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# SERVIR PROGRAM DEMAND ACTIVITY

**SEMI ANNUAL REPORT #2: OCTOBER 2013 – MARCH 2014**

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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 the following:

- 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](http://servirglobal.net) website and the host institution websites,<sup>1</sup> 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 USAID 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:

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<sup>1</sup> Found at [www.rcmrd.org](http://www.rcmrd.org), and [www.icimod.org](http://www.icimod.org)

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 Grants under Contract program.

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

- Noemi Danao-Schroeder, Chief of Party
- Carmen Tedesco, Senior Lead for Program Demand
- Oleksandr Rohozynsky, Senior Lead for Impact Evaluation
- Stacy Whittle, Senior Lead for Communications
- Laurel Edwards, Operations and Grants Manager
- Shannon Sarbo, Program and M&E Manager
- Lillian Alexander, Logistics Coordinator
- Karishma Patel, Knowledge Management Specialist

## 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 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.

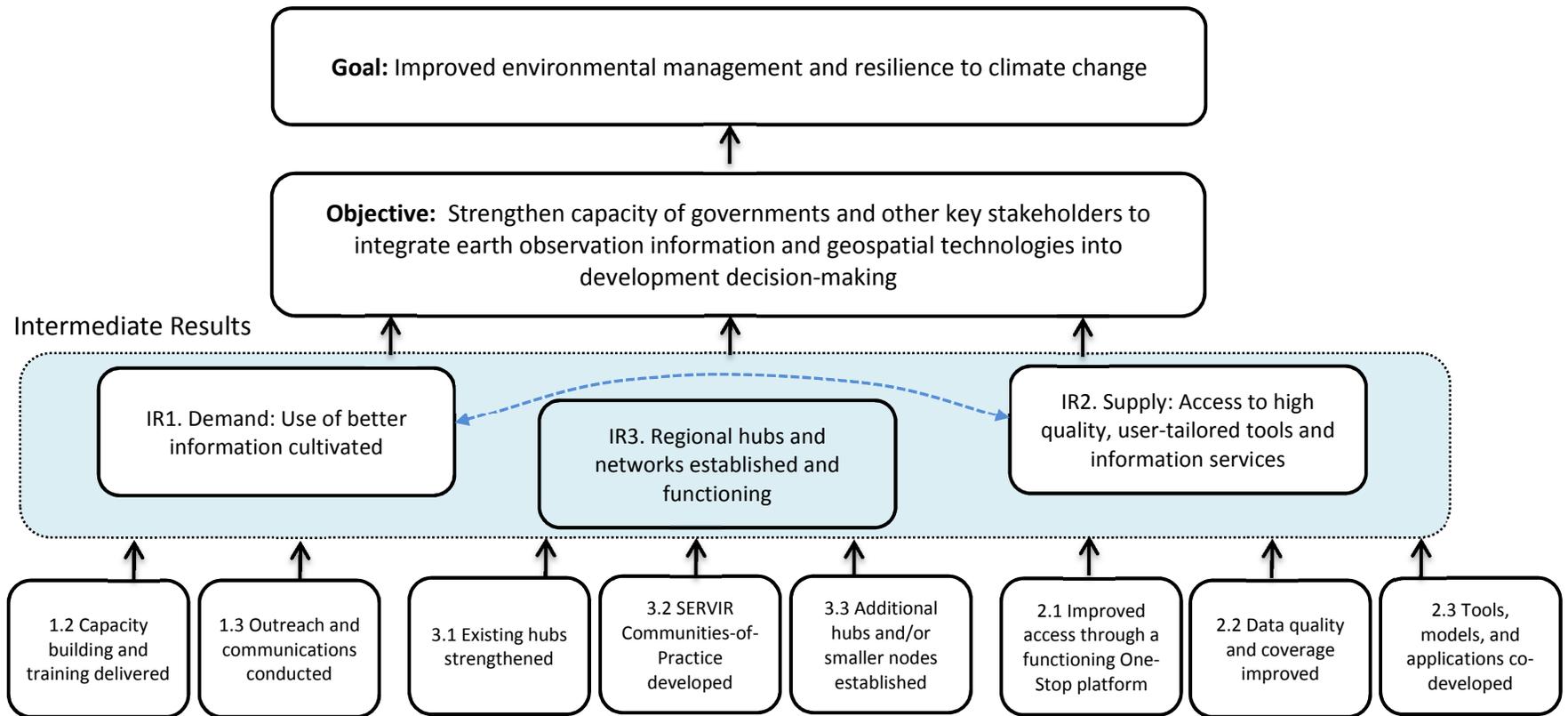
The second intermediate result (IR2), i.e., the supply of SERVIR products and services, corresponds to NASA, and focuses on maintaining a web-based geospatial platform, improving data quality and geographic coverage, and co-developing relevant tools, models, and applications with scientists in each region. 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 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:

- 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.

The accompanying Performance Monitoring Table (starting on page 27) includes the updated performance targets for PY2 submitted to USAID in December 2013.

**FIGURE 1: SERVIR RESULTS FRAMEWORK**



# PROGRESS DURING THE REPORTING PERIOD

The first two quarters of Program Year 2 (PY2), which includes activities and deliverables completed between October 2013 and March 2014, were a critical period for the SERVIR Demand Activity, as our team consolidated planning and preparation to support implementation ramp up over the next several quarters. Since last fall, we have fully staffed all key Demand positions, completed our PY2 Workplan, secured subcontracts with both RCMRD and ICIMOD for the life of the project, and continued to strengthen our relationships with the broader SERVIR family of partners. In many ways, the first half of PY2 can be seen as a foundational period for the Demand Activity, as we are now poised to ramp up activities with increased capacity in our Bethesda-based team as well as focused Demand-team staff embedded in each hub. As Figure 2 illustrates, PY2 is a pivotal time for the Demand team and our activities will continue apace until preparations for closedown begin in early 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. Going forward, the Semiannual Report may shift from a structure based on the Demand Tasks to an organizational structure based on geography – such as SERVIR/Africa, SERVIR/Himalaya, and global activities. However, at this time, the report will be organized around the Demand Activity's six tasks as listed in the Task Order Contract's Scope of Work (SOW).

