

# ANNUAL REVIEW FOR 2007 AND ANNUAL PLAN FOR 2008



## A word from the Director

We believe that the most important work we can do is to help the poor and marginalized to help themselves. Our mission is to empower local people in Southern Madagascar to meet the challenges of daily life and to help them improve their standards of living, management of the environment, and ability to grow and develop.

An important event for the Andrew Lees Trust (ALT) in 2007 was the publishing of a DFID funded evaluation of our rural radio project. The report demonstrates significant impacts of our educational radio programmes on rural people's lives, particularly on their ability to understand and take up local development opportunities such as fuel efficient stove trainings, tree planting, vaccinations, and local health services. These results have helped to reinforce our belief that access to information and education is a vital part of the development process, especially for isolated and illiterate rural populations, women and the most marginalized.

This year we consolidated our radio network and partnerships, establishing Regional Production Units which enable local NGO partners and radio stations to plan and work together more effectively, and we were able to increase community participation in this project by distributing a further 1656 radios for village listening groups.

Also this year ALT has begun developing a business plan and strategy which will enable our radio networks to operate independently and sustainably in the future. We aim to provide the necessary training and support to our team and partners to realize this strategy before the end of 2009.

Our Drought Mitigation programme saw increased participation of farmers in our sorghum reintroduction work who were encouraged by the previous year harvests and have seen how the crop helps to meet the hunger gap that challenges Antandroy families for at least three months of each year, and which was prolonged by drought during 2007.

All in all it has been a busy and productive year and we view the increased participation of local beneficiaries and partners as a positive endorsement of our strategies. We are immensely grateful for the help we received from our donors and supporters over this year and hope this report will further encourage them and you, the reader, to help us continue our work into the future.

Yvonne Orengo



## OUR MISSION



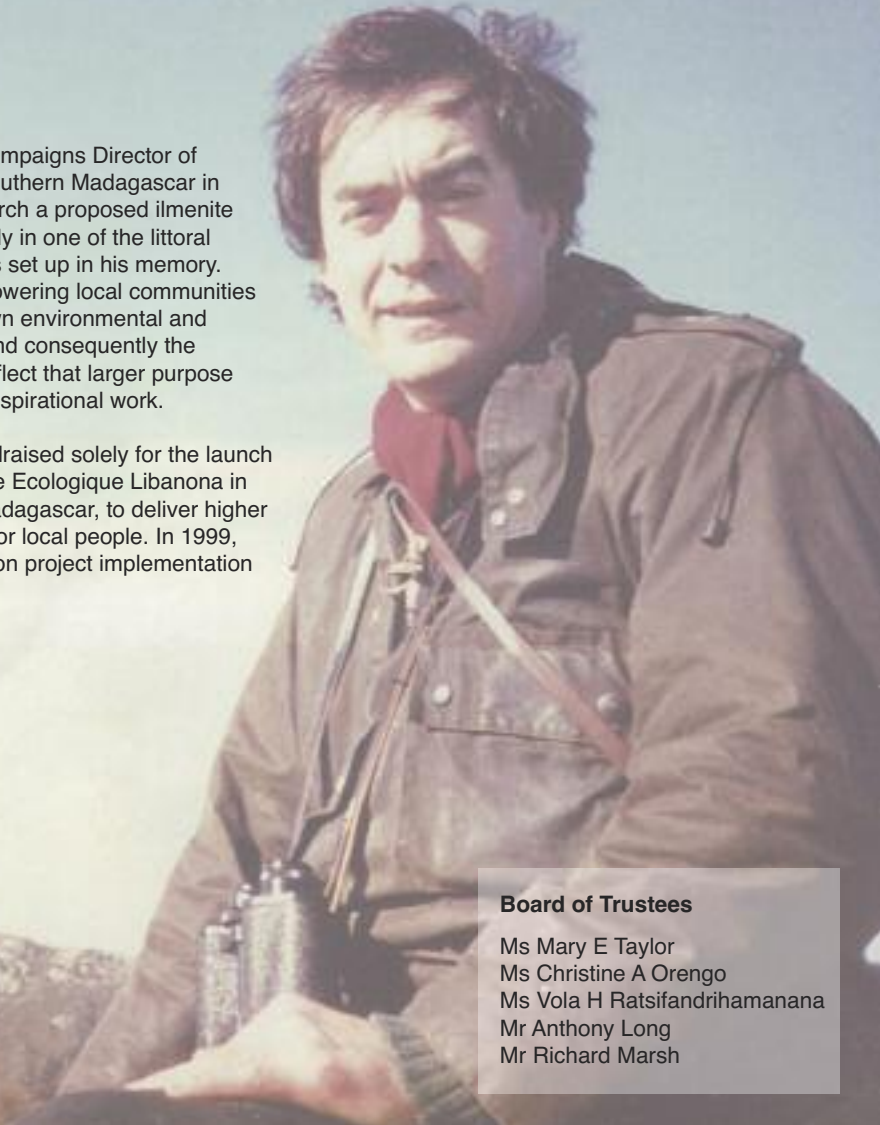
To provide environmental and social education, and deliver learning opportunities which empower local populations in the South of Madagascar to improve their food security, natural resource management, and reduce the effects of extreme poverty. Our main beneficiaries are rural producers, women and children.

