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GREENCOM PROJECT REPORT 4TH QUARTER 2005

JANUARY 2006

This publication was produced for review by the United States Agency for International Development. It was prepared by the Academy for Educational Development.

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Contract Information

GreenCOM (USAID Contract No. LAG-I-00-01-00005-00 / AED Reference No. 2905-01) is funded and managed by the USAID Economic Growth, Agriculture, and Trade Bureau: Natural Resources Management Office. Technical services for GreenCOM are provided by the Academy for Educational Development in partnership with subcontractor Chemonics International.

Reporting Period

October 1, 2005, to December 30, 2005

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TASK ORDER #1: ACTIVITIES AND RESULTS

Technical Outreach and Global Leadership

System-wide Collaboration Action for Livelihoods and the Environment (SCALE)

Several advances were made during this reporting period in advancing the development, refinement, and field testing of the SCALE methodology.

In Panama (November 24-26, 2005), 37 participants from 20 governmental and non-governmental organizations participated in the last workshop in a series of three designed to help them apply SCALE to improved management of the Panama Canal Watershed. Training modules included the BEHAVE Framework for Behavior Change, social marketing, mass communication, and advocacy. During the training, participants used worksheets, role plays, checklists, and hands-on exercises to apply the framework and methodologies to their own projects.

In evaluating the workshop, 94% of participants rated the mass communication training as very good or excellent, 77% rated the social marketing training as very good or excellent, and 84% rated the advocacy training as very good or excellent. The most common critique of the trainings was the three-day duration of the course.

Elsewhere, Bette Booth continued to coordinate with CATIE in Costa Rica on the joint GreenCOM/CATIE three-week international strategic course, "Increasing Impact at a Landscape Scale: New Approaches for Rural Development". The curriculum has been finalized and instructors for each session identified. Ms. Booth's proposed December trip to CATIE to work with the instructors was postponed until January to assess whether a minimum number of participants would enroll in the course.

On November 16 and again on December 6, 2005, GreenCOM staff and Roberta Hilbruner (GreenCOM CTO) participated in meetings with the staff and CTO (Merri Weinger) of the USAID-funded Hygiene Improvement Project (HIP) to share and compare experiences and strategies for increasing the scale and impact of their projects. During the second meeting, Ms. Booth gave a brief presentation of the SCALE approach and AP³ director, Patrick Papania, and Karabi Acharya presented how it was being implemented in Morocco.

Nature, Wealth, and Power Videos

USAID/EGAT requested that GreenCOM add a success story from Bangladesh to the Nature, Wealth, and Power (NWP) video script. The script change will now include case studies in Madagascar, Namibia, and Bangladesh highlighting how economic growth related to natural resource management is most sustainable when populations living closest to the resources have the authority to govern and profit from them. While the NWP script continued to be modified and refined during this quarter, GreenCOM and USAID/Madagascar began planning for an upcoming four-day shoot. Representatives of the Environment Office at USAID Madagascar offered to work with one of its contractors implementing environmental activities in Fianaransoa, a southern region of the country, to help organize the shoot.

Administration

During this quarter, AED formally submitted a request to USAID/EGAT for a one-year, no-cost extension of Task Order 1. TO 1 has the

responsibility of providing technical leadership and oversight over all other task orders under this contract. Hence, if TO 1 was allowed to expire on 1/2/06 as scheduled, both remaining task orders would be left operating without the oversight that TO 1 is mandated to provide. TO 801 (Panama) is scheduled to end 9/30/06 and TO 07 AgCOM (AP³) is scheduled to end on 12/31/06. By extending TO 1 through January 2007, technical leadership and oversight of these field activities will be allowed to continue. In addition, the final IQC report must reflect the activities of all task orders. An extension would also provide much needed time to complete the following CTO-directed activities, namely: a three week training course to be held in Costa Rica from February 28 to March 18, 2006; SCALE training material development, scheduled to be completed early 2006; the subsequent dissemination of SCALE materials at the World Congress on Communication for Development in Rome in October 2006; and continued technical assistance to the development of the NWP video.

Also during this period, GreenCOM staff made themselves available to a three-person team from Links Media that was tasked with conducting an impact evaluation of GreenCOM I and II from its inception in 1993 through the current day. Staff provided the evaluators with historical accounts, observations, project documents, illustrative materials, and products from various field interventions and activities as well as names of key GreenCOM consultants, USAID officials, development partners, and host country officials that could offer different perspectives and critiques of field interventions. Staff also helped them to structure, coordinate, and facilitate field visits to El Salvador and Egypt. A draft report is scheduled to be submitted by mid-December, 2005.

