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UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT
Washington, D.C. 20523

BOLIVIA

PROJECT PAPER

NARCOTICS AWARENESS

AID/LAC/P-325

Project Number: 511-0592

UNCLASSIFIED

AGENCY FOR INTERNATIONAL DEVELOPMENT PROJECT DATA SHEET	1. TRANSACTION CODE <input type="checkbox"/> A = Add <input type="checkbox"/> C = Change <input type="checkbox"/> D = Delete	Amendment Number _____	DOCUMENT CODE 3
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2. COUNTRY/ENTITY Bolivia	3. PROJECT NUMBER <input type="checkbox"/> 511-0592 <input type="checkbox"/>
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4. BUREAU/OFFICE L A C <input type="checkbox"/> 05	5. PROJECT TITLE (maximum 40 characters) <input type="checkbox"/> Narcotics Awareness <input type="checkbox"/>
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6. PROJECT ASSISTANCE COMPLETION DATE (PACD) MM DD YY 8 3 1 8 8	7. ESTIMATED DATE OF OBLIGATION (Under 'B.' below, enter 1, 2, 3, or 4) A. Initial FY 8 6 B. Quarter 4 C. Final FY 8 6
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8. COSTS (\$000 OR EQUIVALENT \$1 = _____)						
A. FUNDING SOURCE	FIRST FY 86			LIFE OF PROJECT		
	B. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AID Appropriated Total						
(Grant)	(250)	(--)	(250)	(250)	(--)	(250)
(Loan)	(--)	(--)	(--)	(--)	(--)	(--)
Other U.S.						
1.						
2.						
Host Country	--	150			150	150
Other Donor(s)						
TOTALS	250	150	400	250	150	400

9. SCHEDULE OF AID FUNDING (\$000)									
A. APPROPRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH. CODE		D. OBLIGATIONS TO DATE		E. AMOUNT APPROVED THIS ACTION		F. LIFE OF PROJECT	
		1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan
(1) EHR	760	690				250		250	
(2)					N/A				
(3)									
(4)									
TOTALS						250		250	

10. SECONDARY TECHNICAL CODES (maximum 6 codes of 3 positions each) 960 560	11. SECONDARY PURPOSE CODE _____
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12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)									
A. Code									
B. Amount									

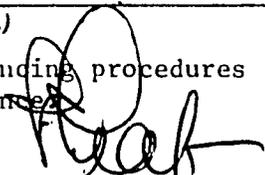
13. PROJECT PURPOSE (maximum 480 characters)

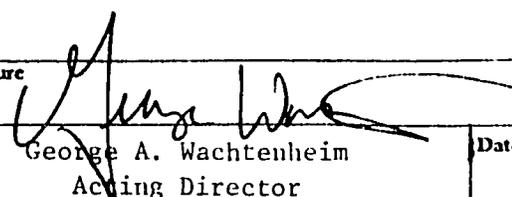
To mobilize the private sector in Bolivia to develop and carry out nationwide awareness and education campaigns against illicit narcotics use and trafficking.

14. SCHEDULED EVALUATIONS Interim MM YY MM YY Final MM YY 	15. SOURCE/ORIGIN OF GOODS AND SERVICES <input checked="" type="checkbox"/> 000 <input type="checkbox"/> 941 <input checked="" type="checkbox"/> Local <input type="checkbox"/> Other (Specify) _____
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16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a _____ page PP Amendment.)

The USAID/Bolivia Controller has reviewed the financing procedures described herein and hereby indicates his concurrence.


 Steven G. Liapis
 Controller

17. APPROVED BY	Signature  Title George A. Wachtenheim Acting Director	Date Signed MM DD YY 8 29 86	18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION MM DD YY 09 86
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PROJECT AUTHORIZATION

Name of Country: Bolivia
Name of Project: Narcotics Awareness
Number of Project: 511-0592

1. Pursuant to Section 105 of the Foreign Assistance Act of 1961, as amended, I hereby authorize the Narcotics Awareness Project for Bolivia involving a planned obligation of not to exceed two hundred and fifty thousand United States dollars (US\$250,000) in grant funds ("Grant") over a two year period from the date of authorization, subject to the availability of funds in accordance with the A.I.D./OYB allotment process, to help in financing the foreign exchange and local currency costs of the project, which will be carried out through a non-profit private sector organization ("Grantee"). The planned life of the project is two years from the date of initial obligation.

2. The Drug Awareness Project ("Project") will mobilize the Bolivian private sector to develop and carry out nationwide awareness and education campaigns against illicit narcotics use and trafficking.

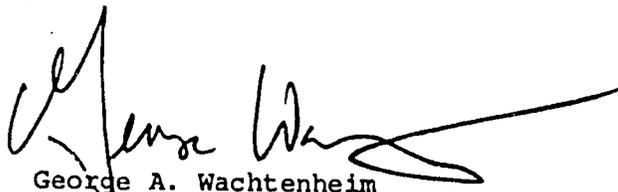
3. The Project Grant Agreement(s), which may be negotiated and executed by the officer(s) to whom such authority is delegated in accordance with A.I.D. regulations and delegations of authority, shall be subject to the following essential terms and major conditions, together with such other terms and conditions as A.I.D. may deem appropriate.

a. Source and Origin of Commodities, Nationality of Services

Except as A.I.D. may otherwise agree in writing, commodities financed by A.I.D. under the Grant shall have their source and origin in Bolivia or the United States. With the exception of ocean shipping, the suppliers of commodities and services shall have as their place of nationality the United States or Bolivia, except as A.I.D. may otherwise agree in writing. Ocean freight financed by A.I.D. under the Grant shall, except as A.I.D. may otherwise agree in writing, be only on flag vessels of the United States.

b. Conditions Precedent to Disbursement

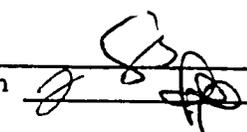
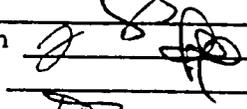
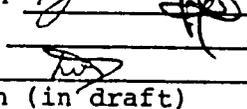
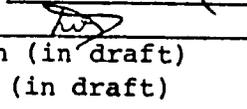
Prior to the first disbursement under the Grant, or to the issuance by A.I.D. of documentation pursuant to which disbursements will be made, the Grantee will submit to A.I.D. a detailed one-year implementation plan for a nationwide narcotics awareness and education campaign; such plan to be acceptable to A.I.D. in form and substance.


George A. Wachtenheim
Acting Director

Date 8/29/86

PD&I:AMDiaz,myy

CLEARANCES:

HHR:GRBowers		date	<u>8/28/86</u>
PRD:TDJohnston		date	<u>8/28/86</u>
CONT:SGLiapis		date	<u>8/28/86</u>
DP:LDowning		date	<u>8/29/86</u>
PD&I:RJAsselin (in draft)		date	8/21/86
GC/LAC:MRiedy (in draft)		date	8/27/86

FUNDS AVAILABLE
 28 AGO. 1986
Signature

131L

Appropriation: 72-1161021.5
 B.P.C. : LDAA-86-25511-EG13
 Agreement : 60108
 Project No. : 511-0592

NARCOTICS AWARENESS

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PROJECT PAPER

NARCOTICS AWARENESS

I. SUMMARY

A. Recommendation

Approval of the Narcotics Awareness grant project consisting of \$250,000 in dollar funds, to be complemented by Bolivian Pesos allocated under a Trust Fund Arrangement with USAID/Bolivia by the Government of Bolivia (GOB).

