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SERVIR PROGRAM DEMAND ACTIVITY

**PROGRAM YEAR 1 ANNUAL REPORT:
JULY 2012 – SEPTEMBER 2013**

SEPTEMBER 2013

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INTRODUCTION

THE SERVIR PROGRAM

Established in 2004 under a partnership between the United States Agency for International Development (USAID) and the National Aeronautics Space Administration (NASA), the overarching goal of the SERVIR Program is to improve environmental management and resilience to climate change on a global scale. With an eye toward this goal, the SERVIR Program works to build the capacity of governments and other key stakeholders to integrate Earth observation information and geospatial technologies into climate change and environmental decision-making and practice.

More specifically, the SERVIR Program, which is a Spanish word meaning “to serve,” works in partnership with regional institutions – known as SERVIR “hubs” – to develop and deliver geospatial decision-support tools, products and trainings to government ministries and other stakeholders. The current SERVIR hubs include:

- Regional Centre for Mapping of Resources for Development (RCMRD) serving as the SERVIR-Africa hub since 2008
- International Centre for Integrated Mountain Development (ICIMOD), which became the SERVIR-Himalaya hub in 2011
- Water Center for the Humid Tropics of Latin America and the Caribbean (CATHALAC), the first SERVIR hub established for Mesoamerica in 2004.

Additionally, via the servirglobal.net website and the host institution websites¹, SERVIR provides access and a medium to share and integrate satellite imagery, geospatial data, and mapping applications related to a diverse array of climate and other environmental information generated by SERVIR and other relevant programs.

THE SERVIR PROGRAM DEMAND ACTIVITY

The SERVIR Program Demand Activity – also referred to as the “SERVIR Demand Activity” or simply “SERVIR Demand” – was launched in July 2012 as a task order separate from the overall SERVIR Program managed by the NASA Coordination Office (CO) in Huntsville, Alabama. NASA’s efforts have primarily focused on working with SERVIR hubs to develop and provide access to decision-support tools and information services – the “supply” of SERVIR program offerings. The key objective of the SERVIR Demand Activity is to help USAID strengthening the capacity of SERVIR users to utilize the geospatial tools and decision-support applications created by the SERVIR program. In other words, the Demand Activity is focused on cultivating the demand for and increasing the uptake of user-friendly climate change decision support tools and applications supported by SERVIR, while building capacity of stakeholders to incorporate such data into development decision-making.

The Activity is comprised of the following six tasks:

1. Increase demand for SERVIR Program tools and services
2. Evaluate impact of SERVIR Program hub activities to address climate change

¹ www.rcmrd.org, and www.icimod.org

3. Implement SERVIR Program outreach and communications activities
4. Develop SERVIR Program hub sustainability plans
5. Assist USAID field missions with new SERVIR Program hubs
6. Administer Grants under Contract program.

The SERVIR Demand Activity is comprised of the following full-time team:

- Noemi Danao-Schroeder, Chief of Party²
- Carmen Tedesco, Senior Lead for Program Demand (Task 1)
- Stacy Whittle, Senior Lead for Communications (Task 3)
- Shannon Sarbo, Program and M&E Manager.³

In addition to the core team, the Demand Activity receives support from some key STTA, including:

- Training Resources Group (TRG), which provides facilitation and overall support for Task 3 Sustainability. Steve Yank of TRG also plays a lead role for Task 3
- Spatial Dev, providing support Task 1 efforts on product catalogue
- David Craven, providing support for Task 1 User Landscape Overview Report and Fire Monitoring Application Case Study
- Barry Haack, leading the GHG Case Study
- Robert Salerno, DAI Development Specialist, providing support for Task 2 Evaluation
- Angela Puera, Communications Specialist
- Nicole Kellerman, supporting Task 6 Small Grants Program
- Luke Kozumbo, DAI Home Office Project Manager
- Fuad Zaru, DAI Home Office Project Associate

THE SERVIR RESULTS FRAMEWORK

The SERVIR Results Framework (see Annex A) maps the activities, outcomes, and results required to achieve improved environmental management and resilience to climate change via the SERVIR Program. The Demand Activity is focused on building awareness and capacity among the community of users, as well as improving the understanding of user needs within the program – the “demand” side of SERVIR offerings. These activities correspond to the first intermediate result (IR1) and relevant sub-intermediate results of IR3 of the Results Framework.

The second intermediate result (IR2), i.e., the supply of SERVIR products and services, is provided by NASA, and focuses on maintaining a web-based geospatial platform, improving data quality and geographic coverage, and co-developing relevant tools, models, and applications with scientists in each region. The regional SERVIR program hubs are the primary interface between demand for SERVIR program products in developing countries and supply from local and NASA scientists. The activities and deliverables for the SERVIR program are tracked via the Integrated Management System (IMS), managed by NASA CO.

² On April 22, 2013, Ms. Danao-Schroeder replaced the Renee Leduc Clarke as the Chief of Party.

³ On August 10, 2013, Ms. Sarbo was promoted to the position of Program and M&E Manager for SERVIR Demand.

HIGHLIGHTS OF PROGRAM YEAR 1

Program Year 1 (PY1), which includes the inception of the SERVIR Demand Activity in July 2012 and ends September 30, 2013,⁴ was an eventful period. In addition to establishing the key activities and deliverables for the Demand Activity, during PY1 the *modus operandi* for how Demand efforts would be implemented across the existing SERVIR network of partners was also established. This included building strong coordination with the NASA CO and establishing the mechanism by which ICIMOD and RCMRD would engage and strengthen SERVIR “Demand-side” capacities at their institutions.

The following sections cover the key deliverables in each Task and illustrate some of the highlights of PY1.

KEY DELIVERABLES

Table 1 outlines the key deliverables submitted to USAID during PY1.

Task	Deliverable/Output
Task 1: User Engagement	<ul style="list-style-type: none"> • ICIMOD Landscape Overview Report • RCMRD GHG Case Study Inception Report • RCMRD National Geospatial Committee support • SERVIR Product Catalogue Presentation
Task 2: Evaluation	<ul style="list-style-type: none"> • RCMRD Evaluation Capacity Assessment • Selection of the CREST tool to evaluate at SERVIR-Africa • Selection of the Land Cover Change Mapping tool to evaluate at SERVIR-Himalaya
Task 3: Communications	<ul style="list-style-type: none"> • Engaging Audiences Concept Paper • Communication Stakeholder Assessment • Three Outreach Events: <ul style="list-style-type: none"> ○ Space Apps Challenge (ICIMOD) ○ Land Use/Land Cover Symposium (RCMRD) ○ SID Washington Forum
Task 4: Sustainability	<ul style="list-style-type: none"> • SERVIR Summit Sustainability Session • SERVIR Sustainability Concept Paper • SERVIR Partnership Concept Paper • Interagency Partnerships: Stocktaking, Synthesis and Recommendations Report • USAID-NASA 2-day Sustainability Workshop • Two Sustainability follow-up sessions • SERVIR Principles, Purpose and Results Framework Document

⁴ In order to “sync” the Demand Activity Program timeline with the USAID fiscal, the period of July 10 to September 30, 2012 is referred to as PY1/Q(-1), or simply Q(-1)

Task	Deliverable/Output
	<ul style="list-style-type: none"> • SERVIR Phase 1 and Phase 2 Road Map draft
Task 5: New Hubs	<ul style="list-style-type: none"> • Lower Mekong Geospatial Capacity Assessment
Task 6:	<ul style="list-style-type: none"> • Grants Implementation Manual • SERVIR-Africa Annual Program Statement (APS) Small Grant Solicitation draft • SERVIR-Himalaya Annual Program Statement (APS) Small Grant Solicitation draft
Program Management	<ul style="list-style-type: none"> • Program Year 1 Work Plan • Performance Monitoring Plan • Branding and Marking Plan • Program Year 1 Semi-Annual Report • Monitoring and Evaluation Data Quality Assessment • M&E Session at August 2013 Naivasha Work Plan Retreat

HUB ENGAGEMENT HIGHLIGHTS

During the first half of PY1, Demand Activity hub engagement efforts focused on building a strong understanding of the hubs’ experiences and capacities both within and beyond SERVIR. In addition to numerous interviews, gathering and reviewing hub documents, skype calls, and visits to the hubs, the Demand team also established a foundational relationship with hub staff and established the mechanism by which the hubs would build their own Demand capacities. Finally, the senior leaderships at the hub institutions now see these Demand-related capacities as a priority not just for the SERVIR program in particular, but also as an important investment for the institution as a whole. Highlights include:

- Establishing a subcontract mechanism with ICIMOD and RCMRD to hire hub-level SERVIR Demand staff in evaluation, communications, M&E, grant management, and other relevant areas;
- Building the capacity of ICIMOD and RCMRD to administer USAID grants programs;
- Scoping visits to ICIMOD, RCRMD, and CATHALAC during PY1/Q1 and Q2
- RCMRD work planning meeting in Tanzania Q1;
- Work planning and contract negotiation visits to ICIMOD and RCRMD in Q3 and Q4;
- Supporting high visibility outreach events including the Space Apps Challenge in Nepal and the Land Use Land Cover Symposium in Kenya.

