

## **CEPF Final Completion and Impact Report**

<b>Organization's Legal Name:</b>	Amjad and Majdi Salameh Company
<b>Project Title:</b>	Promoting Biodiversity-Friendly Agriculture to Sustain Traditional Production Landscapes of Dibeen Area, Jordan
<b>Grant Number:</b>	CEPF-111403
<b>Hotspot:</b>	Mediterranean Basin II
<b>Strategic Direction:</b>	3 Promote the maintenance of traditional land-use practices necessary for the conservation of Mediterranean biodiversity in priority corridors of high cultural and biodiversity value
<b>Grant Amount:</b>	\$199,970.27
<b>Project Dates:</b>	February 01, 2021 - July 31, 2022
<b>Date of Report:</b>	December 04, 2022

### **IMPLEMENTATION PARTNERS**

RSCN –Dibeen PA - selection of the project implementation area, identification of investment activities to improve agricultural practices and value chains, joint meetings with the beneficiaries, RSCN support to marketing and sales of products. Engagement with the RSCN conservation division regarding invasive species and agricultural pests, and regarding the conservation of flagship species (e.g. Iris bismarckiana and the Persian squirrel).

WADI NGO – Our project maintained strong coordination and collaboration with WADI, implemented joint activities (Iris bismarckiana study, biodiversity survey of WADI tree plantation site, awareness raising, supply of equipment to Mawasem workshop, etc.).

Pioneer Farmer Women Association –engaged initially as liaison organization with the local community and hosted training and awareness activities. Participated in the selection of value chain beneficiaries, attended all project awareness raising events, and facilitated the participation of the beneficiary women in Bazars in Amman and Jarash.

MOA – Jerash Directorate were consulted about traditional farming approaches, and measures to enhance extension services to protect biodiversity.

UNDP-Jordan- Discussed UNDP planned NGOs market in Amman (not yet developed) and investigated how Mawasem benefit from it.

GGGI and Fenn Church – Jordan. discussed project relevance to the agriculture sector GGAP and future collaboration including developing small composting project for farms in Najdah (didn't materialize).

MoEnv, MoA, NARC, JUST, University of Jordan, Jarash University, RSCN, Wadi, Royal Botanical Garden, and others, were engaged in project related discussions and events, most importantly the national workshop on invasive species and agricultural pests.

Roa'ya and AL Mammlaka TVs visited Mawasem Workshop and broadcasted reportages about it.

Dibeen.com - consulted during the proposal stage, requested financial support to improve their website. Collaboration stopped.

## CONSERVATION IMPACTS

Planned Long-Term Impacts: 3+ years (as stated in the approved proposal)

Impact Description	Impact Summary
<p>Traditional knowledge and best practices incorporated in present agriculture uses in Dibbeen KBA to maintain multiple sustainable use of the traditional productive landscape and to maintain the features and values of Dibbeen traditional productive landscape.</p>	<p>The traditional knowledge have been captured in the brief communication materials prepared by the project for awareness raising, and have been successfully communicated to the participants in the project training and awareness raising activities and events. The produced materials are available and can be shared with relevant stakeholders in the future. The project succeeded in triggering wider community movement in Najdah village toward maintaining multiple sustainable use of the traditional productive landscape. A community agreement is in place, and the community willingness to enroll in related activities and actions increased substantially by the project. Hence, Further support for a period longer than 18 months (preferably about five years) are needed to maintain the achievement, and to ensure the achievement of the targeted long term impact.</p>
<p>Eco-farming and biodiversity-responsible (traditional and innovative) agricultural measures and practices are mainstreamed into the agriculture extension services and plans.</p>	<p>Knowledge about biodiversity-responsible (traditional and innovative) agricultural measures and practices have been compiled into the communication briefs and have been communicated to the project partners, stakeholders and beneficiaries during the implemented events. Hence, the project could not successfully engage with the providers of extension services from the government side due to recent changes in roles and responsibilities between NCAR and the Ministry of Agriculture, and the ongoing restructuring of this sub-sector. Hence, we noted that a project is in the pipeline of the government to enhance extension services throughout the country, and this project can provide excellent vehicle for mainstreaming biodiversity-responsible (traditional and innovative) agricultural measures and practices into extension services.</p>
<p>The habitat and biological corridors for endemic and threatened wildlife species directly linked to the traditional productive landscape in Dibbeen KBA are maintained and enhanced throughout the KBA, and the conservation status of these species is improved at local/national levels.</p>	<p>The biodiversity monitoring surveys indicated the presence of the key species of mammals and reptiles within and near agricultural farms. Five carnivores and several reptiles including the globally threatened spurthighed tortoise. The dense growths of oak forests near the farms represent an essential refuge for these taxa around the agricultural areas.</p>

Impact Description	Impact Summary
	<p>Some of the measures that were taken in the farms (e.g. stonewalls) provided microhabitats for rock-dwelling reptiles and prevented some problematic species from entering the farms (e.g. wild boar). This measure helped in promoting biodiversity-friendly agriculture and reduced the conflict between farmers and an agricultural pest. Public awareness proved to be a useful tool in educating the farmers and local villagers on biodiversity-friendly agriculture and the importance of biodiversity for sustainable agriculture.</p> <p>An additional study titled "Habitat selection for Nazareth iris (<i>Iris bismarckiana</i>) to reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with the KBA.</p> <p>Other recommendations are provided in the mentioned reports.</p>

Planned Short-Term Impacts: 1 to 3 years (as stated in the approved proposal)

Impact Description	Impact Summary
<p>By the end of the project (May 2022), identified and planned practical biodiversity-responsible (traditional and innovative) agricultural measures and practices are effectively piloted at minimum of eight farms covering a total areas of at least 10 hectares, and introduced/demonstrated to farmers running farms covering together a total areas of at least 100 hectares selected from the most valuable and sensitive biodiversity areas from within the traditional productive landscape of Dibbeen KBA.</p>	<p>The identified and planned practical biodiversity-responsible (traditional and innovative) agricultural measures and practices are effectively piloted at 11 farming lots/farms covering a total area of 9.03 hectares (owned by 8 farming families). The improvements included stone fences to improve terracing, farms cleaning and land preparation, supply of natural fertilizers, planting productive trees and seedlings (native species and varieties), supply of water tanks for irrigating, treatment of infected and broken trees, and through regular mentoring and extension. 30 farming families managing 93.7 hectares of farm lands in the KBA benefited from attending training and awareness activities and benefited from the supply of farming tools and native productive trees (olive, grapes, peach, apple, etc.) and medicinal herbs (sage and thyme).</p>
<p>By the end of the project (May 2022), and , with attention to gender balance, the economic returns of the eight pilot farms supported by the project, and another 10 micro/small agricultural value chain investments that demonstrate positive impacts on biodiversity are enhanced.</p>	<p>The planned practical biodiversity-responsible (traditional and innovative) agricultural measures and practices are effectively piloted at 11 farming lots/farms covering a total area of 9.03 hectares (owned by 8 families). The improvements included stone fences to improve terracing, farms cleaning and land preparation, supply of natural fertilizers, planting productive trees and seedlings, supply of</p>

