

UNITED STATES AID MISSION to BOLIVIA
c/o American Embassy
La Paz, Bolivia

PD-AAW-253
5021

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La Paz, Bolivia

July 15, 1987

Mr. Carlos Iturralde B.
President,
Confederación de Empresarios Privados de Bolivia
Casilla Postal No. 20439
La Paz

Dear Mr. Iturralde:

Ref: Grant No. 511-0592-G-00
Narcotics Awareness Project
Amendment No. 1

Pursuant to the authority contained in The Foreign Assistance Act of 1961, as amended, the Agency for International Development ("A.I.D.") hereby amends its Grant dated August 29, 1986 to the Confederación de Empresarios Privados de Bolivia (CEPB), to provide an additional \$900,000 in funding for the Narcotics Awareness Project in Bolivia, bringing total A.I.D. funding under the Grant to \$1,150,000. In addition, the expiration date of this Grant is extended from August 31, 1988 to August 31, 1989.

Attachment 1, "Schedule", of the Grant is amended as follows:

- (1) In Sections B.1 and B.2, the date "August 31, 1988" is replaced by "August 31, 1989".
- (2) In Section C.1, the amount "\$250,000" is replaced by "\$1,150,000".
- (3) Section C.2 is amended to read as follows:

"A.I.D. has to date obligated the sum of \$1,150,000 for program expenditures during the period set forth in B.2. above and as shown in the Financial Plan below.
- (4) Section D. "Financial Plan" is deleted in its entirety and is replaced with the following paragraph:

"IV. Financial Plan

The total revised Project budget is \$1,150,000. Of this amount, \$250,000 was obligated and spent during Year I of the Grant. This Amendment obligates an additional \$900,000 to fund Year II Grant expenses.

The revised budget, reflecting these amounts, is found in the Attachment to this Amendment No. 1, entitled "Revised Project Description", Section IV, "Revised Budget".

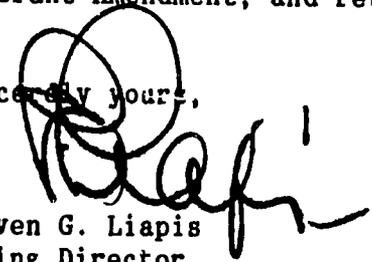
Attachment 2, "Program Description", of the Grant is deleted in its entirety, and is replaced by the "Revised Program Description", attached hereto.

Prior to any disbursement of funds under this Amendment, the Confederation will present, and USAID/Bolivia will approve, an Implementation Plan for Year II of the SEAMOS Campaign, as described in the Attachment to this Amendment, Section III, "Project Implementation".

Except as amended above, all other terms and conditions of the Agreement, as amended, remain in full force and effect.

Please sign the original and seven copies of this letter to acknowledge your receipt and acceptance of the Grant Amendment, and return the original and six copies to me.

Sincerely yours,

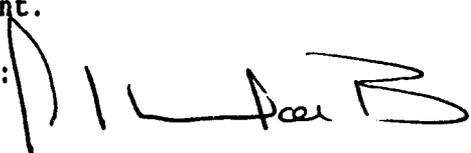


Steven G. Liapis
Acting Director
USAID/Bolivia

Attachment

"Revised Program Description", which replaces Attachment 2 to the Original Grant.

ACKNOWLEDGED:



By :
Title: President, Confederación de Empresarios Privados

Date : 15 July 1987

REVISED ATTACHMENT 2

(To original Grant Agreement)

REVISED PROJECT DESCRIPTION

I. PROJECT GOAL AND PURPOSE

A. Goal

To strengthen the commitment of the Bolivian Government and its people to undertake legal, economic and educative measures to combat 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.

II. SEAMOS Campaign

A. Phase I (August 1986 - July 1987)

The first year of the Narcotics Awareness Grant to the Confederation of Bolivian Private Entrepreneurs was a period of rapid progress. The implementation pace surpassed that planned for by the CEPB and expected by AID. Within three months of having signed the Grant Agreement, the CEPB had the project fully staffed, the initial "drug situation" studies completed, and a Campaign design devised.

The latter design aimed at generating Bolivian consensus in the following areas:

- 1) The seriousness of the drug problem in Bolivia, and
- 2) The necessity for a pro-active stance against drug consumption by all Bolivians, regardless of age, education, social, or economic status.

