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SERVIR PROGRAM DEMAND ACTIVITY

**SERVIR-HIMALAYA OUTREACH AND
COMMUNICATIONS PLAN:
2014-2015**



SEPTEMBER 30, 2014

SERVIR PROGRAM DEMAND ACTIVITY

SERVIR –HIMALAYA OUTREACH AND COMMUNICATIONS PLAN: 2014-2015

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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 and Space Administration (NASA), the goal of the SERVIR Program is to improve environmental management and resilience to climate change by building the capacity of developing countries to integrate Earth observation information and geospatial technologies into decision-making and practice. SERVIR works in partnership with regional hub institutions to develop and deliver geospatial decision-support tools, products, and training to government ministries and other stakeholders. The current SERVIR hubs include the following institutions:

- SERVIR-Eastern and Southern Africa, hosted by the Regional Centre for Mapping of Resources for Development (RCMRD)
- SERVIR-Himalaya, hosted by the International Centre for Integrated Mountain Development (ICIMOD)
- SERVIR-Mesoamerica, hosted by the Water Center for the Humid Tropics of Latin America and the Caribbean (CATHALAC)

THE SERVIR PROGRAM DEMAND ACTIVITY

The SERVIR Program Demand Activity was launched in July 2012. The key objective of the Activity is to help USAID cultivate the demand for, and increase the uptake of, user-friendly SERVIR climate change decision-support tools and applications, while building the capacity of stakeholders to incorporate such data into development decision-making.

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 Grants under Contract program.

SERVIR HUB OUTREACH AND COMMUNICATIONS PLANS

The hub outreach and communications plans were first developed with hub communications staff at the SERVIR Demand Workshop in March 2014 and were later amended in August 2014 to better reflect the priorities of RCMRD and ICIMOD.

OBJECTIVES OF THE HUB OUTREACH AND COMMUNICATIONS PLANS

The SERVIR Program works with international partner institutions, or hubs, that represent SERVIR to their constituencies. These hubs, currently located in Kenya and Nepal, have many member countries throughout their regions that have access to SERVIR tools and applications, but do not always have knowledge about those capabilities. In addition to their members, the hubs also have extensive communications with other key stakeholders including academia, NGOs, and international organizations.

One of the initial tasks of the Demand team was to create the Global Communications Strategy for the SERVIR program which would identify the key audiences each hub needed to address

and the appropriate messaging and tactics that should be used to ensure consistent communications across the SERVIR network.

PROCESS FOR DEVELOPING THE HUB OUTREACH AND COMMUNICATIONS PLANS

In order to unify the messaging of what SERVIR is and what it can do, the Communications Team—in collaboration with USAID, NASA, and the hubs—formulated the SERVIR Global Communications Strategy. In creating the framework for this Strategy, the hubs identified their stakeholders, which formed the basis for their target audience lists. For both hubs, stakeholder audiences were identified as: USAID headquarters, NASA, Earth Observation data providers, USAID regional and local missions, research institutions, NGOs, governments including ministries in member states, international organizations specializing in disaster/humanitarian issues, and the hubs' own non-SERVIR staff. Once identified, appropriate messaging and tactics were mapped onto each audience, and resources were determined by communications staff in conjunction with senior management at the hubs. Although only a part of the bigger picture of SERVIR communications, this was the first step in formulating hub communications workplans.

In the next step, the Strategy was applied to the real world by addressing these questions: What materials need to be created? Which events should be targeted for participation and by whom? What outside expertise may be needed? Does each hub have enough communications staff to carry out these tasks? How much money will this cost? To provide answers, the communications teams of NASA and the hubs met in Bethesda, MD for the 2014 SERVIR Demand Workshop held the week of March 24-28, 2014. The end goal of the communications portion of this workshop was to develop a draft outreach and communications plan to encompass the period between the workshops through the end of Demand Activity funding in July 2015.

After the initial hub outreach and communications plans were generated during the March workshop (see Appendices A and B for SERVIR-Himalaya's initial results), they were evaluated and modified during follow-up meetings at RCMRD and ICIMOD, respectively. The revised outreach and communications plans meet SERVIR goals, but also accord themselves more closely with the priorities of the SERVIR hub host institutions. Additionally, the revisions break down the tasks on a monthly basis and are more detailed, robust, and realistic. Table 1, below, is a graphical representation of the SERVIR-Himalaya communications workplan, in which the green boxes represent periods of planning and preparation and the blue boxes indicate when deliverables are due.

