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Olive Oil Without Borders II: Expanding Cross-Border Collaboration in the Olive Sector



NEAR EAST FOUNDATION

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Annual Report

September 5, 2014 – September 30, 2015

Near East Foundation

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This publication was produced for the review of the United States Agency for International Development (USAID). It was produced under the Olive Oil Without Borders II: Expanding Cross-Border Collaboration in the Olive Sector Project, implemented by the Near East Foundation.

This report is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Near East Foundation, and do not necessarily reflect the views of USAID or the United States Government.

Cover Photo: Farmer Field School in Asira.

ABBREVIATIONS AND ACRONYMS

GIMI	Galilee International Management Institute
IOOC	Israeli Olive Oil Council
MoA	Ministry of Agriculture (Palestinian Authority)
NEF	Near East Foundation
NGO	Non-Governmental Organization
OOWB	Olive Oil Without Borders
PARCC	Program for the Advancement of Research on Conflict and Collaboration
PCARD	Palestinian Center for Agriculture Researches and Development
PCP	Peres Center for Peace
POOC	Palestinian Olive Oil Council
PTU	Palestine Technical University
ToT	Training of Trainers
USAID	United States Agency for International Development
USG	United States Government
WB	West Bank

I. EXECUTIVE SUMMARY

This report presents the activities and impact of the Olive Oil Without Borders II project during its first year, from September 5, 2014 – September 30, 2015. During its first year, the project focused on expanding upon activities from the Olive Oil Without Borders I project and laying the foundation for actions planned to strengthen linkages between Israeli and West Bank olive industry leaders.

The report places particular emphasis on achievements during the project's fourth quarter, from July 1 – September 30, 2015. During this quarter, the project team continued to strengthen the relationship between the Palestinian Olive Oil Council (POOC) and Israeli Olive Oil Council (IOOC), worked to build the capacity of the POOC, and supported lead farmers in reaching out to farmers and stakeholders through peer-to-peer learning sessions.

The key project achievements for Quarter 4, from July 1, 2015 – September 30, 2015 include:

- Brought together the Palestinian and Israeli Olive Oil Councils in a joint meeting. During the meeting, council members discussed common diseases that can afflict olive trees and methods for eradicating them. The Councils also discussed areas of potential collaboration between project's farmers.
- Hosted a capacity building training workshop for the POOC. The project has completed a self-assessment and capacity building plan for the POOC, and is now in the process of conducting a series of training workshops based on this plan to strengthen the POOC's ability to address the needs of olive oil producers in the West Bank and work with the IOOC.
- Supported 12 peer-to-peer learning sessions at current OOWB sites with a total number of 326 farmers participating. Participants learned about best practices in cultivation, pest control, fertilization, trimming, and supplementary irrigation—and demonstrated considerable interest in the knowledge shared by OOWB lead farmers.
- Completed a joint market assessment to support work of IOOC, POOC, and participants. The report is under final review.

The key project achievements for the first year of implementation (2014-2015) include:

- *Activity 1.1 Built capacity for collaboration between Palestinian and Israeli Olive Oil Councils:* The project team met individually with POOC and IOOC members to discuss roles and responsibilities, identify areas of common interest, and prepare for a constructive dialogue

Olive Oil Without Borders II Achievements: Year One

- 5 launch workshops (1 joint workshop) held with 191 participants.
- 20 events designed to build mass support for peace and reconciliation held.
- 415 people participated in events, trainings, and activities designed to build mass support for peace and reconciliation.
- Institutional assessment completed and support provided to Palestinian Olive Oil Council.
- 3 joint meetings held between the Palestinian and Israeli Olive Oil Councils.
- Joint marketing assessment on cross-border olive oil sales conducted by the Palestinian and Israeli Olive Oil Councils.
- Joint Olive Industry Advisory Committee formed to bring together academics, project partners, and bottling companies from each side.
- 9 champions trained and supported; 40 new lead farmers selected.

between the Councils. Three joint meetings were then held between the POOC and IOOC (May 14, June 2, and August 16), where members from both councils had the opportunity to discuss topics of mutual interest, such as common pests, communication strategies, and new techniques. The team also worked with POOC to complete an institutional self-assessment to determine training, support, and resource needs. Based on this assessment, a capacity building plan has been put in place and an initial training session covering administrative topics was held during the project's fourth quarter; additional training sessions are planned early in the project's second year.

- *Activity 1.2. Promoted joint branding and marketing initiatives among cooperatives and private businesses:* Two consultants (Dr. Naif Khaldy from Israel and Dr. Suleiman Daifi from the West Bank) met with project partners to undertake a joint market assessment for olive oil. The assessment report is currently being finalized. Three quarterly meetings were held between the IOOC and POOC (see above Activity 1.1). The project team also made plans for an Olive Oil Festival; however, this has been postponed due to the security situation. Plans are also underway for a study trip to Spain during Year 2 of the project.
- *Activity 1.3. Promoted collaborative studies and activities to improve productivity, certification, and quality of West Bank and Israeli olive oil.* A Joint Olive Advisory Committee was formed to advise, direct, and monitor research efforts and collaborative studies focused on a unified Israeli and West Bank olive industry. Members include:

#	Name	Title/ Organization	Nationality
1	Eng. Salah Abu Eisheh	NEF Country Director	Palestinian
2	Eng. Fares Al-Jabi	PCARD/ President	Palestinian
3	Eng. Khalid Al-Junaidi	PCARD/ Vice President	Palestinian
4	Dr. No'man Mizyed	Al-Najah National University	Palestinian
5	Dr. Fathi Abd Al-Hadi	Head of the Israeli olive oil tasting crew/ northern Israel	Israeli
6	Hasan Azayza	GIMI/ Researcher	Israeli
7	Roven Berger	Agricultural Consultant	Israeli
8	Azmi Najjar	Owner of Agricultural Supplies Company	Israeli

The project team held the first quarterly meeting for the Joint Advisory Committee on May 27.

