



Fandriaka:

## Promoting sustainable vanilla production for small-scale farmers in Madagascar

Successes and highlights from 10 years of implementation

# Imprint

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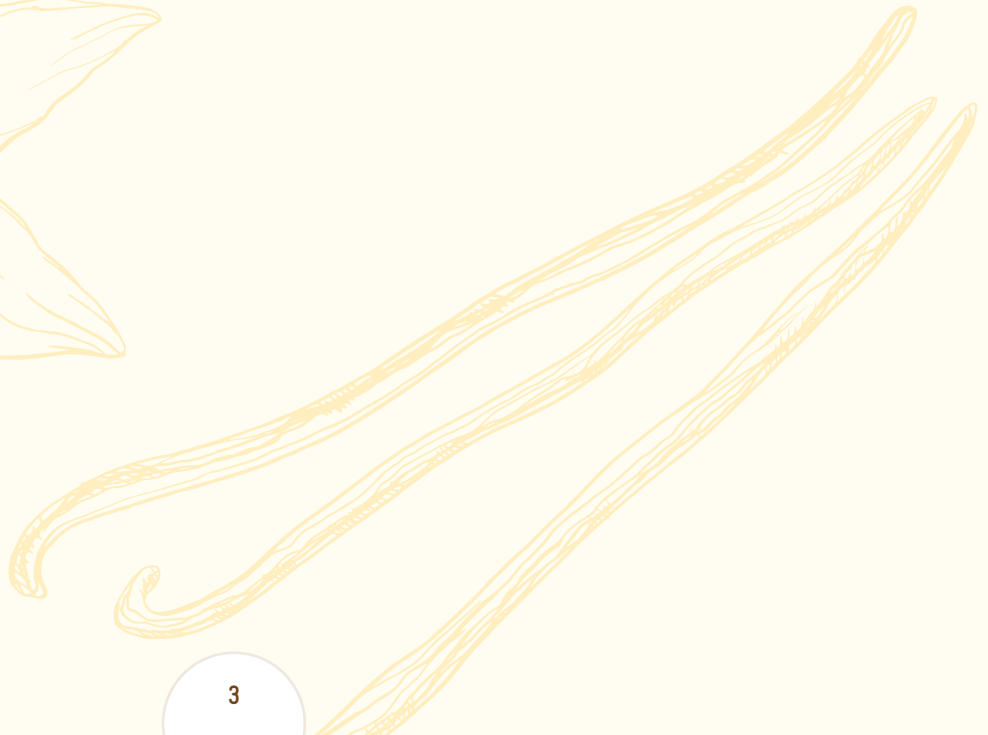
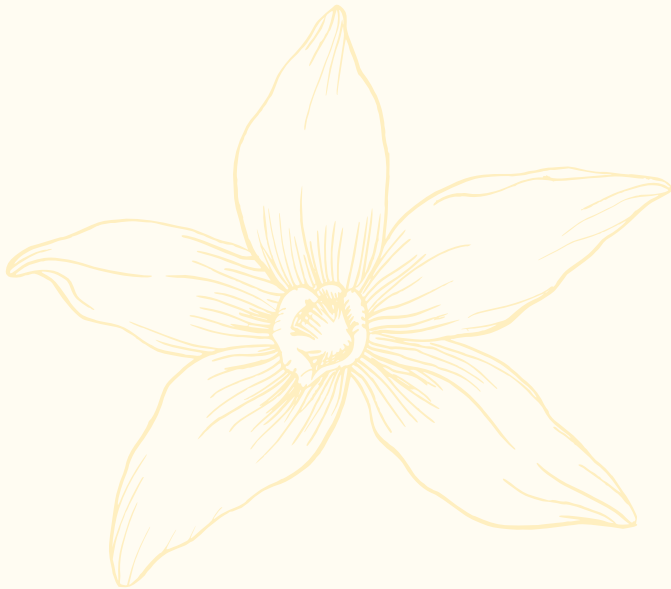
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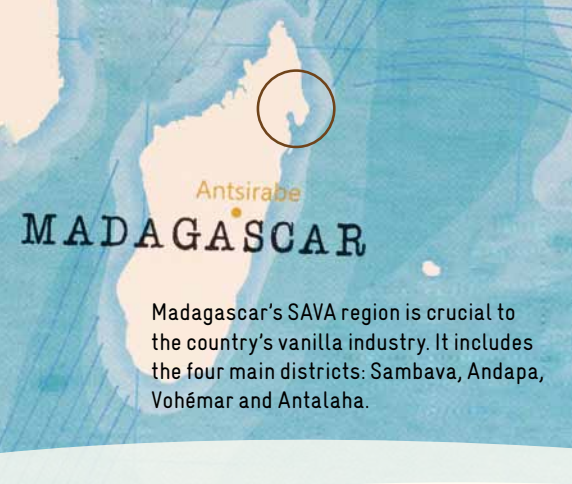


