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Olive Oil Without Borders

Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

Building More Prosperous, Sustainable Communities since 1915

Quarterly Report

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Cover Photo: Olives, by Julia Daley (NEF West Bank /Gaza)

ABBREVIATIONS AND ACRONYMS

FFS	Farmer Field Schools
NEF	Near East Foundation
NGO	Non-Governmental Organization
PARCC	Program for the Advancement of Research on Conflict and Collaboration at Syracuse University, Syracuse NY
PCARD	Palestinian Center for Agriculture Researches and Development
PCP	Peres Center for Peace
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 second quarter, from January – March 2012.

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:

- 60 people attended the last project launch in the West bank for the Kufr Zeibad Cluster.
- 16 experts in the Palestinian and Israeli olive sectors met to develop the value chain framework analysis and to define the strengths and weaknesses of each step in the olive oil production line.
- 19 farmers were selected as ToT from 8 locations in Israel, including: Sde Yacov, Baqa Gharbayah, Iksal Sakhnin, DeirHanna and Kibutz Magal in the north; and Ezuz and Revivim in the south.
- The project team started identifying private orchards to act as farmer field schools in the West Bank where one orchard will be selected in each of the four cluster villages.
- Received approval from USAID on PMP for the first year and the three-year outline.
- Started GEO MIS reporting; all the activities implemented in the past two quarters have been uploaded to the system, where reports can be reached at: www.usaidgiswbg.com.
- NEF developed a partnership agreement with Peres Center for Peace and is waiting for the vetting approval to sign the subcontract, NEF and PCP reached an agreement on tasks and budget waiting the USAID approval for PCP vetting in order to be able to sign a subcontract.
- Dr. Fathi Abdulhadi was engaged as the project's senior agribusiness consultant inside Israel.
- Julia Daley joined the project team as the communications and media assistant.
- The matching grant fund manual was completed and submitted to USAID for approval.
- The project website is ready for official launch, which is planned during the WSR workshop that will take place in May in Beit Shaan, Israel.
- The project team 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 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 focuses on six clusters of villages in Israel and the West Bank. The NEF team and the Peres Center for Peace have well-established relationships in these areas. 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 (e.g., increased income, profitability, cross-border trade) and social impacts (e.g., 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.

PHOTOGRAPHS

Activity 1.1 Project Launch Kufr Zeibad -Jan 4,2012



Picture 1 : audience at Kufr Zeibad Community Center Hall .



Picture 2: farmers write their names on sign in sheet.



Picture 3: project manager Salah Abu Eiseh present the project.



Picture 4: local council representative shows interest in the project.



Picture 5: K.juneidi talks about PCARD role in the project.



Picture 6: Palestinian olive expert fares jabi .

Activity 1.2 Value Chain Framework Workshop on March 5, 2012-04-25



Picture 7: Olive Expert Shimon Lavee and Khaled Jneidi (PCARD).



Picture 8: NEF President Charles Benjamin and Yoav Stern head of Business and Environment Department at the Peres Center for Peace.



Picture 9: OOWB allows old friends to meet.

Value Chain Launch: Visit to Canaan Fair Trade, Jenin



NEF OOWB Project Team with Canaan CEO



Canaan Fair Trade Product Line

III. ACTIVITIES AND ACCOMPLISHMENTS

A. OBJECTIVE 1: STRENGTHEN GRASSROOTS, CROSS-BORDER ECONOMIC COOPERATION BETWEEN ISRAELIS AND PALESTINIANS.

Activity 1.1 Project Launch

In partnership with PCARD, the Project team organized the last launch workshop in the West Bank, targeting the Kufur Zeibad cluster of villages, on January 4, 2012 at the Kufur Zeibad Community Center. Over 60 participants attended representing the olive sector from six villages, including Kufur Zeibad, Kufur Abboush, Kufur Jammal, Kufur Sour, Kufur Qadoom and Hajja.

Project Manager Salah Abu Eishah presented information on the project, including 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 leader farmers were distributed. A contact person in each village was selected to collect these applications and to submit them to NEF's Field Coordinator. The participants in the launch workshop demonstrated strong enthusiasm to participate in the project activities, with 90% of the participants submitting their applications for participating in the joint training of trainers program (TOT) that will be conducted in June 2012. A breakdown of participation in the launch workshop is included in [Appendix 2](#)

It was anticipated that a project launch workshop would be held inside Israel during this quarter. However, due to difficulties in finalizing the partner agreement with at Israel-based Peres Center for Peace, and the scheduling challenges presented by Israeli farmers' schedules, it was agreed upon that a centralized workshop would be held for all Israeli targeted locations. This revised project launch is to be held on April 4, 2012 at Gilboa Regional Council- Ein Herod.