One of the most significant accomplishments of this reporting period was the successful completion of the **SERVIR Demand Workshop** in 24-28 March, which brought twelve SERVIR staff from ICIMOD and RCMRD together with the Bethesda-based Demand team. Most importantly, the participants included the new staff hired at each hub via the Demand Activity to increase communications, monitoring and evaluation (M&E), grant management and administration capacity at SERVIR-Africa and SERVIR-Himalaya. 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. The workshop was held in Bethesda, Maryland and sessions included plenaries, breakout groups by task and by hub, one-on-one dialogues, working groups, and individual meetings.

Overall, the workshop was a success and helped move each of the tasks forward. Above all, it provided an opportunity for the SERVIR team to meet face-to-face and talk through their workplans together. A list of positives outcomes of the meeting mentioned by participants follows:

- Building relationships and creating synergies across hubs and Demand
- Collaboration and development of work plans
- Team building
- Understanding context, rules, regulations, and roles of different agencies, particularly USAID
- Learning more about role and how to make a difference
- Task team interaction
- Improved quality of outputs
- Learning about each other and M&E

- Creating fresh ideas for grants
- Improve approaches to reach goals
- To be able to talk about SERVIR and how exciting it is

According to the participant evaluation, staff found the workshop very helpful and rated the content and objectives very highly overall. Some key professional lessons were learned as well, for instance in increasing knowledge around evaluation. There was recognition that getting some of the new activities accomplished would take individual initiative and require interpersonal skills beyond simply operational protocols. In addition, one of the most significant outcomes of the workshop was a greater understanding among the new staff of the importance of cross-hub coordination and task integration within each hub.



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

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**. The following new staff positions were added during the reporting period:

- Laurel Edwards, Operations and Grants Manager. Laurel oversees all aspects of contractual, financial, and administrative management for the Demand Activity as a whole. She is also supporting both hubs to launch, manage, and overseas the Small Grants Program under Task 6.
- Lillian Alexander, Logistics Coordinator. Lillian supports the team in all logistical and administrative details, including travel, client approval, procurements, and TAMIS management.
- Karishma Patel, Knowledge Management Specialist. Karishma supports both Task 1 and Task 3 initiatives. In particular, she focuses on knowledge management activities (including NGICs and communities of practices) for the Demand Activity as a whole.
- Oleksandr Rohozynsky (Alex), Senior Lead for Impact Evaluation. Alex leads and manages Task 2, including providing technical assistance and advisory support to the hub institutions to strengthen and incorporate evaluation approaches into their project analyses. He is also leading the design and development of external evaluations of the impact on decision-making of a SERVIR program product/service in each hub.

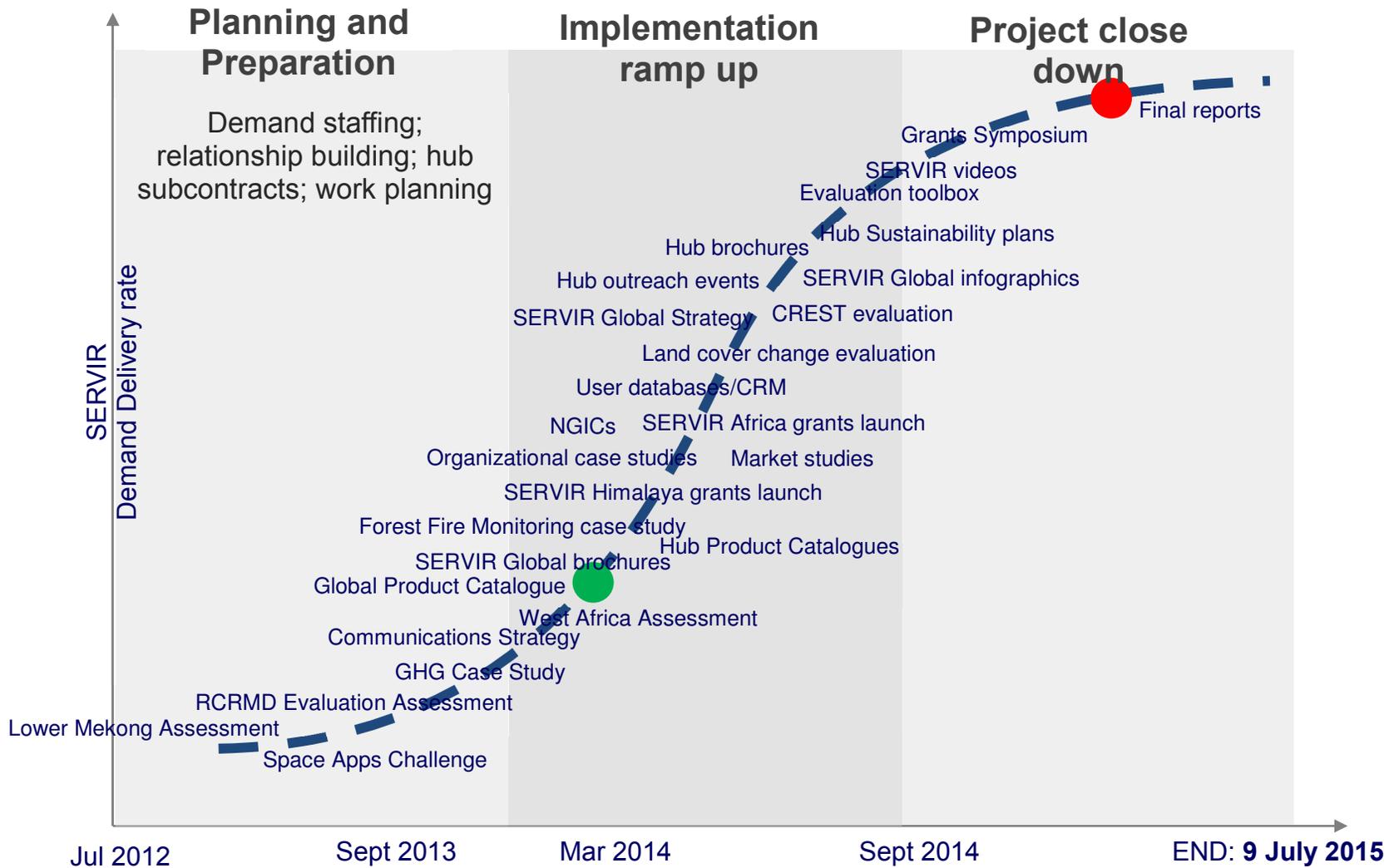
Finally, as mentioned previously, the Demand Activity finalized the **subcontracting mechanism with both RCMRD and ICIMOD** in Q1 of PY2. These contracts have enabled each hub to strengthen their institutional capacity in Demand-related service areas, including M&E, communications, and grants management. 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

The following table outlines the key deliverables submitted to USAID during Q1 and Q2 of PY2.

