



More and Better

An International Campaign
for Food, Agriculture and Rural
Development Aid to eradicate
Hunger and Poverty

More and Better's Guidelines for Case Studies.

Case studies are stories or reports that are intended to illustrate certain underlying ideas or principles. Being specific to a particular place and situation, these stories aren't intended to provide conclusive proof of a principle but, instead, to illustrate a practical example of this principle in a specific place. Still, if successful, each case study should be a kind of proof that this truth applies in at least this example. For this reason, it is important that the case study provide a *credible link* between some clearly stated principle and the actual experience documented in the case study.

In the case of the More and Better Campaign, case studies are seen as a way to illustrate the principles which answer the question "What is *better* aid for agriculture/fishing, food and rural development?" The principles that the campaign has collectively endorsed so far include:

1. Better Aid should support the programs and policies developed by the recipient communities and countries.
2. Better Aid should work with local communities and social organisations as full partners.
3. Better Aid should be based on a thorough knowledge and recognition of local culture and knowledge.
4. Better Aid should promote diversity – in culture, biology and production methods.
5. Better Aid should promote a culture of participation.
6. Better Aid should promote the empowerment of women.
7. Better Aid should promote sustainable rural livelihoods.
8. Better Aid should address problematic structures and mechanisms that limit the effectiveness of aid in reaching the world's poor and hungry.

Case studies which are to be used for the More and Better Campaign should be examples of one or more of these principles with attention paid to making the link between the principle illustrated and the experience documented. To the maximum extent possible, the case studies should reflect the experience of those at the grass roots. Case studies can be drawn from different scales ranging from NGO projects to World Bank/FAO/IFAD/WFP activities. Case studies should be seen primarily as advocacy tools (as opposed to project reports) and would be used to further the campaign goal of increasing both the quantity and quality of aid for agriculture. We would like to have case studies on good assistance/aid, but also some of bad assistance/aid.

A uniform format for case studies would be helpful. This may include:

- introductory paragraph on MaB campaign which introduces the case study in the context of the campaign. This introduction should identify the common principles and provide links to further MaB information (i.e. website)

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- brief background to country illustrated in the case study (historical and economic).
- context of agriculture/fishing/food/rural development aid in the country. This should link to the call for changes in delivery and focus of aid in the MaB brochure.
- methodology (how was this case study researched and prepared)
- the actual case study
- clear illustration of how the case illustrates the MaB principles
- conclusions/recommendations for advocacy/action (at either national or international)
- some photos from the area of the case studies, farmers involved etc

Case studies to be used as advocacy tool should in general be no longer than 10 pages and include a summary which highlights the principle(s) included in the case study.

More and Better will make a book in 2009 with several case studies and short country reports on development aid and support for agriculture in developing countries. We therefore need the case studies we are asking for now, not later than June 1st 2009.

Please send the case studies to secretariat@moreandbetter.org and aksel@utviklingsfondet.no

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