Table 1 SERVIR-Himalaya Outreach and Communications Plan

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
Task 1: Develop and Implement a SERVIR Program Communications Strategy																	
Subtask 1.1: Develop a SERVIR-Himalaya Program Outreach, Communications Strategy, and Workplan																	
Planning workshop on SERVIR for Communication Partners (KMC)						June 27									Chimi Seldon (CS)	Mir Matin (MM) Lalu Kadel (LK) Gopilal A (GA) AS: Angeli Shrestha	Communication partners within the organization
Elevator Speech Training for science team								August 13							CS, Stacy Whittle (SW), AS	SERVIR-Himalaya Science and demand team	SERVIR science team and Demand Team
Professional Communications Development (outsource)										X	X	X	X	X	CS, AS: Amy Sellmyer	Knowledge Management & Communication, AS, SW	ICIMOD science team

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
Co-develop outreach and communication plan for SERVIR-Himalaya									X						CS	SW, MM, Birendra Bajracharya (BB)	SERVIR CO, hub team, USAID, NASA
Monthly review of target goals and objectives															Communication Brain trust	SW, Wahu, Dauna, CHIMI	SERVIR CO, Hub Team, USAID, NASA

Subtask 1.2: Prepare SERVIR-Himalaya Communications Materials

1-2 roll up banners on SERVIR that can re-used										X					CS	SERVIR Science team, SW, Dauna, KMC	Decision-makers in Regional Member Countries (RMCs), ICIMOD, other hubs, SERVIR CO Demand Office
8-9 brochures on SERVIR and tools Done: Forest fire, Agriculture Monitoring, Biomass, Disaster, Land Cover Changes, Pending: Rangeland, Vulnerability, SERVIR-Himalaya							X				X				CS, MM, BB, science focal person	Stacy, Dauna, Science team SP, GD, MM, BB, AS,	Decision-makers in RMCs, Science Community, ICIMOD, other hubs, SERVIR CO Demand Office
1-3 infographics, Motion-graphic 1 detailed documentary or a motion-graphic										X				X	Hire and Outsource, BB, MM, CS	Stacy, Dauna, Science team SP, GD, MM, BB,	Decision-makers in RMCs, Science Community, ICIMOD, other hubs, SERVIR CO Demand Office

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
1 Short video								X							CS, MM, BB, science focal person	Videographer, Graphic Designer, DT(Deependra Tandukar)	Decision-makers in RMCs. Researchers, other scientists, Youths, General public.
Revamp SERVIR-Himalaya webpage, redesign											X				CS	BB, MM, DT, KMC	Decision-makers, policy-makers, scholars

Subtask 1.3: Support and Participate in SERVIR Global Event 2015 (TBD)

Work with Demand team to ensure participation in SERVIR Global event on user engagement in Spring 2015															TBD, SW, CS, AS, SP	SP, GD, MM, BB, AS	Hubs, DAI, ICIMOD
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Subtask 1.4: Implement Outreach Events in SERVIR-Himalaya

SERVIR- Himalaya (SH) Comm. Outreach Activity in Bhutan (tool to be highlighted: Forest Fire Detection and Monitoring)										X					CS, BB, MM, AS	Science and demand team	Department/Govt. Agencies in Bhutan
SH Comm. Outreach Activity in Nepal (tool to be highlighted: Forest Fire Detection and Monitoring)											X				CS, BB, MM, AS	Science and demand team	Department/Govt. Agencies in Nepal
SH user engagement and outreach event in Pakistan Tools: Rangeland decision support tools											X				CS, BB, MM, AS	Science and demand team	Officials in Ministry Agriculture & Food Security, Pakistan
SH Comm. Outreach Activity													X		CS, BB,	MM, AS,	Community/field in

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
for Community level in Nepal (Forest Fire Detection and Monitoring)															MM, AS	SP, BB	Nepal
User engagement awareness workshop on agriculture monitoring tools															CS, MM, AS, FMQ, BB	KMC, SW, LK, Target Ministries/ Dept.	Professionals (MoAD) District Agri. Officers
Conduct outreach event to sensitize district level officers on disaster risk reduction tools and applications. Community level user engagement training & capacity-building for biomass														X	CS, MM, AS, DRG, BB CS, MM, AS, HG, HS, BB	KMC, SW, LK, Target departments KMC, SW, LK Target Community	District-level Government Agencies Community/field level in Nepal
2-3 brownbag (to be confirmed)															CS, US (Ujol Sherchan)	Science and demand team, KMC	ICIMOD
Ongoing media engagement on SERVIR-Himalaya: prepare press release, web stories, success stories, social media updates															CS	Nira Gurung (NG), Subasana Shrestha (SS) science team, Demand Team, Dauna	Decision-makers in Regional Member Countries, Researchers, other scientists, youth, media, general publi

