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Olive Oil Without Borders

Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

Partners for Community Development since 1915

Quarterly Report

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Near East Foundation

WEST BANK/GAZA: Trust Building – 3rd Floor, Nablus
Tel: +970 9 2396961 • Fax: +970 9 2396965

NEW YORK: 432 Crouse-Hinds Hall • 900 S Crouse Ave
Syracuse, NY 13244 • (315)428-8670

www.neareast.org

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Cover Photo: Olives, by Islam Shahrורי/Nablus (for NEF).

ABBREVIATIONS AND ACRONYMS

BGU	Ben-Gurion University of the Negev
MoA	Ministry of Agriculture (Palestinian Authority)
NEF	Near East Foundation
NGO	Non-Governmental Organization
PARCC	Program for the Advancement of Research on Conflict and Collaboration
PCARD	Palestinian Center for Agriculture Researches and Development
ToT	Training of Trainers
USAID	United States Agency for International Development
VCAD	Value Chain Analysis and Development
WB	West Bank
WSR	Whole System in a Room

I. EXECUTIVE SUMMARY

This report presents the activities and impact of the Olive Oil Without Borders: Palestinian-Israeli Olive Oil project during the project's first quarter, from October – December 2011.

The Olive Oil Without Borders project officially began implementation in December 2011, following approval of the first year implementation plan. During this period, the key project achievements included:

- Over **115 individuals** participated in project launch workshops in three targeted clusters in the West Bank (WB), learning about the project's goals, objectives, and planned activities. The launch workshops were covered in several media sources.
- The project team met with the Ministry of Agriculture to introduce the project and ensure coordination in work with olive producers.
- Selection criteria for lead farmers were developed; farmers submitted applications to be considered for this training program.
- Olive Oil Without Borders project team members participated in trainings, and established the systems necessary to successfully implement the project in compliance with policies and regulations.

The project has established a strong foundation for activities and actions in the coming quarters.

II. PROGRAM OVERVIEW

The Olive Oil Without Borders: Palestinian-Israeli Olive Oil Project builds relationships of trust, mutual understanding, and collaboration through economic cooperation. It targets the olive oil sector because olive farming is a cornerstone of local rural economies, critically important to many people in both the Palestinian Territories and in Israel. It is also woven into many aspects of rural society and rural social relations and therefore, has meaning beyond economic value; and it has become a flashpoint for conflict in the Palestinian Territories.

The Olive Oil Without Borders project focus on six clusters of villages in Israel and the West Bank, in areas where the NEF team, including Ben-Gurion University of the Negev and Palestinian Center for Agriculture Researches and Development, have well-established relationships. Over the course of the project, we will work directly with at least 1428 olive producers, 12 mill operators, and 12 olive oil distributors in these areas. The project will produce both economic impacts (increased income, profitability and cross-border trade) and social impacts (higher levels of trust, increased collaboration).

Our person-to-person approach, based on Value Chain Analysis and Development (VCAD), is organized as a series of activities to help groups of olive farmers, producers, and distributors identify shared interests, common constraints, and joint opportunities and to facilitate win-win solutions through horizontal (within groups) and vertical (between groups) collaboration. VCAD provides a structured, depoliticized framework for creating dialogue

within and among seemingly disparate social and economic groups. We will: (1) build support for cross-border collaboration through a participatory Value Chain Assessment; (2) facilitate dialogue through —Whole-System-in-a-Room (WSR) workshops; (3) build a shared vision of economic development through stakeholder-led action planning; (4) facilitate collaboration through training, technical assistance, and material support for implementation of this action plan; (5) support joint advocacy for policy reform and institutional development; and (6) broaden support for collaboration through strategic communications.

The objectives of the project are as follow:

Intermediate Objective 1: Strengthen grassroots, cross-border economic cooperation between Israelis and Palestinians.

Intermediate Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Intermediate Objective 3: Build capacity of local institutions to scale up opportunities and conditions for cross-border cooperation.

III. ACTIVITIES AND ACCOMPLISHMENTS

The project team began the implementation of the Olive Oil Without Borders project activities at the beginning of December 2011, after receiving approval of the implementation plan on November 29, 2011.

A. Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.

Activity 1.1 Project Launch

Meetings with Palestinian Ministry of Agriculture. Prior to beginning work in targeted clusters in the West Bank, the project team met with the Palestinian Ministry of Agriculture (MoA) to introduce the project and its objectives.

Project Director Salah Abu Eshah and NEF's Agribusiness Specialist Fares Jabi met with Abdullah Lahlouh, the Deputy Minister from the Palestinian MoA and members of his staff on December 20, 2011. The purpose of this meeting was to:

- Officially introduce the project and its activities in the WB.
- Ensure an effective cooperation between NEF and MoA during the implementation process of the project in the four clusters in WB.
- Assure compliance, consistency, and compatibility of all agricultural activities implemented with national strategies for the agricultural sector.

Launch Workshops.

Three central launch workshops were successfully held in the WB in December; the workshops were held in the main village of each targeted cluster. Farmers, mill operators, traders, officials and community leaders were invited to these workshops.

The first launch workshop was held in the cluster of Asira, near



Program Manager Salah Abu Eisheh presents information on the Olive Oil Without Borders project during a launch workshop in Qabatya in the north of West Bank.

Nablus, on December 21, 2011. This cluster was selected for the first workshop because it includes the largest number of villages (10): Asira, Shamaleyeh, Talluza, Yaseed, Beit Imrin, Al-Bathan, Ejnesenia, Burqa, Naqura, Sabastiya, and Deir Sharaf. The two-hour workshop was held at Asira Municipality Hall, with the participation of 43 farmers from the 10 villages. Project Manager Salah Abu Eisheh presented information on the project, its goal, objectives, activities and the geographic area of focus. NEF Agribusiness Specialist Fares Jabi provided information about the expected impact of the project on the olive sector. A representative from project partner PCARD presented on the organization's experience in the olive sector. At the end of the workshop, applications for lead farmers were distributed. A contact person in each village was selected to collect these applications and submit to NEF's field coordinator.

The same agenda was used in both of the other two launch workshops. The second launch workshop was held for the Qabatya cluster at the Qabatya Municipality Hall on December 28, 2011. The workshop brought together 39 individuals from the villages of Qabatya, Seeres, Maythalon, and Meselyeh. The third launch workshop was held for the Salfet cluster at the Salfet Community Center on December 29, 2011. The workshop brought together 37 individuals from the clusters' 6 villages: Salfet, Kufr Aldeik, Yasoof, Skaka, Farkhah, and Marda. A breakdown of participation in the launch workshops is included in [Appendix 2](#).

The launch workshops were covered in several media outlets, including: Maan News (www.maannews.com) and Al-Quds Newspaper. Copies of this media coverage are included in [Appendix 4](#).

The final launch workshop in the WB for the Kufr Zeibad cluster (which includes six villages) will be held in January 2012, along with launch workshops in the two clusters in Israel.



Fares Jabi speaks at launch workshop.