NASA COORDINATION HIGHLIGHTS

Once the Demand Activity kicked off, it became immediately evident that a close collaborative relationship with the NASA Coordination Office would be fundamental to Demand Activity success. This ranged from coordination of contractual deliverables to avoid overlap between the NASA and Demand Activity contracts; joint work planning; coordination of SERVIR hub activities to prevent undue burden on ICIMOD and RCRMD; to building the capacity of NASA CO in monitoring and evaluation and outcome-based planning. In addition to weekly call in meetings, travel to NASA CO for necessary in-person meetings, and joint participation in work planning and sustainability planning, dialogue between Demand task leads and NASA staff became a routine occurrence, and is helping to ensure relevance and

incorporation of SERVIR Demand efforts and buy-in for Demand contractual deliverables that require NASA input and feedback. Highlights for PY1 include:

- Hosting of a networking reception during the October 2012 SERVIR Summit in Huntsville, AL;
- Joint SERVIR work planning in Naivasha, Kenya, in August 2013, including Demand Activity facilitation support via TRG;
- Joint collaboration to develop the SERVIR Product Catalogue;⁵
- Capacity building of NASA staff in monitoring, evaluation, and outcome-based work planning, including revisions to the “task narrative” planning document for NASA CO activities;
- Incorporation of hub-level Demand activities into the Integrated Master Schedule (IMS) to ensure coordination monitoring of SERVIR activities and deliverables;
- Engagement of NASA in all SERVIR sustainability activities;
- Collaboration with NASA in the development of marketing materials, key SERVIR messages, and communication strategy;
- Engagement with NASA Headquarters in Washington DC to promote lessons learned in SERVIR within other NASA Applied Sciences Programs.

PROGRAM MANAGEMENT AND COORDINATION HIGHLIGHTS

Several changes and modifications occurred during PY1 that had a significant and positive impact on the SERVIR Demand Activity. The change of the Chief of Party, inclusion of the option year, and an improved staff structure have set a stronger foundation for activity implementation going forward. Highlights include:

- Contract modification to exercise option year and subcontract ICIMOD and RCMRD staff to implement Demand Activities;
- Change in Chief of Party in Q3;
- Updated staffing structure for the SERVIR Demand team in order to respond to program activity demands (see Annex B);
- Expansion of M&E efforts to generate more consistent gathering of performance and impact data across the SERVIR program.

LOOKING AHEAD TO PROGRAM YEAR 2

The coming year will be an important one for the Demand Activity. The pace of activities and the completion of key deliverables will increase, and within calendar year 2013 both the SERVIR product catalogue and a suite of SERVIR brochures will be completed. The small grants program, which will be administered by RCMRD and ICIMOD, will kick off during Q1 and Q2, and a full-time evaluation task lead will come on board to help drive and establish the evidence base of SERVIR’s impacts in climate change mitigation and adaptation policies and practice. ICIMOD and RCMRD will have their subcontracts in place, and will be able to build their own internal capacity to strengthen the SERVIR user base, evaluate and monitor program performance and product impacts, bolster communication and outreach, and prepare for the future when USAID funding ends or diminishes. It will be a productive year, and the Demand team looks forward to the challenges and opportunities that lie ahead.

⁵ The product catalogue is a deliverable that appears on both the Demand and NASA CO contracts.

BY TASK OVERVIEW

The following sections provide a by task overview of the deliverables, activities, outcomes and accomplishments, and next steps for the Demand Activity in Program Year 2. It is important to note that at the time the PY1 work plan was prepared, the Demand Activity had just begun, and consultations with the hubs had yet to occur. As such, several activities as presented in the PY1 work plan were modified to reflect the realities of the SERVIR hubs and the Demand Activity itself. These modifications include a revision of the activity focus, honing of the actual deliverables, a change in timeline, and in some cases the elimination of some proposed deliverables. The modifications and variances will be outlined in greater detail in the Program Year 2 Work Plan.

TASK 1: INCREASE DEMAND FOR SERVIR PROGRAM AND SERVICES

Task 1 represents the foundation of the SERVIR Demand Activity, entailing a range of actions from reaching out to SERVIR hub institutions to learn about what has been done in the past, to working with hub staff to identify new user groups to target. Task 1 efforts improve understanding of the existing user base and develop strategies to extend the depth and reach of that user base. Activities in Task 1 will also support the hubs to both engage and attract new users over the longer term.

The primary work of Task 1 contributes to IR1 of the SERVIR Results Framework by specifically engaging users to define needs and opportunities (Sub-IR 1.1) and building capacity in both the hubs (Sub-IR 3.1) and in users (1.2) (Sub-IR 1.2). The activities under this task will also help contribute to NASA's product lifecycle development and contribute to better understanding existing demand for SERVIR's current products and services.



Participants at the International Land Use Land Cover Symposium June 25-27, 2013. Nairobi, Kenya

DELIVERABLES AND MILESTONES IN PY1

- SERVIR-Himalaya User Landscape Overview Report
- Visits to ICIMOD and RCMRD to collect data on over 50 products and tools for the Product Catalogue
- GHG Case Study Inception Report, site visits and data collection in Malawi, Kenya, Namibia and Rwanda
- Product Catalogue Mid-term presentation
- National Geospatial Information Committee Support, Rwanda

OUTCOMES AND ACCOMPLISHMENTS

The first half of PY1 was an information-gathering phase for the Demand team. One of the most significant outcomes of the activities was a common understanding of the scope and mission of RCMRD, ICIMOD and CATHALAC. The Demand team has developed a better understanding of the relationships hubs have with their local networks and gained a deeper understanding of the relationships between the hubs and NASA CO. During the second half of PY1, the Demand team began to lay the ground work for several large-scale activities that will continue into PY2 or beyond: the product catalogue, the case studies, and capacity building activities are now all underway. One observation that we have made, partially through the User Landscape Overview of SERVIR-Himalaya but also from site visits to SERVIR-Africa, is that although the SERVIR program has many tools, products, and services in the pipeline, few of them are currently operational and actively in use by decision-makers in the hub regions. This will be a major focus of PY2.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY1

Original subtask activities	Status or modifications	Key activities implemented
1.1 Document the existing user base		
Review existing user documentations and assessments	Completed	<ul style="list-style-type: none"> Data collection and desk research on RCMRD, ICIMOD and CATHALAC. Scoping missions to CATHALAC, ICIMOD and RCMRD.
Conduct internal interviews with SERVIR hub staff on current user base	Completed. The User Landscape Overview Report for SERVIR-Himalaya summarizes the findings	<ul style="list-style-type: none"> Interviews with SERVIR and host institution staff at RCMRD, CATHALAC and ICIMOD.
Conduct external interviews with users and supporting stakeholders	Ongoing into PY2.	<ul style="list-style-type: none"> Interview with the forestry department in Nepal. Participation and engagement with stakeholders at the GHG mid-term review in Namibia. Attendance and engagement with SERVIR stakeholders at Land Use Land Cover Symposium in Kenya. Development of conceptual framework and interview protocols for GHG Case Study. GHG Case Study Inception Report. 20 interviews conducted with GHG users in Kenya, Malawi, Rwanda, and Namibia Interview and meetings with IRI in New York and Washington, DC.
Develop user profiles and supporting product catalogue	Modified to include product catalogue, GHG Case Study, Fire Monitoring Case Study, and User Engagement Database as deliverables in PY2	<ul style="list-style-type: none"> User Landscape Overview Report for ICIMOD Design and development of a SERVIR product catalog (initial virtual 1-pager) Development of designs, and initial dataflow diagrams and storyboards for online SERVIR Information captured on 50 products, tools and services at the hubs (23 RCMRD; 26 ICIMOD) Mid-term status update on product catalogue during