Subtask 1.5: Provide Communications Support for Small Grants Program

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
Preparation of Communication Toolkit for Small Grants Program							X								CS	Demand team and Amy/Shradha, editor (KMC)	Grantees
Coordination and grant promotion on web and social media, print. Create webpage for Small Grant communications															CS, MA, SP, MM	SGP, NG, SS,	Grantees, donors, SERVIR key stakeholders
Field Visit: Bangladesh (BUET, CEGIS, IWM)									X						CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key stakeholders
Field Visit: India (SAFE, TERI)										X					CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key stakeholders
Field Visit: Bhutan and Nepal (SAFE)											X				CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key stakeholders
Mid-Term Knowledge Sharing Workshop for small grants (Bangladesh)												X			CS, MA, SP, AS, MM, LK	Success stories, documentation of the event: video, photography	Grantees, Regional Member Countries, Current/Potential donors
Field Visit: Pakistan (IST)													X		CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
																	stakeholders
Field Visit: Nepal (IOF)														X	CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key stakeholders
Field Visit: Bangladesh (BUET, CEGIS, IWM)														X	CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key stakeholders
Field Visit: India (SAFE, TERI)														X	CS, MA, SP, AS, MM, LK	SGP, Nira, Subasana	Grantees, donors, SERVIR key stakeholders
Small Grant Final Workshop														X	CS, MA, SP, AS, MM, LK	MA, SP, CS, AS, KMC	Decision-makers in Regional Member Countries, Researchers, other scientists, youth, media, general public

Subtask 1.6: Participate in and Support SERVIR Summit (TBD)

Preparing media materials															CS	Science team, Amy, Shradha (KMC)	
Implementation of outreach and communications activities during the event													X	X	CS, Angeli, Shrestha, Suyesh		

Subtask 1.7: Work with Monitoring and Evaluation

Tasks/ Subtasks	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Q1 2015	Q2 2015	Responsible	Support	Audience
Support M&E in compiling relevant participant registration information for each event (gender, name, etc., including communications survey questions)								X	X	X	X	X	X		CS	LK, MM, BB, SW, AS, SP	USAID, NASA, ICIMOD
Collect information on website visits/social media/mentions in media											X				CS	SP, SS, NG	USAID, NASA, ICIMOD

KEY ELEMENTS OF THE SERVIR-HIMALAYA OUTREACH AND COMMUNICATIONS PLAN

SYNOPSIS OF THE MARCH 2014 PLAN

Initially, in creating an integrated outreach and communications plan for SERVIR writ large, the SERVIR-Himalaya communications team identified and prioritized their communications needs over the period in question, then estimated what resources would be required to fulfill those needs. The team estimated resources by answering the following questions: Who is your target audience? What are you planning to do? Who is planning this within the organization? Who is implementing/traveling/involved? How much do you estimate it will cost? By when does this task need to be completed? What additional resources may be needed? The SERVIR-Himalaya communications team identified professional communications development, advocacy and events, marketing collateral, website, social media, and academic publications as areas requiring support. These activities included travel and payment for outside resources and specialized services.

The hubs each listed communications professional development as their highest priority. They stated that both their communications and technical staff would find training in professional communications—such as technical communication training, PR training, media training, and marketing material development—to be invaluable. SERVIR-Himalaya predicted that they would participate in approximately 15 events during the workplan application period, which would include visits to constituents (including SERVIR-Eastern and Southern Africa), workshops, exhibitions, training sessions, media briefs/interviews, and conferences. Marketing materials needed for these events include banners, updated brochures, posters, infographics, videos, and media kits. The hubs emphasized their desire to coordinate the updating of their websites and creation of social media presences by benchmarking off each other to provide similar information and formats to ensure SERVIR is presented as uniformly as possible, while maintaining a hub-specific finish. Consultants specializing in website and social media will be necessary to meet these needs. Finally, SERVIR-Himalaya identified a need specific to its mission: publication of academic papers and presentation of such at academic conferences. It is a priority for SERVIR-Himalaya staff to publish papers in peer-reviewed journals and present their results at scientific conferences to demonstrate and maintain their academic credibility to their stakeholders. As such, they set the goal of publishing 5-10 papers and presenting at a similar number of conferences as a key component of their communications workplan. See Annex for summary table (Table 2) of SERVIR-Himalaya's March workplan.