Participants in launch workshop in Qabatyia.



Participants in launch workshop in Qabatyia.



Participants in launch workshop in Salfeet.



Participants in launch workshop in Qabatyia.



Participants in launch workshop in Asira



Female participant at launch workshop in Salfeet.

Activity 1.2 Value Chain Framework

The Value Chain Analysis one-day workshop has been planned for February 15, 2012. This meeting will bring together value chain actors to develop the framework for the cross-border value chain analysis. During this quarter, the project team prepared a list of value chain actors for participation in this event. The list of participants to be invited is included in [Appendix 3](#).

Logistical preparations for the meeting have advanced. The workshop will be held at Deir Hajleh in Jericho /WB; no permits are required for actors from the WB.

Activity 1.6 Training of Trainers (ToT)

In preparation for the ToT training, which will take place in March 2012, the project team announced the application process for farmers from targeted villages in the WB. A central contact person from each village was named to help in the distribution and collection of farmers' application forms.

A set of well-defined selection criteria will be followed by NEF and project partners to choose lead farmers for participation in the ToT from applications received.

The selection criteria include the following:

Selection criteria for leader farmers for the ToT:

Permanent residence	Same as targeted village
Work	Free to ensure farmers' commitment
Nationality	Is not a US citizen
Olive/land ownership	At least 5 dunums/100 trees
Entry to Israel	Preferred if holds a magnetic card or has previously entered Israel
Positive answers to following questions:	<ul style="list-style-type: none"> • Are you ready and committed to participate in an olive project that will continue for three years? • Will you commit to training sessions? • Will you commit to transfer all information to your colleagues?
Answer to the following question	Do you think that cross-border collaboration in the olive industry is a positive development that offers opportunities?
Languages	Language skills in English or Hebrew
Age	Younger than 50 years old (preference)
Gender	Both (project seeks to ensure strong participation by women)

B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Project team members in New York held initial meetings with the Reconciliation Advisory Committee (from PARCC) to discuss the project, objectives, and role of the committee. The committee is prepared to engage in the project, ensuring that the project ultimately remains focused on promoting peace and reconciliation.

C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.

Activity 3.3: Broaden support through strategic communication

NEF began discussions about the Olive Oil Without Borders project’s strategic communication strategy. This will be finalized during the next quarter.

D. Crosscutting Areas

The project team encouraged the participation of women in all activities through initial outreach activities, and primarily through the launch workshops.

E. Administration

1. Approval of First Year Implementation Plan

The Olive Oil Without Borders implementation plan was prepared, submitted, and approved during the quarter.

2. Visit by NEF NY Staff

NEF’s Vice President for Finance and Administration (Lucy Berkowitz) and Program Officer (Sarah Peterson) visited the project office in October 2011. During their visit, the project team discussed implementation plans, control systems, and project tracking.

3. Training of NEF Staff

NEF staff attended many mandatory partners meeting and trainings during the first quarter; details are included in the table below:

DATE	TRAINING TITLE	LOCATION	PARTICIPANTS
Oct. 18, 2011	Post Award meeting	USAID/WBG (Tel Aviv)	Lucy Berkowitz Sarah Peterson
Oct. 26, 2011	USAID-Mission Order 21 Training for new CMMs	USAID/WBG (Tel Aviv)	Salah Abu Eisheh Majd Anabtawi
Nov. 1, 2011	Hands-on computer training to prepare for the launch of the NGO Portal of the Partner Vetting System (PVS)	USAID/WBG (Tel Aviv)	Salah Abu Eisheh Majd Anabtawi
Nov. 3, 2011	CMM Partners Retreat “Enhancing Local Partners’ Capacity to Prevent, Manage and Mitigate Conflict”	Ambassador Hotel, Jerusalem	Salah Abu Eisheh Fares Jabi
Nov. 14, 2011	USAID/RIG Partner Fraud Awareness Training	Movenpick Hotel, Ramallah	Salah Abu Eisheh Majd Anabtawi Aya Nabolsi

Nov. 29, 2011	One-on-One meeting	NEF office, Nablus	Salah Abu Eishah Majd Anabtawi Aya Nabolssi
Dec. 22, 2011	Performance Monitoring Plan	CRS Office/ Jerusalem	Salah Abu Eishah Majd Anabtawi
Dec. 22, 2011	Participant Training/TraiNet	CRS Office/ Jerusalem	Salah Abu Eishah Majd Anabtawi

IV. PROGRESS AGAINST WORKPLAN

The Olive Oil Without Borders project has made progress as projected against its first year implementation plan. A chart describing progress against the workplan is included in [Appendix I](#).

V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED

The delayed signing of the subcontract with BGU, with the re-vetting process, has delayed launch workshops in Israeli clusters and will cause delays in the implementation of the VCA and WSR, as proposed in the approved implementation plan for the first year.

No other significant constraints have been noted to date.

VI. PROJECT INDICATORS & IMPACT

Project indicators and impact will be shared according to the Performance Monitoring Plan (once approved), beginning in the next quarterly report.

VII. UPCOMING ACTIVITIES

A. Objective I: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.

Activity 1.1: Project Launch

NEF will host a launch workshop for the fourth West Bank cluster in Kufur Zeibad, near Tulkarm, on January 4, 2012, at Kufur Zeibad Village Hall. The villages included in this cluster are Kufur Zeibad, Kufur Jammal, Kufur Abboush, Kufur Sour, Kufur Qaddoum, and Hajah.

Also, with the assistance of BGU, NEF will host two launch workshops in targeted Israeli clusters once the subcontract with BGU is in place.

The launch workshops will introduce the project to communities and provide an opportunity for the distribution of applications to become a lead farmer. It is expected that 40-50 individuals will attend each launch workshop, including olive oil chain value actors, community leaders, and other members of the development community.

Activity 1.2: Adapt VCA framework

In ongoing consultation with experts, including members of the reconciliation advisory group, and through a one day workshop in Jerusalem (planned for February 15, 2012 at the

Deir Hajleh Monastery in Jericho), the project team will develop a Value Chain Analysis (VCA) framework and methodology for conducting a cross-border analysis of the olive value chain. The February meeting is expected to bring together 20-25 experts and value chain actors from the West Bank and Israel. The list of those to be invited is included in [Appendix 3](#). The value chain framework will combine a traditional economic value chain approach with a cross-border conflict management and reconciliation component.

Activity 1.3: Conduct Cross-Border Value Chain Analysis

Members of the project team (including NEF, BGU, PCARD, and expert consultants) will conduct a comprehensive cross-border value chain assessment of olive oil production, based on consultations with individuals and firms across the project area. The VCA will involve stakeholders from all six clusters and other stakeholders that have technical or economic connections with their communities.

We will use a “snowballing” sampling method. This method draws on referrals and network analysis to identify stakeholders (e.g., important mills for local production, important sources for technical information, and traders who are active in the clusters) for consultations and potential participation in project activities.