- *Activity 2.1. Develop a network of "Champions" to scale up community participation in cross-border cooperation in the olive sector.* The project selected 9 champions (5 Israeli and 4 Palestinian) through a rigorous process (3 more than originally planned for the first year). The champions participated in 3 days of training at The Galilee International Management Institution, covering topics such as communication, leadership, and improved techniques in the olive sector.
- *Activity 2.2. Conducted single-group and cross-border workshops to engage olive producers in the OOWB II project.* The project team held four launch workshops in West Bank communities targeted by the project in January 2015 (with 141 participants) and a joint launch workshop in Iksal, Israel, with 50 participants. The workshops were well-attended and fostered interest in the project and its objectives.

- *Activity 2.3. Conduct cross-border workshops to train 40 Palestinians from the West Bank and Israeli lead farmers in technical and conflict management skills.* The project team selected 31 lead farmers from the West Bank and 15 Israeli farmers; training will begin in Year 2.
- *Activity 2.4. Expanded participation in cross-border olive oil activities in 24 new communities in the West Bank and Israel; establish 4 Farmer Field Schools.* 13 peer-to-peer learning sessions took place at current OOWB sites in Israel and the West Bank with 343 (76 Israeli and 267 Palestinian) farmers trained in these sessions. Participants demonstrated considerable interest in the knowledge shared by OOWB lead farmers.
- *Activity 3.1. Establish 30 microenterprises to provide support services to olive farmers.* The project team selected 30 young men and women from Israel and the West Bank for participation in 6 days of business training.
- *Activity 3.2. Establish 20 women's cooperative microenterprises for value added olive products.* The project team and women's associations in the West Bank and Israel worked together to develop a joint list of 20 women from both sides for participation in the planned training.
- *Representatives Participated at GATHER+962:* Mr. Salah Abu Eishah and Mr. Mohammad Joudeh participated in GATHER+962, a meeting of this practical action initiative from Seeds of Peace, which took place at the Mövenpick Resort at the Dead Sea in Jordan, from February 26th to March 1st, 2015.

II. PROGRAM OVERVIEW

The Olive Oil Without Borders II: Palestinian-Israeli Olive Oil Project works to build relationships of trust, mutual understanding, and collaboration through economic cooperation. Building on the success and momentum of the USAID-funded Olive Oil without Borders (OOWB) project, NEF aims to strengthen linkages between Israeli and West Bank olive industry leaders and to expand to new communities and regions. The project will work with 1,500 olive farmers in 58 communities in the West Bank and Israel to (1) build working relationships between business, policy, and academic leaders through cross-border workshops and joint initiatives; (2) expand economic cooperation to farmers, mill owners, and distributors in 34 current villages and in 24 new villages; and (3) develop 50 ancillary businesses, including cross-border collaboration between women's fair-trade associations.

The Olive Oil Without Borders II project is based on the hypothesis that cross-border economic cooperation offers a structured depoliticized process for building trust, relationships, mutual understanding, and capacity for collective action in pursuit of shared economic interests. NEF takes a value chain approach to strengthen the olive oil sector in Israel and the West Bank through cooperation at many levels. Our hypothesis is based on the understanding that economic cooperation and social/political reconciliation are parallel processes. Economic cooperation depends on and builds trust, communication, and sustained relationships. Building trust and social capital depends on (1) understanding common interests and constraints, (2) identifying opportunities for collaborative, mutually beneficial activities, and (3) repeating interactions over time. Value chain development is based on stakeholders working together to strengthen a sector as a whole; the win-win solutions that emerge help build lasting trust and social capital. Economic cooperation has spillover effects in other spheres of social and political life. Strengthening

business relationships lays the groundwork for four necessary components of reconciliation: (1) the structural environment becomes more conducive to exchange and cooperation; (2) new narratives emerge about the ‘problems’ and ‘the other side’ that are more conducive to collaboration and trust; (3) there is movement away from positional bargaining toward interest-based negotiation; and (4) heightened emotional reactions to conflicts in an economic sector are replaced with more rational and deliberative forms of expression.

III. ACTIVITIES AND ACCOMPLISHMENTS (QUARTER 4)

A. Objective I: Strengthen cross-border cooperation and leadership development through joint marketing and applied research.

Activity 1.1. Build capacity for collaboration between Palestinian and Israeli Olive Oil Councils.

Joint meeting between the Palestinian and Israeli Olive Oil Councils: The IOOC and the POOC play important roles in managing and advancing the olive sector in their respective regions. During the project’s fourth quarter, the IOOC and POOC met for the third time on August 16 at Al-Junaidi Nursery in Deir Sharaf (a village near Nablus - one of the project’s locations). 3 members of the POOC and one member of the IOOC participated in this joint meeting.

