



USAID
FROM THE AMERICAN PEOPLE

GREENCOM II QUARTERLY REPORT 3RD QUARTER 2006

OCTOBER 2006

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

GREENCOM II QUARTERLY REPORT 3RD QUARTER 2006

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

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

July 1, 2006 to September 30, 2006

Submitted By

Richard P. Bossi, GreenCOM Project Director

Submitted To

Roberta Hilbruner, Development Communication Specialist
USAID EGAT/ENV/ENR

For More Information

GreenCOM
Academy for Educational Development
1825 Connecticut Avenue, NW
Washington, DC 20009 USA
Tel: (202) 884-8000 / Fax: (202) 884-8997
E-mail: greencom@aed.org / Web site: <http://www.greencom.org>

GreenCOM is a single-award IQC contract with task orders. USAID missions seeking information about establishing a GreenCOM project should contact:

Roberta Hilbruner, Development Communication Specialist
USAID EGAT/ENV/ENR 3.8.135
1300 Pennsylvania Avenue, NW
Washington, DC 20523-3800 USA
Tel: (202) 712-5688 / Fax: (202) 216-3174
E-mail: rhilbruner@usaid.gov

CONTENTS

TASK ORDER #1: ACTIVITIES AND RESULTS	1
TECHNICAL OUTREACH AND GLOBAL LEADERSHIP.....	1
FIELD TASK ORDER ACTIVITIES	2
AGRICULTURAL PARTNERSHIPS FOR PRODUCTIVITY & PROSPERITY (AP ³).....	2
PANAMA	3

TASK ORDER #1: ACTIVITIES AND RESULTS

Technical Outreach and Global Leadership

USAID Kenya, East Africa, and Sudan Mission Training

GreenCOM/AP³ continued preparation for the three-day Strategic Planning for Transformational Development Training for the USAID Kenya, East Africa, and Sudan Missions. It is anticipated that thirty participants – foreign service officers, FSNs, and their in-country partners – will participate in the training. After the training, participants will have the capacity to:

1. Analyze why multiple USAID projects are coming to similar conclusions about the need for a new development approach and the implications that its adoption would have on their work.
2. Explain the SCALE™ (System-wide Collaborative Action for Livelihoods and the Environment) approach and list at least three types of impacts it can make on their projects.
3. Analyze the barriers and incentives to making a paradigm shift to SCALE™ or other similar approaches.
4. Incorporate a SCALE™ approach in the design, implementation, and evaluation of their projects.

SCALE™ Institutionalization in Kenya

GreenCOM/AP³ continued preparation for the one-week SCALE™ workshop designed for natural resource managers and communication practitioners. It is anticipated that twenty-five decision makers and twenty managers/practitioners will participate in the workshop. After the training participants will have the capacity to:

1. Apply systems-thinking tools and techniques in order to understand the

wider past, present, and future context of the issue.

2. Start working at scale on specific development issues 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.
3. Increase the numbers of stakeholders and strengthen the communication and relationships among them to create a network of interwoven interests and collaborative action (SCALE™ framework).
4. Strengthen informed decision-making that supports the co-creation and sharing of knowledge, and respects indigenous knowledge and culture.
5. Negotiate demand-driven and results-oriented solutions.
6. Interweave governance, economic, environmental, and social interests into a sustainable development model.
7. 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.

Nature, Wealth, and Power Video

On September 11, 2006, a draft video was presented to Roberta Hilbruner, USAID/EGAT/NRM; Peter Veit and Dena Leibman, WRI; and John Anderson, MCC. The individuals in attendance were provided a copy of the draft video and script and requested to provide technical content for Namibia, Madagascar, and Bangladesh to strengthen the overall narration.

FIELD TASK ORDER ACTIVITIES

Agricultural Partnerships for Productivity & Prosperity (AP³)

Morocco Demonstration Site

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

- Published the MAROC-PAM newsletter in July and September, featuring stories on the American MAP Market and the National Institute of Medicinal and Aromatic plants. The objective of the newsletter is to strengthen the circulation and distribution of technical and economic information.
- Launched the first Moroccan MAP sector website, www.marocpam.ma. Since the launch, the website has received an estimated 2,600 hits.
- Published more than 24 articles in the local newspapers and broadcasted five radio and television programs on AP³ activities. Media outlets have facilitated the flow of information.
- Organized technology transfer activities for the Beni Yaala Zekara cooperative and practitioners to train them on how to manufacture and use a distiller and improve the current method of conditioning and wild-crafting.
- Organized, in collaboration with the Department of Water and Forest in the Oriental region, a one-day training on the importance of protecting the rosemary plant in the Jerada region for the benefit of the Beni Yaala Zekara cooperative members and collectors. The event gathered more than 250 participants of which 44 were women.

- Facilitated the creation of two associations, *Moroccan Association of Aromatic and Medicinal Plants (AMAPAM)* and the *Moroccan Company of Aromatic and Medicinal Plants (SOMAPAM)*.
- Trained executives from the National Institute of Medicinal and Aromatic Plants on *Communication for the Moroccan MAP sector*.

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

- Developed a collaboration rating form and semi-structured interview guidelines for the final data collection in Morocco.
- Developed a complex data entry form in Excel that will allow us to import the data directly into UCINET for analysis.