The VCA will highlight the diverse incentives of different types of economic actors, emphasize cross-border dynamics, and identify constraints and opportunities for improving the economic performance, overall competitiveness as well as the cross border relationship for individuals and for the sub-sector. The report draft will be finalized by the beginning of March 2012, before the “Whole-System-in a Room” workshop.

Activity 1.4: Facilitate dialogue through “Whole-System-in-a-Room” Workshop

NEF will organize WSR workshops as structured forums to stimulate dialogue among and between Israeli and Palestinian olive sector stakeholders; the first workshop will be held during the project’s first year, at the BGU campus, during the second week of March. The WSR workshop will provide an opportunity to present results of the VCA.

The workshop/working groups will be structured to bring together Palestinians and Israelis, representatives of different stakeholder groups—producers, intermediaries, mill operators, bottlers and retailers, in order to develop a shared understanding of the constraints and aspirations of one another. By organizing dialogue within and among diverse groups, the WSR helps develop mutual understanding of the diverse constraints, opportunities, and motivations among stakeholder groups.

The initial WSR workshop in March 2012 is expected to bring together 50 participants (including NEF, PCARD, and BGU participants), with anticipated equal participation between Israelis and Palestinians.

Activity 1.5: Build shared vision through stakeholder-led action planning

During the initial WSR workshop, participants will develop a stakeholder-led action plan that identifies critical constraints and lays out measures to address key challenges in the

sector. In particular, this stakeholder-led action plan will emphasize measures to jointly upgrade the olive oil sector between Israel and Palestine. It will highlight joint opportunities for upgrading technical practice (e.g., increase productivity and quality of olives and olive oil) as well as opportunities for ongoing cross-border cooperation in marketing, quality management, and trade policy. All participants will agree on this declaration during the WSR meeting that will be held in mid-March.

Activity 1.6: Training of trainers (ToT)

The ToT will commence in March 2012 as a three-day workshop held at BGU training facilities, bringing together at least 45 selected lead farmers from 34 different communities.

The project team will try to select female lead farmers where possible. These people will serve as peer-to-peer trainers and extensionists in their communities. The initial list will be decided based on the established criteria.

Development of training modules will be determined through the Value Chain Assessment, but it is expected that these trainings will cover soil preparation (including fertilization), tree care (including pruning, irrigation), natural pest control, harvesting, post-harvest handling, milling, quality management, and finance. Members of the reconciliation advisory group, especially those from PARCC, will aid in preparing training modules on communications, negotiation, conflict management, building trust, gender awareness, and women's leadership. Training modules will be approved and revised during a meeting of experts at the WSR meeting during March 2012.

Activity 1.7: Facilitate peer-to-peer training

After completing the initial ToT lead farmers will share their knowledge with peers in their respective communities through biweekly training sessions as well as ad hoc advising and agricultural extension sometime in March. PCARD will be responsible for managing Palestinian trainers; BGU will be responsible for tracking and managing Israeli trainers.

To the extent possible, these training sessions will be hands-on sessions in the farmer field schools (Activity 1.8). We will aim to include an equal number of men and women in the training groups.

While the training will move back-and-forth between cross-border (Training of Trainers) and local (for peer-to-peer training), the training material—particularly topics related to quality, marketing, and policy—will keep in focus the cross-border nature of the value chain and of the project. In this regard, lead farmers will play a key role in introducing technical information and building an awareness of cross-border issues as well as fostering cross-border dialogue.

Activity 1.9: Support for adoption of improved techniques

NEF will support the adoption of improved techniques through in-kind grants, including modern harvesting equipment, pruning tools, and insect traps.

NEF will develop a grants manual for participants that provides information on the in-kind grant application, selection, and management process. This will be submitted for USAID approval by March 2012.

B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Activity 2.1: Documentation and Guidance of Reconciliation Process

Project partner Syracuse University's PARCC will provide guidance to integrate reconciliation themes and activities into the technical training and organizational development. During the first visit, planned for the VSR meeting, the team will analyze the current situation and focus on providing guidance on the best practices for introducing reconciliation objectives through technical training and economic cooperation. The group will also provide assistance in preparing training modules and materials that weave together reconciliation and business-oriented trust building.

Activity 2.2: Adapt Value Chain Framework to a cross-border conflict and reconciliation context

The Reconciliation Advisory Group will review the final VCA framework, weaving in conflict management and reconciliation goals. The group will prepare a monitoring tool to assess the results of the hybrid framework and train field staff and key partners in basic principles, practical techniques, and best practices in conflict mitigation and reconciliation (linked to 2.1). This support will correspond with their visit.

Activity 2.3: Incorporate conflict management and mitigation into training curriculum (link to 2.1.a, 1.6 & 1.8)

Reconciliation advisory group will help identify themes and develop training materials to include in the Training of Trainers and farmer schools. PARCC will review and assist with the training materials before, during and after their visit.

C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.

Activity 3.1: Identify and prioritize potential policy issues (beginning at the VSR meeting).

At the VSR meeting in March 2012, NEF will work with workshop participants to identify and prioritize policy issue(s) that impact the olive sector both within both regions (Israel and Palestine) and cross-border. Based on these priorities (which will be incorporated into the final value chain assessment and action plan), we will support collaborative action by stakeholders to addressing key barriers in the enabling environment through targeted policy workshops and jointly issued policy briefs. NEF plans to organize and hold joint meetings with stakeholders following the VSR meeting in March 2012, and continuing throughout the remainder of the first year – and into subsequent years.

Activity 3.3: Broaden support through strategic communication

Under the supervision of the Project Director, Salah Abu Eishah and with support from NEF

home office staff, NEF will develop a communications strategy. By March 2012, a website will be launched.

D. Crosscutting Areas

1. Monitoring and Evaluation

NEF will finalize the performance-monitoring plan and submit the plan to USAID before the end of January 2012. Starting in January, NEF will begin to collect related baseline data.

2. Environmental Compliance

By the end of February, NEF will submit the Environmental Mitigation Monitoring Plan to USAID.

E. Administration

1. Sign contracts with sub grantees PCARD and BGU.

Following completion of the re-vetting procedures, NEF will sign sub-contract agreements with project partners (PCARD and BGU).

