資料編 1

E 成果 4（活動実績報告書）

E-1 広報とネットワーキング

活動実績報告書：成果 4(活動コンポーネント 11)

各活動コンポーネントの概要及び主要な成果品
広報とネットワーキング

1. 背景及び概要

本プロジェクトは、「湿地保全とワイズユースのモデル的アプローチとして、オロメガ湖及びホコタル湖での統合的管理を推進する組織体制を強化すること」をプロジェクト目標としている。また、プロジェクト目標の達成に向けて 4 つの成果が設定されているが、各成果は、成果 1：組織横断的な湿地管理体制の構築、成果 2：湿地管理計画の策定、成果 3：湿地保全のパイロット活動の実施、成果 4：広報、関係者間のネットワーク強化、と要約出来る。そのうち、成果 4 は、成果 1～3 の効果的な実施のために側面から支援する活動である。

成果 4 では、本プロジェクトの実施により得られる知識や経験が、エルサルバドル国(以降、「エ国」とする)及び中南米諸国、更に我が国の国民など幅広い関係者へ普及されるように、プロジェクトホームページやソーシャルメディア、広報誌等を利用した広報活動を行った。また、地方自治体やコミュニティ住民などの参加を促進するため、意識啓発や「湿地の生態系保全と持続的な利用」という共通の課題に取り組む関係者間の一体感の醸成を目的に、プロジェクトオリジナルの T シャツや帽子といった広報グッズの作成・配布を行った。これらの広報活動を通じ、湿地管理関係者間のネットワーク構築を行った。さらに、構築されたネットワークを湿地管理に継続的に活用するため、メーリングリストと WhatsApp グループを構築し、関係者間でのコミュニケーションを推進した。広報とネットワーキングに関わる主要なツール、対象および活動内容を下表に示す。

表　広報とネットワーキングに関わる主要なツール・対象・活動

区分	ツール	使用頻度	対象	活動の例
広報	1. プロジェクトホームページ(スペイン語)	適時	C/P、エ国関係者、地域住民、周辺中南米諸国	ホームページの開設、プロジェクト情報の広報、プロジェクト成果品の共有
	2. ソーシャルメディア (スペイン語)	毎週 2 回程度	C/P、エ国関係者、地域住民、周辺中南米諸国	Facebook の開設・活用、Instagram の開設・活用
	3. プロジェクトパンフレット (英語とスペイン語)	毎年 1 回程度	C/P、エ国関係者、地域住民、ラムサール湿地関係者	プロジェクト概要や主要な活動を紹介するパンフレットの作成・配布
	4. ニュースレター (英語とスペイン語)	毎年 2 回程度	C/P、エ国関係者、地域住民、ラムサール湿地関係者	プロジェクトの進捗を紹介するニュースレターの作成・配布

区分	ツール	使用頻度	対象	活動の例
	5. プロジェクトグッズ	適時	C/P、エ国関係者、地域住民、ラムサール湿地関係者	T シャツや帽子といった広報グッズの作成・配布
	6. JICA ホームページおよび JICA Facebook (日本語、英語、スペイン語)	適宜	C/P、エ国関係者、周辺中南米諸国、日本国民	JICA ホームページでのプロジェクトページの開設・活用、JICA Facebook への投稿
ネットワーキング	7. メーリングリスト	適宜	C/P、エ国関係者	資料・情報の共有、会議への招待
	8. WhatsApp グループ	適宜	C/P、エ国関係者	資料・情報の共有、会議への招待、湿地の状況の確認、対応の指示

出所：JET

本プロジェクトでは、地域住民を対象とした活動も実施することから、広報素材にはできるだけ簡潔な文章を使用するなど、地域住民にも理解しやすいような工夫をした。また、本プロジェクトの活動がモデルケースとして広く伝わるように、プロジェクトホームページやソーシャルメデイアの活用に力を入れた。そして、本邦向けには主に JICA のホームページを活用してプロジェクト情報を発信した。イベント等では、プロジェクトの近況を写真付きで紹介した Newsletter やプロジェクト対象地の魅力が伝わるようビジュアルにもこだわったパンフレットを配布し好評を博した。

2. 目的

- 広報では、プロジェクトで得られた知識や経験の普及を通して、プロジェクト認知度の向上、プロジェクト効果の最大化、公共事業としての説明責任を達成する。
- ネットワーキングでは、広報活動やイベントの開催を通じてエ国内の湿地管理関係者間の連携を強化し、コミュニケーションツールの活用により協働体制の継続性と効率性を高める。

3. 活動内容

(1) 持続可能な湿地管理の重要性を広報するための方針及び手段の決定(成果 4 詳細 P04.1.1)
(2) 広報素材の作成と広報活動の実施(成果 4 詳細 P04.1.2)
(3) 国内のラムサール条約関係者を招いた現場視察の実施(成果 4 詳細 P04.2.1)
(4) 国内関係者間のネットワークの構築支援(成果 4 詳細 P04.2.2)
(5) 各国の湿地関係者間のネットワーク構築の支援(成果 4 詳細 P04.3.1)
(6) 国際会議・イベント等への参加(成果 4 詳細 P04.3.2)

(7) 湿地ユニット職員およびその他関連組織の出席者への支援(成果 4 詳細 PO4.3.3)

4. 活動経緯と実績

(1) 持続可能な湿地管理の重要性を広報するための方針及び手段の決定

2016 年 6 月 (添付資料 1)	CP および他日本人専門家との議論を経て、プロジェクトにおける広報活動計画(Public Relation Action Plan)を作成した。(最終版は 2019 年 7 月に更新した計画)
2017 年 12 月 (添付資料 2)	広報活動をモニタリング・評価・改善するため、広報活動用のモニタリングシート(Monitoring & Evaluation Sheet for Public Relation Action Plan)を作成した。(最終版は 2020 年 9 月に更新したシート)
2019 年 8 月 (添付資料 3)	過去の広報活動を見直し、課題を認識し、より効果的な広報活動への強化を図るため、メディア戦略(Media Strategy)を作成した。(最終版は 2019 年 8 月に作成した戦略)
2020 年 3 月 (添付資料 4)	広報活動の主たるツールである Facebook に関して、現状を分析し、課題を把握し、より効果的な活用方法を探るため、Facebook モニタリング報告書(Facebook Monitoring Report)を作成した。(最終版は 2020 年 3 月に作成した報告書)

(2) 広報素材の作成と広報活動の実施

1) 広報誌

2016 年 7 月 (添付資料 5)	キックオフ会議を開催した。
2016 年 7 月	イベント等におけるプロジェクト広報のため、プロジェクト紹介用パンフレット(Project Brochure 1)を作成し、1,000 部印刷・配布した。
2017 年 2 月	イベント等におけるプロジェクト広報のため、プロジェクト紹介用パンフレット(Project Brochure 2)を作成し、1,500 部印刷・配布した。
2017 年 2 月 (添付資料 6)	イベント等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.1)を作成し、500 部印刷・配布した。
2017 年 9 月	非スペイン語圏のプロジェクト関係者および湿地管理関係者へのプロジェクト広報のため、英語版のプロジェクト紹介用パンフレット(Project Brochure 3)を作成し、300 部印刷・配布した。
2017 年 12 月 (添付資料 7)	イベント等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.2)を作成し、100 部印刷・配布した。
2018 年 10 月 (添付資料 8)	イベント等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.3)を作成し、200 部印刷・配布した。
2019 年 6 月	イベント等におけるプロジェクト広報のため、プロジェクト活動紹介用

(添付資料 9)	ニュースレター(Newsletter vol.4)を作成し、500 部印刷・配布した。
2019 年 10 月	世界湿地デーに関するイベント開催時におけるプロジェクト広報のため、プロジェクト紹介用パンフレット(Project Brochure 4)を作成し、100 部印刷・配布した。
2020 年 5 月 (添付資料 10)	ホームページや SNS 等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.5)を作成し、電子データを配布した。電子データはメーリングリストを通じてプロジェクト関係者 34 名、WhatsApp グループを通じてプロジェクト関係者 32 名に配布したほか、Facebook と Instagram においてもフォロワー向けに公開した。
2020 年 9 月 (添付資料 11)	ホームページや SNS 等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.6)を作成し、電子データを配布した。電子データはメーリングリストを通じてプロジェクト関係者 34 名、WhatsApp グループを通じてプロジェクト関係者 32 名に配布したほか、Facebook と Instagram においてもフォロワー向けに公開した。
2020 年 9 月 (添付資料 12)	ホームページや SNS 等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.7)を作成し、電子データを配布した。電子データはメーリングリストを通じてプロジェクト関係者 34 名、WhatsApp グループを通じてプロジェクト関係者 32 名に配布したほか、Facebook と Instagram においてもフォロワー向けに公開した。
2021 年 6 月 (添付資料 13)	ホームページや SNS 等におけるプロジェクト広報のため、プロジェクト活動紹介用ニュースレター(Newsletter vol.8)を作成し、電子データを配布した。電子データはメーリングリストを通じてプロジェクト関係者 34 名、WhatsApp グループを通じてプロジェクト関係者 32 名に配布したほか、Facebook と Instagram においてもフォロワー向けに公開した。

2) 広報グッズ

2016 年 7 月	イベント等におけるプロジェクト広報のため、プロジェクトタイトル入りバナーを作成した。
2016 年 7 月	イベント等におけるプロジェクト広報のため、プロジェクトロゴ付きクリアファイルを 500 枚作成・配布した。
2016 年 9 月	ワークショップでのプロジェクト広報のため、プロジェクトロゴ入りトートバッグを 100 個作成・配布した。
2017 年 2 月	地方湿地委員会と世界湿地デーに関するイベント開催時におけるプロジェクト広報のため、T シャツを 500 枚作成・配布した。
2018 年 6 月	植林イベント(Plantathon)開催時におけるプロジェクト広報のため、T シャツを 120 枚作成・配布した。

2018 年 7 月	パイロット活動に関するトレーニング(GAP training course)開催時におけるプロジェクト広報のため、帽子を 100 個作成・配布した。
2018 年 9 月	ラムサール条約 COP 参加時のプロジェクト広報のため、プロジェクト活動紹介用バナーを作成した。
2018 年 9 月	ラムサール条約 COP 参加時のプロジェクト広報のため、プロジェクトのロゴ入りコースターを 200 枚作成・配布した。
2019 年 2 月	世界湿地デーに関するイベント開催時におけるプロジェクト広報のため、65 個のトートバッグ、65 個の水筒、75 枚の T シャツを作成・配布した。
2019 年 6 月	イベント(National Biology & Conservation Event)参加時のプロジェクト広報のため、プロジェクト活動紹介用のバナーと学術的発表の為のポスターを作成した。
2019 年 10 月	世界渡り鳥の日に関するイベント開催時におけるプロジェクト広報のため、60 枚の T シャツ、60 個の水筒を作成・配布した。
2019 年 11 月 (添付資料 14)	プロジェクト対象地の管理体制強化のため、ATLAS を作成し、200 部印刷・配布した。また、電子データを MARN ホームページで公表した。
2020 年 1 月	世界湿地デーに関するイベント開催時におけるプロジェクト広報のため、150 枚の T シャツと 150 個のトートバッグを作成・配布した。
2020 年 7 月	植林イベント参加時のプロジェクト広報のため、帽子を 150 個作成・配布した。

3) ホームページ

1. JICA ホームページ

2017 年 8 月	地方湿地委員会設立に関する記事を投稿した。
2017 年 10 月	本邦研修に関する記事を投稿した。
2019 年 6 月	地方湿地委員会年次総会に関する記事を投稿した。
2019 年 9 月	新しい環境・天然資源省大臣一行のプロジェクト活動地訪問に関する記事を投稿した。

2. MARN ホームページ

2017 年 5 月	プロジェクト紹介ページの内容を準備し、MARN 湿地ユニットの承認を得て、MARN コミュニケーション部門へ提出した。
2018 年 3 月	MARN コミュニケーション部門の指摘への対応を開始した。
2019 年 4 月	指摘への対応完了が MARN コミュニケーション部門に確認され、プロジェクト紹介ページの開設と一般公開を開始した。
2019 年 4 月	プロジェクト主要成果品の電子データの公表を開始した。

2021 年 8 月	湿地管理計画や ATLAS 等、合計 22 種類のプロジェクト主要成果品の電子データの公表・配布を行っている。

4) ソーシャルメディア

1. JICA Facebook (https://www.facebook.com/jicapr/)

2018 年 9 月	プロジェクト活動全般に関する記事を投稿した。
2020 年 1 月	オロメガ湖とホコタル湖における外来植物に関する記事を投稿した。

2. プロジェクト Facebook (https://www.facebook.com/HumedalesOlomegaJocotal/)

2016 年 5 月	プロジェクト活動広報のため、Facebook サイトを立ち上げた。
2021 年 8 月	・1,643 人のフォロワーと 1,611 のサイトへの”like”を獲得した。 ・337 回の投稿を行った。

3. プロジェクト Instagram (アカウント名：proyectomarnjica)

2019 年 4 月	プロジェクト活動広報の強化のため、Instagram を立ち上げた。
2021 年 8 月	・1,472 人のフォロワーを獲得した。 ・200 回の投稿を行った。

(3) 国内のラムサール条約関係者を招いた現場視察の実施

2021 年 8 月 (添付資料 15)	国内のラムサール条約関係者を対象としたファイナルセミナーを開催した。COVID-19 状況下の為、会場には発表者のみが集まり、他の参加者はオンラインでの参加とした。

(4) 国内関係者間のネットワークの構築支援

1. メーリングリスト

2016 年 7 月	MARN-JICA プロジェクト関係者用のメーリングリストを作成し、運用を開始した。メーリングリスト登録者や利用方針等に関しては、添付資料 1”Public Relation Action Plan”に記載した。
2016 年 12 月	エルサルバドル国内のラムサール湿地管理関係者用のメーリングリストを作成し、運用を開始した。メーリングリスト登録者や利用方針等に関しては、添付資料 1”Public Relation Action Plan”に記載した。

2. WhatsApp グループ

2018 年 3 月	国家湿地委員会年次総会においてメーリングリストを補完するツールとして WhatsApp グループを作成することを提案し、委員会メンバーからの同意を得た。
2018 年 3 月	3 つの WhatsApp グループ(オロメガ湖地方湿地委員会用、ホコタル湖地方湿地委員会用、国家湿地委員会用)を立ち上げ、運用を開始した。各グループの参加者や利用方針等に関しては、添付資料 1”Public

	Relation Action Plan”に記載した。

3. 湿地管理委員会

2017年4月	オロメガ湖とホコタル湖の地方湿地委員会立ち上げの経験を基に、エルサルバドル国内の5つのラムサール湿地(”Jiquilisco”、”Jaltepeque”、“Barra de Santiago”、“Cerron Grande”、”Guija”)における地方湿地委員会立ち上げを支援した。
2017年8月	支援を行った”Jaltepeque”地方湿地委員会が設立された。
2017年9月	支援を行った“Barra de Santiago”地方湿地委員会と“Cerron Grande”地方湿地委員会が設立された。
2017年9月	支援を行った”Jiquilisco”湿地委員会と”Guija”地方湿地委員会が設立された。

(5) 各国の湿地関係者間のネットワーク構築の支援

2018年3月	国際的な湿地関係者間のネットワーク構築の方針に関して、MARNとの議論を開始した。
2018年3月	SICA各国のラムサール条約フォーカルポイントのリストを作成した。
2018年9月	エルサルバドルのラムサール条約フォーカルパーソンであるDr. Jorge Ernesto(MARN)とSICA各国の湿地関係者間のネットワーク構築にプロジェクトが貢献する方法に関して議論を行った。
2018年10月	SICA/CCAD’s Eco-DRRセミナーにおけるMARN側のプレゼンテーション作成の支援を行った。
2019年1月	SICA各国のフォーカルパーソンによる会議においてプロジェクト情報を共有するため、プロジェクト情報に関する資料を作成し、Dr. Jorge Ernesto(MARN)に共有した。

(6) 国際会議・イベント等への参加

2016年8月	辻副総括がJICAとCCAD/SICAがマナグアで開催したワークショップ“Project Formulation for the Regional Biodiversity Conservation”に参加した。
2017年10月	Ms. Georgina(MARN)がパナマで開催されたトレーニングプログラム“Wetlands Management Plans With Focus On Climate Change”に参加した。
2018年10月	浅野総括とMs. Georgina(MARN)がドバイで開催されたラムサール条約COP13に参加し、プロジェクトの成果を発表した。
2019年10月	Ms. Rosalba (MARN)がリマで開催された国際会議“IUCN 3rd Congress of Natural Areas of Latin America and Caribbean”に参加し、プロ

	ジェクトの成果を発表した。

(7) 湿地ユニット職員およびその他関連組織の出席者への支援

2018 年 9 月	Ms. Georgina(MARN)がラムサール条約 COP13 に参加するためのホテルや航空券等の手配、会議で発表するためのプレゼンテーション作成等を支援した。
2019 年 9 月	Ms. Rosalba(MARN)が国際会議“IUCN 3rd Congress of Natural Areas of Latin America and Caribbean”に参加するためのホテルや航空券等の手配、会議で発表するためのプレゼンテーション作成等を支援した。

5. 評価

(1) 成果到達度の評価

評価指標	指標の到達度の自己評価	評価結果
3 種類以上の広報グッズの作成	Achieved	2021 年 8 月 25 日時点で下記の通り、計 31 種類の広報グッズを作成した。 1. Project Brochure 1 2. Project Brochure 2 3. Project Brochure 3 4. Project Brochure 4 5. Newsletter vol.1 6. Newsletter vol.2 7. Newsletter vol.3 8. Newsletter vol.4 9. Newsletter vol.5 10. Newsletter vol.6 11. Newsletter vol.7 12. Newsletter vol.8 13. プロジェクトタイトル入りバナー 14.プロジェクト活動紹介用バナー1 15.プロジェクト活動紹介用バナー2 16.プロジェクト成果学術発表用ポスター 17.プロジェクトロゴ付きクリアファイル 18.プロジェクトロゴ入りトートバッグ 19.2017 年世界湿地デー用 T シャツ 20.2018 年植林イベント用 T シャツ

		21.2018 年 GAP トレーニングコース用帽子 22.2018 年ラムサール条約 COP13 用コースター 23.2019 年世界湿地デー用 T シャツ 24.2019 年世界湿地デー用トートバッグ 25.2019 年世界湿地デー用水筒 26.2019 年世界渡り鳥の日用 T シャツ 27.2019 年世界渡り鳥の日用水筒 28.2020 年世界湿地デー用 T シャツ 29.2020 年世界湿地デー用トートバッグ 30.2020 年植林イベント用帽子 31.ATLAS 以上より、本指標は達成された。
1,000 個以上の広報グッズの配布	Achieved	2021 年 8 月 25 日時点で下記の通り、計 6,695 個の広報グッズを配布した。 1. Project Brochure 1: 1,000 2. Project Brochure 2: 1,500 3. Project Brochure 3: 300 4. Project Brochure 4: 100 5. Newsletter vol.1: 500 6. Newsletter vol.2: 100 7. Newsletter vol.3: 200 8. Newsletter vol.4: 500 9.プロジェクトロゴ付きクリアファイル: 500 10.プロジェクトロゴ入りトートバッグ: 100 11.2017 年世界湿地デー用 T シャツ: 500 12.2018 年植林イベント用 T シャツ: 120 13.2018 年 GAP トレーニングコース用帽子: 100 14.2018 年ラムサール条約 COP13 用コースター: 200 15.2019 年世界湿地デー用 T シャツ: 75 16.2019 年世界湿地デー用トートバッグ: 65 17.2019 年世界湿地デー用水筒: 65 18.2019 年世界渡り鳥の日用 T シャツ: 60 19.2019 年世界渡り鳥の日用水筒: 60 20.2020 年世界湿地デー用 T シャツ: 150 21.2020 年世界湿地デー用トートバッグ: 150 22.2020 年植林イベント用帽子: 150

		23.ATLAS: 200 以上より、本指標は達成された。
1回以上の国家レベルのイベント開催	Achieved	2021年8月に国内のラムサール湿地管理関係者へのプロジェクト成果共有を目的としたファイナルセミナーを開催した。なお、COVID-19の影響もあり、会場には発表者のみが集まり、他の参加者はウェブを通じて参加した。 以上より、本指標は達成された。
2回以上の国際イベントへの参加	Achieved	2021年8月25日時点で下記の通り、計4回国際イベントへ参加し、プロジェクト成果の共有を行った。 • 辻副総括がJICAとCCAD/SICAがマナグアで開催したワークショップ“Project Formulation for the Regional Biodiversity Conservation”に参加（2016年10月） • Ms. Georgina(MARN)がパナマで開催されたトレーニングプログラム“Wetlands Management Plans With Focus On Climate Change”に参加(2017年10月) • 浅野総括とMs. Georgina(MARN)がドバイで開催されたラムサール条約COP13に参加し、プロジェクトの成果を発表(2018年10月) • Ms. Rosalba(MARN)がリマで開催された国際会議“IUCN 3rd Congress of Natural Areas of Latin America and Caribbean”に参加し、プロジェクトの成果を発表(2018年10月) 以上より、本指標は達成された。

(2) 目標到達度の評価

評価指標	指標の到達度	評価結果
関係者間のコミュニケーションツール1つ以上の作成・活用	Achieved	プロジェクト目標である湿地の統合的管理を推進する組織体制の強化のためには、関係者間で綿密なコミュニケーションを行えるツールの確立が不可欠である。 本プロジェクトでは、2021年8月25日時点で下記のコミュニケーションツールを作成した。

		1. MARN-JICA プロジェクト関係者用メーリングリスト 2. エ国内ラムサール湿地管理関係者用メーリングリスト 3. オロメガ湖地方湿地委員会用 WhatsApp グループ 4. ホコタル湖地方湿地委員会用 WhatsApp グループ 5. 国家湿地委員会用 WhatsApp グループ また、添付資料 2“Monitoring Sheet”に記載の通り、関係者間で高頻度に活用されていることを確認した。 以上より、本指標は達成された。

6. 教訓

(1) Media Strategy の作成とローカルスタッフへの指導により、広報活動においてソーシャルメディアを効果的に活用することができた。具体例を挙げると、2016 年 5 月末に開設した Facebook のフォロワー数は、第 2 期開始時点の 2018 年 6 月末時点では 266 人であったが、Media Strategy の作成・周知と運営体制の強化等の成果で、2021 年 8 月 25 日時点では 6 倍以上の 1,611 人となった。2019 年 4 月に開設した Instagram では、Media Strategy の作成・周知と運営体制の強化、さらにプロジェクト活動に興味を持ちそうなユーザーをこちらからフォローすることによる能動的な宣伝により、2021 年 8 月 25 日時点で 1,472 人のフォロワーを獲得した。これにより、プロジェクトの認知度を向上させること、より多くの人にプロジェクトで得た知見を伝えることができた。

(2) PR Action Plan の作成とカウンターパートおよびローカルスタッフへの周知により、広報活動およびネットワーキングを効率的に行い、もれなくモニタリングを行える体制を確立することができた。

(3) 現地不在時に業務の進捗が滞ってしまったこと、その間にカウンターパート側の方針が変わり、手戻りが発生したことなどにより、プロジェクトホームページの開設時期が、当初の計画より遅れてしまった。遅れを受け、現地不在時の遅延を防止するため、現地アサインの間にカウンターパート側担当者と綿密に協議を行うこと、また、カウンターパート側の方針の変更による手戻りを防ぐため、指摘事項への迅速な対応を行うことにより、遅れを最小限に留めることができた。

(4) 管理の現場にいる MARN のレンジャーらと中央省庁の管理者らのタイムリーなコミュニケーションの為には WhatsApp グループの活用が有効であるという教訓を得た。

7. 提言

(1) プロジェクトの成果や教訓が記録されたMARNホームページ内のプロジェクトページは、エ国内および周辺国内の湿地管理のモデルケースとなるため、プロジェクト完了後も残しておき、活用することが期待される。
(2) ソーシャルメディアの活用においては、異なる利用者層を有する複数のメディアを活用すること、また相互に視聴者を誘導することがより多くのフォロワーを得るために有効である。
(3) プロジェクト内で活用したコミュニケーションツールは、他の湿地の管理関係者間でも同様に作成し、活用することが有益である。

8. 主要な成果品リスト:

1) Public Relation Action Plan (添付資料1)
2) Monitoring sheet (添付資料2)
3) Media Strategy (添付資料3)
4) Facebook Monitoring Report (添付資料4)
5) Kick-Off Seminar Report (添付資料5)
6) Newsletter vol.1 (添付資料6)
7) Newsletter vol.2 (添付資料7)
8) Newsletter vol.3 (添付資料8)
9) Newsletter vol.4 (添付資料9)
10) Newsletter vol.5 (添付資料10)
11) Newsletter vol.6 (添付資料11)
12) Newsletter vol.7 (添付資料12)
13) Newsletter vol.8 (添付資料13)
14) ATLAS (添付資料14)
15) Final Seminar Report (添付資料15)

以上

Public Relations and Awareness plan 2016-2021

For the promotion of integrated wetland management under the Project for the Integrated Wetland Management in Olomega and El Jocotal Lagoons

June 2016

Wetland Unit, MARN

JICA Expert Team

Version 4
(Revised on June 2019)

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Acronyms

MARN	Ministerio de Medio Ambiente y Recursos Naturales (Ministry of Environment and Natural Resources)
JICA	Agencia de Cooperación Internacional de Japón (Japan International Cooperation Agency)
MAG	Ministerio de Agricultura y Ganadería (Ministry of Agriculture and Livestock)
ADESCO	Asociaciones de Desarrollo Comunal (Alcaldía) (Community Development Associations [Municipality])
MITUR	Ministerio de Turismo (Ministry of Tourism)
MINEC	Ministerio de Economía (Ministry of Economy)
MIGOB	Ministerio de Gobernación (Ministry of Governance)

1. Introduction

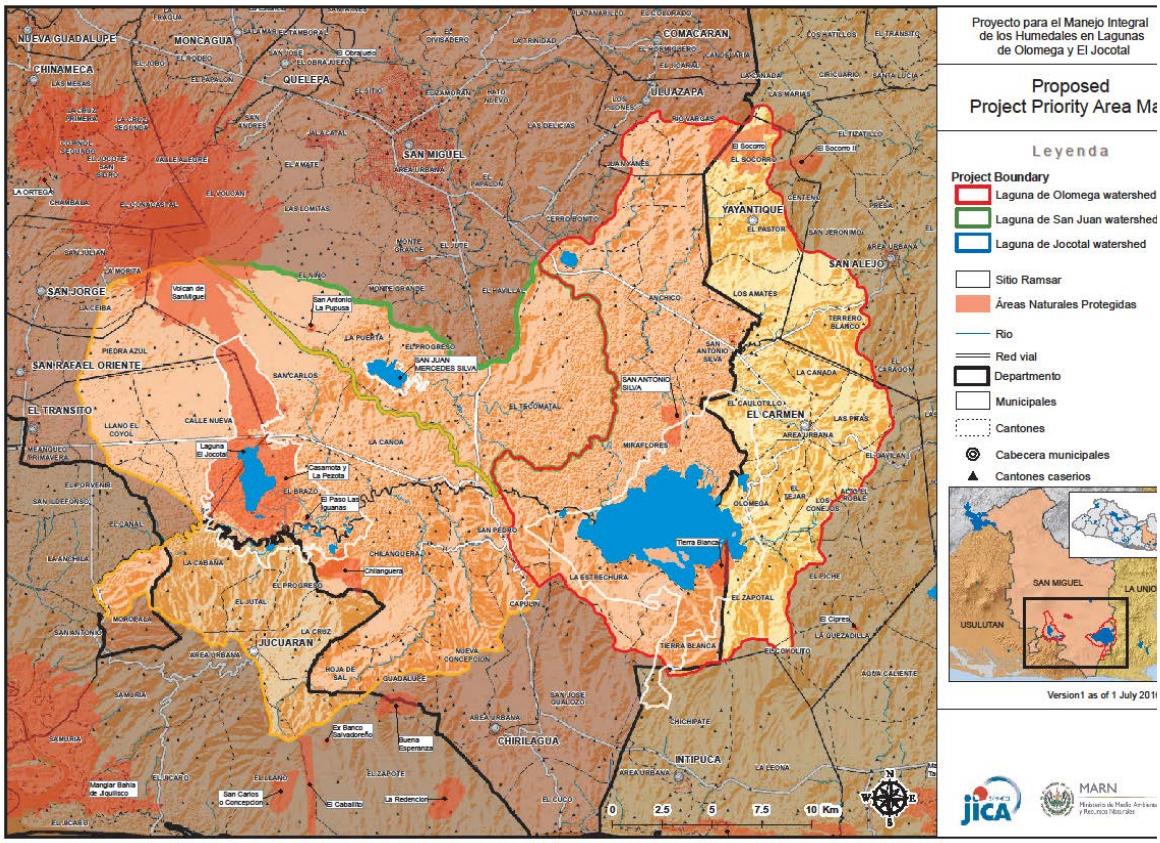
The Public relations and awareness plan will be carried out by the MARN-JICA project staff for wetland management, who will take both a strategic and operational role to influence communications. Public relations and campaigns for the respective conservation activities, which relate to the management of wetlands in the project's framework, will specifically focus on wetlands Olomega and El Jocotal.
It is the responsibility of the project to lead and heighten awareness of the situation of the Lagoons Olomega and El Jocotal, which is why the framework in this document is based on the cooperation of all MARN staff and of the JICA expert team.
This document will guide the management of communications the JICA Expert Team and the Wetlands unit in relation to their work with and for the project, emphasizing the design and implementation of effective public relations and awareness-raising campaigns, including relevant elements on the processes and actors involved in the project.

2. Background of the Project

The Government of the Republic of El Salvador (hereinafter referred to as "El Salvador") has established one of the priority sectors, the conservation of wetlands and the environment, and has developed, through the Ministry of Environment and Natural Resources (MARN), the National Wetlands Improvement Plan of El Salvador and the action plan for the lagoons of Olomega and Jocotal. However, the National Wetland Committee in charge of the implementation of this plan and ensuring the management of wetlands at a national level is still not operational, and the local wetland committees of the Olomega and El Jocotal lagoons are only beginning to function. The rules and operation guides for these committees have been developed, but the prospect of their operation towards the future is still unclear. In this context, El Salvador has requested to Japan the implementation of a technical cooperation project to promote the conservation and wise use of wetlands. In response to this request, JICA signed and exchanged the Record of Discussion (hereinafter referred to as "R/D") in November 2015 for the project for the integrated management of wetlands in the lagoons of Olomega and Jocotal (hereinafter referred to as the "Project").

3. Project Target Areas

The lagoons of El Jocotal and Olomega are the project objective areas. These are natural lagoons located in the departments of La Unión, San Miguel and Usulután, to the East of the country, and both are "Wetlands of international importance" (Ramsar sites). Around 19,500 local people live around these lagoons, whose livelihoods consists mainly of fishing and farming, being these important sources of income for the local population. The deterioration of their environment affects not only the inhabitants, but also has a negative impact on the Jiquilisco Bay, located downstream and which constitutes the greatest extension of brackish water and salt forest in El Salvador.



Source: JICA Expert Team

Figure 1 Working Areas

4. Public Relations and Awareness in the Project Framework

4.1 Project framework

The following are key components on the MARN-JICA wetland project framework. The activities of the project design matrix (PDM for its acronym in English) in the expected output 4 were specifically developed to share information related to the project and promote activities in respective project proponent. This will create a conducive environment for collaborative work, public participation, and effective public relations and awareness towards the achievement of the project objectives.

(1) Project Purpose

The goal of this project is to implement the activities specified in the PDM included in the R/D signed in November 2015, to achieve the expected results, and have built the institutional framework that ensures the comprehensive management of wetlands, which is the project objective, after its completion.

(2) Overall Goal of the Project

The approach model is developed based on the obtained experiences of the lagoons of Olomega and El Jocotal and is applied in practice in El Salvador.

(3) Final Outputs of the Project

The four results for this project are the following:

1) Strengthening a mechanism of cross-cutting wetlands management in MARN, as the central organism of coordination.
2) Prepared a wetland management plan including the zoning through local communities around the lagoons of Olomega and El Jocotal.
3) An application and partial implementation of the management plan of the lagoons of Olomega and El Jocotal based on its own characteristics. Pilot activities based on the unique characteristics of the lagoons of Olomega and El Jocotal are implemented as partial implementation of the management plan.
4) Strengthen a contact network with local people on different wetlands within and out of El Salvador, through the broadcasting of the knowledge and the experience acquired in the project.

4.2 Activities of Output 4

The activities related to public relations and awareness rising will be conducted under the expected output 4. The specific activities of these outputs are:

(1) To prepare public relations material using the results of the pilot activities and zoning plan.

(2) To organize field visits for experience sharing, inviting local stakeholders of Ramsar wetlands.

(3) To participate international conferences to share experiences of the country.

5. Basic Approach

The MARN-JICA project seeks to promote the ecological value of the El Jocotal Wetland through communication and awareness-raising activities and products that generate environmental knowledge and, ideally, changes in attitude and behavior in the target population.

There is a need to increase the awareness of the Project in order to create recognition among all actors, and to prepare and distribute public relations materials and campaigns to raise public awareness in a specific audience. To achieve this, the Project establishes the following basic actions:

(1) Increase and maintain close collaboration between the communications unit of MARN and the project team to achieve a synergy for public relations.

(2) To promote an active interaction with the ministries, departments, municipalities, and local communities through the dissemination of information related to the project, inviting them to

participate in workshops/seminars and assisting them to work for conservation, in order to win support for the activities of the project.

(3) Maintain and expand relations with key journalists basically through MARN Communication Unit to generate frequent reports and support for the organization. Special publications, social events, and workshops linked to the execution of the components of this action plan.

6. Requirements of the Actions

The activities that will be planned and implemented within the project framework shall comply with the following principles:

(1) Public affairs and communications are tools to be used effectively to assist in the promotion of the objectives of the project and its activities, so that communities are aware and educated on the importance of the conservation and sustainable management of natural resources.
(2) Examine and review the results of communications / public relations (expected result 4) along the implementation time, especially during the important events or activities.
(3) Fully respect all MARN internal communication protocols, including the issuance of statements in the public media in general, all dealings with public media should be coordinated and done through the MARN Communications unit.

7. Target Audience and Key Message

There are basically two types of audience with which the project will develop public relations activities:

(1) Main Audience

- Local communities, especially ADESCOs, cooperatives and local committees, as well as private owners
- Government entities, especially MAG, MITUR, MINEC, MIGOB
- Municipalities with jurisdiction and competence in the lagoons Olomega and Jocotal, Chirilagua, El Carmen, El Tránsito, Jucuarán and San Miguel
- Non-governmental organizations
- Institutional and sectorial actors of others Ramsar sites in El Salvador.
- Organizations and entities of Central America Ramsar sites

(2) Secondary Audience

- International cooperation agencies
- Schools and academies
- People and organizations related to Ramsar sites worldwide

8. Tools for PR

The project employs specific tools and media for effective public relations and awareness as detailed below:

(1) Webpage/Main website

The web site will be the integral part of the public relations and communications for the achievement of the objectives of the project. The site will be created on the main page of MARN. In addition, a web site of the project will be created on the platform of JICA (https://www.jica.go.jp/project/elsalvador/006/index.html). The personnel of the project will be trained to adequately update the content of the web. This will include the selection of a technical liaison for updates, who will propose material and manage updating content regularly and timely. This technical link will be in coordination with the communications unit of MARN and will be responsible for putting the information on MARN website, under the direct supervision of the authorities of MARN.

(2) Mailing lists/WhatsApp groups

Mailing lists and WhatsApp groups will be created to enhance the framework of the public relations and communications. Detailed information include division of roles is described in Attachment 1: Guidelines for the Use of Mailing List and WhatsApp Group.

(3) Social Networking Services

Facebook, Instagram, and other software will be established to enhance the framework of the public relations and communications. Detailed information include division of roles is described in Attachment 2: Guidelines for the Use of the Project Facebook.

(4) Photo Library

Creation of the "Photo Library" for users, available on the project website, in which photographs as well as activities and other events related to the project will be highlighted.

(5) Publications

The material will be related to the activities carried out in accordance with the expected results. The publications will be produced during the project implementation, and will be appropriate to be distributed to the target audience of this action plan.

The materials to be developed:

- Brochures of the project
- Newsletters of the project
- Guides of fauna and flora of Olomega and El Jocotal lagoons (personal guides)
- Atlas of the Olomega and El Jocotal lagoons
- Various reports, guidelines, and other documents
- Scientific Articles for dissemination in magazines indexed and not indexed, digital or printed

(6) Maps, Images, and other information materials

In related to the geographic information system (GIS), one of the JICA specialist on geographic outputs will work on the environmental Geo information for the production of cartographic material, focused on priority landscapes, species, and other relevant information to the project.

9. Key Activities, Target Audience, and Actions

To widely disseminate the knowledge and experience acquired during the implementation of the project to the people of El Salvador, Japan, and other countries in the region, and to raise awareness in the public toward the importance of wetland conservation, the goal to use various means of promotion is detailed in table 1. Considering that the project includes the implementation of activities involving the local community, efforts are made to design the promotional material in a way that is easy to read and understand. It is a focus effort in the application of the Web site and social media to replicate widely the model established by the project to other countries of the Central American region and of the world. The information addressed to the Japanese people will be transmitted mainly by the JICA website.

The activities will take place under the supervision of the project director of MARN, and the Chief Advisor of JICA Expert team.

Table 1 Main means, Promotion Activities, and the Publication of the Present Project

Promotion and Dissemination	Dates (tentative)	Area	Activities (example)	Person Responsible - MARN	Person responsible - JICA
1. Transmission of information through the project Web site (Spanish)	Third year (opening), in a timely manner (update of data)	C/P, actors of the national Government, local community, other neighbors in Central America	Launching of the Web page in MARN main page.	Sandra	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)
2. Dissemination of information through JICA website (Japanese, English and Spanish)	Timely manner	C/P, actors of the national Government, other neighboring countries of Latin America and the Japanese people	Add a page about the project in the JICA web page.	-	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)
3. Dissemination of information through SNS (Facebook & Instagram) (Spanish)	Timely manner	Ordinary peoples	Launching and utilization of the SNS (Facebook & Instagram)	Rosalba	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)
4. Preparation of the public relation materials (Spanish)	At least 4 times per year (approximately)	C/P, actors of the national government, local communities	Produce and distribute public relations materials in seminars, events, etc. in order to disseminate the	Rosalba	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)

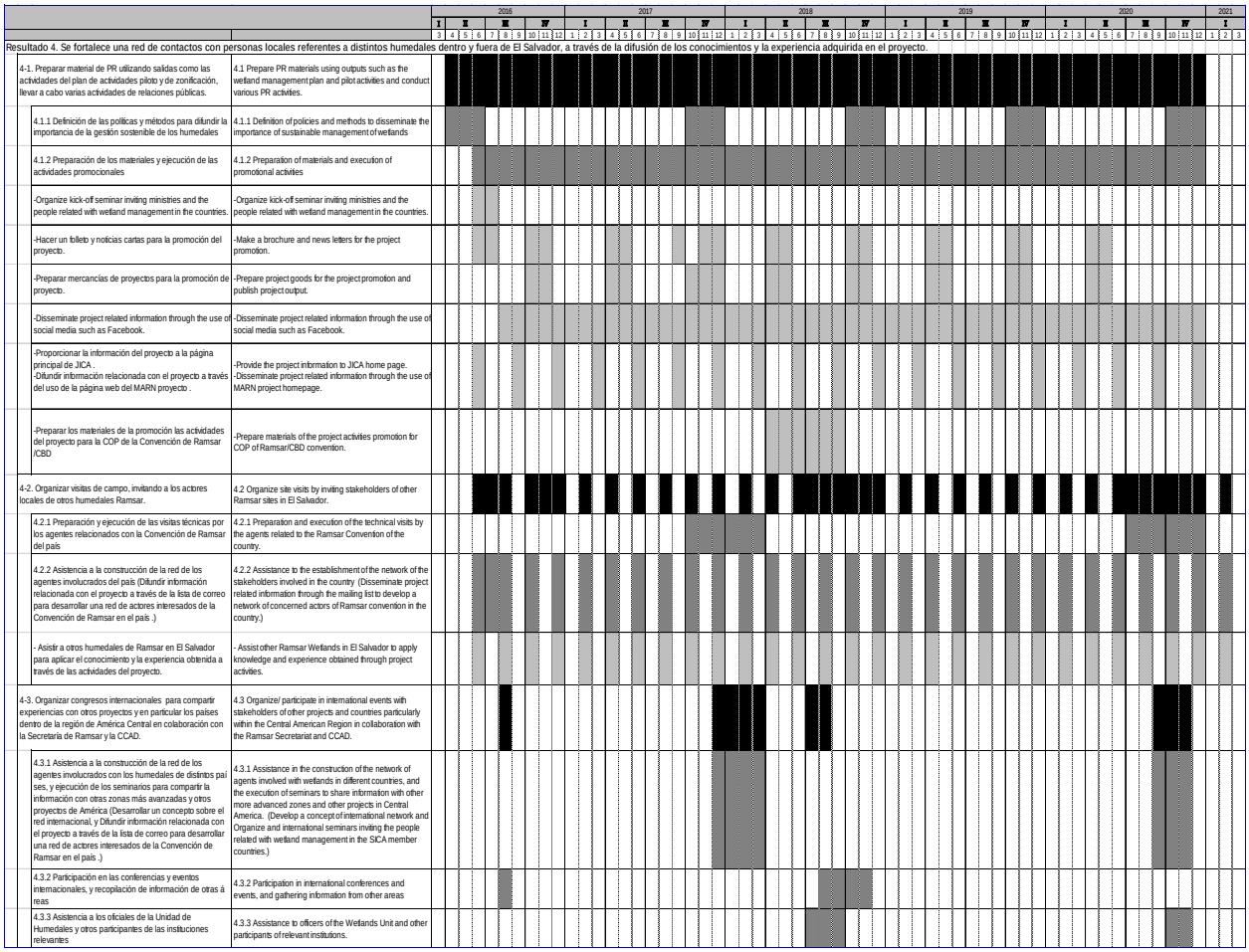
			project.		
5. Establishment of email networks with key actors	First year (opening), in a timely manner (update of data)	C/P, Government actors national and international, local community	Preparation of mailing list, disseminate information related to the project through the use of the mailing list to build a network of actors.	Rosalba	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)
6. Establishment of WhatsApp groups with key actors	Third year (Opening), in a timely manner	C/P, Government actors national local community	Preparation of mailing list, disseminate information related to the project through the use of the mailing list to build a network of actors.	Rosalba	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)
7. Implementation of the technical visits by agents connected with the Ramsar Convention of the country	Second and fifth year	The actors and stakeholders related with the Ramsar Convention of El Salvador	Organize the technical visits and the exchange of views and experiences.	Georgina and Rosalba	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia)
8. Construction of the network of those agents involved with the wetlands of different countries	Fourth and fifth year	Actors of Government of the host country of SICA	Mailing list preparation, organizing the first international seminar.	Georgina	JICA Expert on PR (Yanehashi), Secretary of JET (Silvia), Chief Advisor (Asano)

Source: JICA Expert Team

10. Implementation Schedule

The Project will implement PR related activities as planned in the table below:

Table 2 Implementation Schedule



Source: JICA Expert Team

11. Monitoring and Evaluation

The monitoring and evaluation shall be conducted every six months. The indicators to monitor are shown below:

- At least 300 reaches and 250 engagements (like, comment, or share) on the Facebook page per month.
- At lease 5 posts on the Facebook page per month.
- At least 5 more followers on the Project Instagram per month.
- At least 5 posts and 50 likes on the Project Instagram per month.
- At least 3 posts on the JICA web page per year.
- At least 6 posts on the MARN web page per year.
- At least 1 preparation of the Newsletter per 6 months.