During the joint meeting, council members identified areas of potential collaboration between project farmers. In particular, the participants discussed diseases that affect olive trees and plans to eradicate these diseases. The council members also discussed the upcoming olive season and expected yields.

POOC capacity building: Based on the POOC institutional self-assessment and capacity building plan, the project team has been providing training and one-on-one coaching to the POOC. Support focuses on building internal council systems, membership, communication, and conflict management and mitigation processes. The first capacity building workshop for POOC members was held on September 20, 2015, and focused on administrative and financial topics. Two additional training sessions will be held during the next quarter. These sessions will focus on (1) POOC systems (filing, membership management, communications, and media; and (2) conflict mitigation and management, cross-border collaboration, and peace building.

Activity 1.2. Promote joint branding and marketing initiatives among cooperatives and private businesses.

Joint Market Assessment: Two highly qualified consultants, Dr. Naif Khaldy from Israel and Dr. Suleiman Daifi from the West Bank worked together with project participants to conduct a comprehensive study that reflects the olive market in both the West Bank and Israel. The final report from this assessment is currently under review.

Activity 1.3. Promote collaborative studies and activities to improve productivity, certification, and quality of West Bank and Israeli olive oil.

Joint Olive Oil Advisory Committee. Following the introductory Advisory Committee meeting held during the last quarter, a second meeting was planned for the project’s fourth quarter. This meeting was delayed to the next quarter due to the security situation.

The joint advisory committee plays an important role in advising, directing, and monitoring research efforts and collaborative studies focused on a unified Israeli and West Bank olive industry. The committee members will also help in recruiting candidates and researchers for agricultural studies.

B. Objective 2: Expand grassroots, cross-border economic cooperation between Israelis and Palestinians in the West Bank.

Activity 2.3. Conduct cross-border workshops to train 40 Palestinians from the West Bank and Israeli lead farmers in technical and conflict management skills.

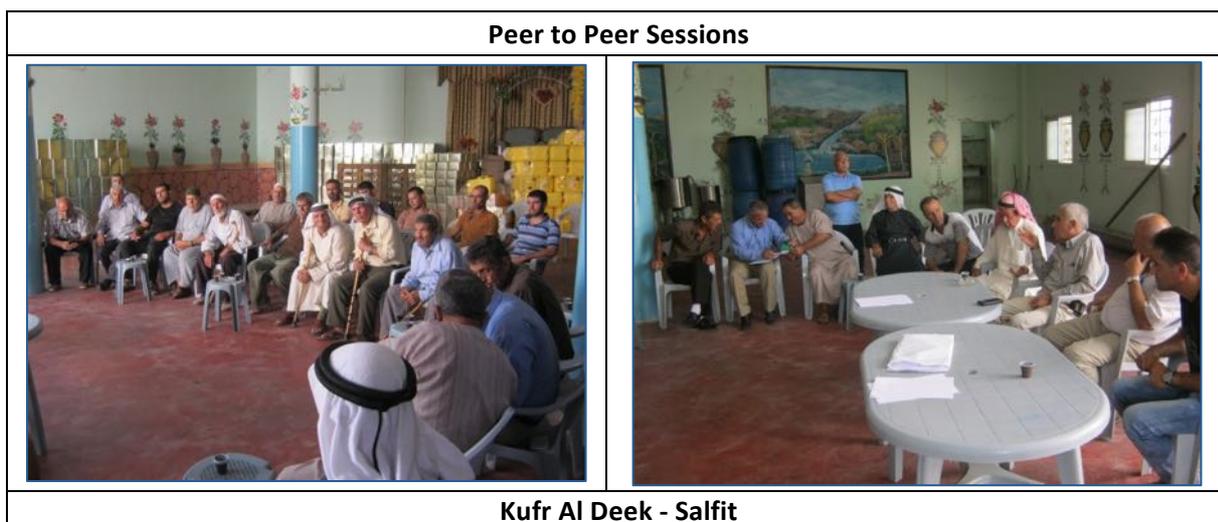
Training of 40 New Lead Farmers: A 3-day training workshop for the 40 new lead farmers (led by NEF, PCARD, and the Champions) will begin in Quarter 6.

The 20 lead farmers who were selected in Year 1 will participate in two joint follow-up workshops in Israel in Quarters 7 and 8. Two joint follow up workshops for the 20 lead farmers selected in Year 2 will be held in Year 3.

Activity 2.4. Expand participation in cross-border olive oil activities in 24 new communities in the West Bank and Israel; establish 4 Farmer Field Schools.

Peer-to-Peer sessions: PCARD with support from NEF, facilitated, monitored, and tracked peer-to-peer sessions conducted and managed by the OOWB lead farmers.

12 peer-to-peer learning sessions took place at current OOWB sites. Seven sessions were held in the West Bank in Deir Sharaf, Beit Rima, Beit Forik, Jama`een, Kufr Al Dik, Kufr Abboush and Tammoun with a total number of 226 Palestinian participants (188 male and 38 female). Five sessions were held in Iksal and Magal in Israel, with a total number of 100 Israeli participants (86 male and 14 female). During the peer-to-peer sessions, participants covered many topics related to the olive sector such as cultivation, pest control, fertilization, trimming, supplementary irrigation, and increasing productivity. Participants demonstrated considerable interest in the knowledge shared by OOWB lead farmers.





