



# Scotland Malawi Partnership 2016-17 Activity and Impact Report





# Introduction:

The Scotland Malawi Partnership (SMP) exists to coordinate, represent and support the many civic links between Scotland and Malawi. We are a national membership network with more than 1,100 members across Scotland, including 200+ schools, every Scottish university, half Scotland's local authorities, and hundreds of churches, businesses, community groups across Scotland.

In keeping with our 11 [Partnership Principles](#), we are committed to being absolutely transparent in all we do. Accordingly, every year we publically share information about our activity and impact.

This report gives detailed information about the Scotland Malawi Partnership's activity and impact in 2016-17, tracking progress against our published [2014-17 Strategic Plan](#).

At our September 2017 AGM we will officially launch our 2016-17 Annual Report, this will be more of a pictorial summary, giving a flavour of the tone of the SMP's work ([click here](#) for 2015-16 Annual Report). By contrast, the Activity and Impact Report gives more detailed information about our work and impact at a nuts and bolts level.

We are happy to share this information with our members, partners and funders and -as always- welcome all feedback on how best the SMP can support Scotland's many civic links with Malawi.

We have now begun implementing our 2017-20 Strategic Plan, having consulted hundreds of members and partners across Scotland over the last year.



**David Hope-Jones OBE**  
Chief Executive



**Emily Mnyayi**  
Head of Youth and Schools



**Jackie Farr**  
Media and Communications Officer



**Kathryn Chipperfield**  
Member Services Officer



**Olu Sodipo**  
Finance Officer



# Headline Activity:

## **Business, Trade Investment and Tourism:**

We hosted a Business, Trade, Investment and Tourism forum in [May](#) and another in [September](#) 2016. In part from these discussions, the SMP developed its [#BuyMalawian campaign](#), in partnership with the Scottish Fair Trade Forum and others. This six-week campaign built Scottish markets for [15 Malawian Products](#), generating [all-party support](#), with 700,000 impressions on social media, over 100 selfies with Malawian products, 4,000 public votes cast and 30,000 visits to the online gallery. As part of the campaign we had 25 MSPs, from all parties, promoting Malawian products and a special [Cross Party Group meeting launching Linga Fruit Wines](#) in Scotland. We also hosted the launch of the JTS Kilombero Rice in the Co-operative, we promoted Mzuzu Coffee at the Royal Botanic Garden Edinburgh, and we co-hosted promotional events in One World Shops.

## **SMP Road Trip:**

In May and June 2016, the SMP toured across Scotland as part of its 'Road Trip', with events in [Glasgow](#), [Edinburgh](#), [Dumfries](#), [Oban](#), [Inverness](#) and [Aberdeen](#). These events brought together communities often not able to engage in SMP events due to geography. They promoted the SDGs, invited input to the SMP's 2017-20 planning, and provided a forum for organisations to share information about their Malawi links.

## **Global Goals:**

The SMP's 'Scotland, Malawi and the Global Goals' exhibition toured across more than 50 events the length and breadth of Scotland, raising awareness of the SDGs amongst more than 10,000 Scots who visited the exhibition. We also supported a successful funding application for Scotland's coordination of the SDGs, with £500,000 levered for Scotland to develop an online platform to promote the SDGs and coordinate implementation, and for the other nations of the UK to follow Scotland's lead.

## **Media:**

We had 113 positive features in the Scottish media about Malawi and 41 additional SMP featured or generated pieces. We gained 2,863 Twitter followers and 1,962 Facebook likes, with 613,876 Facebook impressions and 610,500 Twitter impressions. Our Media and Communications Officer travelled to Malawi to train MaSP staff in media, social media and videography, and to support the Malawi leg of the 2017 Road Trip.

## **AGM:**

In October, our [2017 AGM](#) brought together members to reflect on and share stories about the social, economic and environmental impact of the Malawi links. It also launched the [Member Impact Awards](#), supporting members to think about their impact and how best to share their story.

## **Youth Congress:**

The [2017 Youth Congress](#) was another record breaker, with about 400 young people from around 20 schools coming together to learn, share and inspire each other.

## **Forums:**

We had one [Governance Forum](#), two [Youth Forums](#), two [Further and Higher Education Forums](#), two [Health Forums](#), two [Schools Forums](#), a [Business, Trade, Investment and Tourism Forum](#), and a [Faith-based Links Forum](#).

## **Schools:**

We visited 26 schools in this period: giving talks, running classes, delivering training, supporting teachers, developing lesson plans and resources. This was in partnership and coordination with Education Scotland, IDEAS and the DEC's. We hosted a roundtable bringing together all those delivering development education in Scotland to coordinate activities in schools.

### **Governance:**

We had a pilot event in Malawi looking at [“Leadership, good governance and the role of civic society”](#) co-hosted with MaSP in April 2016. We worked closely with MaSP to organize this very successful think tank/discussion event in Lilongwe, in which Sir Andrew Cubie and Dr Henry Chingaipe discussed good governance. Following requests from Malawi, the SMP developed a concept note for continuing this work, which continues to be under consideration.

### **Tax Justice:**

With ActionAid, developed and implemented the [“Make Tax Fair, Everywhere”](#) campaign, looking at the tax treaty between Scotland and Malawi. This included an [event in Edinburgh](#), raising awareness of the issue, as well as various engagements in Westminster. We secured the support of all 59 Scottish MPs for this campaign. The SNP included this ask of the UK Government in its 2015 and 2017 manifestos and is hence included within the Scottish Government’s programme of work.

### **British High Commissioner:**

In December we welcomed the new British High Commissioner to Scotland, [hosting a roundtable](#) to brief her on the depth and breadth of Scotland’s civic links with Malawi and assisted with her induction into this post.

### **Member Training:**

We ran two three-evening [Chichewa Courses](#) and hosted a [cultural sharing evening](#), attended by 72 people, to help prepare those visiting Malawi for the first time. With NIDOS, we also provided training and support for those developing funding applications. We also ran five language and culture sessions in schools, with 127 participants, and ran three teacher training sessions, attended by 42 teachers. Our school forums are also run as CLPL training sessions, with 60 teachers attending in 2015-16.

### **Faith Links:**

We hosted a [meeting of the Malawi Cross Party Group looking at faith links](#) in November 2016, at which we brought together faith-based NGOs working in Malawi with Scottish churches with Malawi links. This was then followed by our [annual one-day faith-based conference](#), to share learning and experience between churches.

### **Scottish Parliament:**

We had four meetings of the Malawi Cross Party group, bringing together members with MSPs for some of the best attended meetings of any CPG in this Parliament. We had [25 MSPs posting #BuyMalawian selfies](#) with Malawian products and [every Scottish MP supporting the updating of the UK-Malawi tax treaty](#). And we had the [party leaders celebrating](#) the moment we [hit 1,000 members](#), with each giving [video messages](#) of support.

### **Partnership Working:**

We supported 56 partner events, attended by 12,219 people, working with: the College of Medicine, EMMS International, ActionAid, NIDOS, Scottish Fair Trade Forum, IDEAS, University of Strathclyde, Just Trading Scotland, the Lord Provost of Edinburgh, Mamie Martin Fund, the Soko Fund, the Association of Malawians in Scotland, the Royal Botanic Garden Edinburgh, Education Scotland, One World Shops, Supporting Social Work in Malawi (SSWIM), the Royal College of Surgeons, and the Chief Medical Officer’s office. We played a leading role in developing and supporting innovative collaborative projects like the [Scottish Global Health Collaborative](#) and [GlobalGoals.scot](#).

### **Food crisis:**

We supported the [coordination of Scotland’s response](#) to the food crisis in Malawi, supporting the various campaigns and match funding, and encouraging members to work together.

### **Scottish Government:**

We supported the SG’s policy consultation and [subsequent policy launch](#), including support for the [Scottish Parliament debate](#) which had over 100 positive references to Malawi. We co-hosted information days, training and support for the SG’s Small Grants Programme.

**For more about our work this year, see our [Annual report](#), visit our ‘[past events](#)’ [page](#) on the website or have a look through our [Twitter feed](#).**

# Key Events:

- We had 32 SMP events attended by 1778 people
- And 56 partner events, attended by 12,219 people (this includes 26 member events which were supported with our SDG materials, attended by 10,530)

5 <sup>th</sup> April 2016	<a href="#">Sir Andrew Cubie Governance Think Tank event in Lilongwe</a>	15 <sup>th</sup> September 2016	Supported IDEAS reception at Scottish Parliament
20 <sup>th</sup> April 2016	Supported College of Medicine delegation to Scotland	16 <sup>th</sup> September 2016	IDEAS Global Citizenship Month Roadshow
21 <sup>st</sup> April 2016	EMMS International 175 <sup>th</sup> anniversary celebrations	20 <sup>th</sup> September 2016	Co-Hosted NIDOS MEL Group at City Chambers
22 <sup>nd</sup> April 2016	<a href="#">Action Aid/SMP event 'Make Tax Fair Everywhere' event</a>	22 <sup>nd</sup> September 2016	Had stall at Scottish Learning Festival
April 26 <sup>th</sup> , 2016	<a href="#">Youth Forum and film screening</a>	5 <sup>th</sup> October 2016	Small Grants Programme information session (Edinburgh)
3 <sup>rd</sup> May 2016	<a href="#">SMP Business, Investment, Trade and Tourism Forum</a>	8 <sup>th</sup> October 2016	<a href="#">SMP Annual General Meeting</a>
5 <sup>th</sup> May 2016	Supported University of Strathclyde Malawi day	10 <sup>th</sup> October 2016	Small Grants Programme information session (Glasgow)
12 <sup>th</sup> May 2016	Supported JTS rice launch at the Co-operative	12 <sup>th</sup> October 2016	<a href="#">SMP Schools Forum</a>
13 <sup>th</sup> May 2016	Learning for Sustainability, Edinburgh Napier University	2 <sup>nd</sup> November 2016	<a href="#">Small Grants Programme application training</a>
17 <sup>th</sup> May 2016	Hosted JTS rice event with Malawian farmers & Lord Provost	5 <sup>th</sup> November 2016	Mamie Martin Fund engagement/AGM
18 <sup>th</sup> May 2016	<a href="#">SMP Road Trip event in Glasgow</a>	7 <sup>th</sup> November 2016	<a href="#">SMP Youth Congress</a>
19 <sup>th</sup> May 2016	<a href="#">SMP Governance Forum</a>	8 <sup>th</sup> November 2016	Maternal and Child Health Summit
19 <sup>th</sup> May 2016	<a href="#">SMP Road Trip event in Edinburgh</a>	8 <sup>th</sup> November 2016	Queen Margaret University Malawi Project
24 <sup>th</sup> May 2016	<a href="#">SMP Road Trip event in Dumfries</a>	11 <sup>th</sup> November 2016	<a href="#">SMP Coordination Roundtable on Education</a>
26 <sup>th</sup> May 2016	<a href="#">SMP Road Trip event in Oban</a>	23 <sup>rd</sup> November 2016	<a href="#">Malawi Cross Party Group: faith-based links</a>
30 <sup>th</sup> May 2016	<a href="#">SMP Road Trip event in Inverness</a>	29 <sup>th</sup> November 2016	One World Shop event
31 <sup>st</sup> May 2016	<a href="#">SMP Road Trip event in Aberdeen</a>	7 <sup>th</sup> December 2016	<a href="#">Roundtable with new British High Commissioner</a>
7 <sup>th</sup> June 2016	SMP Food Crisis Coordination Round-table	10 <sup>th</sup> February 2017	MaSP Symposium (Lilongwe)
14 <sup>th</sup> June 2016	Mamie Martin Fund and Soko Fund partnership event	20 <sup>th</sup> February 2017	<a href="#">SMP Health Forum</a>
15 <sup>th</sup> June 2016	SMP Higher Education and Further Education Forum	March-April 2017	SMP #BuyMalawian2017 campaign
18 <sup>th</sup> June 2016	Association of Malawians in Scotland (AMS) cultural evening	9 <sup>th</sup> March 2017	Buy Malawian stall at Scottish Parliament
29 <sup>th</sup> June 2016	Royal Botanic Garden Malawi coffee tasting	9 <sup>th</sup> March 2017	<a href="#">SMP Schools Forum in Dundee</a>
29 <sup>th</sup> June 2016	<a href="#">HE/FE meeting with VC of the College of Medicine, Malawi</a>	6 <sup>th</sup> , 13 <sup>th</sup> & 20 <sup>th</sup> March 2017	<a href="#">SMP Chichewa Course (Edinburgh)</a>
5 <sup>th</sup> July 2016	<a href="#">NGO food security meeting</a>	8 <sup>th</sup> , 15 <sup>th</sup> & 22 <sup>nd</sup> March 2017	<a href="#">SMP Chichewa Course (Glasgow)</a>
9 <sup>th</sup> July 2016	Royal Botanic Garden Malawi coffee event	10 <sup>th</sup> March 2017	Supporting Social Work in Malawi
9 <sup>th</sup> July 2016	<a href="#">AMS Independence Day celebrations</a>	13 <sup>th</sup> March 2017	<a href="#">Scottish Global Health Webinar</a>
25 <sup>th</sup> August 2016	Breakfast meeting with British High Commissioner to Malawi	14 <sup>th</sup> March 2017	Launch of University of Glasgow Malawi society
25 <sup>th</sup> August 2016	<a href="#">Higher Education and Further Education Forum</a>	16 <sup>th</sup> March 2017	One World Shop Buy Malawian event
6 <sup>th</sup> September 2016	Co-hosted meeting with UK Parliament Int. Dev. Committee	18 <sup>th</sup> March 2017	<a href="#">Annual SMP Malawi Faith-based links Forum</a>
7 <sup>th</sup> September 2016	Launched <a href="#">#1000partnerships: photo op with 5 Party Leaders</a>	28 <sup>th</sup> March 2017	<a href="#">SMP Malawi Cultural Evening</a>
7 <sup>th</sup> September 2016	<a href="#">Cross Party Group on Malawi- EMMS International</a>	29 <sup>th</sup> March 2017	<a href="#">Malawi Cross Party Group (Buy Malawian &amp; Linga Wine launch)</a>
12 <sup>th</sup> September 2016	<a href="#">SMP Health Forum</a>		
14 <sup>th</sup> September 2016	<a href="#">SMP Business, Investment, Trade and Tourism Forum</a>		

# Member Impact Statements:

*"I think your advertising of Malawian products is going very well. At the weekend the Balmore Coach House had run out of Malawian coffee, and the staff commented how many people were looking specifically for Malawian products."*

**Dr Janey Andrews, University of Strathclyde**

*"I would like to offer sincere and formal thanks to you and The Scotland Malawi Partnership for the fantastic support you offered in ensuring that Sandra Ndale from STEKA received a visa to study at QMU for six months. I am delighted to report that she has settled in very well, is maximising all her opportunities at QMU and our students are very much benefitting from an opportunity to interact with her and find out more about the realities of life on a different continent. I am convinced that this would not have been possible without your intervention and I will continue to share the rewards we reap from Sandra's time with us at QMU"*

**Emma Wood, Queen Margaret University**

*"We were delighted to have the Scotland Malawi Partnership deliver a session on language and culture. The students enjoyed gaining a greater understanding of aspects of Malawian life and customs and they loved having the opportunity to practise some basic Chichewa words. All our students said they felt better prepared for their experience in Malawi because of these sessions. The SMP delivered the sessions with verve and humour and gave a real sense of their own love of Malawi and its people and culture. This transferred itself to our team. "*

**Laurie Byrne, Head Teacher at Holyrood RC Secondary School**

*"The pupils certainly got a lot from the SMP visit, and have been talking a lot about Malawi again today."*

**Julie Griffiths from Doonfoot and Alloway**

*"It was fabulous hearing about other successful partnerships and how SMP can support partnerships. Good to know about education priorities in Malawi. We now have content to run an In-service for our staff"*