We also work to build the capacity of local professionals to take on the challenge of developing strategies and programmes for development of the region.

### The History

Andrew Lees was the Campaigns Director of FOE when he went to Southern Madagascar in December 1994 to research a proposed ilmenite mine. He died accidentally in one of the littoral forests and the Trust was set up in his memory. Andrew believed in empowering local communities to take control of their own environmental and development solutions and consequently the objectives of the Trust reflect that larger purpose and the example of his inspirational work.

From 1995 the Trust fundraised solely for the launch and support of the Centre Ecologique Libanona in Ft Dauphin, Southern Madagascar, to deliver higher education opportunities for local people. In 1999, ALT commenced hands-on project implementation in Southern Madagascar.



**Board of Trustees**  
Ms Mary E Taylor  
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# OUR WORK

## The Context

Madagascar is one of the poorest countries in the world, but one of the richest in unique biodiversity. The south of Madagascar encompasses diverse habitats ranging from marine and littoral zones to wet forest, transition forest and into dry forest areas.

The South of Madagascar also constitutes one of the poorest regions in the country where 88% of the extremely poor are rural producers, women and children suffering from lack of infrastructure, poor roads, and little access to healthcare or schools — 67% of children do not attend primary school and in remote rural areas almost 40% of the rural population are illiterate.

The deep south experiences recurrent drought and 25 % of the population suffer from regular food shortages. The majority of villages are situated 2-5 km from a permanent source of drinking water. During the dry season as many as 18 communes (20%) have no access to water within 10km and 40% of children under five are malnourished.



## THE PROJECTS

Southern Madagascar presents many development challenges, not least because of the harsh climate in the deep south which affects the natural environment and the ability of farmers to grow sufficient food; isolation and lack of communications compounds the feeling of helplessness for many rural producers.

In a recent survey, rural people put agricultural education above all their other information needs.

We aim to respond to these local needs in an appropriate and tangible way and have therefore developed projects in participation with local stakeholders who play an active role in the design and implementation of the activities.

We address the isolation by increasing access to education and information via radio in partnership with radio stations and local NGOs and service providers.

We tackle the food security by bringing natural resource management techniques and improved farming practise to farmers and their communities.

### **ALT is currently implementing 2 main projects in Southern Madagascar:**

Project Radio (funded by the EC) uses a participative approach to identify and respond to the information needs of isolated rural communities in southern Madagascar using radio broadcast.

(Please refer to pages 5 - 8 for specific information).

