



SENEGAL
ANNUAL REPORT
2020 - 2021

United Purpose 
Beyond aid



WE ARE UNITED IN OUR PURPOSE TO MOVE PEOPLE BEYOND AID.

United Purpose is an international development charity with an innovative community led approach to delivering the Sustainable Development Goals and eradicating global poverty and inequality. We lift people up out of poverty by providing solutions to poverty that last. Our unique approach combines high quality intelligent development, disruptive innovation and enabling independence making us a powerful agent of change. Working with partner organisations, our projects improve livelihoods, fight climate change, and reduce vulnerability and promote greater equality.

Our Vision: A world where justice, dignity and respect prevail for all.

Our Purpose: To tackle poverty and inequality, by enabling people to improve their lives for the longer term.

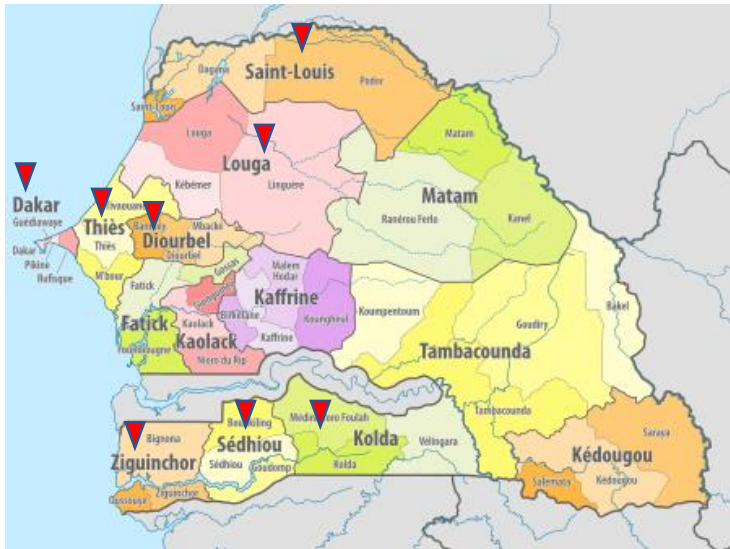
Our Approach: Challenging a culture of dependency, providing practical local implementation of the sustainable development goals and placing communities in the leadership of innovative solutions.

BEYOND



United
Purpose 
Beyond aid

OUR YEAR IN A SNAPSHOT



Funding Partners

- USAID
- European Union
- Welsh Government
- Waitrose and Partners Foundation
- Penny Appeal
- Innovate UK
- British Embassy in Senegal
- GIZ

In 2020 we faced the unprecedented challenge of a global pandemic where we saw the very definition of “community” change overnight as people came together to support those most vulnerable. UP Senegal’s focus in the early stages of 2020 was on immediate assistance to the communities we work with whilst also continuing our on-going work, and slowly as the country started to recover, we have begun to collaborate with our partners to rebuild the economy in the long term and increase resilience to future situations. Despite this huge challenge we have made great achievements in our work to protect the environment and promote resilience to climate change, protect the rights of children and improve their wellbeing, and make the ecosystem for women’s entrepreneurship more accessible.



RESILIENT LIVES

Green livelihoods

The nexus between livelihoods and the environment is a hallmark of our programme. By guiding people to adopt economically and environmentally sustainable livelihoods we can build prosperous, fairer and greener communities. This is also pivotal to improving people's resilience to both climate and economic shocks. Our livelihoods approach this year included: protecting forests and the environment through community driven forest governance initiatives to maximize the sustainable use of non-timber forest products; producing horticultural crops through best production practices in water and soil management; training of women in horticulture and agroforestry practices and farming as a business. We also conducted a needs assessment on the social, economic, cultural and environmental dimensions of mangroves along the Casamance River, in order to prepare our work on promoting an integrated approach to mangrove coastal and marine management.

We put into practice innovative ideas that come from and are inspired by the needs of the people with whom we work, as well as by decades of professional experience. This year we also started new partnerships universities and the private sector to test potential innovations via research in soil management that has the potential to hugely reduce the need for water in crop production in very arid areas.

Agricultural and non-timber forest product value chains have remained core to our work and this year we surpassed our target of creating 2000 green jobs. That's 2048 people who are

- earning an income from training people in the community on how to prevent forest fires
- no longer burning wood to boil water in order to make salt
- have set up a plant nursery as their main source of income
- farming fruit and vegetables as an alternative to logging
- beekeeping, and much more.