**Jennifer Graham from Redburn School**

*"The Partnership makes people feel that 'they are not isolated' because of all the wonderful things that are being done by the SMP: a truly 'excellent rescuer'."*

**Rosemary Argente**

*"SMP were very helpful in providing info and a supporting letter about visa requirements for entering Malawi."*

**Nicola Thompson, Sanday Community School**

*"I am very impressed with the way SMP operates. Your events I find have just the right balance of efficient organisation and friendly, open atmosphere. Thank you."*

**Jean Bareham**

*"The SMP has focused us on the importance of creating a sustainable partnership"*

**Jennifer Graham, Redburn School**

*"Our pupils attended the Youth Forum. It gave them the sense of purpose and that they are not alone in supporting projects in Malawi."*

**Fiona McNicol, Beath High School**

*"It's great to network with other professionals to strengthen links in Scotland and provide opportunities for our learners"*

**Jennifer Graham, Redburn School**

*"We have no words to express our thanks for all the creative thinking and energy that has gone into the Buy Malawian 2017 campaign and especially from our perspective to giving Linga Fruit Wines a visibility we never dreamed of. Keep the two flags flying. our thanks to all the team."*

**Tim and Margaret Ngwria, Linga Wines**

*"The regular communication and networking most helpful."*

**Denis Robson, Innerleithen - Thondwe Partnership**

*"The SMP is a hugely useful source of up-to-date information"*

**Moir Dunworth, Mamie Martin Fund**

*"I'm more aware of the work of SMP and have increased knowledge about Malawi... I do appreciate the work of the SMP"*

**Nahid Aslam, Pilrig Park School**

*"As a very small agency, membership of the SMP is hugely valued."*

**Hazel Dawson, Mamie Martin Fund**

*"I've definitely benefitted from increased access to information and partnership details. The SMP has made the prospect of further developing my links seem more realistic and feasible as support is available."*

**Jennifer Macalister Hall**

*"The SMP has given networking advice and helped regarding equipment donations"*

**Pam Wilson, Scotland Malawi Twinning project**

*"The opportunities for networking set up by SMP are a great support."*

**Geraldine Fleming, St. Bernadette's Malawi Partnership**

*"The SMP covered a wide range of information such as facts about Malawi's geography and history, what the SMP do, what makes the link between Scotland and Malawi unique, how we can support links, schools in Malawi and finally they made us consider challenging stereotypes. It was a delight to have the SMP visit."*

**Helen Wright from Lockerbie Academy**

*"The SMP has definitely strengthened the link we have."*

**Ailith Stewart, Kingussie High School**

*"I felt the roadshows this year were most enjoyable and the organisation to ensure maximum participation at this year's AGM also worked really well."*

**Geraldine Fleming, St. Bernadette's Malawi Partnership**

*"In this time of scarcity of food we used your reports to help us meet our objectives"*

**Alex Brown, Churches of God - Fellowship Relief**

*"The positive media around the Buy Malawian campaign has positively impacted the attitude towards Linga Wine in some sectors – sometimes Malawi products do not get the appreciation of imported goods."*

**Tim and Margaret Ngwria, Linga Wines**

*"The SMP has made us aware of the number of people and organisations involved with projects in Malawi. This gave us a feeling of community and that we are supported."*

**Fiona McNicol, Beath High School**

*"It's helped build our link with Malawi Scotland Partnership"*

**Fidelma Beagan, First Aid Africa**

*"The AGM was good to network and catch up with old friends in SMP. Keep up your great work team SMP!"*

**Caroline Beaton, Kenyawu Kids**

*"The SMP has given support on the ground in Malawi. Through MaSP, has been useful in a very practical way, but also with 'moral support'."*

**Moira Dunworth**

*"The SMP was a big help in sorting out visa problems whilst organising a visit to Scotland by a Malawi an Head Teacher."*

**Ailith Stewart, Kingussie High School**

*"Thank you for all your hard work and dedication to making learning about Malawi and creating successful sustainable partnerships much easier!"*

**Jennifer Graham, Redburn School**

*"There is sharing and learning among members"*

**Cynthia Chimaliro, Project Hope**

*"As a new charity, only 5 years old, it offers a platform to increase awareness of our partnership relationships with Malawian organisations."*

**Jonathan Groves, The Kerusso Trust**

*"Networking links have enabled us to seek advice from other members engaged in similar projects. More recently these links have helped provide specific guidance in relation to shipping items to Malawi."*

**Geraldine Fleming, St. Bernadette Malawi Partnership**

*"We have been able to draw from the SMP advice on how to move our school partnership forward. Very useful."*

**Fiona McNicol, Beath High School**

*"The SMP has enabled us to see the bigger picture in Malawi as we cannot always have fact finding missions out there."*

**Alex Brown, Churches of God - Fellowship Relief**

*"The SMP is Brilliant!"*

**Steve Roberts, Montgomery Dev. Education Centre**

*"Participation in cross-party discussions is most helpful, to contribute and learn from others and understand government Policy. The opportunity for our Malawian visitor to visit the SMP offices was very helpful"*

**Denis Robson, Innerleithen - Thondwe Partnership**



# All-Party Political Support:



**Nicola Sturgeon MSP,  
Leader, Scottish National Party and First  
Minister of Scotland:**

*"I am very proud of the links that exist between Scotland and Malawi and want these to be strengthened still further.*

*"As First Minister I was honoured to host His Excellency Mr Kena Mphonda, the Malawian High Commissioner, in November last year to celebrate 10 years of governmental links, links which were*

*forged in the over 150 years that the people of Scotland and Malawi have worked closely together to help alleviate poverty.*

*"...the Scottish Government-funded Scotland Malawi Partnership, shows the depth of the enduring relationship we enjoy, with links to Malawi from communities in every part of Scotland."*



**Ruth Davidson MSP,  
Leader, Scottish Conservative Party**

*"The links between Scotland and Malawi are deep, enduring and worthy of celebration.*

*"This report stands as a testimony to that – highlighting the civic partnerships which exist across each Holyrood constituency and region.*

*"At heart, this is about friendship. Not just between governments, but between two peoples. Each year thousands of Scots and Malawians*

*stand side-by-side and work together to achieve common goals.*

*"We should be proud of these bonds and I congratulate the Scotland Malawi Partnership for everything they do to further this cause."*



**Kezia Dugdale MSP,  
Leader, Scottish Labour Party**

*"Scotland's strong relationship with Malawi has continued to grow over the past two centuries and I am delighted to support the Scotland Malawi Partnership and everyone involved with the organisation.*

*"I would like to congratulate them on their new report celebrating the fact that there are now community-to-community links with the Malawi in every single constituency in Scotland."*

*"The increasing number of Scots actively involved in links with Malawi through our schools and universities through to charities, hospitals and local businesses shows the kindness at the heart of the Scottish character.*

*"They should all be incredibly proud in creating one of the strongest bilateral relationships in the world. I look forward to working alongside you all as that relationship continues to grow."*



**Willie Rennie MSP,  
Leaders, Scottish Liberal Democrats**

*"It is truly impressive that over one thousand Scottish organisations and key individuals have active links with Malawi.*

*"Through education, communication and engagement we are forging a lasting relationship with this fascinating and creative country at the heart of Africa.*

*"Together Scotland and Malawi can grow and prosper together. I am particularly pleased to see the deep links with schools in my constituency including my old primary school of Strathmiglo."*





**Patrick Harvie MSP,  
Leader, Scottish Green Party**

*"I am delighted to see Scotland's long-standing friendship with Malawi continue to grow from strength to strength. More and more communities the length and breadth of Scotland are now involved in the people-to-people partnerships."*

*"As this report highlights, almost every section of Scottish civic life is now way, with record numbers of community groups, schools, universities and hospitals actively engaged."*

*"This represents the best of Scottish internationalism, which will contribute to sustainable development and to global challenges such as equality and human rights. I congratulate the Scotland Malawi Partnership for its work coordinating these many civic links and look forward to continuing to work closely with the network."*



# Member Feedback:

Every year the SMP conducts a Membership Needs and Impact Survey, asking members what impact the SMP has had on their work with Malawi over the last year, and what members would like the SMP to do to support their work in the following year. In keeping with our core principles of transparency and accountability, and as a member-led organisation, we're happy to share the results of the survey.

This is what our members told us.

## IMPACT:

**89% of respondents felt that membership of the SMP in 2016 "helped strengthen, support and develop their links with Malawi" in 2016.**

## SERVICES:

Members were asked which services they had used and how useful they found them.

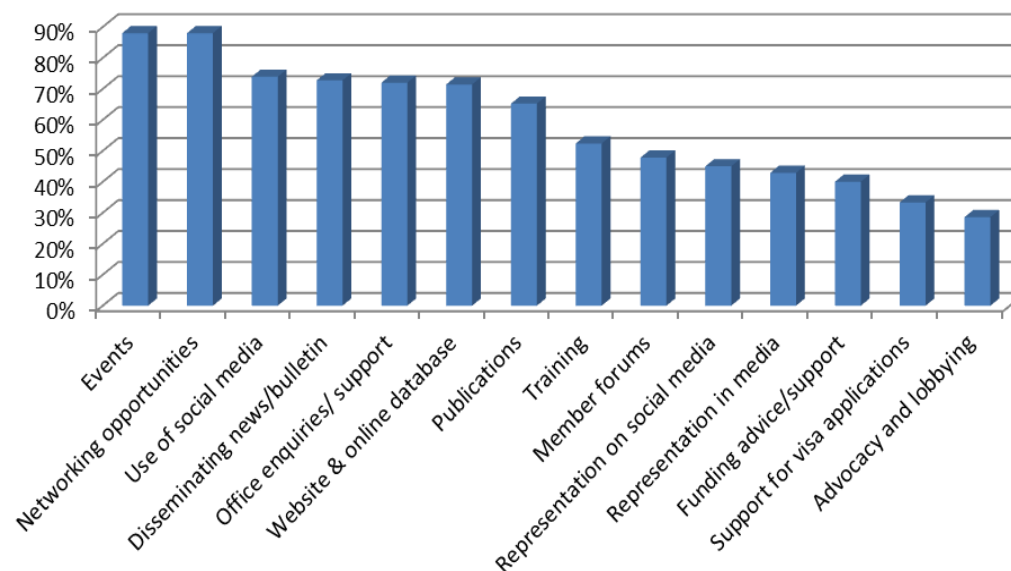
Events: 88% of respondents had used this service in 2016, of which:

- 64% rated it as "extremely useful"
- 36% rated it as "quite useful"
- 0% rated it as "not very useful"
- 0% rated it as "not useful at all"

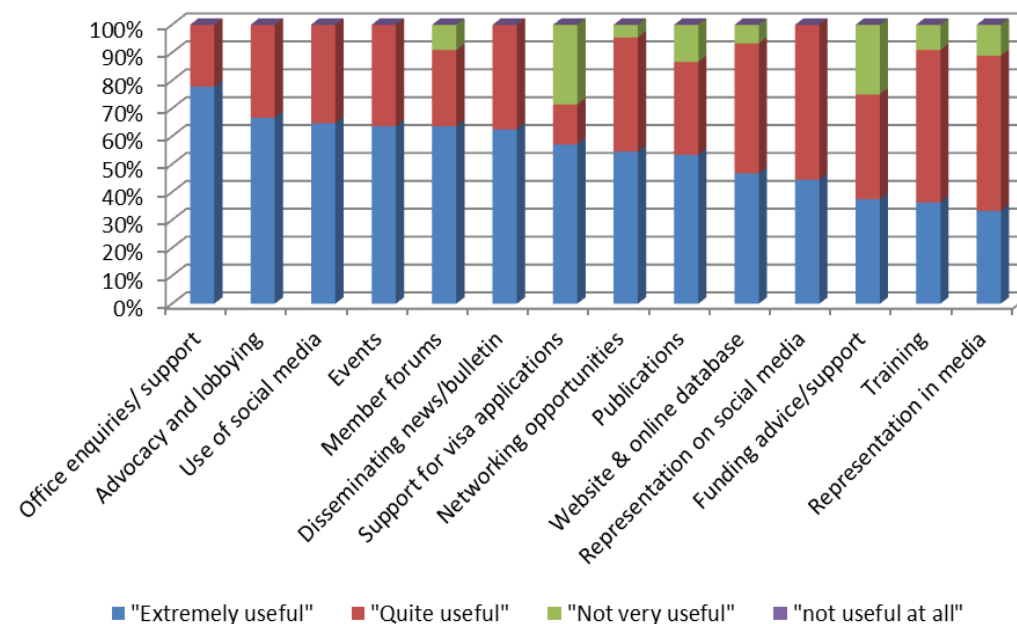
Networking Opportunities: 88% of respondents had used this service in 2016, of which:

- 55% rated it as "extremely useful"
- 41% rated it as "quite useful"
- 5% rated it as "not very useful"
- 0% rated it as "not useful at all"

**SMP services by usage:**



**SMP services by usefulness:**



■ "Extremely useful" ■ "Quite useful" ■ "Not very useful" ■ "not useful at all"

Use of Social Media: 74% of respondents had used this service in 2016, of which:

- 65% rated it as “extremely useful”
- 35% rated it as “quite useful”
- 0% rated it as “not very useful”
- 0% rated it as “not useful at all”

Disseminating news / bulletin: 73% of respondents had used this service in 2016, of which:

- 63% rated it as “extremely useful”
- 38% rated it as “quite useful”
- 0% rated it as “not very useful”
- 0% rated it as “not useful at all”

Office enquiries/ support: 72% of respondents had used this service in 2016, of which:

- 78% rated it as “extremely useful”
- 22% rated it as “quite useful”
- 0% rated it as “not very useful”
- 0% rated it as “not useful at all”

Website & online database: 71% of respondents had used this service in 2016, of which:

- 47% rated it as “extremely useful”
- 47% rated it as “quite useful”
- 7% rated it as “not very useful”
- 0% rated it as “not useful at all”

Publications: 65% of respondents had used this service in 2016, of which:

- 53% rated it as “extremely useful”
- 33% rated it as “quite useful”
- 13% rated it as “not very useful”
- 0% rated it as “not useful at all”

Training: 52% of respondents had used this service in 2016, of which:

- 36% rated it as “extremely useful”
- 55% rated it as “quite useful”
- 9% rated it as “not very useful”
- 0% rated it as “not useful at all”

Member Forums: 48% of respondents had used this service in 2016, of which:

- 64% rated it as “extremely useful”
- 27% rated it as “quite useful”
- 9% rated it as “not very useful”
- 0% rated it as “not useful at all”

Representation on social media: 45% of respondents had used this service in 2016, of which:

- 44% rated it as “extremely useful”
- 56% rated it as “quite useful”
- 0% rated it as “not very useful”
- 0% rated it as “not useful at all”

Representation in media: 43% of respondents had used this service in 2016, of which:

- 33% rated it as “extremely useful”
- 56% rated it as “quite useful”
- 11% rated it as “not very useful”
- 0% rated it as “not useful at all”

Funding advice/support: 40% of respondents had used this service in 2016, of which:

- 38% rated it as “extremely useful”
- 38% rated it as “quite useful”
- 25% rated it as “not very useful”
- 0% rated it as “not useful at all”

Support for visa applications: 33% of respondents had used this service in 2016, of which:

- 57% rated it as “extremely useful”
- 14% rated it as “quite useful”
- 29% rated it as “not very useful”
- 0% rated it as “not useful at all”

Advocacy and lobbying: 29% had used this service in 2016, of which:

- 67% rated it as “extremely useful”
- 33% rated it as “quite useful”
- 0% rated it as “not very useful”
- 0% rated it as “not useful at all”





## SMP DEVELOPMENT:

We asked our members how we could improve our work, and were told:

- *"Include students who may wish to be involved in the partnership more. I am a Honours year Horticulture with Plantsmanship student, and have a special interest in food production and green manures, I would love to go back to a country I love to work by helping communities grow there own food. But don't know where to start. I have tried, but anyone I email doesn't get back to me, here or in Malawi."*
- *"Continue pressure on Westminster to change visa application process to make it more user friendly."*
- *"Just keep doing it!"*
- *"I would be good to have more networking with other schools so we could learn from them about their links."*
- *"Media training needs to be a full day, not half day. Take account of distance and travel from outside Central Belt, e.g. Aberdeen in timing of events."*
- *"Support for small NGOs to source funding for projects outwith Scottish government £ would be great."*
- *"Spotlight in the bulletin on smaller members making a difference too."*
- *"As a user I find I can only use certain aspects of your work. What is used is usually very helpful."*
- *"Keep up the pressure to simplify procedures for visa applications."*
- *"I know it is difficult to choose a venue for an event - but even Edinburgh or Glasgow are often difficult for us to manage. A Stirling event would be appealing! Or encouragement and advice about setting up local peer-support groups - it would be helpful to have more knowledge of other groups operating in the same part of Malawi as us."*
- *"Not sure"*
- *"The info on visa applications could be broadened to include non-UK passport holders"*
- *"I can only comment on the two things I have come in contact with as ticked above. I have attended one event so far and I found both excellent. I would like to get involved in the other events but presently unable due to current physical disability."*
- *"Good services provided at the moment"*

## **CAMPAIGNS:**

For each of our active campaigns, we asked members whether they knew this was a priority for the SMP, whether they had reflected on their work in these areas because of the SMP, and whether they had changed their working as a result.

