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GREENCOM II QUARTERLY REPORT 2ND QUARTER 2006

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CONTENTS

TASK ORDER #1: ACTIVITIES AND RESULTS 1
 Technical Outreach and Global Leadership..... 1
FIELD TASK ORDER ACTIVITIES.....3
 Agricultural Partnerships for Productivity & Prosperity (AP³) 3
 Panama..... 4

TASK ORDER #1: ACTIVITIES AND RESULTS

Technical Outreach and Global Leadership

CATIE and GreenCOM II/AP³ Rural Development Strategic Course

GreenCOM/AP³ is sorry to report that the proposed CATIE and GreenCOM II/AP³ three-week strategic course that was to have taken place in October 2006 has been cancelled due to an insufficient number of participants. The USAID CTO felt that there should be at least ten registered participants to make the course cost-effective.

USAID East Africa, Kenya, and Sudan Mission Trainings

GreenCOM II/AP³ will be conducting a three-day training on System-wide Collaborative Action for Livelihoods and the Environment (SCALE™) for the East Africa, Kenya, and Sudan Missions from October 31 to November 2, 2006 in Nairobi, Kenya. Participants will be Foreign Service Officers, Foreign Service Nationals, and their in-country partners who implement activities on the ground. After the training, participants will be able to:

1. Explain the SCALE™ approach and list at least three types of impact it can make on their projects.
2. Analyze and identify at least three concepts of the paradigm shift that SCALE™ entails.
3. Incorporate a SCALE™ approach in the design, implementation, and evaluation of their projects.

SCALE™ Institutionalization in Kenya

GreenCOM II/AP³ will conduct a training on SCALE™ for ICRAF staff and AP³ demonstration site partners from November 6 to November 10, 2006 in Nairobi, Kenya, The

training is designed for both program managers and implementers. Managers will participate in the first two days of the training and the implementers will be active the full week.

This training is designed to enable project managers, practitioners, and communication specialists on how to apply SCALE™ in their work. The workshop will use case studies, worksheets, checklists, and hands-on exercises and apply the content and exercises to the participants' context and work. Participants will share their experiences, learn about and practice new skills, and then define how they will apply these skills immediately in their own work setting. Upon completion of the workshop, participants will be able to:

- **Take a systems approach** and apply systems-thinking tools and techniques in order to understand the wider past, present, and future context of the issue.
- **Start working at the full scale** on a development issue by engaging all sectors and societal levels from the beginning of the process in an open and informed decision-making process that respects diverse perspectives and cultures.
- **Catalyze sustainable action in increasing numbers of stakeholders** and strengthen the communication and relationships among them as well as create a network of interwoven interests and collaborative action.
- **Strengthen informed decision-making** that supports the co-creation and sharing of knowledge and respects indigenous knowledge and culture.
- Negotiate **demand-driven and results-oriented solutions**.

- **Interweave governance, economic, environmental, and social interests** into a sustainable development model.
- **Combine multiple communication methodologies** including advocacy; social marketing; education; organization development; mass communication; participation and mobilization; and conflict resolution to reinforce each other, achieve maximum engagement and impact, and to reach all possible audiences.
- Apply social science research to **monitor and evaluate results and impact** and to refine strategies.
- **Apply these skills** to achieve at-scale impact in their projects.
- **Locate additional information** and training on the SCALE™ components and skills.

AP³ and ICRAF are in the process of identifying the participants for the workshop.

Nature, Wealth, and Power Video

On location filming in Namibia was completed for the NWP video presentation in May 2006. USAID/Namibia assisted the GreenCOM production team in organizing a five day shoot in the northeastern region of the country at the location of the Nyae Nyae Conservancy. The production team interviewed members of the conservancy who work in wildlife protection as well as hunters, rangers, and women who make arts and crafts for sale to tourists. The video rushes were assembled for a presentation to USAID/EGAT/NRM staff and representatives of IRG at AED's office in Washington, DC in early June an update report. The draft video presentation will be presented in early August

to USAID for review and the final draft is expected to be ready by the end of September.

Continuation of AP³ Demonstration Activities under An Associate Award to the FIELD Support LWA

Agreement was reached with the CTO of the FIELD Support LWA from the USAID/EGAT/PR/ME to continue selected aspects of the GreenCOM/AP³ demonstration activities in Morocco and Kenya as the overall GreenCOM II IQC will expire on January 3, 2007. Ongoing discussions between the various program staff and USAID staff were held during this period and a draft program description was being formulated.

Additional SCALE™-FIELD Collaboration

In early June, members of the GreenCOM/AP³ staff and the USAID CTO met with colleagues from the FIELD Support LWA staff, the USAID CTO, and other staff from USAID/EGAT/PR/ME to discuss areas of potential collaboration in the future. Three areas were identified:

- Through the anticipated Associate Award to FIELD Support, develop a joint SCALE /Value Chain approach, training, and evaluation tool.
- Test and refine this training and tool in at least one country.
- Implement the approach and tool in at least one country.

