

ANNUAL

REPORT



ScotlandMalawi  
PARTNERSHIP

2017

2018

SUPPORTED BY



The Scottish  
Government

# Message from the Chair

2017-18 has been another highly dynamic and productive year for the Scotland Malawi Partnership. The scale and range of our activity and impact is vividly demonstrated in this report.

This was the first year of the triennial funding cycle that applies to our Scottish Government grant support. We are fortunate indeed to have a Government that recognises the high value and multiplier effect of a network like ours. This reflects the special character of the Scottish approach to international development and it is only right that we record our appreciation of the vision and commitment that lies behind it. The end of one grant period and the beginning of another provides the opportunity to review our operations and we were glad to be able to agree a highly detailed programme of work for 2017-20. Every six months, we produce an Activity and Impact Report to allow members and others to assess our progress.

We are also delighted that out that our sister network,

the Malawi Scotland Partnership (MaSP), was also awarded a three-year Scottish Government grant. The higher level at which this was awarded reflects the growth and expansion of MaSP's programmes under the dynamic leadership of new CEO Vera Kamtukule. In many ways it is now MaSP that is setting the pace in partnership working and we can look forward to reaching new heights under Malawian leadership.

On both sides of the partnership, it is the members who make it happen, allowing us to make an impact entirely disproportionate to the modest resource base of our offices.

We congratulate our members on their achievements which are celebrated in this report, and hope their work continues to inspire greater ambition in this shared effort.

**Kenneth R. Ross OBE**  
Chair



**The Scotland Malawi Partnership (SMP) is the national network coordinating, representing and supporting Scotland's many civic links with Malawi. We work to help inspire all sections of Scottish civic life to become involved with dignified two-way partnerships with Malawi, for the benefit of both nations.**

We represent, coordinate and support over 1,200 links between our two nations from across our membership, including:



At the end of 2017/18, the University of Edinburgh estimated that SMP membership now represents a community of 109,000 people in Scotland working with Malawi (a 16% increase since 2014), generating £50m of inputs annually (20% increase) from civil society, and benefiting over 2.9m people in Malawi each year (45% increase).

**109,000**  
people in Scotland  
working together

**£50m**  
of inputs

**Benefitting**  
**2.9 million**  
people in Malawi



# Partnership Principles

Having consulted hundreds of Malawian and Scottish organisations working together, the SMP has developed 11 principles of effective partnership working. It is these principles that we look to promote, encourage our members to work within, and to which we hold ourselves accountable.

**P**lanning together

**A**ppropriateness

**R**espect, trust and mutual understanding

**T**ransparency

**N**o one left behind

**E**ffectiveness

**R**eciprocity

**S**ustainability

**D**o no **H**arm

**I**nterconnectivity

**P**arity (equality)



# Partnership Working

The SMP is committed to partnership working, with dozens of strategic partnerships and collaboration agreements across the sector.

We helped establish major new national initiatives including the [Scottish Global Health Collaborative](#) and the [Malawi-UK Business Group](#), designing, building and launching websites for both.

Rising from the Scottish Global Health Collaborative work, representatives of the group met with and presented to Bill Gates and the First Minister in January 2018.

We have been specifically active in supporting the groups which support and represent Scotland's civic links with Zambia and Rwanda, as the Scottish Government's two other priority countries.

**We supported and co-hosted 40 different partner events and engagements this year which were attended by 4,700 people, working with Royal Colleges, parliamentary groups, churches, charities, businesses, universities and other networks.**



# Media Engagement

In 2017/18, we had **82** Scotland-Malawi features in the Scottish press, including **24** which were led by or featuring the SMP.



The SMP itself has a regular piece in *The Scotsman*, with six feature articles published in 2017/18.

We also supported members to share their own inspiring stories, with free training, mentoring and support offered in digital and social media, mainstream media engagement, and video production.



We had **1.38m** social media impressions across Facebook, Twitter, Instagram and LinkedIn.

**LinkedIn**

Our website had over **23,500** visitors and **88,000** page views.

