

SUN Movement Multi-Partner Trust Fund

PROGRAMME¹ QUARTERLY PROGRESS UPDATE

As of Quarter no 2: July – September 2013

Submission Date: October 2013

Participating UN Organization:	WFP World I	Food Progra	ımme		
Implementing Partner(s):	Hunger Alliance of Ghana				
Programme Number:	#00085325 SUN 02/GHA/002 "Civil Society"				
Programme Title:	Formation of Coalition of Civil Society Organizations (CSOs) to support Scale up Nutrition in Ghana				
Total Approved Programme Budget:	US\$ 374,500				
Location:	Ghana				
MC Approval Date:	December 05, 2012				
Programme Duration:	36 months	Starting Date:	January 2013	Completion Date:	December 2015
Funds Committed:	US \$350,000 US \$24,500			Percentage of Approved:	100%
Funds Disbursed:	US \$188,800 US \$14,404 (ISC)			Percentage of Approved:	54%
Expected Programme Duration:	36 months	Forecast Final Date:	01/04/2013	Delay (Months):	3 months

Outcomes:	Achievements/Results:	Percentage of planned:	
To attain an independent and multi-sectoral platform for CSOs with a Focal Point and a Secretariat that seeks to advocate for making nutrition a high development priority issue in Ghana	In furtherance of this outcome, the following activities have been executed in line with HAG's activity plan for 2013 at the end of the third quarter: a) A nationwide mapping of relevant CSOs involved in nutrition and nutrition sensitive programmes in Ghana has been successfully executed. This constitutes activity 1.1 of HAG's activity schedule for 2013. Hunger Alliance of Ghana has mapped over 130 organizations made up CSOs, NGOs, faith-based organizations and Networks, farmerbased organizations, youth-based organizations, gender-based and community -based organizations in all the ten (10) regions of Ghana. These organizations shall constitute the new members of the Coalition. The report on the mapping exercise is attached for study. This activity which is a consultancy one was successfully executed by KAP Investments Limited with the support of Hunger Alliance Secretariat in the third quarter of 2013. The mapping exercise is not only relevant to the CSA platform in Ghana but also very instrumental in identifying the capacity needs of CSOs and their technical and financial strength to contribute to the national effort in scaling up nutrition in Ghana. It has enabled Hunger Alliance of Ghana and other Stakeholders to access the quality and quantity of CSOs that work at the national and grassroots level and their resilience to push nutrition agenda forward in Ghana. It has also enabled Hunger Alliance of Ghana to identify the various field of speciality of CSOs across the country from advocacy to direct nutrition intervention actions which are all equally important to the National SUN Movement.	This activity is 100% complete	

- b) Activity 1.2 has also been executed half way. This activity is about 60% completed. Hunger Alliance Ghana commissioned a series of membership drive by following up on organizations that were mapped by the Consultants to access their commitment and relevance in the development of the new Coalition. Further engagement and continued interactions with new members of the Coalition HAG is building is indeed very central to the sustenance of the CSA platform and its future expansion. The field missions which were also familiarization trips enabled the Staff of Hunger Alliance Ghana to develop better understanding about the impact of member organizations at community level and to analyze the vision, mission, objectives the core activities of the new members of the SUN CSO platform so as to synchronize and harmonize programmes for common results. This activity shall continue in the fourth quarter of 2013.
- Activity 1.3 has also been c) accomplished successfully. The SUN CSOs platform guidelines which spell out its governance structure, roles and responsibilities of members and benefits have been developed and it is in a draft form. The draft document shall be validated and finalized in the beginning of next year. The processes for developing the guidelines evolved various consultations among members. The formulation of the guidelines was executed by the Technical Committee of the SUN CSOs platform, members in general and **Madjitey** Institute for Negotiations that helped to put the inputs of members together and helped shaped the development of the document. This activity started in the second quarter of the year and continued through the third quarter. A copy of the guidelines document is attached for study. It must be emphasised that guidelines regulate the operations of the newly

formed CSOs Coalition for SUN by Hunger Alliance of Ghana is very central to the deepening of the governance and decision process of the SUN CSOs platform. It also promotes transparency and participation in the management of the platform. For the avoidance of doubt, the guidelines are one of the tools that shall continue to promote confidence in the building of a strong SUN CSOs network in Ghana.