Drought Mitigation Programme (funded by the Big Lottery Fund) addresses the ongoing food security issues and environmental challenges in the deep south, a region prone to cyclones, drought and famine. The main thrust of this project is the reintroduction of sorghum as a principle crop which can be more reliable for food, fodder and fuel.

(Please refer to pages 9 - 11 for specific information).



# Project Radio

*Education can be a single alleviating factor in a persons ability to reduce the effects of poverty*

With low literacy rates, poor access to education and little infrastructure, radio is the most cost effective, non formal learning media that can reach all members of the community irrespective of age, gender or beliefs.

In 1999 less than 10% of the rural population owned a radio. With little access to education or information, local people lacked the means to learn new ways to improve their situation, and the southern rural communities remained largely isolated and marginalised.

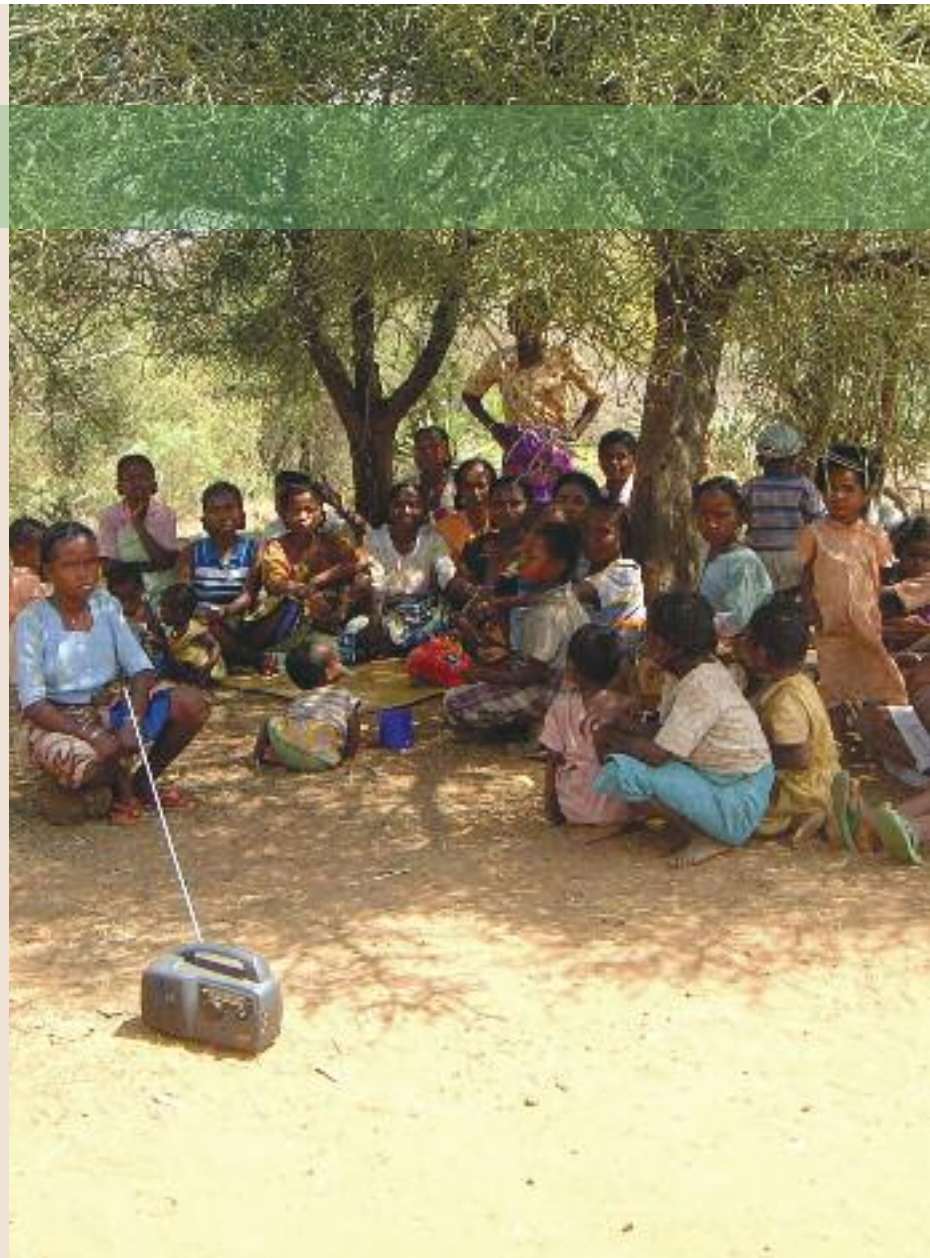
For these reasons, ALT decided to test and then launch a communications initiative using radio with the aim of broadcasting programmes that deliver vital education and information direct to village communities – Project Radio (PR).