## Member Feedback:



### How useful is the SMP's media support for your Malawi link?

- 46% said "extremely useful"
- 64% said "quite useful"
- 0% said "not very useful"
- 0% said "not useful at all"

### How useful is the SMP's social media support and representation for your Malawi link?

- 62% said "extremely useful"
- 31% said "quite useful"
- 0% said "not very useful"
- 0% said "not useful at all"



Ross Jennings at the celebration of David Livingstone's Birthday. Image: Chris Parkes.

# Business Investment Trade and Tourism

The SMP works to harness the energy and enthusiasm across all 109,000 Scots working with Malawi, and use the leverage we have as a network to support sustainable economic development in Malawi. We do this by:

## Campaigning – ‘Buy Malawian’

For two weeks in March, the SMP ran its national Buy Malawian campaign, building Scottish markets for 14 Malawian exports and building ‘brand Malawi’.

The campaign was launched at Kirklandneuk Primary School, where pupils, teachers, community leaders, local MPs, MSPs and the Cabinet Secretary for Finance joined together with the SMP and the Chief Executive of Mzuzu Coffee for a special Malawi Coffee Morning.



Our Buy Malawian campaign succeeded in bringing the Lake of Stars, one of Africa’s leading music and culture festivals, to Glasgow for a special Lake of Stars Glasgow one-day festival. The event had a Scotland Malawi Partnership stage, a Malawi Market and some of Scotland and Malawi’s leading musicians performing including **Zathu Band, Danny Kalima, Faith Mussa, DJ Auntie Flo, Davie Luhanga, Bwani Junction, Moyenda and the late Scott Hutchison.**



The SMP hosted and supported a range of different events and church services across Scotland as part of #BuyMalawian2018.

During #BuyMalawian2018 many of the products supported sold out in Scotland and commitments were made for new import lines. The campaign also initiated walk, talk, trade, and cook challenges through which members could tell others about #BuyMalawian2018 and win an SMP once in a lifetime holiday to Malawi.



*“The SMP’s Buy Malawian 2018 campaign has helped drive sales for our business as it focused the target customers and also opened up market avenues. This has boosted the business and also our confidence in selling and promoting Malawi products... Well done Scotland Malawi partnership.”* **Africanos World (Importers of Malawi Gin, Nali Sauce, etc)**

*“JTS were excited to be part of the Lake of Stars Festival... Any such opportunity for increased product and brand awareness is invaluable”* **JTS (Importers of Malawian Kilombero Rice)**

*“Traidcraft are delighted to endorse the dedicated work of Scotland Malawi Partnership and look forward to a continued relationship for many years to come”* **Matt Oliver, Fair Trade Community Sales Manager**

## Promoting Malawi Tourism

Working with Ethiopian Airlines, the Malawi Travel Marketing Consortium as well as hotels, businesses and lodges across Malawi, we have been active in promoting Malawi as a world-class tourism destination.



Soon after the SMP’s Buy Malawian campaign, Ethiopian Airlines launched three additional flights from Heathrow and one more from Manchester.

*“The Scotland Malawi Partnership’s Buy Malawian campaign in 2018 was again very well planned, organised and executed ... The full reach was very impressive and we are very pleased at how many more people are now aware of Malawi’s potential as a holiday destination.”* **Kelly White, Malawi Travel Marketing Consortium**

## Supporting Ethical Investment

The SMP has put pressure on major UK investors, especially those with public funds, to increase their ethical and sustainable development in Malawi. We have worked closely with the CDC Group (the Commonwealth Development Corporation), using our Parliamentary influence to push for greater Malawi-investment. At the SMP’s invitation, CDC Chief Executive Nick O’Donohue addressed the Malawi All-Party Parliamentary Group speaking about existing and new Malawi investments. The CDC Chair and Chief Executive faced questions on Malawi investment levels from Scottish MPs when giving Select Committee evidence.



## Fighting for Trade Justice

The SMP used a special Westminster Hall debate on the Scotland-Malawi relationship to advance its campaign to update the colonial era UK-Malawi Double Taxation Treaty. The debate included 14 references to updating the treaty from seven different Scottish MPs across four political parties (SNP, Liberal Democrats, Conservatives, Labour).