Activity 1.2 Value Chain Framework

The VCA approach was applied at each step in the olive oil production line in the Palestinian and Israeli olive sectors. The strengths and weaknesses in the chain were identified as were the individual and shared needs of each sector. The Olive Oil without Borders program will address these needs in the olive sectors.

A one-day workshop was held on March 5, 2012 at the Peres Center for Peace to develop the framework for the cross-border value chain analysis. This meeting brought together 16 value chain actors that included top experts in the olive sector in Israel and WB such as Shimon Lavee, AdiNaali, Fathi Abdul Hadi, Oded Salmon, Fares Jabi, and Khaled Juneidi.

One of the key issues was to identify points of potential common interest and concern between the Palestinian and Israeli olive sectors. In general, it was agreed that the Palestinian and Israeli face many of the same fundamental issues in spite of the different levels of technology – maintaining soil fertility, caring for trees, managing scarce water resources, oil quality (including monitoring for adulterated and black-market), and connecting with markets. The

experts affirmed that from economic and ecological perspectives, the two sectors must be viewed as a single sector. They also confirmed that there is still a big demand for technical, production-related training in Israel and Palestine.

Detailed findings have been summarized in a separate report.

Activity 1.3 Conduct cross-border value chain analysis

Community engaged value chain analysis will continue throughout April and May, during which time mill operators and traders will be included in the questionnaire survey. It is anticipated that the questionnaire portion of the analysis will continue with the aim for it to be completed prior to the WSR workshop on May 7, 2012.

Cross-border value chain analysis meetings have commenced with 26 olive farmers (10 from Israel, and 16 farmers from four clusters in the WB). Farmers were asked to give a brief personal statement and then answered questions about their farm's production, their business life cycle, and how their business components interact with each other. The information we will collect will be used as base for the value chain final analysis. The focus of the specific value chain assessment – and what sets it apart from other such studies – is on cross-border relationships. The questions are framed to understand current operations as well as attitudes and aspirations regarding cross-border economic relationships.

NEF partner PARCC (from Syracuse University) helped to integrate reconciliation components into the questionnaires. PARCC supplied eight questions to capture meaningful baseline information about the 'reconciliation' component of the project. The purpose of these questions is to identify different elements of conflict among olive oil sector stakeholders in general, and Israelis and Palestinians in particular. Further, it encompasses and interconnects the four necessary components of reconciliation: 1) the structural environment becomes more conducive to exchange and cooperation; 2) new narratives emerge about the 'problems' and the 'other side' that are more conducive for collaboration and trust; 3) there is a movement away from positional bargaining toward interest-based negotiation when seeking to solve problems with the 'other side'; and, 4) heightened emotional reactions to conflicts within the sector are replaced by more rational and deliberative forms of expression. The answers to the questions will be transcribed, coded according to the four components, and then used as pre-project baseline data.

In order to gather this information for individuals at all levels in the olive value chain, the project team will meet with 10 olive oil processors (5 in Israel, and 5 in the West Bank) from which the farmers process their olives and then track the chain to meet with traders who sell olive industry products.

Activity 1.4: Facilitate dialogue through “Whole-System-in-a-Room” (WSR) workshop

Preparations for the WSR workshop planned for May 7, 2012 have commenced in a collaborative fashion. All partners are contributing to the agenda, including the project team working together with PCARD, the Peres Center for Peace, and members from the advisory

group PARCC at Syracuse University. The agenda. An expert in reconciliation activities from Syracuse University will attend the WSR as advisor. [See Appendix 3](#) for the workshop agenda.

To utilize the “Whole-System-in-a-Room” dialogue facilitation strategies, the project team, partners and subcontractors in the West Bank, Israel and Syracuse University and approximately 50 different olive oil stakeholder groups –will be brought together in order to discuss results and deepen analysis, and to develop a shared vision and action plan for value chain development. Participants will include producers, intermediaries, mills operators, bottlers, and retailers from both Israeli and the Palestinian Territories. The whole-day workshop will take place at the Gilboa Regional Council in Ein Herod.

Activity 1.6: Training of Trainers (ToT)

Preparation for the ToT continued during this quarter. There were 25 applicants from Israel, with 19 farmers selected from 8 communities including; Sde Yacov, Baqa Gharbeyah, Iksal, Sakhnin, Deir Hanna, and Kibutz Magal in the north, and Ezuz and Benyamina in the south.

