

Applicant: **Wong, Eileen**
Organisation: **PRODUSANA S.A.C. - FLORA&FAUNA**
Funding Sought: **£99,487.00**

DIR31CC\1655

Rural development in Peru: sustainable agricultural skills and commercial strengthening.

The project addresses the adoption of unsustainable agricultural practices in four regions of Peru, contributing to biodiversity loss and the socioeconomic deterioration of indigenous communities. Agroecological techniques will be incorporated into production units to promote conservation and food security while connecting with a fair distribution system to create commercial links that will facilitate access to the local market in the capital. This will improve farmers' incomes and ensure the sustainability of the benefits generated.

CONTACT DETAILS

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Rural development in Peru: sustainable agricultural skills and commercial strengthening.

Section 1 - Contact Details

CONTACT DETAILS

Title	Miss
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GMS ORGANISATION

Type	Organisation
Name	PRODUSANA S.A.C. - FLORA&FAUNA
Phone	
Email (Work)	
Website (Work)	
Address	

Section 2 - Title & Summary

Q3. Project Title

Rural development in Peru: sustainable agricultural skills and commercial strengthening.

Please attach a cover letter as a PDF document.

-  [Letter of submission 2](#)
-  21/10/2024
-  17:47:09
-  pdf 126.66 KB

Q4a. Is this a resubmission of a previously unsuccessful application?

☒ No

Q5. Summary of project

Please provide a brief non-technical summary of your project: the capability and capacity problem/need it is trying to address, its aims, and the key activities you plan on undertaking.

The project addresses the adoption of unsustainable agricultural practices in four regions of Peru, contributing to biodiversity loss and the socioeconomic deterioration of indigenous communities. Agroecological techniques will be incorporated into production units to promote conservation and food security while connecting with a fair distribution system to create commercial links that will facilitate access to the local market in the capital. This will improve farmers' incomes and ensure the sustainability of the benefits generated.

Section 3 - Title, Dates & Budget Summary

Q6. Country(ies)

Which eligible country(ies) will your project be working in?

Country 1	Peru	Country 2	No Response
Country 3	No Response	Country 4	No Response

Do you require more fields?

☒ No

Q7. Project dates

Start date:	End date:	Duration (e.g. 1 years, 8 months):
01 April 2025	31 March 2027	2 years

Q8. Budget summary

Darwin Initiative Funding Request	2025/26	2026/27	Total request
(1 Apr - 31 Mar) £	£45,419.00	£54,068.00	£99,487.00

Q10. Do you have proposed matched funding arrangements?

☒ No

Please explain why.

No, at this time we do not have proposals for counterpart funding agreements. This decision is due to the early stage of project development, where the current economic situation and the funding priorities of counterparts

have complicated the identification of additional resources. However, we are committed to establishing connections with these and other entities that may be interested in supporting our initiative.

Q11. If you have a significant amount of unconfirmed matched funding, please clarify how you will fund the project if you don't manage to secure this?

If the expected funds are not secured, we will review the budget to prioritise critical activities that ensure the project's continuity. Resources will be focused on phases that deliver early results, increasing the likelihood of obtaining additional funding. We will also explore alternative financing options, such as strategic partnerships with interested entities and crowdfunding campaigns with clear goals. Financial controls will be implemented to minimise risks and ensure key objectives are met. This approach will allow the project to progress without compromising essential outcomes, adjusting phases according to the available resources.

Q12. Have you received, applied for, or plan to apply for any other UK Government funding for your proposed project or a similar project?

☒ No

Section 4 - Project need

Q13. The need that the project is trying to address

Please describe evidence of the capability and capacity need your project is trying to address with reference to biodiversity conservation and poverty reduction challenges and opportunities.

For example, how have you identified the need? Why should the need be addressed or what will be the value to the country? Please cite the evidence you are using to support your assessment of the need.

Agriculture in Peru encompasses many contrasting realities, ranging from the most dynamic and highly productive areas located on the coast and some parts of the jungle, to other realities, particularly in the highlands, focused on subsistence and poorly integrated into the market. A first step toward defining priority agricultural investments aimed at combating hunger and poverty is to address these persistent differences between categories of producers. However, within these realities, there is heterogeneity that creates opportunities to increase sector efficiency, through a territorial approach with the potential to enhance its role in regional and national markets.

Cabrera Cevallos and De la O. Campos (2023) describe that subsistence farmers have limited access to land, irrigation, certified seeds, and financial services. Only 23% of them own land, which hinders their access to formal financing. Additionally, two-thirds of the farmland depend on rain, making it vulnerable to climate fluctuations. Access to training and technical assistance is limited; only 10% of farmers have received training, and just 5% have accessed technical assistance in the past three years. This lack of training affects the adoption of new technologies and best practices.

The application of unsustainable agricultural practices in the regions of Lima, Huánuco, Ancash, and Pasco is a significant contributor to biodiversity loss, soil degradation, and the deterioration of the socioeconomic well-being of the local population. Recent studies by the Ministry of the Environment of Peru (MINAM) and the International Potato Center (CIP) have shown that the decline in biodiversity is linked to the lack of adoption of sustainable agricultural practices, such as agroecology and crop rotation, which in turn affects small farmers' incomes and increases poverty levels. However, one of the biggest challenges is farmers' limited access to technical training on agroecological techniques and the lack of economic incentives to adopt sustainable practices. Many rural producers lack financial resources and a stable market to sell products grown using these ecological practices. Despite this, there is a great opportunity in adopting these techniques to transform local

value chains into a more sustainable and profitable model. Through circular economy principles and regenerative agriculture, the quality of agricultural products can be improved, local markets can be revitalized, and even access to new national and international markets interested in ecological and sustainable products can be generated.

Addressing these challenges is crucial for a country like Peru, where agriculture is key to millions of people. By implementing this project, not only will pressure on ecosystems be reduced, but it will also contribute to national and international efforts to achieve the Sustainable Development Goals (SDGs), specifically SDG 1 (no poverty), SDG 2 (zero hunger), and SDG 15 (life on land).

Section 5 - Darwin Objectives and Conventions

Q14. Biodiversity Conventions, Treaties and Agreements

Q14a. Your project must support the commitments of one or more of the agreements listed below.

Please indicate which agreement(s) will be supported.

- ☒ Convention on Biological Diversity (CBD)
- ☒ International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)
- ☒ United Nations Framework Convention on Climate Change (UNFCCC)
- ☒ Global Goals for Sustainable Development (SDGs)

Q14b. National and International Policy Alignment

Using evidence where available, please detail how your capability and capacity project will contribute to national policy (including NBSAPs, NDCs, NAPs etc.) and in turn international biodiversity and development conventions, treaties and agreements that the country is a signatory of.

