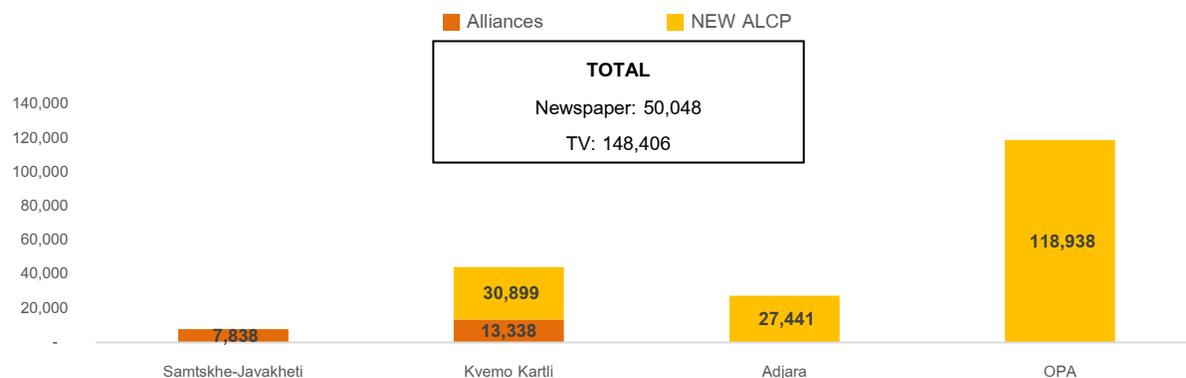
Indirect Benefits of the Intervention:
5 entities crowding in have benefited 7,350 farming households

Intervention 1.4.2: 6 TVs facilitated to have agricultural content
(KK: "Sazogadoebrivi Mauwyebeli", "Mameuli TV", SJ: "Farvana TV", "Eureka TV", "Imperia TV", AJ: "GLCP"
8 more TV supported countrywide – Journalists have been trained)

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 676,226 Alliances contribution: 308,559	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	10,178 (SJ: 1,890; KK: 8,288)	138,228 (KK: 14,449; AJ: 27,441 OPA: 96,338)	148,406 (SJ: 1,890; KK: 22,737; AJ: 27,441 OPA: 96,338)
% of beneficiary households where women also have an access to information			91% (SJ: 90%; KK: 91%; AJ: 91%; OPA: 91%)

Indirect Benefits of the Intervention:

1 entities crowding in have benefited 1,225 farming households

Dynamics of Scale:**Total number of farmers with access to information****Output 2.1 FS&H consulting****2.1 FS&H consultancy companies working**

(AJ and KK: "Star Consulting", First consulting in KK; SJ: "GDCl")

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 165,855	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
Alliances contribution: 133,042			
# of farmers having access to service	2,597 (SJ: 1,297; KK: 1,300)	1,337 (SJ: 338; KK: 796; AJ: 203)	3,934 (SJ: 1,635; KK: 2,096; AJ: 203)
% of households with female members accessing services			79% (SJ: 76%; KK: 85%; AJ: 67%)
NAIC generated for the client (Gel)	3,810 (SJ: 3,000; KK: 810)	3,656 (KK: 2,510; AJ: 1,146)	7,466 (SJ: 3,000; KK: 3,320; AJ: 1,146)

Indirect Benefits of the Intervention:

1 entities crowding in have trained 300 dairy and business operators

Output 2.2:**Intervention 2.2.1: Market Access for Farmers in Dairy Sector: 29 Milk Processors and one milk collector facilitated in target municipalities**

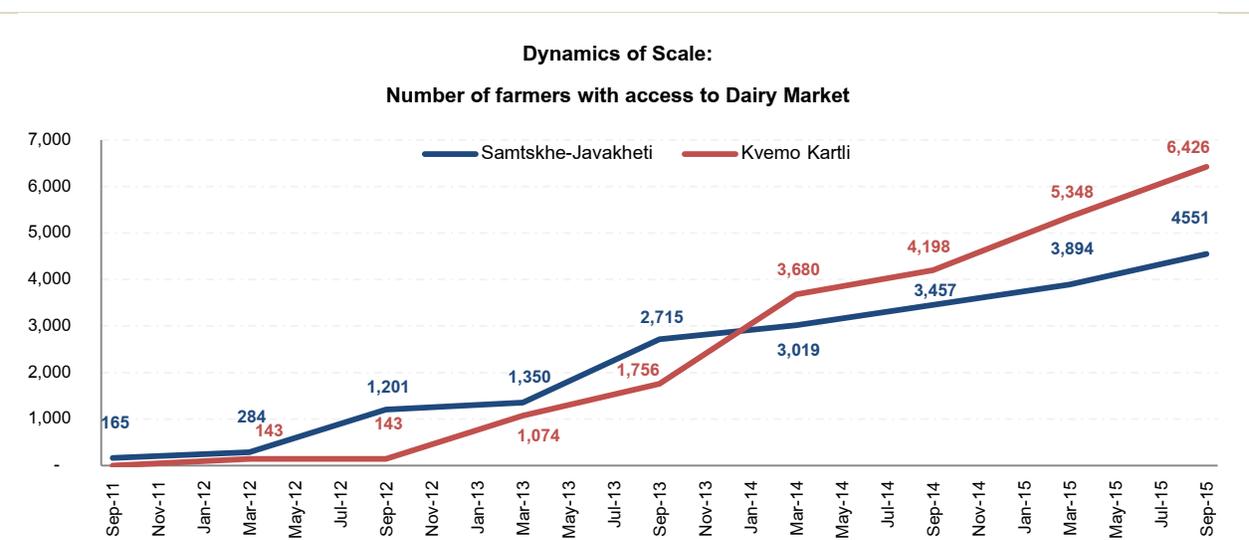
(19 milk processors and one milk collector in SJ, 9 milk processors in KK, 2 milk processors in AJ)

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 4,447,800	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
Alliances contribution: 2,418,487			
# of farmers having access to service	8,013 (SJ: 3,815; KK: 4,198)	2,964 (SJ: 736 KK: 2,228)	10,977 (SJ: 4,551; KK: 6,426)
% of women among beneficiaries			63% (SJ: 66% KK: 60%)
NAIC generated for farmers (Gel)	1,801,523 (SJ: 780,973; KK: 1,020,550)	1,812,522 (SJ: 274,656; KK: 1,537,866)	3,614,045 (SJ: 1,055,629; KK: 2,558,416)
SROI			49%