Impact Description	Impact Summary
	<p>water tanks, treatment of infected and broken trees following traditional practices, and through regular mentoring and extension services to the farmers throughout the production cycle. The entire community of Najdah village (total of 30 farming families, 93.7 hectares of farm lands) benefited from the supply of farming tools and 820 native productive trees and seedlings.</p> <p>The implementation of the value chain improvement included total of 21 direct beneficiaries from the project technical support and supplies (14 beneficiary women from Najdah, the mentor/trainer of Mawasem workshop, 3 women and one man from Sakeb [home-based micro investments for soap production from olive oil, Khabisah (grapes paste/candy), jam and pickles, and honey production (bee keeping)]. Another 2 beneficiary women from Najdah were supported to establish their home-based productive projects</p>
<p>By the end of the project (May 2022), and with attention to gender balance, a business network of biodiversity-responsible actors from the agriculture value chain in Dibbeen KBA is established and maintained.</p>	<p>A network of local farmers, local agro-industries and small producers, and the suppliers of agrochemicals and agricultural tools was initiated and grown through the project implementation period. The networking of local farmers from Najdah, local agro-industries and small producers, and the suppliers of agrochemicals and agricultural tools is ongoing. This network currently includes Mawasem Workshop (Weddyan Najdah L.L.C), local beneficiaries from Sakeb, 30 local farmers in Najdah, Sama Al Majdal Farms and Agricultural Industry Company (processing of agricultural products and sales market), Fadi Yoghurt Market, Shadi Yoghurt Market, Abu Abdullah Al Afif Nursery and Agricultural Supplies Company, Amjad Al Weddyan Agricultural Company, Ar Rawdah Supermarket, AL Mahaba Honey Production and Pickles Company, and Wadi and RSCN NGOs. Other indirectly linked players include the suppliers of the containers and packaging materials to the workshop and the beneficiaries.</p>
<p>By the end of the project (May 2022), positive and negative impacts from the piloted practical and economic measures on biodiversity status are monitored and evaluated, with focus on threatened species dependent on traditional land use or agriculture practices.</p>	<p>The biodiversity baseline and monitoring surveys were conducted as per the schedule and a report was produced and submitted to CEPF. An additional study titled "Habitat selection for Nazareth iris (Iris bismarckiana) to reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. Copy of the study report was submitted to CEPF RIT and to project partners.</p>
<p>By the end of the project (May 2022), twenty female and male providers of the extension services and ten other participants from</p>	<p>Training on biodiversity-responsible agriculture practices, and on land use measures to maintain traditional productive landscapes in the</p>

Impact Description	Impact Summary
<p>related stakeholders are provided with TOT skills, training on biodiversity-responsible agriculture practices, and on land use measures to maintain traditional productive landscapes in the Mediterranean hotspot (Dibeen KBA as a case study).</p>	<p>Mediterranean hotspot (Dibeen KBA as a case study) was delivered in multiple occasions (workshops and discussion groups) to local beneficiaries, stakeholders and project partners. This include the project first workshop, the Farmers workshop held on May 7th 2022, the all-inclusive community workshop held in March 21st 2022 on productive landscapes and nature conservation, the farmers final workshop/retreat on June 9th 2022, and the national workshop on Invasive Species and Agricultural Bests was held in Amman on June 26th 2022. Hence, the training didn't cover TOT skills, and did not target the providers of extension services other than those identified as part of the value chain network. The participants in these events included male and female participants</p> <p>Upon invitation from the Ministry of Environment, the Project Manager presented in September 2022 the Dibeen Land Use Plan and the project in a workshop organized for ESIA specialists on strategic environmental and social assessment. The land use plan and its development process was presented as a case study for mainstreaming SEA approaches in land use planning for KBA's.</p>
<p>By the end of the project (May 2022), and with attention to gender balance, about 170 persons are aware of the value of the traditional productive landscape in Dibeen KBA, the value of biodiversity to maintain sustainable and profitable agriculture, and aware of the biodiversity-responsible agricultural practices to maintain these values.</p>	<p>The target of about 170 persons is aware of the value of the traditional productive landscape in Dibeen KBA, the value of biodiversity to maintain sustainable and profitable agriculture, and aware of the biodiversity-responsible agricultural practices to maintain these values have been achieved. All 30 families from Najdah (more than 140 participants, including adults and youth, male and female participants), five families from Sakeb (more than 20 participants), and about 20 other women from Sakeb and other villages in the KBA participated in the project consultation, awareness raising and training events. Also, all project partners and engaged players (RSCN, WADI, Pioneer Farmer Women Association, Sama Al Majdal Company, etc.) participated in one or more of the project events. The Facebook group (الزراعة في الأردن وأرض العرب) received technical support from our team and it is playing pivotal role bringing all players together in one virtual place, and this group reached today more than 110,000 subscribers. This group is administrated by our consultant for eco-friendly agriculture and it has shown tremendous improvement in the quality of technical advice given to the different stakeholders regarding biodiversity-responsible traditional agricultural practices.</p>

Impact Description	Impact Summary
By the end of the project (May 2022), and with attention to gender balance, community agreement for adopting biodiversity-responsible agricultural practices to maintain the traditional productive landscape of Dibbeen KBA is signed by the main beneficiaries and other agriculture value chain actors.	A community agreement was prepared, discussed, negotiated and ratified by the beneficiaries from Najdah and Sakeb, and some other value chain actors. This agreement concerns the adoption of biodiversity-responsible agricultural practices to maintain the traditional productive landscape of Dibbeen KBA.
By the end of the project, and with attention to gender balance, the capacity of at least six local CBOs and environmental NGOs for the engagement with the private sector, and for fundraising for biodiversity conservation and for maintaining traditional productive landscapes is enhanced.	Training on productive landscapes and nature conservation (principals, approaches and fundraising), and on updating and managing online markets (two events) were organized with local participants from Najdah and Sakeb villages, including those from Pioneer Farmer Women Association. Hence, the project team could not identify other cooperatives or NGOs from the two targeted villages to attend such training.

### Unexpected impacts (positive or negative)?

The project received good attention from local farmers from other villages, and of course from all farmers and potential beneficiaries in Najdah. The demand for engagement in the project, especially during the last 12 months of the project, exceeded our expectations. We had to do some modifications to some of the project activities to increase the number of direct beneficiaries thus to include all families in Najdah village (total of 30 families), in addition to five beneficiaries from Sakeb village. As expected, we couldn't accommodate all support inquiries, but we managed to maintain just sharing of project benefits among the entire community of Najdah through the supply of agricultural tools, trees and seedlings, though increasing the number of direct beneficiaries of the developed Mawasem workshop to include 14 women from Najdah representing almost half of the families in the village focusing on those who demonstrated highest interest, availability, skill and willingness to enroll in such a business. Two most poor ladies from Najdah (widows, heads of family) were supported to develop their own home-based productive kitchen and micro chicken eggs projects through the value chain improvement component of the project.

Though we have been advocating the local community to establish their own civil society organization, cooperative or NGO in Najdah thus to hand over the production workshop (Mawasem) to them, hence, they are still reluctant about it. Therefore, we established Weddyan Najdah L.L.C as business arm for this project which now owns the workshop. We informed the beneficiaries that we would like to transfer the ownership of this company to the 15 beneficiaries of the workshop before the end of this year and we are working closely with them on related arrangements.

Weather conditions and Covid-19 epidemic caused substantial delay to the implementation of the project activities, especially in the first year of the project. Hence, the team put extra effort to ensure bringing the project up to speed.

The biodiversity assessment and monitoring report summarized that the biodiversity monitoring indicated the presence of the key species of mammals and reptiles within and near agricultural farms. Five carnivores and several reptiles including the globally threatened spurthighed tortoise. The dense growths of oak forests near the farms represent an essential refuge for these taxa around the agricultural areas. Some of the measures that were taken in the farms (e.g. stonewalls) provided microhabitats for rock-dwelling reptiles and prevented some problematic species from entering the farms (e.g. wild boar). This measure helped in promoting biodiversity-friendly agriculture and reduced the conflict

between farmers and an agricultural pest. Public awareness proved to be a useful tool in educating the farmers and local villagers on biodiversity-friendly agriculture and the importance of biodiversity for sustainable agriculture. We recommend that all the forest fragments around the farms and near Dibbeen be protected and included in the buffer zone for the reserve as they present a continuation of the forest ecosystems of Dibbeen and offer refuge areas and sustain viable populations of the key species. The closed old-growth forests around wadi As Sham represents a biodiversity 'hotspot' in the study area. We recommend that some measure of protection either by including the forest in the buffer zone or by declaring it as a special conservation area.

The RSCN decided not to proceed with the supply and installation of nest boxes for squirrels and owls for conservation reasons (to avoid visitors attention and illegal active taking of the wild animals).

## **PROJECT RESULTS/DELIVERABLES**

### **Overall results of the project:**

Practical biodiversity-responsible (traditional and innovative) agricultural measures and practices

The planned practical biodiversity-responsible (traditional and innovative) agricultural measures and practices are effectively piloted at 11 farming lots/farms covering a total area of 9.03 hectares, and are owned by eight farming families (hereinafter the report refers to 8 farms as three plots are owned by a single family). The improvements included construction of new stone fences and renovation of falling ones within the selected farms to improve terracing, farms cleaning and land preparation, supply of natural fertilizers (animal manure), planting productive trees and seedlings (native species and varieties), supply of water tanks for irrigating the recently planted trees and seedlings, treatment of infected and broken trees following traditional practices, and through regular mentoring and extension services to the farmers throughout the production cycle.

