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SERVIR PROGRAM DEMAND ACTIVITY

**PROGRAM YEAR 2 ANNUAL REPORT:
OCTOBER 2013 – SEPTEMBER 2014**

NOVEMBER 2014

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ACRONYMS

CATHALAC	Water Center for the Humid Tropics of Latin America and the Caribbean
CO	Coordination Office at NASA Marshall Space Flight Center
CREST	Coupled Routing and Excess Storage Tool
CRM	Customer Relations Management System
CSP	Climate Services Partnership
DAI	Development Alternatives, Incorporated
GCC	Global Climate Change
GHG	Green House Gas
GIS	Geographic Information Systems
ICIMOD	International Centre for Integrated Mountain Development
IMS	Integrated Management Systems
IR	Intermediate Result
LTTA	Long-term Technical Assistance
LULC	Land Use/Land cover
M&E	Monitoring and Evaluation
MyCOE	My Community, Our Earth
NASA	National Aeronautics Space Administration
NGIC	National Geo-Information Committee
NSDI	National Spatial Data Infrastructure
PMP	Performance Monitoring Plan
PY	Program Year
RCMRD	Regional Centre for Mapping of Resources for Development
RDMA	Regional Development Mission for Asia
SGP	Small Grants Program
STTA	Short-Term Technical Assistance
TRG	Training Resources Group
USAID	United States Agency for International Development
USG	United States Government

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. Current and past SERVIR hubs include the following institutions¹:

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

Additionally, via the servirglobal.net website and the host institution websites², 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 – alternatively referred to as the “SERVIR Demand Activity”, “SERVIR Demand” or simply “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 strengthen 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.

¹ In early October 2014, USAID announced the award of the newest hub, SERVIR Mekong, to the Asian Disaster Preparedness Center (ADPC). Because the award was made in PY3 of the Demand Activity contract, it is not addressed in this annual report.

² www.rcmrd.org, and www.icimod.org

The Demand 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
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 the Grants under Contract program.

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

- Noemi Danao-Schroeder, Chief of Party
- Carmen Tedesco, Senior Lead for Program Demand (Task 1)
- Dr. Oleksandr Rohozynsky, Senior Lead for Monitoring and Evaluation (Task 2)
- Stacy Whittle, Senior Lead for Communications (Task 3)
- Laurel Edwards, Operations and Grants Manager (Task 6)
- Shannon Sarbo, Program and M&E Manager
- Karishma Patel, Knowledge Management Specialist
- Lillian Alexander, Logistics/Operations Coordinator.

Other key, non-hub implementation partners include the following US-based subcontractors:

- Training Resources Group (TRG). Steve Yank, Lead for Sustainability (Task 4)
- Spatial Dev. Jubal Harpster, CEO and primary point of contact for SERVIR Demand.

THE SERVIR RESULTS FRAMEWORK

The SERVIR Results Framework (see Figure 1) 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 SERVIR 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, corresponds to 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.

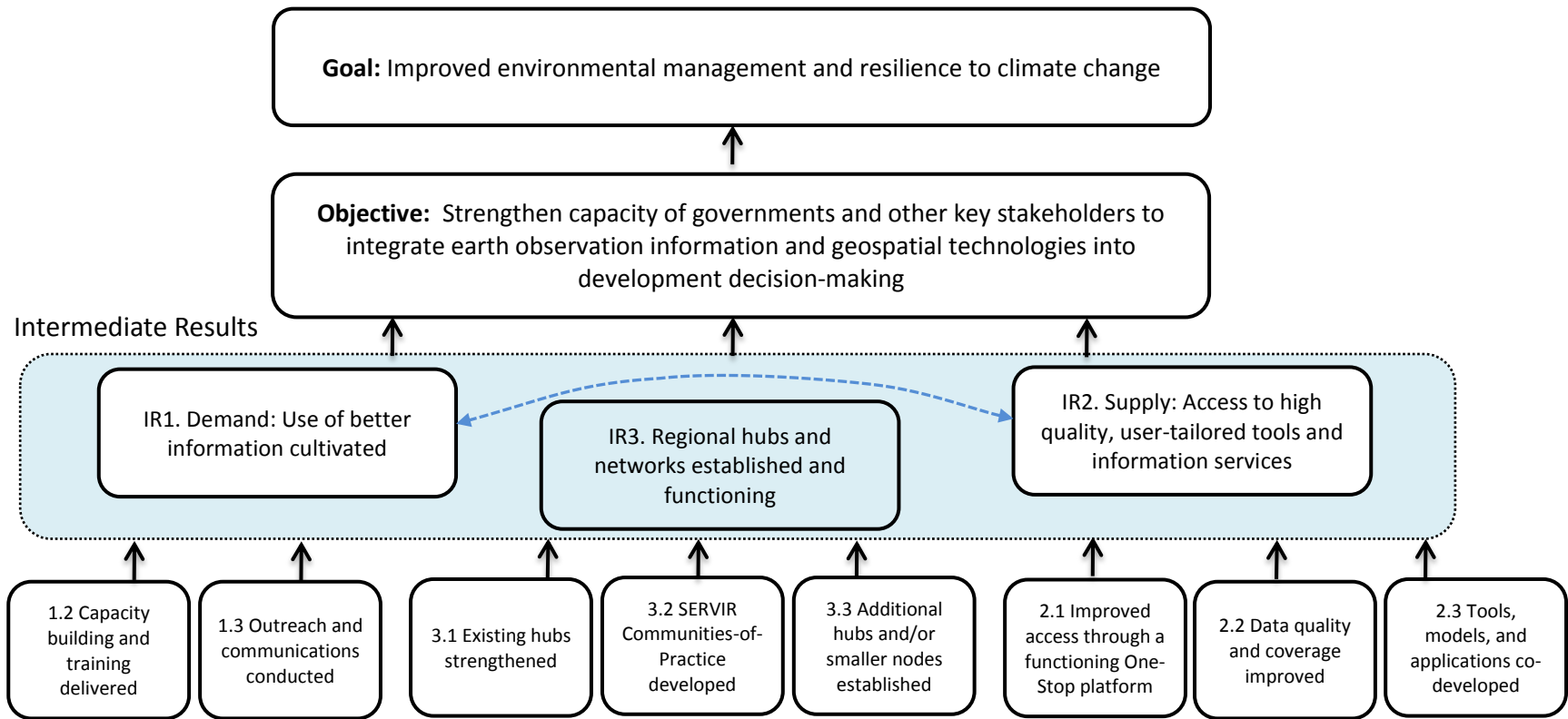
The updated SERVIR Demand Performance Monitoring Plan (PMP) for Program Year 2 (PY2) gauges progress towards achieving performance and outcome targets. Standard and mandatory indicators have been selected from USAID’s Global Climate Change (GCC) Framework. SERVIR Demand reports against three principal GCC indicators:

- Number of people receiving training as a result of United States Government (USG) assistance
- Number of stakeholders using climate information in their decision-making as a result of USG assistance
- Number of institutions with improved capacity to address climate change issues as a result of USG assistance.

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). A full report of these indicators can be found in Annex D, “Performance Monitoring Table”. 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, an effort that is closely linked to Task 2 Evaluation. While the Demand Activity is not responsible for the targets and deliverables related to the “supply-side” of SERVIR, Demand is supporting the hubs and NASA CO to better monitor and evaluate these activities.

It should be noted that during Q3-Q4 of PY2, USAID and NASA were reviewing the SERVIR Results Framework, which will likely result in some changes. Depending on guidance from USAID, these changes may be reflected in the Demand Activity PMP and Work Plan for PY3.

FIGURE 1: SERVIR RESULTS FRAMEWORK



HIGHLIGHTS OF PROGRAM YEAR 2

Project Year 2 (PY2) saw a marked ramp up in the development, submission, and dissemination of deliverables. Since the end of PY1, the Demand Activity fully staffed all LTTA positions, completed the PY2 Workplan, secured subcontracts with both RCMRD and ICIMOD for the life of the project, hired Demand counterparts in communications, M&E, grants, and program coordination³, and continued to strengthen coordination with the broader SERVIR network of partners, including USAID/W, NASA CO, NASA HQ, RDMA, and the hub partner institutions. In many ways, the first half of PY2, during which hub-level Demand staff was on-boarded and hub subcontracts were fully in place, can be seen as a foundational period for the Demand Activity. The latter half of PY2 saw an increase in activities, and as Figure 2 illustrates, PY3 is a pivotal time for the Demand Activity, with a continued pace of delivery until preparations for closedown begin in early/mid 2015.

The structure of this report follows the Task organization of the Demand Activity. Some activities and initiatives are crosscutting and support more than one task. Those activities will be discussed in the introductory section.

One of the most significant accomplishments of this reporting period was the successful completion of the **SERVIR Demand Workshop** held March 24-28, 2014. The workshop brought a total of twelve SERVIR staff from ICIMOD and RCMRD together with the Bethesda-based Demand team. The purpose of the workshop was to ensure a concerted, integrated effort among the larger SERVIR team to achieve the objectives, approach, and deliverables of the Demand Activity and clarify the roles, responsibilities, and expectations of all Demand-funded staff.



Nancy Mutiga, RCMRD M&E Specialist; Christine Njurai, RCMRD Grants Manager; and Mostafa Ali, ICIMOD GIS and Grants Technical Specialist at the Demand Workshop. 24-28 March 2014.

Since then, hub Demand staff continue to **coordinate and exchange ideas**: the SERVIR-Himalaya Grants Specialist participated in the SERVIR-E&SA grants kick-off in Nairobi; the SERVIR-E&SA Grants Manager participated in the grants kick-off in Nepal; M&E staff from both hubs held an exchange at ICIMOD; communications staff from the SERVIR hubs, NASA CO, and the Demand activity hold bi-weekly virtual meetings; and Task Leads maintain regular check-ins with hub-based counterparts.

³ ICIMOD chose to hire a full-time Demand Liaison for SERVIR-Himalaya. At RCMRD, NASA CO agreed to “share” two fully-funded staff persons to assist in coordination.