NAIC generated for the client (Gel)	568,123 (SJ: 350,485; KK: 217,638)	814,701 (SJ: 149,197; KK: 665,504)	1,382,824 (SJ: 499,682; KK: 883,142)
Client's ROI	-32		

Indirect Benefits of the Intervention:

⁷⁰ entities crowding in have benefited 181 farming households with 59,432 Gel as NAIC



Intervention 2.2.2: Market Access for Farmers in Beef Sector - 3 Slaughterhouses facilitated by ALCP programme

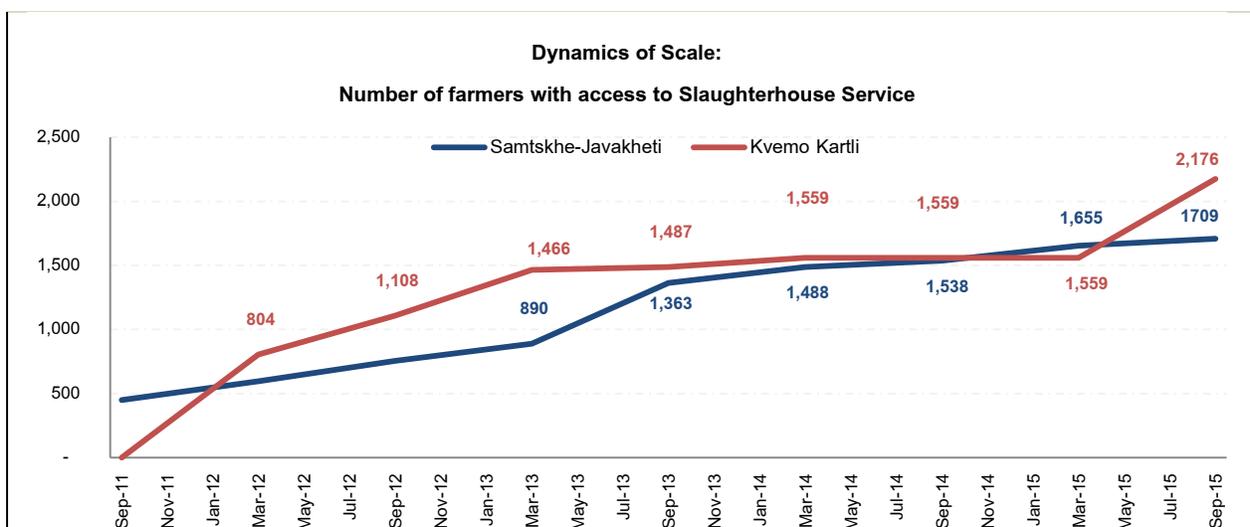
2 in SJ, 3 in KK and 1 in AJ

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 1,090,030	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
Alliances contribution: 555,646			
# of farmers having access to service	3,161 (SJ: 1,602; KK: 1,559)	724 (SJ: 107; KK: 617)	3,885 (SJ: 1,709; KK: 2,176)
% of women among beneficiaries			14% (SJ: 14%; KK: 15%)
NAIC generated for farmers (Gel)	220,544 (SJ: 83,308; KK: 137,236)	13,249 (SJ: 1,819; KK: 11,430)	233,793 (SJ: 85,127; KK: 148,666)
SROI			-58%
NAIC generated for the client (Gel)	533,133 (SJ: 504,830; KK: 28,303)	36,813 (SJ: 10,524; KK: 26,289)	569,946 (SJ: 515,354; KK: 54,592)
Client's ROI			7%

Indirect Benefits of the Intervention:

1 entity crowding in have benefited 473 farming households with 9,511 Gel as NAIC

⁷⁰ 6 entities have partially copied the model and started milk collection in Ninotsminda municipality, Gandza Village.



Intervention 2.2.3: Market Access for Farmers in Beef Sector - 2 Livestock Markets facilitated by ALCP programme

(1 Livestock market in SJ: "Akhaltikhe livestock market" and 1 in KK: "Vostoki")

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 825,795	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
Alliances contribution: 335,040			
# of farmers having access to service	9,080 (SJ: 9,080)	7,495 (KK: 2,998; OPA: 4,497)	16,575 (SJ: 9,080; KK: 2,998; OPA: 4,497)
% of women among beneficiaries			12% (SJ: 11%; KK: 14%)
NAIC generated for farmers (Gel)	209,107 (SJ: 209,107)	179,109 (KK: 71,644; OPA: 107,465)	388,216 (SJ: 209,107; KK: 71,644; OPA: 107,465)
SROI			16%
NAIC generated for the client (Gel)	52,952 (SJ: 52,952)	39,450 (KK: 39,450)	92,402 (SJ: 52,952; KK: 39,450)
Client's ROI			-81%

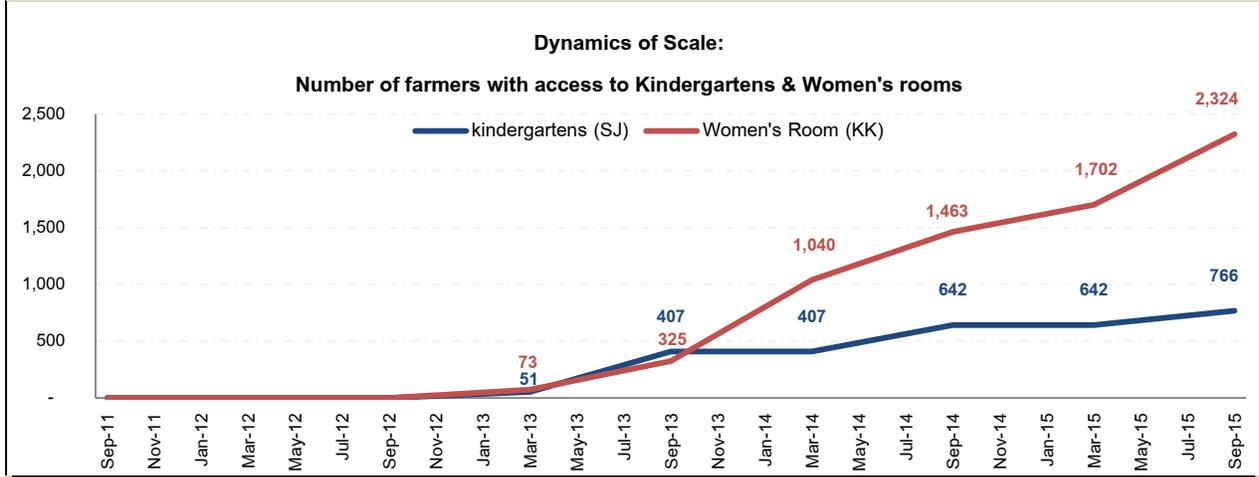
Intervention 2.2.4: Market Access for Farmers in wool Sector – 2 in KK and 1 in SJ

Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 499,784	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
Alliances contribution: 269,094			
# of farmers having access to service	561 (KK: 561)	235 (KK: 235)	796 (KK: 796)
% of women among beneficiaries			33%
NAIC generated for farmers (Gel)	24,762 (KK: 24,762)	24,582 (KK: 24,582)	49,344 (KK: 49,344)
SROI			-82%
NAIC generated for the client (Gel)	130,334 (KK: 130,334)	7,202 (KK: 7,202)	137,536 (KK: 137,536)

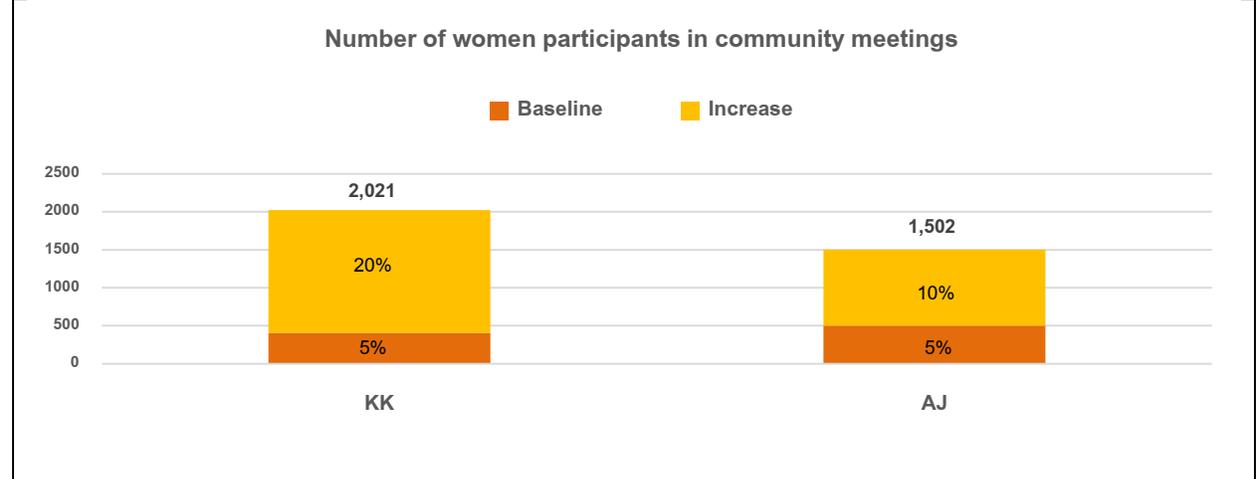
Client's ROI	-40%
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Output 3.2.1 Women's Room - 3 Women's Rooms Facilitated in Three Municipalities: Dmanisi, Tetrtskaro and Tsalka			
Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 71,502 Alliances contribution: 45,802	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	1,040 (KK: 1,040)	1,284 (KK: 1,284)	2,324 (KK: 2,324)
% of women among beneficiaries			63%

Output 3.2.2 Kindergartens - 9 kindergartens Facilitated in five Municipalities : Akhaltsikhe, Adigeni, Aspindza, Ninotsminda and Akhalkalaki			
Intervention Budget:	Actual Alliances Finalized Programme Results	Estimated ALCP Achievements	Alliances & ALCP Programme Aggregated Results
Total cost : 334,240 Alliances contribution: 239,240	(SJ I & II phases: 2008-2014 & KK I phase: 2011-2014)	(SJ stand by phase: since Jan 2015, KK II phase: since March 2014, AJ: since March 2014)	(SJ since: 2008, KK since 2011, AJ: since 2014)
# of farmers having access to service	642 (SJ: 642)	124 (SJ: 124)	766 (SJ: 766)
% of women among beneficiaries			76%



Output 3.2.2 Women's access to decision making



ANNEX 5: ALCP ANNUAL SYSTEMIC CHANGE LOG

#	Programme Client's & Intervention Name	Type of Systemic Change	Verification		Impact Calculation added to system (Y/N) (Direct/Indirect/Quant/Qual/Both)	Location (Region, Municipality)	Starting Date	Business Description & Stability	Systemic Attribution to the Programme	Changes to the
			Source	Verified/not Verified (& date if verified)						
1	1.1.1 Roki/ Roin Abuladze	Business Expansion	Client Supported entity	Verified/ July 2015	Y Direct Both	Tsalka/ KK	April/ 2015	Seeing the profitable market Roin Abuladze a vet pharmacy owner in Tsalka, has opened one more vet pharmacy in Tsalka center.	Programme facilitation with Roki Ltd included Roin's Tsalka pharmacy the improved business model convinced the owner to open one more	
2	1.2.3 Bull Replacement in SJ	Crowding in	BDO	Verified/ May 2015	Y Indirect Both	Akhalkalak/SJ	Feb/ 2015	5 new improved bull owners who serve farmers with breeding service, some pay in kind and some in cash	They copied the model from the programme clients after seeing the difference in live-weight of calves born as a result of the program supported bull replacement intervention	
3	1.3.1 Combined Feed	Business Expansion	Client	Verified/ May 2015	Y Direct Both	Keda/ AJ Ozurgeti/ Guria	May/ 2015	2 new distribution points, programme client sells wholesale and distributes to the points and his clients add an average of a 2 gel mark up	Programme client	
4	1.4.1 Georgian Regional Media Association- GRMA	Business Expansion	Client	Verified/ July 2015	Y Indirect- (3newspapers readers) Both	Tbilisi	July/ 2015	Eurasia Partnership Foundation signed an agreement with the Association to produce a FS&H supplement once a month prepared by local journalists and put in 16 local newspapers throughout Georgia. 13 newspapers attended at the agro journalism training	The training in agro journalism, preparing the agri journalism study modules in the universities journalism curriculums and guidelines for reporting on agriculture for journalists inspired the association to start producing the content which the Eurasia Partnership Foundation	