The project seeks to:

1. Mobilize the private sector in Bolivia to develop and carry out nationwide narcotics awareness and education campaigns emphasizing the negative effects of illicit narcotics use and trafficking, and

2. Persuade Bolivians at all social levels that narcotics use and trafficking are not only U.S. or other countries' problems, but that these are serious Bolivian problems as well. This issue must be addressed forcefully on a sustained basis to prevent long range political, economic, and social damage to Bolivian society.

B. Project Development Committee

Office of Project Development and Implementation:

--Angel M. Díaz

--Jaime Vizcarra

Office of Health and Human Resources:

--Gerald R. Bowers

--Bambi Arellano

Office of Development Planning and Evaluation:

--Sonia Aranibar

Office of Rural Development and Private Sector

--Stephen Miller

The project was reviewed by the following officers:

--David A. Cohen, Mission Director

--George A. Wachtenheim, Deputy Mission Director

--David Johnston, Chief, PRD

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II. BACKGROUND

A. Scope of the Narcotics Problem in Bolivia

The use of coca leaves, chewed by the indigenous population and incorporated into tea and medicines, is legal in Bolivia. Processing of leaves into cocaine hydrochloride crystals (HCL) and related unrefined products, however, is neither traditional nor legal.

Bolivia is a major producer of coca leaves, and currently has a surplus production of approximately 100,000 metric tons over its roughly estimated legal and traditional needs. This surplus, which is converted to cocaine, fuels the efforts of traffickers and satisfies the needs of the growing number of drug users, both inside and outside Bolivia.

The rapid growth in coca production and cocaine trafficking is distorting Bolivia's entire economic structure -- labor, markets, supply and demand. The influence of the drug trade on Bolivian society goes far beyond its major role as the principal cash crop for many peasants. The poor continue to migrate to key coca producing regions seeking ready work and cash. This trend could increase dramatically as Bolivian tin mines close down in the face of the drastic fall in world tin prices and as landless and unemployed miners seek employment alternatives. Thus far, several thousand miners (estimates range from 2,500 to 5,000) have migrated to coca-producing areas of the country. In Cochabamba's agro-industries, for example, diversion of resources, transportation, and skilled labor has severely disrupted normal legitimate trade patterns.

The "coca industry" not only threatens Bolivia's economy, but also the health status of its population and its fragile democracy. A few years ago, the use of substances containing coca, other than the raw leaf, was rare in Bolivia. Today, the abuse of cocaine and coca paste is rapidly accelerating. Availability of refined and semi-refined coca products and the search for new markets by traffickers make Bolivia itself, and particularly its youth, prime targets. Media reports of youths smoking "pitillos" (cigarettes laced with coca paste) and abusing other toxic drugs are common. Some Bolivian officials, noting that campesinos reportedly receive part of their pay in paste, estimate that as many as 60,000 Bolivians now smoke "pitillos," with the highest prevalence of abuse among younger teenagers. Although there is increasing public recognition of the problem, Bolivia is ill-prepared to counter the debilitating long-term effects of social and economic dependency on drugs.

Because domestic abuse of cocaine and related drugs is relatively recent, treatment and rehabilitation programs are scarce and, in some instances, unskilled. Several small private and government treatment facilities do exist, but are inadequate to cope with the problem.

Available statistics do not show the true dimensions of the drug use problem. For example, Government statistics reveal that, during 1983, a total of 755 individuals were treated for drug abuse on an in-patient or out-patient basis. It is believed that the number of drug abusers is many times this figure.

Finally, narcotics trafficking poses a serious threat to the survival of Bolivia's economic and political structure. As discussed under the constraint section of this paper, the "narcotics industry" plays a significant role in Bolivia's economy. For instance, it is estimated that the industry: (a) contributed between 30% to 45% in value added to Bolivia's GDP in 1985; and (b) generates, directly or indirectly, over 300,000 jobs. In addition, it is believed that narcotics traffickers have been acquiring increased numbers of legitimate businesses, particularly in the transportation and finance sectors. Yet, despite their important economic role, there is a growing public recognition, that, if left unchecked, the economic power which narcotics traffickers wield may pervade and corrupt all spheres of life in Bolivia. A particular concern is the survival of Bolivia's fragile democracy.

Given the above situation, intensive educational and awareness efforts will be needed to make Bolivians respond openly and actively to the drug trafficking and consumption problem. By developing a high degree of awareness at all levels of Bolivian society about the threat that the narcotics industry poses to Bolivia's legitimate economic activities, its democracy, and the health of its population, the project is expected to stimulate Bolivian efforts, both public and private, to address the problem with determination and on a sustained basis.

B. Constraints to Dealing with the Narcotics Problem in Bolivia which the Project will Address.

There are five key interrelated constraints which impede efforts to deal effectively with the narcotics problem described above. These constraints, which the project seeks to address, are as follows:

1. Dearth of Information: Information about narcotics trafficking and use, about the impact of such trafficking and use on Bolivia's social fabric (particularly on its youth) and its negative effects on the political and economic development of the country is inadequate. To the extent that such information exists, it is based on unreliable data. This lack of information complicates the development of effective educational and awareness programs to raise the consciousness of Bolivia's population about the seriousness of the narcotics problem.

2. Lack of Awareness: Overall, Bolivians consider their country to be a traditional producer of coca and, more recently, exporter of cocaine. This accepted stereotype has not been updated to include the problems of domestic consumption and an economy and society increasingly dependent upon earnings from narcotics sales.

The lack of consensus on the dimensions of these last two issues (domestic use and economic dependence) has affected the country's will to act. Until the consumption, macro-economic and delinquency/crime issues are recognized and internalized by the public in general, it will be difficult to expect open rejection and effective repression of drug trafficking.

3. Institutional/Managerial Weaknesses

Neither the public sector nor the private sector has, to date, demonstrated the capacity to carry out effective, sustained nationwide narcotics awareness campaigns. A major portion of this deficiency relates to the level of awareness of the leaders of interested institutions as to the magnitude, nature, and implications of the narcotics problem. Moreover, the individual institutions involved in awareness activities do not presently have the experience, skill or knowledge necessary to mount a sound anti-narcotics campaign, even if their understanding of the problem were complete.

For instance, activities under the FY 1985 USAID/Bolivia grant (\$250,000) which was to be implemented through the Ministry of Interior (MOI) have not materialized, principally because of the inability of the MOI to supply adequate personnel and office space, establish relationships with the mass media, and develop materials adequate to reach any meaningful portion of the target audience effectively. Furthermore, because of rivalries, the MOI has not coordinated well with other ministries in areas of obvious mutual interest. Other public sector institutions do not differ qualitatively from the MOI and would be unlikely to benefit from a major effort in institution building of the magnitude required to address meaningfully the narcotics problem in Bolivia.

Constraints which private sector institutions face vary broadly from institution to institution. In general, their constraints include: (a) their limited understanding of the nature of the narcotics problem; (b) the local scope of most private institutions, whereas a national campaign would require a nationwide scope; (c) limited experience and talent in-country for addressing social issues; and (d) the generally low level of cooperation among private sector institutions.

