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GREENCOM PROJECT REPORT 4TH QUARTER 2004

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DISCLAIMER

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TASK ORDER #1: ACTIVITIES AND RESULTS

TECHNICAL OUTREACH & GLOBAL LEADERSHIP

SCALE Summary Booklet

A new GreenCOM booklet called *Going to SCALE: System-wide Collaboration for Livelihoods and the Environment* was printed in late December. It provides an introduction to SCALE, an approach to managing natural resource and agricultural projects based on lessons learned since GreenCOM began in 1993. The booklet describes the implementation process for SCALE and the framework for understanding how that process leads to impact by projects.

Institutional Partnership Development

During the fourth quarter GreenCOM staff members continued to pursue opportunities for partnerships with international institutions interested in developing a training program in the SCALE (System-wide Collaborative Action for Livelihoods and the Environment) approach to natural resource and agricultural program management.

In October GreenCOM director Sue Lomenzo and senior GreenCOM technical specialist Bette Booth met with staff from the Tropical Agricultural Research and Higher Education Center (known as CATIE) in Turrialba, Costa Rica, to discuss options for collaborating on training. CATIE staff members were very enthusiastic about the potential for integrating SCALE into their course offerings. It was specifically noted that SCALE would be useful in helping the organization meet one of its institutional goals, which is to increase emphasis on the social aspects of resource management in its projects.

In January 2005 Ms. Booth and Tito Coleman, senior GreenCOM technical specialist, will return to CATIE, where they will conduct a "mini-training" on the SCALE approach and learn more about CATIE's current portfolio and best practices for natural resource and agricultural management. They will also begin to develop the curriculum for a three-week course on rural development that incorporates SCALE to be offered at CATIE in either late 2005 or 2006.

In addition, the GreenCOM technical team met or spoke with representatives from IUCN–The World

Conservation Union and the Food and Agriculture Organization (FAO) of the United Nations about possible training partnerships. In both cases, distance learning was the focal point of discussion. These potential partnerships will most likely continue to be pursued in 2005 after the SCALE training modules are further developed.

Revisions were made to components of the SCALE training that were pretested in Ecuador last July. GreenCOM staff and consultants are now developing training modules for a longer course on SCALE. Modules drafted thus far include: Facilitating Effective Group Processes, Education, Civil Society Participation, and Social Mobilization.

SCALE Monitoring & Evaluation Framework

Because participatory monitoring and evaluation are integral components of the SCALE approach to project management, GreenCOM is developing practical guidelines and tools for monitoring and evaluation in natural resource management and agricultural projects. These guidelines and tools will also be covered in all SCALE training curricula.

An initial outline for monitoring and evaluation was established at a "think tank" meeting in October for staff members from GreenCOM and other projects at the Academy for Educational Development and USAID technical officer Roberta Hilbruner. Bette Booth is developing a more detailed monitoring and evaluation schema that applies to three areas:

Process, or an assessment of how the SCALE process is being implemented.

Outcomes, or a measurement of changes in the number and representation of stakeholders, stakeholder relationships, and stakeholder performance of best practices in relation to the pertinent natural resource or agricultural issue(s) and the stakeholders' common goals.

Impact, or an evaluation of the effects of the SCALE approach on people's livelihoods, the resource base, governance, and civil society participation.

GreenCOM Web Site

The GreenCOM Web site is being updated to include case studies of all past country projects.

The introductory text from each case study has now been added to the country project pages. Full case studies will be available to download soon.

This paper will be circulated first within USAID and its partner organizations. As the AP³ project evolves, the team plans to publish an expanded version in a technical journal.

FIELD TASK ORDER ACTIVITIES

AGCOMM/AP³

Project Launch

GreenCOM launched a new task order on October 26 to assist USAID agriculture specialists in scaling up the impact of their programs. Initially called AgCOMM, this task order is now known as AP³, which stands for "Agriculture Partnerships for Productivity and Prosperity." An AP³ steering committee composed of AED and USAID staff developed a work plan in December that focuses on strengthening stakeholder relationships across agricultural, economic, social, and political sectors. The team will achieve its objectives through a number of activities including regional and global training for USAID mission officials and their host country partners, a field demonstration activity, and the institutionalization of AP³'s methodology in one internationally recognized research/training organization.

Initial Activities

In mid-December the project team conducted a one-hour introductory session on the AP³ framework at the annual training retreat for USAID's Environmental Growth, Agriculture, and Trade Bureau. The USAID program officers who participated in this session provided valuable feedback that will be incorporated in the training program developed by the project. The team also presented AP³'s "Challenge Cost Share Initiative," through which USAID missions may apply to participate in the project's field demonstration activity. Official notice of this initiative was sent to mission directors and agricultural program officers in mid-December. Applications will be accepted through January 31, 2005, with field activities scheduled to begin in the first quarter of 2005.