									took into account.
5	1.4 Newspaper “Southern Gates”	Crowding in	Client/BDO	Verified/ March 2015	Y Indirect Both	SJ	Mar/ 2015	Newspaper ‘Southern Gates’ has started broadcasting online agro programme with the same name ‘Meurne’ as for the agricultural supplement twice a month	The newspaper replicated the agro programme from the programme client <i>Imperia Ltd</i>
6	1.5.1 Agricultural Machinery Shop Mar-Mot	Crowding in	Client	Verified/ May 2015	Y Direct Both	Ninotsminda/ SJ Kutaisi/ Imereti	Sep/ 2014	2 machinery operators have established their own machinery shops	They buy the implements and spare parts with the wholesale prices from the Marmot and sell with the retail price as the Marmot has in his Tbilisi shop
7	2.2.3 Tsezari Kakhadze	Business Expansion	Client/BDO	Verified/ July 2015	Y Direct Both	Tsalka/ KK	May/ 2015	1 cheese distributor from Zugdidi linked to Tsezari, he buys cheese and sells to Gali, Abkhazia	Programme client
8	2.2.3 Temuri Kakhadze	Business Expansion	Client/BDO	Verified/ August 2015	Y Direct Both	Tsalka/ KK	June/ 2015	1 cheese distributor from Zugdidi linked to Temuri, he buys cheese and sells to Gali, Abkhazia	Programme client
9	2.3.1 Milken	Business Expansion	Client/BDO	Verified/ June 2015	Y Direct Both	Gardabani/KK	April/ 2015	Milken has become the only distributor of 6 types of smoked cheese to Nikora’s shops in Tbilisi and in the whole region of Kakheti.it has started distribution of cheese to Nugeshi and Foodmart shops as well.	Programme client.
10	2.2 LLC “Tsipora Samtskhe”	Crowding in	Client/BDO	Verified/ May 2015	Y Indirect Both	Adigeni/ SJ	2014	15. A new milk collection centre started functioning in remote Mokhe Village collecting milk from 15 SSLPs on average 300lit/day.	His friend is running MCC and supplies milk to the programme client; the new MCC owner started supplying milk as well.
11	2.2. BDS First Consulting	Business expansion	Client	Verified/ June 2015	Y Direct Both	Khashuri/ Shida Kartli Mestia/ Svaneti	June/ 2015	BDS company made 2 business plans for cheese production under ‘Project of Co-financing of Agro Processing Enterprises’ of the Management Agency of the Minister of Agriculture	Working experience with the ALCP has been used, the same model of the value chain of ALCP

12	2.2 FS&H 'Star Consulting'	Business expansion	Client	<i>Verified/ May2015</i>	Y Direct Both	Telavi/ Kakheti Karajala/ Kakheti	<i>May/ 2015</i>	1 slaughterhouse and 1 cheese enterprise have received FS&H consultancy and they paid for it	Star Consulting used the programme facilitated assessment models and training materials.
13	2.2 Ajara Restaurant and Café-Bars Association	Business expansion	Client	<i>Verified/ August 2015</i>	Y Indirect Both	Batumi/Ajara	<i>August/ 2015</i>	After 2 phases of ALCP AJ facilitated FS& H trainings, Ajara Restaurants and Café-Bars Association carried out additional training based on demand from HoReCa sector business operators (12 participants).	The Association used the same model of the FS&H as the programme has
14	3.3 DRR	Crowding in	Client/BDO	<i>Verified/ July2015</i>	Y Direct Both	Rustavi	<i>June/2015</i>	Rustavi City has established DRRWG due to participate in the network of KK Regional DRR Coordination System and become a member of the network.	They have received the information of DRRWGs functions from the Governor of KK and copied the model

ANNEX 6: INFORMATION IN ALLIANCES

Note: Outcome 1: Output 1.4: Access to Information: The following text provides an overview of the work on access to information done on Alliances since 2008 to date and tracks the development of the facilitation.

'If you want to change the space, change people's thinking and to do that they need the right kind of information'

The SDC funded Alliances Lesser Caucasus Programme of Mercy Corps Georgia www.alcp.ge has facilitated interventions related to agricultural information since 2008. It is currently focused on changing how agriculture is reported and debated in Georgia, breaking cyclical and stale ideas and arguments to allow for new ideas and informed debate in the sector through working with the national media associations of TV and Newspapers to develop the field of agri journalism.

BACKGROUND: ALLIANCES AND INFORMATION

Over fifty % of the Georgian population are dependent on agriculture and despite a vast range of agro ecological zones almost all are small scale livestock producers owning milking cows. With the signing of the EU Association Agreement and Deep and Comprehensive Free Trade Agreement (DCFTA) bringing with it the necessity that Georgia harmonizes its laws with those of the EU, agriculture has become an even higher priority topic for politicians and the media. Paucity of information, poor quality information and absence of information characterized the rural space in 2008 when Alliances began and are still constraints today. The main sources of agricultural information for farmers are from neighbours and friends often passed through informal male gatherings the 'birjas' , or from very general items related to agriculture on the main TV news channels. Information poverty has always been more severe for women as they do not have the same culture as men of gathering in public on the street to chat. Commercially the space has been distorted by donor funded column inches or air time, a lack of understanding of the potential to be found in serving the large rural market and perhaps most significantly a deep urban and rural divide, a public misperception of the fundamentals of rural livelihoods and small and medium rural business.

Working through the Making Markets Work for the Poor Approach, in which the programme co-invests with key market actors be they private or public entities who are the face of the intervention, the programme began with one newspaper client in 2009, local TV in 2010, another newspaper in another region in 2011 and looking for greater scale and impact worked with the public broadcasters only national agricultural magazine programme from 2013. The programme has also concentrated on embedded advice in all interventions most notably through a national veterinary inputs supply company utilizing sms's to customers, as well as in store advice with advice shaped by their customer database. In the new expanded regions of the programme, a TV production company making agricultural and rural livelihoods based programmes has been facilitated and technical videos for use on mobile phones on key topics such as vaccination and nutrition have been developed with a research partner. Another example is in access to decision making for women, where municipal women's resource centres and access to community decision making, primarily involves enabling women to exit an information vacuum and exercise agency in the use of new knowledge for their own and their families benefit. Information can be said to be the one key facet which must be improved in any intervention.