Selection criteria for lead farmers for the ToT:

Permanent residence	Same as targeted village
Work	Farmers have to be available to ensure participation in project’s activities
Nationality	Is not a US citizen
Olive/land ownership	At least 5 dunums/100 trees
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, Arabic or Hebrew
Age	Younger than 50 years old
Gender	Both (project seeks to ensure strong participation by women)

Preparations for the training outlines started early during the Value Chain framework meetings, during which experts, project team members, and chain actors met and agreed on the initial outline for the Training of Trainers sessions. Further discussions will be conducted during the WSR workshop to be finalized before the training planned in June.

Israeli farmers have expressed their interest and support of the project by applying to attend the ToT sessions during the introductory phase of the project conducted by the project team. This occurred even before launch workshops were held, demonstrating their enthusiasm and full commitment to the program.

Activity 1.8: Establish Farmer Field Schools (FFS).

It is anticipated that there will be one field school per each cluster, 4 FFS in WB and 2 in Israel, each to be located in a central position between the targeted villages.

The field visits started in the last week of March and will continue through the end of April.

The selection criteria for the FFS follow:

Selection criteria for the Farm Field Schools (FFS)

Permanent residence	Same targeted village
Work	Free to ensure farmers commitment
Nationality	Is not a US citizen
Languages	Good to very good either in English or Hebrew
Age	Between 40-60 years old
Decision making	Owner has the full right in taking decisions regarding the land.
Olive/land ownership	10 dunums/100 trees
Age of orchard	More than 15 years
Health condition	Good to very good condition
Land topography	Not rugged
Slope	Flat as possible
Type of soil	Not a heavy clay soil
Distance to nearest main street	Easy to reach by car or bus
Distance between land and village	Less than 3 km
Water source	Availability of cheap water source and/or collecting cistern.
Positive answer to the 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? • Are you ready to comply with the instructions of the project team with respect to the land of the proposed service? • Are you ready for a commitment to allow the project team to organize visits of other farmers to the land and conduct exercises and field experiments?
Answer with agree or strongly agree to the following question	Do you think that cross-border collaboration in the olive industry is a positive development that offers opportunities?

Activity 1.9: Support for adoption of improved techniques.

During the VCA, experts identified technical upgrading opportunities. These upgrades will be implemented after the WSR is finalized. The project team has prepared the In-Kind Grant Management Guide and submitted it to USAID for approval.

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 by Reconciliation Advisory Group and incorporate conflict management and mitigation into curriculum. (Also see activities 1.2 and 1.4)

A VCA one-day workshop was held on March 5, 2012 at the Peres Center for Peace to develop the framework for the cross-border value chain analysis. This workshop brought together 16 value chain actors including representatives from NEF, PCP, PCARD, and other experts.

The WSR one-day workshop, to be held on May 7, 2012, includes the input of the project team, partners from PCARD and the Peres Center for Peace, representatives from the Syracuse University PARCC program, as well as stakeholders from both the Israeli and Palestinian olive sector. Two external facilitators (One Palestinian and one Israeli) will lead the discussion during the WSR.

Reconciliation group member Catherine Gerard, from Syracuse University, will visit the NEF office in Nablus to meet the local project team in the beginning of May 2012.

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

Members of NEF partner PARCC, from Syracuse University, helped to integrate reconciliation components into the questionnaire. PARCC members identified eight questions to capture meaningful baseline information about the 'reconciliation' component of the project. The questions are designed to get at different elements of conflict among olive oil sector stakeholders in general and Israelis and Palestinians in particular and relate them to four necessary components of reconciliation: 1) the structural environment becomes more conducive to exchange and cooperation; 2) new narratives emerge about the 'problems' and the 'other side' that are more conducive for collaboration and trust; 3) there is a movement away from positional bargaining toward interest-based negotiation when seeking to solve problems with the 'other side'; and, 4) heightened emotional reactions to conflicts within the sector are replaced by more rational and deliberative forms of expression. The answers to the questions will be transcribed and coded according to these four components and then used as pre-project baseline data.

Activity 2.3: Incorporate conflict management and mitigation into training curriculum.

The reconciliation advisory group will incorporate conflict management and mitigation topics into the training curriculum. These topics will be agreed upon during the WSR to obtain the value chain actors' input.

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

Joint meetings with stakeholders from both sides will follow the WSR to identify and prioritize potential policy issues; priorities will be incorporated into the final value chain assessment and action plan.

Activity 3.2: Broaden support through strategic communication

The project's communications strategy was developed during this quarter and will be sent to USAID for approval by the first week of April.

NEF started developing a dedicated project website. The website launch will be announced during the WSR workshop in May. The website will make information available in three languages: Arabic, Hebrew and English. The website will provide visitors with immediate access to information related to the olive industry and cross-border trading for producers. It will also feature content for consumers on the importance of olive oil to human health.

