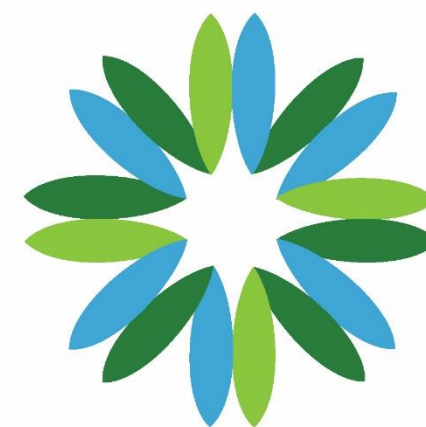




Agroecology and
Safe Food System
Transitions



ALiSEA

ALiSEA National General Assembly in Cambodia

Draft Action Plan 2025

22nd November, 2024

Funded by the European Union and the French Development Agency



FONDS FRANÇAIS POUR
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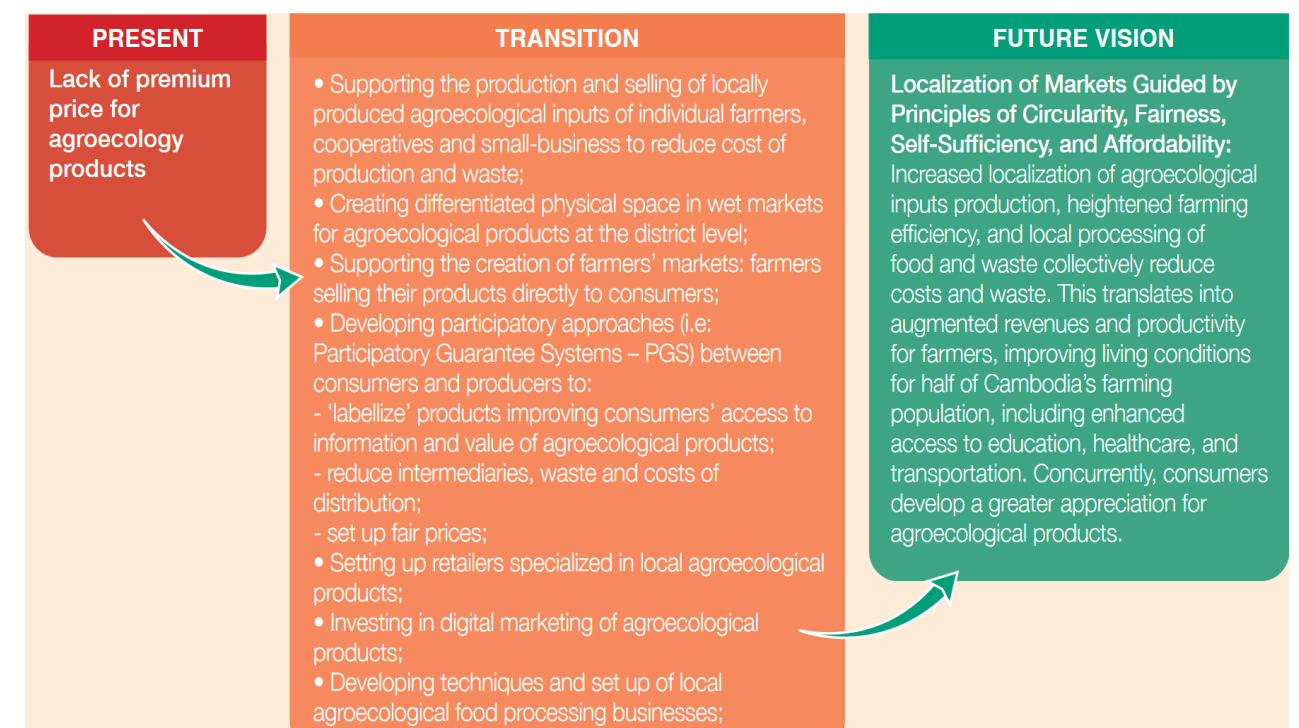
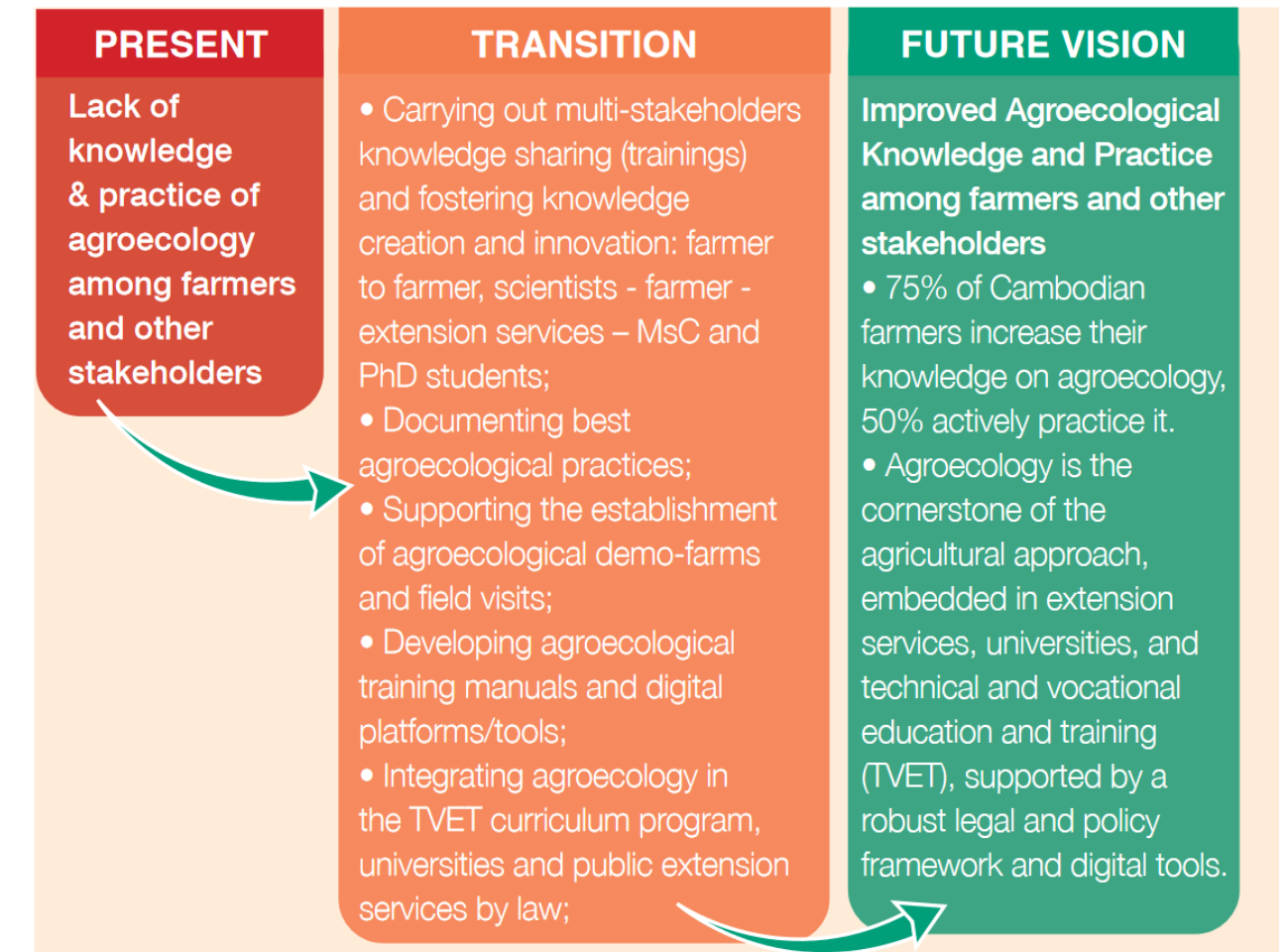
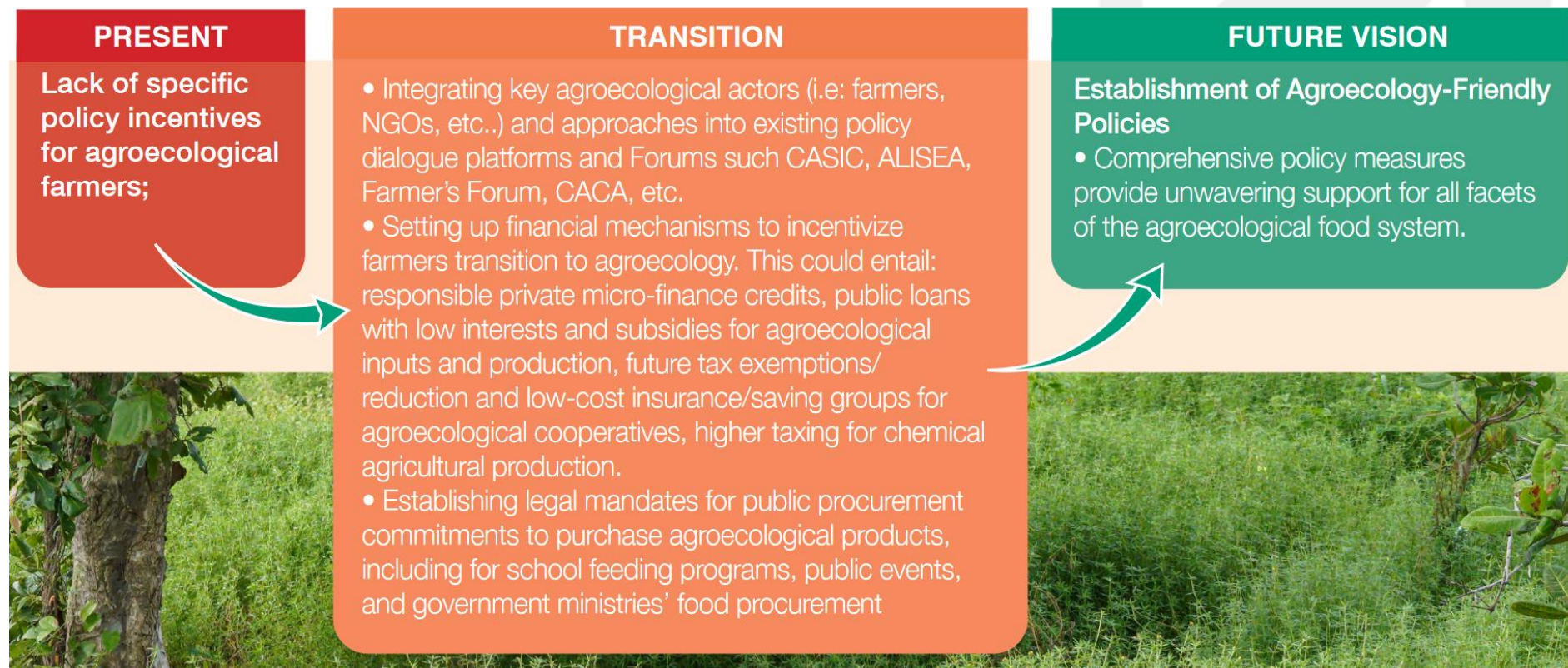
The presentation aims to:

- Consult with members to develop ALiSEA annual action plan for 2025
- Identify the collaboration and co-organizing activities with members



How ALiSEA network developed its framework?

1. **National Foresight & Theory of Change** to build common, desired vision on AE (Oct, 2021)
2. Results shared at the **National General Assembly** to all members (Nov, 2022)
3. **Co-developed action plans** with members and Board Members



Draft-ALiSEA Action Plan 2025 for Cambodia

Component 1: Capacitation of Stakeholders

Capacity Building

Outcome: ALiSEA network **enhances the capacity of members** to sustain, perform and participate actively in the **scaling up of agroecology**.

Approach

A/ Create AE basic training service for members

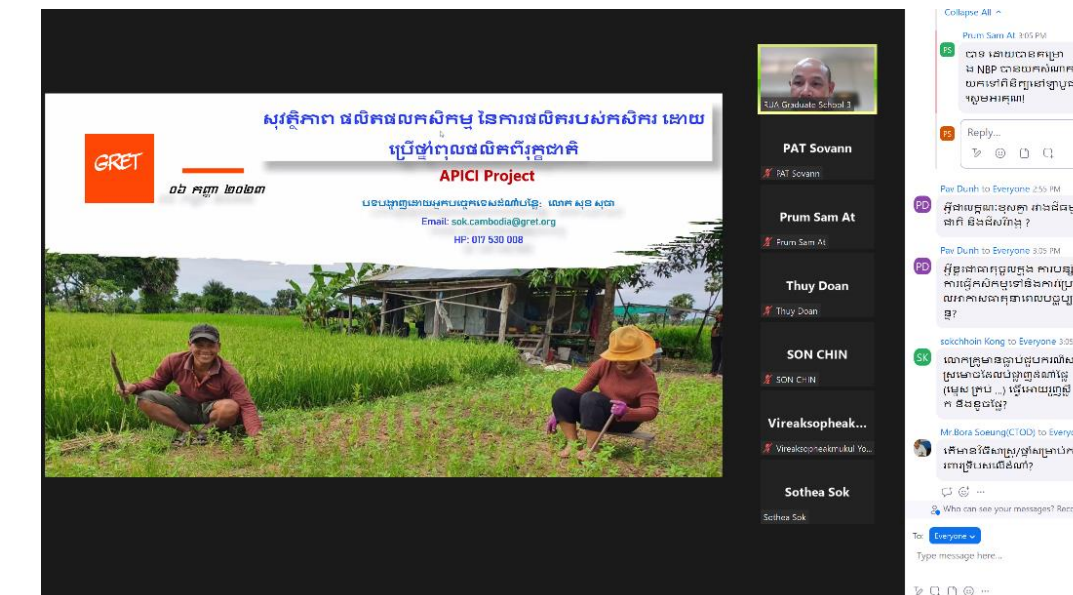
- Map members area of expertise & existing materials to encourage learning between members
- Produce materials (tool package) on the basics of agroecology for new members



B/ Global Training Program : Training sessions (technical and soft skills), thematic webinars, field visits of outstanding farms and initiatives

C/ Mechanism for scaling up and replicate AE knowledge

- Training fund to support ALiSEA members training (co-funding)
- Promote and foster farmers knowledge and exchanges
- Collaboration with universities to host young students





Capacity Building (activity for 2025)

Approach es	Activities	Participants	Jan	Fe b	Mar	Apr il	Ma y	Ju ne	Jul	Au g	Se p	Oc t	No v	De c
Creation of Training Set	Create Co-team	Members												
	Training need assessment	BM, Members												
	Develop AE training tools	BM, Members												
	Training program design	Bm												
Global Training Program	Agroecology training	Members												
	Soft skill training	Members												
	National exchange visit	Members												
	Regional exchange visit	BM												
	Online thematic webinar	Members												
Mechanis m for Scaling Up	Create FO knowledge working group	FO, members												
	Facilitate FO sharing knowledge	FO, members												

Component 2: Consumer communication through media influencers

Communication and media outreach

Outcome: Promote AE to public and enhance professionals and citizens' journalists increase the media coverage on agroecology and food issues

Approach

A/ Increase visibility of agroecology benefits for citizens: set up consumer awareness campaign in 3 countries through social media

- Raising awareness to citizens

B/ Journalist Engagement Strategy

- Enhance knowledge and skills of journalists on technical practices and concepts of agroecology (field visits and competition event)
- Foster connections between journalists and agroecology actors
- **Monitoring the media content related to agroecology** produced by national journalists and disseminate them on ALiSEA channels



Look at this post on Facebook
https://m.freshnewsasia.com/index.php/en/localnews/318810-2023-11-23-04-55-10.html?fbclid=IwAR36k8qDWPtcgPKWnjTJwlhyVmQyDXM90qqbiPajrRwLoAflF7HXy8-f7rQ_aem_Ac-rqY24MyL3LUhNAUfTpY02siDbXpcnGfOMATGkYCA8njZzzGHcLBxWi-jc-Z0KHbl



Communication and media outreach (activity 2025)