A growing network of radio stations and local partners now embodies the PR Regional Communications Network for Development across Southern Madagascar and broadcasts to over 700,000 listeners.

*“since the Project Radio came to the Ambovombe region the relationship between the town and the countryside has improved. Before everything was dark. Now we are able to know everything that happens in the town. It is not like before.*

*Thanks to the radio listening group the village becomes like a town and day to day life evolves and the villagers learn more things”*

*Androy villagers.*



## Highlights of the Year and Achievements to Date



### 1. Listening Groups

*Number of direct beneficiaries: 252,000.  
Number of beneficiaries able to listen to PR  
educational broadcasts: approx. 700,000*

Since 1999, ALT PR has distributed solar/clockwork radios to a total of 3352 village listening groups (LGs).  
1656 village listening groups were established during 2006 – 2007 alone.

Due to its high work performance with HIV awareness work using radio, ALT was contracted by the CNLS in early 2006 to assist in the distribution of 2,000 clockwork radios for the Provinces of Tulear and Fianarantsoa. This Radio Distribution Project functions in parallel with Project Radio and is complimentary to ALT's current work in Southern Madagascar.

The listening groups participate actively in the project by helping to identify information needs through focus groups, assisting in programme production, and providing feedback for evaluations.

With only 10% of homes equipped with electricity, and limited access to formal education, the solar/wind up radios provide a reliable, environmentally as well as economically viable means of accessing information and non formal education and the take up of local services.

Programming works in synergy with regional development strategies and encompasses

a wide range of development themes – from agriculture and fishing to animal husbandry, mother and child health, HIV AIDS – and serves to catalyse changes in attitude and practice, increases the flow of information, and mobilises participation in local initiatives and the take up of local services.

*“After the programme broadcasting we meet with the village in order to put into practice things in agriculture, livestock rearing and especially on health. Thanks to these programming we know many things and the Listening Group can give advice, and help create an association.”* Androy villagers

### 2. Partners for Communication and Information for Development (PCID)

The radio project collaborates with 48 local NGO's and service providers associated as PCID who are trained and equipped by us to produce radio programmes on their specialised subjects.

Already technically adept in their own particular discipline: health, agriculture, food security, conservation, energy and natural resource management, culture, primary education, family planning, fisheries etc, NGO partners are well placed to produce educational programmes that can work in parallel to their field initiatives.

The project provides them with regular training, recording equipment, and facilitates meetings. PR also provides assistance and support

with programme production, editing, programme evaluations, and monitoring of programme impacts.

**Fianarantsoa**  
In March 2006 ALT PR officially launched its rural radio network in the Province of Fianarantsoa. This network is modelled on the existing and functional ALT PR Tulear network.

In November 2006, ALT PR Fianarantsoa formally associated 12 local partners as PCID.

### Production

Since 1999, a total of 1665 educational radio programmes have been produced by the radio team and the PCID partners and broadcast across the rural radio network. 420 Radio Programmes were produced in 2006 - 2007.