SHAPING THE PUBLIC SPACE

The decision to use information and shape the public space with a specific eye to influencing the political sphere began in 2013 with the making of the *The Road* film documentary. Purposefully taking the form of a beautiful high quality documentary and not a direct advocacy tool, it aimed to highlight the siloed issue of the animal movement route on which a million head of livestock predominantly sheep, travel annually from winter to summer pasture in an ecologically determined pattern of survival and husbandry. The film was promoted publically by the film makers with a glossy premiere, with the main function of bolstering pride in a beautiful country with ancient traditions (and its film making talent), honestly and intelligently showcasing current problems without finger pointing and bringing the issue and the sheep industry out from obscurity and into the public sphere. It worked, bringing to fruition a suite of interventions on the issue and now another film is in production, this time in the new region of Ajara on the Black Sea, where wild honey is still produced. It will portray, very beautifully, the human wildlife interface through the annual cycle of a wild hive and will influence a space which requires support to the honey and rural tourism sectors, an understanding of the

true ecological value of the region in tandem with ongoing rural livelihoods and the galvanization of diverse actors. Above all, it will reflect beauty and positivity back to the Georgians themselves. It will create belief in what is possessed and what is possible.

With regard to agriculture in general however, what became clear was the terrible deadlock in the sector. Politicians and the media were locked in stale and cyclical arguments continuously recycled and served up to the public. There was little or no reference to the private sector just a stymied dialogue between government and farmer with an impossible onus on both, to solve the problems in the sphere. It became very clear that for agricultural policy itself to move forwards the stalemate needed to be broken. The way in which agriculture and agricultural issues were debated and presented needed changing. The way it was reported and the capacity of reporters to do so therefore became the focus of a national level ALCP intervention. In addition by 2014 the Alliances programme areas were well served for tailored agricultural information however large areas of rural Georgia were largely untouched⁷¹, the intervention would also facilitate further scale and outreach.

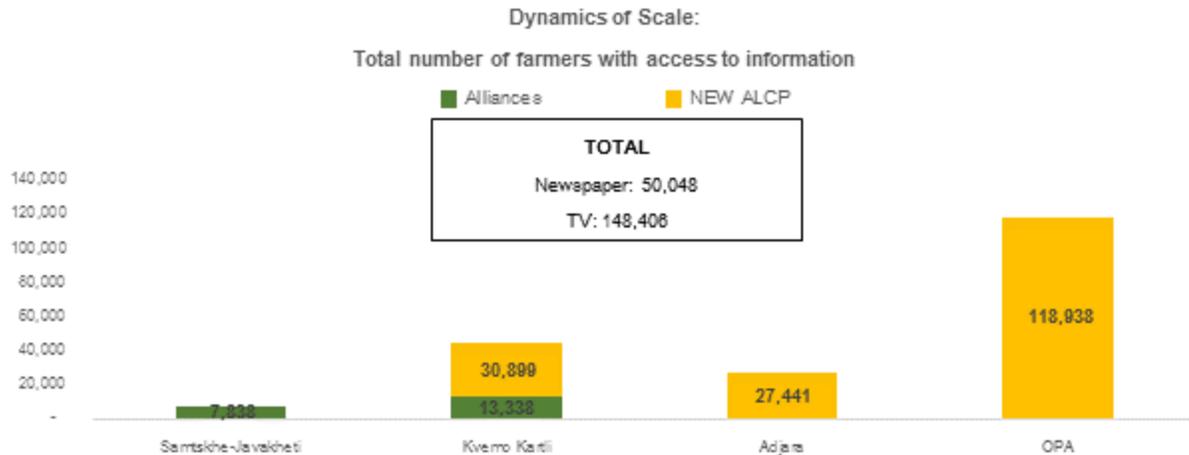
BREAKING THE DEADLOCK: FACILITATION OF THE GEORGIAN REGIONAL MEDIA ASSOCIATION OF BROADCASTERS (GARB) AND GEORGIA REGIONAL MEDIA ASSOCIATION OF PRINT JOURNALISTS (GRMAR)

The two national media associations for print media and broadcasters were formed 2002 and 2004 respectively by independent journalists to represent and advocate for print and TV media across Georgia. The associations cover 24 local newspapers with 60, 000 readers and 20 local TVs with 200,000 viewers in most All Regions of Georgia. The print and TV journalists had received training and experience relating to local government, social, economic and budgeting issues, but not agriculture. The predominantly youthful cadre of journalists were characterized by low capacity to recognize and understand let alone report on the often complex and technical issues arising in Georgian agriculture. Perhaps more importantly they themselves had been influenced by the stale and cyclical reporting related to agriculture and could find no inspiration in it. A key part of the intervention was to prove to them that real agri journalism was a complex mix of dynamic social issues and technical understanding of crucial importance in a country with such a high proportion of the population dependent on and connected to agriculture. Following the approach to the media associations and the negation of an offer, an international agricultural journalist was commissioned to deliver trainings to forty five print and TV journalists. The development of agri-journalism modules to be added to the journalism curriculum in six universities was also initiated. It was also emphasized in the training, that agriculture in Georgia and the lives of rural people were the nexus of so many of the most pressing debates of our time. Far from being the dry province of machinery and fusty academics it is the living breathing space where the rural urban divide, resource use, climate change, gender relations and youth migration to name but a few, are played out.

The question could and should be asked, why not begin with these large scale agents in the beginning. The answer is that the greatest challenge in undertaking information interventions with the media is the generation of appropriate content. When the programme approaches as a facilitator it must have something to offer. Newspapers and particularly TV are content greedy. Over six years the programme had built up a network of people, businesses, content and knowledge that hadn't existed in the space before. An example being food safety and hygiene an issue relevant to every woman milking a cow and producing cheese in Georgia, but one which had previously only been reported verbatim as dry food safety and hygiene edicts and the fear of closed markets, rather than relevant information for practical application. Six years on with a flourishing medium tier dairy sector sourcing from small holder farm women and a food safety and hygiene & BDS service sector, appropriate content was on offer. Without this as a foundation the expanded intervention would not have been possible.