### **Working to Malawian priorities**

- 81% said they were aware the SMP was active in this area
- 56% said they had reflected on their work in this area because of the SMP
- 19% said they had changed their work in this area because of the SMP

### **Partnership Principles**

(see: <http://scotland-malawipartnership.org/get-involved/principles/>)

- 90% said they were aware the SMP was active in this area
- 69% said they had reflected on their work in this area because of the SMP
- 38% said they had changed their work in this area because of the SMP

### **Supporting economic development in Malawi**

(see: <http://scotland-malawipartnership.org/get-involved/support-malawis-economy/>)

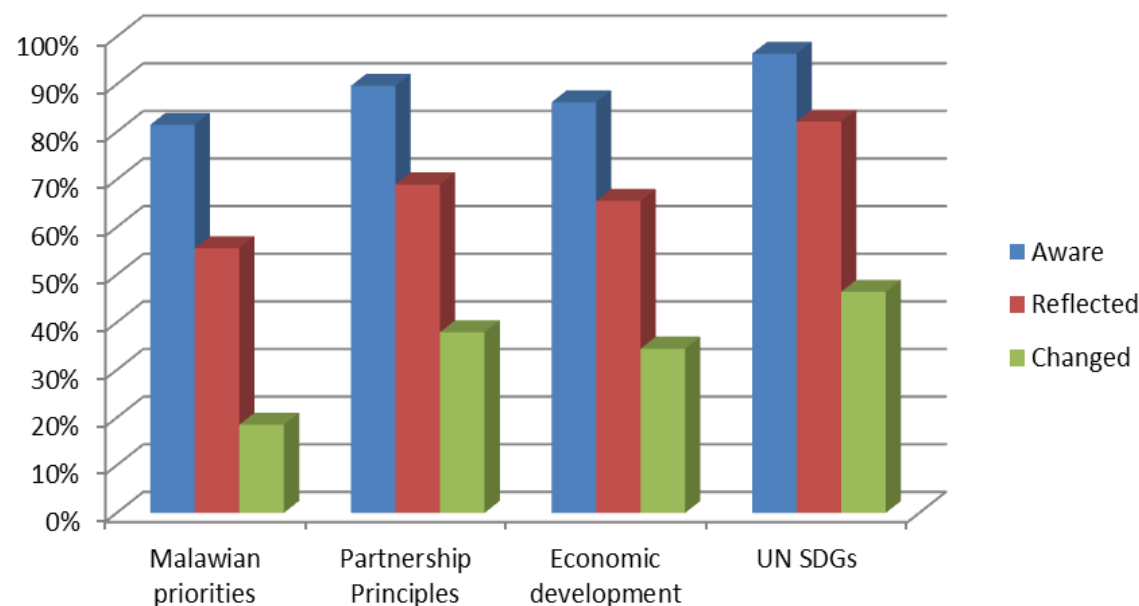
- 86% said they were aware the SMP was active in this area
- 66% said they had reflected on their work in this area because of the SMP
- 34% said they had changed their work in this area because of the SMP

### **UN's Sustainable Development Goals**

(see: <http://scotland-malawipartnership.org/get-involved/global-goals/>)

- 96% said they were aware the SMP was active in this area
- 82% said they had reflected on their work in this area because of the SMP
- 46% said they had changed their work in this area because of the SMP

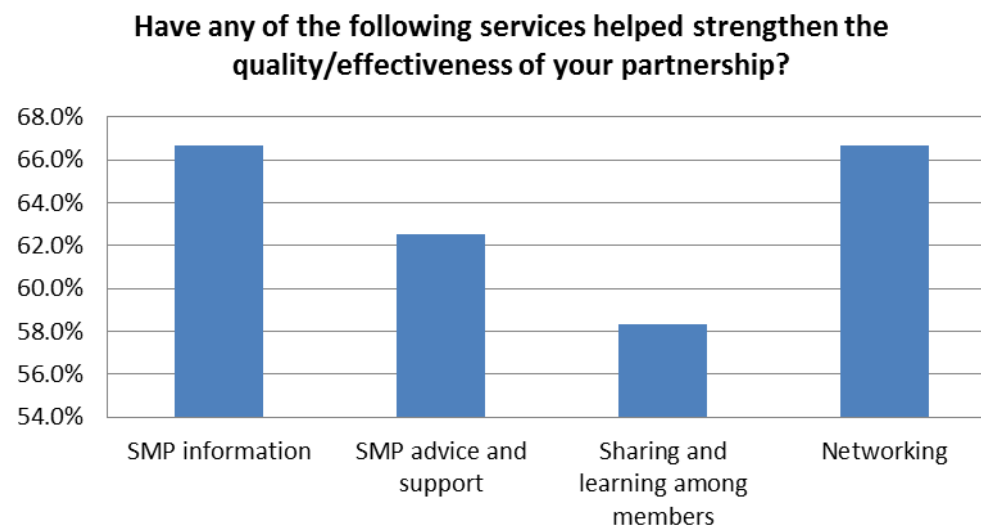
**Impact of SMP campaigns:**



### MEMBER DEVELOPMENT:

Members were also asked whether SMP services had helped strengthen the quality/effective of their partnership with Malawi.

- 65% said **SMP information** had helped improved the quality/effective of their work
- 58% said **SMP advice and support** had helped improved the quality/effective of their work
- 58% said **sharing and learning between members** had helped improved the quality/effective of their work
- 62% said **networking** had helped improved the quality/effective of their work



### MEMBER FORUMS:

Members were asked whether they had attended an SMP forum and, if so, how valuable they had been in strengthening their link with Malawi.

52% of respondents had been to one or more forum meetings in 2016, of these:

- 60% said forums had been “very valuable”
- 40% said forums had been “somewhat valuable”
- 0% said forums had been “not very valuable”

Comments and suggestions on the Forums were as follows:

- *“I would like to be more involved”*
- *“Our pupils attended the Youth Forum. Again, it gave them the sense of purpose and that they are not alone in supporting projects in Malawi.”*
- *“I attended the meeting for all members whose link is faith based & it was excellent. Not sure if you would consider that a Member Forum”.*

*“My only comment is that of travel into the cities.”*



# Outcome Indicator Tracker:

Outcome	Indicator	Indicator Value / Baseline at the start of the project	Current Value
<b>(1) Increased awareness off and support for Malawi links across Scotland</b>	Page views of SMP website	Year 2014/15 Page Views: 53,099	86,289 page views in 2016/17 (increase of 63% from baseline)
	No. of positive Scotland-Malawi media stories	Year 2014/15 media stories: 71	113 in 2016/17 (increase of 59% from baseline)
	No. of SMP-led (or featured) media pieces	Year 2014/15 SMP stories: 59	41 in 2016/17
	No. of opportunities to view SMP-led (or featured) media pieces	Year 2014/15 views: 3.7 million estimated	5.1 million in 2016/17 (increase of 38% from baseline)
	No. of SMP video views		
	SMP Facebook impressions		4,942 in 2016/17 (increase of 52% from baseline)
	SMP Twitter impressions	Year 2014/15 views: 3245	613,876 in 2016/17 (increase of 356% from baseline)
	Instagram followers	Year 2014/15 impressions: 134,549	610,500 in 2016/17 (increase of 203% increase from baseline)
	LinkedIn impressions	Year 2014/15 impressions: 201,545	364 in 2016/17 (increase of 788% increase from baseline)
		Year 2014/15 followers: 41	17,415 in 2016/17 (increase of 7,925% from baseline)
		Year 2014/15 impressions: 217	
<b>(2) More Scots and Malawians actively involved in Scotland-Malawi links</b>	Number of SMP Members	651 in March 2014	1,152 in March 2017, an increase of 501 (77%) from baseline.

<p><b>(3) Improved effectiveness of Scotland-Malawi links as a result of SMP information, advice, training and support</b></p>	<p>Proportion of members that felt SMP membership had strengthened their Malawi link in 2015</p> <p>Proportion of survey respondents that have used SMP services and found them useful:</p> <ul style="list-style-type: none"> <li>- Bulletin</li> <li>- Events</li> <li>- Networking</li> <li>- Office enquiries</li> <li>- Forums</li> </ul>	<p>92% in 2014</p> <p><i>Data collected in a slightly different way previously</i></p>	<p>89% of members in 2016 (a 3% decrease from baseline)</p> <p><u>SMP 2016 Members Survey (n35):</u></p> <ul style="list-style-type: none"> <li>- <u>SMP events</u>: 85% (23 of 27) had used the service... ...of which <b>100% said it was useful</b> (23 of 23) [65% (15 of 23) rated “<i>extremely useful</i>”, 35% (8 of 23) rated “<i>quite useful</i>”, 0% rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</li> <li>- <u>Networking</u>: 85% (23 of 27) had used the service... ...of which <b>96% said it was useful</b> (22 of 23) [57% (15 of 23) rated “<i>extremely useful</i>”, 39% (9 of 23) rated “<i>quite useful</i>”, 4% (1 of 23) rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</li> <li>- <u>Office support</u>: 70% (19 of 27) had used the service... ...of which <b>100% said it was useful</b> (19 of 19) [73% (14 of 19) rated “<i>extremely useful</i>”, 27% (5 of 19) rated “<i>quite useful</i>”, 0% rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</li> <li>- <u>Social media</u>: 63% (17 of 27) had used the service... ...of which <b>100% said it was useful</b> (17 of 17) [71% (12 of 17) rated “<i>extremely useful</i>”, 35% (6 of 17) rated “<i>quite useful</i>”, 0% rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</li> <li>- <u>Bulletin</u>: 63% (17 of 27) had used the service... ...of which <b>100% said it was useful</b> (17 of 17) [65% (11 of 17) rated “<i>extremely useful</i>”, 35% (6 of 17) rated “<i>quite useful</i>”, 0% rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</li> </ul>
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			<p>- <u>Website</u>: 70% (16 of 23) had used the service... ...of which <b>94% said it was useful</b> (15 of 16) [50% (8 of 16) rated “<i>extremely useful</i>”, 44% (7 of 16) rated “<i>quite useful</i>”, 6% (1 of 16) rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</p> <p>- <u>Publications</u>: 60% (15 of 25) had used the service... ...of which <b>87% said it was useful</b> (11 of 13) [53% (8 of 15) rated “<i>extremely useful</i>”, 33% (5 of 15) rated “<i>quite useful</i>”, 13% (2 of 13) rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</p> <p>- <u>Forums</u>: 48% (12 of 25) had used the service... ...of which <b>92% said it was useful</b> (11 of 12) [67% (8 of 12) rated “<i>extremely useful</i>”, 25% (3 of 12) rated “<i>quite useful</i>”, 8% (1 of 12) rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</p> <p>- <u>Training</u>: 52% (12 of 23) had used the service... ...of which <b>92% said it was useful</b> (11 of 12) [41% (5 of 12) rated “<i>extremely useful</i>”, 50% (6 of 12) rated “<i>quite useful</i>”, 8% (1 of 12) rated “<i>not very useful</i>” and 0% rated “<i>not useful at all</i>”].</p> <p>39% of respondents (11 of 28) (129% increase from baseline)</p> <p>The SMP has produced 14 videos in 2016/17 (a 100% increase from baseline)</p> <p>1,520 views in 2016/17</p> <p>9 documents with 7,143 downloads in 2016/17</p>
	Proportion of survey respondents that said they have changed their links as a result of the SMP’s ‘Partnership Principles’	17% in 2014 survey	
	No. of videos made by SMP	7 in 2014	
	No. of views of videos made by SMP	n/a	
	No. of downloads of SMP guidance and best	n/a	



	<p>practice documents</p> <p>No. of SMP events (<i>hosted and co-hosted/partnered</i>)</p> <p>No. of attendees at SMP events (<i>hosted and co-hosted/partnered</i>)</p> <p>No. of member events supported by SMP through provision of equipment/funding</p> <p>No. of attendees at SMP supported member events</p> <p>No. of members that have gone through 'Partnership Principles' reflection exercise</p> <p>No of schools visited by the SMP to offer support</p> <p>No. of people trained by SMP (Chichewa, Chitumbuka, culture, media, etc)</p>	<p>31 events in 2014/15</p> <p>1,063 people in 2014/15</p> <p>5 in 2014/15</p> <p>Under 350 in 2014/15</p> <p>15 members in 2014/15</p> <p>11 school visits</p> <p>20</p>	<p>32 in 2016/17 (an increase since last year of 3% from baseline)</p> <p>1,778 in 2016/17 (an increase of 67% from baseline)</p> <p>56 events in 2016/17, including 26 raising awareness of the Global Goals (an increase since last year of 1,000%)</p> <p>Over 12,000 in 2016/17 (increase of 3,300% from baseline)</p> <p>37 members in 2016/17 (increase of 146% from baseline)</p> <p>26 school visits in 2016/17 (and increase of 136% from baseline)</p> <p>89 people trained in 2016/17: two 3-evening Chichewa courses, a cultural evening and a small grants application training (345% increase)</p>
<p><b>(4) Improved quality of Scotland-Malawi links thanks to greater sharing and learning between SMP members</b></p>	<p>Proportion of survey respondents who found SMP useful for networking</p> <p>No. of downloads of documents sharing members' learning and experience</p> <p>No. of SMP events at which there is sharing/learning between members</p> <p>No. of attendees as SMP events where there is sharing/learning between members</p>	<p><i>n/a</i></p> <p><i>n/a</i></p> <p><i>n/a</i></p> <p><i>n/a</i></p>	<p>67% of respondents members said SMP-supported networking improved the quality of their work in 2016</p> <p>3,101 downloads</p> <p>28 in 2016/17</p> <p>1,597 in 2016/17</p>

<b>(5) Strengthened impact of Scotland-Malawi links through increased activity based around clear Malawian priorities and designed to make a sustainable economic contribution</b>	Proportion of survey respondents that learned more about Malawian priorities through the SMP...	46% in 2014/15	56% (15 of 27) reflected on their work because of the SMP's information
	...proportion who changed their work as a result.	17% in 2014/15	...19% (5 of 27) changed their work as a result in 2016
	Proportion of survey respondents encouraged to support the Malawian economy...	56% in 2014/15	68% (19 of 28) reflected on their work as a result of SMP encouragement to support the Malawian economy*
	...proportion that changed their work as a result.	30% in 2014/15	...36% (10 of 28) have changed their work as a result in 2016* [*Note: this data is from Dec 2016, before the SMP's 'Buy Malawian' campaign.]
	No. of SMP meetings, events and forums with Malawi input	29 in 2014/15	26 in 2016
	No of attendees at SMP meetings, events and forums with Malawi input	n/a	1,314 in 2016/17
	No. of meetings of Business, Investment, Trade and Tourism Forum (BITT)	2 in 2014/15	2 meetings in 2016/17
	No. of BITT attendees	61 in 2014/15	42 in 2016/17
	No. of Malawi (and Malawi-related) products supported by SMP	5 in 2014/15	<a href="#">15 products</a> in 2016/17.