- At least 6 preparation of the PR products (Brochure, Booklet, Project Goods) per year.
- At least 4 e-mails sent to the national Ramsar network mailing list per year.
- At least 25 conversations in El Jocotal Local Committee's WhatsApp groups per year.
- At least 25 conversations in Olomega Local Committee's WhatsApp groups per year.
- At least 10 conversations in National Ramsar Committee's WhatsApp group per year.

More information related to monitoring and evaluation is described in Attachment 3: AT3_Output 4 Monitoring Sheet.

Attachment 1: Guidelines for the Use of Mailing Lists and WhatsApp Groups

Attachment 2: Guidelines for the Use of the Project Facebook

Attachment 3: Output 4 Monitoring Sheet

(Last revision: June 3rd, 2019 by Keisuke Yanehashi)

The Project for Integrated Wetland Management in Olomega and El Jocotal Lagoons

Guidelines for the Use of Mailing Lists and WhatsApp Groups

Version 2 as of June 2019

This document was prepared to be attached to the Public Relations and Awareness Action Plan, which aims at all staff of MARN-JICA Wetland Project to raise awareness and improve public relations on wetland management in the target area, and specifically intended to be used as a guide for effective and efficient use of mailing lists and WhatsApp groups.

1 Specification

1.1 Names and Members:

The project makes 2 types of mailing lists and 3 types of WhatsApp groups as shown in table 1 and 2.

Table 1. Types of mailing lists

No.	Name	Expected members of the mailing list
1.	todomarnjica@googlegroups.com	All of MARN-JICA project's members
2.	ramsar_es@googlegroups.com	Local wetland management committees members, All of Japanese Experts, Ms. Rosalba (MARN), and Ms. Marcela (JET)

Source: JICA Expert Team (JET)

Table 2. Types of WhatsApp groups

No.	Name	Expected members of the WhatsApp group
1.	El Jocotal Local Committee	El Jocotal Local Committee members, Ms. Rosalba (MARN), and Ms. Marcela (JET)
2.	Olomega Local Committee	Olomega Local Committee members, Ms. Rosalba (MARN), and Ms. Marcela (JET)
3.	National Ramsar Committee	Local wetland management committees members, Ms. Rosalba (MARN), and Ms. Marcela (JET)

Source: JICA Expert Team (JET)

1.2 Administrator:

1) Mailing lists

Ms. Rosalba Parada (MARN), Ms. Silvia Fuentes (JET), Mr. Keisuke Yanehashi (JET)

2) WhatsApp groups

Ms. Rosalba Parada (MARN), Ms. Marcela Lemus (JET), Mr. Keisuke Yanehashi (JET)

1.3 Supervisor:

1) Mailing lists

Mr. Jaime Espinoza (MARN), Mr. Koji Asano (JET)

2) WhatsApp groups

Mr. Jaime Espinoza (MARN), Mr. Koji Asano (JET)

2 Operation

"Administrator" shall be responsible for the actual operation of the mailing lists and WhatsApp groups, and "Supervisor" shall be responsible for monitoring and supervising of the operation from time to time. The following table defines major works to be involved and expected way of the use by administrator and the members of each mailing list and WhatsApp group.

Table 3. Major works of administrator and members of mailing lists and WhatsApp groups

Contents	Admin	Members		
		Ml.1*1	Ml.2*2	Wg*3
a. Manage member roles and settings of mailing lists	✔	-	-	-
b. Register members into mailing lists	✔	-	-	-
c. Delete members of mailing lists	✔	-	-	-
d. Send messages in mailing lists	✔	✔	-	✔
e. Read messages in mailing lists	✔	✔	✔	✔

Source: JICA Expert Team (JET)

Remarks:

*1: Mailing list members who belonging to MARN-JICA project members

*2: Mailing list members who belonging to Actors of Ramsar Conventions in El Salvador

*3: WhatsApp groups members

3 Specific guidelines

3.1 Mailing list of all members of MARN-JICA project

1) Objectives:

- To share information, knowledge related, to the project within the project team members.
- To provide administrative memos within the project team members.

2) Contents of the messages:

- News and topics from the daily project activities (events, meetings, etc.).
- Information related to the project major products (reports, newsletters etc.).
- Topic and information related to wetland management in El Salvador / different countries.
- Administrative memorandum within the project members.

3) Language:

- Main languages of the mailing list are Spanish and English.

4) Important Policies:

- To protect personal security and privacy, sending of personal information is prohibited.

5) Members:

- The members added to this mailing list are shown in Appendix 1.

3.2 Mailing list of Actors of Ramsar Conventions in El Salvador

1) Objectives:

- To disseminate information, knowledge and experience related to the project
- To build a network of actors in Ramsar wetlands to promote wetland management model of the project
- To provide the opportunity for members to provide feedback on project related information
- To spread the models of the project such as establishment of local committee and pilot activities planning and implementation

2) Contents of the messages:

- The explanation of objective / motivation / activities of the project.
- News and topics from the daily project activities (events, meetings, etc.).
- Information related to the project major products (reports, newsletters etc.).

3) Language:

- Main language of the mailing list is Spanish.

4) Important Policies:

- To protect personal security and privacy, sending of personal information is prohibited.
- The information, documents and news shared through the mailing list should be exclusively related to Ramsar Wetlands and the MARN-JICA project.
- If the members send photos by mailing list, photos need to have prior consent of people who are appearing in the photo.
- Members can withdraw from the mailing list at any time, if they ask the administrators of the mailing list to do so.

5) Members:

- The members added to this mailing list 2 is shown in the Appendix 2.

3.3 WhatsApp groups of El Jocotal Local Committee

One of the difficulties of making the group more active is that many of the members of the local committees don’t seem to have steady access to a computer or the internet. Therefore, alternative means of communication with members in remote locations or with limited technological resources should be established such as WhatsApp. In addition, compared to the mailing list, WhatsApp groups are expected to be used in more casual conversation among the wetland unit, the local committees, the Project, and the other stakeholders in the group. In the meanwhile, WhatsApp groups were created by the wetland unit of MARN, and it will be used as a supplemental communication tools for the mailing list No.2 in the project.

1) **Objectives:**
   - To disseminate information, knowledge and experience related to the project
   - To build a network of actors in El Jocotal local committee to promote activities related to wetland conservation and wise-use
   - To provide the opportunity for members of El Jocotal local committee to provide feedback on project related information or to participate project related activities
   - To spread the models of the project such as establishment of local committee and pilot activities planning and implementation
2) **Contents of the messages:**
   - The explanation of objective / motivation / activities of the project.
   - News and topics from the daily project activities (events, meetings, etc.).
   - Information related to the project major products (reports, newsletters etc.).
   - Invitation for the project activities or events
3) **Language:**
   - Main language in WhatsApp group is Spanish.
4) **Important Policies:**
   - To protect personal security and privacy, sending of personal information is prohibited.
   - The information, documents and news shared through the WhatsApp group should be exclusively related to Ramsar Wetlands and the MARN-JICA project.
   - If the members send photos by WhatsApp group, photos need to have prior consent of people who are appearing in the photo.
   - Members can withdraw from the WhatsApp group at any time.
5) **Members:**
   - The members added to this WhatsApp group is shown in the Appendix 3.

3.4 WhatsApp groups of Olomega Local Committee

1) **Objectives:**
   - To disseminate information, knowledge and experience related to the project
   - To build a network of actors in Olomega local committee to promote activities related to wetland conservation and wise-use
   - To provide the opportunity for members of Olomega local committee to provide feedback on project related information or to participate project related activities
   - To spread the models of the project such as establishment of local committee and pilot activities planning and implementation
2) **Contents of the messages:**
   - The explanation of objective / motivation / activities of the project.
   - News and topics from the daily project activities (events, meetings, etc.).
   - Information related to the project major products (reports, newsletters etc.).
   - Invitation for the project activities or events

3) **Language:**

- Main language in WhatsApp group is Spanish.

4) **Important Policies:**

- To protect personal security and privacy, sending of personal information is prohibited.
- The information, documents and news shared through the WhatsApp group should be exclusively related to Ramsar Wetlands and the MARN-JICA project.
- If the members send photos by WhatsApp group, photos need to have prior consent of people who are appearing in the photo.
- Members can withdraw from the WhatsApp group at any time.

5) **Members:**

- The members added to this WhatsApp group is shown in the Appendix 4.

3.5 WhatsApp groups of National Ramsar Committee

1) **Objectives:**

- To disseminate information, knowledge and experience related to the project
- To build a network of actors in Ramsar committee to promote activities related to wetland conservation and wise-use
- To provide the opportunity for members of the local committees to provide feedback on project related information or to participate project related activities
- To spread the models of the project such as establishment of local committee and pilot activities planning and implementation

2) **Contents of the messages:**

- The explanation of objective / motivation / activities of the project.
- News and topics from the daily project activities (events, meetings, etc.).
- Information related to the project major products (reports, newsletters etc.).
- Invitation for the project activities or events

3) **Language:**

- Main language in WhatsApp group is Spanish.

4) **Important Policies:**

- To protect personal security and privacy, sending of personal information is prohibited.
- The information, documents and news shared through the WhatsApp group should be exclusively related to Ramsar Wetlands and the MARN-JICA project.
- If the members send photos by WhatsApp group, photos need to have prior consent of people who are appearing in the photo.
- Members can withdraw from the WhatsApp group at any time.

5) **Members:**

- The members added to this WhatsApp group is shown in the Appendix 5.

The Project for Integrated Wetland Management in Olomega and El Jocotal Lagoons

Guidelines for the Use of the Project Facebook and Instagram

Version 1 as of June 2019

This document was prepared to be attached to the Public Relations and Awareness Action Plan, which aims at all staff of MARN-JICA Wetland Project to lead, raise awareness and improve public relations on wetland management in the target area. Specifically intended to be used as a guide for effective and efficient use of the project Facebook page and Instagram account.

1 Specification

1.1 Facebook page URL:
https://www.facebook.com/HumedalesOlomegaJocotal/

1.2 Instagram account basic information:
Telephone No.: +503-7894-2123
Full Name: Proyecto MARN-JICA
User Name: proyectomarnjica
Password: marnjica55

1.3 Administrator of the page and account:
1) Facebook page: Ms. Silvia Fuentes (JET), Mr. Keisuke Yanehashi (JET)
2) Instagram account: Mr. Daniel Pablo (JET), Mr. Keisuke Yanehashi (JET)

1.4 Supervisor
1) Facebook page: Mr. Jaime Espinoza (MARN), Mr. Koji Asano (JET)
2) Instagram account: Mr. Jaime Espinoza (MARN), Mr. Koji Asano (JET)

2 Objective:

To disseminate project related information, knowledge, experience, and achievement to project stakeholders especially those who would provide support on the project activities.

3 Target Audience:

The information to be provided through the Facebook page and the Instagram account is intended to be

used by all project stakeholders. Specific target populations are defined in the section "Target Audience" of the public Relations and Awareness Action Plan.

4 Operation:

Administrator shall be responsible for the actual operation of the page and the account, and Supervisor shall be responsible for monitoring and supervising the operation from time to time. The following table defines major works to be involved, and responsibilities of the Administrator and the Supervisor.

Table 1. Major works for Administrator and Supervisor related to Facebook

Contents	Administrator	Supervisor
a. To manage the page roles and settings	✔	-
b. To edit the page	✔	–
c. To create and delete posts	✔	–
d. To send messages as the page	✔	–
e. To respond to and delete comments and posts	✔	–
f. To remove and ban people from the page	✔	–
g. To create advertisements	✔	–
h. To view insights	✔	–
i. To see who published as the page	–	✔
j. To monitor the page regularly	–	✔
k. To give comments to Administrator	–	✔

Source: JICA Expert Team (JET)

Table 2. Major works for Administrator and Supervisor related to Instagram

Contents	Administrator	Supervisor
a. To manage the account	✔	-
b. To edit the account	✔	–
c. To create and delete posts	✔	–
d. To send messages as the account	✔	–
e. To respond to and delete comments and posts	✔	–
f. To remove and ban people from the page	✔	–
g. To create advertisements	✔	–
h. To view insights	✔	–
i. To see who published as the account	–	✔
j. To monitor the account regularly	–	✔
k. To give comments to Administrator	–	✔

Source: JICA Expert Team (JET)

5 General Guidelines

5.1 Contents of the Posts / Articles:

- ✯ News and topics from the daily project activities (events, meetings, field trips, etc.) accompanied by images.
- ✯ Information related to the project major products (reports, manuals, guidelines, etc.) or work of MARN wetland unit or the activities of the wetland management committees.
- ✯ News and information related to the target areas, especially in relation to the management and

conservation of Olomega and El Jocotal lagoons.

- ★ Topics and information related to the target areas, especially in relation to the management and conservation of Olomega and El Jocotal lagoons.
- ★ All Facebook posts / articles and Instagram posts need to have an attachment of 1-5 photos. Due to the nature of social media, all text posts should be condensed and no longer than 300 words.
- ★ All Instagram posts should include effective hashtags (#) to disseminate the information broader such as #jica, #marn, #ramsar, and #wetland.

5.2 Frequency of the Posts / Articles:

- ★ Target frequency of the Facebook posting is at least once a week. It is possible to publish photos or repost from related pages (MARN, JICA, etc.) in addition to the project's regular posts.
- ★ Target frequency of the Instagram posting is at least once a week.

5.3 Language:

- ★ Main language of the Facebook page is Spanish, however for selected important posts / articles, English translation needs to be attached.
- ★ The language of the Instagram post is always Spanish.
- ★ It is necessary to avoid usage of too many technical or specialized terms.

5.4 Important Policies:

- ★ All photos to be posted are taken by the staff of MARN-JICA Wetland Project. Reproduction of photos and/or images from websites, books, magazines and any other printed matters against copyright are strictly prohibited.
- ★ Prior consent of people appearing in the pictures of the articles are essential.
- ★ To protect personal security and privacy, posting of personal information is prohibited.
- ★ It is prohibited to post the articles about politics, religion, and company confidentiality.

6 Internal Procedure for the Post

- ★ Administrators are responsible for writing articles and posting photos in consultation with the other members of the JICA expert team related to the topic of the article.
- ★ In the case of the post related to big events or subject with sensitive aspect, Administrators should sent posts / articles to Supervisors for their review before posting. Those posts should be shared with Ms. Sandra Carranza, the MARN Communications dept. for cross posting on the Ministry's profile. These posts should be adjusted for publication in a more public, varied profile by making sure the full name of the project is mentioned, include more supplemental information about the activity and activity background.

7 Monitoring of the Use

- ★ Administrators are responsible for checking the statistics (view "insights") of the page once

per month, every beginning of each month, in order to figure out the status of the page.

- ★ Based on the information obtained from the statistics, Administrators make a monitoring sheet every January and June to be reported to Supervisors. After the review by the Supervisors, Administrators share the monitoring sheet with other staff of MARN-JICA Wetland Project by e-mail.
- ★ The contents of the monitoring report are as follows;

Facebook

a) The numbers of new “likes”.

b) The number of topics / articles during the monitoring period and the number of people who “like” (and also reach) topics / articles.

c) Brief analysis on the reasons why it turned out good / not good and what can be done to improve the page.

Instagram

e) The numbers of new “followers”.

f) The number of posts during the monitoring period and the number of people who “like” posts.

g) Brief analysis on the reasons why it turned out good /not good and what can be done to improve the account.

(end of document)

Sheet for monitoring and evaluation of the public relations activities (Output 4)

June 3, 2019

Target period for evaluation: From July 01, 2018 to May 31, 2019

Results of the monitoring and evaluation of the public relations activities

Tools for public relations	Indicator	Evaluation	Issues to be solved & Proposed solutions & Remarks
Project Facebook	At least 300 reaches and 250 engagements (like, comment, or share) on the Facebook page per month	**Overall** -Total followers: 382 (+116 from June 30, 2018) -Total page likes: 376 (+115 from June 30, 2018) **Curren Situation (From May 1st to 28th, 2019)** -Total page views: 69 -Total reaches: 279 -Total engagements (like, comment, or share): 243	・At least for FB, monitoring periods should be shorter. →**Yane will continuously create the post at least once in each his assignment.** ・Indicator is too easy to achieve in current situation (June 1, 2019). →Indicator was modified by setting current situation (May, 2019) as a minimum level.
	At least 5 posts per month	**Overall** -Total posts:111 (+44 from June 30, 2018)	・Indicator is too easy to achieve in current situation (June 1, 2019). →Indicator was modified by setting current situation (May, 2019) as a minimum level.
Project Instagram	At least 5 more followers per month	**Overall** -Total followers: 21 (no information in the past) -Monthly increasing per month: 21 -Total follow: 6 (no information in the past) -Monthly increasing per month: 6	・Project Instagram was established on April, 2019 and started to used officially from May, 2019.
	At least 5 posts and 50 likes per month	**Overall** -Total posts: 4 (no information in the past) -Monthly average: 4 -Total likes: 30 (no information in the past) -Monthly average: 30	
JICA web site	At least 3 posts on the JICA web page per year.	**Overall** -Total posts: 2 (+0 from June 30, 2018)	・More posts should be provided to JICA to disseminate the project information to the public peoples in Japan.

Tools for public relations	Indicator	Evaluation	Issues to be solved & Proposed solutions & Remarks
		(Theme of the posts: Establishment of the local committees, training in Japan for MARN staff.) *1 post for the JICA Facebook page is done on July, 2018 (Theme of the post: Inauguration of the Environmental Education Complex).	→Yane will create draft of the post and provide it to JICA. (Candidate for the theme: The assembly of the local committees). **Yane will continuously create the post at least once in each his assignment.**
MARN web site	At least 6 posts on the MARN web page per year.	**Overall** -Total posts: 0 (+0 from June 30, 2018)	・Project Website in MARN web page is still under construction. →Yane is planning to have a meeting with Ms. Sandra (person in charge of the establishment of website) on June, 2019 to finish the construction of the page. ・Purpose of the website is defined as the place to disseminate not only the project information but also the output from the project through discussion with JICA on July, 2018. →It is must to upload major output when it is created. Outputs should be made in MARN's style to upload to the site.
Newsletter	At least 1 preparation of the Newsletter per 6 months	**Overall** -Newsletter Vol.3 (ENG) was prepared on Oct, 2018. -Newsletter Vol.3 (ESP) was prepared on Oct, 2018. **Printed and Distributed Number** -Total printed: - Newsletter Vol.1 (ENG) 300 - Newsletter Vol.1 (ESP) 900 - Newsletter Vol.2 (ENG) 500 - Newsletter Vol.2 (ESP) 500 - Newsletter Vol.3 (ENG) 200 - Newsletter Vol.3 (ESP) 400 -Total remained: - Newsletter Vol.1 (ENG) 288 - Newsletter Vol.1 (ESP) 12 - Newsletter Vol.2 (ENG) 76 - Newsletter Vol.2 (ESP) 125	・Indeed it has the meaning to monitor the distribution number of the newsletter, but indicator should be changed to the one which can indicate our effort since distribution number is affected by too many external factors such as the number of the events. →Indicator was changed to monitor the frequency of the publication. Distribution and remain number of the Newsletter is also monitored as a supplementary information. ・Total printed number is calculated based on the description of detailed PO (Output 4) and record made by Ms. Silvia.

Tools for public relations	Indicator	Evaluation	Issues to be solved & Proposed solutions & Remarks
		- Newsletter Vol.3 (ENG) 125 - Newsletter Vol.3 (ESP) 298 -Total distributed: - Newsletter Vol.1 (ENG) 12 - Newsletter Vol.1 (ESP) 888 - Newsletter Vol.2 (ENG) 424 - Newsletter Vol.2 (ESP) 375 - Newsletter Vol.3 (ENG) 75 - Newsletter Vol.3 (ESP) 102	
Other PR Products (Brochure, Booklet, Project Goods)	At least 6 preparation of the PR products per year	**Overall** -Following PR Products are prepared: -120 project novelty T-shirt for PLANTATON -100 project novelty cap for GAP training -200 project novelty coaster for COP13 -1 project banner (ENG) for COP13 -65 project novelty bag for World Wetland Day -65 project novelty water bottle for WWD -65 project novelty T-shirt for WWD **Printed and Distributed Number** -Total prepared: - Brochure (ESP): 1,300 - Brochure (ENG): 300 - Booklet (ESP): 300 - Personal Guide in El Jocotal (ESP): 500 - Personal Guide Birds in El Jocotal (ESP): 500 - Personal Guide in Olomega (ESP): 550 - Personal Guide Birds in Olomega (ESP): 500 - CeCOP (ESP): 300 - T-shirt for WWD 2017: 111 - T-shirt for Plantaton 2018: 120 - T-shirt for GAP Graduation: 100 - Coaster for COP13: 200 - T-shirt for WWD 2019: 75 - Water Bottle for WWD 2019: 65 - Bag for WWD 2019: 65 -Total remained: - Brochure Ver.1 (ESP): 852 - Brochure (ENG): 114	・It is difficult to define the indicator for PR Products since it should be prepared and distributed when it is needed. (Only Newsletter should be prepared regularly.) →Therefore, indicator in quantity is needed, so 6 PR products for each year was set based on current condition.

Tools for public relations	Indicator	Evaluation	Issues to be solved & Proposed solutions & Remarks
		- Booklet (ESP): 33 - Personal Guide in El Jocotal (ESP): 51 - Personal Guide Birds (ESP): 53 - Personal Guide in Olomega (ESP): 275 - Personal Guide Birds in Olomega (ESP): 237 - CeCOP (ESP): 253 - T-shirt for WWD 2017: 0 - T-shirt for Plantaton 2018: 2 - T-shirt for GAP Graduation: 0 - Coaster for COP13: 67 - T-shirt for WWD 2019: 0 - Water Bottle for WWD 2019: 0 - Bag for WWD 2019: 0 -Total distributed: - Brochure (ESP): 448 - Brochure (ENG): 186 - Booklet (ESP): 267 - Personal Guide in El Jocotal (ESP): 449 - Personal Guide Birds (ESP): 447 - Personal Guide in Olomega (ESP): 275 - Personal Guide Birds in Olomega (ESP): 263 - CeCOP (ESP): 47 - T-shirt for WWD 2017: 111 - T-shirt for Plantaton 2018: 118 - T-shirt for GAP Graduation: 100 - Coaster for COP13: 133 - T-shirt for WWD 2019: 75 - Water Bottle for WWD 2019: 65 - Bag for WWD 2019: 65	
Mailing list (National Ramsar Network)	At least 4 e-mails sent to the national Ramsar network mailing list per year.	**Overall** - 3 emails are send through the National Ramsar Network mailing list - Contents were 1. Publication of Newsletter Vol.3 & 2. Publication of Newsletter Vol.4 & 3. General Assembly of the Local Wetland Committee Meeting **General Information**	・One of the difficulties of making the group more active is that many of the members of the local committees don't seem to have steady access to a computer or the internet. Alternative means of communication with members in remote locations or with limited technological resources should be established (such as

Tools for public relations	Indicator	Evaluation	Issues to be solved & Proposed solutions & Remarks
		- There are 2 mailing lists created by jicamarn@gmail.com account as following. 1. MARN-JICA - The mailing list of MARN-JICA project's members - Number of members: 19 2. RAMSAR-ES - The mailing list of Local wetland management committees members - Number of members: 42	WhatsApp or other instant messaging platforms). →3 of the WhatsApp groups has been prepared and used. Main owner of those are Ms. Rosalba (MARN) and Ms. Marcela (JET). Detailed information is described in attachment of the PR Action Plan ("AT1_Guidelines for the Use of Mailing List and WhatsApp Group_ENG_ver2").
WhatsApp groups	At least 25 conversations in El Jocotal & Olomega Local Committee's groups, and 10 conversations in National Ramsar Committee's group	**Overall** - There are 3 WhatsApp groups created by Ms. Rosalba (MARN) as following. 1. El Jocotal Local Committee - Total Conversations: 31 - Detail: From JET:14, MARN:16, JET&MARN:1 - Main themes: Sending invitation for a meeting to elaborate the Local Committee Action Plan 2019 / Sending invitation for the National Wetlands Inventary presentation on February 8th, 2019 / Sending invitation and agenda for the conmemoration of the World Wetlands Day / Confirming attendance of members to the General Assembly for food and other logistics 2. Olomega Local Committee - Total Conversations: 25 - Detail: From JET:16, MARN:8, JET&MARN:1 - Main themes: Sending invitation for the first workshop financially supported by the MARN-JICA project regarding Environmental Governance and legal strengthening of the local committee on September 12th, 2018 / Sending invitation for the meeting to elaborate the Action Plan 2019 / Sending invitation for	・In the indicator, 1 conversation means all messages in the same theme. ・Number in the indicator is decided based on current situation as minimum level. ・WhatsApp groups were created as complementary tool of the mailing list.

Tools for public relations	Indicator	Evaluation	Issues to be solved & Proposed solutions & Remarks
		the National Wetlands Inventory presentation / Confirming attendance to General Assembly 3. National Ramsar Committee - Total Conversations: 11 - Detail: From MARN:11 - Main themes: Sharing pictures about the sensitization activities of Las Moritas at Gualuca / Sending pictures about the World Wetlands Day Conmemoration / Sharing invitation for the celebration of the International Day of Biodiversity **General Information** - General information of 3 WhatsApp groups are as following. 1. El Jocotal Local Committee - The mailing list of El Jocotal Local Committee members, Ms. Rosalba (MARN), and Ms. Marcela (JET) - Number of members: 29 2. Olomega Local Committee - The mailing list of Olomega Local Committee members, Ms. Rosalba (MARN), and Ms. Marcela (JET) - Number of members: 17 3. National Ramsar Committee - The mailing list of Local wetland management committees members, Ms. Rosalba (MARN), and Ms. Marcela (JET) - Number of members: 45	

Sheet for monitoring and evaluation of the public relations activities (Output 4)

Updated Date: September 1, 2020

Target period for the monitoring and evaluation: December 01, 2019 to June 30, 2020

Monitoring of the Public Relations Activities

Tools for public relations	Indicator	Monitoring	Issues to be solved & Proposed solutions & Remarks
Project Facebook	More than 180 additional followers and 180 additional page likes per 6 months	**Overall** -Total followers: 1,107 (+68 from November 30, 2019) -Total page likes: 1,086 (+61 from November 30, 2019)	・There was no indicator to evaluate numbers of followers or page likes. →New indicator to evaluate those was added on November, 2019.
	More than 300 reaches and 250 engagements (like, comment, or share) on the Facebook page per month	**Current Situation (From June 1-30, 2020)** -Total page views: 129 -Total reaches: 1,641 -Total engagements (like, comment, or share): 345	・Indicator is too easy to achieve in current situation (June 1, 2019). →Indicator was modified by setting current situation (May, 2019) as a minimum level.
	More than 30 posts per 6 months	**Overall** -Total posts: 221 (+63 from November 30, 2019)	・Indicator is too easy to achieve in current situation (June 1, 2019). →Indicator was modified by setting current situation (May, 2019) as a minimum level.
Project Instagram	More than 180 additional followers per 6 months	**Overall** -Total followers: 1178 (+612 from November 30, 2019) -Total follow: 1463 (+780 from November 30, 2019)	・Project Instagram was established on April, 2019 and started to used officially from May, 2019.
	More than 30 posts per 6 months	**Overall** -Total posts: 106 (+48 from November 30, 2019)	
JICA web site & JICA Facebook	More than 2 posts on the JICA web page and 1 post on the JICA Facebook per 6 months	**Overall** -Total posts: 4 (+0 from November 30, 2019) -Total posts for JICA Facebook: 2 (+1 from November 30, 2019)	・More posts should be provided to JICA to disseminate the project information to the public peoples in Japan. →Yane will continuously create the post at least once in each his assignment.

Tools for public relations	Indicator	Monitoring	Issues to be solved & Proposed solutions & Remarks
MARN web site	More than 1 uploads of project major output per 6 months	**Overall** -Total uploads: 20 (+3 from November, 2019)	・Purpose of the website is defined as the place to disseminate not only the project information but also the output from the project through discussion with JICA on July, 2018. →It is must to upload major output when it is created. Outputs should be made in MARN's style to upload to the site.
Newsletter	More than 1 preparation of the Newsletter per 6 months	**Overall** -Newsletter Vol.5 (ENG) was prepared on May, 2020. -Newsletter Vol.5 (ESP) was prepared on May, 2020.	・Indeed it has the meaning to monitor the distribution number of the newsletter, but indicator should be changed to the one which can indicate our effort since distribution number is affected by too many external factors such as the number of the events. →Indicator was changed to monitor the frequency of the publication.
Other PR Products (Brochure, Booklet, Banner, Project Goods)	More than 3 preparation of the PR products per 6 months	**Overall** -Following PR Products are prepared: -200 ATLAS were prepared on Nov, 2019 - 50 WMP Olomega were printed on Dec, 2019 - 50 WMP El Jocotal were printed in Jan, 2020 - 150 T-shirts and 150 bags for World Wetland Day 2020's events were prepared in Jan, 2020. - 150 caps for PP4 reforestration events were prepared in July, 2020.	・It is difficult to define the indicator for PR Products since it should be prepared and distributed when it is needed. (Only Newsletter should be prepared regularly.) →Therefore, indicator in quantity is needed, so 3 PR products for each 6 months was set based on current condition.
Mailing list (National Ramsar Network)	More than 2 e-mails sent to the national Ramsar network mailing list per 6 months	**Overall** - 1 email is sent through the National Ramsar Network mailing list - Contents were Publication of Newsletter Vol.5 **General Information** - There are 2 mailing lists created by "jicamarn@gmail.com" account as following. 1. MARN-JICA - The mailing list of MARN-JICA project's members - Number of members: 19	・One of the difficulties of making the group more active is that many of the members of the local committees don't seem to have steady access to a computer or the internet. Alternative means of communication with members in remote locations or with limited technological resources should be established (such as WhatsApp or other instant messaging platforms).

Tools for public relations	Indicator	Monitoring	Issues to be solved & Proposed solutions & Remarks
		2. RAMSAR-ES - The mailing list of Local wetland management committees' members - Number of members: 42	→3 of the WhatsApp groups has been prepared and used. Main owner of those are Ms. Rosalba (MARN) and Ms. Marcela (JET). Detailed information is described in attachment of the PR Action Plan ("AT1_Guidelines for the Use of Mailing List and WhatsApp Group_ENG_ver2").
WhatsApp groups	More than 10 conversations in El Jocotal & Olomega Local Committee's groups, and 5 conversations in National Ramsar Committee's group per 6 months	**Overall** - There are 3 WhatsApp groups created by Ms. Rosalba (MARN) as following. 1. El Jocotal Local Committee - Total Conversations: 18 (2020/01-08) - Detail: From JET:3, MARN:10 - Main themes: Sending invitation and agenda for World Wetland day, 02, 2020. /Sharing information about COVID situation. / Sharing pictures about World Wetland Day celebratin / Sharing information about seism. 2. Olomega Local Committee - Total Conversations: 33 (2020/01-08) - Detail: From JET:11, MARN:7 - Main themes: Invitation and agenda for World Wetland Day. / Sharing pictures of World Wetland Day. / Sharing pictures of reforestation at rio Grande de San Miguel / Election of candidates for new Board of Directors / Voting online for the new Board of Directors. 3. National Ramsar Committee - Total Conversations: 9 (2020/01-08) - Detail: From JET: 0, MARN:4 - Main themes: Requesting email addresses of members / Sharing official MARN information / Sharing COVID-related information / Sharing pictures of reforestation / Sharing official information about mangrove ecosystems	・In the indicator, 1 conversation means all messages in the same theme. ・Number in the indicator was decided based on the situation between July 2018 to May 2019 as minimum level. ・WhatsApp groups were created as complementary tool of the mailing list.

Tools for public relations	Indicator	Monitoring	Issues to be solved & Proposed solutions & Remarks
		General Information - General information of 3 WhatsApp groups are as following. 1. El Jocotal Local Committee - The mailing list of El Jocotal Local Committee members, Ms. Rosalba (MARN), and Ms. Marcela (JET) - Number of members: 25 2. Olomega Local Committee - The mailing list of Olomega Local Committee members, Ms. Rosalba (MARN), and Ms. Marcela (JET) - Number of members: 36 3. National Ramsar Committee - The mailing list of Local wetland management committees members, Ms. Rosalba (MARN), and Ms. Marcela (JET), Mrs. Georgina (MARN) - Number of members: 10	
Organization of site visits by inviting stakeholders of other Ramsar sites in El Salvador.	More than 1 site visits are organized within project period	**Overall** - Proposal for the technical visit by other Ramsar sites in El Salvador was submitted in Sep 2017. Based on the proposal, a detailed discussion on the agenda and candidate of the participants for the technical visit has started. - 1st site visit is planned to hold on August 2020 in internal meeting of JET. Contents will be considered mainly by Yanehashi and proposed to JET and MARN. - 1st site visit is not confirmed yet due to the COVID-19 situation. JET will discuss about the site visit when it became more clear about the re-start of the Japanese Expert's visit to El Salvador.	・Organization of international events are not planned within the project. →It was deleted. ・Indicator to evaluate site visits by stakeholders of other Ramsar sites in El Salvador was missing. →One new indicator was added to evaluate that.
Participation in International Events	The project staff participates in more than 2 international events	**Overall** - Number of the participated international events: 4 (+1 from May 31, 2019) - Mr. Tsuji of JICA Expert Team Participated in the workshop at Managua, Nicaragua on the	

Tools for public relations	Indicator	Monitoring	Issues to be solved & Proposed solutions & Remarks
		project formulation for the regional biodiversity conservation organized by JICA and CCAD/SICA. - Ms. Georgina Mariona of MARN participated the training course at Ramsar Regional Centre for Training and Research in the Western Hemisphere (CREHO) in Panama under the financial support by the project. The course title was “Wetlands Management Plans with Focus on Climate Change” and the period was from 3 to 7 October 2017. - Ms. Georgina of MARN and Mr. Asano of JICA participated COP13 of Ramsar Convention in Dubai from 23 to 27 October 2018. - Ms. Rosalba of MARN participated IUCN 3rd Congress of Natural Areas of Latin America and Caribbean from 15 to 17 October 2019 under the financial, technical, and administration support by the project	

Evaluation of the Public Relations Activities

DAC Criteria[*1]	Evaluation	Rating[*2]	Ideas for the Improvement
Relevance	**Necessity** - Project itself can be thought to have high necessity since it is designed based on the requirement from government of El Salvador and Japanese government official development assistance policy for El Salvador (Attachment 1). - PR activities can be thought to have high necessity since there are many peoples who are checking project's Facebook, Instagram or downloading project's outputs from MARN homepage as shown in the "Monitoring of the Public Relations Activities" table.	**3**	- No need.
	Priority - Project itself can be thought to have high priority since it is one of the main activities written in Japanese government official development assistance policy for El Salvador. - PR activities can be thought to have high priority since these are essential activities to achieve project purpose[*3] and overall goal[*4] of the project.		- No need.
	Suitability of Means - Means of PR activities can be thought to have high suitability since these are created responding to PR targets and objectives and covered all types of PR targets and objectives as shown in the table 1 of "Media Strategy ver1_190807" (Attachment 2).		- It is better to strengthen the network with peoples who are responsible for wetland management in SICA's countries by creating WhatsApp group with related peoples, increasing followers in Facebook and Instagram, giving current information to each countries' focal points through focal points of El Salvador, or other way.
	Division of Rolls with Other Donors - There is no description about division of rolls with other donors so far.		- GEF has a project related to management of wetlands in El Salvador. Therefore, it is better to think about the collaboration and leverage with them. - It is better to research if there are other projects which can be collaborate with us for the leverage for both of us.
Effectiveness	**Level of Achievement in Project Purpose[*3]** - In this project, it is assumed to achieve the project purpose by acquiring 4 outputs. - Output 4 "Strengthening of the network among stakeholders related to the management of wetlands inside and outside of El Salvador through the dissemination of	**2**	- No need.

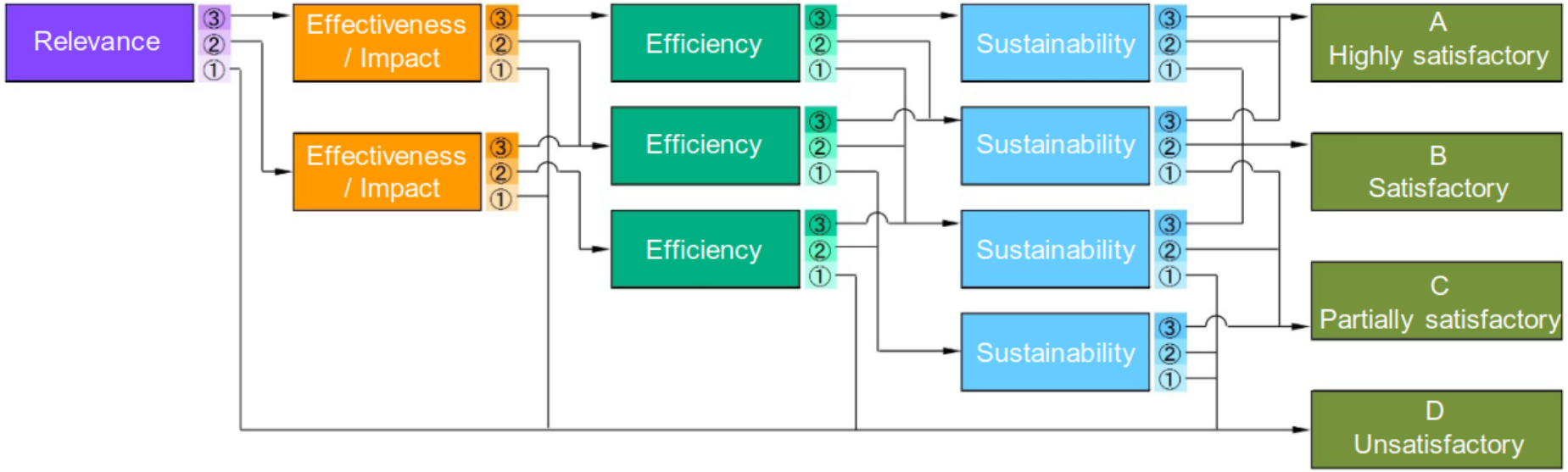
DAC Criteria[*1]	Evaluation	Rating[*2]	Ideas for the Improvement
	knowledge and experience acquired in the project" is the activity to improve the effectiveness of other 3 outputs (Output 1 "Strengthening of cross-sectional wetland management frameworks with the wetlands unit of MARN as the central coordinating body", Output 2 "Establishment of the wetland management plans including zoning around Olomega and El Jocotal with the participation of local communities", and Output 3 "Implementation of the pilot activities which make use of the unique characteristics of Olomega and El Jocotal as partial applications of the wetland management plan"). - Effectiveness in DAC criteria is the criteria to assess the achievement in project purpose "An institutional framework to ensure integrated management of Olomega and El Jocotal Lagoons is developed, as a model approach, to promote conservation and wise use of wetlands in El Salvador", therefor, PR activities focusing on networking among stakeholders of Olomega and El Jocotal wetland managements are adequate to be assessed. - So far, it can be said that Output 4 activities have high level of effectiveness since not only mailing lists but also whatsapp groups are created and used very frequently especially about whatsapp groups as shown in the "Monitoring of the Public Relations Activities" table.		
	Causes of the Achievement in Project Purpose[*3] - In this project, it is assumed to achieve the project purpose by acquiring 4 outputs as written in above. - About Output 4, PR activities focusing on networking among stakeholders of Olomega and El Jocotal wetland managements, utilization of mailing lists and whatsapp groups, are thought as the causes of the achievement in project purpose.		- No need.
Impact	**Level of Achievement in Overall Goal**[*4] - Impact in DAC criteria is the criteria to assess the achievement in overall goal "The model approach developed based on experiences at Olomega and El Jocotal Lagoons is actually applied in practice in El Salvador", therefor, PR activities focusing on the		- It is better to strengthen the network with stakeholders of wetlands managements except Olomega and El Jocotal in El Salvador by creating communication tool (maybe WhatsApp group) with related peoples, inviting them and implement site visits for the dissemination of knowledge and experience acquired in the project, or other way.

