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# SERVIR PROGRAM DEMAND ACTIVITY

SEMI ANNUAL REPORT #1: JULY 2012 – MARCH 2013

**APRIL 2013**

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# SERVIR PROGRAM DEMAND ACTIVITY

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# INTRODUCTION

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 development decision-making.

More specifically, the SERVIR Program, which is a Spanish acronym for "regional visualization and monitoring system," partners with regional institutions in Kenya and Nepal (known as "hubs") and local and international scientists to develop decision-support products and trainings, and provides a web-based geospatial platform for sharing, integrating, and mapping different kinds of information from various sources. These regional hubs and the web-based platform provide access to satellite imagery, geospatial data, and mapping applications related to a diverse array of climate and other environmental information.

The key objective of the Demand Activity is to help USAID cultivate the use of better information for development decision-making by strengthening capacity to utilize the geospatial tools and decision-support applications offered by the SERVIR program. In other words, the Demand Activity will help USAID cultivate the demand for user friendly climate change decision support tools and applications supported by SERVIR, while building capacity of stakeholders to incorporate such data into development decision making.

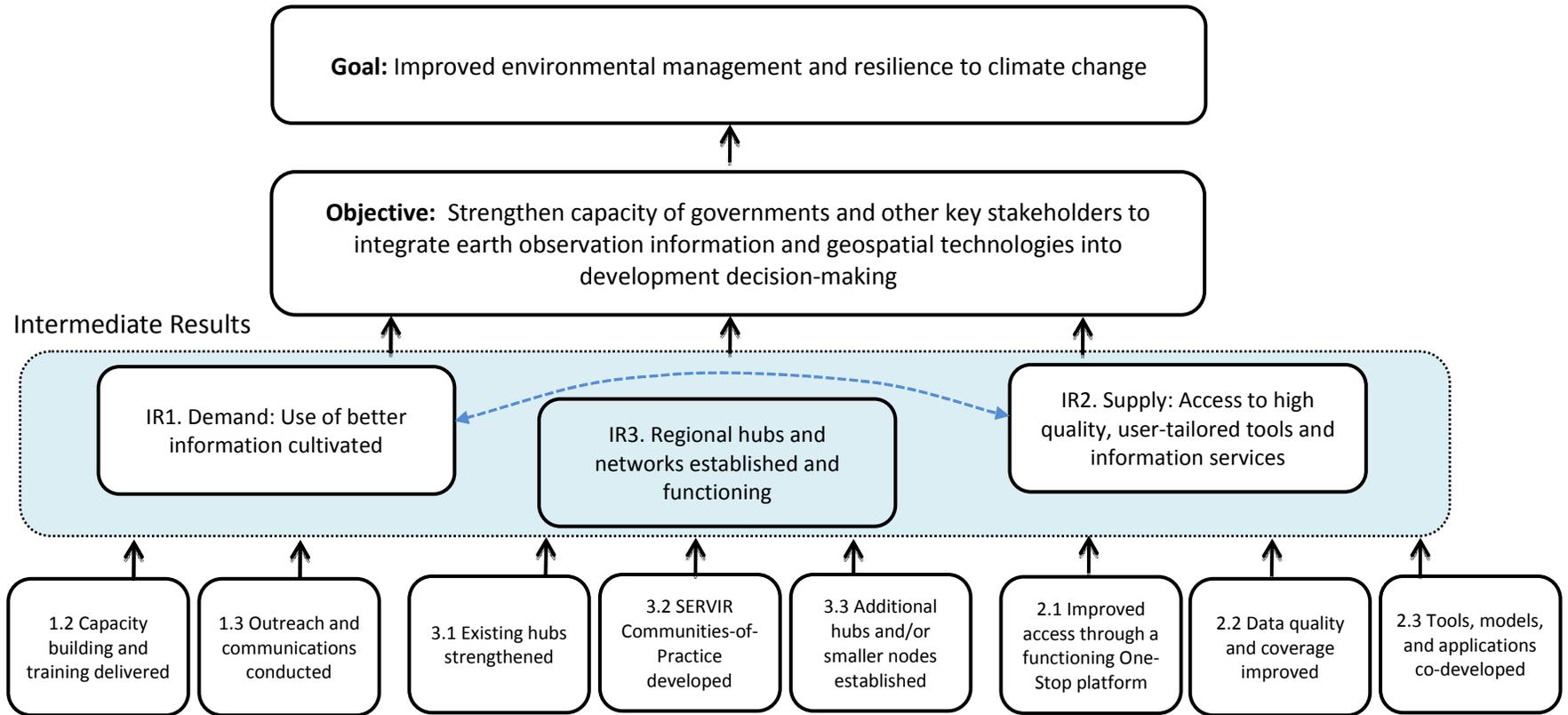
The Activity is comprised of the following six tasks:

