

# GREEN

Initiative



# MESSAGE FROM THE EXECUTIVE DIRECTOR

The Sahel is home to over 300 million people and is one of the poorest and most environmentally challenged places on Earth. **Today, a changing climate, heightened insecurity and rapid demographic shifts compound its historic fragility.**

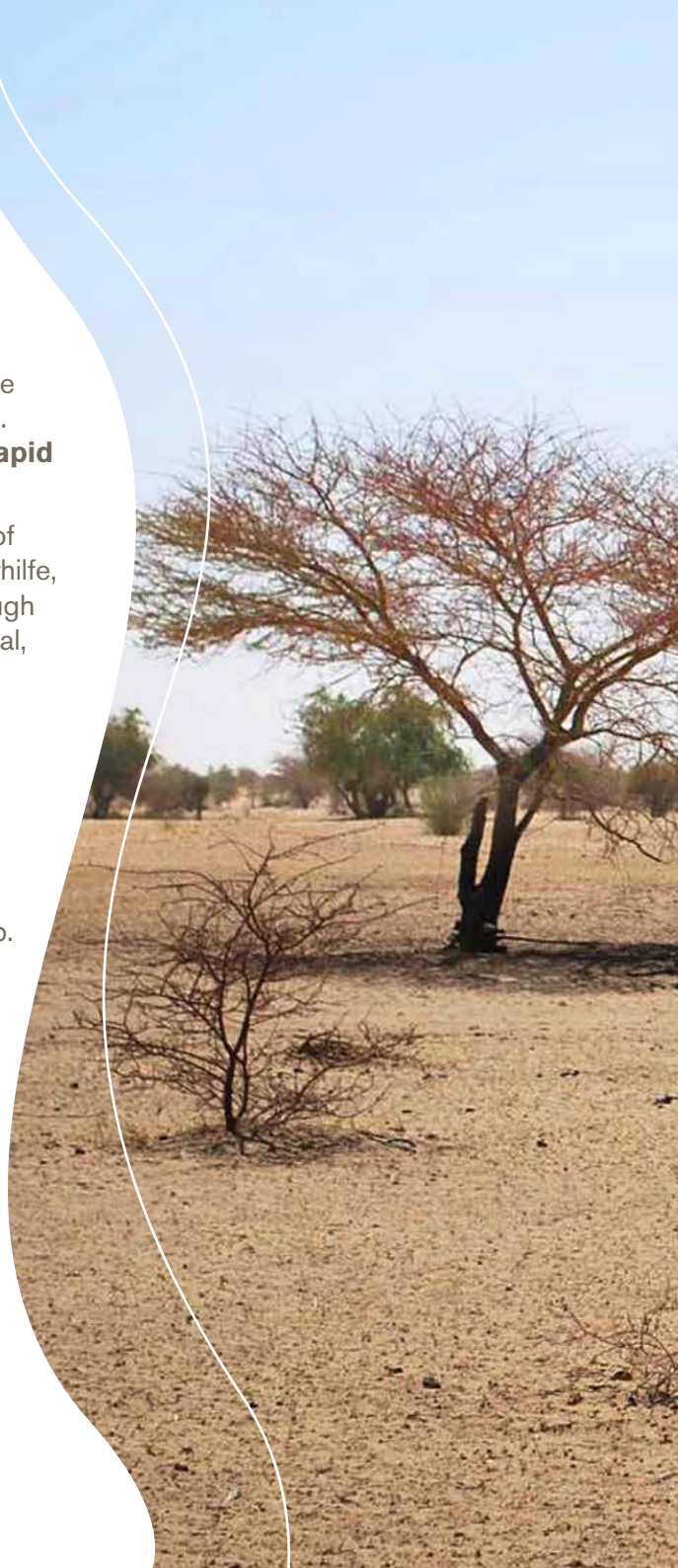
The situation demands a step change in the scale and reach of response. As such, SOS SAHEL, with its partner Welthungerhilfe, has proposed a comprehensive and coherent approach, through a set of initiatives to be implemented simultaneously in Senegal, Mauritania, Mali, Burkina Faso, Niger and Chad. **This aims to accelerate momentum across the region, in favor of economic productivity, social progress and critical restoration of the environment.**

This regional multi-sectoral strategy is designed to raise livelihoods, create new economic opportunities and restore degraded farmland and tree cover while strengthening the engagement of participating communities and local ownership.