DAC Criteria[*1]	Evaluation	Rating[*2]	Ideas for the Improvement
	dissemination of knowledge and experience acquired in the project to stakeholders of wetlands managements except Olomega and El Jocotal in El Salvador and networking with them are adequate to be assessed. - So far, it can be said that Output 4 activities have low level of impact since even project created communication tool (Whatsapp group) with stakeholders of wetlands managements include Olomega and El Jocotal, not such a frequent conversation were made so far (9 conversation so far). And also, because no site visit events for the dissemination of knowledge and experience acquired in the project is conducted yet.		- When WhatsApp group is established or site visits are organized, MARN HP should be introduced as the platform to download outputs of the project.
	Causes of the Achievement in Overall Goal[*4] - About Output 4, PR activities focusing on networking among stakeholders of wetland managements inside of El Salvador (except Olomega and El Jocotal), site visit by inviting them and utilization of communication tools with them, are thought as the causes of the achievement in project purpose.		- Same ideas with above column's descriptions.
	Ripple Effects - Ripple Effects in the project can be thought as the influence on outside of El Salvador mainly other SICA countries. - About Output 4, PR activities focusing on networking among stakeholders of wetland managements outside of El Salvador mainly other SICA countries and the dissemination of knowledge and experience acquired in the project for them, participation in international events and utilization of communication tool with stakeholders of wetlands managements in SICA countries except El Salvador or other countries, are adequate to be assessed. - So far, it can be said that Output 4 activities have medium level of impact since number of the participated international events are 4 times and it is more than indicator (2 times), but there is no communication tool with stakeholders of wetlands managements in SICA countries except El Salvador or other countries.		- It is better to communicate with MARN's focal person for SICA (it is MARN's minister now) and discuss about the way to contribute to SICA countries by utilizing the project's knowledge and experiment. - It is better to find out the way to influence on stakeholders of wetlands managements in SICA countries except El Salvador or other countries. - It is better to collaborate with the expert of JICA who are working for the establishment of synergy among SICA countries (Mr. Osawa).

DAC Criteria[*1]	Evaluation	Rating[*2]	Ideas for the Improvement
Efficiency	**<u>Level of Achievement in Outputs</u>** - Efficiency in DAC criteria is the criteria to assess the efficiency and adequacy to convert inputs to outputs by comparing inputs and outputs. - In the case of Output4, it is should be determined if the cost for activities are within the budget, and if the indicator for activities are satisfied. - About the indicators and achievements related to Output4, it can be said to have high efficiency since all indicators of PR activities which are settled based on past situation or expectancy were achieved so far as shown in the "Monitoring of the Public Relations Activities" table.	**3**	- To keep doing our best to improve the PR activities strategically by using the result of this monitoring activity.
	<u>Causes of the Achievement in Outputs</u> - It can be said that Output4 has the high achievement because of existence of the guidelines which clarifies person in charge for each PR activities and procedure of the action, and efforts of each staffs related to PR. - From now on, it is better to make guideline as one of the final product by integrating guidelines into one document to share the learning in the project related to PR to MARN. - And also, all staffs need to continue their best effort to improve the PR activities.		- To create one finalised PR guideline to share the learning in the project to MARN efficiently.
	<u>Efficiency of Inputs</u> - In the case of Output4, it should be determined if the cost for activities are within the budget in this column. - So far, it can be said that Output 4 activities have high efficiency of inputs since we achieve the every indicator for PR activities within the budget for PR as shown in the above column ("Level of Achievement in Outputs").		- No need.
	<u>Cost Performance</u> - So far, it can be said that Output 4 activities have high cost performance since we achieve every indicator for PR activities within the budget for PR as shown in the above column ("Level of Achievement in Outputs").		- No need.
Sustainability	**<u>Sustainability of the Effects after the Project</u>** - Output4 has the medium level of sustainability.	**2**	- There are two possible donors (FONAES from MARN and FIAES) which can be contributed to the sustainability of the project. There are some differences between them for

DAC Criteria[*1]	Evaluation	Rating[*2]	Ideas for the Improvement
	- PR activities itself has high level of sustainability because PR products will be keep sharing on MARN HP, and networking tool (Whatsapp groups) will be keep utilizing even after the project, but the management activities itself do not have enough evidence of the sustainability.		example FONAES is belonging to MARN and FIAES is an independent NPO, but both of them are distributing their budgets for the conservation and wise-use of natural environment and recourses in El Salvador. - In the project PR activities, it is better to keep contacting with them and informing about the project activities to improve the sustainability of the project. - At the same time, it is better to include that information in the "Monitoring of the Public Relations Activities" table.
	<u>Causes of the Sustainability</u> - About Output4, it is needed to assess the sustainability of PR products distribution, and utilization of networking tools. - About the PR products distribution, it can be said to have high level of the sustainability since project outputs are possible to download from MARN's top page and it is clear those will remain after the project. - About the utilization of networking tools (mailing list and Whatsapp groups), it can be said to have medium level of the sustainability since mailing list is using only by JET now but Whatsapp group is mainly utilized by MARN. MARN will keep using Whatsapp group as the networking tools within El Jocotal, Olomega, or all Ramsar site stakeholders in El Salvador since these are utilized not relied on JET anymore. Whatsapp group is working as the perfect substitute of the mailing list now. Therefor, even mailing list will not be used after the project, it can be said to not have any issues. - However, in terms of the activities itself in El Jocotal, Olomega, or other Ramsar sites in El Salvador, JET needs to clarify if we can help to get budget for the activities not only from government, but also from other donors such as FONAES or FIAES to keep sustainability of the activities include PR activities.		- Same ideas with above column's descriptions.
Comprehensive Evaluation		**B (Satisfactory)**	

*1. DAC Criteria: The criteria which was set out by the OECD Development Assistance Committee in 1991 and defined in the glossary of key terms in evaluation and result based management especially in the world of development assistances.
*2. Rating: The evaluation system about the quality of each JICA projects based on the result of DAC Criteria through the process as shown in the following flow chart.



Source: JICA (https://www.jica.go.jp/publication/pamph/activities/development_evaluation.html)

*3. Project Purpose: An institutional framework to ensure integrated management of Olomega and El Jocotal Lagoons is developed, as a model approach, to promote conservation and wise use of wetlands in El Salvador.
*4. Overall Goal: The model approach developed based on experiences at Olomega and El Jocotal Lagoons is actually applied in practice in El Salvador.

対エルサルバドル共和国　国別開発協力方針

平成 29 年 2 月

１．　当該国への開発協力のねらい

エルサルバドルは，1 人当たりの GNI が 3,940 ドル（世界銀行 2015 年）であり，低中所得国（LMCs）に分類される。国内の貧困率は依然として高く，特に，開発が遅れている東部地域及び農村部と都市部における貧富の格差は顕著である。また，同国は天然資源に乏しく特定産業（繊維・縫製業）に依存しており，ハリケーンや地震といった自然災害に対する脆弱性も依然として存在し，自立的・持続的な経済成長を停滞させている。加えて，国内の治安悪化による米国やメキシコへの未成年避難民の増加が中米北部 3 か国（エルサルバドル，ホンジュラス，グアテマラ）共通の社会問題となっている。

現在，同国政府は「国家開発 5 か年計画（2014-2019）」を通じ，持続可能な経済成長モデルを通じた生産性の向上につながる雇用促進，社会平等・包摂を伴う教育促進，市民の安全保障強化を優先課題として取り組んでいる。そのため，我が国が有している独自の経験と知見を活かして，開発課題の解決に資する能力開発に協力することは，世界の責任ある主要国としての責務を果たすものである。

また，同国における開発協力の実績が両国の友好関係の基盤となっている現状に鑑みると，継続的な開発協力は，二国間関係をより強固なものとしていく意義を有する。

更に，共に発展，主導，啓発するパートナーとして，中米統合に中心的役割を果たすエルサルバドルとの協働による国境を越える課題への取り組みを通じて，日本と中米諸国の協力関係の促進や同国が推進する中米統合を後押しし，国際社会の平和と安定及び繁栄の確保に一層積極的に貢献する。

２．　我が国の ODA の基本方針（大目標）：<u>自立的かつ持続的な開発の促進</u>

エルサルバドル政府の取り組んでいる重要開発課題のうち，我が国は，同国の自立的かつ持続的な開発を促進するため，経済の活性化と雇用拡大を中核として支援を行うとともに，防災・環境保全に対する同国の取組への支援にも努める。

３．　重点分野（中目標）

（１）　<u>経済の活性化と雇用拡大</u>

エルサルバドルの東部地域は，地理的に中米の中心に位置し，3か国（エルサルバドル，ホンジュラス，ニカラグア）にまたがるフォンセカ湾にも面し，交通・物流の要衝として重要な位置を占めているが，長年の内戦の影響で開発が遅れている。特定の資源や主要産業を持たない同国の経済を活性化し，ひいては中米全域の経済成長を促すには，産業基盤を整備し物流機能を向上させることが重要である。このため，「東部地域開発マスタープラン」の改定版の実現を支援すべく，これまで我が国が支援した空港，港湾，橋などの機能を最大限に発揮するための人材育成等を行う。また，地

場産業振興や，農業製品の国内販売の促進に向けた支援を行うことで，地域産業の育成並びに雇用の創出を図る。

（２） 持続的開発のための防災・環境保全

エルサルバドルでは，特に近年気候変動の影響により風水害・土砂災害が多発し，自然災害への脆弱性の克服が課題となっている。我が国は，防災教育を中心とした「コミュニティ防災」と同国防災担当部門間の「組織連携」の両視点に立ち，我が国の知見を生かした防災能力の強化に向けた協力を行うとともに，気候変動対策としてインフラの強靭化，省エネルギー促進，湿地保全など，環境保全に向けた取組を支援する。

（３） 包摂的な開発の促進

エルサルバドルでは，全ての人々が恩恵を受ける開発を進めている。教育機会の均等化を進める中で，基礎教育水準の改善，保健分野における人材育成・質の向上が課題となっている。我が国は，基礎教育の普及，教育水準の改善とともに，保健分野の人材育成を継続して支援する。

また，中米３か国のエルサルバドル，グアテマラ，ホンジュラスでは青少年凶悪犯罪集団（マラス）による犯罪が深刻化し，同国においても市民生活の安全確保が政府の最重要課題の一つとなっており，開発の阻害要因となっているため，我が国は，市民の安全確保の観点から，地域警察制度の普及・促進を支援する。

４． 留意事項

エルサルバドルを含む中米地域では，地域統合に向けた取り組みが進められており，当国には中米統合機構（SICA）事務総局が存在する。我が国として中米統合促進に留意した IDB などとの援助協調の可能性も念頭におきつつ，地域協力を推進していく。

（了）

別紙： 事業展開計画

【国別開発協力方針】　別紙

対エルサルバドル共和国　事業展開計画

2018年 4月 現在

基本方針（大目標）	自立的かつ持続的な開発の促進

重点分野１（中目標）	経済の活性化と雇用拡大

開発課題（小目標）：地域開発のための産業基盤整備と生産性向上

【現状と課題】
1. エルサルバドルは，競争力のある産業が欠如し，外国投資の増加が見込めず，経済成長の低迷にもつながる等の課題を抱えている。特に内戦の影響を強く受けている東部地域では，貧困指数の高い市町村が多い（エルサルバドル経済省統計局発表の2017年全国家計調査によると，貧困家庭の割合が40%を超える6県のうち3県が東部地域に集中）。そのため，人材が外国に流出し，残った家族の多くは海外送金に依存し，受け取った送金の大部分を消費に回して暮らす傾向にあり，地域で産業が育たず，雇用が生まれにくい構造が存在している。かかる状況に鑑み，エルサルバドル政府は国家開発5か年計画（2014－2019）において，持続的な経済成長モデルによる生産的雇用創出を三つの最優先課題のうちの一つとして掲げており，特に東部地域開発を重視している。
2. 上記構造を変革していくためには，女性や若年層も含め，住民が身近な資源を有効に活用し，自ら生活を改善していきつつ自立的に経済活動及び地域開発に携わっていく必要がある。
3. また，東部地域において質の高い成長を実現していくためには，投資・貿易を促進する産業を育成しつつ，他地域に比べ遅れている経済・社会インフラ整備を促進し，地域の総合的開発を着実に進めていくことが求められている。
4. 雇用拡大の観点では，東部地域において雇用創出を担っている中小零細企業の経営改善及び能力向上を通じたこれら企業の活動の活性化が課題となっている。

【開発課題への対応方針】
1. 東部地域への経済特区設置に向けた動きも念頭に置きつつ，2004年に実施した開発調査で策定された東部地域開発マスタープラン，2016年に行われた同プラン改訂結果を踏まえ，①経済インフラ整備，②社会開発・人間開発，③生産性向上に向けて，有償資金協力，無償資金協力及び技術協力を有機的に投入する。他ドナーとの連携を図りつつ，我が国は引き続き東部地域開発における中心的な役割を担っていく。
2. 東部地域全体の開発に資する協力を推進し，国際スタンダードに基づく「質の高い成長」の実現に貢献していく。
3. 東部地域において，我が国の経験も共有しつつ，一村一品運動や生活改善などの地域活動や女性・若年層等の積極的な参加も踏まえた市民活動，及び中小企業振興のための中央政府能力向上，及び零細中小企業の生産性向上を図るための協力を展開する。

協力プログラム名	協力プログラム概要	案件名	スキーム	実施期間 2017年度以前	2018年度	2019年度	2020年度	2021年度	2022年度	支援額（億円）	備考
東部地域開発プログラム	内戦の影響を大きく受けた東部地域において，インフラ整備，同地域の発展に寄与する人材育成並びに農業，漁業及び観光業などの経済活動の生産性向上を通じた複合的な地域開発を図る。	大統領府開発計画アドバイザー	個別専門家	■	■						
		一村一品運動アドバイザー	個別専門家	■							
		一村一品（OVOP）運動広域アドバイザー	個別専門家		■	■					
		ジェンダー平等制度機能強化アドバイザー	個別専門家	■	■						
		東部地域野菜農家収益性向上プロジェクト	技プロ	■	■					3.90	
		中小零細企業の経営・品質・生産性向上支援人材能力強化プロジェクト	技プロ	■	■	■					
		オロメガ湖・ホコタル湖統合的湿地管理プロジェクト	技プロ	■	■	■	■			45.00	
		生活改善アプローチに基づいた東部地域地方開発能力強化プロジェクト	技プロ	■	■	■	■	■		~~4.00~~	
		東部地域開発プログラムに関連する課題別研修・青年研修	課題別研修他	■	■	■	■	■	■		
		経済活性化分野の青年海外協力隊/シニア海外ボランティア	JOCV/SV	■	■	■	■				
		サンミゲル市バイパス建設計画	有償	■	■	■	■	■	■	125.95	
		小規模販売事業を通じた女性の経済力向上支援	マルチ	■	■	■	■			0.25（百万USD）	米州開発銀行貧困削減基金（JPO）

重点分野２ （中目標）	持続的開発のための防災・環境保全
開発課題 （小目標） 気候変動及び環境への対応	【現状と課題】 1. エルサルバドルでは，水質汚染，廃棄物処理，大気汚染，森林破壊など多くの環境課題が存在している。 2. エルサルバドルを含む中米地域は，その地理的条件から地震，ハリケーン，火山など各種の自然災害の影響を受けやすく，特に近年では集中豪雨及び干ばつによる被害が顕著であり，早期警戒及びインフラ面での自然災害への適応力の強化が大きな課題となっている。 3. 中米は気候変動に最も脆弱な地域の一つとされている。これに対し，エルサルバドルを含む中米統合機構（SICA）加盟諸国は，2008年5月のサンペドロスーラ宣言を採択し，国際的な気候変動に対する取組への貢献を表明している。 4. 国家エネルギー政策の中で再生可能エネルギー及び省エネルギーの積極的な推進がうたわれており，再生可能エネルギーの活用に向けた具体的な運営指針の策定や法整備が優先課題となっている。また，省エネの推進のためには，公共部門が先駆けて取り組む必要がある。
	【開発課題への対応方針】 1. 廃棄物処理については，地方自治体廃棄物総合管理プロジェクトの国内及び中米地域への成果普及を目指す。 2. 気候変動に対する緩和策と適応策の双方のバランスを取り，気候変動課題に取り組む。 3. 気候変動対策の一環として，有償資金協力及び技術協力を通じた再生可能エネルギー，省エネルギーの推進に資する協力を重点的に行う。 4. 防災分野では，「仙台防災協力イニシアティブ」を踏まえ，災害に対する強靭な社会の実現のために公共インフラ及び住宅など「モノ」に焦点を当てた協力，コミュニティーの防災能力向上を目指した「ヒト」に焦点を当てた協力，防災関連機関の組織力強化といった多方面からのアプローチを図る。

協力プログラム名	協力プログラム概要	案件名	スキーム	実施期間						支援額（億円）	備考
				2017年度以前	2018年度	2019年度	2020年度	2021年度	2022年度		
環境・衛生改善プログラム	気候変動対策，廃棄物管理を柱とし，無償資金協力を通じた生活環境の改善に資するインフラ整備や技術協力プロジェクト・を通じた技術移転など，複数スキーム間の有機的な連携を検討し，総合的に課題解決に取り組む。	環境分野の無償資金協力	無償	■	■					5.00	中小企業ノンプロジェクト無償の一部
		熱発光地熱探査法による地熱探査と地熱貯留層の総合評価システム	科学技術		■	■	■	■	■	3.00	
		地熱分野（博士修得）トレーニング	国別研修	■	■	■					
		環境分野の課題別研修	課題別研修他	■	■	■	■	■	■	3.97	
		市連合会廃棄物管理能力強化（ホンジュラス）	第三国専門家	■	■	■					
防災体制の強化プログラム	公共インフラの強靭化，耐震普及住宅及びコミュニティ防災にかかる技術協力プロジェクトを中心に，ハード・ソフト両面からの自然災害への脆弱性の克服を目指した支援を行うとともに，包括的なアプローチを目指す。なお，エルサルバドル人専門家の第三国への派遣や中米・カリブ地域での普及セミナーの開催など，将来的な広域レベルでの協力成果の普及を視野に入れた協力を実施する。	災害復旧スタンドバイ借款	有償	■	■	■	■			50.00	
		経済社会開発計画	無償	■	■	■	■	■	■	4.30	防災分野の無償資金協力
		災害リスク管理強化のための支援	マルチ	■	■	■	■			0.70（百万USD）	JPO
		中米広域防災能力向上プロジェクトフェーズ2	技プロ	■	■	■				9.50	広域案件
		公共インフラ強化のための気候変動・リスク管理戦略局支援プロジェクトフェーズ#2	技プロ	■	■	■	■			5.00	
		病院前診療の能力強化プロジェクト	技プロ	■	■	■				4.20	
		防災分野の課題別研修	課題別研修他	■	■	■	■	■	■		

重点分野３ （中目標）	包摂的な開発の促進

【現状と課題】
1.エルサルバドルでは，基礎教育での就学，高等教育への進学に際し困難を抱えている家庭が多く，エルサルバドル経済省統計局発表の2017年全国家計調査によると，成人の低教育率が79.6%と高い状況になっている。これに対し，現政権は，国家開発5か年計画（2014－2019）における3つの優先事項の一つとして，社会的に包摂的で公正な教育の促進を掲げ，育機会の均等化や保護者及び地域社会の参加促進などを重点的に取り組んでいる。しかし，初中等教育における，教育の質やインフラを含む教育環境の改善に係る課題を抱えている。
2.保健分野では，第一に医療分野で活躍する優秀な人材が不足しており，現場で活動する看護師や保健推進員などの保健人材の育成及び質の向上，臨床現場に出てからの継続教育の強化など様々な課題が存在する。また，エルサルバドル経済省統計局発表の2017年全国家計調査によると，飲料水へアクセス出来ない国民の割合が21.1%，保健サービスへアクセス出来ない国民の割合が10.1%となっており，あらゆる地域において保健衛生関連の施設・設備整備に係る課題を抱えている。こうした状況は感染症への脆弱性にも繋がっている。さらに，保健衛生施設・設備が整っている地域においても，質の高い医療機材が不足している。その他，ジェンダー暴力や若年妊娠，妊婦への対応の質などにおいても改善が望まれている。

【開発課題への対応方針】
1.基礎教育普及のため，学校建設を継続する。
2.算数教育の底上げに向け，技術協力プロジェクトの成果を踏まえつつ，青年海外協力隊（JOCV）の派遣を行っていく。
3.技術協力プロジェクトの成果を踏まえ，保健行政における人材強化や医療機材・病院の維持管理能力の向上，母子保健対策や主要死因である非感染性疾患（NCD：Non Communicable Diseases）対策，看護教育を中心とし，無償資金協力（草の根・人間の安全保障無償資金協力），青年海外協力隊（JOCV），帰国研修員フォローアップなどを連携させ，保健支援を継続する。また援助の相乗効果を高めるために，JOCVによる保健行政機関，大学などと有機的に連携した啓発活動を実施する。
4.保健分野のインフラ整備を進める。

開発課題（小目標）：社会開発

協力プログラム名	協力プログラム概要	案件名	スキーム	実施期間 2017年度以前	2018年度	2019年度	2020年度	2021年度	2022年度	支援額（億円）	備考
教育・保健改善プログラム	教育・保健インフラの改善に取り組むとともに，人材育成を通じて教育・保健水準の改善及び人間の安全保障の強化を図る。	初中等教育算数・数学指導力向上プロジェクト	技プロ	■	■						
		教育分野の草の根・人間の安全保障無償資金協力	草の根無償	■	■					0.70	
		貧困地域の若者の社会包摂及び平等な機会の促進支援	マルチ	■	■	■	■	■		0.75	JPO
		スポーツ分野の草の根文化無償資金協力	草の根文化	■	■	■	■			0.10	
		スポーツ分野の青年海外協力隊/シニア海外ボランティア	JOCV/SV	■	■	■	■				
		保健分野・飲料水分野の草の根・人間の安全保障無償資金協力	草の根無償	■	■					0.51	
		教育・保健分野の無償資金協力	無償	■	■					~~0.47~~5.00	中小企業ノンプロジェクト無償の一部
		教育・保健分野の青年海外協力隊/シニア海外ボランティア	JOCV/SV	■	■						
		シャーガス病制圧のための統合的研究~~新規治療薬~~開発プロジェクト	科学技術		■	■	■	■	■	3.70	

<table>
<tr><td rowspan="4">開発課題
（小目標）

市民の安全確保</td><td colspan="3">【現状と課題】
1. 中米北部3か国では青少年凶悪犯罪集団マラスによる犯罪が深刻化している。エルサルバドル国家文民警察統計局によれば，エルサルバドルの10万人当たり殺人発生件数は，2015年に104人，2016年に81人と世界で最も高く，2017年も約60人と引き続き高い水準になっている。また，中米は，南米で生産された麻薬と消費地である北米をつなぐ中継地ともなっており，麻薬取引の活発化はも治安悪化の大きな要因となっている。さらに，治安悪化による米国やメキシコへの未成年避難民の増加が北中米地域における深刻な社会問題となっている。
2. 国家開発5か年計画（2014－2019）において，市民の安全確保を国家の義務として，治安の強化が3つの最優先課題の一つと位置づけられており，具体的な戦略として地域警察活動の強化と拡大が掲げられている。</td><td colspan="5">【開発課題への対応方針】
1. 日本からの人的リソース投入が困難であることから，これまでに我が国が協力した経験を持つ第三国（ブラジル）からの三角協力を推進する。
2. 青少年の健全な育成が暴力，犯罪防止を通じた安全な社会づくりに繋がるとの観点から，見返り資金，草の根・人間の安全保障無償資金協力，JOCV等の派遣や国際機関を通じた協力を引き続き検討・実施していく。</td></tr>
<tr><td>協力プログラム名</td><td>協力プログラム概要</td><td>案件名</td><td>スキーム</td><td>実施期間
2017年度以前</td><td>2018年度</td><td>2019年度</td><td>2020年度</td><td>2021年度</td><td>2022年度</td><td>支援額
（億円）</td><td>備考</td></tr>
<tr><td>市民の安全確保プログラム</td><td rowspan="2">エルサルバドルが発展していくために不可欠な要素である市民安全について積極的な支援を行うもの。青少年の健全な育成に取り組むとともに，地域警察の強化に向けた協力を行い，安全な社会づくりに貢献する。</td><td>暴力被害者の精神的トラウマ軽減支援</td><td>マルチ</td><td>―</td><td>―</td><td>―</td><td></td><td></td><td></td><td>0.60
（百万USD）</td><td>米州開発銀行日本特別基金（JSF）</td></tr>
<tr><td>地域警察活動に基づく新警察モデルの実施強化プロジェクト</td><td>技プロ</td><td>―</td><td>―</td><td>―</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td colspan="10">その他</td></tr>
<tr><td rowspan="4">その他
個別案件</td><td>協力プログラム名</td><td>協力プログラム概要</td><td>案件名</td><td>スキーム</td><td>実施期間
2017年度以前</td><td>2018年度</td><td>2019年度</td><td>2020年度</td><td>2021年度</td><td>2022年度</td><td>支援額
（億円）</td><td>備考</td></tr>
<tr><td rowspan="3"></td><td rowspan="3"></td><td>中米統合機構（SICA）地域協力アドバイザー</td><td>個別専門家</td><td>―</td><td>―</td><td>―</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>持続的な経済開発・地域統合のための中米地域物流ロジスティクス開発マスタープラン策定支援プロジェクト</td><td>開発計画</td><td></td><td></td><td>- - -</td><td>- - -</td><td>- - -</td><td>- - -</td><td></td><td>6か国対象</td></tr>
<tr><td>SICA地域における生物多様性の統合的管理と保全に関する能力強化プロジェクト</td><td>技プロ</td><td></td><td></td><td>- - -</td><td>- - -</td><td>- - -</td><td>- - -</td><td></td><td>8か国対象</td></tr>
</table>

【凡例】 「協準」（＝全ての協力準備調査），「詳細設計」（＝詳細設計），「技プロ」（＝技術協力プロジェクト），「開発計画」（＝開発計画調査型技術協力），「個別専門家」，「個別機材」，「国別研修」，「課題別研修他」（＝課題別研修及び青年研修），「ＪＯＣＶ」（＝青年海外協力隊），「ＳＶ」（＝シニア海外ボランティア），「第三国専門家」，「第三国研修」，「現地国内研修」，「科学技術」（＝科学技術協力（技プロ型及び個別専門家型）），「草の根技協」（＝草の根技術協力），「〇〇省技協」（＝外務省・ＪＩＣＡ以外の省庁及び独立行政法人等が実施している技術協力），「民間提案型技協」（＝開発途上国の社会・経済開発のための民間技術普及促進事業），「無償」（＝以下に特記するサブ・スキームを除く全ての無償資金協力），「水産無償」（＝水産無償資金協力），「食糧援助」（＝食糧援助），「一般文化」（＝一般文化無償資金協力），「草の根文化」（＝草の根文化無償資金協力），「緊急無償」（＝緊急無償資金協力），「日本ＮＧＯ」（＝日本ＮＧＯ連携無償資金協力），「草の根無償」（＝草の根・人間の安全保障無償資金協力），「有償」（＝円借款，海外投融資），「情報収集調査」（＝基礎情報収集・確認調査），「マルチ」（＝国際機関等を通じた多国間協力スキーム），「中小企業支援」（＝中小企業海外展開支援事業「基礎調査」，「案件化調査」及び「普及・実証事業」，並びに中小企業連携促進基礎調査），実線「―――」（＝実施期間），破線「－－－」（＝実施予定期間）

ESTRATEGIA DE LA COOPERACIÓN JAPONESA
PARA LA REPÚBLICA DE EL SALVADOR

Febrero de 2017

1. Razonamiento de la cooperación para El Salvador

La Renta Nacional Bruta per cápita de El Salvador registra US$ 3,940 (Banco Mundial, 2015), por lo cual el país está categorizado como uno de los países de ingreso mediano bajo (LMCs en sus siglas en inglés). La tasa de pobreza sigue siendo alta, sobre todo, en la región oriental. Asimismo, cabe destacar que la brecha económica entre las zonas rurales y urbanas es aguda. Además, en tanto que no cuenta con abundantes recursos naturales, el país muestra dependencia de unos sectores específicos (como la industria textil y de confección); también es vulnerable ante los desastres naturales, con lo cual se enfrenta al estancamiento de un crecimiento económico autónomo y sostenido. Por si fuera poco, como un problema común del Triángulo Norte (El Salvador, Honduras y Guatemala), se puede observar el aumento del número de refugiados menores de edad hacia México y Estados Unidos debido a la gravedad de la situación de seguridad.

Actualmente, el gobierno salvadoreño impulsa, como prioridades del Plan Quinquenal de Desarrollo 2014-2019, el empleo productivo generado a través de un modelo de crecimiento económico sostenido, educación con inclusión y equidad social, y seguridad ciudadana efectiva. Cooperando con los conocimientos y experiencias propias al desarrollo de las capacidades de este país para abordar dichos retos, Japón cumple con su responsabilidad como uno de los países líderes responsables del mundo.

Teniendo en cuenta el hecho de que las relaciones de amistad actuales entre ambos países provienen de los resultados de la cooperación japonesa para el desarrollo, la continuidad de la cooperación para el desarrollo tiene una gran relevancia para el fortalecimiento de las relaciones bilaterales.

Cabe recordar también que El Salvador desempeña un papel principal en la integración regional de Centroamérica, con lo que Japón podría contribuir aún más proactivamente a la paz, estabilidad y prosperidad de la comunidad internacional, a través de la colaboración con este país, como un socio para desarrollar, liderar e

inspirar juntos, en los desafíos transfronterizos, fomentando relaciones cooperativas entre los países centroamericanos y Japón, así como auspiciando la integración centroamericana.

2. Lineamientos básicos de la cooperación (Objetivo General): Promover el Desarrollo Autónomo y Sostenible

Con el fin de promover el desarrollo autónomo y sostenible de El Salvador, Japón apoya principalmente la reactivación de la economía y ampliación del empleo, así como la prevención de desastres y la conservación ambiental, los cuales forman parte de las iniciativas importantes del gobierno salvadoreño para el desarrollo del país.

3. Áreas prioritarias de cooperación (Objetivos Específicos)

(1) Reactivación de la Economía y Ampliación del Empleo

La región oriental del país se encuentra en el corazón de Centroamérica, con el Golfo de Fonseca en colindancia con tres países (El Salvador, Honduras y Nicaragua), siendo éste un centro importante de transporte y distribución logística. Sin embargo, su desarrollo económico se ha visto desfavorecido debido a los efectos de la larga guerra civil. Para reactivar la economía de El Salvador, que cuenta con pocos recursos específicos e industrias claves, y para promover también el crecimiento económico de toda Centroamérica, es vital mejorar la base industrial y función logística de El Salvador. Por esta razón, de cara a apoyar la implementación del “Plan Maestro de Desarrollo Sostenible e Inclusivo de la Región Oriental de El Salvador”, Japón capacitará recursos humanos para maximizar las funciones del aeropuerto, puertos y puentes construidos con el apoyo de Japón. Además, apoyará el desarrollo de industrias locales y la creación de empleos, fomentando industrias autóctonas y promoviendo productos agrícolas en el mercado nacional.

(2) Prevención de Desastres y Conservación del Medio Ambiente para el Desarrollo Sostenible

En los últimos años, El Salvador ha sufrido daños causados por huracanes e inundaciones así como derrumbes de rocas, por influencia del cambio climático. Por ello, es necesario superar la vulnerabilidad ante tales desastres naturales. Japón, aprovechando su experiencia y conocimiento, apoyará el fortalecimiento de las capacidades para la prevención de desastres con el modelo de la “gestión

comunitario de riesgos", cuyo punto focal se enfoca a la educación sobre prevención de desastres, así como con la cooperación interinstitucional de las entidades públicas responsables en esta materia. Del mismo modo, Japón apoyará iniciativas para la conservación ambiental, tales como el fortalecimiento de la resiliencia de infraestructura, el fomento de la eficiencia energética y la conservación de humedales, los cuales se ejecutan como medidas contra el cambio climático.

(3) Promoción de un desarrollo inclusivo

El Salvador impulsa un desarrollo en el que toda la gente disfrute de los beneficios. Al respecto, en el proceso de garantizar un acceso equitativo a la educación, este país se enfrenta a ciertos retos como el mejoramiento del nivel de educación básica, la capacitación de los recursos humanos y el mejoramiento de la calidad en el campo de salud. Japón seguirá cooperando en la universalización de la educación básica, el mejoramiento del nivel de educación, así como en la capacitación de los recursos humanos en el área de salud.

Cabe mencionar también que en los tres países centroamericanos, El Salvador, Guatemala y Honduras, el problema de la delincuencia cometida por las pandillas (llamadas "Maras") es muy grave, por lo que es de gran prioridad para el gobierno salvadoreño asegurar la seguridad ciudadana. En tanto que tal situación impide el desarrollo de este país, Japón apoyará la universalización y el fomento del sistema de policía comunitaria con miras a contribuir a la seguridad ciudadana.

4. **Consideraciones**

En la región centroamericana, incluido El Salvador, se va fomentando la integración regional. En El Salvador, se encuentra la Secretaría General del Sistema de Integración Centroamericana (SICA). Teniendo en cuenta la posibilidad de colaboración con el BID entre otros de cara a fomentar la integración regional, Japón impulsa la cooperación regional.

Anexo: PLAN DE OPERACIONES EN LA REPÚBLICA DE EL SALVADOR

Anexo de la Estrategia de la Cooperación Japonesa para la República de El Salvador

Plan de Operaciones en la República de El Salvador

Abril de 2018

Lineamiento Básico de la Cooperación (Objetivo General)	Promover el Desarrollo Autónomo y Sostenible

Área Prioritaria 1 (Objetivo Específico)	Reactivación de la Economía y Ampliación del Empleo

【Situación Actual y Desafíos】
1. El Salvador se enfrenta a retos como la falta de industrias competitivas, poca expectativa de aumento significativo de inversión extranjera y estancamiento del crecimiento económico. Sobre todo, en la región oriental, afectada fuertemente por la guerra civil, hay muchos municipios con alto índice de pobreza (según la estadística 2017 de Hogares de Propósitos Múltiples de la DIGESTYC, dentro de 6 departamentos donde más del 40 % de hogares sufren de pobreza, 3 se encuentran en la región oriental). De ahí que exista una estructura donde ocurre la fuga de recursos humanos a los países extranjeros, muchas familias que quedan en este país dependen de las remesas y tienden a gastar mayor parte de las remesas para el consumo, y por consiguiente, no crecen industrias locales y no se generan oportunidades de empleo. Teniendo en cuenta dicha situación, el gobierno de El Salvador establece el "empleo productivo generado a través de un modelo de crecimiento económico sostenido" como uno de los tres grandes prioridades de su Plan Quinquenal de Desarrollo 2014-2019, poniendo énfasis en el desarrollo de la región oriental.
2. Para reformar dicha estructura, es imprescindible que los habitantes, incluyendo las mujeres y adolecentes, se involucren con la autogestión en las actividades económicas y el desarrollo local, al tiempo que mejoran su vida por sus propio esfuerzo, aprovechando eficazmente los recursos alrededor de su vida.
3. Además, de cara a lograr un crecimiento de alta calidad en la región oriental, se requiere ir materializando firmemente un desarrollo local integral, facilitando industrias que promuevan inversiones y comercios, y estimulando el mejoramiento de infraestructura socioeconómico, lo cual está atrasado en comparación con otras regiones.
4. Por lo que se refiere a la ampliación del empleo, es necesario facilitar actividades empresariales de las micro, pequeñas y medianas empresas, que contribuyen a la generación de empleo en la región oriental, a través del mejoramiento de administración empresarial y capacitación.

【Estrategia para abordar los retos de desarrollo】
1. Teniendo en cuenta el movimiento con miras a establecer una zona económica especial en la región oriental, así como sobre la base del Plan Maestro de Desarrollo Sostenible e Inclusivo de la Región Oriental, establecido en 2004 con los resultados del Estudio de Desarrollo sobre dicha región, y actualizado en 2016, Japón implementará de una forma orgánica los siguientes esquemas de cooperación: Cooperación Financiera Reembolsable, Cooperación Financiera No Reembolsable (Asistencia Financiera No Reembolsable para Proyectos Comunitarios de Seguridad Humana) y Cooperación Técnica a fin de fomentar: (1) el mejoramiento de la infraestructura económica, (2) el desarrollo social y humano y (3) el mejoramiento de la productividad. Japón seguirá desempeñando un papel central en el desarrollo de la región oriental, colaborando con otros donantes.
2. Japón contribuirá a realizar un "crecimiento de alta calidad" basado en el estándar internacional, promoviendo una cooperación que sirva para el desarrollo de toda la región oriental.
3. Japón desarrollará la cooperación a fin de mejorar las capacidades del gobierno central para promover la actividad local, como el movimiento OVOP y el mejoramiento de vida, la actividad civil con la participación proactiva de las mujeres y los jóvenes, y la actividad de la micro, pequeña y mediana empresa. Japón también brindará cooperación para aumentar la productividad de la micro, pequeña y mediana empresa.

Temas de Desarrollo (Objetivo Detallado)

Mejoramiento de la Base Industrial y de la Productividad para el Desarrollo

Nombre de Programa	Resumen de Programa	Nombre de Proyecto	Esquema	Período de Ejecución: Año fiscal 2017 y antes	Año fiscal 2018	Año fiscal 2019	Año fiscal 2020	Año fiscal 2021	Año fiscal 2022	Monto total (cien millones de yenes)	Observaciones
Programa de Apoyo al Desarrollo de la Región Oriental	En la región oriental, afectada fuertemente por la guerra civil, se logrará un desarrollo local integral a través del mejoramiento de la infraestructura y el desarrollo de recursos humanos que contribuya al desarrollo de la región, y el mejoramiento de la productividad económica en diversos sectores como la agricultura, pesca y turismo.	Asesor para la Secretaría Técnica y de Planificación de la Presidencia (Plan de Desarrollo)	EXP	■	■						
		Asesor para el Movimiento de "Un pueblo, un producto"	EXP	■							
		Asesor regional para el Movimiento de "Un pueblo, un producto"	EXP		■	■					
		Experto Asesor para el Fortalecimiento de Capacidades Institucionales para el Ejercicio de Rectoría del Marco Normativa de Igualdad Sustantiva de Genero a Nivel Territorial	EXP	■	■						
		Proyecto para la Mejora de la Rentabilidad de Productores de Hortalizas en la Región Oriental	CTTP	■	■					3.90	
		Proyecto para el fortalecimiento de las capacidades del personal de apoyo para MYPE, enfocando en el mejoramiento de la gestión empresarial, la calidad y la productividad	CTTP	■	■	■					
		Proyecto para el Manejo Integral de los Humedales en las Lagunas de Olomega y El Jocotal	CTTP	■	■	■	■			45.00	
		Proyecto de Fortalecimiento de Capacidades para el Desarrollo Local con el Enfoque de Mejoramiento de Vida en la Región Oriental	CTTP	■	■	■	■	■			
		Capacitaciones relacionadas al Programa de Apoyo al Desarrollo de la Región Oriental	CFT	■	■	■	■	■	■		
		Voluntarios para el Apoyo a la Activación Económica	JOCV/SV	■	■	■	■				
		Proyecto de Construcción de Bypass en la Ciudad de San Miguel	PB	■	■	■	■	■	■	125.95	
		Apoyo de Mejoramiento de Capacidad Económica a las Mujeres a través de Negocios Pequeños	AM	■	■	■	■			0.25 (millones de USD)	Fondo Especial de Japón del BID

Área Prioritaria 2 (Objetivo Específico)	Prevención de Desastres y Conservación del Medio Ambiente para el Desarrollo Sostenible

【Situación Actual y Desafíos】
1. En El Salvador existen varios problemas ambientales como contaminación del agua, tratamiento de desechos sólidos, contaminación del aire, y conservación de bosques.
2. La región de América Central, incluyendo El Salvador, es susceptible a los desastres naturales como terremotos, huracanes y erupciones volcánicas, debido a sus condiciones geográficas. Se da por hecho que existe influencia del cambio climático, y especialmente en los últimos años, El Salvador ha sido afectado mucho por las tormentas y sequías. Por ello, es un tema importante el fortalecimiento de la capacidad de adaptación a los desastres naturales en términos de alerta temprana e infraestructura.
3. América Central está considerada como una de las regiones más vulnerables al cambio climático. Al respecto, los países miembros del Sistema de Integración Centroamericana (SICA), incluyendo El Salvador, adoptaron la Declaración de San Pedro Sula en mayo de 2008 y han manifestado su contribución a los esfuerzos internacionales contra el cambio climático.
4. La política nacional de energía de El Salvador aboga por promover fuertemente las energías renovables y el ahorro de energía. Al respecto, son temas prioritarios la formulación de lineamientos concretos de operación y el mejoramiento de la regulación para el uso de energías renovables. Además, es necesario que las instituciones públicas se esfuercen en el ahorro de energía, siendo pioneras para la promoción del ahorro de energía.