Original subtask activities	Status or modifications	Key activities implemented
		Naivasha work planning retreat. <ul style="list-style-type: none"> Draft of SERVIR user definitions document.
Synthesize and present results to USAID, NASA, and SERVIR hubs	Ongoing and PY2	<ul style="list-style-type: none"> Mid-term status update on product catalogue during Naivasha work planning retreat.
Original subtask activities	Status or modifications	Key activities implemented
1.2 Expand the landscape of users		
Review existing needs assessments/market research documentation	Completed	<ul style="list-style-type: none"> Data collection and desk research on RCMRD, ICIMOD and CATHALAC. Collection and review of needs assessments conducted by ICIMOD and RCMRD.
Co-develop market research scope or work/concept paper with each SERVIR hub	Modified. Market research will be carried out in PY2 as part of Task 4 Sustainability efforts.	<ul style="list-style-type: none"> Development of Scope of Work (SOW) for short-term technical assistance (STTA) for market research.
Engage implementing partner to conduct market research fieldwork with each hub	Completed and ongoing into PY2	<ul style="list-style-type: none"> Recruitment of STTA to conduct market and cost analysis.
Implement market assessment	PY2 (as planned)	<ul style="list-style-type: none"> Development of initial approach, outlined in SOW.
Synthesize and report	PY2 (as planned)	<ul style="list-style-type: none"> Scheduled for PY2
Original subtask activities	Status or modifications	Key activities implemented
1.3 Develop User Engagement Guide		
Compile lessons learned and best practices in user engagement	This sub-activity has been modified to a focus on strengthening user engagement to bridge understanding between scientists and policy makers. Focus will be on development of user engagement database; supporting geo-information sharing across the region; and policy sharing events. The <u>user engagement guide deliverable will be removed.</u>	<ul style="list-style-type: none"> Developed draft concept paper in conjunction with NASA CO on how best to engage technical and policy users via National Geospatial Information Committees (NGIC). Support for NGIC development in Rwanda (RCMRD). Development of draft concept paper to advance science to policy forums, in collaboration with American University.
Prepare draft User Engagement Guide		
Obtain feedback on structure and content of guide		
Finalize User Engagement Guide and integrate into SERVIR Handbook		
Original subtask activities	Status or modifications	Key activities implemented
1.4 Pilot User needs with Applied Science Teams		
Select two pilot ASTs	<u>This subtask will be removed</u> as the	<ul style="list-style-type: none"> Consultation with AST Primary Investigator (P.I.)
Set up working group with		

Original subtask activities	Status or modifications	Key activities implemented
each AST Strengthen Product Definition Document Develop and implement user engagement plan Disseminate pilot results	Applied Science Team (AST) projects are beyond the timeline of the Demand Activity. However, some support to AST projects will be provided via evaluation methodology development applicable to AST projects.	Stephanie Granger AST project on Drought Prediction in East Africa. <ul style="list-style-type: none"> • Consultation with AST PI Faisal Hossain project on creating a Disaster Early Warning System for Bangladesh. • Consultation with AST PI Dalia Kirschbaum Landslide Assessment and forecasting in Mesoamerica. • Consultation with AST PI Allen Blackman on REDD+ project in Mesomerica and the Dominican Republic. • Consultation with AST PI Amy Huff project on Air Quality Monitoring in Central America. • Proposal to provide evaluation approach recommendations and tools for AST projects.
Original subtask activities	Status or modifications	Key activities implemented
1.5 Capacity building of hub staff to engage users and conduct market research		
Conduct user engagement workshop at hubs Design and implement targeted training modules Geospatial services study tours Explore the development of an online community of practice Develop ideas for further longer-term inter-hub collaboration	Ongoing , as they were originally scheduled for PY2. Some modifications may occur and will be reflected in the PY2 Work Plan.	<ul style="list-style-type: none"> • Development of Scope of Work for knowledge management specialist. • Recruitment and hiring of knowledge management specialist, who will work on developing an online community of practice. • Dialogue with NASA on how to link community of practice with GIT efforts. • Collaboration with NASA CO to plan hub-to-hub exchange and hub level capacity building related to demand activities (e.g., M&E).

NEXT STEPS

The next year proves to be a busy one, with activities fully underway across many user engagement areas. During PY2/Q1, the Demand team will complete the first edition of the global product catalogue and begin working with hubs to integrate it into their current systems. This catalogue will be further enhanced once the website redesign is completed to include additional features and functionality that will allow it to be both a marketing tool and a knowledge management tool. The GHG Case Study will be finalized during the beginning of Q1, and we plan to begin the Forest Fire Monitoring Case Study at ICIMOD during the end of Q1. At the same time, requirements gathering will start at both Hubs to better understand their customer relation management and user engagement needs. This will lay the foundation for the design and development of a SERVIR-Himalaya user engagement database and RCMRD member state engagement database, including facilitating continuity of maintenance and training for ICIMOD and RCMRD staff.

We intend to work with SERVIR partners to design and facilitate a successful GIT community of practice, which will link together technical staff across the hubs, and to better connect with new users and

engage the market for SERVIR products/services. In addition, during PY2, the Demand Team will continue to support RCMRD's NGIC efforts, particularly in Rwanda, through the facilitation of continued meetings to engage government stakeholders in spatial information and promote access to SERVIR data. With ICIMOD, plans are underway to support enhanced capacity building and training efforts within key stakeholders (ministries) using SERVIR data. This embedded user engagement will be documented and shared with other hubs as a best practice for ensuring training success and uptake of SERVIR techniques for spatial planning and decision-making. Lastly, we intend to use PY2 to begin activities to bridge understanding between science and policymakers through forum discussions and events both in the US and abroad.

TASK 2: ASSESS THE IMPACT OF SERVIR PRODUCTS TO ADDRESS CLIMATE CHANGE

The main focus of Task 2 during PY1 has been to answer the following key questions: What of SERVIR has been evaluated to date? What products are best suited for evaluating in each region? What might be the best approach to assessing impact on climate change decision-making, given that most products are already in implementation? How are hub institutions already evaluating other products, services or programs, and how can evaluation of SERVIR products complement or help strengthen existing M&E approaches or systems? In addition to these key questions, the Demand team has worked to actively engage and establish working relationships with hub institutions and the relevant evaluation stakeholders in each. For example, at ICIMOD, these include SERVIR staff, MENRIS staff, and the Head of Strategic Planning, Monitoring and Evaluation; at RCMRD, this includes SERVIR staff, the Head of Finance (also responsible for M&E), and the Director of RS, GIS and Mapping, among others. The Demand team is also coordinating with relevant USAID and NASA CO staff to ensure efficiency and complementarity of efforts.

DELIVERABLES AND MILESTONES IN PY1

- Selection of CREST model at for SERVIR-Africa external evaluation
- Selection of Land Cover Change tool for SERVIR-Himalaya external evaluation
- RCMRD Monitoring and Evaluation Capacity Assessment
- Recruitment efforts for Task 2 Evaluation Task Lead

OUTCOMES AND ACCOMPLISHMENTS

One of the most significant accomplishments of PY1 was obtaining buy-in from ICIMOD and RCMRD to move forward with evaluation and to hire relevant M&E officers. In addition, CREST at SERVIR-Africa and the Land Cover Change tool at SERVIR-Himalaya were identified as the products to be evaluated; case studies, part of Task 1, will focus on different products (Fire Monitoring for SERVIR-Himalaya and GHG for SERVIR-Africa).

Another accomplishment is the increased focus on monitoring and evaluation of the SERVIR program. While Task 2 is focused on evaluation or assessing the impact of specific SERVIR tools, services, or products, there is overlap with the overall performance M&E which falls under the Demand Activity program management. Because of Demand Activity efforts to improve M&E, NASA CO has increased their understanding and capacity in evaluation, and improvements in their Integrate Master Schedule

(IMS) reflect this. The success of the M&E session during the Naivasha Work Planning Retreat, as reflected in the retreat evaluations, is testament to the impact the Demand team has had on SERVIR M&E.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY1

Original subtask activities	Status or modifications	Key activities implemented
2.1 Stocktaking of existing SERVIR related assessments and evaluations		
Gather and analyze existing assessments, evaluations and case studies	Completed	<ul style="list-style-type: none"> Data collection and desk research on RCMRD, ICIMOD and CATHALAC. Scoping missions to CATHALAC, ICIMOD and RCMRD
Develop inventory of current products that address climate change	Modified ; this is the product catalogue under Task 1	<ul style="list-style-type: none"> Design and development of a SERVIR product catalog (initial virtual 1-pager). Development of designs, and initial dataflow diagrams and storyboards for online SERVIR product catalogue. Mid-term status update on product catalogue during Naivasha work planning retreat.
Conduct initial consultations with hubs on impact and results of SERVIR product and tools	Completed	<ul style="list-style-type: none"> In-person consultations with RCMRD, ICIMOD and CATHALAC staff regarding SERVIR evaluation efforts to date. In-depth assessment of monitoring and evaluation capacity at RCRMD.
Conduct consultation with USAID and NASA to understand desired impacts and results from SERVIR	Completed	<ul style="list-style-type: none"> Facilitation of M&E session at Naivasha work planning retreat. Capacity building within NASA on M&E. Revision of SERVIR Task Narratives to include information on relevant USAID and NASA indicators.
Original subtask activities	Status or modifications	Key activities implemented
2.2 Determine types of evaluations to be conducted		
Review of and training in USAID Evaluation Policy and Standard Climate Change Indicators	Completed	<ul style="list-style-type: none"> Review of USAID Evaluation policy. Dissemination of USAID Evaluation policy and Standard Climate Change Indicators to hubs. Review of USAID standard climate change indicators. Review of NASA CO SERVIR indicators. M&E training during Naivasha work planning retreat.
Identify SERVIR products or services to undergo	Completed	<ul style="list-style-type: none"> Selection of CREST model at for SERVIR-Africa external evaluation.