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

Guiding this Activity will be the SERVIR Results Framework (please see diagram on the next page), which maps the activities, outcomes, and results required to achieve SERVIR's goal of improved environmental management and resilience to climate change. The Demand Activity is focused on building awareness and capacity among the community of users, as well as improving the understanding of user needs within the program – the "demand" side of SERVIR offerings. These activities correspond to the first intermediate result (IR1) and relevant sub-intermediate results of IR3 of the Results Framework.

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

# SERVIR RESULTS FRAMEWORK



# PROGRESS DURING THE REPORTING PERIOD

The first half of Program Year 1 (PY1), which includes Q(-1), Q1, and Q2, was an eventful period for the SERVIR Demand Activity. The team completed several milestone deliverables, including the PY1 Work Plan, Performance Monitoring Plan, and the Grants Implementation Manual, as well as initiated technical activity planning in collaboration with both SERVIR hubs in Nairobi, Kenya and Kathmandu, Nepal. The past three quarters were also an important information gathering and learning phase for the members of the Demand team. In fact, the major focus of PY1 activities were to conduct initial assessments and take stock of the SERVIR Program as a whole (including over ten resource meetings with NASA Coordination Office staff, multiple meetings with USAID and other U.S. agency stakeholders, and other relevant SERVIR stakeholders) and most importantly, gather more information about the hub institutions themselves – core stakeholders, mission, and strategic objectives. The Demand team also met with CATHALAC in Panama City, Panama, to gain a better understanding of the technical and operational capabilities of CATHALAC and their trajectory as a SERVIR-funded institution to “graduated” hub, in order more fully inform efforts related to the DEMAND Activity tasks. While the initial planning consultations with the hub intuitions did not occur until Q2, the Demand team is now on course to finalize the planning process and ramp up implementation into Q3 and Q4.

Also of note during the reporting period was the SERVIR Summit held in Huntsville, Alabama from October 15–19, 2012. The Summit was a strategic retreat organized principally by the NASA Coordination Office, supported by members of the Demand team. The goal of the summit was to bring together over 80 members of the global SERVIR program, from both NASA and USAID (including USAID missions, NASA HQ, and the Coordination Office at Marshall Space Flight Center in Huntsville), the new NASA Applied Science Teams (AST), and select hub staff as well.

The Demand Team also organized a reception on Oct 15, 2012 to network, engage, and more closely connect with the global SERVIR program. A wide variety of players attended the summit, and as the Demand team is new to the SERVIR network, the reception was a valuable opportunity to get to know everyone and talk more details about the nature of our collaboration and support. In addition, the Demand team provided funding for refreshments during the breaks at the summit, to further encourage networking and discussion.

The structure of this report follows the Task organization of the Demand Activity. Some activities and initiatives, such as the SERVIR Summit held in October 2012, are cross cutting and support more than one task. Those activities will be discussed here 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).

## **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 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**

During the first half of PY1, Task 1 activities included initial consultation and scoping missions with each hub institution, information gathering with the NASA Coordination Office (CO) and other members of the global SERVIR program (including the International Research Institute for Climate and Society (IRI) at Columbia University), and initiating collaboration with the NASA ROSES Applied Science Team (AST) projects. In January, the Demand team traveled to Nairobi, Kenya to complete a scoping trip to build relationships with SERVIR/Africa and learn more about the staff, their roles, and RCMRD's institutional mandate. The team also completed an additional follow-on trip to Tanzania with RCMRD to work together on technical activity planning.