Beit Rima - Ramallah



Deir Sharaf - Nablus

C. Objective 3: Strengthen value chains structurally by supporting the creation of networks of service providers and value-added businesses.

Activity 3.1. Establish 30 microenterprises to provide support services to olive farmers.

During Quarter 4, the Olive Oil Without Borders II team selected 30 young men and women from Israel and the West Bank for participation in a planned 6-day joint business training session (to be held during Quarter 5). The training will focus on business and technical training, in addition to instruction on how to create a viable business plan. The training will improve the participants' communication and conflict management skills.

D. Administration

Geo-MIS Reporting: During this quarter, Geo-MIS accounts were authorized. All USG-funded activities in this quarter have been uploaded to the system and are also attached in Appendix.

IV. PROGRESS AGAINST WORKPLAN

The Olive Oil Without Borders II project has made progress as projected against its first year implementation plan. A chart measuring progress against the workplan can be found in [Appendix 1](#).

V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED

The political situation: The current political situation presents challenges to cross-border activities. Upcoming project activities will continue to take current developments into consideration.

Permit Requirements/Vetting: Requirements for the acquisition of magnetic ID cards for travel permits can create delays. The project team works to continue to monitor this process for participants.

VI. PROJECT INDICATORS & IMPACT

A. Assessment of Performance Monitoring Plan in Measuring Impact

The project's Performance Monitoring Plan has been successfully implemented in the first year. Information on participants and activities are maintained in project databases. Many of the indicators are long-term, and will be measured starting in the second year of the project.

The political situation may affect reconciliation indicators. This will be considered as indicators are measured and analyzed in Year 2 and Year 3 of the project.

B. Project Indicators and Targets

The following charts track progress according to the Olive Oil Without Borders II project's Performance Monitoring Plan.

Chart: Summary of Project Indicators, Targets and Impact

#	Indicator	CURRENT QUARTER	YEAR 1 TARGET	PROJECT / YEAR 1 (ACTUAL)
PI 1	Percentage of participants who indicate that they have an increased positive perception about "the other."	N/A	N/A	N/A
PI 1.1	Number of US funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale	14	25	20
PI 1.2	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	306	250	415
PI 1.2a	Number of women participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	47	75	79
PI 1.2b	Number of youth participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	24	100	75
PI 1.2c	Number of participants from Israel in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	77	125	109
PI 1.2d	Number of participants from West Bank in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	229	125	306
PI 2.1	Number of private enterprises, trade/ business associations, or community-based organizations that applied new technologies or management practices.	0	1	0
PI 2.2	Percentage of direct participants expressing support for cross-border economic collaboration.	N/A	N/A	N/A
PI 3.1	Number of micro, small and medium enterprises receiving business development services from USG assisted sources.	0	0	0
PI 3.2	Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources.	N/A	N/A	N/A

Purpose: Palestinians and Israelis have improved perceptions of the other and trust by working together in the olive sector.

PI I. Percentage of participants who indicate that they have an increased positive perception about “the other.”

INDICATOR	Year I Target	Current Quarter	Project Actual
Percentage of participants who indicate that they have an increased positive perception about “the other.”	N/A	N/A	N/A

Output I: Cross-border cooperation and leadership is strengthened between Palestinian and Israeli participants .

PI I.1 Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.

INDICATOR	Year I Target	Current Quarter	Project Actual
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	25	14	20

This includes joint launch workshop, Champions training, 13 peer-to-peer sessions, 3 POOC-IOOC meetings, 1 joint advisory committee meeting, and 1 capacity building training workshop for the IOOC. Two lead farmer trainings, the youth business training, and the women’s business training (5 events) were shifted to Year 2 due to slight delays.

PI I.2 Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.

	Year I	Current Quarter	Project
INDICATOR	TARGET	ACTUAL	ACTUAL
1.2 Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	250	306	415
1.2 a Number of women participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	75	47	79
PI 1.2b Number of youth participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	100	24	75
PI 1.2c Number of participants from Israel in USG-supported events, trainings, or activities designed to build mass support	125	77	109

for peace and reconciliation.			
PI 1.2d Number of participants from West Bank in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	125	229	306

The project has exceeded its target for the total number of participants in the first year. Slight delays in lead farmer trainings and the youth business training have caused the number of youth and Israeli participants to be slightly under target in the first year.

Output 2: Expanded grassroots, cross-border economic cooperation between Israelis and Palestinians in the West Bank.

PI 2.1 Number of private enterprises, trade/ business associations, or community-based organizations that applied new technologies or management practices.

INDICATOR	Year I Target	Current Quarter	Project Actual
Number of private enterprises, trade/ business associations, or community-based organizations that applied new technologies or management practices.	1	-	-

POOC training will be completed in Quarter 5 of the project, and will be counted at that time.

PI 2.2 Percentage of direct participants expressing support for cross-border economic collaboration.

INDICATOR	Year I Target	Current Quarter	Project Actual
Percentage of direct participants expressing support for cross-border economic collaboration.	N/A	-	-

Output 3: Strengthened cross-border structure of value chains.

PI 3.1 Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.