By January 1987, this design, to be realized through media outreach and community activities, had been formally approved by participating private sector organizations, and the Request for Proposals for media collaboration had been issued. By April, the media materials had been designed and approved, and full media coverage (16 TV stations, 16 radio stations, and 8 nationwide papers) was in place. In the latter regard, the CEPB was able to negotiate the costs for this blanket media coverage, valued commercially at US\$1.2 million, down to a nominal \$120,000, or ten percent.

By May 1987, immediately following the public beginning of media activities, the collaborating private voluntary organizations were at work in chosen communities and outreach programs. An informal survey of La Paz citizens soon after this time found both high recognition of the Campaign's logo and message, and interest in seeing a more in-depth treatment of the drug problem. By June 1987, the Confederation was already planning to deliver this more in-depth effort during YEAR II of its SEAMOS activities, building on the excellent information and credibility base that had been created in only ten months since the Grant's approval.

The present Amendment reflects the JEPB's proposal for an expansion of Campaign activities for the period August 1987 through July 1988, as detailed in the next section: SEAMOS Campaign, Phase II.

B. Phase II (August 1, 1987 - July 30, 1988.)

1. Major Activities

This second phase of the SEAMOS Campaign, the focus of this Grant Amendment, will begin in August 1987. It will have four major areas of activity, as described in the following Action Plan:

SEAMOS Campaign

Phase II: Action Plan

August 1, 1987 - July 30, 1988

AREA 1: INFORMATION DISSEMINATION

The initial task of publicizing the Campaign, its focus and content, has been accomplished and public recognition of the "SEAMOS" logo and message is high. During the second year of the Campaign, these national publicity activities will be scaled down to serve as support mechanisms for the new community action activities of "SEAMOS". The content of all new media messages, posters, and pamphlets on drug abuse prevention will be developed in direct relationship to these new training and community mobilization efforts, which will be carried out by the local and grassroots organizations collaborating with SEAMOS.

The vehicles to be used in the continuing information campaign, as was the case earlier, will include TV spots, press releases and graphics, radio time, posters, and pamphlets. Activities will continue to be nationwide in scope and be sought, as originally, at concessionary prices.

AREA 2: LEADERSHIP AND HUMAN RESOURCE TRAINING

During the first ten months of the SEAMOS Campaign, Government of Bolivia local currency funds were used to sponsor a study to identify those Bolivian institutions with successful records in drug abuse prevention activities, and with headquarters in the principal cities of La Paz, Cochabamba, and Santa Cruz.

These institutions were then cited as recipients in an agreement signed with CIEC* (Interdisciplinary Center for Community Studies) for the provision of anti-drug leadership training. CIEC's drug abuse prevention methodology is based on social and applied psychology. It employs specially-designed training directed to high risk groups, plus reinforcing activities, to neutralize the consequences of social and economic marginality. The latter were found to be a major factor leading to drug abuse in Bolivia in the recent studies on which the Campaign design was based. The formation of human resources under CIEC's prevention strategy includes activities which make adequate inroads on the extensive "free-time" available to high risk youth.

Initially, CIEC will train 300 group leaders and monitors who, in turn, will carry out the group training and follow-on activities.

Four organizations will be selected for CIEC leadership training activities in the city of La Paz. Additional organizations in Cochabamba and Santa Cruz will be selected to initiate activities with CIEC-SEAMOS in August 1987.

AREA 3: COMMUNITY MOBILIZATION

This action area consists of sporadic, massive activities with the SEAMOS theme, to generate and maintain public awareness of, and concern to resolve, Bolivia's drug problem. This mobilization activity will be implemented in cooperation with sports, church, and civic organizations which are already collaborating with SEAMOS in La Paz, Cochabamba, and Santa Cruz.

Possible activities are marathons, "Hands Across Bolivia" (by cities), rallies, rock concerts, sports and folklore festivals.

The budget for these events will be minimal, since the major financial support will come from private business.

AREA 4: SMALL GRANTS PROGRAM

A study sponsored by the Bolivian-American Chamber of Commerce identified a limited number of Bolivian organizations which had effective drug prevention and rehabilitation programs underway. SEAMOS held a seminar to which these organizations were invited.