At the national level, the project aligns with the guidelines of the National Family Agriculture Strategy (ENAF), which, in turn, are interconnected with the objectives of the National Strategic Development Plan and the National Agrarian Policy. Additionally, it aligns with the objectives of the National Biodiversity Strategy and its Action Plan (EPANB), which aims to reduce biodiversity loss, promote the sustainable management of natural resources, and strengthen ecosystem resilience. By promoting agroecological practices, the project contributes to the conservation of biodiversity in the Chillón and Lurín Valleys of the Lima region, as well as in the regions of Huánuco, Ancash, and Pasco, reducing soil degradation and protecting regional flora and fauna. Furthermore, the project will support the climate commitments made under the framework of the Nationally Determined Contributions (NDC) of the Paris Agreement, particularly the mitigation goal related to reducing emissions in the agricultural sector. The implementation of these sustainable agricultural practices will generate an impact by reducing the use of agrochemicals and deforestation, thereby lowering greenhouse gas (GHG) emissions and improving climate change adaptation. This project, aimed at strengthening local capacities through agroecological practices, fosters resilience to climate change, thus meeting the objectives of the National Adaptation Plan (PNA), specifically in enhancing the adaptive capacities of small farmers and reducing their vulnerability.

At the international level, the project contributes to Peru's commitments as a signatory to the Convention on Biological Diversity (CBD) by promoting the conservation of local genetic resources and agricultural biodiversity, supporting global goals for the conservation and sustainable use of biodiversity. Additionally, the project is directly aligned with SDG 1, SDG 2, and SDG 15, promoting sustainable agriculture and creating economic opportunities for rural communities.

Section 6 - Method, Change Expected, GESI & Exit Strategy

Q15. Methodology

Describe the methods and approach you will use to achieve your intended capability and capacity Outcome and contribute towards your Impact. Provide information on:

- how you have reflected on and incorporated evidence and lessons learnt from past and present similar activities and projects in the design of this project.
- the specific approach you are using, supported by evidence that it will be effective, and justifying why you expect it will be successful in this context.
- how you will undertake the work (activities, materials and methods).
- what the main activities will be and where these will take place.
- how you will manage the work (governance, roles and responsibilities, project management tools, risks etc.).
- what practical elements will be included to embed new capabilities.

The project for capacity development in agroecology and Good Agricultural Practices (GAP) is based on lessons learned from previous experiences of key partners such as the Red de Agricultura Ecológica del Perú (RAE) and the Instituto de Desarrollo y Medio Ambiente (IDMA). These partners have demonstrated that the "Learning by Doing" methodology is effective in valuing the ancestral knowledge of local communities and building new knowledge. This methodology has led to the consolidation of over 2,000 sustainable ecological and rural development farms, increasing the diversification of local food products. On average, each family plot produces more than 25 crops, which has strengthened food security and product diversification. Additionally, 70% of the participating families are already producing their own organic fertilizers using local inputs, reducing dependence on external supplies and promoting agricultural sustainability. Past experiences have also shown that the combination of theory and practice, along with internships to other regions where agroecological practices have been successfully implemented, motivates farmers to adopt these new techniques. This validates that the "Learning by Doing" approach, along with continuous technical support, is an effective strategy for achieving a transition to more sustainable agriculture.

The project will use this approach to raise awareness and train farmers in various regions, such as the Chillón and Lurín valleys, and in areas of Huánuco, Áncash, and Pasco. Four awareness-raising workshops will be held, distributed over the first year, aiming to attract the attention of at least 120 farmers. The workshops will be designed to raise awareness about the benefits of agroecology and GAP, using testimonials from local farmers who have successfully adopted these practices. There will be visual and dynamic presentations, using videos, graphics, and other materials that demonstrate the positive impact of GAP in improving soil, water, and crop quality. These workshops will take place in strategic community centers in each region, such as the Santa Rosa de Quives Community Center for farmers from Carabayllo and Santa Rosa de Quives, the Pachacamac Community Center for farmers from Lurín, Pachacamac, and Cieneguilla, the Churubamba Main Plaza for farmers from Umari, Quisqui, Churubamba, and Conchamarca, the Huaraz Municipal Auditorium for Pariacoto and Independencia, and the Oxapampa Convention Center for farmers from Pozuzo, Huancabamba, and Chontabamba.

Subsequently, a theoretical-practical training program will be implemented, consisting of 10 courses, each 8 hours long. The courses will be structured in modules covering topics such as the basics of agroecology, organic fertilizer production, ecological pest management, efficient water management, and ecological cultivation practices. The theoretical sessions will be held in community centers, and the practical sessions will take place in demonstration plots or on the farmers' own land, allowing them to immediately apply what they have learned. This "Learning by Doing" methodology ensures that farmers not only acquire theoretical knowledge but also put it into practice, building confidence in adopting the new techniques. To support this process, printed manuals and digital guides will be provided to participants, along with basic tools for practical activities, such as inputs for fertilizer production and moisture meters. Technical visits to farms certified in GAP and organic production will also be arranged so that farmers can observe the advantages of these techniques in real contexts.

Additionally, the project will include a personalized technical assistance program lasting 12 months. This support will allow farmers to receive continuous assistance on their plots while implementing agroecological practices, and it will be aimed at those seeking certification in GAP and organic production under the Participatory Guarantee System (PGS). During this time, specialized technicians will conduct regular visits to address any questions or difficulties that arise during the implementation of the new practices, ensuring a smooth and

effective transition. This assistance program is crucial for facilitating the integration of GAP into farmers' daily activities and improving their access to differentiated markets.

The management of the project will be carried out by Flora & Fauna, in collaboration with the RAE and IDMA partners. Management and monitoring tools, such as tracking matrices and annual operational plans, will be implemented to ensure that all project activities are carried out as planned and that the expected results are achieved. Key indicators, such as the number of trained farmers and the percentage of adoption of agroecological practices, will be monitored. This comprehensive approach, combining theory, practice, and technical assistance, ensures that farmers not only acquire new skills but also integrate them sustainably, improving their productivity and access to agroecological product markets, which will positively impact their quality of life and the sustainability of their lands.

Q16. How will you identify participants?

How did/will you identify and select the participants (individuals and/or organisations) to directly benefit from the capability and capacity building activities? What makes these the most suitable participants?

How will you ensure that the selection process is unbiased, fair and transparent? How have you incorporated GESI considerations in identifying participants?

For the development of this project, participant selection will be determined by a thorough evaluation of rural communities in the regions of Lima, Huánuco, Ancash, and Pasco, where unsustainable agricultural practices are significantly impacting biodiversity and local socioeconomic well-being. In collaboration with nonprofit civil organizations, NGOs, and community leaders, we have identified the most vulnerable farmers, cooperatives, and productive associations affected by climate change and natural resource degradation. These groups will be the most suitable beneficiaries due to their strong dependence on agricultural systems for their livelihoods and their urgent need to access sustainable practices to improve their income and resilience.

The participant selection process will be impartial, fair, and transparent, with active involvement from local authorities and social organizations that will oversee the compliance with clear criteria. A participatory approach will be used, where beneficiaries can either voluntarily apply or be recommended by local organizations. Selection criteria will consider factors such as socioeconomic vulnerability, limited access to technical resources and financing, and their location in critical areas for biodiversity conservation.

The project will prioritize gender equality and social inclusion, establishing minimum participation quotas for women, youth, and Amazonian and Andean communities, considering their key role in sustainable resource management. The project will give priority to women involved in or directly exposed to agricultural activities, who face barriers in accessing technology and training. Additionally, specific actions will be organized to empower women in their participation in productive and conservation initiatives. This approach ensures equitable participation and diverse inclusion in capacity development.