*“The 1955 UK-Malawi double taxation treaty dearly needs updating. Now is the time to use the strength of our [Scotland-Malawi] relationship to overcome these hurdles.”* **Colin Clark, MP for Gordon (Conservative) speaking in Parliament**

*“The Scotland Malawi Partnership shows us a great deal. It shows us the powerful example of ... what leadership can mean. In a pretty remarkable achievement, [the SMP] has succeeded in ensuring that 15 Members of Parliament appear to have read in detail the 1955 double taxation treaty, the 1978 amendment to it and all 16 of its articles. I am delighted that they show such authority and detailed knowledge. That shows [the SMP’s] extraordinary success in communicating with Parliament.”*

**Rory Stewart MP, the then Minister for Africa speaking in Parliament**

# Member Support and Member Forums

A key part of the SMP's approach is not just driving forward our own plans and priorities but also responding to our members' questions and difficulties. Behind the scenes, the SMP is offering daily hands-on advice and assistance to our members and the general public.

In 2017/18 the SMP responded to hundreds of individual enquiries, offering advice, information and signposting to members, partners and the public.

*"Our projects have always received support and encouragement from the SMP. SMP face to face meetings, school workshops and conferences have enhanced our work, both in Scotland and Malawi."* **Andy McKay, St. Margaret's High School**

*"The SMP is a hugely valuable network of contacts, information and learning experiences."* **Craig Shields, Knightswood Secondary School**

*"Help via advice, encouragement, ideas and new contacts."* **Alan and Lorna Hobson**



We regularly brought members together across Scotland through 2017/18, with meetings of our Schools' Forum, Health Forum, Agriculture Forum, Further and Higher Education Forum. Each meeting included time for networking, sharing, updates and active discussion. These are forums led by, and for, our members.

One area of increased SMP support in 2017/18 was with UK visa applications for partners visiting from Malawi. We supported dozens of our members' visa applications with a 100% success rate in 2017/18.

*"The SMP's visa service was invaluable and it's highly likely that visas would otherwise not have been granted for some or all of our visitors."* **Alan Kimmitt of the Church of Scotland**

*"The SMP support we received was of great value. For all of us (the four Malawians and myself as organiser of their stay) the knowledge that SMP was there to support us through what was a stressful process was very reassuring."* **Jane Geddes of Napier University**

*"Without the support of [the] SMP I would not have had a clue where to start or how to have gone about this. The support I have received so far has been extremely helpful and knowing that they will be with me to the end of the process is very reassuring as it is not an easy task."* **Joanna Davies of Just Dance Orkney**

*"One member of staff from our partner school had an issue with their visa application and without the help of SMP the planned visit to our school would not have taken place."* **Keith Murphy of Penicuik High School**



# Youth Congress

**Our 2018 Youth Congress was bigger and better than before. We brought together hundreds of young Scots with Malawi links from the length and breadth of Scotland, taking over Hampden Park, Scotland's national football stadium, for the day.**

The Youth Congress was opened with a special video message from the First Minister of Scotland.

The day was themed 'Partnership in action – my views, my voice' and included interactive workshops focused on deepening understanding and developing skills. There was sharing and networking between young people and across schools through the day, with thousands of new connections made.

Students were able to "interview the experts" with dozens of leaders from across Scotland coming together to be quizzed by young people as they looked to make their own mind up about Scotland's links with Malawi.

We also had leaders from across Scotland's media (print, TV, radio and digital) for young people to meet and have discussions with. Students were able to record their own live videos, sharing their personal stories with Malawi, and reflecting on the media they consume and how they project their Malawi links on social media.

78% said they learnt something new about Malawi at the Youth Congress.



