



## **Forest Resources and Technologies (FOREST) Project**

**Cooperative Agreement Number 118-A-00-00-00119-00**

### **Year One Annual Report**

**July 21, 2000 – June 30, 2001**

*Submitted to*

**United States Agency for International Development  
Moscow, Russia**

*Submitted by*

**Winrock International  
Chemonics International Inc.  
The Heron Group, LLC**

This report was made possible by a grant from the United States Agency for International Development through the Moscow-funded Forest Resources and Technologies Project.

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## I. Introduction

Winrock International, in partnership with Chemonics, and the Heron Group was awarded the Forest Resources and Technology (FOREST) Project on July 21, 2000. This five-year project is based in Khabarovsk, Russia and will be implemented July 2000 - July 2005 in the Russia Far East and Siberia. The major goals are to reduce the threat of global climate change and preserve biodiversity by promoting sustainable forest management and preserving Russian forests as a globally important carbon sink and critical habitat for rare and endangered species.

The FOREST project will achieve this goal by focusing on four technical components: forest fire prevention, pest management, non-timber forest products and secondary wood processing, and renewable energy alternatives. In addition to the four primary components, there will be three crosscutting components (forest policy and legal reform; applied forestry research; and a forestry grant/loan program), which will support the technical components.

This report is the first annual report covering activities from July 21, 2000-June 30, 2001. There is particular emphasis on activities of the last quarter that have not yet been previously reported.

### Annual Highlights

Since the signing of the FOREST Project's contract in late July 2000, the main project office has been established, the Year One Workplan was approved December 2000, and project activities were implemented during the first half of 2001. A satellite office was opened in Krasnoyarsk, and contracts and Memorandum of Understanding (MOUs) have been signed with major Russian partners. By the end of July 2001, the project will have accomplished the following:

- Main project office in Khabarovsk and satellite office in Krasnoyarsk equipped and staffed;
- Advisory Council formed and three meetings conducted;
- Year One and Year Two Workplans approved;
- Five local newspaper articles and one in the Central paper 'Izvestiya' published;
- Three radio spots produced and aired;
- The General Forest Fire Prevention Awareness Campaign plan completed and implementation in Khabarovsk Krai began;
- Forest Fire Prevention Campaigns aimed at working with foresters and schools planned;
- Ten forest fire prevention fact sheets produced;
- Two video clips and 4 audio clips produced on forest fire prevention;
- A small woman-owned firm in Krasnoyarsk contracted to produce one thousand pheromone traps for component 2;
- 30 people trained in placing and collecting traps for Pest Management;
- 750 traps placed in Krasnoyarsk, Irkutsk, Tuva and Khakassia;
- Website for Component 2 Pest Management created;
- A base map of Central Siberia produced showing forest types, roads, topography, forest cover and other standard features;
- A map of habitat quality for the Siberian moth in the Balshaya Murta Leskhoz developed;

- “Regioning” maps along the Yenisey River developed that depict likely areas where Siberian moth infestation could be a major problem;
- Two study tours to the US with emphasis on marketing and equipment of non-timber forest products and secondary wood processing sent;
- Two forest products associations are developing strategic plans, and both associations held annual meetings;
- Data of associations is being collected and prepared for a database;
- A market assessment of biomass energy conducted;
- Basic data on carbon stocks collected, and production of a digital baseline map is underway;
- The grants manual completed and approved by the advisory council; and
- The FOREST Project website created.

## II. Project Administration

### Logistics/Staffing

- Contracts expert Luda Khorobrykh was hired to manage all FOREST Project contracts.
- Winrock International Controller Mike Myers, Contracts Program Officer Dan Gudhal and Contract Account Aileen Cabera worked with local staff to strengthen local office. The project management manuals were completed and staff trained.

### Advisory Council

In Year One, the FOREST Project Advisory Council was formed and by laws established. The Advisory Council meets semi-annually, and consists of the following members:

- **Yury Andreevich Kukuev**, First Deputy Minister, Ministry of Natural Resources, Moscow
- **Nikolai Alexeevich Andreev**, Head, Department of the Forest Management and Rehabilitation, Ministry of Natural Resources, Moscow
- **Craig VanDevelde**, FOREST Project Manager, Khabarovsk
- **Gennady Aleksandrovich Chekurdaev**, Deputy Head, Committee for Natural Resources, Sakhalinskaya Oblast
- **Vladimir Mikhailovich Kolomytsev**, Deputy Head, Department for Natural Resources, Khabarovskii Krai
- **Carol Pierstorff**, Chief, Environmental Division, Office of Business Development and Investment, USAID/Moscow
- **Vladimir Fyodorovich Chekhov**, Deputy Chairperson, Committee for Natural Resources, Irkutsk Oblast
- **Lyudmila Vikhrova**, Environmental Division, USAID/Moscow
- **Vladimir Nickolaevich Vekshin**, Head, Natural Resources Committee, Krasnoyarskii Krai
- **Konstantin Ivanovich Raspopin**, Head, Ecology and Natural Resource Department, Krasnoyarsk Krai

- **Anatoly Ivanovich Prikhodko**, Deputy Head, Committee for Natural Resources, Primorskii Krai
- **Steve Bulkin**, Forest Silviculturist, US Forest Service
- **Andrey Kushlin**, Senior Forestry Specialist, World Bank, ECSSD, Washington, DC, US
- **Sergei Mikhailov**,\* Deputy Head of the Department for State Energy Supervision and Energy Conservation, Ministry of Energy, Moscow.
- **Andrei Vitimovich Selikhovkin**,\* Deputy Head of the Forest Academy, Saint-Petersburg
- **Alexandr Borisovich Levintal**, Chairperson, Economic Committee, Khabarovskii Krai
- **Natalya Leonidovna Velikodnaya**,\* Chief Editor, NTV Channel Ecological TV Program, Moscow
- **Alexander Nickolaevich Kulikov**,\* Chairman, The Wildlife Foundation, Khabarovsk

\* new advisory council members joining the project in June 2001.

Since the beginning of the project, three Advisory Council Meetings were conducted during the first year. In October, 2000, the first meeting was conducted in Khabarovsk where bylaws were developed and a draft of year one workplan was reviewed. In December, 2000, the year one workplan was approved during the second meeting in Krasnoyarsk. The FOREST Project hosted the third Advisory Council Meeting June 26<sup>th</sup> through the 29<sup>th</sup> in Irkutsk, Russia. The four-day event was attended by a majority of the Advisory Council members, and was extremely positive in nature. The Advisory Council members unanimously accepted the Year Two Workplan with only minor recommended changes.

Eight spaces on the Advisory Council remain vacant. These seats will be filled as project activities expand.

### III. Overall Project

#### Activities

Key activities that support the the entire project include developing the website, conducting press conferences and developing articles.

The website forestproduct.ru has been launched and is continually updated and enhanced. Links are developed and information about the project is presented in Russian and English.

In the year, two press conferences were conducted: one in Khabarovsk in January 2001, and one in Irkutsk, June 2001. Information was broadcast on XX TV all over Russia about the FOREST Project, and the BBC reported on the project. More than XX radio spots and XX articles have been published on the FOREST Project, along with one academic paper on the pest management component.

## IV. Four Technical Components

### A. Component 1 – Fire Prevention

#### Annual Highlights

- The General Forest Fire Prevention Awareness Campaign plan completed and implementation in Khabarovsk Krai began;
- Regional coordinators identified in the five target regions;
- Forest Fire Prevention Campaigns aimed at working with foresters and schools planned;
- Ten forest fire prevention fact sheets produced;
- Two video clips and 4 audio clips produced on forest fire prevention;
- Final report on baseline public opinion survey produced;
- Seven fire-prevention-focused ecological lessons for grades k-4 developed;
- "Forest Friends" poster produced;
- Forest fire data collected and analyzed by location and cause;
- Established a system of informing mass media the number of forest fires, areas involved;
- Fire danger index established;
- And approximately 300 media contact group members identified and added to Component 1 database and mailing list.

#### 1. Major Activities

The final report on the baseline public opinion survey on forest fires and prevention was completed and distributed to Advisory Council members in Irkutsk. DVTRK-radio interviewed Eric Abbott about the survey results on June 27.

Two forest fire prevention-oriented social message video clips and four audio clips have been produced. The "Vostok of Russia" ("Russian Radio") radio station is already broadcasting the audio clips and Guberniya TV will begin broadcasting the video clips broadcasting in July. "AutoRadio" is also ready to begin production of audio clips targeting people who travel by car to the forest. DVTRK-TV reported on the Children's Forest Fire Prevention event in Pereyaslovka (24<sup>th</sup> of June) for their news and children program. And "Vostok of Russia" covered this event in a special news report.

Forest fire danger monitoring has begun at all three TV stations, and four radio stations use the monitoring information on their news programs.

Signed a contract with In-Service Training Center for development of training curriculum for foresters in continuing education.

The Component 1 Year 2 workplan was developed and approved by the Advisory Council.

## 2. Key Issues

**Expanding fire prevention public awareness activities to other regions.** Component 1 is aware of the significant interest in expanding public education activities to other regions. Eric Abbott is working with Ludmila Liamets and Dmitry Piven to develop a plan for implementing general awareness activities in other areas.

**Improving communications with partners.** The Component 1 Working Group and Khabarovsk Krai Administration have expressed interest in being kept thoroughly apprised of the detailed activities of this component. Component 1 staff are dedicated to fulfilling this request, and will strive to improve the information exchange with our partners. This component will surely also benefit from the communications approach being developed for the Project as a whole.

**Developing a model of partnership.** Component 1 staff frequently encounter misperceptions about the role of the project. Often, the project is initially mis-perceived as a source of funds for a particular activity or item, rather than as a partner to work with to accomplish goals. As one local team member describes it, team members often "have to explain that we are not grant type of a program, that we are trying to introduce and develop partnership model that will bring sustainability. Buying of ready-made products is not our goal and mission. We do not develop something by ourselves, neither give money for somebody's development by himself, we share the opinions and try to do things better TOGETHER." Conversely, project staff have also encountered situations where potential partners worry that the project's involvement in activities that relate to what traditionally constitutes their "turf" might somehow diminish their role or authority. Team members continue to work to be sensitive to these issues and build positive working partnerships.

## 3. Problems and Findings Based on Work to Date

**Access to information.** One of Component 1's objectives is to provide media with daily fire danger level information, to increase public awareness about the current danger level so that extra caution may be taken when the hazard level is particularly high. However, it has been difficult to work out a reporting system with the Ministry of Natural Resources and the Aviation Department. This endeavor has triggered issues within these bodies concerning roles and responsibilities. It appears that progress is being made in working out an acceptable system of obtaining (and releasing) the necessary information.

**Poster pest.** At the advisory council meeting, it was noted that one of the butterflies in our "Forest Friends" poster for school children resembles a dangerous forest pest. The poster will be revised to remove the pest.

## 4. Summary of Component 1 Tasks of the last Quarter

Task	Location	Persons Involved	Status/Results
Task 1: Analyze Forest Fire Data	Khabarovsk	Dmitry Piven Harry McClellan ST Local Consultants	Completed - Historical data collected and analyzed

<b>Task</b>	<b>Location</b>	<b>Persons Involved</b>	<b>Status/Results</b>
Task 2: Identify Messages and Prepare Fact Sheets	Khabarovsk	Dmitry Piven Bob Kern ST Local Consultants	5 fact sheets completed; ongoing process to develop more
Task 3: Visit Each Project Target Area and Have Regional Coordinators Appointed	Khabarovsk Sakhalin Krasnoyarsk Irkutsk Vladivostok	Ludmila Liamets Dmitry Piven	Completed - regional coordinators appointed
Task 4: Begin Forming Contact Groups of Media and Influential Groups	Khabarovsk Sakhalin Krasnoyarsk Irkutsk Vladivostok	Ludmila Liamets Dmitry Piven	145 Contact Group members identified to date in Khabarovskii Krai 120 Contact Group members identified to date in other regions
Task 5: Conduct Baseline Public Opinion Poll	Khabarovsk	Ludmila Liamets Eric Abbott Far East Public Opinion Research Center	Completed: 1000 people surveyed, report completed and distributed to Advisory Council Members and USAID
Task 6: Design and Implement General Awareness Campaign	Khabarovsk (first year); Other regions (future years)	Ludmila Liamets Dmitry Piven Eric Abbott Local ST Consultants	The campaign plan for Khabarovsk was designed; plans for other regions currently being developed. Production of campaign materials has begun: <ul style="list-style-type: none"> <li>• 2 video clips produced to date.</li> <li>• 4 audio clips produced to date.</li> <li>• Agreements for cooperation established with 3 radio stations and 3 TV channels.</li> <li>• Bear and Tiger costumes created to interact and educate children (and adults) at public events</li> </ul>
Task 7: Design and Implement Campaign to Strengthen Communication Capabilities of Professional Foresters	Khabarovsk (first year); Other regions (future years)	Dmitry Piven Dan Hilleman Harry McClellan Far Eastern Dept of Nat Resources - Division of Forest Use and Reforestation In-Service Training Center Local ST Consultants	The training plan was developed. A preliminary needs assessment was undertaken in the implementation of a 3-day "training-of-trainers" program (May 24-26; 7 participants)
Task 8: Design and Implement School Campaigns	Khabarovsk (first year); Other regions (future years)	Dmitry Piven Cari Ann VanDevelde Schools, Green Classes, Jr. Forest Rangers Local ST Consultants	The campaign plan was developed. 7 fire-prevention-focused ecological lessons for grades k-4 have been drafted. Agreements have been established with 10 schools/youth organizations to teach these lessons. First poster for schools campaign was designed (second currently being developed).

## 5. Level of Effort

During the quarter (April - June, 2001) approximately 418 days or approximately 19 months (22 day/months) were spent on Component 1 during this quarter. Approximately 1033 days (47 months) were spent on this component Year 1. See Appendix B for detailed breakdown of persons, activities and time.

## 6. Deliverables

- 5 fact sheets;
- Final report on baseline public opinion survey;
- General public awareness campaign plan;
- 2 video clips;
- 4 audio clips;
- Bear and Tiger costumes;
- Foresters training plan;
- Schools campaign plan;
- 7 fire-prevention-focused ecological lessons for grades k-4;
- "Forest Friends" poster.

## B. Component 2 – Pest Management

### Annual Highlights

- A small woman-owned firm in Krasnoyarsk contracted to produce one thousand pheromone traps for component 2;
- 30 people trained in placing and collecting traps for Pest Management;
- 750 traps placed in Krasnoyarsk, Irkutsk, Tuva and Khakassia;
- Website for Component 2 Pest Management created;
- A base map of Central Siberia produced showing forest types, roads, topography, forest cover and other standard features;
- A map of habitat quality for the Siberian moth in the Balshaya Murta Leskhoz developed;
- “Regioning” maps along the Yenisey River developed that depict likely areas where Siberian moth infestation could be a major problem;
- Agreements with Russian Partners completed;
- Project expanded to include Khakassia, Tuva, and Irkutsk in the first year originally envisioned for Year 3;
- And successfully integrated women at all component levels.

### 1. Major Activities

Immediately following Component 2 field training session and Working Group meeting in Krasnoyarsk in mid-April, project efforts were directed at three major tasks: 1) preparing for

field work; 2) preparing the Workplan for Year 2; and 3) presentation of Year 1 accomplishments and the Workplan for Year 2 to the Advisory Council in June.