The project currently produces an average of 30 - 40 new radio programmes per month. Programme themes include how to treat cattle disease, store food, market prices, improved hygiene practices, protection against disease, management of forest resources, improved agriculture and nutrition practices, HIV awareness.

Given the vast geographical and logistical challenges of development work in this region, radio programmes greatly improve the capacity of NGOs and service providers to reach their target populations and reduce the amount of

physical time needed to educate from village to village.

**Production in Fianarantsoa**  
In July 2006 ALT contracted Mathew Buck (Globecom) to install a new Production Studio in Fianarantsoa and provided training to the technical engineer.

Mr Buck also carried out a series of maintenance visits to 5 of ALT's Production Studios in Southern Madagascar and visited 5 radio stations to monitor technical capacity and performance prior to launching the Regional Production Units.



### 3. Radio Stations

The ALT network currently affiliates 22 FM radio stations in the Provinces of Tulear and Fianarantsoa. These stations broadcast the educational radio programmes produced by ALT PR/PCID to village listening groups on a monthly basis.

In exchange for free airtime, the project provides the radio stations with equipment that improves their technical capacity to reach the target audience (CD players; transmitters; studio equipment) and trains them to maintain their broadcast studios, and develop programming.

Based on the premise that access to education by radio is dependent on access to FM signal coverage and reasonable quality of broadcast, Projet Radio has invested in local radio station infrastructure in the region. Since 1999 ALT PR has launched two new radio stations with local partners, significantly upgraded three existing stations, and improved the technical capacity of 18 rural FM Stations in Southern Madagascar.

ALT PR staff in the field have also reported that 7 other FM stations have requested to be affiliated with ALT PR.

### 4. Regional Production Units (RPU)

This year ALT has strengthened the existing partnership between radio stations and the PCID partners by creating four Regional

Production Units in Southern Madagascar. Each unit comprises an offline Production and Edit Studio with duplication facilities, managed by a regional co-ordinator, and providing the services of a Technical Assistant, an administrator, and an independent part time programme evaluator.

This mechanism has greatly improved the management and organization of production on a regional level. Programmes are produced in local language so each regional unit edits its own programme CDs and exchanges these across the network, and with the other regions.

The unit enables partners to plan broadcast schedules directly with local stations so that programme broadcasts coincide with the delivery of their development action and services on the ground in a timely way.

### 5. Capacity Building

Since 1999, over 900 partners and field agents have received training from ALT PR. 487 partners and field agents have received training during 2006 - 2007.

The radio project has undertaken a huge training programme to build the capacity for rural communications, not only in the south but also at national level.

A series of training modules have been developed by ALT over the years to help local NGO field agents, doctors, environmentalists,

agronomists etc, develop radio communications that will help inform, motivate and change the practises of their beneficiaries.

These trainings have covered a number of communications and technical disciplines, some of which are encompassed in a participative production cycle, and include:

- Focus Group animation
- Identification of themes and key messages
- Script writing
- Use and Maintenance of recording equipment
- Pre testing of programmes
- Evaluation of programmes
- Editing programmes
- Distribution of radios
- Setting up of listening groups
- Animation of listening groups
- Use and maintenance of studio and radio equipment
- Geographical Positioning Systems

### 6. DFID Evaluation

In February 2007, funded by DFID, ALT published an evaluation of Project Radio entitled 'the Contribution of Radio Broadcasting to the Achievement of the Millennium Development Goals in Southern Madagascar'.

This evaluation was undertaken by Media Support Solutions and demonstrates that Project Radio 'is achieving some notable success in changing and enhancing knowledge and attitudes on certain Millennium Development Goals such as HIV/AIDS, family planning,

mother and child health, environmental issues, social and administrative issues and gender inequality'. (Metcalf, Harford and Myers)

*"Radio is also having a positive impact on uptake of health services, enrolment in literacy classes, construction of environmentally-friendly woodstoves, tree-planting, agricultural yields, and awareness of strategies for poverty reduction through income-generation and community associations".*

Please visit [www.andrewleestrust.org](http://www.andrewleestrust.org) to see this study. The study is also presented on international communications for development websites under <http://www.comminit.org> and <http://www.dcern.org>



## Next Steps

The project will aim to transfer the network to its local partners and beneficiaries by 2009 and is currently developing plans to introduce income generating activities for the regional production units and which could help support regional communications activities beyond the current funding.