INDICATOR	Year I Target	Current Quarter	Project Actual
Number of micro, small and medium enterprises receiving business development services from USG assisted sources.	0	-	-

PI 3.2 Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources.

INDICATOR	Year I Target	Current Quarter	Project Actual
Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources.	-	-	-

VII. UPCOMING ACTIVITIES

A. Objective 1: Strengthen cross-border cooperation and leadership development through joint marketing and applied research.

Activity 1.1. Build capacity for collaboration between Palestinian and Israeli Olive Oil Councils.

Joint meeting between the Palestinian and Israeli Olive Oil Councils: Both POOC and IOOC will continue to meet quarterly and share experience and knowledge during the meetings.

POOC capacity building: In Year 2, NEF will continue providing training and support to the POOC in conflict mitigation, negotiation, and cross-border collaboration to enable it to organize mutually acceptable and beneficial joint action with the IOOC.

Two capacity building workshops for the POOC members will be held in the next quarters. The workshops will center on building an internal system for the POOC, filing system, and membership management. The workshops will also focus on the important role of the media in connecting the council with potential markets, and marketing the olive oil, and will focus on conflict management and mitigation, cross border collaboration, and peace building.

Activity 1.2. Promote joint branding and marketing initiatives among cooperatives and private businesses.

Trade Shows: In December, six Israeli and Palestinian traders, in addition to representatives from the IOOC and a representative from the POOC, will participate in a trip to Spain. The trade mission will include scientific conferences in University of Cordoba, and many other activities related to the olive sector such as visiting olive mills, testing the quality of oil, and oil tasting activities.

Olive Festival: The project team continues to plan for an olive oil festival, in close coordination with USAID. If the situation allows, the festival will be held in December 2015.

B. Objective 2: Expand grassroots, cross-border economic cooperation between Israelis and Palestinians in the West Bank.

Activity 2.3. Conduct cross-border workshops to train 40 Palestinians from the West Bank and Israeli lead farmers in technical and conflict management skills.

Select Champions: Six individuals (3 Israeli, 3 Palestinians from the West Bank) will be selected as new project Champions in Quarter 5. Champions will assist in the lead farmers training.

Training of 40 New Lead Farmers: In Quarter 5, 20 farmers will be selected in addition to the 20 farmers who were selected in Quarter 4. The 40 farmers will participate in a joint three-day

training workshop in Quarter 6 for lead farmers conducted by NEF, PCARD, and the Champions.

Activity 2.4. Expand participation in cross-border olive oil activities in 24 new communities in the West Bank and Israel; establish 4 Farmer Field Schools.

The process of establishing the FFS will begin in Quarter 5, and it is planned to establish one FFS in each quarter of Year 2. NEF will follow the grants guide when selecting the four farms.

In Year 2, lead farmers trained through OOWB I will train at least 225 people in the locations we continue working through bi-weekly peer-to-peer training and new lead farmers will conduct peer-to-peer training for approximately 350 people. NEF will guide, monitor, and document the trainings. The trainings themselves will be contoured according to criteria such as the respective needs of the trainees at a given time of year and the agricultural calendar, among others.

C. Objective 3: Strengthen value chains structurally by supporting the creation of networks of service providers and value-added businesses.

Activity 3.1. Establish 30 microenterprises to provide support services to olive farmers.

The project will hold a six-day microenterprise development training workshop for 30 young men and women in Quarter 5. The training modules will focus on business training, communications skills, conflict management, technical training and business plans.

Business plan submission will follow the training. The project team will provide coaching in the finalization of business plans.

Activity 3.2. Establish 20 women's cooperative microenterprises for value added olive products.

Women's Cooperative Training: A three-day business management training session for 20 women will be held in Quarter 5. The 20 women were carefully selected from 20 different women's associations from different project locations in the West Bank and Israel.

Women will receive support in developing cross-border plans for businesses focusing on value added products from olives and olive byproducts.

APPENDIX I: PROGRESS AGAINST WORKPLAN

Objective I: Strengthen cross-border cooperation and leadership development through joint marketing and applied research.

