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GREENCOM II QUARTERLY REPORT 4th QUARTER 2006

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TASK ORDER #1: ACTIVITIES AND RESULTS

(This submission represents the final quarterly report for this Task Order.)

Technical Outreach and Global Leadership

USAID Kenya, East Africa, and Sudan Mission Training

As part of the GreenCOM and AP³ deliverables, AED/CES conducted two trainings in Kenya during this quarter: a three-day workshop entitled, “*Scaling Up Development Impact: Operationalizing the new Foreign Assistance Framework*,” for program managers of USAID/Kenya, USAID/REDSO/ESA, and USAID/Sudan; and a one-week SCALE™ Workshop for Kenyan partners and practitioners associated with the AP³ Demonstration Site project.

Scaling Up Development Impact: Operationalizing the new Foreign Assistance Framework Workshop

The AED team, Patrick Papania and Bette Booth, along with the GreenCOM/AP³ CTO, Roberta Hilbruner, conducted this workshop in Nairobi, Kenya October 31 – November 2, 2006. Thirty-two participants from various offices of USAID/Kenya, East Africa and Sudan participated in the three-day workshop. The workshop used case studies, small group work, and hands-on exercises to:

1. Analyze and discuss emerging development challenges and impact of USAID projects, the need to change current development approaches, and implications;
2. Introduce GreenCOM’s SCALE as an alternative to current development approaches;

3. Analyze the barriers and incentives to making the paradigm shift that SCALE and other similar approaches entail.
4. Incorporate a SCALE approach in the design, implementation, and evaluation of their projects.

The workshop methodology, notebook, PowerPoints and other materials are available from AED.

SCALE™ Workshop

The AED GreenCOM/AP³ team, Bette Booth and Patrick Papania, conducted this training in Nairobi, Kenya November 6 – 10, 2006 with ICRAF/AP³ fodder tree project partners. Twenty-eight participants representing 21 organizations from private, governmental, environmental, and civil society sectors participated in the workshop.

At its conclusion, workshop participants were asked to complete a pre-designed feedback form on various aspects of the training to help the team fine-tune the training for final submission as a GreenCOM deliverable. The “SCALE Kenya One-Week Training Feedback Report” describes the participants’ evaluation on this workshop in detail.

Participants were asked to self report on increases in knowledge and skills before and after the workshop. A scale of 1–5, with 1 being very little, and 5 being a great deal, was used. Following are some of the highlights:

- **Participants reported that they had greatly increased their knowledge and skills on each of the SCALE™ training objectives after the workshop.** Although this doesn’t measure their actual increases in knowledge and skills, it does measure their increased perception of self-efficacy which can be linked to actual behavior.

- **Overall Training and Training Materials:** Eighty-one percent of participants overall evaluation of the workshop was very good or excellent. More than two thirds of participants rated the PowerPoint presentations and the training notebook and handouts as very good or excellent. Half of the participants rated the videos as very good or excellent; the other half rated the videos as good or fair.
- **Training Methodologies:** More than 85% of participants rated the amount and amount of time dedicated to presentations, small group work, exercises, and questions as “just right”. Almost one third of participants felt that the amount of time dedicated to individual work was too short. More than 90% of participants felt that the level of the training subject matter was just right. However, one-third of participants felt that the workshop was too short. Several participants commented that the workshop should have been two weeks in length.
- **Facilitators:** More than 90% of the participants rated both facilitators as very good or excellent on clarity of presentations, group management/facilitation, and knowledge and application of the technical content.
- **Suggestions for Improving the Workshop:** One quarter of participants suggested involving other participants (decision-makers, media houses, the Ministry of Education and other organizations) and giving more time for the course to avoid rushing topics.

World Congress on Communication for Development

Bette Booth, Richard Bossi, and Patrick Papania participated in the first World

Congress on Communication for Development October 25-27, 2006 in Rome, Italy. This three-day congress brought together communication professionals engaged in development initiatives, policymakers, development practitioners, donor and civil society organization representatives, community representatives, and academics from around the world to share experiences and best practices in this growing field. Discussions and presentations have focused on what works, what doesn't, and how Communication for Development could contribute to improving development impact.