Randy Chester, a USAID agricultural advisor and AP³ steering committee member, is preparing a discussion paper on the history of efforts in international development to achieve large-scale behavior change and adoption of new technologies in the agriculture and natural resource sectors. The AP³ methodology is framed as a logical next step in the progression of agricultural technology adoption for development.

EGYPT ENVIRONMENTAL POLICY PROGRAM (EPPP)

World Tourism Organization Presentation

Senior communication specialist Patrick Papania presented a case study of the GreenCOM/Egypt-Red Sea Conservation Project at the World Tourism Organization's Tourism Policy Forum on October 20. His presentation was featured in a session titled "Natural Resource and Protected Area Management." USAID selected GreenCOM/Egypt and three other projects to represent the agency's success in sustainable tourism. The forum convened educators, knowledge management experts, government policymakers, business leaders, and other informed professionals to focus on critical policy issues facing global tourism and to offer recommendations for the future direction of tourism.

PANAMA

Environmental Indicators

Project staff conducted a workshop with members of the Inter-Institutional Commission for the Canal Watershed (CICH) to reach consensus on the environmental indicators that will be measured by the Panama Canal Watershed Monitoring System. This system will be tested and validated in the three subwatershed communities where pilot watershed management projects (see below) are being implemented. Those communities are Los Hules, Tinajones, and Caño Quebrado. The government agencies that comprise CICH will be responsible for collecting data and monitoring changes in these indicators. The monitoring system will eventually be applied to the entire Panama Canal Watershed.

Integrated Watershed Management Pilot Projects

As of December 31, nine grants had been awarded to NGOs for pilot projects in Los Hules, Tinajones, and Caño Quebrado. These grants support a wide variety of activities and address such issues as sustainable livestock production

and forestry. Table 1 on the following page provides a summary of the grantees' projects.

All of the pilot projects were designed with input from numerous public and private sector entities in Panama and other international assistance providers. When possible, they also incorporated a public-private alliance, as requested by USAID/Panama. The primary objective of the pilot projects is to test and demonstrate new technologies and models of natural resource management. Lessons learned will help USAID and its partners to promote new technologies throughout the watershed and to assist

Panamanian government officials in their efforts to reform the country's environmental and natural resource policies. An information sheet on each pilot project will soon be available on the project's Web site (<http://www.aedpanama.org/>).

AED and the subwatershed steering committees in Los Hules, Tinajones, and Caño Quebrado also developed a document called the *Handbook for Watershed Management*, which will be tested by the steering committees as a planning tool and will eventually be disseminated throughout the entire watershed.

Table 1: Grants Awarded to NGOs in Los Hules, Tinajones, and Caño Quebrado Subwatershed Communities

GRANTEE	PROJECT	SUBWATERSHED COMMUNITY
FUDIS	<i>“Silvopastoril” Project:</i> Promotes adoption of sustainable practices in soil erosion prevention and reduction of water contamination on cattle ranches.	Los Hules, Tinajones, Caño Quebrado
SONDEAR	<i>Soil Management and Conservation in Pineapple Production Areas:</i> Improve soil management through demonstration of the environmental and economic benefits of soil conservation practices in pineapple cultivation.	Los Hules, Tinajones, Caño Quebrado
FAS/UTP	<i>Water and Sanitation, Spark of Life:</i> Promote community-based commitment to improve water and sanitation facilities in fifteen communities and schools.	Caño Quebrado
GEMAS	<i>Water, Health, and Sanitation:</i> Introduce appropriate technologies and educational programs to support community maintenance of water and sanitation facilities.	Los Hules, Tinajones
FUNDICEP, FADE, TERRANOVA	<i>Implementation of Best Agricultural Practices for Use of Agrochemicals:</i> Implement best practices for safe and sustainable use of agrochemicals on pineapple farms.	Los Hules, Tinajones, Caño Quebrado
IDEAS	<i>Sustainable Agriculture for Soil Conservation:</i> Promote best practices for soil conservation, including new policies to increase cooperation among local authorities and agricultural organizations.	Los Hules, Tinajones
CONEP	<i>Establishing a National Center for Clean Production:</i> Establish first national center for clean production to improve environmental performance of small industries in the Panama Canal Watershed.	Los Hules, Tinajones, Caño Quebrado
IDEAS, FUNDEPROVE	<i>Integrated Watershed Management and Strengthening Local Committees:</i> Establish a representative organization for national and local government officials and private citizens to improve environmental governance within watershed communities.	Los Hules, Tinajones, Caño Quebrado
APRONAD	<i>Surveillance and Control of Clandestine Rubbish Dumps:</i> Improve solid waste management through control of clandestine dumping.	Los Hules, Tinajones, Caño Quebrado

Soberanía National Park Ecotourism

Tourism Development International and George Washington University developed a framework for a pilot ecotourism project in Soberanía National Park. By the end of the fourth quarter, the National Environmental Authority (ANAM) had accepted this framework and was vetting it with potential partners in the private sector, including environmental NGOs and tourism businesses. ANAM has created an inter-institutional committee that will execute the ecotourism project in 2005.