evaluation		<ul style="list-style-type: none"> Selection of Land Cover Change tool for SERVIR - Himalaya external evaluation.
Procure regional or international partners to provide evaluation support	Completed, modified and ongoing into PY2. Will hire full-time Evaluation Task Lead in Q1. Additional STTA will be hired, and hubs will hire full-time M&E staff	<ul style="list-style-type: none"> Contracting of STTA to conduct evaluation capacity assessment of RCRMD and ICIMOD. Developed SOW for full-time Evaluation Task Lead and conducted first round of candidate interviews. Drafted Terms of Reference for ICIMOD and RCMRD Evaluation Officers.
Original subtask activities	Status or modifications	Key activities implemented
2.3 Establish methodology and implement evaluation frameworks		
Establish indicators that identify desired impacts	Completed and ongoing into PY2. Linked to M&E Program Management	<ul style="list-style-type: none"> Collaboration with NASA CO to review and revise SERVIR indicators. Revision of SERVIR Task Narratives to include information on relevant USAID and NASA indicators.
Create and implement evaluation methodology	Rescheduled for PY2 once Evaluation Task Lead is on board.	<ul style="list-style-type: none"> Development of methodology for assessing monitoring and evaluation capacities of SERVIR hubs.
Implement baseline studies	Rescheduled for PY2 once Evaluation Task Lead is on board. May modify and link to onboarding of new SERVIR hubs	<ul style="list-style-type: none"> Dialogue with USAID and hubs as how to best approach or conduct baseline studies.
Identify and document "good practices"	Ongoing	<ul style="list-style-type: none"> Development of RCMRD M&E Capacity Development Plan
Original subtask activities	Status or modifications	Key activities implemented
2.4 Report on findings and build capacity of hubs		
Report on evaluation results	Completed, modified, and ongoing. Will continue into PY2.	<ul style="list-style-type: none"> Submission of SERVIR Data Quality Assessment Report. Submission of RCMRD Monitoring and Evaluation Capacity Assessment Report.
Highlight and disseminate success stories that demonstrate SERVIR impacts	PY2 (as planned)	<ul style="list-style-type: none"> Coordination with Communications task to gather success stories.

NEXT STEPS

Program Year 2 will be an important ramp up period for Task 2. The Demand team will bring on a full-time Evaluation Task lead, and both ICIMOD and RCMRD will hire full time M&E officers to assist in both performance M&E and impact assessment. Both institutions will use the opportunity from SERVIR

to strengthen and incorporate evaluation approaches into their project analyses. In addition, via Task 2 the Demand team intends to develop a suite of “simple” and systematic evaluation approaches and protocols that can be applied to different products and services, including workshops, SERVIR tools, NGICs, and potentially AST project, among others. Finally, the Task 2 Lead will coordinate directly with the SERVIR Demand M&E Manager to more effectively link performance and impact within SERVIR.

TASK 3: DEVELOP AND IMPLEMENT A SERVIR PROGRAM COMMUNICATIONS STRATEGY

Coordinated and consistent communications and outreach about the value of SERVIR products and tools are crucial to the program’s objective of cultivating the use of Earth observation information for decision-making. To date, the SERVIR Program has communicated to an array of stakeholders, but it has not had a clearly defined strategy for how the program partners (USAID, NASA and hub institutions) communicate a consistent set of core messages to its diverse audience of stakeholders.



Participants at Space Apps Challenge, April 20-21, 2013. Kathmandu, Nepal

The development and implementation of a global communication strategy for the SERVIR Program will drive the use of better information by decision-makers in the target regions (IR1 in the SERVIR Results Framework) by improving outreach and engagement with a broad set of users (Sub-IR 1.3), supporting the development of communities of practice (Sub-IR 3.2), and increasing awareness of key stakeholders about the value of EO and spatial information (Sub-IR 1.3).

DELIVERABLES AND MILESTONES IN PY1

- SERVIR Branding and Marking Plan
- Communications Stakeholder Assessment Report
- Engaging Audiences Concept Paper outlining the communications framework for SERVIR
- Three outreach events:
 - Space Apps Challenge, Nepal
 - Land Use Land Cover Symposium, Kenya
 - SID-Washington event
- Nine draft brochures for USAID stakeholders (Final submission and printing in PY2/Q1)
- Input on RCMRD and ICIMOD communications strategies
- Report to hubs on how to incorporate SERVIR into their organizations communications strategy.

OUTCOMES AND ACCOMPLISHMENTS

There were many communications successes in PY1, particularly towards developing “One SERVIR.” By working with USAID, NASA CO and the SERVIR hubs on the aforementioned deliverables, the program has become more consistent in the way it communicates to its myriad stakeholders. The brochure development process is a prime example of the importance of developing an integrated SERVIR, allowing all parties to communicate a consistent message about what SERVIR is and what makes the program unique. Strategic communications reports submitted during the first year of operations, including the Branding and Marking plan, have allowed for SERVIR to begin moving forward as one voice, with one message. An outcome of these activities as a whole is a more refined understanding of the communication needs and priorities of SERVIR’s stakeholders.

The Demand team supported a series of outreach events in coordination with USAID, NASA and the hubs that in some cases, like the Space Apps Challenge, garnered quite a bit of press coverage. Finally – and perhaps most importantly – the Demand Activity has built solid working relationships with the staff at hub institutions, USAID and the NASA Coordination Office that will help to make implementation of communications activities and planning of events a success in PY2.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY1

Original subtask activities	Status or modifications	Key activities implemented
3.1 Assess existing communications activities, materials, communicators and audiences		
Start up consultations with SERVIR hubs, NASA and USAID	Completed	<ul style="list-style-type: none"> • Site visits to CATHALAC, RCMRD, ICIMOD and NASA CO. • Assessment of existing communications activities, materials, key communicators and audiences conducted at NASA, USAID, RCMRD and ICIMOD. • Review and feedback on ICIMOD and RCMRD Communications Strategies.
Undertake communications and knowledge management assessment	Completed	<ul style="list-style-type: none"> • Gathered marketing materials from SERVIR hubs and NASA CO. • Submission of Engaging Audiences Concept Paper.
Assess hub communication channels	Completed	<ul style="list-style-type: none"> • Review and feedback on ICIMOD and RCMRD Communications strategy.
Utilize tools to gauge user engagement online	Completed	<ul style="list-style-type: none"> • Review and analysis of web traffic via Google analytics for www.servirglobal.net, www.icimod.org, www.rcmrd.org, and www.servir.net.
Map communications stakeholders and their target audiences	Completed	<ul style="list-style-type: none"> • Submission of Stakeholder Communication Assessment. • Draft of stakeholder and target audience matrix.
Original subtasks activities	Status or modifications	Key activities implemented
3.2 Develop and implement a global SERVIR communications strategy		
Develop communication	Ongoing. The Global	<ul style="list-style-type: none"> • In-country communications planning sessions with

