

Stakeholder Engagement Plan

January 7th 2021

CEPF Grant 111403

Amjad and Majdi Salameh Company

***Biodiversity-friendly agricultural to sustain the traditional productive landscape of
Dibeen KBA
Jordan***

Grant Summary

1. Grantee organization: **Amjad and Majdi Salameh Company (ENVIROMATICS)**
2. Grant title: **Biodiversity-friendly agricultural to sustain the traditional productive landscape of Dibeen KBA**
3. Grant number: **111403**
4. Grant amount (US dollars): **\$175,126.51**
5. Proposed dates of grant: **January 1st 2021**
6. Countries or territories where project will be undertaken: **The buffer zone of Dibeen Protected Area in Jerash Governorate in Jordan**
7. Date of preparation of this document: **January 7, 2021**

8. Introduction:

Jordan is relatively a small country. Its position as part of the Eastern Mediterranean region along with its geological properties, have created several bioclimatic regions within the country and hence a variety of ecosystems, habitats and species. As part of Jordan's commitment to conserve its biological heritage and satisfy its obligations to International conventions, and national laws and regulations it became mandatory that any planned development will need to assess its impact on biological diversity and implement environmental management of such developments to mitigate anticipated impacts and protect biodiversity.

Jordan forest is very scarce and forms less than 1% of the total area of the country. The forest is intersected and surrounded by non-forest Mediterranean habitat, both are forming the unique and productive landscape of the Mediterranean hotspot in Jordan. Currently there are three established protected areas within the targeted zone, which forms the protected part of four KBAs. Hence, the landscape character suggests strong connections between these KBAs by non-KBAs and a series of complex wadi systems.

Dibeen KBA is of particular importance as it contains protected area (PA), Special Conservation Area (SCA), Important Bird Area (IBA) and a cluster of Important Plant Areas (IPAs), and because it demonstrates traditional land uses (mainly rural/agricultural) of the east Mediterranean region. This includes several agricultural terraces, freshwater canal systems channeling water from the springs to the farms, and many heritage buildings and archaeological sites.

The landcover in the selected project area (i.e., Dibeen KBA) constitute four main categories: agricultural land, forest, constructed land and marginal (unused) land. The locals have been largely reliant on not only farming, but also on using biological resources for their consumption (e.g., palatable and medical plants), for livestock production, for wood collection, and for animal protein. Tourism have grown through the last few decades as a major source of income for several families.

The agricultural terraces forms refuge and home of several reptilian species, and it is sometime nesting areas for some song birds. Traditional irrigation systems of springs and canals provides water for all wildlife in the area. Hence, several other benefits of traditional uses of land to biodiversity needs to be further investigated and documented.

The review of literature indicated the actual or potential presence of some 250 species of plants, 34 mammals (8 carnivora, 1 artiodactyla, 9 chiroptera, and 11 rodentia), 31 reptiles and amphibians (3 frogs, one tortoise, one terrapin, 13 lizards, and 13 snakes), and at least 75 birds. At least 8 of the recorded species have global conservation status, 23 species have regional or local conservation status, and at least 38 are considered habitat-restricted. Several of the recorded species (e.g. Aleppo pine, *Pinus halepensis*, Persian squirrel, *Sciurus anomales*, green Lizard, *Lacerta media*) are unique to the habitat in the study site. The dense growths of pine forests represent a unique habitat for the Persian squirrel and green lizard.

In Jerash only, eight species of orchids were found within the boundaries of the study area (*Cephalanthera longifolia*, *Himantoglossum affine*, *Limodorum aborytium*, *Ophrys fusca*, *Orchis anatolica*, *Orchis tridentate*, *Orchis galilaea* and *Orchis paponacea*). All these orchids are listed under appendix 2 of CITES. In addition, 15 species of woody plants were found within the study area. Regarding flora, a total of 249 species from 53 families were identified. The recorded species included: 23 edible plants, 30 medicinal, 34 ornamental, 7 poisonous, 34 rare, 1 endangered, and 203 that were considered as common plants. The list included three rare and noteworthy species, *Iris bismarckiana*,

Anacamptis pyramidalis and *Neotinea maculata*. The presence of *Iris bismarckiana* represented the second record in Jordan, *Neotinea maculata* orchid was reported for the first time from Jordan, whereas, *Anacamptis pyramidalis* was previously considered to be extinct.

Traditional land uses in north Jordan in general, and Dibeen KBA in particular, are sharply declining as a result of the growing demand on land for residential use, farming and other economic development initiatives. Also, many agricultural lands have been converted into resort-like farms through the construction of villas and houses which is resulting in reducing both forest and agricultural land areas. Altogether are changing the character of the landscape and consequently resulting in impacts on biodiversity, especially endemic flora, forest dwellers and biome-restricted species.

It is noted that land use management decisions - like for example (1) reducing minimum area condition for land ownership in targeted areas from 4 to 2 dunums, (2) allowing annual deforestation of 10% in private forest lands, and (3) changing land use category of many areas from forest to agriculture and from agriculture to residential/commercial – are made without any kind of assessment of the impacts from such decisions on landscape character, its productivity and biodiversity. Decision makers shortage of information, below average awareness of the value of the traditional land uses and of biodiversity (especially among mid-aged and young generations), and land use planner's shortage of knowledge and methods to undertake multi-dimensional analysis of land use priorities (especially with regard to traditional land uses and the need to protect biodiversity) are key underlying factors to the described problem.

It has been reported in a number of scientific publications and technical reports that rapid population growth driven by the high natural population growth and the immigrants challenge have formed major driver for speeding up changes in the landcover in the study area as also driven deterioration in the ecological character of the landscape.