【Estrategia para abordar los retos de desarrollo】
1. En cuanto a los desechos sólidos, Japón difundirá los logros del "Proyecto de Manejo Integral de Desechos Sólidos para Municipios en la República de El Salvador" en todo el país y en los países de América Central.
2. Se afrontarán los desafíos del cambio climático considerando el equilibrio entre las medidas de mitigación y adaptación.
3. Como parte de las medidas frente al cambio climático, se centralizará la cooperación en contribuir a la promoción de energías renovables y ahorro de energía mediante la Cooperación Financiera Reembolsable y la cooperación técnica.
4.En el ámbito de la prevención de desastres, teniendo en cuenta la "Iniciativa de Cooperación de Sendai para la Reducción del Riesgo ante Desastres", la cooperación se enfocará integralmente, para realizar una sociedad resiliente a los desastres, en "aspectos tangibles", como infraestructura pública y vivienda popular, en "personas" con miras a mejorar la capacidad de prevención de desastres de la comunidad, y en el fortalecimiento institucional de las organizaciones relacionadas a la prevención de desastres.

Temas de Desarrollo (Objetivo Detallado)	Nombre de Programa	Resumen de Programa	Nombre de Proyecto	Esquema	Período de Ejecución: Año fiscal 2017 y antes	Año fiscal 2018	Año fiscal 2019	Año fiscal 2020	Año fiscal 2021	Año fiscal 2022	Monto total (cien millones de yenes)	Observaciones
Medidas ante el Cambio Climático y Medioambiente	Programa de Mejoramiento del Medio Ambiente y Saneamiento	Japón abordará de una manera integral temas como cambio climático y desechos sólidos, considerando el enlace orgánico entre diferentes esquemas: Cooperación Financiera No Reembolsable para el mejoramiento de la infraestructura que contribuya a mejorar la calidad de vida humana, y Cooperación Técnica Tipo Proyecto para la transferencia técnica.	Proyecto en el área de medioambiente en el marco de la Asistencia Financiera No Reembolsable	CFNR	■	■					5.00	Una parte del CFNR Tipo No-Proyecto para el Suministro de PYME Japonesa
			Proyecto para la Exploración geotérmica y evaluación de reservorios geotérmicos por la técnica de termoluminiscencia	CCT		■	■	■	■	■	3.00	
			Curso de "Geotermia"en Japón (doctorado)	CFP	■	■	■					
			Capacitaciones focalizadas por el tema del Medio Ambiente	CFT	■	■	■	■	■	■	3.97	
			Proyecto de Gestión Integral de Residuos Sólidos para los Municipios de La Mancomunidad de Guisayote y Valle de Sensenti en Honduras	ETP	■	■	■					
	Programa de Fortalecimiento del Sistema de Gestión de Riesgos del Desastres	Japón tomará una medida integral, brindando apoyo tanto técnico como de infraestructura y equipo para superar la vulnerabilidad ante los desastres naturales, a través de la Cooperación Técnica de Tipo Proyecto sobre el fortalecimiento de la resiliencia de infraestructura pública, la difusión de la vivienda antisísmica y la gestión comunitaria de riesgos. Además, teniendo en cuenta la posibilidad de compartir los resultados a nivel regional, Japón llevará a cabo tales proyectos como el envío de expertos salvadoreños a otros países y los seminarios regionales en Centroamérica y el Caribe.	Préstamo Contingencial para la Recuperación ante Desastres Naturales	PB	■	■	■	■			50.00	
			Programas para el Desarrollo Económico y Social	CFNR	■	■	■	■	■	■	4.30	Proyecto de donación en el área de gestión de riesgos
			Plan de Acción para la Implementación del Indice de Gobernabilidad y Política Pública para la Gestión de Riesgo de Desastres"	AM	■	■	■	■			0.70 (millones de USD)	Fondo Japonés para la Reducción de Pobreza del BID
			Proyecto de Desarrollo de Capacidades para la Gestión del Riesgo de Desastres en América Central, "BOSAI" Fase 2	CTTP	■	■	■				9.50	Una parte del conjunto de proyectos a escala regional
			Proyecto para Desarrollo de Capacidades de la Dirección de Adaptación al Cambio Climático y Gestión Estratégica del Riesgo, "GENSAI" Fase 2	CTTP	■	■	■	■			5.00	
			Proyecto de Fortalecimiento de las Capacidades para la Atención de Emergencias Médicas en el Ámbito Pre Hospitalario	CTTP	■	■	■				4.20	
			Capacitaciones relacionadas al Programa de Fortalecimiento del Sistema de Prevención de Desastres	CFT	■	■	■	■	■	■		

Área Prioritaria 3 (Objetivo Específica)	Promoción de Desarrollo Inclusivo
	【Situación Actual y Desafíos】 1. En El Salvador, existen muchas familias que enfrentan dificultades para la matricula en la educación básica y superior. Según la estadística 2017 de Hogares de Propósitos Múltiples de la DIGESTYC, el porcentaje de baja educación de adultos se registra muy alto: el 79.6%. Ante esta situación, el gobierno actual manifestó la promoción de "educación con inclusión y equidad social" como uno de los tres grandes prioridades del Plan Quinquenal de Desarrollo 2014-2019 y está haciendo esfuerzos en temas focalizados en la igualdad de oportunidades educativas, y la participación de los padres de familia y la comunidad. Sin embargo, existen desafíos en el mejoramiento de calidad de enseñanza y la infraestructura educativa de la educación básica y media. 2. En el campo de salud, en primer lugar, no hay suficientes empleos de recursos humanos de alta calidad en el sector médico e existen desafíos en la educación y mejoramiento de calidad de profesionales de salud como enfermeras y promotores de salud que trabajan in situ, así como en fortalecimiento de la educación continua para el personal que ya practica la profesión. Por otro lado, según la estadística 2017 de Hogares de Propósitos Múltiples de la DIGESTYC, el 21.1% de la población carece el acceso a agua potable, y el 10.1% carece el acceso al servicio de salud, por lo que hay demanda seria de infraestructura de agua y salud en varias regiones. Tal situación con lleva también a la vulnerabilidad ante las enfermedades transmisibles. Además, aún en las regiones donde ya existe infraestructura de agua y salud, se necesitan equipos médicos de alta calidad. Se espera también el mejoramiento de atención a la violencia de genero, embarazo prematuro y parto.	【Estrategia para abordar los retos de desarrollo】 1. Se continuará la construcción de centros escolares con el fin de expandir la cobertura de la educación básica. 2. Para elevar el nivel de la educación en matemáticas, se seguirá la cooperación a través del envío de voluntarios, teniendo en cuenta de los logros de la cooperación técnica. 3. Se continuará el apoyo en el área de la salud, enfocando la capacitación de recursos humanos relacionados con la política de salud, el mejoramiento de los equipos médicos y la capacidad de mantenimiento y administración de los hospitales y clínicas, el control de salud materna e infantil, el control de las Enfermedades No Transmisibles (ENT) que son la principal causa de muerte, y la educación en enfermería, a través de la combinación de la Cooperación Financiera No Reembolsable (Asistencia financiera no reembolsable para Proyectos Comunitarios de Seguridad Humana), el envío de voluntarios (JOCV) y el seguimiento a los ex becarios. Además, para estimular la sinergia de la cooperación, los voluntarios de JOCV implementarán actividades de sensibilización junto con organismos gubernamentales de salud y universidades. 4. Se implementará el mejoramiento de la infraestructura en el sector de la salud.

Temas de Desarrollo (Objetivo Detallado)	Nombre de Programa	Resumen de Programa	Nombre de Proyecto	Esquema	Período de Ejecución						Monto total (cien millones de yenes)	Observaciones
					Año fiscal 2017 y antes	Año fiscal 2018	Año fiscal 2019	Año fiscal 2020	Año fiscal 2021	Año fiscal 2022		
Desarrollo Social	Programa de Mejoramiento de la Educación y Salud	Se mejorará el nivel de educación y salud, así como se fomentará la seguridad humana, a través del mejoramiento de la infraestructura y la capacitación de recursos humanos.	Proyecto de Mejoramiento de los Aprendizajes en Matemática en Educación Básica y Educación Media	CTTP	■	■						
			Proyectos en el área de educación en el marco de la Asistencia Financiera no Reembolsable para Proyectos Comunitarios de Seguridad Humana	APC	■	■					0.70	
			Proyecto "Promoviendo una Cultura de Integración e Igualdad de Oportunidades para Jóvenes en Pobreza"	AM	■	■	■	■	■		0.75	Fondo Japonés para la Reducción de Pobreza del BID
			Proyectos en el área de deportes en el marco de la Asistencia Financiera no Reembolsable para Proyectos Comunitarios Culturales	AFNRPC	■	■	■	■			0.10	
			Voluntarios en el área de deportes	JOCV/SV	■	■	■	■				
			Proyectos en el área de salud y agua potable en el marco de la Asistencia Financiera no Reembolsable para Proyectos Comunitarios de Seguridad Humana	APC	■	■					0.51	
			Proyecto en el área de educación y salud en el marco de la Asistencia Financiera No Reembolsable	CFNR	■	■					5.00	Una parte del CFNR Tipo No-Proyecto para el Suministro de PYME Japonesa
			Voluntarios en el área de educación y salud	JOCV/SV	■	■						
			Proyecto de Investigación y Desarrollo Integral para el Control de la Enfermedad de Chagas	CCT		■	■	■	■	■	3.70	

Temas de Desarrollo (Objetivo Detallado) Seguridad Pública	【Situación Actual y Desafíos】 1. En los países del Triangulo Norte, la situación de delincuencia está agravada por los pandilleros. Según la estadística de PNC,la tasa de homicidio de El Salvador por cada 100,000 habitantes para el 2015 fue 104, y para el 2016 fue 81, los cuales registraron la peor taza en el mundo. La tasa siguie siendo alta, registrando aproximadamente 60 para el 2017. Además, la situación de Centroamérica se agrava, siendo un punto intermedio de narcotráfico que conecta con América del Sur como productor y con América del Norte el principal mercado consumidor de estupifacientes. Además, el aumento de asilados de menores de edad a Estado Unidos o México debido al empeoramiento de la seguirdad se ha convertido en un problema social grave en América del Norte y Central. 2. En el Plan Quinquenal de Desarrollo 2014-2019, se considera que mantener la seguridad ciudadana efectiva es un deber nacional, y se enmarca que el fortalecimiento de la seguirdad es uno de los tres grandes prioridades. Se manifesta el fortalecimiento y la ampliación de la actividad de la policía comunitaria como una estrategia concreta.			【Estrategia para abordar los retos de desarrollo】 1. Se implementará la Cooperación Triangular con un tercer país (Brasil), el cual tiene conocimiento y experiencia en el tema a través de la cooperación japonesa, ya que es difícil aprovechar recursos humanos del Japón. 2. Teniendo en cuenta que los esfuerzos dirigidos al desarrollo integral de la juventud contribuyen al mejoramiento de la seguridad, se continuará la cooperación en este área con modalidades de Cooperación con el Fondo Contravalor, Asistencia financiera no reembolsable para Proyectos Comunitarios de Seguridad Humana, el envío de voluntarios de JOCV y la cooperación multilateral a través de organismos internacionales.								
	Nombre de Programa	Resumen de Programa	Nombre de Proyecto	Esquema	Período de Ejecución						Monto total (cien millones de yenes)	Observaciones
					Año fiscal 2017 y antes	Año fiscal 2018	Año fiscal 2019	Año fiscal 2020	Año fiscal 2021	Año fiscal 2022		
	Programa del Mejoramiento de la Seguridad Pública	Se implementará una asistencia dinámica en el área de seguridad, el cual es uno de los elementos indispensables para el desarrollo de El Salvador. Contribuirá al desarrollo de una sociedad segura, apoyando esfuerzos para un desarrollo sano de la juventud, así como, con la implementación de la asistencia para el fortalecimiento de la policía comunitaria.	Apoyo de Mitigación de Trauma a los Víctimas de Violencia	AM	■	■	■				0.60 (millones de USD)	Fondo Especial de Japón del BID
			Proyecto para la Consolidación de la Implementación del Nuevo Modelo Policial basado en la Filosofía de Policía Comunitaria	CTTP	■	■	■					
	Otros											
Otros Proyectos Específicos	Nombre de Programa	Resumen de Programa	Nombre de Proyecto	Esquema	Período de Ejecución						Monto total (cien millones de yenes)	Observaciones
					Año fiscal 2017 y antes	Año fiscal 2018	Año fiscal 2019	Año fiscal 2020	Año fiscal 2021	Año fiscal 2022		
			Asesoría para el Sistema de la Integración Centroamericana (SICA) (Cooperación Regional)	EXP	■	■	■					
			Cooperación técnica para el fortalecimiento de las capacidades en la elaboración del Plan Maestro Regional Indicativo de Movilidad y Logística para el desarrollo económico regional sostenible en el marco de la integración económica centroamericana	CTDP			▮	▮	▮	▮		Cooperación regional para 6 países
			Proyecto de Desarrollo de las Capacidades en manejo y conservación integral de la biodiversidad al nivel regional en la región del SICA	CTTP			▮	▮	▮	▮		Cooperación regional para 8 países

【Leyenda】(ES)=Estudios Preparatorios para la Cooperación, (PD)=Plan Detallado, (CTTP)=Cooperación Técnica Tipo Proyecto, (CTDP) =Cooperación Técnica para el Desarrollon de Planificación, (EXP)=Expertos Individuales, (EQ)=Equipamiento, (CFP)=Capacitación focalizada por país, (CFT)=Capacitación focalizada por tema y otros(Focalizada por tema y Capacitación de Líderes Jóvenes), (JOCV)=Voluntarios Japoneses para la Cooperación con el Extranjero, (SV)=Programa de Voluntarios Senior, (ETP)=Expertos de Terceros Países, (CIT)=Cursos Internacionales de Capacitación para Terceros Países, (CCP)=Cursos de Capacitación en el país, (CCT)= Cooperación de Ciencia y Tecnología soble asuntos globales,(ATC)=Asistencia Técnica comunitaria, (ATXX)=Asistencia Técnica implementada por organizaciones expepto Cancillería y JICA, (CTEP)Cooperación Técnica basada en la propuesta de empresa privada, (CFNR)=Todas las Cooperación Financiera No Reembolsable con excepción de los siguientes sub-esquemas, (AFNRP)=Asistencia Financiera no reemblosable para la pesca, (AA)=Asistencia Alimentaria, (CFNRC)=Cooperación FInanciera no reembolsable cultural, (AFNRPC)=Asistencia Financiera no Reembolsable para proyectos comunitarios culturales, (AFNRE)=Asistencia Financiera no Reembolsable de Emergencia, (AFNRONGJ)=Asistencia Financiera no Reembolsable para ONGs japoneses, (APC)=Asistencia Financiera no Reembolsable para Proyectos Comunitarios de Seguridad Humana, (PB)= Préstamo Blando, (AM)=Asistencia Multilateral, (APYMES)=Apoyo para pymes. línea sólida "—" (=Periodo de la implementación), línea ondulada "~~~~ " (=Período previsto para la implementación)

2019/08/07

Keisuke Yanehashi

Media Strategy of the Project for the Integrated Wetland Management in Olomega and El Jocotal Lagoons

◆ Background

These days, JICA created “Public Relations Guideline for Natural Environmental Field (April, 2017)” and “Public Relations Guideline for JICA Technical Cooperation ver.2 (January, 2018)”. It implies public relations (hereinafter referred to “PR”) has been increasing in importance in JICA Technical Cooperation.

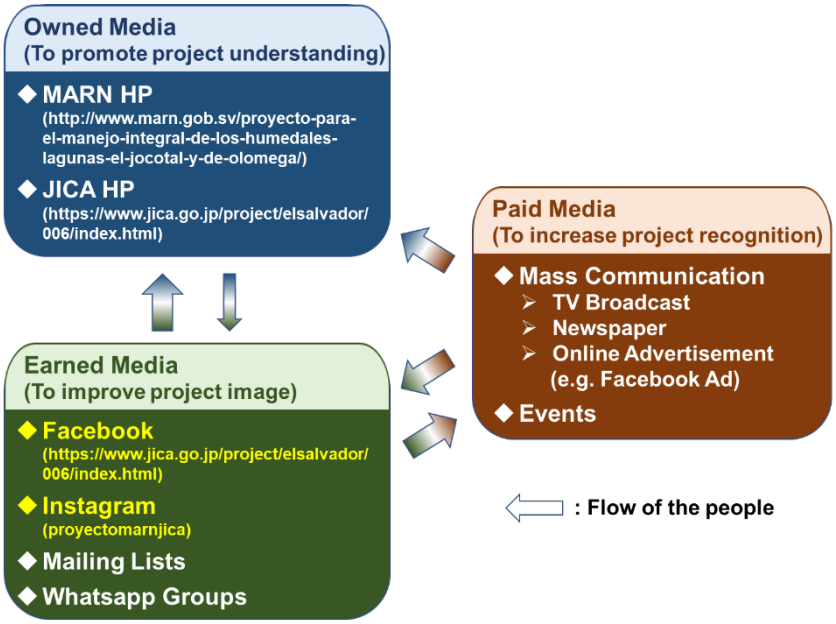
In JICA Technical Cooperation, improvement of PR contributes to the increasement of project’s fan, the maximization of project effect, and fulfillment of accountability about public project. When the project team tries to improve PR, lack of knowledge about PR and limitation of money can be thought of as the major obstacles.

To overcome above obstacles and improve the PR, media strategy should be created. Media strategy means the idea about the effective combination of the media tools such as the project homepage, social networking service, or mass communication. It is useful as the overview of PR for the analysis of issues and the investigation of the detailed activities.

◆ Structure of the Media Strategy

In general, media strategy is composed of owned media, earned media, and paid media. It is called as triple media strategy. Owned media means the project’s owned homepages which the project can control by themselves. It is utilized to promote viewers’ understanding to the project deeply. Earned media means the media such as social networking services (hereinafter referred to “SNS”) which is utilized without direct cost to achieve the interests and trusts to the project. Paid media means the media which can be used to advertise the project broadly and rapidly with direct cost. These three types of medias should be mixed effectively based on each project’s situations such as size, area, or budget of the project.

In the Project for the Integrated Wetland Management in Olomega and El Jocotal Lagoons (hereinafter referred to “the project”), the project team intends to increase the name value and popularity of the project efficiently, and to invite more potential stakeholders to MARN HP without big budget for PR. In this situation, the project team tries to utilize SNS: Facebook and Instagram, belonging to earned media as the hub of PR as shown in Figure 1. This media strategy which emphasized the role of SNS can be an effective idea of PR since it is easier to take on even for non-PR’ professionals, and it allows to advertise the project with small budget.



(Source: JICA Expert Team)

Figure 1. Triple Media Strategy of the Project

◆ Contents of the Media Strategy

In terms of targets for the project's PR activities, there are mainly 3 kinds of target: responsible persons of all Ramsar wetlands in El Salvador and other SICA's countries, general public in El Salvador and other SICA's countries, and general public in Japan. In the project, the project team already utilizes 8 kinds of medias to cover all of those targets. Each media owns their own targets and objectives as shown in Table 1.

Table 1. Contents of Media Strategy of the Project

Category	Media	Targets	Objectives
Owned Media	MARN HP	Wetland Committee members in El Salvador and SICA	- To provide detailed information - To provide project major outputs
	JICA HP	General Public in Japan	- To provide basic information - To provide important news
Earned Media	Facebook	General Public in El Salvador and SICA (Mainly for 30's-50's)	- To inform daily activities - To communicate with general public
	Instagram	General Public in El Salvador and SICA (Mainly for 10's-30's)	- To inform daily activities - To communicate with general public
	Mailing Lists	Project stakeholders in El Salvador (Mainly for formal use)	- To communicate with committee members - To inform important news
	WhatsApp Groups	Project stakeholders in El Salvador (Mainly for casual use)	- To communicate with committee members - To inform important news
Paid Media	Mass Communication	General Public in El Salvador	- To disseminate specific information - To disseminate important news
	Events	Project stakeholders in El Salvador and SICA	- To disseminate specific information - To disseminate project outputs

(Source: JICA Expert Team)

2019/08/07

Keisuke Yanehashi

Media Strategy of the Project for the Integrated Wetland Management in Olomega and El Jocotal Lagoons

◆ Background

These days, JICA created “Public Relations Guideline for Natural Environmental Field (April, 2017)” and “Public Relations Guideline for JICA Technical Cooperation ver.2 (January, 2018)”. It implies public relations (hereinafter referred to “PR”) has been increasing in importance in JICA Technical Cooperation.

In JICA Technical Cooperation, improvement of PR contributes to the increasement of project’s fan, the maximization of project effect, and fulfillment of accountability about public project. When the project team tries to improve PR, lack of knowledge about PR and limitation of money can be thought of as the major obstacles.

To overcome above obstacles and improve the PR, media strategy should be created. Media strategy means the idea about the effective combination of the media tools such as the project homepage, social networking service, or mass communication. It is useful as the overview of PR for the analysis of issues and the investigation of the detailed activities.

◆ Structure of the Media Strategy

In general, media strategy is composed of owned media, earned media, and paid media. It is called as triple media strategy. Owned media means the project’s owned homepages which the project can control by themselves. It is utilized to promote viewers’ understanding to the project deeply. Earned media means the media such as social networking services (hereinafter referred to “SNS”) which is utilized without direct cost to achieve the interests and trusts to the project. Paid media means the media which can be used to advertise the project broadly and rapidly with direct cost. These three types of medias should be mixed effectively based on each project’s situations such as size, area, or budget of the project.

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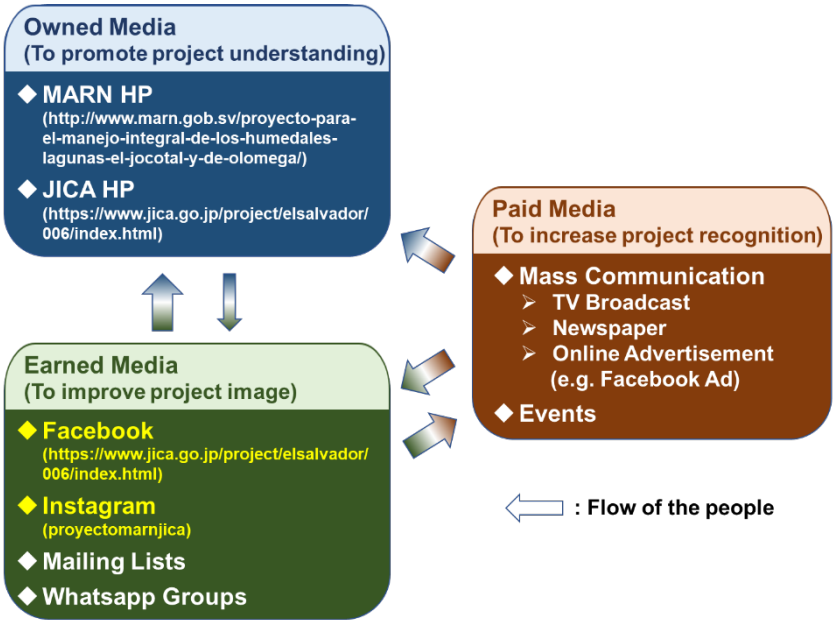

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Paid Media	Mass Communication	General Public in El Salvador	- To disseminate specific information - To disseminate important news
	Events	Project stakeholders in El Salvador and SICA	- To disseminate specific information - To disseminate project outputs

(Source: JICA Expert Team)

2019/08/08

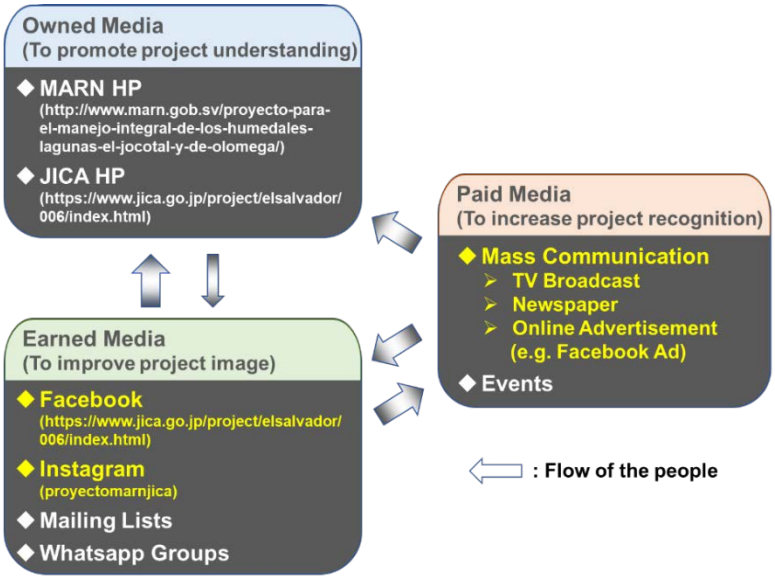
Keisuke Yanehashi

Analysis of Issues and Investigation of Activities based on the Media Strategy

In the Project for the Integrated Wetland Management in Olomega and El Jocotal Lagoons (hereinafter referred to “the project”), it is emerging mainly 2 issues related to public relations (hereinafter referred to “PR”) as following.

① Low Recognition and Popularity in General Public of El Salvador and other SICA’s Countries

One of the issues is the low recognition and popularity in general public of El Salvador and other SICA’s countries. On the overview of the media strategy, it can be said the issue is occurred on the medias which have roles to advertise the project to general public of El Salvador and other SICA’s countries as shown in Figure 1.

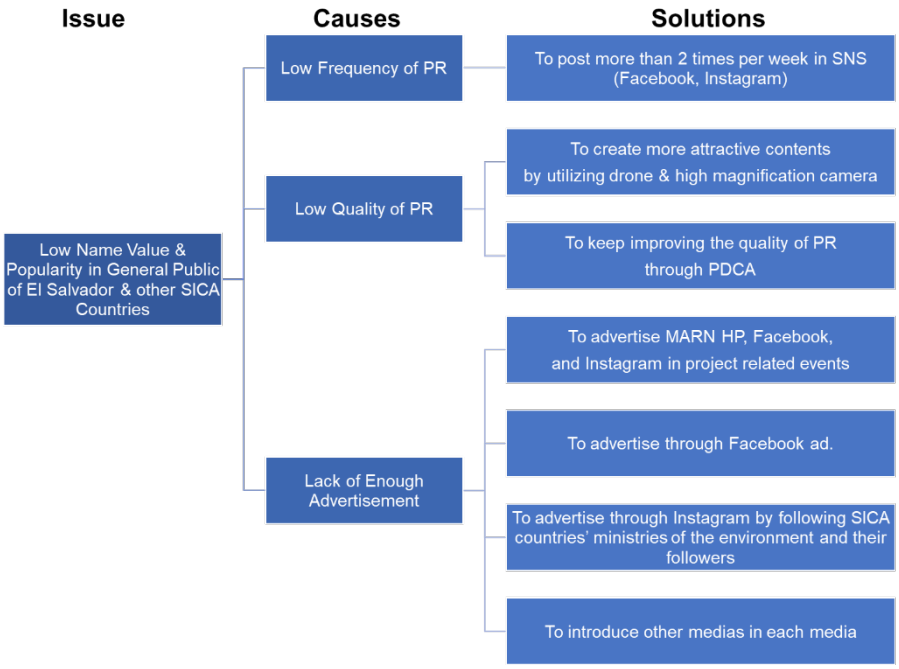


(Source: JICA Expert Team)

*Remark: Yellow highlighted medias are thought as the causes.

Figure 1. Causes of the Low Recognition and Popularity in General Public of El Salvador and other SICA’s Countries

To investigate effective solutions in mutually exclusive and collectively exhaustive way, the issue is analyzed by the use of the pyramid structure. As the result of the analysis, 7 solutions are listed as the approach to solve the issue: low recognition and popularity in general public of El Salvador and other SICA’s countries as shown in Figure 2.



(Source: JICA Expert Team)

Figure 2. Analysis of the Low Recognition and Popularity in General Public of El Salvador and other SICA's Countries

For the evaluation of the effectiveness of solutions listed on Figure 2, it is necessary to prepare some indexes. Therefore, the project team decides to make indexes referring to the estimation made from current achievement as showed on Table 1.

Table 1. Current Achievement related to Social Networking Services

Media	Indicator	By May 31, 2019	By July 31, 2019	Estimation on Dec, 2020*1
Facebook	Followers	382 (from May 2016)	713 (+331 within 2 months) (from May 2016)	**3,518** (+165 per month) (from May 2016)
	Page likes	376 (from May 2016)	702 (+326 within 2 months) (from May 2016)	3,473 (+163 per month) (from May 2016)
	Posts	100 (from May 2016)	117 (+17 within 2 months) (from May 2016)	253 (+8 per month) (from May 2016)
	Page reaches	26,086 (from May 2016)	30,842 (+4,756 within 2 months) (from May 2016)	71,268 (+2,378 per month) (from May 2016)
	Reactions to Posts (like, comment, or share)	898 (from May 2016)	1,195 (+297 within 2 months) (from May 2016)	**3,711** (+148 per month) (from May 2016)
Instagram	Followers	21 (from March 2019)	528 (+507 within 2 months) (from March 2019)	**4,829** (+253 per month) (from March 2019)
	Follows	6 (from March 2019)	482 (+476 within 2 months) (from March 2019)	4,528 (+238 per month) (from March 2019)
	Posts	4 (from March 2019)	26 (+22 within 2 months) (from March 2019)	213 (+11 per month) (from March 2019)
	Reactions to Posts (like, or comment)	30 (from March 2019)	1,028 (+998 within 2 months) (from March 2019)	**17,994** (+499 per month) (from March 2019)

(Source: JICA Expert Team, Data from Insights of the project Facebook and Account of the project Instagram)

*1: Estimation was made on the assumption which the increasement of number for each indicator will be the same number with the record between May to July 2019 for whole 17 months (from August 2019 to December 2020).

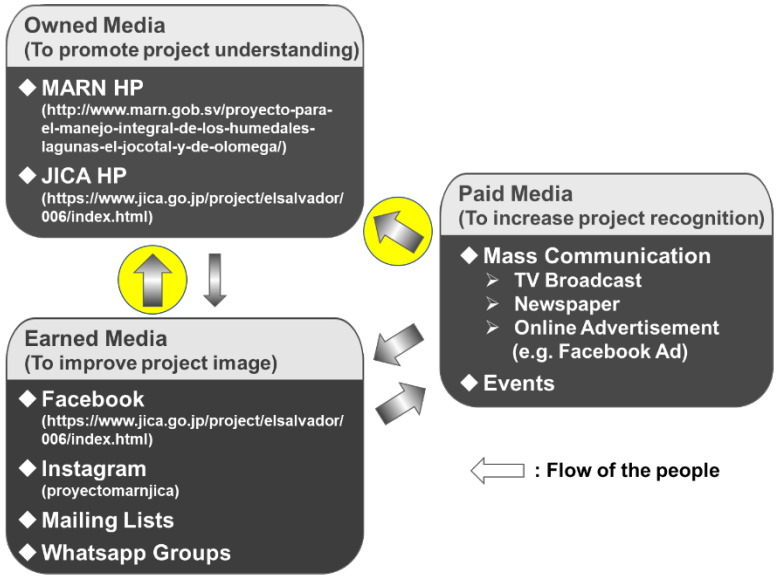
On June 3rd, 2019, the project team finalized “Public Relation Strategy and Action Plan Ver.4” and strengthened PR activities based on it. Numbers in row named “By July 31, 2019” on Table 1 was increased a lot compare to past 3 years because of this strengthen. To keep going with this flow, solutions considered on Figure 2 should be conducted. In the meanwhile, those solutions should be evaluated based on 2 indexes as following came from Table 1.

- ✓ Total Followers exceeds 3,500peoples, and amount of actions (reactions and comments) exceeds 3,700times in Facebook by December 2020.
- ✓ Total Followers exceeds 4,800peoples, and amount of actions (reactions and comments) exceeds 17,900times in Instagram by December 2020.

Monitoring related to the PR activities including above indexes is carrying out every June and December by JET. Activities as solutions should be re-considered and numbers in indexes should be modified based on the result of the monitoring by treating it as the indicator of the situation.

② Low Recognition, Understanding, and Utilization of Project Outputs by Potential Stakeholders of El Salvador and other SICA’s Countries

Another issue is the low recognition, understanding, and utilization of project outputs by potential stakeholders of El Salvador and other SICA’s countries. On the overview of the media strategy, it can be said the issue is occurred on the flows of the people to owned media as shown in Figure 3.

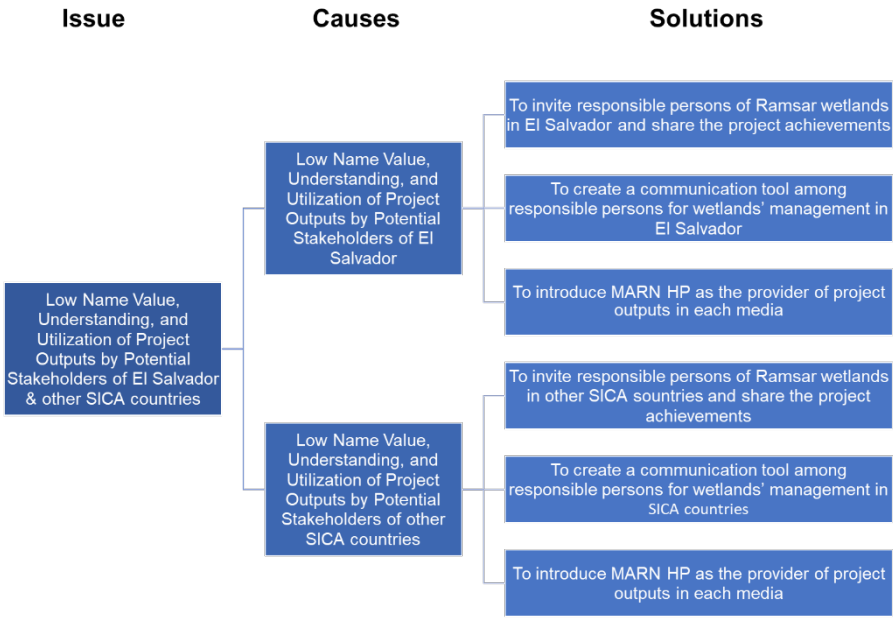


(Source: JICA Expert Team)

*Remark: Yellow highlighted arrows are thought as the causes.

Figure 3. Causes of the Low Recognition, Understanding, and Utilization of Project Outputs by Potential Stakeholders of El Salvador and other SICA’s Countries

To investigate effective solutions in mutually exclusive and collectively exhaustive way, the issue is analyzed by the use of the pyramid structure. As the result of the analysis, 6 solutions are listed as the approach to solve the issue: low recognition, understanding, and utilization of project outputs by potential stakeholders of El Salvador and other SICA's countries as shown in Figure 4.



(Source: JICA Expert Team)

Figure 4. Analysis of the Low Recognition, Understanding, and Utilization of Project Outputs by Potential Stakeholders of El Salvador and other SICA's Countries

For the evaluation of the effectiveness of solutions listed on Figure 4, it is necessary to prepare some indexes. Therefore, the project team decides to make indexes referring to the "Detailed Plan of Operations (Output 4)" which was created in consideration with the project budget as showed on Table 2 and estimation made from current achievement related to downloads of project outputs from MARN HP as showed on Table 3.

Table 2. Detailed Plan of Operations (Output 4)

4.1 Prepare PR materials using outputs such as the wetland management plan and pilot activities and conduct various PR activities.
4.1.1 Definition of policies and methods to disseminate the importance of sustainable management of wetlands
4.1.2 Preparation of materials and execution of promotional activities
-Organize kick-off seminar inviting ministries and the people related with wetland management in the countries.
-Make a brochure and news letters for the project promotion.
-Prepare project goods for the project promotion and publish project output.
-Disseminate project related information through the use of social media such as Facebook.
-Provide the project information to JICA home page. -Disseminate project related information through the use of MARN project homepage.
-Prepare materials of the project activities promotion for COP of Ramsar/CBD convention.
4.2 Organize site visits by inviting stakeholders of other Ramsar sites in El Salvador.
4.2.1 Preparation and execution of the technical visits by the agents related to the Ramsar Convention of the country.
4.2.2 Assistance to the establishment of the network of the stakeholders involved in the country (Disseminate project related information through the mailing list to develop a network of concerned actors of Ramsar convention in the country.)
- Assist other Ramsar Wetlands in El Salvador to apply knowledge and experience obtained through project activities.
4.3 Organize/ participate in international events with stakeholders of other projects and countries particularly within the Central American Region in collaboration with the Ramsar Secretariat and CCAD.
4.3.1 Assistance in the construction of the network of agents involved with wetlands in different countries, and the execution of seminars to share information with other more advanced zones and other projects in Central America. (Develop a concept of international network and Organize and international seminars inviting the people related with wetland management in the SICA member countries.)
4.3.2 Participation in international conferences and events, and gathering information from other areas
4.3.3 Assistance to officers of the Wetlands Unit and other participants of relevant institutions.

(Source: JICA Expert Team)

*Remark: Yellow highlighted columns have strong relations to indexes.

Table 3. Current Achievement Related to Downloads of Project Outputs from MARN HP

Place	Name of Document	By August 8, 2019	Estimation on Dec, 2020*2
Main Page	Plan nacional de comunicación, educación, concienciación y participación del público (CECoP) para los humedales en El Salvador	793 (within 10 months*1) (from October 2018)	2,136 (+79 per month) (from October 2018)
Project Page	Informe del Reporte Anual 2016 - Proyecto para la Gestión Integrada de Humedales en Lagunas	7 (within 4 months*3) (from April 2019)	41 (+2 per month) (from April 2019)
	Brochure Proyecto para el Manejo Integral de los Humedales en Lagunas de Olomega y El Jocotal 2016 v.2	6 (within 4 months) (from April 2019)	40 (+2 per month) (from April 2019)
	Brochure Proyecto para el Manejo Integral de los Humedales en Lagunas de Olomega y El Jocotal 2016	7 (within 4 months) (from April 2019)	41 (+2 per month) (from April 2019)
	Inventario Informe Reporte 2017 - Proyecto para el Manejo Integral de los Humedales en la Laguna de Olomega y El Jocotal	7 (within 4 months) (from April 2019)	41 (+2 per month) (from April 2019)
	Guia de Aves del Humedal de Olomega 2017	7 (within 4 months) (from April 2019)	41 (+2 per month) (from April 2019)
	Guia de Biodiversidad de Olomega 2017	6 (within 4 months) (from April 2019)	40 (+2 per month) (from April 2019)
	Guia de Aves del Humedal de El Jocotal 2017	9 (within 4 months) (from April 2019)	43 (+2 per month) (from April 2019)
	Boletín vol 2017 – Proyecto para el Manejo Integral de los Humedales en la Laguna de Olomega y El Jocotal	4 (within 4 months) (from April 2019)	21 (+1 per month) (from April 2019)
	Boletín vol.2 2017 – Proyecto para el Manejo Integral de los Humedales en la Laguna de Olomega y El Jocotal	7 (within 4 months) (from April 2019)	41 (+2 per month) (from April 2019)
	Boletín vol.1 2017 - Proyecto para el Manejo Integral de los Humedales en la Laguna de Olomega y El Jocotal	7 (within 4 months) (from April 2019)	41 (+2 per month) (from April 2019)
	Rehabilitación del Área Natural Protegida 2018	10 (within 4 months) (from April 2019)	61 (+3 per month) (from April 2019)
	Promoción de Sistemas Agroforestales y Silvopastoriles Sostenibles 2018	8 (within 4 months) (from April 2019)	42 (+2 per month) (from April 2019)
	Manual de Buenas Practicas Agricolas 2018	8 (within 4 months) (from April 2019)	42 (+2 per month) (from April 2019)
	Investigación Histórico Antropológica de la Laguna El Jocotal 2018	8 (within 4 months) (from April 2019)	42 (+2 per month) (from April 2019)
	Estudio de Determinación de Oferta y Demanda 2018	12 (within 4 months) (from April 2019)	63 (+3 per month) (from April 2019)
Total	16 Documents	906 Downloads	**2,776** Downloads

(Source: JICA Expert Team, Data from MARN HP (http://www.marn.gob.sv/publicaciones-biodiversidad/))

To maximize the project effect, solutions considered on Figure 4 should be conducted. In the meanwhile, those solutions should be evaluated based on 5 indexes as following came from Table 2 and Table 3.

- ✓ More than 2times of the project site visit for responsible persons of all Ramsar wetlands in El Salvador are held, and achievement and learning from the project are shared by December 2020.
- ✓ More than 1time of the project site visit for responsible persons of Ramsar wetlands in SICA is held, and achievement and learning from the project is shared by December 2020.
- ✓ Communication tool (such as mailing list or WhatsApp group) among responsible persons for wetlands' management in El Salvador is created by December 2020.
- ✓ Communication tool (such as mailing list or WhatsApp group) among responsible persons for wetlands' management in SICA countries is created by December 2020.
- ✓ Amount of all downloads from MARN HP exceeds 2,700times by December 2020.

Monitoring related to site visits and communication tools is carrying out on every around 3months by PR positioned expert of the project. Monitoring related to the PR activities including downloads from MARN HP is carrying out every June and December by JET. Activities as solutions should be re-considered and numbers in indexes should be modified based on the result of the monitoring by treating it as the indicator of the situation.