Task	Deliverable/Output
<b>Task 1: User Engagement</b>	<ul style="list-style-type: none"> <li>• GHG Case Study Final Report and Presentation</li> <li>• Global online Product Catalogue launch and online demonstration</li> <li>• Malawi NGIC Findings and Recommendations Report</li> <li>• Support to user engagement activities at RCMRD (including NGICs in Malawi and Rwanda, LULC workshop, and GHG dissemination workshop in Malawi)</li> <li>• Climate Services Partnership (CSP) Knowledge Exchange Webinar, "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions"</li> <li>• Forest Fire Case Study Inception Report</li> <li>• User Engagement Database consultant hired</li> <li>• User Engagement liaison hired at ICIMOD</li> </ul>
<b>Task 2: Evaluation</b>	<ul style="list-style-type: none"> <li>• Senior Lead for Impact Evaluation hired</li> <li>• Monitoring and Evaluation (M&amp;E) specialist at ICIMOD hired</li> <li>• Monitoring and Evaluation (M&amp;E) specialist at RCMRD hired</li> </ul>
<b>Task 3: Communications</b>	<ul style="list-style-type: none"> <li>• Global SERVIR Communications Strategy</li> <li>• Communications Manual for SERVIR staff</li> <li>• Nine SERVIR Global brochures, including What is SERVIR 4-Pager, What is SERVIR 1-pager, RCMRD, ICIMOD, Extreme Events, Water, Land Cover, Agriculture, and Ecosystems</li> <li>• Communications specialist hired at RCMRD</li> <li>• Communications specialist hired at ICIMOD</li> <li>• Communication/videography support to Governing Council meeting at RCMRD</li> </ul>
<b>Task 4: Sustainability</b>	<ul style="list-style-type: none"> <li>• Launched SERVIR Global Strategic Planning process</li> </ul>
<b>Task 5: New Hubs</b>	<ul style="list-style-type: none"> <li>• West Africa Geospatial Assessment Inception Report</li> <li>• West Africa Geospatial Assessment Final Report</li> <li>• Presentation to USAID/Washington and USAID/West Africa mission</li> </ul>
<b>Task 6: Grants Program</b>	<ul style="list-style-type: none"> <li>• Small Grants Program at SERVIR-Africa and SERVIR-Himalaya launched</li> <li>• Grants Management specialist hired at RCMRD</li> <li>• Grants Management specialist hired at ICIMOD</li> </ul>
<b>Program Management</b>	<ul style="list-style-type: none"> <li>• PY1 Annual Report</li> <li>• PY2 Workplan</li> <li>• Performance Indicators and Targets for PY2</li> <li>• SERVIR-Africa Workplan</li> <li>• SERVIR-Himalaya Workplan</li> <li>• Demand Workshop</li> </ul>

**FIGURE 2: SERVIR DEMAND IMPLEMENTATION TIMELINE**



## **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 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.

### **ACTIVITIES AND ACCOMPLISHMENTS**

Several key milestones and deliverables were completed under Task 1 for the reporting period. Most significantly, the online Global Product Catalogue was launched and is now available publically at [www.servircatalogue.net](http://www.servircatalogue.net). The Catalogue is a searchable clearinghouse of nearly 33 SERVIR projects, tools, and applications with filters for region, thematic area, status, data source, and type. The Catalogue is designed to reach users with some technical background and thematic expertise. In the coming months, the Demand team will work to promote and highlight the SERVIR tools, applications, and projects through the online Catalogue, and to support the hubs in building their own institutional product catalogues.

The Final Report of the Case Study of SERVIR-Africa's GHG Project was also completed in Q2 of PY2. In addition to the final report, Demand team conducted webinar presentations to USAID, the Department of the Interior, RCMRD, and NASA on the results of a case study. 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 LULC meeting and GHG parallel session
- Demand team support for pre-meetings prior to national-level workshops taking place
- Promoting to linkages to NGICs where appropriate.

In addition to the completion of these key deliverables, the Demand team also supported several user engagement activities at SERVIR-Africa during the reporting period. Building on the launch of the National Geospatial Information Committee effort in Malawi, the Demand Team participated in three events: the Symposium, and the Technical Workshop, and meetings with key ministries on the day leading up to the Symposium. The Demand Team had three objectives:

1. To understand the current state of affairs on data sharing in Malawi
2. To establish a “baseline” capacity of the potential NGIC stakeholders and participants
3. To determine how Demand team support could help strengthen NGIC efforts, not only in Malawi but also across East and Southern Africa.

The Demand team gathered information during the three occasions. During the ministry visits, the team took the opportunity to ask questions at the Department of Forestry and the Ministry of Water and Irrigation. For the Symposium and Technical Workshop, SERVIR Demand developed and administered

two separate questionnaires in collaboration with RCMRD in which key domains were captured. During the Symposium, the questionnaire aimed to better understand who the attendees were, the current level of information sharing, the general level of awareness and comfort with geo-spatial information, and the overall expectations for the NGIC. The questionnaire for the Technical Workshop expanded on the first by exploring enabling resources such as hardware, software, and personnel capabilities, as well as levels of confidence in being able to carry out responsibilities related to geo-spatial information.