D. CROSSCUTTING AREAS

The project team encouraged the participation of women in all activities through initial outreach activities, and primarily through the launch workshops. Israeli female farmers are expected to attend a launch workshop on April 4, 2012. Of the 45 applications submitted by females in WB, 37 of them were selected to participate in field visits and peer-to-peer training. The project team will take into consideration the conservative culture in the rural areas against female participation in such events, keeping in mind lengthy travel distances to sites and choosing a suitable time of day for the event.

E. ADMINISTRATION

1. Approvals

The following plans and outline were submitted and approved by USAID.

- First Year Implementation Plan

The first year implementation plan was updated in this quarter with the change of Ben Gurion University to the Peres Center for Peace. Some of the updates in the work plan were adjusted to reflect this change.

- Three-year work plan outline
- Performance Monitoring Plan

2. Visit by NEF NY Staff

NEF President Charles Benjamin visited the NEF offices in the West Bank. The main goal of his visit was to participate in the VCA workshop held on March 5, 2012 and to meet with the project team. Dr. Benjamin and the project team visited Canaan Fair Trade Oil Company in Jenin to meet with its CEO and discuss the possibility for future collaboration between the company and the oil producers in the target villages. This means that there is a potential partnership for overlapping sites that produce high quality oil without using chemicals.

NEF's President and the OOWB Project Manager met with the Tel Aviv USAID Mission Director and the CMM team at the USAID offices in Tel Aviv. They discussed questions and obstacles regarding project implementation; the USAID mission director encouraged NEF to contact USAID regarding any issues that may impede implementation of the work plan.

3. Training of NEF Staff

Project Operations Manager Majd Anabtawi attended the mandatory Geographic Management Information System (GEO-MIS) training for partners at the USAID/WBG (Tel Aviv) office. The Operations Manager has started reporting using this system.

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, & LESSONS LEARNED

The Israeli partner BGU was replaced by the Peres Center for Peace for administrative reasons and related delays in implementation of project activities in Israel. The project's USAID AOTR was consulted about the decisions and he supported NEF's alternative candidate for partner. As of the writing of this report, NEF was awaiting vetting approval of the Peres Center.

The length of time to obtain vetting approval for partners and recipients was one of the major challenges in this quarter. We do not anticipate that this will be a problem moving forward, as USAID has implemented a new regulation regarding vetting, which should take only 1-2 weeks maximum.

VI. PROJECT INDICATORS & IMPACT

The Performance Monitoring Plan was approved by USAID during the quarter. The project's impact was measured and reported against PMP indicators. (See project impact in APPENDIX 5)

VII. UPCOMING ACTIVITIES

A. OBJECTIVE 1: STRENGTHEN GRASSROOTS, CROSS-BORDER ECONOMIC COOPERATION BETWEEN ISRAELIS AND PALESTINIANS.

Activity 1.1: Organize and host launch workshops.

A central launch workshop inside Israel is scheduled for April 4, 2012.

Activity 1.3: Conduct cross-border value chain analysis.

The initial VCA report will be ready before the WSR workshop, and the final report will be finalized and submitted to USAID for approval before the end of May.

Activity 1.4: Facilitate dialogue through “Whole-System-in-a-Room” (WSR) workshop.

A WSR workshop is planned on May 7, 2012 with an anticipated 50 participants (30 Palestinians and 20 Israelis). Reconciliation expert Catherine Gerard, from the Syracuse University PARCC program, will participate in this workshop.

Activity 1.5: Build shared vision through stakeholder-led action planning. (Connected to 1.4).

To be conducted after the WSR in July 2012. NEF will continue the discussion with stakeholders from both sides after the WSR to investigate the best approaches to address critical constraints and capitalize on opportunities. The 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 practices (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.

Activity 1.6: Training of Trainers (ToT).

The initial Training of Trainers (ToT) will be held for three days in early June in Tel Aviv. The WSR workshop results will inform the near-final training modules, and a PARCC member from Syracuse University will review the modules to ensure the appropriate inclusion of reconciliation issues.

Activity 1.7: Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian).

Peer-to-peer training is planned to begin late July (Q3) or early August (Q4). This will take place after the Farmer Questionnaire is conducted at the end of May, and after the initial ToT training session, which is scheduled for the beginning of June.

Activity 1.8: Establish Farmer Field Schools.

The Farmer Field School applications started in late March and the process will continue through April. The project team will work in all 6 locations contacting local farmers to

determine their interest. The selection committee from the project team will identify final candidates and contracts will be signed with landowners after the vetting approval process is complete. While this was initially planned to start in Q3, the project team decided to start earlier in order to gain time especially if vetting results were late.