FIELD TASK ORDER ACTIVITIES

Agricultural Partnerships for Productivity & Prosperity (AP³)

Morocco Demonstration Site

Following the launching workshop in Fez held at the end of September 2005, in which 125 representatives from 11 stakeholder groups declared their common goals in support of the medicinal and aromatic plants (MAPs) sector and committed to collaborative action plans, AP³ developed a scaling-up strategy based on the implementation of multiple communication methodologies, taking into consideration existing leverage points within the value chain, current alliances, and the need for further cooperation and coordination.

A MAP newsletter designed to improve information flow among all stakeholders was one of the elements of the scaling-up strategy. The first edition (October/November) was produced in the fourth quarter of 2005 and information was being collected for the second edition (December/January). AP³ team members also began inviting stakeholders for an awareness building activity about organic certification of forests in the Oriental region of Morocco, scheduled for January 2006.

In addition, data previously collected (September, 2005) during the baseline assessment of MAP sector stakeholders was analyzed during this quarter. Prior to analyzing the data, the monitoring and evaluation team cleaned data and conducted a 10% check on all data collected. Initial analysis indicates that:

- Although knowledge was not a primary focus of the WSR, the mean score of respondents for knowledge about MAP and organic farming went from 56% to 62%, a statistically significant improvement.

- There was a 12% increase in the number of respondents who were concerned about wild harvesting of MAP.
- There was a 30% increase in the number of respondents who agreed that organic farming was too expensive for Moroccan farmers.
- Overall collaboration is quite limited among stakeholder groups. Between 1-15% of respondents reported having a written contract with other MAP stakeholders.

Kenya Demonstration Site

GreenCOM representative and AP³ Director, Patrick Papania, visited Kenya in October, 2005 to begin planning the SCALE intervention with representatives of the International Center for Research in Agroforestry (ICRAF). ICRAF is interested in using the SCALE methodology to help it increase the number of smallholder dairy farmers (from 40,000 to 100,000) that use enriched feeds, namely *calliandra*, *trichandra*, and mulberry.

During his visit, Mr. Papania met with the ICRAF team and USAID officials to review and discuss the overall goals and objectives of AP³ support. In addition, he conducted initial meetings with key actors in feeding systems for smallholder dairy farmers, mapping the context of who is currently active in the development issue vis-à-vis who needs to be drawn in, and established a steering committee for preparing the whole-system-in-the-room (WSR) event. Organizations visited included: Ministry of Livestock and Fisheries Development, Ministry of Agriculture, Heifer International, East and Central Africa Global Competitiveness Hub, Farm Africa, ILRI, and Land O' Lakes.

During this visit, select ICRAF members were trained to continue mapping the event

over the next few months to assist them in inviting representatives of essential stakeholder groups to the WSR launch.

In December, ICRAF and GreenCOM agreed to hold the whole-system-in-the-room workshop from March 7-9, 2006. Workshop themes suggested included: improving livelihoods within dairy production; improving livelihoods of small scale dairy production; diversifying the dairy sector; strengthening the dairy sector; and feed systems innovations for livestock.

Also during this quarter, ICRAF and USAID were in the process of preparing an Initial Environmental Examination because the focus of this activity involved *calliandra*, which under certain environmental conditions, has the potential to become an invasive species.

Panama

GreenCOM's active support to USAID/Panama continued on many fronts during the 4th quarter of 2005. A summary of activities under each Intermediate Result is provided below.

Sub Result 1: Principles and Best Practices on Watershed Management Demonstrated in Selected Sub-watersheds

NGO pilot projects continued throughout the sub-watersheds of the PCW. As of December 2005, 22 sub-grants have been awarded as follows:

	GRANTS	BUDGET	EXPENDED	% EXECUTION
Complementary Fund (task 1.2)	5	546,684	532,418	97
USAID-ACP (task 1.1)	11	2,411,189	1,089,264	45
Ecotourism (task 2.9)	6	659,941	208,248	32
Total	22	3,617,814,	1,829,969	51

NGO activities have stimulated significant community involvement and generated NGO contributions mostly in the form of in-kind support. This includes: use of land for the construction of water tanks and sanitary facilities, labor, and voluntary participation in environmental education networks (see table below).