*"The Youth Congress is all about using the energy, ideas and the leadership of our young people to strengthen Scotland's very special relationship with Malawi... The event is being held as part of Scotland's Year of Young People, which celebrates the contribution that young people make to Scotland and to the wider world. The presence of so many young people today is a great example of this...I want to thank the Scotland Malawi Partnership for organising it."* **Nicola Sturgeon MSP, First Minister of Scotland**

*"I wanted to thank, and congratulate, you and your team for the excellent SMP Youth Congress last week. It was a thoroughly enjoyable experience and I know that a lot of my pupils came away from it far more informed about Malawi and even more enthusiastic about their upcoming trip."* **Chris McKenna, Principal Teacher of Pupil Support, Williamwood High School**

Here's what young people attending the 2018 Youth Congress told us they took from the event:

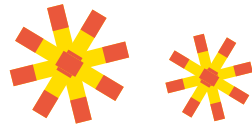
*"It informed me a lot about how youth can be involved."* **Emma, Bannerman High School**

*"General knowledge and the realisation of how much we have that developing countries don't."* **Rory, King's Park Secondary School**

*"Communicating with others and sharing fundraising and ideas to improve projects."* **Katy, Gleniffer High School**

*"I found learning about Malawi interesting and it is something I'd love to do."* **Grishma, King's Park Secondary**

# Youth and Schools



Through 2017/18, the SMP worked with around 240 school members, offering active support, advice and encouragement to these school partnerships. We offered teacher training and support and delivered Chichewa and cultural training to hundreds of young Scots visiting Malawi for the first time.

We have created videos to help school partnership tell their stories, to inspire other schools to become involved, and to develop our Partnership Principles.

Our Schools' Forum has travelled across Scotland, bringing together interested teachers to share their learning and experience and to strengthen their individual partnerships.

We have developed new resources for Scottish schools including a 'Malawi in a box' toolkit which is available across Scotland to help give teachers the physical materials to inspire young people about Malawi.

*"The SMP provides a focus for pupils to understand the bigger picture of Scotland's links with Malawi."* **Dr Archie Marshall, The Community School of Auchterarder**

*"Our projects have always received support and encouragement from the SMP. Face to face meetings, school workshops and conferences have enhanced our work, both in Scotland and Malawi."* **Andy McKay, St. Margaret's High School**

*"[The SMP is] a hugely valuable network of contacts, information and learning experiences."* **Craig Shields, Knightswood Secondary School**

*"The SMP set us up with our partner school. Without the SMP I doubt we would have any involvement with Malawi."* **Iain Fulton, Oban High School**



# Scottish Government Support



The SMP is independent to, but core funded by the Scottish

Government. A key strength of the bilateral relationship is the innovative way in which government, parliament and civil society collaborate together. We actively support the Scottish Government's distinctive and effective programmes for Malawi, and assist our members to benefit from the opportunities created by these programmes.

In 2017, the Scottish Government announced a full call for applications in their Malawi Development Programme, offering partnership funding opportunities for 2018-2023. To assist members, we hosted special round-table meetings for each of the five strands: [Health](#), [Sustainable Economic Development](#), [Civic Governance](#), [Education](#) and [Renewable Energy](#).

Some of the members said:

*"I got to know the information about how the application process works and the key points for a successful application."*

*"The meeting increased my confidence in making an application."*

*I have made potential new partnerships and have a better, personal understanding of what's involved in the application process – very important for smaller, more inexperienced applicants."*

*"Good to get an idea of what others are exploring to do."*

*"It improved understanding of some of the Scottish Government's funding priorities and thoughts."*

Each of the meetings had live Q&As with a governmental and non-governmental panel of experts across Malawi,

responding anonymously to members' questions from Scotland in real time during discussions. We also had pre-recorded video inputs from key stakeholders in Malawi talking about contemporary challenges and priorities.

Of the **118** members who attended these meetings, **82%** rated them "excellent" or "very good" and **18%** as "good".



# Holyrood

The SMP continues to work closely with the Scottish Parliament and all five political parties, while maintaining our own political neutrality. We brief all 129 MSPs on members' work in their respective constituencies and regions.

In the Scottish Parliament, we continue to run an active and engaging Malawi Cross Party Group which had five meetings in 2017/18 on: [LGBTQ rights](#), [Renewable Energy](#), the SG's [Malawi Development Programme](#), [Global Citizenship in the Scottish Health Service](#) and the [Value of International Volunteering](#), and the [Buy Malawian campaign](#).