Save the Children

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Madagascar's SAVA region is crucial to the country's vanilla industry. It includes the four main districts: Sambava, Andapa, Vohémar and Antalaha.



## Fandriaka – a successful public-private partnership

Today, a growing number of private companies are investing in projects that help achieve sustainability goals. They comply with social and environmental standards along their supply chains and work with farmers to offer assurance to their customers about the origin of their products. This is by no means easy, as many companies face challenges that make the well-being of producers hard to guarantee.

This is where GIZ comes in: a reliable, strategic partner that helps to identify and overcome such challenges. Through the BMZ funding programme develoPPP, GIZ collaborates with private companies to combine the expertise, strengths, and resources of the public and the private sectors. This enables both sides to achieve their individual goals while addressing global challenges and multiplying developmental impacts. The development partnerships not only drive significant progress toward achieving sustainability goals, but they also help make these improvements lasting in partner countries. The synergies have the potential to positively transform entire sectors.

In the following pages, we invite you to explore a successful public-private partnership from Madagascar: Fandriaka. Since 2014, GIZ and its private partners have been supporting vanilla-growing communities in building a better future by promoting agricultural entrepreneurship and economic opportunities. Vanilla is one of Madagascar's most important export products, accounting for a quarter of the country's total exports. However, many vanilla farmers risk losing crops due to climate change. Too often, farming methods rely on inefficient practices, fail to maximise the sector's strengths, and do not meet exporters' demands. Low productivity results in low incomes for farmers. Fandriaka focuses on developing local structures that provide job training, provide financial management support to farmers, access loans, and ensure social security, while also protecting children's rights. To secure stable incomes, Fandriaka encourages farmers to adopt climate-smart farming methods, diversify crops, engage in income-generating activities, and build savings. Additionally, the project supports small businesses that are both economically viable and environmentally sustainable. The following pages of this brochure summarise the achievements and key success factors of Fandriaka, a public-private partnership in Madagascar's vanilla sector.



## Partners for a better future

The goals of development cooperation and the private sector often overlap in the agricultural and food sectors. German development cooperation provides concrete support where entrepreneurial opportunities and developmental needs intersect. When both sides pool their resources and expertise, secure partnerships and projects can be developed that achieve both development policy and business goals. The Fandriaka project combines the expertise, strengths, and resources of both the public and private sectors. This enables all project partners to achieve their individual goals while addressing global challenges and multiplying developmental impacts.

**Fandriaka project partners:** GIZ, Symrise, Unilever, Save the Children



Would you like to learn more about public private partnerships with the developPPP programme? Find more information here:  
[www.developpp.de/en](http://www.developpp.de/en)

## GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH

GIZ operates globally but acts locally – it has the expertise to plan, manage and implement projects and programmes in developing and emerging economies. As a service provider in the field of international cooperation for sustainable development, GIZ is dedicated to shaping a future worth living around the world. Our expertise is built on decades of implementing projects across a wide range of thematic areas – from sustainable supply chains and climate-smart farming, reliable sourcing and certification schemes, to income diversification and promotion of organic agriculture. Sustainability is one of our core competencies.



