

PD-APP-810

Fiscal Year 1997

Work Plan



GreenCOM

the

Environmental Education and Communication Project
GreenCOM

FY 1997 Work Plan

Academy for Educational Development
1255 23rd Street, NW
Washington, D.C. 20037

Contracts No. PCE-5839-C-00-3068-00 and PCE-5839-Q-00-3069-00

The Environmental Education and Communication (GreenCOM) Project is jointly funded and managed by the Center for the Environment, Center for Human Capacity Development, and Office for Women in Development of the Bureau for Global Programs, Field Support, and Research of the United States Agency for International Development and by USAID Missions at collaborating sites. Technical Services are provided by the Academy for Educational Development, and subcontractors Chemonics International, Global Vision, The North American Association for Environmental Education, and other subcontractors and parties under Contracts No. PCE-5839-C-00-3068-00 and No. PCE-5839-Q-00-3069-00.

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Introduction

The Environmental Education and Communication (GreenCOM) Project is jointly funded and managed by the Center for the Environment, Center for Human Capacity Development, and Office for Women in Development of the Bureau for Global Programs, Field Support, and Research at the United States Agency for International Development (USAID) and by USAID Missions at collaborating sites. Technical Services are provided by the Academy for Educational Development under Contract Nos. PCE-5839-C-00-3068-00 and PCE-5839-Q-00-3069-00. Subcontractors include Chemonics International, Global Vision, and the North American Association for Environmental Education (NAAEE).

Project Goals

World wide environmental issues command increasing international attention. In developing countries, these issues are increasingly linked to quality of life issues such as health and sanitation, safe air and water, fuel wood supply, and loss of marine and land based productivity. The sacrifice of long-term benefit for short-term gain is becoming one of the most significant development problems facing the world. The technical nature of the subject matter is diverse as are the education and communication strategies needed to effectively reach the widely varied audiences that are affected. The goal of GreenCOM is to a) reinforce the effectiveness of existing USAID environmental development projects by providing important environmental education and communication (EE&C) and behavior change support, and b) serve as a vehicle for the identification of behavior change strategies that prove effective in

various settings as specifically relates to environmental issues.

Project Objectives

- Establish project team and central office, lines of communication, planning mechanisms, tracking mechanisms, and reporting procedures.
- Establish physical setting for EE&C Information Center, collection of materials, materials organization and exchange mechanisms.
- As funding allows, develop, manage and implement sustainable EE&C and behavior change activities in up to 23 countries (6 to 8 emphasis countries and 15 other countries) in at least three USAID regions. Regional and global activities may also be required.
- In collaboration with Missions and participating country professionals, plan GreenCOM's major field activities by identifying the projects to be served, environmental problem areas, local resources, stakeholders, partner institutions, collaborating agencies, target audiences, strategies, and research, training, and procurement activities.
- As described in delivery orders under the requirements contract, provide technical advisors to introduce EE&C methods and activities into local institutional programs.
- With USAID Project Officer approval, work with host country governments and other local personnel to implement the specific EE&C activities identified during planning.
- Integrate gender analyses and targeted interventions in EE&C field activities as warranted. Observe and address gender differences in target audience and problem

- analyses, message and materials development, and pretesting and impact evaluation studies.
- Conduct and coordinate operations research in close consultation with the Project Officer and the Technical Advisory Group. Complete at least six evaluation studies and 19 other operations research studies by the end of Year 5.
- Integrate gender-related hypotheses, variables, and analyses in GreenCOM operations research. Design target audience research to include an assessment of gender differences in relation to local environmental issues. Conduct from four to six studies related to gender differences in designing and implementing EE&C activities.
- As funding allows, train key institutional staff in developing countries in EE&C methods and applications through guided practice, in-country workshops, and short-term international training. Provide successful experience in one to three major EE&C activities, including a full range of planning, management, production, distribution, evaluation, and operations research methods.
- As funding allows, produce media products, manuals and other support materials for audiences and applications including schools, teachers, community-based organizations, parks, and workplace programs.
- As funding allows, procure commodities such as computers, vehicles and materials/equipment for developing, pretesting and piloting audiovisual and other instructional products.
- Subcontract with local institutions and providers for

services such as evaluation, data processing, advertising, and materials production support.