Original subtask activities	Status or modifications	Key activities implemented
strategies	Communications Strategy will be completed in PY2/Q1. Hub level communications strategies planned for PY2.	NASA CO, RCMRD and ICIMOD. <ul style="list-style-type: none"> Communications strategy session at Naivasha work planning retreat. Completion of one-page communication strategy assessment with USAID, NASA, ICIMOD and USAID.
Support hubs to establish and/or maintain media contact database	Modified. Activity will depend on hub communication strategy. For PY2	<ul style="list-style-type: none"> Assessment of current media databases and/or media approaches.
Support coordination of communication between SERVIR hubs, USAID and NASA	Ongoing for life of project	<ul style="list-style-type: none"> Established biweekly check-ins with communications staff at hubs and NASA. Weekly Demand Activity update circulated to USAID and NASA.
Develop outreach materials	Ongoing. Will complete nine brochures in PY2/Q1	<ul style="list-style-type: none"> First and second drafts of nine SERVIR brochures, including 1- and 4-page "What is SERVIR?" and thematic brochures. Technical input to RCMRD on marketing collateral. Technical input to ICIMOD on social media. Joint authorship with NASA CO on articles for the SERVIR Global website.
Harmonize communications efforts across the Demand Activity	Ongoing for life of project	<ul style="list-style-type: none"> Coordination with task leads on events.
Original subtask activities	Status or modifications	Key activities implemented
3.3 Prepare and implement SERVIR Program outreach and communications plans		
Define core audiences	Completed at global level. Will continue into PY2 for hubs	<ul style="list-style-type: none"> Completion of one-page communication strategy assessment with USAID, NASA, ICIMOD and USAID.
Decide on tactical communication activities	Ongoing. Hub level activities will depend on hub-level communication strategies.	<ul style="list-style-type: none"> Support for three outreach events: Space Apps Challenge, Nepal; Land Use/Land Cover Symposium, Kenya; and SID-Washington event with NASA, USAID, and ICIMOD.
Create newsletters, press releases, messages, and social media content	Ongoing. Hub level activities will depend on hub-level communication strategies.	<ul style="list-style-type: none"> Technical input to ICIMOD on social media approach. Joint authorship with NASA CO on articles for the SERVIR Global website.

NEXT STEPS

In PY2, SERVIR communications activities will be implemented in accordance with the global communications strategy and hub specific communications plans. In addition to the marketing material currently being developed for USAID’s major stakeholders, additional collateral will be created including

a suite of videos, (including a “What is SERVIR”, MyCOE and product description videos), website content, PowerPoint and other visual communications tools. SERVIR outreach events will be developed in a strategic way, driven by the tactics developed in the strategy. Furthermore, the Demand Activity will strengthen outreach and communications capacity at SERVIR-Africa and SERVIR-Himalaya with the addition of a full-time Communication Specialist hired in each hub. The communications task lead will work with the SERVIR-Africa, SERVIR-Himalaya, and NASA CO to harmonize and prioritize global outreach activities with the goal of increasing demand for the use of SERVIR’s products and tools.

TASK 4: DEVELOPMENT OF SERVIR SUSTAINABILITY PLANS

For all stakeholders – the hub institutions, USAID, and NASA – how SERVIR will be sustained into the future is a fundamental question. Sustainability extends beyond how SERVIR will be financed; technical, scientific, organizational, and knowledge management are other aspects of the sustainability “equation” that play into how SERVIR products and services – and the global network – will continue to evolve and remain relevant once the current funding cycle ends. Sustainability is also more than a hub-level issue; USAID and NASA need to identify what SERVIR is, and what their roles will be, in the future, as well as who are other partners and their roles.

With regard to the SERVIR Results Framework, Task 4 contributes to the overall outcome of strengthening the long-term sustainability of SERVIR, allowing the regional host institutions to more effectively respond to demand (IR1) and have the institutional capacity to supply products and services that contribute to improved environmental management and resilience to climate change.

DELIVERABLES AND MILESTONES IN PY1

- SERVIR Summit Sustainability Session
- SERVIR Sustainability Concept Paper
- SERVIR Partnership Concept Paper
- Interagency Partnerships: Stocktaking, Synthesis and Recommendations Report
- USAID-NASA 2-day Sustainability Workshop
- Two Sustainability follow-up sessions with SERVIR-Africa and SERVIR-Himalaya
- SERVIR Principles, Purpose and Results Framework Document
- SERVIR Phase 1 and Phase 2 Road Map draft

OUTCOMES AND ACCOMPLISHMENTS

The two-day sustainability session with key USAID and NASA stakeholders was a watershed event. For the first time, USAID and NASA came together and collectively agreed on the principles, purpose, and results that each agency seeks through SERVIR, as well as define the two phases of SERVIR support to hubs. Several follow up sessions were conducted, and the resulting SERVIR Principles, Purpose and Results Framework is serving as an important reference document for USAID, NASA, and the SERVIR hubs. The events and efforts around defining SERVIR goals and objectives have also served to strengthen the USAID, NASA, and Demand team relationship.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY1

Original subtask activities	Status or modifications	Key activities implemented
4.1 Develop concept papers on partnerships and sustainability		
Determine what sustainability means for USAID, NASA and hubs through consultations and workshops	Completed	<ul style="list-style-type: none"> Conducted sustainability session at SERVIR summit in Q1 Conducted 2-day sustainability workshop with USAID and NASA Conducted two follow up sustainability sessions with ICIMOD and RCMRD Development of SERVIR Principles, Purpose, and Results document
Prepare and disseminate concept paper on partnerships	Completed	<ul style="list-style-type: none"> Submission of Partnerships Concept Paper Dissemination of concept paper to USAID, NASA CO, and NASA HQ Development and submission of an Interagency Partnerships Report
Prepare and disseminate concept paper on sustainability	Completed	<ul style="list-style-type: none"> Submission of Partnerships Concept Paper Dissemination of concept paper to USAID, NASA CO, and NASA HQ
Original subtasks activities	Status or modifications	Key activities implemented
4.2 Conduct baseline sustainability and organizational assessments		
Analyze CATHALAC's trajectory as "graduated" hub	Modified. Will conduct organizational assessment as desk research in PY2	<ul style="list-style-type: none"> Three field visits to CATHALAC to meet with key staff and discuss next phase of SERVIR. Information gathering on SERVIR Mesoamerica.. Consultations with external stakeholders in Mesoamerica, including E-CAM, CCAD, SICA
Conduct organizational assessments of all hubs	Ongoing for PY2	<ul style="list-style-type: none"> Development of organizational assessment conceptual framework and outline Coordination with hubs to undertake assessment
Original subtasks activities	Status or modifications	Key activities implemented
4.3 Determine the "marketplace" of SERVIR products and services		
Identify products and services that SERVIR can market	PY2 (as planned)	<ul style="list-style-type: none"> Development Scope of Work for market analysis STTA. Recruitment of STTA for PY2.
Determine potential buyers of SERVIR products and services	PY2 (as planned)	
Identify competitors for hubs and SERVIR products and services	PY2 (as planned); will be modified to market segmentation study	
Original subtasks activities	Status or modifications	Key activities implemented
4.4 Determine costing and pricing of SERVIR products and services		
Conduct cost analysis of	PY2 (as planned)	<ul style="list-style-type: none"> Development Scope of Work for market analysis

Original subtask activities	Status or modifications	Key activities implemented
SERVIR products and services		STTA. • Recruitment of STTA for PY2.
Determine pricing structure of SERVIR goods and services	PY2 (as planned)	
Original subtasks activities	Status or modifications	Key activities implemented
4.5 Create tailored sustainability plans and initiate implementation for current and future hubs		
Create hub-specific sustainability plans	PY2 (as planned)	• Coordination and initial information gathering from SERVIR hubs.
Work with communications to implement marketing campaign	PY2 (as planned) and PY3	• Discussions with Task 2 lead on future marketing opportunities.
Create roadmap/timeline of hub inception to graduation	Ongoing into PY2	• Development of SERVIR Phase 1 and Phase 2 draft document.
Original subtasks activities	Status or modifications	Key activities implemented
4.6 Develop internal hub capacity to implement sustainability plans		
Provide training to hubs to implement fund diversification strategy	Modification to move activity from PY2 to PY3	• Initial discussions and consultations with ICIMOD and RCMRD.
Socialize sustainability among hubs to promote collaboration and opportunities for global scaling	Propose modification for activity to cover PY2 and PY3	• Initial discussions and consultations with ICIMOD, RCMRD, USAID and NASA.

NEXT STEPS

As with the other task, activities and the pace of outputs will ramp up in Program Year 2. The Demand team is particularly excited about collaboration between Task 1 and Task 4 to promote a market-based approach to user engagement. Beginning PY2/Q1, STTA will initiate market research and segmentation and conduct costing analyses of SERVIR products in Africa and the Himalayas. The approach developed for these activities also represent potential resources for new hubs.

TASK 5: ASSIST USAID REGIONAL MISSIONS WITH NEW SERVIR PROGRAM HUBS

The purpose of Task 5 is to provide surge capacity and support to USAID Washington and USAID Mission-level efforts as they work to establish new SERVIR Program hubs in the Lower Mekong, West Africa, and Central Asia over the coming years. Specifically, the Demand Team will collaborate with USAID to provide rapid market assessments and users needs assessments in the new hub regions, and

advise on possible hub partnership models. Additionally, the Demand Team may engage in establishing an M&E framework and onboarding of future hubs.