Expansion in agricultural lands and forestation are among the most noticeable changes within the productive landscape of Dibeen KBA. Hence, changes to agricultural uses of the productive landscape have not been limited to expansion of agricultural areas, it has been combined with the following:

- I. Increased demand on water resources, and increase in the abstraction of ground water sources. This have been serious issue to the water budget of the aquifer system, and consequently was reflected on the outflow characteristics for many natural water springs, and on the humidity of the soil. Such conditions are assumed to also affect the vegetation cover reliant on soil humidity, which became more sensitive to rainfall fluctuation.
- II. Change in irrigation methods which are now more conservative and efficient, and also the use of treated waste water for irrigating farms near the Zarqa river.
- III. Introduction of modern agricultural vehicles, equipment's and tools.
- IV. Indiscriminate use and improper application of pesticides, especially by vegetable and fruit farmers.
- V. With the expansion in agricultural areas, having most of the riparian habitat of the Zarqa river converted into agricultural fields for the cultivation of vegetables, having about half of the non-forest Mediterranean habitat converted into agricultural and urban uses, and cutting old native trees for agricultural expansion or for wood have been seriously negative to biodiversity.
- VI. Substantial impacts are impacts on mammals in Dibeen KBA
- VII. As a consequence of the above, and noting fragmentation of land ownership and the framers low return on agricultural investments, poor farmers dependent on small-sized farms and on local ecosystems for their livelihood are witnessing disturbance of their lifestyle. Many of

those farmers abandoned farming and are either unemployed, working in other sectors, or working in farming as side-job.

Noting land use and conservation trends, it is very likely that the traditional productive landscape will continue to gradually lose key landscape features, to witness further deforestation and loss of valuable habitat, and to overall lose more of its biodiversity.

Much work is needed to slow down and reverse ongoing changes in land use in the KBA, and accordingly the conversion of Dibeen traditional productive landscape into more urban and modern agriculture landscape. Hence, some changes like changing traditional agricultural lands into urban or tourism use lands can be irreversible due to socio-economic reasons and are likely to drive acceleration in the alteration of the traditional productive landscape of Dibeen.

With the current trend, the populations of several wildlife species dependent on traditional productive landscape features and local environs (see lists above) will decline consequent to the loss of their habitats. This decline will be more serious for endemic species to our region and for threatened species, and some of which are likely to become locally extant.

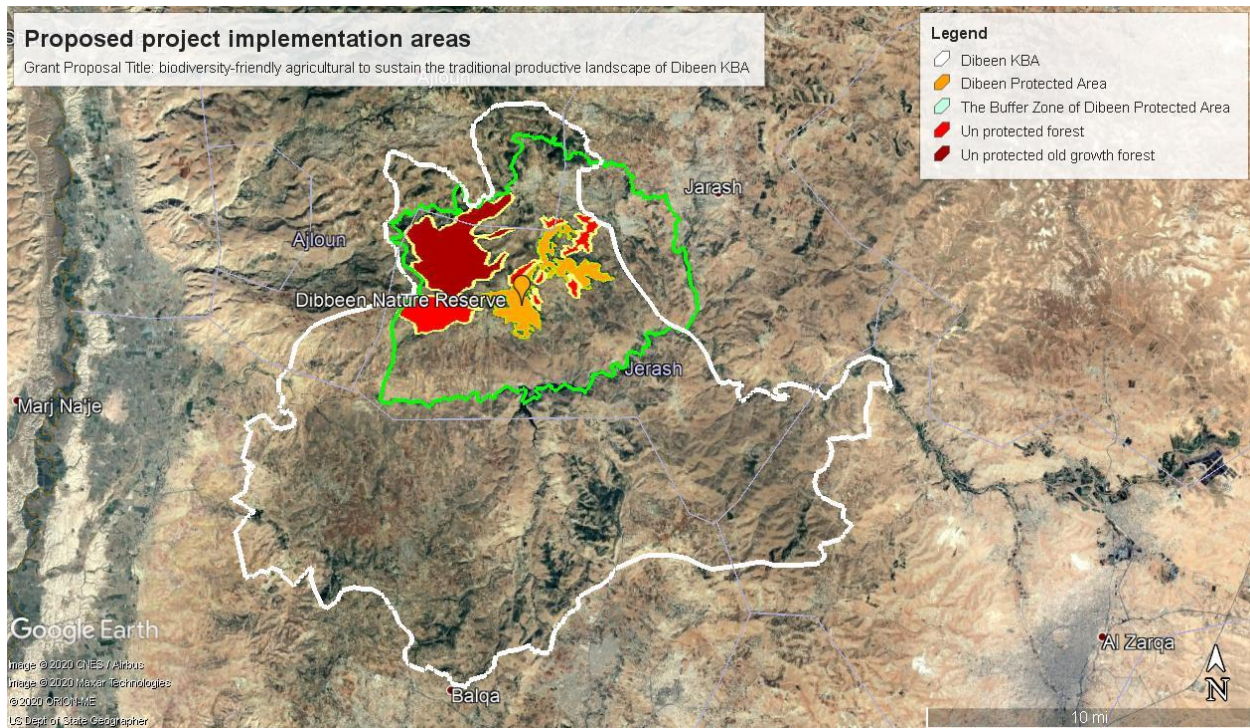
Loss of habitat and biodiversity from the productive landscape in general and the buffer zone of Dibeen protected area will have serious implications on forest cover in Jordan, on the resilience of the forest ecosystem in Dibeen protected area, and its connectivity with the other natural forests within the KBA. Habitat fragmentation, loss of biological corridors and other impacts are expected on the medium and long terms.

The loss of biodiversity will not be the only impact from current land use and agriculture changes. It is expected that our knowledge of traditional agricultural practices will decline and perhaps will vanish if not maintained and documented. Native and wild crop varieties will be lost in competition with imported varieties.

Other business sectors linked to the traditional productive landscape of Dibeen will also be seriously affected given the strong ties it has with the landscape and nature. This particularly concern tourism and water management. The loss of vegetation cover and urbanization will have serious consequences on the natural surface water system in the area. Altogether, socio-economic impacts are also expected as a consequence of these changes.

Our proposed project will be implemented within the buffer zone of Dibeen Forest Reserve. This buffer zone is part of the Orontes Valley and Levantine Mountains, and is in the norther section of Dibeen KBA. Our focus implementation localities will be the farms located within the buffer zone, specifically those between the borders of forest reserve and the unprotected forests located in close proximity to the reserve thus to strengthen ecosystem integrity, and to enhance farms role as sustainable elements of Dibeen traditional productive landscape. KML file is attached herewith.

This project is expected to have positive environmental and socio-economic impacts through the maintenance and conservation of the productive landscape of Dibeen, and from the implementation of the economic measures to support and enhance biodiversity-responsible agriculture. It is not expected to have any negative impacts from the proposed project on the environmental, social and heritage valued components in the project implementation areas or elsewhere.