In 2017 we hosted a [major week-long exhibition in the Scottish Parliament](#), celebrating SMP members' work across all 17 UN Sustainable Development Goals. Around 100 MSPs visited the exhibition, were briefed by the SMP and recorded their own video messages of support,

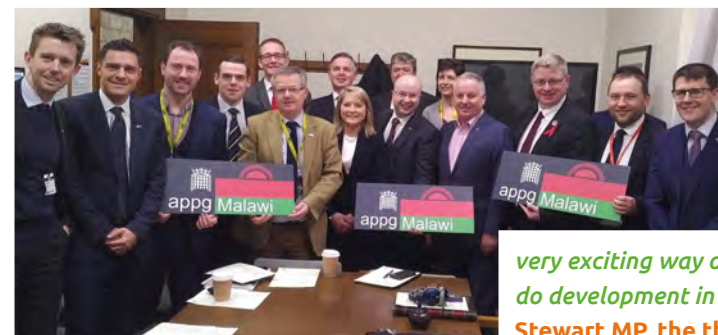


including the First Minister, the Cabinet, the Party Leaders and the Presiding Officer and Deputies.

We supported MSPs to speak about Malawi in a number of Scottish Parliament debates, including on the Scottish Government's [Hydro Nation](#) programme (27th Oct 2017) and on the Scottish Government's [International Policy Framework and Priorities](#) (16th Jan 2018). In the spirit of transparency and accountability, we published a public [Lobbying and Advocacy Impact Report](#).



# Westminster and Whitehall



*"What is so striking about the Scotland Malawi Partnership is that it has found ways of engaging a whole human population...It is a*

*very exciting way of thinking about how to do development in the 21st century."* Rory Stewart MP, the then Minister for Africa

The SMP briefed all 59 Scottish MPs in Westminster on our members' links and activities in their constituencies.

As a result of one of these SMP meetings, David Linden, MP for Glasgow East, proposed a special [Westminsterhall Debate on Scotland-Malawi links](#). A total of 14 Scottish MPs spoke, from every Scottish political party, each celebrating different aspects of the Scotland-Malawi friendship. The SMP used the debate to champion our members' work, with a total of 55 SMP members referenced in the 60 minute debate.

Responding for the UK Government as Minister for Africa, Rory Stewart MP spoke about the *"genius of the Scotland Malawi Partnership"* and outlined a number of ways he hoped the UK Government could learn from this distinctive approach to international development.

*"I pay tribute to the Scotland Malawi Partnership – genuinely one of the most unique, remarkable, interesting and human interweavings of two nations anywhere in the world."*

Following the Westminster Hall debate, the SMP helped establish a [Malawi All-Party Parliamentary Group \(APPG\)](#) in Westminster. The Group's inaugural AGM was standing room only, with Scottish MPs and Peers from all parties keen to join the new Group.



The second meeting of the Malawi APPG saw the first ever live video link between a Westminster APPG and a Holyrood APPG, as the two groups discussed trade and investment, with the Chief Executive of the Commonwealth Development Corporation speaking in Westminster and the Chief Executive of Mzuzu Coffee speaking in Holyrood.

The third meeting of the Malawi APPG was with H.E. The President of Malawi, welcoming him to London and giving the opportunity for the President to address the House of Lords.

# The Commonwealth



In the run up to the Commonwealth Heads of Government Meeting in April 2018, the SMP helped the UK Government launch its Commonwealth Big Lunch campaign on Commonwealth Day, by hosting a Scotland-Malawi lunch in the City Chambers. Attended by the Lord Provost of Edinburgh, civic and political dignitaries, senior officials from the Scottish and UK governments, friends from the Malawi diaspora community and SMP Members, the lunch celebrated Scotland-Malawi cooperation as an example of the Commonwealth in action.

We were delighted to welcome some of Malawi's best musicians –including **Zathu Band, Danny Kalima** and

**Davie Luhanga** – to join us for the lunch, to perform and to share their personal experiences of the bilateral relationship.

The UK Government used footage from the SMP, including our Big Commonwealth Lunch, as part of their promotion of the Commonwealth Heads of Government Meeting.



# Accounts

The work of the Scotland Malawi Partnership is funded primarily from grants, membership fees and voluntary donations.