In February, the team traveled to Kathmandu, Nepal for a scoping trip to build relationships with SERVIR/Himalaya and learn more about the staff, their roles, and ICIMOD's institutional mandate. David Craven, a consultant to the Demand Activity, also initiated an assessment of SERVIR/Himalaya's user and stakeholder community, which is currently in progress. As a part of this assessment, the Demand team visited SERVIR stakeholders and partners, including the Department of Forestry – a key user of products and services from the Forest Fire Detection Alert & Monitoring Science Application. As part of that trip, some members of the Demand team also traveled to Dhaka, Bangladesh to meet with ICIMOD partner institutions and meet with AST Principal Investigator Faisal Hussain.

Another key Task 1 activity that was initiated during the reporting period is the design and development of a SERVIR product catalog. The Demand team has facilitated the process to establish a list of tools and applications available from NASA and is now developing a template for questions and an online database to be integrated into the global SERVIR website and at the hub level hosted portals.

In order to participate in knowledge exchange events through SERVIR and engage with current SERVIR users, in March Manuela Rayner attended the National Greenhouse Gas Inventory Management Mid-Term Review meeting, held in Namibia. The meeting was focused on the progress of all the components of the UNFCCC GHG project. The meeting was an opportunity for the Demand Team to learn more about RCMRD's role on the GHG project and also engage with SERVIR users in the region of the Landsat derived, land cover dataset for the years 2000 and 2010.

Finally, the Demand team has also selected two AST projects, lead by Stephanie Granger in East Africa and Faisal Hussain in the Himalaya region, to be pilots for user engagement in their respective regions. As a part of our engagement with Stephanie Granger's project, the Demand team participated in the kickoff of her project in Kenya in February. We are also collaborating closely with IRI to determine how best to build on their successful user engagement framework in the East Africa Region.

## **OUTCOMES AND ACCOMPLISHMENTS**

As mentioned previously, the first half of PY1 was an information gathering phase for the Demand team. One of the most significant outcomes of the activities from the reporting period was a common understanding of the scope and mission of RCMRD and ICIMOD. The Demand team has developed a better understanding of the relationships hubs have with their local networks and gained a deeper understanding of the relationships between the hubs and NASA CO. Similarly, we are confident the hubs as well as NASA now have a common understanding of the scope and utility of the Demand Activity. In addition, the Demand Activity is now building a clearer picture of the user landscape at both hubs, including the distinction between current and potential users. In fact, one observation that we have made is that though the SERVIR program has many tools, products, and services in the pipeline, few of them are currently operational and actively in use by decision makers in the hub regions.

## **NEXT STEPS**

As a result of the planning process initiated in-country, the Demand team is now finalizing a plan for technical activities to be implemented in partnership with both ICIMOD and RCMRD. In Q3 and Q4, we will complete the first edition of the global product catalog framework and begin working with hubs to integrate it into their current systems. In addition, we will complete research and documentation of the SERVIR/Himalaya user landscape. At the same time, work will start at SERVIR/Africa with RCMRD to better understand their information and engagement needs with their member states. Both of these activities will lay the foundation for the design and development of a SERVIR/Himalaya user engagement database and RCMRD member state engagement database, including facilitating continuity of maintenance and training for ICIMOD/RCMRD staff.

The Demand team is also planning to complete research and develop in-depth case study reports of the Forest Fire Detection, Alert & Monitoring tool used at ICIMOD and of the GHG Landcover Product (and potentially the CREST model) developed and implemented at RCMRD.

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

The main focus of Task 2 through Q2/PY1 has been to answer the following key questions: What of SERVIR has been evaluated to date? What products are best suited for evaluating in each region? What might be the best approach to assessing impact on climate change decision-making, given that most products are already in implementation? How are hub institutions already evaluating other products, services or programs, and how can evaluation of SERVIR products complement or help strengthen existing M&E approaches or systems? In addition to these key questions, the Demand team has worked to actively engage and establish working relationships with hub institutions and the relevant evaluation “stakeholders” in each. For example, at ICIMOD, these include SERVIR staff, MENRIS staff, and the Head of Strategic Planning, Monitoring and Evaluation; at RCMRD, this includes SERVIR staff, the Head of Finance (also responsible for M&E), and the Director of RS, GIS and Mapping, among others. The Demand team is also coordinating with relevant USAID and NASA CO staff to ensure efficiency and complementarity of efforts.

## **ACTIVITIES**

During the first half of PY1, Task 2 activities included stocktaking of existing documents and information related to hub institutions and SERVIR products. The Demand team also completed consultations and stocktaking with RCMRD, ICIMOD, USAID, and NASA on current evaluation frameworks and

methodologies. Desk research on evaluation and assessment methodologies and approaches, both performance and impact related, was also conducted. Finally, the Demand team identified specific SERVIR products to be evaluated and completed evaluation action planning with both RCMRD and ICIMOD.

