



COOPERATIVES OF GUINE BISSAU

BOUBACAR DIATTA

CMA OFFICER



AWARENESS CAMPAIGN

Mars 2021

Context and justification of the Awareness Campaign

Shelter For Life International (SFL) is implementing a six-year (2018-2023) USDA/FAS Food For Progress (FFPr) program called **LIFT CASHEW** in Senegal, The Gambia, and Guinea-Bissau called **SeGaBi** to support its theory of change and strengthen cashew production and trade in local and international markets in the **SeGaBi** area. The overall objective of the program is to develop and improve the value chain linkages needed to support an integrated regional cashew value chain trade network.

The program is implemented through four program elements: (C1) market infrastructure, (C2) financial services, (C3) market access and linkages, and (C4) agriculture (on-farm practices).

This mission is part of the identification of warehouses to be rehabilitated and/or constructed for the benefit of cashew cooperatives and producers.

In order to better structure its member cooperatives, **SFL** organized an awareness campaign to better communicate and increase the number of members for each cooperative.

Objective of the Awareness Campaign

The goal of the awareness campaign is to increase the number of members for each cooperative.

To avoid parallel sales in the different villages and to allow the members of each cooperative to benefit from the advantages that the cooperative can offer as a service.

To collect the social capital of each member so that at least each cooperative can have a bank account whose social share will be deposited as working capital.

To organize a general assembly to update the administrative office :

Expected results

The expected results of the mission are as follows:

- ❖ Increase the number of members
- ❖ Collect the social capital
- ❖ Fight against parallel selling
- ❖ Promote group sales
- ❖ Explain the usefulness of being part of a cooperative
- ❖ Organize a general assembly

Evolution of the mission

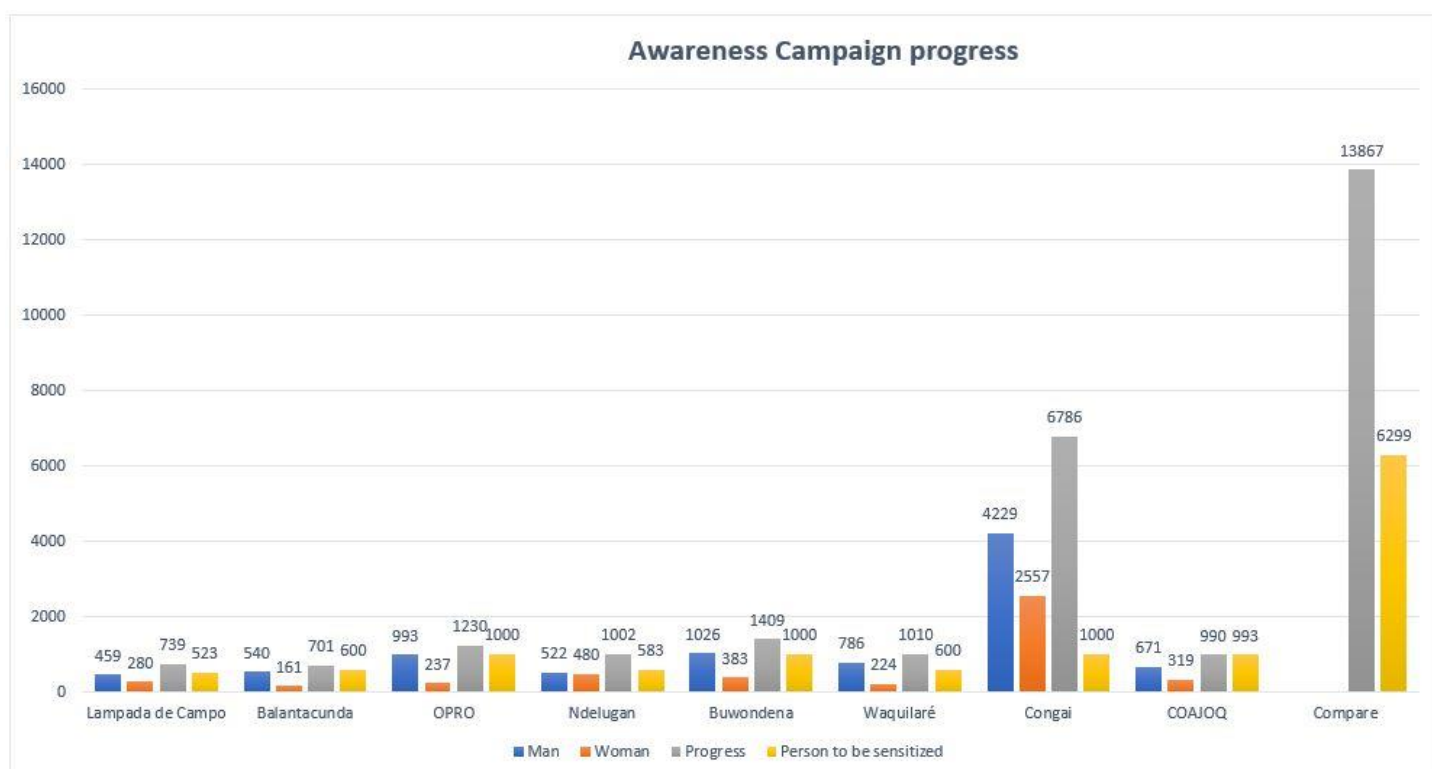
In order to raise awareness and promote professionalism, easy follow-up, training of trainers was organized within each cooperative. In order to facilitate communication between SFL's partner

cooperative and the other entities, we deemed it necessary to include the village chiefs of all cooperatives and the administrative and state authorities of each zone. The inclusion of religious, administrative and state authorities will allow not only to have a visibility of the activities that the project is carrying out and the positive impact that this will have at the level of the cooperatives.

From February 25 to March 31 the awareness campaign took place in different sectors of the cooperatives.

Summary tables of the campaign results

Country	Region	Secteur	Genre		President	Cooperative
			M	W		
Guinea Bissau	CACHEU	Canchungo	4229	2557	Agusto Mango	CONGAI
			859	452	Leandro Pinto	COAJQ
		Ingoré	1026	383	Antonio B Preira	BUWONDENA
		Barro	540	161	Papa Camara	BALANTACUNDA
		S Domingos	458	281	Ndiaye Dabo	LAMPADA DE CAMPO
	BIOMBO	Quinhamel	522	480	Daniel Nangue	NDELUGAN
	OIO	Farim	786	204	Mamadu Silla	WAQUILARE
		Mansoa	993	237	Teixera Intanda	OPRO
	TOTAL			9226	4641	13867



Main points of the mission

- Good involvement of coaches;
- The commitment noted among the cooperative leaders.
- Good capacity to readjust the schedule according to the realities of the field;
- Commitment and motivation of the team during the awareness campaign.

Difficulties of the mission

- Late submission of weekly reports.
- Lack of coordination between coaches and facilitators.
- Difficulty in meeting other members

Recommandations

At the end of the awareness campaign, strong recommendations were made:

- ❖ Collect the social capital and deposit it in their bank account.
- ❖ Create a database of members
- ❖ Organize a general assembly and renew the board of directors
- ❖ To target the leading producers
- ❖ Organize meetings as often as possible

Appendix





COAJQQ



COAJQQ



WAQUILARE



WAQUILARE



LAMPADA DE CAMPO



LAMPADA DE CAMPO



NDELUGAN



NDELUGAN