Although the team had been preparing for field work since the Project was approved last December, the expansion of planned activities to Khakassia, Tuva, and Irkutsk Oblast meant that new contracts and agreements had to be developed and approved, more equipment and supplies had to be procured, and more drivers, cars and workers had to be located, procured and/or trained. Much of this had to be accomplished while writing the new Workplan and everything had to be completed prior to mid-April when the insects would begin their mating flights.

Simultaneously, staff were pulling together our first year accomplishments, beginning to write-up results on completed tasks and developing descriptions of new and/or expanded work for the second year. The turn around time for this was short and a draft Workplan was due by May 15 for translation.. Nevertheless, the due date was met and the team was able to incorporate last minute changes suggested by the Mission in Moscow prior to the actual Advisory Council meeting in Irkutsk on June 27-28.

In summary, the Component 2 teams departed for the field on time and were well prepared to accomplish their tasks with every assurance of success. Accomplishments from Year One and the Workplan for Year 2 were presented at the June Advisory Council meeting were well-received by the Advisory Council members and approved with only one recommendation for change, that being a title change to recognize the monitoring and prediction aspects of the work.

**2. Key Issues**

The one issue confronting Component 2 in the quarter was to relate its monitoring activities to concerns in the U.S. regarding the possible accidental introductions of Russian forest pests into the U.S. Accordingly, new tasks were added to the Workplan for Year 2 to implement monitoring for the Siberian moth in the Primorski Krai in the Russian Far East and to begin studies to better understand population behavior and management of the Black fir sawyer in Siberia.

**3. Problems and Findings Based on Work to Date**

Findings have been summarized and are presented in the Workplan for Year 2 that is being prepared for distribution.

**4. Summary of Component 2 Tasks of the last Quarter**

<b>Task</b>	<b>Location</b>	<b>Persons Involved</b>	<b>Status/Results</b>
1. Planning and Coordination	Krasnoyarsk and in U.S.	McFadden, Sharov, Kucera, and Baranchikov	A training session was held on April 18 <sup>th</sup> and a Working Group meeting was held on April 19 <sup>th</sup> in Krasnoyarsk. The Workplan for Year 2 was drafted and approved on June 28 <sup>th</sup> .

<b>Task</b>	<b>Location</b>	<b>Persons Involved</b>	<b>Status/Results</b>
2. Site Selection	Field sites in Krasnoyarsk, Khakassia, Tuva, and Irkutsk Oblast have been selected.	Heron Group, Sukachev Institute, and Centers of Forest Protection, MNR	Field sites have been selected and approved. Work on maps of previous outbreaks and of habitat quality in Krasnoyarski Krai were completed.
3. Field Monitoring	At field sites	Heron Group, Sukachev Institute, and Centers of Forest Protection, MNR	Plans for field monitoring were completed. Training for field crews was completed and crews went to field in mid-April.
4. Data Management and Analysis	Krasnoyarsk	Heron Group, Sukachev Institute, and Russian Forest Service	Procurement of equipment, software and personnel was completed. Web site completed.

## 5. Level of Effort

During the quarter (April - June, 2001) approximately 550 days or approximately 25 months (22 day/months) were spent on Component 2 during this quarter. Approximately 719 days (33 months) were spent on this component Year 1. See Appendix B for detailed breakdown of persons, activities and time.

## 6. Deliverables

The following Deliverables were achieved in the last quarter and reported at the Advisory Council meeting in June:

- A base map of Central Siberia was produced showing forest types, roads, rivers, typography, forest cover and other standard features;
- A second map of Central Siberia was created from the base map and shows areas of past outbreaks of Siberian moth and forested areas that are subject to various levels of defoliation by Siberian moth;
- A third map was developed for the Bolshaya Murta leskhoz and shows three levels of habitat quality for the Siberian moth;
- The web site for Component 2 was developed and is now available on the web.

## C. Component 3 – Non Timber Forest Products and Secondary Wood Processing

### Annual Highlights

- A survey of all NTFP and Secondary Wood Processing firms was completed and, from this, two Year One partner associations were selected to receive support from the project.
- Two study tours to the US with emphasis on marketing and equipment of non-timber forest products and secondary wood processing sent;
- Two forest products associations developed strategic plans, and both associations held annual meetings

## 1. Major Activities

The annual meetings for the Russia Far Eastern Secondary Wood Processing Association and the Krasnoyarsk Non-Timber Forest Products Association were held during late May and early June respectively. The FOREST Project supported meetings and consultants assisted the associations by helping them develop strategic plans.

US-based consultants Annett Pagan and Ed Jerger and FOREST staff member Lydia Volkova attended the annual meeting of the Russia Far Eastern Secondary Wood Processing Association. They also attended the Dalexpo 2001 Trade show. Based on the annual meeting and working with the association members, Annett Pagan was able to identify their priorities and write the first draft of the strategic plan. Ed Jerger visited and assessed more than 15 companies, learning about their challenges, products and opportunities. In addition to assessing the Russian Far East Secondary Wood Processing members, Mr. Jerger visited companies and government officials in Primorye Krai, Irkutsk and Krasnoyarsk. Mr. Jerger met with the biomass team to brief them on his observations of the secondary wood processing companies he visited.

Association expert Jim Stanelle attended the Krasnoyarsk Non-Timber Forest Products Association meeting in Krasnoyarsk to help build their organization. Mr. Stanelle consulted with the association and made recommendations for next steps. This was the association's first meeting and was a great success. An example of this was seen when a small, older woman was describing her medicinal herb business when another woman interrupted with words to the effect "I've heard about you and have not been able to find you until this very moment." At a break shortly afterward, both of them were seen discussing possibilities and each exuded more hope and excitement than anyone else at the meeting.

Mr. Stanelle also developed a manual on how to start associations that will be useful for businesses that want to develop associations.

Members of both are currently being surveyed for the directory update and baseline data. An association database is also being developed for associations to maintain information on their members. At the same time promotional activities are being undertaken to boost the associations' membership.

A local partner has been identified to assist with the domestic side of the secondary wood processing market study.

## 2. Key Issues

- Getting information (everything from data to list of businesses) is a challenge and is going to cost a lot more than anticipated. This also slows down the process of supporting the businesses and the associations.
- Developing Association Strategic Plans requires more time than was allotted during the annual meetings. The agendas were full, preventing the consultants from meeting with the board of directors to develop the strategic plan in a participatory manner.

### 3. Problems and findings Based on Work to Date

Ed Jerger and Annett Pagan's flight to Sakhalin was canceled due to weather, preventing them to meet with wood processors there.

#### Summary of NTFP and Secondary Wood Processors Component Tasks

Task	Location	Persons Involved	Status/Results
Facilitate Association RFESWP Association Annual Meeting	Khabarovsk	Volkova, Pagan, Jerger	Draft strategic plan written; Recommendations to Association Assessment of member's needs
Facilitate the Krasnoyarsk NTFP Association's Annual Meeting	Krasnoyarsk	Stanelle; Sudakova, Tsekalov	
Conduct Study to Collect Baseline Data	Khabarovsk, Krasnoyarsk	A team of the Far-Eastern Forestry Institute faculty (in Khabarovsk), Galina Kuzmina (Krasnoyarsk)	Will be completed August 4
Update Directories and Database	Khabarovsk	Serge, Hughes	
Identify 2 Associations to work with Year 1	Khabarovsk	Zakerenkoff	Associations identified.
Send Delegations to International Trade Shows	US	Pagan, Uptagrafft, Jerger, Hughes, Shoch, Zabelin, Volkova, Oulianova	completed

### 4. Level of Effort

During the quarter (April - June, 2001) approximately 113 days or approximately 5 months (22 day/months) were spent on Component 3 during this quarter. Approximately 329 days (15 months) were spent on this component Year 1. See Appendix B for detailed breakdown of persons, activities and time.

## D. Component 4 – Renewable Energy Alternatives/Biomass

### Annual Highlights

- A market assessment of biomass energy conducted.

#### 1. Major Activities

A comprehensive study of the feasibility of biomass in Siberia and the Russia Far East was conducted. A team led by Winrock's biomass expert John Kadyszewski and included biomass engineer Tom Miles, economist Raphael Vartanov, and component coordinator Tatiana Khodos.

Representatives of the team visited all five regions, to meet with industry representatives, government officials and to visit wood processing sites. The purpose of the study to assess the conditions under which biomass energy makes sense, considering the costs of wood waste, cost of capital, cost of transportation and the cost of energy. Preliminary results show that biomass has the potential of being economically profitable under specific conditions. The plan for biomass energy is to build up the capacity while promoting pilot sites so that it will be replicated.

## Key Issues

### Problems and Findings Based on Work to Date

As is true for many components, information is difficult to obtain in Russia. Basic statistics such as location of settlements in relationship to wood processing facilities (and or wood waste in the forest) are key data sets required for sound analysis. Local staff have worked hard to get data and have done a good job.

### Summary of Biomass Component Tasks

Task	Location	Persons Involved	Status/Results
Conduct Feasibility Study	Khabarovsk, Krasnoyarsk, Vladivostok, Sakhalin, Irkutsk	Khodos, Kadyszewski, Miles, Vartanov	Assessment on biomass in Siberia and the Russia Far East due end of July; Workplan for biomass developed.

## 5. Level of Effort

During the quarter (April - June, 2001) approximately 144 days or approximately 7 months (22 day/months) were spent on Component 4 during this quarter. Approximately 299 days (14 months) were spent on this component Year 1. See Appendix B for detailed breakdown of persons, activities and time.

## V. Cross-Cutting Components

### A. Forest Policy and Legal Reform

No activities were planned for Year One.

### B. Applied Forestry Research

#### Annual Highlights

- Basic data on carbon stocks collected, and production of a digital baseline map is underway;
- Baseline database established and incorporated into project monitoring plan;
- And permanent sample plots across each administrative region identified to validate estimates from vegetation maps.

## 1. Major Activities

The Applied Forestry Research Activities focuses on establishing base line carbon data and base line information for the four technical components. There were four main tasks for the carbon working group this quarter: 1) Collect remote sensing and forest inventory data for the pest target area in Krasnoyarsk Kray; 2) Begin developing a vegetation and carbon classification scheme for the digital map of Khabarovsk Kray; 3) Contract a remote sensing specialist and forest inventory specialist to complete the carbon working group; 4) Begin developing a carbon monitoring plan for the remainder of the FOREST project. Dr. Vlady Alexeyev, leader of the carbon working group attended a pest component meeting in Krasnoyarsk in April to verify if carbon measurements could be combined with pest monitoring activities. He also talked with Slava Cherkashin about remote sensing information available for the pest target area. Dr. Alexeyev traveled to Woods Hole in early May to work with Tom Stone and Peter Schlesinger on developing a vegetation and carbon classification scheme for a 1:500,000 digital map of Khabarovsk Kray. Dmitry Efremov and Slava Cherkashin began their consulting assignments as forest inventory specialist and remote sensing specialist, respectively. The carbon working group held its first formal meeting in Krasnoyarsk in late June.

### Key Issues

Key issues included:

- Defining the pest target area in Krasnoyarsk Kray and selecting an institution or organization to develop a digital carbon map.
- Collecting existing carbon data and new data to assign carbon values to vegetation classes on digital maps, and;
- Identifying permanent sample plots for verifying the digital maps.

### Problems and Findings Based on Work to Date

- The vegetation/carbon map for the pest target area in Krasnoyarsk Kray will be completed in the second half of Year 2.

## 4. Summary of Component 6 Tasks of the last Quarter

Task	Location	Persons Involved	Status/Results
1. Completed and signed a consultant contract for Dmitry Efremov, forest inventory specialist	Khabarovsk	V. Alexeyev, C. VanDevelde, A. Zabelin, M. Powell	Completed
2. Completed and signed a consultant contract for Slava Cherkashin, remote sensing specialist	Khabarovsk	V. Alexeyev, C. VanDevelde, A. Zabelin, M. Powell	Completed
3. Began developing a vegetation/carbon classification scheme for digital map of Khabarovsk Kray	Woods Hole, MA	V. Alexeyev, T. Stone, P. Schlesinger	Defined 12 preliminary vegetation classes. Woods Hole will try to get EPT project GIS data set

Task	Location	Persons Involved	Status/Results
4. Held first meeting of the carbon working group and started developing a strategy for monitoring changes in carbon	Krasnoyarsk	V. Alexeyev, D. Efremov, S. Cherkashin	Meeting held in Late June.
5. Began developing a carbon monitoring strategy for the remainder of the FOREST Project.	Krasnoyarsk	V. Alexeyev, D. Efremov, S. Cherkashin	Developed a plan for collecting remote sensing and forest inventory data for the pest and fire target areas.

## 5. Level of Effort

During the quarter (April - June, 2001) approximately 30 days or approximately 1.5 months (22 day/months) were spent on Component 6 during this quarter. Approximately 56 days (2.5 months) were spent on this component Year 1. See Appendix B for detailed breakdown of persons, activities and time.

## 6. Deliverables

- Detailed plan for completing a digital vegetation map of Khabarovsk including the preliminary identification of 12 vegetation classes (Quarterly update from Woods Hole is on file).
- Confirmation that the pest component is not developing a digital map of their target area near Krasnoyarsk.
- The carbon working group held its first formal meeting in Krasnoyarsk in late June.

## C. Grants/Loan Program

### Annual Highlights

- Draft version of the grants manual completed;
- The grants program accepted by the Advisory Council.

### 1. Major Activities

David Norman, Nina Danilyuk, Erin Hughes and other Winrock staff developed the grants manual. Norman traveled to Khabarovsk to develop the manual in the field. Using the experience of other USAID grant programs (Ecolinks, WWF, and ROLL) and Winrock' grant program, Norman and Danilyuk developed the manual and the activities for the year two work plan. The grants program was approved by the Advisory Council.

### 2. Key Issues - None

**3. Problems - None****4. Summary of Grants Component Tasks**

<b>Task</b>	<b>Location</b>	<b>Persons Involved</b>	<b>Status/Results</b>
1. Develop Grants Component Manual	Khabarovsk	Norman, Danilyuk, Hubbard, Fisher, Myers, Hughes	Completed

**5. Level of Effort**

During the quarter (April - June, 2001) approximately 15 days or approximately .5 months (22 day/months) were spent on Component 7 during this quarter. Approximately 18 days (1 month) were spent on this component Year 1. See Appendix B for detailed breakdown of persons, activities and time.

## **Appendix A**

### **FOREST Project Meetings and Contacts**

## **Appendix B**

### **Project Personnel Level of Effort**

**Appendix C**  
**Trip Reports**

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# Ed Jerger

## Consultant, Winrock International

### Trip Report

#### Component 3

**Dates of Trip:** May 19– June 2001

**Places Visited:** Khabarovsk, Vladivostok, Irkutsk, Krasnoyarsk

#### 1. Executive Summary

The secondary wood processing industry in the Russian Far East and Siberia can be roughly divided into three categories:

- a) The colossal plants of the former Soviet Union. These companies (i.e. Khorsky DOK, Ussuriyskmebel) are set up for mass production and, quite often, have state of the art technology installed. Generally speaking, management's primary concern is to solve logistics issues and very little attention is paid to opportunities in improving efficiencies and yield. The concept of serving the changing needs of diversified markets is, in most cases, non existing. An opportunity for significant improvements in the utilization of natural resources exists with these companies.
- b) Positioning through diversification. Cash rich companies (i.e. Amur, Primorsklesprom) are positioning themselves in the wood industry. Generally, they build small to medium size facilities for which they purchase or acquire high tech machinery. They seem to display good sense in marketing, but have a need for expertise in basic woodworking skills.
- c) The New Entrepreneur Companies. The economic conditions for establishing a woodworking business are currently not favorable because of taxes, tariffs and interest rates. However, entrepreneurs have formed an appreciable number of mostly small woodworking companies (i.e. Arkada, Avgustsib). These companies focus on serving a niche market and a few of them already export some of their products. These companies are, by necessity, in an advanced stage of vertical integration to compensate for the fact that suppliers of semi-finished products basically do not exist. These companies will play a key role in establishing a truly free enterprise market.