The entire community of Najdah village (total of 30 farming families, 93.7 hectares of farm lands) benefited from the project training and awareness activities, from the supply of farming tools and 820 native productive trees (olive, grapes, peach, apple, etc.) in addition to seedlings medicinal herbs (sage and thyme), and from the technical advice and extension service on traditional agricultural practices (land preparation and plowing, selection of resistant species/varieties, traditional pest management, trimming and pruning, fertilization, etc.).

A community agreement for the adoption of biodiversity-responsible agricultural practices to maintain the traditional productive landscape of Dibbeen KBA was discussed, negotiated and ratified by the beneficiaries from Najdah and Sakeb, and some other value chain actors.

#### **Value Chain Improvements**

The implementation of the value chain improvement included total of 21 direct beneficiaries from the project technical support and supplies. This includes 14 beneficiary women from Najdah and their mentor/trainer who are now the owners of Mawasem workshop (Weddyan Najdah L.L.C), three women and one man from Sakeb [home-based micro investments for soap production from olive oil, Khabisah (grapes paste/candy), jam and pickles, and honey production (bee keeping)]. Another two beneficiary women from Najdah were supported to establish their home-based productive projects.

The beneficiaries from the value chain improvement investment are noted to have improved income from the supported investments (at least 21 new part/time jobs for local beneficiaries). Sama Al Majdal were supported to enhance the direct sales of its products and the products of the local communities and they established a new outlet/market in the road between Amman and Zarqa, which created two new job opportunities for locals. Other

direct and indirect beneficiaries include all service providers and suppliers from the KBA in particular, and from other areas in Jordan.

A network of local farmers, local agro-industries and small producers, and the suppliers of agrochemicals and agricultural tools was initiated and grown through the project implementation period. This network currently includes Mawasem Workshop (Weddyan Najdah L.L.C), local beneficiaries from Sakeb, 30 local farmers in Najdah, Sama Al Majdal, Fadi Yoghurt Market, Shadi Yoghurt Market, Abu Abdullah Al Afif Nursery, Amjad Al Weddyan Agricultural Company, Ar Rawdah Supermarket, AL Mahaba Honey Production and Pickles Company, and Wadi and RSCN NGOs. Other indirectly linked players include the suppliers of the containers and packaging materials to the workshop and the beneficiaries. The Facebook group (الزراعة في الأردن وأرض العرب) received technical support from our team and it is playing pivotal role bringing all players together in one virtual place, and this group reached today more than 110,000 subscribers. This group is administrated by our consultant for eco-friendly agriculture and it has shown tremendous improvement in the quality of technical advice given to the different stakeholders regarding biodiversity-responsible traditional agricultural practices.

The online market (website: <https://www.mwasem.shop>) is currently serving Mawasem Workshop, local beneficiaries from Sakeb in addition to Sama Al Majdal Company. It is also planned to engaged and serve Amjad Al Weddyan Agricultural Company starting from next year.

#### Biodiversity Assessment and Monitoring

The biodiversity baseline and monitoring surveys were conducted as per the schedule. Report was prepared and submitted to CEPF. An additional study titled "Habitat selection for Nazareth iris (*Iris bismarckiana*) to reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. Copy of the study report was submitted to CEPF RIT and to project partners.

#### Capacity Building and Awareness Raising

The project implemented extensive training, awareness raising and gender responsive stakeholder's engagement and communication. The project delivered several one-to-one (almost bi-weekly basis), focus group discussions (monthly) and all-inclusive technical support events. This includes the following:

- One project commencement workshop for representatives from Dibeen KBA in Najdah and Sakeb (21 participants, 10 female).
- 40 women received training and awareness raising through two full-day workshops. This was followed by one-to-one interview survey of 13 shortlisted candidate beneficiaries.
- Seven training events were held with the participation of local farmers from Najdah, Dibeen and Sakeb villages on traditional farming and biodiversity-responsible agriculture.
- Community agreement discussions and follow ups with local community (5 discussion groups and one community meeting)
- Farmers workshop held on May 7th 2022 on eco-friendly agriculture
- One all-inclusive community workshop held on March 21st 2022 on productive landscapes and nature conservation.
- Mawasem official opening was held in March 21st 2022.
- Farmers final workshop/retreat on June 9th 2022.
- National workshop on Invasive Species and Agricultural Bests was held in Amman on June 26th 2022.
- Mentoring and training services and support was maintained by 2-day / week visits by the consultant and the project team. The program included weekly training activities on products improvement, quality control, production techniques, packaging and labelling, and marketing and direct sales.
- The project produced short communication / awareness sheets on traditional agriculture and copies of these materials were shared with the local beneficiaries as hard copies during the project events.

- Several one-to-one awareness raising and on-job training activities were conducted on site through the project team visits to Najdah.

Noting the above, the target of about 170 persons is aware of the value of the traditional productive landscape in Dibein KBA, the value of biodiversity to maintain sustainable and profitable agriculture, and aware of the biodiversity-responsible agricultural practices to maintain these values have been achieved. All 30 families from Najdah (more than 140 participants, including adults and youth, male and female participants), five families from Sakeb (more than 20 participants), and about 20 other women from Sakeb and other villages in the KBA participated in the project consultation workshops, awareness raising and training events, and in the implementation of the different project activities. Also, all project partners and engaged players participated in one or more of the project events and consultation activities.

A video about the productive landscape and our CEPF funded project, 10 short awareness videos, and 3 more videos have also been produced to promote the products of three beneficiaries from Sakeb Village, namely one for olive oil soa

**Results for each deliverable:**

<b>Component</b>		<b>Deliverable</b>		
<b>#</b>	<b>Description</b>	<b>#</b>	<b>Description</b>	<b>Results for Deliverable</b>
1.0	Project Management and Stakeholders Engagement	1.2	Gender responsive stakeholder’s engagement and communication plan efficiently implemented and updated	The stakeholder’s engagement and communication plan were prepared during the proposal development phase and it have been successfully implemented by the project team. The plan was updated regularly with the names of the beneficiaries supported by the project, stakeholders engaged in the implementation and the participants in the awareness raising and training events.
1.0	Project Management and Stakeholders Engagement	1.3	Reporting to CEPF arranged in compliance with CEPF roles and submitted on timely basis	Reporting was arranged and delivered regularly, hence, we witnessed marginal (few days) delay in the submission of almost all reports (discussed and communicated to CEPF), except for the last financial, progress and final completion reports which were substantially delayed due to internal reasons of the grantee (long sick leave of the grantee project manager, retiring of the grantee accountant by the end of July). Hence, all reporting was arranged in compliance with the CEPF roles, and through the conservationgrants portal. Supporting documentations (time sheets, received offers, TORs for providers of professional services, contracts, invoices, etc.) were also included in the DTR reporting
1.0	Project Management and Stakeholders Engagement	1.1	ToRs and contracts signed, and supplies purchased according to procurement	The TORs for the providers of professional services were prepared for all planned consultancy service contracts and trainers,

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
			rules, as demonstrated by inventory list	<p>and providers of professional services in compliance with the CEPF procurement rules. Contracts were signed with all contracted providers, services were delivered, hence with substantial delay for some services contracted to the Traditional Farming Expert and the video producer / photographer.</p> <p>The purchase supplies and hardware were also arranged in full compliance with the procurement rules, as demonstrated by inventory list. Offers for purchases (products and services) exceeding US\$ 5000 have been collected (offers were also collected for certain supplies costing below the US\$ 5,000 threshold). Market prices for supplies less than US\$ 5000 and above US\$ 500 were collected from published advertisements, suppliers' websites and from local shops. Purchases were completed accordingly, and all respective payments were advanced to the suppliers.</p> <p>The implemented purchases accommodated the modifications to the project budget which was agreed with the CEPF to establish Mawasem production workshop. This was reported on in our previous progress and financial reports.</p> <p>The grievance mechanism was provided to the contracted consultants.</p>

