

SMALL GRANTS PROGRAMME PROJECT PROPOSAL

Project Title: *“Proud of our deserts while combating desertification”*
Coordination and promotion of the International Year of Deserts and Desertification programme in Namibia in the context of Vision 2030.

Project Goal: Namibians understand the contrasting contributions of deserts and desertification to their livelihoods and how they can integrate these into NDP3 processes and policy developments in Namibia.

Project Objectives:

- 1) Awareness concerning the benefits of deserts to livelihoods in Namibia is raised and their comparative advantage in terms of Vision 2030 is understood.
- 2) Maintenance of productivity of natural resources, as elaborated in Vision 2030 and our National Development Plans, is promoted through greater recognition of the threats of desertification.
- 3) Share opportunities provided by IYDD to complement on-going activities in Government, NGOs and civil society.

1. Proponent Organization:

Name: Gobabeb Training and Research Centre and Desert Research Foundation of Namibia.
Type: Joint Venture
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Legal Status: Trust

References and Previous Experience:

The Gobabeb Training and Research Centre (Gobabeb Centre) has been undertaking training and research related to environment and its management and use, since 1962. The Centre, a joint venture between the Desert Research Foundation of Namibia (DRFN)¹ and the Ministry of Environment and Tourism (MET)², has extensive experience and proven work of international standard, ranging from biological and ecological training and research to that encompassing appropriate renewable technology. It is particularly well known for its contribution to capacity building and training of young Namibians. Gobabeb provides supervision and the basic training to many Namibian tertiary, secondary, and primary students. The Centre has attained international reputation for its work on desertification and land degradation, and is recognized as a SADC Centre of Excellence.

The Gobabeb Centre is a dynamic organisation, working with its key partners in providing a unique opportunity for students and staff to work with, and be exposed to diverse stakeholders. These include rural communities, farmers, municipalities, other NGOs, government ministries and departments, extension personnel, scientists, students, donors, technicians and others. For those learning at all levels, Gobabeb and its associates in MET and DRFN provide many opportunities for interacting with a diversity of stakeholders working towards a common goal.

Governance Structure:

The Centre is headed by an Executive Director who reports to a Board made up of 9 members, 3 representatives from each of the founding institutions (DRFN and MET), and three additional members representing the Topnaar Community, the Polytechnic of Namibia, and SADC.

2. Project Location:

The project will promote national and local level activities creating, sharing and influencing work targeting most of the geographical regions of Namibia. The administration will be based at the Gobabeb Training and

¹ DRFN is an environmental and development NGO in Namibia since independence which is well-known for its community development centered approach.

² MET is a public institution which is responsible for overall environmental management.

Activities/Outcomes

Project Component	Objectively Verifiable Indicators (OVIs)	Milestones	Assumptions
Result 1: Awareness concerning the benefits of deserts to livelihoods in Namibia is raised and their comparative advantage in terms of Vision 2030 is understood.			Most of the people are aware of the benefits of deserts to livelihoods in Namibia
1.1 Write and disseminate newspaper articles on deserts every second month, preferably a regular feature in Weekender or Youth paper(the Namibian)	6 newspaper articles on deserts are developed and submitted to newspaper	Newspaper articles on deserts are disseminated every second month	
1.2 Prepare Radio talk on deserts every second month	At least 6 radio talks prepared and transmitted	Radio talks on deserts are broadcasted every second month	
1.3 Prepare a TV talk on deserts at least twice a year	2 TV appearances prepared and transmitted	TV talks on deserts are transmitted twice a year	
1.4 Develop TV and Radio message (short slots in between regular programmes) on deserts for regular transmission	At least 5 different messages developed and transmitted on TV and radio	TV and Radio messages on deserts are transmitted regularly	
1.5 Contribute material to CPP/Gobabeb centre/DRFN websites quarterly	At least 10 short reports contributed to the web	Materials are compiled to and published on CPP/Gobabeb centre/DRFN websites regularly	
1.6 Write articles for different magazines on deserts, for example Agriviews, Conservation Magazine, Flamingo, Big issue supplement and Africa post every third month	At least 4 articles on deserts are sent out to participating stakeholders every third month, and printed materials filed	Articles are submitted for release in different magazines on deserts	
1.7 Promote the International Long Term Ecological Research (ILTER) meeting on radio/newspapers/TV, two month before the meeting.	Information text, article, explaining what the ILTER meeting is about prepared and published via newspaper and radio	ILTER meeting is promoted on radio and newspaper	
1.8 Contribute to and promote the UNESCO Future of Drylands meeting in Tunis, June 2006 on radio and in newspapers, two months before the meeting	Information text, article, explaining what the UNESCO Future of Drylands meeting is about, prepared and published via newspaper and radio.	UNESCO future of drylands meeting is promoted and contributions are made	