VIII. APPENDIX 1: PROGRESS AGAINST WORKPLAN

Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement		
Activity 1.1: Organize and host launch workshops.	Introduce project and objectives to interested parties and launch workshops in each of the 6 targeted clusters (2 in Israel and 4 in the West Bank).	240-300 participants (40-50 per workshop): 80-100 Israeli and 160-200 Palestinian	Introduce project and objectives to interested parties.	Publicize project launch.	Launch Workshop and Media	NEF, BGU (2 clusters), PCARD (4 clusters)	<ul style="list-style-type: none"> At least 240 participate in launch workshops. Media outlets carry news about project. 	<ul style="list-style-type: none"> Participants /communities aware of OOWB project and its objectives 	<ul style="list-style-type: none"> Participants /communities mobilized to participate in project. 	1 per cluster: Northern Israel; Southern Israel; Asira; Salfet; Kufur Zeibad; Qabatiya	Dec. 2011 - Jan. 2012													Completed			
				Select value chain actors in each targeted site.	List of value chain actors	NEF, BGU, PCARD																					Completed
			Hold launch workshops in each of the 6 targeted clusters.	Ensure attendance of experts, community leaders, and practitioners from each targeted site.	Launch workshops and media	NEF, PARCC, BGU (2 clusters), PCARD (4 clusters)																					
Activity 1.2: Adapt Value Chain Framework	Develop VCA framework in consultation with selected experts/ reconciliation advisory group.		Develop VCA framework in consultation with selected experts/ reconciliation advisory group.	Obtain travel permits for VCA actors.	Travel permits	NEF	<ul style="list-style-type: none"> VCA Framework developed 	<ul style="list-style-type: none"> VCA process brings together Israeli/Palestinian experts 	<ul style="list-style-type: none"> Increased collaboration between Israeli and Palestinian olive industries promotes peace-building. 	Deir-Hajleh Monastery in Jericho	Dec. 2011 – Jan. 2012													In progress			
			Organize one day workshop to establish overall approach.	Value Chain Framework	NEF with support from PCARD, BGU, expert consultants																						
Activity 1.3: Conduct cross-border value chain analysis.	Consult with individuals, firms and stakeholders in each of the six clusters to gather the information and then draft a Value Chain Analysis.		Consult with individuals, firms, and stakeholders in each of the six clusters (see activity 2.2)	Explore gender dynamics, identify cross-border relationships, opportunities for cooperation	Value Chain Analysis Report	NEF with support from BGU and PCARD	<ul style="list-style-type: none"> VCA Report Finalized 	<ul style="list-style-type: none"> VCA provides concrete recommendations for methods of improving olive oil industry and cross-border relationships. 	<ul style="list-style-type: none"> Increased collaboration between Israeli and Palestinian olive industries promotes industry growth/ improved livelihoods. 	Jerusalem and the 34 targeted communities	Jan. 2012- Feb.2012														-		
			Draft Value Chain Analysis Report.	Draft report and share for comments.																							
Activity 1.4: Facilitate dialogue through “Whole-System-in-a-Room” (WSR)	Select stakeholders and hold a workshop to facilitate dialogue on market constraints, opportunities	50 participants: 20 Israeli and 30 Palestinian	Selection of stakeholders.	Stimulate dialogue between Israeli and Palestinian olive sector stakeholders, Discuss market constraints and opportunities,	One workshop held in first year.	NEF, PCARD, BGU	<ul style="list-style-type: none"> WSR workshop held. 	<ul style="list-style-type: none"> Increased dialogue between Israeli and Palestinian olive sector. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through discussions of common economic/personal 	Ben Gurion University of the Negev (BGU), Beer Sheva	Jan. 2012- Mar. 2012														-		
			Obtain travel permits.																								

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
workshop.	and aspirations.		Hold workshop at BGU; facilitate dialogue between VCA recruits from all market levels.	personal aspirations.					aspirations.																-
Activity 1.5: Build shared vision through stakeholder-led action planning. (Connected to 1.4).	Discuss critical constraints and opportunities for economic collaboration and cooperation to create an approved shared vision for the olive oil sector by the stakeholders.	50 participants: 20 Israeli and 30 Palestinian	Identify critical constraints; lay out measures to address key challenges.	Outline path to joint upgrade of olive oil sector.	Stakeholder led Action Plan Declaration of agreement between project participants and project	WSR workshop participants at BGU. Guidance provided by NEF, PCARD, BGU	<ul style="list-style-type: none"> Stakeholder led Action Plan developed. Agreement between project participants and project. 	<ul style="list-style-type: none"> Israeli and Palestinian participants develop shared vision for olive oil sector improvements. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through shared visioning. 	Ben Gurion University of the Negev (BGU), Beer Sheva	Mar. 2012														-
			Discuss opportunities for expertise and technology transfer, cooperation in marketing, quality management, and trade policy.	Assign responsibilities to participants, introduce declaration of shared vision, and secure approval of participants.																					
Activity 1.6: Training of Trainers (ToT).	Decide on training modules; select peer to peer trainers. Organize three day workshop in BGU to train the trainers. Launch four monthly session follow-up workshops held in the field.	At least 45 lead farmers: 12 Israelis and 33 Palestinians	Decide on the training modules.	Organize meeting for experts to decide on the training modules during WSR.	Training modules outline	NEF, and PCARD and BGU and PARCC																			In progress
			Interview candidates to serve as peer-to-peer trainers and community extension agents.	Form a project committee to guide selection of lead farmers and direct project beneficiaries and guide implementation at local level.				<ul style="list-style-type: none"> At least 45 lead farmer trainers trained. 	<ul style="list-style-type: none"> A group of lead farmers trained and qualified to train other farmers. Israeli and Palestinian farmers have opportunity for dialogue and sharing. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer. 	BGU (three day workshop and follow-up)	Dec. 2011 - Sep. 2012													In progress (requires assistance of project partners)
			Select 68 farmers from 34 communities (8 Israeli, 26 Palestinian). Nearly all farmers will be new to working with NEF.	Sort candidates by age, experience, gender. Select candidates with strong commitment to community development and cross-border dialogue/collaboration.	List of trainers	NEF, and PCARD and BGU																			

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
			Obtain travel permits for training participants.	Obtain travel permits.	Travel permits	NEF																			In progress
			Initial ToT session for at least 45 participants.	Organize one three-day workshop at BGU for trainers.	Report on TOT	NEF, and PCARD and BGU																			-
			Follow-up ToT sessions.	Four monthly session follow-up workshops held in the field.	Report on TOT follow-up workshops	NEF, and PCARD and BGU																			-
Activity 1.7: Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian)	Farmers share knowledge with peers in respective communities via bi-weekly training sessions, ad-hoc advising and agricultural extension.	340 farmers: 80 Israeli and 210 Palestinian	Farmers share knowledge with peers in respective communities via bi-weekly training sessions, ad-hoc advising, and agricultural extension; monitored by NEF and partners.	Emphasize topics related to marketing, policy, and quality. Cover basic principles of conflict management. Relate to economic context of olive oil, and the importance of cross-border relationships in the success of the operation.	Monthly training reports on peer trainings prepared by NEF.	VCA actors, peer trainers; NEF (with PCARD and BGU) monitor peer trainings	• At least 340 olive producers trained	• Olive Oil producers have improved knowledge and skills. • Israeli and Palestinian farmers exchange in dialogue and sharing.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers. • Cross-border relationship developed that improve olive sector production and livelihoods.	Communities and Farmer Field Schools	Mar.- Aug. 2012														-
			Lead farmers train at least 340 additional olive producers (5-8 trainees per trainer) via hands-on sessions in farmer field schools.	Draw participants from previous training activities with BGU. Include reasonable proportion of men and women.		PARCC assists in design of materials related to conflict management (Act. 2.1 & 2.3)																			-
Activity 1.8: Establish Farmer Field Schools.	Work with lead farmers to establish one Farmer Field School in each of the six clusters to hold bi-weekly training sessions.	At least 45 lead farmers: 12 Israelis and 33 Palestinians; 340 farmers: 80 Israeli and 210 Palestinian	Work with lead farmers to establish at least one Farmer Field School in each of the six clusters.	Identify private orchards; establish agreements with landowners surrounding conditions of investment, access, and maintenance.	Report on Farmer Field Schools established and training sessions/hours logged.	NEF with PCARD and BGU	• At least 6 Farmer Field Schools Established • At least 385 farmers trained at field schools.	• Olive Oil producers have improved knowledge and skills. • Israeli and Palestinian farmers exchange in dialogue and sharing.		6 Clusters of villages: 4 in Palestinian Territory 2 in Israel	Mar.- Aug. 2012														-