#### 2. Purpose/Objectives of the Trip

- To Attend the annual association meeting to assess the member's (company's needs) and visit plants to get an understanding of the needs;
- Attend the wood products trade show in Khabarovsk to getting a better understanding of wood processing in the Russia Far East
- Build the capacity of a Russian Consultant to conduct a needs assessment;
- Visit the other regions to assess the potential for secondary wood processing
- Assess the potential and extent of biomass energy in the places you visit;
- Write up findings in the form of deliverable reports.

#### 3. Meetings Conducted

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
May 24	Sergey Borodin	Sergey Borodin, Vladivostok (trade show meeting)	Information gathering
May 25	Nickolay In. Gubin	Ros-DV Company , Ltd., Khabarovsk	Needs assessment

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
May 28	Vitaly Popov	Khorsky DOK, Khabarovsk	Needs assessment
May 30	Vladimir E. Fridman	Amur, Khararovsk	Needs assessment
May 30	G. F. Dutov	FLORA, Khararovsk	Needs assessment
May 31	Sergey Kondratovich	Primorsky Veneer, Arcem	Needs assessment
May 31	Vladimir Sarkisov	Ussuriyskmebel, Ussuriisk	Needs assessment
June 1	Vyacheslav Balandin Vladimir Goncharuk	Primorskii krai Administration, Vladivostok	Learn about industry
June 2	Victor Doroshenko	Primorsklesprom, Vladivostok	Needs assessment
June 4	Mr. Golbkov	Irkutskmebel, Irkutsk	Needs assessment
June 4	Yuri Neumann	Avgustsib, Irkutsk	Needs assessment
June 4	Nikolai Melnik Stanislav Karakutsa	Irkutsk Region Admin, Irkutsk	Information gathering
June 5	German Bezrukikh	Arkada Woodworking Company, Krasnoyarsk	Needs assessment
June 6	Lidia Sourikova	Yeniseyles, Krasnoyarsk	Needs assessment
June 7	Alexandr Plastinin	Krasleskhozsnabsbyt Association, Krasnoyarsk	Needs assessment, explore ways of collaboration

#### **4. Outcome of Visit (Accomplishments, Deliverables and Results)**

- Became much more familiar with the situation of wood processing in Siberia and Russia Far East – it is crucial to the local economy and has great potential.
- Met with more than 12 companies and provided brief summaries on them
- Attended the trade show and helped association assess the problems the members were having
- Coordinated visits and shared information with the bio mass team of component 4
- Developed a needs assessment training manual
- Provided recommendations for the component; identified 10 volunteer assignments

#### **5. Recommendations**

- Information is difficult to get and a long drawn out process. Have local staff start on mapping the industry in Khabarovsk and the kray. Evaluate the accuracy and efficiency of this mapping process and develop approach for other regions.
- The knowledge on how to strengthen wood processing companies in Russia exists. The Russian academia has most of this information. The project needs to bridge the gap between the academics and the business, or provide the information to the businesses directly (this is a fundamental issue about the project's approach).
- Identifying financing sources and helping wood business to secure financing should be a major aim of this project.
- To have a great impact on the natural resource base, work with large former soviet-style centralized companies, especially on the issues of lumber yield improvements.
- The future lies, most likely, with the small and medium-sized entrepreneurs. These companies should not be neglected, but should receive the majority share of the project's efforts.
- Create a marketing document that outlines why secondary wood processors should join an association.

- Promote a campaign on the utilization of currently undesirable wood species, such as Birch and Beech.
- Conduct seminars and workshops that familiarize log exporters and other interested parties with the concept of value added manufacturing.
- Krasnoyarsk demonstrates positive potential for future work.

#### **6. Necessary follow up action**

- The project management needs to divide the overall mission statement into smaller objectives. The statements for these objectives need to be formulated in such a way that progress are measurable and individuals can be held responsible.
- Map the secondary wood processing industry; starting with the Khabarovsk area.
- Identify or form associations that can serve the predominant segment of the wood industry in a certain region.
- Select an association in Sakhalin or Krasnoyarsk and cooperatively develop a strategic plan on how to strengthen the profitability of member companies.

#### **7. Expected Results (refer to indicators or job description)**

Since this trip was an assessment, laying the groundwork for future assignments, specific results are limited to:

- One consultant was trained to conduct assessments; the association will be able to provide better service to their members and capacity will be strengthened in Russia to do this work on their own.

#### **8. Number of beneficiaries:**

1 trainee (male).

#### **9. Success story**

- Connected with two small entrepreneur companies that can lay the groundwork for an association supporting a truly free enterprise economy.
- Provided encouraging feedback to Primorsklesprom about their activities in preserving the natural habitat on the Russian Island for Eco-Tourism purposes.

#### **10. Problems encountered**

- The inability to get information about the companies greatly hindered the process.
- Limited support in identifying and setting up plant tours with secondary wood processors.
- Weather prohibited the team from traveling to Sakhalin.

**Jim Stanelle**  
**Consultant, Winrock International**  
**Trip Report**

**Component 3**

**Dates of Trip:** June 1-18, 2001

**Places Visited:** Krasnoyarsk, Khabarovsk

**1. Executive Summary**

The Krasnoyarsk Non-Timber Forest Products Association was formed in 1998 to unite those enterprises in the region that produce non-timber products from the forests of region. Forest raw materials include pine and cedar nuts, leaves, herbs, berries, roots and mushrooms. Final products include teas, food products, oils and tourism that include hunting and fishing.

A total of 14 enterprises were involved as members and until recently, the only function of the association was to disseminate information about the industry to the members. A general meeting of the association had not been held and little formal structure beyond a set of by-laws had been laid down. The only source of income has been an initiation fee charged to new members. One of the association members, Vladimir Shienok, has been serving as the executive director of the association.

Associations of this sort are relatively new to this part of the world and due to previous governmental regimes, individuals have some reservations about joining association-like groups. Some individuals fear that they will lose some power or control of their enterprises if they associate themselves with others in their business activities. Additionally, since they have no background of working within an association, the participants do not understand the intricacies how an association works or the scope of individual involvement.

The immediate need here seems to be to develop a structure for the association so that it can grow, provide services for its members, exist in the political climate and establish itself as a force for the advancement of its members. To accomplish this, there needs to be 1) an upgrading of the by-laws and rules of the association; 2) a dues/fee structure that will allow the association to finance its activities; 3) training of the executive director and members in how to work in and be a part of the association; and 4) the development of programs and training sessions that will help the members to perform their individual activities in a more professional and consistent manner.

**2. Purpose/Objectives of the Trip**

- The objectives of this consultancy include the following:
- Analyze the current situation of the Krasnoyarsk Non-Timber Forest Products Association, its members and its leadership.
- Develop ideas and/or a formal plan as to how the association and its members will function with an association mentality, and what types of additional services the association can offer its members.
- Develop the local executive director and executive board members to govern, oversee, and manage the affairs of the association.
- Propose five or more Winrock FtF volunteer assignments in support of the association development efforts and write a description of the of the duties expected of the various volunteers.
- Supply to Winrock and the association an edited and updated version of the Association Training Modules previously written by this consultant.
- Quick review of the status and needs of another association(s) in Khabarovsk as arranged by the Winrock staff there.

### **3. Meetings Conducted**

To learn more about the association, and the abilities and attitudes of those involved, the following meetings/enterprise visits were held:

1. The annual meeting of the Krasnoyarsk Non-Timber Forest Products Association. The Trade Fair of the Achievements of the Krasnoyarsk Region. Some of the members of the association exhibited their products and services at this exhibition and it was an opportunity to learn more about the products associated with the members and to talk more with them about the association concept.
2. Alina Tobosheva, Director of Medical-Technical Resources, an NTFP association in the Republic of Altay.
3. Visits to various association member enterprises.
4. Phyto-Sinto, maker of medicinal teas. The representative is Mr. Kunznetsov Vyacheslav.
5. Yaenezh, maker of balms, ointments and essential oils for the medical industry. Mr. Alexander Kobut.
6. Siberian Tea, maker of herbal teas. Mr. Victor Sukan.
7. Gaea, manufacturer of products using the nuts of the pine and cedar trees. Dr. Alexander Efremov.
8. The association director, Vladimir Shienok

### **4. Outcome of Visit**

- A set of 13 modules used for training and as a resource for future work.
- The director, Vladimir Shienok now feels more confident and knowledgeable in his role of guiding the association.
- A deeper knowledge of the members of the association and their needs. This helps to develop recommendations for next the steps to be by the association in its own development and by Winrock in its assistance to the association.
- A short review and preliminary evaluation of position and needs of the Khabarovsk Eco-Tourist Association.

### **5. Recommendations**

#### *To the Krasnoyarsk NTFP Association*

- Institute a set of committees that will deal with several of the key questions that the association is encountering. Committees on Dues, Marketing, Membership and Credit would seem to cover the current “hot” topics.
- Develop a dues/financing structure that will realistically provide an adequate income to cover its budget.
- Develop specific missions, priorities and plans for the association by the association members

#### *To the Winrock Forest Project*

- Support the association financially. The IFDC association model used in the Balkans has been successful and should be initiated here to whatever level that is possible.
- Continued strengthening of the association structure, member training and enhancement of staff skills through the use of FtF Volunteers and consultants.
- Support association programs such as assisting the members in acquiring credit (or the establishment of a credit union), marketing services, business planning, and a technical services unit.
- Extend to the association the use of Forest Project offices, personnel and equipment. For several hours a month this not add to project expenses and would be of great financial help to the association.

#### *For Winrock Farmer to Farmer Volunteer Assistance*

- Credit union formation – a volunteer to evaluate the local credit system to determine if an association-based credit union is a workable solution
- Marketing of NTFP Products - a volunteer with group marketing experience

- Quality Assurance of NTFP Products - a volunteer with a background in manufacturing quality control measures
- Policy development - a volunteer with a background in policy development in the region with legislative experience
- Capital generation - a volunteer to assist them in finding alternative sources of funds and who can assist key association members in preparing the documents to apply for these funds.
- Continued strengthening of association leadership - a volunteer to continue the work of strengthening the association executive and other leaders of the group
- Further strengthening of association structure - an additional volunteer to continue strengthening key association personnel and association structure and operations

## **6. Necessary follow-up action**

## **7. Expected Results**

- The addition of 3-6 new members of the association in the next six-month period.
- A new dues/fee structure that will increase revenues for the association.
- The formation of at least three committees to help deal with the affairs of the association: 1) membership & dues, 2) marketing, and 3) credit.
- The development of a trademark, logo or other form of association identity to be used on association members products.
- Regularly scheduled association meetings, probably held on a monthly basis.
- Formation of a credit union or other methods for the members to receive short term financing.
- Establishment of a marketing program allowing the association to assist its members in the collective sales of their products.
- Long-term goal of financial independence from the Forest Project using income derived from dues, fees for services, sales commissions, grants and other sources.

Other less tangible results include:

- A capable association executive confident in his ability to lead the association.
- Members with a better grasp of their roles within the association.
- Better communication between association members.
- More interaction and harmony between the association and the government.

## **8. Number of Beneficiaries 14 trainee participants**

Indirect beneficiaries would include those individuals who work for the enterprises including those who perform the collections in the forest. An estimate of that number would be 600 with at least 60% of those individuals being female.

## **9. Success Stories**

Two situations occurred at the annual meeting that reinforced the power of the association concept.

- One man, who was not as yet an association member, operates an Eco-Tourism business and spoke to the group. He mentioned many ways that he believed the association could work for the betterment of his business. He was very articulate and very persuasive and for someone who has never been part of an association, he gave the best advertisement for one that I had ever heard
- A small, older woman was talking about her business, the collection of medicinal herbs and she was describing some problem that she has been encountering when another woman, the owner of another small enterprise suddenly exclaimed with words to the effect "I've heard about you and have not been able to find you until this very moment." At a break shortly afterward, both of them were seen discussing possibilities and each exuded more hope and excitement than any one

else at the meetings. This consultant has been involved with many associations and this was the most touching and vibrant moment I have seen at any of them.

In addition to those two examples, it is very gratifying to see the look on the association executive director's face as we discuss a point or procedure and he suddenly understands what it means. He has been working at this for a while without knowing that there are techniques, procedures and even tricks that can be used to accomplish tasks and get involvement. As we would discuss a topic a sudden look of surprise and understanding would come to his face, and I would know that he got it.

## **10. Problems and Challenges**

As an association development consultant, the same challenges seem to present themselves in each situation where an association is developing:

- Members and potential members do not see the value of membership and therefore are less willing to support the association financially.
- Members believe that it is not their responsibility to work for the association but instead insist that the "leaders" do all the work.
- Members and leaders of the association do not know how to effectively run meetings or how to proceed with the work of the association.
- The members of this association are involved in the use and manufacture of various products and therefore it may be difficult for them to use common programs and strategies. This could prove to be divisive within the group and cause some members to feel that their needs are being discounted.

**David Norman**  
**Managing Director, Volunteer Technical Assistance and Program Services**  
**Winrock International**  
**Trip Report**

**Component 7**

**Dates of Trip:** 5/27/2001-6/14-2001

**Places Visited:** Moscow, Khabarovsk, Vladivostok

**1. Executive Summary**

The primary purpose of this trip was to work with FOREST staff and key HQ staff in the development of the approach for integrating the Grant and Loan component in support of objectives of the other FOREST components. I also traveled through Moscow in order to meet with key USAID staff to get their input on the front end of the development process as well as brief them on the result of my trip on the way home.

**2. Purpose/Objectives of the Trip**

Develop grant approach, tools and procedures manual for the FOREST Grant program and provide overall management support where appropriate and requested.

**3. Meetings Conducted**

In preparation for the trip numerous meetings were held with key F&A staff regarding the grant program steps needed to insure compliance with USAID and Winrock policies. Meetings conducted with outside organizations on the trip are described below.