Our project constitutes four main components, of which the first component is for (1) Project Management and Stakeholders Engagement, and three technical components each of which addresses one of the pillars listed in the call for proposals, namely: (2) Practical Measures at Farm Level, (3) Economic Measures at Packaging, Processing and Retail Sub-sectors, and (4) Policy, Outreach and Training. It is important to note that the implementation of four components will commence together from the date for project commencement. Then it will be run parallel to each other based on the activity's logic frame and planned outcomes.

Component (1): Project Management and Stakeholders Engagement

This component is concerned with the overall management and administration of the project, including team hiring and management, purchase and management of professional services, and managing the engagement with project partners, beneficiary value chain actors, and other local farmers and actors from within traditional agriculture value chain in Dibeena KBA in particular, and Jordan in general.

Component (2): Practical Measures at Farm Level (Production Sub-sector)

This component is concerned with the infrastructure and operations of farms within Dibeena KBA. It aims to provide financial and technical support to a minimum of eight (8) selected farms from Dibeena KBA to implement improvements to its infrastructure and to its operations thus to stimulate biodiversity-responsible farming practices which are designed to maintain the productivity of Dibeena traditional productive landscape. The technical support will be extended to other interested farmers in the area in collaboration with local NGOs, CBOs, and with other grantees.

As part of this project, we will either revive abandoned/declining biodiversity-responsible traditional farming practices, or introducing modern practices and technologies proven to have positive impact on agriculture return on investment and on the same time are environment-friendly and can support maintain the productive landscape of Dibeena. The specific objectives of the practical measures include:

- 1- Revive sustainable and biodiversity-responsible traditional agricultural practices and pioneer innovative solutions that help improve land use to grow enough food while optimizing

- resources consumption, preserving space for natural ecosystems and maintaining the features of Dibeem traditional productive landscape
- 2- Restore/rehabilitate farms infrastructure and key traditional features of Dibeem productive landscape to support biodiversity conservation and to maintain landscape integrity
 - 3- Protect habitats within and around farms, and stimulate farmers and stakeholders' action for combating deforestation and supporting reforestation efforts within Dibeem KBA
 - 4- Introduce and promote rigorous standards in environmental safety testing, risk assessment, and transparency to produce solutions that minimize agriculture's effect on biodiversity, and maximize the benefits of biodiversity for sustainable farming
 - 5- Monitor and evaluate positive and negative impacts from the proposed practical interventions on biodiversity and farms business sustainability.
 - 6- Documentation of the national knowledge, skills and best practices held within the local communities in the productive landscape.

Farm-specific practical measures and interventions will be designed and implemented for each selected farm to address shortcomings and impacts identified during the farms screening and assessment activities. These interventions will be carefully designed at farm level to achieve the project expected outcomes and address farm-specific improvement needs. The table provided in the attachments to this proposal (i.e., Logic framework for proposed practical measures at farm level) summarizes preliminary identified problems/development needs, intervention objectives, and an outline prescription of proposed on-farm actions.

Our project team and professional service providers will be working closely with the beneficiary farmers to ensure effective implementation of the contracted improvements, ensure effective adoption of biodiversity-responsible practices, to provide timely technical advice and support, and to monitor investment impact on biodiversity and farms return on investment. The impact on local's welfare, income and awareness will also be investigated and monitored with the focus on the farm owner/farmer, the farm labour, and on the farm-specific value chain actors.

Component (3): Economic Measures at Packaging, Processing and Retail Sub-sectors

This component aims to pilot the implementation of measures to enhance the return on investment for traditional and biodiversity-friendly agriculture. More specifically, it is concerned with stimulating farmers access to niche markets and improving their access to retail customers with the shortest path possible of wholesalers and traders, and accordingly benefit from higher profit margin. It is equally concerned with enhancing and supporting micro and small sized agribusinesses from related agricultural value chains, including suppliers, traders and producers of manufactured agricultural products. It is important to note that other economic measures related to the costs of maintaining farm infrastructure and to reduce farm operational costs are addressed through Component (2) above.

This component will include two main measures, namely:

1. Providing technical support and supplies for value chain improvements; and
2. Development of online market and network to promote and sell eco-responsible agricultural products.

Component (4): Policy, Outreach and Training

This component is concerned with advocating and building the capacity for effective action toward the maintenance and sustainability of the traditional productive landscape of Dibeem KBA. The

implementation of this component will be in collaboration of the project beneficiaries, local CBOs, Jerash Agriculture Department (Ministry of Agriculture branch in Jerash), and other stakeholders.

More specifically, this component aims to mainstream traditional farming and innovative solutions as effective tools to maintain the traditional productive landscape of Dibeen KBA, and to stimulate agriculture green growth in the KBA through raising the awareness of agriculture value chain actors, and building the capacity of extension service providers and farmers with regard to the value of traditional productive landscapes and the need to protect and maintain it. It also aims to trigger community movement toward this objective through engaging with one of the active local CBOs in the KBA to support the awareness activities, and to investigate options for project sustainability.

Local CBOs/NGOs in Dibeen will be engaged in the implementation of this component to support the organization and implementation of the project awareness activities, engagement with local farmers and value chain actors (including small-holders), raise the awareness of other local CBOs in the KBA, and organizing exchange visits between beneficiary and non-beneficiary local farmers and agriculture value chain actors. Part of this engagement will be dedicated to enhance the CBO capacity in the implementation of similar projects under the supervision of the grantee, and also to commence fundraising for project sustainability and scale-up.

This component will target up to 170 farmers and value chain actors, including the beneficiaries of the project technical and financial (supplies) support, to receive information packages, and will target 20 to 30 local farmers to visit the pilot farms and value chain actors for knowledge exchange. The outreach program aims particularly to raise the awareness of the key stakeholders and decision makers about the value of traditional productive landscapes and the need to maintain it and to maintain sustainable and biodiversity-responsible farming within these landscapes. It is designed to demonstrate the effectiveness of such farming approaches for green growth of the agriculture sector (economy) and accordingly to stimulate national action for biodiversity mainstreaming into the sector.

