



USAID | **WEST BANK/GAZA**
FROM THE AMERICAN PEOPLE



Olive Oil Without Borders: Palestinian-Israeli Olive Oil Project



NEAR EAST FOUNDATION

Partners for Community Development since 1915

Quarterly Report

January 1, 2013 – March 31, 2013



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

TABLE OF CONTENTS

TABLE OF CONTENTS	2
ABBREVIATIONS AND ACRONYMS	3
I. EXECUTIVE SUMMARY	4
II. PROGRAM OVERVIEW	4
III. ACTIVITIES AND ACCOMPLISHMENTS – QUARTER 6	6
A. Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.	6
B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.	10
C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.....	11
D. Administration	12
IV. PROGRESS AGAINST WORKPLAN	12
V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED	12
VI. PROJECT INDICATORS & IMPACT	14
VII. UPCOMING ACTIVITIES	18
A. Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.	18
B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.	19
C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.....	20
APPENDIX 1: PROGRESS AGAINST WORKPLAN	21
APPENDIX 2: ACTIVITY PARTICIPATION	28
APPENDIX 3: ACTIVITY 1.12 PROGRESS (Y2, Q6)	29

This publication was produced for the review of the United States Agency for International Development (USAID). It was produced under the Olive Oil Without Borders: Palestinian-Israeli Olive Oil Project, implemented by the Near East Foundation.

This report is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Near East Foundation, and do not necessarily reflect the views of USAID or the United States Government.

Cover Photo: Participants in Training of Trainers event sample different olive oils (NEF West Bank /Gaza).

ABBREVIATIONS AND ACRONYMS

FFS	Farmers Field Schools
IOOC	Israel Olive Oil Council
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
PTU	Palestinian Technical University
ToT	Training of Trainers
USAID	United States Agency for International Development
USG	United States Government
VCA	Value Chain Analysis
VCAD	Value Chain Analysis and Development
WB	West Bank
WSR	Whole System in a Room
POOC	Palestinian Olive Oil Council

I. EXECUTIVE SUMMARY

This report presents the activities and impact of the Olive Oil Without Borders: Palestinian-Israeli Olive Oil (OOWB) project during the quarter from January 1, 2013 – March 31, 2013. The OOWB project continues to make significant progress against its objectives, and its impact on cross-border collaboration around olive and olive oil production is becoming evident.

The key project achievements for the quarter from January 1, 2013 – March 31, 2013 include:

- **2 cross-border trade policies** were agreed upon by the Israeli Olive Oil Council and Palestinian Olive Oil Council.
- **Approximately 1.2 million US Dollars** of revenue generated as a result of Israeli Olive Oil Council-Palestinian Olive Oil Council cross-border trade policies negotiated as a result of the project. **260 metric tons** of Palestinian olive oil was sold to Israeli oil companies after agreements signed.
- **30 Palestinian women** participated in the first female Training of Trainers in Ein Herod.
- **26 Palestinian farmers** attended a cross-border field site visit to learn harvesting and improved techniques at OOWB farmer field school in Sde Yaacov.
- **1,180 high production saplings** were distributed to **7 Palestinian farmers** in the West Bank.
- Dr. Bruce Dayton and Catherine Gerard from Syracuse University's Program for the Advancement of Research on Conflict and Collaboration visited the project, providing recommendations and guidance on incorporating reconciliation components into OOWB events.
- Initial video footage collected for training videos to support improved farming techniques.

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 focus 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 villages. 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.



Visit to Israeli field school.

III. ACTIVITIES AND ACCOMPLISHMENTS – QUARTER 6

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

Activity 1.6. Training of Trainers.

The first women's joint Israeli-Palestinian Training of Trainers was conducted on March 11, 2013, in Ein Harod – Israel. 17 Israeli and 13 Palestinian women participated in the one-day workshop. Most Palestinian farmers from the West Bank came as representatives of their local women's associations.