<b>Date/Person</b>	<b>Organization</b>	<b>Place</b>	<b>Purpose</b>
May 29 Lyudmila Vikhrova	USAID	Moscow	Discuss FOREST project and Grant component
Michael Harvey	ACDI/VOCA	Vladivostok	WI/AV collaboration on logistical support
James Schumaker	US Consulate	Vladivostok	Introduce FOREST program
Yuri Darman, Vladimir Karakin, Yulia Fomenko	World Wide Fund for Nature	Vladivostok	Introductory meeting to discuss possible collaboration and their small grants program
Galina Afonina, Maria Asedulova	Eurasia Foundation	Vladivostok	Introductory meeting to discuss possible collaboration and their grants program

**4. Outcome of Visit**

- FOREST grant approach finalized
- FOREST Grant Manual developed, translated and presented at the FOREST AC meeting in Irkutsk

**5. Recommendations**

- Initiate first grant cycle on a small scale.
- Study results
- Modify procedures accordingly

**6. Necessary follow up action**

- Review RFA process

**7. Expected Results (refer to indicators or job description)**

**8. Number of beneficiaries**   NA   **trainee participants**   NA  .

**9. Success story**

**10. Problems encountered**

**Annett Pagan**  
**Program Officer II, Winrock International**  
**Trip Report**

**Component 3**

**Dates of Trip:** 5/19/2001- 6/3/2001

**Places Visited:** Khabarovsk, Vladivostok

**1. Executive Summary**

This scope of work was to strengthen the Far Eastern Secondary Wood Processing Association so they can provide services to their members on a sustained basis. I accomplished the primary objective of this assignment with a presentation at the RFE Association of Wood Manufacturers annual meeting that offered examples of well-run wood industry associations in the US and internationally. A participatory process was used after the presentation to gain consensus on the types of services and the benefits expected by the RFE Wood Manufacturers Association.

Three main themes came out of the exercise: (1) market research, identification of new markets, product development, market information (2) technology transfer and other types of technical assistance, and (3) Governmental Affairs or legal protection of its membership. Other services that members mentioned as important include (4) how to attract investors for affordable capital, (5) employee training, and (6) an information center and/or newsletter. I also conducted training with the Association President on running and operating a successful association, and worked with the President on developing a strategic plan to implement the above services to the membership.

**2. Purpose/Objectives of the Trip**

- Review the current status of the Association to include: income/expenditures, services provided, record keeping, means of communicating with members, frequency of meetings, attendance, a strategic plan, membership, major problems faced by members, and biggest challenges facing the association.
- Analyze the current situation and focus on solving the key issues faced by the association.
- Attend the annual association meeting.

**3. Meetings Conducted**

<b>Date/Person</b>	<b>Organization</b>	<b>Place</b>	<b>Purpose</b>
5/23,24,25 Vitaly V. Shkutko	State Technical University & Far Eastern Assoc of Woodworkers	Khabarovsk, RFE	Annual Meeting, Round table discussions, trade show, training with the President
5/23 Anatoly Selyuga	Glavles (Regulator) Decides who get timber harvest tracks	Khabarovsk, RFE	Annual Meeting Head of Forestry Dept
5/23 Mr. Gurvies	Committee on Economics(Levintal)	Khabarovsk, RFE	Annual Meeting facilitator Vice-Chariman
5/23 Oleg Begunkov	State Technical University & Far Eastern Assoc of Woodworkers	Khabarovsk, RFE	Annual Meeting Assoc Professor Head of Woodworking
5/24 Dr. Ivan Belozerov	State Technical University & Far Eastern Assoc of Woodworkers	Khabarovsk, RFE	Discuss proposal of assoc to ecolinks biomass looking for partner suggested WI, meet with Craig & John K. Professor Wood Technology Dept

<b>Date/Person</b>	<b>Organization</b>	<b>Place</b>	<b>Purpose</b>
5/24 Olga Schetinina	Ecolinks	Khabarovsk, RFE	Discuss proposal of assoc. to ecolinks biomass County Program Manager
5/23 Vladimir Brigadenko	Gorin Industrial Wood JtStock Company (part of Flora) sawmill with new dry kilns	Khabarovsk, RFE	Annual Meeting Gen. Director
5/23 & 5/30 G.F. Dutov	Jt. Stock Company "Flora")	Khabarovsk, RFE	Annual Meeting and Industry analysis, office visit, Log exporters & secondary processors Deputy Gen. Director
5/24 Victoria Trofimova		Khabarovsk, RFE	Private Meeting Show Organizer
5/23 & 5/28 Vitaly V. Popov	Khorsky Dok (Public Company) Lg sawmill, millwork, & Flooring Co. Also visited Istok new equip for small diameter logs (shut down)	Khabarovsk, RFE	Annual meeting & Industry analysis plant tour Gen. Director
5/30 Vladimir E. Fridman	JtStock Co. "Amur" Promkomplex2 State of the art millwork, doors, windows manufacturers	Khabarovsk, RFE	Industry analysis plant tour Director
5/23,24,30,31 & 6/1 Victor Berdnikov	JSC Primosklesprom	Vladivostok, RFE	Annual Meeting, Round Table discussions, Host for Industry Analysis Main Timber
5/30,31 & 6/1 Vladimir Vladimirovich	Jt. Stock Co. Ussuriysikmebel Kitchen cabinet, & kitchen furniture	Vladivostok, RFE	Industry Analysis Plant tour Gen. Director
5/30 Sergie Kondratovich	Primorski Shponi, sawmill, veneer slicer, dry kilns, & moulding manufacturer (entrepreneur)	Vladivostok, RFE	Industry Analysis Plant Tour Gen. Director
5/30,31 & 6/1 Victor Medved	JSC Primosklesprom	Vladivostok, RFE	Host Industry Analysis Deputy Gen. Director
6/1 Anatoly Kravchenko	JSC Primosklesprom	Vladivostok, RFE	Host Industry Analysis Deputy Gen. Director
6/1 Victor Doroshenko	JSC Primosklesprom	Vladivostok, RFE	Host Industry Analysis Gen. Director
6/1 Vladimir Chibiryak	JSC Primosklesprom	Vladivostok, RFE	Host Industry Analysis Deputy Gen. Director
5/31 Vladimir Goncharuk	International Trade & Foreign Affairs Committee Primorsky Krai	Vladivostok, RFE	Industry Analysis Private meeting Commissioner
5/31 Dr. Valery Shafranovsky	Committee of Natural Resources Primorsky Krai	Vladivostok, RFE	Industry Analysis Private Meeting Deputy Chairman

<b>Date/Person</b>	<b>Organization</b>	<b>Place</b>	<b>Purpose</b>
5/31 Russian only on card	Forest Industry Department	Vladivostok, RFE	Industry Analysis Private Meeting deputy director
5/29 Alexander Zabelin	Winrock International Forest Project Deputy Manager	Khabarovsk, RFE	Review Component 3 progress compare Yr1 and Yr2 work plan
5/29 Lydia Volkova	Winrock International Forest Project Interpreter/Acting Component 3 leader	Khabarovsk, RFE	Review Component 3 progress compare Yr1 and Yr2 work plan
5/29 Ludmila Khakhaleva	Winrock International Forest Project Volunteer Coordinator	Khabarovsk, RFE	Meeting to discuss possible volunteer assignments for follow-up

#### 4. Outcome of Visit

- Powerpoint presentation at the annual meeting that was translated into Russian on the top 6 wood manufacturing associations in the US, the services they provide and their benefits
- Conducted participatory exercise with Association membership to set priorities for services of the RFE Association
- Suggested Strategic Plan for the Russian Far Eastern Wood Manufacturers Association
- Conducted training session with the President of the Association on how to operate an association
- Analysis of the secondary wood industry in the Russian Far East
- Reviewed with local Winrock International staff Year 1 and Year 2 work plan for Component 3 to determine completion status of tasks

#### 5. Recommendations

- Monitor progress by Winrock International local staff in implementing Component 3
  - Coordinate with Biomass and Forest Policy components. Successful implementation of Component 3 is critical to obtaining statistical data and information needed by the implementers of these other two components.
- Revise component 3's indicator to one that can be more easily measured and tied back to the deliverables. The goal is to increase the value of products harvested per hectare by 5%. The problem is tying our treatment of component 3 deliverables to this goal since so many factors go into this type of improvement in the utilization of raw logs. I suggest reviewing the approach Winrock International took in the NIST project in the way the evaluation was conducted.
  - Winrock International local staff needs some orientation and training in hosting and communicating with the media. I strongly suggest sending Mary Laurie to the office soon to work with a local media person the project is hiring.

#### 6. Necessary follow up action

- (1) Prepare for an immediate training assignment for Lydia Volkova in AR for July 2001.
- (2) Sort through the translated company lists to determine the types they are and what kind of products they are producing.
- (3) Ensure immediate hire of the surveyor and the database developer.
- (4) Delay start of the market study until the surveyor has completed his or her work.
- (5) Suggested Consultant/Volunteer Assignments
  - Board of Directors Training (suggest at least 2 days)
  - Identify Foundations that would support the work of the association
  - Foundation Proposal Development
  - Strategic Planning training and exercise along with consensus building
  - Non-profit accounting training (suggest Winrock International's staff here)

- Motivational speakers for the association membership “How to Stay Up When It All Comes Down”
- Training on how to conduct and interpret market research
- Governmental Affairs consultant (Experienced Russian Consultant)
  - (A) Work with the Board of Directors and full membership to determine the association’s legislative affairs agenda
  - (B) Training on how to organize grassroots lobbying efforts
- Training on how to write an effective, informative newsletter and how to develop promotional materials
- Website development
- How to choose which trade shows to exhibit in and how to get the most sales leads out of a Trade Show

**7. Expected Results (refer to indicators or job description)**

**8. Number of beneficiaries**   73   **trainee participants**   3  .

**9. Success story**

Annual Meeting was a success; the report detailing results of the participatory process exercise conducted at the meeting and the power point presentation are available upon request.

**10. Problems encountered and Opportunities Observed**

- We had difficulty obtaining statistical data on the industry, getting appointments with officials who had the information, and obtaining translated lists of association membership, potential membership, and the companies that WI sent surveys to.
- The study to establish baseline data has not been completed. The survey has been mailed out to 50 companies from the Winrock Office.
- Update directories and databases of NTFP and Secondary Wood Processors. The database developer has not been interviewed yet.

**Erin Hughes**  
**Project Coordinator, Winrock International**  
**Trip Report**

**Dates of trip:** Trip 1 - June 24-July 5 (Irkutsk), Trip 2 - July 14-19 (Arlington, VA)

**Places Visited:** Irkutsk, Khabarovsk; Arlington

**1. Executive Summary**

This report summarizes two recent trips made for FOREST. One was to attend the advisory council meeting in Irkutsk and work with the staff in Khabarovsk; the second trip was to meet with Craig VanDevelde in Winrock's Arlington Office to meet with WI Staff, Partners and Collaborators to address issues and concerns they may have with the project. Both trips were successful; The Advisory Council approved the workplan with modifications and we strengthened ties with USFS, and worked with the Heron Group and Chemonics to ensure good communication.

**2. Purpose/Objectives of the Trip**

Trip 1

- Travel to the Advisory Council Meeting to represent the project from US and present Component 3
- Meet with office staff in Khabarovsk and finalize manuals

**Trip 2**

- Meet with FOREST Partners, participants, collaborators and Project Manager Craig VanDevelde in Arlington

**3. Meetings Conducted**

**Trip 1**

The Advisory Council Meeting minutes describes the people and meetings. No additional meetings were conducted in Irkutsk or Khabarovsk.

**Trip 2**

Alex Moad, USFS

Liz Mayhew, USFS

Laura Slattery, Chemonics

Airika Smith, Chemonics

Max McFadden, Heron Group

**4. Outcome of Visit (Accomplishments, Deliverables and Results)**

**Trip 1:** Workplan Approved

**Trip 2:** Improved communication with partners

Plan for agreement with USFS

Plan for GIS Platform for database developed

**5. Recommendations**

None

**6. Necessary follow-up action**

- Finalize workplan
- Follow meeting to produce database

**7. Expected Results (refer to indicators or job description)**

N/A

**8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

N/A

**9. Success story**

**10. Problems encountered**

**Raphael Vartanov**  
**Consultant, Winrock International**  
**Trip Report**

**Component 4**

**Dates of Trip:** May 28 – June 15, June 23 – July 8, 2001

**Places Visited:** Khabarovsk, Irkutsk, Vladivostok, Uzhno-Sakhalinsk

**1. Executive Summary**

Trips have been accomplished. Contacts with local authorities, industry representatives, non-governmental and academic institutions have been established. Component 4 has been presented at the FOREST project Board meeting. Substantial information for project implementation needed has been obtained. Some connections with possible funding agencies have been established. Interest in development of biomass energy increased in each of the 5 regions. Significant progress has been made in establishment of a strong, interdisciplinary Component 4 team.

In the meantime there exist difficulties with collecting data (general data and specific site related); very limited experience in the area of biomass energy in Russia; and needs in adaptation of the technologies which in some extend was never used before in the regions. It requires more committed relations and efficient actions within newly established Component team to ensure project implementation.

**2. Purpose/Objectives of the Trip**

- Establish connections with local authorities, representatives of forestry and energy industry and professionals
- Collect data needed for Market assessment and Work Plan for Year 2 of FOREST
- Participate in a Board meeting of FOREST project and present Component 4
- Explain to the board members the Component strategy and the Work Plan.

**3. Meetings Conducted**

<b>Date</b>	<b>Name</b>	<b>Title</b>	<b>Organization</b>	<b>City</b>
5/31	Khetagurov, Kazbek	Deputy General Manager	Dallesprom	Khabarovsk
6/1	Novikov, Alexey V Besedina, Irina A	Deputy Head, Dept of Foreign Economic Relations Chief Div of Foreign Economic Policy and Foreign Investments	Investment Promotion Agency	Khabarovsk
6/1	Petrova, Marina Belozarov , Ivan	Country Program Coordinator Professor, Wood Technology, Khab State Technical University	EcoLinks	Khabarovsk
6/1	Shkutko, Vitaly V; Vivodtsev, Nikolai	Dean Far East Institute of Forest Industry and Director, Far East Association of Woodworkers; Professor	Khabarovsk Technical University	Khabarovsk
6/1	Soldatchenkov, Vladimir Asharin, Andrey	Deputy Head of Department of Natural Resources; Consultant	Khabarovskiy Krai Administration	Khabarovsk
6/1	Efremov, Dimitry Kovalev, Alexander Petrovich	Professor Director	Far East Institute of Forest Resources	Khabarovsk

<b>Date</b>	<b>Name</b>	<b>Title</b>	<b>Organization</b>	<b>City</b>
6/2	Lypatkin, Nikolay Tregubov, Sergei	Director Manager and Technology Director	Khor Biochemical Plant	Khabarovsk
6/4	Voropai , Nikolai; Filippov , Sergei Zubtsov, Vladimir  Koshelev, Alexander Voronov, Yuri	Director Deputy Director Head Group on Prospective Energy Conversion Systems Lead Researcher Deputy Head “Irkutsk Energonadzor”	Energy Systems Institute, Siberian Branch of the Russian Academy of Sciences	Irkutsk
6/4	Melnik, Nikolay Chekhov, Vladimir  Tifikov, Victor  Karakutsa, Vicheslav  Gerasimov, Alexey  Fiodorov, Valeri	First Deputy of Governor Deputy Chairman, Committee on Natural Resources, Head of Forest Service Chairman of Fuel and Energy Complex and Chemical Industry Head of Department of Forest Industry and Forestry Deputy Head, Department of Forest Industry and Forestry Consultant to Fuel and Energy Complex Department	Irkutsk Oblast Administration	Irkutsk
6/5	Vedenin, Victor Avdeev, Oleg	Deputy General Director Deputy General Director	IrkutskLesprom	Irkutsk
6/5	Kondratovich, Yevgeniy Ulasovets, Sergey	General Director  Deputy General Director	Kitoiles	Irkutsk
6/5	Zanegin, Leonid	Head of Department of Scientific Research	IrkutskNIILP	Irkutsk
6/6	Chesnokov Nikolai	Head of Research Group	Inst of Chemistry & Chemical Tech, Siberian Division Russian Academy of Sci.	Krasnoyarsk
6/6	Terentyev Vladimir Senyak Vladimir	Director FGU Director, Yemelyanovskiy Leskhoz	Ministry of Agriculture	Krasnoyarsk
6/7	Podgornov Valeriy	Deputy Director	Avtobank, Krasnoyarsk Branch	Krasnoyarsk
6/7	Glavatsky Grigory Korolev, Gennadiy Batenkov, Vasily Mikhalev, Yury Maximov, Evgeniy Tsai, Yuriy	Director Deputy Director Head of Department Head of Department Head of Department Head of Department	All-Russian Institute of Fire- Preventative Forest Protection and Forestry Mechanization	Krasnoyarsk
6/7	Sourikova, Lidia	Deputy Director General	JSC Yeniseyles	Krasnoyarsk
6/8	Vekshin, Vladimir  Malkevich, Michael  Otinov, Vitaly	Deputy Chairman, Committee on Natural Resources, Head of Forest Service Deputy Head of Forestry Industry Department Dep Head of Fuel + Energy Dept	Krasnoyarskiy Krai Adminstration	Krasnoyarsk