9. Summary of Previous Stakeholder Engagement Activities:

Before and during the preparation of this proposal, we have communicated with a number of active players and key stakeholders thus to collect information, to discuss ideas and options for the project, and to discuss possible engagement and collaboration. This includes:

1. Representatives of the Ministry of Agriculture – Jerash Directorate who were consulted during the preparation of the assessment report in January 2019 about their knowledge of the concept of production landscapes, about traditional farming approaches, and the relationship between agriculture and biodiversity. They were also consulted about the possibility of having the providers of extension services attending project training activities and to contribute to raising the knowledge and awareness of the farmers about the training topics.
2. Applicants to CEPF for the subject call of this proposal. The virtual consultation was initiated and moderated by CEPF in November 2020, and during it we discussed various subjects to ensure the design of all proposals are relevant and efficient for the call objectives, complement each other, and has the potential for capitalization on achievements through efficient collaboration. A number of collaboration options were discussed and considered in the design of this proposal.
3. UNDP-Jordan Office. We were invited by the CEPF team with other CEPF grantees to meet with Dr. Nedal Al Oran from UNDP (November 2020). During this virtual meeting we discussed collaboration options, in addition to getting more information about UNDP planned market for agriculture products in Amman. We discussed how CEPF grantees can help and be part of this initiative and agreed to have more discussions in the coming months.
4. Global Green Growth Institute – Jordan Office. Our concept proposal was discussed with GGGI to investigate relevance to the agriculture sector green growth plan, and to discuss future collaboration. Both parties agreed to have follow up meetings after the finalization of the proposal to further explore possible GGGI engagement in fundraising and project development to replicate or scale up the project in Jerash and elsewhere in Jordan. Hence, they would like also to be advised during and after the implementation of the project about project impact and lessons learned. The consultations started back in October 2020 and are still on going to further explore options for project sustainability, replication and/or scale-up.
5. Dibeen Online Market, Dibeen CBO and Staff of Dibeen Protected Area (RSCN) were consulted over a couple of phone calls in October and November 2020 during the preparation of the concept proposal. We agreed to collaborate in the implementation of the awareness activities and the networking between value chain actors. Dibeen online market were more interested in becoming beneficiary of the project thus to further develop their online market portal (website) which might cost between US\$ 15,000 to 20,000, hence we informed them that this can be difficult within the framework of our project but we hope we can engage them in the network of value chain actors and to further discuss with them possible collaboration,
6. Academia and experienced researcher, namely Dr. Khaled Abu Laila, Dr. Zuhair Amr, Dr. Mohammad Abu Baker, Dr. Amer Jabbarin and others. Those experts were consulted before the preparation of the concept proposal about the relationship between agriculture and biodiversity, and about traditional agricultural practices which can contribute to the conservation of the traditional landscape.
7. Agriculture experts and local farmers were consulted during a rapid diagnosis visit conducted in the proposed project implementation areas. The discussions concerned their willingness to take part in the project activities as possible beneficiaries, trainees and participants in awareness raising activities. The consultations also covered the issues and considerations of the experts and farmers about best agriculture practices and how to revive traditional practices.

It is important to note that the above consultation activities with brief documentation of the consultation outcomes and key issues, and it all of the above consultations were organized in an informal setting, perhaps with exception to the meeting organized by CEPF. Hence, all stakeholders engagement planned for implementation after contract signing will be properly documented using pre-arranged consultation form.

10. **Project Stakeholders:**

- 1) Local farmers in Dibeem KBA, most importantly those located within the buffer zone of Dibeem protected area or those in close proximity to forest areas
- 2) Sector-leading agriculture value chain actors in Dibeem KBA
- 3) Environmental NGOs active in Dibeem KBA, most importantly those having long-term investment plan in the KBA
- 4) Local CBOs
- 5) Other CEPF grantees in Jordan
- 6) RSCN
- 7) Online markets selling agriculture products
- 8) Ministry of Agriculture – Jerash Directorate
- 9) Ministry of Local Administration
- 10) Municipalities
- 11) Development and donor agencies, especially UNDP, GIZ and GGGI
- 12) Academia
- 13) Professionals and the field and providers of consulting services related to traditional agriculture, biodiversity responsible land use planning, and landscape conservation
- 14) Other farmers and value chain actors in Jordan (information sharing only)

11. Stakeholder Engagement Program:

Engagement purpose and goals	Information to disclose	Information disclosure format	Stakeholders / Audience	Communication / disclosure methods
To inform all related stakeholders about the project mission and investment	<ul style="list-style-type: none"> Summary of the project information (mission, objectives, donor, implementation area, targeted beneficiaries, and key components and activities)-In Arabic language 	Electronic copy of the project briefing brochure as: <ul style="list-style-type: none"> PDF document Website content (Naturemena) Facebook Page 	All identified stakeholders	<ul style="list-style-type: none"> By email Website access Facebook page and advertainment (targeted)
		<ul style="list-style-type: none"> 500 hard copies of the project briefing brochure 	Local communities (farmers, value chain actors, CBOs)	Distribution during site visits and project events
Selection of beneficiaries for farms improvement and selection of efficient agriculture measures	<ul style="list-style-type: none"> Summary of the project information (mission, objectives, donor, implementation area, targeted beneficiaries, and key components and activities) Selection criteria and application method Selection decision 	<ul style="list-style-type: none"> The project briefing brochure (hard copy) Verbal information disclosure 	Local farmers from targeted implementation areas (potential beneficiaries)	Small awareness raising and discussion groups One to one interview / survey
		<ul style="list-style-type: none"> Farms profile 	RSCN, Wadi NGO (CEPF grantee) and other engaged NGOs and CBOs	One to one meetings (in person, emails and phone calls) Will be contacted from the early beginning of the project to stimulate maximum coordination and collaboration (some form of partnership to be discussed and agreed on). They will be consulted through the assessment stage, joint rapid diagnosis field activity is possible, and they will be invited to the workshop.
Selection of beneficiaries for value chain improvement measures (economic)	<ul style="list-style-type: none"> Summary of the project information (mission, objectives, donor, implementation area, targeted beneficiaries, and key components and activities) Selection criteria and application method 	<ul style="list-style-type: none"> The project briefing brochure (hard copy) Verbal information disclosure Value chain actors' profile 	Local CBOs and NGOs	One to one meetings (in person, emails and phone calls)