Approaches	Activities	Participants	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec
External Media Outreach	Develop digital tools consumer campaign	BM, members												
	Social media engagement, with general public and students - Monthly Quizz	BM												
Journalists Engagement Strategy	Create com-materials	BM												
	Support and guide AE to journalists	BM												
	Develop brief booklet AE	BM												
	Journalist field visit	Journalist												
	Monitor journalist articles	BM												
	Translate videos	BM												

Component N3: Youth Engagement in Agroecology

SEA Youth Agroecology Initiative

Outcome: Young farmer involve in implementing agroecology and apply and share their knowledge in the region

Approach

A/ Situation Assessment (training and networking needs), **Review existing initiatives and Learning events** (ALiSEA members and key organizations)

B/ Training and Coaching Program

- Youth Master Training Program Agroecology, entrepreneurship, market
- Youth develop and implement action plan with coaching support

C/ Networking and Collaboration

- Assess feasibility and relevancy to establish/strengthen national youth network
- Strengthen linkages with Asian Organic Youth Network



Youth Support on AE collaboration (Activity 2025)

Approaches	Activities	Participants	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
Needs Assessment	Youth AE mapping (members working on youth and farmers' needed)	FO, members												
Training & Mentorship	Organize knowledge sharing & learning online webinars	FO, members												

Component N4: Policy Dialogue for uptake of agroecology

Outcome: ALiSEA network is **recognized as a key player** in promoting AE transition in Mekong Region & **influencing policy** towards an environment conducive to AE implementation

Approach

A/ Training and Partnership Strategy Development

- **Training** for ALiSEA members on advocacy and policy dialogue strategy
- **Develop Common Partnership Strategy** with AsiaDHRRA & AFA (complementary collaboration from national and ASEAN levels)

B/ Policy Engagement Strategy and Evidence Creation

- Contribute to existing policy platforms to bring up ALiSEA members concerns & key messages (LICA, Lao AE SSWG, CASIC etc)
- Develop ALiSEA position papers on messages about barriers to AE transition, success initiatives to be scaling up
 - Building upon members resources and information
 - Co-creating knowledge to produce policy brief and case studies
- Cross-sectors actors collaboration : showcase inspiring AE regulatory framework from ASEAN countries and other regions, co-develop policy papers



Downloaded from <http://ajph.org/> on November 10, 2015

Q & A Session

Group Discussion

Group discussing on ALiSEA annual action plan 2025

Participants will review and discuss on the following activity planning:

- Group 1 Capacity building to ALiSEA members, **Mr. Hou Sorith**
- Group 2 Communication, **Facilitator: Mr. Aing Poro**
- Group 3 Youth Support on agroecology, **Facilitator: Ms. Sok Chanraksmeay**
- Group 4 Policy action, **Facilitator: Mr. Sok Sotha and**

The group facilitator will explain participants in details of each topic

Each group will discuss on the following question:

1. Which activities are you interested to co-organize? contribute (budget, human resources, experts...) co-organize,
2. What are your feedbacks on the proposed action plan? (topics, date ...)
3. What are your suggestions? (general suggestion around the component)

Group discussing on ALiSEA annual action plan 2025

Participants:

- Participants will be divided into 4 groups by counting 1,2,3,4
- Each group has 15 minutes to discuss and answer the 3 questions
- The group will move around and discuss other topics every 15 minutes.

What will we do?

- Use sticky note to write your answer and stick on the fit chart.
- One comment/answer for one sticky note
- Restitution

Group 1 Capacity Building (example of tools for discussing)

Detailed Activities	Month	Participants	Question 1 Join/Co-Org	Question 2 Feedbacks
1. Develop AE training tools (collaborate with members, FO, experts, CSO)	Mar	BoM/Members	FLO,	Should be move to June Topic crop protection
2. Agroecology technical training to ALiSEA members, Topic	May	Members		
3. Agroecology technical training to ALiSEA members, Topic	May	Members		
4. Soft skill training to ALiSEA members, Topic	Jul	Members		

Question 3: Additional Suggestion on Capacity building

Training on PGS certification system?

THANK YOU

The project is funded by



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