This direct engagement provided rich information to the Demand team not only on the goals of the NGICs, key stakeholders in Malawi, and the current status of geo-information in Malawi, but also how RCMRD works directly with their stakeholders and users to assess needs. Beyond funding, SERVIR Demand identified several areas in which they could contribute. These include monitoring and evaluation to ensure effective NGIC implementation, building communities of practice on national and regional levels, developing communications and outreach to raise awareness around an NGIC and promote their successes, and supporting session design and implementation. After discussions with RCMRD, USAID, and NASA, it was determined that the Demand team would focus more on designing and building capacity to monitor and evaluate NGICs efforts, including developing questionnaires to use at all NGIC-related events, as well as provide 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 the one-day meeting and by 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 March, RCMRD co-hosted the Eastern and Southern African Global Land Cover Workshop along with the Department of the Interior. The purpose of the workshop was to bring together land cover mapping experts from the region to review the US Geological Survey (USGS) 30-meter Land Cover dataset and methodologies. The Demand team collaborated with RCMRD to take advantage of the networking opportunity to increase their engagement with a diverse set of stakeholders (outside of the Ministries of Environment and Natural Resources, for instance) and showcase the approach developed under SERVIR-Africa's GHG Project. Twenty-five participants, representing 14 countries, attended the training. The Demand team also supported a data dissemination workshop for GHG to national-level stakeholders in Malawi.

The research for the Forest Fire Detection, Alert and Monitoring science application case study was also launched in Q2 of PY2. As summarized in the Inception Report, the goal of the study is to determine how ICIMOD developed the process for the design, implementation, and outreach on the Forest Fire Detection Alert System, and what lessons could be learned for engaging new users, increasing linkages, and promoting successes and impacts.

In terms of the user engagement database, the Demand team brought on an STTA consultant to conduct the requirements gathering and research the best solution for both hubs and for USAID. The consultant began working closely with Demand staff to better understand the needs and purpose of the database, and engaged with relevant hub staff during the Demand workshop. Based on these, a plan was developed for conducting interviews with all relevant stakeholders and an initial framework was designed for the requirements gathering, which will begin in Q3 at ICIMOD and Q4 at RCMRD.

Under Task 1, the Demand team also strengthened linkages with the broader network of SERVIR partners and relevant communities of practice, including a presentation at the International Research Institute for

Climate and Society (IRI) to explore how SERVIR can better connect to IRI initiatives, such as the Climate Services Partnership (CSP). The Demand team also participated in the NASA Applied Science Team annual meeting in December 2013 as well as the Third International Conference on Climate Services (ICCS3) in Jamaica (see link [here](#)), which included a presentation by SERVIR-Africa/Eric Kabuchanga on the CREST Model. Finally, the Demand team conducted a CSP Knowledge Exchange Webinar, entitled "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions," with participation from both ICIMOD and RCMRD staff.

<b>Task 1 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)</b>	<b>Task 1 Actuals (Q1-Q2 for PY2)</b>	<b>Comments/Variance</b>
Develop initial print version (one-pagers) of product catalogue	33 one-pagers on SERVIR Global products, projects, and applications produced	Completed
Develop online initial global product catalogue for SERVIR program products and services, including existing/potential users identified in each region	Global online Product Catalogue developed and published online: <a href="http://servircatalogue.net/">http://servircatalogue.net/</a>	Completed
Conduct webinar to present online product catalogue and demonstrate capabilities to USAID, NASA, and SERVIR hub staff	Virtual demonstration of online Product Catalogue conducted for USAID, NASA, and SERVIR hub staff	Completed
Develop in-depth case study on the GHG Project for SERVIR-Africa	<ul style="list-style-type: none"> <li>• GHG Case Study Final Report completed</li> <li>• Presentations on case study results given to USAID SERVIR program management team, the NASA SERVIR Program Coordination Office, and the SERVIR program Hub staff at the regional centers.</li> </ul>	Completed
Design and develop market segmentation study for SERVIR-Africa	<ul style="list-style-type: none"> <li>• User Engagement liaison hired at ICIMOD</li> <li>• Draft approach for market segmentation and cost analysis developed</li> </ul>	This deliverable, along with the cost analysis for SERVIR-Africa, will be completed in Q4
Requirements analysis for SERVIR-Africa and SERVIR-Himalaya user engagement database	<ul style="list-style-type: none"> <li>• STTA hired to conduct user engagement database requirements gathering</li> <li>• Initial plan for requirements gathering developed</li> </ul>	Requirements analysis will be completed in Q3-Q4

Task 1 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)	Task 1 Actuals (Q1-Q2 for PY2)	Comments/Variance
Conduct in-depth case study on the Forest Fire application for SERVIR-Himalaya	Forest Fire Case Study Inception Report submitted	Field work will take place in Q3, with final report completed in Q4
Provide support to four NGIC meetings in Rwanda	<ul style="list-style-type: none"> <li>• Support Malawi NGIC policy kickoff meeting</li> <li>• User questionnaires developed and administered at Malawi policy meeting and technical workshop (total of 64 respondents)</li> <li>• Malawi NGIC Findings and Recommendations Report submitted</li> <li>• Questionnaire developed for Rwanda NGIC technical workshop.</li> <li>• Draft NGIC/NSDI Strategy Concept Paper developed for RCMRD</li> <li>• Support to other user engagement activities at RCMRD, including LULC workshop in Nairobi and GHG dissemination workshop in Malawi</li> </ul>	Geographic focus shifted beyond Rwanda to include NGIC engagement and support in Malawi, Mauritius and Rwanda. At request of USAID, will develop concept paper on a SERVIR-wide NGIC strategy.
Develop concept paper on science to policy forum	Initial discussions with USAID about potential global user engagement event	Planning for global user engagement event will begin in Q3
Explore Communities of Practice to build linkages and build awareness of SERVIR Program's tools and services	<ul style="list-style-type: none"> <li>• Climate Services Partnership (CSP) Knowledge Exchange Webinar "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions"</li> <li>• Linkage established with the CSP community</li> <li>• Collaboration with NASA on developing a GIT Community of Practice</li> </ul>	Will continue to explore other CoP linkages via hub networks in Q3-Q4

## NEXT STEPS FOR TASK 1 USER ENGAGEMENT

As mentioned, the next two quarters of PY2 will be an important period of ramp up for Task 1, with activities fully underway across many user engagement areas. With the first edition of the global product catalogue completed, the Demand team will begin working with hubs to integrate it into their current systems and/or develop their own institutional product catalogues. The global catalogue will be further

enhanced once the SERVIRglobal.net website redesign is completed to include additional features and functionality.