Engagement purpose and goals	Information to disclose	Information disclosure format	Stakeholders / Audience	Communication / disclosure methods
	<ul style="list-style-type: none"> • Selection decision 			
		<ul style="list-style-type: none"> • The project briefing brochure (hard copy) • Verbal information disclosure 	Local value chain actors and potential beneficiaries	Small awareness raising and discussion groups One to one interview / survey
Selection/design of the online market and establishment of network	<ul style="list-style-type: none"> • Project brief • Concept for the online market and network (why it is needed, its component and operation method, possible products, network information) 	<ul style="list-style-type: none"> • The project briefing brochure (hard copy) • Verbal information disclosure 	Identified value chain actors (beneficiaries of the support)	Small awareness raising and discussion groups
	<ul style="list-style-type: none"> • Project brief • Concept for the online market and network (why it is needed, its component and operation method, networking and collaboration options) 	<ul style="list-style-type: none"> • The project briefing brochure (electronic and/or hard copy) • Verbal and electronic information disclosure 	Existing online markets	One to one meetings (in person, emails and phone calls)
	<ul style="list-style-type: none"> • Project brief • Concept for the online market and network (why it is needed, its component and operation method, possible products, network information) 	<ul style="list-style-type: none"> • The project briefing brochure (electronic and/or hard copy) • Verbal and electronic information disclosure 	Market outlets and potential network participants	One to one meetings (in person, emails and phone calls)
	<ul style="list-style-type: none"> • Project brief • Concept for the online market and network (why it is needed, its component and operation method, networking and collaboration options) 	<ul style="list-style-type: none"> • The project briefing brochure (electronic and/or hard copy) • Verbal and electronic information disclosure • Online market design brief document 	Development and donor agencies (UNDP and GGGI)	One to one meetings (in person, emails and phone calls)

Engagement purpose and goals	Information to disclose	Information disclosure format	Stakeholders / Audience	Communication / disclosure methods
<p>Raise the local farmers, agriculture value chain actors and key stakeholders' awareness about the value of traditional productive landscapes and the need to conserve it</p>	<p>General awareness information, including:</p> <ul style="list-style-type: none"> • What does traditional productive landscape mean? • What are the values of maintaining Dibeen traditional productive landscape for nature, for local people, for Jordan economy and environment? • How to maintain the traditional productive landscape of Diben? And what are the roles of farmers, producers, and other value chain actors? • What are the practices to be adopted to ensure the sustainability of Dibeen? • How we can develop profitable agricultural businesses while we are adopting traditional agricultural practices? 	<p>Pre-prepared materials:</p> <ul style="list-style-type: none"> • Short video film (about 10 minutes) about traditional agriculture and biodiversity in Dibeen KBA • Four role-ups • Electronic version and 250 hard copies of Booklet/information package for famers • 150 giveaways (mugs or calendar) with awareness messages distributed to key stakeholders 	<p>Farmers, agriculture value chain actors and key stakeholders' in the project implementation areas, especially those engaged in the project as beneficiaries or those who participate in the project events</p> <p>Other stakeholders who visit our website or see our Facebook page and advertisements</p>	<ul style="list-style-type: none"> • Electronic materials will be uploaded on YouTube, the Naturemena website and the grantee Facebook pages • The hard copies and the giveaways will be distributed during the project events and site visits • Raising the awareness among local farmers agriculture value chain actors will be arranged through (1) on-job training and technical advice to the project beneficiaries, (2) through awareness events and exchange visits of other farmers to the farms selected for piloting the practical measures, (3) through social media and Naturemena website, and through distribution of awareness materials. • Raising the awareness among providers of the extension services will be through capacity building programme and field visits to the farms piloting the practical measures. • Raising the awareness among local CBOs, environmental NGOs, land use managers and government decision makers will be through the project disclosure of awareness materials (hard copies, social media and Naturemena), virtual training events open to interested participants, one-to-one meetings, and through the project final workshop.

Engagement purpose and goals	Information to disclose	Information disclosure format	Stakeholders / Audience	Communication / disclosure methods
				<ul style="list-style-type: none"> Raising the awareness among consumers of agricultural products, especially those favoring organic and eco-friendly products will be mainly through social media campaigns, the online market and Naturemena.
Advocating biodiversity responsible land use planning through its communication channels with the government of Jordan, donors and partners	<ul style="list-style-type: none"> Project brief Project outcomes and lessons learned 	<ul style="list-style-type: none"> Information documents (PDF) Emails Minutes of meetings 	CEPF grantees	Coordination and collaboration include: <ul style="list-style-type: none"> regular meetings for joint planning, joint implementation of some (perhaps many) of the awareness and training activities, exchange visits, sharing of knowledge and lessons learned, and networking between value chain actors.
			The Royal Society for the Conservation of Nature (RSCN)	<ul style="list-style-type: none"> Meetings Emails Exchange of project information documents and outcomes
			Ministry of Agriculture – Jerash Directorate	<ul style="list-style-type: none"> Meetings Emails Exchange of project information documents and outcomes
			UNDP Jordan, GIZ and GGGI	<ul style="list-style-type: none"> Meetings Emails Exchange of project information documents and outcomes
			Local municipalities and the Ministry of Local Administration	Will be consulted about available information, and will be invited to the workshop
			Academia and Jordanian consulting firms	Will be contacted to inquire about similar projects in the targeted areas, about their experience with productive landscapes, and will invited to the

Engagement purpose and goals	Information to disclose	Information disclosure format	Stakeholders / Audience	Communication / disclosure methods
				workshop and also to visit the pilot project sites.
Exchange lessons learned	<ul style="list-style-type: none"> • Lessons learned from project implementation • Efficient best agricultural practices to maintain the productive landscape • Efficient land use measures to maintain the productive landscape • The monitoring and evaluation of investment impacts on biodiversity and farmers 	<ul style="list-style-type: none"> • Presentation (virtual workshop) • Brief communication on lessons learned (electronic copy) 	Decision makers and experts in the field	One virtual training and awareness event to exchange gained knowledge with decision makers and experts in the field.
			Development and donor agencies, especially UNDP Jordan and GGGI	One to one meeting (in person or virtual) Email exchange
			All other stakeholders	The outcomes from the monitoring and evaluation of investment impacts on biodiversity and farmers, will be disclosed through Naturemena and on our two pages on Facebook (Enviromatics and Naturemena), and will be circulated by email to all organizations and persons within our company network.

12. Consultation methods:

The consultation methods that will be used to consult with each of the stakeholder groups are identified in previous sections. Those include:

- Interviews with stakeholder representatives and key informants (in person and virtual);
- Surveys, polls, and questionnaires;
- Public meetings, workshops, and/or focus groups with a specific group;
- Participatory methods for the selection and design of farms improvement measures, improvement of value chain products, design and operation of the online market, etc.;
- Exchange visits; and
- Other traditional mechanisms for consultation and decision-making.