Monitoring report from October 2019 to February 2020 of Facebook page for the Project for Integrated wetland Management in Olomega and El Jocotal Lagoons

2020/3/05
MARN-JICA Project team

1.Background of the Facebook page

The Project Facebook page was setup as one of the activities of the project for Integrated Wetland Management in Olomega and El Jocotal Lagoons, this project creates an integrated wetland management plan for Olomega and El Jocotal lagoon and started to replicate in other wetlands in the country. The Facebook account was registered in May 2016 and the Facebook page was opened to the public on May 31, 2016 for the purpose of spreading the project information to a wide audience. MARN-JICA project team continues posting news articles. This monitoring report is targeted to post on the new Facebook page and covers the period from October 2019 to February 2020.

2.Monitoring indicators

The monitoring indicators cover the number of people who expressed "like" of the project Facebook page and the number of people who actually looked at each news article. By analyzing these indicators, we gauge the public relation's effect of the Facebook page.

3.Update of Facebook page during this period

News articles were continuously posted during this period. In total, 53 articles were posted (12 articles in October, 7 articles in November, 9 articles in December and 10 articles in January, 15 articles in February). Total number of posted articles was the highest compared to that of previous periods. The articles covered a wide range of project activities.

4.Results of monitoring

(1) The number of likes

As of 29th February 2020, 1051 people expressed "like" of the Facebook page. As 737 people expressed "like" of the Facebook page at the end of September, number of "like" has increased 314 people during this period. The following figure shows the increasing trend of likes. It shows that the number of likes increased at a constant pace during this period.

Figure 1: Chronological change of number of likes

The following figure indicates the male-to-female ratio and age group of the people who liked the Facebook page. The number of men is slightly higher than that of women. The age group between 25 and 34 is highest ratio for both men and women and between 35 and 44 is second highest ratio for men and women. Overall trend shows that Facebook page seems to be reaching people in before their 20's, in the 20´s, 30's and 40´s

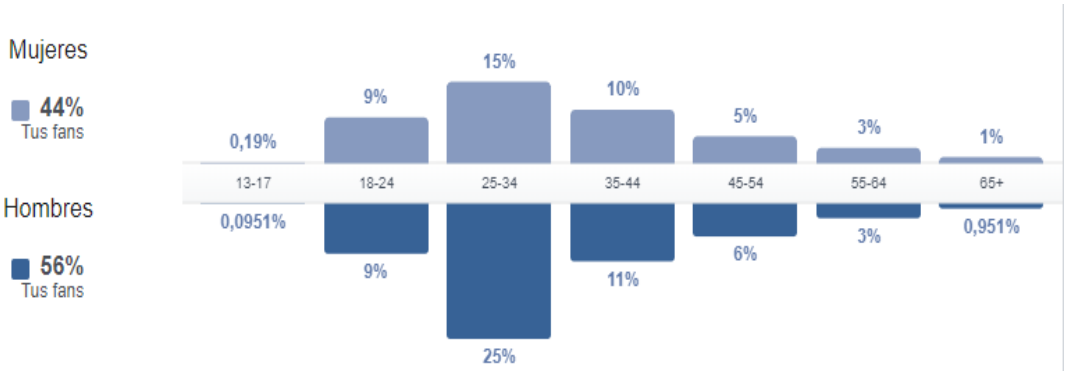


Figure 2: Male-to-female ratio and age group of people who liked the page

The following table shows the country of people who liked our Facebook page. Although most people who liked our pages were El Salvador, 68 Facebook users from other countries are also interested in our pages. The highest number of countries except for El Salvador was the United States with thirty-seven likes to Facebook page. Other countries such as Japan, USA, México and brasil are also included in Facebook users who liked our Facebook page.

Table 1: The country of people who liked our Facebook page

País	Tus fans
El Salvador	968
Estados Unidos de Am...	37
Japón	7
México	7
Brasil	3
Uruguay	3
República Dominicana	2
Canadá	2
Chile	2
Guatemala	2

(2) Analysis of page contents

The number of pages looked at by many people indicates what kind of articles are effective in public relations. The following table shows the top 5 articles which were looked at by many Facebook users. This number is only counted when Facebook users click and see the details on the pages for each article. As shown in this table, more than 500 times people looked at top 5 news articles . Although this number overlaps some of the same persons

when someone reads articles several times, it is thought that many Facebook users read these news articles.

Table 2: Top 5 news articles looked at by Facebook users between October 2019 and January 2020

Contents of posts	Posted date	Total reach
WORLD WETLAND´S DAY	25/02/2020	852
BIRD picture at El Jocotal for WWD	02/03/2020	760
Marcela´s Presentation at WWD	14/02/2020	696
WORLD DAY MIGRATORY BIRDS	11/10/2020	640
NATIONAL RAMSAR COMMITTEE MEETING	08/12/2019	569

*Data as of March 11, 2020

5. Future plan

The number of likes continuously increased and reached 1051 Facebook users, number of likes increase largely compared to other periods. From October 2019 up do date the project posts news articles have increased; we will continue to post news articles every 2 or 3 days. To date, most readers who liked the Facebook page are of age groups between 20's and 40's. In order to attract other age groups, the project team should utilize other public relation materials like brochures and putting stories of the team, other birds and animals found in the project areas. Although people from several countries are interested in our Facebook page, the number is still small except in El Salvador. We need to utilize some events such as international conference for publicizing our project to the people of other countries by adding our Facebook information on the final slide of presentation, edge of the project banner, or front of the project goods such as t-shirts. Another idea to increase the number of readers outside of El Salvador especially from United States and Japan is to make it possible to search the Facebook page with English keyword such as "the Project for Integrated wetland Management in Olomega and El Jocotal Lagoons".

The other ways of promoting our Facebook page would be as follows: MARN and project team should also tag or communicate to their friends on Facebook or other social media about our page and the project, or other agencies such as The Minister of Tourism and other Authorities including others to link their Facebook or webpages with our page. We also can promote the Facebook page by improve the effects of project goods by adding Facebook and Instagram information .

Proyecto para el Manejo Integral de las Lagunas Olomega y El Jocotal

Reporte del Seminario de Lanzamiento
del Proyecto MARN-JICA

12 de Julio de 2016
Real Intercontinental Hotel, San Salvador

UNIDAD DE HUMEDALES DEL MARN
EQUIPO DE EXPERTOS DE JICA (JET)

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Abreviaciones

MARN	Ministerio de Medio Ambiente y Recursos Naturales
JICA	Agencia de Cooperación Internacional de Japón
MAG	Ministerio de Agricultura y Ganadería
CENTA	Centro Nacional de Tecnología Agropecuaria
ADESCO	Asociaciones de desarrollo Comunal (Alcaldía)
DGFCR	Dirección General de Ordenamiento Forestal Cuencas y Riego
DGG	Dirección General de Ganaderia
CENDEPESCA	Centro de Desarrollo de la Pesca y Acuicultura
DGSVA	Dirección General de Sanidad Vegetal y Animal

1. Antecedentes

El Proyecto de MARN-JICA será ejecutado en un periodo de cinco (5) años, iniciando en Marzo 2016 y termina en el 2021. El propósito del proyecto es fortalecer el manejo integral de los humedales en las áreas Ramsar en El Salvador y también mejorar la gobernanza y sostenibilidad de los recursos naturales con las comunidades en las áreas piloto.

Sin embargo, el Comité Nacional de Humedales a cargo de velar el manejo de los humedales a nivel nacional, y los comités locales de manejo de humedales de las lagunas Olomega y El Jocotal está en su proceso de creación. Aún no han sido elaboradas las reglas o las guías de operación de dichos comités, y tampoco se tiene una perspectiva concreta de su funcionamiento hacia el futuro.

Las áreas del Proyecto son las lagunas de El Jocotal y Olomega objeto del Proyecto son lagunas naturales ubicadas en los departamentos de La Unión, San Miguel y Usulután, al este del país, y ambas constituyen "humedales de Importancia Internacional (Sitios Ramsar)".

El proyecto MARN-JICA recientemente desarrolló el seminario de lanzamiento el cual fue impartido por el quipo de expertos de JICA y el personal del MARN, dicho evento fue para dar a conocer las actividades incluidas en este proyecto y los resultados esperados, este seminario se llevó acabo en el hotel real intercontinetal, en San Salvador el día 12 de Julio de 2016.

2. Objetivos

Los objetivos del evento son los siguientes:

- Promover el propósito del Proyecto de Humedales MARN-JICA
- Compartir el conocimiento y la experiencia de manejo de los humedales en el país
- Construir una red de actores clave para el manejo de los humedales en el país
- Promover el trabajo colaborativo entre los actores clave y proyecto de humedal MARN-JICA

3. Metodología

En el seminario de lanzamiento tuvimos dos sesiones, la primera fue el lanzamiento y la siguiente fue una sesión técnica. En la sesión de lanzamiento, las personas clave para nuestro proyecto dieron sus palabras y se firmó una carta de entendimientos dentro del margo de trabajo del proyecto. En la sesión técnica, hubo 4 presentaciones y un espeacio de preguntas y respuestas, esto se llevo a cabo con el proposito de conocer sus experiencias y actividades con respecto al menjo de los humedales.

Durante la sesión de lanzamiento, el Sr. Kazuo Fujishiro (Jefe representante de JICA El Salvador), el Sr. Miguel Pereira (alcalde municipal de San Miguel), El Sr. Jose Napoleón Duarte (Ministro de Turismo), El Sr. Orestes Ortez (Ministro de Agricultura), dieron sus palabras de apertura con respecto a este proyecto. La Sr. Lina Pohl (Ministra de Medio Ambiente y Recursos Naturales) también dió sus palabras de ignauración, propositos y promocionó este proyecto de humedales integrado por MARN-JICA. Al final de esta sesión dentro del marco de trabajo del proyecto de manejo integral de los humedales en las lagunas de Olomega y el Jocotal se tomó la iniciativa de firmar una carta de entendimiento en conjunto con el MARN y los alcaldes que estan dentro de la jurisdicción de las lagunas de Olomega y El Jocotal.

Durante la sesión técnica se hicieron 4 presentaciones. El propósito de esta sesión era para saber sobre las experiencias y conocimeintos sobre el manejo de los humedales en el país, y para crear una red de trabajo entre personas interesadas en el proyecto en el país y para promover el trabajo colaborativo entre actores de

importacia y el proyecto de humedales de MARN-JICA. El Ing. Luis Torres de MAG, La Arq Marta Calderon de Mitur, el Sr. Duglas Chica miembro del comité de humedales de Jiquilisco, El Sr. Luis Henriquez miembro del comité de humedales de Cerrón Grande, dieron sus presentaciones y parte de sus actividades. Al final de la sesión el Sr. Jaime Espinoza (Jefe de la Unidad de Humedales del MARN) y el Sr. Koji Asano (Jefe Asesor del proyecto MARN-JICA) dieron sus palabras de cierre y agradecimiento.

4. Información Básica

El Seminario de lanzamiento se llevó acabo en San Salvador, el día martes 12 de Julio de 2016 en el Hotel Real Intercontinetal el número total de participantes fue de 110 personas, incluyendo a los ministros de MAG, MITUR y MARN, 4 alcaldes de El Carmen, El Transito, Chirilagua, San Miguel, and 3 personas de JICA El Salvador. Aproximadamente 25 medios de comunicación asistieron a este seminario.

Tabla 1. Programa del Seminario de Lanzamiento. Hotel Real Intercontinental (San Salvador), a las 09:30 a 14:15 horas del lunes 12 de julio de 2016

Hora	Sesión	Programa	Ponentes
8:30-9:30	Registro de participantes		
9:30-10:50	Sesión de Lanzamiento	Himno Nacional	
		Palabras a cargo del Jefe Representante de JICA El Salvador, Sr. Kazuo Fujishiro	
		Presentación del proyecto Manejo Integral de los humedales en las lagunas de Olomega y El Jocotal, a cargo de la Ministra de Medio Ambiente y Recursos Naturales, Sra. Lina Pohl	
		Palabras a cargo del Alcalde Municipal de San Miguel, Sr. Miguel Pereira	
		Palabras a cargo del Ministro de Turismo, Sr. José Napoleón Duarte Durán	
		Palabras a cargo del Ministro de Agricultura y Ganadería, Sr. Orestes Ortez	
		Firma de Carta de Entendimiento sobre proyecto Manejo integral de los humedales entre alcaldías municipales y el Ministerio de Medio Ambiente y Recursos Naturales	
		Foto oficial	
10:50-11:10	-Receso -		Receso será provisto
11:10-11:15	Sesión Técnica	Explicación del programa	MC
11:15-13:00		Presentaciones (20 min. & 5 min. P&R)	
		1. Presentación MAG	Ing. Luis Torres Berrios
		2. Presentación MITUR	Arq. Marta Calderon
		3. Comités de humedal Jiquilisco	Sr. Duglas Chica
		4. Comités de humedal Cerron Grande	Sr. Luis Henriquez
		Palabras de cierre	Sr. Jaime (MARN), Sr. Asano (JICA)
13:00 – 14:00	- Almuerzo -		Almuerzo será provisto

5. Ayuda Memoria de Seminario de Lanzamiento del Proyecto MARN-JICA

Programa

1. Sesión de Lanzamiento.
2. Sesión Técnica

5-1. Sesión de Lanzamiento

Mesa de Honor:
Lic. Lina Pohl, Ministra de Medio Ambiente y Recursos Naturales
José Napoleón Duarte, Ministro de Turismo
Orestes Ortez, Ministro de Agricultura y Ganadería
Carlos Castaneda, Vice Ministro de Relaciones Exteriores
Kazuo Fujishiro, Jefe Representante de JICA
Miguel Pereira, Alcalde de San Miguel
Francis Edgardo Zelaya Alcalde de El Carmen
Roel Werner Martínez, Alcalde de El Transito
Manuel Antonio Vásquez Blanco, Alcalde de Chirilagua

El evento inició a las 9:45 presidido por la Licda. Sandra Carranza como maestra de ceremonia.

- Presentación de Mesa de Honor

- Himno Nacional de El Salvador

- Palabras a cargo del Jefe Representante de JICA El Salvador, Sr. Kazuo Fujishiro

"Es de gran Honor para el pueblo Japonés contribuir en el desarrollo del El Salvador, a través de la cooperación técnica con el Ministerio de Medio Ambiente, en el proyecto para el manejo integral de los humedales en las lagunas de Olomega y Jocotal".

- Presentación del proyecto MARN-JICA a cargo de la Señora Ministra Lina Pohl

El MARN y JICA firmaron un documento de entendimiento en noviembre de 2015 para dar inicio al Proyecto Manejo Integral de los humedales en lagunas de Olomega y El Jocotal. Este proyecto tiene una duración de cinco años.

- ✓ Son dos humedales que constituyen la mayor reserva de agua dulce superficial lacustre de la zona oriental.
- ✓ Cerca de 19,500 habitantes locales subsisten de actividades agropecuarias principalmente agricultura, ganadería y pesca, en la que se reporta una producción de 142,000 kg/año.
- ✓ Son termorreguladores del microclima de la zona, un buen manejo ayudará a reducir los efectos del cambio climático y la perturbación de la mayor cobertura de bosque de manglar aguas abajo (bahía de Jiquilisco).
- ✓ Son hábitat de diversas aves residentes y migratorias; así como doce especies de peces.
- ✓ Su vegetación natural la componen sucesiones primarias, secundarias y vegetación acuática, claramente diferenciadas (más de 100 especies). Entre las que destacan ejemplares de mangle de agua dulce (Bravaisia intergerrima).

Problemas principales
Debilidad en la gobernanza y coordinación para el manejo integral de humedales a escala nacional y local

Estrategia del Proyecto/Enfoque
Promover el uso sabio de la Convención Ramsar, desarrollar el manejo integral en El Jocotal y Olomega para ser aplicado en otros humedales en el país.

Temas específicos a ser abordados por el Proyecto:

1. Establecer y operar el Comité Nacional y Local de manejo de humedales, y hacerlos funcionales.
2. Desarrollar un modelo de plan de manejo de humedales en las lagunas Olomega y El Jocotal.
3. Ser buen ejemplo para otros humedales a fin de que tengan mejor manejo "actividades piloto" para el proyecto.
4. Promover una red de trabajo para las personas locales involucradas y una mejor comunicación y promover las Relaciones Públicas.

Objetivo superior

El enfoque del modelo desarrollado con base a las experiencias obtenidas de las lagunas de Olomega y El Jocotal se está llevando a la practica en El Salvador.

Propósito del proyecto

Se ha desarrollado un marco institucional que garantice el desarrollo de un manejo integral de las lagunas de Olomega y El Jocotal, como un enfoque del modelo, para promover la conservación y el uso adecuado de los humedales en El Salvador.

Resultados

1. Un mecanismo de manejo transversal institucional de los humedales con la Unidad de Humedales del MARN, como el órgano central de coordinación, se fortalece.
2. Se preparará un plan de manejo para cada uno de los humedales incluyendo la zonificación a través de las comunidades locales alrededor de las lagunas de Olomega y El Jocotal.
3. Actividades piloto basadas en las características únicas de las lagunas de Olomega y El Jocotal se implementan como aplicación parcial del plan de manejo.
4. Se fortalece una red de contactos con personas locales referentes a distintos humedales dentro y fuera de El Salvador, a través de la difusión de los conocimientos y la experiencia adquirida en el proyecto.

- Palabras a cargo del Alcalde de San Miguel, Miguel Pereira

En representación de los alcaldes de las municipalidades de oriente que nos veremos beneficiados en estos humedales por el proyecto, le damos las gracias a la cooperación japonesa y a todos los demás por el esfuerzo de este proyecto que ayudara al medio ambiente.
En San Miguel departamento, se está empezando con la iniciativa San Miguel verde, lo cual el proyecto que trae el MARN-JICA lo fortalecerá, y por la importancia que sabemos del medio ambiente, como representante y presidente de las municipalidades de San Miguel, nos comprometemos en apoyar este proyecto para que sea exitoso.

- Palabras a cargo del Ministro de Turismo, José Napoleón Duarte

Es un gran día porque estamos construyendo futuro para las nuevas generaciones.
Este proyecto nos ayudara a enfrentar el cambio climático, en ese sentido agradezco a JICA por su apoyo y al Ministerio del Medio de Ambiente por su increíble labor, y como ministerio de turismo daremos nuestro apoyo en acompañamiento y en acción por que nos interesa desarrollar turísticamente a las lagunas de El Jocotal y Olomega, para que la comunidades tengan un medio de vida y cuido por los recursos naturales.

- Palabras a cargo del Ministro de Agricultura y Ganadería, Orestes Ortez

Hoy se está concretando un esfuerzo de gestión integral de los recursos naturales, este proyecto se inscribe dentro del plan quinquenal que este gobierno impulsa cumpliendo los objetivos de desarrollo sostenible, en especial en los temas de bienestar de las familias, seguridad alimentaria, nutrición, clima y medio ambiente. El ministerio de agricultura y ganadería hará todo sus esfuerzos y aportaciones sin ninguna reserva, porque sabemos la importancia de los ecosistemas para el país. El manejo sustentable y

sostenible de los ecosistemas es importante para las familias de los alrededores, por que ayudan a mejorar las condiciones de vida de ellos mismos. Y es la hora que los actores locales como las municipalidades se incluyan tomando el rol que le corresponda. Japón también es un actor clave un aliado en la cooperación para el país, con aportes técnicos y científicos en la zona oriental, con una serie de actividades de desarrollo económico que van a potenciar al país y este se suma a este esfuerzo.

- Firma de Carta de Entendimiento sobre apoyo del proyecto Manejo Integral de los Humedales entre las Alcaldías municipales y Ministerio de Medio Ambiente y Recursos Naturales

- Foto Oficial

5-2. Sesión Técnica

5-2-1. Presentación Ministerio de Agricultura y Ganadería

Proyecto para el Manejo Integral de los Humedales en las Lagunas de Olomega y El Jocotal.
Luis Torres Berrios

PARTICIPACION DEL MAG EN EL PROYECTO MARN-JICA
La adaptación al cambio climático es una prioridad para el gobierno del presidente Salvador Sánchez Ceren, para ello el MAG en el ámbito de promover medidas de adaptación al cambio climático ejecuta el proyecto:

- ✓ Fortalecimiento de la Agricultura Familiar aplicando tecnologías Sostenibles ante el Cambio Climático en El Salvador

Inversión US 5,000,000 millones
32 municipios del corredor seco
Usulután, san miguel, Morazán, La Unión
"Fomento a la Producción de Granos Básicos, Frutas y Hortalizas en Zonas Afectados por la Sequía"

- ✓ Proyecto Instalación de Módulos de riego para el incremento de la producción en los departamentos de San Miguel y la Unión, afectados por la sequia

Inversión de 2 millones de dólares (JICA)
13 municipios (san miguel la unión)

MAG en el proyecto de Humedales
- ➢ Apoyo técnico de las Direcciones DGFCR, DGG, CENDEPESCA, DGSVA para Elaborar plan de Manejo de los recursos de los Humedales de El Jocotal y Olomega.
- ➢ CENTA a través de sus agencias en San Miguel.

Preguntas y comentarios

<u>Eli Fuentes Lugareño Olomega Comentario</u>
- ➢ Apoyo de pobladores para manejo de riego, la zona podría ser un distrito de riego, Explotar terrenos nacionales
- ➢ Cerro Chimaron abrir carretera en esa zona para mejorar las condiciones de desarrollo, turismo agricultura, (también mejorar la carretera en la orilla de la Laguna)
- ➢ Mejorar el agua de la zona, la población se enferma por tomar agua.
- ➢ En la zona del Zapotal, los cerros mantienen temperaturas óptimas para cultivos, y se puede trabajar con el viento para generar energía eólica

Representante de Oikos Preguntas

- En Laguna Jocotal en las zonas altas no hay agua, que propone el MAG para incrementar la producción agrícola

Respuesta: trabajo con reservorios puede ser una alternativa, para la zona

- Los ganaderos y cañeros, al reducirse el espejo de agua del jocotal en la época seca, estas personas aumentan los linderos hacia la laguna (los mueven para tomar más terreno).

Respuesta: Acá se debe trabajar con las unidades ambientales y el MARN, para trabajar esta temática. Este proyecto lo puede ver en el Plan de manejo de los humedales que se estará ejecutando. El MAG pondrá a técnicos para dar sus opiniones técnicas.

Idalma Saldaña MARN Comentario

- Los problemas se ven en otras lagunas, como Guija, se tiene problema de ganadería, cultivos. El MAG sera un buen apoyo para manejar esta temática

Poblador de El Borbollón (Jocotal) Pregunta

- Terratenientes, se han apropiado de los terrenos, como proteger el contorno de la laguna,

Respuesta Lic. Torres: el MARN puede responder mejor este tema

Respuesta: Lic. Espinoza: El proyecto evaluara esa situación, tanto como temas de turismo y agricultura, y se apostara para incluir un trabajo de cuenca, si se han identificado Problema de límites, no se respeta limites por los terratenientes, El proyecto realizara una actualización de esos límites, para poder hacer un manejo adecuado.

Niña Betty Olomega Comentario

- Le gustaría que estuviera el MOP en el proyecto, en Chirilagua se tiene un lindo paisaje, aves, es un buen lugar para el turismo, pero la calle no es propicio para poder atraer al turista, 57 km del castaño, 18 km a Olomega, se necesita mejorar el acceso.

Samuel Olomega Comentario

- Le gustaría que se realizara Reforestación en el alrededor de la laguna de Olomega, con plátano y cacao para mejorar la economía de la población

Héctor Pineda Olomega Pregunta

- Sobre los Sistemas de riego, si se encuentra en Chirilagua y el Carmen el proyecto de riego y como se ha identificado a las personas para los módulos de riego

Respuesta: se han realizado varios reuniones con apoyo de la alcaldía, pero si se conocen un lugar específico y que el propietario quiera participar, se puede abocar al proyecto, si cumple los requisitos puede entrar al proyecto

José Pineda Chirilagua Comentario

- La Problemática de los dos cuerpos de agua son iguales, componente de organización que evaluara el proyecto, es una buena oportunidad para proteger los recursos, poder aplicar las ordenanzas y leyes, hay que aprovechar para fortalecer los comités locales para ser buenos actores.

5-2-2. Presentación Ministerio de Turismo

Proyecto Para El Manejo Integral De Los Humedales En Lagunas De Olomega Y El Jocotal, Arq. Marta Calderón

Los aportes del MITUR para el proyecto se verán en los proyectos de:
Turismo Sostenible

a) Pueblos vivos
b) Desarrollo nuevos productos y fomentar el desarrollo

Con respecto a la Visión y misión de MITUR se apoyara con los siguientes temas

Eje 3 Cultura turística
Eje 5 Destinos auténticos y sustentables
Eje 6 Espacio turístico integrado y sostenible

Proyectos ejecutados en la zona oriental

Proyecto 1
Desarrollo del Turismo Rural en la región oriental - Golfo de Fonseca

- ✓ Educación turística
- ✓ Mapas turísticos
- ✓ Señalización turística
- ✓ Emprendedores

Proyecto 2

- ✓ Capacitación de Guías Turísticas Locales
- ✓ Los humedales se encuentran en las rutas turísticas de CORSATUR

Apoyo del proyecto MARN-JICA

- ✓ Promoción de los destinos: Pueblos Vivos

Tours en los humedales, pero es muy importante los comité locales para una coordinación estratégica para el beneficio de las comunidades

- ✓ Proyectos a corto plazo

Acompañamiento y asistencia técnica
Señalización turísticas en el área de influencia

Expectativas del MITUR

- ✓ Concuerda con el plan quinquenal
- ✓ Apoyar con la plataforma de actores involucrados
- ✓ Promover el turismo sostenible, pueblos vivos y colocar a los humedales a nivel nacional

Preguntas y comentarios

<u>Eli Fuentes Olomega Pregunta</u>

- ➢ Como promover el turismo con los personas privados, como impulsar y crear proyectos en parcelas privados, propietario de una zona de vocación turística.
- ➢ Como buscar apoyo con el gobierno.

Respuesta: La inversión turística en áreas de carácter público, con los privados se hacen un acompañamiento técnico, CORSATUR puede asesorar de forma técnica, al tener todo legal, se puede inscribir en el MITUR para participar en las ferias que se realizan.

5-2-3. Presentación Humedal Jiquilisco

Douglas Chica
Reserva Biosfera Xiriualtique-Sitio Ramsar Bahía de Jiquilisco

Enfoque de gestión

12 municipios en la Biosfera
Ecosistema de manglar lo comparten 6 municipios
Se identificaron

- ✓ Actores Propositores
- ✓ Actores Neutros
- ✓ Actores Opositores

Plan de manejo de humedal 5 años, pero se debe ver a futuro para mantener la organización
Actores Locales:

- ✓ Municipalidades
- ✓ Adescos, juntas de agua, organismos de cuenca, comités, intercomunales
- ✓ ONG, asociaciones, grupos locales,
- ✓ Productores, agropecuarios, Aso. Económicas, Turismo

Población que se ubica en los límites de la reserva de biosfera

- ✓ Núcleo 31mil ha
- ✓ Amortiguamiento 48 mil ha
- ✓ Transición 17 mil ha

Se trabajó con una Piramide Juridica (leyes del país y convenios internacionales)
Principales medios de vida

- ✓ Pesca, conchas, artesanías, salineras

Trabajos a realizar

- ✓ Actividades de Restauración
- ✓ Aumentar la presencia en el territorio, descentralizar

Preguntas y comentarios

Sr. Asano Pregunta

- ➢ Tienen un plan estratégico que lo tengan por escrito? Si lo tienen nos pudieran explicar cómo lo formularon

Respuesta: cuenta con un plan de manejo, una ficha que da lineamientos, han actualizado el plan de reserva de biosfera, también utilizamos el Código municipal con sus ordenanzas

- ➢ Como definieron los limites zona núcleo, amortiguamiento y transición

Respuesta: Georgina: se definió el ecosistema de manglar que coincide con el sitio Ramsar,

5-2-4. Presentación Humedal Cerrón Grande

Luis Henríquez

El humedal Cerrón grande tiene un área de 135 km2

- ✓ 4 departamentos
- ✓ 14 municipios

Problemática del Humedal

- ✓ La calidad de agua, por el ingreso de los ríos acelhuate, suquiapa y sucio
- ✓ Especies invasoras como el Pato Chancho y el Jacinto de Agua
- ✓ Deforestación

Resultado reducción de los recursos

Se ha trabajado con el sector civil, ONG, y estado
El proceso de la construcción del embalse, cambio los medios de vida de la población de ser agricultores se convirtieron en pescadores
Cuando se construyó el embalse se tuvieron restricciones en ese tiempo con CEL, esto obligo a la población que se organizara
Con el MARN y otras organizaciones se declaró Sitio Ramsar
1986 se trabajó con los organismos de cuencas, hasta el momento a pesar de no tener fondos propios, se han mantenido con el apoyo técnico de las demás instituciones del estado y otras organizaciones.

Con la gestión de la organización en el 2010 se apoyo con el MARN y se realizó estudio del pato chancho (pato cormorán) para su control. El Comité Local del Cerrón Grande con apoyo de CRS, FIAES, y otras ONG se ha estado realizando acciones para que la población del territorio pueda interactuar con el estado. Se está trabajando con 3 territorios, apoyados por CRS, ADM, ACESAN

Es importante recalcar que cada territorio tiene su singularidad, y en el proceso de formación este fue un punto importante a evaluar y construir con cada actor local, y que se debe tener en cada territorio.

Preguntas y Comentarios

Eli Fuentes Olomega Pregunta

- ➢ Si han tenido experiencia con el Jacinto en hacer papel, forraje,

Respuesta: Se ha realizado y se puede hacer pero en el Cerrón Grande un estudio que realizo FIAES encontró que el Jacinto tenia alto contenido de metales, y eso limita su uso, se está visualizando usarlo en biodigestores.

Licda. Varela Anda Comentario

- ➢ El Jacinto se puede usar para hacer una Base vía carbón, y se podría utilizar para realizar combustión, como un biocarbon. También se puede utilizar para absorción de derrame de petróleo, no se puede utilizar para la alimentación porque es un indicador de contaminación y ella ayuda absorber contaminantes.

Anexo 2 Foto álbum- Sesión de Lanzamiento / Hotel Real Intercontinental, San Salvador

Foto 1: Mesa de Honor
Hotel Real Intercontinental

Foto 2: Jefe Representante de JICA El Salvador
Sr. Kazuo Fujishiro
(Palabras de inicio y agradecimiento)

Foto 3: Ministra de MARN
Sra. Lina Pohl
(Presentacion del proyecto)

Foto 4: Alcalde de San Miguel
Sr. Miguel Pereira

Foto 5: Ministro MITUR
Sr. Jose Napoleon Duarte Duran

Foto 6: Ministro MAG
Sr. Orestes Ortez

Foto 7: Sr. Jose Napoleon Duarte, Sra. Lina Pohl y Sr. Orestes Ortez
Mesa de Honor

Foto 8: Firma de Carta de Entendimiento

Foto 9: Rueda de prensa al Sr. Kazuo Fujishiro
Jefe Representante de JICA El Salvador

Foto 10: Rueda de Prensa al Sr. Koji Asano
Jefe Asesor de Expertos de JICA

Anexo 3 Foto álbum- Sesión Técnica / Hotel Real Intercontinental, San Salvador

Foto 11: Presentacion MAG
Ing. Luis Torres Berrios

Foto 12: Presentacion MITUR
Arq. Marta Calderon

Foto 13: Asistentes escuchando la presentacion

Foto 14: Presentacion del programa
Sra. Sandra Carranza
(Maestra de ceremonia)

Foto 15: Comités humedal de Jiquilisco
Sr, Duglas Chica

Foto 16: Comites humedal Cerron Grande
Sr. Luis Henriquez

Foto 17: Palabras de Cierre
Sr. Jaime Espinoza
Lider del equipo de la unidad de Humedales

Foto 18: Palabras de Cierre
Sr. Koji Asano
Jefe Asesor de Expertos de JICA

Foto 19: Asistentes escuchando la presentación

Foto 20: Asistentes escuchando la presentacion

Anexo 4 Cartas de Entendimiento (referencia: San Miguel.)

MARN
Ministerio de Medio Ambiente y Recursos Naturales

CARTA DE ENTENDIMIENTO DE COOPERACIÓN TÉCNICA PARA LA EJECUCION DEL PROYECTO MANEJO INTEGRAL DE LOS HUMEDALES EN LAS LAGUNAS DE OLOMEGA Y EL JOCOTAL, ENTRE EL MINISTERIO DE MEDIO AMBIENTE Y RECURSOS NATURALES Y LA MUNICIPALIDAD DE SAN MIGUEL.

Nosotros, por una parte **LINA DOLORES POHL ALFARO**, mayor de edad, Licenciada en Sociología, de este domicilio, con Documento Único de Identidad número cero dos nueve cero seis uno cero dos guión tres, expedido en el municipio y departamento de San Salvador, actuando en mi calidad de Ministra de Medio Ambiente y Recursos Naturales de la República de El Salvador, por otra parte **MIGUEL ANGEL PEREIRA AYALA**, salvadoreño, mayor de edad, Licenciado en…., del domicilio de …….., departamento de San Miguel, con Documento Único de Identidad número……. , expedido en municipio y departamento de San Miguel, actuando en su calidad de Alcalde del municipio de San Miguel, departamento de San Miguel,

CONSIDERANDO:

I. Que mediante la ratificación de la Convención Relativa a los Humedales de Importancia Internacional, denominada Convención Ramsar, la República de El Salvador adquirió la responsabilidad de promover el desarrollo sostenible de los humedales, así como promover el compromiso de proteger los humedales, su fauna y flora, fomentando su conservación, adecuada gestión y uso racional;

II. Que la República de El Salvador tiene como política lograr el desarrollo sostenible de todas las áreas declaradas como humedales, tanto a nivel de la administración pública como de la ciudadanía en general; conservando y protegiendo los recursos naturales del país y fomentando el desarrollo económico y social, mediante acciones armónicas coordinadas e inclusivas;

III. Que los humedales de las lagunas El Jocotal y Olomega constituyen la principal fuente de subsistencia para la población local, principalmente en actividades de pesca y ganadería siendo éstas fuentes importantes de ingreso para la población;

IV. Que de conformidad al artículo 4 del código Municipal le compete a los Municipios: la promoción y desarrollo de programas de salud, como saneamiento ambiental, prevención y combate de enfermedades; el impulso del turismo interno y externo y la regulación del uso y explotación turística y deportiva de lagos, ríos, islas, bahías, playas y demás sitios propios del municipio;

AMBAS PARTES, al reconocerse mutuamente la personalidad jurídica propia con que cuentan y la capacidad legal de sus representantes, acuerdan celebrar la presente Carta de Entendimiento que se regirá por las siguientes clausulas:

CLÁUSULA PRIMERA: OBJETIVOS.

El objetivo principal de la presente Carta de Entendimiento es: Generar un marco institucional nacional y local que propicie condiciones para la gestión integral de los humedales Jocotal y Olomega, como un modelo con trascendencia nacional e internacional.

Las acciones que se derivaran de cada resultado como parte del proyecto serán las siguientes:

a) Organización y constitución de comité nacional y local de humedales.
b) Elaborar y oficializar junto a comités locales los planes de manejo de los humedales.
c) Preparación de condiciones locales para la ejecución de iniciativas piloto y evaluar potenciales candidatos.
d) Ejecutar actividades piloto e implementar monitoreo de avances y resultados.
e) Acciones de divulgación e intercambio de experiencias.

CLÁUSULA SEGUNDA: COMPROMISO DE LAS PARTES.

De la Municipalidad de El Transito:

1. Designar al menos dos representantes de la municipalidad quienes actuarán como referentes ante el proyecto de humedales MARN - JICA.
2. Brindar a los técnicos del proyecto información local que sea requerida como insumo para la elaboración de los planes.
3. Participar en procesos de organización y constitución de los comités local y nacional de humedales, elaboración de planes de manejo e intercambio de experiencias.
4. Elaborar propuestas a ser consideradas en iniciativas locales.

Del Ministerio de Medio Ambiente y Recursos Naturales, MARN:

1. Integrar equipo multidisciplinario para la ejecución de las acciones del proyecto en conjunto con especialistas de la misión del JICA.
2. Dotar a la municipalidad de información especializada.
3. Promover la participación de la municipalidad y actores locales en los mecanismos de gobernanza (comité local y nacional)
4. Determinación de objetivos, criterios y metodología participativa para la ejecución y seguimiento de iniciativas locales.

CLÁUSULA TERCERA: PLAZO.

La presente Carta de Entendimiento entrará en vigor a partir de la suscripción de la misma, conservando su vigencia por un período de CINCO AÑOS, el cual puede ser prorrogable.

Si ambas partes acuerdan prorrogar la vigencia de la presente Carta de Entendimiento, lo harán a través de una adenda, la cual se considerará parte integrante de la misma al ser firmada por los representantes autorizados por las Partes.

CLÁUSULA CUARTA: CAUSALES DE TERMINACIÓN.

Las Partes, podrán dar por terminado la presente Carta de Entendimiento antes del vencimiento del plazo, en caso de ocurrir una o algunas de las siguientes causas, las cuales deberán estar ampliamente justificadas y documentadas:

Por fuerza mayor o caso fortuito: **Las Partes** no son responsables del incumplimiento o cumplimiento inadecuado de sus respectivas obligaciones, cuando las mismas no sean posibles satisfacerse por razones de caso fortuito o fuerza mayor, entendiéndose como tales los acontecimientos extraordinarios imprevisibles o que siéndolo resulten inevitables, pero ajenos a la voluntad y actuación de una o Ambas Partes y que surjan con posterioridad a la firma de la presente Carta de Entendimiento.

Ante la ocurrencia de cualquier acontecimiento de fuerza mayor o caso fortuito, **La Parte** afectada en el cumplimiento de su obligación deberá adoptar las medidas que estén a su alcance además de cursar aviso con inmediatez por escrito a **La otra Parte** sobre el suceso, debidamente certificado por la autoridad competente, dando a conocer la información relativa a la fecha de inicio del acontecimiento producido, la posible duración, el carácter y la consecuencia del mismo, así como cualquier otro aspecto considerado de interés dentro de las circunstancias alegadas.

Por mutuo acuerdo entre Las Partes: Dando cumplimiento de las formalidades correspondientes.

Por voluntad de una de Las Partes: Caso en el cual **La Parte** que decida dar por terminado la presente Carta de Entendimiento, deberá notificar por escrito a **La otra Parte**, con treinta (30) días hábiles de anticipación a la fecha prevista para la culminación de la relación bilateral.

Cuando una de las partes deje de cumplir con los compromisos adquiridos: En este caso, se deberá haber agotado todas las instancias vinculadas al trato directo, debiendo documentarlo a través de actas u otros documentos probatorios.

CLÁUSULA QUINTA: SOLUCIÓN DE CONFLICTOS.

Toda controversia surgida entre las partes, en virtud de la presente Carta de Entendimiento, será sometida conforme la vía del Arreglo Directo, procurando ambas partes un avenimiento en sus diferencias, para la eficacia de la misma.

CLÁUSULA SEXTA: JURISDICCIÓN Y LEGISLACIÓN APLICABLE.

Las partes, conforme los efectos legales de la presente Carta de Entendimiento se someten a la Legislación Vigente en El Salvador. Señalando ambas como domicilio especial el distrito de San Salvador.

CLÁUSULA SEPTIMA: CORRESPONDENCIA Y NOTIFICACIONES.-

Para la correspondencia entre las partes, incluyendo todas las notificaciones que deban efectuarse en virtud de la presente Carta de Entendimiento, se realizarán por escrito, en la dirección oficial que cada parte señala al efecto, así:

El Ministerio de Medio Ambiente y Recursos Naturales, señala para recibir notificaciones: Kilómetro 5 ½ Carretera a Santa Tecla, Calle y Colonia Las Mercedes, Edificio MARN, Instalaciones del ISTA, San Salvador, Teléfono (503) 2132-9418, Fax (503) 2132-9420.

El Municipio de San Miguel señala para recibir notificaciones: 2° calle Oriente y 2° Avenida Norte, Ciudad de San Miguel, Teléfono: 2665-4500.

Dando fe de lo anterior, las partes firman dos ejemplares de la presente Carta de Entendimiento, de igual contenido y validez, en la ciudad de San Salvador, a los doce días del mes de julio de dos mil dieciséis.

Lina Dolores Pohl Alfaro
Ministra de Medio Ambiente y Recursos Naturales

Miguel Angel Pereira Ayala
Alcalde Municipal San Miguel.

Anexo 5 Presentación en PowerPoint

Anexo 5-1. Presentación MAG, Ing. Luis Torres Berrios

MINISTERIO DE AGRICULTURA Y GANADERIA

Proyecto para el Manejo Integral de los Humedales en las Lagunas de Olomega y El Jocotal

Dirección General de Ordenamiento Forestal, Cuencas y Riego (DGFCR)

JULIO 2016

- La Dirección General de Ordenamiento Forestal, Cuencas y Riego (DGFCR), dependencia de Ministerio de Agricultura y Ganadería, responsable del ordenamiento de los recursos forestales, suelo y agua para riego, para su uso adecuado y aprovechamiento de manera sostenible.

OBJETIVO

- Regular el manejo y aprovechamiento de los recursos forestales, suelo y agua; fomentando la producción y la productividad agropecuaria mediante la utilización y desarrollo de las potencialidades de estos recursos, con medidas de prevención y mitigación del riesgo, adaptación y mitigación ante el cambio climático, a fin de contribuir al desarrollo sostenible del país.

