

ANNEX 3 STAP ROSTER TECHNICAL REVIEW

Hernan Torres made a technical review of the project on 12 January 1998. The review found the project on the whole to address a very important issue, and to be technically sound. He suggested five elements that needed to be clarified that have been incorporated as follows:

1. The project duration is for three years starting in May 1998. The sequencing of activities is included in chronograms that are in the work-plans of the six organizations
2. The national level demonstration activities have been prioritized to address those GEF focal areas for which GEF currently has funded operational programmes. In addition the project's objectives have been more closely linked with the specific organizations that will carry out the activities. The text for section 3 has been revised to reflect the organization(s) that will implement each activity. This will facilitate project monitoring, and help establish priorities for all activities.
3. The specific countries are Argentina, Chile, Costa Rica, Cuba, Mexico and Peru. These countries were selected on the following basis: Countries where the headquarters of the six networks are located; that have shown leadership in key activities of the Forum of Ministers of the Environment; that have explicitly expressed interest in developing demonstration activities towards a national strategy on environmental citizenship; and that play key roles in sub-regional networks and processes.
4. Certain activities are regional in nature. For example the 390 AMARC radio stations are located in many more countries than just the seven demonstration countries. In addition parliamentarians from 22 countries in the region are members of PARLATINO. In addition while the project plans demonstration activities in seven countries, materials produced and skills built will be used throughout the Latin America and Caribbean region.
5. Monitoring and Evaluation are integrated throughout the project at various stages. A monitoring and evaluation plan has been developed, and indicators proposed for the various activities. A combination of qualitative and quantitative assessments will be used, and the PDF funded survey will provide a baseline against which to measure changes in knowledge. A Regional Coordination Unit will be established along with a Project Advisory Board. Project Monitoring is included in the terms of reference of both groups.

TECHNICAL REVIEW

UNEP/GEF Global Environmental Citizenship Project Proposal

Prepared by
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January, 1998

A. GENERAL COMMENTS

The project proposal addresses a very important issue which has affected Latin American countries over the past decades: how to get a wider public support to global environmental issues and the effectiveness of actions to address them.

Several international conventions signed by Latin American countries have increasingly reinforced the fact that Latin American countries are in the process of destroying the biological basis of their own welfare. Indicators of this global environmental issue can be found in massive deforestation, impoverishment of semi-arid areas, species extinction, and disruption of ecological processes.

As a result of these international conventions the nations of Latin America have agreed that mechanisms should be established to deal with global environmental degradation at a national and local level to safeguard natural resources that provide important environmental benefits to the region. Unfortunately, local government priorities and budget allocations have not been sufficient to properly create public awareness on this very important subject. Very little or no actions have been taken in this regard.

The UNEP/GEF Global Environmental Citizenship project proposal, subject of this review, has been designed as an emergency effort to overcome this situation. The project is based on building a collaborative partnership among national, international, public, and private organizations not related to environmental issues to "generate public awareness and a culture of voluntary action which fosters and facilitates the ability of people from the region to understand the global environmental issues and relate them to their personal concerns".

The expected outputs of this project are: awareness raising, technical assistance and advice, demonstration campaigns, dissemination and follow up. These outputs and the corresponding activities described are logical and practical tools to contribute informed decision-making and actions on global environmental issues in Latin America.

At present, there are very few or no actions taken to reach the social segments or target groups not normally related to environmental issues. Traditionally, global environmental issues in Latin America are matter of concern at high government and non-government decision-making levels and very few or no local societies and groups understand the importance of considering global environmental issues when planning resource use and development to improve local economies and their sustainability.

In this sense, the project proposal is certainly presenting a valid and opportune set of avenues to overcome, from a regional perspective, a lack of awareness on global environmental issues in those groups not related to environmental issues in Latin America.

B. KEY ISSUES

(a) Technical soundness

The techniques proposed by the project to achieve its main goal are adequate for the following reasons:

- It proposes massive means of communication to reach target groups.
- It identifies no environmental related organizations as target groups.
- In order to reach these target groups it will build collaborative partnerships with other international, national, and local organizations.

(b) Identification of the global and environmental benefits

The project proposes to put in practice a participative strategy to improve the conscience taking in respect to the global environmental issues in Latin America. This project can be seen as an important complement to other international initiatives related with global environmental problems in this context the project certainly constitutes an additional benefit in the search of solutions to the global environmental problems in Latin America.

