PHC Business Case

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.

1. PROJECT CONTEXT

FFECL is a women-led environmental and community development initiative operating primarily from the Walukuba East / Jinja District area of Eastern Uganda. Led by Evelyn Namuwolo, it is already active in farmer mobilisation, organic and regenerative farming training, climate sensitisation, tree distribution, community meetings, and planning for value-addition and childcare-related activity.

Its evidenced current reach includes about 100 farmers, 130 community members in one sensitisation activity, around 70 households in the Jinja base model, and 34 core women actively involved in project work. The project is therefore not a paper startup; it is an existing grassroots effort now seeking to move into a more structured, accountable and economically viable phase.

2. CURRENT POSITION AND GAP TO TARGET

At present, the project operates from community and field locations using basic phones, solar power, shared pumps, bicycles and shared local facilities, with no clearly evidenced dedicated PC, printer, formal office base or robust data-storage setup. Income is not yet stable or consistently recorded, and much of the current effort depends on community contributions, volunteer labour, FFECL facilitation and subsidised support through the PHC Service.

The Strategic Plan states that the desired next-stage position is stronger yields and incomes, a small processing and training base, better market access through value-added products, and a documented model that can be replicated responsibly in other Eastern Uganda communities. Immediate priorities include funding for tools, irrigation, processing and storage facilities, agroecology training, market readiness, workspace equipment and clear governance records.

3. OPERATING OPPORTUNITY

The strongest immediate business opportunity sits around regenerative agriculture and crop value addition, especially pineapple and other locally suitable crops. The wider Jinja pineapple context linked to the evidence shows substantial farming potential, including a related cooperative questionnaire describing 802 registered farmer members, around 2,464 acres under pineapple, average holdings of about 3 acres, and yields of roughly 20,000-25,000 fruits per acre. These figures should be treated as related ecosystem evidence rather than confirmed FFECL project figures unless verified.

The opportunity is to move beyond raw produce sales into a more profitable and resilient model involving better post-harvest handling, drying, juicing, fibre use, composting, vermicomposting, biofertiliser, packaging, training, local processing and stronger market participation. For FFECL, the business case is not only crop output; it is the value unlocked when farming, waste reduction, training, childcare support and community enterprise are organised as one practical local system.

4. PROBLEM BEING SOLVED

The present model loses value in several ways. Farmers and participating households have low negotiating power when produce is sold quickly, stored poorly, or handled without strong market access and quality systems.

Current quality control is basic, value-added production is still limited or planned rather than established, and important waste streams such as peels, cores, crowns, leaves and wastewater are not yet being fully turned into new income, compost, biofertiliser or farm inputs.

At the same time, the project faces climate risk, market price fluctuation, weak infrastructure, shortage of skilled labour, limited transport, limited equipment, uncertain formal records, possible lack of export licensing for future market growth, and social constraints including limited participation by some women due to household dynamics.

5. PROPOSED INVESTMENT LOGIC

The case for investment is that relatively modest support can help convert an existing but under-structured grassroots effort into a stronger livelihoods, training and value-addition platform.

Funding would not be starting from zero; it would be unlocking better use of local land, labour, farming knowledge, community participation and crop output. Practical investment in tools, irrigation, storage/processing, market readiness, training, simple operating systems, safeguarding, workspace equipment and transparent records can help FFECL and participating farmers capture more value while reducing waste and improving resilience.

The Strategic Plan identifies an immediate intervention target of USD 15,000 to begin this step-change, while a fuller 12-month budget should be developed before larger scale-up.

6. EXPECTED BENEFITS

Expected benefits fall into five linked areas:

Economic benefits

Improved incomes for farmers and project participants through better value capture, reduced losses, stronger product pathways, small-scale processing and improved market readiness.

Social benefits

Stronger livelihoods for women, youth, caregivers and participating households; more structured community participation; childcare and early learning support; and practical local roles in training, processing and administration.

Environmental benefits

Better use of agricultural waste, stronger regenerative farming practices, improved soil inputs through composting/vermicomposting, reduced waste pollution and a more circular zero-waste model.

Capability benefits

Improved local skills in production, sorting, grading, record-keeping, safeguarding, fundraising, cooperative management, agro-processing and market development.

Funding-readiness benefits

A more visible, accountable and evidence-backed FFECL project that future funders can assess with greater confidence.

7. COST AND RESOURCE NEEDS

Detailed costing still needs to be developed with Evelyn and the team, but the key categories are already clear from the Plan, Framing Questions and questionnaire evidence:

- tools, seeds/seedlings and irrigation support
- processing, drying and storage facilities
- workspace and admin equipment, including laptop, printer/scanner, data access and lockable records storage
- training in agroecology, cooperative principles, safeguarding, data handling, certification standards and market readiness
- value-addition equipment and packaging materials
- childcare / early learning space and materials
- transport and logistics support
- governance, reporting and transparent records systems

8. WHY GOVERNANCE SUPPORT IS NEEDED

This project is not only an agricultural or community project. It is a project that needs to move from a grassroots, partly informal operating pattern into a more structured, fundable and replicable model.

That transition requires governance. The PHC Service provides monitoring, planning discipline, transparent records, action tracking, evidence capture and donor-ready reporting so the project does not remain dependent on goodwill and informal memory alone.

In this sense, PHC is not the project and should not be presented as the local owner. It is the governance and accountability framework around FFECL's project, helping the local team show what is being done, what is changing, what support is needed and how resources are used.

9. RECOMMENDATION

The recommended approach is to treat the next phase as a structured FFECL pilot: invest in the practical enablers that unlock value, document the results clearly, and use PHC governance support to maintain visibility, accountability and disciplined learning from the outset.

The first funding case should focus on the essentials: tools, irrigation, processing/storage, training, workspace equipment, childcare/learning support, transport, and reporting systems. This creates a stronger basis for later scale-up, whether through one funder or through multiple future partnerships.