	GRANTS	COST SHARE	EXPENDED	% EXECUTION
Complementary Fund	5	156,904	154,025	98
USAID-ACP	11	705,863	272,976	39
Ecotourism	6	365,765	148,562	41
Total	22	1,228,531	575,564	47

A *Feria de Proyectos* was held from October 25-27, 2005 with a greater than expected participation of approximately 4,000 people from both private and public sectors. NGO grant recipients developed 28 exhibition stands to highlight their project activities, and over 20,000 pamphlets, newsletters, case studies, and success story reports were distributed. Expert panel presentations were held on sustainable livestock production, water and sanitation, soil conservation, integrated watershed management, community participation, clean production, payment for environmental services, and protected areas/ecotourism. In addition, there was a high level official participation by the Government of Panama, the US Embassy, and USAID.

An important outcome of the event was that the ACP decided to make another contribution to the USAID/ACP fund for management of

the watershed of up to \$20 million and also decided to create a new fund of \$50 million for infrastructure development in the watershed. The latter fund will come from ACP funds that are transferred to the Government of Panama. The *Feria* was credited as the catalyst for the ACP's decision, because it provided evidence of results in the field and the enthusiasm of the local communities and NGOs to work together on activities that enhance integrated watershed management.

The overwhelming majority of pilot projects remain on track. Recipients are submitting required reports on time and an effective monitoring and evaluation program is in place to gauge progress and identify success stories. Technical and financial support continue to be provided to select NGOs as needed and an institutional training program is being implemented in the areas of watershed

concepts, participatory techniques, gender issues, and watershed management. Technical coordination meetings were also conducted under the auspices of the CICH.

Final agreement was reached with the NGOs on a close out plan that will help them focus on essential products and actions to be achieved. These products and actions are essential for any follow up project that the ACP and USAID decide to support in the next phase.

The NGO strengthening training program is approaching its final stages of implementation. Courses on gender and watershed management remain to be implemented. An assessment of the effectiveness of the training program is being planned that will utilize the training needs assessment initially conducted on each NGO. A final analysis of the capacity of local stakeholders that participated in the training program will be conducted to determine the effectiveness of the training received.

A SOW for assistance to NATURA to develop a grants management information management system was developed with NATURA and approved by USAID. A RFP was issued in local newspapers and 8 proposals were received. NATURA and GreenCOM met to jointly review the proposals and select a firm.

The following seven public/private MOUs are in the process of implementation and strengthening:

- CONEP – ANAM
- Centro de Produccion mas Limpia (CONEP) – ANAPOR
- IDEAS-Asociacion de Agricultura Sostenible-MIDA
- FUDIS-ANAGAN-MIDA

- SONDEAR-APROEXCOPI-COPAWEST-AMPEMEX-MIDA
- FAS-MINSA-JAARS (Cano Quebrado)
- GEMAS-MINSA-JAARS (Los Hules – Tinajones)

Perhaps the biggest achievement of this project component has been the agreement reached with stakeholders to formally establish the National Clean Production Center (CoNEP-CNP+L). All of the private and public organizations represented on the Board are committed to its financial sustainability. The Center Director announced that they are working with 14 private companies on clean production initiatives and that demand for their services is increasing. Under the USAID-supported clean production initiative with the Swine Producers Association (ANAPOR), there are now nine swine production facilities implementing clean production practices and each has agreed to cover 50% of the costs of the services that they receive.

Two editions of INFOCUENCA were issued during the quarter. Both the quality and the readership base of INFOCUENCA is expanding. The Knowledge Management Manual was completed and published on the project's website.

Five water and sanitation projects also were finished and will be ready for inauguration next quarter. An amendment to the grant to FUDIS was executed to permit expansion of sustainable livestock activities into the Gatuncillo sub-watershed.

Darien sustainable livestock and forestry activity - Baseline studies of the five pilot farms were completed and key factors were identified to produce changes that will both improve productivity and mitigate environmental impacts. Technology

interventions to be promoted were selected and designed for each farm with the participation of the farm owner. Geo-referenced maps were produced that identify where each intervention will take place. A conference was also held in the Darien on environmentally friendly livestock production techniques during this quarter and workshops were held on forage planning and evaluation of training needs in farm planning.

GreenCOM is developing a policy reform road map and has already achieved formal institutional support for 6 out of the 10 policy reforms proposed. It is important to note that project assistance does not end with the institutional approval milestone, and continues into the implementation of these reforms.

The following is the status of various policy reform initiatives:

1. With regards to the design of incentives and/or improvements to the regulatory instruments for clean production & treatment of waste products related to the prevention and control of water resource contamination, progress has been limited to efforts under the Clean Production Center/Swine Producers Association (ANAPOR) initiative. However, progress in a wider range of areas is anticipated now that the public and private sectors have agreed upon the formal establishment of the Clean Production Center.
2. Soil Conservation - GreenCOM developed a soil conservation policy proposal that was presented and discussed with private and public stakeholders in December. On December 15th, a variation of this policy pertaining to PCW pineapple production and related soil and water management and conservation issues was discussed. Specific soil conservation techniques and practices were

subsequently identified and recommended for implementation.