Several key deliverables were completed in PY2. The **SERVIR Small Grants Programs were successfully launched** at ICIMOD and RCMRD, with a total of 17 grantees across nine countries in the Hindu Kush-Himalaya and Eastern & Southern Africa regions. The **SERVIR Global Product Catalogue** went live, and has become the go-to site for information about SERVIR’s tools, applications, and projects. With the hiring of the Demand Evaluation Task Lead, M&E activities have markedly ramped up, including a **3-day M&E Workshop in Arusha**, with over 30 participants from RCMRD, NASA CO, and the Demand team. A draft of the **SERVIR Strategic Plan 2015-2020** was developed and submitted to USAID and NASA for internal management discussions and refinement of procurement sensitive components. On the communications front, some notable materials were produced, including three info graphics and a “What is SERVIR” motion graphic, generously narrated by Dr. Mae Jemison. This motion graphic has received high praise across the whole SERVIR network, including from high-level NASA and USAID officials.

In addition to the new staff hired at each hub in communications, M&E, and grants administration, the Bethesda-based Demand team also **increased long-term staff**. This included an Operations and Grants Manager (Q1/PY2), a Logistic Coordinator (Q1/PY2), and the Evaluation Task Lead (Q3/PY2).

Finally, as mentioned previously, the Demand Activity finalized the subcontracting mechanism with both RCMRD and ICIMOD in Q1 of PY2. These contracts have enabled each hub to strengthen their institutional capacity in Demand-related service areas, including M&E, communications, and grants management, as well as build their capacity to implement USAID-funded programs. In addition, the subcontracts provide additional resources to engage senior management at RCMRD and ICIMOD to ensure the Demand Activity’s accomplishments and objectives are in line with both institution’s broader mission and goals.

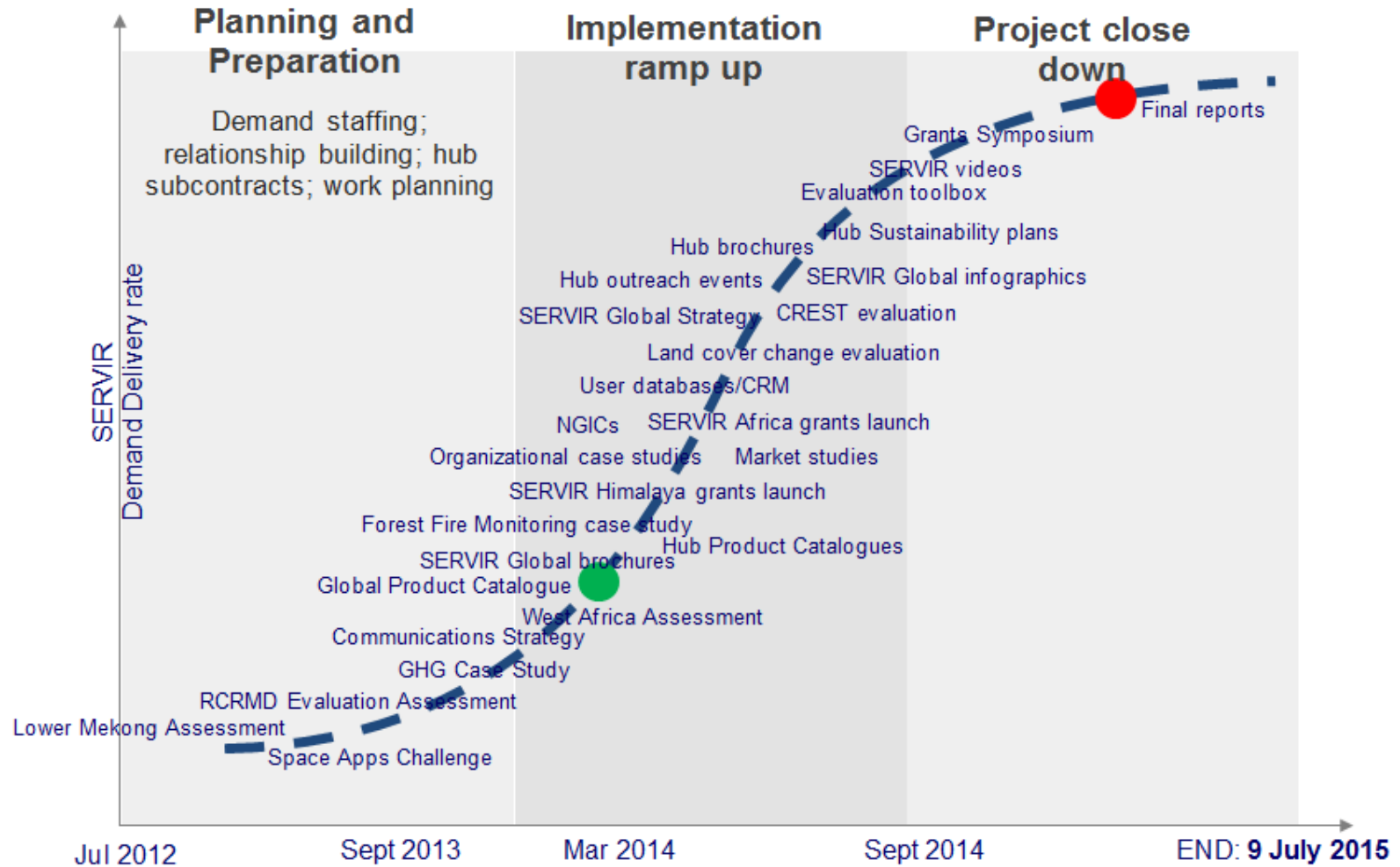
KEY DELIVERABLES

Table 1 outlines the key deliverables submitted to USAID during PY2.

Task	Deliverable/Output
Task 1: User Engagement	<ul style="list-style-type: none"> • GHG Case Study Final Report and Presentation submitted • Global online Product Catalogue launched • NGICs in Rwanda, Malawi, and Mauritius supported • Climate Services Partnership (CSP) Knowledge Exchange Webinar, "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions" • SERVIR-Himalaya Forest Fire Monitoring and Alert System case study draft final report submitted • User Engagement Database consultant hired • User Engagement liaison hired at ICIMOD.
Task 2: Evaluation	<ul style="list-style-type: none"> • Senior Lead for Evaluation hired for SERVIR Demand Activity • Monitoring and Evaluation Specialist hired at RCMRD • Monitoring and Evaluation Specialist hired at ICIMOD • SERVIR-Himalaya Land Cover Mapping activity performance evaluation initiated • M&E training conducted at NASA CO, RCMRD, and ICIMOD.
Task 3: Communications	<ul style="list-style-type: none"> • Finalization and dissemination of Global SERVIR Communications Strategy and Communications Manual

Task	Deliverable/Output
	<ul style="list-style-type: none"> • Production of nine SERVIR Global brochures and distribution to USAID, NASA, and hubs • Production of three infographics: “What is SERVIR”, SERVIR by the Numbers,” and “SERVIR in Action” • Production of one motion graphic: “SERVIR: Connecting Space to Village” • Production of 11 MyCOE video vignettes • Finalization of hub outreach and communications plans.
Task 4: Sustainability	<ul style="list-style-type: none"> • Launched SERVIR Global Strategic Planning effort • Final draft of SERVIR 2020 Strategic Plan submitted • CATHALAC draft organizational case study submitted • Approach for ICIMOD and RCRMD sustainability plans finalized.
Task 5: New Hubs	<ul style="list-style-type: none"> • West Africa Geospatial Assessment Inception Report submitted • West Africa Geospatial Assessment Final Report submitted • Presentation to USAID/Washington and RDMA on potential Demand support for SERVIR Mekong Hub.
Task 6: Grants Program	<ul style="list-style-type: none"> • Small Grants Program at SERVIR-Africa launched. • Small Grants Program at SERVIR-Himalaya launched • Grants Management specialist hired at RCMRD • Grants Management specialist hired at ICIMOD • SERVIR Demand grants manual submitted and approved • Grants kick-off workshop held at ICIMOD and RCMRD • Eight SERVIR-Himalaya grants awarded • Nine SERVIR-Eastern & Southern Africa grants awarded.
Program Management	<ul style="list-style-type: none"> • PY1 Annual Report • PY2 Workplan • Performance Indicators and Targets for PY2 • PY2 Semi-Annual Report • SERVIR-Africa Workplan • SERVIR-Himalaya Workplan • Demand Workshop

FIGURE 2: SERVIR DEMAND IMPLEMENTATION TIMELINE



LOOKING AHEAD TO PROGRAM YEAR 3

As PY3 culminates the Demand Activity, many important deliverables will be completed and in some cases launched. The global and hub-level SERVIR user engagement databases will be fully operational, allowing SERVIR to more effectively and efficiently track and report on current and potential users by region, country, thematic, activity (e.g., tool usage, training). The SERVIR Global GeoPortal will go live, allowing online users to access and general analyses of SERVIR data and information. A global M&E system will be in place, making access and monitoring to SERVIR indicators more systematic. Specific product evaluations of the Land Cover tool at SERVIR-Himalaya and potentially GHG at SERVIR-Eastern and Southern Africa will give an in-depth, evidence-based understanding of the performance of two SERVIR products, with methodologies and templates that can be applied to other SERVIR efforts. A global SERVIR event will showcase the efforts, capacities, and innovations of the Program, not only from a tools and applications perspective but also in user engagement, communications, and M&E. Hubs will complete their sustainability plans, and one – perhaps even two – new SERVIR hubs will join the network. And from a broader SERVIR perspective, an important shift will occur in how hubs are managed beyond 2015. In summary, Project Year 3 will be a pivotal and exciting period, both for the Demand Activity and for the entire SERVIR Program.

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 3.

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, document, and systematize what has been done in the past, to working with hub staff to identify new user groups to target. Task 1 will result in a common understanding of the existing SERVIR user base and a strategy 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 (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.

DELIVERABLES AND MILESTONES IN PY2

- Global Product Catalogue launched and presented to stakeholders
- SERVIR-Eastern and Southern Africa Green House Gas (GHG) Project case study final report completed and findings presented to stakeholders
- SERVIR-Himalaya Forest Fire Monitoring and Alert System case study draft final report completed
- National Geospatial Information Committee supported in Malawi, Rwanda, and Mauritius.

ACTIVITIES

Task 1 activities were greatly accelerated in PY2, with progress being made under each subtask. As part of documenting current SERVIR users to gain an understanding of opportunities for growth (Subtask 1.1), the Global Product Catalogue was completed and launched online. The Demand team produced two case studies of specific SERVIR projects in the regional SERVIR hubs in PY2. The purpose of these case studies was to better understand how user engagement has been accomplished at each hub, including learning about the entire process of developing, implementing and disseminating a SERVIR product or service.