(c) The project within the context of the goals of the GEF

The project proposal fits within the context of the goals of GEF as well as its operational strategies for the following reasons:

- The project considers an active participation and consultations with different social groups. It seeks for

strategic partnerships with relevant stakeholders within and across countries.

- The project is directly addressing the GEF mandate by targeting information products and services, as well as constituencies, that promote decision making on policies, investment choices, resource management and technology options within the GEF's operational programs.
- The project intends to create an awareness of the relationship between the global environmental issues and the local, national and regional, social, economic and ecological realities and to build the capacities of stakeholders with key political and social influence in respect of environmental issues.

(d) Regional context

The project is a positive regional initiative. It presents global and local strategies to deal with the public awareness on global environmental issues in Latin America. It will generate a high level informed public involvement at the regional level.

(e) Replicability of the project

The techniques and methodologies proposed to implement this project appear to be appropriate for the Asian and African cases. In a certain sense the environmental problems faced by these two continents have similarities with those of Latin America. However, the social, cultural and economical complexities of the countries located in Asia and Africa may require subtle adaptations.

(f) Sustainability of the project

The project, as described, already has the support of high level authorities of Latin America. In addition, the project has secured the participation of well established organizations that have a long history of successful results in their relations with local communities and societies.

The project also proposes to strengthen the regional citizen forum as a complementary way of support and has selected six networks that have agreed to participate and implement the activities of the project utilizing its institutional capacities and contributing to their own resources.

C. SECONDARY ISSUES**(a) Linkages to other focal areas**

It is important that the project will generate interest and action in parliamentarians, local authorities, consumers, radio-broadcasters, educators, and religious groups to promote and encourage supportive, legal, regulatory, and policy changes in favor of a sustainable use of the environment. These actions will have a multiplier-effect at national and international level. This is clearly a useful linkage to others' international environmental policy initiatives as well.

(b) Linkages to other programs and action plans

Other environmental initiatives carried out by United Nations Food and Agriculture Organization, World Conservation Union, Tratado de Cooperación Amazonica, United Nations Education and Scientific Organization, The Nature Conservancy, Conservation International, World Bank, Inter American Development Bank, and others will certainly be benefitted by this project.

If the adequate line of information exchange between the above mentioned organizations and their respective programs is established this could give way to greater chances to augment the awareness on the importance to deal with the current global environmental problems.

(c) Other beneficial or damaging environmental effects

The project proposal does not imply any damaging environmental effect. On the contrary, the overall environmental impact of this project is clearly beneficial to other sectors such as health, economy and welfare.

(d) Degree of involvement of stakeholders in the project

The project already has the endorsement of six key major groups of great influence in Latin America:

- Parliamentarians
- Organized consumer groups
- Local authorities
- Educators
- Radio-broadcasters

- Religious groups

All of these groups operate on a global scale and are well organized. They are interested in expanding their institutional missions to include global environmental concerns and have an existing original delivery system that can be made available for the dissemination of information and materials this project will generate.

- (e) Capacity building aspects

The project as presented will assist the partners in the transition of building the capacity of incorporating global environmental issues to their institutional scopes and programs.

- (f) Innovativeness of the project

The project is innovative. It describes a reality and presents valid options to include important not environmental related segments of Latin American society in understanding the importance of global environmental issues in the decision making process.

D. ELEMENTS THAT NEED FURTHER CLARIFICATION

- (a) Project duration

There is no indication in the text of the project proposal on what is the time-life of the project. Including a chronogram with the expected outputs and activities will be very useful.

- (b) Setting priorities and responsibilities

It could be useful to have a section on how the project will prioritized the activities proposed. It looks clear that not all of them will take place at the same time. It is also important to indicate which organizations will be responsible to carry out the activities programmed and budget to undertake them.

- (c) Criteria for selecting participating countries

The project proposal indicates it will begin working in seven countries of Latin America, without mentioning which specific countries were chosen, and there is no explanation on why and how these countries were selected.

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(d) **Explanation on how not selected countries will benefits from the project**

It is important to mention how and when not selected countries will participate in this regional initiative. Here, it will be also important to indicate if countries like Cuba and the Dominican Republic, Spanish speaking countries very close culturally, socially and economically to other continental Latin American countries, would benefit from this initiative.

It would also be useful to mention why Suriname and Guyana in South America and Belize in Central America would benefit considering the fact that some global environmental issues have transfrontier effects.

(e) **Evaluation mechanisms**

There is no indication in the document on how the project will be evaluated. Although the project is result-oriented it would be useful anyway to have performance evaluation mechanisms.