DELIVERABLES AND MILESTONES IN PY1

- Lower Mekong Geospatial Capacity Assessment Report
- Consultations with USAID on West Africa and Central Asia Geospatial Capacity Assessments (for PY2)
- Recruitment of STTA for West Africa Geospatial Capacity Assessment

OUTCOMES AND ACCOMPLISHMENTS

In addition to the report itself, an outcome of Lower Mekong assessment was the development of a tested interview protocol for conducting rapid assessments of the landscape of potential SERVIR users and/or stakeholders. While not an originally planned deliverable, the Lower Mekong Assessment on Geospatial Capacity is being disseminated by USAID to relevant stakeholders, and the DAI team has received positive feedback from USAID and other USG agencies, such as the Department of the Interior.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY1

Original subtask activities	Status or modifications	Key activities implemented
5.1 Lower Mekong Geospatial Capacity Assessment		
Development of methodology for conducting regional geospatial assessments	Completed	<ul style="list-style-type: none"> • Developed interview protocol for Lower Mekong Assessment. • Developed stakeholder prioritization matrix to identify potential key informants.
Conduct in-country consultations with ministries, NGOs, and USAID missions	Completed	<ul style="list-style-type: none"> • Conducted 30 consultations with geospatial stakeholders in Thailand, Laos, and Vietnam. • Desk research conducted on Burma and Cambodia. • Conducted in-briefing with RDMA, USAID Mission in Vietnam, and the US Embassy in Laos. • Conducted out-briefing at RDMA and USAID Mission in Vietnam.
Produce internal report of findings	Completed	<ul style="list-style-type: none"> • Produced Lower Mekong Geospatial Capacity Assessment.
Original subtask activities	Status or modifications	Key activities implemented
4.2 Identify additional subtasks as needed		
TBD	Carry out geospatial capacity assessments for West Africa and Central Asia in PY2	<ul style="list-style-type: none"> • Initial discussions with USAID on focus of geospatial assessments for West Africa and Central Asia. • Initial document gathering. • Recruitment of STTA for West Africa Assessment.

NEXT STEPS

While the next steps related to the SERVIR-Lower Mekong hub are unknown at this time, the Demand team stands ready to support and assist RDMA and USAID Washington in their efforts. The team is gearing up for the West Africa Assessment for Q1 and Q2, as well as for the Central Asia Assessment planned for Q2 and Q3.

TASK 6: GRANTS UNDER CONTRACT PROGRAM

The Grants under Contract Program is intended to broadly support SERVIR objectives and add value to the overall SERVIR Program network. While Task 6 is taking on a different shape in each hub region, the overall objectives of the grants under contract program for the Demand Activity are to support outreach efforts and raise the visibility of SERVIR, develop opportunistic partnerships with a broader range of institutions, and test innovative ideas from outside of the SERVIR network (including new applications of existing tools).

DELIVERABLES AND MILESTONES IN PY1

- Grants Implementation Manual
- Presentation of SERVIR-Africa Annual Program Statement (APS) Small Grant Solicitation
- Presentation of SERVIR-Himalaya Annual Program Statement (APS) Small Grant Solicitation
- Support for grants administrator recruitment at RCMRD and ICIMOD, including drafting of Terms of Reference

OUTCOMES AND ACCOMPLISHMENTS

During the reporting period, the Grants Implementation Manual was submitted and approved in Q1. In addition, the Demand team was able to identify a programmatic focus for the grant program for SERVIR-Africa and SERVIR-Himalaya. Finally, a significant outcome was the agreement that the small grants program would be administered through the hubs, with strong support for Demand team staff.

SUBTASK ACTIVITY STATUS AND MODIFICATIONS IN PY1

Original subtask activities	Status or modifications	Key activities implemented
6.1 Align grants strategy		
Consult with hubs, NASA, and USAID to define approach	Completed and ongoing into PY2/Q1	<ul style="list-style-type: none"> • Various on-site consultations at RCMRD and ICIMOD to discuss small grant program approach and focus. • Meetings with NASA and USAID on small grants program approach. • Small grants session at Naivasha work plan retreat.
Refine target selection criteria	PY2/Q1	<ul style="list-style-type: none"> • Various on-site consultations at RCMRD and ICIMOD to discuss small grant program approach and focus. • Small grants session at Naivasha work plan retreat.

Original subtask activities	Status or modifications	Key activities implemented
Initial RFAs developed and discussed with hubs and stakeholders	APS drafts in development for SERVIR-Himalaya and SERVIR-Africa; will be finalized Q1	<ul style="list-style-type: none"> Draft APS for SERVIR-Africa and SERVIR-Himalaya, reviewed during breakout small grants session at Naivasha work plan retreat. Email exchanges with hub staff on APS content.
Original subtasks activities	Status or modifications	Key activities implemented
6.2 Develop grants manual		
Analyze NASA grants process and lessons learned in Mesoamerica	Completed	<ul style="list-style-type: none"> Consultations with NASA CO staff. Consultations with SERVIR-Mesoamerica current and former staff on small grants experiences to gather lessons learned.
Develop and submit SERVIR Demand Grants Implementation Manual	Completed for overall Demand Activity; hub level grants manuals will be developed in Q1	<ul style="list-style-type: none"> SERVIR Demand grants manual submitted. Recruitment of STTA to draft hub-level grants manuals for SERVIR-Africa and SERVIR-Himalaya.
Original subtask activities	Status or modifications	Key activities implemented
6.3 Launch fund and manage the selection process		
Develop marketing material, website language, etc. explaining the application process	Modified to implement in PY2	<ul style="list-style-type: none"> Initial discussions with SERVIR hubs on how grants program will be marketed. Discussion with NASA CO to coordinated small grants efforts.
Announce RFA	Modified to implement in PY2 as APS	
Conduct workshops to assist potential grantees	Modified to implement in PY2	
Review grant proposals	Modified to implement in PY2	<ul style="list-style-type: none"> Initial discussions with SERVIR hubs on composition and expectations of grant technical and financial review committees.
Award and finalize grant agreements	PY2 (as planned)	<ul style="list-style-type: none"> Discussion of mechanism for grant awards.
Original subtask activities	Status or modifications	Key activities implemented
6.4 Grantee oversight and hub capacity building		
Build capacity of hubs to manage and monitor grants	PY2 (as planned) modified to include PY3	<ul style="list-style-type: none"> Development of SOW for hub-level hiring of grants managers at ICIMOD and RCMRD. Demand Activity funding of full-time grants specialists for ICIMOD and RCMRD.
Conduct oversight visits to each grantee	PY2 (as planned) modified to include PY3	<ul style="list-style-type: none"> Discussions with hub-staff on joint mechanism for conducting grantee oversight visits.
Implement deliverable schedule and financial monitoring process	PY2 (as planned)	<ul style="list-style-type: none"> Initial discussions with ICIMOD and RCMRD staff on financial compliance requirements for USAID small grants.
Develop and submit USAID branded success stories	Will modify to implement in PY3	<ul style="list-style-type: none"> N/A for PY1

NEXT STEPS

Both SERVIR-Africa and SERVIR-Himalaya are poised to launch their grants programs during Q1 and Q2. An important element of this is the hiring and training of hub-level grants specialists, who will work closely with the Demand Activity Operations and Grants Manager based at DAI. The Operations and Grants Manager begins work on October 1, 2013, and will be responsible for overseeing the entire small grants program, including supervising the administrative oversight of grantees and working closely with and training of hub grant specialists. It is envisioned that existing SERVIR hub staff will provide technical oversight, in coordination with the Demand Activity personnel. Additionally, Demand Activity personnel, hub staff, and NASA staff will coordinate efforts to conduct site visits and gather information of grantees. Additional STTA will likely be required, and will draw from the existing pool of approved STTA personnel already familiar with the SERVIR Demand Activity. Finally, the Demand team will continue to explore whether linkages can occur between the Demand Activity and NASA CO grants programs.

PROGRAM MANAGEMENT

Delivering SERVIR Demand Activity results across a wide geographic area, with a diverse group of interagency and international partners, and in a resource-efficient manner, requires a well-organized, flexible, and results-focused approach. During PY1, Demand team members engaged in frequent travel to and communication with hubs, ongoing engagement and consultation with USAID, countless in-person and virtual meetings with NASA CO, and engagement of DAI corporate staff as a means to planning and implementing the most effective and relevant program possible. Additionally, the Demand Activity placed a heavy focus on strengthening M&E of the SERVIR Program, and the uptake of this effort can be seen in NASA CO's efforts to shift towards outcome-based planning and to bolster program monitoring and evaluation.