GreenCOM/AP³ had two out of 150 papers accepted for the conference. The papers were entitled: *GreenCOM: Thirteen Years of Innovation in Strategic Communication for Environmentally Sustainable Development* by Richard P. Bossi, Elizabeth Mills Booth, Tito Coleman, and Roberta Hilbruner; and *Strategic Communication to Catalyze System-Wide Change: Experience and Results from the Medicinal and Aromatic Plant Sector in Morocco* by Elizabeth Mills Booth MS, Patrick Papania, Karabi Acharya ScD, Tito Coleman MURPI, and Shera Bender, MS.

Patrick Papania presented the Morocco paper as part of the session, Communication and Sustainable Natural Resource Management. The AP³ Demonstrate Site project was also featured in the event's poster session.

FIELD TASK ORDER ACTIVITIES

Agricultural Partnerships for Productivity & Prosperity (AP³)

Morocco Demonstration Site

AP³ Morocco conducted a study tour to Egypt for several representatives of leading stakeholder groups within the medicinal and aromatic plant (MAP) sector. Aside from

meeting with MAP industry leaders in Egypt, the tour allowed participants to attend the 12th International Conference and Exhibition on Medicinal and Aromatic Plants, a three-day event held by the Egyptian Society for the Producers, Manufacturers & Exporters of Medicinal and Aromatic Plants (ESMAPP). This event gave Moroccan participants a chance to network with Egyptian organizations and to learn how to strengthen market linkages with foreign buyers.

In addition, the Morocco AP³ team continued to produce and distribute the project newsletter in the fourth quarter of 2006. It also conducted a national strategy meeting attended by over 100 representatives of multiple stakeholder groups. At this one day meeting, national strategy presentations were made by the Department of Water and Forests, the Ministry of Agriculture, the National Institute for Medicinal and Aromatic Plants (INPMA), and the Moroccan Company for Medicinal and Aromatic Plants (SOMAPAM). Each institution presented its vision of the national strategy before the plenary was divided into self-managed groups to develop a common vision for the national MAP strategy.

Monitoring and evaluation. During this reporting period, the AP³ Team completed data entry and cleaning from the second data collection point. The team then analyzed collaboration data in UCINET, a social network analysis software tool, and also analyzed qualitative data by identifying key themes. A draft final evaluation report for Morocco has been prepared, and it is currently being reviewed.

Kenya Demonstration Site

During the fourth quarter of 2006, AP³ Kenya held a journalism award ceremony to recognize Kenyan media leaders who actively participated in disseminating information about fodder shrubs through different media

outlets. Awards for participating media representatives, such as hotel and restaurant vouchers, were made available by different Nairobi-based entities. The project continued its support for KATRESNO by implementing capacity building and strategic planning activities for the newly created national seed dealer association.

Panama

The month of November was dedicated on close-out of GreenCOM/Panama. As the acting Chief-of-Party, Bolivar Pou, had already departed the project, AED deployed Nicholas Wedeman, Senior Program Manager, Center for Environmental Strategies, to Panama to oversee project close-out. Technical and financial staff began by conducting a review of remaining project activities and their completion dates to ensure that all deliverables would be finalized prior to November 30, 2006. Based on these discussions, it was agreed that it was necessary to limit the production of some project publications as well as accelerate the implementation of several activities to ensure that they were completed by the project end date.

Mr. Wedeman subsequently met with Ms. Rita Spadafora, CTO for USAID/Panama, to discuss the close-out process and finalize GreenCOM/Panama activities. The meeting provided an opportunity to provide a brief review of how the project would operate at through the end of November. In addition, Ms. Spadafora provided guidance on which of the remaining project activities were of critical importance.

On the administrative side, efforts were focused on the completion of the inventory and disposition of non-expendable and expendable property, disposal of broken equipment as well as unneeded files, packing of materials to be shipped to

AED/Washington, a budget analysis, termination of employee employment contracts, and drafting letters of recommendations for project staff.

In regards to the disposition of property, based on guidance received from USAID, the majority of equipment and office furniture were delivered to USAID for distribution to the contractor who will be implementing the follow-on project. The equipment transferred included computers and peripherals, fax machines, photocopy machines, desks, chairs, file cabinets, among other items. The remaining office equipment and supplies were donated to NGOs that the project had worked with during the course of implementation.