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# **GREENCOM PROJECT REPORT 2ND QUARTER 2005**

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## **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.



***Contract Information***

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## TASK ORDER #1: ACTIVITIES AND RESULTS

### TECHNICAL OUTREACH & GLOBAL LEADERSHIP

#### *Training*

In May senior communication specialists Bette Booth and Tito Coleman facilitated a three-day workshop in Panama City for the Panama Canal Integrated Watershed Management Program. Participants included thirty persons representing twenty nongovernmental, governmental, and community-based organizations. The participants' connection to the Integrated Watershed Management Program varied. Some belonged to organizations that have received grants for projects in subwatershed communities; others were Panamanian government partners and staff from USAID/Panama. The training topics were:

- Introduction to SCALE (System-wide Collaborative Action for Livelihoods and the Environment)
- Managing Conflict: Essential Interpersonal Communication Skills
- Catalyzing Coalitions and Partnerships

After the workshop a follow-up meeting was conducted with decision makers from the attending organizations. The objective of this meeting was to motivate them to support their staff in creating coalitions that lead to sustainable management of the Panama Canal Watershed. The feedback from this workshop, including comments from USAID/Panama, was extremely positive. A complete description of the training and participants' comments will be provided in a report.

Two more workshops will be conducted with the same participants this year. One will cover participatory monitoring and evaluation (July 27–29) and the other will discuss social change methodologies (October 3–7).

#### *Nature, Wealth, and Power Videos*

GreenCOM submitted a draft script to USAID for two videos about the Nature, Wealth, and Power (NWP) framework for African rural development. The script outlines how USAID programs in Mali,

Madagascar, and Namibia have evolved as they have applied the NWP framework to achieve greater community participation in decision making on natural resource management. The script is now being reviewed by USAID; video production will begin when USAID issues its approval.

#### *GreenCOM Web Site*

All thirty of the GreenCOM case studies have been uploaded on the project's Web site. They document GreenCOM's work since the project began in 1993. The case studies are available on the respective country project pages and are also listed together on one page:  
<http://www.greencom.org/greencom/casestudies.asp>.

GreenCOM's latest publications, *Going to SCALE* and *ESCALA*, will be made available to download from the site in July. These booklets describe the project's approach to broadening the impact of development: System-wide Collaborative Action for Livelihoods and the Environment, known as SCALE.

## FIELD TASK ORDER ACTIVITIES

### AGRICULTURAL PARTNERSHIPS FOR PRODUCTIVITY & PROSPERITY (AP<sup>3</sup>)

#### *AP<sup>3</sup> Demonstration Site*

AP<sup>3</sup> team members Patrick Papania and Sue Lomenzo traveled to Morocco in late May for initial meetings with USAID/Morocco and its Agribusiness and Agriculture Development (AAD) Program. The purpose of this trip was to explore ways for AP<sup>3</sup> to be integrated in the work plan currently under development for AAD. The AP<sup>3</sup> task in Morocco is to assist AAD program staff in expanding the impact of their activities in the medicinal plant sector.

The AP<sup>3</sup> team conducted field visits to Rabat, Fes, and Meknes and met with a wide variety of individuals and organizations with a stake in the medicinal plant sector. These included large and small farmers, research institutes, universities, essential oil processors, NGOs, government officials, and representatives of private sector interests. All of the individuals interviewed spoke of the need to improve the information flow within

this sector and strengthen the value chains of specific commodities.

Although the AAD team has not yet decided which medicinal plant AP<sup>3</sup>'s assistance will focus on, several options were presented: lavender, rosemary, thyme, stevia, rose, verbena, and jasmine. AAD staff members are currently conducting a market analysis of each plant to help make that decision. Once a plant is chosen, AP<sup>3</sup> will assist AAD in strengthening the value chain of that commodity by bringing together all stakeholders early on and improving the way they work together. AP<sup>3</sup> may also provide assistance on improving a specific function within the herb sector (marketing, certification, quality control, etc.).

### ***AP<sup>3</sup> Demonstration Site***

In early June Patrick Papania participated in a panel discussion at the forty-first annual meeting of the Association for International Agriculture and Rural Development in Washington, DC. He presented AP<sup>3</sup>'s SCALE methodology as an innovative approach to sustainable, community-driven development and discussed its current implementation in Morocco through the AAD program discussed above. The audience was composed of about one hundred representatives of land grant universities from across the United States.