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
2.0	Practical Measures at Farm Level (Production Sub-sector)	2.1	Beneficiary farms profile and signed support agreements are arranged and properly documented	The project team conducted several site visits to identify beneficiary and summary sheet listing/profiling the farms was prepared and updated. The criteria included farm location (proximity to the PA, forest and biological corridors), farm need for improvement, farmer willingness to participate in the project, and farmer economic status (focus on poor and locals more reliant on their farms for income). Support agreements were signed with most of the beneficiaries. Illiterate beneficiaries were supported by the project based on verbal agreement (one women beneficiary from Najdah, and two farmers).
2.0	Practical Measures at Farm Level (Production Sub-sector)	2.2	Biodiversity baseline assessment report and monitoring plan of the selected farms produced	The biodiversity baseline and monitoring study report was prepared and submitted to CEPF. The presence of the threatened tortoise also commonly known as the spur-thighed tortoise ( <i>Testudo graeca</i> ) was confirmed within the farmland. Of particular interest is a single record of the stone marten ( <i>Martes foina</i> ), though its global conservation status is LC (stable), hence it is a flagship species restricted to the forested parts of the Mediterranean region and highly endangered by deforestation and habitat fragmentation in Jordan. More details about observations and findings are provided in the attached biodiversity report. An additional study titled "Habitat selection for Nazareth iris ( <i>Iris bismarckiana</i> ) to

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
				reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with the KBA.
2.0	Practical Measures at Farm Level (Production Sub-sector)	2.3	Biodiversity monitoring report	<p>The biodiversity baseline and monitoring study report was prepared and submitted to CEPF. The monitoring program was conducted during the period between March and May 2022 within the eight selected farms (Fig. 3). During the monitoring, the camera traps were set in the farms for eight days to record the presence and habitat use for medium to large-sized mammals (e.g. carnivores), small mammals (e.g. rodents) were monitored using Sherman traps, whereas reptiles were surveyed through day transects. These studies were conducted very shortly after the implementation of habitat modifications and restorations within the farms to foresee their effects on the farm biodiversity.</p> <p>The biodiversity monitoring program aimed to measure the overall mammalian and reptilian diversity in the selected farms and monitor the presence of flagship species such as the stone marten, Persian squirrel, tortoise, and chameleon, and agricultural pests and invasive sp</p> <p>An additional study titled "Habitat selection for Nazareth iris (<i>Iris bismarckiana</i>) to</p>

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
				reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with th
2.0	Practical Measures at Farm Level (Production Sub-sector)	2.4	Farms technical support delivered to beneficiary farmers, and farms improvements are documented and reported to CEPF	<p>The planed practical biodiversity-responsible (traditional and innovative) agricultural measures and practices are effectively piloted at 11 farming lots/farms covering a total area of 9.03 hectares, and are owned by eight farming families. The improvements included stone fences and improving terracing, farms cleaning and land preparation, supply of animal manure fertilizers, supply of 820 native productive trees (olive, grapes, peach, apple, etc.) in addition to seedlings medicinal herbs (sage and thyme) and water tanks for irrigating the recently planted trees and seedlings, treatment of infected and broken trees following traditional practices.</p> <p>The entire community of Najdah village (total of 30 farming families, 93.7 hectares of farm lands) benefited from the project training and awareness activities, from the supply of farming tools, trees and seedlings, and from the technical advice and extension service on traditional agricultural practices (land preparation and plowing, selection of resistant species/varieties, traditional pest</p>

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
				management, trimming and pruning, fertilization, etc.). Signed list of supplies to each beneficiary, and signed document of provided farms improvements are documented and available.
3.0	Economic Measures at Packaging, Processing and Retail Sub-sectors	3.1	Technical support and supplies for value chain improvements provided, with attention to gender balance, for 10 beneficiaries, documented and reported to CEPF	The implementation of the value chain improvement included total of 21 direct beneficiaries from the project technical support and supplies. This includes 14 beneficiary women from Najdah and their mentor/trainer who are now the owners of Mawasem workshop (Weddyan Najdah L.L.C), three women and one man from Sakeb in addition to two other individual beneficiary women from Najdah. The beneficiaries from the value chain improvement investment are noted to have improved income from the supported investments (at least 21 new part/time jobs for local beneficiaries). Sama Al Majdal were supported to enhance the direct sales of its products and the products of the local communities and they established a new outlet/market in the road between Amman and Zarqa, which created two new job opportunities for locals. Other direct and indirect beneficiaries include all service providers and suppliers from the KBA in particular, and from other areas in Jordan.

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
				Beneficiaries agreements and list of supplies are documented and available. Training and technical support was maintained regularly.
3.0	Economic Measures at Packaging, Processing and Retail Sub-sectors	3.2	Online market (website) and network to promote and sell eco-responsible agricultural products are arranged and operated to support the female and male beneficiaries	The online market (website: <a href="https://www.mwasem.shop">https://www.mwasem.shop</a> ) is currently serving Mawasem Workshop, local beneficiaries from Sakeb in addition to Sama Al Majdal Company. It is also planned to engaged and serve Amjad Al Weddyan Agricultural Company starting from next year.
4.0	Policy, Outreach and Training	4.1	Awareness materials (in Arabic) on best traditional and modern practices to maintain productive landscapes (Short video film, 18 to 20 panel signs, 4 role-ups, 250 copies of the Booklet, 500 copies of the brochure, and 150 giveaways are produced	Short communication / awareness sheets were produced (in Arabic) on traditional agriculture and copies of these materials were shared with the local beneficiaries as hard copies during the project events. A video about the productive landscape and our CEPF funded project, 10 short message videos have been also produced by the project, 3 more videos have also been produced to promote the products of three beneficiaries from Sakeb Village, namely one for olive oil soap, one for Khabisah (grapes paste candy) and honey have been produced. Two role-ups were produced for Mawsem workshop, and a set of agricultural tools was purchased and distributed to 30 beneficiaries from Najdah as give aways. The Facebook group (الزراعة في الأردن وأرض العرب) received technical support from our team is playing pivotal role bringing all players

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
				together in one virtual place, and this group reached today more than 110,000 subscribers.
4.0	Policy, Outreach and Training	4.2	Six outreach and awareness raising events for local farmers, CBOs, agriculture value chain actors and decision makers as demonstrated by list of participants, photo documentation and media coverage	<p>The project delivered several one-to-one (almost bi-weekly basis), focus group discussions (monthly) and all-inclusive technical support events. This includes the following:</p> <ul style="list-style-type: none"> <li>• One project commencement workshop for representatives from Dibeem KBA in Najdah and Sakeb (21 participants, 10 female).</li> <li>• 40 women received training and awareness raising through two full-day workshops. This was followed by one-to-one interview survey of 13 shortlisted candidate beneficiaries.</li> <li>• Seven training events were held with the participation of local farmers from Najdah, Dibeem and Sakeb villages on traditional farming and biodiversity-responsible agriculture.</li> <li>• Community agreement discussions and follow ups with local community (5 discussion groups and one community meeting)</li> <li>• Farmers workshop held on May 7th 2022 on eco-friendly agriculture</li> <li>• One all-inclusive community workshop held on March 21st 2022 on productive landscapes and nature conservation.</li> <li>• Mawasem official opening was held in March 21st 2022.</li> </ul>

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
				<ul style="list-style-type: none"> <li>• Farmers final workshop/retreat on June 9th 2022.</li> <li>• National workshop on Invasive Species and Agricul</li> </ul>
4.0	Policy, Outreach and Training	4.3	Capacity building plan prepared and implemented with the participation of identified beneficiaries and stakeholders	<p>The awareness raising and training activities were both combined together to ensure wider reach and bigger impact. In addition to the above reported progress for the awareness and outreach deliverable, our project delivered the following:</p> <ul style="list-style-type: none"> <li>• Mentoring and training services and support was maintained by 2-day / week visits by the consultant and the project team. The program included weekly training activities on products improvement, quality control, production techniques, packaging and labelling, and marketing and direct sales. Several one-to-one awareness raising and on-job training activities were conducted on site through the project team visits to Najdah. Five farmers training events on olive tree diseases and treatment, pests control and management, traditional practices for land preparation and fertilization, for harvest and post harvest car of the trees, agro-chemicals and environmental pollution, the value of biodiversity for pests control, etc. The training included class room and in the field activities.</li> </ul>

**Tools, products or methodologies that resulted from the project or contributed to the results:**

Biodiversity Assessment and Monitoring study report. This report presents the findings from the conducted field surveys at the eight beneficiary farms and their surroundings, discusses observed project impact to date on biodiversity (positive), and proposes recommendations for the protection of the productive landscape and its biodiversity.