In order to expand the landscape of users by engaging potential users and increasing linkages with current users (Subtask 1.2), the user engagement database activity (also known as the Customer Relations Management System-CRM), was officially kicked-off in PY2. A consultant was hired to conduct the requirements analysis and research options for the hubs and USAID, which included conducting onsite assessments to review existing systems, organizational processes, strategies, guidelines, and current technology that support these processes; consulting with USAID and NASA to understand their needs for information gathering and reporting on a global level; determining parameters for the requirements gathering including defining key stakeholders and partners, system user groups and their needs, the

processes that need to be supported by the new solution, and expected outputs and outcomes among other necessary information; and working with hub representatives to determine how the CRM can support each institution's goals and objectives. The Demand team shared recommendations with champions at each hub. During Q1 and Q2 of PY3, the Demand team will develop and issue RFPs for CRM vendors and begin the development and implementation of the system at the Hubs.

To bridge the understanding between science and policymakers (Subtask 1.3), the Demand team provided support to three National GeoInformation Committees (NGICs) in Malawi, Rwanda, and Mauritius. This included support for high-level policy workshops or meetings. Additionally, the Demand team developed an NSDI Readiness Assessment to help RCMRD more systematically understand the context, past experiences, and particular needs of countries interested in developing an NSDI. This assessment, to be field-implemented by RCMRD, will be first used in Q1/PY3 for Zambia and Swaziland.

OUTCOMES AND ACCOMPLISHMENTS

The biggest achievement during the second year of the project under Task 1 was the completion of the Global Product Catalogue (available at www.servircatalogue.net, or www.servircatalog.net). The Catalogue is a searchable clearinghouse of thirty-three SERVIR projects, tools, and applications, with filters by region, thematic area, status, data source, and type. The Catalogue is designed to reach users with some technical background and thematic expertise. After the initial launch, additional features were added, most notably the Map View visualization tool and the ability to save without publishing function in the Editor, allowing edits to be made, saved, and reviewed before they are published to the live site. Work is underway in PY3 to develop an RCMRD-specific product catalogue; ICIMOD, which has its own Mountain Geoportal⁴, opted to link directly to the Global version rather than hosting its own stand-alone catalog. The Demand team will continue to work to promote and highlight the SERVIR tools, applications, and projects through the online Catalogue.

For the SERVIR Demand Activity, a critical step in building demand is to take stock of the suite of tools and services currently offered by the SERVIR Program and ensure it is well documented. The final report of the case study of SERVIR-Eastern and Southern Africa Green House Gas (GHG) Project was completed in Q2 of PY2. In addition to the final report, the Demand team conducted webinar presentations to USAID, the Department of the Interior, RCMRD, and NASA on the case study results. The presentations highlighted the key actors involved in the project, explained how RCMRD was involved in the larger GHG Inventory initiative, what is being produced for SERVIR, and how information is being generated. In addition to these findings, the Demand team also presented recommendations and next steps to support RCMRD in encouraging further dissemination of the products to potential new users, including Demand team support for the land use/land cover (LULC) meeting and GHG parallel session, Demand team support for pre-meetings prior to national-level workshops taking place, and promoting linkages to NGICs where appropriate.

The draft final report of the SERVIR-Himalaya Forest Fire Monitoring and Alert System case study was completed in Q4 of PY2. The goal of the study was to determine how ICIMOD developed and carried out the design, implementation, and outreach on the Forest Fire Monitoring and Alert System, and what lessons could be learned for engaging new users, increasing linkages, and promoting successes and impacts. Findings are that the tool is highly effective when people are aware of its intended uses and have been adequately trained and informed. User engagement in the form of communications and training are the main barrier to vastly expanding the tool within both Nepal and Bhutan. Recommendations are being

⁴ <http://geoportal.icimod.org/>

implemented by the Nepal and Bhutan Department of Forest, and webinar presentations will be delivered to various stakeholders (ICIMOD, NASA, and USAID) during Q1 of PY3.

Helping policy makers better use and understand the critical role spatial data has in decision-making was the impetus for involvement in RCMRD’s ambitious efforts to promote National Geo-Information Committees (NGIC) and National Spatial Data Infrastructure (NSDI) across Eastern and Southern Africa. In close collaboration with NASA CO, the Demand Activity directly supported three NGIC efforts in PY2 – the policy committees charged with carrying out this work – and developed methodologies and survey instruments for NGIC/NSDI assessment. In Malawi, the Demand team participated in three NGIC events: the Symposium, a technical workshop, and meetings with key ministries. The Symposium began with high-level government officials establishing the significance of the initiative for Malawi, followed by presentations on how to establish a successful NGIC, and ending with a discussion around requirements to move forward to a functioning NGIC. The seven-day technical workshop, which followed the Symposium, was held to train technicians and analysts within the ministries and stakeholder institutions to facilitate geospatial information sharing across sectors and enable more effective and informed planning and policy-making. After these events, discussions with RCMRD, USAID, and NASA determined that the Demand team would focus on designing and building capacity to monitor and evaluate NGIC efforts, including developing questionnaires to use at all NGIC-related events and providing support for policy-related events via the RCMRD subcontract. Following the initial NGIC meeting in Malawi in October, the Demand team also supported the second Rwanda NGIC meeting in February 2014 by funding a one-day meeting and providing technical assistance in designing a questionnaire for the technical workshop. The questionnaire helped to assess the uptake and use of information and tools from the previous technical training. In May 2014, the Demand team supported the Mauritius NGIC Policy Kickoff Meeting and helped facilitate a technical planning session. Before this meeting, the team developed questionnaires to gather baseline information and contributed to the final report on the event. In addition, the team contributed to an NGIC Regional Forum Concept Note and developed an NGIC/SDI assessment approach and tools to help guide future NGIC engagement.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY2

Task 1 Activities	Status or modifications	Key activities implemented/Comments
1.1 Document current users to gain understanding of opportunities for growth		
Develop initial print version (one-pagers) of product catalogue	Completed	<ul style="list-style-type: none"> 33 one-pagers on SERVIR Global products, projects, and applications produced
Develop online global product catalogue for SERVIR program products and services, including existing/potential users identified in each region	Completed	<ul style="list-style-type: none"> Global online Product Catalogue developed and published online: http://servircatalogue.net/. Mapping and Editor save/publish functions added.
Conduct webinar to present online product catalogue and demonstrate capabilities to USAID, NASA, and SERVIR hub staff	Completed	<ul style="list-style-type: none"> Virtual demonstration of online Product Catalogue conducted for USAID, NASA, and SERVIR hub staff
Develop in-depth case study on the GHG Project for SERVIR-Eastern and Southern Africa	Completed	<ul style="list-style-type: none"> GHG Case Study Final Report completed Presentations on case study results given to USAID SERVIR program management team, the NASA SERVIR Program Coordination Office, and the

Task 1 Activities	Status or modifications	Key activities implemented/Comments
		SERVIR program Hub staff at RCMRD.
Conduct in-depth case study on the Forest Fire application for SERVIR-Himalaya	Draft report submitted. Final report and presentations will be completed in Q1 of PY3.	<ul style="list-style-type: none"> • Forest Fire Case Study field work completed • Analysis and write-up completed • Draft report submitted to USAID.
1.2 Expand the landscape of users by engaging potential users and increasing linkages with current users		
Requirements analysis for SERVIR-Eastern & Southern Africa and SERVIR-Himalaya user engagement database (CRM)	Completed	<ul style="list-style-type: none"> • Conducted onsite assessments and user requirements analysis at RCMRD and ICIMOD, and gathered use cases for USAID and NASA. • Draft recommendations document submitted in Q4.
1.3 Bridge understanding between science and policymakers		
Explore potential linkages outside of SERVIR to connect science to policy	Ongoing	<ul style="list-style-type: none"> • Planning for global user engagement event will begin in Q1 of PY3. • Participation in NASA panel at the Annual American Geophysical Union Conference in Q2/PY3 proposed. • Participated in ESRI Users Conference • Initial discussions with USAID about potential global user engagement event
Provide support for NGICs	Malawi support completed. Mauritius support completed. Zambia and Swaziland assessment support completed.	<ul style="list-style-type: none"> • Supported Malawi Symposium, a technical workshop, and meetings with key ministries • Supported Mauritius NGIC Policy Kickoff Meeting and helped facilitate a technical planning session • Designed questionnaires for Mauritius event • Contributed to Mauritius NGIC report • Developed NGIC Regional Forum Concept Note • Developed NGIC/NSDI assessment approach and tools • May continue to support NSDI through Zambia assessment, and NSDI information session at the Governing Council Meeting in Q1 of PY3.
1.4 Explore communities of practice to build linkages and build awareness of SERVIR's tools and services		
Explore Communities of Practice (CoP) to build linkages and build awareness of SERVIR Program's tools and services	Will continue to explore other CoP linkages via hub networks in Q1-Q2 Based on agreement with Demand Activity COR, focus will shift in PY3 to developing SERVIR Online Handbook/Wiki.	<ul style="list-style-type: none"> • Climate Services Partnership (CSP) Knowledge Exchange Webinar "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions" • Linkage established with the CSP community • Collaboration with NASA on developing a GIT Community of Practice

NEXT STEPS

For those activities in full swing at the end of PY2, continued progress is expected to bring applications and systems to fruition in PY3. The Global Product Catalogue will continue to be revised and updated, including the addition in Q1/PY3 of 50 entries for new products and applications developed at the hubs, projects from the small grants program, and the small scale applications funded via NASA CO. In addition, the RCMRD-specific Product Catalogue will be rolled out. The Forest Fire case study will be finalized and presentations will be made to key stakeholder groups. Ongoing efforts on the CRM will include the solicitation and selection of a software vendor/developer, development and implementation of the database, and training on the system at the hubs. For the NSDI efforts, RCMRD will implement an NSDI Readiness Assessment – spearheaded by the Demand Activity – in new countries, including Zambia and Swaziland. The team may also scope a possible NSDI workshop/forum in Q2/PY3, depending on the results of the NSDI information session at RCMRD’s Council of Ministers meeting November 17-18, 2014. The team will also provide support to RCMRD in developing documentation for best practices, lessons learned, and an overall strategy for providing NGIC/SDI support/services for regional member countries.