Due to the cultural traditions of Palestinian women, it was not possible to hold a multiple day workshop similar to the male ToT. In order to respect local traditions, the NEF team ensured that women would be back with their families before the end of the day.



Palestinian women taste olive oil during the first women's Training of Trainers event.

During the workshop, women learned how to identify healthy oil through presentations on the composition and characteristics of quality oil. Dr. Fathi Abdel Hadi, OOWB olive oil expert inside Israel, ensured participation by surveying the women throughout the day. The final portion of the workshop allowed the women to put the knowledge from the lectures to practice in an olive oil tasting session.



Palestinian and Israeli women talk about their farms during a coffee break.

Generally, women are responsible for purchasing olive oil and taking care of family nutrition. Therefore the lectures relating to oil quality and health will be beneficial to more than just the lead farmers and their trainees, but also their families and relatives. Providing training in the nutritive value of olive oil supports OOWB's goal of supporting effective oil marketing approaches.

Upon completing Year 2 ToT workshops, new lead farmers will participate in the second round of peer-to-peer sessions. During peer-to-peer sessions, each farmer will be responsible for training 8 of his or her peers. Peer-to-peer sessions will take place during Quarter 7.



Women learn about the health benefits of olive oil compared to other oils.



Israeli farmers taste and rate olive oil samples based on the workshop's lectures.

Activity 1.7. Facilitate peer-to-peer training in 34 communities.

Due to delays in vetting approval, both female and male ToT sessions have not been completed delaying peer-to-peer training. Upon receiving vetting approvals and completing all ToT sessions Year 2 peer-to-peer sessions will begin in Quarter 7.

Activity 1.10. Organize site visits to Israel olive and olive oil production facilities for lead farmers.

On March 18, 2013, a group of 26 lead farmers visited one of the 6 field schools created through OOWB in Israel. During the visit, Ilan Cohen, OOWB participant and owner of the field school, focused on showing the farmers new olive varieties in his Sde Yaakov farm. Additionally, he gave field demonstrations on grafting, pruning, rejuvenation, and thinning. Farmers also learned about parasite control and improved irrigation and fertilizing techniques.

The visit to Sde Yaakov was the first cross-border visit to a FFS. The demonstrations and lectures presented by Israeli OOWB lead farmer, Ilan Cohen, is the first of many cross-border exchanges of knowledge.



Palestinian farmers during field visit to Israeli olive farms.

Activity 1.11. Conduct field trials of high-producing varieties of olive trees.

PTU Olive Station. NEF will sign a MOU with Palestinian Technical University (PTU) to establish a station with 35-50 olive varieties, once vetting approval is received. The station will be designed to provide farmers with an example of the ideal olive orchard with new tree varieties, drip irrigation, and fertilizer.

Individual Farm Stations. After receiving vetting approvals for 7 independent farmers from the West Bank villages of Nablus and Jenin, NEF provided assistance in planting improved olive tree varieties. Each farmer is responsible for contributing land, a drip irrigation system and other farming materials in return for the improved olive varieties. Each farmer received two improved olive varieties, Picual and Coratina.

Chart: West Bank Olive Sapling Distribution

No.	Name	Location	Picual	Coratina	Total
1	Mohammad Mousa Dweikat	Alnassariyeh – Nablus	100	200	300
2	Hamzeh Suleiman Dweikat	Alaqrabaniyyeh – Nablus	60	120	180
3	Jamal Yahya Bqeileh	Al Badan- Nablus	20	40	60
4	Mahmoud Mohammad Hamdan	Alnassariyeh – Nablus	60	160	220
5	Fadi Dawoud Ellari	Misilyeh – Jenin	20	40	60
6	Tahseen Mohammad Ghanem	Sarrah-Nablus	40	80	120
7	Abdelra’ouf Abdallah Hussein	Zeita –Nablus	80	160	240
Total			380	800	1,180

The bidding process for potential suppliers took place in February 2013 and a price offer request was submitted to both Israeli and Palestinian vendors. The NEF team visited 2 private nurseries in Israel to see the new olive varieties for distribution to farmers. The vendor, Rahan Merisrtem, from northern Israel was selected due to large range of olive varieties and good quality (1 year age).