**With your support, we can address these pressing issues.**

**Will you help us?**

Best regards,  
Rémi Hémercyck  
Executive Director of SOS SAHEL International France







**SOS SAHEL** is an African-born grassroots organization founded in Senegal in 1976. With over 40 years of experience, SOS SAHEL now acts in 11 countries throughout the entire Sahel region from Senegal to Djibouti. Building locally adapted and resilient agro-systems lies at the heart of SOS SAHEL's actions. Programs cover all of the aspects that contribute to sustainable, social, economic and environmental development for the most vulnerable populations of Africa. **SOS SAHEL's mission is to improve the food security and nutrition of rural communities in Sub-Saharan Africa.**

**The initiatives of local people are the driving force behind all actions.** In each program, rural communities, farming families and local entrepreneurs are the key program implementers, supported by SOS SAHEL's network of 1,000 local partners. **The organization's priority is to meet food security challenges by developing, sharing and disseminating experience and knowledge directly from the field.**

Two fundamental beliefs underpin the work of SOS SAHEL:

- A comprehensive approach to address four crucial dimensions of development – **sustainable agriculture and an inclusive value chain, social service needs, local governance and protection of the environment.**
  - **Direct and sustained involvement of communities in deciding their local needs and organizing the actions that are required.** This is vital to ensure that projects are locally-owned and are therefore valued and sustained over the long term.

# WHY ARE WE UNIQUE

- **SOS SAHEL is the only organization working from East to West Africa**, in both French and English speaking countries.
- **After four decades, SOS SAHEL is uniquely equipped** to combat the challenges faced driven by population growth and a reduction in soil fertility.
- Our projects address challenges to **development with a long-term perspective**.
- SOS SAHEL works across the household, community and territory levels to ensure a sustainable impact:
  - **At the household level combined with community action** we address sanitation, nutrition, access to social services, sustainable livelihoods, agricultural production, transformation and distribution, and diversification of income.
  - **At the community level**, the focus is to deepen local capacity to expand and improve services. SOS SAHEL offers expertise in assessment and planning with local governments, leadership building and the development of services to enhance the performance of the agricultural economy (technical advice, input supply, transformation, storage and links with markets, microfinance// micro health insurance).
  - **At the territory level**, SOS SAHEL offers expertise in assessment and planning with local governments and leadership building for sustainable management of natural resources needed for longterm agricultural endurance in the face of climate change.

# SOS SAHEL BY THE NUMBERS

1000+

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implementing partners  
make up SOS SAHEL's  
network

70%- 80%

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of local actors of  
change are women

11

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Active countries across the  
Sahel

2025

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Year by which we will end  
hunger in the Sahel

300

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million people indirectly  
benefit from SOS SAHEL's  
work

SOS SAHEL

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is made up of 400+ people and  
95% of them are based in the  
field





# THE CAMPAIGN

SOS SAHEL has framed a comprehensive set of initiatives to be conducted simultaneously in Senegal, Mauritania, Mali, Burkina Faso, Niger and Chad over five years.

**The parallel strategies will support the development of climate-adaptive sources of livelihood and create additional economic opportunities, especially for women and young people, strengthening community resilience across the Sahel.**

The proposed projects will be implemented simultaneously to maximize impact and catalyze broad-based economic growth across the region. However, each project will be tailored to the specific local circumstances and needs, engaging local people from the outset in the design of each scheme to create the best conditions for long term sustainability.

SOS SAHEL has a strong presence across the region and has the ability to provide technical, social and institutional knowledge and practical experience in crucial areas such as restoration of the landscape and agricultural market value chains. **Our long-term presence across the Sahel is deeply rooted through in-country offices with more than 400 professional staff and a strong network of local partnerships.**