<b>Date</b>	<b>Name</b>	<b>Title</b>	<b>Organization</b>	<b>City</b>
6/8	Koloso Shiryaeve, Oleg	GIS Specialist Head of GIS division of the All-Russian Inst of Fire-Preventative Forest Protection and Forestry Mechanization	Esoft	Krasnoyarsk
6/8	Buka Eduard Repyakh Stepan Petrov Valentin Matveeva Rimma	President Vice President Professor Professor, Krutovsky Garden	Siberian State Technological University	Krasnoyarsk
6/9	Yakimov Anatoly Raspopin Konstantine	Deputy Governor Head of Ecology and Natural Resources Department	Krasnoyarskiy Krai Administration	Krasnoyarsk
6/9	Amelchugov, Sergey Andreyev, Yuriy	Director Head of the Scientific and Research Department	All-Russian Institute for Fire Protection, Siberian Branch and Testing site	Krasnoyarsk
6/13	Selyuga, Anatoliy  Guriev, Valeriy	Head of Forestry and Perspective Technologies Department Section Manager, Committee on Economics	Khabarovsk Krai Administration	Khabarovsk
6/15	Mikhailov, Sergey Soloviev, Mikhail	Deputy Head of Department Head of Division	Ministry of Energy of the Russian Federation	Khabarovsk
6/29	Zankov, Alexander	Head of Department on Energy Resources	Administration of Primorye Krai	Vladivostok
6/30	Abramov, Alexander	General Director	Far Eastern Center for Economic Development	Vladivostok
7/2	Barinov, Yevgeniy Grishan, Alexey Balandin, Vyacheslav  . Abramov, Alexander  Danysh, Elena	Head of the Department Deputy Head of the Department Head of the Department of Forest Industry General Director, Far Eastern Center for Economic Development Rep of the European Banks for Reconstruction and Development for RFE	State Energy Supervision and Conservation Department	Vladivostok
7/4	Chekurdaev, Gennady Kotelnikov, Alexander Konovalova, Tatiana  Fomin, Ivan	Head of Forestry Deputy Head of the Dept of the Forestry Industry Environmental Specialist of the Sakhalin Energy Investment Company First Deputy Head of the Dept of the Fuel, Energy, and Mineral Resources	Administration of Sakhalin Oblast	Vladivostok

<b>Date</b>	<b>Name</b>	<b>Title</b>	<b>Organization</b>	<b>City</b>
7/5	Valkar, Jeffrey	Director	American Business Center	Vladivostok
7/5	Fomin, Nikolay	Deputy Director of the Dept on the Development of Mineral Resources Offshore Sakhalin	Administration of Sakhalin Oblast	Vladivostok

#### **4. Outcome of Visit**

- Established connections with representatives of governmental, industrial, and non-governmental organizations from each of the 5 regions targeted by FOREST project
- Achieved significant progress in establishing network of institutions and professionals interested in development of biomass energy
- Obtained important materials for preparation of the Market Assessment
- Identified list of potential participants/presenters for the planned Workshop
- Successfully presented Component 4 at the Board Meeting and was endorsed by Board members
- Identified information on possible selection for pilot projects in cooperation with local authorities
- Established connections with the Regional office of EBRD, representative expressed strong interest in cooperation with FOREST project on development of biomass energy

#### **5. Recommendations**

- Complete the draft of the Market Assessment.
- Request preparation of the papers for the October Workshop which could enhance Market assessment, Project Team's understanding of the problem
- Start preparation for the Workshop ASAP
- Identify Russian design institutions to do investment/feasibility ASAP
- Start preparation of training/study tours etc.
- Start work with local experts and authorities on other possible pilots: settlements from Bratskiy District in Irkutsk Oblast; De Kastri in Khabarovsk Krai (few other sites were also recommended by local Administration in Khabarovsk Krai); Lesosibirsk (with its facilities –LDK and Novoeniseysk), Eniseyles in Krasnoyarsk Krai (T.Miles could give better advice on Krasnoyarsk Krai); Dalnerechenskles (part of Primorieles) and Terneyles in Primorskiy Krai; settlements in Smirnikhovskiy district of Sakhalin Oblast (most likely candidate – settlement Pervomaisk).
- The information for these sites should be carefully reviewed, and site visits (at least by local Coordinator) should be made before making actual steps in starting feasibility studies.
- Continue cooperation with NREL, EcoTrade, Inc., IAE, Inc., on Yagodniy pilot (Shlekhovskiy Lespromkhoz) in terms of assisting in implementation of this project

#### **6. Necessary follow-up action**

- Collect data from the regions
- Write terms of reference or outlines for solicited papers for the October Workshop;
- Keep Far Eastern office of EBRD posted about the progress in our work on pilots
- Update ministry of Energy (Mikhailov) on progress in project implementation,
- Clarify situation with the Federal Program on Energy Efficient Economy
- Renew connection with the new office of the World Bank Energy Efficiency Loan Office in Moscow
- Start preparation for investment Workshop early in order to make it more practical result oriented forum.

## **7. Expected Results**

Based on Market Assessment, work with local authorities, industry and experts list of sites for project implementation should be identified for development and implementation of biomass projects, local team of professionals will make the major contribution to the work. International experts will assist in projects start-ups, training, evaluating results, and financing.

## **8. Number of beneficiaries: \_\_\_\_\_ trainee participants \_\_\_\_\_.**

Beneficiaries are: population of settlements and companies where biomass projects will be implemented, local authorities – they received assistance in identifying solutions to the energy problem of the 5 remote regions, assistance is also provided to launch renewable energy projects for several villages, and identify market potential for the regions in developing biomass energy. For many representatives from local institutions the meetings held were the their introduction into market potential for the biomass energy for their regions. Many of these meetings had a training component.

## **9. Success story**

First Meeting with the Administration of Irkutsk Oblast was not very successful in terms of mutual understanding of biomass energy development for some of the remote areas of Oblast. After several meetings were held, and work performed – the representative of Irkutsk Oblast at the Board Meeting fully endorsed Component 4's strategy, and expressed Oblast's interest in developing biomass energy.

## **10. Problems encountered**

- Difficult to find information needed for the Market Assessment, very often this information does not exist.
- The available information usually is not reliable or compatible between different regions
- High cost and terms of credit (in dollar value - 14-18 %, maximum 3 years) makes local bank's role in possible project implementation very limited.
- Many former design institutes in energy sector don't exist anymore, and not many professionals in that area continue working in the field where they received training.

**Lydia Volkova**  
**Project specialist, Winrock International**  
**Trip Report**

**Component 3**

**Dates of Trip:** May 30 - June 8, 2001

**Places Visited:** Vladivostok, Irkutsk, Krasnoyarsk

**1. Executive Summary**

FOREST Project is designed to facilitate a shift in the emphasis from logging to value added manufacturing in the RFE and Siberia and to contribute to the increase the importance of secondary wood manufacturing e in the timber industry and the overall economy in the five project areas by providing support to secondary wood processors associations. At present logging companies make up almost 90 per cent of the timber industry and the proportion of round logs in the wood product export is just as high. The five areas recognize the need for changing the situation in favor of secondary wood processing and are looking for outside assistance in making that happen.

**2. Purpose/Objectives of the Trip**

The purpose of the trip was to meet with the administration officials in charge of the timber industry and to visit with wood product manufacturers to see their facilities, the machinery they are using, the products they are making and to find out about their problems and difficulties, i.e. to establish the necessary contacts and to do needs assessment.

**3. Meetings Conducted**

<b>Date</b>	<b>Organization</b>	<b>Place</b>	<b>Purpose</b>
May 31	'Primorskii shpon' (veneer manufacturer)	Artem	Needs assessment
May 31	'Usuriiskmebel' (kitchen cabinets)	Ussuriisk	Needs assessment
June 1	Primorskii krai administration	Vladivostok	Needs assessment
June 2	'Primosklesprom'	Vladivostok	Needs assessment
June 4	Irkutsk oblast Forestry Department	Irkutsk	Getting to know about the industry
June 4	'Irkutskmebel'	Irkutsk	Needs assessment
June 4	'Augustsib' (windows manufacturer)	Irkutsk	Needs assessment
June 4	Deputy Governor Melnik	Irkutsk	Introduce Component 3
June 5	'Cascade 2000' (windows and doors)	Krasnoyarsk	Needs assessment
June 6	'Yeniseiles' (logging, sawmill, etc.)	Krasnoyarsk	Needs assessment
June 6	Yemelyanovskii leskhoz	Krasnoyarsk	Needs assessment
June 7	'Krasnoyarsk Leskhoz Snabsbyt' Association	Krasnoyarsk	Needs assessment, explore ways of collaboration

**4. Outcome of Visit ( List Accomplishments, Deliverables and Results)**

The trip was an excellent opportunity to promote the Project and Component 3's objectives as they relate to specific kraies and oblasts. The team members established ties and contacts with the administrations and manufacturers indispensable for future work on the project. They got to see what the wood product companies are, how they work, what machinery they use, what kind of products they manufacture and were able to identify their problems and the potential areas of collaboration with the project.

The project will build upon the ties established and will involve the manufacturers in its future activities. Steps were made to identify potential partner association for Years 2 and 3.

### **5. Recommendations**

In its future activities the Project should pay more attention to small wood product manufacturers that are new generation entrepreneurs with up-to-date mentality and vision. It is desirable that manufacturers be organized into specialized associations (like the association of furniture manufacturers, of molders manufacturers, etc.) and that the Project facilitate this process to able to partner with such associations in the future rather than dealing with the association that unites all companies that operate in the timber industry: loggers, sawmills and value added wood manufacturers, because it is basically wrong to get raw materials suppliers and those who use the logs and the lumber to make something out of them.

### **6. Necessary follow up action**

To get the required data on the existing wood product companies ASAP to be able to make next steps to implement Component 3. These can be obtained through forestry industry departments in the project areas.

Efforts should be made to establish a 'showcase' association member company that would serve as an incentive for other companies to join the association. 'Primorsklesprom' or one of its companies could be strengthened to serve as the 'showcase'. We should also start thinking about who to work with in Year 2. Facilitation in the establishment of a new association of small wood product manufacturers could help in that.

### **7. Expected Results (refer to indicators or job description)**

The expected results of the trip are:

- development of company specific recommendations to help them address their problems
- identification of a company to serve as 'the showcase'
- getting part of the required the baseline info to develop the database and the directory of secondary wood manufacturers

### **8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

The 10 companies visited.

### **9. Success story**

Groundwork has been made for future success stories.

### **10. Problems encountered**

The team failed to visit Sakhalin Island as the flight was delayed for almost 24 hours. This leg of trip had to be cancelled.

**Eric Abbott**  
**Campaign Specialist, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** June 6 – July 3, 2001

**Places Visited:** Moscow, Khabarovsk, Irkutsk, Moscow

**1. Executive Summary**

Elements of the Initial General Public Awareness Campaign on Forest Fire Prevention that were planned in February and had been launched during March, April and May were reviewed and revised. A final report on the baseline survey was completed and its results were integrated into a revised public awareness campaign plan. The plan includes specific TV, radio, print and small media activities along with a timeline and budget for each. In addition to developing the plan, visits were made to key stakeholders to ensure that the plan was approved and would be supported. Existing fact sheets were reviewed. Following the review, four were redrafted, one on the survey was written, a sixth was accepted as presented, and two others were sent out for review by the chief economist of the Krai. A comprehensive report on Year 1 activities and Year 2 plans was prepared and presented to members of the Advisory Council at their June 27-28 meeting in Irkutsk. Initial discussions were also begun on how the project might expand beyond Khabarovsk to Krasnoyarsk, Sakhalin Island, and other areas.

**2. Purposes/Objectives of the Trip**

The trip had three major purposes: (1) To review and revise the initial public awareness communication campaign designed in February; (2) To complete analysis of the baseline survey data and integrate the results into the campaign planning process; (3) To prepare a comprehensive report on Component 1 activities and present it to the Advisory Council at its meeting in Irkutsk June 27-28.

**3. Meetings Conducted**

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
8 June 01	Dan Hilleman	Grand Marriott Hotel, Moscow	Learn about Forest Employee training component; review Dan's report; make suggestions about future training
11 June 01	Ludmila Liamets	Hotel Amtheyst, Khabarovsk	Met with Ludmila on this holiday to review progress and set our agenda for my visit there
13 June 01	Craig VanDevelde	Forest Project Office	Initial visit; I reported on my scope of work, and also offered to assist in any way I could with preparations for the upcoming Advisory Council meeting.
13 June 01	Cari Ann VanDevelde, Forest Project School Program Consultant	Forest Project Office	I reviewed her work plan concerning school activities that had just been developed
15 June 01	Ludmila Liamets	Forest Project Office	We began a comprehensive review of every aspect of the communication campaign; what has been done, what needs to be changed; problems that need to be addressed; new opportunities, etc.
19 June 01	Elena Svischeva, contact person for Forest Project; Vasily Rabsky, member, working group	Ministry of Natural Resources, Elena's office	Reviewed fact sheets scheduled for presentation to the Advisory Council; discussed newly launched fire monitoring system whereby TV and radio stations routinely report fire danger levels; discussed school program and other campaign activities

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
20 June 01	Alexander Kolometsev, Far East director, Ministry of Natural Resources, Department of Forest Protection and Reforestation	Kolometsev's office	Review Initial Public Awareness campaign elements, including: 1. Billboard/flyer plan 2. School program 3. Fact sheets 4. TV/Radio fire danger monitoring reports 5. Social Messages
20 June 01	Vera Herberger, her daughter Irina, and 4 other children recruited to do pre-testing of initial school poster	Forest Project conference room	Review initial school poster, and compare and contrast with Smoky Bear materials
21 June 01	Valery Guriev, Krai Administration, coordinator of World Bank project	Forest Project conference room	Initial discussion at open house to discuss possible collaborative activities with World Bank project
21 June 01	Tatiana Tolkachova, head of International Relations, Krai Administration	Forest Project conference room	Initial discussion of possible uses of survey results for Krai Administration. She indicated an interest in a subsequent meeting.
23 June 01	Lyudmila G. Boldyreva, first deputy editor-in-chief for Pacific Star newspaper, Khabarovks, and Ludmila Liamets	Local restaurant	We discussed several ways in which her newspaper might find forest project information useful.
24 June 01	Interview with Russian Radio; Vera Herberger translated; Ludmila Liamets was present	My hotel room, hotel amethyst	Review project purpose and activities of interest to the public
25 June 01	Elena Karpova, Far East Public Opinion Polling	Forest Project office	We reviewed several technical aspects of the initial baseline survey and made arrangements to transfer the original questionnaire copies from the baseline survey to the project office for final analysis.
25 June 01	Technical video editing team, Gubernia TV	Gubernia TV	Reviewed first two TV social messages and suggested changes
25 June 01	Carol Pierstorff, Chief, Environmental Division, USAID Moscow; Lyudmila N. Vikhrova, Senior Environmental Economist, USAID Moscow	Sun Hotel, Irkutsk	Discussed next day's press conference and the proper way to handle questions that might come up about USAID policy.