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 database maintenance and training for ICIMOD and RCMRD staff. Additionally, efforts on the Forest Application case study continue, with fieldwork to be conducted in Q3. The full report and related presentations will be completed in Q4.

The Demand team continues to collaborate with NASA and the hubs to develop a successful GIT community of practice, which will link together technical staff across the SERVIR network. In addition, during PY2, the Demand Team will continue to support RCMRD's NGIC efforts, particularly in Malawi, Rwanda and Mauritius, and will also develop a concept for a more global SERVIR NGIC strategy. With ICIMOD, plans are underway to support enhanced capacity building and training efforts within key stakeholders (ministries) using SERVIR data and applications. This embedded user engagement will be documented and shared with other hubs, and if successful may serve as a best practice for ensuring training success and uptake of SERVIR techniques for spatial planning and decision-making. Lastly, we intend to use the remainder of PY2 to begin brainstorming and preparations for a global user engagement event to explore information value chains for climate resilient development, for instance.

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

The main focus of Task 2 is to implement an external evaluation in each hub to assessing a specific SERVIR tool or product's impact on climate change decision-making. In addition, the evaluation studies conducted under Task 2 are also meant to explore the following domains of inquiry as relevant:

- To what extent did the product/service design process build awareness and capacity of targeted users to work with the climate change mitigation or adaptation products and tools?
- How well were SERVIR program product/service users able to interpret, adapt and communicate information appropriately to their final clients or stakeholders (e.g., to other government bodies, resource managers, local communities, or the public that they serve)? Why?
- What was the economic value of the product or service to its user(s)?
- What were the impacts of the product/service in terms of building capabilities of users to make informed decisions about climate change mitigation activities, adaptation to climate change, and/or improved natural resource management?
- How might products/services be improved or strengthened to reach more users?

In addition to exploring these key questions, an important feature of Task 2 will be capacity building efforts at each hub to strengthen M&E practices for SERVIR and each institution as a whole when appropriate. Finally, the Demand team will facilitate knowledge sharing workshops and exchanges with SERVIR partners to help inform future product and service development.

## ACTIVITIES AND ACCOMPLISHMENTS

The most significant accomplishment for Task 2 during the reporting period was 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 will officially start the beginning of Q3. Alex will lead and manage Task 2, including providing technical assistance and advisory support to the hub institutions to strengthen and incorporate evaluation approaches into SERVIR product development, manage and coordinate required STTA, and lead the design and implementation of the external evaluations of the CREST model at RCMRD and the land cover tool at ICIMOD.

Task 2 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)	Task 2 Actuals (Q1-Q2 for PY2)	Comments/Variance
Recruit and hire Senior Lead for Impact Evaluation hired	<ul style="list-style-type: none"> <li>Senior Lead for Impact Evaluation recruited and hired</li> </ul>	Actual start date April 21, 2014
Recruitment and orientation of M&E staff at ICIMOD	<ul style="list-style-type: none"> <li>Hired Monitoring and Evaluation specialist at ICIMOD</li> <li>5-day M&amp;E training and orientation of M&amp;E hub staff</li> </ul>	<ul style="list-style-type: none"> <li>M&amp;E Specialist position is half-time at ICIMOD.</li> <li>Customized M&amp;E training plan will be developed for M&amp;E specialist and ICIMOD focused on USAID M&amp;E policy and approach.</li> </ul>
Recruitment and orientation of M&E staff at RCMRD	<ul style="list-style-type: none"> <li>Hired Monitoring and Evaluation specialist at RCMRD</li> <li>5-day M&amp;E training and orientation of M&amp;E hub staff</li> </ul>	<ul style="list-style-type: none"> <li>M&amp;E Specialist position is full-time at RCMRD</li> <li>Customized M&amp;E training plan will be developed for M&amp;E specialist and RCMRD focused on USAID M&amp;E policy and approach.</li> </ul>
Conduct rapid evaluation capacity assessment of ICIMOD	ICIMOD M&E Specialist conducted own SERVIR-Himalaya M&E capacity assessment	Because of ICIMOD's existing M&E capacity, the assessment will focus on assessing their familiarity with USAID evaluation approach and capacity to implement it (vs. institutional M&E capacity).

## NEXT STEPS FOR TASK 2 EVALUATION

With a full-time Evaluation Task lead in place, and both ICIMOD and RCMRD staffed with M&E specialists to assist in both performance M&E and impact assessment, we expect to make great strides in some key deliverables programmed for the second half of PY2. These include kicking off implementation of the external evaluations; developing a “toolbox” of evaluation methodologies and approaches, including survey templates and protocols that can be applied to different products and services, such as workshops, SERVIR tools, NGICs, and potentially AST project, among others; a customized M&E capacity development plan for each hub and training schedule; and support to the Small Grants Program

and Communications to develop and strengthen their M&E efforts, particularly with grantees. 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 better 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.

### **ACTIVITIES AND ACCOMPLISHMENTS**

Several Task 3 deliverables were submitted during the reporting period, including the Global Communications Strategy and nine SERVIR Global brochures. The goals of the SERVIR Global Communications Strategy include the following:

- Provide a methodology for building awareness of the SERVIR brand that increases demand internally at the institutional level and externally across the range of stakeholders
- Ensure SERVIR communications are consistent and integrated across USAID, NASA and the hubs.

The SERVIR Global Communications Strategy is a key tool in ensuring that all communications and outreach support SERVIR's overall goals and objectives and are organizationally driven. The Global Communications Strategy 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.

In addition to submission of these deliverables, 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, but will also be available for new hub staff as requested by USAID. Finally, the Demand team participated in the RCMRD Governing Council meeting in Q1 to gather footage and interview key SERVIR stakeholders and users.