Principal Activities	Specific activity	Number of Beneficiaries	Sub-Activities/Description	Assumptions (alternatives if necessary)	Deliverables	Predecessor and links	Level of effort from program & financial staff for activities	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement				
Activity 1.1: Capacity building with POOC.	1.1a Conduct institutional self-assessment		NEF hosts needs-assessment workshops for POOC.	<ul style="list-style-type: none"> POOC willing to engage in project activities Security situation remains stable 	POOC institutional assessment		Medium-program staff	NEF, PCARD, partners	<ul style="list-style-type: none"> # of organizations that applied new technologies/management practices. 	<ul style="list-style-type: none"> Increase POOC capacity to mobilize olive oil stakeholders throughout the value chain and regulate the industry Enable POOC to organize mutually beneficial joint action with IOOC 	POOC expanded capacity and effectiveness is established	West Bank	Q1-Q3													Completed				
	1.1b Develop capacity building plan		Finalize support and capacity building plan		POOC capacity building plan		Medium-program staff	NEF, PCARD, partners					Q4																Completed	
	1.1c Provide training/support to POOC	10 POOC members	6 coaching sessions to take place during the joint meetings.		10 trained POOC members	Activity 1.2	Medium-program staff and financial staff	NEF					Q4+Q5																	Underway
	1.1d Provide access to resources to POOC		NEF facilitates technical and infrastructure support		Acquisition of resources		Medium-program staff	NEF, PCARD, partners					Q4+Q5																	
Activity 1.2: Promote joint branding and marketing among cooperatives and businesses.	1.2a Host quarterly joint IOOC/POOC meetings		Sharing of common challenges & discuss potential cooperation	<ul style="list-style-type: none"> IOOC and POOC willing to engage in meetings Security situation remains stable 	Quarterly cross-border workshops	Activity 2.1 and Activity 2.3	High-program staff and financial staff	NEF, PCARD, Peres	<ul style="list-style-type: none"> % of participants who indicate increased positive perception about "the other." # of people participating in events, trainings, activities designed to build support for peace & reconciliation. # of Cross-Border Branding, Marketing, and research planning activities. 	<ul style="list-style-type: none"> Identify opportunities for cooperation. Identify ways for mutual access to the olive market in both sides. Develop the Olive Sector market in both sides by mutual sharing of information. Olive Sector market in both sides is developed 	Network to share market information; cross-border marketing facilitated; joint market assessment conducted	Israel and West Bank	Q1-Q4																	In progress
	1.2b Conduct joint market assessment		Identify opportunities for cooperation & potential markets for olive oil produced		Joint market assessment		Medium-program staff and financial staff	NEF, PCARD, IOOC, POOC, partners					Q2																Assessment conducted; report finalization in progress	
	1.2c Establish cross-border market network		Methods to pass market information to the community through champions and their trained peers (linked to activity 2.1).		Market network established		Medium-program staff and financial staff	NEF, PCARD, partners					Duration of project activities																	In progress
	1.2d Support cross-border marketing activities		Support participation of 6 Israeli and Palestinian stakeholders at 2 trade shows		6 joint market access events		Medium-program staff and financial staff	NEF, PCARD, partners					Q3-Q4																	In progress

Principal Activities	Specific activity	Number of Beneficiaries	Sub-Activities/Description	Assumptions (alternatives if necessary)	Deliverables	Predecessor and links	Level of effort from program & financial staff for activities	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.3: Promote collaborative studies and activities to improve productivity, certification, and quality of West Bank and Israeli olive oil.	1.3a Establish Joint Olive Oil Industry Advisory Committee		<ul style="list-style-type: none"> Bring together key research and academic specialists to establish Joint Olive Industry Advisory Committee Committee advises and monitors a two-year collaborative study and development plan for a unified Israeli and West Bank olive industry. 	<ul style="list-style-type: none"> Security situation remains stable Participants willing to engage 	Joint committee established		Low-program staff	NEF, PCARD, Volcani	<ul style="list-style-type: none"> # of events and # of people participating events, trainings, or activities designed to build support for reconciliation. # of Cross-Border Branding, Marketing, and research planning activities 				Q1-Q2													Completed
	1.3b Host quarterly meetings				10 quarterly meetings hosted		Medium-program staff and financial staff	NEF, PCARD, Volcani, Peres				Support a unified Israeli and West Bank olive industry		Israel and West Bank	Q3-Q4											

Objective 2: Expand grassroots, cross-border economic cooperation between Israelis and Palestinians in the West Bank.

Principal Activities	Specific activity	Number of Beneficiaries	Sub-Activities/Description	Assumptions (alternatives if necessary)	Deliverables	Predecessor and links	Level of effort from program & financial staff for activities	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 2.1 Develop "Champions" network to scale up community participation in cross-border cooperation in olive sector.	2.1a Select and train Champions	6 beneficiaries (3 from the WB and 3 from Israel)	Select participants (Champions) for the training.		6 Champions selected & trained	Activity 2.2 and Activity 2.3	Medium-program staff and financial staff	NEF, PCARD, Peres	• # of people participating in events, trainings, activities designed to build support for reconciliation.	Strengthen community-level leadership for cross-border engagement and reconciliation	Scale up community participation in cross-border cooperation	Israel and West Bank	Q1												Completed	
			3-day training in Israel on communications, leadership, conflict management, & technical skills																							
Activity 2.2. Conduct single-group and cross-border workshops to engage olive producers in the project	2.2a Conduct launch workshops for olive producers	40 farmers	Introduce project and its objectives to interested parties	Security situation remains stable	5 launch workshops held.		High-program staff	NEF, PCARD, Champions	• # of people participating in events, trainings, or activities designed to build mass support for peace and reconciliation.	Generate publicity for the project and open new additional channels of communication and access to feedback	Olive producers in the project are engaged	Nablus, Jenin, Ramallah, and Hebron in West Bank	Q2												Completed	
			Hold four single group launch workshops in each of the 4 new targeted clusters.																							
	2.2b Joint launch workshop		Hold one central launch workshop for the single-group																							
2.3 Conduct Cross-Border Training for 40 Lead Farmers	2.3a Participant selection	40 farmers	Participant selection using methods from OOWB I (including standard grants manual)		40 farmers selected		Medium-program staff and financial staff	NEF, PCARD, Champions	• # of events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	Improve quality, decrease production costs, and facilitate links to new market opportunities in collaboration with individuals and firms across the border	Network is developed to scale up community participation in cross-border cooperation; Networks among participants strengthened and expanded	Israel and West Bank	Q3											In progress		
	2.3b Conduct Training of Trainers workshops		Joint three-day workshop and then four joint follow-up workshops		40 farmers trained		Medium-program staff	NEF, PCARD, Champions					Q4													

Objective 3: Strengthen value chains structurally by supporting the creation of networks of service providers and value-added businesses.