Study report on "Habitat selection for Nazareth iris (*Iris bismarckiana*) to reintroduce in Dibbeen Forest Reserve" was prepared based on a specialized study design for this purpose in collaboration agreement with WADI NGO and the RSCN. This report explains the methods adopted to carry out the study and to select habitat for the reintroduction and cultivation of threatened iris species in Dibeem KBA. These methods are assumed to be replicable for other Iris species, and for other similar environments.

A draft video was produced for the project to talk about the productive landscape and our CEPF funded project.

10 short message videos have been also produced by the project, in which the traditional agriculture expert presented some key messages related to biodiversity-friendly practices, and traditional farming notes with the focus on olive tree as the main product in Najdah.

3 more videos have also been produced to promote the products of three beneficiaries from Sakeb Village, namely one for olive oil soap, one for Khabisah (grapes paste candy) and honey.

Mawasem online market/website (mwasem.shop).

## PORTFOLIO INDICATORS

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
1.0	Number of initiatives with private sector resulting in adoption or maintenance of biodiversity-friendly practices	1	Partnership with a minimum of 8 farmers and 10 other value chain actors for an on-line market for eco-responsible and biodiversity friendly agricultural products	1	A network of local farmers, local agro-industries and small producers, and the suppliers of agrochemicals and agricultural tools was initiated and grown through the project implementation period. The networking of the eight local farmers from Najdah (the 30 farmers from Najdah are indirectly linked to the network), one local agro-industry (Sama Al Majdal), Mawasem workshop (15 beneficiaries) and five more local small

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
					producers, and three suppliers of agricultural tools and supplies (Weddyan Najdah L.L.C, Abu Abdullah Al Afif Nursery and Agricultural Supplies Company, AL Mahaba Honey Production and Pickles Company). The network also includes sales outlets/markets (Fadi Yoghurt Market, Shadi Yoghurt Market, and Al Ar Rawdah Supermarket). Other stakeholders linked to the network include Wadi and RSCN NGOs, and the suppliers of the containers and packaging materials to the workshop and the beneficiaries.
2.0	Number of hectares of KBAs under improved management (please indicate the KBA names in comments)	100	Designed practical biodiversity-responsible agricultural practices are effectively piloted at minimum of eight farms covering a total areas of at least 10 hectares, and demonstrated and promoted to farmers managing total area of at least 100 hectares	94	The project implemented biodiversity-responsible farms and value chain improvement measures a direct physical footprint including 11 farming lots/farms covering a total area of 9.03 hectares (owned by 8 farming families), and with an extended direct positive impact over total area of 93.7 hectares of farm lands in the KBA, most

<b>Portfolio Indicator Number</b>	<b>Portfolio Indicator Description</b>	<b>Expected Numerical Contribution</b>	<b>Expected Contribution Description</b>	<b>Actual Numerical Contribution</b>	<b>Actual Contribution Description</b>
					importantly within Wadi Al Sham biological corridor. The implemented activities contributed positively to restoring/improving productivity of the served farms, reduced management costs for the farmers, and accordingly will enhance the economic returns from farming to local beneficiaries. The interventions also contributed positively to biodiversity protection by provided microhabitats for rock-dwelling reptiles and prevented some problematic species from entering the farms (e.g. wild boar). This measure helped in promoting biodiversity-friendly agriculture and reduced the conflict between farmers and an agricultural pest. Public awareness proved to be a useful tool in educating the farmers and local villagers on biodiversity-friendly agriculture and the importance of biodiversity for sustainable agriculture
3.1	Number of threatened species	5	The following species are expected to	5	The monitoring surveys indicated presence of key

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
	dependent on traditional land-use or agricultural practices, seeing status improved (i.e., short-term increase in population and/or breeding success)		witness improved status from the proposed project: <i>Iris bismarckiana</i> (EN), <i>Testudo graeca</i> (VU), <i>Chalcides guentheri</i> (VU), <i>Serinus syriacus</i> (VU), and <i>Streptopelia turtur</i> (VU)		species of mammals and reptiles within and near agricultural farms. Five carnivores [ <i>Canis lupus</i> , <i>Vulpes vulpes</i> , <i>Canis aureus</i> , <i>Felis selvistris</i> and <i>Martes foina</i> ] and several reptiles including the globally threatened spurthighed tortoise ( <i>Testudo graeca</i> ). The dense growths of oak forests near the farms represent an essential refuge for these taxa around the agricultural areas. Some of the measures that were taken in the farms (e.g. stonewalls) provided microhabitats for rock-dwelling reptiles and prevented some problematic species from entering the farms (e.g. wild boar - <i>Sus scrofa</i> ). This measure helped promoting biodiversity-friendly agriculture and reduced conflict between farmers and agricultural pests. Public awareness is a useful tool for educating the farmers and locals on biodiversity-friendly

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
					<p>agriculture and the importance of biodiversity for sustainable agriculture. An additional study titled "Habitat selection for Nazareth iris (Iris bismarckiana) to reintroduce in Dibbeen Reserve" was conducted through a collaboration agreement with WADI and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with the KBA. Overall, the implemented interventions contributes to the conservation and protection of the five listed species. Hence, the impact can not be measured in the short term.</p>
3.2	Number of traditional products that demonstrate positive impacts on biodiversity, seeing a positive market trends	2	It is expected that at least two of the following products will see positive market trend: olive products, pickles, traditional dairy products, and dried fruits and edible herbs.	12	Total of 16 products were produced by Mawasem workshop and the local beneficiaries, of which 13 products were produced for the first time in Najdah for commercial markets (pickled olive, pickled egg plant (Makdoos), pickled wholemout and peper,

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
					<p>pickled green spicy peper, Spicy peper paste/malaise (shatah), pickled cucumber, pickle mix, pickled green almond, sumak, dried thyme mix, dried sage leaves, gapes jam, diet grapes jam), and three products were produced before by the beneficiaries from Sakeb (grapes paste/malaise (khabisah), olive oil soap and honey). Almost all new products made it to the market with generally good feedback and market trend, except for the pickled cucumber, mixed pickles, grapes regular and diet jam. To date, about 70% of all produced products have been sold in the market, with regular new orders from the established sales network. As for Khabisah and the soap, and according to the beneficiaries, their productivity increased and accordingly their sales, hence, they need more support to promote and market their products. As for honey production, the beneficiary resumed</p>

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
					production after about two years of being out of business due to the loss of his previous stock of honey bees, and he sold his entire production from the last season. Competition with other producers, especially those more experienced in marketing and direct sales, and also the current pricing model are affecting sales (market trend).
3.3	Number of local authorities in 3 priority corridors who recognize the importance of traditional, biodiversity-friendly land-use practices and engage in supporting their maintenance.	1	Our project is focusing on the farmers and value chain actors, hence we anticipate that at least the Ministry of Agriculture - Jerash Directorate will recognize and support traditional practices. Others likely to support include municipalities and MoEnv	1	The project received good attention by Jarash Governorate and the Ministry of Tourism. The governor visited Mawasem workshop with representatives from the governor office and municipality, and instructed the municipality to facilitate the process for awarding commercial license for the workshop operations. The Minister of Tourism visited the project implementation areas and Mawase workshop during his visit to the new tourism hike developed by the youth center in Jarsh, and he instructed the hike