The beauty of training a national press is that they do their own promotion. The programme maintained its usual low visibility, but on the first day of training the Minister of Agriculture arrived to address the trainees on how important an initiative this was, which was duly reported across the country. Following the training the country has seen an explosion of informative and audience appropriate reports about agriculture, resulting in 50 articles in the first month, focused on topical issues such as brucellosis, animal health, farm hygiene and EU regulations.

⁷¹ Save for the national public broadcaster agricultural magazine programme *Perma* (Farmer) However the ratings system used by the public broadcaster only measures the number of viewers in urban conurbations of over 40,000 thus the programme has to date not been able to accurately estimate viewer coverage outside the programme area. The growth in the programme since facilitation began are based on urban ratings, surveys within the programme area, face book numbers etc Current ratings are 27,000 Households, which means 70,200 individual viewers.



Alliances SJ, KK and ALCP amalgamated results October 2008 – August 2015

IMPACT TO DATE

The media has shifted from almost no reporting on agriculture and with only short items included in the daily news, to integrated quality agricultural content in their programming. To date at 198,454 have consumed regular quality agri information through the facilitated media. 69% of farmers feel that they are in a stronger bargaining position with buyers since they have access to the information contained in the programme facilitated services (TV programme *Perma*, *Marneuli TV* and *Trialetis Expressi*), 67% of farmers feel that they have authority with knowledge to offer other farmers through informing them of giving advice on agriculture. 58% of farmers share and discuss information with other farmers getting from media services mostly on new regulation on cattle and vaccination.

The ALCP facilitated national farmers' programme *Perma* & its production team continues to expand its activities and has won a public tender to facilitate the 1st Public Broadcaster Radio to start agro radio programming by the end of October. The improved content of *Perma* and the viewing figures and production team expertise won them the tender. Agro trainings have stimulated Ajara TV agro programme *Me Var Fermeri* to change their content emphasizing more on Gender, FS&H, Beekeeping and animal diseases, they have started field reporting expanding into other regions, trust in the programme *Me Var Fermeri* has increased as the programme has started to portray the local farmers and challenges they face: animal diseases, lack of livestock nutritional resources and finances, wild animal's attacks on the cattle, etc. Male farmers have shown an interest in nutrition, veterinary and beekeeping, while women are more interested to watch and get information on cheese making and milking, resulting in increased number of viewers by 37% in 8 months period.

Social media for farmers (National TV programme *Perma*, Roki's website www.agro.ge, Mosavali's online tutorials)

Agricultural information has started flowing through social media, and online resources are becoming a source for rural people to access agro knowledge. The first enterprise featured in the TV programme *Perma*, Tsalka based cheese factory *Tzesari* has had 17,742 visitors on YouTube, 17% of the ALCP's direct beneficiaries watch *Perma*'s shows on YouTube on farm management, greenhousing, EU regulations regarding FS&H, good milking practice and preventive activities on animal diseases according to the Information Impact Assessment, 2015.; a 3 minutes video on Good Milking Practice featured by Mosavali 6,145 views in a month on their Facebook page; 11,286 people have visited Roki's revamped website www.agro.ge, with daily updated agro news, information on inputs and services on Georgian, Azeri and Russian, over the last 2 months, before it had only 100/month.

Mosavali: Online Tutorials

In a pilot facilitation the ALCP worked with *Mosavali* a non-commercial organisation dedicated to farmer learning through short practical mobile and social media friendly video tutorials has created videos on vaccination, brucellosis, anthrax, foot and mouth, mastitis, good milking practice, combined feed, breeding and post calving. The videos have caused high interest in the social media, for example a 3 minutes video on Good

Milking Practice featured has 6,145 views in a month on their Facebook page, follow the link <https://www.facebook.com> All the videos are on their page <http://www.mosavali.org/> . Georgian Regional Media Associations for press and broadcasters have disseminated Mosavali's videos lessons among their member helping the local media in serving rural market. 6 universities (Batumi, Kutaisi, Gori, Telavi, Akhaltsikhe and Caucasus International University in Tbilisi) are on the way to an offering agro journalism course to the students and they are ready to include the videos in the study modules. The videos have a special section on website www.agro.ge and Journalist Resource Centre website www.jrc.ge is now in the process of putting on their website as an example of good reporting, Marneuli TV has started translating them into Azeri to target farmers living in Marneuli.

Agro Journalism

6 universities, offering academic programmes on journalism, mass communications and agricultural education, will incorporate specialized courses on agriculture journalism, focusing on providing students with the knowledge to cover the agricultural industry in an effective manner. For the First time, agro and media specialists began discussion on what kind of information students need to be aware of to report on agriculture, being aware for the first time as farmer as customer and consumer in a significant market and serving their needs. Agricultural Journalism will be a new discipline, lasting one semester with a total 15 credit hours. The course tutors who are also heads of the Department of Journalism in the universities have had TOT for two days about methodology of teaching the course. Follow the link of Imedi TV news on the event <http://imedi.ge>

It will take several months to integrate the course in the programme of Journalism; the first will be Gori's State University which will start from February. Many of them will start from September, 2016. As the tutors noted they see the possibility to integrate the course not only for bachelor's student but also for master's and not only for students of Journalism also for related faculties like Ecology, Environmental Protection, Business and Economy. The study modules have now electronic form will be put on the website www.jrc.ge (Journalist Resource Centre) which will be public.

Nino Chalaganidze, the Head of the Department of Journalism Caucasus International University in Tbilisi: 'Journalism departments have talked about developing sector specific journalism leading to the creation of qualified media professionals for years. The *Journalist Resource Centre (JRC)* and *Georgian Association of Regional Broadcasters (GRMA)* has now started the development of agro journalism facilitated by Mercy Corps ALCP programme funded by SDC. Today we had a discussion regarding the integration of a new agro-journalism module and amendments in the electronic manuals and curricula. The CIU Journalism Program has positively assessed the work done and is ready to participate in the next stage of activities.'

Influence in the development sector

UNDP VET, Eurasia Partnership Foundation and the EUENPARD programme is entering the media sector using the ALCP facilitated platform of GRMA and GARB for attaining their own programme objectives. The ALCP's ongoing facilitation concentrates on helping the two associations to manage these interactions in a way which ensures their sustainability and profitability (both financial and actual content and activity) for the benefit of the client, their readers and watchers and the sector as a whole in Georgia.