13. Other Engagement Activities:

Other engagement activities include:

1. Develop and implement outreach and awareness raising events of the local farmers, CBOs, agriculture value chain actors and decision makers. This includes:
 - Two awareness and educational tours (exchange visits) and workshops for local farmers and value chain actors (other than the direct beneficiaries), cooperatives and NGOs from Dibeem KBA targeting 30 to 40 participants (Up to 15 participants and five organizers and guests in each event). The events aim to introduce other farmers to the under-implementation pilot practical measures to mainstream traditional and sustainable farming, and value chain enhancement measures). The exchange visits and awareness actions are designed to share the gained knowledge and experience from implementing the practical and economic measures to wider group of participants and stakeholders from Dibeem KBA. The more farmers and value chain actors are aware of project achievements and successes, the more the number of supporters to our motion for maintaining and scaling up biodiversity-responsible agriculture in Dibeem KBA. This is hoped to encourage the beneficiaries to scale up the improvement investment in their owned farms and business, and to encourage the other participants in these events to replicate the pilot interventions in their agri-businesses and farms, and to benefit from the online market to reach new markets, to increase sales and achieve higher income.
 - Project beneficiary's coordination workshop/retreat. Two one-day events, the first after three to four months from signing project support agreements to provide farm improvement supplies and services, the second after 12 to 13 months of the project. Targeting up to 30 participants, to consult and advocate community agreement for mainstreaming traditional and sustainable farming to sustain the traditional landscape of Dibeem KBA, to discuss applied methods and to exchange lessons learned.
 - Four Social Media Campaigns, two in year 1 and two year 2, to raise the awareness of the local communities within Dibeem KBA about traditional productive landscapes, its value, the need to conserve it, and best traditional and innovative methods and tools to achieve conservation targets
 - Final workshop with the stakeholders and media - closure event – to stimulate national action toward mainstreaming traditional and innovative bio-diversity-responsible agricultural practices and economic measures into national agriculture policies and plans. If COVID -19 restrictions do not allow for the workshop, then it will be replaced by distribution of awareness materials and virtual workshop.

2. Design and implement training activities
 - TOT Training on extension services for traditional and eco-friendly agriculture. 2-day event with up to 20 trainee participants plus up to 10 participants from the project team and other organizations. In light of COVID-19 restriction and government decision on max number of participants, the event can be arranged into two workshops, each for max of 15 participants, or through a virtual training event
 - Training of local farmers, including on-job training of farmers engaged in the implementation of the pilot practical measures, and exchange visits to the pilot farms for other local farms from the targeted implementation areas
 - Training event on packaging, branding and marketing of nature-friendly (e.g. organic) agricultural products for members of cooperatives, small holders and agro-industries. four events, each for one day targeting up to 40 participants (10 participants in each event) from small holders (family businesses).
 - Cooperatives and NGOs training on productive landscapes and nature conservation (principals, approaches and fundraising), and on updating and managing online markets (two course, each for one day). Targeting up to 15 participants and five organizers and guests, two one-day events.
3. Community agreement, mainly farmers and environmental CBOs in Dibeen KBA, for advocating and mainstreaming biodiversity responsible farming to maintain the traditional productive landscape.
4. Local media and decision makers will be invited to attend the project main events, thus to ensure wider reach of the project awareness messages to consumers across the country. The more people are aware about the adopted approaches and the quality of the products, the more sales potential for these products, and accordingly the higher potential for higher income generation.

14. **Timetable:**

The timetable for the implementation of the above activities will be developed after the commencement of the project implementation. Hence, a high-level time table is provided for main consultation and engagement events.

It is important to note that this plan will be managed as a living document which will be regularly updated to accommodate new information and engagement needs, and to snowball the engagement process.

Table 1: Preliminary time table based on the work schedule provided in the project proposal

Activity	Project Activity No.	Start Date	End Date
Engagement with other CEPF grantees in Jordan and with the RIT	1.2.2	1/1/2021	6/30/2022
Engagement with the farmers to select beneficiary farms and to sign the support agreements	2.1.1	1/31/2021	2/28/2021
Organize and hold beneficiaries (farmers) launch event in Dibeen with the participation of other project partners (can be arranged in one-to-one approach if Covid 19 situation do not allow group meeting).	2.1.4	2/28/2021	3/11/2021
Engagement with the beneficiary farms to implement the support agreements	2.4.1	3/1/2021	7/31/2021
Engagement with all beneficiaries during the monthly audit visits to selected farms to investigate, evaluate and document beneficiary's	2.4.3	3/1/2021	4/30/2022

Activity	Project Activity No.	Start Date	End Date
successful implementation of the support agreement and evaluate impacts.			
Prepare communication brief on traditional agricultural practices and best practices to sustain the traditional productive landscape of Dibeem KBA.	2.4.4	7/1/2021	8/31/2021
Engagement with the project partners and stakeholders to identify and select potential beneficiaries from the economic measures	3.1.1	2/1/2021	4/30/2021
Engagement with selected beneficiaries (farmers) for awarding and signing support agreements to the selected beneficiaries	3.1.2	3/1/2021	5/31/2021
Engagement with the suppliers to purchase needed supplies and services, and for providing the same to the selected beneficiaries in implementation of the signed support agreements	3.1.3	4/1/2021	5/31/2021
Engagement with the beneficiaries during the monthly supervision meetings and visits to the beneficiaries (individually or in a group) to provide technical support and advise	3.1.4	3/1/2021	5/31/2022
Engagement with active value chain members, beneficiaries and related online markets and traders to develop and operate new mechanisms and marketing/sales tools (online market website and network) to promote and sell the products of the project beneficiary farms (i.e. beneficiary farms) and other local farmers practicing biodiversity-responsible farming	3.2.1	3/1/2021	7/31/2021
Engagement with the active value chain members, beneficiaries and related online markets and traders to regularly update the online market website and network by having new products added to the online market, and new partners investigated	3.2.2	6/30/2021	5/31/2022
Engagement to enhance and strengthen networking between farmers who are adopting traditional, sustainable and biodiversity responsible farming approaches with other value chain actors, online markets and resellers, and agriculture and environmental CBOs and NGOs	3.2.3	5/1/2021	5/31/2022
Engagement with other CEPF grantees, stimulating actions and exploring options for developing national certification of traditional and biodiversity-responsible agricultural products	3.2.4	8/1/2021	5/31/2022
Distribute and publish the designed project information and awareness materials, produce the awareness materials to all related stakeholders	4.1.2	4/1/2021	9/30/2021
Organize and hold the first project beneficiary's coordination workshop/retreat.	4.2.2	3/1/2021	5/31/2021
Organizing the first joint exchange visits (study tours) for the local farmers, online markets, local CBOs and NGOs, and active value chain actors in Dibeem	4.2.1	4/1/2021	6/1/2021
Organizing the second joint exchange visits (study tours) for the local farmers, online markets, local CBOs and NGOs, and active value chain actors in Dibeem	4.2.3	3/1/2022	5/31/2022
Organize and hold the second project beneficiary's coordination workshop/retreat.	4.2.4	3/1/2022	4/30/2022
Implement Four Social Media Awareness and Marketing Campaigns, two in year 1 and two year 2	4.2.5	4/1/2021	6/30/2022
Organize and hold the project final workshop with the stakeholders to stimulate national action toward mainstreaming traditional and innovative bio-diversity-responsible agricultural practices and economic measures into national policies and plans	4.2.6	4/1/2022	6/30/2022