Activity 1.10: Site visits in Israel.

One site visit to AGRITECH exhibition in Tel Aviv will be organized for May 16. The lead farmers from the WB will visit this exhibition, which takes place every three years. This is an excellent opportunity for professional development at this remarkable agricultural event. Palestinian farmers will meet their colleagues in Israel during their visit to exhibition.

Activity 1.12: Facilitate upgrade of 6 olive oil mills to improve quality.

In the coming quarter, 6 mills will be selected, one from each cluster, to receive training and technical assistance. PCARD and the senior agribusiness specialist will conduct a needs assessment for olive mills identified by the project for upgrade.

Activity 1.13: Branding and marketing workshop.

Project technical staff will organize branding and marketing workshops for late June to promote “horizontal” cooperation among olive oil companies/ traders to develop shared branding and joint marketing strategies. These workshops will take place at the PCP and will include both Israeli and Palestinian firms. In line with the value chain approach, NEF will focus on joint benefits from collaboration (e.g., economies of scale, regional brand recognition, niche marketing). We will help conceptualize and organize media and awareness campaigns targeting producers and consumers in Israel and Palestine to raise awareness of the health benefits of olive oil, with the aim of increasing oil consumption.

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

Members of PARCC and the Reconciliation Advisory Group are scheduled to make field visits and guide the local team on best practices for the development of reconciliation and business-oriented trust. Field visits were scheduled for implementation by the end of April but because of the delay in finalizing subcontracts with partners and the death of one of the reconciliation advisory group members, they have been pushed back to June. However, the implementation team has engaged actively with members of the reconciliation advisory group via Skype and email – particularly around development of tools for the value chain assessment and for planning of the WSR workshop.

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

Members of the reconciliation advisory group at PARCC have contributed to designing a VCA approach that helps in understanding cross-border aspects of economic relationships as they related to reconciliation needs and opportunities. Moving forward, they will help 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. Key partners are PCP and PCARD, this activity suppose to be implemented by the end of April but because of the delay in getting subcontracts with them it will take more time – mid of June.

Activity 2.3: Incorporate conflict management and mitigation into training curriculum

The Reconciliation Advisory Group will help identify themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.

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

This process will begin at the WSR meeting and will continue during the following quarter.

Activity 3.3: Broaden support through strategic communications

The communication strategy plan will be submitted to USAID in April. The official launch date for the website will be announced during the WSR workshop in May.

D. CROSSCUTTING AREAS

1. Monitoring and Evaluation

Project team continues to collect the baseline information as defined in the performance-monitoring plan.

2. Environmental Compliance

It was determined by USAID IEE that an environmental compliance and monitoring and mitigation plan not required, as our activities will not harm the environment in any way.

E. ADMINISTRATION

1. Sign contracts with sub grantees PCARD and Peres Center for Peace

It is anticipated that contracts with PCARD and PC will be signed early next quarter (Q2) as the vetting request was approved for both institutions.

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
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, Peres Center (2 clusters), PCARD (4 clusters)	At least 240 participate in launch workshops. Media outlets carry news about project.	Participants/communities aware of OOWB project and its objectives	Participants/communities mobilized to participate in project.	1 per cluster: Northern Israel; Southern Israel; Asira; Salfet; Kufur Zeibad; Qabatiya
				Select value chain actors in each targeted site.	List of value chain actors	NEF, Peres Center, PCARD				
			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, Peres Center (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	VVCA Framework developed	VVCA process brings together Israeli/Palestinian experts	Increased collaboration between Israeli and Palestinian olive industries promotes peace building.	Peres Center
				Organize one-day workshop to establish overall approach.	Value Chain Framework	NEF with support from PCARD, Peres Center, 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 Employ "snowballing" method.	Value Chain Analysis Report	NEF with support from Peres Center and PCARD	VCA Report Finalized	VCA provides concrete recommendations for methods of improving olive oil industry and cross-border relationships.	Increased collaboration between Israeli and Palestinian olive industries promotes industry growth/improved livelihoods.	Peres Center and the 34 targeted communities
			Draft Value Chain Analysis Report	Draft report and share for comments.						