To find out more about GIZ – visit us here:  
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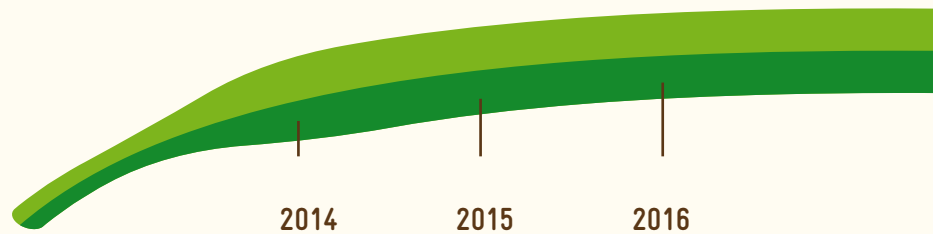
# Results and impacts in numbers

Fandriaka supports vanilla farmers, their families, and vulnerable households in vanilla-producing communities, with a particular emphasis on future generations of farmers. It offers training on good agricultural practices, environmental protection, climate-smart vanilla production, farm and financial management, and organic certification. The project also promotes crop diversification and small business startups.

To enhance sustainability, Fandriaka aids producers in obtaining Rainforest Alliance certification and supports animal health through training and vaccination programmes. The project invests in

education by providing materials, renovations, and environmental education kits to elementary schools, as well as training teachers. It also helps adolescent school dropouts to start businesses and provides technical training for young entrepreneurs. It offers youth training on life management, goal setting and community values. In the field of child protection, the project provides training on children's rights and develops mechanisms to address cases of child abuse. With a focus on community development, Fandriaka equips and trains village agents to set up and support savings groups.

These are Fandriakas achievements over time in numbers:



## Strategic Alliance



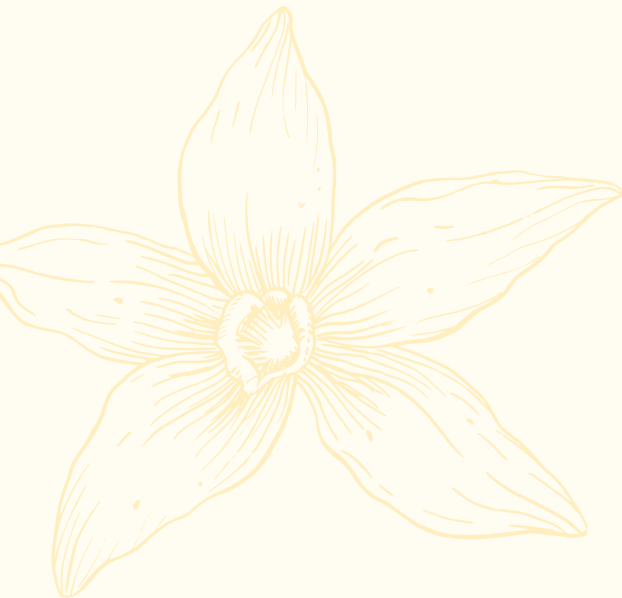
### Training and Education:

- 1,549 producers accessed 85 financial education sessions across 36 villages.
- 120 radio broadcasts, with an audience of 8,000 listeners, were aired to prepare producers for better financial management.
- 144 farmer field schools were established in 32 villages.



### Agricultural Support and Certification:

- 81,708 clove plants, 50,212 cocoa trees, and 33,155 acacia trees were distributed. 46 nurseries were set up.
- 182 producers were certified by the Rainforest Alliance.



## Fandriaka I



### Agriculture and Livelihoods:

- 4,570 producers participated in farmer business schools; more than 80% completed all modules.
- 1,800 producers were trained in agricultural diversification (ginger, cocoa, cloves) and soil conservation.
- In 69 villages, 1,599 households were supported to diversify their livestock.
- 126 Village Savings and Loan Associations were created with 2,290 members, all trained in financial education.
- 719 hectares of forest came under community management.



### Health and Well-being:

- 23,554 individuals across 66 villages received coverage through Mahavelona Health Insurance.
- 5,764 vulnerable households received a tailor-made insurance policy.
- Awareness campaigns on family health reached more than 9,000 households.
- 80 peer educators were trained on sexual and reproductive health.



### Education and Youth Development:

- 145 teachers learned more about environmental education.
- 1,900 youth were trained through the "Save the Children's Pathways" training.
- 36 youth committees were formed, consisting of 1,159 girls and 767 boys.



