



## CONCEPT NOTE

<b>Title</b>	<b><u>FARA AGM June 2007 side event:</u></b> Launch of Naturally African Platform- hosted by Trees and Markets theme at The World Forestry Centre (ICRAF), and supported by FARA.
<b>Background</b>	<p>There are many indigenous forest products that are unique to Africa, and with a great potential of improving the livelihoods of rural communities, and most importantly the marginalised groups. These include a range of products, such as gums, bee products, fruits, teas, medicinal and aromatic plants, as well as bio-fuels and essential oils. Except for a few highly commercialised products, the potential of forest products is however under recognised, under-utilised and even underdeveloped, mainly because information on their overall contribution to livelihoods of rural communities is still lacking or incomplete at best.</p> <p>There have been several efforts aimed at promoting forest products/resources in the past, but progress has been hampered by among other constraints; the narrow product range, inadequate integration of market and household needs, and more important the low level of investment/support in the sector.</p> <p>It is therefore on this basis that a pan African natural product platform that links research, information and policy geared towards promoting opportunities for small scale African natural products enterprises, becomes a necessary and timely development. The Naturally African platform is a multi-partner mechanism that promotes the establishment of strategic partnerships, as well as exchange of information and mutual learning. In this regard, priority is given to the creation of new market opportunities, issues of equitable returns to producers, technology transfer and development of international standards.</p> <p>The Platform is hosted by the Trees and Markets theme at The World Forestry Centre in Nairobi Kenya. Naturally African platform is a program endorsed and supported by FARA.</p>
<b>Purpose and objectives</b>	<p>The side event is meant to officially launch Naturally African Platform and highlight its mandate and aspirations, which are based on the following core activities:</p> <ul style="list-style-type: none"><li>• Market analysis and intelligence</li><li>• Product and enterprise development</li><li>• Development of standards, brands, policies and certification</li><li>• Building consumer awareness training.</li><li>• Tree and natural products directory development.</li><li>• Product promotion</li></ul>
<b>Outputs and milestones</b>	<ul style="list-style-type: none"><li>• Introduction of naturally African platform to stakeholders.</li><li>• Explaining the Naturally African concept to the interest groups.</li><li>• Establishment of partnership and collaboration with various donors, civil society and development NGOs.</li><li>• Registration for the inaugural Pan African stakeholders meeting.</li><li>• Registration for membership to the NAP.</li></ul>
<b>Approach and activities</b>	<ul style="list-style-type: none"><li>• Presentation by the World Agroforestry Centre (ICRAF) Director General Dennis Garrity to introduce the initiative, and give its background and rationale, as well as its overall mandate.</li><li>• Presentation by representative FARA secretariat on FARA's role in the promotion of Forest resources in Africa.</li><li>• Sharing of experiences from various stakeholders.</li><li>• Display of posters.</li></ul>

**Impact and beneficiaries**

- Exhibition of products.
- Closing remarks by Tony Simons-Tree and Markets theme leader
- Producers, processors and marketers of tree and other natural products in Africa.
- Environmental conservation of endangered tree species.
- Empowerment of marginalised segments of the community i.e. women, youth and the pastoralist communities.
- General awareness on the importance of the unique tree product species.

Influence national policies on tree and other natural products.

**Project location**

Nairobi Kenya.

**Collaborators**

FARA, World Forestry Centre, University of Nairobi,GTZ, UNECA, CDE, PROMETRA, CIDA,FAO,DFID,CFC,Pharmaceuticals Associations, FLO(Fair trade label) Traidecraft, TRAFFIC, Buyline Industries, Kenya Organic Africa Network(KOAN), Kenya Women Finance Trust and the ministries of agriculture and trade, TofNET, gums and oils network, Bioversity and AfDB,

**Budget****NATURALLY AFRICAN PLATFORM SIDE EVENT BUDGET**

Description	Unit price (US\$)	Units	Total (US\$)	FARA contribution (US\$)	ICRAF contribution (US\$)
Venue booking	500	1	500		500
Booth booking	200	1	200	40	160
Travel and accommodation	1950	6	11700	5,850	5,850
Posters, brochures, banners	600	0	600	120	480
Event assistant	500	1	500	100	400
refreshments	400	1	400	80	320
Miscellaneous			470	94	376
<b>Total</b>			14,370	6,284	8,086
Venue booking	500	1	500	100	500