United
Purpose 
Beyond aid

Fighting climate change.



64 000 trees and / or mangroves planted



666 people using greener energy



5 000 people trained in improved farming, processing, agro-ecology or agro-forestry practices



75 000 people with an increased understanding of managing environmental and climate-related risks



5 710 hectares of land under improved management

A first for UP Senegal, we expanded into productive uses of solar energy and installed 3 brand new solar processing units. Now 180 women, including Aissatou, Tacko and Marie pictured below, are involved in 3 new businesses that produce oil, cereals and soap. This pilot scheme aims to develop a blue print for financial services providers to invest in productive uses of energy for women's businesses.



In 2020 Aissatou, Tacko and Marie learned how to remove harmful toxins from their peanut oil production through the equipment in the solar processing unit. Now, not only are they able to generate an income through electricity access in an off grid area, but they can more easily compete with other businesses who sell peanut oil, as theirs is of higher quality.

UPHOLDING RIGHTS

Harnessing the power of community to improve children's wellbeing.

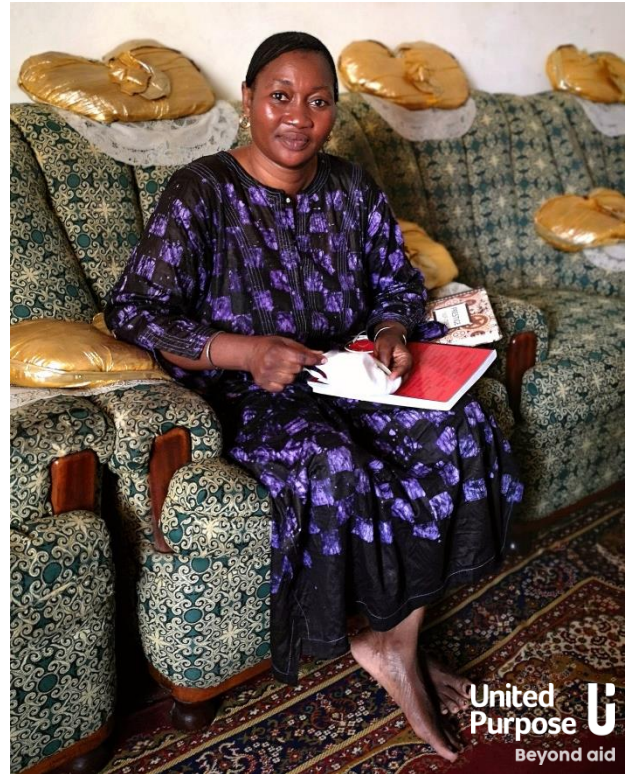
This year we have seen an expansion of our work on child protection. We have deployed innovations in education by ensuring that 350 children who struggle to access formal education can still learn literacy and numeracy. 60% of them are meeting the pass mark. By also engaging them in sport and art therapy, we have reduced child begging by 30% in target communities and through a new partnership with a local training college, 20 adolescents are enrolled on adapted vocational courses in plumbing, electricity and tailoring. Highly nutritious community meals are being prepared multiple times per week and 100% of our partners and stakeholders are reporting improvements in the children's behaviour, concentration and general wellbeing. The women's social enterprises that we helped establish in 2018 continue to thrive, with 45% of participants reporting an increase in income despite the huge impact Covid 19 had on market access.



SPOTLIGHT ON ...

Meet Awa Diba. We supported Awa to establish a social business with other women in her community. She has always voluntarily given up her time to help street children in Dakar. She cooked them hearty meals and donated clothes. Awa believes the strength of her community is in the way everyone pulls together to help those who need it.

Many women in the community have been helping these children, so our approach has been to formalise them by providing technical input to turn their volunteering into a social business.



THANKS TO WOMEN LIKE AWA, WHEN THE BOYS RETURN HOME THEY'LL FIND A MOTHER, SISTER OR GRAND MOTHER WITH A NEW BUSINESS AND A FAMILY WITH INCREASED INCOME, THAT IS BETTER ABLE TO MEET THEIR NEEDS.