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
					<p>developers to include Mawasem as a service hub through the hike.</p> <p>The Ministry of Agriculture showed less interest in engaging with the project. This situation is perhaps caused by the ongoing restructure of the extension services and the realignment of responsibilities distribution between the ministry and NCAR. A new government project is in the pipeline which include component for improving and restructuring extension services to best serve the sector which forms unique opportunity for mainstreaming productive landscapes and biodiversity-responsible agriculture agenda into the system.</p> <p>The participants in the national workshop on invasive species and agriculture pests, including NCAR, recognized the need for, and value from traditional agricultural practices which contributes</p>

<b>Portfolio Indicator Number</b>	<b>Portfolio Indicator Description</b>	<b>Expected Numerical Contribution</b>	<b>Expected Contribution Description</b>	<b>Actual Numerical Contribution</b>	<b>Actual Contribution Description</b>
					to the protection of biodiversity. Roa'ya and AL Mammlaka TVs visited Mawasem Workshop and broadcasted reportages about Mawasem workshop.
1.1	Number of land-use plans or land use management practices incorporate provisions for biodiversity conservation (e.g., integrated coastal zone management plans, river basin management plans, agricultural development plans, etc.)	1	This project pilot one of the recommended measures in the land use plan for the buffer zone of Dibeem KBA which concern maintaining biodiversity-responsible farming in the buffer zone, especially in the transitional area of the PA and the buffer zone	1	The project implemented biodiversity-responsible farms and value chain improvement measures within Najdah area over total area of 93.7 hectares of farm lands in the KBA, most importantly within Wadi Al Sham biological corridor. The implemented activities contributed positively to enhancing traditional and biodiversity-responsible farming practices in the implementation areas, and contributed positively to biodiversity protection as recommended by the land use plan for the buffer zone of Dibeem Forest Reserve. This action is also compliant with the nation-wide Natural Heritage System proposed by the RSCN to the Ministry of Local Administration.

## GLOBAL INDICATORS

### Protected Areas

Protected areas that have been created and/or expanded as a result of the project. Protected areas may include private or community reserves, municipal or provincial parks, or other designations where biodiversity conservation is an official management goal.

<b>Name of Protected Area</b>	<b>WDPA ID*</b>	<b>Latitude</b>	<b>Longitude</b>	<b>Country</b>	<b>Original Total Size (Hectares) **</b>	<b>New Protected Hectares ***</b>	<b>Year of Legal Declaration or Expansion</b>
-------------------------------	-----------------	-----------------	------------------	----------------	--	---------------------------------------	---

\*World Database of Protected Areas

\*\*If this is a new protected area, 0 should appear in this column

\*\*\* This column excludes the original total size of the protected area.

## Key Biodiversity Area Management

Key Biodiversity Areas (KBAs) under improved management—where tangible results have been achieved to support conservation—as a result of the project.

KBA Name	KBA Code	Size of KBA	Number of Hectares with Improved Management
Dibeen	JOR03		94

## Production Landscapes

Production landscapes with strengthened management of biodiversity as a result of the project.

A production landscape is defined as a site outside a protected area where commercial agriculture, forestry or natural product exploitation occurs.

Name of Production Landscape	Latitude	Longitude	Hectares Strengthened	Intervention
Dibeen KBA	32.23679	35.778746	94	A total area of 9.03 hectares (owned by 8 farming families) were physically improved by maintaining stone fences to improve terracing, farms cleaning and land preparation, supply of natural fertilizers, planting productive trees and seedlings (native species and varieties), supply of water tanks for irrigating, treatment of infected and broken trees, and through regular mentoring and extension. A total of 93.7 hectares of farm lands in the KBA benefited improved management from training and awareness activities on best practices, from technical advice

Name of Production Landscape	Latitude	Longitude	Hectares Strengthened	Intervention
				<p>and extension services, and benefited from the supply of farming tools and native productive trees (olive, grapes, peach, apple, etc.) and medicinal herbs (sage and thyme). The regular mentoring, support, training and awareness raising were pivotal to improving farmers practices in the project implementation areas. Piloting the implementation of farms improvement provided good demonstration to non-beneficiary farmers of the value of implementing traditional stone fencing, selection of trees/crops, and adoption of traditional pest management practices to the productivity of farms and to biodiversity. The supply of trees, seedlings and agricultural supplies encouraged the return for farmers who abandoned farming to practicing farming in the production landscape. The value chain improvement measures and activities contributed to enhancing the return on investment for the local farmers</p>

Name of Production Landscape	Latitude	Longitude	Hectares Strengthened	Intervention
				<p>and their families, and as such, provided incentive to the adoption of biodiversity-responsible traditional agricultural practices. The networking between farmers and encouraging them to work together to control agricultural pests using physicals methods is assumed to positive contribute to reducing the application of agro-chemicals. Awareness raising about the importance of biodiversity as a mean to control pests and ensure sustainability and health of the productive landscape was also pivotal to encourage locals to stope killing/taking of wildlife, and collection of threatened plant species.</p> <p>The biodiversity monitoring surveys indicated the presence of the key species of mammals and reptiles within and near agricultural farms. Five carnivores and several reptiles including the globally threatened spurthighed tortoise. The dense growths of oak forests near the farms represent an essential refuge for these taxa around the agricultural areas. Some of the measures</p>

Name of Production Landscape	Latitude	Longitude	Hectares Strengthened	Intervention
				<p>that were taken in the farms (e.g. stonewalls) provided microhabitats for rock-dwelling reptiles and prevented some problematic species from entering the farms (e.g. wild boar). This measure helped in promoting biodiversity-friendly agriculture and reduced the conflict between farmers and an agricultural pest. Public awareness proved to be a useful tool in educating the farmers and local villagers on biodiversity-friendly agriculture and the importance of biodiversity for sustainable agriculture. An additional study titled "Habitat selection for Nazareth iris (<i>Iris bismarckiana</i>) to reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with the KBA.</p>

### Benefits to Individuals

- **Structured Training:**

<b>Number of Men Trained</b>	<b>Number of Women Trained</b>	<b>Topics of Training</b>
28	40	<p>Farmers training</p> <ol style="list-style-type: none"> <li>1. Productive land scape of Dibeen, and the relationship of the environment (state of biodiversity, biological corridors, threatened species and its importance, etc.</li> <li>2. Biodiversity</li> <li>3. Traditional agricultural practices (land preparation, tillage and plowing, pest resistant varieties of trees, pest control with rehabilitation and treatment of broken and neglected trees, cultivation of medicinal herbs within tree farms)</li> <li>4. Environmental and occupational safety considerations related to the use of agrochemicals</li> </ol> <p>Women training:</p> <ol style="list-style-type: none"> <li>1. Starting up and accelerating micro agri-businesses and small-scale production project</li> <li>2. Production of pickles and food processing (Makdous/eggplant, cucumber, green pepper, green almond, mixed vegetables,</li> <li>3. Production of jam, diet jam, Khabisah/malban</li> <li>4. Production of olive oil soap</li> <li>5. Vegetables, fruits and medicinal herbs drying</li> <li>6. QA/QC in food processing and preservati</li> </ol>

- **Cash Benefits:**

<b>Number of Men – Cash Benefits</b>	<b>Number of Women – Cash Benefits</b>	<b>Description of Benefits</b>
0	14	<p>DSA to attend the training and to participate in the activities organized by the project (events and activities at Mawasem workshop, training at Pioneer Farmer Women Association, represent Mawasem workshop in bazars and external events)</p>

## Benefits to Communities

View the <b>characteristics</b> column below with the following corresponding codes:	View the <b>benefits</b> column below with the following corresponding codes:
1- Small Landowners	a. Increased Access to Clean Water
2- Subsistence Economy	b. Increased Food Security
3- Indigenous/ Ethnic Peoples	c. Increased Access to Energy
4- Pastoralists / Nomadic Peoples	d. Increased Access to Public Services
5- Recent Migrants	e. Increased Resilience to Climate Change
6- Urban Communities	f. Improved Land Tenure
7- Other	g. Improved Use of Traditional Knowledge
	h. Improved Decision-Making
	i. Improved Access to Ecosystem Services

Community Name	Community Characteristics							Type of Benefit									Country	Number of Males Benefitting	Number of Females Benefitting
	1	2	3	4	5	6	7	a	b	c	d	e	f	g	h	i			
Najdah Village from Dibeem KBA	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jordan	30	40									
Sakeb Village from Dibeem KBA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jordan	1	22				

### Characteristics of "Other" Communities:

- Sakeb Village from Dibeem KBA: Female beneficiaries from Sakeb villages interested in establishing home-based agri-production micro businesses. Four received support from the project, and total of 22 received training and awareness raising. In addition to one man (bee keeping)

## Policies, Laws and Regulations

View the <b>topics</b> column below with the following corresponding codes:			
A- Agriculture	E- Energy	I- Planning/Zoning	M- Tourism
B- Climate	F- Fisheries	J- Pollution	N- Transportation

C- Ecosystem Management	G- Forestry	K- Protected Areas	O- Wildlife Trade
D- Education	H- Mining and Quarrying	L- Species Protection	P- Other

No.	Name of Law	Scope	Topics															
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P

**“Other” Topics Addressed by the Policy, Law or Regulation:**

No.	Country/ Countries	Date Enacted/ Amended	Expected impact	Action Performed to Achieve the Enactment/ Amendment
-----	--------------------	-----------------------	-----------------	--

**Companies Adopting Biodiversity-friendly Practices**

A company is defined as a for-profit business entity. A biodiversity-friendly practice is one that conserves or uses natural resources in a sustainable manner.