Counterbalancing these deficiencies in the private sector are relatively high managerial capacity and rapidly increasing interest and concern about the narcotics problem. Several private sector institutions have in the past demonstrated the ability to manage educational, publicity and other activities effectively and skillfully. Some of these groups have interest in an anti-narcotics campaign for religious reasons, for fear of crime and addiction, or because of the undermining of legitimate businesses by money laundering operations. The combination of

management skills and interest in the narcotics problem of Bolivia makes the private sector an appropriate channel for narcotics awareness efforts, facilitates the provision of technical assistance to build a domestic capability to address the narcotics problem, and allows for the possibility of close collaboration among the various concerned institutions.

4. Cultural and Social

Two common arguments working against efforts to repress cocaine production in Bolivia are:

- coca is a traditional crop, and thus unrestricted cultivation is justified, and
- in the sub-tropical areas, where spontaneous colonization is taking place, coca is perhaps the most economically lucrative cash crop.

These "coca culture" arguments do not take into consideration that, while in the past coca was used by campesinos and miners as a medicinal plant and energy-giver, almost all current production is absorbed into cocaine processing, making coca leaves scarce and expensive for traditional consumers. On the issue of the colonization zones, no mention is made of food producing lands which were converted to coca cultivation as the price rose, or the numbers of campesinos who have migrated to coca producing areas, attracted by rumors of quick and easy wealth.

Coca and cocaine production have created forms of rapid social mobility in Bolivia that have yet to be evaluated in their fullest dimension. Historically, Bolivia has been a rigidly structured society characterized by ethnic divisions, social polarization, and a very small middle-class. However, part of the income generated by cocaine has favored the poor and marginally employed. A pisador (stomper) of coca leaves, for example, can earn in one day what the average professional would earn in two weeks.

As opposed to production, little is known of the extent of domestic consumption. A pattern appears to be emerging which involves two major groups: (1) the laborers directly involved in the production and marketing processes who are often paid in kind, and (2) the young urban population that purchases cocaine. "Addicts Anonymous," a recently founded civic group in Santa Cruz, contends that there are 50,000 addicts and occasional users in that department alone. If this is true, the areas of Bolivia involved in production may also have a major, albeit largely unrecognized, social problem in their midst as a result of consumption.

5. Economic

The narcotics industry has assumed major economic importance as a contributor to Bolivia's income, employment and especially foreign exchange earnings. Quantitative estimates differ widely, but the consensus is that the "industry" has grown by leaps and bounds in recent years. According to the most conservative estimates available, hectares under cultivation in coca increased from 19,400 in 1979 to 37,400 in 1985; the production of leaves available for export processing increased from 14,000 to 38,500 metric tons; the potential value of cocaine base increased from \$282 million to \$762 million; and the production of cocaine hydrochloride, the high priced processed product, increased from \$626 million to \$1.7 billion over this period.

The narcotics industry poses a serious threat to legitimate private enterprises. Its economic success has enabled narcotics traffickers to acquire a substantial number of legitimate businesses. Particularly noteworthy are investments in the transportation industry, with numerous small entrepreneurs buying trucks to transport coca leaves. Other small scale enterprises have emerged to supply chemicals used for processing coca paste. Investments have also been made in commerce and finance, often displacing legitimate business. Thus, an ever-growing sector of the labor force is identifying its own interests and well-being with those of the traffickers.

If not effectively checked, the implications of the economy's growing dependence on narcotics will be most serious--not only for the long-term viability of the Bolivian economy, but also for the health of the Bolivian population and the survival of its nascent democratic process.

In sum, the economic importance of the narcotics industry is one of the major constraints impeding an effective program to deal with the narcotics problem in Bolivia. A vital outcome of the project is the development of broad public support among all segments of Bolivia's population, which the GOB needs to arrest the rapid expansion of the narcotics industry.

C. Current Drug Education/Awareness Programs

Narcotics education and awareness programs in Bolivia have been erratic and sporadic. Public sector efforts to date have been ineffective, even when resources have been made available by external donors. For example, in June 1985, AID provided \$250,000 through the Ministry of Interior (MOI) to finance a nationwide drug education activity aimed at developing increased public awareness of the drug problem and increasing the number of drug education programs in Bolivia; but to date the MOI has made little progress in carrying out planned activities, and over 50% of the funds provided have yet to be utilized.

The experience with the U.S. Embassy-created office known as Education Campaign in Drugs (CESE) has been more encouraging. CESE has shown somewhat more enthusiasm and organizational skills, though it lacks expertise in the development of materials and a coherent program for the campaign. Up to now, CESE has organized and carried out 8 seminars and 180 conferences on the drug consumption problem, and is in the process of developing video tape presentations.

The local press also has been supportive of narcotics education efforts, but, to date, there has been little coverage on the suffering among narcotics abusers, the economic losses to the Bolivian society, narcotics related crimes, or the dangers that narcotics trafficking poses for Bolivia's democracy. An important factor explaining this situation is that neither the press nor the public at large is fully cognizant of the magnitude of the narcotics problem. The press and general communications media, if briefed and provided materials on narcotics and drug abuse, are willing to carry the message to the Bolivian public.

Other private sector organizations, such as the Confederación de Empresarios Privados de Bolivia (CEPB) and the American Chamber of Commerce, are interested in supporting and sponsoring narcotics education and drug awareness programs, but are constrained by the lack of resources. Some Bolivian private groups have begun to address the issue of narcotics consumption and trafficking, although their efforts have been limited both in content and geographic coverage. The League of Bolivian Women, a local organization dedicated, in part, to addressing important social issues, has begun to speak out on the nation's drug problem. Similarly, the Bolivian Pro Youth Group has recently sponsored drug prevention courses. In addition, Bolivia's Rotary Club, Concerned Parents Groups, Junior Citizens of Cochabamba, Radio San Rafael and the Center for Family Life (CEVIF) are all becoming involved in the campaign to fight the drug problem in Bolivia. Despite these efforts, additional and sustained efforts and resources are needed to increase awareness and understanding of narcotics and drug-related issues and problems in Bolivia.

D. Relationship of Project to USAID/Bolivia Development Strategy

USAID/Bolivia's overall development strategy entails the implementation of activities to support the strengthening of Bolivia's democratic and constitutional process, economic stabilization and recovery, and narcotics control. USAID's related narcotics three-pronged strategy is to support coca eradication and control activities with suitable social and economic development programs and narcotics awareness activities. Programs currently being carried out, as part of the coca reduction strategy, include the Chapare Regional Development, Rural Access Roads II, and Rural Sanitation Projects. These projects have been designed to address the infrastructure and other basic needs in the coca production areas of the Chapare and to provide incentives for coca eradication.

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The narcotics awareness program complements these projects by developing public awareness of the drug problem in Bolivia and by strengthening the GOB commitment to narcotics control. It is expected that, through the provision of information on the negative implications of illicit narcotics production, trafficking and consumption, aimed at a broad spectrum of the Bolivian population, a broader base of support for the GOB's overall narcotics enforcement efforts will be achieved. This will facilitate GOB political decisions to address the problem forcefully (i.e. through a stronger commitment to control and eradication activities).

E. Relationship of the Project to Other Donor Projects in Bolivia.

One of the important objectives of the USAID strategy is the internationalization of support for the resolution of the growing narcotics problem in Bolivia. This requires close coordination with those donors which can effectively participate, with financial and human resources, in supporting Bolivian efforts to address the problem. A key donor is the United Nations Fund for Drug Abuse Control (UNFDAC), which is planning a \$5.6 million program to finance narcotics awareness activities, drug rehabilitation programs, and related development/institutional strengthening and training activities. UNFDAC project development, however, is still in the negotiation stage, and project activities are not expected to start until mid-CY 1987. Close coordination with the United Nations efforts will be maintained to ensure complementarity of efforts. In addition, the British Government has announced that it will provide a US\$900,000 grant to finance equipment and related logistic support needed for the GOB narcotics control efforts.