Buying improved olive varieties from Israeli nursery.

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

By the end of Quarter 6, the Asirah Modern Mill and Baseem Mill in the West Bank were in the process of receiving all renovations. The fourth Palestinian mill, Ziyad Ahmad Deeb Mill, will complete renovation by the end of May 2013. The last Israeli mill, Raed Hussein Mill, will receive all renovations by the end of Quarter 7.

A matrix of the progress of Activity 1.12 can be found in Appendix 3.

Activity 1.13. Branding and marketing workshop.

Plans for a one-day training workshop led by Professor Zannoli, an Italian olive oil marketing specialist, began during Quarter 6. The training, to be held in Quarter 7, will work to incorporate new approaches to olive oil marketing in Israel and the West Bank.

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.

Reconciliation team members Bruce Dayton and Catherine Gerard from PARCC visited Israel and the West Bank in March 2013. The purpose of the visit was to attend joint Israeli-Palestinian workshops in order to help NEF develop a strategy to further incorporate reconciliation into the project.

During the visit, the PARCC members met with Palestinian and Israeli beneficiaries and partners to get a first hand understanding of OOWB's successes and challenges.

The project team from PARCC provided guidance for OOWB's reconciliation components.

Activity 2.2. Adapt value chain framework to a cross-border conflict management and reconciliation context

The VCAD, developed during the project's first year, continued to influence project implementation throughout the second year. Members of the advisory group provided support to field staff on principles, practical techniques, and best practices in conflict mitigation and reconciliation during their visit.

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

In a report to the project team, reconciliation team members Bruce Dayton and Catherine Gerard provided ten activities that can be taken at this point to enhance the ability of NEF and PARCC to track reconciliation changes for the duration of the project. **These include:**

- (1) Work closely with PARCC and partners to develop theory of change.
- (2) Use a 'matrix of reconciliation' to identify impacts (outline provided by PARCC).
- (3) Add following questions to baseline survey, using a standard Likert scale of measurement.
 - a. *I am comfortable speaking freely about technical issues related to the olive oil trade to all members of the group.*
 - b. *I am comfortable speaking freely about social and political issues with all members of the group*
 - c. *If I had a problem related to the project I would reach out to any member of the group, regardless if they were Israeli or Palestinian*
 - d. *I believe that Israelis / Palestinians speak openly and honestly about this project when they are talking with me.*
 - e. *This project will likely provide economic benefits for all of those involved*
 - f. *This project will likely increase trust and mutual understanding between Palestinians and Israelis.*
- (4) Above questions should be asked at end of every workshop.
- (5) In-person post-workshop interviews with a small subset of participants (10 – 15%) should be administered at regular intervals

- (6) PARCC to develop a vocabulary of words related to conflict and collaboration (based on pre-existing 'verbs in context' programming) and supply these to NEF staff in order to code interactive sessions between Israelis and Palestinians to assess change in word use over time.
- (7) Prepare an end-of project survey for all participants. Put this survey on-line at the OOWB web page. Email all participants with a request for them to complete the survey.
- (8) PARCC to develop a set of standardized 'relationship-building' exercises to be implemented by NEF program staff at every upcoming workshop for the duration of the project. These could include: ice-breakers, interactive learning sessions, narrative exploration, end-of workshop check in, etc. In the short run, NEF program staff should ensure that every program has name tags for participants, includes a short introduction of the big picture goals and how the specific workshop contributes, and builds in facilitated discussion of challenges, learning, and ideas for moving forward.
- (9) All upcoming interactive workshops should be audio recorded.
- (10) Build a social network with all participants that encourage active on-line interaction that has the potential to continue after the project concludes.

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 & Activity 3.2. Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development

NEF and PCARD, with support from Palestinian Minister of Agriculture, conducted two meetings with the Israeli Olive Oil Council (IOOC) and the Israeli Crossing Authority in February. The meetings were held to discuss how to return the marketing of Palestinian olive oil to its former situation and to solve any problems impeding the movement of oil across borders.