3. Teak Plantation Seminar with ANAM and ANARAP – On October 18th, a seminar on teak plantation production was held by CATIE with support from ANAM and ANARAP (Private Forestry Plantation Association) to an overflow crowd of more than 200 people. The subject of the seminar was “The Cost of Not Managing Teak Plantations – Risks and Opportunities”. Most of Panama’s 30,000+ hectares of teak plantations, which were started in the early 1990s as the result of a tax incentive program, are located within the PCW. Many of these plantations are presently at a critical stage of development when investments in pruning, thinning, and fertilization will affect the ultimate profitability of their operations 10-20 years from now. Therefore, actions taken now will affect the future viability of plantations as an important land use within the PCW. Most Panamanian teak plantation owners and operators have no idea whether their plantations will result in the ultimate optimum production of 380 sq. mt. of wood production per hectare. An assessment conducted by CATIE experts revealed that Panamanian teak plantations are highly variable in the numbers of trees planted per hectare and the quality of soils in cultivation – two important variables that will determine profitability of operations. The seminar was also a first step in getting ANAM and ANARAP to serve as effective service delivery organizations for the sector. An export market for teak thinnings has been developed in India which is providing an incentive for Panamanian plantation owners to adopt best practices.

4. Continued support was provided to ANAM to identify changes in the Forestry Law that might result in an amendment or the development of a new law. Terms of Reference were developed with ANAM for hiring a legislation expert to review existing legislation and to make recommendations for appropriate changes.
 - Silage and forage chopping equipment.
 - Toxic material incinerators.
 - Farm infrastructure.
5. BDA Credit Policy for the Panama Canal Watershed - The BDA approved a new soft loan facility for financing sustainable livestock activities. This new (\$2 million) credit line was approved as a follow up action to the MOU signed between USAID and the BDA on July 19, 2005. It is expected that this new credit line will facilitate the transformation of traditional livestock production activities to incorporate practices that will reduce soil erosion, improve ground cover, reduce water contamination, and improve livestock producer income at the same time.
6. Assistance was provided to MIDA to help it develop sustainable livestock dissemination materials for the PCW. Ten brochures were developed on best practices of sustainable livestock production. Support was also given to MIDA for field implementation in the field of a sustainable livestock production extension program with small producers.

As planned, the *Instancia Local* was officially accepted by the CICH for LH-T-CQ. The Conceptual Framework for Watershed Management document was finalized and will be published shortly.

The document on the Indicator Protocols for the environmental monitoring system in the PCW was edited and finalized. The document is in final review by CICH and is expected to be formally issued in the near future. Support was provided to CICH and member institutions to develop electronic formats for the presentation, transfer, and sharing of indicator data collected. Several meetings were held to discuss the use of these electronic formats which some institutions are beginning to use. The needs of several institutions for digital and printed maps was discussed and met. A meeting was held with CICH to discuss the content of the upcoming Report on the Environmental Health of the Watershed and the data from the new environmental monitoring system.

Environmental justice operators that are receiving training and assistance under this activity are divided into three main groups: public officials from ANAM and other GOP agencies; judicial sector authorities; and local

The terms of the new credit line will vary according to the income generation potential of proposed activities but will generally be for a 20-year time frame, a five year grace period, and an interest rate that will vary from 5-6% depending on the size of the loan and guaranty. The new activities to be financed will include the following:

- Reforestation with native species (both fruit and legume) or high value timber species and canopy species.
- Planting of improved pastures and leguminous protein forage banks.
- Construction of live fences and/or electric fences.
- Construction of livestock water tanks and/or ponds.
- Soil erosion prevention structures on slopes greater than 30%.

government authorities, primarily correigdores.

A total of 75 public officials from ANAM and other GOP agencies received training in the application of Panamanian environmental regulations. From ANAM, regional directors for the Darien, Herrera, Los Sas Santos, Chiriquí, Panamá Oeste, and Bocas del Toro participated as well as all of ANAM's legal advisors from the Central and Regional Offices and staff from the Environmental Quality Protection Office which has responsibility to enforce environmental quality standards, review environmental impact assessments, and supervise compliance with environmental management plans. Environmental officials from the legal advisory offices of the ACP, MINSA, INAC, MEDUCA, ARI, MEF, MICI, IDAAN, and MIVI also received a five-day training that provided a complete and in-depth overview of emerging regulatory issues and solutions.