- d) Activity 1.4 which deals with the setting up of the appropriate governance structure for the new Coalition thus, the formation of the **Executive Council and three other** Sub-Committees was executed in the first quarter of the year and has been reported already. It must be added that these structures have been very instrumental in moving the SUN CSOs platform agenda forward and to make it a successful organization. The various Sub-Committees communication and advocacy. technical and Resource Mobilization have been supportive to the cause of the new Coalition and to the planning and the execution of its activities for 2013. The third quarter report only confirms how far these structures have worked towards the last two quarters of the year in the delivery of their mandate toward the building and functioning of the SUN **CSOs platform in Ghana.**
- Activity 1.5 has been successfully executed. Hunger Alliance of Ghana launched a new Coalition to support SUN implementation in Ghana. This coalition called Ghana Coalition of Civil Society Organizations for Scaling up nutrition (GHACCSSUN) was launched on 1st August, 2013 with high media visibility and coverage. Over 25 press houses covered the launch of GHACCSSUN at British Council Accra. Among the high profile personalities that graced launched the were the Representatives of World Food Programme led by Mrs. Magdalena

Owusu-Moshi and UN REACH, **Development** Donors. Partners. Director-General of Ghana Health Service, Director for the Nutrition Department of GHS, Representative of the Minister of Food and Agriculture, Members of Parliament, CSOs Representatives, the Clergy, Muslim Leaders, Community Leaders and Members of Coalition that travelled from other parts of Ghana to attend the launch. The report on the launch of the new Coalition is attached for study. Though very challenging initially in terms of organization, the launch of GHACCSSUN was one of that successful events the Management of Hunger Alliance of Ghana has been involved in. It also served well in projecting the new Coalition as one of the emerging organization that shall grow and become viable with the necessary technical capacity to support nutrition growth and awareness in Ghana in the short to medium term. It must be noted that Hunger Alliance of Ghana sees the contributions of CSOs to the national SUN implementation process as a collective effort which shall be best served in a framework of a Coalition building made up of members of Hunger Alliance of Ghana and other members from diverse background across the country. Hunger Alliance of Ghana shall continue to coordinate the set up and the operations of the new coalition as part of the implementation of the activities of this project until the new coalition attains a full legal status and become an independent organization with the capacity to take full charge of its activities. The launch of the Coalition at the British Council was therefore the beginning of the formalization of the existence of the newly formed Coalition. It will take another year before its legal status will be attained and be allowed to operate in accordance with the laws of Ghana. Ahead of that, Hunger Alliance of Ghana has initiated steps to set up the governance structure of the new coalition and this has been reported already.

- Activity 1.6 was successfully executed in the first quarter of the year. Hunger **Alliance** of Ghana established the Secretariat for the coalition during the first quarter. HAG is actually the host of the new coalition but it is still relevant to report on the strength of the Secretariat in the third quarter of the year in this report. A partnership and Membership Manager Robert Dwomoh Mensah was recruited to support the growth of the Coalition and help increase its membership. A new Office Assistant has been recruited to help in the clerical and administrative work of the Secretariat. It must also be reported that a National Service Personnel Richmond Ampofo has also been engaged to support the Secretariat in other important areas. For this reason it can be reported that the capacity of the Secretariat has been strengthened as at the end of this quarter. A well functioning Secretariat with capacity to manage the growth of the new Coalition is very central to the sustenance of the Coalition and its activities now and in future.
- As at the end of this quarter, activity 1.7 has been successfully executed. A functioning website for the new coalition has been developed. Relevant information for Stakeholders has also been loaded on the relevant pages of the website to make information about Hunger Alliance and the new coalition readily accessible. Other social media networks such as facebook and twitter have also been hooked up to broaden the coverage of the CSOs platform and boost its image. For the purpose of the record, the website address is quoted www.ghanasuncso.org.