Project Component	Objectively Verifiable Indicators (OVIs)	Milestones	Assumptions
2.6 Write articles for different magazines on desertification, for example Agriviews, Conservation Magazine, Flamingo, Big issue supplement and Africa post, every third month	4 articles on desertification are developed and distributed to participating stakeholders every third month, and printed materials filed	Articles on desertification are submitted for release in different magazines	
2.7 Promote World Desertification Day, June, with relevant and appropriate awareness raising. Two months before the celebration of the day	Awareness raising text about World Desertification Day produced and disseminated	World Desertification Day is promoted through awareness raising	
2.8 Contribute to and promote UNESCO's Future of Drylands meeting in Tunisia, June, on radio/newspapers, two months before the meeting	Information text, article, explaining what the UNESCO Future of Drylands meeting is about, prepared and published via newspaper and radio	UNESCO future of drylands meeting is promoted and contributions are made	
2.9 Develop tools for dissemination of information informally to schools/tertiary educational institutions in Namibia e.g. conduct national school quizzes through newspapers/radio, every second month	Two specific information sharing tools developed and implemented	Tools for dissemination of information in schools are developed and used	
2.10 Write Parliamentary updates on desertification quarterly	3 Updates on desertification are produced and distributed to parliament	Parliamentary updates on desertification are distributed quarterly	
2.11 Write and disseminate a newsletter every second month to all stakeholders (combine with 1.11)	6 newsletters prepared and sent out to participating stakeholders	Newsletters are disseminated every second month	
2.12 Promote World Environment Day, June 2006, with relevant and appropriate awareness raising; take advantage of launch of UNEP's Global Environmental Outlook for Deserts on that day (1 of 6 lead authors a Namibian). Two months before the celebration of the day	Information about IYDD developed and disseminate to newspapers and radio stations	World Environment Day is promoted with relevant and appropriate awareness raising	
2.13 Keep abreast of developments, identify and react to relevant issues	75% of relevant issues are identified and considered	Attention is given to identified relevant issues	
Result 3: Share opportunities provided by IYDD to complement on-going activities in Government, NGOs and civil society			Stakeholders make use of Opportunities to increase awareness of deserts and desertification.
3.1 Identify and contact all relevant stakeholders that are working in the related sector, for the first two months of the project	Stakeholder contact list established and contacted by March 2006	All relevant stakeholders in the related sector are identified and contacted	

Expected results and how they will be measured:

Expected results of the project are that Participating stakeholders/partners have improved understanding and awareness/appreciation for deserts and desertification in Namibia and in the region. The following general indicators will highlight the success of the project:

- 50% of participating stakeholders have expressed satisfaction/appreciation of the process
- 50% of identified primary partners have participated in the project activities
- Increased national discussion (media) regarding the topics at hand
- Volume of communication with identified partners have increased with 50%
- At least 4 topical themes have been elaborated upon and included in the Weekender
- Increased interest shown by international community (e.g. donors, networks, conferences and hits on websites).

8. Technical Assistance:

Technical assistance will be given in form of human resources from various institutions including;

Institution	Technical assistance required
1. Government Ministries (e.g. MAWF and MET)	Share, advise, lead the process and participate in meetings and activities
2. Gobabeb Centre	Share, advise, disseminate information, act as secretariat and participate in meetings and activities
3. DRFN	Share, advise, disseminate information, support secretariat and participate in meetings and activities
4. Namibia Non Governmental Organisation Forum (NANGOF) and its member NGOs (e.g. NDT, NNF and others)	Share, advise and participate in meetings and activities
5. UNDP	Share, advise, disseminate information, support secretariat and participate in meetings and activities
6. UNESCO	Provision of UNCCD desertification kit

1.3 Prepare a TV talk on deserts at least twice a year	Proponent Institution	2 TV appearances prepared and transmitted													
1.4 Develop TV and Radio message on deserts for regular transmission	Proponent Institution	At least 5 different messages developed and transmitted on TV and radio													
1.5 Contribute material to CPP/Gobabeb centre/DRFN web-sites quarterly	Proponent Institution	At least 10 short reports contributed to the web													
1.6 Write articles for different magazines on deserts, for example Agriviews, Conservation Magazines, Flamingo, Big issue supplement and Africa post every third month	Proponent Institution	At least 4 articles on deserts are sent out to participating stakeholders every third month, and printed materials filed													
1.7 Promote the ILTER meeting on radio/newspapers/TV, promote two months before the ILTER meeting	Proponent Institution	Information text, article, explaining what the ILTER meeting is about prepared and published via newspaper and radio													
1.8 Contribute to and promote the UNESCO Future of Drylands meeting in Tunis, June 2006 on radio/newspapers/TV, two months before the meeting	Proponent Institution	Information text, article, explaining what the UNESCO Future of Drylands meeting is about, prepared and published via newspaper and radio.													
1.9 Develop tools for dissemination of information informally to schools/tertiary education institutions in Namibia e.g. conduct national school quizzes through newspapers/radio every second month	Proponent Institution	Two specific information sharing tools developed and implemented													
1.10 Write Parliamentary updates	Proponent Institution	3 Updates on deserts													