Name of Company	Description of Biodiversity-Friendly Practice	Country/Countries where Practice was Adopted
-----------------	---	--

**Networks and Partnerships**

Networks/partnerships should have some lasting benefit beyond immediate project implementation. Informal networks/partnerships are acceptable.

<b>Name of Network/Partnership</b>	<b>Year Established</b>	<b>Country/Countries</b>	<b>Established by Project?</b>	<b>Purpose</b>
Informal business network for traditional agriculture and value chain improvement	2021	Jordan	Yes	To enhance and expand the adoption of biodiversity-responsible traditional agricultural practices, and to grow value added agri-products processing business for Mawasem workshop and other local beneficiaries and partners. The network include local farmers, local agro-industries and small producers, trees and seedlings nurseries and the suppliers of agricultural tools, and few supermarkets and sales outlets to enhance direct sales to costumers.
Wadi, RSCN and Environmatics "Biodiversity Conservation Network" for Dibeen	2021	Jordan	Yes	Partnership with Wadi and RSCN for advocating and implementing traditional landscape protection, implementing joint biodiversity research and habitat selection study for Nazareth iris ( <i>Iris bismarckiana</i> ) to reintroduce in Dibbeen Forest Reserve

## Sustainable Financing

Sustainable financing mechanisms generate funding for the long-term (generally five or more years). These include, but are not limited to, conservation trust funds, debt-for-nature swaps, payment for ecosystem services (PES) schemes, and other revenue, fee or tax schemes that generate long-term funding for conservation.

<b>Name of Mechanism</b>	<b>Purpose</b>	<b>Date Established</b>	<b>Description</b>	<b>Country/Countries</b>	<b>Project Intervention</b>	<b>Delivery of Funds?</b>
--------------------------	----------------	-------------------------	--------------------	--------------------------	-----------------------------	---------------------------

## Globally Threatened Species

Globally threatened species (CR, EN, VU) on the IUCN Red List of Threatened Species, benefitting from the project.

Genus	Species	Common Name (English)	Status	Intervention	Population Trend at Site
Testudo	graeca	Greek Tortoise	VU	Species habitat protection (rehabilitation of stone walls, maintaining bushes), awareness raising of local community and farmers.	Stable
Iris	bismarckiana	Nazareth Iris	EN	A study for "Habitat selection for Nazareth iris ( <i>Iris bismarckiana</i> ) to reintroduce in Dibbeen Forest Reserve" was conducted through a collaboration agreement with WADI NGO and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with the KBA. Other activities included awareness raising of the farmers and the locals.	Stable
Chalcides	guentheri	Gunther's Cylindrical Skink	VU	Some of the measures that were taken in the farms (e.g. stonewalls) provided microhabitats for rock-dwelling reptiles.	Unknown
Streptopelia	turtur	European Turtle Dove	VU	Species habitat protection (rehabilitation of stone walls, maintaining bushes), awareness raising of local community and farmers, and promoting traditional agricultural practices to control the use of agri-chemicals.	Unknown
Serinus	syriacus	Syrian Serin	VU	Species habitat protection (rehabilitation of stone walls, maintaining bushes), awareness raising of local community and farmers, and promoting traditional agricultural practices to control the use of agri-chemicals.	Unknown

## LESSONS LEARNED

Working with small communities (population wise) could mean that most of the locals living in this area are relatives and would require more attention to the rational and justification of the selection of direct beneficiaries. In the case of our project, the entire community of Najdah was from the same tribe, Al Friehat, and they have strong ties in terms of marriage relationships. This entailed some complexity in terms of selecting service providers from the local community, selecting direct beneficiaries and ensure sound and just benefits (support) sharing. Though our project became focused on eight farms and total of 14 productive women who are now running Mawasem workshop, hence, we arranged to provide technical support and agricultural supplies (as meaningful giveaways) to all 30 families in the village and also increasing the number of direct beneficiaries to the maximum number possible using the same fund but with small reallocations between the budget lines and realigning the awareness and the training activities to be held in the same event. This situation (community structure and relationships) was also positive in terms of facilitating effective participation of men and women, adults and youth members of the community in all of our events and activities.

The project didn't receive any complain about the selection of the farms for farms improvement as the selection criteria were communicated ahead of the selection to the locals during the first workshop and during the first two training activities. The criteria included farm location (in relation to the main biological corridor in the area, proximity to the forest, previous observations of wildlife or threatened species, if the improvements in selected farms would also benefit neighboring farms like for example stone fences which can also serves terracing of neighboring farms, the urgency and need for improvement, the owner willingness to effectively engage in the project and his acceptance of the project terms and conditions).

Many members of the local community asked the project to give female-headed families (mainly widows and orphan young adult women) and the poorest families in the village priority in the selection of the beneficiaries from the value chain improvement investment. This was taken seriously by the project team into the selection of beneficiaries, next to other criteria (communicated to all participants at the beginning of the project), which included successfully attending the training courses and the awareness sessions, developing needed skills and knowledge to engage in Mawasem production and marketing activities (evaluated by the trainer), demonstrating team work skills, good behavior and respecting others, etc. We had to increase the number of beneficiary women from Mawasem to 14 (each from a different family) to ensure that fair, just and responsive selection of the beneficiaries. Trust-worthy members of the community participated in the review of the selected beneficiary, and the final list of beneficiaries was satisfactory and accepted by almost the entire community.

Seasonality is deterministic consideration to the design and scheduling for similar project focusing on improving farms and agriculture value chains, especially when such a project is designed for 18 months including selection of direct beneficiaries which proved to be somehow time and effort demanding. Perhaps similar project should be for at least three years to thus to have sufficient time for preparations and selection of beneficiaries, for the design and implementation of farms improvements, to capture at least two productive seasons and as such to be able to measure short term impacts on biodiversity and local livelihoods. The longer the period of engagement with the local farmers and beneficiaries, the more meaningful and longer lasting the impact, especially when there is need for technical support and incentive schemes.

Some planned conservation activities couldn't be implemented. This concerns the installation of nest boxes for squirrels and owls (this was declined by the RSCN to avoid increasing active taking of these animals by the locals and visitors), and the development of hedgerows (the local farmers pushed back on this activity mainly due to the size of their farms-smallholding of about 4,000 sq.m. each). Though we consulted the RSCN during the proposal phase, hence, we perhaps should have more elaborate discussions with them at the proposal time and reaching written agreement to avoid such situation. The pushback from the farmers couldn't be avoided because we didn't know exactly who selected beneficiaries will be at the time of the proposal development.

Thanks to the great suggestion from the RIT team, a great additional outcome was delivered by the project as part of project modification to adapt to emerging needs and priorities. This concerns the undertaking of the field study for "Habitat selection for Nazareth iris (*Iris bismarckiana*) to reintroduce in Dibbeen Forest Reserve" which was conducted through a collaboration agreement with WADI NGO and the RSCN. The study concluded that the conservation of threatened iris species is possible through reproduction in carefully selected habitats with the KBA, and that this study can be replicated for other species in similar environs. The other important lessons learned is the value of knowledge available from CEPF and its network of grantees, the importance of partnering with other CEPF grantees, and the need for some flexibility to accommodate important modifications to project design and/or deliverables to improve the overall positive impact from the project.