Índice de Vulnerabilidad al Cambio Climático para la región de América Latina - CAF 2014

País	Posición en Latinoamérica	Índice	Categoría de Riesgo
Guatemala	2	0.75	Extremo
El Salvador	3	0.79	Extremo
Honduras	4	0.92	Extremo
República Dominicana	5	1.01	Extremo
Nicaragua	6	1.19	Extremo
Belice	9	2.25	Extremo
Panamá	19	5.57	Medio
Costa Rica	26	7.7	Bajo

Fuente: Maplecroft, 2014

Se han identificado 59 municipios frecuentemente afectados por sequía severa y 45 con sequía moderada. En total 104 municipios con recurrencia.

PARTICIPACION DEL MAG EN EL PROYECTO MARN-JICA

- La adaptación al cambio climático es una prioridad para el gobierno del presidente Salvador Sánchez Ceren, para ello el MAG en el ámbito de promover medidas de adaptación al cambio climático ejecuta el proyecto " Fortalecimiento de la Agricultura Familiar aplicando tecnologías Sostenibles ante el Cambio Climático en El Salvador

- Con una inversión de US 5,000,000 millones de dólares, provenientes del Fondo FANTEL, el cual promueve la adopción de tecnologías de agricultura sostenible a través de la implementación de practicas y obras de conservación de suelos y agua, establecimiento de viveros forestales de especies nativas y sistemas agroforestales. "Fomento a la Producción de Granos Básicos, Frutas y Hortalizas en Zonas Afectados por la Sequía"

Interviniendo en 32 municipios del corredor seco.

Departamento	Municipios
Usulután	Nueva Granada, Estanzuelas, San Agustín, Mercedes Umaña, Alegría, Berlín, Ozatlan, Tecapán, Santa Elena, Concepción Batres y Jucuarán
San Miguel	San Miguel, San Jorge, El Tránsito, San Luis de la Reina, Chapeltique, Quelepa, Comacarán, Moncagua, Chirilagua, Ulluazapa, Carolina y Ciudad Barrios
Morazán	San Simón, San Isidro y Guatajiagua
La Unión	Conchagua, El Carmen, Yayantique, Santa Rosa de Lima, Yucuaiquín

Además el MAG esta creando condiciones de resiliencia y adaptación al cambio climático y promover una agricultura sostenible desarrolla el proyecto **Instalación de Módulos de riego para el incremento de la producción en los departamentos de San Miguel y la Unión, afectados por la sequia**

Con una inversión de 2 millones de dólares provenientes del apoyo del gobierno de Japón y una contrapartida del gobierno de El Salvador.

San Miguel	La Unión
San Miguel	El Carmen
El Transito	Pasaquina
Moncagua	Poloros
Chapeltique	Concepción de Oriente
	Santa Rosa de Lima
	Yucuaquin
	Anamoros
	Conchagua
	El Sauce

Otras Acciones implementadas

- Intervenciones diferenciadas en los territorios.
  - Se ha hecho entrega de paquetes agrícolas en diferentes fechas en las zonas productoras para evitar posibles pérdidas debido al retraso de la época lluviosa.
  - Zona oriental siembra solo en postrera.
  - Zona central y occidental siembra a partir de la 4ª semana de mayo o 1ª de junio.
- Se están haciendo recomendaciones de no quema y utilización del rastrojo como cobertura para evitar escorrentías y facilitar la infiltración de agua lluvia.

Otras Acciones implementadas

- Intervenciones diferenciadas en los territorios.
  - Se ha hecho entrega de paquetes agrícolas en diferentes fechas en las zonas productoras para evitar posibles pérdidas debido al retraso de la época lluviosa.
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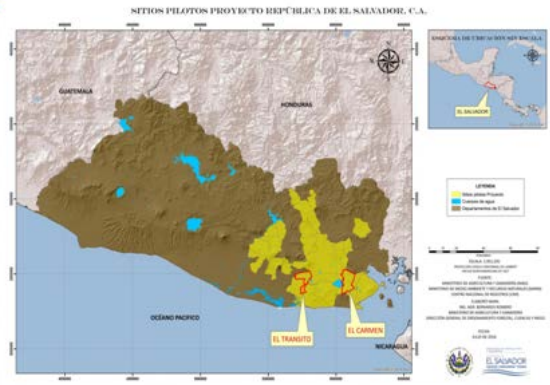


Propuesta de Colaboración del MAG al proyecto MARN- JICA

- Apoyo técnico de las Direcciones DGFCR, DGG, CENDEPESCA, DGSVA para Elaborar plan de Manejo de los recursos de los Humedales de el Jocotal y Olomega.
- CENTA a través de sus agencias en San Miguel.

MUCHAS GRACIAS

Anexo 5-2. Presentación MITUR, Arq. Marta Calderon

MINISTERIO DE TURISMO
A TRAVÉS DE LA CORPORACIÓN SALVADOREÑA DE TURISMO

APORTE PARA:
"PROYECTO PARA EL MANEJO INTEGRAL DE LOS HUMEDALES EN LAGUNAS DE OLOMEGA Y EL JOCOTAL, MARN-JICA",

San Salvador, 12 de julio de 2016

CONTENIDO

1. ESQUEMA DE TRABAJO Y NORMATIVA SOBRE EL DESARROLLO DE LA ACTIVIDAD TURÍSTICA EN EL SALVADOR
2. ESFUERZOS DEL MINISTERIO DE TURISMO QUE REPERCUTEN EN EL ÁREA DE INTERVENCIÓN DEL PROYECTO MARN – JICA
3. PLAN DE TRABAJO EN EL CORTO PLAZO
4. EXPECTATIVAS DEL MINISTERIO DE TURISMO SOBRE EL PROYECTO MARN – JICA

1

MINISTERIO DE TURISMO

Entidad gubernamental que determina y vela por el cumplimiento de la política nacional relacionada a esta materia. Fue creado por Decreto Ejecutivo del 1 de junio de 2004, publicado en el Diario Oficial de esa misma fecha.

CORSATUR (Corporación Salvadoreña de Turismo)

Institución autónoma con personalidad jurídica y patrimonio propio, que es "gestora de desarrollo turístico del país" y cuyas acciones están orientadas "hacia la coordinación de esfuerzos intersectoriales" que contribuyan a que el sector se convierta en fuentes de empleos e ingresos para la población.

ISTU (Instituto Salvadoreño de Turismo)

Entidad de utilidad pública encargada de la administración de los centros recreativos de su propiedad

1

Desarrollo del turismo sostenible: "El Salvador: un destino encantador"

TURISMO SOSTENIBLE:

El turismo que tiene plenamente en cuenta las repercusiones actuales y futuras, económicas, sociales y medioambientales para satisfacer las necesidades de los visitantes, de la industria, del entorno y de las comunidades anfitrionas.

Organización Mundial del Turismo.

1

L1.10.1 Impulsar la promoción turística a nivel internacional, a través de los programas Marca Destino, Vive Tu País y Cielos Abiertos

L.1.10.2 Fomentar la inversión turística, como generadora de empleo, a través del Programa de Desarrollo Turístico de la Franja Costero Marina y la vialización de polos turísticos como Icacal y el Cerro Verde.

L.1.10.3 Dinamizar las economías locales a través del Programa Pueblos Vivos y del Programa Pueblos Encantadores, creando y promoviendo productos originarios que impriman singularidad, atractivos y marcas en los territorios.

L.1.10.4 Fortalecer la calidad de los servicios turísticos, brindando formación turística a las empresas del sector y ampliando la asistencia y seguridad a los y las turistas.

L.1.10.5 Desarrollar las capacidad de atención al cliente de los centros recreativos nacionales.

L.1.10.6 Desarrollar nuevos productos y fomentar el desarrollo del agroturismo, turismo médico, turismo rural comunitario, turismo joven, ecoturismo, turismo de aventura y turismo deportivo.

L.1.10.7 Implementar un proceso gradual de eliminación de visas con el objetivo de fortalecer los lazos de amistad con otros países y facilitar el ingreso de turistas al país, Esta línea de acción se enfocaría en los mercados de cuatro circuitos: Estados Unidos y Canadá; Centroamérica y México; Sur América, y Europa.

Objetivo 1 Dinamizar la economía nacional para generar oportunidades y prosperidad a las familias, a las empresas y el país.

Desarrollo del turismo sostenible: "El Salvador: un destino encantador"

1

POLITICA NACIONAL DE TURISMO

VISION:
Ser una política de Estado que convoque y oriente a la gran diversidad de actores públicos, privados y sociales que participan en el desempeño de la actividad de tal forma que el turismo en la República de El Salvador, sea rentable, distributivo y responsable

MISIÓN:
Establecer las pautas para que la actividad turística en la República de El Salvador sea un punto de encuentro para todas y todos los salvadoreños, residente o no en el país; y que a su vez, logre convocar a ciudadanos de otros países a encontrarse y vincularse con la cultura, las costumbres y tradiciones del país, así como con el entorno salvadoreño.

OBJETIVOS:
Posicionar al turismo como prioridad nacional en función de su potencial para coadyuvar a resolver los grandes retos de país.

Articular y orientar a los actores que participan en el desarrollo de turismo para mejorar la eficiencia y efectividad de los esfuerzos y recursos que se inviertan en la actividad.

1

EJES DE LA POLITICA NACIONAL DE TURISMO

Eje I. Gobernanza Transversal	
Objetivo:	Promover una gestión pública que genere las condiciones propicias para el desarrollo el turismo en El Salvador
Eje II. Gestión de Conocimiento, planificación y transparencia	
Objetivo:	Reunir, analizar, almacenar y compartir información estratégica, que oriente la planificación turística en los ámbitos públicos y privados.
Eje III. Cultura Turística incluyente y responsable	
Objetivo:	Implantar una cultura turística que genere cambios positivos y significativos en las comunidades receptoras, promoviendo la inclusión social, la equidad y el cuidado del entorno
Eje IV. Impulso empresarial	
Objetivo:	Promover la competitividad y sostebibilidad de las empresas turísticas salvadoreñas para ofrecer experiencias turísticas de alto valor a los visitantes
Eje V. Destinos auténticos y sustentables	
Objetivo:	Fortalecer las capacidades turísticas de las localidades de El Salvador como destinos autónomos y diferenciados, aprovechando los beneficios del turismo para impulsar el desarrollo sustentable
Eje VI. Espacio Turístico integrado y sostenible	
Objetivo:	Integrar los destinos del país para aprovechar y distribuir los flujos y beneficios del turismo, en armonía con el medio ambiente
Eje VII. Posicionamiento competitivo	
Objetivo:	Incrementar el número de visitantes, prolongar su estadía, aumentar su gasto y mejorar su satisfacción.

2

Programa de Fortalecimiento de las Capacidades Locales para el Desarrollo del Turismo Rural en la Región Oriental de El Salvador:

(Intipucá, Conchagua, La Unión, Meanguera del Golfo, El Carmen, Pasaquina, Yayantique, Yucuaiquín, Santa Rosa de Lima, Bolívar, San José La Fuente, San Alejo, Chirilagua.)

El Turismo Comunitario utilizando los recursos turísticos específicos de la región oriental de El Salvador.

El proyecto se planifico con base a 5 metas:

1. **Trabajar en una Línea Directriz de Desarrollo Turístico en la Región Oriental**
2. **Implementación de los Proyectos Piloto en el Área con el fin de mejorar el conocimiento relacionado al desarrollo turístico, utilizando los recursos propios de la región.**
3. **Mejorar y fortalecer las capacidades de los Comités de Desarrollo Turístico en el área de los Proyectos Piloto.**
4. **Mejorar la capacidad de apoyo de MITUR y CORSATUR hacia los CDTs**
5. **Desarrollar Modelos de las actividades de los CDTs y difundirlos en la Región Oriental.**

Proyectos: Educación Turística y Ambiental, Mapas Turísticos Comunitarios, Señalización Turística, Apoyo a emprendimientos y desarrollo de productos artesanales.

2

Capacitación de Guías Turísticos Locales

A través del área de capacitación y asistencia técnica, se fortalecen las capacidades técnicas turísticas de los beneficiados, entre los que se incluye recurso humano de los sitios de intervención del proyecto MARN – JICA.

Dentro de las temáticas que se imparten se encuentran las siguientes;

1. MODELO DE GESTIÓN Y POLÍTICA SECTORIAL EN EL TEMA DE TURISMO, INTEGRADO CON UNA VISIÓN ESTRATÉGICA DE CRECIMIENTO DE ADENTRO HACIA AFUERA, CON RECIPROCIDAD ACTIVA
2. CULTURA TURÍSTICA
3. CONOCIENDO SOBRE EL "TURISMO"
4. DATOS GENERALES DE EL SALVADOR Y UN POCO DE HISTORIA
5. RUTAS TURISTICAS DE EL SALVADOR
6. OTROS SITIOS QUE VISITAR EN EL PAÍS
7. EXPECTATIVAS DEL TURISTA EN EL SERVICIO
8. TODOS SOMOS EL ROSTRO DEL TURISMO.

2

Política de Turismo y Medio Ambiente

OBJETIVOS:

Poner en valor la naturaleza y cultura del país a través del turismo procurando su rescate, difusión, conservación, uso y disfrute responsable.

Profundizar y difundir buenas prácticas ambientales y sociales en la actividad turística del país de manera intersectorial y a todo nivel.

PRINCIPIOS:

- Desarrollo local y regional
- Participación e integración social
- Promoción del el uso y disfrute responsable del patrimonio natural y cultural del país.
- Fortalecimiento el desarrollo de capacidades humanas y formación en turismo para mejorar la empleabilidad juvenil.
- Fomentar el turismo sostenible en las etapas de planificación, diseño, comercialización y promoción del producto turístico nacional.
- Fomentar la responsabilidad ambiental y social en los viajeros y actores turísticos locales.
- Promoción de la investigación y monitoreo para el desarrollo de modelos de gestión turística ambientalmente amigable.

2

Promoción de los destinos en el Marco del Programa Pueblos Vivos.

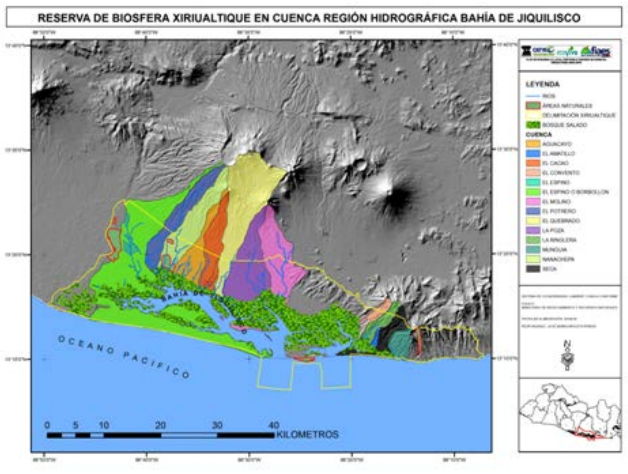
En el marco de la estrategia Pueblos Vivos, programa que permite poner en valor turístico nuestra identidad, historia, cultura, tradiciones, gastronomía; practicando la equidad de género, valores y principios; se desarrollan Tours promocionales, los cuales buscan, entre otros aspectos: la promoción del destino, la participación activa de los comités locales en el desarrollo del turismo, apoyar las iniciativas de emprendedurismo para el desarrollo de los actores locales (ferias locales), entre otros, que benefician directamente a los habitantes de la zona.

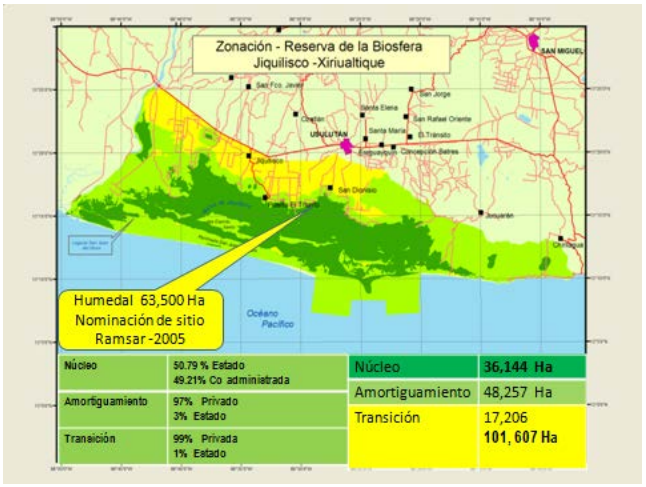
3

Proyectos a Ejecutar en el Corto Plazo

1. **Acompañamiento y Asistencia Técnica (A lo largo de la ejecución del proyecto).**
2. **Señalización Turística en el área de influencia.**
3. **Promoción de los Destinos y Divulgación del Proyecto (En el marco del programa Pueblos Vivos).**

Anexo 5-3. Comités de humedal Jiquilisco, Sr. Duglas Chica





Pirámide jurídica de la Gestión Ambiental en El Salvador y Reserva de Biosfera Xiriualtique.

ACCIONES DE RESTAURACION DE MANGLAR EN LA RB

Plan Local de Aprovechamiento Sostenib

Zona Occidental de la Bahía de Jiquilisco

El **"PLAS"** es un acuerdo **comunitario-gubernamental** para mantener una relación sostenible con ecosistema manglar mediante un reglamento del uso de los recursos naturales, la recuperación activa sitios degradados, especies sobreexplotadas, educación y concientización ambiental.

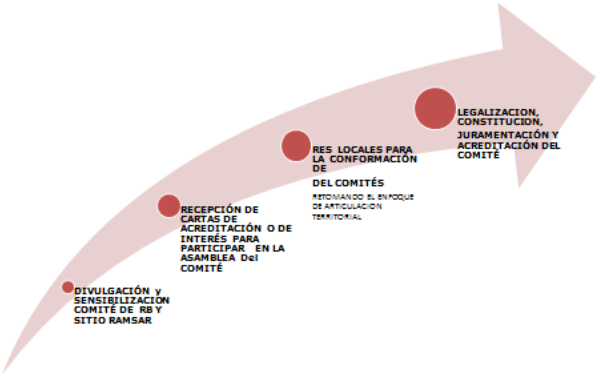
Base del Marco PLAS

APLICACIÓN DE LA TECNICA REM

Retiro de sedimento y material seco en el cauce El Llorón

Desalojo de material azolvado en un tramo del cauce El Llorón

Ruta de Conformación del Comité Ramsar y Reserva de Biosfera XIRIUALTIQUE- JI QUILISCO.

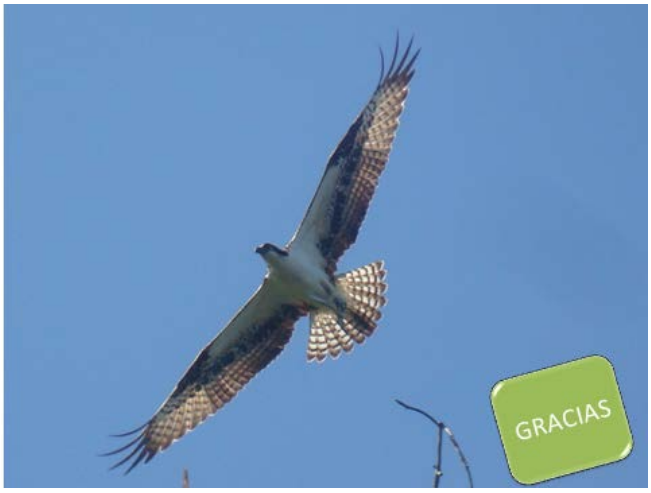


Propuesta de estructura organizativa

Continuidad para el aumento de la territorializacion de la gestión ambiental

DEBEMOS DE INTEGRAL ACCIONES CONJUNTAS CON LAS ASAMBLEAS CIUDADANAS Y QUE ESTAS DEFIENDA LAS PRIORIDADES DE LA POBLACIÓN PARA SU INTEGRACIÓN A LOS PLANES Y PROGRAMAS DEL GOBIERNO CENTRAL – POR QUE UNIDOS CRECEMOS TODOS Y TODAS.

DESARROLLO TERRITORIAL: HACIA UN NUEVO ENFOQUE DE DESARROLLO Y DE MODELO DE ESTADO



Anexo 6 Noticias publicadas

Anexo 6-1 Link

No	Medio	link
1	Canal 12	https://www.youtube.com/watch?v=QApdyH_qJrk
2	El noticiero canal 6	https://www.youtube.com/watch?v=6kcYla2SFdg
3	Radio 102 nueve	http://102nueve.com/noticia/nacional/produciran-artesanias-con-ninfa-acuatica/
4	Noticiero Centroamericano CB24	https://www.youtube.com/watch?v=eDZdMab4GpQ
5	Verdad digital	http://verdaddigital.com/index.php/nacional/10693-10693
6	Esmitv TCS	http://www.esmitv.com/noticias/jica-marn-y-mitur-pretenden-rescatar-lagunas-de-olomega-y-el-jocotal
7	Periódico Digital El Pais	http://elpais.com.sv/elsalvador/expertos-de-jica-apoyan-en-la-restauracion-de-las-lagunas-de-olomega-y-el-jocotal/
8	Diario Colatino	http://www.diariocolatino.com/jica-apoyara-la-restauracion-de-las-lagunas-el-jocotal-y-olomega/
9	Periodico Digital Diario Leo	http://www.diarioleosv.com.sv/?p=14377
10	El Periodista	http://elperiodista.com.sv/index.php/mi-pais/19-mi-pais/noticias/8781-japon-invierte-5-millones-en-la-restauracion-de-dos-humedales-ramsar
11	El Blog	http://elblog.com/noticias/registro-31951.html
12	TRV	http://www.diariotrv.com/#!Lanzan-proyecto-para-el-manejo-integral-de-humedales-Laguna-de-Olomega-y-El-Jocotal/cjds/5786bee00cf25aa82d5682c2
13	Sitio Web MARN	http://www.marn.gob.sv/expertos-de-jica-apoyan-en-la-restauracion-de-las-lagunas-olomega-y-el-jocotal/
14	Sitio web Cancilleria	http://www.rree.gob.sv/index.php?option=com_k2&view=item&id=5971:vicecanciller-castaneda-asiste-a-lanzamiento-de-programa-de-recuperacion-de-lagunas-olomega-y-el-jocotal&Itemid=1770
15	Sitio Web MAG	http://www.mag.gob.sv/lanzan-proyecto-para-el-manejo-integral-de-humedales-laguna-de-olomega-y-el-jocotal/

Anexo 6-2 papeles de noticias

JICA renovará humedales de El Jocotal y Olomega

- Ambos espacios **forman parte de** los cuerpos de agua que serán intervenidos en la zona.
- Estos humedales **han** sido declarados sitios Ramsar.

Ricardo Guevara
comunidades@eldiariodehoy.com

El Gobierno de Japón, a través de la Agencia de Cooperación Internacional del Japón JICA, realizó ayer el lanzamiento del proyecto denominado "Manejo Integral de los Humedales en las lagunas de Olomega y El Jocotal", ubicadas en los departamentos de La Unión, San Miguel y Usulután.

La inversión será de unos $5 millones de dólares.

El programa se ejecutará en conjunto con el Ministerio de Medio Ambiente y Recursos Naturales (MARN) y tendrá una duración de cinco años. Busca atender diferentes problemáticas que afectan a las dos lagunas Ramsar.

Se le denomina Sitio Ramsar a un humedal que es considerado de importancia internacional debido a su riqueza biológica y que sirve de refugio a un número significativo de aves acuáticas migratorias estacionales.

Expertos en humedales

El apoyo consiste en cooperación técnica que incluye la donación de maquinaria y equipo, además de capacitaciones, envío de expertos japoneses en ecosistemas de humedales, planificación de uso de la tierra, organización comunitaria y educación sobre medio ambiente, entre otros.

LAS CIFRAS

5

MILLONES DE DÓLARES es el monto aproximado que se invertirá en el proyecto de restauración de las áreas.

20

MIL PERSONAS viven en los alrededores de ambas lagunas. Subsisten de la pesca y la ganadería.

La laguna Olomega, es uno de los lugares que será intervenido gracias al proyecto de restauración que impulsan el JICA y MARN.

Miembros de las comunidades, de las alcaldías involucradas e invitados asistieron a la actividad. FOTO EDH / LISSETTE MONTERROSA

Sedimentación, contaminación, sobrepesca, agroquímicos y especies invasoras, como el jacinto de agua, son algunos de los problemas que existen en las lagunas.

"Con este proyecto pretendemos mejorar la calidad de vida de los habitantes de estas zonas", dijo Lina Pohl, ministra del Medio Ambiente y Recursos Naturales (MARN).

Olomega está contaminada por aguas residuales y desechos sólidos que lanzan desde los cantones que la rodean.

La educación de comunidades cercanas será importante.

Mientras que El Jocotal es afectado por el azolvamiento por la erosión de las quebradas cercanas al volcán Chaparrastique y de lo que arrastra el río Grande, de San Miguel.

Al lanzamiento del proyecto asistió el jefe representante del JICA, Kazuo Fujishiro, el ministro de Agricultura y Ganadería, Orestes Ortez; y el ministro de Turismo, José Napoleón Duarte, así como diferentes funcionarios municipales de la zona Oriental.

Operación Bendición realizará cirugías cardíacas

Han hecho alianza con el Hospital Health City de las Islas Caimán, que apoya con $300 mil para las intervenciones.

El sueño de cinco niños salvadoreños y sus familias, se hará realidad, ya que Operación Bendición, en conjunto con el Hospital Health City, de las Islas Caimán les realizará cirugías cardíacas.

Las cirugías serán donadas por el Hospital Health City, como parte de un convenio con Operación Bendición Internacional apoyando a El Salvador. El costo aproximado de cada cirugía es de 60 mi dólares, lo que suma una inversión de 300 mil dólares.

Los beneficiados tienen problemas congénitos cardíacos y son parte del alto índice de estadísticas que se tienen en el país y que no han podido ser operados por la escasez de recursos económicos y hospitalarios. Así lo afirmó el cardiólogo del área infantil del Hospital Bloom, Francisco Delgado. Los seleccionados forman parte de un listado de 250 pacientes en espera.

De izquierda a derecha, el equipo organizador. Alberto Rodríguez, Binoy Chattuparambil, Bill Horan y Sonia de Rodríguez .

El programa de "Cirugías Cardíacas" incluye gestión de documentación, así como alojamientos, alimentación, hospedaje en San Salvador y en las Islas Caimán para los padres y los niños beneficiados con el programa.

El primer viaje partirá el domingo 10 de julio de 2016, en compañía de una delegación de médicos cardiólogos del Hospital Nacional de Niños del hospital Bloom y Operación Bendición El Salvador.

Las entidades involucradas esperan que la iniciativa solo sea el inicio de una serie de operaciones beneficio de niños que están siendo atendidos por el hospital Bloom.

EDH20160713 JICA renovará humedales

JICA apoyará restauración de lagunas de Olomega y El Jocotal

El Gobierno de Japón, a través de JICA, presentó el proyecto que ronda inversión de $5 millones.

Byron Sosa
social@laprensagrafica.com

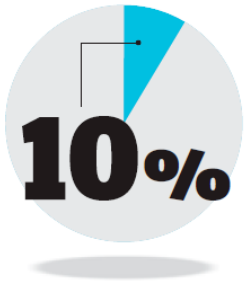
El Ministerio de Medio Ambiente y Recursos Naturales (MARN) contará con el apoyo para la conservación de los sitios Ramsar en El Salvador. El Gobierno de Japón, a través de la Agencia de Cooperación Internacional del Japón (JICA), apoyará la restauración de los humedales de la laguna de Olomega y El Jocotal.

Por eso se firmó un convenio de cooperación con el Gobierno de Japón, a través de JICA, por un monto cercano a los $5 millones.

El apoyo incluye la donación de equipos, la asistencia técnica de especialistas japoneses y capacitaciones a funcionarios del MARN en Japón.

Se tiene programado que el proyecto dure cinco años y atienda diferentes problemáticas que afectan a las dos lagunas Ramsar.

Con la ejecución del proyecto, se formulará un marco institucional para el manejo integral de los humedales a escala local y nacional, asegurando la participación de actores relevantes, tales como el Ministerio de Agricultura y Ganadería (MAG), el Ministerio de Turismo (MITUR), las cinco alcaldías que comparten las lagunas, el sector dedicado al cultivo de caña de azúcar, entre otros.



DEL TERRITORIO DE EL SALVADOR SON SITIOS RAMSAR: 207,387 HECTÁREAS.

Entre la misión de japoneses que trabajarán en la restauración de las lagunas se encuentran: especialista en conservación de ecosistemas de humedales; experto en organización comunitaria y mejoramiento de la economía familiar; especialista en plan del uso de las tierras; especialista en educación ambiental y gestión de humedales; especialista en hidrología; experto en zonificación ecológica y especialista en educación ambiental y relaciones públicas.

Alrededor de las lagunas hay aproximadamente 19,500 habitantes que subsisten principalmente de la pesca y la ganadería, las cuales son fuentes de importantes ingresos para la población. Últimamente el entorno natural de estas lagunas se ha deteriorado debido a varios causantes como agroquímicos, aguas residuales domésticas, sobrepesca, estiércol de ganado, especies exóticas invasoras como el jacinto de agua y la sedimentación.

FOTO DE LA PRENSA/ARCHIVO

Vida. El proyecto durará cinco años y atenderá diferentes problemáticas que afectan a las dos lagunas Ramsar.

INSUMOS

SE REALIZARÁN ACTIVIDADES PILOTO PARA PROMOVER EL MANEJO EFICAZ DE LOS HUMEDALES EN LA LOCALIDAD. TAMBIÉN UTILIZARÁN DATOS AMBIENTALES Y SOCIOECONÓMICOS DE ESTAS ÁREAS.

En este proyecto que apoyará JICA se desarrollarán planes de manejo de humedales, incluyendo la zonificación, a través de un proceso de planificación participativa que involucra municipios relevantes, residentes locales y otros actores.

Continuará el paso de ondas tropicales por el territorio salvadoreño

Para hoy la probabilidad de lluvias es baja, pero se espera un ambiente muy caluroso. Para mañana hay otro paso de onda tropical.

Byron Sosa
social@laprensagrafica.com

Gran parte de las lluvias que se ha tenido en los últimos días ha sido por el paso de ondas tropicales provenientes de los planos caribeños, algunas de ellas duran unas horas mientras transitan por el territorio salvadoreño, pero ya han causado graves consecuencias.

Protección Civil mantiene la alerta verde a escala nacional por las lluvias y reafirmó las medidas establecidas desde el 8 de julio.

Ayer las autoridades de Protección Civil informaron que tras las lluvias que hubo entre el lunes y ayer (en un período de 24 horas) se registraron la caída de tres árboles y una valla publicitaria, una inundación y la caída de un rayo (sin especificar el lugar).

Las precipitaciones de ayer por la tarde fueron parte de la onda tropical que se desplazó desde la tarde entre Honduras y nuestro país, así como parte de la madrugada; esto generó una fuerte actividad eléctrica chubascosa de moderada a fuerte intensidad.

Para hoy, según el informe de la meteoróloga Sidia Sire Marinero Tobar, la probabilidad de lluvias será baja; sin embargo, no se descartan precipitaciones de forma muy aislada en el occidente del país.

FOTO DE LA PRENSA/ARCHIVO

El pronóstico. Para hoy no se esperan lluvias, pero sí intenso calor durante el día y también por la noche.

Según la experta del Ministerio de Medio Ambiente y Recursos Naturales (MARN), el ambiente se presentará muy caluroso en horas diurnas como nocturnas. Sin embargo, para mañana se observa de nuevo la llegada de una onda tropical a los planos caribeños de Nicaragua que permitirá el desplazamiento de nubosidad y humedad, que dará paso a la ocurrencia de tormentas y chubascos de aislados a dispersos en el territorio con énfasis en la zona norte y cordillera volcánica. Pese a ello, el ambiente será caluroso, sobre todo en horas de la tarde.

Protección Civil pidió a las personas que presten atención a paredones, anegamiento de calles, levantamiento de techos, tormentas eléctricas, el crecimiento repentino de ríos y la caída de árboles y vallas publicitarias. Ante esto, pidieron dar aviso a las autoridades.

LPG20160713 - JICA apoyará restauracion de lagunas

Newsletter
January
2017

Newsletter

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

Proyecto humedales MARN-JICA
Olomega y El Jocotal

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Project Overview

Duration: 5 years starting March 2016

Implementing Institutions:

Ministry of Environment and Natural Resources - MARN

Japan International Cooperation Agency - JICA

Project Area: Wetlands in the lagoons of Olomega and El Jocotal and surrounding areas.

Overall Goal of the Project:

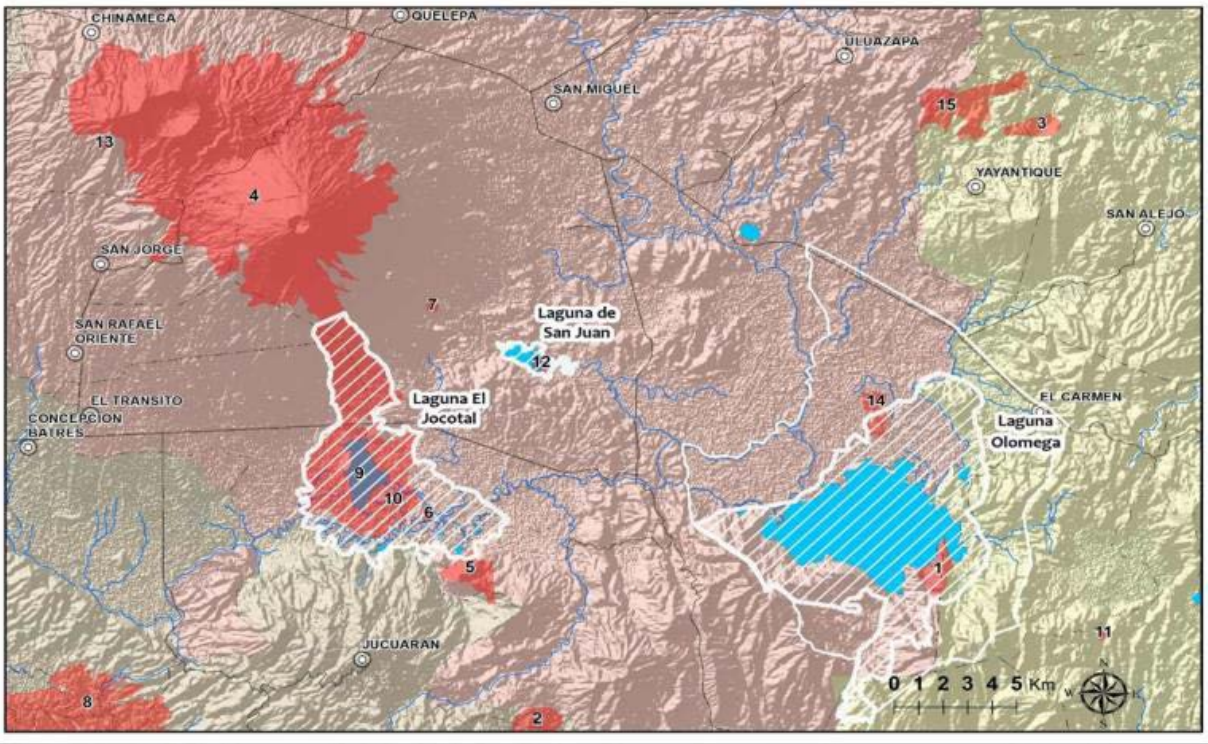
The model approach developed based on experiences at Olomega and El Jocotal Lagoons is actually applied in practice in El Salvador.

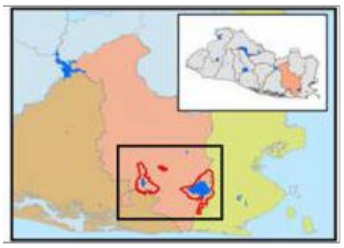
Project Objectives:

An institutional framework to ensure integrated management of Olomega and El Jocotal Lagoons is developed, as a model approach, to promote conservation and wise use of wetlands in El Salvador.

Expected Results:

1. An institutionally cross-cutting wetland management mechanism with the Wetland Unit of MARN as the central coordination body is strengthened.
2. Wetland Management Plans including zoning with the local communities around Olomega and El Jocotal Lagoons are developed.
3. Pilot activities based on the characteristics of Olomega and El Jocotal Lagoons are implemented as partial implementation of the management plans.
4. Networking is enhanced with stakeholders concerning other wetlands in and outside of El Salvador through dissemination of knowledge and experience gained in the Project.





Ramsar site
Buffer zone of the Ramsar site
Natural Protected Area
River
Road network
Municipality
Municipality Capital

Áreas Naturales Protegidas

No	Nombre	No	Nombre
1	Tierra Blanca	9	Laguna El Jocotal
2	Buena Esperanza	10	Casamota y La Pezota
3	El Socorro II	11	El Cipres
4	Volcan de San Miguel	12	San Juan Mercedes Silva
5	Chilanguera	13	La Ortega
6	El Paso Las Iguanas	14	San Antonio Silva
7	San Antonio La Pupusa	15	El Socorro
8	Manglar Bahia de Jiquilisco		

Project Target Area

Letter of Understanding (6.22.2016)

A Letter of Understanding of the framework of the Project was signed by MARN and five municipal mayors which has the jurisdiction of Olomega and El Jocotal Lagoons area.
The signing event was chaired by MARN Minister Ms. Lina Pohl; The attendees are Mr. José Napoleón Duarte, the Minister of Tourism; Mr. Orestes Ortez, the Minister of Agriculture and Livestock; Mr. Carlos Castaneda, the Deputy Minister of Foreign Affairs; Mr. Kazuo Fujishiro, the Chief Representative of JICA in El Salvador; and the Municipal Mayors of San Miguel, Mr. Miguel Pereira; El Carmen, Mr. Francis Edgardo Zelaya; El Tránsito, Roel Werner Martínez; Jucuarán, Mr. José Boanerge Carranza; and Chirilagua, Mr. Manuel Antonio Vásquez Blanco.

Signing of the Letter of Understanding

Launching event of the Project (7.17.2016)

A launching event of the "Project for the integrated management on El Jocotal and Olomega Lagoons" was held with the various stakeholders of the conservation of Ramsar sites in the country. In the event, the project overview was explained and clarified by discussion. It was agreed that the project area covers the departments of La Unión, San Miguel and Usulután.

In the event, the target institutional framework for the integrated management of wetlands at the local and national level was also discussed, and it was agreed to ensure the participation of stakeholders, such as Ministry of Agriculture and Livestock, Ministry of Tourism, the five municipalities that share the Lagoons, the sector dedicated to the cultivation of sugarcane, among others.

Inauguration ceremony of renovation of the El Jocotal office (10.23.2016)

On October 25, Ms. Lina Pohl, the Minister of MARN and Mr. Kazuo Fujishiro, the representative of JICA in El Salvador, and the local stakeholders, had an inauguration ceremony of renovation of the MARN regional office in El Jocotal Lagoon. The office of El Jocotal was renovated with financial support from JICA, and changed to a comfortable work place. This renovated office will be used by the guards of the natural protected area of El Jocotal, and the technical personnel of MARN who carry out monitoring and studies on wetland, and the implementation of pilot.

Launch event of El Jocotal office

Issues of the Lagoons

Due to the consequences of anthropogenic activities and the effects of climate change, the water hyacinth of the invasive species (*Eichhornia crassipes*) found in most of the lagoons of the country. The water hyacinth reproduces faster than the other species, and covers the large area of the lagoon surface at once. This increase of the water hyacinth has negative affect on some of the aquatic and terrestrial species, and fishing and tourism activities. In El Jocotal lagoon, based on the National Plan for the Improvement of Wetlands, MARN is promoting activities to contribute to solve this issue jointly with the Associations of Community Development and local governments, and NGOs.

El Jocotal Lagoon

Preparation for the establishment of the local committees (9.20.2016)

The technical team of MARN-JICA Project is working on the establishment of local management committees for the Olomega and El Jocotal wetlands.

Mr. Shinichiro Tsuji, the Japanese expert in community organization and livelihoods and Ms. Flavia Cuenca, a local consultant on wetland management and policies, in coordination with MARN technical officer, visited the relevant municipalities, El Tránsito, El Carmen and San Rafael Oriente and communities to explain the importance and roles of the local wetland management committees and plan of establishment of the local committees. They had a consultation with the various local actors to define the necessary framework and guidelines for the creation of the local committees.

The committees will be responsible for collaborating with MARN and other government entities for planning, management and sustainable development of the wetlands. For example, the committee will contribute to seek for financial source for the planned activities for the wetland management, and promote environmental awareness raising campaign.

Meting with the communities of
El Jocotal and Olomega

First local workshop for establishment of the local committees (9.27.2016)

On September 27, 2016, the first workshop for socialization of the establishment of the local management committees of the wetlands Olomega and El Jocotal.

The objective of the workshop was to present the documents developed for formation of the local wetland committees such as “Guidelines for the Formation of Local Ramsar committees and other Wetlands of El Salvador” and Draft Agreements establishing the local committees of Wetlands of Olomega and El Jocotal Lagoons.

The wetland management committee is the implementing and coordinating body, consisting of the representatives of municipal governments, social leaders and the private sector. They will have regular meeting to discuss the issues and problems related to wetland management.

This committee will be the main actor for the implementation of the wetland management policies, which will be developed in the Project. It is expected that the committee will contribute to the wise use and sustainable management of the ecosystem of the Ramsar sites.

Daily life in El Jocotal

The daily activities in the wetland of El Jocotal Lagoon depend on a great extent on the natural resources. The lagoon is an important livelihood for fishermen and their families. The natural beauty of the lagoon attracts the local and international tourists.

El Jocotal lagoon also provides place where both children and adults can have fun, run, swim and relax. Since the lagoon plays an important role for human to provide a place for rest and relax, it is important to raise awareness of the importance of conservation of this precious natural resource for the present and future generations.