## **OUTCOMES AND ACCOMPLISHMENTS**

One of the most significant accomplishments of Q2 was that the Demand team built buy-in from ICIMOD and RCMRD to move forward with evaluation, in coordination with relevant staff. In addition, at RCMRD, CREST and GHG were identified as the products to be evaluated; case studies, linked to Task 1, will also focus on these two products. At ICIMOD, the Forest Fire Detection and Reporting System (and potentially the Land Cover Change and GHG Inventories Applications – to be confirmed) was identified as the products to be evaluated; case studies will also be focused on these products (linked to Task 1).

## **NEXT STEPS**

The next two quarters will be an important ramp up period for Task 2. The Demand team will contract evaluation partners for each region, define evaluation approach and protocols, and identify an approach for evaluation capacity strengthening at each hub. In addition, we will determine how an evaluation approach can be applied to other SERVIR products or services, such as the AST projects. Finally, while this was not part of our original PY1 workplan, the Demand team will select a SERVIR product to evaluate at CATHALAC.

## **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.

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

## **ACTIVITIES**

The key activities that took place for Task 3 during the reporting period were the in-country communications planning sessions with RCMRD and ICIMOD. In collaboration with the relevant staff in each hub, the Demand team developed the first round of potential outreach events for PY1 and PY2. In addition, an initial assessment of existing communications activities, materials, key communicators and audiences was conducted at RCMRD and ICIMOD. Finally, the Demand team reviewed and made comments on the RCMRD communications strategy and made recommendations for additional inputs, specifically with regards to communications materials, outreach events and social media plans.

## **OUTCOMES AND ACCOMPLISHMENTS**

Several Task 3 deliverables were submitted during the reporting period, including the Branding and Marking plan and the Communications Stakeholder Assessment. In addition, a concept paper on “Engaging Audiences” was developed to provide internal guidance on the Demand Activity’s approach to communications more broadly. Also, in February 2013, the Demand team co-authored a press release for U.S. Embassy in Kenya on the Landsat 8 launch to help promote SERVIR among local communications stakeholders in Kenya. Throughout the last eight months, the Demand team has collaborated closely with the Coordination Office and provided on-demand strategic communication support.

The outcome of activities during the reporting period is a more refined understanding of the communication needs and priorities of the hubs, USAID, and NASA. The Demand team has also identified a series of outreach events to support in coordination with each hub. Finally – and perhaps most importantly – the Demand Activity has built solid working relationships with the staff at hub institutions and NASA Coordination Office that will help to make implementation of activities and planning of events a success in Q3 and Q4.

## **NEXT STEPS**

As with the other Tasks of the Demand Activity, the next two quarters are critical for Task 3. Along with the continued planning for outreach events in each hub region, over the next several months the Demand team will focus on the creation of a global strategy for SERVIR, including standard operating procedures for communication activities between NASA, USAID, and hub institutions. Also under Task 3, the Demand team will provide support to the development of a social media strategy with ICIMOD, use the testimonials collected during the Summit to develop a SERVIR marketing video, and support the development of additional marketing material for the hubs and SERVIR global.

## **TASK 4: DEVELOPMENT OF SERVIR SUSTAINABILITY PLANS**

For all stakeholders – the hub institutions, USAID, and NASA – how SERVIR will be sustained into the future is a fundamental question. Sustainability extends beyond how SERVIR will be financed; technical, scientific, organizational, and knowledge management are other aspects of the sustainability “equation” that play into how SERVIR products and services, and the global network will continue to evolve and remain relevant once the current funding 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.

During the reporting period, CATHALAC, RCMRD, and ICIMOD were visited; these visits were essential for understanding each institution and how SERVIR fits and builds on and strengthens existing capacities and efforts. Additionally, discussions with USAID, NASA, RCMRD and ICIMOD, as well as a dedicated workshop session on sustainability held during the SERVIR Summit, have furthered the collective understanding of what is and will be needed to sustain SERVIR.