Q17. Gender Equality and Social Inclusion (GESI)

All applicants must consider whether and how their project will contribute to promoting equality between persons of different gender and social characteristics. Please include reference to the GESI context in which your project seeks to work. Explain your understanding of how individuals may be disadvantaged or excluded from equal participation within the context of your project, and how you seek to address this. You should consider how your project will proactively contribute to ensuring individuals achieve equitable outcomes and how you will ensure meaningful participation for all those engaged.

The project recognizes that, in the communities within the areas of influence, there are gender and social inclusion gaps that act as barriers to equitable and sustainable development, where women, youth, and Amazonian and Andean communities are largely prevented from accessing resources, technology, training, and markets. As a result, their participation in the productive, economic, and environmental decisions that affect their communities is limited, perpetuating cycles of poverty and vulnerability. In the specific case of gender equality, women play a key role in agricultural production and natural resource management; however, they have less access to technical training and fewer market opportunities compared to men. According to the IV National Agricultural Census (2017), of the total number of farmers who received technical assistance, only 21%

were women. To address this, the project will establish a minimum female participation quota of at least 40% of direct beneficiaries, and specific activities will be carried out to empower women and promote leadership in agroecological initiatives. Regarding social inclusion, Amazonian and Andean communities in the regions of influence face the greatest structural barriers. Therefore, this project will work to promote their full and active participation by offering linguistic (e.g., Quechua) and cultural adaptations, creating a safe environment where their traditional knowledge about biodiversity is respected and integrated. Furthermore, the project design not only focuses on inclusion itself, but also ensures that women, youth, and Indigenous or native communities have an active and meaningful voice in decision-making processes. This objective will be achieved through participatory mechanisms in the planning, implementation, and evaluation stages of the project, ensuring that the outcomes and benefits are fair, and that these groups have access to the opportunities and conditions required to improve their socioeconomic quality of life.

Q18. Change expected

Detail the expected changes and benefits to both biodiversity and multi-dimensional poverty reduction, and links between them, that this work will deliver. You should identify what will change and who exactly will benefit a) in the short-term (i.e. during the life of the project – including capability and capacity building benefits) and b) the potential changes in the long-term (after the project has ended).

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used.

This project will have significant impacts on both biodiversity and the reduction of multidimensional poverty in rural communities of the Chillón and Lurín Valleys in the Lima region, the districts of Umari, Quisqui, Churubamba, and Conchamarca in the Huánuco region, the districts of Pariacoto, Independencia, and Huaraz in the Ancash region, and the districts of Pozuzo, Huancabamba, Chontabamba, and Oxapampa in the Pasco region. Among the expected changes and benefits:

In the short term, there will be improvements in the conservation of local biodiversity through training and technical assistance in production, post-production, storage, and the strengthening of the Participatory Guarantee System (PGS). This aims to differentiate ecological production from conventional methods, with the goal of bringing producers closer to the existing demand for such products, ensuring that all parties benefit fairly. The main changes include the adoption of agroecological practices by 15 associations and 3 cooperatives. Additionally, the project will directly benefit approximately 1,500 people (300 families) by improving their incomes and food security. The training and technical assistance program, combined with access to sustainable markets through fair trade, is expected to increase household incomes by 20% during the project, with additional incentives for women and youth. At least 40% of the direct beneficiaries will be women, contributing to the reduction of gender gaps in access to resources and economic opportunities.

In the long term, the adopted agroecological practices will be maintained, strengthened, and expanded to other regional communities, ensuring environmental sustainability. Ecosystem restoration and the reduction in the use of agrochemicals will create a healthier environment for local flora and fauna, and biodiversity in the restored areas is expected to increase by 15% within five years after the project's completion.

In terms of economic impact, the effects will extend beyond the project, as families will have acquired skills to maintain and improve their productive practices. Household incomes are expected to continue rising, and the beneficiary families will achieve more stable access to regional and national markets for ecological products. Additionally, the food security of the communities will improve substantially, and resilience to climate change will be strengthened. In the long term, participating households are expected to move out of multidimensional poverty thanks to new opportunities in green entrepreneurship and improvements in their quality of life. It is estimated that neighboring communities will also adopt these successful practices, indirectly benefiting over 500 additional families in the region. Furthermore, the leadership of women and youth in agroecological and commercial activities will promote social inclusion, allowing equitable access to economic and social opportunities and reducing gender inequalities in the long term.

Q19. Sustainable benefits and scaling potential

How will the project reach a point where the benefits of strengthened capability and capacity can be sustained post-funding?

How will the capability and capacity be retained and remain available to deliver benefits in-country after the project? Is there potential for the new capability and capacity to renew itself or deliver additional capability and capacity, for example by building future environmental leaders beyond the project?

The project has considered a long-term sustainability approach by incorporating two important allies from the areas of influence: the Peruvian Ecological Agriculture Network and the Institute for Development and the Environment. These partners ensure that the capacity-building benefits continue beyond the project's completion. On the demand side, Flora&Fauna guarantees the purchase of agroecological products from local producers within the areas of influence and promotes the benefits of consuming organic products to consumers. The following strategies are proposed:

Environmental leadership training: During the programme's implementation, environmental leaders will be identified and trained to promote the continuity of agroecological practices for the benefit of their communities, the environment, and consumers.

Generational knowledge transfer: The training and technical assistance programmes will ensure proper systematisation and dissemination of knowledge and ancestral practices, creating an asset that will allow for its widespread adoption as a model of horizontal technical assistance and training. Furthermore, it ensures the sustainability of its benefits by combining science, innovation, and local knowledge through a transformative and transdisciplinary agroecological approach. This will be achieved through the efficient use of local resources, ecosystem management, and the exchange of knowledge between communities and academia.

Strategic commercial alliance: Flora & Fauna will work with farmers who comply with the training programme and technical assistance on good organic farming and post-harvest practices, marketing their products through its marketplace during the project. Upon completion, commercial agreements will be established for these farmers to become official suppliers of Flora & Fauna, thus self-financing their growth through the sale of their products. Additionally, the company will conduct follow-ups and quality controls to identify the strengths and weaknesses of each supplier.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

 [Flora & Fauna 2024 English](#)
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 pdf 8.37 MB

Section 7 - Risk Management

Q20. Risk Management

Please outline the 7 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the Risk Guidance. This should include at least one Fiduciary, two Safeguarding, and one Delivery Chain Risk.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
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Fiduciary (financial): funds not used for intended purposes or not accounted for (fraud, corruption, mishandling or misappropriated).

Misappropriation of funds in training programs, including payments to unqualified and inexperienced facilitators, disbursements for training sessions that were not conducted or do not meet the training objectives, and inflated prices for training services that exceed market rates, resulting in inefficient use of resources.

Moderate Possible Major

Establish rigorous criteria for selecting facilitators with certifications and experience. Periodically monitor the training sessions to ensure they meet the required standards. Implement a multi-stage approval process, reviewing and approving contracts and payment requests before processing, to ensure proper allocation of resources in training services.

Minor

Safeguarding: risk of sexual exploitation abuse and harassment (SEAH), or unintended harm to beneficiaries, the public, implementing partners, and staff.

The abuse of a position of authority by the project leader, project managers, facilitators, or related staff can lead to situations of exploitation, sexual abuse, or harassment in exchange for promises of benefits, project resources, or financial support.