In addition to activities already underway, new activities have been added to Task 1. These include developing a SERVIR Global Geoportal and a SERVIR-Eastern & Southern Africa Geoportal. The global platform will serve as the main gateway to all SERVIR data, helping users visualize, analyze and access data produced by the SERVIR program. The Demand Team is working with Spatial Dev to gather requirements, design, develop, implement, and train staff on the use of the Global and SERVIR-E&SA GeoPortals.

Another new activity for PY3 includes developing an online SERVIR Handbook/Wiki, which has been in the works by various SERVIR stakeholders over the years. This activity represents a shift in focus away from Communities of Practice, and will serve as a knowledge management tool for all of SERVIR, including new hubs.

The Demand team will continue to support SERVIR-Himalaya to operationalize the use of science applications at national institutions or through other user groups. In addition, scoping for a Global User Engagement event is underway, with the event likely to occur during Q2 or Q3 of PY3. The planning for this event will begin early in Q1/PY3.

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

The main focus of Task 2 during PY2 has been to implement activities identified in PY1 and continue answering the following key questions:

1. What of SERVIR has been evaluated to date? What products are best suited for evaluating in each region?
2. What might be the best approach to assessing impact on climate change decision-making, given that most products are already in implementation?
3. 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. The Demand team under this task also continued building capacity of the SERVIR team and hub institutions in general to implement project monitoring and evaluation tasks. The project is also coordinating with relevant

USAID and NASA CO staff to ensure efficiency and complementarity of efforts.

DELIVERABLES AND MILESTONES IN PY2

- Senior Lead for Evaluation hired for SERVIR Demand; Monitoring and Evaluation Specialists hired at RCMRD and ICIMOD.
- SERVIR-Himalaya Land Cover Mapping activity performance evaluation field work completed.
- M&E training conducted at NASA CO, RCMRD, and ICIMOD.
- M&E toolkit under development.

ACTIVITIES

The main Demand team efforts in PY2 were focused on project monitoring, “impact” assessment of selected SERVIR products/activities, and capacity building.

In order to enhance project monitoring, the Demand team, specifically the newly hired Senior Lead for Evaluation, established working relationships with new project M&E staff at hubs, assessed the hubs’ abilities to conduct project monitoring, and updated the SERVIR monitoring concept. Additionally, the project worked with the SERVIR team at NASA to coordinate monitoring efforts at both hub and NASA/DAI levels. Monitoring tools were also developed for the Small Grants program.

In order to properly conduct an impact assessment of selected SERVIR products and activities, the Demand team conducted evaluability assessments of the Land Cover Mapping activity at ICIMOD and the CREST tool at RCMRD. The team then started the evaluation of the Land Cover Mapping Activity in collaboration with ICIMOD, and developed an Impact Evaluation Toolkit so that the hubs will be able to assess the impact of their own projects in the future.

Activities under Task 2 built the M&E capacity of many players in the SERVIR program. The hubs’ M&E capacity assessments and capacity building plans were originally developed in April 2014 during the hub exchange event in Washington DC, and finalized by September 2014 based on revised M&E capacity assessments. Trainings for SERVIR staff at NASA CO, ICIMOD and RCMRD were conducted throughout PY2. Furthermore, the M&E hub exchange took place and training was given on the evaluation toolkit and the new SERVIR monitoring system.

OUTCOMES AND ACCOMPLISHMENTS

There was significant acceleration of the monitoring and evaluation activities during PY2 with the hiring of dedicated M&E staff at each hub, and the hiring of the full-time Senior Lead for Impact Evaluation for the Bethesda-based team, Dr. Oleksandr (Alex) Rohozynsky, who officially started in Q3/PY2. As part of his responsibilities, Dr. Rohozynsky provides technical assistance and advisory support to the hub institutions to strengthen and incorporate evaluation approaches into SERVIR product development, manages and coordinates required short-term technical assistance (STTA), and leads the design and implementation of the external evaluations of the tools at ICIMOD and RCMRD.

Critical to building a sustainable M&E approach for the SERVIR Program was that the Demand team gained a better understanding of the monitoring and evaluation objectives and activities by SERVIR staff at all levels. This was achieved through trainings on M&E basics at NASA CO, ICIMOD, and RCMRD. The trainings were designed to bring the “science” teams and the “demand” teams to the same level of understanding of the main M&E concepts at USAID and the activities planned for the SERVIR project in particular. The training was also open to other hub staff to increase institutional capacity and sustainability of the activities in the future. About 6 people from NASA CO, 12 people at ICIMOD and 26 people at RCMRD participated in the trainings.

Substantial progress was made towards accomplishing the evaluation of Land Cover Mapping activity at ICIMOD. Dr. Rohozynsky traveled to ICIMOD in May 2014 to conduct an evaluability assessment of this effort, and it was concluded that a performance evaluation could be conducted. The Demand team developed an evaluation methodology and assembled a team consisting of Dr. Rohozynsky as team leader, Keith Forbes (DAI employee) as GIS expert, and two local evaluation consultants in Nepal and Bhutan. This evaluation team traveled to Nepal and Bhutan in September 2014 to conduct key informant interviews and other data collection efforts. The evaluation report is expected to be completed by December 2014. In contrast, an evaluability assessment of the Coupled Routing and Excess Storage tool (CREST) at RCMRD showed that this activity cannot be evaluated at this stage. Dr. Rohozynsky traveled to Kenya in July 2014 to conduct the assessment and found that the documentation of the project goals and project outcomes is not sufficient to conduct the evaluation. Discussions were held among the Demand team, USAID, and RCMRD to determine that instead the project will conduct an evaluability assessment of the Green House Gas activity.

An additional major accomplishment during PY2 is that an Impact Evaluation toolkit was developed ahead of schedule. The toolkit is composed of six templates for documents required during an evaluation and is designed to aid an M&E specialist at each hub at each step of a project evaluation process. The hub M&E staff was trained on using the toolkit during the hub exchange event in September 2014 at ICIMOD. Two RCMRD staff members, two ICIMOD staff members, and Dr. Rohozynsky took part in the M&E exchange. This exchange focused on two topics: (1) implementation of M&E at the hub institutions, where RCMRD could learn from ICIMOD's experience; and (2) an evaluation of a selected tool, where participants learned the evaluation toolkit and had the opportunity to observe the evaluation of the Land Cover Mapping tool at ICIMOD. Furthermore, the M&E capacity assessments and capacity building plans for ICIMOD and RCMRD were finalized in PY2. Rapid M&E capacity assessment for RCMRD was conducted at the beginning of PY2, but was finalized during the second half of the year. The capacity assessment of ICIMOD was conducted during Dr. Rohozynsky's visit to Nepal in May 2014, and finalized during the subsequent visit in September 2014.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY2

Task 2 Activities	Status or modifications	Key activities implemented/Comments
2.1 Performance evaluations of select SERVIR program products/services		
Recruit and hire Senior Lead for Impact Evaluation	Completed	<ul style="list-style-type: none"> Dr. Rohozynsky joined the project on April 21, 2014
Evaluation of Land Cover Activity at ICIMOD	Final report will be completed Q1/PY3	<ul style="list-style-type: none"> Evaluability assessment conducted in May 2014 Methodology developed by July 2014 and evaluation team assembled Data collection conducted in September 2014 Due to a specific holiday scheduled in Nepal, the key informant interviews were conducted in Sep. 2014, but the report is expected in Dec. 2014 Evaluation team discussed with MSI SERVIR evaluation team joint implementation of the online survey, which is still underway.
Evaluation of selected RCMRD activity	Will be completed in PY3	<ul style="list-style-type: none"> Evaluability assessment for CREST was completed in July-August 2014 Currently completing evaluability assessment for GHG activity Evaluability assessment for CREST found that the activity cannot be evaluated, and another activity

Task 2 Activities	Status or modifications	Key activities implemented/Comments
		(GHG) was chosen for evaluation.
Task 2 Activities	Status or modifications	Key activities implemented/Comments
2.3 Build capacity of hubs to operationalize lessons learned		
Recruitment and orientation of M&E staff at ICIMOD	Completed	<ul style="list-style-type: none"> • Half-time M&E Specialist hired at ICIMOD • Customized M&E training plan was developed for M&E specialist and ICIMOD focused on USAID M&E policy and approach • 5-day M&E training and orientation of M&E hub staff
Recruitment and orientation of M&E staff at RCMRD	Completed	<ul style="list-style-type: none"> • Full-time M&E specialist hired at RCMRD • Customized M&E training plan was developed for M&E specialist and RCMRD focused on USAID M&E policy and approach. • 5-day M&E training and orientation of M&E hub staff
Capacity building of ICIMOD and RCMRD project staff	Completed	<ul style="list-style-type: none"> • One-day training for ICIMOD SERVIR staff conducted May 2014 • Three-day training for RCMRD staff conducted in July 2104 • M&E staff exchange conducted in September 2014 • Training for ICIMOD staff was shorter than the training for RCMRD staff because of difference in initial staff capacity level in M&E.
Conduct rapid evaluation capacity assessment of ICIMOD	Completed	<ul style="list-style-type: none"> • ICIMOD M&E Specialist conducted own SERVIR-Himalaya M&E capacity assessment • Because of ICIMOD's existing M&E capacity, the assessment focused on assessing their familiarity with USAID evaluation approach and capacity to implement it (vs. institutional M&E capacity).

NEXT STEPS

In order to build on the momentum in the implementation of Task 2 achieved in PY2, the Demand team will continue capacity building of the hub's M&E teams and the science teams for the new hubs, conduct an evaluability assessment of the GHG activities at RCMRD, and proceed with a performance evaluation of GHG if possible. Additionally, SERVIR Demand will lead developing a SERVIR-wide project monitoring system. Furthermore, it is recommended that that an M&E capacity assessment be conducted for the new SERVIR hubs as soon as they brought into the project.

TASK 3: DEVELOP AND IMPLEMENT A SERVIR PROGRAM COMMUNICATIONS STRATEGY

Coordinated and consistent communications and outreach about the value of SERVIR products, tools and applications are crucial to the program's goal of cultivating the use of Earth Observation information for decision-making. 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 Earth observations and spatial information (Sub-IR 1.3).