DELIVERABLES AND MILESTONES IN PY1

- Program Year 1 Work Plan
- Performance Monitoring Plan
- Branding and Marking Plan
- Program Year 1 Semi-Annual Report
- Monitoring and Evaluation Data Quality Assessment
- M&E Session at August 2013 Naivasha Work Plan Retreat

Annex D Performance Monitoring Table gives a summary of results from the PMP. Note that Intermediate Result data is gathered by NASA CO.

ACTIVITIES IN PY1

Several changes and modifications occurred during PY1 that had a significant and positive impact on the SERVIR Demand Activity. The SERVIR Demand Activity task order was modified, allowing the exercise of the option year, subcontracting of the ICIMOD and RCRMD to implement Demand Activities, and an increase in the project's ceiling and current obligation. The change in Chief of Party contributed to improving collaboration with SERVIR hubs and NASA CO. M&E efforts steered by the

Demand Activity are now generating improved performance and impact data gathering across the SERVIR Program.

In order to ramp up activities and results, changes were made to the **Demand Activity staffing structure**, including the creation of new positions. The table below outlines the changes in staffing, and an updated organizational chart can be found in Annex B. Annex C includes a list of all STTA who provided support to the SERVIR Demand Activity in PY1.

Original staff structure LTTA	Improved staff structure LTTA
<ul style="list-style-type: none"> • Chief of Party* • Senior Lead for Program Demand* • Senior Lead for Evaluation and Sustainability* • Senior Lead for Communications* • Senior Lead for Operations, Grants, and M&E • Geospatial Specialist 	<ul style="list-style-type: none"> • Chief of Party* • Program and M&E Manager* • Operations and Grants Manager** • Senior Lead for Program Demand* • Senior Lead for Evaluation** • Senior Lead for Communications* • Knowledge Management Specialist** • Logistics Coordinator**

Home Office operations and administrative STTA, provided by HO Project Manager (Luke Kozumbo) and HO Project Associate (Fuad Zaru), will decrease once full Demand team is in place.

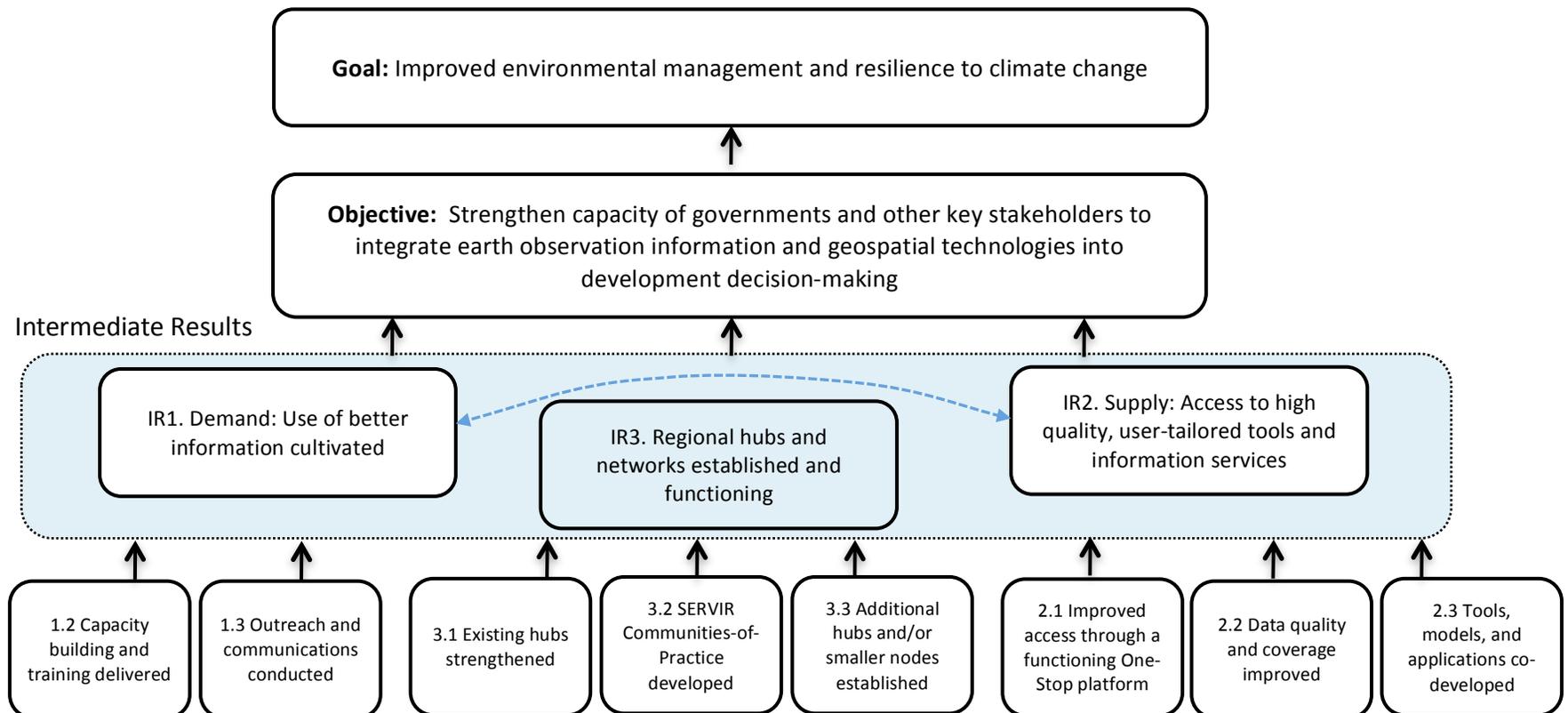
* Denotes key personnel.