El Jocotal Lagoon

El Jocotal Lagoon, a place where children and adults can have fun

First national workshop for establishment of the local committees (11.23.2016)

On November 23, MARN and JICA held a socialization workshop for the establishment of local Ramsar committees in El Jocotal and Olomega lagoons, Jiquilisco Bay, Güija and Jaltepeque complexes, Cerrón Grande and Barra de Santiago reservoirs.

The attendees are the representatives from government institutions, municipalities, ADESCOS, fishermen's cooperatives and farmers, and other forms of producer organization participated in the activity; as well as Water committees, NGOs and private companies related to these wetlands.

In the workshop, the experience of establishment of the local committees of the El Jocotal and Olomega lagoons was shared. The project seeks to develop an institutional framework which ensures the integrated management, as a model approach applicable to the conservation and sustainable use of other wetlands in the country.

First National Workshop in San Salvador

This newsletter is issued by the MARN-JICA project.
More information is available from:

marnjica@marn.gob.sv

www.facebook.com/HumedalesOlomegaJocotal

5½ kilometer road to Santa Tecla, Street and Colonia Las Mercedes, MARN Building (attached to the building ISTA) No. 1, San Salvador. El Salvador. Central America.

www.marn.gob.sv

Newsletter

Newsletter 2
December 2017

Project for the Integrated Management of El Jocotal and Olomega Lagoons

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Basic Information of the Project

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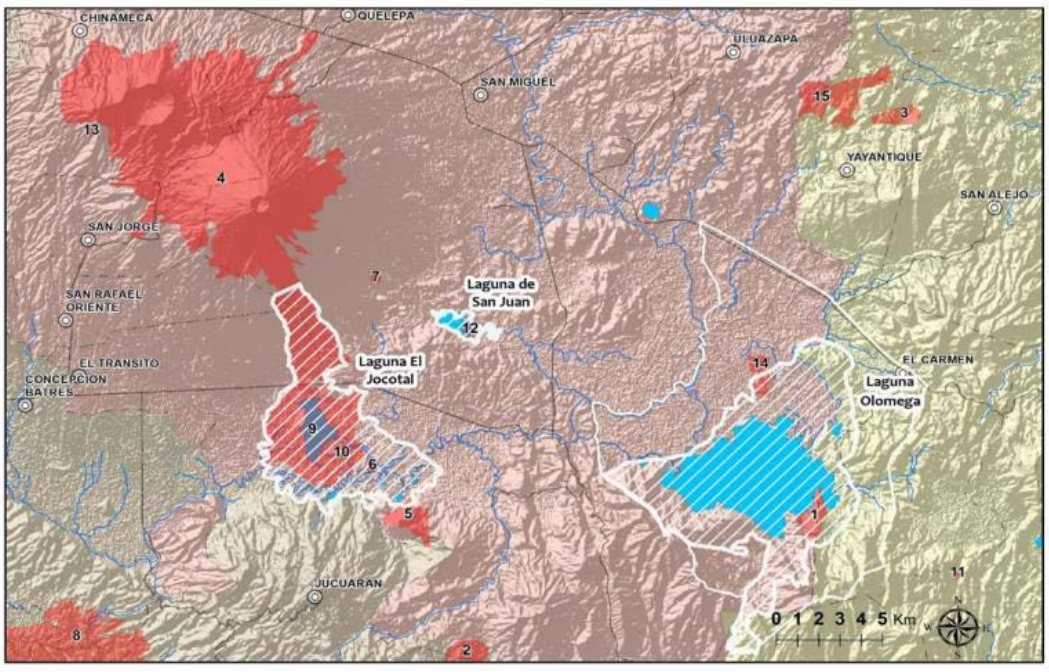

Target area of the project

Áreas Naturales Protegidas

No	Nombre	No	Nombre
1	Tierra Blanca	9	Laguna El Jocotal
2	Buena Esperanza	10	Casamota y La Pezota
3	El Socorro II	11	El Cipres
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7	San Antonio La Pupusa	15	El Socorro
8	Manglar Bahia de Jiquilisco		

Monitoring of water quality in Olomega and El Jocotal Lagoons (24/10/2017)

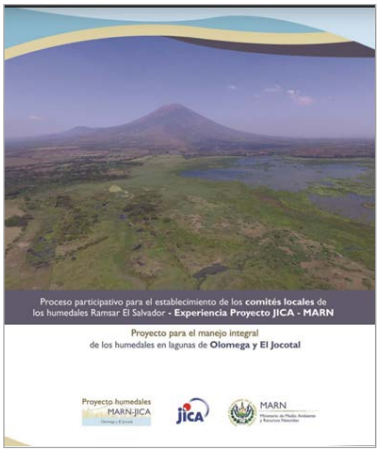
On October 24 and 25, personnel from the MARN-JICA project carried out water quality sampling and monitoring activities in the Olomega and El Jocotal lagoons, which serve to determine physical-chemical and biological parameters in bodies of water, such as the presence and quantities of mercury and fecal coliforms, among others. The samples for analysis were collected at different priority points in the lagoons, such as river mouths and streams, or areas close to human settlements.

This study required intense prior methodological preparation, and on October 17, project personnel and park rangers were trained in the use of specialized equipment and sample extraction methodology. Likewise, the necessary time was determined to make the trips to the selected sites, extract the samples, transport them and deliver them in the laboratory in San Salvador. From this training and the information collected, a protocol was established for the measurement and collection of samples on site. The monitoring of water quality in the Olomega and El Jocotal lagoons will be carried out every two months. Additionally, water samples will be taken for laboratory analysis twice a year, at the end of the rainy season (October) at the end of the dry season (April).

Continuous monitoring of lagoon water quality is crucial to determine the health of wetlands, and to plan what type of interventions are necessary to restore and conserve the various species.

Publication of the document of the process for the establishment of local committees of Ramsar wetlands El Salvador (11/11/2017)

Recently, the document "Participatory process for the establishment of local committees of El Salvador Ramsar wetlands" was published, which was produced by the Ministry of Environment and Natural Resources of El Salvador (MARN) with the support of the Japanese Cooperation Agency International (JICA). The document details the experience of the project in the formation of the local committees of the Laguna Olomega and Laguna El Jocotal wetlands, and was created with the intention of sharing the process and the lessons learned with other entities and actors working in the management of wetlands, as well as raise awareness about the work that these committees will do.



Japan trains eight people from the Ministry of Environment and Natural Resources in wetland conservation (07/31/2017)

As part of the project "Integrated management of wetlands in the Olomega and El Jocotal lagoons" under implementation by JICA-MARN, training was held in Japan on wetland conservation for government officials in El Salvador. The training was held from July 31 to August 10, 2017.

The course was very useful for Salvadoran technicians, as they learned the experiences of universities, NGOs and government institutions and expanded their knowledge on issues such as work on wetlands, risk reduction in extreme events, increased productivity and conservation of species. and birds that were in danger of local extinction.

Activities with the Local Committees of Olomega and El Jocotal. (20/09/2017)

At the end of September, meetings were held with the Local Ramsar Committees of El Jocotal and Olomega, where they presented the progress of the pilot projects that MARN-JICA will implement in the area as part of the Project for the Integrated Management of Wetlands in the Lagoons of Olomega and El Jocotal. One of the objectives of this meeting was to obtain comments and recommendations from the Local Committees, which will be incorporated into the planning of the pilot projects.

The implementation of pilot projects, so called because they are expected to serve as a model to implement similar actions in other areas of the country, will include environmental education activities, restoration of wetlands through the extraction of invasive species, the establishment of model farms in which they will implement agroforestry and silvopastoral activities, and the promotion of Good Agricultural Practices in the production of sugarcane, among others.

Update of Ramsar Information Sheets for Olomega and El Jocotal (6/10/2017)

Recently, the MARN-JICA Project completed a process to update the Ramsar Information Sheets (RIS) of the Laguna Olomega and ANP Laguna El Jocotal wetlands. The RIS describes in detail a Ramsar site and provides essential data on each Wetland of International Importance, such as its geographical limits, the present biological diversity, and the eco-systemic services provided by the wetland, among others. The file establishes a baseline to measure changes in the ecological character of the wetland, as well as provides essential information for designing management programs and sustainable use of wetland resources.

As a signatory of the Ramsar Convention, El Salvador is committed to the production of files of all designated sites of international importance under the Convention. These cards must be submitted to the Ramsar Secretariat at the time of the nomination of a site to the List of Wetlands of International Importance, and updated every six years or whenever there are significant ecological changes in the wetland.

With the recent update of the RIS of the Olomega and El Jocotal Ramsar sites, the MARN-JICA project developed a methodology that will allow standardization of the creation and updating of the sheets in other Ramsar wetlands in the country with the same technical level. In this way, the process clarified and streamlined the process that MARN used to update the files, since from now on the use of the methodology created with JICA's support will be adopted by the Ministry.

Inventory on flora and fauna in the El Jocotal, San Juan and Olomega lagoons Ramsar Sites (1/7/2017)

As part of the MARN-JICA wetlands project, the inventory of flora and fauna in the El Jocotal, San Juan and Olomega lagoons Ramsar Sites was carried out during the months of February to May 2017. The collection of information focused on the following groups: flora, macro-invertebrates, fish, amphibians, reptiles, birds and mammals in each lagoon.

As a result of the review and compilation of bibliographic sources, a database containing 882 species records and 91 bibliographic references was generated for the biological groups of interest, of which (62.6%) correspond to the group of birds, followed by the aquatic flora group (7.7%), in the two Ramsar sites.

In the El Jocotal lagoon, 519 species are recorded, 155 species represent the flora (30%), with the group of birds with 254 species (49%) being the most representative of the fauna group, while in the Olomega Lagoon there is a registry of 318 species, 100 of which are flora (31.4%), 127 species area birds (40%), which are the most representative of the fauna group.

Local committees of Olomega and El Jocotal wetlands are sworn in (27/3/2017)

Developing a comprehensive management of the Olomega and El Jocotal wetlands is the main objective of the local committees sworn in on March 27, 2017 by the Minister of the Environment and Natural Resources (MARN), Lina Pohl. Each of these committees is composed of representatives of the municipal government, social leaders and the private sector, who will meet regularly to discuss the problems related to the management of wetlands, such as the integral management of solid waste and wastewater, the management of wild life, environmental education, and environmental governance, among others. In addition, they will seek to propose solutions and alternatives to facilitate the sustainable development of wetlands with the participation of local governments, communities and other entities.

Giving special attention to wetland ecosystems of international importance, also known as Ramsar sites, is a priority for MARN, which has the support of the Japan International Cooperation Agency (JICA) for their sustainable management.

This newsletter is produced by the MARN-JICA Project. More information available at:

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Newsletter

Newsletter 3
October 2018

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

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Pilot 3. Activities.....p.3
Pilot 4. Activities.....p.4

Basic Information of the Project

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5 years (March 2016 – April 2021)

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Japan International Cooperation Agency – JICA

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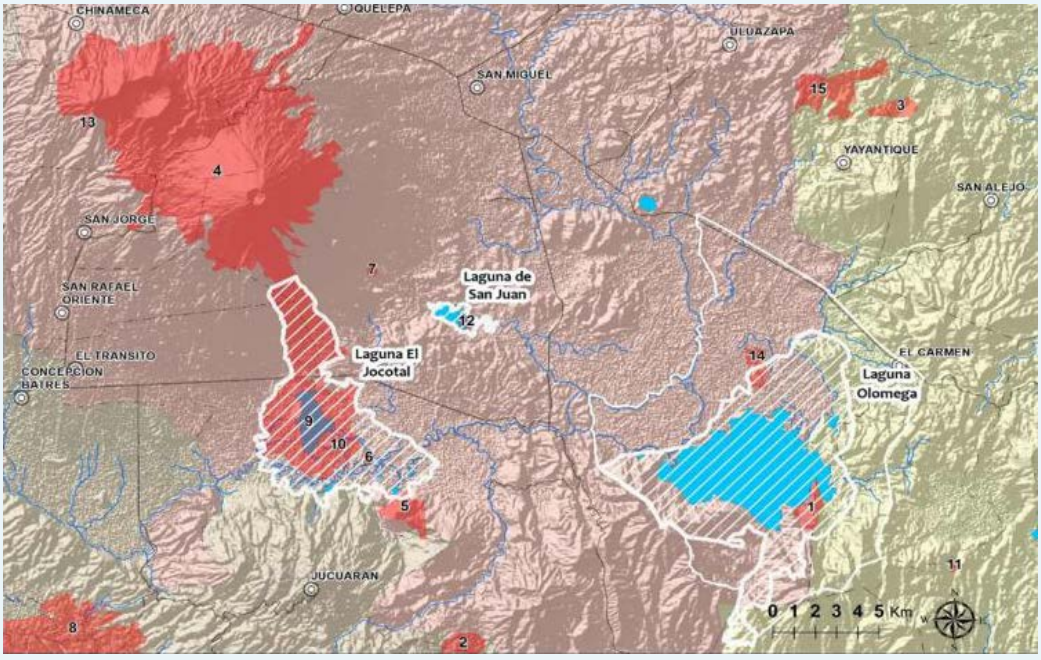

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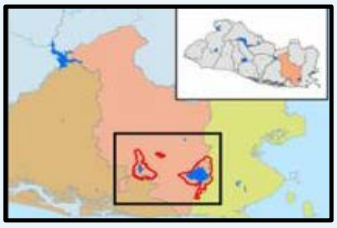

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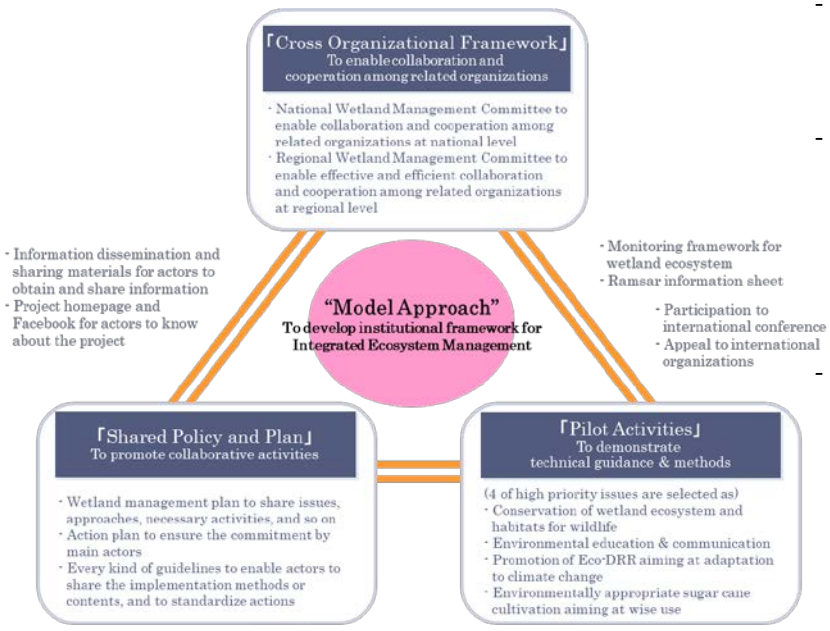
Project Framework and the Pilot Activities



Project Framework and Three Pillars

- The left figure shows the framework of the project to achieve the project objectives: to develop institutional framework for Integrated Ecosystem Management as a "model approach."
- The "model approach" is composed of three pillars namely; "Cross Organizational Framework" to enable collaboration and cooperation among related organizations, "Shared Policy and Plan" to promote collaborative activities, and "Pilot Activities" to demonstrate technical guidance & methods.
- **The project implements four pilot activities: 1. Invasive Exotic Species Control and Water Quality Monitoring, 2. Environmental Education and Biodiversity Monitoring, 3. Ecosystem-based Disaster Risk Reduction (Eco-DRR) and Climate Change Adaptation, and 4. Good Agricultural Practices (GAP) in Sugarcane Cultivation.**
- **In this Newsletter, "Pilot Activities" are highlighted as shown below.**

Pilot 1. Invasive Exotic Species Control and Water Quality Monitoring

1.1 Invasive Exotic Species Control

Several investigation small-scale trial was were carried out in order to evaluate the usage of the invasive exotic plants biomass for the production of electricity by sugarcane mill equipment. First, an ashes characterization analysis was implemented to the plants in order to verify its main components and whether the components would represent a risk of damage the facilities to the sugarcane mill equipment (boilers). Second, a calorific value analysis was carried out, and it was figured out that the plants are very similar to sugar cane leaves in terms of energy production. In this activity, different actors from MARN, local community, municipality and private company participated in the process. The plants extraction from the lagoon was performed by a voluntary group of fishermen. After a 3 days drying process, the material was transported to the sugar cane mill for cogeneration., and it was not possible to measure the electricity production in the boilers due to the limited amount of biomass extracted available from the site. The amount of material was only 0.6 ton, however, this trial was helpful for the evaluation of logistics and transportation costs in order to develop a bigger scale trial in the future.

Extraction of invasive exotic plants by local fishermen (El Jocotal Lagoon)

Water quality monitoring activity (El Jocotal lagoon)

1.2 Water Quality Monitoring Manual

A water quality monitoring manual has been created as a guide to proper monitoring of wetlands in El Salvador. Using equipment donated by the project, a water quality monitoring methodology was developed in Olomega and El Jocotal lagoons. Parameters included in this monitoring are: water temperature, pH, conductivity, salinity, transparency, dissolved oxygen, chlorophyll, and turbidity. This monitoring is being carried out every two months. For other parameters such as fecal coliforms, phosphates, nitrates, nitrites, carbonate, bicarbonate, chemical oxygen demand, nitrogen, and mercury, water samples has been taking every 6 months and sent to a private laboratory. This monitoring scheme can be replicated as needed at the rest of the Ramsar sites in the country.

Pilot 2. Environmental Education and Biodiversity Monitoring

2.1 Development of Environmental Education Facilities (Ramsar Wetland Education Center and Platform)

Ramsar Wetland Education Center and Observation Platform were inaugurated in June of 2018 as part of El Jocotal Environmental Education Complex (EEEC). Ramsar Wetland Education Center will be a strategic place for the participation of citizens who are interested in preserving the environment within the wetlands. The objective of these facilities is to establish a place dedicated to guide, inform, educate and promote environmental awareness. Visitors and local inhabitants can learn the value of the natural spaces, and protection and conservation actions.

Inauguration of observation platform

Wetland education center tour

2.2 Environmental Education

The activities at Wetland Education Center are aimed towards general population, paying special attention to visits of the local student body. In order to strengthen the current environmental education curricula, project team is working with the Ministry of Education (MINED). In the future, it is planned to implement Environmental Education to the students from nearby schools of El Jocotal lagoon. In addition, workshops will be carried out toward school teachers in order to improve their ability to teach proper conservation actions of the wetland.

2.3 Biodiversity Monitoring System

As a complement of the environmental education component, a biodiversity monitoring manual for each lagoon was developed. Species included in this manual are: birds, fish, and mollusks. The monitoring methodology will be taught to the park rangers of the Ministry of Environment and Natural Resources (MARN), whom will be carrying out the activities in Olomega and El Jocotal lagoons. These monitoring activities will be carried out every six months of the calendar year. Conclusive information will be stored at MARN's data base and a part of it may be used for environmental education purposes. used in environmental education activities in order to determine proper course of action for future activities in the wetland.

Determination of biodiversity monitoring sites at El Jocotal lagoon.

Pilot 3. Ecosystem-based Disaster Risk Reduction (Eco-DRR) and Climate Change Adaptation

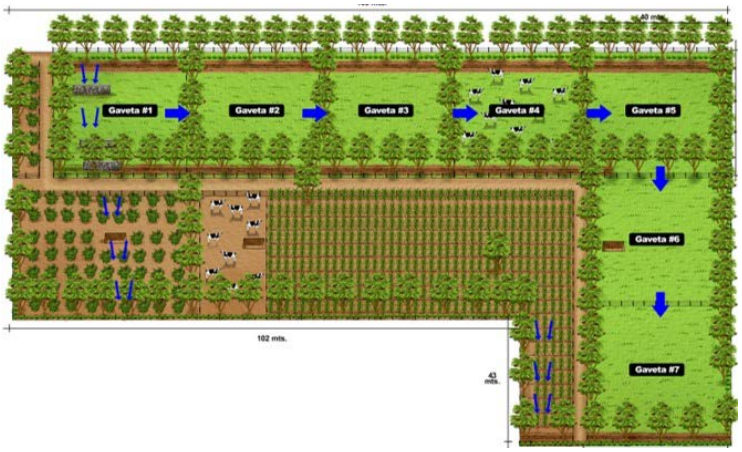
Work at canton La Estrechura; one of the Agroforestry Pilot Plot

3.1 Microzoning (Land Use) Plan

As part of the Ramsar convention requests, The Ramsar Convention Resolution VII.18 "Guidelines for Integrating Wetland Conservation and Wise Use in River Basin" emphasizes the importance of managing water basin which affect target wetlands. For conservation of wetland ecosystems of Olomega and Jocotal lakes, it is necessary to control the land use not only in areas surrounding the wetlands but also in entire connected areas as a water basin. Ecological and land use potential zoning maps of both wetlands Olomega and El Jocotal wetlands were developed . By using both these two maps, a wetland management zoning map was created. Based on this final map, a series of guidelines were elaborated to promote the conservation and wise use of wetlands. Moreover, microzoning of each pilot plot was developed implemented in order to find establish a balance between agricultural and environmental conservation activities.

3.2 Sustainable Agroforestry / Silvopasture Systems

Traditional agricultural practices are predominant around Olomega and El Jocotal lagoons. The main impacts of those practices are: erosion, water and soil contamination, and over exploitation of natural resources. In order to address these issues, model plots has been developed designed and established, working with small basic grains farmers and cattle producers. Both systems include soil and water conservation works such as infiltration ditches, dykes, and infiltration pits. Agroforestry systems have been established with a combination of fruit/forest trees and basic grains while silvopasture system is with a combination combine forest trees, forage, and grass.



Silvopasture System Model Farm in Olomega

Restored areas in Las Moritas NPA

3.3 National Protected Areas Management

In order to restore a Natural Protected Area (NPA) located in the buffer zone of El Jocotal Lagoon, the project carried out a flora inventory of Las Moritas NPA in the department of San Miguel. In reference to the inventory, a reforestation model has been implemented in 6.6 ha by using 2 different techniques in 2 different spacial arrangements of trees (6m x 3m and 12m x 12m). In addition, a water reservoir was built for irrigation and fire control purposes. Moreover, fire brakes and fire-resistant barriers with fire resistant trees such as *Tecoma stans* (San Andres), and *Bromelia pinguin* (Piñuela) were installed around the rehabilitated area since this area is very prone to forest fires.

Pilot 4. Good Agricultural Practices (GAP) in Sugarcane Cultivation

4.1 Promotion of Good Agricultural Practices (GAP) of sugarcane producers focused on wetlands conservation

Sugarcane is one of the main crops cultivated around Olomega and El Jocotal Lagoons. The project worked with FUNDAZUCAR (Sugarcane Foundation) by delivering a 35 hours Good Agricultural Practices (GAP) workshop. In the workshop, Ramsar and wetland concepts were shared with producers in order to raise awareness about the conservation of wetland ecosystems. In the future, a monitoring program called “GAP in Action” will be held in order to follow up the implementation of these practices with the same training group. This monitoring will be focused on the implementation of GAP that are easy to be adopted by the producer (low or zero investment) and at the same time, have a positive impact on the environment, specially, on the protection of wetlands.

Graduation ceremony of GAP Training Course

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Newsletter

Newsletter 4
April 2019
(October 2018 – March 2019)

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

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Good Agricultural Practices (GAP) in Action Program.....p.3
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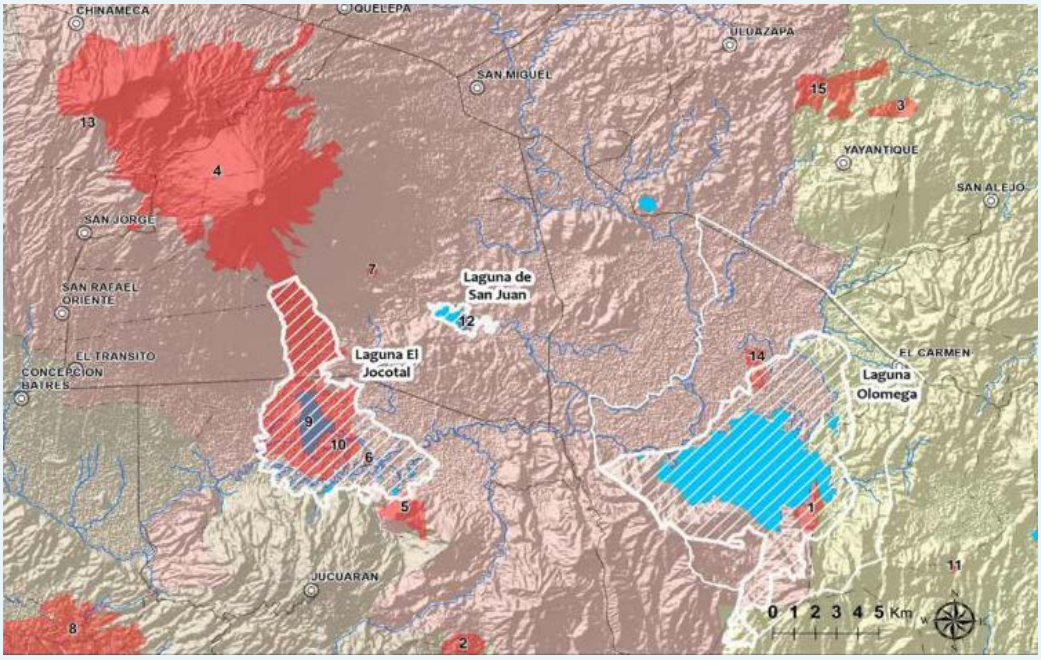

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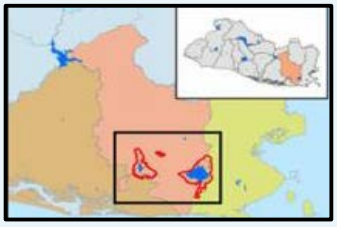

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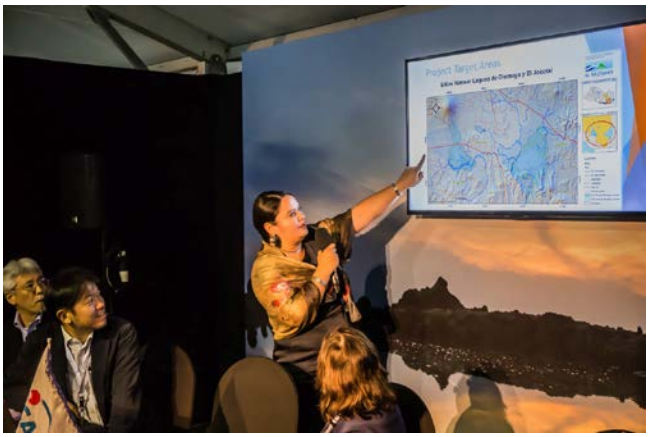
Attending the COP13 of the Ramsar Convention on Wetlands

In the framework of the Ramsar Convention on Wetlands, the 13th Meeting of the Conference of the Contracting Parties was held in Dubai from October 21st to 29th, 2018. The theme of COP 13 was "Wetlands for a Sustainable Urban Future".

In the conference, the progress of the conservation and the wise use of wetlands was evaluated, and the future plan of the Contracting Parties and the Ramsar Secretariat for the next triennium was discussed.

During the schedule, JICA (Japan International Cooperation Agency) hold a side event to present the JICA projects which are carrying out activities related to the Ramsar Convention on Wetlands. There was participation on the side event by our project team members Koji Asano, Project Manager and Georgina Mariona, Ramsar Focal Point in the Ministry of Environment and Natural Resources of El Salvador, who presented the progress of the project.



Presenting about the project at a side event of COP13
(Dubai, United Arab Emirates)

Private Company Supports Patrolling and Plantation Maintenance of Las Moritas NPA

Plantation maintenance by a community member
(Las Moritas NPA, San Miguel)

Las Moritas Natural Protected Area (NPA) has suffered forest fires every year, sometimes affecting the 144 hectares that compose the site. The MARN-JICA project restored 6.6 hectares in June 2018, where Embotelladora Electropura S.A. (Agua Las Perlitas) participated and supported with the fencing of the area.

From February 2019, Las Perlitas hired community members of Gualuca, El Brazo canton, San Miguel to support the park rangers from El Jocotal with the patrolling carried out in Las Moritas. Part of the work Gualuca community members are doing is supporting this activity and keeping a close communication with park rangers to inform about any fire in order to take actions on time. By the middle of March 2019, there was only one fire reported nearby the area and it was controlled, compared to 2018, where by that month the NPA was already totally burnt. The MARN-JICA project also did forest fires sensitization campaigns with 7 neighboring communities of the NPA, including Gualuca, which have had a positive impact raising awareness about the importance of the site conservation. The personnel of Gualuca also carry out activities of maintenance such as irrigation of trees and weed control of the restored area.

This public-private collaboration is an example of how efforts can be joined in order to recuperate and conserve Natural Protected Areas in El Salvador as part of the landscape restoration.

MARN Published the CEPA Annual Action Plan 2019 for El Salvador Wetlands

The communication, education, participation and awareness (CEPA) programme of the Ramsar Convention was adopted at COP7 in 1999 in San José, Costa Rica through Resolution VII.9. According to the Ramsar Convention Secretariat, the programme aims to "increase the knowledge and understanding of wetlands values and benefits and so develop action towards the conservation and sustainable management of wetlands resources". The annexed of the program has a list of recommended contents to be used in the development of a CEPA National Plan for wetlands.

In 2018, the MARN-JICA project supported the elaboration of the National CEPA Plan for El Salvador, which was published in October and aims to contribute with the protection of El Salvador wetlands to increase the knowledge about the value these ecosystems have for people and biodiversity. The plan also includes a 5-year action plan for the implementation. Moreover, the CEPA Annual Action Plan for 2019 has been already reviewed by the two national coordinators of CEPA in El Salvador (government and non-government).

Talking about the CEPA Annual Action Plan
(Las Moritas NPA, San Miguel)

Launching of "Good Agricultural Practices (GAP) in Action" Program

In 2018, the MARN-JICA project supported Fundación del Azúcar (Fundazucar) with a 7-day workshop about the Manual of Good Agricultural Practices of sugarcane in El Salvador. The project was in charge to carry out the capacity building related with wetlands and how the implementation of GAP may contribute with the conservation of these ecosystems.

After the capacity building phase with 70 participants, the project developed the "GAP in Action" Program, which aims to promote the implementation of GAP and create a monitoring model of these practices that can be applied in the sugarcane sector at a national level and therefore, reaching other wetlands, including Ramsar sites. The main characteristic of the program is to scale up from theory to practice and it consists in the implementation of 55 GAP related with wetlands conservation in 87 farms administrated by 40 participants of the first phase. Five out of the 55 GAP will have a field course or practice: 1) Construction of a biological bed, 2) Pests monitoring, 3) Establishment of a riparian zone, 4) Calibration of agrochemical application equipment, and 5) Soil sampling.

Field course regarding the construction of biological bed (Miraflores Canton, San Miguel)

The program was launched in January 2019, and on March 7th the first field course regarding the construction of biological bed took place in Miraflores canton, San Miguel in the North of Olomega wetland.

Project's Drone Installation and Training

Utilizing the drone for the monitoring of the wetland (El Jocotal lagoon, San Miguel)

In September 2018, one drone (DJI Mavic 2 Zoom) was installed for the project. The main purpose of the installation is for the efficient monitoring of the invasive exotic species in the Olomega and El Jocotal lagoons. The drone is also expected to be used for various purposes such as the monitoring of the forest in Las Moritas ANP and the collection of the aerial photos and videos for public relation activities.

In December of the same year, project members from MARN-JICA participated in a workshop on how to properly handle the project's drone and what to do in case there is a crisis out on the field. In the first session, participants had the theoretical part of the workshop in which they received information on how to take care of the drone, its parts, and were shown videos on what to do in case there is a failure out in the field. In the second session, the practical portion of the workshop was performed outside. Here, project members learned how to fly the drone in an open area and learned about the functions of the drone during flight. With the proper supervision of Ernesto, project members took turns and each of them flew the drone for approximately 5 minutes each. This workshop is expected to help the utilization of the drone to be more efficient and sustainable.

Aerial photo took by the drone (Las Moritas NPA, San Miguel)

Workshop about the use of drone (MARN, San Salvador)

World Wetlands Day Tour to Pilot Projects Sites

On February 14th, 2019, technicians of the Ministry of Environment and Natural Resources (MARN) and the JICA expert team (JET) made a tour with local actors to present the progress of the four pilot projects (1. Invasive Exotic Species Control and Water Quality Monitoring, 2. Environmental Education and Biodiversity Monitoring, 3. Ecosystem-based Disaster Risk Reduction (Eco-DRR) and Climate Change Adaptation, 4. Good Agricultural Practices (GAP) in Sugarcane Cultivation) which the MARN-JICA team is implementing for the conservation and wise-use of the Olomega and El Jocotal wetlands.

In the event, Dr. Nagahama from JET, Japanese expert on environmental education and wetland management, mentioned that "At the beginning of the project, there were none of the infrastructures, local guides, or materials which can be used to explain the importance of wetlands of Olomega and El Jocotal to local communities in the area. Therefore, we made many field trips to the wetlands to analyze and identify the problems which can be addressed to the project. And finally, we achieved the necessary resources and good relationships with the local communities."

Additionally, Ms. Marcela, local consultant from JET, indicated that "The idea of the pilot projects is that these can be replicated by different institutions in the other five Ramsar wetlands of the country. And by this way, an integral management of these important ecosystems of wetlands can be achieved. At least seven municipalities located in the vicinity of the two Ramsar sites are receiving the ecosystem services provided by the Olomega and El Jocotal wetlands."

At last, Mr. Oscar, coordinator of the Commission of Institutional and Communal Relations of the Local Committee of the Olomega, said that "Thanks to the projects, we are able to teach people to live friendly with the environment. At the same time, we can contribute to make producers improve agricultural production systems. I am sure that what we are teaching is working well for them."

Visiting El Jocotal lagoon with participants
(El Jocotal, San Miguel)

Visiting reforestation area at Las Moritas NPA
(Las Moritas NPA, San Miguel)

Presentation about the World Wetland Day
(Chaparrastique Sugarcane Mill, San Miguel)

Watching green sugarcane harvest
(San Miguel, San Miguel)

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Newsletter

Newsletter 5
April 2020
(April 2019 – December 2019)

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

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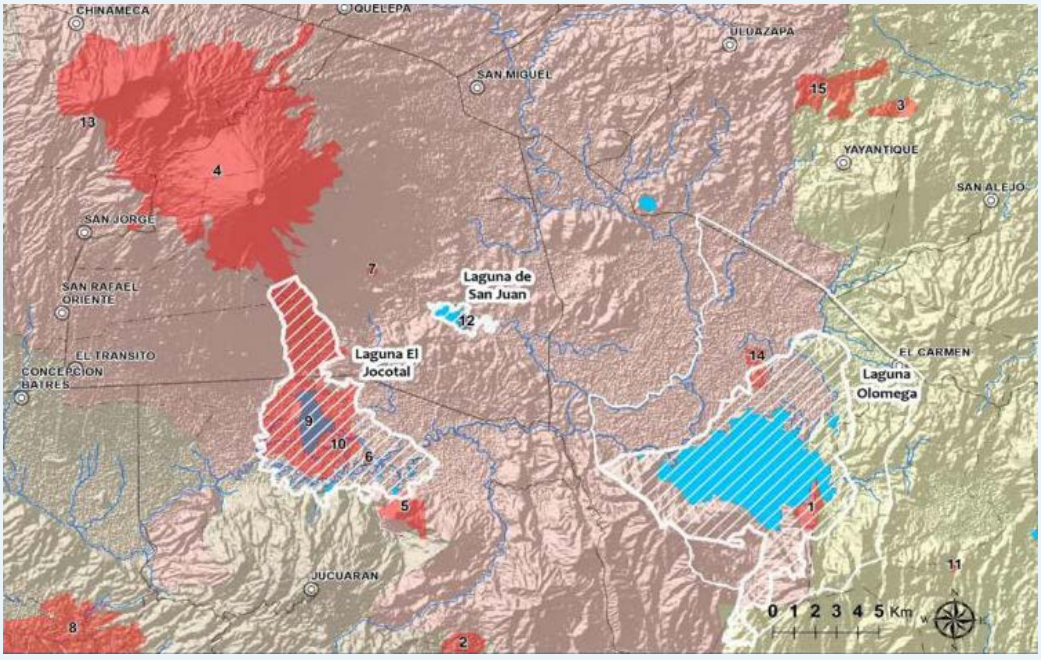

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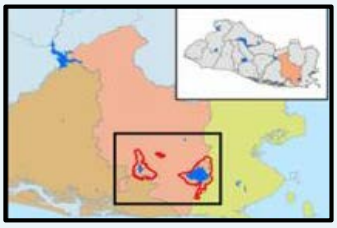

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Road Network
Municipality
Municipality Capital

Áreas Naturales Protegidas

No	Nombre	No	Nombre
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2	Buena Esperanza	10	Casamota y La Pezota
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6	El Paso Las Iguanas	14	San Antonio Silva
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8	Manglar Bahia de Jiquilisco		

General Assembly of Local Wetland Committees of Olomega and El Jocotal

The general assembly was held in April 10th, 2019 at Gobernación, San Miguel, as a compliance to the Articles 20 (Olomega) and 21 (El Jocotal) of their Internal Regime. The main purposes of the assembly were to present their achievements during 2018 and action plans for 2019, and to socialize the Wetland Management Plans for both Ramsar wetlands.

In the assembly, the Action Plan 2019 for each committee was approved through voting.

Discussion among Local Committee Members of Olomega

Action Plan 2019 is Approved by Local Committee Members of El Jocotal

At the final session of the assembly, the Wetland Management Plans of both lagoons were socialized with the committees by explaining the structure of the plans which contains the problem-analysis, objectives, and the action plans for a period of five years. Each participant received a copy of the Summary Matrix of the plan, a copy of the action plans and the respective implementation programs. In that time, Ms. Rosalba Alvarenga, from MARN, along with Ms. Mariona, explained how to comprehend the Summary Matrix.

Dice Games for Environmental Education

As part of the pilot project related to the environmental education, the project MARN-JICA developed two dice games which were finalized and socialized on June 18th, 2019.

One of the games is about migratory birds. Players could learn about migrations of four birds: American White Pelican (*Pelecanus erythrorhynchos*), Blue-winged Teal (*Anas discors*), Eurasian stone-curlew (*Burhinus oedicnemus*), and American wigeon (*Mareca americana*), which visit El Jocotal lagoon. The game is designed as a carpet so the players can step on it and experience the tour of migration of these birds. The game is located at the Ramsar Education Center El Jocotal and four people can play at a time.

Practice of the Migratory Bird Game

Park Rangers are Trained about the Dice Game for the Water Cycle

Another one is about the water cycle which intended to teach the water cycle and its characteristics in an interactive way. As shown in the picture, the game is designed in acrylic material on a round wooden table, and between four and six people can play at a time. It has a winding track made up of spaces along the board and players take turns to roll the dice and move their chip the number of spaces rolled. The player who reaches the goal first wins. Some of the spaces have questions and player who stopped at the spaces required to answer those. The leader of the game (a park ranger or community guide) has a game guide to moderate the game and make questions. Replicas of this game were given to the Environmental Education Unit of MARN.

World Migratory Bird Day Celebration

The World Migratory Bird Day is the date established by United Nations Environment Programme in order to raise awareness of the threat which migratory bird are facing, ecologically importance of migratory birds, and the necessity of the international cooperation for their conservation. Every second Saturday of May and October is settled as the day, and a lot of events are conducted at many places all over the world under a main topic which is designed for each year. The topic for 2019 was "Protect the birds: be the solution to plastic contamination."

On October 11th, the project organized the event for the world migratory bird day at El Jocotal lagoon. To the event, 78 people from different institutions such as El Borbollón community, University of El Salvador, Ramsar local committee of El Jocotal, etc participated.

Presentation about the Migratory Birds

In the event, the project emphasized the importance of the conservation of the wetland as refuge for migratory birds.

Sensitization Activities for the Protection of NPA Las Moritas

In May, 2019, the MARN-JICA project concluded sensitization activities for the protection of the NPA Las Moritas. There were two rounds of workshops held in the following communities: Gualuca 1, Gualuca 2, Casa Mota, El Herido, El Pital, San Carlos El Amate, San Juan Bosco, and Los Llanitos. Las Moritas was declared as Natural Protected Area (NPA) in 2017. However, the area has historically been affected by forest fires every year which delays the natural regeneration process and brings additional ecosystem issues such as the loss of fauna and flora, soil degradation, greenhouse gases emissions, and so on.

Discussing about the Natural Resources' Time Trend in Las Moritas

Monitoring of the Las Moritas by Drone

The project decided to develop the sensitization activities focused on the community members who play important roles in the protection of the site. In the part of the sensitization activities, they are able to identify the causes of forest fires, and spot the locations where historically the fire has started.

Environmental Education Workshops with MINED, MARN, and Local Guides

As part of Pilot Project 2, project MARN-JICA has worked with MINED and members of the community in order to include visits to the lagoon as part of the school activities of San Miguel curriculum. This activity will help students to learn the importance of Ramsar sites, raise awareness, and develop a connection with nature. The project has been preparing learning guides which intend to be used by teachers and students of San Miguel.