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
27 June 01	Advisory Council	Sun Hotel, Irkutsk	Major presentation by myself and Ludmila Liamets on Component #1; see PowerPoint presentation (See Appendix 5) ; covered Year 1, Year 2, and survey results. Also included pre-test discussion of School Poster
27 June 01	Mr. Levintal, chief economist, Khabarovsk Krai and member of AC	Sun Hotel, Irkutsk	Discussed project fact sheets; he reviewed them and will supply Ludmila and Dimitry with additional information; the fact sheets will then be rewritten. He also said he would help facilitate communication with Krai administration concerning project activities.
28 June 01	Steve Bulkin, Forest Silviculturist/Biologist , US Forest Service	Sun Hotel, Irkutsk	Reviewed Component 1 favorably and said Ludmila and I had turned this component around; also applauded efforts to integrate agriculture and forestry for agricultural burning topic.
28 June 01	Max McFadden and J. Kathy Parker, The Heron Group	Sun Hotel, Irkutsk	They asked for advice concerning the design of a public information campaign concerning the installation of insect traps around Krasnoyarsk and Irkutsk. They keep being stolen or damaged.
28 June 01	Natalia Velikodnaja, TV producer of “Sreda” program	Sun Hotel, Irkutsk	We explored possible TV topics that would be of sufficient interest to warrant her traveling to Khabarovsk to film for her TV show.
28 June 01	Gennady A. Chekurdaev, First deputy chairman, Yuzhno –Sakhalinsk Ministry of Natural Resources	Sun Hotel, Irkutsk	Discussed the possible expansion of Component 1 to Sakhalin Island area. Agreed that a trip there should be undertaken to explore the possibilities.
30 June 01	Ludmila Liamets	En route from Irkutsk to Moscow	Worked on seminar presentation to be given at ACE Inaugural Professional Seminar July 2
2 July 01	Vladislav Temnikov, director Press Video Center and Information Adviser to the Minister, Ministry of Agriculture; Valery Ashomko, international affairs director, Press Video Center; Irina Rozanova, print director, Press Video Center; Ludmila S. , producer, “Our Land” daily agricultural and forestry news program on Russia Radio;	Press Video Center, Ministry of Agriculture, Moscow	<p>Presentation of Seminar on the Forest Project, including playing of two TV social messages, three radio clips, fact sheets and tip sheets, posters, etc. Summary of project accomplishments and plans; use of scientific approach to communication including baseline surveys, focus groups, and other monitoring and evaluation techniques.</p> <p>Seminar was inaugural activity for Agricultural Communicators in Education Russia Affiliate training program.</p> <p>(See Appendix 6 for copies of Ludmila’s and my PowerPoint presentations at the seminar)</p>

	Ivan Perov, communication director, Foundation for Agricultural and Rural Development, Moscow State University; Valery Koshelev, head of department of agricultural extension, Timiryasev Academy, Moscow; Dimtry Odintsov, trainer, Coordination Center at Federal Aviation Center, Khabarovsk; World Wildlife Fund/Ministry of Natural Resources; Tatyana Ukanova, chief economist, Interagroinvest.		
3 July 01	Tatyana Ukhanova, chief economist, Interagroinvest; Ludmila Liamets	Grand Marriott Hotel	Discussed the process of building a regional communication network for production and dissemination of communication materials including videos, radio clips, printed materials, etc. Ms. Ukhanova developed a similar system for the World Bank ARIS project in 43 oblasts/krai.

[Note: See Appendix 10 for day-by-day project notes, including a detailed summary of activities at the Advisory Council meeting in Irkutsk].

#### 4. Outcomes of Visit (Accomplishments, Deliverables and Results).

- Baseline survey report finalized (in English and Russian). Fact sheet developed based on information learned through the survey. Briefly presented report at Advisory Council meeting.
- General awareness campaign plan (initially drafted in February) revised in light of baseline survey results and actual field experience in putting together the campaign. In the revised plan, the same general priority areas were maintained, but more specific dates and goals were indicated for each activity.
- Component 1 Year 2 workplan presented with Ludmila Liamets to Advisory Council in Irkutsk

#### 5. Recommendations

Pieces of the general campaign are now being launched in the krai, and in the next 30 days, the campaign will begin to have a significant public presence. The use of the fire danger reporting levels, the billboards, the TV and radio social messages, and work to highlight other aspects of the campaign, will all combine to raise public awareness. Both Ludmila Liamets and Dimitry Piven have worked hard to build alliances that will be needed to maintain routine and special coverage of forest fire prevention issues during the campaign period. One lesson learned from activity thus far is that in some cases, consultants within the media system may be needed to develop specific new aspects of the campaign. These are indicated in the revised plan, and should be used as needed. Our February plan underestimated the need for such assistance, but it has become clear that consultants in key areas can help the campaign move

ahead. Within the city of Khabarovsk, media contacts and groundwork for the campaign have been cultivated well, and will result in high levels of coverage later in the summer. However, outside of the city, more work needs to be done to make media contacts and work with administration officials. Trips to Komsomolsk and Vanisky should be undertaken as soon as possible in order to develop media contacts and promote the use of fact sheets, fire danger reporting levels, and other campaign aspects. There is no substitute for personal contacts here – this is the lesson learned in Khabarovsk. In addition, certain key aspects of the campaign need special attention: (1) The billboard campaign has received the highest praise and attention from Alexander Kolometsev, the director of the Far East Ministry of Natural Resources Department of Forest Protection and Reforestation. Thus, completion of the first billboard by July 24 is of the highest priority; (2) TV and radio social messages have now been completed, and attention needs to focus on how to arrange for their frequent broadcast and use across a variety of TV stations; (3) Development of the “Stop Monday Forest Fires” campaign which focuses on messages on media every Thursday and Friday needs work. We have a partner in Lev Zvenigorodsky, but exactly how these might be developed and used remains to be worked out; (4) A special event remains to be selected and developed for the season. This would include music and other entertainment plus educational activities, and would be focused around the Komsomolsk area where forest fires have been a particular problem.

## **6. Necessary Follow-Up Action**

Media Monitoring: A system for effectively monitoring coverage of forest fire prevention activities in the mass media has still not been worked out, and needs to be implemented immediately. Such a system would examine newspapers from around the krai, and would also monitor the logs and spot monitor actual broadcasting on radio and TV stations in the krai.

Focus Groups. Focus groups with three specific target audiences – berry pickers, fishermen/hunters, and picnic/party groups – need to be held in the near future to identify the specific behaviors that can be used as a basis for the next campaign. A separate proposal for the conduct of these focus group sessions is provided as Appendix 3 to this document.

Pre-Testing System. A proposal for the conduct of routine pre-tests of campaign materials has been submitted for approval or revision. A copy is provided as Appendix 4 to this document.

November Survey Planning. Section 9 (Monitoring/Indicators) of the Revised Campaign Plan lists a number of items that need to be included in the November survey. However, more work needs to be done to identify items, write the bidding specifications, and finalize procedures that will be used.

Long-Term Planning/Expansion to Other Regions. Based upon experience in Khabarovsk, initial discussions with Ludmila Liamets and Dimitry Piven have been held with respect to expansion of the project to other regions. These ideas need to be assembled into a proposed plan over the next few months.

## **7. Expected Results**

- A. Main Indicator: Reduction in incidence of human-caused forest fires as a proportion of all fires during the 2001 fire season (goal is a 10% reduction over the five-year project period).
- B. Mass Media Sub-Indicator. Significant increase in sub-indicator knowledge, attitudes and practices compared to baseline survey results. See Section 9 of Revised Campaign Plan (Appendix 2) for specific variables to be measured.
- C. Media Monitoring. Detailed and repeated use of campaign and other materials regarding forest fire prevention will be monitored during the fire season. See Section 9 of Revised Campaign Plan (Appendix 2) for details on this indicator.
- D. Collaborative Activity. Increased collaboration among stakeholders in forest fire prevention activity; more meetings, more sharing of materials, and greater use of fact sheets.

## 8. Number of beneficiaries \_\_\_\_\_ trainee participants \_\_\_\_\_

At this point, the campaign is still in its beginning stages, so the widespread benefit to the public will come later in the fire season. However, the base of collaborators among mass media, Ministry, and krai officials has been built, and will be essential to eventual project success.

## 9. Success Story

- At the recent Advisory Council meeting in Irkutsk, Alexander Kolometsev, director of the Far East Region Ministry of Natural Resources Department of Forest Protection and Rehabilitation pronounced himself “100% satisfied with Component 1 of the project.” This indicates that our efforts to work with partners on our Component have been successful.
- The first four-color poster to be used in the School Program of Component 1 was completed and pre-tested during my visit. I conducted the pre-test with 5 school children. [See Appendix 8 for Pre-test results and a copy of the poster]. A series of posters is planned.
- The first two TV social messages were completed and shown for the first time at the ACE Russia Affiliate Seminar in Moscow on July 2. They will be pre-tested in Khabarovsk and then a private screening will be held to show them to Ministry and Krai officials prior to their general broadcast across the krai. Radio social messages have also been developed, and will undergo the same pre-testing before being distributed around the krai.
- The regular reporting of fire danger levels by TV and radio stations in the krai was launched June 18 by DVTRK and also will be broadcast by other major TV stations in the area. Radio stations will also carry the danger level announcements.
- Agreement has been reached with DVTRK to develop a series of Thursday/Friday news items to promote the “Stop Monday Forest Fires” Campaign. These will be developed later in the fire season.
- Agreement has been reached with the ministry concerning the joint erection and use of a series of large billboards with forest fire prevention messages. An artistic team has been commissioned to come up with designs, and it is hoped that the first 3 x 6 meter message will be ready to unveil by July 24. The Ministry will erect the frames for the billboards, and has also agreed to hand out leaflets or tip sheets to supplement the messages.
- The benchmark survey results have been published in English and Russian, and a special seminar is planned for krai and ministry officials to discuss results in August.

## 10. Problems encountered

Thus far in our project, we have consistently underestimated the time necessary to get organizations to collaborate with one another, and to systematically carry our forest fire prevention messages. From a management point of view, we need to carefully analyze our approaches, and determine how we can spread our project to other regions without exhausting our manpower.

Project staff have done an excellent job of networking with Khabarovsk city officials and mass media to convince them to partner with us in the campaign. Now, this effort must be taken to Komsomolsk (where we conducted a series of initial visits with krai officials, forest service staff, and mass media in February) and to Vaninsky.

We are still struggling with how to organize an effective media monitoring system to measure coverage of forest fire prevention topics in newspapers, radio and TV.

**Dan Hilleman**  
**Participation Training Specialist, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** May 9 - June 11, 2001

**Places Visited:** Khabarovsk and Moscow

**1. Executive Summary**

The major product developed during this trip was a Training Plan to strengthen foresters' communication and community participation capabilities. Production of this Plan required liaison with the Forest Education and the International Education Specialists to ensure integration of these complementary plans in a seamless mutual effort.

An additional trip objective was to design the above training to include Foresters' involvement in helping to implement the general awareness campaigns being developed by Dr. Eric Abbott and Ludmila Liamets. A training model which includes the use of case studies to support both of the two above objectives was developed with the full participation of Russian counterparts. An additional activity included production of a model newsletter format as a vehicle for communicating Project "successes," as earlier suggested by Dr. Abbott.

**2. Purposes/Objectives of the Trip**

The purpose and objective of the trip were to provide technical assistance in support of the following task set out in the Component #1 Year One Work Plan: Task #7 – *Strengthening Foresters' Communications Capabilities*.

**3. Meetings Conducted**

DATE	PERSON	POSITION	PURPOSE
5/10/01	Dmitry Piven Ludmila Liamets	Forest Project Managers	Initial briefing on Project and consultancy
5/11/01	Vladimir Pominov	Director of In-Service Training Center (Sosnovka village)	Initial briefing on training shared objectives
5/14/01	Craig VanDevelde	Forest Project; Project Manager	Initial briefing on Project and consultancy
5/15/01	Cari Ann VanDevelde	International Education Specialist	Shared approaches to training approaches / processes
5/16/01	Valdimir Pominov	Director of In-Service Training Center (Sosnovka village)	Further discussion of Training Plan and possible TOT session
5/16/01	Tatiana Andrikosets	Training Center course manager	
5/17//01	Vladimir Pominov	Director of In-Service Training Center (Sosnovka village)	Plan TOT sessions
5/22/01	Vitali B. Shkavtko	Director of the Forestry University	Discussed training goals briefly while trying to find an institutional contact with some knowledge of rural sociology and community organization
5/24-26/01	Anatoly Karpich –  Elena Svishcheva -	Sr Specialist for the Dept. of Nat. Resources of the Far East, Section of Forestry and Forest Use  Head for Section of	First Training of Trainers session at Troitskoie  Prospective faculty joined in a three-day session on participation processes and fire prevention subject matter with

	Olga Komarova –	International and Public Relations	Participation Training Specialist, Forest Education Specialist and Project Manager Priven.
	Nadezhda Pankratova –	Leading Specialist for the Section of International and Public Relations	Activities included meeting with three Troitskoie community members to gain their insights on fire prevention from a village perspective.
	Vasily Rabski –	Specialist of Forestry Research Institute	
	Nina Zharikova	Senior Specialist for Section of Environmental Protection and Reforestation–	
	Iuri Knysh –	Head for Reforestation Section of Department of Natural Resources of the Far East	
5/30/01	Ludmila Liamets & Liubov Latypova	Director for Seed and Selection Center (Sosnovka village) Forest Project Manager Local Journalist and NGO Manager	Design a sample two-page newsletter in PageMaker to present to the FOREST Advisory Committee on June 27th
6/5/01	Vladimir K. Chulanov	Director of the Forestry Technical School (3-year institution in Vyazemsky)	Discuss Training Plan and his capacity to integrate into his curriculum and also his capacity to reach Forest Inspectors through his institution.
6/5/01	Tatiana Peryazeva	Teacher of fire prevention Forestry Technical School (also attended Tucson Meetings	Obtain previous curriculum materials and publications
6/6/01	Craig VanDevelde	FOREST Project, Project Manager	Closing briefing on Training Plan and consultancy in joint session with Mr. Pominov (as noted below)
6/6/01	Valdimir Pominov	Director of In-Service Training Center (FOREST Project Office)	Discuss Training Plan and the Institute role in meeting plan projections
6/6/01	Elena V. Svischeva,	International and Public Relations Department Manager, Khabarovsk Krai Forestry	Confirm her nomination by Pominov as I Counterpart
6/7/01	Dimitry Piven Ludmila Liamets	Forest Project Managers	Closing briefing on Training Plan and consultancy
6/7/01	Dr. Eric Abbott	Communication Campaign Specialist	Sharing session in Moscow crossover to adjust Training Plan based on his feedback
6/8/01	Dr. Eric Abbott	Communication Campaign Specialist	Continued discussion of implications for moving Training and Communication activities to Regional Level.