### Environmental Awareness and Recognition:

- 6 villages won environmental awards in project-supported competitions.

2016

2017

2018

2019

2020

2021

2022

2023

2024

## Fandriaka II



### Income and Agriculture:

- Income from agricultural diversification increased by 48%.
- 3,181 vanilla producers adopted at least one climate-smart agriculture practice, such as crop protection or crop rotation.



### Financial Empowerment and Savings:

- 250 Village Savings and Loan Association groups and 163 Community-Based Savings groups with 4,329 members have been established (more savings groups have formed without Fandriaka's assistance just by word of mouth).



### Youth Development and Empowerment:

- 80 youth groups with 1,559 members have been established.
- 1,955 youth committee members feel better protected due to improved understanding of child protection issues and orientation mechanisms.
- 3,162 young people have been trained in entrepreneurship and have started an enterprise.



## Three highlights from Fandriaka

### Highlight 1: Savings Groups

Fandriaka has established almost 500 savings groups, such as *Village Savings and Loan Associations* and *Community-Based Savings Groups*. These groups are a powerful tool to create savings and borrowing capacity, often benefitting those that otherwise do not have access to financial services. By providing access to savings and loans, the groups ensure financial security during challenging times and help shorten the lean period\*. In combination with basic financial literacy training, the groups have improved financial management at the household level. Two thirds of members are women, and their empowerment has enhanced their position within families and led to higher school enrolment rates, as women typically use the extra income generated by the savings groups for food and education.

The thousands of participating members of these groups support one another and benefit from numerous activities. They have revived the concept of mutual aid, strengthening social cohesion within neighbourhoods. The concrete rules of the groups are defined by the members with support from the project.

Additionally, the savings groups serve as a valuable communication platform for Fandriaka, enabling the project to share messages, gather feedback, and engage with the community. The success of these groups has been widely shared, leading to the formation of even more savings groups in the community; these have been formed without Fandriaka's direct involvement, demonstrating a strong scaling effect.

\*The lean period, or "hunger season," refers to the time between planting and harvesting when food—and often family finances—are depleted.



## Highlight 2: Combining an array of interventions leading to systemic change

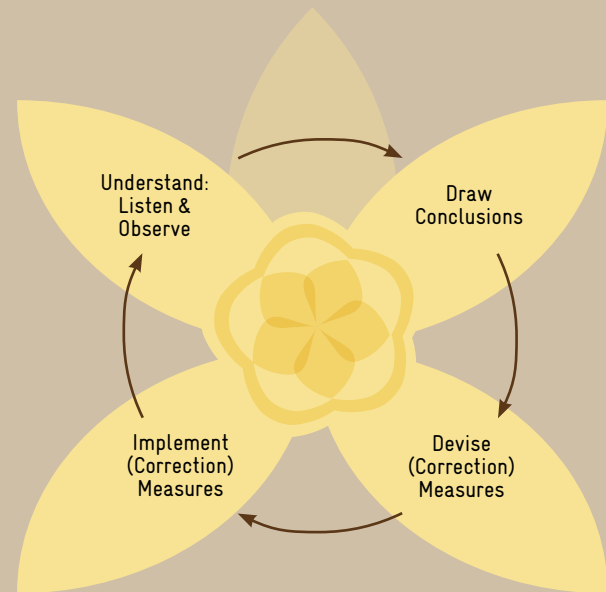
The widespread successes of the project have been made possible by the implementation of a range of integrated measures at various levels. Key interventions include:

- the establishment of health insurance, providing vital support to families;
- partial pre-funding for the new vanilla season by Symrise, ensuring financial stability for farmers;
- market access for vanilla farmers through Symrise, opening up new economic opportunities and reducing transaction costs;
- the establishment of savings groups, empowering communities by improving financial management;
- diversification of agricultural crops, enhancing resilience and income stability;
- child protection measures, strengthening the safeguarding of vulnerable children;
- support for youth through soft skills training and the formation of youth committees, equipping the next generation with essential life skills.

Together, these interventions create a holistic approach that fosters systemic change, addressing the economic, social, and environmental needs of the communities.