Kenya Demonstration Site

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

- Continued production (KBC) on a second documentary on enriched feeds.
- Facilitated the registration of the Kenya Association of Tree Seeds and Nursery Operators (KATRESNO) Association.
- Organized a field trip to Kagunduini for representatives of eight major media outlets to improve their understanding of, and encourage responsible reporting about, the benefits of fodder shrubs.
- Organized the 2nd KATRESNO workshop attended by 35 seed dealers and 10 resource people.
- Enabled KATRESNO members to participate in the Agricultural Society of Kenya's (ASK) internationally recognized trade fair in Nairobi, helping them to

distribute information on fodder shrubs and sell seeds.

- Hosted a regional meeting for stakeholders in Thika to discuss progress to date on following through and delivering the commitments they made at the WSR workshop.

Panama

GreenCOM's active support to USAID/Panama continued on many fronts during the 3rd quarter of 2006. A summary of results is provided below.

Inauguration of the Potable Water Treatment Plant at Cerro Cama

On July 6, a slow sand filtration treatment plant, located in the community of Cerro Cama, was inaugurated. The slow sand filtration method is a simple, continuous, efficient, and reliable water treatment technique. Generally speaking, its low costs make it ideal for rural communities and/or the country, especially with respect to operation and maintenance. This plant was constructed within the framework of the Complementary Cleanup Project for communities situated in the Los Hules – Tinajones Sub-watersheds, funding was made available by the USAID/ACP Fund and executed by the NGO Group for Sustainable Environmental Management and Education (GEMAS). Construction of the plant took approximately five months.

Pilot Project Closing Conference to Disseminate Results and Lessons Learned

The conference was held in September and attended by dignitaries, decision-makers, community representatives, and local players. The event included: a presentation of lessons learned and a video containing testimonials, information on pilot project results, and the signing of a new letter of intent between USAID and ACP. A draft electronic version

of the document synthesizing the lessons learned and documents produced during the life of the project were also distributed.

Presentation of Lessons Learned Document from Pilot Projects in the LH-T and CQ Sub-watersheds

AED presented the document, "The Ten Lessons Learned for the Integrated Management of the Sub-watersheds of the Los Hules – Tinajones and Caño Quebrado Rivers," to the Panamanian public. The document synthesizes both the accomplishments and challenges encountered in these sub-watersheds.

Promotion of Sustainable Cattle Ranching Practices

Vegetative practices such as improved grasses, living fences, and timber and fruit trees in pastures—among other agroforestry and silvopastoral techniques—were established on five pilot farms. These practices were supported with technical assistance and training. Conditioning of the cattle ponds on these farms was completed, as well as installation of drinking troughs and distribution of water by pipelines to select pastures.

In addition, management plans have been prepared and are ready to be implemented on these farms. Proposed actions include: the introduction of proper vegetative and water management practices; and dissemination of a document outlining best practices throughout the region.

Completion of the Proposal for a Soil Conservation Policy

A working paper on a proposed soil conservation policy in the Panama Canal Watershed (PCW) was completed during this period. This working paper outlines the principles, objectives, legal and institutional frameworks, strategies, and specific

instruments that the national authorities will assume, through the Inter-Institutional Commission of the Panama Canal Watershed (CICH), for the purpose of utilizing and sustainably managing soil resources.

Design of Mechanisms for Payments of Environmental Services (PES)

Field work to gather information and observational visits farms in the representative Chagres National Park (Boquerón) area of the PCW and buffer zones was concluded during this quarter. The final report will be available soon. In addition, data collection and analysis have been completed on production costs, income, and cost flows at the farm level.

In response to a request by the CICH, a study for the design of a Payment for Environmental Services (PES) activity for the LH-T and CQ Sub-watersheds was prepared based on field visits and interviews with local producers. The information, proposals, and initiatives contained in the Management Plan for the LH-T and CQ Sub-watersheds were also reviewed. Coordination sessions with CICH were held to obtain support for the creation of cartographic material.

In addition, coordination sessions were held with ACP and ANAM to discuss the progress of the PES studies (based on the work of an ACP consultant and the AED study) in the PCW.

Design of Georeferenced Maps in Support of Management Plans for Silvopastoral Project Farms of LH-T and CQ Sub-watersheds

Digital maps were completed based on icon satellite images for each of the 15 pilot farms that provided technical assistance to the Silvopastoral Project in the LH-T and CQ Sub-watersheds. These maps include actual photos of the farm with its current and future uses agreed upon with the producer. Surface

area for current and future land use was calculated to facilitate quantifying and monitoring of all current and future actions performed to measure changes that take place on the farm. Additional complementary products include a digital land elevation map that highlights sloped areas within the productive unit. These maps are an important methodological contribution for the process of monitoring and incorporating best practices into the PES framework.

Final Report on Tourism Circuits Delivered to Authorities

The final report on tourism circuit development of the “Ecological Route Between Two Oceans,” to support the Tourism Cluster as a promotional strategy, was submitted and approved by the Cluster, IPAT, and USAID. The Ecological Route between Two Oceans Cluster is being supported through its own promotional efforts and events held in the United States and throughout Panama.