- Provide advice and information to the Environment and Natural Resources and Education Offices regarding EE&C technical issues.
- Produce an EE&C Case Study Collection, an EE&C Methods Handbook, an EE&C instructional video, and (as funding allows) conduct a three to five day training program for developing country professionals on EE&C methodologies as vehicles for the synthesis and dissemination of lessons learned.

Overview of Work Plan

The accompanying work plan reflects a project now operational at full capacity. We have the most operational delivery orders that the project has ever had. Our tri-lingual newsletter, Human Nature, is in broad distribution, we are looking forward to our environmental education and communication workshop this Fall, and our results of projects are being published and distributed widely. This year's plan calls for even more growth in this area.

The major changes in USAID have also impacted the project in dramatic ways. Re-engineering, tighter funding, and reassignment of project management to the field instead of the global bureau continue to affect the way we do almost every activity.

These realities, although making the project more difficult to manage and execute, have some positive impacts as well. If we

can develop better methods for using environmental education and communications with limited resources and time, the model will be useful for USAID and others to implement in a variety of projects. The combination of re-engineering and tighter budgets means that the methods and lessons of this project are more important to the missions than ever before. With the newly re-engineered Missions, we work more with multi-disciplinary teams of staff. This is conducive to improved communications, but it also takes more time to implement. Delivering measurable results from EE&C on very specific strategic objectives is enormously valuable. In times of tight budgets, it is even more important that our EE&C interventions become a part of projects from the onset. This will ensure that the behavior changes can be brought about for the success of the project.

This work plan will bring the GreenCOM Project to the point that it can begin to provide USAID with many of the longer term deliverables that reflect critical lessons learned from the field. They include the distribution of reports such as: *Starting with Behavior: A Participatory Process for Selecting Target Behaviors in Environmental Programs* (the first of our specific methods publications), and *People and the Environment: Environmental Education and Communication in Five African Countries* (which will allow many who plan projects in these five countries to know about the capacity for doing EE&C there). This work plan also starts our serious preparation of the methods handbook, the demonstration video and the training program, each of which is meant to share the lessons learned with a much broader audience. This work plan also calls for broadening the use of our now developed EE&C Information Exchange Center to include those

who want to build on the lessons already learned in the field. This work plan also calls for the preparation of an international conference, to take place at the beginning of the next fiscal year, that will act as a forum to examine methods that could lead to greater success of EE&C efforts through peer review and other mechanisms.

In this coming year the research base of our efforts will also begin to demonstrate GreenCOM's ability to help the professional community through a combination of publications and peer reviewed articles. We know that the data have been telling and insightful. The ability to share that data as it appears in the best journals in the field should make the use of EE&C methods easier to adopt more broadly.

The combination of the history of the project, the ability to begin sharing our lessons, the ability to more broadly make available our services, and the pressure to carry out our activities with very limited resources, makes for an exciting year for this project. We look forward to making a significant contribution to the field just as those who work on environmental problems are beginning to understand the critical, yet until now under-utilized, contribution that EE&C can make.

Activities planned for the period October 1, 1996- September 30, 1997 are summarized in the following charts which provide a calendar of these activities delineated by quarter, personnel responsibilities, and projected outputs. The activities are divided into the following sections:

- **Core Contract**
- **Applied Research**
- **EE&C Information Exchange Center**
- **Gender Integration**
- **El Salvador**
- **Philippines**

Fiscal quarters are delineated as follows:

- 1st October 1, 1996 - December 31, 1996**
- 2nd January 1, 1997 - March 31, 1997**
- 3rd April 1, 1997 - June 30, 1997**
- 4th July 1, 1997- September 30, 1997**

FY 1997 GreenCOM Work Plan

CORE CONTRACT

GreenCOM WORKPLAN AND SCHEDULE -- YEAR FOUR
Core Contract
Emphasis: Operations Support