Additionally the project will continue to meet the increasing demand for collaboration and looks forward to affiliating some new radio stations to the Regional Network in 2008.

**During 2007 - 2008 ALT PR will aim to focus on developing strategies to ensure the long term sustainability of the regional network.**



# The Drought Mitigation Programme

*Poverty and the environment are inextricably linked in Madagascar*

The DMP project, funded by the Big Lottery Fund, aims to improve agricultural practise and natural resource management in the most environmentally challenged, food insecure region of the island. It is building on the success of a six year programme which focused on reducing pressures on local forests by introducing simple fuel efficient stoves, and it takes the next logical step in the environmental cycle: to motivate local beneficiaries to replant trees and improve the management of existing land and forest resources.

The main component of DMP is the re-introduction of sorghum in drought resistant varieties for food, fodder and fuel (for use with the fuel efficient stove). This has proved a particularly timely activity given the extended hunger gap in 2007.

In parallel, ALT has continued to develop its tree nursery and train local communities to plant trees at family level with a view to providing fruit and fuel. The planting of trees also enables local people to take the first step in formal land tenure processes.

In collaboration with a local Malagasy Association (Voron Kodohodo) ALT launched a commercial tree plantation in the Androy with a view to promoting increased livelihoods and helping to stabilise soil in particularly vulnerable areas of the littoral zones where dunes are forming to undermine coastal regions.

A final, social component of this programme is increased communications on HIV AIDS. Given the potential negative impacts of HIV AIDS on all sectors of development, ALT has built on three years of experience developing HIV communications and education in the south to help mobilise communities towards improved understanding and advocacy.



## Highlights of the Year and Achievements to Date



### Sorghum Reintroduction

The sorghum reintroduction has experienced its second year of harvest. This has been impressive due to some of the harshest conditions since the 1992 famine. For this reporting year (2006 - 2007) the following results have been recorded:

- 240 local farming families have been recruited to participate in the project. These families have been given seed and trained in sorghum planting techniques. (168 in year 1 and 2).
- In March 2007, following a successful harvest 32 of year 1 families returned seeds to the project. This result demonstrates the efficacy of the DMP seed-loan approach to the project.
- 1 sorghum festival has been organised by the project (March 07). The festival enabled ALT DMP to publicise the sorghum reintroduction campaign; stalls were set up by staff demonstrating planting techniques, cooking demonstrations as well as sale of seeds by local farmers. Approximately 1,000 people attended the sorghum festival.
- A total of 10 Radio programmes on sorghum production have been produced and broadcast across the region.

One of the big achievements has been the recognition from the Malagasy government for work achieved during the project's first and second years. Since the DMP shared

its results with the government, other organisations have begun incorporating sorghum into their activities. 2007 saw sorghum distributed as food aid instead of corn for the first time in recent years.

Another measure of ALT DMP's success is that following the promising results from the first harvests the Ministry of Agriculture has launched a Green Revolution, a plan to increase agricultural production levels focusing on sorghum production for southern Madagascar. The government will therefore launch its own large scale 20 tonne sorghum distribution programme across southern Madagascar for the 2008 planting season.

### Tree Planting and Land Tenure

To address pressures on the environment, DMP has grown over 8,000 trees at its local nursery and successfully distributed to local families to provide them with fruit and fuel.