- h) Activity 1.8 has not yet been executed as at the end of the third quarter of this year. This activity which deals with fundraising for the Coalition is being examined to appreciate the best options available fundraising. This is mainly due to the complexities in approach, strategies and processes for fundraising in Ghana. As the year comes to an end, the best option is being explored to build and sustain fundraising strategies for the SUN CSOs platform.
- As at the end of this quarter, activity 1.9 has been initiated and executed. The first electronic newsletter of the SUN CSOs platform was circulated during the third quarter and the second edition is to be circulated at the end of fourth quarter. The newsletter is one of the communication strategies that have been adopted to boost the corporate image of the new SUN CSOs Coalition and expand its frontiers. It must therefore be added that activity 1.9 has also been executed successfully and indeed it shall remain relevance in the development of corporate communication strategies of the SUN CSOs platform in Ghana. In all over 300 Subscribers made of members of the new Coalition, Stakeholders and other Development Partners have been recipients.
- Activity 1.10 was well implemented during the third quarter of the year. The Hunger Alliance of Ghana fostered collaboration with existing networks to push nutrition agenda forward. Among these networks **Poultry** were the **Farmers** Association, Professional bodies such as GAWU and Political Institutions such as the Ghana Parliamentarians Against Hunger and Malnutrition Caucus. Hunger Alliance of Ghana also initiated Ghana Media **Practitioners Network for Scaling up** Nutrition during this quarter. This relationship with these relevant

	bodies shall be sustained throughout	
	the fourth quarter and to the end of	
	the project.	
To attain popular demand for the scale up of nutrition intervention in Ghana promoted through a national awareness raising campaign to support the SUN Movement and the 1,000 Days of the Child Campaign	In furtherance of this outcome, the following activities were successfully executed at the end of the third quarter of the year: a) Activity 2.1 has been initiated during this quarter. It is however at the planning stage. As part of Hunger Alliance of Ghana and the SUN CSOs in Ghana contributions to support and empower the national Nutrition Champion Ms. Joyce Aryee, Hunger Alliance of Ghana is planning to organize a maiden press	
	conference for the National Nutrition Champion where she will be unveiled to be followed by a lecture before the end of the year. The challenge here is that the appointment of Ms. Joyce Aryee as the National Nutrition Champion though accepted by Stakeholders, has not been formalized. The Ghana SUN CSOs platform will pursue this to ensure that her role in the promotion of SUN agenda in Ghana becomes very relevant.	
	b) Activity 2.2 has been successfully executed. Experienced Celebrity Ambassadors with career in music have been identified to support Ghana SUN CSOs platform to popularize the 1,000 Days of the Child Campaign. Mr. Noble Nketia is now the lead Celebrity Ambassador for Ghana SUN CSOs platform. Already, Mr. Noble Nketia has been supported by Hunger Alliance of Ghana and the SUN CSOs platform to record and produce 1,000 Days of the Child Campaign song. The video of the song is being produced to kick start the 1,000 Days of the Child Campaign in Ghana. The song which is very inspirational and touching is intended to mobilize a lot of Ghanaians to endorse 1,000 Days of the Child Campaign. We are sharing this song with all Stakeholders although it is still being developed further. The video will start showing	This activity is 100% complete.

on Ghana Television from next month. One of the challenges we encountered initially as Members of the SUN CSOs platform was how to select a Celebrity Ambassador who shall be accepted by Ghanaians as a whole. Noble Nketia, a gospel Musician with over 13 years of successful career well fit into this assignment. Noble's assignment is to project the 1,000 Days of the Child Campaign and to use the newly composed 1.000 Days of the Child song to influence public opinion and affection for the first 1,000 Days of every child in Ghana. It is expected that through this campaign over a million Ghanaians from all walks of life shall endorse the 1.000 Days of the Child Campaign in the next three years. Find the 1,000 Days of the Child song as forwarded.

Activity 2.3 has been successfully executed. Hunger Alliance of Ghana in collaboration with PAABEC produced Foundation has Television Nutrition Episode called "Tomorrow Today" which brings various Resource persons in an encounter with audience mainly school pupils to deliberate on wide range of nutrition and nutrition sensitive topics from hygiene to food and safetv to balanced diets. "Tomorrow today" has taken **Hunger Alliance of Ghana over three** months to produce the first 20 episodes which shall be telecasted for the period of 6 months. Tomorrow Today will start showing on TV Africa from 3rd November, 2013. Besides Tomorrow Today, Hunger Alliance of Ghana and PAABEC Foundation are taking nutrition messages from influential Ghanaians notably Corporate Executives, Chiefs, Politicians, Opinion Leaders and Religious Leaders to influence public opinion about nutrition. The messages shall be broadcasted at prime time of TV Africa and Ghana Television. These initiatives are part of Ghana SUN CSOs platform contribution to develop media This activity is 65% complete.

messages for nutrition and to help create awareness about nutrition in Ghana. It is expected that over one million Ghanaians shall have the opportunity to watch "Tomorrow Today from 3rd November, 2013 and through that many Ghanaians are expected to learn a lot from the nutrition episodes. Again the combination of nutrition endorsement from influential Ghanaians and Tomorrow today is expected to push nutrition to the limelight and position it as a national priority issue.