The common problem of these groups proved to be a continuing shortage of resources to fund their anti-narcotics efforts. Based on this finding, SEAMOS solicited a small grants fund from USAID to support the following types of activities:

1. Drug Prevention programs, which could serve as potential models for institutions with similar objectives in Bolivia, and which would have a multiplier effect in areas identified as high-risk.
2. Narcotics Awareness activities with the media, to deal with the broader issues of drug production, trafficking, and consumption. (Some of these media opportunities may be forwarded by USAID/Bolivia for SEAMOS consideration. In these cases, implementation would be subject to agreement by both parties.)

This Amendment approves the establishment of this Small Grants Program. This Program is expected to award grants totalling \$250,000 in its first year of operation. Tentatively the spread by geographic area is as follows:

<u>Area</u>	<u>US\$</u>
- La Paz	100,000
- Santa Cruz	50,000
- Cochabamba	50,000
- Rest of the country	<u>50,000</u>
TOTAL	250,000

The procedures proposed by the CEPB for identification, approval, and evaluation of the grants given under this Program, which are hereby approved by AID, are the following:

1. Announcement of Grants Program

Those institutions identified in the aforementioned Bolivian-American Chamber of Commerce study on successful drug prevention efforts will be the first groups invited to submit proposals under this new Small Grants Program. Other institutions and media companies may apply at a later date.

2. Parameters of Grants

Although a limit of \$30,000 per grant (or delineated grant activity) will be established, most grants are expected to be under \$10,000. It will, however, be possible for one institution to request funding for two activities simultaneously.

3. Awards Committee

A committee will be organized to analyze both grant proposals and their sponsoring institutions. The committee will be composed of two technicians from SEAMOS, the sociologist member of the Campaign's Technical Advisory Board, and the USAID/Bolivia Project Coordinator.

4. Grant Processing Procedures

- a. The initial evaluation of each proposed activity, and of its sponsoring institution, will be carried out in the city in which the requesting institution functions.
- b. The Project Committee will work with promising institutions to improve their proposals, if necessary, in accordance with a pre-established framework.
- c. Two committee members will perform an in-depth, on-site assessment of each final proposal, emphasizing its potential for success.
- d. Grants will be awarded on a competitive basis, if there are many proposals, and only on their merits, if not.
- e. The grant funds will be disbursed through the departmental affiliates of the CEPB, according to a schedule established in each grant document. Each disbursement will depend on the certification of program progress by the SEAMOS Grants Committee.

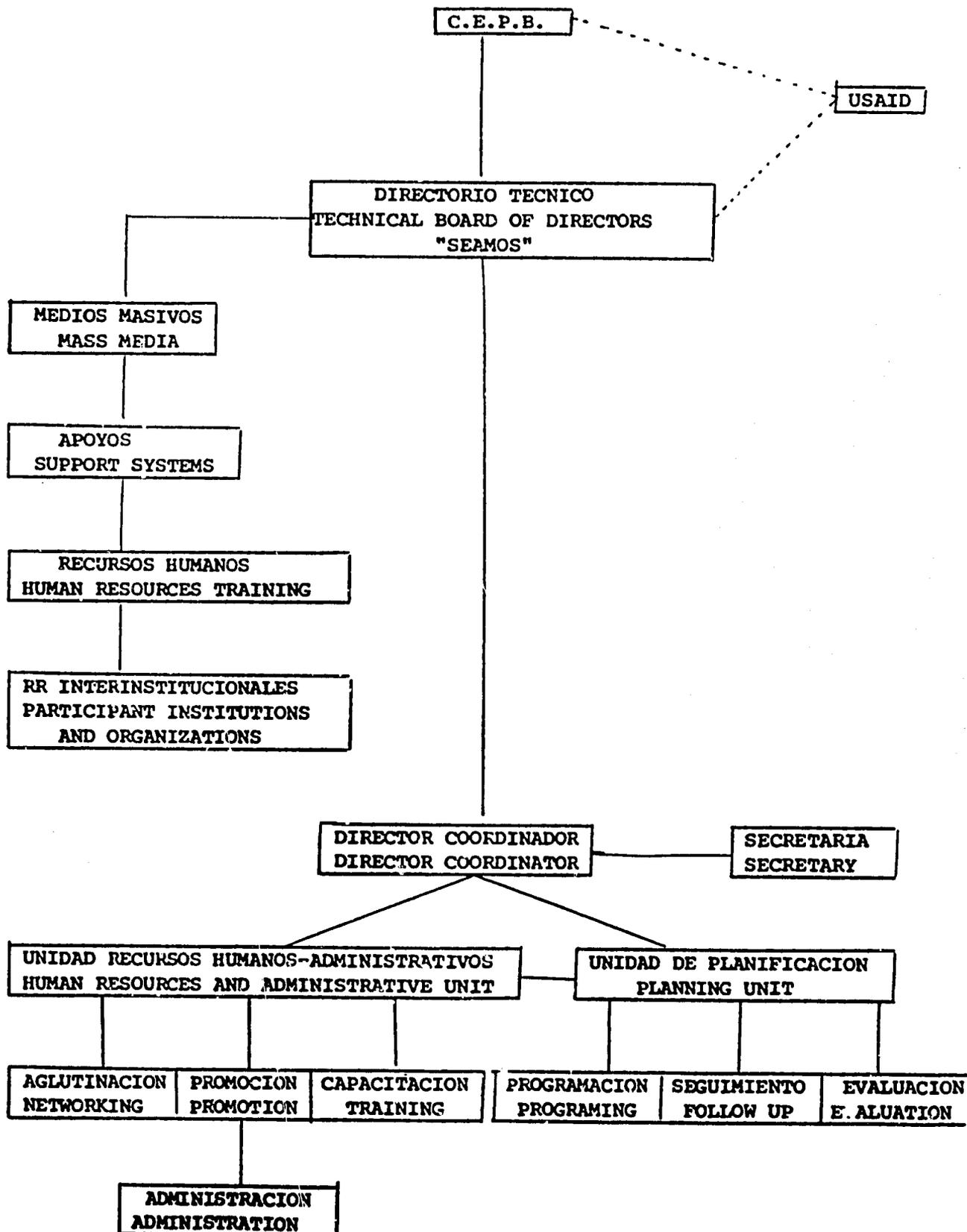
- f. SEAMOS will have responsibility for technical and administrative supervision of the grants program, in coordination with the CEPB affiliates.
- g. The services of CIEC will be used to perform periodic evaluations of each grant. CIEC will recommend immediate follow-up measures where necessary.