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement		
			Hold bi-weekly training sessions at field schools. (Link to 1.7)	Foster an environment suitable for laboratory trials (at BGU and PCARD) and the comparison of different techniques for educational purposes (see activity 1.11),	Training reports.	NEF, and PCARD and BGU																			-		
Activity 1.9: Support for adoption of improved techniques.	Identify technical upgrading opportunities and encourage Israeli-Palestinian collaboration.	340 farmers (80 Israeli and 210 Palestinian) and at least 45 trainers (12 Israeli and 33 Palestinian) have opportunity to participate	Identify technical upgrading opportunities during the VCA and WSR workshop.	Encourage Israeli-Palestinian collaboration; work with farmers to bridge technological gaps.																					-		
			Develop selection criteria, in-kind grant management guide, and conduct bidding process.	Prepare management manual.	Grant management guide. Report on in-kind grants.	NEF, with support from PCARD and BGU	<ul style="list-style-type: none"> At least 385 farmers have opportunity to seek support for adoption of improved techniques. 	<ul style="list-style-type: none"> Olive Oil producers have improved knowledge, skills, and access to techniques. Israeli and Palestinian farmers exchange in dialogue and sharing. Increased production/ improved quality of olive oil. 	<ul style="list-style-type: none"> Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers. Cross-border relationship developed that improve olive sector production and livelihoods. 	34 Communities: 8 in Israel 26 in Palestinian Territory	Jan. 2012 - Aug. 2012																-
			Support the adoption of improved techniques via in-kind grants, subsidies.	Strive to collect 50% match from project participants. Farmers eligible for in-kind transfer should possess no less than five dunums or 100 olive trees. Subsidize farmers who are unable to provide half on a case-by-case basis.																							

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement					
			Provide guidance in building economies of scale for bulk purchase and/or service delivery.	Decrease gap between Israeli and Palestinian production standards; promote modern techniques/ stress importance of quality and timing in accessing markets.																				-						
Activity 1.10: Site visits in Israel.	Organize 2 visits per year, 20 participants per visit in Israel (closely guided by BGU experts).	40 individual farmers (20 per visit):20 Israeli, 20 Palestinian	Obtain travel permits	Obtain travel permits.	Travel permits.	NEF	• At least 40 farmers participate in site visits in Israel.	• Olive Oil producers have improved knowledge and skills. • Israeli and Palestinian farmers exchange in dialogue and sharing.		Various farms in Israel	May - Sept. 2012													-						
			Organize 2 visits per year, at least 20 participants per visit.	Organize field visits in Israel (closely guided by BGU experts).	Visits/site reports	NEF, PCARD, BGU																							-	
Activity 1.11: Conduct field trials of high-producing varieties of olive trees.	Organize participatory field trials for farmers and producers to experiment with new olive varieties with high productivity and resistance to diseases and pests.	45 oil producers and 15 agronomists 23 Israelis 37 Palestinians	Accompany selected oil producers and farmers to Israeli olive farms that have profited from technical upgrades (connected to Activity 1.10).	Promote discussion between groups in the interest of mutual understanding and cultural exchange.	Visit Report Testing Reports/ Experiment Outcomes	NEF with PCARD and BGU	• At least 60 participate in field trials of high-producing varieties of olive trees.	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and sharing. • Increased production/ improved quality of olive oil.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers/mill owners. • Cross-border relationships developed that improve olive sector production and livelihoods.	Farmer field schools; also private orchards, based on interest.	June - Sept. 2012														-					
			Participatory field trials to experiment with new olive varieties with high productivity and resistance to diseases & pests.	Maximize farmer & producer participation in field trials; Arrange trials at program field schools, and/or on land of participants.																										-
			Share results of field trials with WSR participants/ annual WSRs, IOOC-POOC, other venues.	Professor Zeev Weisman and Mr. Fares Jabi to present.									NEF, PCARD, BGU based on VCA and project participants																	

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement							
Activity 1.12: Facilitate upgrade of 6 olive oil mills to improve quality.	One olive oil mill in each cluster to receive training and technical assistance (total 6 olive mills in first year). Providing in-kind support to improve mills through mill upgrades.	Training: approx. 20 people: 8 Israeli and 12 Palestinian Mill upgrades: 6 mills (serving the entire farming population of the clusters: estimated 3,400 households)	Identify at least one olive oil mill in each cluster to receive training and technical assistance. Total 6 olive mills in first year.	Utilize VCA to determine how best to allocate program resources. Upgrades to begin 3 months prior to start of harvest.	Mill upgrading reports and supporting documentation	NEF with PCARD	• At least 15 mill operators participate in trainings. • At least 6 mills upgraded.	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and sharing. • Increased production/ improved quality of olive oil.		BGU and field sites in Israel	June – Sept. 2012														-							
			Conduct two day workshop for mill producers.	Training on mill upgrading and improved management practices.																												-
			Provide in-kind material support for mill upgrades.	In-kind grants may support: <ul style="list-style-type: none"> Improving health and hygiene Improving oil storage Providing mills with mobile labs for oil quality testing Improving environmental management 																												
Activity 1.13: Branding and marketing workshop.	Develop a shared branding and marketing strategy to address the benefits of collaboration.	24 participants (at least 4 per cluster): 8 Israeli and 16 Palestinian	Promote cooperation among oil companies/ traders to develop shared branding and joint marketing campaigns.	<ul style="list-style-type: none"> Identify 34 olive oil traders/distributors. Organize one branding and marketing workshops to facilitate collaboration between Israeli and Palestinian firms. 	Branding and Marketing Workshops Reports (1)	NEF with PCARD and BGU	• At least 24 individuals involved in olive oil companies participate in branding and marketing workshop.	<ul style="list-style-type: none"> Israeli and Palestinian olive oil companies/experts dialogue and share. Cross-border relationships developed that improve olive sector production 		BGU	May - Sept. 2012															-						

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
			Develop a shared branding and marketing strategy to address the benefits of collaboration (i.e. economies of scale, regional brand recognition, niche marketing).	Conceptualize and organize media awareness of the health impact of oil to increase sales.	Shared Branding and Marketing Strategy	NEF, PCARD, BGU, Syracuse University Whitman School of Management Student Partners.			and livelihoods.																-

Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 2.1: Documentation and guidance of reconciliation process by Reconciliation Advisory Group and incorporate conflict management and mitigation into curriculum. (See activities 1.2 and 1.4)	Integrate reconciliation themes and activities. Members of PARCC and the Reconciliation Advisory Group make field visits will be selected for direct field research.		Integrate reconciliation themes and activities into the technical training and organizational development.	Guide local team on best practices for the development of reconciliation and business-oriented trust.	Meetings and Reports	NEF, with PCARD, BGU, PARCC; expert consultants.	<ul style="list-style-type: none"> Reconciliation themes and activities woven into training modules. Members of PARCC Reconciliation Advisory Group make field visit. 	<ul style="list-style-type: none"> Local team uses best practices to integrate reconciliation into project activities. 	<ul style="list-style-type: none"> Peace and reconciliation between Israelis and Palestinians through olive oil cross-border economic cooperation. 	NEF Headquarters (Nablus), BGU campus and various sites	Dec. 2011 - Feb. 2012														In progress
			Members of PARCC and the Reconciliation Advisory Group make field visit.	Field visit arrangements																					

<p>Activity 2.2: Adapt Value Chain Framework to a cross-border conflict and reconciliation context.</p>	<p>Weave conflict management and reconciliation goals into the VCAD development approach.</p>		<p>Weave conflict management and reconciliation goals into the VCAD development approach, creating a hybrid system.</p>	<p>Prepare a monitoring tool to assess the results of the hybrid framework; train field staff and key partners in basic principles, practical techniques, and best practices in conflict mitigation and reconciliation.</p>	<p>Value Chain Framework adapted to include topics that promote peace and reconciliation.</p>	<p>NEF, with PCARD, BGU, PARCC; expert consultants.</p>	<ul style="list-style-type: none"> Value Chain Framework incorporates peace and reconciliation topics. 	<ul style="list-style-type: none"> Value Chain Framework promotes peace and reconciliation. 		<p>BGU campus (Beir Sheeva)</p>	<p>Dec. 2011 – Feb. 2012</p>										<p>In progress</p>
<p>Activity 2.3: Incorporate conflict management and mitigation into training curriculum.</p>	<p>Reconciliation advisory group will help identify conflict management themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.</p>	<p>At least 45 lead farmers (11 Israelis and 34 Palestinians); 340 farmers (80 Israeli and 210 Palestinian)</p>	<p>Reconciliation advisory group will help identify themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.</p>	<p>Weave conflict management themes into training materials.</p>	<p>Training Materials</p>	<p>NEF with PARCC</p>	<ul style="list-style-type: none"> Training materials finalized. 	<ul style="list-style-type: none"> Professional training material guide with integrated conflict management themes used in trainings. 		<p>BGU; remote communication</p>	<p>Dec. 2011 – Feb. 2012</p>										<p>In progress</p>

Objective 3: Build Capacity of Local Institutions to Scale Up Opportunities and Conditions for Cross-Border Cooperation.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement									
Activity 3.1: Identify and prioritize potential policy issues (beginning at the WSR meeting).	Support collaborative action by stakeholders to address key barriers. Develop certification capacity. Strengthen collaboration between Israeli and Palestinian Olive Oil Councils and engaging them in VCAD action plan implementation.	Policy actions will have potentially broad impact; in the project area, beneficiaries are estimated at 3400 household (100 households per community)	Support collaborative action by stakeholders to address key barriers in the enabling environment through targeting policy workshops and jointly issues policy briefs.	Define factors impacting cross-border olive trade.	Policy strategy memo	NEF(At the WSR (activity 1.4))	<ul style="list-style-type: none"> Joint stakeholder meetings held. Policy strategy memo developed by stakeholders. 	<ul style="list-style-type: none"> Strengthened collaboration between Israeli and Palestinian Olive Oil Councils. 	<ul style="list-style-type: none"> Peace and reconciliation strengthened between Israelis and Palestinians through collaboration. 	BGU campus (WSR workshop)	Feb- Sept. 2012														-									
				Develop certification capacity based on international norms and standards, including organic, through joint meetings.																														-
				Strengthen collaboration between Israeli and Palestinian Olive Oil Councils and engaging them in VCAD action plan implementation.																														
Activity 3.2: Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development.	Create and facilitate the joint policy commission of the Israeli Olive Oil Council and the Palestinian Olive Oil Council meetings.	20 participants (10 Israeli, 10 Palestinian), including representatives from NEF, PCARD and BGU	Create the joint policy commission of the Israeli Olive Oil Council, and the Palestinian Olive Oil Council, with meetings to be held at least annually.	Facilitate meetings of commission to share progress and lessons from the project, to refine a manageable policy agenda, and to take action.	IOOC-POOC cross-border economic commission formed. Reports and documentation on policy issue action.	NEF, Policy workshop participants	<ul style="list-style-type: none"> IOOC-POOC cross-border economic commission formed. Policy agenda developed Reports and documentation on policy issue action. 	<ul style="list-style-type: none"> Strengthened collaboration between IOOC-POOC through shared policy agenda. 	<ul style="list-style-type: none"> Peace and reconciliation strengthened between Israelis and Palestinians through collaboration. 	Jerusalem (meetings of Joint IOOC-POOC Policy Commission)	July – Sept. 2012															-								
Activity 3.3: Broaden support through strategic communication	Develop a communications strategy incorporating a website and newsletter that targets key constituencies, i.e. value chain stakeholders, policy makers, the donor community and USAID.		Develop a communication strategy that targets key constituencies, i.e. value chain stakeholders, policy makers, the donor community, and USAID.	Develop communication strategy plan.	Communication strategy document	NEF, with PCARD, BGU, and PARCC	<ul style="list-style-type: none"> Communication strategy developed Website developed Newsletter distributed. 	<ul style="list-style-type: none"> Participants engage in information sharing/cross-border communication through project communications. Information about project shared broadly. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through communication and information sharing. 	NEF office (Nablus)	Dec. 2011 – Sept. 2012															In progress								
				Develop and manage website.	Website																											In progress		
				Prepare and distribute newsletter.	Newsletter																													-

Cross-Cutting Areas

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	9	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement				
Monitoring and Evaluation	Track and document project outputs, indicators, and impact.		Finalize Performance Monitoring Plan	Finalize and submit plan for approval	Performance Monitoring Plan	NEF, with PCARD, BGU, and PARCC	<ul style="list-style-type: none"> Outputs, outcomes, and impact data collected. Project model and best practices disseminated. 				Duration of project activities.														In progress				
			Collect baseline information as defined in the performance monitoring plan		Baseline information documented																								
			Progress Assessment	Assessment of project progress.	Assessment report	PARCC																							
Environmental Compliance	Ensure project meets all environmental compliance requirements		Prepare Environmental Mitigation and Monitoring Plan	Ensure environmental compliance of actions.	EMMP	NEF					Duration of project activities.														To be completed				

IX. APPENDIX 2: LAUNCH WORKSHOP PARTICIPATION

Activity	Date	Location	Number of Participants							
			Total	Men	Women	Youth*	Israeli	Palestinian	Project Team	Other
Launch Workshop / WB Asira cluster	21-Dec-11	Asira	43	37	6	2	0	43	3	2
Launch Workshop / WB Qabatia Cluster	28-Dec-11	Qabatya	39	35	4	2	0	39	3	3
Launch Workshop / WB Salfit Cluster	29-Dec-11	Salfeet	37	31	6	5	0	37	3	2

X. APPENDIX 3: VALUE CHAIN ANALYSIS DRAFT INVITATION LIST

The following individuals will be invited to participate in the Value Chain Analysis meeting in February 2012.