Task 3 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)	Task 3 Actuals (Q1-Q2 for PY2)	Comments/Variance
Develop a global SERVIR program outreach and communication strategy	Global SERVIR Communications Strategy completed	Submitted and approved
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	Nine SERVIR Global brochures, including What is SERVIR 4-pager, What is SERVIR 1-pager, RCMRD, ICIMOD, Extreme Events, Water, Land Cover, Agriculture, and Ecosystems	<ul style="list-style-type: none"> <li>• Brochures submitted and printed; undergoing additional revisions in Q3 for next round of printing.</li> <li>• A SERVIR PPT and newsletter will be completed Q3-Q4</li> </ul>
Develop up to three videos to convey key messages of SERVIR Global program	Video services procurement undertaken, including reception and evaluation of bids; video services then refocused to infographics and motiongraphic and RFP reissued.	<ul style="list-style-type: none"> <li>• For PY2, deliverables will be three infographics and one motion graphic.</li> <li>• “What is SERVIR” video slated for PY3</li> </ul>
SERVIR Global outreach events	<ul style="list-style-type: none"> <li>• CSP Knowledge Exchange Webinar "SERVIR: Connecting Space to Village in the East/Southern Africa and Himalaya Regions" (also under Task 1)</li> <li>• Presentation at Third International Conference on Climate Services (ICCS3) in Jamaica (given by RCRMD staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Global SERVIR events calendars to be completed in Q3</li> <li>• Planning for global user engagement event will begin in Q3 (also under Task 1)</li> </ul>
Recruitment, onboarding, and work planning for Communication Specialists in each hub	<ul style="list-style-type: none"> <li>• Communications staff hired at RCMRD and ICIMOD</li> <li>• Work planning for communications completed during Demand Workshop</li> </ul>	Work planning refinement and implementation will continue into Q3 and onward
Hub-level outreach events	<ul style="list-style-type: none"> <li>• Videography support to Governing Council meeting at RCMRD (SOW development, scripting, interviewing, rough cut of video)</li> <li>• Criteria developed for Demand-funded outreach support (Event support form)</li> </ul>	<ul style="list-style-type: none"> <li>• Additional hub-level outreach events to be supported via Demand Activity in Q3 and Q4</li> <li>• Event support form to be refined in Q3 to include M&amp;E components</li> </ul>
Compile quantitative information and gather lessons learned from communications efforts at SERVIR-Himalaya and SERVIR-Africa	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.	Efforts will begin in Q3-Q4.

## NEXT STEPS FOR TASK 3 COMMUNICATIONS

With the hub Communication staff in place, the hub-level Communications Plans for SERVIR-Africa and SERVIR-Himalaya will be developed in Q3. Communications Plans will include capacity building and advisory support on specific hub-level communications activities, including social media, event design, and video concept creation. In addition, the Demand team will support several outreach and communications events at both the regional level as well as global level. Specific Q3-Q4 activities and related deliverables include the following:

- Continue development of additional SERVIR Global marketing collateral, including PowerPoint presentation, newsletter, infographics, motion graphics, pull up banners
- Provide technical assistance to RCMRD and ICIMOD to develop SERVIR hub marketing materials
- Work with the hubs and SERVIR Global to coordinate and plan events that have Demand support
- Support communication professional development workshops at RCMRD in Q3-Q4
- Provide technical input in developing and producing marketing videos, website, and branding at RCMRD and ICIMOD
- Develop MyCOE video testimonial vignettes.

## 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, scale up, and/or replicate, and how the global network will continue to evolve and remain relevant once the current funding 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.

### ACTIVITIES AND ACCOMPLISHMENTS

During the reporting period, Task 4 activities included data gathering for the hub organizational case studies of 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. In addition, USAID requested Demand team assistance to develop a SERVIR Strategy Plan for 2020. As a result, one of the key accomplishments of Q2 was defining the approach and key content areas for the Strategic Plan and facilitating a half-day SERVIR strategic planning meeting in February.

Task 4 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)	Task 4 Actuals (Q1-Q2 for PY2)	Comments/Variance
Conduct organizational case study of SERVIR-Africa within RCMRD	Desk research and interviews conducted	RCRMD case study to be completed Q3-Q4

<b>Task 4 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)</b>	<b>Task 4 Actuals (Q1-Q2 for PY2)</b>	<b>Comments/Variance</b>
Conduct organizational case study of SERVIR-Himalaya within ICIMOD	Desk research conducted	ICIMOD case study to be completed Q3-Q4
Conduct organizational case study of SERVIR-Mesoamerica within CATHALAC	All research and interviews completed and draft case study developed	CATHALAC case study draft under COP review; will be submitted in Q3.
Develop SERVIR Roadmap document, including five dimension of sustainability	Draft of SERVIR Capacity Dimensions completed	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"> <li>• Discussions held with USAID, NASA and RCMRD regarding sustainability strategy</li> <li>• Launched SERVIR Global Strategic Planning process</li> </ul>	SERVIR 2020 Strategic Plan to be submitted in Q3
Determine the marketplace for SERVIR program and services, including cost analysis and market segmentation	<ul style="list-style-type: none"> <li>• Draft SOW developed for cost analysis STTA</li> <li>• RCMRD financial sustainability plan outline, including market segmentation approach, drafted and under Demand team review</li> </ul>	<ul style="list-style-type: none"> <li>• Cost analysis will be completed in Q4</li> <li>• RCMRD financial sustainability plan approach will be reviewed by USAID in Q3</li> <li>• Discussions with ICIMOD on cost analysis and market segmentation focus to be conducted in Q3</li> </ul>

## **NEXT STEPS FOR TASK 4 SUSTAINABILITY**

Over the next two quarters, the Demand team will design and implement an approach for conducting SERVIR market assessments and cost analyses for SERVIR-Himalaya and SERVIR-Africa. In addition, the upcoming activities to support Task 4 in PY2 include completing the organizational case studies for the hubs and finalizing the Strategic Plan for 2020.

## **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 HQ and 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 users needs assessments in new hub regions, as well as advise on possible hub partnership models. Additionally, the Demand Team may engage in establishing an M&E framework for future hub activities as requested by USAID.

## **ACTIVITIES AND ACCOMPLISHMENTS**

The key activity completed during the reporting period under Task 5 was the West Africa Geospatial Assessment, submitted to USAID/Washington and reviewed by the West Africa Regional Mission in Ghana. Beginning in late Fall of 2013, USAID initiated an assessment of West Africa governments and other stakeholders engaged in the use of geospatial information and data, tools and analyses for environmental planning and management and climate change adaptation activities. Led by the SERVIR Program Demand Team, the work 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.