Until PY2 Q2, the SERVIR network did not have a clearly defined strategy for how NASA, USAID and the hubs would communicate a consistent set of core messages to its diverse set of stakeholders. The focus of Task 3 in the second half of the project year was to implement the SERVIR Global Communications Strategy. The Strategy was approved by USAID in March 2014 and implementation began in earnest in April 2014 with a kick off presentation to USAID, NASA, RCMRD and ICIMOD about how to use the document.

DELIVERABLES AND MILESTONES IN PY2

- Finalization and dissemination of SERVIR Global Communications Strategy
- Development of a SERVIR Communications Manual
- Eleven MyCOE video vignettes produced
- Nine SERVIR Global brochures produced
- Production of three infographics
- Production of one motion graphic
- Finalization of hub communications workplans

ACTIVITIES

Activities in PY2 included developing and disseminating the SERVIR Global Communications Strategy. This activity required conducting communications assessments at the hubs, with USAID, and with NASA to determine the key audiences and messages for SERVIR.

Nine SERVIR brochures were completed and distributed. Feedback and input for the brochures were collected from USAID, NASA, RCRMD, and ICIMOD.

Multiple videos were undertaken, including developing video vignettes of MyCOE fellows in April, 2014. Additionally, RCRMD developed its own land use-land cover video. Other important SERVIR Global communications materials, including infographics and a motion graphic, were completed ahead of schedule in in Q4/PY2.

Finally, the Task 3 Lead worked closely with the Task 1 Lead to finalize a print version of the product catalogue; participated in the website development steering committee; and provided technical assistance to hubs in the development of marketing materials and internal and external communications strategies. Assistance was also provided for USAID's Frontiers in Development conference. Finally, a communications workgroup was set up with communications colleagues from the hubs, NASA, and Demand. This workgroup meets virtually twice a month to discuss and share communications challenges and successes.



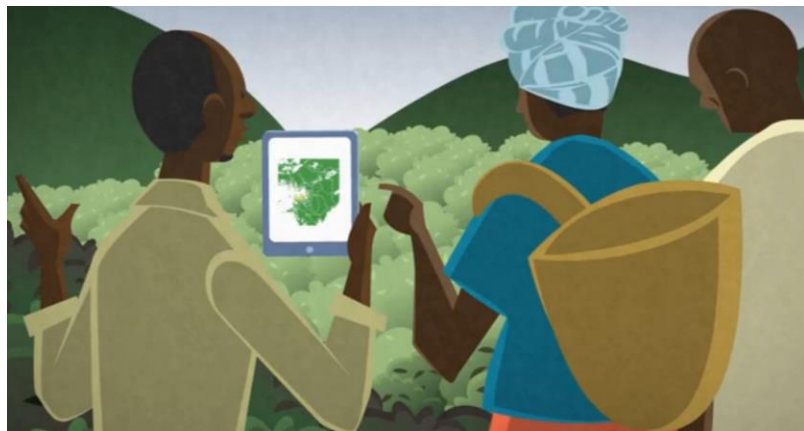
MyCOE fellows meet USAID Administrator Rajiv Shah in Washington, D.C. in April 2014.



SERVIR-Himalaya training manuals for capacity building workshops.

OUTCOMES AND ACCOMPLISHMENTS

Multiple communications materials were developed in PY2 that were a first for SERVIR. The nine SERVIR Global brochures are now being used by USAID and NASA to promote the Program. The infographics, titled “What is SERVIR?”, “SERVIR by the Numbers”, and “SERVIR in Action” are now available in limited print and online. The “What is SERVIR” motion graphic, narrated by Dr. Mae Jemison, was successfully launched at the USAID Frontiers in Development Conference in Washington, DC, and has received very positive responses by leadership at both USAID and NASA. Additionally, eleven MyCOE vignettes were created on the “superstar” student fellows, and are being used on the MyCOE website and their social media sites.



Screenshot from the “What is SERVIR” motion graphic, narrated by Dr. Mae Jemison.

The Demand team supported the hiring of communications specialists at both ICIMOD and RCMRD and developed a Communication Manual to guide SERVIR activities with an outreach component. As a reference, it contains USAID, NASA, and SERVIR branding and marking guidelines, the SERVIR Communications Overview, product catalogue one-pagers, brochures, communications contacts, as well as the Global Communications Strategy. The

Manual was delivered to USAID, NASA, and hub staff, and will also be available for new hub staff as requested by USAID. Communications workplans were created and finalized for the hubs, and are now being implemented as part of their overall workplans. A demand-driven events calendar was created to assist hubs in planning and organizing events, and an elevator speech was developed for ICIMOD. A communications toolkit was also developed for the small grants program being implemented in ICIMOD and RCMRD.

Finally, one of the most significant – but less visible deliverable – was the first-ever SERVIR Global Communications Strategy, currently being used by USAID, NASA, and the hubs.. The Strategy is a key tool to ensure that all communications and outreach support SERVIR’s overall goals and objectives. It is intended to enable the following actions:

- Support SERVIR goals and objectives: ensure that each communication advances SERVIR’s core goals and objectives.
- Raise awareness: provide an approach to increase internal and external stakeholder knowledge and understanding of SERVIR partners, products, tools, and services.
- Enable advocacy: build support among internal and external stakeholders so that they promote SERVIR to their constituencies.
- Create consistency while allowing for flexibility to reflect local context: ensure that SERVIR messages are consistent and increase the value of the SERVIR brand across SERVIR partners.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY2

Task 3 Activities	Status or modifications	Key activities implemented/Comments
3.1 Develop a global SERVIR program outreach and communication strategy		
Develop a global SERVIR program outreach and communication strategy	Completed	<ul style="list-style-type: none"> Submitted and approved Conduct ongoing communication “audits” and assessments to identify any changes to USAID, NASA and hub needs Execute strategic communication plans at the hubs to include key messages, target audiences, goals and objectives, strategies and tactics, outcome measures, and evaluation
3.2 Prepare SERVIR Global communications materials		
Develop nine SERVIR brochures, including What is SERVIR 4-Pager, What is SERVIR 1-pager, RCMRD, ICIMOD, Extreme Events, Water, Land Cover, Agriculture and Ecosystems	Completed	<ul style="list-style-type: none"> Brochures submitted and printed Additional revisions in Q3 of PY2. For PY3, may need to update to reflect new hubs.
Develop up to three videos to convey key messages of SERVIR Global program	Changed in PY2 to developing three infographics and one motion graphic	<ul style="list-style-type: none"> Produced 11 MyCOE videos vignettes RCRMD produced land use-land change video. Video footage shot at RCMRD governing council meeting, November 2013. Three infographics produced ahead of schedule. One motion graphic produced ahead of schedule. “What is SERVIR” video under reconsideration for PY3
Collaborate with NASA on SERVIR global website “refresh”	Ongoing into PY3	<ul style="list-style-type: none"> Communication Task lead participation on website redesign workgroup
Prepare additional SERVIR Global Marketing materials	Ongoing/on-demand	<ul style="list-style-type: none"> SERVIR Global PPT developed SERVIR newsletter draft developed and submitted to USAID; first issue to launch PY3.
Task 3 Activities	Status or modifications	Key activities implemented/Comments
3.3 Conduct SERVIR Global outreach events		
SERVIR Global outreach events	Ongoing-	<ul style="list-style-type: none"> Global SERVIR event calendar completed in Q4 of PY2 Planning for global user engagement event and additional outreach events will begin in Q1 (also under Task 1) in PY3 CSP Knowledge Exchange Webinar "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions" (also under Task 1) conducted Presentation at Third International Conference on Climate Services (ICCS3) in Jamaica, given by RCRMD staff Global User Engagement Conference proposed for PY3, location TBD SID-Washington Event in December 2013

Task 3 Activities	Status or modifications	Key activities implemented/Comments
3.4 Strengthen hub-level capacity in SERVIR outreach and communications		
Recruitment, onboarding, and work planning for Communication Specialists in each hub	·Completed	<ul style="list-style-type: none"> • Work planning refinement and implementation completed in Q3 of PY2 • Completed recruitment, onboarding, and work planning for Communication Specialists in each hub • For both ICIMOD and RCMRD: Provided technical assistance in video production, developing a revised brand manual, brochures design and, infographics and motion graphic development
Hub-level outreach events	Ongoing	<ul style="list-style-type: none"> • Hub-level outreach events supported via Demand Activity in PY2 Q3 and Q4 • Event support form refined in Q3 to include M&E components • Conducted elevator speech workshop at RCMRD and ICIMOD in Q4 of PY2 • Videography support to Governing Council meeting at RCMRD • Professional development workshops planned at RCMRD and ICIMOD for PY3.
Compile quantitative information and gather lessons learned from communications efforts at SERVIR-Himalaya and SERVIR-Africa	Efforts began in Q3-Q4 and will continue throughout PY3.	<ul style="list-style-type: none"> • Discussions and training in M&E conducted as they relate to communications; coordination with Task 2 lead initiated to develop data gathering approach for communications.

NEXT STEPS

Over the next year, communications and outreach will play an integral role in fulfilling the objectives of the SERVIR program. Some of the major activities that will take place are strategic dissemination of the motion graphic and infographic; organizing a SERVIR Global outreach event focused on user engagement; planning for and participating in professional development workshops at the hubs; further technical assistance to the hubs on communications materials and events; and developing additional communications tools for the Program. Other activities include developing success stories, providing support to the Product Catalog, and working with hubs to help develop communications materials focused on the needs of local users of SERVIR tools, products, and services.

As the communications strategy becomes the filter through which activities are planned and materials are developed, we hope to evaluate how successful these efforts have been at providing a core set of messages, tools and tactics for the SERVIR network. To evaluate the effectiveness of these efforts, the communications team is collaborating with the monitoring and evaluation team to determine the best approach.

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, 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 will be in the future, and what their roles will be, 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 PY2

- SERVIR-Mesoamerica draft case study submitted
- Approach for ICIMOD and RCMRD sustainability plans finalized
- Draft SERVIR Global Strategic Plan accepted by COR, to be finalized by USAID and NASA

ACTIVITIES

During PY2, Task 4 activities included data gathering for the SERVIR hub organizational case studies at CATHALAC and RCMRD. In order to gather information, the Demand team conducted a document review and interviewed staff at NASA CO and RCMRD. For information on CATHALAC, interviews were conducted with former CATHALAC staff now at NASA CO. Interviews and data gathering were completed for the ICIMOD case study in the second half of PY2.

