

Environmental Foundation of Jamaica



2014 Congressional Report on Jamaica's Enterprise for the Americas Initiative (EAI) Fund

February 2, 2015

Jamaica

Background and History

The Environmental Foundation of Jamaica (EFJ) was created through two bilateral debt reduction agreements with the United States signed in August 1991 and January 1993. The two agreements reduced Jamaica's debt to USAID and PL480 by \$311 million. The interest on these debts provided the EFJ with approximately US\$21.5 million over a 19 year period (which ended in 2012). Operations of the EFJ began in May 1993.

In 2012 a decision was taken to consolidate two entities that had their genesis under debt reduction agreements - in the Enterprise for the Americas Initiative (EAI) and the Tropical Forest Conservation Act (TFCA) - to create a "new" EFJ. The two entities being consolidated are the EFJ and the Jamaica Protected Areas Trust (JPAT)/ Forest Conservation Fund (FCF).

The FCF was established pursuant to the TFCA of 1998 which was enacted to offer to eligible developing countries relief on identified official debt owed to the United States of America, while at the same time generating funds to support local tropical forest conservation activities. The Forest Conservation, Debt Swap and Swap Fee Contractual Agreements were signed on September 21, 2004 by the Governments of Jamaica (GOJ) and the United States of America (USG), The Nature Conservancy and the JPAT. This paved the way for the creation of the FCF. The GOJ will deposit US\$16 million into the FCF over a period of nineteen years (ending in 2024). These monies are to be used solely for the purposes delineated in the Forest Conservation Agreement (FCA).

Given the aforementioned history the following mission and vision statements encapsulate the spirit of both documents and ultimately the mandate of the EFJ.

Mission:

To be a major funder of environmental protection and child survival initiatives in the interest of sustainable development.

Vision:

To be the regional leader in funding and influencing policy for environmental management & conservation, as well as child survival and development.

In order to achieve the vision set out above, the EFJ developed a Strategic Action Plan (2013-2015) that centres on three broad areas. These are:

Fundraising

- Seek diversified funding while building upon the foundation of sound financial management and efficient operations.
- Focus on the building of the Endowment to ensure perpetuity of the organization.

Building capacity of its stakeholders

Improve and develop the capacity of grantees through:

- The utilization of the Institutional Self Assessment tool,
- Mentoring,
- Targeted support, and
- Sensitizing the region to relevant information and findings to ensure community and national growth in the target areas.

Improving Operational Activities

Optimizing operational processes in the organization by:

- Investigating and ensuring constant innovation into activities that keep the organization proactive and on the cutting edge in its policy and program implementation at Local and National levels; as well as Regionally and Internationally resulting in grantee and membership sustainability,
- Researching the most effective means of measuring, evaluating and reporting the impact of all activities,
- Focused grant making, and
- Effective and efficient communication and networking with partners.

Update on Major Achievements

This report covers EFJ’s fiscal year, which is August 1, 2013 – July 31, 2014 and highlights some of the major projects funded under the different thematic areas.

In partnership with the Inter American Foundation (IAF), the EFJ’s focus on water harvesting, disaster risk reduction, recycling and community water systems over the last financial year has resulted in improvements in small community water systems for both agricultural and domestic uses. Training to increase the knowledge base of individuals was also incorporated into the execution of the projects. Local farmers as well as community groups have been trained in water harvesting techniques, youth and youth leaders have been trained in gathering data in disaster prone communities. Employment opportunities were also available for the youth particularly in some remote communities. The impact of these projects is outlined in Table 1 below.

Table 1: Impact of EFJ/IAF Projects for the period August 1, 2013-July 31, 2014

Number of projects / grants	Persons Trained	Persons Impacted Directly	Community Members	Persons Employed	Benefited from Infrastructure	Benefited from Equipment
19	2,109	46,191	9,403	270	16,963	29,772

Thematic Area: Water Harvesting/Community Water Systems

The farming communities of Aboukir in St. Ann, Mocho in Clarendon, and Old England and Christiana in Manchester receive little or no rainfall annually. Water harvesting has been a critical component of the lives of persons in these areas. On that basis the projects have had significant impact on the lives and livelihoods of the residents and to an extent on the agricultural sector in Jamaica.

The grants, a total of \$25,532,622.00, were primarily for greenhouse technology and water harvesting systems. Produce from the greenhouses are now marketed to residents and businesses locally. These projects have been successfully completed and have benefited 14,460 persons and employed over 150 persons, with over 16,000 residents benefiting from installation of equipment within the communities.