At the same time, ALT is providing training to these families in a bid to improve traditional land tenure and enable them to qualify for a 'certificate of added value'. This certificate is one of the essential steps that is required before formal land titles can be awarded. An important sign of the success of this activity is that the distribution activities continue to be very popular, the following results have been recorded between 2006 and 2007:

- Over 4,800 value adding trees have been distributed by the project.
- 650 beneficiary families have received trees distributed by the project.
- A total 13 schools have also received trees from the project.
- Over 150 practical training sessions have been organized by ALT DMP tree nursery staff.

### Improved Livelihood strategies for local households

Since the project started in 2005, ALT has helped create new income generating activities benefiting over 680 beneficiaries in the Androy Region.

In collaboration with local Association Voron Kodohodo (VK), ALT has helped develop a commercial tree plantation to improve livelihood opportunities for local households in the Androy Region.

- VK have already planted 6 of a target 10 hectares of land.
- 913 trees have been planted by VK. Varieties include cashew, coconut and legumes
- Key staff have received training from an agronomy specialist from Antananarivo.
- 80 women have received training in improved composting methods thereby improving the soil management of the plantation.

- 30 family members of the VK Association are now engaged in income generating activities.

### Increase HIV Awareness

As a direct response to requests from local beneficiaries to assist them in the fight against HIV AIDS, the project continues to develop ALT's work on this important theme and produces and broadcasts HIV awareness radio programmes in local dialect and practical advice. During the reporting period (2006 - 2007), the following results have been recorded:

- 33 radio programmes on HIV AIDS have been produced by DMP.
- 14 listening groups have been established in DMP communes targeting rural farmers. Each listening group has received a solar/clockwork radio from ALT.
- 2 HIV trainings have been carried out during the DMP organized sorghum festival.

## Next Steps

The project will submit a proposal to the European Commission in 2007 to build on DMP activities and expand the sorghum programme into new communes. This proposed project would thereby increase the number of beneficiaries enable to improve their food harvest and nutrition in the Androy Region.



## DEDICATION OF THE ALT TREE NURSERY IN TSIHOMBE, ANDROY

ALT is honoured to dedicate its Tree Nursery in Tsihombe to Marek Mayer (1952 – 1995) in memory of his work as a Trustee of ALT for over 10 years, and to commemorate his passion for the environment. Part of Marek's vision for the Trust was that it would help increase the forest resource in Madagascar. It was therefore a poignant reminder of his contribution to the Trust to be gathered for a dedication ceremony at the nursery in October 2006 in Tsihombe, Androy, a little over a year after his death.

The Mayor of Tsihombe, local dignitaries, the local ALT team, the Director, and a representative of the Board of Trustees were present for the unveiling of a memorial plaque. An inaugural speech was delivered by Marek's son, Jamie, who was there to represent the Mayer family. Tsihombe is situated in the deep south of the Androy region of Southern Madagascar where regular drought and lack of running water creates a serious challenge for the local population. Food is scarce for at least three months of the year in as many as 15 communes and remaining forest resources are under continuous pressure to meet domestic fuel needs.

The Tree Nursery was set up by ALT in 2002 as a parallel activity to the ALT Energy programme (introducing fuel efficient stoves) with an aim to increase understanding within the local population of the benefits and practice of replacing trees. Since 2002, over 16,000 trees have been distributed to local families, schools and associations in the Androy Region.



Since 2005, ALT Drought Mitigation Programme (DMP) has continued to develop the tree nursery and train local communities to plant trees at family level with a view to providing them with sources of fruit and fuel. The planting of trees also enables local people to take the first necessary step in land tenure processes to ensure formal possession of their land. Families who plant trees from the DMP nursery qualify for a government 'certificate of added value', in addition to gaining increased tenure security at a local level where planted trees are one of the principal (and traditional) indicators of land ownership.

The planting of trees confers significant environmental and social benefits, including soil stabilization, provision of shade, as well as natural resources and food products that can be sustainably harvested (e.g. mangos).

A radio campaign has been developed in collaboration with Project Radio to broadcast information and raise the profile of the tree nursery in Tsihombe and has successfully stimulated demand for fruit and other trees. 59% of trees distributed by the nursery were attributable to demand generated by what was heard on the radio (Metcalfe 2006).