The Demand team also began the development of the Organizational Capacity Assessment instrument for SERVIR-Himalaya and SERVIR-Southern and Eastern Africa. Through meetings with key stakeholders at each hub, agreements were made on the different approaches to sustainability plans. The ICIMOD sustainability plan will consist of different scenario options based on an assessment of the seven capacity SERVIR sustainability dimensions, as the organization highlighted that these were its main needs. As the needs and capabilities of RCMRD are different, the sustainability plan there will be composed of an assessment of their capacity and plan for the business development sustainability dimension. At the end of PY2, activities were underway to develop the RCMRD financial sustainability plan and build their capacity in resource mobilization.

OUTCOMES AND ACCOMPLISHMENTS

The main accomplishment of PY2 was finalizing the approach for the sustainability plans for RCMRD and ICIMOD, which were both approved by the USAID COR. The ICIMOD sustainability plan will consist of different scenario options based on an assessment of the seven SERVIR sustainability dimensions. RCMRD's sustainability plan will be composed of an assessment of their capacity and plan for the business development sustainability dimension. It will result in a business development plan for RCMRD's SERVIR activities. The draft version of the CATHALAC case study was submitted to USAID and NASA for review and comments were received. The final version is being written for completion in Q1/PY3.

In addition, USAID requested Demand team assistance to develop a SERVIR Strategic Plan for 2015-2020. As a result, one of the key accomplishments of PY2 was defining the approach and key content areas for the Strategic Plan, facilitating a half-day SERVIR strategic planning meeting in February and two-day meeting in May, and developing a first and second draft of the plan. The draft version of SERVIR's global strategic plan was provided to USAID and NASA. USAID and NASA decided they will produce a final version without the Demand team as it may include sensitive aspects such as procurement.

The SERVIR Sustainability Capacity Dimensions document was approved by the USAID COR. This document was presented to the hubs for their input and subsequently revised. It is the basis for the SERVIR Hub Capacity Assessment as well as hub sustainability plans. The seven dimensions are Scientific/Technical, Infrastructure/GIT, User Engagement, Communication/Learning, Business Development, Organizational/Managerial, and Networking.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY2

Task 4 Activities	Status or modifications	Key activities implemented/Comments
4.1 Conduct hub organizational case study/assessments		
Conduct organizational case study of SERVIR-Africa within RCMRD	To be completed Q1-Q2/PY3; will include SERVIR Capacity Self-Assessment Component	<ul style="list-style-type: none"> Desk research and interviews conducted, writing underway
Conduct organizational case study of SERVIR-Himalaya within ICIMOD	To be completed PY3; will include SERVIR Capacity Self-Assessment	<ul style="list-style-type: none"> Desk research and interviews conducted, writing underway
Conduct organizational case study of SERVIR-Mesoamerica within CATHALAC	To be finalized Q1/PY3	<ul style="list-style-type: none"> Draft case study provided to USAID and NASA, final version to be submitted Q1/PY3.
4.2 Define sustainability through workshops		
Develop SERVIR Roadmap document, including seven dimensions of sustainability	SERVIR Capacity Dimensions finalized and approved by COR	<ul style="list-style-type: none"> This deliverable will be contained within the SERVIR Global Strategic Plan
Determine strategy for how the sustainability information generated will be utilized and for what purposes	<ul style="list-style-type: none"> USAID approved plan approach for RCMRD. USAID approved plan approach for ICIMOD. Began development of SERVIR Organizational Capacity Self-Assessment Instrument, will be completed in Q1/PY3. 	<ul style="list-style-type: none"> SERVIR team will assist RCMRD with facilitated self-assessment of all sustainability capacity dimensions Q2/PY3 SERVIR team will support RCMRD in developing financial sustainability plan, and in building resource mobilization capacity through PY3. ICIMOD will contract with consultant to assist them in doing their capacity assessment and writing their sustainability plan Q1-4/PY3 Facilitated SERVIR Global Strategic Planning process and wrote first drafts of plan. SERVIR 2020 draft Strategic Plan submitted in Q3. USAID and NASA decided they will finalize without further support from Demand Team.
4.3 Determine marketplace for SERVIR program and services		
Determine the marketplace for SERVIR program and services, including cost	Ongoing into PY3	<ul style="list-style-type: none"> ICIMOD Cost Analysis is part of their sustainability plan RCMRD market study began in Q4, will be completed and presented to RCMRD in Q1/PY3

Task 4 Activities	Status or modifications	Key activities implemented/Comments
analysis and market segmentation		<ul style="list-style-type: none"> RCMRD Cost Analysis will be done in Q1-2/ PY3

NEXT STEPS

In PY3, the SERVIR Hub Organizational Capacity Assessment instrument will be finalized and used in the facilitated sustainability self-assessments of RCMRD and ICIMOD. The SERVIR Hub Organizational case studies for CATHALAC, RCMRD and ICIMOD will be completed. The ICIMOD Sustainability Plan will be developed with support from their consultant. The RCMRD Financial Sustainability Plan will be developed with support from the Demand Team. The Demand Team will also build business development capacity of RCMRD and conduct a market study of potential funders and partners.

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 regional mission-level efforts as they work to establish new SERVIR Program hubs in Southeast Asia and West Africa over the next two years. Specifically, the Demand Team will collaborate with USAID to provide rapid market assessments and user needs assessments in new hub regions. Additionally, the Demand Team may engage in onboarding new hubs on SERVIR Global systems, including the Product Catalog, SERVIR User Engagement Database, M&E approaches and systems, communications strategy, and SERVIR Handbook, for example.

DELIVERABLES AND MILESTONES IN PY2

- West Africa Geospatial Assessment completed and approved
- Presentation to SERVIR Mekong Hub Coordinator on Demand focus and offerings
- Dialogue with USAID/Washington and RDMA about likely areas of Demand support for Mekong Hub (to launch in October 2014).

ACTIVITIES

The key activity completed during the reporting period under Task 5 was the West Africa Geospatial Assessment, submitted to USAID/Washington as a key input into the scoping and planning for a SERVIR West Africa hub. Led by the SERVIR Program Demand Team, the West Africa Assessment focused on developing an understanding of national government geospatial capacities and needs in ministries and departments responsible for water, agriculture, environment and land, hydrometeorology, disaster risk reduction and response, and, where relevant, health. The assessment examined national government agencies, regional institutions, and others for their capacities and roles in providing geospatial data, analyses, outreach, coordination and training.

In other regions, initial conversations with the SERVIR Mekong Coordinator, Sean Austin, began in Q4/PY2. Activities planned for PY3 for Demand include participation in the SERVIR Mekong kick-off meetings, and developing the SERVIR Capacity Self-Assessment, to be piloted at SERVIR Mekong.

More Task 5 activities are expected for PY3.

OUTCOMES AND ACCOMPLISHMENTS

The main accomplishment in PY2 for Task 5 was the West Africa assessment.



SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY2

Task 5 Activities	Status or modifications	Key activities implemented/Comments
5.1 West Africa Assessment		
Conduct West Africa Geospatial assessment	Completed	<ul style="list-style-type: none"> Document is for SERVIR internal use only.
Task 5 Activities	Status or modifications	Key activities implemented/Comments
5.2 Central Asia Assessment		
Conduct Central Asia Geospatial assessment	Suspended, at request of COR	<ul style="list-style-type: none"> Should revisit whether Central Asia Assessment (or other regional assessment) will be conducted in PY3.
Task 5 Activities	Status or modifications	Key activities implemented/Comments
5.3 Support to new hub institutions		
Coordinate with RDMA and USAID/Washington on what Demand services/support are desired for SERVIR Mekong	Ongoing	<ul style="list-style-type: none"> Meeting with Mekong Coordinator held in September 2014 Participation in SERVIR Mekong kick-off meeting by SERVIR Demand COP planned for Q1/PY3

NEXT STEPS

Based on conversations in Q4/PY2 with USAID/Washington and RDMA, Demand expects that technical assistance will be provided to the forthcoming SERVIR Mekong Hub in relation to Demand Activity task areas. Additionally, as potential SERVIR hub exploration continues in other regions (such as Central Asia or the Coral Triangle), the Demand Activity is prepared to provide geospatial and/or other capacity assessment support a requested.

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 has taken 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.

The focus of Task 6 during PY2 has been to support the hubs in launching the Requests for Full Proposals (RFP), managing the selection process, and awarding the grants. Ongoing training of the hub-level grants staff has and will continue to occur through workshops and one-on-one capacity building.

DELIVERABLES AND MILESTONES IN PY2

1. Request for Full Proposal and grantee selection process launched
2. SERVIR Demand grants manual submitted and approved
3. Grants kick-off workshop held at ICIMOD and RCMRD
4. Awarded eight SERVIR-Himalaya grants
5. Awarded nine SERVIR-Eastern & Southern Africa grants
6. Developed communications handbook for grantees, in collaboration with Communications Task
7. Developed M&E plan for grantees, in collaboration with Evaluation Task.

ACTIVITIES

The most important activity implemented under Task 6 was the launch of the small grants program (SGP) in each hub region. ICIMOD finalized and announced their Call for Concept Papers in Q1/PY2 and received 191 applications. By the end of Q2, ICIMOD had completed their shortlist and released their Request for Full Proposals to the 28 shortlisted applicants. The full proposal evaluation committee, consisting of DAI and ICIMOD staff, reviewed and scored proposals, narrowing the short list to eight grantees. Grantee projects include:

1. Bangladesh University of Engineering and Technology-Japan Institute of Disaster Prevention and Urban Safety. Developing Dynamic Web-GIS based Early Warning System for the Communities at Landslide Risks in Chittagong Metropolitan Area.
2. Center for Environmental and Geographic Information Services. Development of Geospatial Database and Information System for Panchhari Upazilla to Identify Potential Water Harvesting Storages and Climate Change Impact on Water Availabilities in Bangladesh.
3. HELVETAS Swiss Intercooperation Nepal. Spatial Modeling of Climate Change Impacts on Two Major Cash Crops in Nepal.
4. Institute of Forestry. Geospatial Modelling for Fire Hazard Mapping and Management in Nepal.
5. Institute of Space Technology. Using Spaceborne Synthetic Aperture Radar in synergy with other methods for forest above ground biomass assessment in the Hindu Kush-Himalayan region and Pakistan.
6. Institute of Water Modeling. Strengthening the Capacity of Satellite-Based Flood Forecasting Using Near Real-Time Jason-2 Satellite Altimeter Data in Bangladesh.
7. South Asian Forum for Environment. Geospatial-scenario Planning Framework for Assessing Risks and Impacts of Forest Fire in Eastern Himalayas, India.
8. The Energy and Resources Institute. Building Community Resilience to Flood Hazards Using Geo-spatial Technology in India.