Principal Activities	Specific activity	Number of Beneficiaries	Sub-Activities/Description	Assumptions (alternatives if necessary)	Deliverables	Predecessor and links	Level of effort from program & financial staff for activities	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement					
3.1 Establish 30 Microenterprises).	3.1a Recruit/select 30 youth	30 youth	Invite participants to apply for micro-enterprise program; evaluate proposals		30 youth selected	Activity 1.3	Medium-program staff and financial staff	NEF, partners	<ul style="list-style-type: none"> # of micro, small and medium enterprises receiving business development services from USG assisted sources. # of private enterprises, trade/business association, community-based organizations that applied new technologies or management practices. 	Microenterprises provide support services to olive farmers	Essential support services are initiated and opportunities for ancillary business development are created	Israel and West Bank	Q2-Q3														In progress				
	3.1b Host training workshops		Joint training workshops, focused on technical aspects, business, conflict management		30 youth trained		Medium-program staff	NEF, PCARD, Peres																						-	
	3.1c Award start-up fund grants	Grantees selected based on evaluation of business plans		Start-up grants awarded		Medium-program staff and financial staff	NEF																								
	3.1d Provide follow-up technical assistance/support	Hire external coach Technical support to the women.		Support visits to entrepreneurs		Medium-program staff and financial staff	NEF, PCARD																							In progress	
3.2 Establish 20 Women-run cooperative microenterprises	3.2a Cross-border visits for women's association leaders		Organize 2 Visits for the 20 women		6 cross-border field visits		High-program staff and financial staff	NEF, PCARD, Peres	<ul style="list-style-type: none"> # of women participating in events, trainings, or activities designed to build mass support for peace and reconciliation. % of female participants in programs designed to increase access to productive economic resources. 	Facilitate both understanding and collaboration between Israeli and West Bank counterparts, as well as access to new markets	Essential support services are initiated and opportunities for ancillary business development are created	Israel and West Bank	Q4																		
	3.2b Recruit women for training	Invite applications from women's associations to participate in trainings		20 women recruited for training		High-program staff and financial staff																									
	3.2c Provide business management training to women	Six days of business training		20 women trained		High-program staff and financial staff																									

Crosscutting Areas

Principal Activities	Specific activity	Number of Beneficiaries	Sub-Activities/Description	Assumptions (alternatives if necessary)	Deliverables	Predecessor and links	Level of effort from program & financial staff for activities	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9							
Monitoring and Evaluation	Track and document project outputs, indicators, and impact		Finalize Performance Monitoring Plan		Performance Monitoring Plan	High-program staff and financial staff	NEF, with PCARD, Peres Center	• Outputs, outcomes, and impact data collected.	• Project model and best practices disseminated		Israel and West Bank	Duration of project activities.	All													Completed						
			Collect baseline information as defined in the performance monitoring plan		Baseline information documented								Q2-Q3																			In progress
			Progress Assessment		Assessment report								Q4																			
Environmental Compliance	Ensure project meets all environmental compliance requirements		Prepare and follow Environmental Mitigation and Monitoring Plan		EMMP		NEF																									

APPENDIX 2: OOWB II PRESS

"Olive Oil Without Borders Uses Cooperation for Reconciliation" August 2nd, 2015

<http://borgenproject.org/olive-oil-without-borders-uses-cooperation-reconciliation/>



Olive oil: in a salad, it brings together flavors and nutrients with healthy and delicious results. In the Middle East, it brings together farmers in Israel and Palestine to change a narrative typically consumed by violence and hatred.

Olive Oil Without Borders is a project of the Near East Foundation, which has spent the past 100 years promoting reconciliation and development in the region. So far the project, which ended its first iteration in 2014, has brought more than \$20 million into the Palestinian economy and involved more than 3,000 Palestinian farmers.

The project, which is also supported by USAID, was started due to production surpluses in Palestinian olive oil and production deficits in Israeli olive oil. This means that Palestinian producers were creating more oil than they could sell, while Israeli producers were having trouble meeting a heavy demand. Through this problem, a solution was born—something that could unite those pitted against each other by a troubling political situation.

Thus, in 2005, Olive Oil Without Borders was founded. Objectives of the project include economic empowerment and cooperation, as well as cooperation to promote reconciliation in an area torn apart by conflict and blame.

This is done through mutual training and education, with the knowledge and techniques of farmers of both nations being used to support advancement in the industry. According to olive farmer Muhammad Hamudi, the program brings about cooperation simply through the fact that it is mutually beneficial. "We have things to teach, they have things to teach. They use modern techniques, we have experience and knowledge." Often times, working together can be brought about not by desire, but by necessity.

The second edition of the project launched in January. This project has the potential to bring more money into the Palestinian economy, advance production techniques in the olive oil industry and bring about lasting reconciliation to a long-lasting conflict, one olive at a time.

— Andrew Michaels

APPENDIX 3: GEO-MIS & TRAINET

Geo-MIS/TraiNetPartner's Quarterly Update Report (Partner/ Program)
Quarter4, FY 2015

I certify that we have appropriate tools in place for data collection, verification, analysis, and storage and we have updated the Geo-MIS system and the participant training system TraiNet with the most updated information that reflects the current project implementation deliverables and achievements.