- d) Activity 2.4 has been successfully executed. Hunger Alliance of Ghana has developed advocacy strategy document for use by its members. The document is yet to be endorsed by members of the SUN CSOs platform. The development of the advocacy strategy which is a consultancy service was executed by SSARP with the support of Hunger Alliance of Ghana during the third quarter. The draft document is attached for study. The document is being shared with relevant Stakeholders and Members of the Coalition for further scrutiny. The advocacy strategy is expected to guide members of the SUN CSOs platform to speak to the same issues improve nutrition and help communication in Ghana.
- Activity 2.5 has also been successfully executed. The most successful 1,000 Days of the Child Concert was staged in Tamale Sports Stadium in the northern part of Ghana where malnutrition is endemic. The concert was staged by very popular Artistes namely Guru, Keche, Rough and **Smooth from Accra and four Tamale** based Artistes, Comedians and Cultural Groups including 1,000 Davs of the Child Celebrity Ambassador Noble Nketia where the 1,000 Days of the child song was unveiled. There were however challenges initially. The rain almost disrupted the concert the first day and that called for postponement to

This activity is 80% complete.

This activity is 100% complete.

the next day. The next day was very successful but with additional cost. The concert attracted over 4,000 audiences. Repeating the 1,000 Days of the Child Campaign concert with the support of corporate organizations will help sustain the momentum and drive to make the 1,000 Days campaign feasible and meaningful to Ghanaians. Building 1,000 Days of the Child campaign around top celebrities will also influence public participation in the campaign since top celebrities in Ghana continue to have large followers in Ghana. postponement of the 1,000 Days of the Child concert from 15th October to 16th October has increased the cost of this activity. Again choosing Tamale as the venue for the concert also increased the cost as all logistics had to be transported from Accra to This Tamale. circumstance contributed to the extra incurred for the execution of this activity.

- f) Activity 2.6 has also been executed. The communication team of the SUN CSOs platform was established in the first quarter. In this third quarter, we report that the team has been working to push the communication position of the SUN CSOs platform forward. The team has held various meetings to discuss various issues regarding corporate position of Hunger Alliance of Ghana and the new coalition on matters related to nutrition in Ghana including the support for the development of the advocacy strategy.
- g) Activity 2.7 was executed on October, 14th 2013. A capacity building workshop was organized in Tamale for members of the Ghana SUN CSOs platform in the three northern regions (Upper East, Upper West and Northern Region). The workshop was indeed designed for over 60 participants representing 55 organizations and members of the new coalition in the three northern

This activity is 70% complete.

regions to equip members with the skills and knowledge to address nutrition issues better especially in the three northern regions where prevalence rate of malnutrition is appreciably high. The well attended facilitated workshop was experienced Resource Persons and other high profile personalities graced the occasion. It was chaired by the Chief of Tamale, Dakpema Naa. The report on the workshop is attached for study. It must be noted that this was the first time that such a workshop had been convened for CSOs from the grassroots in the three northern regions. Its impact will therefore be felt in the design and implementation of activities of CSOs in the three northern regions in support of SUN implementation agenda in Ghana.

h) Activity 2.8 has been successfully implemented. Media Practitioners capacity building workshop was organized at Erata Hotel, Accra on 5th September, 2013. The well attended workshop brought Media Practitioners representing about 40 press houses excluding those who actually covered the event together to be schooled on nutrition in order to imrove their reportage on nutrition and nutrition sensitive issues in Ghana. This will also bring nutrition issues to the centre of public opinion for national deliberation. Since the organization of the workshop, Media Practitioners are beginning to pay attention to nutrition issues and nutrition is gradually finding a place in the media and in the public discourse. The report on the training is attached for study. It is expected that as a result of the media training, Ghanaians as a whole shall be well informed in the media about specific nutrition issues which is expected to contribute a lot to behavioural change.