#### **4. Outcome of Visit (Accomplishments, Deliverables and Results)**

##### Liaison with Forest Education Specialist

Discussed and co-developed Training Plan with Mr. Harry McClellan based on his observations of the forester's needs and recommendations on how to make them more effective communicators in preventing forest fires. Mr. McClellan also participated in the TOT sessions in Troitskoie which further developed training needs with inputs from Russian Forest counterparts.

##### Liaison with International Education Specialist

Met with International Education Specialist Cari Ann VanDevelde several times to share educational approaches to the fire prevention training process. We shared mutual Training Plans and discovered we have very parallel ideas using the case study method and the problem-solving process as viable adult education techniques. She also will participate in the TOT sessions scheduled this fall and nominate a teacher to join us as additional liaison between to the two training efforts.

##### Liaison with General Awareness Campaign Staff

Reviewed the notes and campaign plans prepared by Dr. Eric Abbott to insure that the foresters are involved in implementing the general awareness campaign. Also met with Dr. Abbott in Moscow over two days to brief him on my activities and gained feedback to include in Training Plan.

We also had the opportunity to discuss the implications of adjusting our mutual efforts to meet the new requirements of Regionalizing our pilot efforts in Kharbarovsk Krai.

I also alerted Dr. Abbott to work I had done with Lumila Liamets and Liubov Latypova to develop his newsletter idea as a communication channel for the Advisory Group. Details of this effort are noted under the "Problems" section of this report.

Conducted a preliminary needs assessment of the foresters' current efforts and what they should be doing in the community participation and outreach areas

The preliminary needs assessment was based on the representative Forest personnel interaction during a three-day TOT session. This TOT group generated many useful inputs that were integrated into the development of the Training Plan. Additional needs assessment will come from a larger group of Forest staff (including fire protection foresters from the Krai) during the formal TOT as originally scheduled for this fall.

Identified who and what organizations will be involved in providing the training

In the context of the above TOT sessions, the Participation Training Specialist had participants develop a map of the organization that was used as the reference point for the prospective training audience reflected in the Training Plan.

Identified and developed SOW for two local training specialists.

The Training Participation Specialist and Communications Manager Piven negotiated the two training counterpart assignments with Mr. Pominov of the Forestry Training Institute. Elena Svischeva will serve as liaison between the nominated TOT faculty. Grek Gennady, a member of the Training Institute faculty and former Head of Fire Prevention and Control, will also serve as a Training Counterpart with his efforts directed toward interim development of fire prevention curriculum support materials and other training aids.

## Identified needed training and communication materials

The Forest Education Specialist, Participation Training Specialist, and Communications Manager Piven spent considerable time trying to track down existing fire prevention materials. We found that discussions often confused *proactive fire prevention* materials with *reactive fire suppression materials*. As noted above, Grek Gennady will serve as a Training Counterpart and review existing fire prevention curriculum support materials and other training aids and suggest appropriate revisions for republishing. The Forest Education Specialist and Participation Training Specialists developed some training materials for the short TOT session which are appropriate for expansion during the formal Fall TOT sessions and adaptation to the larger forester training process.

Provided assistance in producing fact sheets and tip sheets which support the general awareness campaign and the foresters' communication efforts

The Participation Training Specialist worked closely with Dr. Robert Kern during several planning and work sessions. I noted that we were particularly interested in materials directed at community audiences (safe pasture burning, berry picking fire safety, etc.). We did a preliminary test of several tip sheets during the TOT sessions discussed above. The community audience exposed to the tip sheets was enthusiastic about the materials (as noted in the attached Newsletter mockup).

Prepare a plan for the coming year for strengthening foresters' communications capabilities which includes who will be involved, what will be done, what materials produced, timetable, and budget

A Training Plan was produced and submitted as a separate deliverable

## 5. Recommendations

The Participation Training Specialist recommends that the Forest Education Specialist's next assignment overlap for cooperative activity and inputs for the Training of Trainers sessions scheduled for late September-October 2001. This activity would combine the participation process, communication skills and fire prevention content subject matter necessary for the training of new counterpart faculty.

## 6. Necessary Follow-Up Action

The collection of current fire prevention materials should continue under the leadership of training counterpart Grek Gennady who is a member of the Training Institute faculty and former Head of Fire Prevention and Control. Elena Svischeva will need to collect the Case Study materials assigned participating faculty during the TOT (due July 1).

## 7. Expected Results (refer to indicators or job description)

### Main Indicators.

- ◆ An increase in forester fire prevention KNOWLEDGE as a result of the training process
- ◆ An increase in the KNOWLEDGE / ATTITUDE / BEHAVIOR of forester appreciation of the community participatory process as measured by the number of "community" meetings proposed and held.

## 8. Number of beneficiaries \_\_\_\_\_ trainee participants \_\_\_\_\_

Direct trainee participants in TOT sessions = 12

Community member participations = 3

## 9. Success Story

The first community contact in Troitskoiei with a community panel giving inputs to the TOT session was a successful demonstration of the importance of local inputs into educational and media programs. This

interaction was captured on video tape and can be used again in the formal TOT sessions scheduled for September.

## **10. Problems Encountered**

### Training of Trainer Acceleration

The main problem encountered also turned into an opportunity. The Participation Specialist was unaware that the expectation of his counterpart (Mr. Pominov) was that Training of Trainer activity would start immediately upon his arrival. The Project Plan calls for TOT activity to begin in September, so this misperception in timing required some flexibility and adjustments. Both the Participation and Forest Education Specialists were able to adjust schedules and objectives to include a pre-TOT effort that would also meet their current goals of training needs assessment.

### Internal Public Relations

Conversations with FOREST Project Manager Craig VanDevelde about needed internal public relations and better political support suggested pulling Dr. Eric Abbott's Newsletter idea more to the top of the priority list.

The Participation Training Specialist spent several evening sessions of additional effort with Program Manager Ludmila Liamets and local journalist/NGO coordinator Liubov Latypova designing a sample two-page newsletter for consideration of the FOREST Advisory Committee on June 27th as a way to demonstrate the success of pretesting Tip Sheets with the Troitskoie community and other recent Project products.

### Media Relations

A major problem in media relations is the practice of placing paid articles in newspapers and magazines, known as *zakazukha* in Russian. It is a routine practice fostered, in part, by the fact that in an emerging democracy, there is inadequate advertising revenue to finance publishing. Paying for publication, particularly public service coverage, will require careful adjustment to meet Project philosophy, objectives and regulations.

The above work with Liubov Latypova generated the idea to have her assist in the curriculum development of the media relations component of the Forestry staff training. She will work on that assignment following a three-week training assignment in the USA. Her experience as a working journalist can add credibility and depth to this training module.

**Dr. Robert Kern**  
**Public Education and Communication Specialist, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** May 19-June 3, 2001

**Places Visited:** Khabarovsk

**1. Executive Summary**

Upon arrival at the offices on Kalinin Street, we plunged immediately into the preparation of fact sheets to support Component 1, public awareness campaign on forest-fire prevention. We started with the list developed earlier this year by consultants Harry "Punky" McClellan and Dr. Eric Abbott. To that list we added topics that were developed and written during the mission. Preliminary drafts were revised into fact sheet manuscripts. After technical review and approval, the manuscripts were translated into Russian. The reviewed Russian manuscripts were then ready for final editing by a professional writer of Russian.

**2. Purpose/Objectives of the Trip**

The main purpose of this trip was to provide continuing technical assistance to the Russia FOREST Project in support of the following task set out in the Component #1 Year One Work Plan: Year 1 Work Plan Task #2 - *Identify Messages and Prepare Fact Sheets*

**3. Meetings Conducted**

Met frequently throughout period of consultancy with project communications managers Dmitry Piven and Ludmila Liamets, as well as with Component 1 consultants Cari Ann VanDevelde (schools campaign); Harry McClellan and Dan Hilleman (foresters training), as well as artists, graphics designers, writers, and translator to plan and develop fact sheets.

**4. Outcome of Visit (Accomplishments, Deliverables and Results)**

Thirteen fact sheet manuscripts were readied for Russian-language treatment (some still required review by Forestry personnel—which was beyond our ability to generate during this mission). Topics are:

- *FOREST Project, fire prevention component*
- *Fire Ecology*
- *Effects of Forest Fires on Fish, Wildlife, Plants, Animals*
- *Causes of Forest Fires*
- *Forest Fire Behavior*
- *Just Forest Fires or Ecological Catastrophe?*
- *Hunting and Fishing*
- *What Does Public Think of Forest Fire Prevention*
- *Survey Facts*
- *What People Say They Do in the Forest*
- *Where People Get Information about Forest*
- *Ecological and Biological Centers*
- *Fire Danger Levels*

8 fact sheet topics were recommended to stay on the priority list for attention as soon as source persons can be found and involved:

- *Fire Danger in the Far East of Russia*
- *Fire Against Growth*
- *Economic Factors of Forest Fires*
- *Fire Education for Children in the Far East of Russia*

- *Forest Harvesting and Forest Fires*
- *Agricultural Burning and Pasture Renewal*
- *Berry Picking, Economic Importance, Losses*
- *Community Fire Protection*

11 additional topics were proposed for future consideration:

- *Understanding "Fire Prevention" and "Fire Suppression"*
- *Aviation Units*
- *Forest Service*
- *How the US Forest Service Deals with Fire Prevention*
- *Rest Areas: A Help in Preventing Forest Fires*
- *Railroad Forest Fire Prevention*
- *How to Make Forest Fire Prevention Fact Sheets*
- *Reporting Fire Danger Levels in the Mass Media*
- *Junior Forest Rangers*
- *The Green Classes*
- *Impact of Forest Fires on Health of People*

A fact sheet distribution plan was developed. The initial distribution list will grow as new contacts are added to our database.

## **5. Recommendations**

In some cases, when consultants without Russian fluency are involved in developing fact sheets, an English version may be the first composition. This must then be translated for the review process, in which Russian collaborators are key figures. In most cases, a literal translation of an English-language manuscript will not provide the most effective presentation for Russian readers. Thus, the fact-sheet development process from an English-language manuscript should pass through a professional Russian writer (most often an experienced journalist) for the final text. Translator Katya Vasilievna was very efficient and effective, and should be used for future fact sheet work.

## **6. Necessary follow up action**

Continue to work with technical sources to develop planned fact sheets.

## **7. Expected Results (refer to indicators or job description)**

Fact sheets developed.

## **8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

N/A

## **9. Success story**

None.

## **10. Problems encountered**

No progress was made on several important fact sheets, primarily because of difficulties in making contact with persons within the Ministry of Natural Resources Forest Department. (Throughout this period, Forest authorities' offices were being moved to new locations—telephone service had not been re-established in the new locations, and it was often impossible to find a specific person. )

Two aspects of the relationship of Component 1 to the parent project raise some personal concern. One was the lack of working space for consultants. With three Component 1 persons there on overlapping schedules, with two or three different interpreters, and three to five consultants to other components, the work space was grossly inadequate. It was discouraging to find this situation so soon after the offices had

been consolidated in a new location. We set up for our own work at a table in the conference room. This room serves as the community lunch room; it was virtually impossible to continue work in the period, being a physical barrier to flow of persons to and from the table and the tea-water source. The luncheon conversation would have been diverting. When conference groups needed to get together at other times—which was often as the several consultants went about their work with local staff—my presence may have been as disconcerting to the conferees as I found their discussions disrupting my attention.

The lack of spare computing equipment was also a problem. The translator needs a computer to translate fact sheets from English to Russian, but there are none for her to use, so she often has to do this work at home (a problem, being that any questions that might arise could not be quickly answered).

These are not big items, but they affected to some extent the quality of work and the individual efficiency of both consultants and local staff.

While the physical glitches were at least annoyances, another aspect may be more distressing: integration. The only sense of integration of Component 1 with other components (to admit the truth, I'm not certain how many other components there may be as the project moves into Year 2) came through informal conversations with visiting consultants. These were infrequent, in part because the two sets of consultants were accommodated at different hotels and, at work, applied themselves, necessarily, in different physical locations. The main interactions for me came at a Saturday picnic, sitting on a scenic overview of the Amur River. Interactions that just happened.

We must be forthright and note that many of the staff were involved in generating the work plan for Year 2. I note with some wonderment, however, that this topic never surfaced to involve at least this one Component 1 consultant in any conversations about the year ahead. Perhaps Component 1 needs had been spelled out completely when Dr. John Woods was in residence a few weeks ago.

It was a wonderment also that one of the key figures concerned with the project in the Moscow office of USAID was in the offices for two days or so. The only encounters that involved us in any way, although we had met and discussed the public awareness program in the developmental days of September 2000, was as casual conversation at unorganized times. We were unaware of any time that program, progress, or problems in Component 1 were discussed. It would have been a useful integrative opportunity.

**Ludmila Lyamets**  
**Communications Manager, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** March 25 - April 2, 2001

**Places Visited:** Irkutsk

**1. Executive Summary**

As Component 1 activities will be expanded in future project years to regions beyond Khabarovsk, it is important for the communications managers to travel to these regions and establish contacts and partnerships.

**2. Purpose/Objectives of the Trip**

Task 3.1 of the Component 1 Year 1 Workplan requires that the communications managers visit target regions and identify regional coordinators. Task 3.2 calls for identifying and meeting with initial contact group members in the regions.

**3. Meetings Conducted**

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
3/26	Vladimir Chekhov Konstantin Galkin Anatolii Filimnov Vadim Aleksandrov	Irkutsk Department of Fire Protection	Meet with members of the department to learn about their forest fire situation and their approach to fire prevention
3/26	Jenny Satton, co-chair Victor Kusnetsov, specialist Olga Belskaya, specialist David Gordon (Pacific Environmnet) Lysbeth Rickerman (US Consol in Vladivostok)	Baikal Ecology Wave Organization, Irkutsk	Meet with members of this organization to learn about their fire prevention activities
3/26	Fedor Pekar, deputy chief Igor Astafiev, deputy chief	Irkutsk Aviation Base	Meet with members of this department to learn about their resources and fire prevention activities
3/27	Svetlana Kochneva	Irkutsk branch of Divnogorsk In-Service Training Institute for Siberia and RFE	Meet with representative of this institute to learn about their work and capabilities
3/27	Vera Shlenova, chairperson	Irkutsk branch of Russian Environmental Protection Society	Meet with representative of this organization to learn about their work and capabilities
3/28	Georgii Kuznetsov, ecology commentator	"Vostochno-Sibirskaya Pravda" newspaper, Irkutsk	Learn about media resources in the region
3/29	Ekaterina Evsevleeva, leader	Junior Forest Ranger School, Angarskii Leskhoz, Bolshaya Rechka	Meet with representative of this organization to learn about their activities

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
3/29	Vladimir Grishchenko, director Sergei Kochnev, chief forester	Baikal National Park	Meet with representatives of the park to learn about their activities and resources
3/29	Alexander Lukovnikov, chief	Angarskii Leskhoz, Bolshaya Rechka	Meet with representative of the leskhoz to learn about their fire prevention work and activities

#### **4. Outcome of Visit (Accomplishments, Deliverables and Results)**

- Konstantin Galkin, Deputy Chief of the Forest Protection Department, Irkutsk Forest Committee, was identified as the candidate to be proposed as regional coordinator for future Component 1 activities in Irkutsk.
- Many other working group member contacts were also identified.
- Detailed meeting notes were written into report (with photos)

#### **5. Recommendations**

Select Konstantin Galkin as the regional coordinator for future Component 1 activities in Irkutsk.