III. PROJECT RATIONALE AND STRATEGY

The Project is based on the supposition that public information and education, built around adequate research data on cocaine consumption and the socio-economic and political impact of production and trafficking, will create a consensus in favor of increased action against this industry at all levels. A corollary to this argument is that activities financed with narcotics money are encouraging public acceptance and passivity on this issue, and will only be counteracted by a similar effort directed at interest groups which, based on their recognition of the extent of the problem, will demand solutions.

The Project Strategy, which addresses the constraints discussed in Section II.B. of this paper, focuses on the need for a Bolivian sponsored, carefully developed campaign, based on factual information, which, in the short, medium, and long-term produces measurable results. It is based on the premise that Bolivia's private sector: (a) can and will play an effective role in addressing the narcotics problem and (b) will be able to develop the high level of awareness necessary among all levels of Bolivia's society to facilitate implementation of the difficult political decisions and actions which the public sector must take to deal with the problem.

The project will be carried out in three stages, each stage building on the experience and results of the previous stage. The initial stage (short-term) will last up to three months and will consist of information gathering and analyses of the various aspects of the narcotics situation in Bolivia. As discussed in Part IV Section E of this paper, this stage has been financed with ESF-generated local currency funds and is already underway. The results of project activities during this stage will provide the basis for implementation of the second stage which will last approximately 12 months. In essence, the results of the studies carried out during the first stage will be used to develop and carry out a pilot drug awareness and education campaign, utilizing mass communication media (radio, television, newspapers), seminars for public opinion leaders, and training courses, all implemented through the private sector.

An in-depth evaluation will be conducted at the conclusion of these two stages, which will provide the basis for developing a long-range strategy utilizing the institutional components and awareness approaches found to be most effective during the second stage. At this point, additional dollar resources may be required to build on and expand the activities carried out on a pilot basis during stages one and two.

The overall strategy will address the currently misunderstood, highly politicized issue of narcotics awareness and gradually expand its definition and conception, developing factual educational messages to orient public opinion. The final outcome of the strategy is to persuade Bolivians at all social levels that narcotics use and trafficking is not only U.S. or other countries' problems, but very serious Bolivian problems that if not addressed properly and forcefully, will cause long-range political, economic and social damage to Bolivian society.

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IV. PROJECT DESCRIPTION

A. Goal: To strengthen the Bolivian Government's and people's commitment to undertake legal, economic and education measures to control illicit narcotics consumption and trafficking.

B. Purpose: To mobilize the private sector in Bolivia to develop and carry out nationwide awareness and education campaigns against illicit narcotics use and trafficking.

C. End of Project Status

1. Nationwide narcotics education campaigns being carried out on a sustained basis by private sector institutions.

2. Broadened public support for GOB actions against illicit narcotics use.

3. Strengthened capability of at least one private sector institution (the Confederation of Private Bolivian Entrepreneurs) to carry out drug awareness and education campaigns.

D. Outputs

All years

1. Studies conducted	4
2. Private sector drug awareness/education campaigns carried out	x*
3. All Bolivian TV stations airing periodic narcotics awareness messages	x*
4. All radio stations in all major Bolivian cities airing periodic narcotics awareness messages	x*
5. All major Bolivian newspapers cooperating in drug awareness/education campaigns	x*
6. Public education courses and seminars conducted on drug awareness	12
7. Percentage of the Bolivian population reached with combined radio, TV, and newspaper messages	80
8. Evaluation	1

* These are continuing activities during the life of the project.

E. Project Components

This project is complementary to the drug education program begun in late FY 1985. It will be carried out in three stages. The second and third stages will be timed to utilize the implementation experience and results of the previous stages. Together, the project components will address the constraints listed under Section II.B., and will be as follows:

1. Stage 1. - Short-Term (three months) - Studies and Baseline Information.

The following studies are being financed with local currency counterpart contributions. Some are already underway, and the others will be initiated by September 15, 1986, as discussed below.

a. Study on incidence of use and amount of consumption of narcotics use among youth (8 to 25 yrs.) and public opinion on this issue: This study has been contracted to a Bolivian firm, ABC Advertising. The study will provide data on the prevalence of consumption among the target population and other issues related to individual drug use. The study will compile information on the way key persons and institutions perceive narcotics consumption and trafficking problems, as the basis for the awareness campaign. The contractor will also analyze findings from prior studies carried out in 1979 and 1982. Cost: \$24,500.*

b. Case Studies: It is planned to conduct 24 comprehensive case studies among drug users in La Paz, Cochabamba and Santa Cruz. This body of information will provide an in-depth understanding of the consequences of drug abuse in Bolivia by studying, over time, the daily lives of the target group, their families, and work situations, and their perception of their reality. This study will be carried out under the auspices of the Bolivian American Chamber of Commerce.

The Chamber, founded in 1975, is an affiliate of the US Chamber of Commerce. Its major purpose is to encourage commercial relations between the US and Bolivia through the flow of information, publications and seminars. It considers relevant to its activity all issues which influence US-Bolivian relations. Cost: \$33,000.*

c. Institutional Study: This is a study of private and public institutions presently involved with narcotics awareness activities, planning such activities, or with the capacity to conduct such activities, to identify potential resources and create efficient strategies for awareness campaign management. The study will be conducted by the Bolivian American Chamber of Commerce. Cost: \$5,000.*

* Local Currency Funding.

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d. Traditional and Non-Traditional Coca Production. This study will delineate, by provinces, the areas of traditional coca production and non-traditional (illicit) coca production for the entire country. This determination will form the basis for future Bolivian legislation to delimit coca production in traditional areas. In addition, the study will establish a ceiling for legal (traditional) coca use in Bolivia, including chewing, tea, and rituals. The report on this study will be completed by August 31, 1986. Cost: \$25,000.

The above studies are expected to provide the necessary information to develop and conduct immediate mass media presentations (TV, radio, and printed media) on the negative consequences of illicit narcotics in Bolivia. The major theme of those messages will focus on social and health problems of addiction, with other themes (economic and political) to be selected upon completion of an initial assessment of the public information base. Negotiations are underway with several Bolivian TV stations and print media with the technical assistance of USIS.

2. Stage 2 - Medium Term (up to one year) - Expand the Awareness Campaign through the Private Sector.

The project will enlist and support the participation of selected private sector institutions to address the narcotic problem in Bolivia. This stage includes:

a. Support to the Confederación de Empresarios Privados de Bolivia (CEPB) to conduct an anti-narcotics campaign among the private sector to mobilize citizen groups, private voluntary agencies, service organizations and religious groups. CEPB will contribute policy direction, program implementation, office space and equipment, member financial contributions and its national and regional infrastructure to the program.

The CEPB, founded in 1964, represents a cross section of all commercial sector organizations in Bolivia. It groups 32 chambers and associations of different economic activities (commerce, industry, agriculture, communications, etc.) and has federations in each department. Its structure is a logical vehicle for a nationwide awareness campaign, and has been used in the past to raise levels of consciousness on other economic and social issues.