This activity is 80% complete.

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	In furtherance of this outcome, the following	
	activities were executed in line with the activity schedule for 2013 during the third quarter:	
Nutrition is recognized as both a health and a developmental issue secured through the adoption and implementation of a strong National Nutrition Policy which is supported through appropriate budgetary allocation by the government and other stakeholders by 2013.	a) Activity 3.1 was planned but not executed because Members of Parliament have been on break for the past two months. As they resume on October, 29 th , 2013, this activity has been shifted to the last quarter. Organizing Ministerial and Parliamentary dialogue on nutrition needs the full participation of Members of Parliament. Hunger Alliance of Ghana is expected to use its engagement with Members of Parliament to discuss thoroughly the national budget allocation for nutrition and nutrition sensitive programmes this year.	
	b) Activity 3.2 also needs the full participation of Members of Parliament. Lobbying key policy makers and Members of Parliament to increase budget allocation for nutrition requires that Members of Parliament and Policy Makers become the key target. This activity has therefore been planned in the fourth quarter.	
	c) Activity 3.3 is also the last quarter activity. Establishing round table discussion on nutrition will require the full participation of Members of Parliament.	
	d) Activity 3.4 is being substituted and shall be replaced by end of year SUN CSOs members gathering in Accra	

for an interactive discussion and sharing of experiences on how CSOs are working at the grassroots level in support of SUN implementation in Ghana. This has become necessary because the national nutrition policy and the costed national plan for nutrition have not been finalized. CSOs cannot therefore produce and publish any relevant feedback on the policy and the plan at the moment.

- Activity 3.5 has been executed successfully. Hunger Alliance of Ghana supported the finalization and the subsequent review of the national nutrition policy. A stakeholders' conference on the national nutrition policy was organized by HAG at Erata Hotel on 22nd August, 2013. The consultation on the policy brought together high profile personalities and nutrition Experts including Members of Parliament, **Health Specialists and Policy Makers** to deliberate on the national nutrition policy ahead of its validation. The report on the consultation on the National nutrition policy is attached for study. It must be added that the consultation informed the views and contributions of CSOs to enhance SUN implementation process and explored the way forward for nutrition in Ghana during the validation of the policy one month after.
- Activity 3.6 was completed in the first quarter but was not reported. It was an omission. The summit on nutrition was organized in the form of a forum serving the same purpose to coincide with the Global Nutrition Summit that was held in United Kingdom on June 8th, 2013. The forum brought together members of the various SUN Platforms at national level for the first time to pledge their commitment to the SUN implementation process in Ghana and to deliberate on the stage of SUN implementation in Ghana under the theme "Examining Ghana's

This activity is 100% complete.

This activity is 100% complete.

preparedness to scale up Nutrition in Ghana". This was a successful summit/forum as the Coordinators of the various SUN platform in Ghana pledged to support the implementation of SUN in Ghana and support the call to fastrack the implementation process. This forum/summit was well attended by **Leaders of Civil Society** Organizations, Government Officials, Donors and Development Partners. The report on this activity is attached for study. It must be noted that the forum indeed brought the SUN agenda to the limelight for the first time and it was the first time that it received a lot of media coverage.

g) Activity 4.1 has also been successfully executed. The baseline appraisal on Ghana SUN CSOs platform and the new coalition was commissioned by Management Technology Limited, a consulting firm with the support of Hunger Alliance of Ghana in the third quarter of 2013. This is a consultancy activity that has been successfully executed. The report is attached for study.

Qualitative achievements against outcomes and results:

- a) As reported above, nationwide mapping of CSOs involved in nutrition and nutrition sensitive actions have given a strong indication that the Ghana SUN CSOs platform and Hunger Alliance of Ghana is determined to build a solid network with all relevant organizations and NSAs with the aim of working closely together and aligning CSOs actions behind a common national action plan. This is indeed going to avoid duplication of actions among CSOs towards the attainment of the overall improvement in nutrition outcomes at national and community level. It must be stated for the purpose of the record that the mapping exercise has enabled CSA platform in Ghana to identify the capacity of its members and their operational coverage. This is very significant as it will help identify the gaps for training and capacity development.
- b) By appointing a Celebrity Ambassador for the 1,000 days of the Child campaign, this activity has reinforced the role of Celebrities in the implementation of SUN in Ghana and the 1,000 Days of the Child campaign. This activity has surely helped to popularize the 1,000 Days of the Child Campaign in Ghana. A new song for the 1,000 Days of the Child Campaign has emerged and with the video

for the song being shot for Ghana Television, it is expected that over a million Ghanaians or more shall be influenced to support the 1,000 Days of the Child Campaign directly or indirectly. This shall surely move the campaign to the door steps of Ghanaians and guarantee its collective ownership.