St. Ann Hi Tech Farmers Group

The St. Ann Hi Tech Farmers Group was awarded a grant under the sub theme of Community Water Systems. One of their objectives was to construct a water harvesting pond. This pond has been constructed and supports the farming community of Knapdale, which has approximately eight hundred (800) residents, two hundred (200) of whom are farmers.

The training of farmers will be on-going through the Farmers Training Programme and the first batch of trainees graduated in November 2014. Twenty-two (22) farmers have been trained (as at the date of writing this report – January 2015) and the Rural Agricultural Development Authority (a Government agency) as well as Hi Pro Feeds (a private feed manufacturing company), are using the project for on-site training. The Noranda Bauxite Company has installed additional water harvesting ponds and the site is also used as a model pond for training farmers.



Photo 1: Section of peanut plot at the project site.



Photo 2: Water harvesting pond with approximately 500,000 gallons of water.

St. Elizabeth Agricultural Cooperative Society

The project implemented by the St. Elizabeth Agricultural Cooperative Society established a water harvesting pond to supply water to their greenhouse. The water harvesting pond has a capacity of approximately 100,000 gallons and seedlings from the greenhouse were sold to farmers in and around the community of Potsdam in St. Elizabeth, as well as in the other neighboring parishes of Manchester and Westmoreland. The project employed 7 persons and directly impacted 27 farmers with over 80 persons indirectly impacted. To date the project has produced over 11,000 citrus seedlings and is in discussion with the Citrus Protection Agency to identify additional markets for the seedlings.



Photo 3: Water harvesting pond.



Photo 4: Citrus seedlings in nursery.

Thematic Area: Disaster Risk Reduction

The Youth Taking Charge project implemented by **Youth Opportunities Unlimited (YOU)** was one of the projects completed during the year. It sought to transfer disaster mitigation leadership skills to the youth and prepare a second tier response to minimize the impact of disasters resulting from climate change. The project enhanced the knowledge base and equipment capacity of the community as it relates to hurricane resilience. The opportunity for ongoing training of the youth was provided and those trained and certified under the programme in turn trained more persons in their communities.

Disaster clusters were formed and young persons received training (and certification) in First Aid and CPR as well as Field and River Rescue from the Jamaica Fire Brigade and the St. John's Ambulance Service. At the completion of the project a total of 443 youth and community members were trained and approximately 6,000 community members were indirectly impacted.

YOU also collaborated with the Forestry Department and the University of the West Indies on its Mangrove Enhancement Programme and community members assisted with the replanting of 200 mangroves in Falmouth, Trelawny (which is approximately 20 kilometres from Montego Bay, Jamaica's second city).



Photo 5: Denuded section of the targeted site in Falmouth.

Photo 6: Youths from Rockford Community at mangrove planting site in Falmouth.

Following the successful completion of the project, the final Disaster Mitigation Plan along with equipment was handed over to the communities.



Photos 7 & 8: Members of the community reviewing the Disaster Plan and Equipment.

Thematic Area: Public Education on Ecosystem Management

The **Jamaica Conservation and Development Trust** is known for its work in Education and Awareness in and around communities bordering the Blue and John Crow Mountains National Park. Many of the residents in areas such as Spring Hill, Balcarres and Tranquility depend on the river in these areas for their livelihoods and from time to time utilize unacceptable means (such as using hazardous chemicals in the river) while fishing.

One objective of the project was to increase awareness and knowledge of the dangers and consequences of river poisoning and pollution. The major output was the production of a DVD entitled “River Poisoning – Poison the River: Poison Yourself”. Copies of the video were distributed at community meetings and at Primary and Junior High Schools in the communities.

Another objective was the hosting of a Poster Competition among six (6) schools in the Buff Bay Valley. The Charles Town Primary School emerged the winner and the winning poster was framed and handed over to the Chief Librarian at the Buff Bay Library for display. Two hundred (200) posters and one hundred (100) bumper stickers were also produced and distributed in the communities. The project was successfully completed and impacted over 343 persons in the participating communities.



Photo 9: The winning poster on display at the Buff Bay Parish Library.

Photo 10: Brittany Irving of the Charles Town Primary School was declared the winner of the Poster Competition.



Photos 11: JCDT's Education Officer, Mr. Wellington Taylor, addressing students at the Charles Town Primary School in Buff Bay.

Photo 12: IAF Representative, Mr. Luis Duran addressing community members at a review meeting.

Port Royal Marine Laboratory, University of the West Indies, Mona

The Baseline Surveys of Vulnerable and Impacted Mangrove Forest around Jamaica, involved conducting baseline surveys on coastal forests islandwide. The information gathered on mangrove and coastal forests (biodiversity, age and types of trees, and water quality) has been made available to assist the process of providing economic valuation of the areas and facilitate balancing restorative strategies with environmental value. The project has impacted the communities of Galleon Harbour, Portland Bight, Portland, Port Royal and Bluefields area in St. Elizabeth, which has a total population of approximately over 10,000 persons. Twenty (20) stakeholders from non-governmental organisations in areas associated with the forests have been trained in the sampling of water quality.