Task 6 lead Laurel Edwards worked with ICIMOD and the Task 3 Communications Lead to develop a Branding and Marking Plan and finalize the Grantee Handbook, which included communications guidelines for each grantee.

RCMRD finalized and announced their Call for Concept Papers in Q2/PY2 and received 58 applications. The RFP was developed in collaboration with USAID and RCMRD and approved for distribution to a shortlist of 20 candidates in Q3. The selection committee, composed of 11 staff from RCMRD and DAI, in conjunction with the steering committee, composed of 3 high-level RCMRD staff, chose to award nine grantees that met RFP requirements. Grantee projects include:

1. ESIPPS International Limited. Geo-mapping for Haymaking in Climate Stressed Rangelands (Geo4HCR), Uganda.
2. Jaramogi Oginga Odinga University of Science and Technology. Resilience to Climate Change through Building Capacities in Spatial Data Infrastructure (SDI) for Uptake by Selected County Governments in Lake Victoria Region in Kenya.
3. Jaramogi Oginga Odinga University of Science and Technology. Development of Decision Support System for Sustainable Participatory sub-catchment Water Resources Management in the Face of Deteriorating Climatic Conditions, Kenya.
4. Ardhi University. Spatial Temporal Assessment of Mangrove Forest as a Strategy to Mitigate Impacts of Coastal Hazards: The case of Mafia Island, Tanzania.
5. Center for Environmental Science, College of Natural Sciences, Addis Ababa University. Allometric Equation for Biomass Estimation of 30 Indigenous Tree Species in Southern and Eastern Ethiopian Forests: Nexus for Climate Change Mitigation and Adaptation.
6. Botswana International University of Science and Technology. Monitoring Land Degradation in the Central District of Botswana: A Three-Tier Land Degradation Index Mapping Approach.
7. Dedan Kimathi University of Technology. A Pilot Implementation of the Land Administration Domain Model for Kenya.
8. Namibia Geographical Information Technologies Cc. Development of a Geographical Information System-based Support Tool for Integrated Water Resources Management in Zambezi Catchment Area within the Zambezi Region, Namibia.
9. Mountbatten / Fruits of Thought. Train policy makers in data collection and mapping of vulnerable areas in the greater Kampala region of Uganda to carry out risk analyses in regard to mitigating climate change effects and risks.

In addition, the Demand team supported capacity building efforts with hub staff in grants management and administration, as full-time grants staff was hired in Q2 at both RCMRD and ICIMOD. During the Demand Workshop in March 2014, for instance, trainings were conducted on USAID rules and regulations, compliance, and subcontracting procedures. The Demand Workshop also served to facilitate collaboration across tasks, and the grants staff developed strategies for engaging M&E and communication support in the implementation of the SGP in both hubs.

Customized strategies for each grant project have been developed in collaboration with the grantees and other tasks/departments, including M&E, Communications, and technical staff, for ongoing tracking of project implementation, deliverables, quality assurance, payments and success stories.

OUTCOMES AND ACCOMPLISHMENTS

In addition to awarding the grants, the capacity built at the hubs for the grant solicitation and implementation process was the most significant accomplishment for Task 6 in PY2. The development of a Request for Full Proposal, Customization of Implementation and Delivery Schedule, Milestone Certification, Technical Progress Reporting, Branding and Marking templates, Vouchers for Payment, and Grant Agreements was achieved through collaboration with the Demand team and the Grants

Managers and non-SERVIR staff at each hub. Technical criteria were developed for the review and evaluation of each proposal, resulting in a competitive and methodological process for awarding grants.



SERVIR team members from ICIMOD, RCMRD and the Demand team at the SERVIR-Himalaya Small Grants Kick-off Meeting in Kathmandu, Nepal, July 2014.

A successful grant kick-off workshop was conducted at each hub to bring together all of the grantees to introduce them to SERVIR, provide guidance on USAID-awards, and answer any questions on how they could successfully implement their grant. The ICIMOD grant kick-off workshop occurred July 7-8, 2014 with a total of 28 attendees. RCMRD held their grant kick-off workshop August 7-8, 2014, with a total of 29 attendees. Each workshop included representatives from grantee institutions, DAI, RCMRD, and ICIMOD.

A total of eight ICIMOD grant packages and nine RCMRD grant packages were submitted for approval to USAID, and at the end of PY2 grantees were implementing their work. The ICIMOD and RCMRD

grant teams have begun grantee oversight visits and are starting to collect photos and success stories, in addition to completing monitoring reports. DAI has also begun discussions with the hubs, web developers, and NASA regarding the incorporation of grant products into a web platform. The grantees' innovative ideas will raise the visibility of SERVIR and increase the number of user-driven tools.

SUBTASK STATUS, MODIFICATIONS, AND ACTIVITIES IN PY2

Task 6 activities	Status or modifications	Key activities implemented/Comments
6.1 Align grants strategy		
Consult with hubs, NASA, and USAID to define approach	Completed	<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 (PY1).
Refine target selection criteria	Completed	<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 (PY1)
Initial RFAs developed and discussed with hubs and stakeholders	Completed	<ul style="list-style-type: none"> Draft APS for SERVIR-Eastern & Southern Africa and SERVIR-Himalaya, reviewed during breakout small grants session at Naivasha work plan retreat (PY1). Email exchanges with hub staff on APS content.
Task 6 activities	Status or modifications	Key activities implemented/Comments
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	Completed for overall	<ul style="list-style-type: none"> SERVIR Demand grants manual submitted and

Task 6 activities	Status or modifications	Key activities implemented/Comments
Demand Grants Implementation Manual	Demand Activity in PY1; hub level grantee handbooks completed in PY2	<ul style="list-style-type: none"> approved by USAID. Grantee Handbooks developed for SERVIR-Africa and SERVIR-Himalaya.
Task 6 activities	Status or modifications	Key activities implemented/Comments
6.3 Launch fund and manage the selection process		
Develop marketing material, website language, etc. explaining the application process	Completed in PY2	<ul style="list-style-type: none"> Developed grant marketing material, website language, etc. in collaboration with SERVIR hubs. APS and RFP developed by the Demand team and hubs with input from USAID. Approved by USAID. After discussions with hubs, decided a pre-selection workshop not necessary for the size of the small grants program. Conducted a grantee kick-off workshop.
Announce RFP	Completed in PY2 as APS and RFP	
Conduct workshops to assist potential grantees	Completed as a grantee kick-off workshop	
Review grant proposals	Completed in PY2	<ul style="list-style-type: none"> Evaluation committees in both hubs, including Demand team representation, completed the review and selection of the Concept Papers and Full Proposals
Award and finalize grant agreements	Completed in PY2	<ul style="list-style-type: none"> Using a Fixed Obligation Grant Agreement mechanism, awarded 8 SERVIR-Himalaya grants and 5 SERVIR-Eastern & Southern Africa grants (4 remaining in approval process)
Task 6 activities	Status or modifications	Key activities implemented/Comments
6.4 Grantee oversight and hub capacity building		
Build capacity of hubs to manage and monitor grants	Completed in PY2 and ongoing into PY3	<ul style="list-style-type: none"> Grant staff hired for both ICIMOD and RCMRD. Full time Grants Manager hired for Demand Activity Demand workshop with specific break-out sessions on grants management. Ongoing hub-level Grant Manager capacity building.
Conduct oversight visits to each grantee	Modified to PY3	<ul style="list-style-type: none"> ICIMOD has a grantee site-visit schedule. RCMRD is in the process of developing their schedule. The Demand team will participate in selected site visits based on need. Monitoring reports required for all site visits.
Implement deliverable schedule and financial monitoring process	Ongoing in PY3	<ul style="list-style-type: none"> Implementation and deliverable schedules completed and grantees required to submit completed/approved forms for payment. Ongoing financial monitoring in process.
Develop and submit USAID branded success stories	Ongoing in PY3	<ul style="list-style-type: none"> Hub-level communications staff in collaboration with SERVIR Demand-Activity Senior Communications Lead developed strategy for producing success stories.

NEXT STEPS

DAI will continue to oversee and build hub grant staff capacity in monitoring grant activities, tracking deliverables and payments, conducting mid and final grant workshops, and modifying grant agreement/activities, as needed. Now that the grant deliverables have been determined, DAI and the hubs can begin planning the integration of the grantee tools, products, and data layers onto a web-based geospatial platform as well the SERVIR Global Product Catalogue.

Mid-term workshops will be conducted at each hub and the final grantee workshop, possibly in collaboration with the final SERVIR symposium, will potentially be conducted as a joint SERVIR small grant event where grantees can share their project results and connect with other institutions. Finally, success stories will be developed jointly with the Communications Specialist at each hub and at DAI to capture and share the successes of the projects.

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 PY2, Demand team members continued to engage in travel to the hubs as required; maintain regular communication with hub counterparts; conduct ongoing engagement and consultation with USAID to understand and refine expectations on deliverables; coordinate with NASA CO, both in-person and virtually, to ensure complementary efforts both at the global and hub level; and engage DAI corporate staff and external consultants to supplement activity implementation and meet technical needs on deliverables.

DELIVERABLES AND MILESTONES IN PY2

- Program Year 2 Work Plan
- Hiring of Logistics Coordinator in Q1/PY2
- Program Year 2 Semi-Annual Report
- Workplan coordination retreat with NASA CO and USAID in June 2014
- Coordination meetings with NASA CO and USAID at ESRI User Conference in July 2014

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 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 LTTA staffing structure in PY2, 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.

SERVIR Demand LTTA Project Staff

- Chief of Party*
- Operations and Grants Manager**
- Program and M&E Manager
- Senior Lead for Program Demand/User Engagement*
- Senior Lead for Evaluation* **
- Senior Lead for Communications*
- Knowledge Management Specialist**
- Logistics Coordinator**

* Denotes key personnel.