Moderate Unlikely Moderate

Establish effective communication channels for reporting SEAH (Sexual Exploitation, Abuse, and Harassment) incidents. Provide training to all staff and beneficiaries on the prevention, identification, reporting, or disclosure of exploitative or abusive behaviors. Supervise the implementation of training sessions to ensure compliance with conduct standards and prevent inappropriate behavior.

Minor

Safeguarding: risks to health, safety and security (HSS) of beneficiaries, the public. Implementing partners, and staff.

The improper execution of practical activities due to the misuse of tools and materials during training sessions can lead to accidents that cause physical injuries or affect the health of the beneficiaries.

Moderate Possible Moderate

Prior induction on the safe use of tools and training materials. Provision of personal protective equipment for participants. Continuous supervision of participants by staff knowledgeable in first aid and safety procedures.

Minor

Delivery Chain: the overall risk associated with your delivery model.

Misconception by farmers who perceive the training sessions as repetitive or similar, underestimating their value for improving agricultural practices, leading to disinterest, limiting their ability to certify their products, and restricting the opportunity to access competitive markets through Flora & Fauna.

Major

Possible

Major

Implementation of a training program tailored to the current needs of farmers and focused on key areas for improving their practices, aiming these efforts toward obtaining organic product certification, Good Agricultural Practices (GAP) certification, and their incorporation into the Participatory Guarantee System.

Minor

Risk 5

Seasonal weather patterns may hinder travel for technical visits to farms certified in good agricultural practices and organic certification, resulting in missed opportunities for practical and hands-on learning for farmers and leading to rescheduling and additional costs.

Moderate

Unlikely

Moderate

Establish strategic partnerships with alternative agroecological farms located in areas less prone to extreme weather conditions, allowing for location changes as a contingency.

Minor

Risk 6

Lack of interest and misconceptions among farmers regarding their participation in agroecological fairs, viewing them as events that do not provide significant value, combined with logistical barriers to transporting their products to the fairs, may lead to farmers not participating. This limits their access to new markets, potential income increases,

Major

Possible

Major

Provide logistical support for the transportation of producers and their products to agroecological fairs. Assist farmers by providing stands and promotional materials to increase their visibility. Strengthen their training in marketing strategies to boost their confidence in participating in fairs.

Minor

Risk 7	As farmers resume their daily activities, they may fail to apply the knowledge gained during the training on Good Agricultural Practices (GAP) and organic practices, which could impact product quality and hinder the achievement of certification and access to specialized markets.	Moderate	Possible	Major	Periodically monitor the implementation of Good Agricultural Practices (GAP) through regular visits, complemented by systematic monitoring of agricultural products to identify agrochemical residues, reducing product deviations. Reinforce knowledge through periodic technical assistance and supervision in the recertification processes for Good Agricultural Practices (GAP) and Organic Certification.	Minor
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Q21. Project sensitivities

Please indicate whether there are sensitivities associated with this project that need to be considered if details are published (detailed species location data that would increase threats, political sensitivities, prosecutions for illegal activities, security of staff etc.).

☒ No

Section 8 - Workplan

Q22. Workplan

Provide a project workplan that shows the key milestones in project activities.

 [WorkPlan Flora&Fauna](#)

 21/10/2024

 22:38:30

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Section 9 - Monitoring and Evaluation

Q23. Monitoring and evaluation (M&E)

Describe how the performance of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

Darwin Initiative projects are expected to be adaptive, and you should detail how the monitoring and evaluation will feed into the improved delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see Finance Guidance).

The project will include a Monitoring and Evaluation (M&E) coordinator, working in collaboration with the beneficiary communities. Both qualitative and quantitative indicators will measure progress in resource access, the number of people trained, the participation of women and youth, and the adoption of agroecological practices. Monitoring will be continuous through quarterly reports, field visits, and participatory surveys to

adjust the approach and activities as needed on an ongoing basis. The evaluation will take place in two phases: an intermediate phase and a final phase. With a focus on impacts such as productivity, job creation, biodiversity conservation, and the empowerment of beneficiaries, strengths and weaknesses will be identified. This information will allow activities and project management to be adjusted continuously and promptly to address contextual needs, ensuring alignment with the objectives.

The adaptive approach to monitoring and evaluation will enable the project to respond to unexpected changes, such as climate variability or other socioeconomic conditions, which will improve implementation. Beneficiaries will actively participate in the process, ensuring that their opinions and needs are considered in decision-making. The cost of M&E is estimated at 5% of the total project cost, which will cover field monitoring activities and data collection and analysis. A total of 60 person-days per year are budgeted for monitoring, and 40 person-days for the mid-term and final evaluations, ensuring that the M&E process is thorough and contributes to long-term sustainability.

Total project budget for M&E (£):	
(this may include Staff and Travel and Subsistence Costs)	
Total project budget for M&E (%):	
(this may include Staff and Travel and Subsistence Costs)	
Number of days planned for M&E	

Section 10 - Indicators of Success & Standard Indicators

Q24a. Indicators of success

Please outline the Outcome and Outputs of the project and how you will show that they have been achieved by using SMART indicators and milestones.

SMART Indicator	Means of Verification
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Outcome

Implementation of agroecological practices in 4 regions of Peru for 300 farmers, improving their access to organic markets, increasing their incomes, and promoting sustainability and biodiversity.

0.1. The agricultural productivity of farmers who have adopted agroecological practices shows an increase, measured in tons per hectare, improving productive efficiency without compromising sustainability. A 20% increase per hectare by the end of year 2.

0.2. Farmers have significantly reduced the use of pesticides and other agrochemicals, contributing to improved soil quality and environmental sustainability.

Mass-consumed food products with agrochemical residues within permissible limits. At least 2 agrochemical monitoring sessions by the end of year 1 (first quarter), and 2 agrochemical monitoring sessions by the end of year 2 (first quarter).

0.3. Farmers' incomes show an increase due to the commercialization of products through Flora & Fauna's fair trade system. A 40% increase in income from sales through the fair trade system.

0.4. Outstanding farmers who received training in sustainable agroecological practices and, by the end of the project, serve as community leaders providing periodic training, ensuring the preservation and application of the knowledge gained through the training program. 80 farmers in the role of community leaders by the end of year 2.

0.1. Survey on agricultural productivity in the districts of influence, years 1 and 2.

0.2. Agrochemical monitoring report in food.

0.3. Surveys of farmers to collect data on the impact on their incomes after marketing through the fair trade system.

Output 1

Development and strengthening of organic or ecological production capacities for farmer associations and cooperatives.

1.1. Farmers capable of promoting the application of agroecological and organic farming practices after participating in 4 awareness-raising workshops. 120 people sensitized in year 1, with at least 40% being women.

1.2. Farmers capable of implementing, executing, and maintaining sustainable agroecological practices after the training and technical assistance program of 10 courses, each 8 hours long. 200 farmers trained in the first year, 100 farmers trained in the second year, with at least 40% being women.

1.3. Farmers capable of applying good post-harvest practices to increase the shelf life of organic or ecological products. 80 farmers by the end of year 1, 120 farmers by the end of year 2.

1.4. Farmers actively participate in technical visits to farms certified in Good Agricultural Practices (GAP) and/or organic certification, promoting knowledge exchange and the adoption of sustainable practices. 60 farmers participate in the technical visits by the end of year 2.