The CEPB sub-grant document will be approved by USAID's Regional Legal Advisor.

2. Organizational Structure of SEAMOS Campaign, Phase II

During its second year, the SEAMOS Campaign will have a permanent professional staff of three paid from Project funds, a Director/Coordinator, an Administrator, and a Program Planner. Organizationally, Campaign responsibilities will be distributed among SEAMOS' three operational units: The Board of Directors, the Planning Unit, and the Human Resources and Administrative Unit. An organizational chart illustrating the relationships among units and key personnel is given in the following Table. The duties of the three SEAMOS Units are the following:

ORGANIGRAMA
ORGANIZATIONAL CHART



1. The Technical Board of Directors. This group consists of technical specialists to advise on the different action areas of the Campaign, namely:

- . mass media.
- . community mobilization, and
- . institutional and media grants.

USAID's Project Coordinator and the CEPB representative to the SEAMOS Campaign are permanent members of the Board.

2. The Planning Unit. This Unit draws together available information about, and demands on, all Campaign resources and action areas. Using this information, the Unit staff designs a coherent and coordinated SEAMOS strategy. The Unit also monitors progress in each action area, and assigns resources for follow-up activities and evaluations.

3. The Human Resources and Administration Unit. This Unit organizes, coordinates, and manages day-to-day SEAMOS activities.

C. SEAMOS Campaign: Year III (August 1, 1988 - August 31, 1989)

This Grant Amendment has extended the Grant period by one year, to August 31, 1989, without funding for the additional year, in case the Confederation and AID should together decide to continue the SEAMOS Campaign for a third year.

III. PROJECT IMPLEMENTATION

The initial disbursement to the CEPB under this Amendment will be conditioned on the presentation of a detailed implementation plan by the CEPB to USAID/Bolivia, and the subsequent approval of the plan by AID. The four major Action Areas for the SEAMOS Campaign have been described in Section B.1. of this Grant Amendment. The implementation plan should present a detailed description of each Action Area, along with the following:

- A time frame for carrying out each activity,
- The impact which is to be achieved under each Action Area (outputs),
- A discussion of the resources needed to carry out these activities,
- An Evaluation Plan to assess the results of each Action Area.