Facilitate dialogue through "Whole-System-in-a-Room" (WSR) workshop.	Invite stakeholders and hold a workshop to facilitate dialogue on market constraints, opportunities and aspirations.	50 participants: 20 Israeli and 30 Palestinian	Selection of stakeholders.	Facilitate dialogue between Israeli and Palestinian olive sector stakeholders, Discuss market constraints and opportunities, personal aspirations.	WSR workshop held in first year.	NEF, PCARD, Peres Center	WSR workshop held.	Facilitate dialogue between Israeli and Palestinian olive sector.	Peacebuilding between Israelis and Palestinians through discussions of common economic/personal aspirations.	Peres Center
			Obtain travel permits.							
			Facilitate dialogue between VCA recruits from all market levels.							
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 Peres Center. Guidance provided by NEF, PCARD, Peres Center	Stakeholder led Action Plan developed. Agreement between project participants and project.	Israeli and Palestinian participants develop shared vision for olive oil sector improvements.	Peacebuilding between Israelis and Palestinians through shared visioning.	Peres Center
			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 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 Peres Center and PARCC	At least 45 lead farmer trainers trained.	A group of lead farmers trained and qualified to train other farmers. Israeli and Palestinian farmers have opportunity for dialogue and sharing.	Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer.	Peres Center (three day workshop and follow-up)
			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.	List of trainers	NEF, and PCARD and Peres Center				

			<p>34 farmers from 8 communities (8 Israeli, 26 Palestinian). Nearly all farmers will be new to working with NEF.</p>	<p>by age, experience, gender. Select candidates with strong commitment to community development and cross-border dialogue/collaboration.</p>						
			<p>Obtain travel permits for training participants.</p>	<p>Obtain travel permits.</p>	<p>Travel permits</p>	<p>NEF</p>				
			<p>Initial ToT session for at least 45 participants.</p>	<p>Organize one three-day workshop for trainers.</p>	<p>Report on TOT</p>	<p>NEF, and PCARD and Peres Center</p>				
			<p>Follow-up ToT sessions.</p>	<p>Four monthly session follow-up workshops held in the field.</p>	<p>Report on TOT follow-up workshops</p>	<p>NEF, and PCARD and Peres Center</p>				
<p>Activity 1.7: Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian).</p>	<p>Farmers share knowledge with peers in respective communities via bi-weekly training sessions, ad-hoc advising and agricultural extension.</p>	<p>340 farmers: 80 Israeli and 210 Palestinian</p>	<p>Farmers share knowledge with peers in respective communities via bi-weekly training sessions, ad-hoc advising, and agricultural extension; monitored by NEF and partners.</p>	<p>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.</p>	<p>Monthly training reports on peer trainings prepared by NEF.</p>	<p>VCA actors, peer trainers; NEF (with PCARD and Peres Center) monitor peer trainings</p> <p>PARCC assists in design of materials related to conflict management (Act. 2.1 & 2.3)</p>	<p>At least 340 olive producers trained</p>	<p>Olive Oil producers have improved knowledge and skills. Israeli and Palestinian farmers exchange in dialogue and sharing.</p>	<p>Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers. Cross-border relationship developed that improve olive sector production and livelihoods.</p>	<p>Communities and Farmer Field Schools</p>
			<p>Lead farmers train at least 340 additional olive producers (5-8 trainees per trainer) via hands-on sessions in</p>	<p>Draw participants from previous training activities. Include reasonable proportion of men and women.</p>						

Activity 1.8: Establish Farmer Field Schools.	From March 2014 farmers to establish one Farmer Field School in each of the six clusters to hold bi-weekly training sessions.	At least 100 farmers: 12 Israelis and 33 Palestinians; 340 farmers: 80 Israeli and 210 Palestinian	From March 2014 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.	Farmer Field Schools established and training sessions/hours logged.	NEF, WSR, PCARD and Peres Center	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
			Hold bi-weekly training sessions at field schools. (Link to 1.7)	Foster an environment suitable for laboratory trials (at Peres Center and PCARD) and the comparison of different techniques for educational purposes (see activity 1.11),	Training reports.	NEF, and PCARD and Peres Center				
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.	Grant management guide. Report on in-kind grants.	NEF, with support from PCARD and Peres Center	At least 385 farmers have opportunity to seek support for adoption of improved techniques.	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. Cross-border relationship developed that improve olive sector production and livelihoods.	34 Communities: 8 in Israel 26 in Palestinian Territory
			Develop selection criteria, in-kind grant management guide, and conduct bidding process.	Prepare management manual.						
			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.						