Course materials from the Administrative Environmental Regulations training was provided to each participant along with copies of the current regulations, case studies, and power point presentations for each of the themes presented. These materials provide a solid foundation for future editions of the course as the need arises.

Forty judicial sector authorities received training with the support of the National District Attorney's Office and the Public Ministry. Participants included district attorneys responsible for prosecutions as well as judges. The Judicial School helped to organize and deliver the training. One Supreme Court judge, Don Adán Arnulfo Arjona, also took the 20 hour course. In addition, CICH is helping to select appropriate local government officials from the PCW to receive additional training under this activity.

Sub Result 2: Sound Environmental Management Models Developed in Selected Protected Areas

Consultant candidates were selected for the SNP Management Plan Update through a public announcement and competition. Final contracting was delayed pending a budget review to determine if there were sufficient funds available to finance this major undertaking. An unsolicited proposal was received from CATHALAC for a series of GIS and satellite imagery products for Soberania National Park that complement the SNP Management Plan Update process and directly contribute to improved management. CATHALAC also began providing the services of a NASA consultant and satellite imagery towards the development of a SNP hiking (interpretive) trail map.

Terms of Reference and a RFP were published in local newspapers to identify a firm to provide training services to ANAM. Six proposals were received; a technical review committee was subsequently convened and a firm was selected.

ANAM selected participants for an observational visit to Chile to learn about that country's approach to private sector service delivery and management of concessions in publicly administered protected areas. The trip is being arranged for March 2006. GreenCOM, ANAM, and CONAF in Chile are jointly coordinating the trip.

On November 9, 2005, the Ecological Route Between Two Oceans cluster map was officially launched with the official support of ANAM, IPAT and INAC. Work also started with the Albatross Foundation on the production of a video that will feature the cluster route and the promotion of a video on Ella Puru. Work has started with IPAT on the development of specific tourist circuits and tourism packages within the cluster area. In addition, the public consultation report on the

National Ecotourism Strategy was officially approved by IPAT during this period.

Negotiations were finalized with Colorado State University to conduct a training course in Panama in January, 2006 for the design, development, and interpretation of nature trails. Included in the SOW was the construction of an 800 meter trail near the Obispo River that will be part of the new visitor center. The grant with CICA-AVIFAUNA was also modified to include funds for the installation of a rustic dock at Venta de Cruz. INAC and ANAM gave their permission for the dock and final permits and environmental approvals from ACP are in process.

Rustic improvements of the Camino de Cruces trail were initiated in preparation for the *Travesia Soberania* event next April (2006). ANAM is providing funds from FIDECO for this event and has also received limited funds from STRI. Coordination with INAC on basic archeological work in Venta de Cruz and the Camino de Cruces has begun.

Technical assistance was provided to AVIFAUNA to help staff modify their proposal according to suggestions provided by the technical review committee. Assistance was also provided to AVIFAUNA to complete the requisite financial and administrative review of their internal systems.

ANAM's *Acto Publico* was not issued. Nevertheless, important steps were accomplished in carrying out this unprecedented initiative. ANAM obtained the approval of the GOP's Controllors Office for the USAID/ANAM implementation letter and the agreement between CATHALAC and ANAM. With these two actions accomplished, ANAM is ready to issue the *Acto Publico* in January, 2006.

Negotiations have progressed with the National Geographic Society (NGS) on the execution of a grant to produce a Travelers Guide and Adventure Map. It was agreed that USAID funds would be used to produce a series of products that are intermediate steps toward the final commercial products. NGS also finalized negotiations with IPAT for their larger contribution to this effort.

The final document of the George Washington University (GWU) practicum was distributed. It was also agreed tha GreenCOM would hire FSU consultant Alex Coles to undertake agreed follow up actions on the recommendations of the practicum.

Preparations for the *Travesia Soberania* campaign advanced with the approval by ANAM for the event and the development of a MOU between ANAM and the ANCON Foundation for the opening of a private account to receive funding from the private sector for the maintenance and upkeep of Camino de Cruces and Plantation Road.

ANAM is entering the final phase of organizing the II Mesoamericana Congress on Protected Areas from the 24 to the 28 of April. ANAM is requesting both financial and technical assistance on the ecotourism theme that will be presented at the Congress with IPAT.

The Fundación Panamá project was finalized on October 31, 2005. On December 30th, the Foundation submitted their external evaluation of the project and audit report. As soon as these documents are finalized, the project can be officially closed. On October 14th, the US Ambassador officially inaugurated the CEASPA community ecotourism activity at El Achote.

