

Profile: Aquaculture Enterprise Malawi

- **What?** Working with carefully selected entrepreneurial fish farmers to create 60+ small-scale, optimally located, pond aquaculture businesses. Based on commercially-driven production model requiring quality fingerlings and fish feed allied to disciplined pond management practices.
- **Why?** Buoyant and expanding demand for fish, particularly in peri-urban markets. Failure to develop viable aquaculture in Malawi, related to government and big donor focus on inefficient subsistence aquaculture programmes managed by public sector agencies. Need for development of more sustainable private sector entrepreneurial approach. Fragile food security at household & national levels widespread; depletion of fish stocks in Lake Malawi & other lakes leading to shortfalls in protein supply.
- **Where?** Seven Districts in Southern Region identified as having the necessary conditions (availability & access to water, close to peri-urban demand, feed inputs and microcredit) for commercial aquaculture to develop: Blantyre, Zomba, Chiradzulu, Chikwawa, Thyolo, Mulanje and Phalombe.



Strengths

- Specialised AEM in-country team managed by hands on former commercial fish farm manager.
- Careful fish farmer selection process prevents wastage of project time & resources; also increased success rate towards stand alone profitable individuals after project exit.
- Inclusion of Microcredit Loan Package allows new serious start ups to pay for initial high quality fish feeds for 6 month cycle to encourage profitability.
- Recognition that successful fish farmers (in any country) are special people, few & far between who tend to create further employment across the value chain.

Opportunities

- Create relatively small numbers of standalone, financially viable fish farmers .
- Encourage other non-rural farmer categories of entrepreneurial people to become successful in commercial aquaculture.
- Create demand for, and thus improve quality of, commercial fish feeds & key aquaculture equipment .
- Create further employment & add value in the post-harvest value chain.
- Create local “Clusters” of fish farmers sharing equipment & marketing fish for profit.
- Online growing Facebook network attracting new , ambitious, entrepreneurial individuals into profitable fish farming .

Aspirations

- To change previous unsuccessful template & mind-set for donor funding model for small scale aquaculture development across southern Africa to a more entrepreneurial, peri-urban approach.
- To make serious Malawian fish farmers more aware of the wealth of information & success of commercial aquaculture in other SS African countries & in Asia.
- To improve aquaculture “image & potential” of Malawi as a country to attract outside prospective investors into both production and value chains.

Results

- Recent harvest results support earlier evidence that production model can be financially viable & serious individuals can make fish farming a profitable business in southern Malawi.
- Evidence base from this project clearly shows it takes on average 2-3 years for a fish farming enterprise to pay off initial capital start-up costs and break-even – after which net profits forthcoming.
- Eight recent harvests from AEM fish farmers coming into their third year have produced profits of 75 – 134%, after repayment of loan and 20% interest.

Based on simple SOAR analysis



Profile: Atlantic Water Africa

- This project is a collaboration between a member of the Malawian diaspora (based in Glasgow) and Atlantic Water (based in Aberdeenshire).
- Atlantic Water will provide the customer with cost effective, energy efficient and low maintenance systems for the production of clean water from contaminated sources. The project will involve setting up a sales office in Lilongwe and progressively an assembly plant.
- The technology (AW1500 system) can produce a quantity of 1000 litres of processed, cleaned, water in a 24 hour period meeting the requirements of the World Health Organisation and other standards for drinkable water. The quality of the water output has been proven through evaluation to meet these required water output standards.
- No chemicals or filters are required within the base system, so these system are low maintenance, requiring only annual servicing.

Strengths

- **Delivery.** We will provide on – time delivery, thereby reducing customer inventory and providing them with an overall cost reduction.
- **Quality.** The products we will supply will be of high quality and have attributes that enable customers to carry out their business functions.
- **Price.** Our products will be competitively priced, thus helping customers control their own bottom line.