The project will finance one CEPB coordinator, a secretary for up to one year; funding for the development of a campaign using written and audio-visual materials (as per a campaign plan to be developed by CEPB); and funding for direct and operational costs of project implementation. In addition the USAID will provide one consultant for one month to help CEPB in developing the campaign plan.

The CEPB will execute contracts with professional public relations firms (expected to be Bolivian firms) to develop campaign themes and messages. Those messages will be distributed through commercial media as well as through channels controlled by CEPB. Examples of CEPB channels include campaign slogans to be printed on utility bills and on packaging of consumer products marketed by CEPB members.

CEPB will contribute the equivalent of US\$10,000 over the life of the project. This contribution will cover office space, office equipment and supplies and overall logistics support for project personnel. In addition, CEPB will contribute policy direction and the experience of its key members, through its nationwide chambers, for program implementation.

The program will be managed by CEPB's Internal and International Committee, supplemented by the program coordinator and secretary.

It is expected that this activity will lead to an increase in the number of private organizations involved in the prevention of the negative consequences of illicit narcotics, and an increased demand for prevention materials and technical assistance. The findings of the evaluation that will be conducted towards the end of the second stage will be used to decide on the continuation and extent of A.I.D. support to narcotics awareness activities through CEPB.

AID will provide \$250,000 in FY 1987 grant funds to CEPB to cover this activity.

b. Other possible activities will be considered, as required, during project implementation. La Paz TV Channel 9, for example, is interested in developing an ongoing production capability for video programs and spots on narcotics issues. Support for these types of projects will be carefully considered within the context of USAID/Bolivia's overall narcotic awareness program.

3. Stage 3 - Long Term Narcotics Awareness Campaign

The results of both the short and medium term components will provide sufficient experience with Bolivian private and public organizations concerned with the narcotics problem to permit the planning and implementation of a longer range public awareness program. It is expected that USAID's resources will be used primarily to support private sector entities, while the UNFDAC project mentioned in Section II.E of this paper will deal mainly with the public sector. USAID/Bolivia and UNFDAC have agreed to maintain close communication on their respective efforts in order to ensure the efficient use of each agency's resources. The medium term activities are considered crucial as a trial period and foundation for a subsequent long term strategy.

F. Preliminary Project Inputs

There are three major project input categories, costing approximately \$400,000, including local currency contributions. Of this sum, AID will grant \$250,000 to CEPB and the GOB will contribute about \$150,000 in local currency through a Trust Fund Arrangement with USAID/Bolivia.

The three project input categories are:

1. Studies and Baseline Information: The following studies, discussed in Section IV.E., have been financed with local currency counterpart contributions:

- ABC study	\$25,000
- Case studies.	\$35,000
- Institutional study.	\$5,000
- Traditional and non-traditional coca study.	\$25,000
TOTAL	\$90,000

2. CEPB Grant. A total of US\$250,000 will be provided to CEPB to cover the following:

- Funding for the CEPB Project Coordinator plus secretary for one year
- Short-term Technical Assistance
- Development of public narcotics awareness/education campaign
- Office expenses
- Audio-visual equipment
- Other costs

3. Project Support (Local currency). This category includes the equivalent of US\$35,000 in local currency counterpart contributions to cover the cost of the PSC to be contracted by USAID/Bolivia to coordinate narcotics awareness and education activities with CEPB and other Bolivian private and public institutions.

A contingency provision of US\$25,000 completes the estimated US\$150,000 local currency contribution.

V. PRELIMINARY COST ESTIMATE AND FINANCIAL PLAN

LOP SUMMARY COST ESTIMATE AND FINANCIAL PLAN
(In \$000's)

<u>PROJECT FINANCIAL INPUTS</u>	<u>AID GRANT</u>		<u>GOB</u> <u>(TRUST-FUND)</u>	<u>T O T A L</u>	
	<u>F/X</u>	<u>L/C</u>	<u>L/C</u>	<u>F/X</u>	<u>L/C</u>
	I. Studies and Baseline Data (1)	--	--	90 (1)	--
II. CEPB Grant	250	--	--	250	--
III. Project Support					
- AID Project Coordinator	--	--	35	--	35
IV. Contingencies	--	--	25	--	25
T O T A L S	250	--	150	250	150

Contributions in-kind (by CEPB):

Estimated Value

Office space, office equipment and
supplies, logistic support, policy
direction

\$10,000

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(1) These studies are underway and have been financed with local currency contributions.

VI. PROJECT IMPLEMENTATION

USAID/Bolivia has funded directly the studies discussed in Section V of this Paper. The findings of these studies will be made available to the CEPB to develop and implement the narcotics awareness and education campaign using funds provided through a Specific Support Grant Agreement to be signed between USAID/Bolivia and CEPB. Disbursements to CEPB under this Grant Agreement will be conditioned on the presentation of a detailed implementation plan to be submitted by CEPB to USAID/Bolivia for approval. This implementation plan will include the following:

--A discussion on the scope of the narcotics awareness and education activities which CEPB will carry out to address the narcotics problem in Bolivia;

--A time-phased plan for carrying out such activities;

--A discussion of the resources (funds broken down by F/X and L/C, personnel, operational support, commodities) needed to carry out the implementation plan; and

--An Evaluation Plan to assess the results of the CEPB narcotics awareness program, and to provide detailed recommendations for a strategy to deal with the narcotics use/trafficking problem in Bolivia in the long range.

A. Project Management Responsibilities

1. USAID/Bolivia

USAID/Bolivia will contract a Bolivian Project Coordinator under a Personal Services Contract (PSC) arrangement using local currency counterpart contributions. This PSC will work under the direct supervision of the USAID/Bolivia direct hire Project Manager and will provide a link between USAID/Bolivia and the private sector institutions which will participate in the USAID-sponsored drug awareness/education activities. Specifically, under the direction of the USAID/Bolivia project manager, the PSC Project Coordinator will work closely on all narcotics awareness related matters with CEPB personnel and the short-term experts who will be contracted by CEPB to: ensure compliance with the project implementation plan and with the terms and conditions of the USAID/CEPB grant agreement; monitor proper provision of short-term advisors under the grant agreement; verify that program procedures are followed for all AID-financed acquisitions; and help solve implementation problems as they arise. In addition, he/she will serve, on a daily basis, as liaison with the CEPB Project Coordinator, CESE and other GOB/private sector organizations involved in narcotics awareness and education activities in Bolivia.

The USAID Project Committee will periodically review Project status to identify potential implementation and/or other Project-related problems and develop appropriate solutions, as required.

The USAID/Bolivia direct hire Project Manager will have direct supervisory responsibility and authority for overall project monitoring activities and for the supervision of the USAID PSC Project Coordinator. In addition, the USAID/Bolivia direct hire Project Manager will be the officially designated USAID/Bolivia counterpart in dealing with the CEPB, CESE and representatives of other concerned private sector institutions.

2. Private Sector: Confederación de Empresarios Privados de Bolivia (CEPB)

CEPB will contract a Project Coordinator (Bolivian PSC) for one year to serve as liaison with USAID/Bolivia and perform the day-to-day project implementation activities at CEPB. He/she will be the key CEPB project officer concerned with the details of project related campaign activities and with the coordination of project activities with CEPB's international Committee and the 24 chambers which compose the Federation of Private Bolivian Entrepreneurs.

In addition, the USAID/Bolivia-CEPB grant agreement will include short-term technical assistance to assist in specialized areas, such as video production and other mass media communication techniques. Recruitment and phasing of these experts will be one of the key functions of both the USAID and the CEPB contracted PSCs.