# COMMUNITY- BASED INITIATIVES FOR CHANGE

1

Restore the land and forest

2

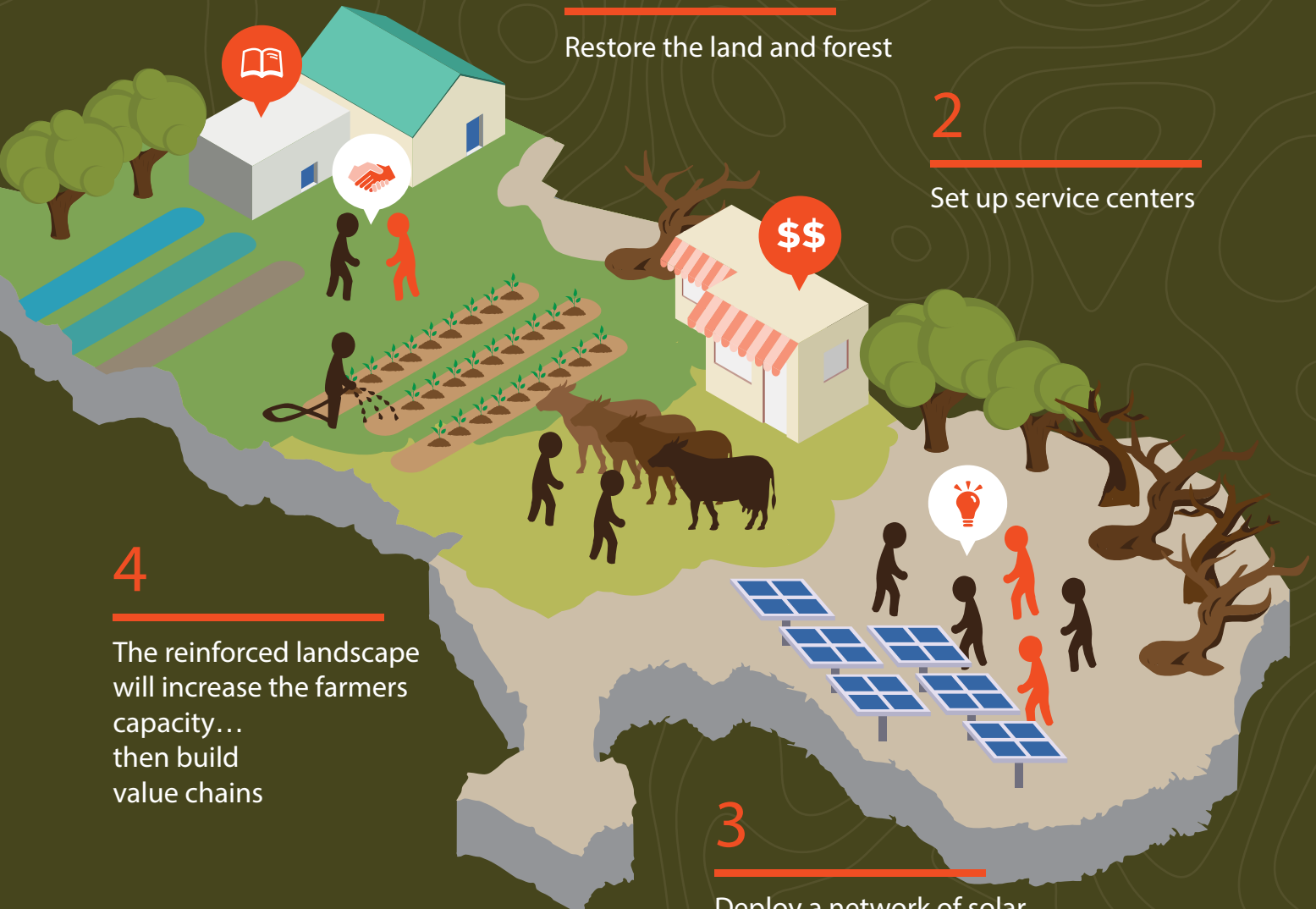
Set up service centers

4

The reinforced landscape will increase the farmers capacity... then build value chains

3

Deploy a network of solar academies





# OUR CAMPAIGN INITIATIVES

In each of the six target countries we shall tailor the blend of our interventions to suit local needs and opportunities and to take account of prevailing economic, social and environmental constraints. The thematic areas of activity are as follows:

- **Government and Leadership**
- **Land Rehabilitation**
- **Services/Service Centers**
- **Value Chain**
- **Education**

These local, tailor-made approaches are developed to tackle the root causes of food insecurity and poverty by addressing malnutrition and poor access to water and sanitation with a special focus on women's empowerment and youth.

The deployment of a network of vocational training centers called "Solar Academies" in the six countries will train 73,500 solar technicians and agricultural technicians. The training and subjects taught will be adapted according to the evolution of the market. At least 1,000 jobs will be created.





THEMATIC PER COUNTRY	MAURITANIA	SENEGAL	MALI	BURKINA FASO	NIGER	CHAD
GOVERNMENT/Leadership 32 Regions/ 1,700 villages	5 Regions 110 villages	6 Regions 280 Villages	6 Regions 440 Villages	4 Regions 515 Villages	5 Regions 628 Villages	6 Regions 180 Villages
170,000 ha DEGRADED AGRICULTURE LAND REHABILITATION		50,000 Ha	60,000 Ha	60,000 Ha		
180,000 ha ACACIA FOREST EXPLOITATION AND RESTORATION	50,000 Ha				50,000 Ha	80,000 Ha
10,000 ha SMALL SCALE IRRIGATION	1,000 Ha	2,000 Ha	2,000 Ha	2,000 Ha	2,000 Ha	1,000 Ha
90 Services/services CENTERS	10	15	15	20	15	15
VALUE CHAIN	GUM Arabic	Fonio, rice	RICE, fonio, GUM Arabic	Rice, Maize, Millet	Gum Arabic, Vegetable	Gum Arabic
6 SOLAR ACADEMIES	1	1	1	1	1	1

# IMPACT PER COUNTRY

## MAURITANIA



SOS SAHEL will cover five regions in the South of Mauritania along the Senegal River. Initiatives will target **110 villages** and **220 local organizations**. The dual focus is on production of gum Arabic and small-scale irrigation, with training for **15,000 people (3,300 women)** and the creation of **6,600 jobs**.