			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 Peres Center 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
			Organize 2 visits per year, at least 20 participants per visit.	Organize field visits in Israel (closely guided by Peres Center, experts).	Visits/site reports	NEF, PCARD, Peres Center				
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 Peres Center	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.
			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.	Dr. Fathi Abd El-Hadi and Mr. Fares Jabi to present.		NEF, PCARD, Peres Center based on VCA and project participants				

<p>Facilitate upgrade of 6 olive oil mills to improve quality.</p>	<p>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.</p>	<p>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)</p>	<p>one olive oil mill in each cluster to receive training and technical assistance. Total 6 olive mills in first year.</p>	<p>determine how best to allocate program resources. Upgrades to begin 3 months prior to start of harvest.</p>	<p>mill upgrading reports and supporting documentation</p>		<p>operators participate in trainings. At least 6 mills upgraded.</p>	<p>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.</p>		<p>Center and field sites in Israel</p>
<p>Activity 1.13: Branding and marketing workshop.</p>	<p>Develop a shared branding and marketing strategy to address the benefits of collaboration.</p>	<p>24 participants (at least 4 per cluster): 8 Israeli and 16 Palestinian</p>	<p>Promote cooperation among oil companies/traders to develop shared branding and joint marketing campaigns.</p>	<p>Identify 34 olive oil traders/distributors. Organize one branding and marketing workshops to facilitate collaboration between Israeli and Palestinian firms.</p>	<p>Branding and Marketing Workshops Reports (1)</p>	<p>NEF with PCARD and Peres Center</p>	<p>At least 24 individuals involved in olive oil companies participate in branding and marketing workshop.</p>	<p>Israeli and Palestinian olive oil companies/experts dialogue and share.</p>	<p>Peacebuilding through dialogue and sharing between olive oil companies. Cross-border relationships developed that improve olive sector production and livelihoods.</p>	<p>Peres Center</p>
			<p>Develop a shared branding and marketing strategy to address the benefits of collaboration (i.e. economies of scale,</p>	<p>Conceptualize and organize media awareness of the health impact of oil to increase sales.</p>	<p>Shared Branding and Marketing Strategy</p>	<p>NEF, PCARD, Peres Center, Syracuse University Whitman School of Management Student Partners.</p>				

Activities	Description	Beneficiaries					Indicators		Expected	
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, Peres Center, PARCC; expert consultants.	Reconciliation themes and activities woven into training modules. Members of PARCC Reconciliation Advisory Group make field visit.	Local team uses best practices to integrate reconciliation into project activities.	Peace and reconciliation between Israelis and Palestinians through olive oil cross-border economic cooperation.	NEF Headquarters (Nablus), Peres Center and various sites
			Members of PARCC and the Reconciliation Advisory Group make field visit.	Field visit arrangements						
Activity 2.2: Adapt Value Chain Framework to a cross-border conflict and reconciliation context.	Weave conflict management and reconciliation goals into the VCAD development approach.		Weave conflict management and reconciliation goals into the VCAD development approach, creating a hybrid system.	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.	Value Chain Framework adapted to include topics that promote peace and reconciliation.	NEF, with PCARD, Peres Center, PARCC; expert consultants.	Value Chain Framework incorporates peace and reconciliation topics.	Value Chain Framework promotes peace and reconciliation.		Peres Center
Activity 2.3: Incorporate conflict management and mitigation into training curriculum.	Reconciliation advisory group will help identify conflict management themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.	At least 45 lead farmers (11 Israelis and 34 Palestinians); 340 farmers (80 Israeli and 210 Palestinian)	Reconciliation advisory group will help identify themes and develop training materials to include in the Training of Trainers and Farmer Field Schools.	Weave conflict management themes into training materials.	Training Materials	NEF with PARCC	Training materials finalized.	Professional training material guide with integrated conflict management themes used in trainings.	Peres Center; remote communication	

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	
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)	Joint stakeholder meetings held. Policy strategy memo developed by stakeholders.	Strengthened collaboration between Israeli and Palestinian Olive Oil Councils.	Peace and reconciliation strengthened between Israelis and Palestinians through collaboration.	Peres Center (WSR workshop)	
				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 Peres Center	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	IIOOC-POOC cross-border economic commission formed. Policy agenda developed. Reports and documentation on policy issue action.	Strengthened collaboration between IOOC-POOC through shared policy agenda.		Jerusalem (meetings of Joint IOOC-POOC Policy Commission)	
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, Peres Center, and PARCC	Communication strategy developed. Website developed. Newsletter distributed.	Participants engage in information sharing/cross-border communication through project communications. Information about project shared broadly.	Peacebuilding between Israelis and Palestinians through communication and information sharing.	NEF office (Nablus)	
				Develop and manage website.							Website
				Prepare and distribute newsletter.							Newsletter

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location
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, Peres Center, and PARCC	Outputs, outcomes, and impact data collected.	Project model and best practices disseminated.		
			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				

Appendix 2: Workshop Participation

Activity	Date	Location	Number of Participants							
			Total	Men	Women	Youth*	Israeli	Palestinian	Project Team	Other
Launch / WB Kufr Zeibad Cluster	4-Jan-12	Kufr Zeibad	60	60	0	4	0	60	3	6