After taking part in training in soap, detergent, cheese, yoghurt and body lotion production, as well as basic business development skills like financial management, marketing & negotiation. But Awa didn't stop there. She recognised that supporting the boys in Dakar is only part of the solution, and it's also important to support the boys' families so that they can support both themselves and their sons in their koranic education. So Awa went to the children's home villages & shared the knowledge she has gained during

her training with the boys' mothers, sisters and grandmothers. By just selling to local shops, this newly formed women's group made £280 profit in the first month alone. These women now have an income and are better able to support their family's needs, as well as to send money to support their children.

BETTER HEALTH

Covid 19 in Senegal

Our work on the Covid 19 pandemic was two-fold, focussing both on prevention and economic recovery. In the early months of 2020 we installed hand-washing basins and distributed over 15 000 items of PPE to people in strategic at risk locations such as markets, mosques and schools. 300 shop keepers and market stall holders were supported to re-arrange their shops and market stands appropriately to allow for social distancing to protect safety.

30 community outreach officers were trained by health professionals on Covid 19 prevention and messaging which they then disseminated to communities in highly populated areas. An estimated 40 000 people were reached with face to face sensitisation or hygiene kits and through almost 100 radio broadcasts we reached tens of thousands more across the country.

Through community defined vulnerability assessments, street children, homeless people, widowed men and women, people with disabilities, street children, elderly people and entrepreneurs who had to ceased trading were identified as the most at risk or vulnerable and were provided with adapted sensitisation, hygiene kits and emergency food parcels.

30 entrepreneurs whose businesses had been severely affected were supported with business loans to support them in a range of challenges including paying business rents during closure, or reorienting to more Covid resilient economic activities.

Hear from some of the entrepreneurs we supported below.





BADARA PREIRA|UNITED PURPOSE

NDEYE ...

Ndeye runs a cosmetic and hairdressing business. She rents out the salon side to a local barber and sells perfumes and hair products herself. Ndeye told us *"my business has always worked well. I never worried because I thought people will always need to get hair-cuts, and they'll always need soap and things"*. But during the Covid 19 pandemic, people stopped going to the barbers' and he had to give up the space he rented from Ndeye. Ndeye was then left to cover those costs and pay all the rent herself, which was difficult as there were fewer customers buying cosmetics.

Ndeye participated in our business development course aimed specifically for women entrepreneurs – this helped her identify gaps in the market and ways to reorient. It helped her identify that during the pandemic there was an increase in money transfer services; with people not able to travel to other regions or meet in person in Dakar, these services were more in demand than ever. Ndeye



knew that this was a key way for her to increase her income, and she applied to our investment scheme to increase her resilience.

First, she installed an internet connection in her shop so that she could add a mobile money kiosk. She also applied to buy a table to put outside in the front of the shop to display popular products that people could buy without needing to go inside the shop if they wanted to avoid being in a confined space. Ndeye's barber hasn't returned, but the additional income generated from mobile money means that she no longer has to worry about how to pay the rent.

ELHADJ ...



Elhadj is a sheep herder. In Senegal, it is customary to celebrate weddings and baptisms by eating lamb. But under Covid-19 prevention measures these celebrations were banned, and Elhadj's income stopped overnight. To keep his livestock alive he was forced to use his savings—money he couldn't use to provide for his family.

Elhadj told us "without this funding, I would not have been able to continue feeding these animals and I would have had to give them up. I would have lost my livelihood and only source of income."

Livestock businesses are very lucrative in Senegal but takes place for the most part in rural areas. The government readily recognises the importance of herding for the economy, but did not make its first response economy package accessible to herders in urban areas, instead focussing on the needs of those in rural areas. The lack of resilience experienced by many people in the informal sector, and their inability to easily access financial services meant that, estimates show, up to 7000 small to medium enterprises have had to close since the start of the pandemic. Elhadj was lucky to have some savings to keep his business and family afloat for a few months but this could not have continued. The investment fund provided him with funds to cover his costs until the ban on gatherings was lifted. As one of few herders able to maintain their business in the Dakar area, Elhadj is now more in demand than ever since demand has increased dramatically yet supply in urban areas has declined.

United Purpose

Beyond aid

united-purpose.org

Mamelles Aviation, Dakar, BP 25488 Dakar Fann

NINEA 005474771

Registered in England & Wales with Charity No. 272465 and Company No. 1278887

