

UNIDO GMP Proposal Outline

1. Project Preparation

In preparation for getting the project rolling we will need to attend to the following items. Ideally, it would be good to see most of this happen in December, so January 1st we are ready to move ahead quickly and efficiently.

Recruiting personnel

We need to decide how the field staff will function and what exactly they will be doing. Do we need one person, who perhaps is one of the field trainers that will look after the TDU and move it from place to place? Or do we need a separate individual who's sole responsibility it to manage the TDU?

Office set up – space, furniture, equipment, telephone

It may be sufficient to only provide space for the Project Manager, and that could either be in Asmi's space or in the space Mayang and I occupy. There are trade offs for both choices. It's good to be close to the person, but it's also good for them and us to have some privacy. In any event they will need a decent desk and chair, storage and filing, a computer and printer, and a telephone and connectivity for e-mail and internet.

Systems set up – financial and administration

We can use existing financial and administration resources to support the project; and charge an administration fee to cover the extra costs for this.

Identify key people – government, village, gold fields, gold network

We need to assemble a list of the key people we need to liaise with in officialdom and in the community. This will include key units in the district and subdistrict, as well as senior government officials such as Bupati, Wakil Bupati, and head of parliament. We need their support and cooperation. Similarly, we need to connect with the people running the gold field activities, and key individuals in the processing and marketing chain. All of these people need to be made aware of what the program is trying to do, and be well-informed about the dangers of mercury.

2. Context Mapping and Analysis

This set of activities will provide us with a factual basis for identifying where we will target program activities, how large the target audience is in each area, and perhaps some social dynamics information. The information collected will also help fine tune the implementation design and the media selection and orientation. We will have to decide how practical it will be to delve deeply into the social context, based on the size of the population and what we feel is necessary for creating a baseline for measuring success. The methodology in the field sites will be a variation of a Rapid Rural

Appraisal, using interactive participatory tools to generate involvement, discussion and analysis by local people.

Some of the basic data collecting activities could take place in December, such as the existing secondary information.

Collect secondary data – maps, statistics

This information is needed to identify the key locations for populations and such places as gold shops, schools, clinics, and individual mining operations. Once we know the size of the populations and areas, it will be easier to start designing the schedule of activities for each group (health and mining technologies).

Galangal mining site survey

In Galangal we need to quantify locations and numbers of people involved, and find out who calls the shots and what is the mercury supply and processing chain. For the baseline, we will also need to find out people's understanding about the dangers in the use and handling of mercury and the amalgam.

Kareng Pangi survey

In Kareng Pangi we will identify key locations for mercury supply and processing, as well as key places in the community for training on better handling practices and for dissemination of information to the population affected by mercury use. In addition, we will find out current understanding about the dangers of mercury to human health and the environment.

3. Training of Trainers

Our main role in the Training of Trainers is supportive, because it will be led by UNIDO personnel. Our involvement is important because this activity will lead into the implementation phase, which fully is our responsibility, so it's essential that we help make the training work well and achieve its objectives. The trainees will be the ones we will work with in the field. We should try to get as much details from the UNIDO team on the training so we can make any comments or suggestions they might be able to incorporate to improve the training.

We should definitely make sure there is some time to explain our plan for how the project will operate, and what the role and responsibility will be for each group of trainees. They should also understand the time commitment and remuneration arrangement.

Assist with logistics

We have to find out from UNIDO what assistance they might need from us. There is nothing specific in the ToR from them that indicates a role for us in helping with logistics, but we should be prepared to help in whatever way we can.

Selection of attendees

We need to check on the list and make sure no key people are left out.

Final selection of trainees

We should try to identify good candidates for the training, as these will be the people we will be working with, and the success of the program will largely be in their hands. This is something we can start to do right away.

4. Media Preparation

This is a critically important area, because through proper use of appropriate media we will be able to extend the reach of the message, and reinforce and compliment the other activities that are taking place. We face several constraints: one is the short time frame, as ideally we should have all the media prepared before the ToT, so the trainees learn how to work with the materials; secondly, local facilities for media production are very weak, so a lot of the design and production work will have to be done in Jakarta.

It would have been ideal to field test most of the media in order to fine tune the message and the presentation with the target audience, but there won't be enough time. However, we should start identifying potential suppliers for both design and production, so once things start moving we can expedite things relatively quickly.

Media strategy and treatment

The media strategy is two-pronged: first, to raise and sustain general awareness about the dangers of mercury use, and secondly, to provide specific information to improve the handling and use of mercury. It is important that the general awareness media remains present throughout the term of the project.

The general treatment will be to find simple images and wording that quickly and memorably convey the notion that mercury represents a serious danger to human health.