Partnerships and Leveraged EAI Resources

(1) PepsiCo Latin America

The EFJ entered into a partnership with PepsiCo Latin America with the aim of developing an innovative, consolidated approach to recycling in Jamaica. The focus of the project was to conduct an in-depth study into the recyclable market potential in Jamaica.

The assignment involved the investigation and evaluation of the feasibility of implementing recycling models, while exploring and identifying the main challenges which have affected the development and implementation of recycling programmes in Jamaica. PepsiCo has had the experience of piloting several successful models in the Latin American and Caribbean region. In investigating the challenges to recycling in the Jamaican context, PepsiCo asked that the feasibility of these models, and/or some of their various components be considered.

Under the partnership arrangement, PepsiCo Latin America provided a US\$50,000 grant which enabled the EFJ to manage, and coordinate the development of a feasibility study. On July 9, 2014, EFJ hosted a Recycling Forum to present the initial findings of the focus groups and feasibility study and garner additional feedback for inclusion in the final report. Photographs from the Recycling Forum may be viewed online on EFJ's Facebook Page (<https://www.facebook.com/EnFnJa>).

The final report entitled “*Situational Analysis and Feasibility Study on Sustainable Recycling Opportunities for Community Empowerment in Jamaica*” was prepared by Environmental and Engineering Managers Ltd. The contents of the report include the:

- History of Recycling in Jamaica
- Policy and Legislative Framework
- Trading Volumes of Recyclables
- Situational Analysis on Recycling and the Empowerment of Jamaicans
- Economies of Recycling
- Perceptions and Practices of Jamaicans related to Recycling
- Successes and Challenges of Recycling in Jamaica

- Assessment of Successful Recycling Initiatives in Latin America
- Cost Benefit Analysis of Recycling in Jamaica
- Locations of Recycling Facilities in Jamaica, and
- Conclusions and Recommendations for a Sustainable Recycling Strategy for Jamaica.

A public/private sector partnership has given rise to Recycling Partners of Jamaica and the "Recycle Now Jamaica (RNJ)" programme where the Government of Jamaica - through the Jamaica Emergency Employment Programme (JEEP), and other Jamaican private sector partners (including PepsiCo) will spearhead the recycling efforts. This study will form an important part of their decisions going forward.

(2) Fundraising Landscape Studies

The EFJ, during the fiscal period under review, partnered with the Critical Ecosystems Partnership Fund (CEPF) through CANARI in undertaking a fundraising study on both the local (Jamaican) and International arenas. This was in furtherance of our 2013 – 2015 Strategic Plan.

A grant of US\$20,000.00 was given to the EFJ to undertake the study. MdK Limited was selected to do the investigation into the Jamaican fundraising landscape and Blue Earth Consultants LLC was selected to examine the international scene.

Mdk Ltd. ended their work in May 2014 and concluded thus:

“The EFJ is unlikely to raise significant funds from the local private sector given the following 1) the current economic climate has significantly curtailed charitable giving in general 2) the local private sector does not, as a matter of course, generally provide funding for re-granting institutions 3) the EFJ has always had funding and is not known as an organization that raises money or needs to raise money 4) the EFJ has a very limited public profile as little is known about its achievements and therefore it would be difficult to solicit support from companies who need the marketing exposure to justify contribution and 5) the EFJ has not engaged the private sector before whether for fundraising or partnership.”

It was deemed prudent to focus our efforts on the international frontier based on these pronouncements.

Blue Earth Consultants LLC was asked to research and analyse (i) the EFJ and (ii) the market – the international donor/philanthropic funding community to determine opportunities for best fit for the two groups. This should be inclusive of (but not restricted to)

- Bi-lateral and multilateral opportunities,
- Fund management opportunities,
- Intermediary project management for large donors, and
- Trends in donor giving / spending for the EFJ to consider.

Blue Earth noted that the EFJ understands the need to be strategic and thoughtful in fundraising efforts in order to ensure success and provided us with a report that had a two-pronged focus:

Section 1: International Funder Opportunities: which provides a summary of international donors across multiple sectors, including private and corporate foundations and bi-lateral/multi-lateral donors, with a specific focus on the Top 10 donor prospects most aligned with EFJ’s mission, goals, and granting priorities.

Section 2: International Funder Action Plan: which provides specific steps that EFJ can take to cultivate the Top 10 donors and pre-launch tasks to help prepare for implementing the action plan.