# Strand Outcome Tracker 2014-17:

The SMP has five core outcomes 2014-17. Each of the activities and outputs detailed in this plan contributes to one or more of these outcomes, as detailed below:

OUTCOMES	Strand One: SOWING THE SEEDS by raising awareness and inspiring others					Strand Two: NURTURING NEW GROWTH in priority areas								Strand Three: INCREASING OUR YIELD by strengthening existing links										Strand Four: SHARING OUR PRODUCE by connecting with and influencing others							
	Website	Media	Films and Television	Research & demonstrating impact	Sharing stories	Business, trade and tourism	Youth and schools	Malawi Scotland Partnership	Local authorities	Diaspora	MGDSII	Commonwealth Games	New members	Information dissemination	Training & mentoring	Best practice & sustainability	Transparency	Member forums	Practical advice & support	Funding assistance	Campaigns and Projects	Publications	Networking	Organisational development	Lobbying and advocacy	Government of Malawi	Funders	Scottish Government & Parliament	UK Government & Parliament	Post-MDGs	Partnering
1. Increased <b>awareness</b> of and support for Malawi links across Scotland	X	X	X	X	X				X	X		X										X			X	X	X	X	X	X	
2. More Scots and Malawians <b>actively involved</b> in Scotland-Malawi links.	X	X	X	X		X	X		X	X		X	X								X						X				X
3. Improved <b>effectiveness</b> of Scotland-Malawi links as a result of <i>SMP information, advice, training and support</i>	X					X	X	X	X		X			X	X	X	X	X	X	X	X	X		X						X	
4. Improved <b>quality</b> of Scotland-Malawi links thanks to greater sharing and learning <i>between</i> SMP members	X				X			X	X	X				X	X	X	X	X	X	X		X	X								X
5. Strengthened <b>impact</b> of Scotland-Malawi links through increased activity based around clear <i>Malawian priorities</i> and designed to make a sustainable economic contribution.						X	X	X	X		X				X	X		X			X				X	X	X	X	X	X	



# Strand Activity Tracker

Strand One: SOWING THE SEEDS by raising awareness and inspiring others

- \* Website
- \* Media
- \* Films and Television
- \* Research & demonstrating impact
- \* Sharing stories



**Activity Tracking - Colour coding:****Dark Green:** All planned activity completed and finished**Light Green:** All planned activity successfully underway**Amber:** Some amendments to the way we are doing this work**Red:** This activity no longer planned (outcomes achieved in a different way)**(1.1) Website**

Activity	Year Two Full Report (April 2015 - March 2016)
<p>New SMP website with greatly improved look, feel and functionality: interactive video-streaming; more user-controlled data; increased dynamic content; better profiling of the people-to-people links; better illustrating the life behind each of the links – videos etc; full graphics refresh; clear calls to action; content updated weekly.</p> <ul style="list-style-type: none"> <li>- Website used to inform, advise, support, share, develop, represent and influence.</li> <li>- 15 “areas of partnership” mini-sites</li> <li>- Greater sharing of personal experiences: Members’ blogs; Members’ forum; Members’ gallery; Members’ news; Members’ videos; Members’ visits; and Members’ wall</li> <li>- Fully embedded detailed advice and guidance about visiting and working with Malawi.</li> <li>- Best practice information, guidance and signposting in ‘Partnership Principles’, sustainability, transparency, effectiveness, gender equality, shipping, etc.</li> </ul>	<p>The SMP website added a new feature to allow members to display which Global Goals they were working towards on their profile pages.</p> <p>In Year 3, the website has recorded 86,289 page views, 17,915 new visitors and 31,132 sessions.</p> <p>Compared to the same period last year:</p> <ul style="list-style-type: none"> <li>- Page views have increased by 25%</li> <li>- Sessions have increased by 47%</li> <li>- New visitors have increased by 46%</li> </ul>

## (1.2) Media

Activity	Year Two Full Report (April 2015 - March 2016)
Creating an ambitious new Communications and Media Engagement Strategy.	Communications and Media Strategy launched in Year 1. A new Communications and Media strategy will be launched for 2017-2020.
<b>Building connections</b> and developing a contacts database of local and national warm media contacts in Scotland and Malawi.	<p>No. of journalists engaged (phone or email): 20          No. of press releases sent: 12          No. of face to face meetings with journalists: 6          SMP has continued their Friends of the Scotsman subscription in Year 3 to further promote Scotland-Malawi links.          SMP worked closely with Jane Bradley, The Scotsman, to create a piece about Scotland Street Coffee supporting girls' education in Malawi.          SMP worked with multiple picture desks to secure coverage of launching its "1000 Partnerships Report" with Party Leaders at the Scottish Parliament.</p>
Increasing <b>reactive and pro-active media work</b> in Scotland and Malawi especially around key moment such as Malawi's 50th anniversary of independence and the SMP turning 10.	<p><b>113 positive Malawi features in Scottish media</b>  <b>41 SMP-led (or SMP featured) items in the media</b>          SMP featured/led items in the media</p> <ol style="list-style-type: none"> <li>1. 4th April 2016, The Scotsman: Scotland Street Coffee raises money for Malawi fund</li> <li>2. 13th April 2016, Common Space: Manifestos</li> <li>3. 14th April 2016, The Herald: Brewgooder attracts Sir Tom and the crowd</li> <li>4. 19th April 2016, The Scotsman: Coffee from Scots soil nurtured in Malawi</li> <li>5. 3rd May 2016, Amnesty: Scotland's manifestos</li> <li>6. 9th June 2016, Nyasa Times: Westminster debates UK Visas for visiting Malawians</li> <li>7. 10th June 2016: Press and Journal: Queen's Birthday Honours</li> <li>8. 11th June 2016, The Mirror: Queen's Birthday Honours</li> <li>9. 11th June 2016, The Edinburgh Reporter: Queen's Birthday Honours</li> <li>10. 13th June 2016, Third Force News: Charity workers recognised in Queen's birthday honours list</li> <li>11. 29th June 2016, The Scotsman: Scottish MPs back new UK Malawi tax treaty</li> <li>12. 28th July 2016, Third Force News: Scottish charities launch emergency Malawi famine appeals</li> <li>13. 8th August 2016, The Scotsman: Warm heart of Africa shows what friendship is</li> <li>14. 9th August 2016, The Scotsman: Scots Malawi partnership still going strong after 150 years</li> </ol>

	<p>15. 6th September 2016, Scotsman: Malawi medics dropped into Scottish hospital life</p> <p>16. 7th September 2016, ITV Borders (TV): Scotland's party leaders celebrate Malawi links</p> <p>17. 8th September 2016, The Herald (PAPER): Scotland's party leaders celebrate Malawi links</p> <p>18. 9th September 2016, Third Force News: Scotland's civic links with Malawi stronger than ever</p> <p>19. 10th September 2016, Nyasa Times: Scotland celebrates Malawi links</p> <p>20. 12th September 2016, Common Space: 1000 connections Malawi hailed as example of international Scotland</p> <p>21. 15th September 2016, Scotsman: Aberdeen pastor heads for Malawi</p> <p>22. 13th October 2016, Scotsman: 1000 reasons to be proud of people links with Malawi</p> <p>23. 11th November 2016, Evening Express: £8m UK Government funding pledged for Malawi food crisis</p> <p>24. 11th November 2016, The Scotsman: £8m UK Government funding pledged for Malawi food crisis</p> <p>25. 11th November 2016, World News Report: £8m UK Government funding pledged for Malawi food crisis</p> <p>26. 11th November 2016, Glasgow South and Eastwood Extra: £8m UK Government funding pledged for Malawi food crisis</p> <p>27. 11th November 2016, Press and Journal: £8m UK Government funding pledged for Malawi food crisis</p> <p>28. 11th November 2016, Fraserburgh Herald: UK Government funding pledged for Malawi food crisis</p> <p>29. 11th November 2016, Stornoway Gazette: UK Government funding pledged for Malawi food crisis</p> <p>30. 11th November 2016, The National: UK Government funding pledged for Malawi food crisis</p> <p>31. 17th November 2106: Greenock Telegraph: Pupil wins national writing competition</p> <p>32. 14th December 2016: Coatbridge and Airdrie Teleraph (PAPER) – Blog post by Ryan McGuigan</p> <p>33. 31st December, Press and Journal: Malawi High Commissioner to build on country's 'mutually respectful' relationship with Scotland</p> <p>34. 20th January 2017, The Scotsman: Scotland Street Coffee sends girls to school in Malawi</p> <p>35. 24th January 2017, The Scotsman: Project enriches lives of Scots as much as it does those in Malawi</p> <p>36. 4th March 2017, ?: Local school takes on rice challenge (paper)</p> <p>37. 6th March 2017, Nyasa Times: Buy Malawi Day launches in the UK</p> <p>38. 20th March 2017, TFN: Win a dream holiday to Malawi</p> <p>39. 21st March 2017, The Scotsman: Eat into poverty with Malawi rice</p> <p>40. 23rd March 2017, The Courier: Scots Vets help in Malawi</p> <p>41. 24th March 201 7, Malawi 24: Scottish hospital donates to Malawi</p>
Increasing reach of Social Media (Facebook, Twitter, Instagram, and Linked In).	<p><b>Facebook Likes:</b> 1962, previous year: 1468 likes – an increase of 34%</p> <p><b>Facebook Impressions:</b> 613,876, previous year: 429,662– an increase of 49%</p> <p><b>Twitter Followers:</b> 2863, previous year: 2144followers – an increase of 34%</p> <p><b>Twitter Impressions:</b> 610,500, previous year: 528,600– an increase of 15%</p> <p><b>Instagram Followers:</b> 364, previous year 171 - an increase of 113%</p> <p><b>Linkedin Followers:</b> 150, previous year: 97 – an increase of 55%</p> <p><b>Linkedin Impressions:</b> 17,415 previous year: 15,928, – an increase of 9%</p>

### (1.3) Films and Television

Activity	Year Two Full Report (April 2015 - March 2016)
Supporting the commissioning of TV items raising awareness of the Scotland-Malawi relationship as a “new model” of international development, and very significantly increasing public awareness and support of this work.	The SMP is currently in early stages of discussions to create a Scotland-Malawi TV documentary
Looking to establish a high profile high influence celebrity ambassador, used to raise the profile of members’ work with Malawi and to communicate key messages to new audiences.	UK pop-star Gareth Gates supported the SMP's #BuyMalawian2017 campaign, taking a picture with Kilombero Rice.
Increasing capacity and expertise to respond to and maximise impact of key media moments.	Media training has been planned for 2017-2018 once the new Member Services Manager has been recruited. Staff will also undergo refresher media training.

### (1.4) Research & demonstrating impact

Activity	Year Two Full Report (April 2015 - March 2016)
Raising awareness of existing and new research looking at Scotland-Malawi linking.	<p>The SMP has continued to support research looking at the links between Scotland and Malawi, including, for example:</p> <p>(1) MaSP and the SMP supported Behi Barzegar, Open University PhD Student, during her research in Malawi. She said: “I just wanted to say thank you so very much for being so great in supporting me during my visit to Malawi. It was a pleasure meeting you and working with you while I was conducting my research. It is true to say that without you, life and work would have many times more difficult for me and I probably would</p>
Working in partnership and supporting other key researchers.	



	<p>not have achieved as much as I did without your help and support. So much of that I owe to [MaSP] for being awesome!! In addition to professional support, it was great to have a base and 'colleagues', to have fun with and receive social support from. I really used to enjoy walking over to the office and being able to chat freely and bounce off ideas at same time. I feel privileged to have had the opportunity to attend the strand meetings in April &amp; observe first hand the amazing work that you guys are doing. In all the work I have done in South East Asia, West Africa and South America, I have never come across such a truly collaborative forum for a cooperative approach to strategic development programs as was organised by MaSP."</p> <p>(2) We formally supported a PhD research proposal by Chisomo Kalinga, a Malawian studying at the University of Edinburgh, to look at Scotland-Malawi links, for which funding has been secured by the Wellcome Trust.</p> <p>(3) We fed into a piece of research by a Canadian university for the French state aid agency, looking at per diems policy. David Hope-Jones was interviewed for this research and, during the interview, the researchers said the SMP's published guidance on per diems for members was the most constructive and usable they had found published anywhere.</p> <p>(4) The SMP continued to support the research of Colin Reilly and Alaynah Imlah at the University of Glasgow as they continue the Scotland-Malawi related PhDs.</p> <p>(5) The SMP formally supported Dr. Bryne Ngwenya (a Malawian staff member at the University of Edinburgh) to apply for DFID funds for Scotland-Malawi collaborative research looking at mining existing minerals within Malawi to act as sustainable fertilisers to help address food crisis. Dr Bryne Ngwenya said: "Thank you very much for making the time today and I realise that I took up over 1 hour of time that you hadn't planned for. This and the letter you have drafted is testament to the commitment and dedication you have for the SMP cause and it is greatly appreciated. I can't think of a stronger endorsement for our proposal than this and I hope that we get the funding and generate anticipated impact.</p> <p>(6) David Hope-Jones sits on the Strathclyde University Principal's Malawi Advisory Group and in this capacity supports students working with Malawi.</p> <p>(7) The SMP is in the process of establishing Malawi societies in universities across Scotland which it is hoped will encourage further Malawi-related research.</p>
Commissioning new research to update the SMP's 2010 University of Edinburgh report.	Data from the University of Edinburgh study has been quoted across Scotland, the UK and Malawi. For example, by MSPs in the January Holyrood international development debate.
Undertaking a public awareness study in 2014, 2015 and 2017, aiming to double awareness from 2014 to 2017.	Data from the University of Edinburgh study has been quoted across Scotland, the UK and Malawi. For example, by MSPs in the January Holyrood international development debate.

### (1.5) Sharing stories

Activity	Year Two Full Report (April 2015 - March 2016)
<p>Using the new website to encourage and support members to tell their stories through videos and blogs, by ...</p> <p>... offering video, photography, and post-production services;</p>	<p><b>The SMP has produced 14 videos from April 2016-March 2017:</b></p> <ol style="list-style-type: none"> <li>1. Celebrating #1000Partnerships with Willie Rennie MSP – 47 views</li> <li>2. Celebrating #1000Partnerships with Patrick Harvie MSP – 56 views</li> <li>3. Celebrating #1000Partnerships with Ruth Davidson MSP - 184 views</li> <li>4. Celebrating #1000Partnerships with Dr Alasdair Allan MSP - 153 views</li> <li>5. Celebrating #1000Partnerships with Kezia Dugdale MSP – 93 views</li> <li>6. New SMP AGM 2015 video – 168 views</li> <li>7. Rosshall Malawi Day – 535 views</li> <li>8. Community Energy Malawi – 40 views</li> <li>9. Mamie Martin/Soko Fund – private, used for an event</li> <li>10. Carrick Knowe Primary – not yet promoted</li> <li>11. Microloan Foundation – not yet promoted</li> <li>12. SMP AGM 2016 -171 views</li> <li>13. SMP Youth Congress- 73 views</li> <li>14. Linga Wine- not yet promoted</li> </ol> <p><b>Current video views this year (April 2016-March 2017) for all SMP videos– 4,942 views</b></p> <p>The top 5 videos (of all SMP videos) are below:</p> <ol style="list-style-type: none"> <li>1. Developing a School Link with Malawi: Bannerman High School - 684 views</li> <li>2. Rosshall Academy's Malawi Day- 535 views</li> <li>3. Malawi: Journey to Independence with Colin Cameron Part 1 - 501 views</li> <li>4. Inverkip Primary celebrate Malawi Day – 408 views</li> <li>5. Starting a School Link with Malawi- 378 views</li> </ol>
...providing library for members;	Continued to maintain and growth our digital and physical library
...having regular video competitions for members;	Plan to incorporate video competition with the Youth members in 2017-2020 strategy
...having annual article competition in Malawi and Scotland.	Youth Article Competition was launched this year and the winner was announced at the Youth Congress in November 2016. The Article was published in The Scotsman, and received further press in the Greenock Telegraph.