Media materials

Three types of media are planned for use in the project:

- i. Media designed to convey specific information about mercury to specific target groups – eg, brochures and technical handouts for miners, teachers, health practitioners, gold shops, and rig owners.
- ii. Media intended to raise general awareness about the dangers of mercury – eg, posters, billboards, vehicle graphics, and news media displayed in prominent public spaces, such as markets and health clinics, or broadcast via radio and TV, and in the local press.

iii. Collateral media such as T-shirts and coffee mugs, which will attract interest and act as reminders to people. They may also be used as gifts to motivate decision makers and other influential persons to throw their weight behind the campaign.

5. TDU Preparation and Mobilization

At this point it is not clear what is the best type of vehicle for the TDU, although something like a van presents certain advantages, as it is capable of transporting both equipment and people; it is easily securable and is weather resistant; and it can be used as a travelling billboard for the project, generating attention and a constant reminder of the core message.

The TDU should be used for all of the visits to mining sites, to schools and clinics, to the gold shops and to communities. It may not be necessary for all follow up visits, but should be used for the initial visits to draw attention, and for ready access to demonstration equipment and materials.

As soon as possible, we need to get samples and specifications for the demonstration equipment – carpet, retorts, filters, and amalgam barrels; and for any ancillary hardware, such as generator, audiovisual components, storage fittings, and tenting.

The initial technical demonstrations to rig owners and operators, and to gold shop owners, must be followed up several times to ensure clear understanding of the new technologies and correct application in practice.

6. Implementation

The implementation program is divided into seven targeted ‘campaigns’, aimed at specific target groups. There are three levels of target groups, as shown in the figure below:

- i. Primary Target: people who actually handle mercury, including miners, suppliers, and processors. Government officials, teachers and health care workers, although not directly involved in mercury use, can be very important influences on changing harmful practices.
- ii. Secondary Target: people exposed to mercury, especially mercury vapours; this would include families of miners and amalgam processors, and others living close to areas where mercury is used or processed.
- iii. Tertiary Target: people living in the same general area of mercury use, but not close to processing points, such as residents of Kareng Pangi.

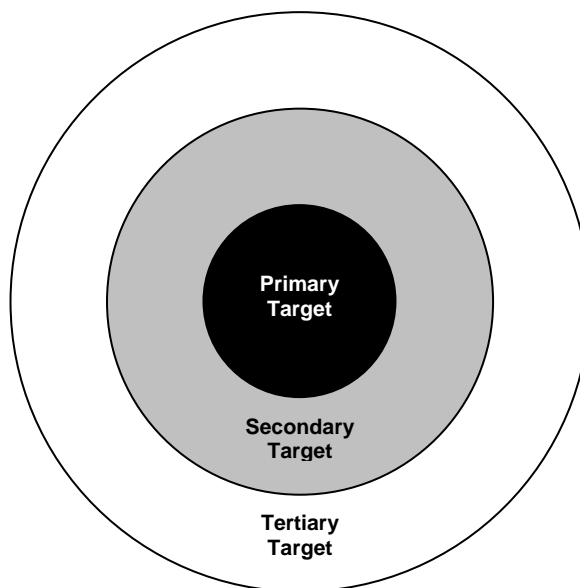


Figure 1: Target Groups

The trainees from the trainer of trainers' workshop will be the main information mobilizers, acting directly with individuals and groups to raise awareness and understanding, and to motivate and assist direct users of mercury to instigate safer practices. The trainees will be supported by the public awareness media campaign, and will have information and instructional material to provide to each target group or individual.

Campaign 1: Public awareness

The public awareness campaign will rely heavily on media to make the public aware that mercury use can be dangerous to health. Posters and billboards will be displayed in prominent locations, such as roadsides, eating and shopping areas, as well as in government buildings, schools and health facilities. In addition a regular series of regular radio spots and programs will bring the message directly to people's homes.

To launch the campaign a news event will be organised involving prominent individuals in government and in the community, which can be covered by television, radio and newspaper outlets. These events could be repeated two or three times throughout the campaign to sustain and strengthen public awareness.

There may also be a way of using the GMP vehicle as a mechanism to communicate and dispense information about mercury dangers to the general public, by parking it in public areas, with one or more of the mobilizers on duty to talk to people and hand out information.

Campaign 2: Schools and clinics

The trained motivators will go into schools and health clinics to make presentations to teachers, students and health practitioners on the hazards of mercury. They will have

handout materials for students to take home to their parents, and for health practitioners to give to patients. They will also provide posters that can be displayed prominently in the classroom and in health facilities.

Campaign 3: Communities

Community leaders, and perhaps religious leaders, will be sought out and enlisted to bring the message into their communities. This may involve staging a special event in each community, as well as working directly with community cadres, such as women's health groups. It may be necessary for the GMP motivators to make repeated visits to communities to ensure widespread dissemination of the message, and that people clearly understand the dangers. Handout materials will also be distributed, and posters will be mounted in prominent places.