Opportunities

Atlantic Water Africa (Pvt) Ltd will focus our market offerings on the following major customer groups:

- Water stressed communities
- Emergency relief and humanitarian aid agencies
- Water security in homes
- Supplementing municipal supply
- Decontaminating ground and surface water
- Sustainable Business Opportunities

Aspirations

- Vision is to become an international renowned sales, manufacturing and assembly facility which provides clean potable water in the SADC region countries using this innovative technology.
- Not only does it fit the Malawi government programme's intention to introduce private sector participation in the water sector, it also provides huge investment opportunities to adjacent and neighbouring countries who are facing a similar problem.

Results

Currently a business proposal, expected results:

- Collaborative partnership between academic institutions, government and development agencies.
- Rapid 'technology execution' from concept – design – demonstration – exploitation.
- New standards for the design and manufacture of high value added products.
- Dedicated high quality purpose built facility that reflects the state of the art in advanced manufacturing and precision engineering.

Based on simple SOAR analysis

Profile: GALVmed



BILL & MELINDA
GATES foundation

DFID Department for
International
Development



Results

- Working as a public-private global alliance, GALVmed has been awarded over £65 million (DFID and Bill & Melinda Gates Foundation) for the delivery of livestock and livelihood related projects.
- CTTBD now launched in Lilongwe and has now begun successfully producing ECF vaccine for the East and Central Africa region.

Aspirations

- GALVmed develops new veterinary vaccines and medicines and then catalyses the market processes that enable these products to be widely available at affordable prices.
- The aim is to provide access to some of the 900 million poor livestock farmers in the developing world who depend on livestock for their livelihoods.

Opportunities

- Centre for Ticks and Tick-borne Diseases (CTTBD) opened in Lilongwe as the regional centre for the supply of a highly effective vaccine for East Coast Fever (ECF).
- From an export market development perspective, the Malawian economy will benefit from a unique multi-million dollar export asset.
- This has potential for generating foreign exchange from a much capacity-built biotech manufacturer in Malawi.

Strengths

- Model specifically structured to support the delivery of projects in a transparent, efficient and results orientated manner.
- This framework borrows extensively from the private sector pharmaceutical industry and adapts to suit the operational requirements of the African context.
- Strong southern hemisphere leadership and **Partnership Principles** approach.

Based on simple SOAR analysis

Profile: Health Partnership



- Partnership between **THET** (a global health organisation that trains and supports health workers through health partnerships), the **University of Edinburgh - Global Health Academy (GHA)** and **Business School** and **Johnson and Johnson**.
- Partnering with leading corporates such as Johnson and Johnson, the Business School's MBA programme invites students to interrogate ways of addressing the many challenges of strategic leadership in a rapidly changing world, and why and how businesses should support the ethos and message of organisations such as THET in this increasingly complex and competitive environment.
- The GHA and the Business School are working together to tackle inequalities between high and low income countries by fostering a research and ethos-driven community within the University and its global network of partnerships.

Strengths

- The health partnership approach pioneered by THET provides a basis for effective collaboration between health institutions in high income settings and low income countries with the intent of sharing knowledge and information to train health workers, improve health services and build capacity.
- Johnson and Johnson operate a model of CSR which is not conditional on commercial return.

Opportunities

- Opportunities to bring partners from private sector, international development, health and research institutions and civil society together to address common global health issues.
- Opportunity for an inter-disciplinary approach to address global health challenges.

Aspirations

- To empower those at the cutting edges of society, often the most vulnerable or those whose voice is least heard to share their knowledge and to work across systems and sectors to think differently about solving issues.

Results

- The Strengthening Surgical Capacity programme, funded by Johnson & Johnson and managed by THET, is helping to reduce morbidity and mortality from conditions requiring surgical intervention.
- Projects running in Zambia, Ghana, Nigeria and Malawi, e.g. Using quality improvement methodology to improve paediatric surgery at Queen Elizabeth Central Hospital, Malawi.