** Hire for PY2/Q1.

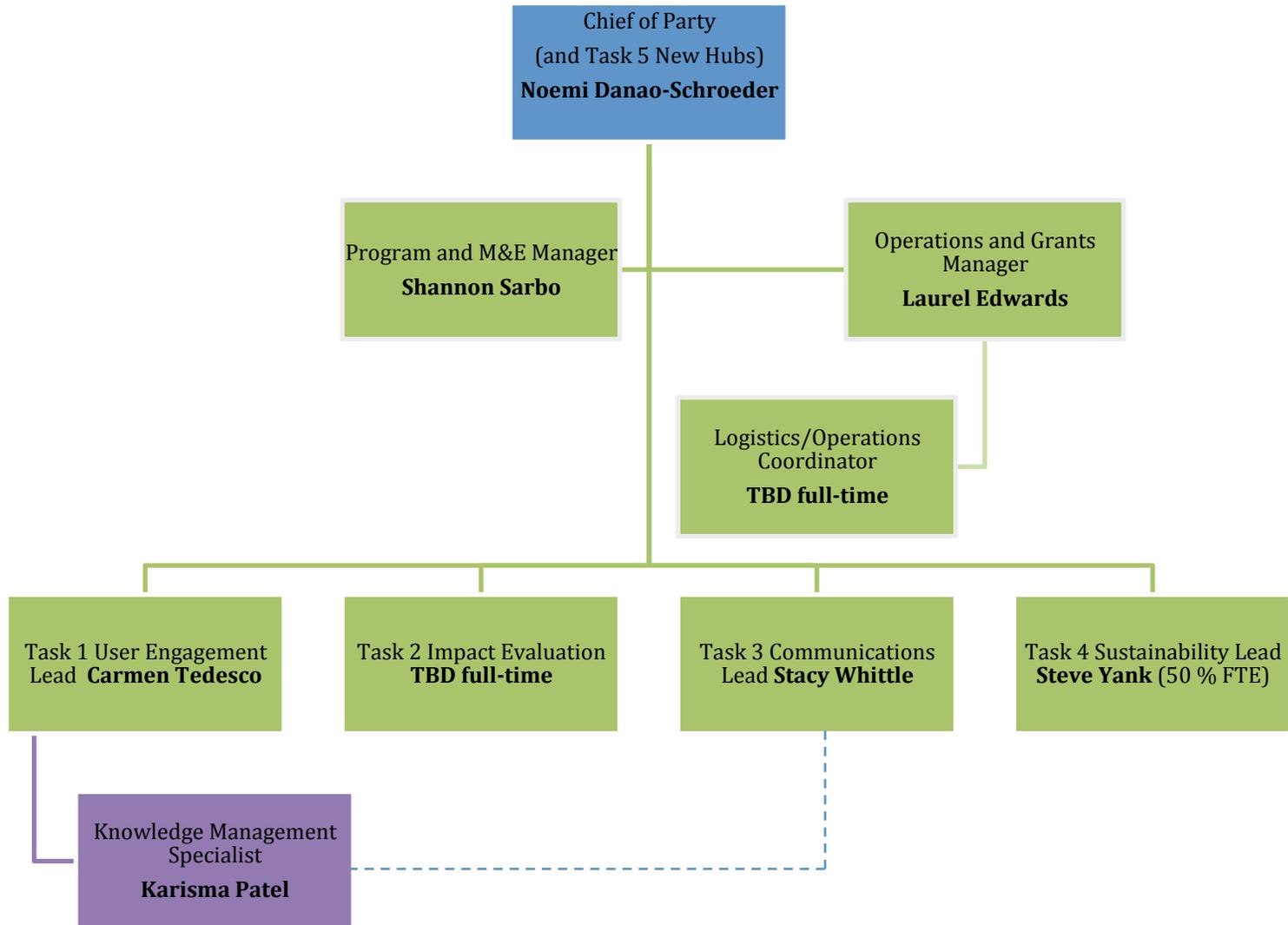
NEXT STEPS

Heading into PY2, the Demand team is looking forward to a full contingent of LTTA, which will strengthen both the operational and technical capacities of the project and allow for more effective activity implementation in improved results. The Demand Activity subcontracts at RCMRD and ICIMOD will build the capacity of the hubs to undertake activities in user engagement, M&E, communications, and small grants. Outcome-based planning will help the SERVIR Program think more strategically about results and how to obtain them. And with a strong relationship built with NASA CO, the integration into “One SERVIR” will be many steps closer in the coming year.

ANNEX A: SERVIR RESULTS FRAMEWORK



ANNEX B: SERVIR DEMAND ACTIVITY ORGANIZATIONAL CHART PY2



ANNEX C: SERVIR DEMAND ACTIVITY STTA POOL

- Training Resources Group (TRG), which provides facilitation and overall support for Task 4 Sustainability
- Steve Yank of TRG; lead role for Task 4 Sustainability
- Spatial Dev, providing support Task 1 efforts on product catalogue
- David Craven, providing support for Task 1 User Landscape Overview Report and Fire Monitoring Application Case Study
- Barry Haack, leading the GHG Case Study
- Robert Salerno, DAI Development Specialist, providing support for Task 2 Evaluation
- Angela Puera, Communications Specialist
- Nicole Kellerman, supporting Task 6 Small Grants Program
- Luke Kozumbo, DAI Home Office Project Manager
- Fuad Zaru, DAI Home Office Project Associate

ANNEX D: PERFORMANCE MONITORING TABLE

The table below will be updated on a quarterly basis and reported to USAID on a semiannual basis. Many of the indicators for the Demand Activity depend on data collected at the SERVIR hub institutions and reported to the NASA Coordination Office via the Integrated Master Schedule (IMS). These shared indicators include:

- No. of people receiving training as a result of USG assistance
- No. of stakeholders using climate information in their decision-making as a result of USG assistance
- No. of institutions with improved capacity to address climate change issues as a result of USG assistance
- No. of institutions engaged in regional or global knowledge exchange through SERVIR

At the time of the publication of this report, the Demand Activity is working closely with NASA CO to improve the quality and accuracy of the data monitored at the hub level (this effort is also linked to the Task 2). While the Demand Activity is not responsible for the targets and deliverables related to the “supply-side” of SERVIR, our team is supporting the hubs and NASA CO to better monitor and evaluate these activities. As a result, we have included the performance monitoring data for these indicators for illustrative purposes.

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 1	Actual—Cumulative as of 8.31.2013
OUTCOME INDICATORS					
<i>OBJECTIVE: Better use of information cultivated for development decision-making by strengthening capacity to use and demand for the supply of geospatial tools and decision-support applications offered by the SERVIR program</i>					
Quantity of greenhouse gas emissions, measured in metric tons of CO ₂ e, reduced or sequestered as a result of USG assistance		N/A	Semiannual	0	0
No. of people receiving training as a result of USG assistance	If user/stakeholder group: identify GEO societal benefit area, gender, country If hub staff: identify Demand Task (or training area), gender, and country	Reported by hubs via NASA CO IMS	Semiannual	220	40 TOTAL (as reported by NASA CO) SERVIR-Africa: 20 SERVIR-Himalaya: 20

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 1	Actual—Cumulative as of 8.31.2013
IR 1: Demand for SERVIR program products and services cultivated					
No. of stakeholders using climate information in their decision-making as a result of USG assistance	Type of stakeholder (decision-maker, user, or beneficiary), organization, GEO social benefit area, country and gender If appropriate identify type of information as: Adaptation, Sustainable Landscapes, or General Climate Change	Reported by hubs via NASA CO IMS	Semiannual	5	15 TOTAL (as reported by NASA CO) SERVIR-Africa: 10 SERVIR-Himalaya: 5
IR 3: SERVIR program hubs (existing and new) in each region are functioning successfully					
No. of institutions with improved capacity to address climate change issues as a result of USG assistance	If user/stakeholder: type of institution (public, private, academic, etc.), country If hub: by hub If appropriate identify type of capacity as: Adaptation, Sustainable Landscapes, or General Climate Change	Reported by hubs via NASA CO IMS	Semiannual	5	0 (as reported by NASA CO)
OUTPUT/MILESTONE INDICATORS					
Task 1: Demand increased for SERVIR program tools and services					
No. of consultations held with new/potential SERVIR users ¹	By GEO societal benefit area, country	TAMIS	Semiannual	10	28 TOTAL 20 interviews conducted with GHG users in Kenya, Malawi, Rwanda, and Namibia 8 interviews conducted with SERVIR-Himalaya users in Nepal and Bangladesh, including the Forestry Department in Nepal
<i>No. of linkages facilitated with relevant USAID missions in the field²</i>	By country/mission	TAMIS	Semiannual	N/A	7 TOTAL Kenya, Tanzania, Nepal, E-CAM, RDMA, West Africa, Namibia

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 1	Actual—Cumulative as of 8.31.2013
No. of institutions engaged in regional or global knowledge exchange through SERVIR	By event, organizational affiliation, country	TAMIS	Semiannual	30	95 TOTAL <ul style="list-style-type: none"> • 5 institutions for the GHG Mid-Term Meeting in Namibia • 63 institutions for the LULC event in Kenya • 27 institutions for the NGIC meeting in Rwanda
Task 2: Evaluate impact of SERVIR program hub activities to address climate change					
No. of assessments of hub activities completed to address climate change	By country If appropriate identify type of hub activity as: Adaptation, Sustainable Landscapes, or General Climate Change	TAMIS	Semiannual	1	M&E Capacity Assessment completed for RCMRD
Impact assessment methodology developed		TAMIS	Semiannual	None	N/A for PY1
Task 3: Implement SERVIR outreach and communication activities					
No. of public awareness/outreach events ³ conducted	By country	TAMIS	Semiannual	10	3 TOTAL <ul style="list-style-type: none"> • Kenya: LULC Conference • Nepal: SpaceApps Challenge • USA: SID/Washington event
No. of marketing pieces co-developed with hubs	By hub	TAMIS	Semiannual	4	0
Communication plan/strategies developed	By hub	TAMIS	Semiannual	Achieved	Not achieved
Task 4: Develop SERVIR hub sustainability plans					
Organizational capacity assessments completed for SERVIR hubs	By hub	TAMIS	Semiannual	Achieved	Not achieved
Sustainability plan(s) co-developed with hubs	By hub	TAMIS	Semiannual	None	N/A for PY1
Task 5: Assist USAID field missions with new SERVIR program hubs					
No. of engagements and/or consultations conducted to assist USAID field missions with new SERVIR program hubs	By country	TAMIS	Semiannual	2	1 engagement completed for the Lower Mekong region (including 30 consultations with organizations in Thailand, Vietnam, Laos PDR, Cambodia, and Burma)

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target— Year 1	Actual—Cumulative as of 8.31.2013
Task 6: Administer a Grants Under Contract program					
Small grants program launched in hub region	By hub	TAMIS	Semiannual	Achieved	Not achieved
Grants issued in hub regions	By country, GEO societal benefit area	TAMIS	Semiannual	20-25	0
No. of events/workshops or meetings held to facilitate knowledge transfer of grant activities	By country, GEO societal benefit area	TAMIS	Semiannual	3	0

¹ The Demand Activity proposes a modification to this indicator, such as “*Market analysis completed to identify new users with the potential to utilize SERVIR tools and services*”

² The Demand Activity proposes the addition of this indicator to better capture the project’s interaction with USAID missions in the field. The goal of these introductory meetings is to build linkages with potential users, as USAID missions are seen as one of the target SERVIR user groups.