## Highlight 3: Long-time commitment of partners and continuous adaptation of the project

The success of the project has been driven by the long-term commitment of all involved partners, coupled with a continuous process of learning and adaptation. Partners have worked together to test different approaches, swiftly discarding those that did not work. The implementation of simple change cycles throughout the project has allowed for constant adaptation, ensuring that interventions remain relevant and are better targeted to meet the needs of the communities. This flexible, responsive approach has been key to the project's continued success.





## Fandriaka's success factors

Fandriaka is a prime example of a project successfully operating within a complex environment. It has effectively adapted to insights into how these environments function and responded to their reactions, all while embracing a holistic approach. These are the nine factors contributing to its success:

### I. Organisation and Cooperation

The success of the project is a testament to the dedication and shared vision of all partners, each committed to making a lasting impact. Symrise and Unilever, commercially driven partners, have gone beyond their business interests, showing a genuine commitment to community and livelihood development. While not sourcing vanilla from populations considered vulnerable, Symrise has nevertheless demonstrated openness and a strong desire to include these groups in the project.

Over time, the partners have navigated initial challenges and built strong, stable relationships. Today, these partnerships provide a solid foundation for ongoing success. Fuelled by shared values and a common purpose, this collaboration has achieved significant, positive outcomes for the communities involved.

### II. Access to finance

Savings groups cater to different socio-economic groups, such as farmers, vulnerable households, and youth, allowing for a more tailored approach to meet the specific needs of each. Access to finance has improved significantly through financial education, enabling members to manage their budgets more effectively. There is a clear distinction in household financial management between those who have received financial training and those who haven't. Loans from savings groups are primarily used for essential household expenses and education, with some also supporting commercial or agricultural ventures.

Furthermore, savings groups have a powerful impact on vulnerable individuals, enhancing their confidence and sense of pride. By being successfully self-managed, these groups instil a greater sense of autonomy and self-efficacy, empowering individuals to feel more in control of their financial future.



### III. Health Insurance Mahavelona

Mahavelona is a community health insurance scheme designed to improve access to healthcare and reduce financial barriers for vulnerable populations. By covering 70% of medical costs, it eases the financial burden on patients, while also improving cash flow for communal pharmacies that previously had to manage interim financing when patients couldn't afford the full costs.

Since 2020, Mahavelona has been supported by GIZ Madagascar and the project Fandriaka. Families of vanilla producers with contractual arrangements with Symrise are members of the Mahavelona health insurance programme, with Symrise covering their insurance fees. They benefit from access to quality health care, better management of health expenses at household level and access to local services. Female patients, in particular, now seek medical care earlier, as they no longer fear the cost. Mahavelona has significantly improved family health outcomes, as reported by families and community health service providers.

Despite these improvements, Mahavelona has not yet changed the habit of self-medication among most patients before seeing a doctor. Looking ahead, Mahavelona plans to open an office in Sambava in 2025, further expanding its impact on community health. Any other family or individual can become member of Mahavelona if they are able to cover the monthly fees.

### IV. Youth engagement

After completing the “Save the Children’s Pathways” training, young people have embraced new values that enhance their economic activity and relationships within families, which has fostered a deeper sense of community. Community members have observed a noticeable shift in the attitudes of young people, who have become more helpful, community-focused, and actively involved in village life. Youth committees, which often engage in collective action to support their communities, have received praise from village chiefs for their positive contributions.



Additionally, many young people are now more engaged in household activities, with parents reporting improved relationships with their children. The training has also opened new economic opportunities, with some participants launching their own entrepreneurial ventures. Youth groups have become vibrant hubs for knowledge-sharing, as those who attended the training pass on their insights to others, creating a ripple effect. Ultimately, youth committees have successfully revived the spirit of mutual aid, strengthening social ties within the community.

## V. Child protection

Village chiefs report a significant decrease in violence against children in the supported villages. Any incidents that do occur are quickly reported, allowing for prompt action. Whenever possible, these cases are addressed within the community, ensuring a localised and immediate response to protect children.