## **ACTIVITIES**

During the reporting period, Task 4 activities included a desk study of existing documents and thought pieces related to sustainability and in-person consultations with USAID, NASA, and hub institutions on this topic. In addition, the Demand team prepared and conducted a sustainability session at the SERVIR Summit.

## **OUTCOMES AND ACCOMPLISHMENTS**

The sustainability session that took place at the SERVIR Summit, including workshop report, was a significant accomplishment during the reporting period. Two deliverables were also submitted during Q2, including the Sustainability Concept Paper and Partnership Concept Paper. Finally, the Demand team developed an agenda for the May 2013 sustainability workshop with USAID and NASA.

## **NEXT STEPS**

Over the next two quarters, the Demand team will prepare and implement four sustainability workshops with key SERVIR stakeholders. In addition, the upcoming activities to support Task 4 are to initiate development of the organizational case studies and to identify an approach to SERVIR market assessment for ICIMOD and RCMRD.

## **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 user needs assessments in the new hub regions and advise on possible hub partnership models. Additionally, the Demand Team may engage in establishing an M&E framework for future hub activities.

## **ACTIVITIES**

The key activity completed during the reporting period under Task 5 was the Lower Mekong Geospatial Assessment, submitted to USAID HQ and RDMA in Jan 2013. In August 2012, USAID decided to conduct a rapid assessment in the Lower Mekong region of Southeast Asia on current capacities and needs of governments and other stakeholders regarding the use of geospatial information, tools, and analyses to inform climate change and environmental planning and management. Focus sectors included water, disasters, forestry, and agriculture. The assessment was led by the SERVIR Program Demand Team. In-country interviews occurred during a two-week period, and consultations were organized using a semi-structured interview methodology. Thirty-five entities in Lao People's Democratic Republic (Laos), Thailand, and Vietnam were consulted, the majority of which were ministries or departments identified as producers and/or users of geospatial information. These were complemented by additional interviews with donors, nongovernmental organizations (NGOs), and technical institutions. All efforts were undertaken in collaboration with the USAID Regional Development Mission for Asia (RDMA) and bilateral missions in Laos and Vietnam. The report also included information on Burma and Cambodia, based on desk research.

Some of the overarching themes that emerged relate to varied awareness of the value of geospatial data and information; challenges regarding data and information acquisition; varied technical, human, and infrastructure capacity across and between countries and institutions, barriers in data sharing; and some overall priorities and needs. More specifically:

- Thailand appears to have the highest level of capacity and use of geospatial data and information, followed by Vietnam and Laos. Anecdotal evidence suggests that Burma and Cambodia are similarly placed as Laos. Technically strong regional entities already exist that use geospatial tools and technology to inform their environmental and climate change work. These include the Mekong River Commission (MRC), Regional Integrated Multi-Hazard Early Warning System for Africa and Asia

(RIMES), Asian Institute of Technology (AIT), and Delta Research and Global Observation Network (DRAGON) Institute.

- While there is broad awareness of the value of geospatial data and information, actual implementation varies widely between and within countries, ministries, and institutions. The highest level of awareness and use appears to be in entities engaged in weather forecasting and monitoring of extreme weather events, as well as those engaged in forest coverage mapping.
- Governments and other stakeholders are already accessing U.S. Government data, including satellite imagery from the National Aeronautics and Space Administration (NASA), National Oceanic and Atmospheric Administration (NOAA), and the U.S. Geological Survey (USGS), as well as data from Japanese Aerospace Exploration Agency (JAXA), and the Geo-Informatics and Space Technology Development Agency (GISTDA) in Thailand. Paid imagery from Germany (Rapid Eye) and France (SPOT) are also accessed. However, not all data is free, and acquisition costs were frequently cited as barriers to obtaining up-to-date, high-resolution imagery.
- Capacity of technical staff to use geospatial data and generate value-added information varied across government ministries, often due to limited training, access to technology, and donor-driven priorities. On the other hand, several informants also noted that in some cases staff had received donor-funded training in geographic information systems (GIS), for example, but once back on the job had limited opportunity to utilize the skills gained due to lack of infrastructure (hardware and software), or little to sporadic demand for GIS-generated information.
- The technical staff who have access to data and the capacity to process it typically have limited contact with the decisions makers who “consume” the information. In this regard, few examples emerged of information flowing from raw data acquisition to actual decisions made. This appeared to be especially common for climate change adaptation issues.
- Many informants view data sharing as a major challenge. Difficulties in sharing and obtaining data and information occur not only between countries (as may be expected), but also within and between ministries.
- The need to create data repositories—as well as have consistent and comparable data—was mentioned by several informants. However, it was recognized that just having the information did not necessarily improve use of data.