Both parties agreed on the following:

1. Allow each Israeli citizen to carry and transport a quantity of 100 liters of oil cross-border to Israel without any fees or taxes.
2. Allow the crossing of Palestinian oil to Israel (unlimited quantities) provided the assurance of quality tests and a certificate of origin. All the quantities being transported to Israel should be coordinated in advance between Palestinian MoA and the Israeli Crossing Authority.

This agreement, which came into effect immediately after the meetings, is particularly important due to the fact that the Israeli market still represents the easiest and most profitable market for Palestinian products.

Olive oil is one of the main products for Palestinians with an average of 22,000 metric tons (1,000 KG) produced every year. Moreover, approximately 8,000 MT of oil surplus accumulates every year within the West Bank. Over the past 10 years, due to political and economic constraints, the potential market for Palestinian oil has dramatically decreased.

The agreement reached between the Palestinian and Israeli ministries has already allowed for Palestinian oil surplus to become a source of revenue for farmers. **Members of the Israeli civil administration participated in meetings.**

According to Mr. Hani Al Bizreh, Marketing General Director of the Palestinian Ministry of Agriculture, 260 metric tons of Palestinian olive oil were sold to Israeli oil companies after the February agreements. With the assistance of the Palestinian MOA coordinating with the Israeli civil administration, Palestinian local traders, after having collected from about 500 farmers, earned approximately 1.2 million USD. Most of the oil sold across the border was sold to Zeita and Yad Mordecki olive oil companies.

Activity 3.3. Broaden support through strategic communication

OOWB communications officer, in partnership with PCARD, began developing a three-part multi-lingual training video. During this quarter, the first stage of the video on olive grafting was recorded.

The training videos will be uploaded to the website and shared with farmers in Israel and the West Bank.

IV. PROGRESS AGAINST WORKPLAN

The Olive Oil Without Borders project has made progress as projected against its second year implementation plan. A chart describing progress against the workplan is included in Appendix 1.

V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED

Women's Training of Trainers. Due to the cultural traditions surrounding Palestinian women, the project team decided to host a one-day ToT workshop that would not require an overnight stay. In order to ensure that women receive a training equal to that of the men's ToT a second one day workshop will be held next quarter.

New Permit Requirements. According to Israeli policy, NEF must apply for permits for all Palestinian farmers wishing to enter Israel as OOWB participants. During Quarter 6, the Coordinator of Government Activities in the Territories (COGAT) changed the procedure for receiving a permit. The new regulation requires Palestinians to acquire an Israeli administered magnetic card (MC) in order to receive a valid permit. This new regulation is problematic for the following reasons:

1. Palestinian women generally avoid going to the Israeli liaison offices that issue permits or magnetic cards. Women already have to justify their participation in the OOWB project to their husbands and families; having this new requirement will only make it more challenging for women.
2. The fees for obtaining a MC also present another challenge. Not all women are able or willing to pay the approximate \$35 dollar fee to receive a MC. The project team

recommends that, with USAID approval, the OOWB project pay MC issuance fees as part of training expenses to promote the participation of women in cross-border activities.

Due to the cultural, political, and economic constraints of attaining the new magnetic card, this new requirement is likely to decrease the number of women willing and able to participate in cross-border OOWB activities. We do not anticipate that the requirements will present as significant of a challenge for male participation. It may reduce participation slightly, but not drastically.

To address the issue of female participation, NEF we organized joint activities in the Palestinian areas and increased the number of potential female participants (in case some were unable to secure permits). NEF also contacted the civil administration and was able to obtain permits for group of women even without the magnetic cards.

Vetting Delays. NEF must apply for vetting approval for all non-US participants attending US Government funded events and institutions. During this quarter, the vetting approval delays have delayed several activities. The vetting request for PTU, required to begin the development of the station, was submitted on December 11, 2012, and is yet to be approved. Delays with vetting for Palestinian participants have delayed the second year ToT sessions.