Activity	Project Activity No.	Start Date	End Date
TOT Training on extension services for traditional and eco-friendly agriculture.	4.3.1	6/1/2021	8/31/2021
Training of local farmers, including on-job training of farmers engaged in the implementation of the pilot practical measures, and exchange visits to the pilot farms for other local farms from the targeted implementation areas	4.3.2	6/30/2021	4/30/2022
Four training events on packaging, branding and marketing of nature-friendly (e.g. organic) agricultural products for members of cooperatives, small holders and agro-industries.	4.3.3	6/30/2021	3/31/2022
Cooperatives and NGOs training on productive landscapes and nature conservation (principals, approaches and fundraising), and on updating and managing online markets (two events)	4.3.4	9/30/2021	4/30/2022
Engagement with the project beneficiaries and stakeholder's (mainly farmers and environmental CBOs in Dibeem KBA) to promote the ratification of a community agreement for advocating and mainstreaming biodiversity responsible farming to maintain the traditional productive landscape.	4.2.7	3/1/2021	5/31/2022

15. Resources and Responsibilities:

This section will be prepared after the commencement of the project implementation and it shall indicate what staff and resources will be devoted to managing and implementing the Stakeholder Engagement Plan. Who within the project team will be responsible for carrying out these activities? What budget has been allocated toward these activities?

16. Grievance mechanism:

This project is not expected to trigger any safeguard, nevertheless, the project will provide local communities and other relevant stakeholders with a means to raise a grievance with the grantee, the relevant Regional Implementation Team, the CEPF Secretariat or the World Bank.

Figure 1 illustrates and explains the flow of management actions for the grievance mechanism for this project.

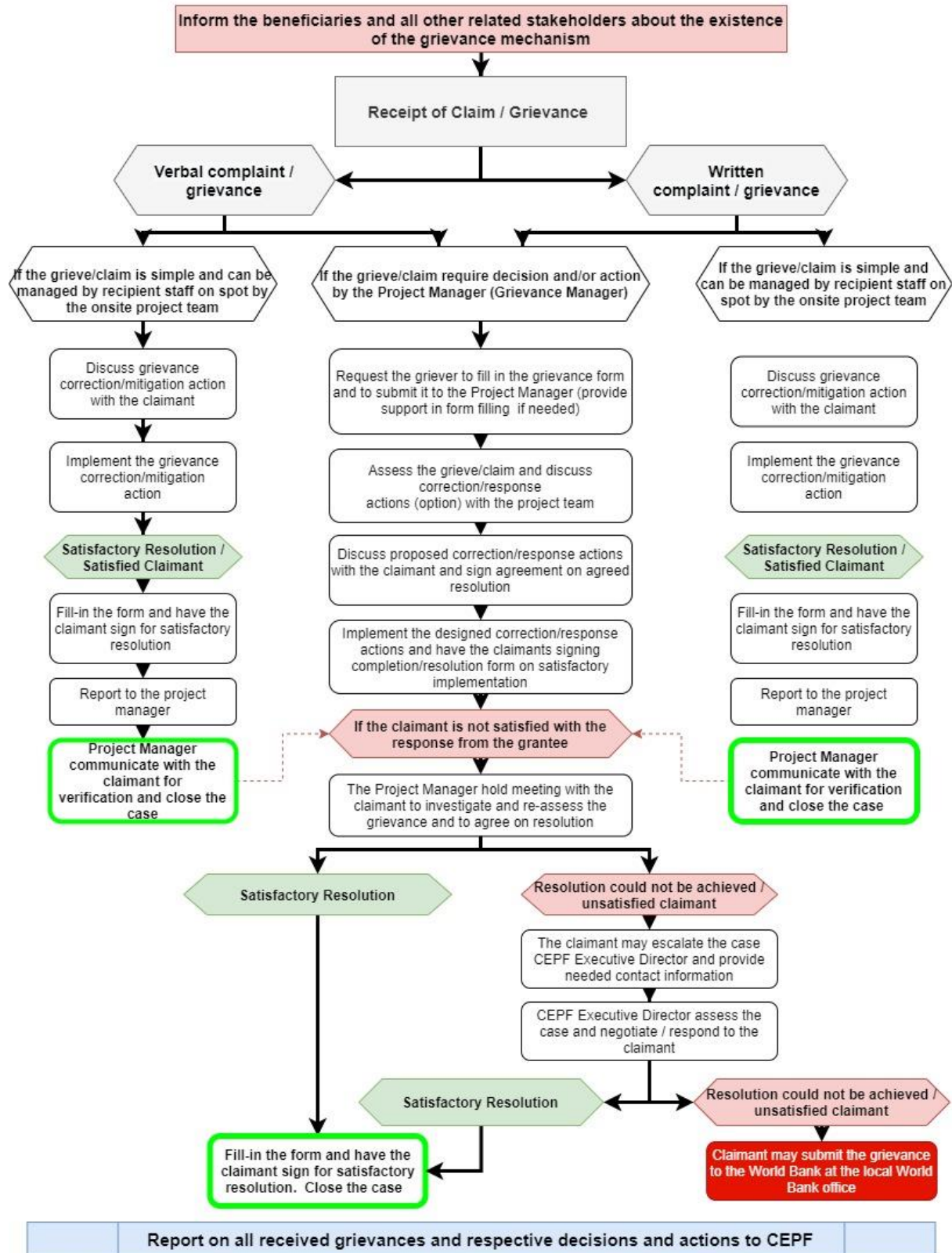


Figure 1: Grievance mechanism flow diagram

With regard to grievance management responsibilities, and noting the CEPF related policies and mechanisms, and the World Bank Policies, management responsibilities are arranged into three main levels; project grantee level to be managed by the grantee project manager, the project donor level to be managed by the CEPF Executive Director, and the last is the World Bank local office in Jordan. More detailed account of these responsibilities is provided in Table 2.