Funds to cover the logistic requirements of personnel to be contracted by CEPB to carry out project activities will be provided either by the USAID/Bolivia grant or GOB local currency contributions and by CEPB, in accordance with the implementation plan to be submitted by CEPB to USAID/Bolivia prior to the first disbursement of project funds.

B. Implementation Schedule

The Implementation Schedule, which follows, outlines major events from the anticipated date of USAID/Bolivia approval of the Project Paper, on September 4, 1986. Details on timing of studies, etc., have been included as preliminary dates only.

C. Disbursement Procedures

AID funds for the Project will be disbursed as indicated below.

<u>Major Elements</u>	<u>Method of Implementation</u>	<u>Method of Financing</u>	<u>Approx. Estimated Amount</u>
I.			
Studies and Baseline Information	AID Contracts	Direct Pay	\$90,000
II. CEPB Grant	Specific Support Grant	Direct Pay	\$250,000
III. Project Support			
- USAID/Bolivia Project	Local Direct AID Contract	Direct Pay	\$35,000

D. Procurement Plan

CEPB will carry out all project procurement following AID regulations. The USAID/Bolivia Project Coordinator (PSC) and Project Manager will assist the CEPB in procuring the following on a timely basis:

- services of CEPB Project Coordinator and Secretary
- short-term consultants
- audio visual equipment and training activities
- office materials and supplies
- studies and other information gathering activities

There is no other procurement anticipated.

E. Evaluation Plan

An evaluation plan will be included as part of CEPB's implementation plan.

VII. ENVIRONMENTAL ANALYSIS

It has been determined that as a public awareness and education activity, the project does not have any impact on the environment, and therefore, an environmental analysis is not required.

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ANNEXES

- A. Statutory Checklist
- B. Logical Framework
- C. CEPB Letter of Request

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NARCOTICS AWARENESS
(511-0592)

ANNEX A
STATUTORY CHECKLISTS

I. PROJECT CHECKLIST

A. General Criteria for Project

1. FY 1986 Continuing Resolution, Sec. 524 FAA Sec. 634A, Sec.653(b).
(a) Describe how authorization and appropriations committees of Senate and House have been or will be notified concerning the project?
Committees notified using congressional notification procedures.
2. FAA Sec.611(a)(1). Prior to obligation in excess of \$100,000, will there be (a) engineering, financial or other plans necessary to carry out the assistance and (b) a reasonably firm estimate of the cost to the U.S. of the assistance?
Yes.
3. FAA Sec. 611(a) (2). If further legislative action is required within recipient country, what is basis for reasonable expectations that such action will be completed in time to permit orderly accomplishment of purpose of the assistance?
N/A
4. FAA Sec. 611(b), FY 1986 Continuing Resolution, Sec. 501. If for water or water-related land resource construction, has project met the principles standards and procedures established pursuant to the Resources Planning Act (42 U.S.C. 1962, et. seq)? (See AID Handbook 3 for new guidelines.)
N/A
5. FAA Sec. 611(e). If project is capital assistance (e.g. construction), and all U.S. assistance for it will exceed \$1 million, has Mission Director certified and Regional Assistance Administrator taken into consideration the country's capability effectively to maintain and utilize the project?
N/A

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6. FAA Sec. 209. Is project susceptible to execution as part of regional or multilateral project? If so, why is project not so executed? Information and conclusion whether assistance will encourage regional development programs.
7. FAA Sec. 601(a). Information and conclusions whether project will encourage efforts of the country to: (a) increase the flow of international trade; (b) foster private initiative and competition; and (c) encourage development and use of cooperatives, and credit unions, and savings and loan associations; (d) discourage monopolistic practices; (e) improve technical efficiency of industry, agriculture and commerce; and (f) strengthen free labor unions.
8. FAA Sec. 601(b). Information and conclusions on how project will encourage U.S. private trade and investment abroad and encourage private U.S. participation in foreign assistance programs (including use of private trade channels and the services of U.S. private enterprise).
9. FAA Sec. 612(b). 636(h); FY 1982 Appropriation Act, Sec.507. Describe steps taken to assure that, to the maximum extent possible, the country is contributing local currencies to meet the cost of contractual and other services, and foreign currencies owned by the U.S. are utilized in lieu of dollars.
10. FAA Sec. 612(d). Does the U.S. own excess foreign currency of the country and, if so, what arrangements have been made for its release?
- No. Project is unique to Bolivian situation.
- These considerations are not relevant to narcotics awareness/education activities.
- N/A
- The GOB will provide a counterpart contribution in local currency, as necessary during the life-of project, to attain the project purpose. The present estimate of GOB local currency contribution is 38% of total project cost.
- No.

11. FAA Sec.601(e). Will the project utilize competitive selection procedures for the awarding of contracts, except where applicable procurement rules allow otherwise? Yes.
12. FY 1986 Continuing Resolution, Sec.522. If assistance is for the production of any commodity for export, is the commodity likely to be in surplus on world markets at the time the resulting productive capacity becomes operative, and is such assistance likely to cause substantial injury to U.S. producers of the same, similar or competing commodity? N/A
13. FAA 118(c) and (d). Does the project comply with the environmental procedures set forth in AID Regulation 16? Does the project or program take into consideration the problem of the destruction of tropical forests? Yes. It has been determined that as a public awareness/education campaign, the project will not have adverse effects on the environment.
14. FAA 121 (d). If a Sahel project, has a determination been made that the host government has an adequate system for accounting for and controlling receipt and expenditures of project funds (dollars or local currency generated therefrom)? N/A
15. FY 1986 Continuing Resolution Sec.533. Is disbursement of the assistance conditioned solely on the basis of the policies of any multilateral institution? No.
16. ISDCA of 1985 Sec. 310. For development assistance projects, how much of the funds will be available only for activities of economically and socially disadvantaged enterprises, historically black colleges and universities, and private and None.

voluntary organizations which are controlled by individuals who are black Americans, Hispanic Americans, or Native Americans, or who are economically or socially disadvantaged (including women)?

B. Funding Criteria for Project

1. Development Assistance Project Criteria

- a. FAA Sec.102(b), 11, 113, 281(a).
Extent to which activity will (a) effectively involve the poor in development, by extending access to economy at local level, increasing labor-intensive production and the use of appropriate technology, spreading investment out from cities to small towns and rural areas, and insuring wide participation of the poor in the benefits of development on a sustained basis, using the appropriate U.S. institutions, (b) help develop cooperatives, especially by technical assistance, to assist rural and urban poor to help themselves toward better life, and otherwise encourage democratic private and local governmental institutions, (c) support the self-help efforts of developing countries, (d) promote the participation of women in the national economies of developing countries and the improvement of women's status, and (e) utilize and encourage regional cooperation by developing countries?

N/A.

- b. FAA Sec.103, 103A, 104, 105, 106.
Does the project fit the criteria for the type of funds (functional account) being used?