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Assemble Technical Advisory Group; conduct an annual meeting of TAG Group in conjunction with an annual coordination meeting of country directors and senior headquarters staff TAG Report	Support of project quality by discussion with experts in the field at annual meeting.	OH,BD	X	X			TAG Report and recommendations
Write action plans and scopes of work as necessary for each delivery order	Necessary to implementation of Delivery Orders as they come in.	Task Managers					Action plans for each delivery order
Annual Workplan Deliverables LOE Project Budget Publications, reports, workshops, etc.	Plan should delineate by calendar quarter the deliverables to be produced including the individuals to be involved, and budget allocated and reports to be prepared.	BD/JF			X		Work plan prepared on schedule

GreenCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Core Contract

Emphasis: Operations Support

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/Accomplishments
			1	2	3	4	
Quarterly Progress Reports *Progress on deliverables *Financial Reports *LOE Report *Trip Reports	The reports should describe major deliverables, and problems as well as highlights.	BD/JF	X	X	X	X	Reports prepared on schedule
Participant Training Reports	Purpose of training, location, duration, number, and nationality of trainees.	JF/PLP	X	X	X	X	Report submitted if training done
Update and maintain filing system	Create a filing system to be used by all to hold program records effectively.	PLP	X	X	X	X	Workable system for all
Create tracking system for deliverables for both core and requirements contracts including buy-ins	Monitor progress towards deliverables.	JF	X	X	X	X	Timely completion of deliverables
Contribute to AED deliverables database for tracking	Facilitate process of monitoring deliverables progress.	JF/PLP	X	X	X	X	Database is up-to-date
Other Training Reports	Quarterly report on any training activities which do not constitute participant training	JF/PLP	X	X	X	X	Report submitted if training done

GreenCOM WORKPLAN AND SCHEDULE-- YEAR FOUR
Core Contract
Emphasis: Prospective Buy-Ins

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Egypt	Water Conservation Phase III, Early October 97	Cheryl Groff, JF,BD	X	X			Finalize Buy-in
Nepal	Forestry and Communication Project	Andrew Manzardo	X				Finalize Buy-in
Honduras	Protected Area Environmental Education Plan	RB				X	Finalize Buy-in
Mali	EE Project	MG/JF	X				Finalize Buy-in
Columbia	NGO Trudy Project	RB/JF	X				Finalize Buy-in
GLOBE-Jordan	Environmental Education	BD				X	Finalize Buy-in
Tanzania	Wildlife	BD				X	Finalize Buy-in
Leland Initiative	Information exchange	BD				X	Finalize Buy-in
Africa Research II	School Community Link	MO/MG/BD		X			Finalize Buy-in

GreenCOM WORKPLAN AND SCHEDULE-- YEAR FOUR

Core Contract

Emphasis: Current Buy-Ins

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/Accomplishments
			1	2	3	4	
El Salvador	Integration of environmental education into the formal education system and national campaigns promoting environmental awareness and action.	RB	X	X	X	X	Deliverables on target.
Egypt II	Formulation of a communication strategy to deal with the growing problem of water scarcity.	JF	X	X			Deliverables met.
Philippines	Collaborate with USAID projects and host country counterparts to develop a national EE campaign strategy.	WS	X	X	X		Deliverables met.
Sustainable Cities	Morocco-Organize and facilitate a participatory workshop to design an action plan to improve waste collection in two poor neighborhoods. Haiti-Conduct studies to understand water procurement, use and disposal practices among residents; and developing a strategy to mobilize community residents to become involved in the management of the water district, particularly in the management of water distribution points.	OH	X	X	X	X	Deliverables met.

GreenCOM WORKPLAN AND SCHEDULE-- YEAR FOUR

Core Contract

Emphasis: Current Buy-Ins

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Galapagos	Strengthen the EE&C capacity of the Charles Darwin Research Station and the Galapagos National Park Service.	RB	X	X	X		Pending agreement on workplan.
Nicaragua	Train park personnel in how to develop educational and interpretive interventions targeting both park visitors and buffer zone residents.	RB	X	X	X	X	Deliverables on target.
Middle East Peace Process	Incorporation of antique and current best water conservation practices into regional water conservation campaigns.	MS	X	X	X	X	Deliverables on target.