## VI. Gender

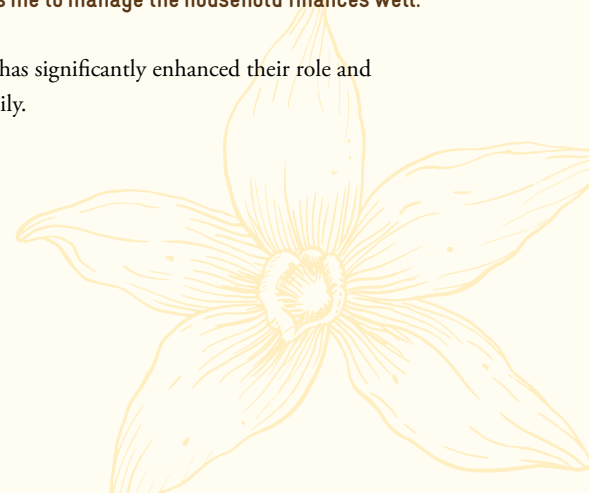
Two thirds of members of the savings groups are women. Through financial management training, they have developed skills to better manage household finances and generate their own income. This has earned them greater respect from their husbands and strengthened their position within the household. Many women have shared that their voices are now more valued, expressing sentiments such as:

**“Our word has gained weight.”**

**“We don’t need to ask our husbands for money anymore.”**

**“My husband trusts me to manage the household finances well.”**

This empowerment has significantly enhanced their role and influence in the family.





## VII. Environment

Trained farmers have largely abandoned the practice of burning their fields, opting instead for more sustainable agricultural methods. They have received training in sustainable farming, conservation techniques, composting, and the use of organic fertilizers—knowledge that many are eager to apply, especially as some practices are required for organic certification. The environmental competitions organised by the project have also had a far-reaching impact, leading to the planting of thousands of seedlings.

In addition, environmental education kits (Kit MAD'ERE) were distributed to teachers in collaboration with the Ministry of Environment and Sustainable Development, and children who were sensitised to environmental issues through these materials have shown a strong understanding of the topics.

## VIII. (Climate-Smart) Agriculture

Support for vanilla farmers has led to significant improvements in both the quantity and quality of their crops. Additionally, the adoption of the traditional rice-growing technique, “riz zanatany,” has not only boosted harvest yields but also enhanced farmers’ resilience to drought conditions.

Contracts with Symrise have further streamlined operations by reducing transaction costs for both farmers and the company, allowing resources to be redirected to other vital needs.

## IX. Diversification

Support for diversification has been crucial in shortening the lean period\* for farmers and improving nutrition and food security in the villages. For example, the development and expansion of fish farms have increased the availability of fish, providing a valuable source of protein and Omega-3 fatty acids for local communities.

\*The lean period, or “hunger season,” refers to the time between planting and harvesting when food—and often family finances—are depleted.



## Development Partnerships with the develoPPP-programme

If you want to develop a project idea together with GIZ and potentially other private partners to reach a common objective and share the resources and responsibilities, then the development partnership model could be the right fit for you. With develoPPP, the German Federal Ministry for Economic Cooperation and Development (BMZ) promotes private-sector activities where entrepreneurial opportunities and development policy potential meet. This approach enables partners to pool their expertise. The companies bring their industry-specific knowledge, technologies and creative approaches to the table, while GIZ provides development policy expertise, skilled staff in the field and a network encompassing policymakers, the private sector and civil society. If your company meets the eligibility requirements, then we can

support you in applying for the develoPPP fund. If successful, you can receive financial and technical support worth up to 2 million euros under this programme for partnerships that can last around three years and cover a wide range of sectors and topics.

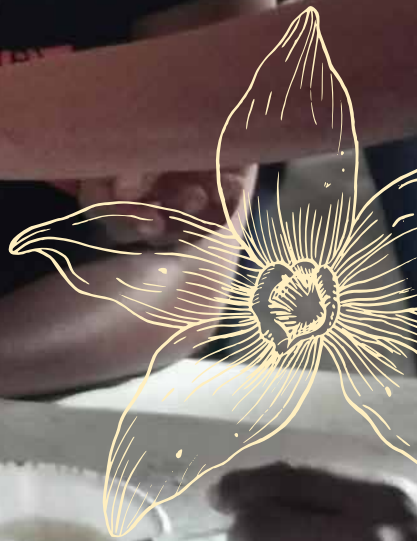


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