Yes

- c. FAA Sec.107. Is emphasis on use of appropriate technology (relatively smaller, cost-saving, labor-using technologies that are generally most appropriate for the small farms, small businesses, and small incomes of the poor)? N/A.
- d. FAA Sec.110(a). Will the recipient country provide at least 25% of the costs of the program, project, or activity with respect to which the assistance is to be furnished (or is the latter cost-sharing requirement being waived for a "relatively least developed" country)? At least 38% will be provided.
- e. FAA Sec.122(b). Does the activity give reasonable promise of contributing to the development of economic resources, or to the increase of productive capacities and self-sustaining economic growth? N/A.
- f. FAA Sec. 128(b). If the activity attempts to increase the institutional capabilities of private organizations or the government of the country, or if it attempts to stimulate scientific and technological research, has it been designed and will it be monitored to ensure that the ultimate beneficiaries are the poor majority? N/A.
- g. FAA Sec.281(b). Describe extent to which program recognizes the particular needs, desires, and capacities of the people of the country, utilizes the country's intellectual resources to encourage institutional development, and supports civil education and training in skills required for effective participation in governmental processes essential to self-government. The project uses a participatory design and local consultants and will improve the capacity of private organizations to address the serious narcotics use and trafficking problem in Bolivia.

2. Development Assistance Project Criteria
(Loans Only)

a. FAA Sec.122 (b). Information and conclusions on capacity of the country to repay the loan, at a reasonable rate of interest. N/A

b. FAA Sec.620(d). If assistance is for any productive enterprise which will compete with U.S. enterprises, is there an agreement by the recipient country to prevent export to the U.S. of more than 20% of the enterprise's annual production during the life of the loan? N/A

3. Economic Support Fund Project Criteria

a. FAA Sec.531(a). Will this assistance promote economic or political stability? To the extent possible, does it reflect the policy directions of FAA Section 102? N/A

b. FAA Sec.531(c). Will assistance under this Chapter be used for military, or paramilitary activities? N/A

c. ISDCA of 1985 Sec. 207. Will ESF funds be used to finance the construction of, or the operation or maintenance of, or the supplying of fuel for, a nuclear facility? If so, has the President certified that such country is a party to the Treaty on the Non-Proliferation of Nuclear Weapons or the Treaty for the Prohibition of Nuclear Weapons in Latin America (the "Treaty of Tlatelolco"), cooperates fully with the IAEA, and pursues nonproliferation policies consistent with those of the United States? N/A

- d. FAA Sec.609. If commodities are to be granted so that sale proceeds will accrue to the recipient country, have Special Account (counterpart) arrangements been made N/A

III. Standard Item Checklist

A. Procurement

1. FAA Sec. 602. Are there arrangements to permit U.S. small businesses to participate equitably in the furnishing of commodities and services financed? **Yes.**

2. FAA Sec. 604(a). Will all procurement be from the U.S. except as otherwise determined by the President or under delegation from him? **Yes. U.S. and Bolivia**

3. FAA Sec. 604 (d). If the cooperating country discriminates against marine insurance companies authorized to do business in the U.S., will commodities be insured in the United States against marine risk with such a company? **Bolivia does not so discriminate.**

4. FAA Sec. 604 (e), ISDCA of 1980 Sec. 705 (a). If offshore procurement of agricultural commodity or product is to be financed, is there a provision against such procurement, when the domestic price of such commodity is less than parity? (Exception where commodity financed could not reasonably be procured in U.S.) **N/A.**

5. FAA Sec. 604(g). Will construction or engineering services be procured from firms of countries which receive direct economic assistance under the FAA and which are otherwise eligible under Code 941, but which have attained a competitive capability in international markets in one of these areas? Do these countries permit United States firms to compete for construction or engineering services financed from assistance programs of these countries? **No.**

6. FAA Sec. 603. Is the shipping excluded from compliance with requirement in Section 901(b) of the Merchant Marine Act of 1936, as amended, that at least 50 percent of the gross tonnage of commodities (computed separately for dry bulk carriers, dry cargo liners, and tankers) financed shall be transported on privately owned U.S. flag commercial vessels to the extent that such vessels are available at fair and reasonable rates. **No.**
7. FAA Sec. 621. If technical assistance is financed, will such assistance be furnished by private enterprise on a contract basis to the fullest extent practicable? If the facilities of other Federal Agencies will be utilized, are they particularly suitable, not competitive with private enterprise, and made available without undue interference with domestic programs? **Yes.**
N/A
8. International Air Transport. Fair Competitive Practices. Act. 1974. If air transportation of persons or property is financed on grant basis, will U.S. carriers be used to the extent such service is available? **Yes.**
9. FY 1986 Continuing Resolution Sec. 504. If the U.S. Government is a party to a contract for procurement, does the contract contain a provision authorizing termination of such contract for the convenience of the United States? **Yes.**

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B. Construction

1. FAA Sec. 601(d). If capital (e.g. construction) project, will U.S. engineering and professional services be used? N/A.
2. FAA Sec. 611(c). If contracts for construction are to be financed, will they be let on a competitive basis to maximum extent practicable? N/A.
3. FAA Sec. 620(k). If for construction of productive enterprise, will aggregate value of assistance to be furnished by the U.S. not exceed \$100 million (except for productive enterprises in Egypt that were described in the CP)? N/A.

C. Other Restrictions

1. FAA Sec. 122(b). If development loan, is interest rate at least 2% per annum during grace period and at least 3% per annum thereafter? N/A.
2. FAA Sec. 301(d). If fund is established solely by U.S. contributions and administered by an international organization, does Comptroller General have audit rights? N/A.
3. FAA Sec. 620(h). Do arrangements exist to insure that United States foreign aid is not used in manner which, contrary to the best interests of the United States, promotes or assists the foreign aid projects or activities of Communist-bloc countries? Yes.

4. Will arrangements preclude use of financing?
- a. FAA Sec. 104(f), FY 1986 Continuing Resolution Sec.526: (1) To pay for performance of abortions as a method of family planning or to motivate or coerce persons to practice abortions; (2) to pay for involuntary sterilization as method of family planning, or coerce or provide financial incentive to any person to undergo sterilization; (3) to pay for any biomedical research which relates, in whole or in part, to methods or the performance of abortions or involuntary sterilizations as a means of family planning; (4) to lobby for abortion? Yes.

 - b. FAA Sec.488. To reimburse persons, in the form of cash payments, whose illicit drug crops are eradicated? Yes.

 - c. FAA Sec. 620(g). To compensate owners for expropriated nationalized property? Yes.

 - d. FAA Sec. 660. To provide training or advice or provide any financial support for police, prisons, or other law enforcement forces, except for narcotics programs? Yes.

 - e. FAA Sec. 662. For CIA activities? Yes.

 - f. FAA Sec. 636(i). For purchases, sale, long-term lease, exchange or guaranty of the sale of motor vehicles manufactured outside U.S., unless a waiver is obtained? Yes.

 - g. FY 1986 Continuing Resolution, Sec.503. To pay pensions, annuities, retirement pay, or adjusted service compensation for military personnel? Yes.

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- h. FY 1986 Continuing Resolution, Sec.505
To pay U.S. assessments, arrearages
or dues? Yes.
- i. FY 1986 Continuing Resolution, Sec. 506
To carry out provisions of FAA Sec-
tion 209(d) (Transfer of FAA funds
to multilateral organizations for
lending? Yes.
- j. FY 1986 Continuing Resolution, Sec.510.
To finance the export of nuclear
equipment, fuel, or technology? Yes.
- k. FY 1986 Continuing Resolution, Sec.511.
For the purpose of aiding the efforts
of the government of such country to
repress the legitimate rights of the
population of such country contrary
to the United States Declaration of
Human Rights? Yes.
- l. FY 1986 Continuing Resolution, Sec. 516.
To be used for publicity or propa-
ganda purposes within U.S. not
authorized by Congress? Yes.