...having annual photo competition in Malawi and Scotland.	The SMP launched a #BuyMalawian2017 photo competition to encourage members of the public to buy Malawian products. This Competition ran for 6 weeks and will conclude in April 2017.
<b>Creating local, national and global audiences by...</b> ...providing media training and support for members – partner with media school	Media training to be delivered in 2017-2020
...supporting members' events – offering promotional videos, projectors, flags, decorations etc	<p>From April 2016- March 2017 the following events were supported through the lending of SMP materials:</p> <ul style="list-style-type: none"> <li>• Action Aid's 'Make Tax Fair Everywhere', April 2016</li> <li>• EMMS International 175th anniversary celebrations, April 2016</li> <li>• Strathclyde University's event 'Improving lives in Malawi...' May 2016</li> <li>• Classrooms for Malawi fundraising ball, May 2016</li> <li>• JTS rice lunch, May 2016</li> <li>• AMS Malawi Cultural evening, June 2016</li> <li>• Mamie Martin and Soko Fund partnership launch, June 2016</li> <li>• EMMS International Central Library exhibition, August 2016</li> <li>• St Kenneth's Malawi Partnership Fife, October 2016</li> <li>• Mayfield Salisbury Parish Church, February 2017</li> <li>• University of Glasgow Malawi Society, March 2017</li> <li>• Haghill Park Primary School, March 2017</li> </ul> <p>Approximately 1500 Scots engaged so far.</p>
...developing an SMP roadshow, or annual "trade show" as part of the AGM	<ul style="list-style-type: none"> <li>• In May 2016 the SMP embarked on a road trip to connect and engage with members and non-members across Scotland. We held events in Edinburgh, Glasgow, Dumfries, Oban, Inverness and Aberdeen which were attended by over 200 people. Of those who gave feedback, 94% said that the events were "Excellent" or "Very Good". Comments included:</li> <li>• "It was very inspiring and also good to meet others locally with a link to Malawi"</li> <li>• "The networking was very helpful and we made some useful links".</li> <li>• "Being out with the central belt it was a good opportunity to attend in person and meet others - and hear the discussion on the Development Goals, particularly that of Governance"</li> <li>• "Encouraged me to do more and better to support anything related to Malawi (and, of course, Scotland!)"</li> <li>• "The excellent work they are doing in a most desirable partnership which makes one feel that Malawi is not isolated in her time of need"</li> <li>• "Met with local MP- Callum McCaig - who appears to be interested in Malawi and is looking into the high visa costs"</li> </ul>
...developing inspiring new online TED talks with global audiences	We are supporting the Turing Talks event which will follow a similar format to Tedx

## Strand Two: NURTURING NEW GROWTH in priority areas

- \* Business, trade and tourism
- \* Youth and schools
- \* Malawi Scotland Partnership
- \* Local authorities
- \* Diaspora
- \* Malawi Growth and Development Strategy II
- \* Commonwealth Games
- \* New members





**(2.1) Business, trade,  
investment and tourism:**

Activity	Year Two Full Report (April 2015 - March 2016)
Supporting and promoting business links, trade relationships and opportunities.	We hosted a Business, Trade, Investment and Tourism forum in <a href="#">May</a> and another in <a href="#">September</a> 2016. In part from these discussions, the SMP developed its <a href="#">#BuyMalawian campaign</a> , in partnership with the Scottish Fair Trade Forum and others. This six-week campaign built Scottish markets for <a href="#">15 Malawian Products</a> , generating <a href="#">all-party support</a> , with 700,000 impressions on social media, over 100 selfies with Malawian products, 4,000 public votes cast and 30,000 visits to the online gallery. As part of the campaign we had 25 MSPs, from all parties, promoting Malawian products and a special <a href="#">Cross Party Group meeting launching Linga Fruit Wines</a> in Scotland. We also hosted the launch of the JTS Kilombero Rice in the Co-operative, we promoted Mzuzu Coffee at the Royal Botanic Garden Edinburgh, and we co-hosted promotional events in One World Shops.
Promoting Malawian goods and building Scottish markets.	
Exploring possibilities for Scotland-Malawi investment through encouraging: (1) the general public in Scotland; (2) SMP members; and (3) Scottish businesses to invest in Malawi	The SMP continues to provide guidance and information on our new website promoting all the different options available for people who would like to support sustainable economic development in Malawi
	<p>PROGRESS:</p> <p>The SMP continues to promote its "10 case studies for 10 years" report (<a href="http://www.scotland-malawipartnership.org/files/3714/7765/8433/10_Case_Studies_for_10_Years.pdf">http://www.scotland-malawipartnership.org/files/3714/7765/8433/10_Case_Studies_for_10_Years.pdf</a>) showing the impact we and our members are having in this space:</p> <ol style="list-style-type: none"> <li>1. Trading with Climate Smart Supply (TraCSS) Project (Imani Development)</li> <li>2. Global Health Partnerships (THET, University of Edinburgh, Johnson and Johnson)</li> <li>3. Aquaculture Enterprise Malawi (University of Stirling)</li> <li>4. Atlantic Water Africa</li> <li>5. GALVmed (Global Alliance for Livestock Veterinary Medicines)</li> <li>6. Kilombero Rice (JTS)</li> <li>7. Lake of Stars</li> <li>8. Malawi Fruits</li> <li>9. Malawi Leaders of Learning (MLOL)</li> <li>10. Hydro Energy Project (Sgurr Energy)</li> </ol>

Encouraging members to build links with the private sector.	We continue to support members to think about the impact of their work on the economy of Malawi and encourage members to find ways to engage the private sector to support sustainable economic development.
<b>Promoting Malawi as a tourism destination by...</b> ...supporting articles in Scottish Media;	The BuyMalawian campaign was also used to promote Malawi tourism. We secured a free holiday to Malawi, including flights and accommodation across a number of resorts, to give away as part of the grant prize. This allowed us to use all the media and social media coverage (see above) to promote Malawi as a tourism destination.
...promoting Malawian tourism operators in Scotland;	We continue to have a 'Malawi Tourism Operator of the Month' feature in our newsbulletin. We are in the process of finalizing a new partnership agreement with STA travel, which will offer members discounts and benefits, and provide an income stream for the Scotland Malawi Partnership through a profit sharing agreement. STA travel now have a Malawi travel consultant in Scotland and are busy developing new itineraries and promotion.
...partnering with Malawi Tourism Consortium;	The partnership agreement is working well. The Consortium secured the free flights and free accommodation for the Buy Malawian prizes.
...lobbying for better flight options from Scotland	We are working through Diversity Travel to lobby airlines for more direct routes. We have had a partnership agreement with Kenyan Airways, securing free flights in return for promotion and are finalising a similar deal with STA travel.

**(2.2) Youth and schools:**

Activity	Year Two Full Report (April 2015 - March 2016)
Managing a dedicated staff member to support direct youth engagement and school partnerships, replacing similar services which have been cut across the sector	The youth aspect of the YSO role has developed significantly in the last year and is now delivering tangible outputs as detailed below (e.g .the Youth Congress, the Youth Newsletter).
<b>Supporting direct youth engagements by...</b> ... having two SMP Directors under 25;	SMP Directors Claire Martin, Ben Wilson and Colin Reilly (who together make up 18% of the Board) continue to help champion SMP youth engagement on the Board.
...support sharing of information between youth members through youth-focussed bulletin, facebook group and youth forum	Three bulletins were sent out over the year. One in June 2016 was opened by 65 members (25.6%), one in July was opened by 79 members (29.2%) and one in December was opened by 95 members (26.6%) . The bulletin goes out to 383 subscribers. There are still difficulties getting youth members to contribute to the bulletin and reading rates need to be improved. Engagement on social media has increased significantly with members of the SMP Youth Facebook group growing from 22 members to 84 over the last year. Several members have posted photos of their summer trips to Malawi. A Youth Forum took place in April in Glasgow, with 10 members attending.

<p>...hosting an annual youth forum/congress;</p>	<p>The Youth Congress took place on Monday 7th November at George Watson's College in Edinburgh, it was a full day event. 378 people attended from 16 schools across Scotland. Students rotated around between four activities. They visited stalls held by the Scottish Government, Glasgow University, Project Trust, Oxfam Scotland, Christian Aid, Responsible Safari Company, Glasgow Caledonian University, Classrooms for Malawi, Just Trading Scotland, Latitude Global Volunteering, Mary's Meals, George Watson's College and Beath High School. They then attended two workshops of their choice on Malawian drumming, Malawian culture, SDGs, CV/interviews, Volunteering, Climate Justice, Sustainable travel and a biology lab looking at Malaria. They also attended a lively debate "The Sustainable Development Goals will end global poverty by 2030". George Watson's Principal Melvyn Roffe opened the event and Ross Greer MSP spoke passionately about Scotland-Malawi links and announced the winner of the Youth Article competition, Kirsten Irvine, which was covered by a local paper: <a href="http://www.greenocktelegraph.co.uk/news/14905526.Port_pupil_wins_national_writing_award">www.greenocktelegraph.co.uk/news/14905526.Port_pupil_wins_national_writing_award</a> and her article was published in the Scotsman later that month: <a href="http://www.scotsman.com/news/opinion/partnership-with-malawi-brings-lessons-in-sisterhood-1-4299970">http://www.scotsman.com/news/opinion/partnership-with-malawi-brings-lessons-in-sisterhood-1-4299970</a>.</p> <p>Ross Greer MSP also raised a motion in parliament as a result of the Youth Congress: <a href="http://www.parliament.scot/parliamentarybusiness/28877.aspx?SearchType=Advance&amp;ReferenceNumbers=S5M-02374&amp;ResultsPerPage=10">http://www.parliament.scot/parliamentarybusiness/28877.aspx?SearchType=Advance&amp;ReferenceNumbers=S5M-02374&amp;ResultsPerPage=10</a>. 22% of students thought that overall the youth congress was 'Excellent', a further 55% thought it was 'Very Good', 19% 'Good' and 4% 'Average'. 63% of teachers rated the youth congress as 'Excellent' and 37% as 'Very good'.</p> <p>A student from Dalbeattie High School said 'The day was jam-packed and I have made contacts and friends that gave me advice for helping my school rebuild it's bond with Katawe School'. One student from Knightswood Secondary said 'I have more background knowledge on what Malawi is really about'. A teacher from Tynecastle High School said 'Meeting the stall-holders was very useful and all of the ideas and offers of help and support from the Scotland Malawi Partnership to establish Malawi as part of the curriculum in our school'.</p>
<p>...having a youth links road-show;</p>	<p>There were no plans to run a specific youth roadshow this year due to the SMP Road Trip that took place in the summer which was targeted at all of our members, including youth and school members.</p>
<p>...having youth competitions for best blog or article on Malawi;</p>	<p>The Youth article competition took place in September 2016 and a winner was chosen - Kirsten from Port Glasgow High School. Her article was very well written and was published in the Scotsman on 25th November 2016: <a href="http://www.scotsman.com/news/opinion/partnership-with-malawi-brings-lessons-in-sisterhood-1-4299970">http://www.scotsman.com/news/opinion/partnership-with-malawi-brings-lessons-in-sisterhood-1-4299970</a>. She was awarded her prize at the Youth Congress on Monday 7th November 2016, presented by Ross Greer MSP. There was also a youth competition for the best tweet or instagram picture at the Youth Congress which was won by students from Gleniffer High School.</p>
<p>...publishing a guide for youth members on "paths into international development".</p>	<p>The 1000 copies of the SMP Youth guide have now been distributed to Secondary Schools and youth members all across Scotland. The guide is also now available online and has been downloaded 845 times from our website already. This shows there is a strong interest in our youth guides and it drives traffic to our website and specifically new users to our youth pages.</p>
<p><b>Support School partnerships by...</b> ...establishing contact with every Scottish school linked with Malawi</p>	<p>In the last year the SMP visited 26 schools to give assemblies, teach lessons, offer support and guidance to teachers and to deliver Malawian language and culture sessions. Over the year the SMP have had 32 new schools join as members. There are currently 234 SMP School members, which is an increase of 17% over the last year.</p>



	<p>In August 2016 all SMP member schools were posted their Partnership Principles certificates and encouraged to work with their partner school to gain their silver certificate. In the same correspondence they were also reminded of the support the SMP could offer, given resources and reminded of how to use the principles as a reflective tool. In September 2016 all Secondary schools across Scotland (over a 1000) were contacted to remind them about joining the SMP and to invite them to the Youth Congress in November. In February 2017 all schools in the Dundee were emailed to raise awareness of free school membership and invite them to the Dundee schools forum in March. The SMP will email all schools in the Inverness area in April 2017 to do the same for the Inverness forum in May.</p>
... developing curricula, support and promotional materials in Scotland and Malawi;	<p>Over the last year the SMP has distributed 152 hard copies of the Primary lesson idea booklets and 820 copies have been downloaded from the website. 48 hard copies of the Secondary lesson booklets have been given to schools across Scotland and 563 copies have been downloaded from the website. All of the LINK Community Development Global Learning books have now been distributed by the SMP, with the final books being given out at the Scottish Learning festival held in September 2016.</p>
...providing practical support and advice for school links (one-stop information point);	<p>Over the last year the SMP has visited 26 schools across Scotland and called 42 schools to offer advice and support. This means that (based on an average of 505 pupils SMP per school) 21,236 young Scots have been encouraged to engage with Malawi links through their school. Laurie Byrne, Head Teacher at Holyrood RC Secondary School said: "We were delighted to have Scotland Malawi Partnership staff deliver a session on language and culture. The students enjoyed gaining a greater understanding of aspects of Malawian life and customs and they loved having the opportunity to practise some basic Chichewa words. All our students said they felt better prepared for their experience in Malawi because of these sessions. Emily and her colleague delivered the sessions with verve and humour and gave a real sense of their own love of Malawi and its people and culture. This transferred itself to our team. "</p> <p>Julie Griffiths from Doonfoot and Alloway said "Huge thanks for today Emily. So appreciated by both of the schools. The pupils certainly got a lot from the visit, and have been talking a lot about Malawi again today."</p> <p>Helen Wright from Lockerbie Academy said " For the whole of S1&amp;2, Emily covered a wide range of information such as facts about Malawi's geography and history, what the SMP do, what makes the link between Scotland and Malawi unique, how we can support links, schools in Malawi and finally Emily made us consider challenging stereotypes. It was a delight to have Emily visit and even better that she will return next Thursday to speak to S3 &amp; 4." This visit was covered in Lockerbie Academy's local paper (paper copy, 18th February, Lockerbie local).</p>
...having an innovative and interactive school linking web-page;	<p>Over the last year 454 people visited the Schools page on the website and spent an average time of 2 minutes and 46 seconds on the page. 107 people visited the youth page and spent an average of 1 minute 19 seconds on it, in addition the youth article competition had 210 views and the youth congress page had 433 views, with an average time of 4 minutes and 25 seconds spent looking at it. This shows the high level of interest in the event, photos and notes from the day. In addition, 1,268 copies of the Guide to School Partnerships (2,404 in total since they have been available online) have been downloaded over the last 12 months, 666 copies of the Primary lesson ideas (1,486 in total) and 555 copies of the Secondary lesson ideas (1,118 in total). This shows that there is a real interest in these resources and they are attracting new people to the website.</p> <p>On 9th September 2016 another school video was launched on the SMP website, Facebook page and SMP Twitter account. The</p>