During a two-week period in November 2013, three two-person teams conducted in-country interviews and



consultations using a semi-structured interview methodology. A total of sixty-seven entities were consulted in five countries in the West Africa region. Covering Senegal, Burkina Faso, Ghana, Niger and Nigeria, the visits engaged technical and administrative specialists from government ministries and departments, NGO's, regional organizations, multi- and bi-lateral donors (and projects), research institutes, academic/training entities and the private sector. USAID's West Africa Regional Mission in Ghana collaborated with all aspects of the fieldwork along with the cooperation provided by USAID bilateral and representative staff in the countries visited. Desk research on several other countries in the region complemented the information gained from the in-country visits.

The themes examined in the assessment report include the value of geospatial data and information to national level decision-makers, the accessibility to data and information products, the overall capacity to use and manipulate data, how data is shared and disseminated nationally and across the region, and what priorities, issues and challenges are perceived by geospatial technicians and users of geospatial data.

Some of the pertinent findings from the assessment are cited below.

- The main shortcomings expressed throughout the interviews were the lack of capacity to fully understand and use maps, to interpret and use satellite data and other metadata, and to provide analyses, products and practical tools for decision-makers to use in establishing land use priorities, planning, budgeting, and evaluating climate change adaptation scenarios.

- Closely linked to this is the lack of communication between technicians and decision-makers regarding what information already exists, where it is being used in the country and how, and even where it is stored. A significant quantity of the data across the region is also not digitized making access and sharing difficult.
- Another point heard multiple times from informants throughout all five countries visited was that training linked to remote sensing and GIS use is usually too theoretical and not end-user oriented for the everyday issues and problems encountered outside the classroom. This may be a reflection of both a lack of equipment at many of the use sites and insufficient time to practice with “real life” data sets.
- By far the biggest obstacle to accessing geospatial data in West Africa is the insufficient bandwidth. In every country visited for this assessment, bandwidth was cited as the main limitation to downloading geospatial data that is normally available to those working in the sector (in Europe and the U.S.). Until this gets resolved there will likely be little concrete, sustainable progress to resolving other issues.
- Across the region, and especially in the Sahelian countries, the density of on-the-ground climate monitoring stations is particularly weak (e.g., Niger, a country the size of two Texas’, has only 15 principal stations providing hourly data). The density factor needs to be improved enormously if proper consideration is to be given for adaptation planning, modeling, responses, and interventions.
- The region as a whole, and countries within the region, would benefit from stronger, more active networks of geomatics professionals. A confederation of technical and administrative specialists, planners, decision-makers and others who work with geospatial and climate data, tools and equipment could be an important node, or community of practice, for raising awareness across West Africa.
- Nigeria perhaps stands out as the most advanced in the “geospatial data spectrum” for West Africa and among the Anglophone countries visited by the team. It is moving to develop a spatial data infrastructure, awareness and data sharing are relatively high, it has its own satellite, and it has an institution that is recognized across Africa for its RS and GIS capabilities, including training. Ghana also has significant capacity, especially in providing a trained cadre and in being able to provide geospatial products for a variety of clients both inside the country and across the region.
- There were some differences of fact noted between Francophone and Anglophone countries visited. In Nigeria and Ghana interviewees reported that there is generally a sufficient cadre of trained personnel, but a lack of up-to-date equipment (and data) to allow analyses and targeted outputs needed for specific purposes and audiences. In Senegal and Burkina Faso the converse seemed to be the case. The equipment and data are present, but there is a paucity of trained personnel to do the analyses and this is frequently outsourced to private consulting firms. Similarly there is a lack of capacity to undertake modeling for developing climate change adaptation alternatives. Niger and Burkina Faso entities also noted a lack of experienced and respected geospatial technical capacity at higher levels of even their most respected geospatial institutions.
- In another case, among the five countries visited data sharing and collaboration seemed to be working best in Ghana and Nigeria; in the Francophone countries there was a conspicuous hesitancy to share data between ministries, across national boundaries and between private sector users and donors.

## **Outcomes from the West Africa Assessment**

The assessment revealed that there is significant work that can be undertaken to promote and enhance the use of geospatial information and data across the West Africa region. Any investments that USAID

undertakes in this regard should look first at where value can be added with the least difficulty. These should also leverage other efforts underway that are seeking to enhance resilience to climate change, diminish the risks to human populations and natural resources and improve environmental planning and management.

Overall, the assessment team found significant interest in products and tools that could address climate change issues and build resilience to it. There is capacity in the region to help identify and map vulnerable areas but more is needed. More training and geospatial tools that can model how climate change will affect key livelihood activities in the region such as agriculture and animal husbandry, and how crop suitability ranges are apt to change as climatic patterns shift are examples of the concerns expressed.

### **NEXT STEPS FOR TASK 5 NEW HUBS**

While the next steps related to any future hubs are unknown at this time, the Demand team stands ready to support SERVIR efforts with RDMA, the West Africa regional Mission, and USAID/Washington at USAID request. Similarly, 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.

## **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. Task 6 is being implemented and technically driven by the SERVIR leadership at each hub (via third tier grants awarded by ICIMOD and RCMRD). However, the overall objectives of the grants under contract program for the Demand Activity are consistent in each region: 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).

### **ACTIVITIES AND ACCOMPLISHMENTS**

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 and received 191 applications. RCMRD finalized and announced their Call for Concept Papers in Q2 and received over 58 applications. By the end of Q2, ICIMOD had completed their short-listed and released their Request for Full Proposals to the 28 short-listed applicants.

In addition, the Demand team has 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, 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.