The findings from this assessment indicate that more work can be done to promote the use of geospatial data and information to inform climate change efforts. However, USAID should focus on building on existing capacities and successes, and “adding value” to existing organizations and networks whose efforts are already underway in the Lower Mekong region.

## **OUTCOMES AND ACCOMPLISHMENTS**

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

## **NEXT STEPS**

While the next steps related to the South East Asia hub are unknown at this time, the Demand team stands ready to support and assist RDMA and USAID HQ in their efforts. Similarly, as the hub process in West Africa develops, the Demand Activity is prepared to provide surge capacity and support, as required by USAID.

## **TASK 6: GRANTS UNDER CONTRACT PROGRAM**

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

### **ACTIVITIES**

The most important activities implemented to date under Task 6 were the planning meetings with RCMRD in Tanzania. Based on a collaborative discussion between RCMRD leadership, USAID, and the Demand team, it was decided that the objective of the SERVIR/Africa grant program will be to test innovative ideas and engage new users. The anticipated outcomes of the grant activities in this region are to support outreach efforts and raise the visibility of SERVIR, engage new thinkers and partners, and stimulate innovative use of existing products. In addition, the Demand team conducted consultations with USAID, NASA, and the hub institutions on the nature of USAID grant funding and convened discussions on the various approaches Task 6 could take in each region. The goal of these discussions was to answer the following key question: what opportunities exist that are best suited to explore with grant funding? These consultations were a part of the SERVIR Summit and in-country planning meetings with both ICMOD and RCMRD.

### **OUTCOMES AND ACCOMPLISHMENTS**

During the reporting period, the Grants Implementation Manual was submitted and approved in Q1. In addition, the Demand team was able to identify a programmatic focus for the grant program in the SERVIR/Africa region. Finally, a significant outcome of the planning and consultation activities from this period was building buy-in to move forward with the grants program in the SERVIR/Himalaya and SERVIR/Africa region, in coordination with relevant staff at the hub institutions.

### **NEXT STEPS**

As a result of the planning process initiated in-country, the Demand team is now developing a plan for technical activities to be implemented in partnership with both ICIMOD and RCMRD. In Q3 and Q4, the grants programs – with a distinct programmatic focus in each region – will be operationalized in the SERVIR/Himalaya and SERVIR/Africa region. This will include developing and implementing an engagement and communication strategy for the grants program that is relevant and responsive to the local community of potential applicants. It will also be important to define the responsibilities and roles between the hub staff and DAI in terms of grantee monitoring, management, and reporting. Finally, in the next quarters the Demand team will work closely with NASA CO and the hubs to clarify the linkage with NASA grant funding and ensure continuity where possible.

# DELIVERABLES SUBMITTED

Task	Deliverable/Output	Date of Submission to USAID
Program Management	Branding and Marking Plan	10/16/2013
Task 6	Grants Implementation Manual	11/01/2012
Program Management	PY1 Workplan	11/29/2012
Task 5	Lower Mekong Geo Spatial Assessment <sup>1</sup>	1/31/2013
Program Management	Performance Monitoring Plan	2/18/2013
Task 4	Sustainability Concept Paper	3/15/2013
Task 3	Communications Stakeholder Concept Paper	4/1/2013
Task 4	Partnership Concept Paper	4/1/2013

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<sup>1</sup> The public version of the LM Assessment was originally listed as a deliverable in the approved PY1 workplan. However, a change was approved on 7 Feb 2013 by the USAID COR to eliminate this as a deliverable for the Demand Activity.



# PERFORMANCE MONITORING TABLE

The table below will be updated on a quarterly basis and reported to USAID on a semiannual basis. At the time of the publication of this report, it has not been confirmed how coordination on reporting and data collection will take place between and among the hubs, NASA CO, and the Demand team. For instance, many of the indicators for the Demand Activity depend on data collected at the SERVIR hub institutions, such as number of stakeholders using climate information in their decision-making as a result of USG assistance. It remains to be established how the Demand team will coordinate with the hubs and the NASA CO to monitor and share the data for these indicators.