VI. PROJECT INDICATORS & IMPACT

Chart: Summary of Project Indicators, Targets and Impact

#	Indicator	Current Quarter (January – March 2013)	Year 2 Target (Oct. 1, 2012- Sept. 30, 2013)	Year 2 Actual (Oct. 1, 2012- Sept. 30, 2013)	Year 1 Actual (Oct. 1, 2011- Sept. 30, 2012)	PROJECT (ACTUAL) (Oct. 1, 2011- March 31, 2013)	Project Target (Oct. 1, 2011- Sept. 30, 2014)
1	Percentage of participants who indicate that they have an increased positive perception about “the other.”	NA	20%	NA	NA	TBD	60%
2	Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	2	200	112	16	128	500
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	741	714	TBD	300	TBD	1428
4	Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	TBD	800	TBD	17	TBD	2000
5	Increase in total production of olive oil.	NA	20%	NA	0%	NA	60%
6	Increase in total value of olive oil exported to Israel by project participants.	NA	20%	NA	0%	NA	50%
7	Percentage of direct participants expressing support for cross-border collaboration.	NA	70%	NA	0%	NA	80%
8	Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	2	1	2	0	2	3
9	Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	2	4	3	1	4	20

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	0%	TBD	NA

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	500	128	2

In the last quarter, 2 events were held: the female ToT and a field visit.

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

INDICATOR	Project	Project			Current Quarter		
	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	MALE (Target) (Oct. 1, 2011-December 31, 2012)	FEMALE (Target) (Oct. 1, 2011-December 31, 2012)	ACTUAL (Jan. 1-Mar. 31, 2013)	MALE (Jan. 1-Mar. 31, 2013)	FEMALE (Jan. 1-Mar. 31, 2013)
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	1428	TBD	TBD	TBD	741	683	58 (17 new)

Project actuals will be reported in the next quarterly report, to ensure that the number adequately reflects the total number of unique individuals trained.

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.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	100	TBD	TBD

Initial calculations show that over 500+ benefited this quarter as a result of cross-border trade facilitated through IOOC-POOC agreements. The project team is in the process of capturing this information, and will update these numbers in the next quarterly report.

5. Increase in total production of olive oil.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Increase in total production of olive oil.	0%	TBD	TBD

6. Improvement in quality of olive oil produced.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Improvement in quality of olive oil produced.	0%	TBD	TBD

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Increase in total value of olive oil exported to Israel by project participants.	0%	TBD	TBD

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Percentage of direct participants expressing support for cross-border collaboration.	0%	TBD	TBD

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.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	3	2	2*

* 2 joint IOOC-POOC agreements were signed this quarter.

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

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-March 31, 2013)	ACTUAL (Jan. 1 – March 31, 2013)
Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	15	4	2*

*2 Joint IOCC-POOC meetings were held this quarter.

VII. UPCOMING ACTIVITIES

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

Activity 1.6. Training of Trainers.

In May 2013, a new training of trainers of 35-40 lead farmers from Israel and the West Bank will take place inside Israel. Pending vetting approval, the farmers will partake in a three-day ToT session using the same training modules as the Year 1 ToT.

A second ToT workshop for the women trained in the March ToT event will be held in May to discuss the nutritive value of olives, proper oil tasting, and techniques in producing quality oil.

Activity 1.7. Facilitate peer-to-peer training in 34 communities.

Peer-to-peer training will begin immediately after the completion of the both the female and male ToT. The NEF team expects all peer-to-peer sessions to start by June 2013 at the latest.

Activity 1.9. Support adoption for improved techniques.

At the end of Quarter 7 and the start of Quarter 8, NEF will distribute harvesting equipment packages to farmers for use during the 2013 olive harvest. The package will include clippers, a ladder, and a tarp.