	<p>video was about the Rosshall Academy Malawi Day and the support the SMP gave them. This has been viewed 541 times since then and has encouraged people who viewed the video to interact with the Schools section on the SMP website.</p>
<p>...using social media, online discussion forums and webinars to facilitate a two-way dialogue with teachers and pupils;</p>	<p>The SMP continue to engage with schools on Twitter and Facebook. A number of schools have tweeted us over the last year including '@JTS_FairTrade @CooperativeFood @ScotlandMalawi @MalawiGovt @MalawiinUK We look forward to getting this in #Scone' from Robert Douglas Memorial Primary in May 2016 about Kilombero Rice! 'We have earned our @ScotlandMalawi Bronze Award for our partnership with Renfrew Primary in William Village #Malawi' from Wallace Primary in October 2016. We were also tweeted by St Mary's Primary School in Bo'ness 'The global citizenship group making Malawi flags to symbolise our Scotland Malawi school partnership! #SMP #partners' and by Wallace Primary again in January 2017 'We have received letters from our partnership School in Malawi :-). Thank you @KamwendoJustin for e-mailing @ScotlandMalawi #righttoeducation'. The SMP are now looking into options for recording their CLPL sessions or making them live in the style of webinars to be used as an online resource.</p>
<p>...circulating a quarterly electronic newsletter to all Scottish schools with Malawi links;</p>	<p>The Schools Newsletter was sent out in June 2016 and it had 35 opens (14.8%) and 5 clicks (2.1%). Then there was a gap due to the schools being on summer holiday and the next schools newsletter was sent out in August 2016 and it had 43 opens (17.5%) and 11 clicks (4.5%). There was also a Schools Newsletter sent in December 2016 (40 opens - 15.9% and 6 clicks - 2.4%) and February 2017 (55 opens - 21.5% and 15 clicks (5.9%). The next Schools Newsletter will be sent in April 2017 after the Easter holidays.</p> <p>The Newsletters currently have 260 subscribers, however, a large number of these are still just the main office address of each school. The SMP are working hard to get a named contact and email address for the lead person in the school so that the person who receives the newsletter is interested and the amount of opens can be accurately recorded.</p>
<p>...hosting regional school linking conferences/forums and training events;</p>	<p>There was a Schools Forum held in Glasgow on 12th October 2016 and 34 people attended. There were presentations from the SMP, Knightswood Secondary School and Strathclyde University, and some excellent group discussions around the SDGs, assessing global learning, challenges (and solutions) of school partnerships and how global citizenships fits in the Malawian curriculum and can be embedded into the life of Scottish Schools. 56% of attendees rated the Schools Forum as 'Excellent' and the other 44% rated it as 'Very Good'. Jennifer Graham from Redburn School said "It was fabulous hearing about other successful partnerships and how SMP can support partnerships. Good to know about education priorities in Malawi. We now have content to run an In-service for our staff"</p> <p>The next Schools forum was held in Dundee on 9th March 2017 and 26 people attended. There were presentations from the SMP, Just Trading Scotland and One World Centre Dundee. There were also excellent group discussions around School Partnerships, creative approaches to global citizenship, Fairtrade and the Sustainable Development Goals. 67% of attendees rated the Schools Forum as 'Excellent', 25% as 'Very Good' and 8% as 'Good'. Judith Connor from Woodlands Primary School said "It was great to see real 'stuff' (examples) and hear from teachers". Jill Brown from Beath High School said 'We will now design a course on Malawi as part of our timetable'.</p> <p>The next Schools Forum will be held in Inverness on 3rd May 2017 and 26 people have already signed up for this event.</p>

...using MaSP as a central hub to build links in Malawi with District Commissioners, Primary Education Advisers, District Education Managers, and the British Council	Over the last year MaSP have supported school members in Scotland by getting names and contact details for nine schools in Malawi. They have also helped the SMP to update their list of Educational Divisional Managers across Malawi.
...developing a Malawi-led system to help broker new school links;	Over the last year the SMP has successfully paired nine different sets of schools and encouraged them to follow the SMP 'Partnership Principles' throughout the process. These have been Gergask Primary School with Mkunkhu School (new Malawian school), St Bridget's Primary with Bwiwa Primary, St Leonard's PS with Kaundi Primary (The Pars Foundation), St Margaret's PS with Mwambulambo Primary (The Pars Foundation), Masterton PS with Mwenitete Primary (The Pars Foundation), Oban High School with Mazozo CDSS, St Mary's Primary with Kafulu Primary, East Craigs Primary with Zolozolo Primary and supported Dalbeattie High School to get reconnected with Katewe Primary School. Every time the partner schools are introduced they are encouraged to complete a Partnership Agreement and follow the Partnership Principles from the start.
...offering logistical support and advice for reciprocal visits;	<p>Over the last year the SMP has delivered language and culture sessions in Beath High School, Lenzie Academy, Knightswood Secondary, St Margaret's Secondary School and at Dunblane Boys Brigade. Douglas Young, headteacher from Beath High School said: The language and culture session went down really well Emily - all aspects of it. Both staff and pupils enjoyed it and found it very useful indeed. The language session has led to greetings etc in Chichewa at every single meeting since and the wee bit at the end about the 'baggage' has given us a lot to think about too.</p> <p>Craig Shields, teacher from Knightswood Secondary said: 'I have just returned from a very successful visit to Malawi with 23 young people and 4 staff from our school. The input from Emily and the rest of the SMP team was invaluable in making our visit so successful. I even managed to attend and present at a Malawi-Scotland Partnership meeting during our visit!'</p> <p>The SMP also hosted a film screening for Bannermans High School on Tuesday 26th April 2016 for 21 students. Gillian Reid, teacher from Bannerman High School said: I think the film gave our pupils a visual and entertaining insight into life and culture in Malawi of young people their own age. They were able to see what Malawi looked like especially at the school and homes to give them a better picture of what they would see during their forthcoming visit to Malawi. It also highlighted to the pupils the issues Malawi faces as a developing country especially regarding HIV / AIDS. A great film that lots of schools who are involved in visits to and partnerships with Malawi should watch.</p>
...updating existing, and publishing new, support materials around Scotland-Malawi school linking;	Over the last year the SMP Guide to School Partnerships has been given out in hard copy to 178 schools, emailed to over 250 schools and downloaded from the SMP website by 1,268 people across Scotland.

<p>...working collaboratively with the British Council, Development Education Centres and other key partners;</p>	<p>Over the last year, the SMP has continued to work closely with Monika Wantoch from Edinburgh Council and held a stall at the Learning for Sustainability Conference in May 2016 where 16 people signed up for information from the SMP. Monika also attend the SMP Youth Congress and the Education Round Table both in November 2016.</p> <p>The SMP Youth and Schools Officer is still a member of the Executive Committee for IDEAS and has supported their work on the GLP, Membership working group, IDEAS Schools Forum and throughout their Global Citizenship month in September 2016.</p> <p>As part of the IDEAS network, the SMP have continued to strengthen their relationship with Christian Aid and Oxfam Scotland who ran stalls and facilitated a session on the SDGs at the 2016 SMP Youth Congress.</p> <p>The SMP continue to work closely with all of the DEC's, in particular ScotDEC who have partnered with the SMP to deliver a series of 3 School Partnerships CLPL sessions in Edinburgh, two in May 2016 and the final session in October 2016. They ran the same CLPL in Falkirk in November 2016 and February 2017.</p> <p>The SMP have continued to work closely with Education Scotland and are currently working with them to develop the School partnerships at George Watson's College to be used as a case study.</p> <p>As part of the SMP commitment to ensuring education projects carried out in Malawi and development education work in Scotland is co-ordinated, the SMP hosted an Education Round Table in November 2016 with key stakeholders in the sector. Attendees shared details about projects taking places in schools in Malawi and in Scotland, and agreed on areas on shared areas of working and some specific outcomes which the Youth and Schools Officer has been monitoring.</p>
<p>...supporting the implementation of best practice in school linking;</p>	<p>All new schools that have joined the SMP or partnered with another school over the last year have been given direct support with the Partnership Principles. All SMP school members have also been encouraged and supported to use them in the Schools Newsletter, which features a different principle in each edition, and through our five School Case Study videos.</p> <p>Between May and August 2016, the SMP introduced the Partnership Principles Awards to Schools which will encourage SMP School members to use the Partnership Principles as a reflective tool with their partner school throughout the year and receive support from the SMP where necessary. In September 2016 all 223 SMP member schools received their Bronze Partnership Principles certificates through the post and were encouraged to go through them with their partner school and highlight areas where they are doing well (and could provide ideas for other schools) and areas in which they could benefit from support from the SMP. Since then a further 11 schools have joined as new members and have been posted certificates and information sheets.</p> <p>Over the last year the SMP have maintained their close relationship with Strathclyde University by inviting them to speak at the Glasgow Schools Forum in October 2016 and hosting the Glasgow Chichewa lessons there in March 2017.</p> <p>In April 2016 the SMP wrote a concept note about establishing Malawi Societies at Scottish universities. The paper was well received by our university members who are supporting the initiative. The societies will help to continue young people's links with Malawi once they have left school, as well as motivating those without a link to become involved.</p> <p>Over the last academic year, two societies have been launched, one at Queen Margaret University and one at Glasgow University. These societies are student-led and fully autonomous, with the aim of inspiring links between Scotland and Malawi. Glasgow-</p>

	Scotland Malawi Society had their first event in March 2017, celebrating the university's partnership with Malawi. The event was well attended and increased the membership of the society to about 20 students. Queen Margaret University have focused their Malawi Society on fundraising for an orphanage in Malawi, called STEKA. Several events have already been held and the society has 50 members.
...maintain SMP GLOW presence	The information about the SMP on GLOW is up to date.

### (2.3) Malawi Scotland Partnership

Activity	Year Two Full Report (April 2015 - March 2016)
Support core funding of MaSP beyond 2015 and integrate close SMP-MaSP working.	MaSP core funding for 2017-20 has been secured.
Dovetailing SMP and MaSP operations.	MaSP and SMP have monthly tele-conferences/skypes where-ever possible. Every week SMP and MaSP exchange weekly work planners which include all staff, so there is a clear, coherent and complimentary workplan between the two organisations. David travelled to Malawi in Feb 2017 to support the very successful 2017 MaSP Symposium for SG Grant Partners
Developing structures for new Malawi-led links	We have joint systems in place to respond to requests for new partnerships from Malawian organisations. However, we are increasingly encouraging MaSP to focus limited capacity on supporting Malawian organisations that have existing links with Scotland.
Improving two-way sharing of ideas and contacts.	Each of our Forum meetings in Scotland looks to get meaningful input from Malawi to inform discussions, this is by Skype, tele-conference, precoded video or by written submissions.
Exploring idea of MaSP managing a Malawi-led small grants programme.	This was previously a discrete suggestion of the SG's. It is not something we are currently looking at for 2015-17 but MaSP would be happy to consider the idea in the future if invited to do so.
Developing video-conferencing with colleagues in Malawi	The Communication and Resource Centres in Mzuzu and Blantyre have been extremely useful centres to help support communication with those in Malawi that have links with Scotland. This has allowed us to ensure more and more of new activity between our two countries is led by Malawi priorities. The SMP now has access to greatly improved video-conferencing facilities in the Edinburgh City Chambers which has greatly improved our ability to have live link ups with Malawi.
Developing facilities for recording videos in Malawi.	Jackie Farr travelled to Malawi to train MaSP staff and regional volunteers in videography and editing. While in Malawi they undertook the 2016 MaSP Road Trip which included filming eight videos of Malawi-Scotland projects visited across Malawi. The SMP also donated cameras, tripods and sound equipment to allow MaSP and MaSP members to produce their own videos in the future.



## (2.4) Local authorities

Activity	Year Two Full Report (April 2015 - March 2016)
Developing new partnerships, at the request of Government of Malawi, between: Glasgow and Lilongwe, and Edinburgh and Blantyre;	The Glasgow-Lilongwe partnership we supported is working well. Discussions with Edinburgh City Council suggest this is not an immediate priority, although we have succeeded in engaging the Council in this period in a Learning for Sustainability Conference in May 2016, with a SMP stall. We will continue discussions with Edinburgh City Council but is unlikely any new partnership agreement will be in place before the May 2017 Local Elections.
Continuing to support 14 local authorities currently members of SMP;	We have made less progress in this area, in part due to continued funding pressure for Scottish local authorities. It has also been hard to generate new work because of the forthcoming Scottish Local Authority elections. We are in contact with our 14 Local Authority members and each receives regular information from the SMP, but we have limited scope to broker new activity beyond the most actively engaged LAs (Glasgow, Edinburgh, Fife and North Lanarkshire).
Creating one-stop Local Authorities linking web-page;	<p>PROGRESS:</p> <ul style="list-style-type: none"> <li>• LA content prepared for webpage and now live... <a href="http://www.scotland-malawipartnership.org/areas-of-partnership/local-authorities/">http://www.scotland-malawipartnership.org/areas-of-partnership/local-authorities/</a> We are keen to increase the content of this page in the coming months, with more case studies of existing local authority led projects.</li> </ul>
Developing partnerships with Commonwealth Local Governance Forum etc;	We have had slower progress in this area than in others, in part because of funding pressures for local authorities, the withdrawal of DFID funding for the Local Government Alliance for International Development, the forthcoming local elections, and the departure of our Member Services Manager.
Supporting Local Authorities to explore ways to strengthen local governance issues	The SMP has developed a Open Governance Forum concept note, building on the 2016 pilot event in Lilongwe, which would include local authority involvement. This is still under discussion.

## (2.5) Diaspora

Activity	Year Two Full Report (April 2015 - March 2016)
Actively encouraging more in the diaspora community to join the SMP as members;	We continued to strengthen our links with the Association of Malawians in Scotland and work closely with the Malawi High Commission and Hon Consul for Scotland. We continue to have strong Diaspora representation on our Board of Directors but the numbers of Diaspora members has remained relatively stable in recent months. We have a diaspora-specific page on the SMP website ( <a href="http://www.scotland-malawipartnership.org/areas-of-partnership/diaspora/">http://www.scotland-malawipartnership.org/areas-of-partnership/diaspora/</a> ). We are working closely with the AMS on the 2017 Malawi independence day celebrations which they plan to be largest to date. We are offering considerable support.
Supporting the African Council	The Africa Council does not seem to be an active entity. We have offered support but this has not been taken up. We have however offered and delivered support to diaspora organisations from Rwanda and CAR in terms of developing links in Scotland.
Creating a one-stop web-page signposting and supporting diaspora associations;	PROGRESS: <ul style="list-style-type: none"> <li>• Content prepared for SMP webpage and now live... <a href="http://www.scotland-malawipartnership.org/areas-of-partnership/diaspora/">http://www.scotland-malawipartnership.org/areas-of-partnership/diaspora/</a></li> <li>• AMS website now live... <a href="http://www.malawiansinscotland.org.uk/">http://www.malawiansinscotland.org.uk/</a></li> </ul>
Supporting the diaspora-led Malawi Independence Day Celebrations.	We are working closely with the AMS on the 2017 Malawi independence day celebrations which they plan to be largest to date. We are offering considerable support.