## SENEGAL



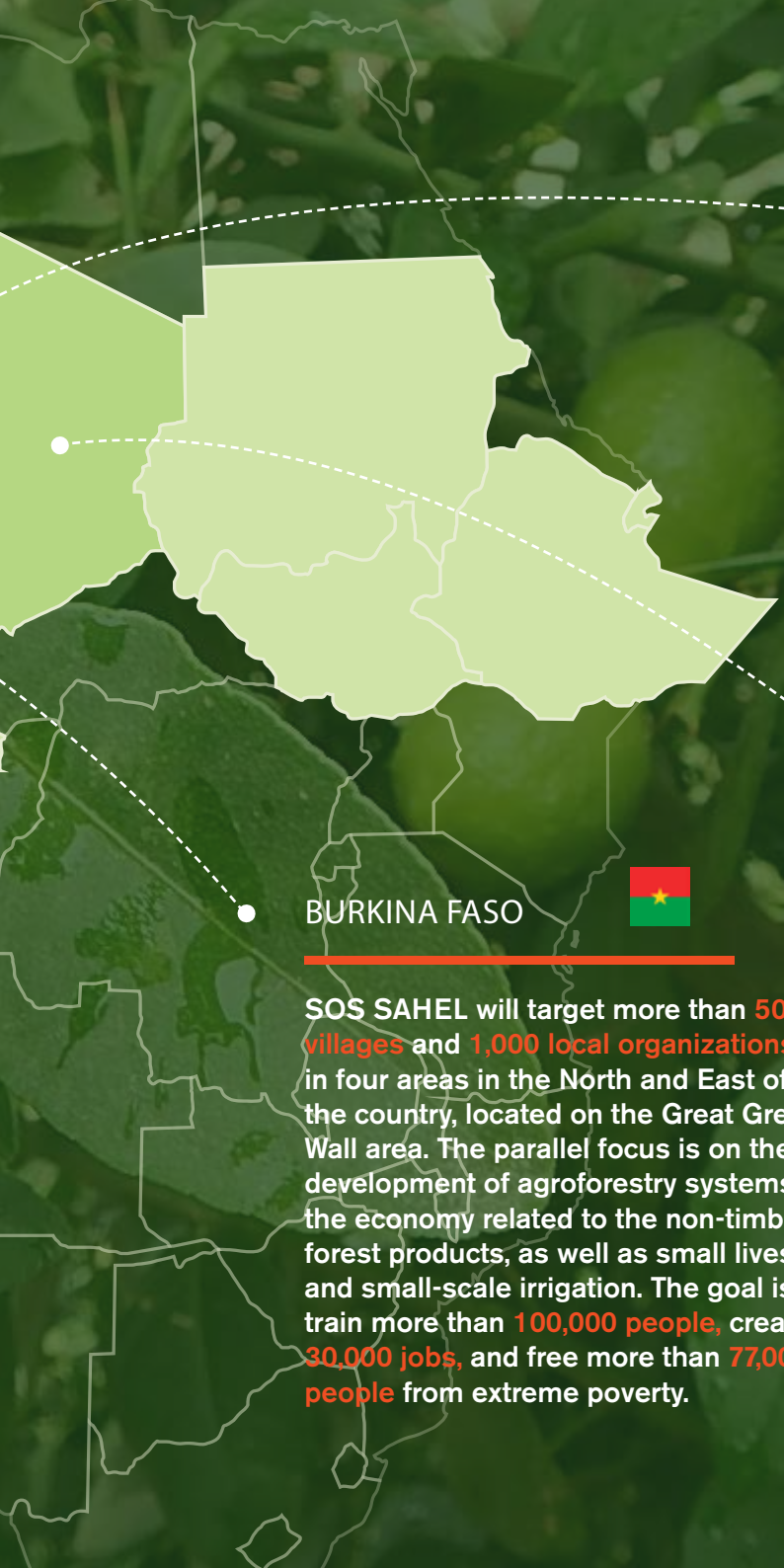
SOS SAHEL will target **280 villages** and **560 local organizations** in the regions of the Niayes and the groundnut basin in the West of the country as well as communities in Eastern Senegal. The Western focus is consolidation of agroforestry models and dairy farming. The Eastern focus is small-scale irrigation and production of the cereal, fonio, to create **16,800 jobs**.