As part of its communication strategy for the project, a three-part series of training videos will be published on the OOWB website via YouTube to support the adoption of improved techniques. The videos, covering different improved techniques such as pruning and grafting, will be available in both Arabic and Hebrew to benefit all OOWB participants.

Activity 1.10. Organize site visits to Israel olive and olive oil production facilities for lead farmers.

A visit for a joint group of 50 (Palestinian males and females) to Israeli farms and nurseries will take place in early June 2013. The visit will focus on learning about olive variety propagation and high production olive varieties.

The first stage of sapling distribution occurred during Quarter 6 and a second phase will continue in Quarter 7 (see activity 1.11). The June site visit will help to create interest amongst a new group of farmers to apply for saplings in the coming quarter.

Activity 1.11. Conduct field trials of high-producing varieties of olive trees.

Upon receiving vetting approval for PTU, NEF will begin the collaborative agreement to start a field trial station with more than 35 olive varieties. As detailed in the MOU, yet to be signed, PTU will provide land, workers, irrigation and fertilizer as a match for the olive varieties.

The station will be the first of its kind in the West Bank and will provide farmers with the unique opportunity to practice techniques in the ideal orchard.

We will create a second station near Qabatiya in collaboration with the MOA. They will do the follow up and provide land irrigation, fertilizer.

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

At the start of Quarter 7 the project team will release the request for proposals for mill applications. Mill owners looking to improve their mills will be required to submit applications that will be evaluated within the same month. By June 2013, the project team will finish evaluating all applications and will select 6 mills. Renovation of the six mills, in Israel and the West Bank, will begin by June 2013.

Activity 1.13. Branding and marketing workshop.

Professor Zannoli, an Italian olive oil marketing specialist, will offer a pro bono one-day training workshop for Israeli and Palestinian traders and oil companies. The training will take place in May 2013 inside Israel.

Dr. Zannoli is an expert in olive oil marketing and help Palestinian and Israeli farmers, millers and sellers think of alternative marketing approaches that will still be relevant within their respective societies. Lectures will focus on applied marketing training and how to improve marketing channels in order to target cross-border business.

Participants will include 25-30 oil traders and various oil companies from Israel and the West Bank.

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 Committee. & Activity 2.3. Incorporate conflict management and mitigation into training curriculum.

The Reconciliation Committee will prepare a Syracuse University graduate student for work with the project in tracking impact on reconciliation indicators.

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. & Activity 3.2. Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development

NEF will send a joint invitation to the IOOC and POOC to attend the branding and marketing workshop planned for May 2013 (see Activity 1.13). The participation of the two councils at the workshop will allow an exchange of knowledge at the policy level. Moreover, the joint trade agreement signed at the joint February meetings will have been in effect for three months and could serve as an example for traders participating in the workshop.

Activity 3.3. Broaden support through strategic communication

A series of training videos will be launched on the OOWB website via YouTube (see Activity 1.9). The training videos, in both Hebrew and Arabic, will be shared during peer-to-peer training, reaching a minimum of 280 male farmers.

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	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.6: Training of Trainers (ToT).	Follow-up workshops held in the field.	At least 68 lead farmers total: 16 Israelis and 52 Palestinians (40 trained Year 1; 30 trained Year 2)	Follow-up ToT sessions.	Four monthly session follow-up workshops held in the field.	Report on TOT follow-up workshops	NEF, and PCARD and Peres Center	• At least 68 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. 	Field sites	October 2012-September 2013													In progress
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 training sessions, ad-hoc advising and agricultural extension.	1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Farmers share knowledge with peers in respective communities via 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 Peres Center) monitor peer trainings PARCC assists in design of materials related to conflict management (Act. 2.1 & 2.3)	• At least 1020 farmers trained (YR1 + YR2)	<ul style="list-style-type: none"> Improved olive/olive production 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer 	Communities and Farmer Field Schools	October 2012-September 2013													Delayed (to be held next quarter following vetting approvals)
			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. Include reasonable proportion of men and women.																				