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APPLIED RESEARCH

GREENCOM WORKPLAN AND SCHEDULE - YEAR FOUR

Applied Research

Emphasis Project: Egypt II

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Report on Formative Research for Water Scarcity Campaign		N Diamond	X				Report completed.
Prepare presentation for International Workshop at NAAEE Conference	Present major lessons learned from experience in Egypt	O Hernandez	X				Presentation prepared.

GREENCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Applied Research

Emphasis Project: Middle East Water Conservation Project

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Design team	Team effort to design work to be done	M. Grieser B. Day O. Hernandez	X				Draft site reports submitted for review.
Research to identify best practices in each country	Qualitative research using case study methodology both in antiquity and in modern times.	M. Sebold M. Grieser	X	X			Consultants identified, approved, and hired at each site.
Preparation for workshop in Tunisia	Layout groundwork for workshop	M. Grieser B. Day O. Hernandez B. Rawlins M. Sebold		X			Presentations of findings done.
Workshop in Tunisia to Present Research Findings	Present findings and exchange views on water conservation	B. Day M. Grieser			X		Workshop held.
Quantitative baseline study	Inclusion of questions in omnibus surveys conducted in all seven sites.	B. Day O. Hernandez B. Rawlins		X	X		Research conducted, data analyzed and report prepared.
Literature review on water conservation practices in the Middle East	Review of literature to develop framework for article on Middle East findings	B. Rawlins	X				Synthesis done.

GREENCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

**Applied Research
Emphasis Project: Mali**

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Formative research to design elementary school curriculum	Regional workshops and group interviews to determine content of changes to be introduced to mandatory and supplementary modules grades 1-6.	O Hernandez M Monroe				X	Monitoring/research plan done. Personnel travel to implement monitoring research plan. Data gathered and analyzed.

GREENCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Applied Research

Emphasis Project: Nepal Forestry Project

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Prepare research workplan	Create Terms of Reference/Scope of Work for Different Activites in the work plan	N. Diamond		X			Workplan completed.
Formative research in support of video production	20 communities distributed in 4 districts belonging to several categories based on whether or not they have been handed over control over forest resources to understand knowledge, attitudes and practices pertaining to community forestry and soil conservation.	O Hernandez			X		SOW developed. Firm hired. Instrument developed, reviewed, pretested amd revised. Research conducted. 20 summary reports. Final report prepared.
Documenting Video Making by Communities	Process documentation for video making under two conditions: community-controlled vs community consultation.	O Hernandez			X	X	SOW developed. Data collector trained. Report prepared.
Policy Dialogue Evaluation	Measurement of knowledge, attitudes and practices of policy makers and representative community forestry group leaders prior to Community Forestry Forum.	O Hernandez			X	X	Instrument pretested and finalized. Report completed.

GREENCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Applied Research

Emphasis Project: Nicaragua

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Prepare research plan	Determine the content, time schedule and prospective implementers of research activities.	O Hernandez N Chambers	X				Research plan.
Design, hire and conduct formative research in buffer zones	Identify behaviors and behavioral determinants associated with sea turtle egg conservation	O Hernandez M Monroe N Chambers J Sanchack		X	X		Research report.
Design, hire and conduct baseline research in buffer zones	Baseline research	O Hernandez M Monroe N Chambers N Diamond				X	Report
Design, hire and initiate monitoring research in parks	Program monitoring	O Hernandez N Chambers			X		Monitoring system

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GREENCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Applied Research

Emphasis Project: Recycling by Men and Women in Quito, Ecuador

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Literature review on recycling practices	Review of literature to develop framework for article to be published on Quito findings	B. Rawlins		X			Literature review completed.
Quantitative data findings article on Recycling in Quito, Ecuador	Prepare and submit a draft article to a journal for review	O. Hernández B. Rawlins			X		Article submitted.

GREENCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Applied Research

Emphasis Project: Sustainable Cities, Fes, Morocco

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Write workshop report	Report summarizes process and results of stakeholders workshop held in September 96.	O. Hernandez A. Bouziane	X	X			Report prepared in French and English.
Monitoring of workplan	Monthly reports of progress	O Hernandez A. Bouziane	X	X	X	X	Monthly reports
Develop new SOW to obtain funding to conduct retrospective evaluation of participation processes of workshop	Develop SOW for evaluation	O Hernandez		X			SOW submitted to COTR
Conduct retrospective evaluation (if funding is authorized)	Conduct evaluation	A Bouziane			X		Evaluation report completed

GREENCOM WORKPLAN AND SCHEDULE - YEAR FOUR
Applied Research
Emphasis Project: School Community Linkages Project, (Africa Site #1)

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Identify countries	Site identification, three are required	BD		X	X		Sites selected
Develop list of program in selected sites	Develop list of best practices in each site from which to chose the focus of the evaluations	BD			X	X	Best practices identified
Design studies	Determine what methodology to use to conduct evaluations (e.g., case studies, surveys, etc.)	M Monroe O Hernandez				X	Methodology defined
Contract consultants	Select, hire and field consultants and contract local help to collect data if need be					X	Consultants fielded

GREENCOM WORKPLAN AND SCHEDULE - YEAR FOUR

Applied Research

Emphasis Project: Additional Articles for Publication

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Literature review on education in Jordan	Review of literature to develop framework for article on Jordan teacher findings	B. Rawlins J. Sanchack			X		
Quantitative data findings article on teacher findings from Jordan	Revise and submit draft article to a journal for review	J. Sanchack B. Rawlins				X	Article submitted
Literature review on school-community linkages	Review of relevant literature to develop framework for paper	B. Rawlins/ J. Sanchack			X		
Strengthening Community and School Linkages: How Can School-Based Programs Change Parental and Student Environmental Behaviors?	Review article, choose journal, prepare and submit a draft article to journal for review	D. Simmons M. Monroe				X	Article submitted
Preparation of paper on the formative research experiences of GreenCOM	Choose journal and prepare, review and submit article	O Hernandez				X	Paper prepared

GREENCOM WORKPLAN AND SCHEDULE - YEAR FOUR
Applied Research
Emphasis Project: Technical Advisory Group Meeting, January 1997

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
Preparation of 1997 TAG Meeting	Decide on agenda, assist with the preparation of presentations, deliver presentations as required	O Hernandez S Middlestadt B. Rawlins	X	X			Successful meeting
1997 TAG Summary Report	Prepare and circulate Technical Advisory Group Meeting Summary Report			X			Report of TAG

GREENCOM WORKPLAN AND SCHEDULE - YEAR FOUR

Applied Research

Emphasis Project: Environmental Projects, the Philippines

Task/Activity	Objective/Description	Lead	Time Line (Quarter)				Outputs/Milestones (Accomplishments)
			1	2	3	4	
National and Regional Workshops	Help synthesize research findings from pilot sites and suggest implications for pilot campaigns	N. Diamond	X				Synthesis reports
Integration of Gender Findings	Summarize gender findings from research activities supported by GreenCOM and suggest gender implications for future EE&C activities	N. Diamond		X			Report of gender findings
Desk Top Review Gender Analyses	Gender analysis	M. Grieser B. Abregana		X			Report of desktop review
Indicators for National Strategy	Assist in preparing/reviewing sections on indicators of the National Environmental Communication Strategy	O Hernandez E Douglass		X			Indicators defined

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EE&C INFORMATION EXCHANGE CENTER

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GreenCOM WORKPLAN-- YEAR FOUR
EE&C Information Exchange Center
Emphasis: Resource Center

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Update Web Site	Advertise GC	DI		X	X	X	Website up-to-date and used
Make center database accessible on Internet and update it monthly.	Efficient, useful, relevant collection of EE&C materials	DI	X				Put center database on the Internet and update it
Keep accurate log of requests, update weekly	Determine if we are meeting users' needs	DI	X	X	X	X	Up-to-date log of requests
Keep database and shelves updated	"	DI	X	X	X	X	Database and shelves updated
Respond to requests weekly	Share GC and EE&C as need exists	DI					Requests responded to
Develop database of international EE&C expertise	Share EE&C expertise	PLP			X	X	Searchable database
Reprint Brochures	Market GC	DI	X				Brochures