- c) As indicated above, Hunger Alliance of Ghana has developed its advocacy strategy document for use which shall also be shared with relevant Stakeholders within the SUN Movement. The advocacy strategy is expected to guide the Members of the Ghana SUN CSOs platform to address the same issues and improve their communication and reportage on nutrition issues. This is a very important step to ensure harmonization of nutrition messages for the Ghanaian populace as targets.
- d) As also reported above, Hunger Alliance of Ghana has organized the maiden media practitioners' capacity building workshop to equip media practitioners and Reporters with the relevant knowledge and skills in nutrition reporting. This was the first time in Ghana that Media Practitioners have been schooled on nutrition. The expectation is that within the next three years, media practitioners' perception and views about nutrition reporting is expected to increase thereby positioning nutrition as a relevant national development priority issue.
- e) In the contribution of CSOs to the development, finalization, consensus building and subsequent review of the national nutrition policy, the organization of the Stakeholders consultation on the national nutrition policy ahead of its validation was very instrumental in generating more ideas for the way forward for the implementation of the policy. As a number of high profile personalities including Members of Parliament participated in the consultation, it indeed underscored the importance of widening the consultation processes on the policy for the purpose of ensuring its collective ownership. This was one of the SUN CSOs platform remarkable achievements.
- f) The 1,000 Days of the Child Concert that was staged in Tamale has been one of the novelties of Ghana SUN CSOs platform. Building the campaign around top Ghanaian celebrities who have a lot of followers is one of the strategies adopted to bring the campaign to the door steps of Ghanaians and to influence Ghanaians perception about the first 1,000 of the child. The 1,000 Days campaign song that has also been unveiled at the concert is also expected to attract the endorsement of over a million Ghanaians to the Campaign who shall watch the song video on television.
- g) "Tomorrow Today" television episode which is expected to be telecasted for the next one year is also going to support Ghana SUN CSOs platform behavioural change communication strategy aimed at influencing more than a million Ghanaians positively towards nutrition issues in Ghana. Equally important is the nutrition messages being taken from influential Ghanaians including the Clergy, Islamic Leaders, Political figures, Policy Makers and Leaders of Corporate organizations which shall also be shown on television from November 3rd. Ghana SUN CSOs platform contribution to the development of nutrition messages in Ghana through the media will indeed help shape nutrition agenda for the next three years.
- h) By completing its baseline appraisal for all the relevant members of the Coalition, Hunger Alliance of Ghana and the SUN CSOs platform has also identified the capacity of member organizations at the grassroots to really champion nutrition issues in Ghana. Gaps have also been identified for capacity development. This will also help consolidate Ghana SUN CSOs platform position as the only nutrition centred platform in Ghana when all others challenges are addressed adequately.
- i) The CSA Members capacity building workshop organized in third quarter in Tamale has broaden the participation of Member organizations in the other regions in the implementation of the work plan of the SUN CSOs platform. Its result is very significant. It has also strengthened the capacity of CSA Members to play meaningful roles in the implementation of SUN in Ghana at the grassroots level. Among other things, the workshop shall contribute to the improvement of the flow of communication from the centre to the periphery, promote the work of the new coalition and the SUN Movement in general in Ghana and help consolidate the gains at the grassroots level.

j) The overall impact of Ghana SUN CSOs platform on the nutrition landscape in Ghana during the third quarter has been very phenomenon. Over 90% of the activities for the year 2013 has been duly executed as at the third quarter though implementation delayed for three months. With this trend, all the activities should be implemented successfully before the end of the last quarter. It must be noted that Ghana SUN CSOs platform is gradually changing the profile of nutrition in Ghana and is gradually changing public perception and mindset about nutrition as it continues to leave its impressive footprint in nutrition landscape in Ghana.

¹ The term "programme" is used for projects, programmes and joint programmes.