During the reporting period ALCP SJ stand-by phase applied the refined assessment methods from the DCED Technical Backstopping in February to capture impact and systemic change (see Steering Implications for the Next Phase in the Annual Report). In addition the new SJ database for better organization and retrieval of data was completed and the model applied to the entire ALCP program.

Impact Assessment: The Impact Assessment of the Alliances SJ was carried out in February 2015 to assess the Programme effect on major target beneficiaries⁷² in the Samtskhe-Javakheti region under phase 1 2008-11 and Phase 2 2011-2014. Statistically representative information to a 95% confidence level, was collected from 381 respondents from 36 villages of all 6 districts of Samtskhe-Javakheti region⁷³.

The results displayed a decrease of poverty level in the region by 11% from 2011 to 2014⁷⁴, of which 2% could be attributed to the Programme. Programme facilitated services were present in all 77 communities of the target area. There had been a 7% increase in net attributable income for the affected households who constitute 66% (19,154 HH) of total number of rural households. 92% (26,786 HH) of the target population used at least one programme facilitated service⁷⁵. Additionally, 150 permanent full time jobs/full time job equivalents were created⁷⁶.

Mini Surveys Machinery & Breeding: SJ also undertook 2 mini surveys in Machinery and Breeding two long-term and large scale interventions that required a deeper level of individual analysis than that provided in the IA the results are presently being analysed and compiled.

Case Studies: 2 case studies are being developed in dairy and meat sub-sectors to further monitor and assess the sustainability of results, systemic changes and lessons learned from the implementing phases.

Ongoing Impact: Ongoing monitoring of impact for new beneficiaries⁷⁷ and sustainability indicators recorded 2,122 across Outcome 1, 2 and 3 earning GEL 901,300 of NAIC. Programme clients generated GEL 658,111, with 26 new full time job equivalents.

Ongoing Facilitation: In line with trans regional ALCP objectives to stimulate the local market for wool in Georgia the programme has co-financed a small scale wool processing enterprise with a big growth potential which will allow the enterprise to increase production of the wool mattresses and quilts and process a projected 5 tons of wool a year sourced from SSLP's from 2t. Continued facilitation to leverage transregional scale in governance in DRR and Gender interventions across the ALCP included introducing *the Guidelines for the Application and Implementation of the Law on Gender Equality of Georgia to Local Self-Government* and training them with the involvement of village representatives on how to increase women's participation in the decision making process. A review was undertaken of the SJ DRRWG's and dialogue facilitated between Akhaltsikhe municipality and the British Petroleum (BP) to potentially aid in start-up of DDRWG's in Akhaltsikhe municipality and possibly in Adigeni and Borjomi municipalities by donating used cars.

⁷² Small scale livestock producers

⁷³ (Adigeni, Aspindza, Akhaltsikhe, Akhalkalaki, Borjomi and Ninotsminda).

⁷⁴ The threshold for determining poverty is 1.25 dollars a day per person, used by the programme.

⁷⁵ In total the estimated NAIC generated in the region was 13,357,960 Gel or an average of 394 GEL NAIC per household who benefited financially.

⁷⁶ 61 for men and 89 for women

⁷⁷ For ongoing interventions within the reporting timeframe and new interventions, one to date i.e. Wool washing mattress manufacturing enterprise.

ANNEX 8 WOMEN'S ROOMS INVENTORY

The Women's Rooms Inventory Table

№	Municipality The Women's Room Manager (contact information)	Operational status <i>Answer: fully operational or partly operational</i>	Manager Trained on gender	Action plan created	Operation working hours (8 hours per working day)	Easy access	Village meetings facilitated	Rural women 's meeting facilitated	Data collection	Services in the room (full services ¹) <i>Answer: yes no</i> (if answer is "no" please identify which services are not available)	The averag e number of service s per month (2014- 2015)	The average number of individua l costumer s per month (2014- 2015)
KK												
1	Dmanisi Ketevan Martiashvili (599 85 67 09 martiashviliq@mail.ru)	Fully	Ye s	No	Yes	Yes	Yes	No	Ye s	Yes	57	27
2	Tetritskaro Sveta Darchiashvili (595377570 svetadarchiashvili@gmail.com) Nino Gujejiani (551886601 nino.gujejiani24@gmail.com)	Fully	Ye s	No	Yes	Yes	Yes	Yes	Ye s	Yes	63	46
3	Tsalka Nazibrola Kekelidze (591 51 25 61; 595 08 93 86 nazikekelize@mail.ru)	Fully	Ye s	No	Yes	Yes	Yes	N/ A	Ye s	Yes	73	33
4	Bolnisi Tinatin Fruidze (551 192 949 bolnisisqo@gmail.com)	Fully	Ye s	No	Yes	No	Yes	No	Ye s	Yes	50	24
5	Marneuli Rima Otarashvili (599262184; 579040036 otarashvili.rima@mail.ru)	Fully	Ye s	No	Yes	Yes	Yes	Yes	Ye s	Yes	16	12

	Mariam Abulashvili (598788478 abulashvili90@bk.ru)											
6	Gardabani Lela Bendeliani 599129812 Bendeliani.1963@mail.ru	Partly	No	No	No	N/A	Yes	No	No (the room has not opened yet)	No (the room has not opened yet)	N/A	N/A
7	Rustavi Manana Chitaishvili (599484426 mananachitaishvili@mail.ru) Sabina Mirzaeva (593330315 sabina_mirzaeva@list.ru)	Fully	No	No		Yes	N/A	No	Yes	Yes	22	21
SJ												
8	Aspindza Medea Kavtaradze (595 777 160 medeateo@yahoo.com)	Fully	Yes	No		Yes	N/A	Yes	Yes	Yes	23	23
9	Akhaltsthe Nino Rukhadze (599154838 n.rukhadze2011@gmail.com)	Partly	Yes	No		N/A	N/A	N/A	No, partly (the room has not opened yet)	No (the room has not opened yet)	N/A	N/A
10	Akhalkalaki Anaid Asaturtan (591999867 anaid-36@mail.ru)	Fully	Yes	No		Yes	N/A	Yes	Yes	Yes	3	3
11	Ninotsminda Gayane Seropyan (592909218; 577600509 gayane.seropyan@yahoo.com)) Kristine Putulyan (596960202 putulyan@1986@mail.ru)	Fully	Yes	No		Yes	N/A	Yes	Yes	Yes	80	80
12	Adigeni Lia Kapanadze (551552092; 595 400 618 lia.kapanadze.15@mail.ru)	Fully	No	No		Yes	N/A	Yes	Yes	Yes	39	18
13	Borjomi Ia Tlashadze (599740029 Tlashadze62@mail.ru)	Fully	Yes	Yes		Yes	N/A	Yes	Yes	Yes	27	27
AJ to be established from late 2015 in all 5 rural municipalities Women's Business Association Womens Room in Batumi established in September												