1.5. Farmers hold national Good Agricultural Practices (GAP) certification and organic production certification in accordance with the Technical Regulation for Organic Products. 80 farmers certified in GAP and 20 farmers certified in organic production by the end of year 2.

1.1. Certificate of participation in the awareness workshops on the program's topics.

1.2. Certificate of attendance for the training courses on the program's topics.

1.3. Exit surveys for participants regarding the training courses and awareness workshops provided.

1.4. Good Agricultural Practices (GAP) certificate issued by SENASA.

1.5. Organic Production certificate in accordance with the Technical Regulation for Organic Products, issued by one of the Organic Production Certification Bodies registered with SENASA or through the National Participatory Guarantee System.

Output 2 Development of a marketing system for agroecological and organic products.	2.1. Organic or agroecological products marketed through Flora & Fauna's fair trade channel. 240 tons of organic or agroecological products marketed by the end of year 2. 2.2. Specialized distribution system for organic or agroecological products, avoiding cross-contamination during the logistics process, ensuring that products maintain their freshness, nutritional quality, and shelf life from production to consumers. 90% of the products remained in optimal conditions during the distribution process, years 1 and 2. 2.3. Farmers actively participate in agroecological fairs, promoting the consumption of healthy foods produced through agroecological and organic practices, and increasing their visibility in the market. 60 farmers participate in 3 fairs in year 2. 2.4. Flora & Fauna members acquire new knowledge through 1 international internship on successful business models and trends in organic foods in the global market. At least 1 participant by the end of year 1.	2.1. Purchase records through Flora & Fauna's fair trade channel. 2.2. Quality control reports of products during the logistics process, including temperature monitoring and transport conditions. 2.3. Execution report of agroecological fairs. 2.4. Certificates of participation in international internships.
Output 3 No Response	No Response	No Response
Output 4 No Response	No Response	No Response

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

- 1.1. Design and implement an awareness program consisting of 4 one-day workshops on agroecology and good agricultural practices; a minimum of 120 farmers; by the end of year 1.
- 1.2. Design and implement a theoretical/practical training program and technical assistance consisting of 10 courses, each 8 hours long, on agroecology and good agricultural production practices. These will be structured modules covering topics such as the basics of agroecology, organic fertilizers, ecological pest management, ecological crop management, efficient water management, among others.
- 1.3. Design and implement a program consisting of 5 training courses on post-harvest good practices to increase

the shelf life of organic or ecological products.

- 1.4. Manage technical visits for farmers to one farm with Good Agricultural Practices (GAP) certification and/or organic production certification at the national level to encourage the learning of organic or ecological production practices; Year 2.
- 1.5. Implement a 12-month support program for the certification of Good Agricultural Practices (GAP) and Organic Production under the Participatory Guarantee System (PGS) for farmers; Years 1 and 2.
- 2.1. Create an exclusive marketing channel for organic or agroecological products produced by farmers and sold directly by Flora & Fauna, serving as a bridge between farmers and consumers, enhancing commercial relationships, promoting fair trade, and providing access to new markets.
- 2.2. Create a fair distribution system that facilitates the transport of organic or agroecological products from production sites to points of sale, ensuring that quality and food safety standards are maintained.
- 2.3. Organize and facilitate the participation of farmers in 3 agroecological fairs, where the consumption of healthy foods produced through Good Agricultural Practices and Organic Practices will be promoted.
- 2.4. Participate in 1 international internship to visit organic farms, cooperatives, or innovative companies, facilitating observation and interaction with successful business models in the organic and agroecological food sector, as well as promoting knowledge of emerging trends in the global market.

Important Assumptions:

Please describe up to 6 key assumptions that, if held true, will enable you to deliver your Outputs and Outcome.

- 95% of farmers are willing to participate in the awareness workshops.
- Local institutions support the organization and promotion of training in the communities.
- There are commercial incentives for farmers to adopt agroecological and organic practices as added value to their products.
- Farmers are willing to meet the technical and regulatory requirements to obtain certifications.
- The demand for organic and agroecological products continues to grow, and the market is willing to pay a fair price for them.
- Farmers will be able to maintain or increase their production of agroecological products sustainably, without compromising the quality.

Q24b. Standard Indicators

Standard Indicator Ref & Wording	Project Output or Outcome this links to	Target number by project end	Provide disaggregated targets here
e.g. DI-A01: Number of people in eligible countries who have completed structured and relevant training	e.g. Output indicator 3.4 / Output 3	e.g. 60	e.g. 30 non-indigenous women; 30 non-indigenous men
DI-A01: Number of people in eligible countries who have completed structured and relevant training	Output indicator 1.1. 1.2., output 1.	300	Peru; 180 men, 120 women; 50 farmers of indigenous status.

DI-A04: Number of people reporting that they are applying new capabilities 6+ months after training	Output indicator 1.1. 1.2., output 1.	200	Peru; 120 men, 80 women; 40 farmers of indigenous status.
DI-A05: Number of trainers trained under the project reporting to have delivered further training	Output indicator 1.1. 1.2., output 1.	80	Peru; 48 men, 32 women; 20 farmers of indigenous status.
DI-D03b: Number of people with improved income	Output indicator 2.1., 2.2., and 2.3., output 2.	300	Peru; 180 men, 120 women; 50 farmers of indigenous status; Agriculture Sector.
DI-D04d: Number of people with improved education	Output indicator 2.1., 2.2., and 2.3., output 2.	300	Peru; 180 men, 120 women; 50 farmers of indigenous status
DI-D04f: Number of people with improved social relations	Output indicator 2.1., 2.2., and 2.3., output 2.	300	Peru; 180 men, 120 women; 50 farmers of indigenous status
No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response
No Response	No Response	No Response	No Response

If you cannot identify three Standard Indicators you can report against, please justify this here.

No Response

Section 11 - Budget and Funding

Q25. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

 [BCF Budget under 100K MASTER Apr24.xlsx](#)

 21/10/2024

 22:16:06

 xlsx 113.44 KB

Q26. Alignment with other funding and activities

This question aims to help us understand how familiar you are with other work in the geographic/thematic area, and how this proposed project will build on or align with this to avoid any risks of duplicating or conflicting activities.

Q26a. Is this new work or does it build on existing/past activities (delivered by anyone and funded through any source)?

☒ New Initiative

Please provide details:

This project is a new initiative distinguished by its commercial partnership with the leading organization, Flora&Fauna. Although individual experiences have already taken place in the areas of influence, such as the participation of these producers in bio-fairs, these activities have been suspended and were conducted temporarily and in isolation. Unlike those previous efforts, this project is based on a high-impact vision, covering four regions of the country and providing comprehensive training and commercial linkage for local producers.

The project aims not only to avoid duplication of efforts but also to maximize synergies with previous work. It will collaborate closely with local actors such as the District Municipality of Pozuzo, the District Municipality of Conchamarca, and supporting institutions like RAE and IDMA to ensure efficient coordination and enhance the positive impact. This guarantees that the activities are complementary and contribute to improving sustainability, climate resilience, and the integration of producers into regional and national markets.

Q26b. Are you aware of any current or future plans for work in the geographic/thematic area to the proposed project?

☒ No

Q27. Value for Money

Please demonstrate why your project is good value for money in terms of impact and cost-effectiveness of each pound spend (economy, efficiency, effectiveness and equity). Why is it the best feasible project for the amount of money to be spent?