SYNOPSIS OF THE AUGUST 2014 PLAN

Compared to the March effort, the August update is much more specific in its goals and realistic in its planning in terms of both cost and schedule. Both hubs have committed to one primary task and the same seven subtasks, with the subtask implementation varying depending on how hub-specific they are. The overriding task of the Hub Communications Teams is the development and implementation of the SERVIR Global Communications Strategy. Within that primary mission, the seven subtasks are: 1) develop an outreach and communications strategy

and workplan for the hub; 2) prepare communications materials for the hub that include SERVIR-, hub-, and tool-specific collateral; 3) support and participate in a SERVIR Global event in 2015; 4) plan outreach events in the region (the list from March has been expanded to include brown bags, user engagement activities, and community outreach); 5) provide communications support for the Small Grants Program, to include website/social media, field visits to grantees, workshops, and development of a communications toolkit; 6) support and participate in the next SERVIR Summit; and, 7) develop communications-specific monitoring and evaluation guidance to properly evaluate the success of subtasks 1-6 and make informed corrections as necessary. In addition to the expanded scope of the August update, a calendar has been integrated into the table of tasks to better plan preparation, implementation, and evaluation time.

Within each subtask, SERVIR-Himalaya has broken down activities and assigned them to specific months within the remaining timeframe. For example, development of marketing materials now includes the addition of a short video and 1-3 infographics/motiongraphics, details 8-9 brochures on SERVIR and specific tools that are used in the region, and implementation of outreach events now lists 18 specific events in which SERVIR-Himalaya will participate.

IMPLEMENTATION AND NEXT STEPS

Since the end of the 2014 SERVIR Demand Workshop, both RCMRD and ICIMOD have approved their outreach and communications plans and implementation has begun. As a result of shifting priorities at the hubs and a better understanding of the funds available to them, some of these activities have been changed and /or deleted, most notably the number of outreach events. Additionally the Demand team worked with communications staff at the hubs to identify those activities that will be monitored, to gauge how well they are achieving the overall goals of SERVIR. An additional activity that was added in July and August was the development of an M&E plan for communications. The hub communications staff will be working with the M&E specialist at each hub to ensure that correct methods are being utilized. Those results will be submitted to the Demand team to be integrated into overall M&E reporting.

The hub work plans serve as the keystone for all communication and outreach activities being conducted in the hub regions. It is worth noting however, that the Demand team will provide technical oversight on implementation of communications and outreach at the hubs to ensure that said plans are on track and that they are reaching the hub's target audiences.

APPENDIX A: MARCH 2014 VERSION

Table 2 March Version of SERVIR-Himalaya Outreach and Communications Plan

Activity	Target Audience	What are you going to do?	Who is planning this within the organization?	Who is implementing/travelling/involved?		By when?	What additional resources may be needed?
Professional Communication Development <i>Priority</i>	<ul style="list-style-type: none"> SERVIR technical staff SERVIR communications staff 	<ul style="list-style-type: none"> Technical Communication Training Media Training PR Training Coaching Material Development 	<ul style="list-style-type: none"> SERVIR Communications Team 	<ul style="list-style-type: none"> SERVIR Communications Team 		Ongoing until July 2015	<ul style="list-style-type: none"> Training manuals and materials External facilitators/coaches Demand Team
Advocacy & Events 15 Events	<ul style="list-style-type: none"> Policy Makers Decision Makers ICIMOD NASA CO Demand Office RCMRD CO 	<ul style="list-style-type: none"> Visits Exhibitions Workshops Training Sessions with Demand/RCMRD Media <ul style="list-style-type: none"> Interviews Press Briefings Reports Press Releases Conferences 	<ul style="list-style-type: none"> Birendra Deependra Mir Anja Sebastian Angeli Chimi 	<ul style="list-style-type: none"> Birendra Deependra Mir Anja Sebastian Angeli Chimi 		Ongoing until July 2015	<ul style="list-style-type: none"> Participation of Demand Team Technical Photographer/Videographer Local Partner/Government Engagement Participation of NASA/SERVIR CO Participation of USAID HQ and Missions Participation of Communications "Brain Trust"