In addition, many of the indicators require baseline data collection and this has not yet taken place for those indicators that are shared with the NASA supply-side activities. Finally, once coordination on collecting indicator data has been confirmed, the Demand team will complete a data quality assessment (DQA) in coordination with input from hub staff and NASA CO on the challenges, anticipated difficulties, and proposed solutions to mitigate data quality issues. Included in the Demand Activity’s PMP are anticipated data quality issues for each indicator for consideration and discussion with USAID.

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 1	Actual—Cumulative as of 4.1.2013
<b>OUTCOME INDICATORS</b>					
<b><i>OBJECTIVE: Better use of information cultivated for development decision-making by strengthening capacity to use and demand for the supply of geospatial tools and decision-support applications offered by the SERVIR program</i></b>					
Quantity of greenhouse gas emissions, measured in metric tons of CO2e, reduced or sequestered as a result of USG assistance		N/A	Semiannual	0	0
No. of people receiving training as a result of USG assistance	If user/stakeholder group: identify GEO societal benefit area, gender, country  If hub staff: identify Demand Task (or training area), gender, and country	TAMIS, self-reported from hubs	Semiannual	220	TBD

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 1	Actual—Cumulative as of 4.1.2013
<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	TBD	Semiannual	5	TBD
<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 hub: by hub  If appropriate identify type of capacity as: Adaptation, Sustainable Landscapes, or General Climate Change	TBD	Semiannual	5	TBD
No. of additional GEO societal benefit areas identified for potential expansion of existing SERVIR products <sup>1</sup>	By tool or product	TBD	Semiannual	2	TBD
<b>OUTPUT/MILESTONE INDICATORS</b>					
<b>Task 1: Demand increased for SERVIR program tools and services</b>					
No. of consultations held with new/potential SERVIR users <sup>2</sup>	By GEO societal benefit area, country	TAMIS	Semiannual	10	16 TOTAL  Kenya: 6 Nepal:5 Bangladesh: 3 Namibia: 1 Tanzania: 1
No. of institutions engaged in regional or global knowledge exchange through SERVIR	By event, organizational affiliation, country	TAMIS	Semiannual	30	5 institutions for the GHG Mid-Term Meeting in Naimbia

Indicator	Disaggregation	Methodology (Data Source)	Report to USAID	Target—Year 1	Actual—Cumulative as of 4.1.2013
<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	1	0
Impact assessment methodology developed		TAMIS	Semiannual	None	N/A for PY1
<b>Task 3: Implement SERVIR outreach and communication activities</b>					
No. of public awareness/outreach events <sup>3</sup> conducted	By country	TAMIS	Semiannual	10	3 (USAID missions Kenya, Tanzania, and Nepal)
No. of marketing pieces co-developed with hubs	By hub	TAMIS	Semiannual	4	0
Communication plan/strategies developed	By hub	TAMIS	Semiannual	Achieved	Not achieved
<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	None	N/A for PY1
<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	2	1 engagement completed for the Lower Mekong region (including 30 consultations with organizations in Thailand, Vietnam, Laos PDR, Cambodia, and Burma)
<b>Task 6: Administer a Grants Under Contract program</b>					
Small grants program launched in hub region	By hub	TAMIS	Semiannual	Achieved	Not achieved
Grants issued in hub regions	By country, GEO societal benefit area	TAMIS	Semiannual		0
No. of events/workshops or meetings held to facilitate knowledge transfer of grant activities	By country, GEO societal benefit area	TAMIS	Semiannual	3	0

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- <sup>1</sup> This indicator has been modified from the original PMP submitted 18 Feb to more accurately reflect the nature of the Demand Activity's interaction with the hub institutions.
- <sup>2</sup> The Demand Activity proposes a modification to this indicator, such as "*No. of new identified SERVIR users with the potential to utilize SERVIR tools and services in the future,*" to more accurately capture Demand Activity's support in building the pipeline of SERVIR products and services
- <sup>3</sup> For the purposes of this report, outreach events can include introductory meetings with USAID missions. These meetings are also counted as consultations with potential users, as USAID missions are seen as one of the target SERVIR user groups. The Demand Activity proposes to add a new indicator, such as "*No. of linkages facilitated with relevant USAID missions in the field,*" to more accurately capture the nature of the Demand Activity's interaction with USAID missions in the field.