Our project offers value for money by demonstrating a clear impact and cost-effective return per pound spent. In economic terms, we have optimized the use of resources through careful management that reduces unnecessary costs and prioritizes investments in key activities. Our cost-benefit analysis indicates that every pound invested will generate significant returns in social, environmental and economic benefits. In terms of efficiency, we focus on reducing resource waste and implementing technologies that improve operations, enabling us to achieve more results with less investment. Effectiveness is reflected in clear indicators that will measure performance and impact throughout the project, ensuring that every pound contributes to the established objectives. In addition, the project design seeks sustainability, ensuring that the initial investment continues to generate benefits in the future. In terms of equity, we have designed the project to benefit vulnerable communities, distributing resources fairly and ensuring that all groups benefit. We encourage community participation, integrating their needs into decision-making. Our project is not only viable, but represents the best value for the money, maximizing social and economic impact while promoting inclusion and equity.

Q28. Capital items

If you plan to purchase capital items with Darwin funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

We anticipate acquiring two second-hand refrigerated trucks for a total cost of 30 thousand pounds, which represents more than 10% of the total project grant. These trucks are essential for transporting organic produce, ensuring an efficient supply chain and maintaining the quality of food reaching the communities. Once the project is completed, the trucks will remain in use, benefiting local producers by facilitating access to wider markets and ensuring fair prices. This investment has a significant social impact by improving the distribution of fresh produce and promoting healthy eating habits. We also strengthen the regional economy and generate employment opportunities by supporting local commerce. We justify this request because the acquisition of these trucks is crucial to the project. In addition, packaging, sorting and cleaning equipment and tablets will be purchased, bringing the total to 45,050 pounds, ensuring a positive and sustainable impact.

Section 12 - Safeguarding

Q29. Safeguarding

All projects funded under the Biodiversity Challenge Funds must ensure proactive action is taken to promote the welfare and protect all individuals involved in the project (staff, implementing partners, the public and beneficiaries) from harm. In order to provide assurance of this, projects are required to have specific procedures and policies in operation.

Please outline how your project will ensure:

(a) beneficiaries, the public, implementing partners, and staff are made aware of your safeguarding commitment and how they can confidentially raise a concern,

(b) safeguarding issues are investigated, recorded and what disciplinary procedures are in place when allegations and complaints are upheld,

(c) you will ensure project partners also meet these standards and policies.

Indicate which minimum standard protocol your project follows and how you meet those minimum standards, i.e. CAPSEAH, CHS, IASC MOS-PSEA. If your approach is currently limited or in the early stages of development, please clearly set out your plans to address this.

Our project will adopt a comprehensive approach to ensure the well-being and protection of all individuals involved, strictly following international standards and guidelines such as the Core Humanitarian Standard (CHS) and the IASC Minimum Operating Standards for Protection from Sexual Exploitation and Abuse (MOS-PSEA).

(a) Commitment to Protection: Beneficiaries, partners, and staff will be informed of our strong commitment to protection through accessible materials. Additionally, we will establish confidential channels for anyone to raise concerns about protection in a safe and discreet manner.

(b) Investigation and Documentation: Any complaint or report received will be thoroughly investigated following transparent procedures, ensuring confidentiality and respect for all parties involved. Verified complaints will be addressed with appropriate disciplinary measures, including termination in cases of severe non-compliance. Detailed records of all investigations and resolutions will be maintained to ensure traceability and accountability.

(c) Partner Compliance: All partners will be required to adopt the same protection and safety policies. We will monitor their compliance through regular reviews, ensuring that standards are upheld at all times.

The project will adhere to the PSEAH Protection Policy, which includes a zero-tolerance statement on exploitation, abuse, and sexual harassment. Additionally, we will implement a Whistleblower Policy that protects whistleblowers from retaliation, and a Code of Conduct that clearly outlines behavioral expectations and the consequences of non-compliance.

Furthermore, we will develop a Health and Safety Policy that will address the specific risks of the project,

ensuring the protection of staff and local communities. These protocols will be key to promoting a safe and respectful environment throughout the duration of the project.

Defra recommend you appoint a safeguarding focal point to ensure the project's PSEAH work is taken forward. This can be a separate member of staff or a current member of staff who spends a proportionate amount of time for safeguarding and PSEAH activities. Please name this individual here - this person should also be included in your overall staff list at Q31 and in your budget.

[Redacted]

Section 13 - British Embassy or High Commission Engagement

Q30. British embassy or high commission engagement

It is important for UK Government representatives to understand if UK funding might be spent in the project country/ies. Please indicate if you have contacted the relevant British embassy or high commission to discuss the project and attach details of any advice you have received from them. Please note that some embassies or high commissions may not be able to respond to you but your project will not be penalised for a lack of response.

☒ Yes

Please attach evidence of request or advice if received.

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-  21/10/2024
-  23:46:56
-  pdf 276.66 KB

Section 14 - Project Staff

Q31. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Eileen Wong Seoane	Project Leader	40	Checked
José Francisco Sakamoto Heredia	Financial Manager	20	Checked
Esteban Seoane Linares	Commercial Manager	20	Checked
Javier Jaime Condori Castañeda	Technical Specialist	30	Checked

Do you require more fields?

☒ Yes

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Jesus Alberto Salazar Julcapari	Project Controller	30	Checked
Danitza Carpio Maraví	Social Worker	10	Checked
No Response	No Response	No Response	Unchecked
No Response	No Response	No Response	Unchecked
No Response	No Response	No Response	Unchecked
No Response	No Response	No Response	Unchecked
No Response	No Response	No Response	Unchecked
No Response	No Response	No Response	Unchecked

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

 [CVs Staff F&F](#)

 21/10/2024

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 pdf 765.45 KB

Have you attached all project staff CVs?

☒ Yes

Section 15 - Project Partners

Q32. Project Partners

Please list all the Project Partners (including the Lead Organisation who will administer the grant and coordinate delivery of the project), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far.

Lead Organisation name: Flora & Fauna

Website address: <https://www.florayfauna.pe/>

Why is this organisation the Lead Organisation, and what value to they bring to the project? (including roles, responsibilities and capabilities and capacity):

Flora & Fauna is a chain of healthy supermarkets in the Lima region dedicated to promoting a healthy lifestyle in Peru. Our mission is to co-create a healthy and sustainable world for everyone, ensuring that all have access to nutritious foods and products. We prioritize establishing a fair trade value chain, promoting zero waste in our operations, and fostering environmental conservation. Additionally, we aim to transform knowledge about healthy food and sustainability into common sense for society.

Our roles within the project will be:

- Create the marketing channel
- Create a fair distribution system
- Organize and facilitate the participation of agricultural producers in agroecological fairs
- Design and implement a training program to develop skills for efficient financial resource management
- Design and implement a training course on post-harvest best practices to increase the shelf life of organic products
- Develop a comprehensive digital visibility plan to educate consumers

International/In-country Partner ☒ In-country

Allocated budget (proportion or value): 

Represented on the Project Board (or other management structure) ☒ Yes

Have you included a Letter of Support from this partner? ☒ Yes

Do you have partners involved in the Project?