<p>Marketing Collateral</p> <p>80 pieces</p>	<ul style="list-style-type: none"> • USAID • NASA • Hub Leadership & Programs • Development Partners and Agencies • Host Country Governments / Member States • Universities and Academia 	<ul style="list-style-type: none"> • Updating brochures and leaflets • Banners • Roll Up Banners • Posters • Branded Giveaways (e.g., notepads, pens) • Infographics • Videos/YouTube • Media Kits 	<ul style="list-style-type: none"> • Birendra • Deependra • Mir • Anja • Chimi 	<ul style="list-style-type: none"> • Birendra • Deependra • Mir • Anja • Chimi 		<p>Ongoing until July 2015</p>	<ul style="list-style-type: none"> • Participation of ICIMOD Knowledge Management Team • Participation of Demand Team • Participation of NASA/SERVIR CO • Participation of Communications “Brain Trust” • Graphic Designer • Photographer
<p>Web Site</p> <p><i>Mountain Geoport</i></p>	<ul style="list-style-type: none"> • USAID • NASA • Hub Leadership & Programs • Development Partners and Agencies • Host Country Governments / Member States • Universities and Academia 	<ul style="list-style-type: none"> • Coordinate with RCMRD, Demand, and NASA CO • Reformatting, refreshing and repackaging • On-going updates 	<ul style="list-style-type: none"> • Sebastian • Birendra • Mir • Suyesh • Angeli • Chimi 	<ul style="list-style-type: none"> • IT Team • Sebastian • Birendra • Mir • Suyesh • Angeli • Chimi 		<ul style="list-style-type: none"> • Reformatt ing – September 2014 • Implementation – ongoing through July 2015 	<ul style="list-style-type: none"> • ICIMOD Knowledge Management Team • Web master (external consultant) • Participation of NASA/SERVIR CO (Francisco) • Stacy (Demand Team)

<p>Social Media</p> <p>Facebook and other relevant social media platforms SERVIR-Himalaya</p>	<ul style="list-style-type: none"> • USAID • NASA • Hub Leadership & Programs • Development Partners and Agencies • Host Country Governments / Member States • Universities and Academia 	<ul style="list-style-type: none"> • Coordinate with RCMRD, Demand, and NASA CO • Coordinate with RCMRD • Social media strategy • Social media implementation, maintenance and M&E 	<ul style="list-style-type: none"> • Sebastian • Birendra • Mir • Suyesh • Angeli • Chimi 	<ul style="list-style-type: none"> • Sebastian • Birendra • Mir • Suyesh • Anja • Angeli • Chimi 		<ul style="list-style-type: none"> • Strategy - July 2014 • Implementation – ongoing through July 2015 	<ul style="list-style-type: none"> • ICIMOD Knowledge Management Team • Stacy (Demand Team) • Additional Staff
<p>Academic Publications</p> <p>5 - 10 publications 5 - 10 conferences</p>	<ul style="list-style-type: none"> • USAID • NASA • Hub Leadership & Programs • Development Partners and Agencies • Host Country Governments / Member States • Universities and Academia 	<ul style="list-style-type: none"> • Publication of research in peer-reviewed journals • Present at academic and scientific conferences 	<ul style="list-style-type: none"> • ICIMOD Technical Team • ICIMOD Editorial Team 	<ul style="list-style-type: none"> • ICIMOD Technical Team • Knowledge Management Team 	<p>Note: Includes ICIMOD Knowledge Management and Editorial Team fees</p>	<p>Ongoing until July 2015</p>	

APPENDIX B: ALL SERVIR INTEGRATED LIST OF EVENTS

Table 3 All SERVIR Integrated List of Events for SERVIR-Eastern and Southern Africa and SERVIR-Himalaya, Including Supply and Demand Activities (updated as of September 2014)

Month	Tentative Dates	Demand Task	Supply Task	Location	Target Audience
September, 2014	18 - 24	Land Cover Assessment and M&E Training		Nepal	Users of land cover data/tools ICIMOD/RCMRD SERVIR staff
	22-24	Hub Exchange for M&E Staff (RCMRD and ICIMOD)		Nepal	M&E Staff from RCMRD and ICIMOD
	22-26	Small Grant: Programme Monitoring, Financial Monitoring, Communication & Outreach Activities	Follow up on Small scale application project	Bangladesh	Grantees/Partners
	29-30		Closing Workshop on the Regional Capacity Building Projects for Sustainable National Greenhouse Gas Inventory Management Systems in Southeast Asia, Eastern and Southern Africa	Namibia	
October, 2014	1-3	Conference ("Information for Meeting Africa's Agricultural Transformation and Food Security Goals")		Ethiopia	