AED also helped to develop a training plan for officials from ANAM and the Panamanian Tourism Institute who will help implement the Soberanía

ecotourism project. During the past year, AED consulted with ecotourism operators, who indicated that careful training would be needed to ensure the project’s success. In the next year, AED will continue to provide technical assistance in this training and in selecting a site within the park for tourism activities, taking an inventory of the park’s tourist attractions, conducting a market study on ecotourism, and pursuing opportunities to build public-private partnerships.

Environmental Policy

Detailed policy reform agendas for sustainable livestock production and forestry were developed and vetted with different stakeholders. These

agendas will be officially presented to CICH members in February 2005. CICH will, in turn, use the proposals to advance new and/or revised policies to relevant Panamanian government agencies.

In October, project staff finished an assessment of environmental justice in Panama and presented a report on their findings to USAID and ANAM. The report is called *Analysis of Environmental Legislation in Panama, Including Environmental Justice*. ANAM has asked AED to develop a training course and procedure manuals for government officials that are based on recommendations made in the report.

A new public policy paper that addresses road development within the Panama Canal Watershed was submitted to USAID for discussion. The document recommends changes in regulations to help reduce erosion and sedimentation caused by the construction of service roads.

New Work Plan & Publications

AED developed a new work plan for 2005–2006. The plan has been submitted to USAID/Panama and project partners for review and approval.

A new issue of the *InfoCuenca* newsletter was published during the fourth quarter and is available to download from the project's Web site (<http://www.aedpanama.org/>). Two thousand paper copies of this newsletter are distributed quarterly to project partners and national environmental organizations.

The third installment of the Basic Environmental Library (*Colección Básica Ambiental*) was also published in November. It addresses solid and liquid waste management. The Basic Environmental Library is a series of booklets created by the project for the National Environmental Authority (ANAM) to distribute to youth. When complete, it will consist of five books, each addressing a critical environmental issue in Panama. Four volumes are currently available to download from <http://www.aedpanama.org/>.

TANZANIA

Community Environmental Awards Scheme

Project staff continued to conduct an impact assessment of the Community Environmental Awards Scheme (CEAS) in participating districts throughout Tanzania. Because of inclement

weather the assessment of three southern districts had to be postponed until early 2005. After all of the assessments are completed, GreenCOM will analyze the data and prepare a report on the results that will be shared with USAID/Tanzania.

The Monduli district near Lake Manyara National Park held its CEAS prize ceremony on December 9, Tanzanian Independence Day. Guest of honor was Mr. Eden Munisi, executive director of the district and a member of USAID/Tanzania's Environmental Strategic Objective team. The Monduli CEAS committee also completed a work plan for 2005. GreenCOM will continue to provide a limited amount of support to the committee in the form of entry forms and brochures and seed money for transportation and communication costs.

Environmental Education Wildlife Module

Because of unforeseen delays in the graphic design of the new environmental education module, *Caring for Our Wildlife*, publication has been postponed until early 2005. This book, written by GreenCOM technical advisor Dr. Irma Allen, introduces Tanzanian educators to the country's abundant wildlife and the role that national parks and protected areas play in conserving species. Each chapter includes suggested activities for students. Mr. O.P.J. Mhaiki, director of primary education for the Ministry of Education and Culture, contributed a foreword to the book.

Nile Workshop

GreenCOM was invited to participate in a workshop sponsored by the Nile Transboundary Environmental Action Project in Dar es Salaam on October 20 and 21. The workshop was facilitated by the environmental director of the Tanzanian vice president's office and was attended by various government ministries and NGOs, both local and international. GreenCOM's chief of party Pancras Ngalason presented two papers—one on GreenCOM's activities in Tanzania and the other on CEAS, which the Transboundary Project is exploring as a potential activity in the nine countries it covers.

MANAGEMENT

In late December, Brian Rudert became the new chief of party for the Panama Canal Watershed project. He brings more than twenty-five years of

experience with USAID to the team and most recently served as assistant mission director for USAID/Romania. Before holding that post, he was stationed in a number of countries throughout Latin America and the Caribbean, including Guatemala, Dominican Republic, Nicaragua, and

Honduras. He holds degrees in conservation/resource management and horticulture and has managed a wide variety of rural development initiatives throughout his career. He replaces José Ignacio Mata, who served as chief of party for the project since 1999.