On June 29, Mr. Papania also participated on a panel at a workshop sponsored by USAID and the World Bank called "Building New Partnerships in the Global Food Chain." This workshop was held in conjunction with the annual conference of the International Food and Agribusiness Management Association in Chicago. His presentation was addressed to USAID program officers representing fifteen missions from the Asia/Near East region. He discussed how AP<sup>3</sup> will help build the value chains of medicinal herb products in Morocco.

### ***Communication and Information Survey***

The AP<sup>3</sup> team has completed a survey of twenty agriculture officers from USAID missions worldwide to solicit their views about best practices in agricultural communication and important sources of technical information for their programs. A report is being prepared to summarize the findings for USAID.

## **PANAMA**

### ***Sustainable Livestock Production***

In April a major policy reform initiative that staff members worked on for eighteen months with the national cattle ranchers association, the Ministry of Agriculture, and the National Development Bank, known as BDA, was accepted by all parties. The reform will incorporate environmentally sustainable practices such as agroforestry, improved pasture management, soil conservation, and protection of water sources in ranch management plans that will guide investment in cattle ranching by the private sector and lending decisions by the BDA. Although the primary impact of this policy will be on the Panama Canal Watershed, the effects will be felt nationwide.

In May AED and the Ministry of Agriculture held a workshop on the new policy with a wide range of stakeholder institutions, including the BDA, National Bank of Panama, Agricultural Research Institute, National Environment Authority (ANAM), Agricultural Marketing Institute, and the Panama Canal Authority (ACP). A similar workshop was held with private sector stakeholders. Both workshops represented an important step toward public declaration of the policy, which is expected in July.

During the second quarter, AED also signed a memorandum of understanding to collaborate on a sustainable livestock project in the province of Darien with ACDI/VOCA. The project will introduce agroforestry and water conservation technologies to selected livestock producers who have expressed an interest in using new processes on their farms. Ultimately these farms will serve as models for other livestock producers in their communities.

### ***Integrated Watershed Management Pilot Projects and Other Grants***

A grant was issued to the CONEP Clean Production Center to work with Panama's swine producers association on best practices in clean production for the swine industry. During this quarter a joint committee was also established with the Panama Canal Authority to use radio, television, and newspapers to publicize integrated watershed management efforts such as the new CONEP project and the work of other grantees

who are implementing pilot projects in selected subwatershed communities.

A grant was also issued this quarter to Audubon Panama for ecotourism activities involving bird watching. Audubon will produce a series of publications on the birds of Panama and guides to bird watching on several Panamanian nature trails.

### ***Ecotourism***

Ecotourism activities during the second quarter began with AED's public issue in April of an annual program statement on ecotourism activities to be conducted around Soberanía National Park. The statement invited applications for public-private ecotourism initiatives in the park. In response, AED received two proposals in May. The Houston Zoo proposed a predatory feline exhibit, and another proposal was received for the development of a rainforest discovery center. Both proposals are now being reviewed.

The development of service and administrative concessions in Soberanía is also moving forward. In June, ANAM finalized the legal documents for an open tender of concessions in the park. This achievement was significant for the agency, which has never dealt with concessions before. An architect was also hired to work with ANAM on the development of park infrastructure, and the agency is now in the process of updating Soberanía's park management plan.

During the second quarter AED staff and ANAM personnel "rediscovered" an abandoned gold mine in the park. The site is located near the Sardinilla River and contains relatively well-preserved remains of a pre-1890 steam engine and a Henty California stamp mill used to break up ore to extract gold. Although the trail to the mine has been taken over by the jungle, this site could form another important element of the park's diverse tourism offerings. ANAM is assessing the potential impact that increased human presence would have on the abundant wildlife in the area around the mine before developing any trails or even announcing the precise location of the site. Already, however, this discovery has received publicity in the local media.

At the historic site of Venta de Cruces, an old Spanish settlement, AED created and placed four interpretive signs for tourists. The signs describe

the importance of the Camino de Cruces and the passage through the area of such personages as the pirates Henry Morgan and Francis Drake and future president of the United States Ulysses S. Grant.