Month	Tentative Dates	Demand Task	Supply Task	Location	Target Audience
	6-10	NGIC Assessment		Zambia	
	11 - 15	Outreach Activity on SERVIR tools	Launching National Geospatial Portal coinciding with Bhutan GIS Expo	Bhutan	National level, Department/Govt. Agencies
	19 - 22	User engagement: Meeting with partners and stakeholders to discuss possibility of outscaling SERVIR applications in Pakistan	Stakeholders engagement for prototype review of Rangeland application	Pakistan	Partners and Stakeholders
	27 - 31	Small Grant: Programme Monitoring, Financial Monitoring, Communication & Outreach activities		India	Grantees/Partners
	27-31	African Association for Remote Sensing of the Environment 2014		South Africa	
	27-31	NGIC		Swaziland	
	28 - 31	User engagement: Meeting with partners and stakeholders to discuss possibility of outscaling SERVIR applications in Bangladesh	Follow up with partners for Land cover application	Bangladesh	USAID, Government Agencies, Institutes
	28-30		National Training on Satellite based drought Early Warning	Nepal	Government agencies, Institutes
November, 2014	TBD	User engagement: outreach activity in Nepal for Forestry related applications and tools		Nepal	National level, Department/Govt. Agencies

Month	Tentative Dates	Demand Task	Supply Task	Location	Target Audience
	3-9	African Association of Women in Geosciences, Earth Sciences, and Climate Change		Namibia	
	5-7	ESRI East Africa Education User Conference		Tanzania	
	10-19	RCMRD Conference of Ministers & Governing Council Meetings		Ethiopia	
	13-14	GEO-XI Plenary		Gabon	
	17- 28	Communication/User engagement: Outreach Event and Policy Workshop	Youth forum; Follow up on Science applications	Pakistan	National level, Officials in Ministry Agriculture & Food Security; Youth
December, 2014	1 - 5		United Nations Committee of Experts on Global Geospatial Information Management UN-GGIM for Africa	Tunisia	
	1-5	NGIC		Rwanda	
	8-12	Africa Geospatial Forum		Nigeria	

Month	Tentative Dates	Demand Task	Supply Task	Location	Target Audience
	17 - 19	Small Grant: Mid-term Grants Event for Knowledge Sharing; Outreach Event		Bangladesh	National level, Grantees, decision makers
	TBD	Community Level User Engagement	Local level training on Biomass estimation for Community Forest Groups	Nepal	
	TBD	NGIC Training on Data Accessibility, Sharing, and Metadata		Mauritius	
January, 2015	19- 22	Small grant: Programme Monitoring, Financial Monitoring, Communication & Outreach activities	Follow up on Small scale application project	Pakistan	Grantees/Partners
	13 - 15	Small grant: Programme Monitoring, Financial Monitoring, Communication & Outreach activities		Nepal	Grantees/Partners
February, 2015	TBD	Community level outreach for Forest Fire detection and Monitoring	Operationalizing science applications	Nepal	Community/field level, Nepal
	TBD	Regional workshop on geospatial Applications for decision making, opportunities and challenges		Nepal	Policy level high officials from the region
	TBD		Regional training on Air quality (AST)	Nepal	Government agencies, Institutes, NGOs
March, 2015	TBD		Stakeholder engagement to launch and publicize the Agriculture Drought Monitoring system	Nepal	National level, Professionals (MoAD), District Agri. Officers
	TBD		1 day workshop - Stakeholder engagement for prototype review - Forest Cover Monitoring of Hot Spots using LANDSAT TM 8 data	Nepal	Government agencies, Institutes, NGOs

Month	Tentative Dates	Demand Task	Supply Task	Location	Target Audience
	2 - 4	Small Grants: Programme Monitoring, Financial Monitoring, Communication & Outreach activities		Bangladesh	Grantees/Partners
	TBD		Operationalization of Disaster DSS tools and dissemination to partners	Nepal	National level, District level Government Agencies
April, 2015	6 - 9	Small grant: Programme Monitoring, Financial Monitoring, Communication & Outreach activities		India	Grantees/Partners
	TBD		Regional training on web mapping applications	Nepal	Government agencies, Institutes, NGOs
May, 2015	25-29	SERVIR session at Geospatial world forum - Inspire conference, Lisbon Portugal (May 25 - 29, 2015)		Lisbon, Portugal	Global community
	17-19		National Training on Rangeland DST Pakistan	Pakistan	National level, Officials in Ministry Agriculture & Food Security.
	TBD		Regional training on MODIS applications	Nepal	Government agencies, Institutes, NGOs
July, 2015	TBD		Regional training on SERVIR science applications	Nepal	Government agencies, Institutes, NGOs