



Innovation and Learning from the Field

A Program of the Wildlife Conservation Society

Supported by the USAID/Global Conservation Program

GCP Learning – Revised draft 11/12/08

Implementation Plan FY 2009

October 1, 2008 – September 30, 2009

Living Landscapes Program

Wildlife Conservation Society

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Total Level of Effort \$155,000: Includes \$25,000 in carryover to finalize review and production of Oryx article; and \$130,000 for closeout activities-- a closing symposium (event costs, symposium materials, and administration (\$70,000) and video production costs (\$60,000).

The importance of learning within GCP

The premise for the GCP learning initiative is embedded in USAID Biodiversity Team's commitment to encourage and support the development and sharing of better conservation practices, and builds directly on the work of the Biodiversity Support Program (BSP), the Global Bureau's predecessor. This is in accordance with GCP's mandate, which is to address gaps and build on lessons learned from BSP. Hence, WCS's initiative under the GCPII umbrella will ensure that USAID's commitment to learning finds synergy with ongoing initiatives among the multiple layers (field and central programs) within individual GCP institutions, as well as across institutions.

Learning Topics in FY09

Conjuring conservation spaces: threats-based approaches to defining the extent and configuration of landscapes and seascapes for biodiversity conservation

WCS will finalize the development of a series of articles by GCP Partners for a special section of the journal *Oryx* – The International Journal of Conservation tentatively entitled "Applications of Landscape-Scale Conservation Planning by Conservation NGOs" to be published in either the October 2008 or the January 2009 issue of the journal *Oryx* (the "Landscape Special Section").

Status of Articles for Oryx Special Edition as October 31, 2008: The WCS, TNC and AWF papers are being copyedited before online publication; WWF paper has been reviewed by one reviewer, second review due to Editor soon. Initial submission of synthesis "Overview paper" by Bob Pressey and Madeleine Bottrill is almost finished and needs to be sent out for review.

In reference to your question about further review by the partners, each contributing partner will see the copyedited version of its paper before it is posted online, and the Synthesis paper will be sent to the four organizations and USAID and they will be able to make comments.

Revised Expected date of publication, assuming no major delays in reviews and revisions: April 2009 issue of Oryx.

Learning - The Closeout of GCP

In this last year of the GCP our learning activities will focus on the close-out products developed and agreed upon by the program partners as described below.

The Close-Out Team (COT) proposes an integrated approach to close-out activities for the Global Conservation Program during FY09. As agreed at the last quarterly meeting, three proposals were submitted to the COT which focused on three different approaches to GCP COAs:

- Three scenarios for a close-out video
- A pair of theme-based symposia in DC and a brochure
- GCP practitioner exchange (including: a study visit to a GCP site which demonstrates effective community conservation, an event in May 2009 in conjunction with the International Marine Conservation Congress, and a GCP closeout event in DC at Wilson Center).

After much rich discussion, deliberation and consideration of the goals, options and constraints the COT has decided to draw from the three approaches above to combine technical engagement and outreach, awareness raising and celebratory elements to honor the commitment, success and lessons learned that the GCP has produced over a decade. The approach is two-pronged and includes:

- an international outreach symposium at the Woodrow Wilson International Center for Scholars (WWICS) featuring GCP project staff from each of the six partners (up to 12 staff members) and;
- a brief overview video highlighting the achievements, approaches and value of GCP to be used for both the event and for distribution to target audiences.

The COT was especially concerned with making the set of COAs worthwhile for and inclusive of all six GCP partners and their unique programs and approaches under GCP while involving field staff meaningfully while showcasing the GCP experience. Additionally, both budgetary and temporal constraints weighed heavily in shaping this proposal.

Outreach Symposium:

An outreach symposium will be held to showcase the Global Conservation Program during its 10 years of USAID technical and financial support to AWF, CI, Enterprise Works/VITA, TNC, WCS and WWF. The symposium will highlight the work of all six GCP partners and have three elements:

- The screening of a brief 10-15 minute overview video on the Global Conservation Program.
- Presentations by GCP project staff highlighting and elaborating on themes, cases and approaches contained in the video. Each GCP partner would select one project staff person (presumably from the field) to give a 15 minute presentation to highlight how their program under GCP addressed the agreed upon focus. There is also the option of hosting a facilitated panel discussion with the speakers before opening it up to Q/A.
- The symposium will end with 20 minutes of questions from the audience followed by a one-hour reception. The Woodrow Wilson International Center for Scholars (WWICS) is proposed as a venue for this event due to its broad audience, international reputation, low cost and enthusiasm to work with GCP partners.

The format and content of the event at the Wilson Center, and the role of the WWICS in the event, will be decided in close collaboration and discussion with the Close Out team.

A folder will be produced to be handed out to attendees of the symposium and other target audiences. It will contain: a copy of the video (on DVD or flash drive), a general brochure on GCP highlighting partners, sites, approaches and successes, and copies of the presentations.

GCP field and headquarters staff will have the opportunity to work together throughout the year to prepare the structure and content of the symposium (in concert with the video development process). It is envisioned that in the day(s) leading up to the symposium itself the group will come together for a dry-run as opportunity to practice and polish presentations and get to know better each other's work.