## MALI



SOS SAHEL will target **350 villages** and **700 local organizations** in four regions in the North as well as **90 villages** in the Southeast. The northern focus will support women, young people and small businesses (gardens, small-scale irrigation and small livestock) with a goal to create **21,000 jobs** and address acute food crises threatening households. The focus in the southeast is on production and commercialization of fonio and forest products. The goal is to generate **5,400 jobs**, and support **2,000 women and youth**.





## NIGER



SOS SAHEL will target the poorest regions of the South of the country covering **628 villages** and **1,250 local organizations**. The focus is small-scale irrigation and the development of non-timber forest products including gum Arabic. The goal is to train **2,550 people** which will allow for the creation of **37,650 jobs**.

## CHAD



SOS SAHEL will target **180 villages** and **360 local organizations**. The focus is to support the production and marketing of gum Arabic and the valuation of non-wood forest products to create **10,800 jobs**.

## BURKINA FASO



SOS SAHEL will target more than **500 villages** and **1,000 local organizations** in four areas in the North and East of the country, located on the Great Green Wall area. The parallel focus is on the development of agroforestry systems, the economy related to the non-timber forest products, as well as small livestock and small-scale irrigation. The goal is to train more than **100,000 people**, create **30,000 jobs**, and free more than **77,000 people** from extreme poverty.



# PARTNERS

Partnerships are essential for real progress at the regional level throughout the Sahel region. Together, we can work more effectively to strengthen livelihoods, improve household nutrition, and restore and conserve land and forest cover.



**Welthungerhilfe (WHH)** will be SOS SAHEL's main partner during this five-year program. WHH's mission, objectives and local intervention strategies are in tune with SOS SAHEL. The two organizations have been working together for many years, in particular through the transmission of information on agriculture in Burkina Faso.



SOS SAHEL will work with **Mwezi**, a private company working to accelerate the distribution of affordable "clean energy, health, wealth and education" services for last mile agricultural communities in Kenya. MWEZI is pioneering the integration of digital, cashless systems to empower out-grower farmers to secure sustainable livelihoods through greater shared value from the agricultural value chain.



**A Better Life**, is a social enterprise created by SOS SAHEL in 2016. A Better Life will bring its engineering (technical, social, program) expertise to help structure production chains (fonio, shea, gum, etc.), develop equipment networks (solar, irrigation, etc.); as well as develop and manage training and service centers.



SOS SAHEL has also established contacts with other key players in the Sahel and we are constantly looking for new partners who can offer specific skills throughout the region. Organizations with widely recognized expertise and capabilities include **UNDP (The GEF-SGP) and the Permanent Inter-State Committee for Drought Control in the Sahel (CILSS)**.



# OUR CONTRIBUTION TO THE SDG'S

SOS SAHEL's Green Initiative fits into global, regional and sub-regional strategies such as the Great Green Wall for the Sahara and the Sahel Initiative (GGWSSI) and the United Nations Local2030.



Local2030 brings together leaders from national, regional, and local governments, the United Nations, private sector, and non-profits to collaboratively develop and implement solutions that advance the SDGs at the local level.

Within this framework, the UN has invited SOS SAHEL to develop the Local2030 Hub Sahel to facilitate innovative collaboration between diverse actors to pool their knowledge, expertise, financial and other resources to support progress on the SDG's throughout the Sahelian belt.

SOS SAHEL's Green Initiative answers four key SDG's:



## **End poverty in all its forms everywhere**

The livelihoods of affected populations will be improved, more diversified and the people will gain income from sustainable land management.



## **Zero Hunger**

When ecosystems are resilient to climate change they may continue to provide essential services and contribute to human well-being and the elimination of hunger.



## **Protect, restore and promote sustainable use of terrestrial ecosystems**

Improve the state and health of the ecosystems of African drylands and their resilience to climate change, climate variability and drought.



## **Revitalize the global partnership for sustainable development**

Mobilize resources in support of the GGWSSI by establishing effective partnerships between national and international actors.



## GET INVOLVED

**SOS SAHEL needs your support to carry out the Green Initiative.**

**We need your help to achieve this campaign!**

**Please visit our Website:  
[www.sossahel.org](http://www.sossahel.org)**

**For question or more information please contact [director@sossahel.ngo](mailto:director@sossahel.ngo).**