## (2.6) MGDS II

Activity	Year Two Full Report (April 2015 - March 2016)
At the request of the Government of Malawi, supporting the key themes with in the MGDSII	PROGRESS: SMP activities, in particular the forums, are well aligned with Malawian priorities as highlighted in MGDSII: <ul style="list-style-type: none"> <li>• <b>Agriculture and Food Security</b> (e.g. work of JTS with rice farmers in Karonga)</li> <li>• <b>Energy</b> (e.g. the work of Community Energy Scotland)</li> <li>• <b>Industrial Development, Mining and Tourism</b> (e.g. the Tourism Working Group)</li> <li>• <b>Public Health, Sanitation, Malaria and HIV and AIDS management</b> (e.g. the partnership between THET and the Global Health Academy at the University of Edinburgh)</li> <li>• <b>Integrated Rural Development</b> (Malawi Fruits work in Livingstonia)</li> <li>• <b>Green Belt Irrigation and Water Development</b> (e.g. University of Strathclyde WASH programme funded under Climate Justice Fund)</li> <li>• <b>Child Development, Youth Development and Empowerment</b> (e.g. SMP Youth Forum)</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Climate Change, Natural Resources and Environmental Management</b> (e.g. Climate Futures work with the James Hutton Institute)</li> </ul>
Raising awareness of the MGDSII and encouraging members to work constructively within key MGDSII areas.	The SMP continues to encourage members to working within and towards the MGDSII, which technically came to an end in 2016 (2011-16), while we await MGDSIII.

## (2.7) Commonwealth Games

Activity	Year Two Full Report (April 2015 - March 2016)
Ensuring Malawian team is well supported to take part in the games.	All activity completed
Maximising media exposure and support for Malawi team.	All activity completed
Developing and supporting educational materials around the games.	This was completed in 2014.

## (2.8) New members:

Activity	Year Two Full Report (April 2015 - March 2016)
Developing membership to <b>exceed 1,000</b> by 2017.	By 31 March we had 1,152 members.
Specific campaigns to increase membership in key areas (e.g. youth, diaspora, business, etc).	We have had good success expanding our numbers of youth, private sector, and school members in this period.

## Strand Three: INCREASING OUR YIELD by strengthening existing links

- \* Information dissemination
- \* Training & mentoring
- \* Best practice & sustainability
- \* Transparency
- \* Member forums
- \* Practical advice & support
- \* Funding assistance
- \* Campaigns and Projects
- \* Publications
- \* Networking
- \* Organisational development



**(3.1) Information  
dissemination:**

Activity	Year Two Full Report (April 2015 - March 2016)
Weekly Members E-Newsbulletin, including: Upcoming SMP events; SMP news; Members' news; Malawi news; Social Media highlights; New SMP members; New members' videos, blogs, news etc; Key updates from the website's discussion forums and polls; and any other relevant new information from the website	Bulletin continues to be delivered weekly to members. 50 bulletins sent out in this period, to more than 1,000 members and key partners.
Monthly non-Members E-Newsbulletin to those who have signed up on the website to receive the bulletin but who aren't yet members. A more concise version of the above.	It was decided that a non-member e-bulletin might dilute the clear call to action on the website to join as a member. The offices' social media engagement is more targeted at non-members and so it's hoped that will help direct new people to the website, and encourage them to become members.
Thematic E-Newsbulletins going out as required (perhaps 2-3 a year on average) for many of the 'areas of partnership'.	Thematic e-bulletins were sent out Schools and Youth, see relevant sections.

### (3.2) Training:

Activity	Year Two Full Report (April 2015 - March 2016)
Partnering with external organisations (e.g. SCVO, Social Enterprise Academy, ACOSVO, NIDOS) to deliver training in: funding applications; financial management; M&E; local employment; governance and reporting; Chichewa, Chitumbuka and Malawian culture; media training – telling your story.	We ran two three-evening Chichewa Courses and hosted a cultural sharing evening, attended by 72 people, to help prepare those visiting Malawi for the first time. With NIDOS, we also provided training and support for those developing funding applications. We also ran five language and culture sessions in schools, with 127 participants, and ran three teacher training sessions, attended by 42 teachers. Our school forums are also run as CLPL training sessions, with 60 teachers attending in 2015-16. These training courses earned the SMP £2,311 in income.

### (3.3) Best practice & sustainability

Activity	Year Two Full Report (April 2015 - March 2016)
Building on the SMP's recent sustainability research and earlier consultations developing "Partnership Principles", for each of the 15 areas of partnership in which our members work. Each principle will have associated advice, experience sharing, discussions and resources, all of which will be informed by pre-existing literature on the subject, Malawian input, and member experience. It will compliment and dovetail with all existing sustainability resources. It will be practical, constructive, engaging	37 member have been through the SMP's Partnership Principles self-reflection exercise. 70% of respondents in the 2016 members survey said they knew the SMP were supporting members to think about their Partnership Principles, and 37% said they had changed their working as a result.



and accessible.	
With members, developing bite-sized podcasts, videos and webinars on each of the “Partnership Principles”, allowing members to share their own experience.	<ul style="list-style-type: none"> <li>• Over 200 views of the SMP’s online “Partnership Principles” through the SMP’s you tube channel.</li> <li>• All 230+ schools have received their Bronze Partnership Principles certificates for agreeing to abide by the Partnership Principles. Schools are being encouraged to work with their partners in Malawi to achieve silver and gold levels over the coming years.</li> </ul>
Hosting one-day working conferences going through the “partnership principles”, intentionally timed to coincide with a SG call, offering advice and creating a safe space for projects to share their own experiences, challenges, and ideas.	
Publishing easily digestible one-page summaries of the 30 key writings on sustainability in international partnerships. Having these embedded on the website and linked to the “Partnership Principles”, so visitors to the website can easily dip in and out, or download the full set and read as an accessible and constructive guide to sustainability.	Continued to promote the "Sustainability, Development, Effectiveness and 'Best Practice' " report, which includes the summaries of the 30 key writings on sustainability: <a href="http://scotland-malawipartnership.org/files/3214/4233/0774/SMP_Sustainability_Report_2013_FINAL_for_SUS_CONFERENCE_2015.pdf">http://scotland-malawipartnership.org/files/3214/4233/0774/SMP_Sustainability_Report_2013_FINAL_for_SUS_CONFERENCE_2015.pdf</a>
Working with independent researchers and the Scottish Government to look at previously funded projects and research what makes a project more likely to be genuinely sustainable.	The "Sustainability, Development, Effectiveness and 'Best Practice' " report ( <a href="http://scotland-malawipartnership.org/files/3214/4233/0774/SMP_Sustainability_Report_2013_FINAL_for_SUS_CONFERENCE_2015.pdf">http://scotland-malawipartnership.org/files/3214/4233/0774/SMP_Sustainability_Report_2013_FINAL_for_SUS_CONFERENCE_2015.pdf</a> ) was completed by an external researcher. The SMP five member forums, along with the annual Symposium and bi-annual Strand Meetings in Malawi, have been our key fora for engaging members in constructive self-reflection on sustainability and effectiveness. The SMP included sustainability ideas from these fora in its submission to the SG's ID policy consultation.
Encouraging and supporting members to ask questions of the SMP	We continue to provide information, updates and advice about how to manage the currency fluctuations between the Kwacha and the Pound, as well as inflation. We brief members on the exchange rate in our weekly bulletin, highlighting key shifts. Our advice on Per Diems ( <a href="http://scotland-malawipartnership.org/download_file/257/207/">http://scotland-malawipartnership.org/download_file/257/207/</a> ) has been picked up by researchers working for the French state aid agency who stated that the SMP's advice is the most useful and usable they have found from any country. We commissioned an external consultant to review the SMP's own employment terms, meeting individually with each staff member and

	benchmarking against the sector.
Having an Annual Needs and Impact Survey to find out most popular/useful areas for the SMP to focus on - collating information and advice, hosting discussion days, etc.	The annual Needs and Impact survey was successfully conducted in Nov/Dec 2016.
Engaging each of the existing Member Forums in the "Partnership Principles" discussions and development of advice.	Each of the SMP's member forums continues to be engaged in discussions supporting members to engage the Partnership Principles. The Member Impact Awards and the School Partnership Principles certificates have been two key developments in this period to advance the Partnership Principles which are, increasingly, gaining currency.
Hosting an informal lunch-time lecture series, made as interesting and engaging as possible - "Join the conversation". Lectures to focus on key, and contentious, partnership issues and advice.	We are exploring options for 2017-20

#### (3.4) Transparency:

Activity	Year Two Full Report (April 2015 - March 2016)
Encouraging and incentivizing members, through free membership, online promotion, and online giving facilities, to publish answers to their own "Partnership Principles".	37 member have been through the SMP's Partnership Principles self-reflection exercise. 70% of respondents in the 2016 members survey said they knew the SMP were supporting members to think about their Partnership Principles, and 37% said they had changed their working as a result.
Giving web-capacity for smaller members who do not have their own websites to upload key documents to their SMP webpage, in order to meet best practice/IATI standards on transparency.	We are in the process of completely redeveloping the member profile areas of the website. This will now include the ability for members to upload: photos, videos, documents, resources, data and graphs, impact statements, SDGs info, and much more.

### (3.5) Member forums

Activity	Year Two Full Report (April 2015 - March 2016)
<p>Continuing existing forums in: health and further and higher education. Building the identity of these forums through clear branding, informative and dynamic web-pages, regular updates through bulletin, clear and tangible outputs. Increasing use of video conferencing. Live streaming and live tweeting to get input from across Scotland and Malawi.</p>	<p>There were 2 meetings of the Higher and Further Education Forum and 2 Health Forum meetings. In total 103 members and interested stakeholders attended the meetings.</p> <p>Outputs from the meetings included:</p> <ul style="list-style-type: none"> <li>• Formation of working groups for a collaborative DFID SPHEIR bid across Scottish universities.</li> <li>• Support for Malawi Student Societies and members at the Universities of Glasgow and Queen Margaret leading with set-up.</li> <li>• Videoconferences with mPowering Frontline Health Workers in Washington and Africa Health Placements</li> <li>• Scottish Global Health Collaborative updates</li> <li>• Case studies and shared learning from 7 health projects, including the NHS Lothian and Edinburgh University cervical screening project and the “Glasgow Effect” project, Glasgow University.</li> <li>• 6 live tweets from Scottish members</li> </ul> <p>All event information on the SMP website- agenda, minutes, presentations, photos and summary:  <a href="http://www.scotland-malawipartnership.org/news-events/past-events/smp/">http://www.scotland-malawipartnership.org/news-events/past-events/smp/</a>  <a href="http://www.scotland-malawipartnership.org/news-events/past-events/smp-health-links-forum/">http://www.scotland-malawipartnership.org/news-events/past-events/smp-health-links-forum/</a>  <a href="http://www.scotland-malawipartnership.org/news-events/past-events/smp/">http://www.scotland-malawipartnership.org/news-events/past-events/smp/</a>  <a href="http://www.scotland-malawipartnership.org/news-events/past-events/smp-health-links-forum-20th-february-2017/">http://www.scotland-malawipartnership.org/news-events/past-events/smp-health-links-forum-20th-february-2017/</a></p>
<p>Two new forums established in Business, Trade, Investment and Tourism, and Governance</p>	<p>There were 2 meetings of the BITT forum and 1 Governance forum. In total 38 members and interested stakeholders attended the meetings.</p> <p>Outputs from the meetings included:</p> <ul style="list-style-type: none"> <li>• A short briefing on land reform in Malawi</li> <li>• Member input into 2017-2020 strategic planning.</li> <li>• Videoconference with Matthews Mtumbuka (Airtel Malawi)</li> <li>• 3 case studies and shared learning in the BITT forum.</li> <li>• Event information on the SMP website- agenda, minutes, presentations, photos and summary:  <a href="http://www.scotland-malawipartnership.org/news-events/past-events/business-investment-trade-and-tourism-bitt-forum-sept-2016/">http://www.scotland-malawipartnership.org/news-events/past-events/business-investment-trade-and-tourism-bitt-forum-sept-2016/</a></li> </ul>

<p>Mainstreaming a gender focus in all SMP member forums</p>	<p>% of women speakers presenting at forums are as follows:  Youth Forum: 100%  Health Forum: 43%  Further and Higher Education Forum: 50%  Governance Forum: 50%  Schools Forum: 57%  BITT Forum: 33%</p> <p>% of Items on forum agenda that referred specifically to gender issues:  Governance Forum: 0%  Further and Higher Education Forum: 0%  Health Forum: 25%  Schools Forum: 0%  BITT Forum: 12.5%  Youth Forum: 0%</p> <p>% of forum discussions that made reference to gender issues:  Schools Forum: 15%  Youth Forum: 10%  Governance Forum: 12%  Further and Higher Education Forum: 5%  Health Forum: 28%  BITT Forum: 8%</p> <p>LEARNING:</p> <ul style="list-style-type: none"> <li>• Ensure that more agenda topics specifically refer to gender and increase discussions on gender issues.</li> </ul>
<p>Developing online support and sharing for 16 "areas of partnership". Developing online dialogue, information and support from web-page hubs. Face-to-face meetings where needed on specific topics.</p>	<p>The SMP website has 16 "Areas of Partnership", with one-stop shop web-pages for each: <a href="http://scotland-malawipartnership.org/areas-of-partnership/">http://scotland-malawipartnership.org/areas-of-partnership/</a> Each of these pages has: information about who is working where; links to relevant sites and resources; best practice videos; information about support available; news updates specific to this thematic area; and an online discussion forum for members.</p>

### (3.6) Practical advice & support

Activity	Year Two Full Report (April 2015 - March 2016)
Updating all publications, offering far more up to date practical advice and support about working in/with Malawi.	All publications up to date. Need to review download stats for the end of reporting period.
Increasing practical support and resources for members to use at their own events without charge (e.g. flags, promotional materials, pop-ups, lapel badges, films, video conferencing facilities, etc).	In 2016-17, 47 events were supported with SMP equipment or exhibitions, attended by over 10,000 people.

### (3.7) Funding assistance:

Activity	Year Two Full Report (April 2015 - March 2016)
Building capacity in the sector to develop high quality IDF applications for move to triennial funding cycles.	The SMP has co-hosted two information days in support of the SG's Small Grants Programme Call for Applications and has supported members to feed into the SG's international development policy consultation.

### (3.8) Campaigns and Projects:

Activity	Year Two Full Report (April 2015 - March 2016)
Developing strong SMP-led campaigns, such as the Gender Matters campaign.	The SMP developed its #BuyMalawian campaign, in partnership with the Scottish Fair Trade Forum and others. This six-week campaign built Scottish markets for 15 Malawian Products, generating all-party support, with 700,000 impressions on social media, over 100 selfies with Malawian products, 4,000 public votes cast and 30,000 visits to the online gallery. As part of the campaign we had 25 MSPs, from all parties, promoting Malawian products and a special Cross Party Group meeting launching Linga Fruit Wines in Scotland. We also hosted the launch of the JTS Kilombero Rice in the Co-operative, we promoted Mzuzu Coffee at the Royal Botanic Garden Edinburgh, and we co-hosted promotional events in One World Shops.
Working in partnership with others to support high impact nationwide campaigns, such as the engagement of the post 2015 / post MDG agenda.	The SMP has had a strong and leading role in supporting the delivery of the SDGs in Scotland. Our "Scotland, Malawi and the Global Goals" exhibition has toured around more than 50 events the length and breadth of Scotland, with more than 10,000 Scots having attended.

### (3.9) Publications:

Activity	Year Two Full Report (April 2015 - March 2016)
Developing new, and updating existing publications, including: <ul style="list-style-type: none"> <li>- Best practice guide to sending goods to Malawi;</li> <li>- Practical guide for Scots working and volunteering in Malawi;</li> <li>- Practical guide to school partnerships</li> <li>- Practical guide to reciprocal visits</li> </ul>	The SMP has updated a number of its publications in this period but the most notable new publication has been the "Scotland and Malawi: 1000 partnerships" report ( <a href="http://www.tinyurl.com/HolyroodMalawi">www.tinyurl.com/HolyroodMalawi</a> ) which was published by the SMP with the leaders of the five major parties ( <a href="http://www.tinyurl.com/1000partnerships">www.tinyurl.com/1000partnerships</a> ). This report gave details of all 1000+ members of the SMP, mapped across every Scottish Holyrood constituency, and included messages of strong support from all five party leaders. The SMP's #1000partnerships hashtag had over 500,000 impressions, reaching over 185,000 people. The SMP also published short video interviews with the party leaders and Dr Allan.