## Income

A total of **£379,508** was received in 2017-18 comprising:

- £19,552 of unrestricted income received from subscriptions and donations
- £251,131 of core funding received from the Scottish Government
- £108,670 of funding received from the Scottish Government for the development of the Malawi Scotland Partnership (MaSP)
- £155 received in bank interest

## Bank balance

It should be noted that some income streams are not received annually and a direct comparison of income and expenditure within a 12-month period therefore only gives a part of the picture.

At the end of the financial year 2017-18, the Scotland Malawi Partnership had the following funds in the bank:

£58,648 of unrestricted funds and £19,110 of restricted funds.

**Total £77,758**

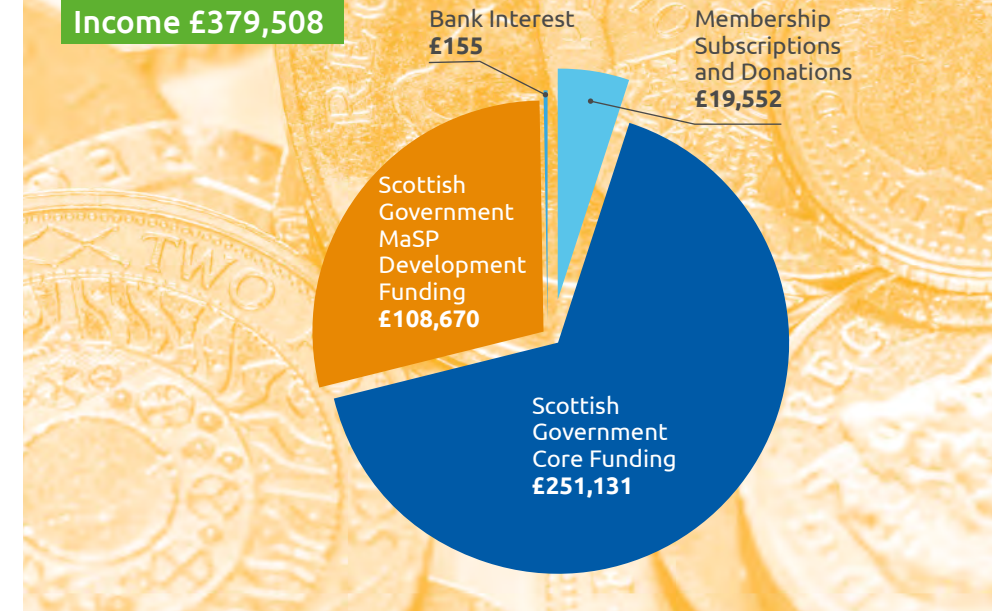
## Expenditure

A total of **£363,064** was expended in 2017-18

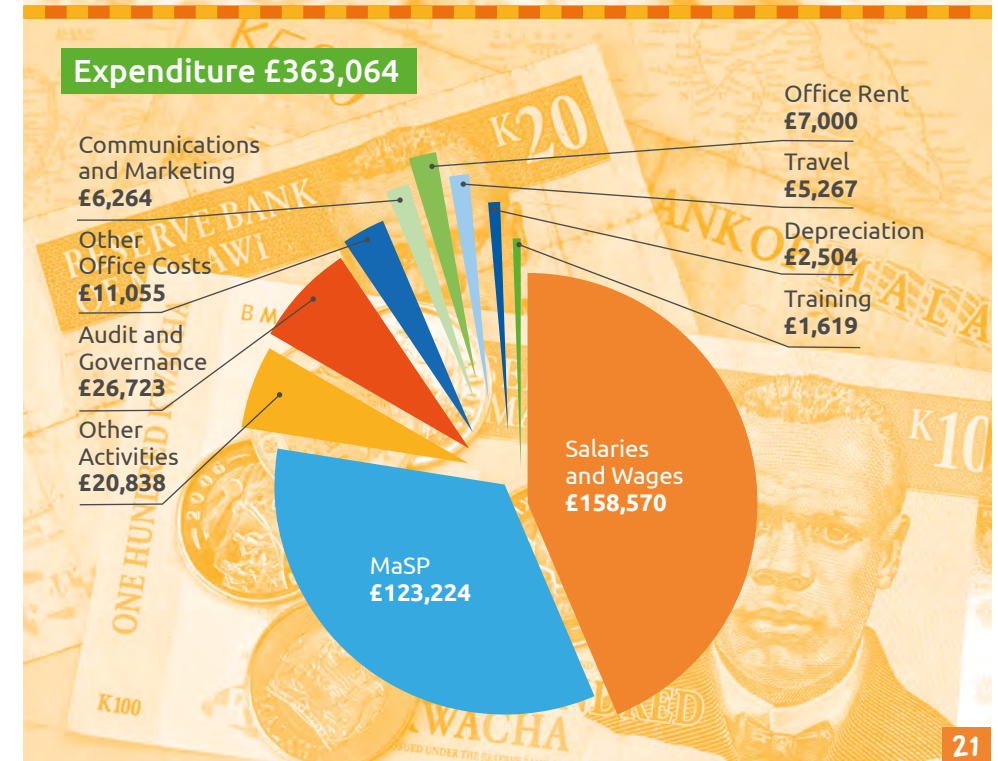
- The largest areas of expenditure were:
- Employment costs of £181,701, made up of salaries and wages of £159,294 and on-costs including social security costs of £14,993 and pension costs of £7,414
- £123,224 for MaSP development, of which £108,670 came from the Scottish Government grant and £14,554 came from SMP unrestricted funds
- £20,838 was spent on events and other operational activities

A full copy of the Report and Accounts covering the 12-month period from 1 April 2017 to 31 March 2018 is available from our website or on request. A funding agreement for 2017-20 is in place with the Scottish Government. We are indebted for the continued leadership of and support from the Scottish Government.

## Income £379,508



## Expenditure £363,064





# Message from Chief Executive

We have now completed the first year of our ambitious 2017-20 Strategic Plan and we can look back on 2017-18 with significant pride and satisfaction.

We have inspired more young people to become involved in our network than perhaps ever before, taking over Scotland's national football stadium for a day for our record breaking 2018 Youth Congress. We have secured the public support and praise of political leaders of all stripes, with a strong all-party call to further invest in this special friendship between our two small nations. We have developed new partnerships and established increased influence to champion what we see as an innovative and engaging fresh approach to international development, driven by cooperation, friendship, mutual respect, civic effort and dignified partnership.