1. EXECUTIVE SUMMARY & ALCP PROGRAMME NOTE ON THE RESEARCH

The Alliances Lesser Caucasus Programme (ALCP) is a Swiss Agency for Development and Cooperation market development project implemented by Mercy Corps Georgia working in the dairy, beef, sheep and honey sub-sectors in the Kvemo Kartli (KK), Samtskhe Javakheti (SJ) and Ajara (AJ) regions in Southern Georgia, regions all highly dependent on livestock production. The programme has been audited according to the Donor Committee for Enterprise Development (DCED) Standard and is committed to the successful implementation and measuring of Women's Economic Empowerment. The Alliances Lesser Caucasus Program engages in diagnosing key constraints to market systems development. Disaster Risk Reduction in direct relation to problems facing those reliant on animal husbandry and in Ajara, honey production, is a key area. The development of rural tourism is a strategic goal of the Ajaran Government and the programme seeks to ensure access of farmers to the benefits of a thriving and inclusive market for rural tourism into which local government and communities can contribute and profit. The flora and fauna of Ajara are a unique selling point of the region as is wild and domestic honey production and traditional subsistence farming methods and lifestyles. It is vital that rural producers and wildlife can coexist and that local communities learn to manage and profit from a resource which could significantly contribute to towards their livelihoods. Market assessment conducted at the outcome of ALCP Ajara revealed a seemingly significant level of wild animal attacks on livestock and the disruption of hives as reported by farmers and key informants at municipal level. It quickly became apparent that it was necessary to corroborate and ascertain the level and extent of these attacks in order to develop the appropriate programme strategy.

The ALCP works with national, regional and local government, local NGO's and private sector actors to enable the livestock market system to function more efficiently for & inclusively of small-scale livestock producers (SSLP's) in Ajara region (as well as Kvemo Kartli and Samtskhe-Javakheti regions) resulting in improved productivity, incomes and resilience to livelihood shocks. The programme has facilitated and is working with Disaster Risk Reduction Working Groups in each municipality to manage DRR issues related to animal husbandry and honey producers and more generally to help SSLP's benefit from access to public goods. In relation to coping with and developing a strategy to deal with wild animal attacks, a major step in developing this capacity at a municipal level was generating a piece of in depth research which provided an overview and inventory of the situation as it stands at present.

Accordingly, the ALCP issued a tender (see TOR annex 1) on conducting aresearch into "Human-wildlife interface in the Autonomous Republic of Ajara" which was won and has been implemented by Black Sea Eco-Academy (BSEA) with backstopping provided by a consultant from Flora and Fauna Georgia who has worked extensively in Georgia on wildlife and human conflict including in protected areas in Tusheti and Vashlovani. An important secondary function of the research, given the concentration of national parks and protected areas in Ajara, the importance of conservation and the growing number of environmental initiatives and stakeholders in Ajara, was deemed to be the capacity building of a local NGO who could go on to contribute to the sphere in Ajara. The research objectives, methodology and approach are detailed in the following chapter.

On undertaking the research it became apparent that concrete data on the nature of the attacks and the damage that they cause, was very hard to find, with the research showing that systematic data collection is not being carried out at local, regional or national levels. The most common type of reporting is verbal and from the local population to the local municipal government. What information is collected is accumulated on different levels and within different departments with no amalgamation or mechanism to ensure systematic coordination between them. The most pertinent and up to date information about the animal attacks gathered by the research had been recently recorded and generated by Municipal DRR WGs established in all five municipalities of Ajara with the facilitation of ALCP in 2014/15. Official responses to reports of attacks are non-existent or involve cumbersome and lengthy processes with little practical amelioration of the situation.

The study revealed that attacks on livestock and to a much lesser extent humans, by wild animals is an acute problem faced by small livestock keepers in the rural villages of Ajara. From April-July, 2015, 276⁷⁸ cases of wild animal attacks were recorded in the five rural municipalities of Ajara by the programme facilitated Municipal Disaster Risk Reduction Working Groups. The predominantly negative attitudes of farmers towards wild animals, is another constraint in managing the human-wild animal interface. It is influenced by fear and helplessness with no means or little hope of redress through official channels. They are also not party to a wider view of the benefits that wildlife confer in relation to developing Ajara as a rural tourism destination in which biodiversity and wildlife conservation play such an important part. Consequently farmers try to deal with the problem themselves and carry out some preventive activities independently without notifying government authorities which exacerbates the lack of data and sense of isolation.

Recommendations drawn up by the research team and summarized in Table 4⁷⁹ at the end of the report are divided into four parts: prevention strategy, mitigation strategy, governance and information and institutional mechanisms. They include raising farmers' awareness and technical know-how of protection measures, improved institutional coordination and remit including data collection and other potential tools such as compensation and livestock insurance. Perhaps most important are the recommendations related to governance and information, such as conservation education for the local population and quantifying the level of threat through data management and analysis. Analyzing data will highlight patterns in the attacks showing where key areas are and what the critical times of year are. This can feed into a mitigation strategy and help reduce fear and a sense of helplessness among the population by reducing the threat to its proper size. As the authors of the research note, the most important facet of managing the human wildlife interface and reducing conflict is to work primarily with the attitudes of people. Given that the relevance of the attacks and the agency to deal with it is primarily at the municipal level, the efficiency of the DRR WG's in collecting data is a good first step in developing a concrete strategy and capacity at the municipal levels whilst advocating to and working, with a solid body of evidence of data in hand, regional and national government where required.

⁷⁸ Total number for all five municipalities of Ajara. source: Municipal DRR WGs

⁷⁹ The recommendations listed in Table 4 at the end of the report represent the findings of the BSEA project team and do not represent the views or strategy of the ALCP programme. Recommendations will be taken into account when forming the programme strategy.