Table 2: Grievance mechanism management responsibilities

Action	Responsible Organization	Responsible Person
Informing the stakeholders, beneficiaries, partners, interest and affected people about the existence and details of the grievance mechanism	The grantee	<ul style="list-style-type: none"> • The Project Manager to develop the information to be disclosed and communicated about the grievance mechanism • The Project Online Market, IT and Social Media Expert to manage disclosure and publication of electronic materials • The other team members to disclose, distribute and share the hard copies of the information, and to arrange for verbal communication of the existence of the grievance mechanism
Training of the project team and the providers of the professional services on the receipt and reporting on received claims and grievances to the project manager	The grantee	<ul style="list-style-type: none"> • The Grantee Project Manager
Receiving and reporting on received verbal and written grievances to the Project Manager	The grantee	<ul style="list-style-type: none"> • All project team members
Designing, discussing, negotiating and implementing resolutions and mitigation measures to address received eligible claims and grievances, up to the satisfaction of the claimant/griever	The grantee	<ul style="list-style-type: none"> • The Project Online Market, IT and Social Media Expert, and the Water and Environment Expert with support from the providers of the professional services whenever needed • The Project Manager to supervise the implementation and documentation of this action
Record keeping and reporting on received verbal and written grievances to the CEPF	The grantee	<ul style="list-style-type: none"> • The project Manager
Assessing claims/grievances unresolved by the grantee project team, or those which could not satisfy the claimant, and designing alternative/additional	The grantee	<ul style="list-style-type: none"> • The Project Manager

measures before its escalation to the CEPF Executive Director		
Negotiating the alternative/additional measures with the claimant and signing claim/grievance resolution agreement	The grantee	<ul style="list-style-type: none"> The Project Manager
Receipt of notification from the grantee about unresolved grievances and claims which require escalation to the CEPF And/or, Direct receipt and management action of claims from claimants unsatisfied with the mitigation measures of responses made by the grantee	CEPF, with input and support from the grantee (if needed)	<ul style="list-style-type: none"> CEPF Executive Director, with support from the CEPF Team and the Grantee Project Manager (if needed)
Assessing claims/grievances unresolved by the CEPF Executive Director, or those which could not satisfy the claimant, and designing alternative/additional measures before its escalation to the World bank	CEPF, with input and support from the grantee (if needed)	<ul style="list-style-type: none"> CEPF Executive Director, with support from the CEPF Team and the Grantee Project Manager (if needed)
Negotiating the alternative/additional measures with the claimant and signing claim/grievance resolution agreement	CEPF, with input and support from the grantee (if needed) Resolution agreement to be signed by the grantee	<ul style="list-style-type: none"> CEPF Executive Director, with support from the CEPF Team and the Grantee Project Manager (if needed)
Direct receipt and management action of claims from claimants unsatisfied with the responses made by the CEPF Executive Director	World Bank	<ul style="list-style-type: none"> The local World Bank office in Jordan

The following summarizes the key actions to inform the stakeholders, beneficiaries, partners, interest and affected people about the existence and details of the grievance mechanism:

- 1) Publish webpages on the project and company websites (i.e., www.naturemena.com, and www.enviromatics-jo.com) which clearly explain the objectives, components and expected outcomes from the project, in addition to other related project implementation information;
- 2) Publish the grievance mechanism in Arabic and English languages on the project and company websites (i.e., www.naturemena.com, and www.enviromatics-jo.com);
- 3) Ensure that all communications, publications, awareness materials, support agreements, training materials, project Facebook pages and websites, and any project related announcements do provide the correct contact information (email, telephone number, fax number) of the grantee and the CEPF, and inform the readers about the existence of the grievance mechanism; and
- 4) Ensure to communicate the existence of the grievance mechanism during the project events both verbally and by adding a note to at least one of the roll-ups planned to be produced for the project and used in all events.

Important Note: “We will share all grievances – and a proposed response – with the Regional Implementation Team and the CEPF Grant Director within 15 days. If the claimant is not satisfied following the response, they may submit the grievance directly to the CEPF Executive Director at cepfexecutive@conservation.org or by surface mail. If the claimant is not satisfied with the response from the CEPF Executive Director, they may submit the grievance to the World Bank at the local World Bank office.”

The contact details for grievance mechanism management which will be disclosed and published through the above explained disclosure locations are summarized in Table 3.

Table 3: Grievance mechanism contact details

Contact information for the grantee organization	Att. Mr. Majdi Salameh Telephone: 0096265065300. Fax: 0096265065330. P. O. Box: 1126 Amman 11947 Jordan Mobile: 00962797077088 Email (1): majdi@i-telematics.com Email (2): msalameh76@gmail.com
Contact information for the CEPF Regional Implementation Team	Att. Mr. Sharif Jbour Telephone: 0096265548173 Fax: 0096265548172 P. O. Box 2295 Amman 11953 JORDAN Email: Sharif.Jbour@birdlife.org
Contact information for the local World Bank office	Telephone: 0096265633733 zelkhalil@worldbank.org
The email of the CEPF Executive Director	cepfexecutive@conservation.org

17. Monitoring and Reporting:

This section will be developed after the commencement of the project implementation and it will describe any plans to involve project stakeholders (including affected communities) or third-party monitors in the monitoring of project impacts and mitigation programs. Describe how and when the results of stakeholder engagement activities will be reported back to affected stakeholders as well as broader stakeholder groups.

The second version of this engagement plan will be re-submitted to CEPF for review and comments along with the first progress report. Hence, reporting on implementation progress and monitoring results will be communicated periodically to CEPF along with the quarterly progress reports.