#	NAME	NATIONALITY	REASON FOR INVITATION
1.	Salah Abu Eisheh	Palestinian	NEF
2.	Fares Jabi	Palestinian	NEF
3.	Saleh Hamdan	Palestinian	NEF
4.	Khaled Juneidi	Palestinian	PCARD
5.	Ilan Cohen	Israeli	Olive grower
6.	Izhar Tughhaf	Israeli	Olive grower
7.	Yosi Portal	Israeli	Olive grower
8.	Darawshe Khader	Israeli	Olive mills owner
9.	Ezbarga	Israeli	Olive mills owner
10.	Arnon Baram	Israeli	Olive mills owner
11.	Ran Ben Nun	Israeli	Olive mills owner
12.	Yair Schwartz	Israeli	Olive oil bottling factory
13.	Amir Gur Lavi	Israeli	Olive oil bottling factory
14.	Hani Jahshan	Israeli	Olive oil bottling factory
15.	Yosi Fridman	Israeli	Olive oil bottling factory
16.	Teperberg Itay	Israeli	Olive oil bottling factory
17.	Shimon Lavee	Israeli	Academy
18.	Beni Avidan	Israeli	Academy
19.	Zohar Kerem	Israeli	Academy
20.	Uri Yermiahu	Israeli	Academy
21.	Adi Naali	Israeli	Israel Olive Council
22.	Fathi Abed El Hadi	Israeli	Academic
23.	Ehud Kanokh	Israeli	Academic
24.	Yunes Mohira	Israeli	Expert

25.	Suhil Zeidan	Israeli	Expert
26.	Roi Borochoy	Israeli	Expert
27.	Maher Yasin	Palestinian	Mill operator and farmer
28.	Samir Juneidi	Palestinian	Olive nursery owner
29.	Mohammad Amer Hamoudi	Palestinian	Farmer
30.	Basher Abu Hijleh	Palestinian	Mil technician
31.	Zeyad Ahmad Deib	Palestinian	Trader
32.	Ibrahim Yasin	Palestinian	Trader
33.	Ali Omari	Israeli	Plant protection expert
34.	Sami Yasin	Palestinian	Agronomist
35.	Qusai Hamadneh	Palestinian	Farmer
36.	Lama Khoffash	Palestinian	Agronomist
37.	Saba Sholi	Palestinian	Agronomist
38.	Alaa Bitar	Israeli	Academic
39.	Mohammad Qutob	Israeli	Academic

Terms

Olive Grower: An individual who owns an olive grove.

Farmer: An individual who works in olive farming, but does not own land

Olive Nursery Owner: Owns facility that produces tree seedlings

XI. APPENDIX 4: MEDIA COVERAGE

A. Coverage of Asira Launch workshop in Al Quds Newspaper (Main newspaper in Palestine (12/21/2011))

Article discusses workshop held at Asira Hall, with participation of Asira Mayor. The Olive Oil Without Borders Project Manager described the project and its activities.

AL Quds : "اجتماع في عصيرة الشمالية تمهيدا لاطلاق مشروع "زيت زيتون بلا حدود

Page 1 of 1

تسبب مقتل 7 من مسلحي "القاعدة" في محافظة مأرب اليمنية - تسببت زلزال بقوة 6.2 درجات يضرب المحيط الهادئ قبالة المد

اجتماع في عصيرة الشمالية تمهيدا لاطلاق مشروع "زيت زيتون بلا حدود"

القدس : 21 كانون الأول 2011

مشاهدات 754

نابلس - تصوير من عماد سعاده - عقد في قاعة بلدية عصيره الشمالية اليوم اجتماع

3 معجب. 0 غير معجب في اطار التحضيرات



لاطلاق مشروع تطوير قطاع الزيتون "زيت زيتون بلا حدود"، الذي ستقده مؤسسة الشرق الأدنى بالتعاون مع المركز الفلسطيني للبحوث والتنمية الزراعية وبتمويل من الوكالة الامريكية للتنمية الدولية ويكلفه اجماليه مليون ومائتي ألف دولار.

وحضر الاجتماع مدير برنامج الضفة الغربية في مؤسسة الشرق الأدنى صلاح أبو عيشه، وعدد من العاملين في المؤسسة، وأبو حسام الجندي عن المركز الفلسطيني للبحوث الزراعية، ورؤساء البلديات والمجالس القروية في مناطق عمل المشروع.

وأعرب رئيس الجمعية عمر ياسين عن سعادته لتنفيذ هكذا مشاريع تهتم بالمزارع الفلسطيني وشجرة زيت الزيتون الذي يعتبر رمزا من رموز فلسطين.

تحضيرات لاطلاق مشروع "زيت زيتون بلا حدود" في منطقة شمال نابلس

من جانبه تحدث ابو عيشه عن طبيعة وأهداف المشروع، حيث أكد أن المشروع يستهدف تطوير قطاع الزيتون في كافة مراحله سواء في الإنتاج أو التسويق، وكذلك بناء قدرات المزارعين، وتأهيل المعاصر، وتنظيم شبكات التسويق، ورفع مستوى وعي المستهلكين.

وأكد أن مدة المشروع ثلاث سنوات وأن مناطق عمل المشروع ستشمل عصيره الشمالية، طولوزة، الباذان، ياصيد، بيت امرين، سبسطيه، الناقوره، اجنسنا، دير شرف، برقة، نصف جبيل.

بدوره أكد الجندي على أهمية المشروع، وقدم نبذة عن أهم المشاكل والمعوقات التي تواجه هذا القطاع، داعيا الجميع للتعاون لإنتاج المشروع.

وتم تحديد منسقين للمشروع من كافة مناطق العمل للبدء في التنفيذ.

حجب

B. More coverage of Assira Launch workshop on Maan News agency website (12/21/2011)

::: وكالة معا الاخبارية :::

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إطلاق مشروع تطوير قطاع الزيتون في عصيرة الشمالية

الأربعاء، 21/12/2011 الساعة 14:57

نابلس- معا- عقد في قاعة بلدية عصيرة الشمالية اليوم اجتماعا حاشدا لإطلاق مشروع تطوير قطاع الزيتون "زيت زيتون بلا حدود" الذي ستنفذه مؤسسة الشرق الأدنى بالتعاون مع المركز الفلسطيني للبحوث والتنمية الزراعية وتمويل من الوكالة الأمريكية للتنمية الدولية وبكلفة إجمالية مليون ومائتي ألف دولار.