Based on simple SOAR analysis



Profile: Kilombero Rice

- Trade partnership between Scotland and Malawi (since 2009) to develop Kilombero rice for the Scottish Market with the aim of providing sustainable livelihoods for small holder farmers in Malawi. Supported by Scottish Government development programme. Key Partners:
- **JTS**: project planning & management; product development; financing; importing; storage; marketing and distribution.
- **National Farm Holders Association of Malawi (NASFAM)**: purchasing, processing and shipping of rice; promotion in Scotland; project planning and management.
- **Kaporo Smallholder Farmers' Association (KASFA)**: supporting members with training, access to markets and milling; promotion in Scotland; project planning and management.
- To date as a result of this partnership over 150 metric tonnes of Kilombero rice has been sold in Scotland through fair trade retailers, schools, businesses and community groups.

Strengths

- Strong, direct working relationship between JTS and KASFA.
- JTS have successfully developed and implemented innovate marketing approaches aimed at the Scottish market, e.g. the 90kg rice challenge.
- KASFA and NASFAM providing tangible support for small holder famers at local and national level, e.g. capacity building, accesses to capital and equipment.

Opportunities

- To improve seed quality and consistency.
- To increase yields.
- To lessen labour through provision of simple mechanised farm machinery, e.g. ox-carts rotavators and threshing machines.
- To further develop marketing approaches tailored for the 94,000 Scots with links to Malawi, e.g. new branding and packaging.

Aspirations

- To provide sustainable incomes and wellbeing for smallholder farmers and small producers in the developing world to help them work their way out of poverty and unlock their own potential.

Results

- 178 Metric Tonnes (MT) of rice sold by JTS.
- KASFA Membership increased from 2800 to 7000+.
- KASFA have bought 5 MT of the purest, 'basic' Kilombero seed. Lead farmers grew on the seed and 5,000 farmers each received 5 kg of certified seed and repaid 10 kg to the association so that the process can be repeated next year.
- Seed of this quality should produce double the yield of the seeds which farmers recycle from their fields.



Profile: Lake of Stars

- Lake of Stars (LOS) is Malawi's biggest international arts project and cultural festival that runs throughout the year, with the main festival taking place at the end of September.
- LOS began in 2003 and has since organised 11 festivals in Malawi and over 100 profile events across Africa and UK.
- LOS aims to boost Malawi's economy by promoting its tourism and creative sectors. The project generates around \$1.6 million dollars each year with a media reach of 600 million.
- LOS provides a different story for Malawi – one of creativity, inspiration and change. We believe that by generating positive media coverage and attracting global and regional visitors to Malawi we can encourage a deeper interaction – one of trade, investment and long term engagement.

Strengths

- Successful track record, over 12 years of delivering events and campaigns in Malawi.
- Strong, experienced local team of 'creatives' and event staff.
- Support from Government 'The pride of our tourism calendar', private sector and diplomatic community.
- Funding partners include Norwegian Embassy, Creative Scotland, German Embassy, Airtel and Malawian Airlines.

Opportunities

- LOS is opening Malawi up to the global events industry. We have brought several festival promoters and bookers to Malawi over the last 3 years.
- More international artists are performing at more events, helping develop the creative industry and providing further attractions for tourists.
- Malawi artists are being taken abroad to perform at events such as Celtic Connections and the Glasgow Commonwealth Games – exporting Malawian talent is part of our mission and serves to further promote Malawi.

Aspirations

- To develop a network of annual events in Malawi that work together to promote the country globally and attract tourists – to include sporting events (Mount Mulanje Porter's Race, Nyika Marathon), and arts events (Lake of Stars) supported by year-round digital marketing campaigns.
- To change the global perception of Malawi to one of progress, creativity and innovation.

Results

- Generated an estimated \$10 million since it began, attracting over 900 tourists each year and supporting hundreds of businesses from hotels and car hire companies to restaurants and craft markets.
- Ranked as the one of the best festivals in Africa and the world by CNN, Times, Guardian and BBC.
- The festival is the biggest single generator of positive media coverage for Malawi.