Every beneficiary who purchases a tree from the ALT tree nursery in Tsihombe receives training in how to look after the tree and give it the best chance of surviving in Androy's tough arid climate. Tree husbandry skills are highly valued in the Androy region, and the additional benefits of improved land tenure, soil stabilization, revenue from tree products, and nutrition, means that local people maintain demand on the ALT tree nursery and its staff.

In this service ALT is proud to remember Marek Mayer and his work for the environment.



## THE FUTURE STRATEGY

Over the coming year ALT will continue to develop activities and partnerships towards the fulfilment of our programmatic aims; we will also be working to strengthen our field team and supporting our local managers to commence the process of establishing 'ALT Madagascar' as a local Malagasy NGO.

The strategy will encompass fundraising and financial strategies and identification of training needs for local staff.



# FINANCIAL SUMMARY

## Trustees' Statement

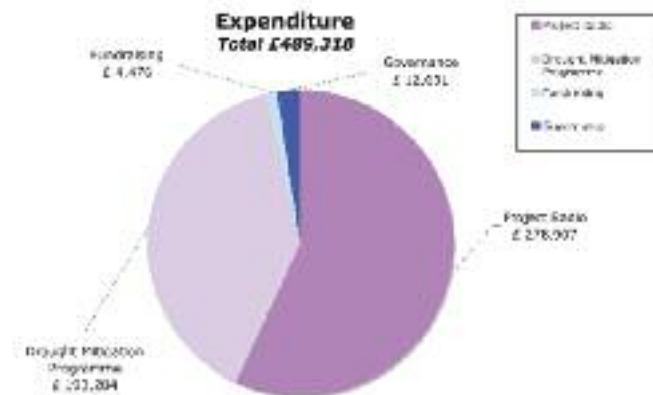
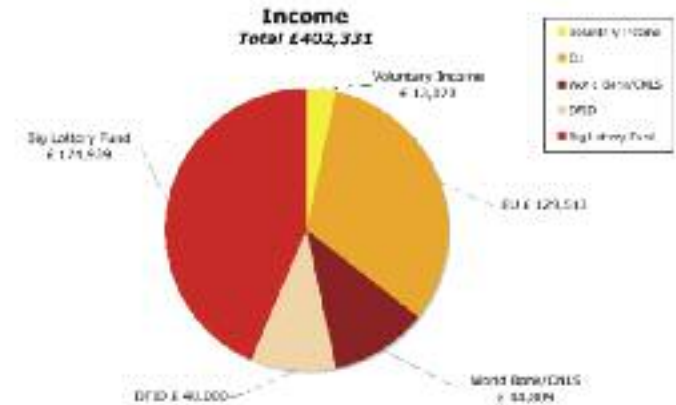
The summarised financial information shows the income raised for our activities, the cost of raising the income and the amounts spent on our charitable activities. The information is taken from the full financial statements which were approved by the Trustees on [8<sup>th</sup> October 2007]. In order to gain a full understanding of the financial affairs of the charity, the full audited financial statements, Trustees' Annual Report and auditors' report should be consulted. Copies can be obtained from the charity.

Signed on behalf of the Trustees

Mary Taylor



For the year ended 31 March 2007





# THANK YOU

The Trust would like to thank the many individuals and organisations who have given generously of their time and money to our projects in Madagascar, and without whom the Trust's work would not have been possible.

We would also like to thank certain individuals who have provided invaluable support to the development of the Trust's work in the last year including:

Amanda Barker: Peace Corps Volunteer, Technical Assistance to PR Fianarantsoa

Yuri Rappo: Volunteer, Financial support to ALT Madagascar

Mike Ray: Peace Corps Volunteer, Technical support to the DMP project in Tsihombe.

Peter Smart: for his continued development of the website and his professional advice

## List of Donors

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European Commission

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Department for International Development

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