

Strategic Plan

FFECL (Flora Fauna Env. Conserv. Ltd.)

A women-led community development and ecological restoration initiative based primarily in Walukuba East and the wider Jinja District area of Eastern Uganda, founded and led by Evelyn Namuwolo through FFECL.

The project brings together regenerative agriculture, zero-waste farming, smallholder farmer training, women-led cooperative enterprise, early childhood support, nutrition, ecological restoration and transparent project control. Working in a peri-urban setting where urban pressure, informal settlement, farmland, waste-management challenges and rural livelihoods meet, P371 aims to help women, youth, caregivers, children and smallholder households build more secure food systems and more resilient livelihoods.

Historical evidence also links the initiative to TTGD EcoSociety Uganda - Jinja and to wider Eastern Uganda replication potential, while the current Project Info record should treat Jinja/Walukuba East as the primary scope unless wider districts are confirmed. The project is now moving from early grassroots and pilot activity into a more structured phase that needs stronger planning, funding, partnerships, governance and reporting to grow reliably and sustainably.

BUSINESS INFORMATION

General Summary
The project should be presented primarily as FFECL (Flora Fauna Environment Conservation Ltd / Flora and Fauna Environmental Conservation Limited), led by Evelyn Namuwolo. Main contact: Evelyn Namuwolo, email: ruralwoman.eve@gmail.com, phone: +256 784 984 412. The project operates from the Jinja / Walukuba East area of Eastern Uganda and focuses on food security, regenerative agriculture, ecological sustainability, women-led livelihoods, early childhood support and community development. EcoSociety / TTGD wording appears in the historical evidence as a programme or network framing, but FFECL should remain the lead identity unless a separate registered project name is confirmed.

PRODUCTS AND SERVICES

Current Situation
Current services include community meetings, farmer mobilization, organic farming training, climate change sensitization, tree distribution, and planning for value-addition and childcare activities. The reach includes about 100 farmers, 130 community members, and 70 households at the Jinja base. Exact monthly service volumes are not fully documented.
Future Vision
In the next 12 months, the vision is to have stronger yields and incomes, establish a small processing/training base, improve market access with value-added products, and create a documented model ready for replication across other communities in Eastern Uganda.
How Do We Get There?
To achieve the future vision, immediate priorities include securing funding for tools, irrigation, and processing/storage facilities, as well as training in agroecology and market readiness. Establishing stronger market linkages and transport logistics will also be crucial.

PREMISES AND EQUIPMENT

Current Situation
The project operates from community and field locations in the Jinja area, using basic phones, solar power, shared pumps, and bicycles. It lacks a dedicated PC, printer, or monitor and relies on community spaces and shared facilities.
Future Vision
The ideal future base would be a shared community center or small rented office combining admin space, training facilities, records storage, and a shelter for childcare/learning and light processing activities.
How Do We Get There?
Ref: #00371 FFECL (Flora Fauna Env. Conserv. Ltd.) - Strategic Plan Achieving the vision requires equipping a workspace with desks, chairs, lockable cabinets, a laptop, a printer, internet access, and reliable power sources like solar backup. Developing a functional training/learning/operations base is also a priority.

PEOPLE

Current Situation
The project team includes Evelyn Namuwolo (President/Director), Steven Opeitum (Secretary General), and others in key roles such as finance and operations. Active participation involves 34 core women and wide community engagement.
Future Vision
The future vision includes a more structured team with clear role definitions and expanded capacity in safeguarding, data handling, fundraising, and technical skills for agro-processing and market development.
How Do We Get There?
Prioritize training in safeguarding, data handling, and fundraising. Formalize volunteer recruitment and management processes. Define clear roles and responsibilities to prevent burnout and role ambiguity.

FINANCE

Current Situation
Current income is primarily from community contributions, volunteer labour, FFECL facilitation, and non-financial/subsidised support through the PHC Service. Historical evidence also mentions TTGD-related network or in-kind support, but no consistent cash income is recorded for the FFECL project itself. Current costs include airtime, transport, meetings, training, documentation, tools/inputs and other basic operational needs.
Future Vision
The financial vision is to secure stable funding streams to cover processing, childcare, transport, training, and scale-up operations, with a target of USD 15,000 for the immediate intervention.
How Do We Get There?
Develop a detailed 12-month budget, confirm or establish a bank/mobile money account in the organisation name, and strengthen governance proof with PHC-style reports, receipts, transparent cash records, attendance lists, photos/videos and milestone updates.

MARKETING

Current Situation
Current marketing and visibility efforts include community meetings, school talks, field demonstrations, reports, photos/videos, proposals and project-page materials. The project has some online/project-page presence through PHC and historical network materials, but it still lacks a simple FFECL-led media and communications strategy.
Future Vision
The marketing vision is to position FFECL clearly as a credible women-led environmental and community development project in Eastern Uganda, build partnerships with local government, schools, NGOs, agricultural/environmental partners and market actors, and develop a stronger media presence through social media, community events and local radio where practical.
How Do We Get There?
To enhance marketing, build partnerships with key stakeholders such as schools, local government, NGOs, agricultural extension services and buyers; develop testimonial assets and simple case stories; publish regular proof of activity; and use social media and community events for broader engagement and visibility under FFECL-led project branding.