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity. 1.8: 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 68 lead farmers: 16 Israelis and 52 Palestinians; At least 1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Hold 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	• At least 1088 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	July 2013-September 2013													Completed
Activity 1.9: Support for adoption of improved techniques.	Identify technical upgrading opportunities and encourage Israeli-Palestinian collaboration.	At least 1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Support the adoption of improved techniques via in-kind grants, subsidies.	Collect and review application; select beneficiaries; procurement following regulations; monitor implementation	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	October 2012 – September 2013													In progress
			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/ importance of quality and timing in accessing markets.							Selection of new grantees: September 2013													
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	Oct. 2012; April 2013; June 2013													3 visits completed
			Organize 2 visits, at least 20 participants per visit.	Organize field visits in Israel (closely guided by Peres Center, experts).	Visits/site reports	NEF, PCARD, Peres Center																		

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement						
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/farmers to Israeli olive farms that 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.	Farmer field schools; also private orchards, based on interest.	Nov. 2012; Sept. 2013													In progress; 7 independent farmers supported in planting improved varieties; agreement with PTU delayed pending vetting approval						
			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.																										In progress
			Share results of field trials with WSR participants, IOOC-POOC, other venues.	Dr. FathiAbd El-Hadi and Mr. Fares Jabi to present.								NEF, PCARD, Peres Center based on VCA and project participants																		
Activity 1.12: Facilitate upgrade of 6 olive oil mills to improve quality.	One olive oil mill in each cluster receives training and technical assistance (total 6 olive mills in second year). Provide in-kind support to improve mills through upgrades.	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 second 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 6 mills upgraded (12 total YR1 and YR2)	• 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.	• Cross-border relationships developed that improve olive sector production and livelihoods.	Peres Center and field sites in Israel	June – Sept. 2013														In progress; see Appendix					
			Provide in-kind material support for mill upgrades.	In-kind grants may support: <ul style="list-style-type: none"> Improved health and hygiene Improved oil storage Mobile labs for quality testing Environmental management 																										In progress

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
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.	Organize one branding and marketing workshop to facilitate collaboration between Israeli and Palestinian firms.	Branding and Marketing Workshops Reports (1)	NEF with PCARD and Peres Center	• At least 24 individuals involved in olive oil companies participate in branding and marketing workshop.	• Israeli and Palestinian olive oil companies/experts dialogue and share.	• Peacebuilding through dialogue and sharing between olive oil companies.	Peres Center	Oct. 2012-Sep. 2013													In progress; Workshop to be held in Quarter 7
			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, Peres Center, Syracuse University Whitman School of Management Student Partners.		• Cross-border relationships developed that improve olive sector production and livelihoods.			Workshop: Feb. 2013													

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										Status of Achievement					
												10	11	12	1	2	3	4	5	6		7	8	9		
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.	<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. 		NEF Headquarters (Nablus), Peres Center and various sites	Oct. 2012-Sep. 2013													In progress		
			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 management and reconciliation context.	Value Chain Framework – adapted for cross-border conflict management and reconciliation context -- continues to influence project implementation.		-	-	-	NEF, with PCARD, Peres Center, PARCC; expert consultants.	<ul style="list-style-type: none"> VCAD influences project development and implementation 	<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. 	-	Oct. 2012-Sep. 2013														In progress	
Activity 2.3: Incorporate conflict management and mitigation into training curriculum.	Reconciliation advisory group will support incorporation of conflict management and mitigation in trainings and activities.		Reconciliation advisory group will continue to support conflict management and mitigation themes.	Weave conflict management themes into training materials.	Training Materials	NEF with PARCC	<ul style="list-style-type: none"> Ongoing support 	<ul style="list-style-type: none"> Conflict management and mitigation remains a project focus. 		Peres Center; remote communication	Oct. 2012-Sep. 2013															In progress; themes continue to be integrated; PARCC team provided further recommendations