☒ Yes

1. Partner Name: Red de Agricultura Ecológica del Perú (RAE - Perú)

Website address: <https://raeperu.org/>

What value does this Partner bring to the project?	The Red de Agricultura Ecológica del Perú - RAE Perú has a solid track record since 1989 in promoting sustainable agriculture and healthy food in various regions. Through its 17 NGO partners, it provides technical assistance and training to family farmers in agroecological crop and breeding techniques, participatory organic certification, management of natural resources and biodiversity, post-production, marketing, and, microfinance.
(including roles, responsibilities and capabilities and capacity):	The roles within the project will be: (1) Design and implement an awareness program (2) Design and implement a theoretical/practical experiential training program on Good Agricultural Practices (GAP) (3) Organize technical visits for agricultural producers to two farms with Good Agricultural Practices (GAP) certification and/or organic production certification at the national level (4) Implement a support program for Good Agricultural Practices (GAP) and Organic Production certification for farmers.
International/In-country Partner	☒ In-country
Allocated budget:	
Representation on the Project Board (or other management structure)	☒ Yes
Have you included a Letter of Support from this partner?	☒ Yes

2. Partner Name:	Instituto de Desarrollo y Medio Ambiente – IDMA
Website address:	https://idmaperu.org/

	The Instituto de Desarrollo y Medio Ambiente (IDMA), founded in 1984, brings vital expertise and capacity to the project, particularly in agroecological transitions and sustainable development. With a focus on empowering local communities, IDMA strengthens capacities to shift toward climate-resilient food systems, promoting sustainable social, economic, and environmental changes. Their deep experience in community engagement ensures that marginalized groups—families, women, youth, and local stakeholders—are actively involved.
What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	Roles and Responsibilities: IDMA will lead capacity-building efforts, designing and implementing training on Good Agricultural Practices (GAP), agroecology, and climate adaptation. Their responsibility extends to fostering inclusive participation and ensuring social and gender equity throughout the project. They will also support technical visits to certified farms and provide ongoing guidance in transitioning toward organic certification. Capabilities and Capacity: With over 40 years of expertise, IDMA has extensive experience in sustainable agriculture, environmental conservation, and climate resilience. Their strong local networks and commitment to equity ensure the project is impactful at the grassroots level. IDMA's institutional knowledge and proven methodologies will be essential for achieving the project's goals of promoting sustainable, climate-adapted agriculture and supporting social inclusion.
International/In-country Partner	☒ In-country
Allocated budget:	
Representation on the Project Board (or other management structure)	☒ No
Have you included a Letter of Support from this partner?	☒ Yes
3. Partner Name:	Municipalidad Distrital de Pozuzo
Website address:	No Response

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	The Municipalidad Distrital de Pozuzo adds significant value to the project through its local governance role and dedication to community development. As a key partner, the municipality enhances project implementation and ensures alignment with local priorities and regulations. Roles and Responsibilities: Coordination and Facilitation: The municipality will coordinate project activities and facilitate communication among stakeholders, including agricultural producers and community members. Their involvement is essential for organizing agroecological fairs and training programs. Logistical Support: They will provide logistical resources, such as venues and infrastructure, to support successful project execution. Monitoring and Evaluation: The municipality will participate in monitoring project progress, collecting community feedback, and reporting outcomes to ensure that objectives are met. Capabilities and Capacity: With established governance structures and deep local knowledge, the Municipalidad Distrital de Pozuzo can effectively mobilize resources and engage community members. Their understanding of regional demographics allows for tailored interventions that resonate with the local population. Additionally, the municipality can integrate project goals into broader development plans, enhancing sustainability and promoting long-term benefits. Their commitment to social equity and environmental sustainability further aligns with the project's objectives, making them a critical partner for achieving successful outcomes.
International/In-country Partner	☒ In-country
Allocated budget:	
Representation on the Project Board (or other management structure)	☒ No
Have you included a Letter of Support from this partner?	☒ Yes
4. Partner Name:	Municipalidad Distrital Conchamarca
Website address:	

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	The Municipalidad Distrital Conchamarca adds significant value to the project through its local governance role and dedication to community development. As a key partner, the municipality enhances project implementation and ensures alignment with local priorities and regulations. Roles and Responsibilities: Coordination and Facilitation: The municipality will coordinate project activities and facilitate communication among stakeholders, including agricultural producers and community members. Their involvement is essential for organizing agroecological fairs and training programs. Logistical Support: They will provide logistical resources, such as venues and infrastructure, to support successful project execution. Monitoring and Evaluation: The municipality will participate in monitoring project progress, collecting community feedback, and reporting outcomes to ensure that objectives are met. Capabilities and Capacity: With established governance structures and deep local knowledge, the Municipalidad Distrital Conchamarca can effectively mobilize resources and engage community members. Their understanding of regional demographics allows for tailored interventions that resonate with the local population. Additionally, the municipality can integrate project goals into broader development plans, enhancing sustainability and promoting long-term benefits. Their commitment to social equity and environmental sustainability further aligns with the project's objectives, making them a critical partner for achieving successful outcomes.
International/In-country Partner	☒ In-country
Allocated budget:	
Representation on the Project Board (or other management structure)	☒ No
Have you included a Letter of Support from this partner?	☒ Yes
5. Partner Name:	No Response
Website address:	No Response
What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):	No Response
International/In-country Partner	☐ International ☐ In-country

Allocated budget:	<i>No Response</i>
Representation on the Project Board (or other management structure)	☐ Yes ☐ No
Have you included a Letter of Support from this partner?	☐ Yes ☐ No

6. Partner Name:	<i>No Response</i>
Website address:	<i>No Response</i>
What value does this Partner bring to the project?	<i>No Response</i>
(including roles, responsibilities and capabilities and capacity):	
International/In-country Partner	☐ International ☐ In-country
Allocated budget:	<i>No Response</i>
Representation on the Project Board (or other management structure)	☐ Yes ☐ No
Have you included a Letter of Support from this partner?	☐ Yes ☐ No

If you require more space to enter details regarding Partners involved in the project, please use the text field below.

No Response

Please provide a combined PDF of all letters of support.

 [Letters of support](#)
 21/10/2024
 21:44:44
 pdf 1.78 MB

Section 16 - Lead Partner Capability and Capacity

Q33. Lead Organisation Capability and Capacity

Has your organisation been awarded Biodiversity Challenge Funds (Darwin Initiative, Darwin Plus or Illegal Wildlife Trade Challenge Fund) funding before (for the purposes of this question, being a partner does not count)?

☒ No

If no, please provide the below information on the Lead Organisation.

What year was your organisation established/ incorporated/ registered?	01 January 2016
What is the legal status of your organisation?	☒ Other (if selected, please explain below)
Other explained	We are a company (SAC) that operates as a chain of healthy supermarkets in the Lima region, dedicated to promoting a healthy lifestyle in Peru.
How is your organisation currently funded?	Our organization is currently funded through a combination of revenue generated from business operations and contributions from our shareholders. With an annual sales projection of 51 million soles (excluding taxes) and a customer base of approximately 60,000 monthly B2C clients, our primary revenue stream comes from the sale of healthy and sustainable products. Additionally, financial support from our shareholders provides a solid foundation for growth and expansion. This diversified funding structure ensures long-term financial stability and enables us to support impactful initiatives, such as the proposed project for the Darwin Initiative.