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Create brochure inserts as requested	Market GC	DI	X	X	X	X	Brochure inserts
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GreenCOM WORKPLAN-- YEAR FOUR EE&C Information Exchange Center Emphasis: "Human Nature" EE&C Bulletin///GreenCOM Update							
Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Issue #3 (Dec/Jan/Feb) --draft copy (2 weeks)-- final edit/proofread (1) --update mailing list (2) --translate into French --final edit/proofread --translate into Spanish --final edit/proofread (2) --layout 3 versions (2) --print 3 versions (2) --distribute (1)	Four-page bulletin on EE&C developments worldwide (a 12 week operation)	MM/DI	X	X			Issue #3 completed and distributed
Build up in-house capacity for design and layout of Human Nature	Design and Layout of Human Nature	DI	X				Increased in-house capacity to do layout and design

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GreenCOM WORKPLAN-- YEAR FOUR
EE&C Information Exchange Center
Emphasis: "Human Nature" EE&C Bulletin///GreenCOM Update

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Issue #4 (April/May/June) (see sub-tasks above)	Four-page bulletin on EE&C developments worldwide	MM/DI			X		Issue #4 completed and distributed
GreenCOM Update	Four page report to USAID on GreenCOM	DI	X	X	X	X	Inform USAID about project developments quarterly

GreenCOM WORKPLAN-- YEAR THREE
EE&C Information Exchange Center
Emphasis: International Conference

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Organize program, coordinate event (8 weeks)	Host quality international workshop	MM	X				Meeting for EE&C professionals across settings and regions to learn and teach.
Adapt agenda to develop Lessons Learned on site	Contribute to international EE Donor efforts	MM	X				Agenda

Continue international Contacts	Plant seeds for next workshop	BD & MM		X	X	X	Follow-up international contacts
Write, edit and produce Lessons Learned Document	Contribute to international EE Donor Efforts	MM/DI	X	X	X	X	Lessons Learned report

GreenCOM WORKPLAN-- YEAR THREE
EE&C Information Exchange Center
Emphasis: Methods Handbook

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Provide annotated outline to staff and authors, CTO	Clear, straightforward rendering of lessons learned	MM	X	X			Outline
Develop guidelines for authors	“	MM		X			Author guidelines

Identify authors and discuss assignment with them	“	MM		X	X		Authors identified
Edit first drafts in from authors	“	MM		X	X		First draft edited
Work on rewrites	“	MM/DI			X	X	Rewrites
Give draft to staff, CTO for review	Review of usefulness to USAID	MM				X	Draft submitted to CTO

GreenCOM WORKPLAN-- YEAR FOUR EE&C Information Exchange Center Emphasis: 10 papers, monographs, etc.							
Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Clean up and produce Urban paper	“	MM/DI		X			Urban paper produced

Formative evaluation paper	Article and handbook	MM			X	X	Report
Environmental Awards Scheme Case Study	Analysis of successful participation program	MM/DI	X	X			Case study complete

GreenCOM WORKPLAN-- YEAR FOUR
EE&C Information Exchange Center
Emphasis: 3-5 day training module

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Collect training experiences, outlines, agendas, etc of already conducted GreenCOM training	Get broader use from specific training sessions, Philippines, Rhode Island, El Salvador	MM/BR			X	X	Tested training opportunities on planning and conducting EE&C programs that can be tailored to individual circumstances
Develop draft training modules		MM/BR			X	X	Draft Modules

GreenCOM WORKPLAN-- YEAR FOUR
EE&C Information Exchange Center
Emphasis: Video

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Outline video	Tool to complement methods handbook, but can also stand alone	MM/MG			X		Outline
Begin acquiring in-country footage	Capture methods	PT/MS/AR			X		Raw footage
Explore options for co-production (CNN, etc)	Greater audience, broadcast-quality	BD			X	X	Co-producers identified
Write draft script		BD/MG/MM				X	Draft script completed