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PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

ANNEX B
Page 1 of 4

Life of Project:
From FY 86 to FY 88
Total U.S. Funding \$250,000
Date Prepared: August 28, 1986

(INSTRUCTION: THIS IS AN OPTIONAL
FORM WHICH CAN BE USED AS AN AID
TO ORGANIZING DATA FOR THE PAR
REPORT. IT NEED NOT BE RETAINED
OR SUBMITTED.)

Project Title & Number: Narcotics Awareness (511-0592)

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<p>Program or Sector Goal: The broader objective to which this project contributes:</p> <p>To strengthen the Bolivian Government's and people's commitment to undertake legal, economic and education measures to control illicit narcotics consumption and trafficking.</p>	<p>Measures of Goal Achievement:</p> <p>The GOB increases control measures and cocaine production falls.</p>	<p>USAID monitoring of GOB narcotics control actions; reports by Bolivian organizations involved in project implementation.</p>	<p>Assumptions for achieving goal targets:</p> <p>Public information based on factual implications of cocaine consumption and the socio-economic impact of trafficking creates a consensus in favor of increased actions against narcotics industry at all levels.</p>

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PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

ANNEX B
Page 2 of 4
Life of Project:
From FY 86 to FY 88
Total U.S. Funding \$250,000
Date Prepared: 8/26/86

Project Title & Number: Narcotics Awareness (511-0592)

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<p>Project Purpose:</p> <p>To mobilize the private sector in Bolivia to develop and carry out nationwide awareness and education campaigns against illicit narcotics use and trafficking.</p>	<p>Conditions that will indicate purpose has been achieved: End of project status.</p> <ol style="list-style-type: none"> 1. Nationwide narcotics education campaigns being carried out on a sustained basis by private sector institutions. 2. Broadened public support for GOB actions against illicit narcotics use. 3. Strengthened capability of at least one private sector institution (the Confederación of Private Bolivian Entrepreneurs) to carry out drug awareness and education campaigns. 	<ol style="list-style-type: none"> 1. Project reports and evaluation. 2. Before and after comparison of number and type of public and private organizations supporting actions against narcotics use and trafficking. 3. USAID monitoring of CEPB anti-narcotics activities. 	<p>Assumptions for achieving purpose:</p> <p>Campaign models designed and implemented by project are socially, politically, and culturally acceptable.</p> <p>Information dissemination through radio, TV and newspaper are successfully coordinated among public and private organizations concerned with the narcotics problem in Bolivia.</p>

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PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

ANNEX B
Page 3 of 4
Life of Project:
From FY 86 to FY 88
Total U.S. Funding \$250,000
Date Prepared: 8/26/86

Project Title & Number: NARCOTICS AWARENESS (511-0592)

PAGE 3

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<p>Outputs:</p> <ol style="list-style-type: none"> 1. Studies conducted. 2. Private sector drug awareness/ education campaigns carried out 3. All Bolivian TV stations airing periodic narcotics awareness messages. 4. All radio stations in all major Bolivian cities airing periodic narcotics awareness messages. 5. All major Bolivian newspapers cooperating in drug awareness/ education campaigns. 6. Public education courses and seminars conducted on drug awareness. 7. Percentage of the Bolivian population reached with combined radio, TV and newspaper messages. 8. Evaluation. 	<p>Magnitude of Outputs:</p> <ol style="list-style-type: none"> 1. 4 2. Campaigns carried out on a sustained basis. 3. Same as above. 4. Same as above. 5. Same as above. 6. 12 7. 80 8. 1 	<ol style="list-style-type: none"> 1. These studies are already underway. 2-8. Monthly and final implementation reports. 	<p>Assumptions for achieving outputs:</p> <ul style="list-style-type: none"> - Private sector continued commitment to narcotics awareness and education campaigns. - Project is able to allocate efficiently financial/human resources to overcome existing institutional/political constraints to meeting project EOPs.

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PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

Life of Project:
From FY 86 to FY 88
Total U.S. Funding \$250,000
Date Prepared: 8/26/86

Project Title & Number: Narcotics Awareness (511-0592)

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<p>Inputs:</p> <ol style="list-style-type: none"> 1. Gathering of Baseline Information. 2. CEPD (specific support grant). 3. Project Support. 4. Contingencies. 	<p>Implementation Target (Type and Quantity)</p> <ol style="list-style-type: none"> 1. \$ 90,000 (case studies, institutional studies, L/C only) 2. \$250,000 (ST TA, project coordinator campaign development, equipment and other costs, F/X only). 3. \$35,000 (PSC L/C) 4. \$25,000 (L/C only) <p>\$400,000 (F/X = \$250,000; L/C = \$150,000)</p>	<p>USAID/CONT, CEPB and PL-480 accounting records.</p>	<p>Assumptions for providing inputs:</p> <p>Continued commitment of participating private sector organizations to address narcotics problem.</p>



CONFEDERACION DE EMPRESARIOS PRIVADOS DE BOLIVIA

CEP/296/86



La Paz, agosto 19 de 1986

Angel

PRE	PD & I
DIV	
DIR	✓
DD	
EXO	
DP	
PEEI	✓
COET	✓
FRD	✓
HR	
Reply to:	9/4
Action to:	

Señor
David Cohen
Director USAID-BOLIVIA
Presente

De mi consideración:

Como es de su conocimiento, la Confederación de Empresarios Privados de Bolivia, más allá de su misión específica, de velar por la defensa de los principios de la libre empresa, se ha constituido en una entidad de servicio a los intereses de la comunidad nacional, lo cual ha quedado, ampliamente demostrado a través de sus casi 25 años de existencia y, con especial énfasis, durante los últimos cuatro años.

En tal sentido, concierne a la Confederación cualquier problema que afecte al desarrollo de la comunidad boliviana y estará siempre dispuesta a contribuir y alentar aquellas iniciativas que aporten a su constante perfeccionamiento.

La lucha contra el narcotráfico, como flagelo que ha rebasado todas las fronteras y amenaza con extenderse, sólo puede ser llevada a cabo con eficacia, si participan en ella todas las instituciones nacionales e internacionales. De esa lucha, obviamente, no puede estar ausente, en el marco de sus posibilidades y características, la Confederación de Empresarios Privados de Bolivia.

Creemos que es urgente que la C.E.P.B. patrocine una campaña destinada fundamentalmente a la prevención y concientización sobre los daños del consumo y de la farmacodependencia. Contamos con la voluntad y una organización básica bastante sólida y prestigiosa. Nos falta, sin embargo, un adecuado soporte financiero y orientación profesional para conducir una campaña seria y exitosa.

Creo que tal campaña puede instrumentarse, a partir de un plan básico que contenga el correspondiente presupuesto de sustentación. A tal finalidad, es indispensable, sin duda, contar con personal especializado que pueda elaborar dicho plan y el consiguiente programa.

En consecuencia y teniendo en cuenta los antecedentes mencionados, me permito solicitar a Ud. se digne gestionar el financiamiento correspondiente que, en una

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primera fase, permitirá contar con el diseño del plan básico y posteriormente con la ejecución misma de la campaña.

Dada la naturaleza de esta solicitud, estoy seguro que contaremos con la más amplia receptividad.

Reciba, con este motivo, las expresiones de mi consideración más distinguida.

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Lic. Carlos Iturralde B.

CIB/acv.