Describe briefly the aims, activities and achievements of your organisation. Large organisations please note that this should describe your unit or department.

Aims	We seek to co-create a healthier and more sustainable world by promoting a responsible lifestyle with organic products. We ensure quality and freshness through direct relationships with local producers and the cultivation of organic vegetables, and we act as agents of change towards cleaner, fairer, and more sustainable production.
Activities	Sale of healthy products in physical stores and through e-commerce. Production of organic fruits and vegetables via urban gardens. Promotion of sustainability and consumer education through workshops and events. Implementation of operational improvements to reduce waste and ensure an exceptional shopping experience.
Achievements	In 8 years, the company has become a benchmark supermarket for organic and additive-free products, educating consumers about healthy lifestyles. With ten physical stores and rigorously selected products, they benefit over 60,000 families and have built a community of 100,000 social media followers, driving growth in the Peruvian market.

Provide detail of 3 contracts/projects held by the Lead Organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed.

These contracts/awards should have been held in the last 5 years and be of a similar size to the grant requested in your application.

Contract/Project 1 Title	Reduction of organic and inorganic waste disposal.
Contract Value/Project budget (include currency)	██████████
Duration (e.g. 2 years 3 months)	3 years
Role of organisation in project	Flora and Fauna was responsible for separating organic and inorganic waste from its health product stores so that the company Sinba could collect and process it at its facilities.
Brief summary of the aims, objectives and outcomes of the project	The project aims to reduce the environmental impact of Flora and Fauna through the efficient management of waste generated in its operations. Sinba, was responsible for collecting and processing organic waste to produce pig feed and recycling materials such as plastic, glass, and cardboard. The results included a significant reduction in waste generated and a decrease in greenhouse gas emissions.
Client/independent reference contact details (Name, e-mail)	Sinba (Sinba Sura SAC): Pipo Reiser, ██████████
Contract/Project 2 Title	Flora & Fauna Organic Garden
Contract Value/Project budget (include currency)	£ ██████████
Duration (e.g. 2 years, 3 months)	1 year, 6 month
Role of organisation in project	Implementation and management of gardens for the production of certified organic fruits and vegetables, ensuring high-quality standards. The organization leads all activities related to the design, setup, and maintenance of cultivation areas to supply its stores with fresh products.
Brief summary of the aims, objectives and outcomes of the project	The "Campo Propio F&F" project aims to implement a garden for the production of certified organic fruits and vegetables to supply Flora and Fauna stores. The goal is to cover 30% of the vegetable supply through in-house cultivation, ensuring fresh, high-quality products. The project seeks to improve product quality and reduce dependence on external suppliers while promoting sustainability. Investments were made in 2023 and 2024 to set up cultivation areas, and the project expects a positive impact on the supply chain and annual sales of 200,000 soles in 2025.
Client/independent reference contact details (Name, e-mail)	Field Coordinator: Javier Condori ██████████
Contract/Project 3 Title	Reduction of food waste

Contract Value/Project budget (include currency)	£ [REDACTED]
Duration (e.g. 2 years, 3 months)	2 year , 6 month
Role of organisation in project	Flora & Fauna remove products with 25% of their shelf life remaining to ensure a positive customer experience. While many of these items become unsellable, they are still safe for consumption. To minimize waste, Flora and Fauna donate these items to Ruwasunchis and Aldimi, supporting local communities in need.
Brief summary of the aims, objectives and outcomes of the project	The project aims to reduce the environmental impact of Flora and Fauna through the efficient management of waste generated in its operations while contributing to the healthy nutrition of recipient communities. Ruwasunchis and Aldimi are responsible for collecting and distributing food waste to their communities. Expected outcomes include a significant reduction in waste generated and an improvement in the nutrition of the recipient communities.
Client/independent reference contact details (Name, e-mail)	Ruwasunchis: Katerin Aguirre, [REDACTED] Aldimi: Isabel Therese, [REDACTED]

Have you provided the requested signed audited/independently examined accounts (or other financial evidence as indicated in the Finance Guidance)?

☒ Yes

Section 17 - Certification

Q34. Certification

If this section is incomplete the entire application will be rejected.

Please note if you do not upload the relevant materials below your application may be made ineligible.

On behalf of the

Company

of

FLORA & FAUNA / PRODUSANA S.A.C.

I apply for a grant of

£99,999.00

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget, logframe, theory of change, Safeguarding and associated policies, and project workplan.
- Our last two sets of signed audited/independently verified accounts and annual report (or other financial evidence – see Finance Guidance) are also enclosed.

Checked

Name	Eileen Wong Seoane
Position in the organisation	Co founder - CEO
Signature (please upload e-signature)	 Eileen Wong Signature  21/10/2024  22:52:15  pdf 10.75 KB
Date	21 October 2024

Please attach the requested signed audited/independently examined accounts or other financial evidence (see Finance Guidance)

 [Accounts Flora&Fauna](#)
 21/10/2024
 22:51:44
 pdf 2.72 MB

Please upload the Lead Organisation's Safeguarding Policy, Whistleblowing Policy and Code of Conduct as a PDF. Optionally you can also upload your Health, Safety and/or Security policy or Security Plan here.

 [Sexual Harassment Prevention Policy.es.en](#)
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 pdf 557.08 KB

 [Reglamento Interno de Trabajo Produsana.es.en](#)
 21/10/2024
 23:30:18
 pdf 1.03 MB

 [Internal Occupational Health and Safety Regulations.es.en](#)
 21/10/2024
 23:24:31
 pdf 1.92 MB

 [Whistleblowing Policy.es.en](#)
 21/10/2024
 23:23:12
 pdf 242.08 KB

Section 18 - Submission Checklist

Checklist for submission

Ensure you submit this application on	Check
I have read the Guidance, including the "Darwin Initiative Guidance", "Monitoring Evaluation and Learning Guidance", "Standard Indicator Guidance", "Risk Guidance", and "Finance Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided the budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked

I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached the below documents to the application:	Checked
• a cover letter from the Lead Organisation.	Checked
• a budget (which meets the requirements above) using the template provided.	Checked
• a signed copy of the last 2 annual report and accounts for the Lead Organisation (or other financial evidence – see Finance Guidance), or provided an explanation if not.	Checked
• a completed workplan as a PDF using the template provided.	Checked
• a copy of the Lead Organisation's Safeguarding Policy, Whistleblowing Policy and Code of Conduct (Question 29).	Checked
• a copy of the Lead Organisation's Health, Safety and/or Security policy or Security Plan (Question 29)	Checked
• 1 page CV or job description for all the Project Staff identified at Question 31, including the Project Leader, or provided an explanation of why not, combined into a single PDF.	Checked
• a letter of support from the Lead Organisation and partner(s) identified at Question 32, or an explanation of why not, as a single PDF.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
The additional supporting evidence is in line with the requested evidence, amounts to a maximum of 5 sides of A4, and is combined as a single PDF.	Checked
(If copying and pasting into Flexi-Grant) I have checked that all the responses have been successfully copied into the online application form.	Checked
I have checked the Darwin Initiative website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the Darwin Initiative website.	Checked
Ensure you submit this application on Flexi-Grant.	

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the Biodiversity Challenge Funds. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our regular newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead organisation, project leader, location, and total grant value).