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GENDER INTEGRATION

GreenCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Core Contract

Emphasis: Gender/Women in Development

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
One special issue of Human Nature devoted to gender issues	Raise awareness of how gender analysis affects EE&C programs	M. Grieser				X	One special issue of Human Nature
Four to six studies related to gender differences.	Generate insights on how gender differences influence design and implementation of EE&C activities	M. Grieser		X	X		Two studies
Country professionals author and present papers on WID related issues in international fora	Fund select developing country professionals to author and present papers on WID related issues and findings in various international fora	M. Grieser			X		One country professional authors and presents paper
Country professionals to author and present papers on WID related issues and findings	Fund select developing country professionals to author and present papers on WID related issues and findings in international conferences on EE&C that GreenCOM organizes.	M. Grieser	X				One country professional authors and presents paper

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GreenCOM WORKPLAN AND SCHEDULE -- YEAR FOUR

Core Contract

Emphasis: Gender/Women in Development

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Analyses of operations research data for gender differences in findings.	Perform intermittent overall analyses of appropriate operations research data from GreenCOM's field operations for gender differences in findings.	M. Grieser				X	Analysis of operations research data for gender differences started.
Special distribution of EE&C reports relating to WID issues.	Produce additional copies of reports for special distribution related to application of EE&C methods regarding WID issues.	M. Grieser	X		X		E&C reports relating to WID issues to date are distributed.
Track WID related activities by PIO/T number	As required regarding all PIO/Ts, R&D/WID funding will be tracked by PIO/T number	M. Grieser	X	X	X	X	WID related activities tracked by PIO/T number
A summary report of all GreenCOM WID-related activities	Summarize GreenCOM WID-related activities during or before the four month preceding the fifth anniversary of the signing of this contract	M. Grieser				X	A draft summary report of GreenCOM WID-related activities to date.

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Emphasis Country

PHILIPPINES

GreenCOM WORKPLAN -- YEAR FOUR

Emphasis Country: Philippines

Output #1: General Environmental Communication Strategy Plan

Task/Activity	Objective	Lead Team Member	Time Line (Quarter)				Output/ Accomplishment
			1	2	3	4	
Community Involvement in strategy development	Obtain community insights into env. issues and solutions	BP-S, ED	X	X			Workshops at 3 pilot sites with community leaders
Assessment of Training Capacity and Stakeholder needs	Identify local institutions that provide appropriate training	WS	X	X			Assessment Report
Environmental Education and Communication Strategy Plan	Develop broad national strategy going beyond USAID's possible inputs	ED, BP-S		X	X		National Strategy Document

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GreenCOM WORKPLAN -- YEAR FOUR

Emphasis Country: Philippines

Output #2: Preliminary Pilot Information Campaigns to Support CRMP

Task/Activity	Objective	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Workshop at each site	building commitment & identifying strategies and env. behaviors	BP-S, ED	X				Community Workshops at 3 sites: Olango, San Vicente, & Malalag
Follow-up planning at each site	solidifying local commitment and defining specific actions	BP-S	X	X			Community consultations with leaders
Coordination with FRMP and CRMP	joint planning to match projects' mandates and ensure their follow-up after GCOM ends	BP-S, ED	X	X	X		IEC Coordination Team established with FRMP, CRMP, GOLD
Materials development	broadcast materials to support EE for CRM	BP-S	X	X			AgriSyete Video Series
Campaign implementation	support of local sites in carrying out their commitments	BP-S, ED		X	X		Actions by local communities
Final report on the Pilot Campaigns	document community planning process and results	BP-S, ED			X		Final Report

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GreenCOM WORKPLAN -- YEAR FOUR

Emphasis Country: Philippines

Output #3: Development of monitoring indicators and evaluation and assessment of environmental communication