AED and the Multiplaza Pacific Mall in Panama City opened an information stand for Soberanía National Park to help shoppers in the mall learn more about the park's attractions. A "tourism passport" brochure that includes information on Soberanía is available for inquirers. The Robles Group, owners of the mall, have "adopted" national parks in El Salvador and Honduras in association with shopping centers they own in those countries. They are interested in continuing that program in Panama with Soberanía.

George Washington University's tourism consulting practicum was completed in June. Through this program, fourteen students from the university's business school visited Panama to work with Panamanian business students on developing ecotourism ideas for Soberanía. The World Tourism Organization and City of Knowledge, an international education and research institution, provided assistance for the practicum.

Finally, AED assisted ANAM in the celebration of Soberanía National Park's twenty-fifth anniversary. ANAM used the event to recognize the efforts of park guards and other service personnel. An announcement was placed in a local newspaper to publicize USAID and AED's support for ANAM's efforts to make Soberanía a world-class ecotourism destination.

### ***Seminars and Training Events***

Project staff held an international workshop in May on payment for environmental services. Participants discussed examples of payment schemes that have been enacted in a variety of settings. They also discussed a proposed payment scheme for livestock producers in Panama's Chagres National Park. The program would provide incentives to livestock producers within the park to convert fragile, erosion-prone pastureland to forest cover.

In July a training event was also organized for ANAM personnel, judges, and state attorneys on how to begin enforcing Panama's new environmental justice law.

Deputy chief of party Bolivar Pou made a presentation in June at the Fourth International Seminar on Watershed Management at the University of Wisconsin–Stevens Point. The seminar was sponsored by the U.S. Department of Agriculture/Forest Service. This year's theme was "Local Capacity Building for Healthy Watersheds."

Mr. Pou discussed the model of local community organization that is being applied through the Panama Integrated Watershed Management Program. The event organizers and other participants recognized him as a leader in community watershed management, and the *Stevens Point Journal* quoted him in an article on the seminar.

### **InfoCuenca Newsletter**

The latest issue of the Panama program's quarterly newsletter, *InfoCuenca*, was published during this quarter. It features a new, larger format with full-color photos. This issue concentrates on forestry policy and also features an interview with Dr. Gerald Murray, a professor of anthropology at the University of Florida whose work focuses on the human impacts of rural development, agriculture, and forestry. *InfoCuenca* is available to download at <http://www.aedpanama.org/> (choose "Boletín" in the left column).

## **TANZANIA**

### **Community Environmental Awards Scheme**

GreenCOM helped to coordinate prize ceremonies for the Community Environmental Awards Scheme (CEAS) in the twenty municipal districts that participate in the program throughout the country. Eighteen districts held their ceremonies in conjunction with United Nations World Environment Day on June 5. Karatu district held its event on June 16, the Day of the Child of Africa, and Monduli district organized its ceremony on Local Governments Day, July 1.

All of the ceremonies were well attended by community members, government officials, and USAID/Tanzania staff. Some ceremonies were covered in the print and electronic media. Prizes were purchased by GreenCOM. Chief of party Pancras Ngalason will coordinate follow-up

meetings with the district CEAS committees to obtain additional information for a report on the impact that CEAS has had over the past four years. That report will be completed by the time GreenCOM's task order for Tanzania ends in September.

### **New Environmental Education Book**

GreenCOM's new environmental education book, *Caring for Our Wildlife*, was printed and distributed to schools and other stakeholders throughout Tanzania. The printer donated an additional three hundred copies to the print run, enabling GreenCOM to share the book with a wider audience. Mr. Ngalason is working to secure financial support from other institutions to print more copies in the future.

*Caring for Our Wildlife* was printed as a dual-language book, with Kiswahili and English versions contained in the same volume. Both versions are also available in PDF format to download from the GreenCOM Web site. Visit <http://www.greencom.org> and choose from the list of projects "Tanzania: Communication, Communities, Conservation."

### **Consultative Meeting at USAID/Tanzania**

Chief of party Pancras Ngalason and GreenCOM environmental education consultant Dr. Irma Allen met with the new director of USAID/Tanzania's environmental program, Dennis Cengel, and environmental program implementation specialist Asukile Kajuni in May. They discussed GreenCOM's accomplishments to date and plans for the remaining portion of the contract, which ends in September 2005.