#### **6. Necessary follow up action**

Continue to develop working relationships with contacts in Irkutsk, and continue to identify more potential partners.

Distribute Component 1 information.

#### **7. Expected Results (refer to indicators or job description)**

Initial base for cooperative partnerships established.

#### **8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

N/A

#### **9. Success story**

The Baikal Wave organization offered to publish FOREST Project fire prevention public awareness information in their monthly digests.

#### **10. Problems encountered**

None.

**Ludmila Lyamets**  
**Communications Manager, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** June 27 - July 2, 2001

**Places Visited:** Irkutsk and Moscow

**1. Executive Summary**

It was necessary to travel to Irkutsk to present the Component 1 Year 2 workplan to the Advisory Council. Then traveled to Moscow to participate in a seminar, "A Strategic Communication Approach to Forest Fire Prevention in Russia's Far East."

**2. Purpose/Objectives of the Trip**

Represented Component 1 at the Advisory Council meeting and at the ACE seminar in Moscow on communications program for forest fire prevention.

**3. Meetings Conducted**

<u>Date</u>	<u>Person</u>	<u>Place</u>	<u>Purpose</u>
6/25	Carol Pierstorff, Chief, Environmental Division, USAID Moscow; Lyudmila N. Vikhrova, Senior Environmental Economist, USAID Moscow	Sun Hotel, Irkutsk	Preparation for 6/26 press conference
6/27	(Advisory Council Meeting)	Sun Hotel, Irkutsk	Component 1 Year 2 Workplan Presentation
6/27	Mr. Levintal, chief economist, Khabarovsk Krai and member of AC	Sun Hotel, Irkutsk	Discussed Component 1 activities
6/28	Steve Bulkin, Forest Silviculturist/Biologist, US Forest Service	Sun Hotel, Irkutsk	Discussed Component 1
6/28	Natalia Velikodnaja, TV producer of "Sreda" program (AC member)	Sun Hotel, Irkutsk	Discussed possible TV topics for her program
6/28	Gennady A. Chekurdaev, First deputy chairman, Yuzhno – Sakhalinsk Ministry of Natural Resources	Sun Hotel, Irkutsk	Discussed the possible expansion of Component 1 to Sakhalin Island area.
6/29	Konstantin Galkin	Irkutsk Department of Fire Protection	Meeting with Regional Coordinator for Irkutskaya Oblast
7/2	- Vladislav Temnikov, director PVC - Valery Ashomko, international affairs director, PVC - Irina Rozanova, print director, PVC - Ludmila S. , producer, "Our Land" daily agricultural and forestry news program on Russia	Press Video Center, Ministry of Agriculture, Moscow	Presentation of Seminar on the Forest Project

	Radio - Ivan Perov, communication director, Foundation for Agricultural and Rural Development, Moscow State University - Valery Koshelev, head of department of agricultural extension, Timiryasev Academy, Moscow - Dmitry Odintsov, trainer, Coordination Center at Federal Aviation Center, Khabarovsk; World Wildlife Fund/Ministry of Natural Resources - Tatyana Ukanova, chief economist, Interagroinvest.		
7/2	Representative of "Radio of Russia"	Grand Marriott Hotel, Moscow	Discussion of project
7/3	Tatyana Ukhanova, chief economist, Interagroinvest	Grand Marriott Hotel	Discussion of communications materials
7/3	Representative of Komsomolskaya Pravda	Moscow	Discussion of project

#### **4. Outcome of Visit (Accomplishments, Deliverables and Results)**

- Year 2 workplan approved
- Article about project published in Irkutsk newspaper "Economy, Law, Management"
- Established new media and technical contacts in Moscow

#### **5. Recommendations**

None.

#### **6. Necessary follow up action**

Continue to develop working relationships with contacts in Irkutsk and Moscow, and continue to identify more potential partners. Distribute Component 1 information.

#### **7. Expected Results (refer to indicators or job description)**

Base for cooperative partnerships expanded.

#### **8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

N/A

#### **9. Success story**

None.

#### **10. Problems encountered**

None.

# Harry McClellan

## Forest Education Specialist, Chemonics International

### Trip Report

#### Component 1

**Dates of Trip:** May 15-30, 2001

**Places Visited:** Khabarovsk

#### 1. Executive Summary

A short, busy, productive trip. Continued research into baseline data and worked with local forest fire data experts to devise formula for indicator. Consulted on development of fact sheets, schools campaign, and forester training. Recognized significant opportunities to develop railroad-oriented fire prevention materials and piggyback on training sessions now mandatory for all seeking timber land leases.

#### 2. Purpose/Objectives of the Trip

The main purpose of this trip was to provide continuing technical assistance in support of the following tasks set out in the Component #1 Year One Work Plan:

- Task #2.2 – Assist in Preparation of Fact Sheets
- Task #7.1 – Conduct a Needs Assessment and Plan for Strengthening Communication Capabilities of Professional Foresters
- Task #8.2 – Develop a Plan for the Schools Communication Campaign
- Task #10.1 – Finalize Component Indicator Measurements and Get Baseline Data

#### 3. Meetings Conducted

Date	Person	Place	Purpose
5/16	Hilleman, Piven, Liamets	FOREST Project office	Briefing
5/17	Pominov, director	In-Service Training Center	Discuss fire training organization and opportunities.
5/18	CA VanDevelde	FOREST Project office	Discuss schools campaign
5/18	Genrikh ("Henry") Telitsyn, deputy director of science projects, Gassinsky Model Forest	FOREST Project office	Discussed fire data and establishment of baseline
5/23	Vassily Rabsky and Henry Telitsyn	FOREST Project office	In pursuit of baseline fire data information
5/24-5/26	Local foresters (during needs assessment training-of-trainers seminar)	Troitskoe Center	Training of 7 foresters
5/28	Vassily Rabsky and Henry Telitsyn	FOREST Project office	Continued effort to develop formula for baseline
5/29	C. VanDevelde	FOREST Project office	Discussion of potential opportunities for volunteers

#### 4. Outcome of Visit (Accomplishments, Deliverables and Results)

- Assisted Dan Hilleman in development of training plan and implementation of the needs assessment seminar
- Assisted Cari Ann VanDevelde in development of the schools campaign, posters, and curriculum materials

- Facilitated completion of five fact sheets and made recommendations for future fact and tip sheets
- Developed tracking system forms and trained personnel in their use.
- Wrote detailed meeting notes

#### **5. Recommendations**

- Laws recently passed now require persons who obtain leases to land for timber harvesting to attend special fire prevention training seminars prior to lease certification. We should take advantage of this opportunity.
- Recommend **not** using 2000 as the baseline year for forest fire data, as baseline should be average, and 2000 was a low forest fire occurrence year. Suggest using five year average.

#### **6. Necessary follow up action**

- Finalization of indicator: Baseline data collection (by Vassily Rabsky) will take 3-4 weeks. Once completed, Henry will try to apply baseline formula to the data
- Employment of tracking system forms
- Production of newsletters
- Development of railroad-oriented fire prevention materials (such as posters for stations and train cars, and tip sheets to hand out with railroad tickets)
- Pursuit of opportunity to piggy-back on timber land lease training

#### **7. Expected Results (refer to indicators or job description)**

Successful implementation of the Component 1 technical program.

**8. Number of beneficiaries \_\_\_\_ trainee participants \_\_7\_\_.**

#### **9. Success story**

None.

#### **10. Problems encountered**

- Work space in the office was very limited, making it difficult to hold meetings or work there.
- There has been a great deal of difficulty in obtaining the daily fire reporting information from the authorities. Despite our attempts at bringing about cooperation on this issue, we still seem to be at an impasse. Need to work this out.

**Dmitry Piven**  
**Communications Manager, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** April 10-13, 2001

**Places Visited:** Sakhalin

**1. Executive Summary**

As Component 1 activities will be expanded in future project years to regions beyond Khabarovsk, it is important for the communications managers to travel to these regions and establish contacts and partnerships.

**2. Purpose/Objectives of the Trip**

Task 3.1 of the Component 1 Year 1 Workplan requires that the communications managers visit target regions and identify regional coordinators. Task 3.2 calls for identifying and meeting with initial contact group members in the regions.

**3. Meetings Conducted**

<u>Date</u>	<u>Person</u>	<u>Place</u>	<u>Purpose</u>
4/10	Gennady Chekurdaiev, former head of Forestry Administration of Sakhalinskaia Oblast, Advisory Council Member	Forestry Department of Sakhalinskaia Oblast Committee of Natural Resources	Discuss Component 1
4/10	Dmitry Lisitsin, leader Anatoly Orlov, forester, children's writer, lecturer	Sakhalin Ecological Watch	Meet with representative of this organization to learn about their activities
4/10	Irina Isaeva	American Business Center (ABC) of Sakhalin	Meet with representative of the center to learn about their ecological activities
4/11	Gennady Chekurdaev Sergei Kotelnikov Valentin Karchinskii	MNR Forest Department of Sakhalinskaia Oblast	Discuss Component 1 and search for regional coordinator
4/11	Galina Kazachinina, chair	Teenager Association, Sakhalin	Meet with representative of this organization to learn about their activities
4/12	Michael Allen	American Business Center (ABC) of Sakhalin	Meet with representative of the center to learn about their ecological activities
4/12	Anatoly Orlov, forester, writer, "Green" candidate to City Duma	Sakhalin	Meet with interesting, well-respected fellow to discuss project and learn about his work
4/12	Michael Zatsarinny, chair	Rodnik Association	Meet with representative of this organization to learn about their activities

**4. Outcome of Visit (Accomplishments, Deliverables and Results)**

Anatoly Popov, Head of Reforestation Department, MNR, Sakhalinskaia Oblast, was identified as the candidate to be proposed as regional coordinator for future Component 1 activities in Sakhalin. Many

other working group member contacts were also identified. Detailed meeting notes were written, and additional materials were collected.

**5. Recommendations**

Select Anatoly Popov as the regional coordinator for future Component 1 activities in Sakhalin.

**6. Necessary follow up action**

Continue to develop working relationships with contacts in Sakhalin, and continue to identify more potential partners. Distribute Component 1 information.

**7. Expected Results (refer to indicators or job description)**

Initial base for cooperative partnerships established.

**8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

N/A

**9. Success Story**

N/A

**10. Problems encountered**

Press Secretary Department of Oblast Administration representatives were not able to attend the meeting scheduled for 4/13.

**John L. Woods**  
**Communication Strategy Specialist, Chemonics International**  
**Trip Report**

**Component 1**

**Dates of Trip:** Originally planned for April 14 – May 12, 2001, but had to return April 30 due to a death in the family. The remaining work was completed in Washington D.C.

**Places Visited:** Moscow and Khabarovsk

**1. Executive Summary**

Had excellent meetings in Moscow with USAID, Ministry of Natural Resources, WWF and other organizations reviewing what had been done in Component 1, our future plans, and their suggestions. In Khabarovsk had meetings with forest service officials, WWF, and others to review what is being done and our future plans. Reviewed in detail with Component 1 staff progress made and developed the framework for year 2 Work Plan. Because of the death of my father I had to return early. After returning to Washington DC, I was able to complete the year 2 Work Plan and provide the necessary backstopping to the short term consultants and the resident communications managers.

**2. Purpose/Objectives of the Trip**

The primary purpose of the assignment was to review the progress being made with Component 1 as compared with the year 1 Work Plan, help move forward the tasks being implemented, and prepare the year 2 Work Plan.

**3. Meetings Conducted**

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
April 16, 2001	Carol Pierstorff and Lyudmila Vikhrova, USAID	Moscow	Review progress made and plans for second year
April 16, 2001	Carol Peasley & Carol Pierstorff, USAID	Moscow	Brief Mission Director on Component 1 and answer questions
April 16, 2001	Vladimir Dmitriev, WWF	Moscow	Brief WWF on Component 1 and review their communication strategy and plans for Khabarovsk fire coordination center
April 17, 2001	Katia Drozdova, USAID	Moscow	Review contacts with independent mass media
April 17, 2001	Natalia Velikodnaya, NTV	Moscow	Review her possible participation in Component 1
April 17, 2001	Vladislav Temnikov, Irina Rozanova & others, Ministry of Agriculture Press Video Center	Moscow	Review how we can work with their center
April 17, 2001	Victor Sergeenko & Elena Kulikova, Dept. of Forest Protection, Ministry of Natural Resources	Moscow	Brief them on Component 1 and review what MNR is doing with forest fire public awareness and the status of the WWF strategy
April 18 & 19, 2001	Attend WWF and forest service meeting launching	Khabarovsk	Met the 50 attendees and provided them briefing on Component 1

<b>Date</b>	<b>Person</b>	<b>Place</b>	<b>Purpose</b>
	Fire Coordination Center		
April 22, 2001	Vladimir Kolomytsev, Gennady Medvedev, and Elena Svisheva, Forest Service	Khabarovsk	Review progress made in Component 1 and discuss plans for year 2
April 23, 2001	Gubernia Television	Khabarovsk	Review the production of TV spots for the general awareness campaign
April 24, 2001	POP Public Opinion Polling staff	Khabarovsk	Review findings from Khabarovsk baseline study

#### **4. Outcome of Visit ( List Accomplishments, Deliverables and Results)**

The following was accomplished:

- Reviewed with USAID, WWF and MNR officials progress made in Component 1 and the plans for the second year
- Met and briefed senior forestry and WWF officials in the Far Eastern Russia on Component 1 and learned about their plans for establishing a fire coordination center in Khabarovsk.
- Met Mr. Kolomytsev, Regional Forester, Gennady Medvedev, the new Khabarovskii Krai NMR Director, and Elena Svisheva, Component 1 Regional Coordinators for Khabarovsk, and briefed them on progress being made with Component 1 and reviewed the plans for the year 2 Work Plan.
- Reviewed in detail with the Component 1 staff and FOREST Project DCOP what has been done and developed a framework for year 2 Work Plan
- Reviewed the public opinion poll baseline study.
- Reviewed status of implementing the general awareness campaign and met with the private TV station about the TV spots they are producing.
- Prepared the draft year 2 Work Plan (completed after returning to Washington D.C.)
- Providing briefing to short term consultants Dan Hilleman, Cari Ann VanDevelde, Bob Kern, and Harry McClellan. This was intended to be done while I was there, but because having to come home early, was done from Washington D.C.

#### **5. Recommendations**

The year 1 Work Plan is being followed. There needs to be an increase in deliverables during the early part of the fire season.

#### **6. Necessary follow up action**

To continue working with the resident staff and short term consultants to carry through on the tasks in year 1 Work Plan.

#### **7. Expected Results (refer to indicators or job description)**

Successful implementation of the Component 1 technical program.

#### **8. Number of beneficiaries \_\_\_\_ trainee participants \_\_\_\_.**

Did not conduct any training

#### **9. Success story**

None

#### **10. Problems encountered**

None