وحضر الاجتماع م. صلاح ابو عيشة مدير برنامج الضفة الغربية في مؤسسة الشرق الأدنى وعدد العاملين في المؤسسة والسيد ابو حسام الجنيدي عن المركز الفلسطيني للبحوث الزراعية ورؤساء البلديات والمجالس القروية في مناطق عمل المشروع وعدد كبير من الزارعين وأصحاب المعاصر والمتهمين بشجرة الزيتون.

وبدأ اللقاء بكلمة ترحيبية من السيد عمر ياسين رئيس بلدية عصيرة الشمالية رحب بالحضور وعبر عن سعادته لتنفيذ هكذا مشاريع تهتم بالمزارع الفلسطيني الأدنى وتمنى النجاح والتوفيق للجميع في تنفيذ المشروع وان تكون هناك قيمة إضافية تعكس إيجابيا على المزارع وعلى تحسين جودة زيت الزيتون وتسويقه بشكل ملائم.

كما تحدث المهندس صلاح ابو عيشة وقدم شرحا وافيا عن طبيعة وأهداف المشروع حيث أكد إن المشروع يستهدف تطوير قطاع الزيتون في كافة مراحله سواء في الإنتاج أو التسويق كذلك بناء قدرات المزارعين وتأهيل المعاصر وتنظيم شبكات التسويق ورفع مستوى وعي المستهلكين ، وأكد إن مدة المشروع ثلاث سنوات وان مناطق عمل المشروع ستشمل عصيرة الشمالية، طولوزة، الباذان، ياصيد، بيت أمرين، سبسطية، الناقورة، اجنسنا، دير شرف، برقة، نصف جبيل.

كما أكد ابو حسام الجنيدي على أهمية المشروع وقدم نبذة عن أهم مشاكل والمعوقات التي واجه هذا القطاع ودعا الجميع التعاون لإنجاح المشروع ومن ثم تحديد منسقين للمشروع من كافة مناطق العمل للبدء في تنفيذ المشروع.

رابط الموضوع: <http://www.maannews.net/arb/ViewDetails.aspx?ID=446865>



C. Coverage of Qabatia Launch Workshop, Maan News (12/28/2011)

::: وكالة معا الاخبارية :::

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اطلاق مشروع "زيت زيتون بلا حدود في جنين"

الأربعاء 28/12/2011 الساعة 16:03

جنين - معا - أطلقت مديرية الزراعة في جنين بالتعاون مع مؤسسة الشرق الأدنى مشروع "زيت الزيتون بلا حدود" والذي سينفذ في أربع قرى وهي قباطية وميتلون وسيريس ومسلية تنفذه مؤسسة الشرق الأدنى بالمشاركة مع المركز الفلسطيني للبحوث والتنمية الزراعية بتمويل من الوكالة الأمريكية

جاء ذلك خلال ورشة عمل عقدت في مقر بلدية قباطية حضرها مدير زراعة جنين و مدير بلدية قباطية و مدير مؤسسة الشرق الأدنى في فلسطين و الخبير الفلسطيني في قطاع الزيتون المهندس الزراعي فارس الجابي ومزارعو الزيتون واصحاب المعاصر والجمعيات العاملة بقطاع الزيتون في القرى المستهدفة بالمشروع .

وافتح الورشة مدير زراعة جنين المهندس الزراعي وجدي بشارت مرحبا بالحضور و مقدما نبذة عن واقع قطاع الزيتون في المحافظة حيث تبلغ مساحة الأراضي المزروعة بالزيتون 190 الف دونم و إنتاجيتها عالية جدا حيث بلغ إنتاجها مثلا في هذا العام 1200 طن زيت مع أنها تعتبر سنة شلتونية فيما أكد مدير بلدية قباطية عن أهمية قطاع الزيتون من الناحية الاقتصادية للمواطنين و مؤكدا على أهمية تطوير هذا القطاع الحيوي .

فيما تحدث مدير مؤسسة الشرق الأدنى المهندس صلاح ابو عيشة مقدما نبذة عن المؤسسة و عملها كما قام بعرض بعض تفاصيل المشروع و القرى المستهدفة في المحافظة من خلال هذا المشروع و هي (قباطية ، ميتلون ، سيريس ، مسلية) كما اكد بأنه سوف يتم خلال هذا المشروع إستهداف المزارعين من خلال نقل أفكار و ابحاث و تطبيقها على المزارعين في مزارعهم كما أنه سيتم إستهداف 12 معصرة في البلدات المستهدفة بناء على تقدير الإحتياجات .

وأشار مدير المركز الفلسطيني للبحوث و التنمية الزراعية المهندس الزراعي خالد الجنيدي الى المميزات التي يحتويها الزيت الفلسطيني الذي يعتبر كغذاء و دواء و لذلك يجب المحافظة على هذا القطاع و تطويره من خلال نقل بعض التقنيات و التكنولوجيا الحديثة الى المزارع من أجل رفع الإنتاجية بالظروف المتاحة

وتطرق الخبير في قطاع الزيت و الزيتون في فلسطين المهندس الزراعي فارس الجابي الى ان الظروف المناخية لل 10 سنوات الأخيرة و المتمثلة في إرتفاع درجات الحرارة و قلة الأمطار إلى تدني إنتاجية الدونم من الزيتون و بناء على هذه التغيرات اجتمعت كافة المؤسسات ذات العلاقة بقطاع الزيتون و خلصوا بتوصيات أهمها الري التكميلي بإعتبار الماء هو المحدد و العامل الرئيسي في الإنتاجية في فلسطين .

و في نهاية الورشة تم إختيار منسقين من الأربع قرى من قبل المزارعين أنفسهم ليكونوا كوسيط ما بين المؤسسة و المزارعين في هذه القرى في المشروع .

رابط الموضوع: <http://www.maannews.net/arb/ViewDetails.aspx?ID=448511>

<http://www.maannews.net/arb/Print.aspx?ID=448511>

1/22/2012

D. Coverage of Qabatia Launch Workshop on JeninNet (12/28/2011)

أخبار محافظة جنين - اطلاق مشروع زيت زيتون بلا حدود في جنين

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اطلاق مشروع زيت زيتون بلا حدود في جنين

حجم الخط: [X] [Y] [Z]

jenin12:30:00 28/12/2011

شبكة جنين : اطلقت مديرية الزراعة في جنين بالتعاون مع مؤسسة الشرق الأدنى مشروع "زيت الزيتون بلا حدود" والذي سينفذ في اربع قرى وهي قباطية وميتلون وسيريس ومسلية تنفذه مؤسسة الشرق الأدنى بالمشاركة مع المركز الفلسطيني للبحوث والتنمية الزراعية بتمويل من الوكالة الامريكية .

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