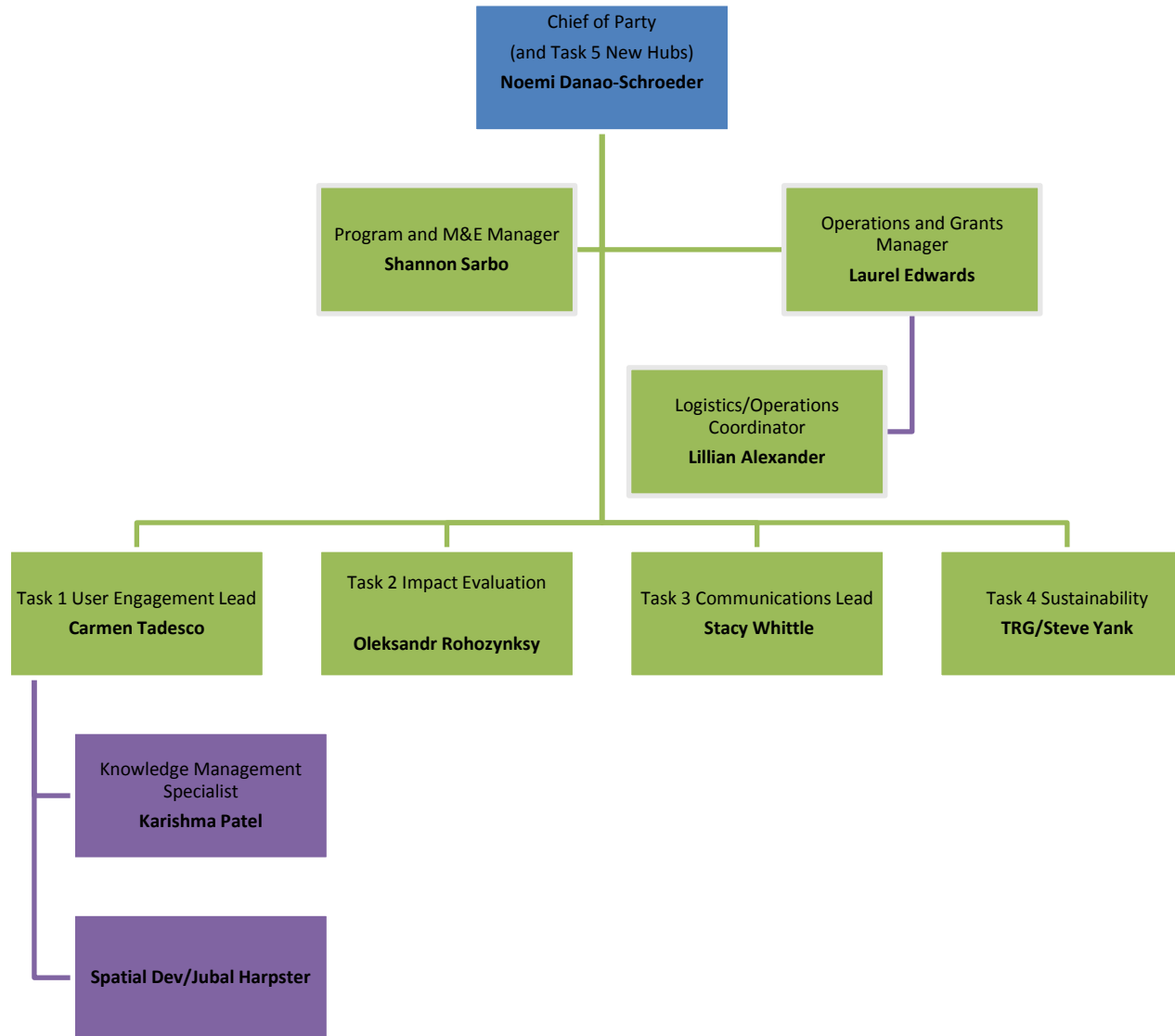
** Hired Q1/PY2.

NEXT STEPS

Heading into PY3, the Demand team looks forward to working with a full contingent of LTTA. The Demand Activity subcontracts at RCMRD and ICIMOD, which represents a USAID Forward approach to localizing project delivery, continue to build the capacity of the hubs to undertake activities in user engagement, M&E, communications, and small grants. Additionally, as the first-ever significant USAID-funded contracts at both ICIMOD and RCMRD, the subcontracts with DAI have served to build their capacity to manage USAID contracts, an unintended yet nontrivial outcome of the Demand Activity. And with a strong relationship built with NASA CO, integration and coordination across “supply” and “demand” will continue through to the end of contract.

ANNEX A: SERVIR DEMAND PY2 FINANCIAL REPORT

ANNEX B: SERVIR DEMAND ACTIVITY ORGANIZATIONAL CHART PY 2



ANNEX C: SERVIR DEMAND ACTIVITY STTA POOL PY2

1. Training Resources Group (TRG)
 - a. Steve Yank; lead role for Task 4 Sustainability
 - b. Leona Ba
 - c. Roberta Talmage
 - d. Kelly Macias
2. Spatial Dev, providing support Task 1 efforts on product catalogue
 - a. Jubal Harpster
 - b. Ryan Whitley
 - c. Heidi Johnson
 - d. Shawna Paradee
 - e. Naomi Menahem
 - f. Mike Leech
 - g. Rene Rodriguez
 - h. Erik Kramak
3. Angela Peura, Senior Communications Consultant
4. Bonnie O'Neill, DAI Communications staff
5. Kara Schulz, DAI Communications staff
6. Lauren Hillman, DAI Senior Desktop Publisher
7. Diego Valencia, DAI TAMIS Specialist
8. Ellen Van Eek, DAI Logistics Assistant
9. Allen Hollenbach, DAI Program Demand Specialist
10. Tom Erdmann, DAI Capacity Assessment Specialist and Program Demand Specialist
11. Keith Forbes, DAI Capacity Assessment Specialist and Program Demand Specialist
12. Frank Floyd, DAI CRM Solution Specialist
13. Shikha Gupta, DAI Senior Grant Specialist
14. Luke Kozumbo, DAI Home Office Project Manager
15. Fuad Zaru, DAI Home Office Project Associate
16. Beth Leonhardt, DAI Home Office Project Manager
17. Laura Stephanadis, DAI Home Office Project Associate

ANNEX D: PERFORMANCE MONITORING TABLE PY2

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 2	Actual—Cumulative for PY2
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 CO2e, reduced or sequestered as a result of USG assistance	N/A	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	Reported by hubs via NASA CO IMS	Semiannual	334	427 TOTAL (as reported by NASA CO IMS)

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 2	Actual—Cumulative for PY2
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	8	163 TOTAL (as reported by NASA CO IMS)
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 appropriate identify type of capacity as: Adaptation, Sustainable Landscapes, or General Climate Change	Reported by hubs via NASA CO IMS	Semiannual	10	99 TOTAL (as reported by NASA CO IMS)
OUTPUT/MILESTONE INDICATORS					
Task 1: Demand increased for SERVIR program tools and services					
No. of new/potential SERVIR users consulted or engaged	By country	TAMIS	Semiannual	45	237 TOTAL <ul style="list-style-type: none"> ▪ 26 users from Mauritius NGIC policymaker symposium ▪ 47 users from DRR meeting in Nigeria ▪ 43 from FFMAS case study ▪ 8 grantee organizations from SERVIR-Himalaya SGP ▪ 7 grantee organizations from SERVIR-ESA SGP

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 2	Actual—Cumulative for PY2
No. of linkages facilitated with relevant USAID missions in the field ⁵	By country/mission	TAMIS	Semiannual	10	6 TOTAL USAID missions in Nepal, Malawi, Ghana, Kenya, Mauritius and RDMA
No. of institutions engaged in regional or global knowledge exchange through SERVIR	By event, organizational affiliation, country	TAMIS	Semiannual	110	106 TOTAL
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	2	0
Impact assessment methodology developed		TAMIS	Semiannual	Achieved	Achieved

⁵ The Demand Activity is interested in tracking these interactions, as USAID missions are seen as one of the target SERVIR user groups.

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 2	Actual—Cumulative for PY2
Task 3: Implement SERVIR outreach and communication activities					
No. of public awareness/outreach events conducted	By country	TAMIS	Semiannual	15	11 TOTAL SERVIR-Himalaya: 2 SERVIR-ESA: 5 Global/DC based: 4 <ul style="list-style-type: none"> ▪ Bhutan Youth Event ▪ Malawi NGIC Policy Symposium ▪ Rwanda NGIC Policy Symposium ▪ Nairobi LULC Workshop ▪ Frontiers for Development ▪ Mauritius NGIC Policy Symposium ▪ Small Grants Kick-Off Workshop at ICIMOD ▪ Small Grants Kick-Off Workshop at RCMRD ▪ MyCOE Event at USAID ▪ MyCOE Event at NASA ▪ Launch of Global Development Lab at USAID
No. of marketing pieces co-developed with hubs	By hub	TAMIS	Semiannual	10	48 TOTAL <ul style="list-style-type: none"> • 9 updated versions of brochures • 33 products features in online Product Catalogue • 1 article on Jamaica CSP Conference • 1 LULC Documentary Video • 3 infographics • 1 motion graphic

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 2	Actual—Cumulative for PY2
Communication plan/strategies developed	By hub	TAMIS	Semiannual	Achieved	Achieved <ul style="list-style-type: none"> Global SERVIR strategy developed Hub Communication Plans for SERVIR-E&SA and SERVIR-Himalaya developed
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	Achieved	Not achieved
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	3	2 TOTAL <ul style="list-style-type: none"> 1 engagement with new SERVIR Mekong Coordinator 1 engagement completed for West Africa region (including 67 entities in Senegal, Burkina Faso, Ghana, Nigeria, and Niger)
Task 6: Administer a Grants Under Contract program					
Small grants program launched in hub region	By hub	TAMIS	Semiannual	Achieved	Achieved
Grants issued in hub regions	By country, GEO societal benefit area	TAMIS	Semiannual	Achieved	Achieved
No. of events/workshops or meetings held to facilitate knowledge transfer of grant activities	By country, GEO societal benefit area	TAMIS	Semiannual	5	2 TOTAL <ul style="list-style-type: none"> Kickoff workshops held for SERVIR-Himalaya (26 participants) Kickoff workshop held for SERVIR-ESA (32 participants)