In addition, the attached list of PMP indicators are still appropriate, valid, and up to date for program performance tracking up to this quarter and those indicators are in compliance with DQA measures (Validity, Integrity, Precision, Reliability, and Timeliness) as per ADS 203.3.5.1.

1) Number of Activities Added/Updated this reporting period:

Location	Activity Status		
	Completed	On Going	Total
Al 'Arrub Camp	1	0	1
Any Partner - Nablus	0	3	3
Any Partner - Ramallah	0	1	1
'Asira ash Shamaliya	2	1	3
Bani Zeid	0	1	1
Beit Furik	0	1	1
Beita	1	0	1
Deir Ibzi'	1	0	1
Deir Sharaf	0	2	2
Iksal	1	2	3
Israel	1	0	1
Jamma'in	0	1	1
Kafr 'Abbush	0	1	1
Kafr ad Dik	0	1	1
Kafr Ra'i	1	0	1
Nablus	0	1	1
Ramallah	0	1	1
Tammun	0	1	1
Wadi Ara Erea	0	3	3
Total:	6	20	26

2) Quarterly Program Updates during this reporting period:

3)

Category	Added/Updated this reporting period	Date of last update	Comments
Overall Goals	<i>Yes / No</i>	NA	
Overall Achievements	<i>Yes / No</i>	December 10, 2015	
FY11 Goals	<i>Yes / No</i>	NA	
FY11 Achievements	<i>Yes / No</i>	NA	
Planned Events	<i>0 added</i>	NA	

Success Stories	0 added	NA	
Pictures	9 added	October 21 st , 2015	
Documents	1 added	October 28, 2015	DQA Document
Sub Partners	0 added	NA	
PMP Indicators FY11 Results	7 indicators updated 12 total number of indicators	December 9, 2015	

- i. PMP Indictors: Attach Current Geo-MIS PMP Matrix report (PMP&PPR indicators).
- ii. Attach list of proposed PMP indicators to be added or dropped (if any).

Indicator title	Definition	Reasons for adding or dropping
N/A		

4) Participant Training (for past quarter):

- a. All Participant Training programs have been updated in the TraiNet system: YES__
NO__X__
- b. Number of courses reported in TraiNet: 1
- c. Number of participants reported in TraiNet: 10

COP Name: Salah A. Eishel Date: 10/12/2015

Signature: 

Program PMP Indicators Report
Program: OOWBII Partner: NEF

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Program Component / IR	Program Element	Indicator Code and Name	Ind. Type / Ind. Result Type	Ind. Format	Baseline/ Partner's PMP Code	LOP to Date	FY15	FY16	FY17	FY18	FY19	Comment
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-12 - 1.6.2-12 Number of USG supported events, trainings, or activities designed to build support for peace or reconciliation on a mass scale	OP_std Output	Integer	0	Planned: Actual:	25 20	45	45			
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-14 - 1.6.2-14 Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	OP_std Output	Integer	0	Planned: Actual:	250 415	525	725			
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-14a - 1.6.2-14a Number of men participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	OP_std Output	Integer	0	Planned: Actual:	175 336	360	505			
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-14b - 1.6.2-14b Number of women participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	OP_std Output	Integer	0	Planned: Actual:	75 79	165	220			
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-14c - Number of youth participating in peace building activities	Mgmt Output	Integer	0	Planned: Actual:	100 75	155	120			
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-14e - Number of Israelis participating in USG-supported events, training and activities designed to build mass support for peace and reconciliation	OP_std Output	Integer	0	Planned: Actual:	125 109	262	363			
Output 1	1.6.2 Peace and Reconciliation Processes	1.6.2-14f - Number of Palestinians participating in USG-supported events, training designed to build mass support for peace and reconciliation	OP_std Output	Integer	0	Planned: Actual:	125 306	263	362			

Program PMP Indicators Report
Program: **OOWBII** Partner: **NEF**

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Output 3	1.6.2 Peace and Reconciliation Processes	1.6.2-C117 - Number of micro small and medium enterprises receiving business development services from USG assisted sources	Mgmt Outcome	Integer	0	Planned:	n/a	30	20	
						Actual:	n/a			
Output 3	6.3.1 Gender	GNDR-2 - Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	OP_std Outcome	Percentage		Planned:	n/a	50%	50%	
						Actual:	n/a			
Output2	1.6.2 Peace and Reconciliation Processes	1.6.2-C115 - Number of private enterprises, trade/ business associations, or community -based organizations that applied new technologies or management practices	Mgmt Output	Integer	0	Planned:	1	4	45	
						Actual:				
Output2	1.6.2 Peace and Reconciliation Processes	1.6.2-C116 - Percentage of direct participants expressing support for cross-border economic collaboration.	Mgmt Output	Percentage	0	Planned:	n/a	35%	60%	
						Actual:	n/a			
Purpose	1.6.2 Peace and Reconciliation Processes	1.6.2-C096 - Percentage of targeted participants who agree that they have better understanding of the others that helped in changing their attitude positively	OP_cust Outcome	Percentage	0	Planned:	n/a	35%	60%	
						Actual:	n/a			