IV. PROJECT MANAGEMENT RESPONSIBILITIES

1. USAID/Bolivia

USAID/Bolivia will contract a Bolivian Project Coordinator under a Personal Services Contract (PSC) using Project grant funds. 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 Project Coordinator will also have direct participation in the approval committee for the Small Grants Program detailed as Action Area IV.

The USAID/Bolivia 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/Bolivia 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)

The CEPB will contract a Project Coordinator (Bolivian PSC) for Year II of the Project to serve as liaison with USAID/Bolivia and perform the day-to-day Project implementation activities at the 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, a full-time coordinator for Administration and Human Resources, and a part-time coordinator for Planning and Programming, will be contracted to manage these areas of the Campaign's activities. A communicator will be hired, who will also have secretarial responsibilities.

The CEPB will pay an accountant as part of their counterpart contribution.

In addition, the USAID/Bolivia-CEPB Grant Agreement, as amended, will include the provision of short-term local technical assistance to assist in specialized areas, such as video production and other mass media communication techniques, as well as with community training and mobilization. The recruitment and phasing of these experts will be one of the key functions of both the USAID/Bolivia and the CEPB contracted PSCs.

V. REVISED PROJECT BUDGET

The revised Project Budget for this Grant Amendment No. 1, covering the period August 1986 - August 1988, is found on the following page.

0483L

TABLE I

 REVISED SUMMARY COST ESTIMATES AND FINANCIAL PLAN

 (IN US\$ 000'S)

PROJECT FINANCIAL INPUTS	FINANCING SOURCES											GRAND TOTAL	
	A I D B R A N T				H O S T C O U N T R Y								
	Previous Budget		This Amendment		T O T A L		Previous Budget		This Amendment		TOTAL	FX	LC
	FX	LC	FX	LC	FX	LC	GOB(1) LC	CEPB LC	GOB LC	CEPB(2) LC	LC		
A. Project Management Support(PMS)													
a) SEAMOS Staff(3 1/2 positions for 1 yr ea)(3)	39	-	70	-	109	0	-	-	-	21	21	109	21
b) Support Staff(2 positions for 1 yr ea)(3)	3	-	10	-	13	0	-	-	-	1	1	13	1
c) Operating Costs(i.e. office supplies, utilities & communications)	7	-	12	-	19	0	-	-	-	-	0	19	0
d) Office rent & equipment	-	-	-	-	-	0	-	-	-	16	16	0	16
e) AID Project Coordination	-	-	148	-	148	0	33	-	-	-	33	148	33
B. Technical Assistance													
a) Short Term Consultant (1 pos)	-	-	10	-	10	0	-	-	-	-	0	10	0
b) Local Consultants (i.e. 4 cons. members for 1 yrs ea)(4)	-	-	5	-	5	0	-	-	-	-	0	5	0
C. Project Activities Support(PAS)													
a) Studies and Baseline Data	-	-	-	-	0	0	-	-	-	-	0	0	0
b) Small Grants Program	-	-	-	-	0	0	-	-	-	-	0	0	0
c) Mass-media(fair time and printing)	10	-	250	-	260	0	90	-	-	0	90	260	90
d) Direct Outreach Activities by SEAMOS	151	-	214	-	365	0	-	-	-	144	144	365	144
e) Seminars/International Conferences	24	-	85	-	109	0	-	-	-	4	4	109	4
D. Evaluations/Audits(5)													
a) Evaluations/Audits	-	-	40	-	40	0	-	-	-	-	0	40	0
E. Price/Quantity Contingencies(6)													
a) Price/Quantity Contingencies	8	-	44	-	52	0	25	-	-	2	27	52	27
T O T A L S:	250	0	900	0	1,150	0	150	0	0	196	346	1,150	346
	250		900		1,150		150			196			1,496

(1) Trust-fund at USAID/W.
 (2) Includes approx. \$164,000 in in-kind contributions.
 (3) It includes salaries, christmas bonus, indemnity, insurance, travel/per diem(local) & other direct costs for SEAMOS executive & support staff.
 (4) Four committee members provide advisory services to SEAMOS executives on regular basis and they charge \$100/ea each.
 (5) One final external evaluation(2 experts for 3 weeks ea) and 1 local audit.
 (6) The AID amendment portion includes approx. 4.98% reserve to finance unforeseen variations in prices/ quantities for all budgetary items.
 (7) Estimated expenses based on SEAMOS Revised Budget contained in P.I.L. No 2 dd 5/27/87.
 P061:JV

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