With regard to staffing and level of effort, it is now obvious that the LoE estimated for the project manager (needed more time to engage with the different stakeholders, engage more with the consultants activities, and for reporting) and for the procurement specialist were under estimated (has been modified for the procurement specialist during the project modification process), while the time allocated for the water and environment specialist was perhaps less correctly scheduled as the project could make better use of his services after the completion of the first six months and the selection of the beneficiaries.

With regard to deliverables and indicators, some times we felt that our proposal promised more than what we can achieve in such project duration (e.g. (1) establishing and maintaining effective business networks when Mawasem business was not started yet and needed more time to develop the products and penetrate the market, (2) assuming that the Ministry of Agriculture would engage in the training of extension service providers when discussions are in place to restructure their system and operations, and (3) measuring farms improvement impacts on biodiversity after few months from finishing the improvement works). In other times, we were able to exceed our targets by having much more informal and formal farmers and beneficiary women training, reaching out to youth and young adults, gaining the attention of government entities other than than the ministry of agriculture, gaining attention from national TVs, engaging the entire small community of Najdah and at least five direct beneficiaries, and another 15 women who attended our training at the Pioneer Farmer Women Association in Sakeb.

Though we worked closely and for substantial period of time with the beneficiaries from Najdah to establish their own civil society organization (CBO/CSO, cooperative or NGO) thus to better organize themselves to build on the achievements from our project, but unfortunately this still unaccomplished. The lessons learned that we could worked out on Plan "B" by engaging more with the Pioneer Farmer Women Association to strengthen it as will. Hence, Najdah community were insisting on having their own CSO.

Many internal and external factors caused delay to some of the project activities, including Covid-19 epidemic (government instructions, positive cases among the project team,

consultants and contractors), weather conditions (during winter), arguments between the farmers and the contractors (mainly due to farmers attempt to have the contractor doing things differently to what has been agreed with the project, or to gain more benefits beyond agreed services) which were all resolved to the satisfaction of all parties, but with some delay in progress, consultants and providers of professional service providers delayed delivery for multiple reasons, holidays/holy occasions/elections, seasonality (waiting for certain season, like olive harvest), etc. The project team took all necessary actions to mitigate the impacts from such delays, which could not be achieved without the understanding and collaboration from CEPF team.

To mitigate the impacts of COVID-19, we expanded the implementation of one-to-one awareness, on-farm mentoring and capacity building activities using the same allocated cost-lines for the events/travel and for farms improvement, and using the project human resources (staff and consultants). This allowed us to focus our delivery on the selected farmers in Najdah. Hence, the time (duration and level of effort) needed for implementation and the cost of transportation were higher compared to having group events.

## **SUSTAINABILITY/REPLICATION**

Our project is definitely replicable, and worth replication and scaling up, noting that most of the forest productive landscapes in Jordan are undergoing similar conservation and land use trends to what we are witnessing in Dibeen KBA, and noting social, economic and environmental trends (farmers poverty, loss of traditional knowledge about traditional agricultural practices, weak extension services and absence of biodiversity awareness raising, etc.). Our project can be replicated throughout the productive landscape in Dibeen and in other KBAs in Jordan. The impact left on improved farms, noted and foreseen positive impact on biodiversity, noted and foreseen positive impact on locals income and livelihood.

The sustainability of the farms improvement component is obvious noting how the farmers are valuing their farms after the improvements, and their more optimistic expectations for better harvest seasons (and income) in the coming years because of the implemented improvements. For some farms, the number of olive trees were doubled to what was there before the improvements, and having additional yield from high-value and pest-resistant productive trees, and from planting sage and thyme around the stone fences would altogether improve farmers revenues from their farms. The application of cheap traditional and mechanical pest control methods, and being connected to suppliers of natural fertilizers (animal manure) would definitely cut unnecessary costs for purchasing agro-chemicals (or reducing it to the lowest possible). Having the option to process olive fruits and other products at Mawasem workshop bring an edge to Najdah farmers community market offering, which is expected to increase the return from their investments, and from preserving their farms and the productive landscape.

Mawasem workshop now do have all what is necessary to start producing at commercial scale. The products made its way to at least four market outlets and sales are regular and growing by at least two of those four sales outlets. Online sales and direct sales are making their first steps. Overall, 70% of all products produced to date were sold in the market. Hence, having 14 beneficiaries seems to have negative implications in terms of amount of revenue to each of the beneficiaries, and on the prices of the produced products.

An important challenge for Mawasem is the competition with niche sellers (existing online markets) and with the producers of lower-quality and low-priced similar products. The niche sellers have developed their own business models and products with very closed small networks of suppliers and producers. Their willingness to engage with community producers like Mawasem is very limited, if any, and they tend to be very aggressive in branding and marketing with year-round very active social media and customers service arms. The producers of lower quality products are targeting the wider lower middle income and poor customers who are in search for reasonable quality for good price. They are as will aggressive in marketing, but very modest in branding and happen to disappear from social media once they receive repetitive complaints or once the season ends. To ensure the sustainability of Mawasem workshop, sales should be further enhanced with more/better structured marketing and sales operations, some products can be further enhanced (product quality and packaging wise) to get access to niche (higher price) markets, the pricing of the other traditional products which are of similar quality to current market offering should be revised to become more comitative, having experienced business partner and expanding its business network.

## **ENVIRONMENTAL AND SOCIAL SAFEGUARDS/STANDARDS**

The biodiversity expert and the Project Manager visited the workshop to investigate any impacts from the conducted rehabilitation of the building facilities (tilling of the outdoor space, painting the walls, maintenance of the in-house water network and electricity). Both confirmed that there has been no impact on biodiversity, the local environment nor the local community as all conducted works were light maintenance activities. Generated waste from these activities was segregated into construction waste (about one cubic meter of soil, cement and broken tiles) which was transferred to the construction landfill in Jerash, and the domestic waste (one 70-gallon bag) which was disposed in the waste bin near the facility and then collected by the municipality waste truck to be translocated to the landfill. All agricultural waste generated from trimming the trees in the farms was collected by the farmers in selected corners in each farm. The wood was left to be used in the winter by the farmers for warming their houses, and the leaves were mixed with the soil in the farm as fertilizer.

No other environmental or social considerations arose during project implementation.

## **ADDITIONAL COMMENTS/RECOMMENDATIONS**

CEPF is doing great job supporting projects focused on productive landscapes and traditional uses and practices. Hence it is recommended to have large grant projects designed to be implemented over longer project duration (3 to 5 years) thus to allow for maintaining and strengthening value chain networks, to support investments sustainability and penetrating new or niche markets (especially value chain improvement and livelihood support), and to be able to measure the impacts on biodiversity and locals livelihood.

As discussed above, once a project is initiated and starts rolling in rural communities, the demand on project support increases rapidly. In Dibeem KBA in particular, and perhaps in other similar productive landscapes and the region, each community can quite small (30 to 50 families). Therefore, projects designs should incorporate measures and investment to ensure sharing of project benefits with all (or most of) the village community to ensure wider participation and less effort explaining selection criteria and decision's. This is equally important to ensure implementation of integrated measures by a wider segment of the community, like for example mechanical pest control, to achieve the desired results. Some

times it is not enough to implement similar interventions in few farms while other neighboring farms are not, or are still using pesticides. CEPF initiated and supported collaboration between CEPF grantees in Jordan. This had very good impact on the successes achieved by the grantees and facilitated collaboration on new ideas beyond what was included in the projects proposals (capitalized on achievements and positive impacts).

## **ADDITIONAL FUNDING**

<b>Total Amount of Additional Funding Actually Secured (USD)</b>	\$0.00
<b>Breakdown of Additional Funding</b>	0

## **INFORMATION SHARING AND CEPF POLICY**

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. For more information about this project, you may contact the organization and/or individual listed below.

Amjad and Majdi Salameh Company (Enviromatics) - [majdi@i-telematics.com](mailto:majdi@i-telematics.com)