

# Building Network & Strengthening Awareness on Protected Areas Management in Peru

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## 1. Introductory Statement

USAID/Peru has a Strategic Objective that focus on Strengthening Environmental Management to Address Priority Problems (STEM). Its vision is to expand the national environmental policy and institutional framework to fully encompass and facilitate Environmental Management Strategies applications at enterprise and locality levels, leading to voluntary internalization of environmental values and associated expenditures.

Within this strategic objective there is a Protected Areas Management Program that focus on two main activities: a) Cordillera Azul National Park implemented by The Field Museum of Chicago and, b) The Parks in Peril Program implemented by The Nature Conservancy. The Peru's Government partners that USAID work with are the Instituto Nacional de Recursos Naturales (INRENA) and the Consejo Nacional del Ambiente (CONAM).

The activities implemented on protected areas involve short and long term results. The support from key stakeholders is limited in Peru and there is a need to improve information flow generated by these activities to strengthen awareness and understanding of the achievements and impacts of protected areas management.

## 2. Purpose or Goal Statement

**Goal:** To strengthen awareness of values and benefits generated by Protected Area management within Peruvian Government key decisionmakers, private sector and USAID.

### **Objectives:**

1. To conduct a survey among the PA activities supported by USAID and conduct an analysis of effectiveness and explore what are the expectations and needs to be engaged by the program coordinator
2. To develop a network among the protected areas activities supported by USAID to share information on problems, possible solutions and success stories.
3. To develop a communication strategy of the impacts and success stories from the PA activities to increase awareness and understanding of key decisionmakers in Peru's government and private sector as well within USAID.

## Barriers.

1. Limited interest and support from key decisionmakers at the Peru's Government level.
2. Limited exchange of information among the different NGOs implementing protected area management in Peru
3. There is a generalized short term view

## Benefits

1. Build networks and promote collaboration among USAID implementers
2. Increase understanding of benefits and impacts of PA management among the key decisionmakers within USAID and the Peruvian Government
3. Enhance the participation and involvement of Peru's Government decisionmakers
4. Promote participation of Peruvian representatives at ISPAM

## 3. Actions

ACTIONS	INDICATORS	RESOURCES NEEDED
<i>OBJECTIVE 1: To conduct a survey among the PA activities supported by USAID and explore what are the expectations and needs to be engaged by the PA program coordinator</i>		
☞☞ Conduct a survey with USAID partners (government agencies and non-governmental organizations (NGO's)) on information and coordination needed from USAID	Survey responded by partners and information consolidated	-Access to internet and e-mail
☞☞ Conduct interviews to key decisionmakers in Peruvian Congress and Media to understand the type and format of information needed	Transcribed and analyzed interviews about the needs of type and format of information	-Schedule time for meetings
<i>OBJECTIVE 2: To develop a network among the protected areas activities supported by USAID to share information on problems, possible solutions and success stories.</i>		
☞☞ Plan and coordinate network for information sharing among the USAID PA management partners, connect them to CIPAM	-Emails exchanged between the different implementers - Quarterly meetings will include participation of government agencies and NGOs USAID partners	- Schedule time for quarterly meetings
☞☞ Identify possible candidates to attend ISPAM	- Staff from government agency or NGO attends the ISPAM	-Funding - Time
☞☞ Identify other networks to work collaborately on information sharing and awareness	- Other institutions identified and responsible person identified	- Emails exchange -Time scheduled for periodic meetings
<i>OBJECTIVE 3: To develop a communication strategy of the impacts and success stories from the PA activities to increase awareness and understanding of key decisionmakers in Peru's government and private sector as well within USAID</i>		
☞☞ To develop an interpretation tool with the network party to target key decision makers	- Interpretation tool developed and list of key decision makers identified	-Funding for printed materials
☞☞ Success stories and key issues related to PA management to share among key decision makers in Peru	-Written document shared among key decision makers	- Time - Communication
☞☞ Implement a Task Force to address specific questions and issues that key decision makers could contact	- Decision makers and media contacting the Task Force	- Time

#### **4. Key Stakeholders and Potential Partners**

- a. The Field Museum of Chicago
- b. CIMA
- c. Choba-Choba, Pradera & CEDISA
- d. The Nature Conservancy
- e. WWF
- f. INRENA
- g. CONAM
- h. Ministry of Agriculture
- i. Congressmen
- j. Commissions on Environment, Amazonia Issues and Agriculture at Congress
- k. Other donor agencies (Dutch, GTZ, British,etc)

#### **Positively Impacted**

- All of above
- people and institutions attending the ISPAM workshop
- general public through media campaign

#### **Negatively Impacted**

- Possibly more work to do
- It could generate conflict
- Possible perception of self promotion

#### **5. Expected Outcomes**

1. Awareness & Understanding of PA management increased at Government, USAID and private sector
2. Brainstorming and discussion sessions promoted among different project implementers
3. A Task Force identified to address questions and complete information required by key decisionmakers or media interviews.