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Collaborate with contractors to refine indicators	Develop EE communication indicators	ED		X			List of Indicators for CRMP (NRMP & IEMP completed in 1996)
Monitoring and evaluation activities during pilot campaigns	Track progress and impact of pilot site interventions	BP-S		X	X		Monitoring report by GCOM Monitoring & Evaluation System for CRMP and FRMP follow-up at the 3 sites
Operations Research Studies	Conduct formative research at pilot sites and gender analysis	BB MG		X	X		Paper on relevant gender issues and insights (in addition to 3 site studies done in 1996)

GreenCOM WORKPLAN -- YEAR FOUR

Emphasis Country: Philippines

Output #4: Development of an environmental interpretive program at Silliman University

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Team assessment and design of conceptual program	Develop interpretive plan linking Silliman Hall, Centrop, and Marine Lab	J.Massey	X				Interpretive Plan for 3 facilities at Silliman

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Emphasis Country: Philippines

Output #5: Development of Initial Training and Extension Materials for the Silliman University

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
Development of prototype materials	Design sample exhibits for Silliman Hall and Marine Lab	T. Chilton			X		Prototype Exhibits
Input into design of Marine Lab	Provide guidance on layout of exhibit rooms	T. Chilton			X		Guidelines on exhibit space layout
Other Reports and Deliverables							
Semi-annual and Quarterly Reports	Reports for USAID	ED	X	X	X		Quarterly and semiannual Reports

FY 1997 GreenCOM Work Plan

Emphasis Country

EL SALVADOR

GreenCOM WORK PLAN -- YEAR FOUR
Emphasis Country: El Salvador

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
			1	2	3	4	
National Environmental Media Campaign	Increase national public awareness of the environment through campaigns on local issues	JM			X		Salvadorans will be more aware of the importance of their environment and the need to protect it.
Training of journalists in Environmental Education	Sponsor the training (outside of the country) of 3 journalists	JM			X	X	Articles will be published supporting national communication campaign themes.
National Environmental Journalism Encounters	Train and motivate 200 journalists to write about the environment	JM			X		Articles will be published supporting national communication campaign themes.
2nd National Environmental Journalism Awards	Awards will be given for print, radio and television coverage of environmental issues by local and national media	JM			X		Articles will be published supporting national communication campaign themes.

GreenCOM WORK PLAN -- YEAR FOUR
Emphasis Country: El Salvador

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
2nd Annual National Environmental Education Encounter	A follow-up meeting to the execution of the National Environmental Education Plan and a coordinated effort among all sectors	JM	X	X	X	X	A national environmental education plan will be completed and approved.
El Guanaquin supplement-El Diario de Hoy	12 monthly supplements for children on Environmental topics	JM	X	X	X	X	Salvadoran children will be more aware of the importance of their environment and the need to protect it.
Revision of study plan of National Agricultural School (ENA)	10 professors from ENA trained in Environmental Education and development of revised study plan	JM		X	X	X	Extensionists will be trained in the transfer of environmental technology

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GreenCOM WORK PLAN -- YEAR FOUR
Emphasis Country: El Salvador

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
Research Investigations (pre- and post-test)	Two research projects conducted in schools -diagnostic testing of environmental education knowledge/skills of teachers, baseline -status of environmental education in schools, baseline	JM			X		MOE personnel will be prepared to teach environmental education to their students. Environmental themes will be integrated into the curriculum and support materials developed.
Primary School Teacher Training	Train 1000 teachers in environmental education in coordination with MINED	JM		X	X	X	MOE personnel will be prepared to teach environmental education to their students.
Training of 500 middle school teachers in environmental seminars	Training of 500 middle school teachers	JM		X	X	X	MOE personnel will be prepared to teach environmental education to their students.
Didactic guide for environmental education for teachers of 3rd cycle (7,8,9) and Middle Schools	Didactic guide for middle school teachers to support environmental education curriculum with lesson plans and activities	JM			X	X	MOE personnel will be prepared to teach environmental education to their students.

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GreenCOM WORK PLAN -- YEAR FOUR

Emphasis Country: El Salvador

Task/Activity	Objective/Description	Lead Team Member	Time Line (Quarter)				Outputs/ Accomplishments
500 educational packages on water issues	Educational packets on water including videos and booklets for teachers	JM			X	X	Teachers will have adequate materials for teaching environmental education.

SE