SCALE™ Presentation to USAID/EGAT

Patrick Papania, accompanied by Richard Bossi, delivered a presentation on the progress of the AP³ demonstration activities in Morocco and Kenya to various USAID/EGAT staff at the Ronald Reagan Building on June 2006.

GreenCOM and AP3/Morocco Papers Accepted at the 1st World Congress on Communication for Development

During this quarter, GreenCOM/AP³ staff was informed that two papers submitted to the 1st World Congress on Communication for Development to be held in Rome, Italy from October 25-27, 2006 were accepted. The papers are entitled: “*GreenCOM: Thirteen Years of Innovation in Strategic Communication for Environmentally Sustainable Development*” by Richard P. Bossi, Elizabeth Mills Booth, Tito Coleman, and Roberta Hilbruner; and “*Strategic Communication to Catalyze System-wide Change: Experience and Results from the Medicinal and Aromatic Plant Sector in Morocco*” by Elizabeth Mills Booth, Patrick Papania, Karabi Acharya, Tito Coleman, and Shera Bender.

FIELD TASK ORDER ACTIVITIES

Agricultural Partnerships for Productivity & Prosperity (AP³)

Morocco Demonstration Site

AP³ Morocco continued to demonstrate the importance of strategic communications in agriculture sector development. During this quarter, the AP³ team supported the strengthening of the Moroccan Medicinal and Aromatic Plant (MAP) sector in the following ways:

- Assisted the top MAP researchers in the country in drafting an official statute for the formation of a national advisory board for the MAP sector.
- Started training staff from the International Center for Medicinal and Aromatic Plants on strategic communications.
- Conducted a training session for representatives of MAP stakeholder groups on sustainable distillation practices,

which included the construction of an appropriate technology still designed for an agriculture cooperative in the Oriental region.

- Assisted in the realization of study tours for Moroccan farmers in California.
- Provided scouting assistance to a US-based MAP industry leader in the preparation of an eco-tour for 2007.
- Facilitated miscellaneous MAP sales between Moroccan entrepreneurs and foreign companies.
- Released and distributed two MAP newsletters.
- Negotiated investment solutions between local industry leaders and Department of Forestry officials.

Monitoring and evaluation. During this reporting period, the AP³ team:

- Worked with the Moroccan private sector to identify what information might be available that would allow us to look at the new jobs that have been created as a result of the end of the private sector boycott.
- Began collecting and maintaining information for a log of collaborative actions.

Kenya Demonstration Site

AP³ Kenya also continued to demonstrate the importance of strategic communications in agriculture sector development. During this quarter, the AP³ team supported the strengthening of the enriched feeds sector in the following ways:

- Released and distributed two enriched feeds newsletters.
- Visited Limuru Dairy to inform and introduce the management to fodder shrubs. Limuru Dairy has a membership of 9,000 farmers.

- Produced (Citizen T.V.) a documentary on enriched feeds, which aired June 22 and 29, 2006.
- Started production (KBC) on a second documentary on enriched feeds.
- Trained Ministry of Agriculture staff in Kirinyaga on the use and benefits of enriched feeds.
- Hosted five collaborative meetings for stakeholders to discuss progress to date on following through and delivering the commitments they made at the WSR workshop. In addition, participants learned how to grow fodder shrubs.
- Developed and disseminated a seed dealers list.
- The article, “Fodder Shrubs Perk Up Farmers’ Livelihoods,” appeared in the People Daily.

Seed Dealers’ Workshop, June 20-23, 2006, Nakuru, Kenya. From June 21 to 23, 2006, ICRAF, with technical support from GreenCOM/AP³ and funding from USAID, hosted a Seed Dealers Workshop. The workshop was attended by more than 30 individuals and facilitated by KEFRI resource staff, agribusiness and micro-finance experts, and ICRAF staff.

The objective of the workshop was to build the technical capacity of seed dealers in seed technologies and entrepreneurial skills. The workshop also provided a venue to develop and strengthen linkages among seed dealers and between seed dealers and buyers of fodder planting materials.

As a result of the workshop, the participants unanimously agreed to form an association. On July 4th, the Kenya Association of Tree Seeds and Nursery Operators (KATRESNO) was officially registered. The association’s objective is to improve the livelihoods of the Seed Dealers Association (KATRESNO) members through the sale of agroforestry

planting materials and other related products such as the leaf meal.

Monitoring and evaluation. During this quarter, the AP³ team conducted initial analyses of the Kenya data and discussed the next steps. More specifically, AP³ team members:

- Completed data entry and cleaning of collaboration data.
- Completed preliminary data analyses, including understanding of contractual relationships and centrality measures among organizations.
- Engaged in discussions with various stakeholders on the methodology and potential value for an impact evaluation that assesses the number of new farmers planting fodder shrubs, seed tracking, and other indicators.
- Helped set up seed distribution tracking and collecting and maintaining information for a log of collaborative actions.

Panama

GreenCOM’s active support to USAID/Panama continued on many fronts during the 2nd quarter of 2006. A summary of results is provided below.