Special efforts will be made to reach people living adjacent to gold shops or other processing places, to ensure they are made aware of the dangers they are being exposed to.

Campaign 4: Miners and families

One of the prime targets is miners and their families. The GMP mobilizers with a technology focus will work directly in the field with the miners, and the health mobilizers will work directly with their families. Suitable arrangements will be made when people are available to participate in these exchanges. It may be possible to work with groups of families clustered in the same area. Repeated follow up is essential to make sure people understand the message and start to change their behaviour and practices.

Campaign 5: Gold shops

Another primary target is gold shops in Kareng Pangi, where most of the amalgam processing takes place. One-on-one communication, demonstration, and follow up are essential to guaranteed improved practices with these people. As a focal point for gold processing, buying, and selling they can also be used as places from which to communicate the essential message about mercury use, by mounting posters and having handout information available.

Campaign 6: Owners

The mining rig owners are capable of bringing about a lot of change in how and how much mercury is used, as well as promoting more efficient gold recovery techniques. One-on-one sessions should be organised to explain clearly the advantages of changing some practices; and ways should be explored with them to find how best to expedite the process of change in the field.

Campaign 7: Government and politicians

If we can get government and political support for the overall campaign, it will strengthen the perception that this message is important to follow. The initial ToT workshop will be one opportunity to communicate to key officials the program content,

the plan, and the intent of the campaign; and how they can take part and lend support. It may also be worthwhile to organise a more public event, like a press conference, in Kareng Pangi, which can then kick off the campaign locally in a high profile manner.

7. Monitoring and Documentation

The plan is to incorporate monitoring of implementation through a self-assessment and reporting mechanism. Monthly review and planning meetings with key people and staff will allow the program implementation to be adapted to changing circumstances and ongoing learning. At the same time the process and learning will be documented, shared, and reported on a monthly and quarterly basis. Traditional and non-traditional media will be used – eg, reports, photos, and where applicable, video.

Monitoring

Monitoring of project activities, staff performance and learning, and budget expenditure will be an ongoing process that will be captured in monthly and quarterly reports. Both qualitative and quantitative information will be captured.

Activity reporting will focus primarily on the level of success towards achieving the objectives of the project, but quantitative details will also be included. Close monitoring of field trainees (motivators) will be required in the beginning, until it is clear that they can function with minimum supervision, and also to assist them in learning how best to perform the services. Budget expenditure will follow standard accounting practices, and will be reviewed together with activities and performance in a monthly meeting.

Documentation

The primary objective of documentation is to capture the learning and development process in a way that makes it easy to pass on the lessons learned, so that future efforts at replication or to expand and extend the program will have a firm foundation of information and knowledge. At the core of the documentation will be the experiences of the target groups in changing their attitudes and behaviour, as well as the project staff in learning how to facilitate and motivate these changes.

An effort will be made to document key processes, such as the motivational events, as well as the overall process, which will be useful for future replication elsewhere. Visual documentation is essential through photography, and if affordable, some video documentation would be useful.

8. Closure

An issue is how the learning and experienced will be carries forward, because a lot of the work is being carried on outside of the formal structure. Is there some way or place where logically the program learning could be maintained and extended? Would it be

correct to describe this initiative as a kind of pilot program to see if something can be done to improve ASM mining practices, particularly the handling of mercury; and if so, then how to extend the learning? It would be good to give some thought to this question well before the program closes. It could be useful to convene a workshop with local and provincial officials that looks directly at the achievements, and if they are considered good, to create some mechanism for continuing the work.

Inventory materials and equipment

I've asked UNIDO for some guidance on what should happen with the hard assets of the program. It might be most effective to lease or hire most of the items, especially the transportation items. If we could, it would be good to absorb the office equipment into YTS's inventory.

9. Assessment and Evaluation

In the beginning we need to establish objectively verifiable indicators of achievement and success, such as:

Changes in awareness, attitudes and behaviour: this is the most important measure of success, and should be very straightforward to determine from a representative sampling of the three target groups.

Sustainability: how likely are these changes to be remain permanent, and even increase and improve? Also the sustainability of local producers of the hardware needed to handle the mercury better. And the sustainability of the information and knowledge required to continue working in a less damaging way.

Potential threats: it would be useful to identify potential threats to the sustainability of the above.

We also need make an assessment of the program and how it was carried out. What went well or not so well, and what were the reasons why? This should be done by those directly involved, staff and target groups, as well as those on the periphery. Several mechanisms could be used to help determine this, such as focus group discussions, and a final review workshop.

Final report

This will be the final deliverable of the Project Manager, and shouldn't be overly elaborate. It would be good if it could be made as visual as possible, and perhaps we can make use of the video material, if it can be included in our budget.

We will have to find out what is required in terms of financial accountability from UNIDO.