Blue Earth initially identified upwards of 500 separate donor organizations and subsequently narrowed the field to roughly 100 organizations that would plausibly fund EFJ’s work. A matrix with the following criteria was used to narrow the numbers down to 10 priority donors:

- Alignment with EFJ priorities;
- Geographic alignment;
- History of giving to regrating organizations; and
- Range of giving amount above \$300,000.

Top 10 priority donors are (1) reliable givers and regularly fund projects aligned with EFJ’s topical priorities and within Jamaica and/ or the Caribbean region and (ii) those with a high likelihood of funding EFJ based on current giving, funder interest, history and reliability of giving, and amount of available funding. Blue Earth conducted research to identify the Top 10 priority private foundations, corporate foundations, and bi-lateral/multi-lateral donors that may be interested in supporting EFJ’s work within seven (7) main categories:

1. *Protected Area Management*
2. *Biological Diversity*
3. *Forest Conservation*
4. *Early Childhood Development and Education*
5. *Livelihoods and Climate Change*
6. *Care and Development of Children with Special Needs and/or at Risk*
7. *Recycling Initiatives*

Top 10 priority donors include:

Private Foundations	<ul style="list-style-type: none"> • Charles Stewart Mott Foundation • John D. and Catherine T. MacArthur Foundation • W. K. Kellogg Foundation
Corporate Foundations	<ul style="list-style-type: none"> • Alcoa Foundation • Western Union Foundation
Bi-lateral/ Multi-Lateral Organizations	<ul style="list-style-type: none"> • Australian Agency for International Development (AusAID) • Deutsche Gesellschaft für International Zusammenarbeit (GIZ) • EuropeAid • Global Environment Facility (GEF) • U. S. Agency for International Development (USAID)

The data has now provided the EFJ with a sound basis upon which to launch its international fundraising foray.

(3) Expressions of Interest

The Environmental Foundation of Jamaica submitted expressions of interest to be the Fund Administrator for both the Climate Change Fund as well as to administer the Protected Areas Trust Fund, and is in the process of discussing same. The EFJ anticipates a positive outcome in the new fiscal year.

The Nature Conservancy (TNC) Grant

The EFJ provided support to The Nature Conservancy to host the Caribbean Challenge Initiative (CCI) Summit Roadmap - Senior Officials Meeting (SOM1) in Jamaica. The Summit provided an extraordinary opportunity for the region and Jamaica, and also an opportunity for the EFJ to serve as the Jamaican National Entity for the Caribbean Biodiversity Fund and other residual funds which may arise from the Private Sector ventures. The EFJ was asked to serve as an NGO ambassador to the Summit process, which has also put the EFJ in an enviable standing for future potential endeavours.

With the consolidation of the two funds yet to be concluded and the EFJ only funding continuing grants, below is a summary of the financial data for fiscal year 2013/2014.

Summary Data (US\$)¹

Fund Data	2011	2012	2013	2014	Total 1993-2014
No. of proposals submitted	78	40	0	0	3,521
No. of proposals approved	24	15	0	0	1,253
Total approved funding for grants *	\$ 725,883.00	\$ 447,360.00	\$ 153,094.70	\$ -	\$42,687,857.70
Total of counterpart match (grantee cost-share)	\$ 419,545.00	\$ 156,222.00	\$ -	\$ -	\$38,953,505.00
Other leveraged matches (e.g. co-financing)	\$ 416,639.00	\$ 312,306.00	\$ -	\$ -	<i>n/a</i>
Total matching funds as % of approved	115%	105%	0%	0%	<i>n/a</i>
Amount spent on administrative costs	\$ 467,581.00	\$ 504,966.00	\$ 289,980.18	\$ 325,369.96	\$13,847,168.14
Interest and capital gained on investments	\$ 345,562.00	\$ 59,051.00	\$ 22,000.33	\$ 21,092.09	\$16,984,134.42
Fund balance at the end of the year	\$ 3,121,564.00	\$ 1,948,574.00	\$ 1,374,290.79	\$ 1,173,058.37	<i>n/a</i>

Total Funding Amounts for the Environmental Foundation of Jamaica

under the Enterprise for the Americas Initiative

1993-2014

No. of proposals submitted	3,521
No. of proposals approved	1,253
Total approved funding for grants	US \$42,687,857.70
Total of counterpart match (grantee cost-share)	US \$38,953,505.00
Amount spent on administrative costs	US \$13,847,168.14
Interest and capital gained on investments	US \$16,984,134.42

¹ Average rates of exchange: J\$85.675 : US\$1.00 (2011) US\$1.00; J\$89.08 (2012) US\$1.00; J\$101.3621 (2013) US\$1.00; J\$112.3644 (2014)