regular transmission		and transmitted on TV and radio													
2.5 Contribute material to CPP/Gobabeb centre/DRFN web-sites quarterly	Proponent Institution	At least 10 short reports contributed to the web													
2.6 Write articles for different magazines on desertification, for example Agriviews, Conservation Magazine, Flamingo, Big issue supplement and Africa post every third month and sent on different months than 1.6)	Proponent Institution	4 articles on desertification are developed and distributed to participating stakeholders every third month, and printed materials filed													
2.7 Promote World Desertification Day, June 2006, with relevant and appropriate awareness raising. Two months before the celebration of the day	Proponent Institution	Awareness raising text about World Desertification Day produced and disseminated													
2.8 Contribute to and promote UNESCO's Future of Drylands meeting in Tunis, June, on radio/newspapers. Two months before the meeting	Proponent Institution	Information text, article, explaining what the UNESCO Future of Drylands meeting is about, prepared and published via newspaper and radio													
2.9 Develop tools for dissemination of information informally to schools/tertiary institutions in Namibia e.g. Conduct national school quizzes through newspapers/radio, every second month	Proponent Institution	Two specific information sharing tools developed and implemented													
2.10 Write Parliamentary updates on desertification quarterly	Proponent Institution	3 Updates on desertification are produced and distributed to parliament													
2.11 Write and disseminate a newsletter every second month to	Proponent Institution	6 newsletters prepared and sent													

sessions in collaboration with different partners/stakeholders, once a year		lecture prepared and presented												
3.6 Evaluate stakeholder awareness at regular intervals, in terms of reaction to materials, and suggestions for ongoing awareness program, every third month	Proponent Institution	4 reports presenting an analysis of stakeholder awareness produced												
3.7 Breakfast meeting with permanent secretaries to introduce IYDD and contrasting contributions of deserts and desertification	Proponent Institution	1 breakfast meeting held and documented												
Indicate persons responsible for monitoring and progress reports: Proponent Institution members			Monitoring Frequency / Reporting											
Monitoring and Record-Keeping														
Progress reports, quarterly														

11. Monitoring and Evaluation plan

A 4-months progress and financial report will be provided to monitor the advancement of the project. The evaluation plan will be conducted by proponent organization members.

12. Sustainability Plan

While the IYDD will finish at the end of December 2006, the awareness-raising benefits should be long-lasting. In addition, project participants will gain valuable experience in working together. Many materials produced will remain relevant for educational projects in years to come

13. Communications

- Information Pamphlets will be developed in English, and would be made available for any future translation into local languages
- Talk of the Nations debate on desertification, drought and land degradation (Television programmes);
- Newsletters/ newspaper articles
- Internet/email communication
- Workshops and meetings

14. Any Supporting Documents

1. Endorsement letter from Namibian Association of CBNRM Support Organisations (NACSO)
2. Gobabeb and DRFN information Brochures
3. DRFN publications
4. Budget notes

Overall total				200,000	200,000	200,000	200,000	800,000	300,000	100	500,000	50,000
Note:												
Exchange rate of 22 February 2006 (N\$6 = USD 1)												
The last two months (January and February) are for narrative report and audit exclusive final evaluation												

Budget notes	
No.	Explanation
1	Includes allowance for the IYDD coordinator, basically this is for time spent doing IYDD activities such as writing articles, newsletters, reports and also includes editing and layout etc.
2	Includes allowance for the IYDD assistant coordinator for supporting the IYDD coordinator, to get activities done, such as organizing talks on TV and radio, since the assistant is based in Windhoek.
3	This includes stakeholder accommodation and food during meetings and payment for facilitation of workshops. It excludes the IYDD coordinator and assistant.
4	Production of materials includes; printing costs (brochures, t-shirts etc).
5	Travel cost includes; travel allowance, fuel, camping rates etc.
6	Repair and Maintenance of vehicles used for IYDD activities
7	Vehicle hire includes payment for vehicles hired to carry out IYDD activities.
8	Communication costs include telephone and fax bills, website upkeep and use of the computer and scanner.
9	Reporting to SGP on the use of the funds allocated and dissemination of information to stakeholders on the progress of the project. Inputs into national and international conferences, workshops and other events. For example taking IYDD posters to the UNESCO Conference on Future of Dry lands etc.
10	Admin fee includes allowance for the persons who will do administration work and management of the funds and also bank charges are included.

Note: Co-financing is from Gobabeb Training and Research Centre and Desert Research Foundation of Namibia.