As the 2017-18 year draws to a close we look forward to significant further opportunities in the near future. As world leaders gather in London for the Commonwealth Heads of Government Meeting, we find our model increasingly being emulated as a distinctive and effective approach others are keen to follow.

As with all we do, we will work to ensure this opportunity benefits our members' work, with members able to brief the President on their own



Partnership and the media supported to tell our members' stories.

We will continue in the coming year to work ever closer with our sister network, the Malawi Scotland Partnership, which has had an outstanding year under the leadership of their new Chief Executive, my counterpart, the endlessly inspiring Vera Kamtukule.

Finally, in celebrating all the SMP has achieved in these past twelve months, and in looking eagerly forward to the coming year, it is right to recognise that this success has not been the work of any one individual but a collective effort from a small but tireless staff team, an inspiring and engaged Board of Directors, an incredible national network of individual members, and, of course, our wonderful friends and partners in Malawi.

**David Hope-Jones OBE**  
Chief Executive

**109,000** people in Scotland and **208,000** people in Malawi are actively involved in community-led partnerships

SMP members contribute **£50 million** of inputs to their Malawi links each year

More than **304,000** people in Scotland and **8.5 million** people in Malawi benefit from the work done by SMP members



Over **44%** could name a friend or family member with a connection to Malawi



Over **77%** were in favour of Scotland's links with Malawi

Every Holyrood and Westminster constituency in Scotland has multiple links with Malawi and SMP members

SMP represents, coordinates and supports over **1200** links between our two nations

**78%** said they learnt something new about Malawi at our 2018 Youth Congress

[www.scotland-malawipartnership.org](http://www.scotland-malawipartnership.org)

The Scotland Malawi Partnership (SMP) is a registered Scottish charity (SC037048) and a company limited by guarantee (SC294378)