<b>Task 6 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)</b>	<b>Task 6 Actuals (Q1-Q2 for PY2)</b>	<b>Comments/Variance</b>
Develop solicitations and	Developed in Q1 and Q2	Completed

<b>Task 6 Scheduled Tasks and Deliverables (Q1-Q2 for PY2)</b>	<b>Task 6 Actuals (Q1-Q2 for PY2)</b>	<b>Comments/Variance</b>
promotions strategies		
Hire key staff to support grants program at SERVIR-Africa	Grants Management staff hired at RCMRD in Q2	Full-time position filled; RCMRD finance officer providing additional support
Hire key staff to support grants program at SERVIR-Himalaya	Grants Management staff hired at ICIMOD in Q2	Full-time position filled; ICIMOD/MENRIS GIS specialist providing additional technical support
Provide support to train/guide grants staff at SERVIR-Africa	Demand Workshop in Q2 and continued TA provided by Demand team	Demand Operations & Grants manager on-site at RCMRD in Q4
Provide support to train/guide grants staff at SERVIR-Himalaya	Demand Workshop in Q2 and continued TA provided by Demand team	Demand Operations & Grants manager on-site at ICIMOD in Q3
Develop hub-level grants manuals	ICIMOD and RCMRD grant manuals developed	Completed
Support and participate in technical evaluation committees	Completed for SERVIR-Himalaya in Q2	Demand team will continue to support this process for SERVIR-Africa in Q3
Award and finalization of grant agreements	Pending	This will be completed in Q4
Build capacity in the hubs to manage and monitor grants	Demand Workshop in Q2 and continued TA provided by Demand team	Capacity building in grants management will be ongoing via continued Demand team TA
Incorporate evaluation and learning into the grant process	Initial discussions on incorporating evaluation into grants process held during Demand Workshop	With the addition of Senior Lead for Impact Evaluation, this TA will continue over Q3 and Q4
Conduct small grant kick-off workshop with all grantees for SERVIR-Africa and SERVIR-Himalaya	Pending	These will take place in Q4

## **NEXT STEPS FOR TASK 6 SMALL GRANTS PROGRAM**

In Q3 and Q4, both hubs will focus on the preparation of grant agreements and announcements of awards. This will include finalization of the M&E strategies for the individual grantees and for the SGP as a whole in each region. Hub staff will collaborate with the Demand team as well as the hub-based M&E specialists on these activities. Similarly, the grants staff at the hubs will collaborate with the Demand

team as well as the Communication Specialists at the hubs to ensure a communication and promotion strategy is in place for each region's SGP. Finally, in the next quarters the Demand team will work closely with the hubs to implement the kick-off event in each region, including signing of the grant agreements and networking opportunity for the grantees.

**FIGURE 3: SERVIR DEMAND PY2 FINANCIAL REPORT**

# 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 new M&E staff hired at RCMRD and ICIMOD 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 report these activities to USAID. 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 as of 4.1.2014
<b>OUTCOME INDICATORS</b>					
<i><b>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</b></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	220	<b>381 TOTAL</b> (as reported by NASA CO IMS)  SERVIR-Africa: 160 SERVIR-Himalaya: 221

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 2	Actual—Cumulative for PY2 as of 4.1.2014
<b>IR 1: Demand for SERVIR program products and services cultivated</b>					
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	<b>171 TOTAL</b> (as reported by NASA CO IMS)  SERVIR-Africa: 35 SERVIR-Himalaya: 136
<b>IR 3: SERVIR program hubs (existing and new) in each region are functioning successfully</b>					
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	<b>31 TOTAL</b> (as reported by NASA CO IMS)  SERVIR-Africa: 31 SERVIR-Himalaya: 0
<b>OUTPUT/MILESTONE INDICATORS</b>					
<b>Task 1: Demand increased for SERVIR program tools and services</b>					
No. of new/potential SERVIR users consulted or engaged	By country	TAMIS	Semiannual	45	<b>106 TOTAL</b>  <ul style="list-style-type: none"> <li>▪ 25 users from Nairobi LULC Workshop</li> <li>▪ 20 users Rwanda NGIC</li> <li>▪ 61 users Malawi NGIC</li> </ul>
No. of linkages facilitated with relevant USAID missions in the field <sup>2</sup>	By country/mission	TAMIS	Semiannual	10	<b>3 TOTAL</b>  USAID missions in Nepal, Malawi, Ghana, Kenya

<sup>2</sup> 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 as of 4.1.2014
No. of institutions engaged in regional or global knowledge exchange through SERVIR	By event, organizational affiliation, country	TAMIS	Semiannual	110	<b>89 TOTAL</b>  As reported by hubs in IMS: SERVIR-Africa: 9 SERVIR-Himalaya: 39  41 from Demand activities: <ul style="list-style-type: none"> <li>▪ 13 institutions from Malawi NGIC policymaker symposium</li> <li>▪ 18 from the LULC workshop in Kenya</li> <li>▪ 10 institutions from Rwanda NGIC policymaker symposium</li> </ul>
<b>Task 2: Evaluate impact of SERVIR program hub activities to address climate change</b>					
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	Not achieved
<b>Task 3: Implement SERVIR outreach and communication activities</b>					
No. of public awareness/outreach events conducted	By country	TAMIS	Semiannual	15	<b>4 TOTAL</b>  SERVIR-Himalaya: 1 SERVIR-Africa: 3 <ul style="list-style-type: none"> <li>▪ Bhutan Youth event</li> <li>▪ Malawi NGIC Policy Symposium</li> <li>▪ Rwanda NGIC Policy Symposium</li> <li>▪ Nairobi LULC Workshop</li> </ul>

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 2	Actual—Cumulative for PY2 as of 4.1.2014
No. of marketing pieces co-developed with hubs	By hub	TAMIS	Semiannual	10	<b>44 TOTAL</b> 9 brochures, 33 products featured in Online Product Catalogue, 1 article on Jamaica conference
Communication plan/strategies developed	By hub	TAMIS	Semiannual	Achieved	Achieved – Global SERVIR strategy developed
<b>Task 4: Develop SERVIR hub sustainability plans</b>					
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
<b>Task 5: Assist USAID field missions with new SERVIR program hubs</b>					
No. of engagements and/or consultations conducted to assist USAID field missions with new SERVIR program hubs	By country	TAMIS	Semiannual	3	1 engagement completed for West Africa region (including 67 entities in Senegal, Burkina Faso, Ghana, Nigeria, and Niger)
<b>Task 6: Administer a Grants Under Contract program</b>					
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	Not achieved
No. of events/workshops or meetings held to facilitate knowledge transfer of grant activities	By country, GEO societal benefit area	TAMIS	Semiannual	5	0