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	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.	Develop certification capacity based on international norms and standards, including organic, through joint meetings.	Policy strategy memo	NEF, PCARD, Peres Center	<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. 		Oct. 2012-Sep. 2013													In progress; 2 meetings held between IOOC and POOC
				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	<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"> Peacebuilding between Israelis and Palestinians through communication. 	Jerusalem (meetings of Joint IOOC-POOC Policy Commission)	October 2012-September 2013													In progress; agreement signed between IOOC and POOC
Activity 3.3: Broaden support through strategic communication.	Implement communications strategy.		Follow communication strategy to share project information with key	Manage website.	Website	NEF, with PCARD, Peres Center, and PARCC	<ul style="list-style-type: none"> Website updated. Newsletter distributed. 	<ul style="list-style-type: none"> Participants engage in information sharing/cross-border communication. 	<ul style="list-style-type: none"> Peacebuilding between Israelis and Palestinians through communication. 	NEF office (Nablus)	October 2012-September 2013													In progress; video series under development

APPENDIX 2: ACTIVITY PARTICIPATION

Activity	Date	Location	Number of Participants							
			Total	Men	Women	Youth*	Israeli	Palestinian	Project Team	Other
Women's ToT	11-March-2013	Ein Harod, Israel	30	0	30	0	17	13	5	2
Field School Visit	18-March-2013	Sde Yaakov, Israel	26	26	0	0	0	26	4	0

Appendix 3: Activity 1.12 Progress (Y2, Q6)

Upgrading of at Least 6 Olive Mills to Improve Quality

Mill	Location	Planned Renovations	Current Status (as of March 31, 2013)	Future Plans	Comments
Agricultural Cooperative Mill	Salfit	85 grated plastic boxes for fruit storage (450 kilogram-capacity)	Completed: Received 85, 250-300 kilogram-capacity grated plastic boxes for fruit storage	None; Completed	Lower capacity boxes for the mill provided due to the unavailability of larger boxes. Boxes were purchased and delivered cross-border from Israeli Dolav Plastic Products Inc.
Baseem Mill	Sabastiya West Bank	<u>Baseem Mill</u> <ul style="list-style-type: none"> Stainless steel tanks to store olive oil. Re- painting and flooring. 	-Complete re-painting and flooring	Under process, will be completed by April 2013	After terminating plans to renovate Al Naqura Mill, NEF selected the Baseem mill in Sabastya for renovations. These renovations are planned to be completed during the next quarter.
Aseerah Modern Mill	AseerahShamaliya, West Bank	<ul style="list-style-type: none"> Re-painting and flooring 	<ul style="list-style-type: none"> Complete re-painting and flooring Restroom removed from inside mill to be moved outside the complex. 	Under process, will be completed by April 2013	Although NEF planned to include a new ventilation system and pest screens on windows, the mill owner completed the renovations independently before the start of the olive season.
Ziyad Ahmad Deeb Mill	Arrabeh, West Bank	<ul style="list-style-type: none"> Disposal of asbestos boards A basic renovation to the mill's interior. 	Late vetting approval (March 29,2013)	NEF team will begin renovations soon	NEF field selected another mill in to the West Bank to receive renovations in order to successfully complete Activity 1.12 despite challenges.

Mill	Location	Planned Renovations	Current Status (as of December 31, 2012)	Future Plans	Comments
Rishlakish Mill	Nazareth, Israel	<ul style="list-style-type: none"> • Stainless steel tanks • Basic renovations to the exterior of the mill's structure 	<ul style="list-style-type: none"> • 5 stainless steel tanks • Installation of an oil filter to remove olive sediment after pressing. 	All renovations completed.	NEF did not renovate the mill's structure due to the owner's preference for a new oil filter.
Raed Hussein Mill	Israel	<u>Raed Hussein Mill</u> -Approximately 85, 250-300 kilogram-capacity grated plastic boxes for fruit storage	Received the offers from Raed Hussein lately.	NEF team will provide the plastic boxes soon	In order to renovate 2 mills in Israel, NEF selected the Raed Hussein Mill to replace the Khader Darawshe Mill.