Based on simple SOAR analysis



Results

- The Paprika Project is now entering its second year of operations and 2015/16 will see 320 farmers engaged through 20 Farmers' Clubs.
- The rains were poor in 2014/15 resulting in a devastating maize crop but paprika was resilient, which is encouraging, but food security remains an issue.
- 2015/16 season will also see the introduction of crop rotation with sunflower and groundnuts being the obvious choices – this feeds into the longer term plan with regard to oil processing.

Based on simple SOAR analysis

Aspirations

- To empower local people to create businesses which are self-sustaining and are genuine social enterprises with all profits being invested back into the local community.
- Believing that empowerment is the correct model, Malawi Fruits avoids getting directly involved in aid models supporting schools and hospitals. The emphasis is on sustainable economic development as the sustainable way to provide these essential services.

Opportunities

- There is excellent potential to restore up to eleven irrigation schemes which are non-operational.
- There is a strong case for establishing a fruit drying business as a way to utilise crops grown by smallholder farmers and add significant value through processing and marketing.
- An oil processing plant feasibility and business plan is currently being developed.

Strengths

- Malawi Fruits was established in 2011 and is building in credibility, capacity and expertise in working through farmers' clubs to support smallholder farmers to grow cash crops.
- Malawi Fruits is supporting the development of a partner NGO in Malawi, Nyika Food Trust. The paprika Project is managed by NFT and, as capacity grows, this NGO will assume greater responsibility for all areas of operation.

Profile: Malawi Fruits

- Malawi Fruits was established in 2011 with a mission to establish sustainable businesses in Northern Malawi as a means of alleviating poverty. There are two major industries in Malawi: agriculture and tourism, and Malawi Fruits is involved in both of these sectors.
- In terms of agriculture the approach is to support farmers to grow cash crops alongside their food crops and, wherever possible, to maximise the return for these farmers through securing good markets and adding value through processing and marketing.
- The Paprika Project, which is funded through a Scottish Government grant, organises smallholder farmers into Clubs and supports them to grow cash crops through the provision of loans on a revolving fund basis. Malawi Fruits is working in partnership with Nyika Food Trust (see below) to deliver this work.



Profile: MLOL

- Malawi Leaders of Learning (MLOL) was set-up by Glasgow City Council in 2011 and since then the project has gone from strength to strength improving education in Glasgow and Malawi.
- Working in partnership with the South West Education Division in Blantyre - in primary and secondary schools – the project is helping, albeit in a small way at the moment, to reduce the impact poverty can have on a child's right to a quality education.
- Each year Glasgow teachers, early years and sports development officers spend a month working in our Malawian partner schools sharing good practice.
- Malawian teachers and education staff then visit Glasgow schools each year to work and learn alongside their Scottish peers.
- The Malawian Young Leaders of Learning (MYLOL) programme has given hundreds of Glaswegian and Malawian young people the chance to work together making a difference in their communities.

Strengths

- Sustainable model evolved over the last four years with embedded monitoring and evaluation.
- Sustainable partners and stakeholders including Mary's Meals, The Wood Foundation and MCR Pathways.
- Strong links with Glaswegian business supporters following our inaugural fundraising ball in February 2015 – e.g. The Grand Central, Glasgow Restaurant Association, Virgin Rail and Ricoh.

Opportunities

- Opportunities for teachers, sport and education staff to share good practice and learning experiences to benefit both their schools in Glasgow and host schools in Malawi and their pupils.
- MLOL has begun a Senior Management Leadership training course for Malawian HTs and senior education officials – based on Glasgow's Aspiring Heads programme.
- Targeted training for PEAs (primary education advisers) has been launched.