### (3.10) Networking:

Activity	Year Two Full Report (April 2015 - March 2016)
Increasing the number and quality of networking events and opportunities across Scotland and, through the MaSP, Malawi.	<p>In 2016-17 the SMP hosted 32 events which included networking between members and partners, these were attended by more than 1,770 people.</p> <p>In the 2016 Member need and impact survey, 88% of respondents said they had used the SMP in 2016 for networking, of which:</p> <ul style="list-style-type: none"><li>- 55% rated it as “extremely useful”</li><li>- 41% rated it as “quite useful”</li><li>- 5% rated it as “not very useful”</li><li>- 0% rated it as “not useful at all”</li></ul> <p>Separately, 62% said networking had helped improved the quality/effective of their work.</p>

### (3.11) Organisational development:

Activity	Year Two Full Report (April 2015 - March 2016)
Increasing the capacity and specific expertise (e.g. media, school partnerships, local authorities etc) of the SMP Secretariat to be able to better support and facilitate this activity.	<p>The staff team has been managed and supported to ensure it is an effective Secretariat. Each staff member has clear responsibility for the delivery of certain areas of the 2014-17 Strategic Planning and there are effective support and supervision systems. The team meets together every week to plan activities and discuss progress against plans. The office shares a weekly two-page planner document everyweek with the Board and MaSP, to ensure everyone knows who's doing what. Time and funds are available to support staff CPD needs. Through this period an external HR consultant was commissioned to meet with each staff member individually to discuss their role within the organisation and the terms of their employment. This was used to inform an independent HR review as part of the 2017-20 planning process, to ensure the SMP is keeping with best practice and employment law.</p>

## Strand Four: SHARING OUR PRODUCE by connecting with and influencing others

- \* Lobbying and advocacy
- \* Government of Malawi
- \* Funders
- \* Scottish Government & Parliament
- \* UK Government & Parliament
- \* Post-MDGs
- \* Partnering



#### (4.1) Lobbying and advocacy:

Activity	Year Two Full Report (April 2015 - March 2016)
Developing a transparent advocacy strategy designed by members annually.	At each of the SMP Road Trip events in Glasgow, Edinburgh, Dumfries, Oban, Inverness and Aberdeen members were able to feed in to our lobbying and advocacy work, and also at our 2016 AGM. The SMP regularly consults its members as it looks to maintain its mandate to represent them on these issues.
Representing members and Scotland-Malawi civil society links in, for example, Independence Referendum while maintaining fastidiously neutral, non-governmental and apolitical.	<p>During this period the SMP has had an active lobbying and advocacy presence, representing the priorities of its members (not funded by the Scottish Government):</p> <ul style="list-style-type: none"> <li>- Established strong relationships with all five of the Scottish Party Political leaders as we launched with them our '1,000 partnerships' report highlighting how our members are spread across all Scottish constituencies.</li> <li>- Lobbied the UK Government for the improvements to the dysfunctional processes through which UK visas are issued, with the issue regularly raised in parliament.</li> <li>- Co-hosted a meeting for members with the International Development Committee of the UK Parliament in Edinburgh.</li> <li>- Briefed all Scottish MPs on Malawi links in their constituency.</li> <li>- Secured the support of all Scottish MPs for the updating of the UK-Malawi tax treaty.</li> <li>- Had various questions asked in the Commons.</li> <li>- Briefed MPs and MSPs on Malawi links, for reference in various parliamentary debates.</li> <li>- Submitted to the UK Parliament International Development Committee's inquiries.</li> <li>- Secured Malawi and international development commitments in each of the manifestos of the major parties competing in the May 2016 Holyrood election.</li> <li>- Ran the Scottish Parliament's Malawi Cross Party Group.</li> <li>- Supported the Westminster All Party Parliamentary Group on Malawi and Zambia.</li> <li>- Met with various Minister across the Scottish, UK and Malawian governments, briefing them on the civic links between Scotland and Malawi.</li> <li>- Lobbied UK and Scottish Government to respond to the food security crisis in Malawi.</li> <li>- Fed into the Scottish Government's new International Framework.</li> <li>- Supported the Scottish Government's International Development Policy Review.</li> </ul>

**(4.2) Malawi Scotland Partnership:**

Activity	Year Two Full Report (April 2015 - March 2016)
Build on the success of the developing Malawi Scotland Partnership.	MaSP continues to grow in size, presence and effectiveness. Wherever possible, the SMP and MaSP have bi-weekly teleconferences/Skypes to ensure the two offices are working in close and effective synergy. Both the SMP and MaSP share 2-page activity planning documents every week, to ensure coordination between the two offices. For full details see the separate MaSP report for this period. The April 2017 MaSP members survey had a record 57 submissions. 88% said MaSP was meeting their expectations; 90% said MaSP membership was useful; and the overwhelming majority felt that MaSP was having a very significant impact (MaSP has received over 100 impact statements from named organisations).
Support MaSP funding beyond 2015	MaSP 2017-20 funding has been secured
Establishing inter-forum links, using new technology (video conferencing, twitter, SMS systems, etc).	With the support of MaSP, all SMP forums in this period have had input from Malawi, often by video or tele-conference.
Establishing links for developing new partnerships from Malawian ideas/priorities.	MaSP members were consulted on the development of MaSP's 2017-20 Strategic Plan and again were asked their priorities in the April 2017 full members survey. This data is inputting into the design of MaSP's activities.

**(4.3) Government of Malawi:**

Activity	Year Two Full Report (April 2015 - March 2016)
Co-hosting annual Malawi Symposium in Malawi, supporting the work of the four GoM Strand Leaders.	The February 2017 Symposium was perhaps the most successful to date. 100% of those who gave feedback said the Symposium had met their expectations (49% entirely, 41% mostly, 10% partially). 95% said they made useful new contacts at the Symposium, the average number of new contacts was 4.37. 95% said the Symposium had strengthened their link with Scotland (74% "a lot", 21% "a little"). 91% said they were now better placed to engage the GoM having attended the Symposium.
Working closely to support the Malawi High Commission in the UK, and the Hon. Consul in Scotland.	We have been in regular contact with the Malawi High Commissioner and the Hon Consul for Scotland through this period, offering information, updates and briefings. One area of close working has been around the new requirements for Malawi visas.

Supporting work by members towards priorities within the Malawi Growth and Development Strategy II.	The SMP continues to encourage members to working within and towards the MGDSII, which formally came to an end in 2016 (2011-16).
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#### (4.4) Funders:

Activity	Year Two Full Report (April 2015 - March 2016)
Developing strong links with a range of funders, including THET, DFID, Big Lottery, etc.	Through this period we have worked with DFID, THET, the Big Lottery Fund and the People's Postcode Lottery.

#### (4.5) Scottish Government & Parliament:

Activity	Year Two Full Report (April 2015 - March 2016)
Supporting the development of the SG's Small Grants programme – offering training, mentoring and support.	The SMP supported the results of the 2016 Small Grants Programme funding round, and is working to support Malawi projects funded.
Supporting and promoting the SG's IDF – co-hosting information days, disseminating information etc.	We were active in supporting the SG's ID Strategy when it was launched in December 2016 and have identified 30 ways we are supporting the implementation of this strategy.
Supporting the SG's move to a triennial IDF system – building capacity in the sector such that the SG receives three times as many high-quality, high-impact, fundable MDP applications.	This move to a triennial system has now been fully implemented.
Co-hosting annual Symposium conferences in Malawi and Scotland for the SG.	The February 2017 Symposium was perhaps the most successful to date. 100% of those who gave feedback said the Symposium had met their expectations (49% entirely, 41% mostly, 10% partially). 95% said they made useful new contacts at the Symposium, the average number of new contacts was 4.37. 95% said the Symposium had strengthened their link with Scotland (74% "a lot", 21% "a little"). 91% said they were now better placed to engage the GoM having attended the Symposium.

Exploring possibility of developing a new transparency parallel reporting structure for the SG, following the Swedish model.	This idea is now being taken forwards as part of the Open Government Partnership in Scotland. As part of this, the SMP has been asked by SCVO to lead in the development of a webplatform raising awareness of SDG implementation in Scotland. The SMP is also consulting on a Scotland-Malawi Open Governance Forum, an idea which has received strong praise and support from the Government of Malawi, SCVO and prominent organisations such as the Royal Society of Edinburgh. SCVO have asked that this and-Malawi Open Governance Forum forms a formal part of Scotland's Open Government Partnership. These plans, embedded within the SMP's 2017-20 Strategic Plan will help support transparency, accountability and good governance across government and civic society in both Malawi and Scotland.
Supporting Scottish Ministers' and civil servants' visits to Malawi.	During this period the SMP supported the SG across a number of fronts with its Malawi Development Programme, including preparing a event in Lilongwe for the new Minister, Dr Alasdair Allan, to meet with various organisations across Malawi engaged in links with Scotland.
Continuing to run the Malawi Cross Party Group in the Scottish Parliament, and maintaining all party support for Scotland's links with Malawi.	We had four meetings of the Malawi Cross Party group, bringing together members with MSPs for some of the best attended meetings of any CPG in this Parliament. We had 25 MSPs posting #BuyMalawian selfies with Malawian products and every Scottish MP supporting the updating of the UK-Malawi tax treaty. And we had the party leaders celebrating the moment we hit 1,000 members, with each giving video messages of support.
Briefing MSP's on Malawi links within their constituencies.	In September 2016 we launched a new report with the leaders of all five political parties in Scotland and the Malawi Cross Party Group, detailing how our 1,000+ members are spread across every Holyrood Constituency (see <a href="http://www.tinyurl.com/HolyroodMalawi">www.tinyurl.com/HolyroodMalawi</a> ) . Each of the five party leaders gave a formal message of written support and Ruth Davidson, Kezia Dugdale, Willie Rennie, Patrick Harvie and Dr Alasdair Allan all joined us for a photo op dressed in traditional Malawian clothing: <a href="http://www.tinyurl.com/1000partnerships">www.tinyurl.com/1000partnerships</a> . We had strong media coverage from various national papers (e.g. <a href="http://www.scotsman.com/news/opinion/thousand-reasons-to-be-proud-of-our-links-to-the-people-of-malawi-1-4256001">www.scotsman.com/news/opinion/thousand-reasons-to-be-proud-of-our-links-to-the-people-of-malawi-1-4256001</a> ) and our #1000 partnerships hashtag had more than 500,000 impressions, reaching more than 185,000 people. All 129 MSPs have been individually briefed on Malawi links in their constituency and have been given a copy of the '1,000 partnerships report'.

#### (4.6) UK Government & Parliament:

Activity	Year Two Full Report (April 2015 - March 2016)
Representing Scotland's civil society links with Malawi to the UK Government and Parliament.	<p>The SMP has partnered with ActionAid to deliver the 'Make Tax Fair Everywhere' campaign, which received the support of all 59 Scottish MPs. The UK Government has now committed to updating the its 1955 UK-Malawi Tax Treaty.</p> <p>We submitted to the UK Parliament International Development Committee's enquiry on DFID expenditure.</p> <p>The SMP co-hosted a meeting with the UK Parliament's International Development Committee in September.</p>



	<p>We successfully encouraged the UK Government to increase its Malawi food security response.</p> <p>We represented our members serious concerns regarding the issuing of UK visas for Malawians invited to Scotland, with:</p> <ul style="list-style-type: none"> <li>- An SMP meeting with James Brokenshire MP (then Minister for Immigration)</li> <li>- A Westminster Hall debate</li> <li>- Representation with Robert Goodwill MP (current Minister for Immigration)</li> <li>- Offered members practical support, week in week out, responding to visa issues as they emerged.</li> <li>- We are now in well advanced talks with UKVI to enter into a formal MOU such that SMP members can avoid some of the worst elements of the visa application system</li> </ul> <p>We are representing the concerns of our school members regarding changes to the British Council's 'Connected Classrooms' programme. The small grants available in this programme had previously been for reciprocal teacher visits. They are now just for teachers in the UK to travel to the developing partner country, with no support for partner teachers to visit the UK.</p> <p>Hosted roundtable meetings in Scotland to welcome and induct the new British High Commissioner and Desk Officer for Malawi.</p> <p>Since the HMG reshuffle the SMP has written to the:</p> <ul style="list-style-type: none"> <li>• Foreign Secretary (Boris Johnson)</li> <li>• FCO Parliamentary Under-Secretary of State responsible for Africa (Mr Tobias Ellwood MP)</li> <li>• Secretary of State for International Development (Rt Hon Priti Patel MP)</li> <li>• DFID Parliamentary Under Secretary of State responsible for Africa (Mr James Wharton MP)</li> </ul> <p>We had a very successful breakfast round-table meeting with Simon Mustard, interim British High Commissioner to Malawi, and Nancy Benham, FCO Malawi Desk Officer</p> <p>We met with the UKVI Regional Director for Africa to look increased support for members' UK visa applications.</p> <p>With NIDOS, we co-hosted a meeting for our members to meet with the UK Parliament's International Development Committee when they visited Edinburgh on the 6th September.</p> <p>Angela Crawley MP visited Malawi as part of the Commonwealth Parliamentary Association delegation on early in November.</p>
Maintaining all party support for Scotland's links with Malawi.	<p>We continue to engage all 59 Scottish MPs, across the four political parties. The SMP regularly meets with Scottish MPs to brief them on Malawi-related matters and introduce them to SMP members in their constituency. The SMP has the full support of all 59 Scottish MPs, this was formally communicated through our "Make Tax Fair Everywhere" campaign which all 59 MPs backed. We have SMP members in every Scottish constituency. We have also successfully applied for the SMP's pop-up Global Goals exhibition to be displayed in the Palace of Westminster.</p>

**(4.7) Post-MDGs:**

Activity	Year Two Full Report (April 2015 - March 2016)
Engaging debate and dialogue around the post-MDG agenda, representing Scotland's civil society links with Malawi.	The SMP continues to play a key role in the early adoption and implementation of the SDGs in Scotland. Most recently SCVO embraced the SMP's proposal to have an innovative web-platform to engage Scottish civic society in the SDGs. Funding for this has now been secured from the Big Lottery Fund, as part of a wider UK-wide Open Government Partnership programme, and the SMP is on the executive planning team for this platform.
Disseminating information on, and encouraging and supporting members to work within, the post-MDG framework.	The SMP has continued to promote the Global Goals and have enabled members of the SMP to use the 17 pop-up banners at events up and down the country to promote the Goals. This SMP exhibition has been viewed by over 10,000 people across more than 50 events.

**(4.8) Partnering:**

Activity	Year Two Full Report (April 2015 - March 2016)
Continuing to host quarterly network form meetings bringing together NIDOS, Scottish Fair Trade Forum, IDEAS, SCVO, etc in information sharing and joint planning.	We continue to be working very closely with SCVO, NIDOS, IDEAS and the Scottish Fair Trade Forum in this period, regularly hosting network forums.
Extending partnership working to build capacity of the sector.	<p>We have supported a number of key developments in the sector by working in partnership:</p> <ul style="list-style-type: none"> <li>- Co-leading in the development of the Scottish Global Health Collaborative under the Chief Medical Officer. Developing a website for this group.</li> <li>- Working with SCVO to support the Open Government Partnership in Scotland. Helping secure £500,000 of funding.</li> <li>- Working with a range of agencies and networks to support the implementation of the SDGs in Scotland. With our exhibition viewed by more than 10,000 people across 50+ events.</li> </ul>