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Appendix 3: WSR Workshop Agenda

TIME	ACTIVITY	Responsibility
10:00-10:15	Registration/ welcoming	NEF /Partners
10:15 – 10:30	Ice breakers	Facilitator
10:30 – 11: 00	General presentation of value chain	NEF
11:00 – 11:45	Problems — in functional groups	Facilitator
11:45 – 12:00	Coffee break	Facilitator
12:00 - 12:45	Problems — in cross-cutting group (rep of each functional group)	Facilitator
13:00 – 14:15	Lunch	
14:30 – 14:45	Opportunities — in functional groups	Facilitator
14:45 – 15:30	Opportunities — in cross-cutting group	Facilitator
15:30 – 16:00	Summary and closing	Facilitator
16:00	Close the WSR	NEF /Partners

Appendix 4: Training Subjects for Initial Training of Trainers (Tot)

	SUBJECT	TRAINER	DURATION
DAY ONE	International new trends in olive farming	Shemon Levi	1
	Olive sector globally	Fathi Abdul Hadi	1
	Olive sector in Israel	SuhailZeidan	1
	Olive sector in Palestine	Fares Jabi	1
	Pre harvest orchard management (fertilization, pruning, irrigation, blowing, and pest control) – part I	Shemon Levi	2
DAY TWO	Pre harvest orchard management (fertilization, pruning, irrigation, blowing, and pest control)- part II	Shemon Levi	2
	Post harvest orchard management (fruit picking, collecting, transportation, pressing, and storage)	Shemon Levi	4
	Alter bearing in olives	Shemon Levi	1
	Organic olives production	Fathi Abdul Hadi	1
DAY THREE	Olive oil and health	KeremZoher	1
	Factors affecting quantity and quality of olive oil	KeremZoher	1
	Chemical and physical oil specifications and Oil tasting	Fathi Abdul Hadi	2
	Oil councils	AdiNaali	1
	Participants evaluation		1

Appendix 5: PMP Reporting

Chart: Summary of Project Indicators, Targets and Impact

#	Indicator	Q1	Q2	Year 1 Target	Year 1 Actual	Project Target	PROJECT (ACTUAL)
1	Percentage of participants who indicate that they have an increased positive perception about “the other.”	-	-	0%	0%	60%	0%
2	Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	3	2	150	5	500	5
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	119	76	374	175	1428	175
4	Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	0	0	100	0	2000	0
5	Increase in total production of olive oil.	-	-	0%	-	30%	-
6	Improvement in quality of olive oil produced.	-	-	0%	-	30%	-
7	Increase in total value of olive oil exported to Israel by project participants.	-	-	0%	-	30%	-
8	Percentage of direct participants expressing support for cross-border collaboration.	-	-	0%	-	80%	-
9	Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	-	-	0	0	3	0
10	Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	0	0	1	0	15	0

Project Goal: Support for peace and reconciliation increases between Israelis and Palestinians through economic cooperation in olive and olive oil production.

I. Percentage of participants who indicate that they have an increased positive perception about “the other.”

	Year	Year	Q1	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL	ACTUAL
Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	0%	-	-	-

2. Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.

	Year	Year	Q1	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL	ACTUAL
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	150	5	3	2

3. Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.

	Year	Year			Current Quarter Q2		
INDICATOR	TARGET	ACTUAL	MALE (Target)	FEMALE (Target)	ACTUAL	MALE	FEMALE
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	374	191	175 (249)	20 (125)	76	72	4

	Year	Year			Quarter I		
INDICATOR	TARGET	ACTUAL	MALE (Target)	FEMALE (Target)	ACTUAL	MALE	FEMALE
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	374	119	10 (249)	16 (125)	119	103	16

IR 1: Relations of trust, mutual understanding and collaboration between Israeli and Palestinian olive oil producers increased.

4. Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL
Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	100	0	0

5. Increase in total production of olive oil.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL
Increase in total production of olive oil.	0%	-	-

6. Improvement in quality of olive oil produced.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL
Improvement in quality of olive oil produced.	0%	-	-

7. Increase in total value of olive oil exported to Israel by project participants.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL (TOTAL)	ACTUAL (TOTAL)
Increase in total value of olive oil exported to Israel by project participants.	0%	-	-

8. Percentage of direct participants expressing support for cross-border collaboration.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL
Percentage of direct participants expressing support for cross-border collaboration.	0%	-	-

IR 2: Develop the capacity of local institutions to scale opportunities for cross-border collaboration.

9. Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL	ACTUAL
Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	0	-	-

10. Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.

	Year	Year	Current Quarter
INDICATOR	TARGET	ACTUAL (TOTAL)	ACTUAL (TOTAL)
Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	1	0	0