Aspirations

- To establish and maintain more sponsored libraries in our Malawian partner primary schools – working with the Malawian Library Association, local authors and Anglia Books.
- Sponsor and help keep more girls in education.
- Look at all ways to grow and expand our partnerships in Glasgow and Malawi and continue to take steps to improve the quality of education in our two cities

Results

- Four sets of reciprocal visits of teachers and education officials between Malawi and Glasgow in the last four years.
- Introduction of libraries in our Malawian partner primary schools – improving literacy and numeracy.
- Sponsorship of female pupils and ensuring they stay in education.
- More pupils than ever before are passing their final exams and progressing to secondary school.

Profile: Hydro Energy



supported by



- Powering Development in Mulanje aims to increase access to sustainable electricity to catalyse social and economic development for people living in remote villages on the slopes of Mount Mulanje in southern Malawi.
- The project, which is being co-funded by the Scottish Government, will design and install a micro-hydro plant and mini-grid to supply electricity to off-grid villages as well as delivering a community education programme.
- The project is being led by SgurrEnergy, an international renewable energy expert with a head office in Glasgow, in collaboration with the Mulanje Electricity Generation Agency (MEGA), a social enterprise based in Mulanje.

Strengths

- The steep slopes of Mount Mulanje and high rainfall is ideal for clean hydro power electricity.
- SgurrEnergy has supported the development of over 160GW of renewable energy developments and brings a wealth of technical expertise to the project.
- MEGA social enterprise brings the professional and technical expertise to operate the scheme having recently developed a similar community project in the area.

Opportunities

- This development will reduce the amount of imported fuel consumed by costly diesel generators and will benefit local industry and schools.
- Households will access modern lighting and communications, whilst night classes will be offered at the school, along with better services at the clinic.

Aspirations

- The project aims to inspire and inform the development of a vibrant mini-grid market in Malawi and beyond, improving the social and economic potential for many people across the region.

Results

- Still in its infancy, this project has not produced visible results yet. However the initial studies and site selection have been completed.
- Construction shall begin in 2016 and, once complete, the project will improve social and economic conditions in the immediate area, with the potential to inspire similar projects in the region.

Based on simple SOAR analysis

Profile: TraCSS Coffee

- The aim of Scottish Government funded TraCSS was to stimulate sustainable economic growth in Malawi through development of agricultural value chains in a climate smart and pro-poor manner.
- The objective was to improve the competitiveness of tea, coffee and pigeon-pea value chains in an inclusive manner to deliver improved smallholder incomes and reduce natural resource degradation.
- Coffee Nexus is an Edinburgh based coffee consultancy run by John Thompson. John is an SCAE Education committee member and Cup of Excellence Head Judge. His work focuses on value addition and sustainability in the coffee supply chain from producers through to roasteries.
- Imani Development is an economic development consultancy with offices in Malawi and Scotland, specialising in trade policy, value chain analysis, PSD, renewable energy and aquaculture.



Strengths

- Major focus on working in partnership in Malawi and drawing on international expertise for each sector with smallholder and industry association partners.
- Coffee objectives were delivered through extensive experience of coffee processing, product diversification, supply chain analysis, ethical auditing, strategic understanding of global speciality coffee and sensory analysis.

Opportunities

- Existing drying technology used in Malawian smallholder coffee sector reduces potential of quality and limits value of end product / access to high-value market.
- Trials showed significant quality improvement by implementing shaded raised bed system – excellent potential for training and implementation of new techniques as outlined in TraCSS handbook.

Aspirations

- There is strong potential for improving economic and livelihood benefits from Malawian coffee exports, through value addition with speciality coffees and improved techniques.
- Future projects will build on past activities to improve productivity, quality and market visibility of Malawian coffee through technical skill development, resource efficiency and improved varieties.

Results

- Distribution and implementation of the 'Handbook for sustainable coffee production in Malawi' through the Coffee Association of Malawi (CAMAL).
- 23 new varieties handed over to CAMAL for ongoing development with research stations.
- Already seeing improved market access from Malawi through Traidcraft and speciality purchases through Coffee Nexus and others.

Based on simple SOAR analysis