Inauguration of the National Clean Production Center

During this reporting period, the National Center for Clean Production (CNP+L) was formally established in Panama. The new center’s mission is to promote and apply clean production concepts, practices, and technologies throughout the PCW as well as develop strategic plans to increase productivity and competitiveness of Panamanian businesses while ensuring sustainable environmental performance. The Center will continue to provide technical assistance and training in areas such as cleaner

production, environmental management, environmental audits, and programs for environmental compliance and administration. These activities will enable the Center to maintain an adequate level of financial sustainability.

Pilot Projects Leverage \$1.3 million in Cost Share

Various pilot projects implemented by participating NGOs at the sub-watershed level were completed and met their targets or neared completion during this quarter. As of June 2006, twenty-two sub-grants were awarded under the three contract tasks, with approximately 97% of grant funds expended.

The pilot projects also have generated significant community involvement and NGO contributions, mostly in-kind contributions such as dedication of land for construction of water tanks and sanitary facilities, labor, and voluntary participation in environmental education networks. To date, \$1.3 million has been leveraged as cost share from communities and other local entities.

Tourism Circuit “Ruta Ecologica entre Dos Oceanos” Completed

“Ruta Ecologica entre Dos Oceanos” (Ecological Route between Two Oceans) is the name of a new tourism promotional strategy being developed by the Panamanian Tourism Institute (IPAT) under its National Program for Tourism Routes in conjunction with the Cluster of tourism operators supported by GreenCOM.

In preparation of its formal launch, a general survey was conducted on the diverse market niches in the U.S. interested in this route to identify new ecotourism circuits and to identify and develop/update existing attractions and tourism facilities along the route as a way to strengthen ecotourism and

cruise-ship circuits in a competitive and innovative fashion.

It is hoped that IPAT will apply this methodology elsewhere within its framework of the National Program for Tourism Routes as a means to develop attractive tourism designations throughout the country. During its formal unveiling to the general public, recommendations, observations, and general comments were readily welcomed to the preliminary document. The final report will be finalized and ready for distribution in July.

“Espiritu del Bosque” Trail Inaugurated

On April 29th, the “*Espiritu del Bosque*” trail was inaugurated during Mesoamerican Congress on Protected Areas, which was hosted by GreenCOM. The trail conceptualization, planning, interpretation, layout, and construction process spanned four months, and was facilitated by technical assistance from Colorado State University.

During the process 30 ANAM employees received training in various aspects (theoretical foundations and practical, hands-on experience) of environmental interpretation, trail design and planning. Representatives from Summit Municipal Park, Metropolitan Natural Park, the Community of Gamboa, and the Audubon Society of Panama also participated in this training.

The trail is located alongside the Obispo River between the Administrative Headquarters of Soberania National Park (PNS) and Summit Municipal Park. It is a self-guided trail 1.7 km long and is accessible to the general public. Average time required to walk the entire length of the trail is approximately 1.5 hours.

One of its feature attractions are a series of thirteen paintings by local artists depicting various aspects of natural world that the hiker

senses and experiences while on the trail. These original pieces of art were created as part of the highly participatory interpretation process for the new trail.

Perhaps the main achievement that resulted from the construction of the trail has been the strategic alliance that was developed between ANAM and Ganexa representatives from the private sector and the Panamanian Graphic Arts Association, which contributed more than \$10,000 in the form of art, construction of frames, and assistance in the design of the kiosks that shelter the paintings from the elements.

ANAM is considering replicating the experiences gained here in developing other alliance with communities and private sector entities as a means to support the development of environmental conservation and interpretation initiatives at other parks throughout the country's protected areas system (SINAP).

“Traversia Soberania” Event Increases Public Awareness about Soberania National Park

With the support of TV Max, a local TV station, and Rubicom & Young, the local subsidiary of the U.S. publicity firm GreenCOM helped establish a Public-Private Partnership that included USAID/Panama and ANAM, in organizing a fund raising and public awareness Hike-a-thon event on April 2nd called “*Traversia Soberania*”.

Response to the event was overwhelming. Originally, event planners intended to limit participation to 150 hikers; however, the limit was subsequently raised to 250 participants, with some individuals turned away the day of the event.

The event not only raised \$4,000 to be used for trail maintenance but increased general

awareness and interest in the trail by the Panamanian public. As a result of the Hike-a-thon, several tour operators that participated in the event expressed their intent to routinely offer the trail as a destination for tourists in the future.

Another notable outcome was the active involvement of the communities of Gamboa and Chilibre and the indigenous communities of San Antonio and Ella Puru. Participants on the hike expressed interest in returning with friends and relatives to repeat the hike with community members from Gamboa, Chilibre, and indigenous groups as guides.

ANAM indicated that it anticipates an increase in the generation of fees from tour operators, hikers, and tourists that can be used to help conserve and maintain the trail. In addition, ANAM is now considering officially designating “*Traversia Soberania*” as an annual event.