Video Short:

The video will be a 10-15 minute celebration of the work of GCP produced in a dynamic, entertaining style worthy of an international event or for presentations before diverse audiences. It will highlight GCP themes, cases and approaches representing both the stellar marine and terrestrial portfolios of GCP. The focus of the storyboard and scripts will be defined as we move forward. The video will use existing still and video footage from GCP partners. The storyboard will be delivered through narration and audio recordings by GCP project staff members. There will be no international travel involved in the production of the video to keep costs down. A professional production company will edit footage supplied by USAID and its NGO partners, and create one video overview on a DVD or flashdrive. The video will be distributed to target audiences via hardcopy and on the internet.

The video will be produced by "VideoTakes" which makes promotional and documentary videos for non-profits and government. They often use high-talent, low-cost American University student labor, and tend to be an excellent value for a professional job. For more information on their staff and portfolio of work, visit <http://www.videotakes.com>.

Timing of Close-Out Activities:

As of October 1, 2008, the Wilson Center is holding their auditorium from 2-5pm and their board room for a reception from 5-6pm for both September 16 and 17, 2009. Once USAID and the GCP partners decide the actual date, we need to confirm that date with the WWCIS. The production and development of the video and organization of the symposium will take place throughout FY09 culminating with the screening of the film and GCP staff presentations at the symposium.

Management and Administration of Close-Out Activities:

The GCP Close-Out Team (COT) will stay intact to act as an usher and advisory board for the development and execution of close out activities. The COT will share progress and solicit/consider input and feedback from each of the six GCP partners at key periods throughout the process. Each GCP partner is expected to work with the COT in the development of presentations for the event and brochure materials, facilitating the production of the video through sharing relevant GCP still and video footage (while being cognizant of copyrighting etc.), connecting producers to appropriate field staff and the development of the storyboard. WCS has kindly agreed to administer the funds for these activities and manage the organization of the event. The video will be contracted out and the contractor will work with and be advised by key members of the COT and USAID (in concert with GCP partner staff members). The next GCP quarterly meeting (Oct/Nov 08) will be dedicated to defining how USAID and GCP Partners will to 'tell the GCP story' through the upcoming Close-Out Activities articulated above. USAID expects to produce a strawman-outline of the storyboard for discussion and revisions by the group.

Travel

As \$25,770 is budgeted for international travel by the GCP Partners in the \$130,000 Closeout Activities budget to be administered by WCS, WCS is requesting approval for those international trips. We assume that the \$25,770 is for one attendee per GCP partner. WCS has adjusted WWF's very clear and comprehensive matrix (new number are in red) to request prior approval for the trips described, requesting flexibility as we had in WCS's case; we are not assuming that each partner will be able to bring someone from each of their sites. We are requesting approval for 2 people per site only for WCS, as we assume that the cost of second person from a site to attend from each of the other partners would be covered by the \$5000 each partner received, so we assume that those trips should be approved under each partner's own workplan. Our intent is to ensure that up to two attendees from the current WCS/GCP-funded sites have approval to travel in case their site was chosen to present at the closeout event. It does not imply that we plan to be able to have two attendees from each of the WCS sites.

Travel Matrix (Revised)

Travel is listed below (note that this table is for indicative purposes; it is unlikely that all the travel indicated will be done this year).

WHO	ORIGIN	DESTINATION	NUMBER OF TRIPS	PURPOSE
African Wildlife Foundation Staff/Partner	Kenya	Washington, DC	1	GCP closeout workshop and symposium
African Wildlife Foundation Staff/Partner	Tanzania	Washington, DC	1	GCP closeout workshop and symposium
Conservation International Staff/Partner	Brazil	Washington, DC	1	GCP closeout workshop and symposium
Conservation International Staff/Partner	Madagascar	Washington, DC	1	GCP closeout workshop and symposium
EnterpriseWorks/VITA Staff/Partner	Philippines	Washington, DC	1	GCP closeout workshop and symposium
The Nature Conservancy Staff/Partner	Papua New Guinea	Washington, DC	1	GCP closeout workshop and symposium
The Nature Conservancy Staff/Partner	Indonesia	Washington, DC	1	GCP closeout workshop and symposium
The Nature Conservancy Staff/Partner	Belize	Washington, DC	1	GCP closeout workshop and symposium
The Nature	Guatemala	Washington,	1	GCP closeout workshop

Conservancy Staff/Partner		DC		and symposium
The Nature Conservancy Staff/Partner	Honduras	Washington, DC	1	GCP closeout workshop and symposium
The Nature Conservancy Staff/Partner	Mexico	Washington, DC	1	GCP closeout workshop and symposium
Wildlife Conservation Society Staff/Partner	Belize	Washington, DC	2	GCP closeout workshop and symposium
Wildlife Conservation Society Staff/Partner	Bolivia	Washington, DC	2	GCP closeout workshop and symposium
Wildlife Conservation Society Staff/Partner	Mongolia	Washington, DC	2	GCP closeout workshop and symposium
Wildlife Conservation Society Staff/Partner	Guatemala	Washington, DC	2	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Nepal	Washington, DC	1	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Vietnam	Washington, DC	1	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Cambodia	Washington, DC	1	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Laos	Washington, DC	1	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Kenya	Washington, DC	1	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Tanzania	Washington, DC	1	GCP closeout workshop and symposium
World Wildlife Fund Staff/Partner	Mozambique	Washington, DC	1	GCP closeout workshop and symposium