In the event, one of learning guides was carried out with teachers so they could learn how to develop the program with the students. In addition, some students from schools located nearby the lagoon, visited El Jocotal as a trial of the educational program. The main goal of the environmental education activities in the project is to lead all schools of San Miguel to visit the lagoon and learn about the importance of Ramsar sites and wetland ecosystem.

Environmental Education Workshop

Wetland Biodiversity and Water Quality Monitoring

One of the objectives of the MARN-JICA project is to comprehend the ecosystems of El Jocotal and Olomega lagoons, their flora and fauna composition. In 2017, the project started to monitor some prioritized species selected by MARN such as aquatic plants, freshwater clam, and five species of swamp birds. Afterwards, as part of Pilot Project 2, biodiversity monitoring activities were implemented with the participation of MARN park rangers so they could learn the processes and techniques for future application. The project developed two modalities of monitoring: biyearly and quinquennial. Ten monitoring sites were determined in El Jocotal and eight sites in Olomega

Scene of the Biodiversity Monitoring

Scene of the Water Quality Monitoring

Additionally, the project developed water quality monitoring plans in both lagoons. This is an essential tool for analyzing and evaluating the temporal and spatial tendencies of water quality. There are five monitoring sites in El Jocotal and seven sites in Olomega. The monitoring was conducted every two months and consisted of analyzing seven parameters which are: water temperature, pH (acidity or alkalinity), conductivity, salinity, transparency, dissolved oxygen, chlorophyll, and turbidity. Besides, every six months, water samples have taken for laboratory analysis. In that time, more parameters were analyzed to evaluate the water quality standards for irrigation, recreation, and water for domestic animals.

Agroforestry and Silvopasture Systems Pilot Plots Tour

The MARN-JICA project has been developing agroforestry and silvopasture systems in some pilot plots which are located in the buffer areas of the Olomega and El Jocotal lagoons as a model of sustainable agriculture for future replication. Buffer zones help to filter the water that ends up in the wetland, so their conservation is important to retain sediments that can contaminate the lagoons. However, many people who have plots in these buffer zones have limited access to the information about ecofriendly agriculture, and have issues of un-ecofriendly agricultural customs which lead to wetland ecosystem degradation. Sophisticated agroforestry and silvopasture systems will be good cases of the sustainable agriculture near the wetlands, and it can maintain ecosystem services of the buffer zones sustainably.

One of the Agroforestry Pilot Plots

Agroforestry and Silvopasture Systems Pilot Plots Tour

One of the Silvopasture Pilot Plots

This newsletter is produced by the MARN-JICA Project. More information available at:

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Proyecto humedales MARN-JICA
Olomega y El Jocotal

MINISTERIO DE MEDIO AMBIENTE Y RECURSOS NATURALES
GOBIERNO DE EL SALVADOR

Newsletter

Newsletter 6
July 2020
(January – June 2020)

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

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Basic Information of the Project

Duration:
5 years (March 2016 – April 2021)

Implementing Institutions:
Ministry of Environment and Natural Resources - MARN
Japan International Cooperation Agency – JICA

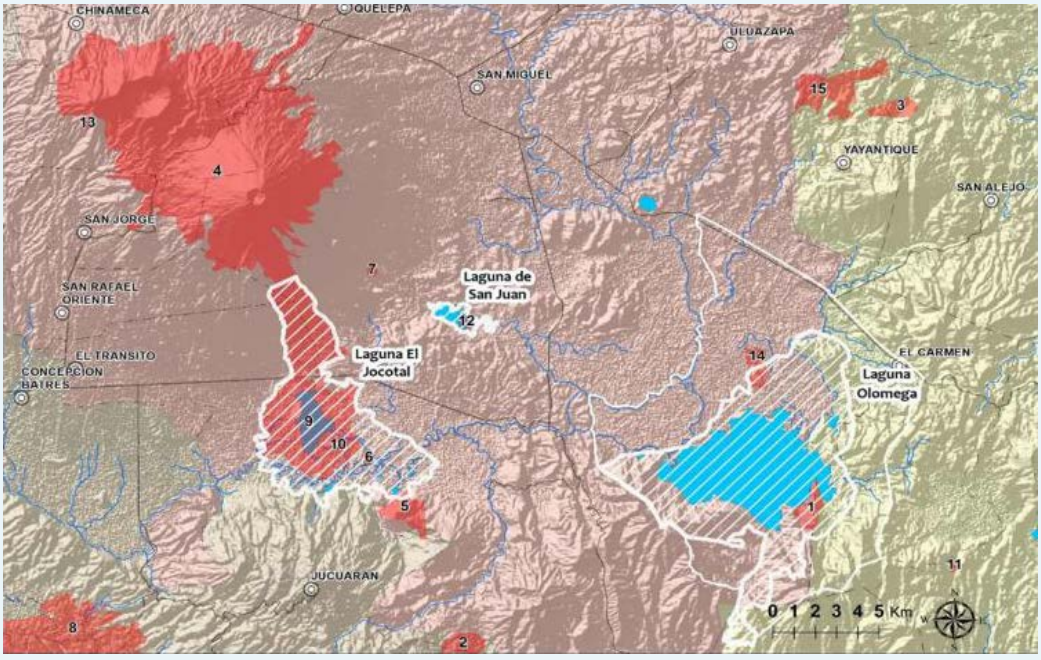
Target Area:
Wetlands in the lagoons of Olomega and El Jocotal, and surrounding areas.

Overall Goal:
The model approach developed based on experiences at Olomega and El Jocotal Lagoons is actually applied in practice in El Salvador.

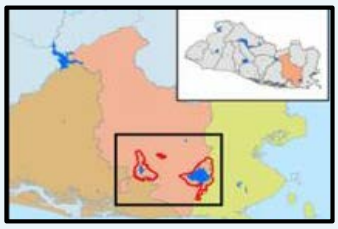
Objective:
An institutional framework to ensure integrated management of Olomega and El Jocotal Lagoons is developed, as a model approach, to promote conservation and wise use of wetlands in El Salvador.

Expected Results

1. An institutionally cross-cutting wetland management mechanism with the Wetland Unit of MARN as the central coordination body is strengthened.
2. Wetland Management Plans including zoning with the local communities around Olomega and El Jocotal Lagoons are developed.
3. Pilot activities based on the characteristics of Olomega and El Jocotal Lagoons are implemented as partial implementation of the management plans.
4. Networking is enhanced with stakeholders concerning other wetlands in and outside of El Salvador through dissemination of knowledge and experience gained in the Project.



Target Area of the Project



Ramsar Site
Buffer Zone of the Ramsar Site
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Participation in the Inauguration of the "Wetlands Month"

February 2nd is the World Wetlands Day and the Ministry of Environment and Natural Resources (MARN) decided to celebrate February as the "Wetlands Month" in which various activities would be carried out in different dates of February at the Ramsar wetlands of the El Salvador.

The inauguration of the wetlands month was held on February 5th, 2020, at CIFCO and the project MARN-JICA had the opportunity to participate as an invitation from MARN and the GEF Wetlands Project.

For this inauguration, Ms. Marcela from JICA experts team presented the inputs, results, and progress of the project activities such as the restoration of NPA Las Moritas, Environmental Education, development of agroforestry and silvopasture plots, and so on. All of these activities are carried out in or around the lagoons of Olomega and El Jocotal, and aimed to contribute to the conservation of wetlands.

MARN-JICA Project Team Presents the Inputs and Results of the Project

Importance of Birds in Forest Restoration - Sensitization Activity

The MARN-JICA project carried out sensitization activities with communities surrounding the Natural Protected Area (NPA) Las Moritas from the dry season of 2018. Before the beginning of the activities, this area has forest fires every year during the dry seasons due to hunting, agriculture, and so on.

From December, 2019 to February, 2020, four trainings were carried out in 7 communities. In this time, activities focused on the ecological importance of birds in forest restoration and maintenance of ecosystem services, in order to promote conservation actions of the NPA and local wildlife.

The first activity was to make a diagnosis of the pre-knowledge of the participants on the subject. This was developed through guiding questions to be answered either in work teams or individually with questions addressed to the whole group.

MARN-JICA Project Team Conducting a Session about the Importance of Birds in Forest Restoration

Second activity was educational games and videos to learn the importance of the birds for forest restoration, and also the importance of the NPA for the birds. Also, 2 games, "Bird Myths and Facts" and "Tell me what beak you have and I'll tell you what you eat" were played. At the first game, around 10 statements related to birds were made to the public so that they could answer based on their experience and knowledge, whether it was a myth or fact, truth or lie. At the second game, didactic materials were used such as printed photographs of birds and food. Participants had to find out the food for each birds judging from the type of beak. In the video session, video named "Why conserve the biodiversity?" were projected to teach the participants about the importance of conserving biodiversity, with an emphasis on seed dispersers and their relationship to plant survival and forest maintenance in general.

Observing the Birds and Their Habitats in the Surroundings of the Community.

Third activity was the discussion about the factors that affect bird diversity mainly the consequences of the fires towards the elements of nature, the loss of habitat and the ecosystem services. Final activity was bingo game in which participant requested to walk around the community to find out the birds or their habitat to fill out the bingo sheet.

After the all activities, participants received snacks which is donated by Avícola Campestre under the agreement that this company has with MARN., During this time they could frankly talk about their opinion about the NPA or their experiences about the birds.

Training to Güija Park Rangers on Water Quality and Wetland Bird Monitoring

In discussion with the MARN, it was decided to carried out the training of the water quality and wetland bird monitoring in February, 2020, at the Güija lake, located in Santa Ana since one of the objectives of the project is to seek for the replication of activities and works of the project in other Ramsar wetlands besides El Jocotal and Olomega. Ms. Leticia Andino from the project team carried out the water quality monitoring and provided training to park rangers from MARN, so they will be able to conduct the monitoring themselves by measuring different water quality parameters and report them appropriately. This will help determine the kinds of uses that people can enjoy such as irrigation, fishing, recreation, and water for domestic animals.

MARN-JICA Project Team Carried out a Water Quality Monitoring in Güija.

MARN-JICA Project Team Gave a Training to MARN Park Rangers at MARN Güija Office for Wetland Bird Monitoring

In addition, Ms. Alicia Díaz from the project team provided training of the wetland bird monitoring in the wetland on March 3rd, 2020. This is important to understand the ecosystem of the lake and know the conditions of it to create a better management plan of the wetland. One of the trainings conduced by Ms. Alicia was about the monitoring of wetland birds which are species that can indicate the condition of the wetland. The species to monitor are defined by MARN depending on the studies they want to conduct, usually the biodiversity monitoring includes fresh water clams, wetland birds, and fishes.

Publication and Presentation of the Wetland Management Plans

In February 2020, MARN-JICA Wetland Team assisted to officialize Wetland Management Plans for Olomega and El Jocotal lagoons. These plans were elaborated based on the guidelines from environmental legislation of El Salvador and the instructions given by the Ramsar Convention Secretariat. Inside of the plans, there are discussions about the current situation, communities, laws, microzoning plans, and so on. All of those information are important for the sustainable management of the Ramsar wetlands.

Both plans were presented during the celebration of the wetlands month. About the Wetland Management Plan of Olomega lagoon, it was by Mr. Daniel from MARN-JICA Project Team at the City Hall of El Carmen municipality, where the mayor obtained an official copy of the Plan.

Dr. Ebato from JET Hands Off the WMP of El Jocotal Lagoon to Mr. José from Jucuarán Municipality.

Mr. Asano and Ms. Georgina from MARN-JICA Project Team Hand Off the WMP of Olomega Lagoon to the Mayor of El Carmen Municipality.

It was also presented the information about Official Gazette, which can be referred to Official Gazette N° 22, Vol. 426. About the Wetland Management Plan of El Jocotal lagoon, it was also presented by MARN-JICA Project Team at the platform by El Jocotal lagoon, where different stake holders such as Mr. José Santana from Jucuarán City Hall obtained an official copy of it. The publication on the Official Gazette can be referred to Official Gazette N° 34, Vol. 426.

Growth Monitoring and Liquid Fertilizers Test at Agroforestry Plots

As one of the pilot activities related to agroforestry and silvopasture, the MARN-JICA team has been implementing the tree and pasture growth monitoring by using drone aerial photos, and also by visual evaluation of the tree condition from October, 2019, to June, 2020. In the case of silvopasture, it is possible to monitor the growth of planted plants by checking the aerial photos since grasses for silvopasture has been growing up more likely in a horizontal direction. On the other hand, in the case of agroforestry, it is difficult to monitor the growth of planted trees only from aerial photos since trees for agroforestry are more likely to grow in a vertical direction. Therefore, in addition to drone monitoring, the conditions of the plants including the height of the trees were decided to be recorded on the plots.

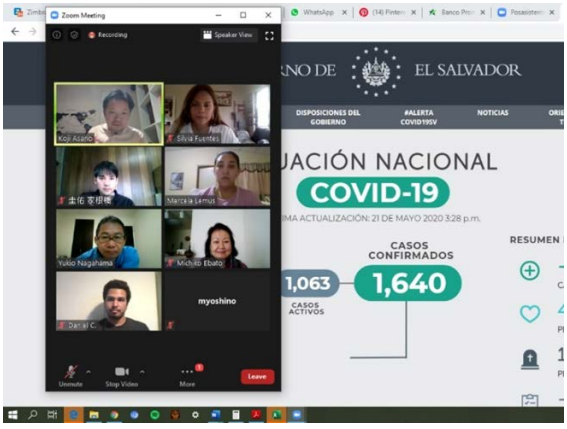
Numbering of All Mango Trees for the Regular Monitoring

Application of the Liquid Fertilizers to the Mango Trees

At the same time, the MARN-JICA team has decided to assess the effect of the liquid fertilizers on mango trees which are the most important trees for the agroforetry pilot plots. By June, 2020, all the activities related to the monitoring of the heights of trees and the application of the liquid fertilizers were done. After the analysis of the results, it is expected to produce reliable scientific evidences which may provide useful information for the improvement of the agroforestry system in the future.

Telework of the MARN-JICA Project Team during the COVID-19 Pandemic

In March 2020, the COVID-19 virus was declared a pandemic by the World Health Organization (WHO), and most of the countries took actions to protect their citizens. Due to the guidelines established by Japan and El Salvador's governments, including quarantine periods, all of the field works were suspended, and Japanese experts were not able to come to El Salvador for their missions. However, the project keeps working by introducing the remote work system, online meeting system, and so on. In more detail, the project developed a work items list during the COVID-19 situation, and the system to check and proceed each work item. And more, the team has settled the regular meeting via Zoom once a week so everyone could discuss the progresses, situations, issues, or new ideas.



Web Meeting of MARN-JICA Project Team

Besides completing work items by remote work, the project continued to work with OIKOS regarding the maintenance of the agroforestry and silvopasture plots in San Miguel. OIKOS and beneficiaries keep working at the plots since they could take sanitization measures and social distance carefully in their plots.

Thanks to their contribution, there are continuous care such as fertilization, pruning, and cleaning at each plot. Normal activities would be re-taken once El Salvador's government allows it which is expected to occur in August, 2020 so far.

This newsletter is produced by the MARN-JICA Project. More information available at:

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Newsletter

Newsletter 7
August 2020
(Project News Related to Las Moritas NPA)

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

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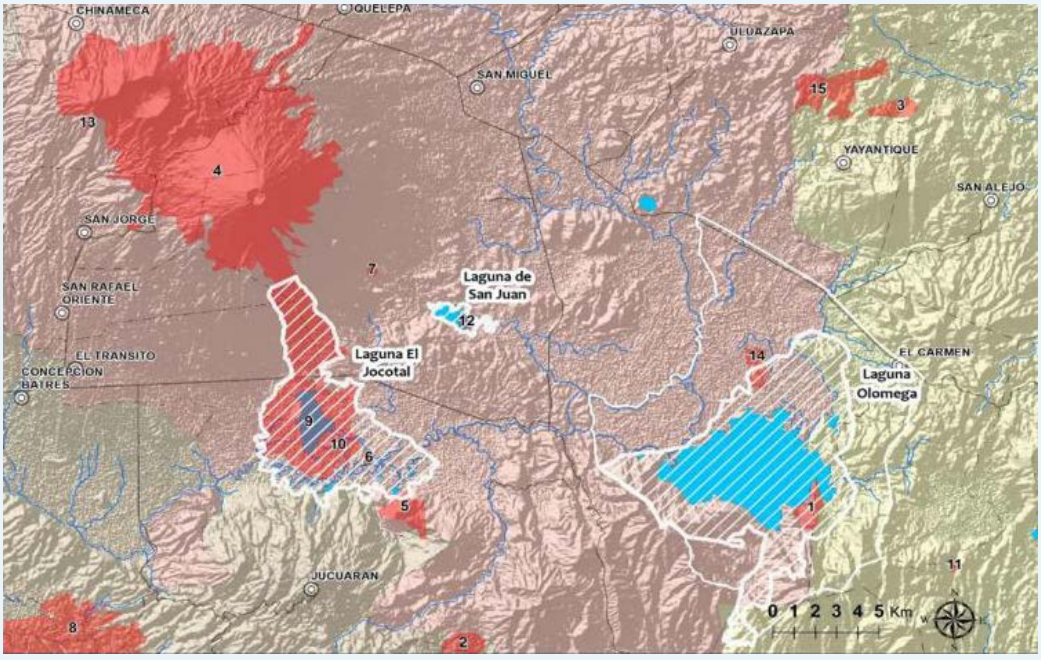
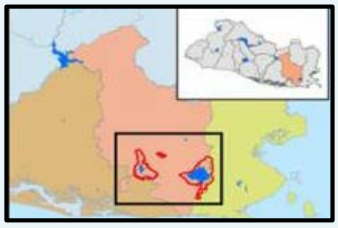


Target Area of the Project



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Buffer Zone of the Ramsar Site
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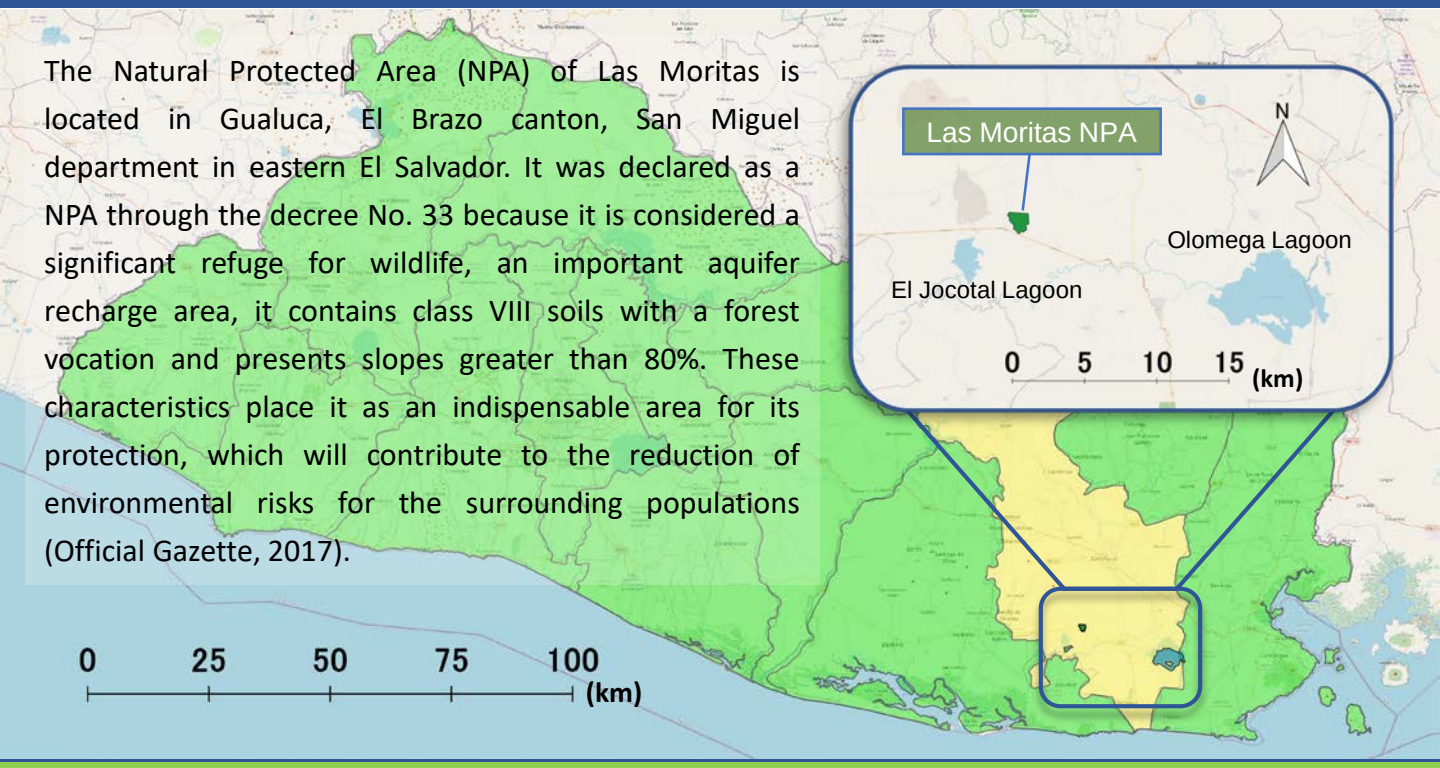
Location of Las Moritas Natural Protected Area

The Natural Protected Area (NPA) of Las Moritas is located in Gualuca, El Brazo canton, San Miguel department in eastern El Salvador. It was declared as a NPA through the decree No. 33 because it is considered a significant refuge for wildlife, an important aquifer recharge area, it contains class VIII soils with a forest vocation and presents slopes greater than 80%. These characteristics place it as an indispensable area for its protection, which will contribute to the reduction of environmental risks for the surrounding populations (Official Gazette, 2017).



Las Moritas NPA: Its Relevance and History with Forest Fires

Las Moritas was declared as a Natural Protected Area (NPA) on October, 2017. Its natural value allowed it to be part of the areas that have representativeness of ecosystems, biodiversity and provision of environmental services in the country. Las Moritas constitutes a refuge for the wildlife in the area, it is an important site for water recharge, and its protection contributes to decrease environmental risks of nearby populations.

Unfortunately, and besides its relevance as a protected area, Las Moritas has historically suffered damages from forest fires. Every year, the total 144 hectares of the NPA are burned due to different fires caused by garrobos hunting, honey extraction, burning of fields for crops, burning of trash, among others.

Las Moritas NPA after the Forest Fire

After the fire, the secondary forest in this NPA regrow in the rainy season. However, the fire causes loss of other trees generations and fauna, it burns the organic matter present in the soil which is also lost through the ashes carried by the runoff, and decreases the capacity of the area to infiltrate water, putting in danger neighboring communities that are prune to floods during storms.

Restoration of the Pilot Area in Las Moritas

One of the activities carried out under pilot project #3 "Ecological Disaster Risk Reduction (Eco-DRR) to address climate change adaptation" was the rehabilitation of the Las Moritas Natural Protected Area from June, 2018 to Feb, 2020. First, a flora inventory was carried out by a botanist at the site in order to identify native species in the area, which were listed in an ecological restoration plan. Within this plan the following rehabilitation techniques are described: fencing, reforestation, Assisted Natural Regeneration activities such as weeding, and use of fire breaks.

The pilot area is equivalent to 6.6 hectares (ha). From this, 3.9 ha were restored with ANR techniques and 2.7 ha with reforestation activities.

Reforestation and Assisted Natural Regeneration (ANR) Techniques Applied Area

In the whole pilot area was planted the pyro-resistant barrier using piñuela (*Bromelia plumieri*) and San Andrés (*Tecoma stans*) species and also the total area was protected with a fire break, which is an area of 6 meters of width in the perimeter that is cleaned from weeds, dry leaves and roots and other materials that can spread the fire. Moreover, it was built a water reservoir in order to harvest rainwater with irrigation and forest fire control purposes and were installed six signboards: two of them for the identification of Las Moritas as a NPA, two with environmental education messages and two with regulations to prohibit hunting, waste dumping and bonfire ignitions.

Beginning of New Phase: Private Company's Power in the NPA Protection

During the implementation of the pilot activity at Las Moritas NPA, the community participation in all restoration activities was key. Personnel was hired from Gualuca canton, one of the neighboring communities of the area, to carry out the reforestation and other works. Moreover, the project invited the private sector to participate in the protection of this important site. Embotelladora Electropura, S.A. de C.V. contributed with different activities, including the support with permanent personnel at the site for the surveillance of the area. Also, Grupo Campestre contributed filling in the water reservoir during the dry season when the water harvested ran out.

MARN-Campestre Agreement

Participants of the Sensitization Activity

Grupo Campestre was interested to replicate the restoration model developed by the project in 10 more hectares of Las Moritas in a period of 5 years. The Ministry of Environment and Natural Resources signed a cooperation agreement with Grupo Campestre on November 27th, 2019, for the restoration of the described area. Activities within the agreement includes fencing, reforestation, the construction of a water reservoir, weeding, irrigation of trees in the dry season and the sensitization of communities to raise awareness about the importance of the site and their role to protect it.

The Importance of the Firebreaks and Pyro-resistant Barriers in Fire Control

The firebreak and the pyro-resistant barrier were two of the fire prevention techniques applied to the pilot area at Las Moritas NPA in August, 2018. A firebreak is an area free of fuel (dry weeds, leaves, roots, etc.). At the pilot area, the firebreak has 6 meters of width and after the weeding of the gap, this was swept in order to remove any remaining material that may spread the fire to the restored area. The firebreak was done in the whole perimeter of the pilot area, 6.6 rehabilitated hectares and it received maintenance every year at the beginning of the dry season (January). In the same perimeter, a pyro-resistant barrier was planted, using Plumier's bromelia (*Bromelia plumieri*) and Yellow bells (*Tecoma stans*).

Pyro-Resistant Barriers (*Bromelia plumieri*)

Firebreak with 6 meters Wide

During 2019, there was no forest fire around Las Moritas, which shows that neighboring communities are becoming aware about the importance of the site. In February 2020, there was a fire outbreak near the main signboard at Las Moritas but it was controlled by MARN park rangers and community members. However, on March 6th, 2020, a forest fire reached Las Moritas NPA which did not have a firebreak in the complete perimeter of the 144 ha. It is important to highlight that this fire did not start from any of the communities nearby the protected area but from an external place. The only site in the NPA where the fire did not enter was the pilot area.

Community Engagement for the Protection of Las Moritas

In 2018, the restoration process started at Las Moritas by the MARN-JICA project with the local communities. Gualuca Community Based-Association (ADESCO), at caserio Gualuca, canton El Brazo, San Miguel, participated from the first stage of the process and many of their members were hired for planting trees, weeding activities, irrigation, maintenance of water reservoir, fencing and its maintenance, nursery establishment and surveillance of the area. This community was benefited with local employment and in future they will also receive environmental services from their work in this NPA.

Scene of the Sensitization Activity

Community Members Conducting Weeding Activities

All hard work Gualuca community have done in the steep slopes of Las Moritas in the last two years are reflected in their commitment and love which they already have for the site. They are now aware about why Las Moritas is important and how its conservation has a direct impact on them. Apart from Gualuca, six more neighboring communities actively participated in three sensitization activities from December 2019, to February 2020, where they could know the importance of the site, the restoration carried out by the project, and others, to expand the rehabilitated area. It is important to highlight that in the past two years no forest fire has started from these communities as it used to be.

In the Tragedy, Drone Revealed the Effectiveness of the Activities

The use of drone for the monitoring at Las Moritas started in 2018 when reforestation and Assisted Natural Regeneration activities were carried out. The main objective of the installation of drone was to record the before and after of the restoration activities. By now, there are more objectives to utilize drone; one of the sensitization activities with the communities included this topic by showing the inhabitants how the forest is growing because the site is being protected. After the forest fire in March, 2020, it was necessary to have a clear picture of the NPA damage.

Scene of Drone Monitoring

Aerial Picture of the Forest Fire at Las Moritas

Therefore, a monitoring was carried out in order to support MARN with the record of the number of affected hectares and to identify if there are any burned area within the project pilot area. As the result, from the total area of 144 hectares, the 95 % of Las Moritas NPA was completely burned. The remained 5 % was the project pilot area. As it can be seen in the picture, there was a small area where the fire reached in the pilot area, but community members were able to control it. In the past, it was necessary to walk through the site to verify the level of damage. However, this technology allows monitoring in the more efficient way.

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Proyecto humedales MARN-JICA
Olomega y El Jocotal

GOBIERNO DE EL SALVADOR
MINISTERIO DE MEDIO AMBIENTE Y RECURSOS NATURALES

Newsletter

Newsletter 8
May2021
(July 2020 – December 2020)

The Project for the Integrated Management of Olomega and El Jocotal Lagoons

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Basic Information of the Project

Duration:
5 years (March 2016 – April 2021)

Implementing Institutions:
Ministry of Environment and Natural Resources - MARN
Japan International Cooperation Agency – JICA

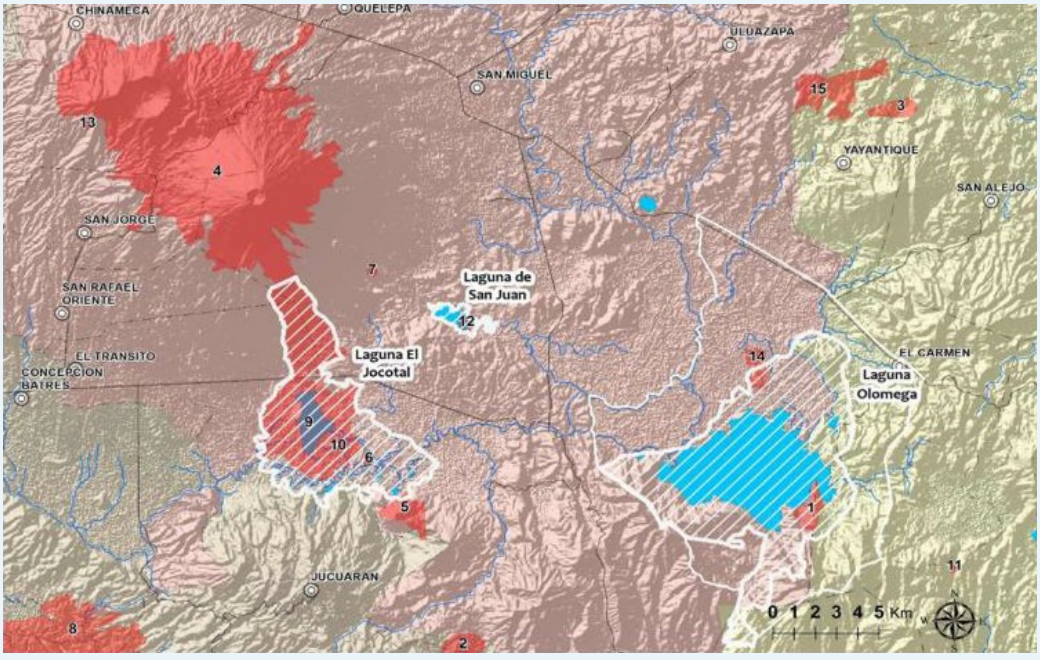
Target Area:
Wetlands in the lagoons of Olomega and El Jocotal, and surrounding areas.

Overall Goal:
The model approach developed based on experiences at Olomega and El Jocotal Lagoons is actually applied in practice in El Salvador.

Objective:
An institutional framework to ensure integrated management of Olomega and El Jocotal Lagoons is developed, as a model approach, to promote conservation and wise use of wetlands in El Salvador.

Expected Results

1. An institutionally cross-cutting wetland management mechanism with the Wetland Unit of MARN as the central coordination body is strengthened.
2. Wetland Management Plans including zoning with the local communities around Olomega and El Jocotal Lagoons are developed.
3. Pilot activities based on the characteristics of Olomega and El Jocotal Lagoons are implemented as partial implementation of the management plans.
4. Networking is enhanced with stakeholders concerning other wetlands in and outside of El Salvador through dissemination of knowledge and experience gained in the Project.



Target Area of the Project

Ramsar Site
Buffer Zone of the Ramsar Site
Natural Protected Area
River
Road Network
Municipality
Municipality Capital

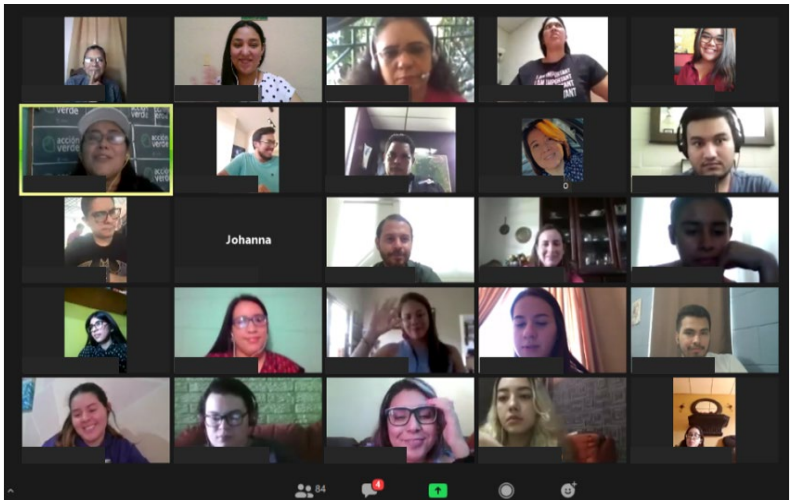
Áreas Naturales Protegidas

No	Nombre	No	Nombre
1	Tierra Blanca	9	Laguna El Jocotal
2	Buena Esperanza	10	Casamota y La Pezota
3	El Socorro II	11	El Cipres
4	Volcan de San Miguel	12	San Juan Mercedes Silva
5	Chilanguera	13	La Ortega
6	El Paso Las Iguanas	14	San Antonio Silva
7	San Antonio La Pupusa	15	El Socorro
8	Manglar Bahia de Jiquilisco		

Universities' Remote Lecture on Environmental Education

The Project MARN-JICA supported the Environmental Education Program designed by MARN in 2020, developed by the Environmental Education Unit. This program which focuses on the conservation and respect for the environment was carried out from July to December, 2020.

The program was directed to University students from San Salvador which are part of "The Network of Institutions of Higher Education of El Salvador for the Strengthening of Environmental Education and Culture (RIESSCA, Spanish abbreviation)". Such as Instituto Centro Cultural, Universidad Pedagógica, Universidad Evangélica, Universidad Doctor Andrés Bello, and Universidad Tecnológica are part of RIESSCA. Each University has its environmental committee and its members took participation in the webinars of the Environmental Education Program.



Screenshot of the webinar via Zoom.

In the webinars, Members of the MARN-JICA project explained the activities of the project such as the monitoring of water quality and biodiversity, the sensitization activities to prevent forest fires, and the pilot plots in agroforestry and silvopasture.

1,205 Trees Planted for Forest Gallery Restauration

Planting of trees on the riverside of Rio Grande in San Miguel.

The total extension of restoration was 3.5 km on the riverside and gullies that recharge El Jocotal lagoon. Trees were planted using the traditional system staggered pattern, at a distance of 9 m x 9 m. The farms along the riverside that took participation are Potrero Verde, El Hidalgo, La Joya, El Pajaral II, La Estación, Moropala II, La Cabaña, and El Cañal.

A forest gallery is a group of trees and tall vegetation found on the riversides or shores of extensive water bodies. Forest gallery help filter and purify water, avoid soil erosion, conserve biodiversity, maintain water quality, and provide more ecosystem services. The project carried out a study on the restauration of the forest gallery of Río Grande in San Miguel and a tree inventory was created. Between July and October 2020, the project with the help of FUNDAZÚCAR, Grupo CASSA, COAGRI, and 8 farms on the riverside, helped planting 1,205 trees which included the following species: Carreto (Samanea saman), Leucaena (Leucaena leucocephala), Cedro (Cedrela odorata L.), Laurel (Cordia alliodora), Mulato (Triplaris melaenodendron), and Ojushte (Brosimum alicastrum). All of them are inside of the inventory which JICA Expert Team (JET) created.

Riverside of Rio Grande in San Miguel

For the Sustainable Biodiversity Monitoring

Biodiversity monitoring has been implemented since 2017 due to the necessity to understand the condition of the environment of El Jocotal and Olomega. Since then, the project carries out biodiversity monitoring at El Jocotal and Olomega to update the information regarding the conditions of the ecosystems and the status of the biodiversity. In 2020, the project carried biodiversity monitoring in August and September.

Swamp bird and freshwater clam monitoring by JET and MARN park ranger on September, 2020.

A training session for MARN park rangers about biodiversity monitoring on November, 2020.

In addition, the project implemented the series of training of biodiversity monitoring for park rangers since 2017. The objective of the training was to strengthen the abilities and knowledge of the park rangers for them to secure sustainability of the monitoring activities after the project concludes. In the biodiversity monitoring, the species to be monitored are swamp birds (including migratory birds), fish, and fresh water clams.

For the Sustainable Water Quality Monitoring

The project developed two programs of water quality monitoring due to the necessity for understanding the environmental condition of Olomega and El Jocotal lagoons and track down the changes in them. Water quality indicates many factors to consider the conditions of an ecosystem. The programs have been implemented in both lagoons since 2017, and for the second semester in 2020, monitoring sessions were carried out on October 22nd and 23rd.

JET members and MARN Park Ranger are embarking to carry out a water quality monitoring

MARN Park Ranger is measuring water quality parameters.

The programs are designed to be performed by park rangers since they are the local people in the area who are in constant connection with the wetlands and the community members around. JET is always supporting the process to make sure all of their questions and doubts are resolved and that the monitoring is done properly. The parameters that are targeted to measure are water temperature, pH (acidity or alkalinity), conductivity, salinity, transparency, dissolved oxygen, chlorophyll, and turbidity. The MARN-JICA project has prepared the annual report.

Secured the continuity of NPA Restoration and Conservation Activity Thanks to the Private Company's Commitment

A private company plays important roles in environment conservation. On November 13th, 2020, through the arrangements of JET, Las Perlitas (Embotelladora Electropura S.A. de C.V.) signed an agreement with MARN. In this agreement, guidelines and commitments are established in order to contribute to the restoration and conservation of Las Moritas National Protected Area (NPA) as part of their Corporate Social Responsibility.

Signing of the agreement between MARN and Las Perlitas.

Official photo for the agreement with MARN, Las Perlitas, and Project MARN-JICA.

In Las Moritas NPA, JET has intervened aiming the restoration of the ecosystems. The project has restored 6.5 hectares of Las Moritas NPA through several activities such as reforestation, weeding, installation of water reservoirs, implementation of fire breaks and pyro-resistant barriers, fencing, patrolling, installation of tree nursery, support in sensitization activities, and irrigation. These activities are aimed to be replicated for the following five years in coordination with MARN and Las Perlitas even after the project concludes.

Grupo Campestre Gets Down to Work

In November 2019, Grupo Campestre signed an agreement with MARN to co-manage Las Moritas National Protected Area (NPA), through the arrangement by JET. Due to the influence of COVID-19, the company was not able to begin the activity for a long time. However, on November 24th, 2020, it was finally initiated. First activity was cleaning of the forest at Loma Pacha which is part of the 10 hectares where Grupo Campestre will restore and maintain. The Project supported the company by making good use of the experience of Las Moritas NPA's restoration and conservation.

To make sure the sustainability, JET needs to explain and show the process of the activities such as managing and coordination of man labor, coordination for the installation of water reservoirs, implementation of fire breaks, pyro-resistant barriers, installation of fences, reforestation, sensitization activities, and irrigation.

Cleaning of the Forest at Loma Pacha

Through these activities, The Project hopes Grupo Campestre and MARN will be able to work together without the Project even after the project completed.

Third National Ramsar Committee Meeting

The Ramsar Secretariat urges all countries under the Convention to create a National Ramsar Committee (NRC) which is formed by the eight Ramsar sites representatives, community, government, non-government, and private sector leaders. The committee focuses on the implementation of the Program on Communication, Capacity building, Education, Participation and Awareness (CEPA) Action Plan and the sustainable use of wetlands in the country. The main objective of this Plan is to promote education and awareness actions for the sustainable management, protection and conservation of Ramsar wetlands, with the participation of communities and local actors in Laguna El Jocotal, Laguna de Olomega, Embalse Cerrón Grande, Complejo Bahía de Jiquilisco, Complejo Jaltepeque, Complejo Barra de Santiago, Complejo Güija, and the newest Ramsar site Complejo Los Cóbanos.

Ms. Leticia Andino from JET presented the progress of CEPA 2020.

Official group photo of the participants of the 3rd National Ramsar Committee meeting.

The third NRC meeting was held on December 15th, 2020. The participation included staff from MARN, representatives of MITUR, CEL, FIAES, MAG, CAMAGRO, and representatives of the eight Ramsar sites. All of the entities that belong to the committee share responsibility for the implementation of the CEPA Action Plan. During the meeting, Ms. Leticia Andino from JET, presented the advances of CEPA 2020 which included actions regarding sensitization activities and monitoring, among others.

Sensitization Sessions Are Expanding

By the end of 2020, the park rangers from MARN in El Jocotal identified the need to expand the sensitization activities in other communities that are still close to El Jocotal lagoon and Las Moritas NPA. The project understood the situation and committed to support MARN with the delivery of the sessions. Four communities were selected which are El Delirio, El Jobo, Caserío El Chaparral, and Las Gemelas. On December 16th, 2020, the first session at El Delirio was delivered successfully where Amilcar López, MARN park ranger, presented about the importance of Las Moritas NPA and the prevention of forest fires.

First sensitization activity at El Delirio community, San Miguel.

First sensitization activity at El Jobo community, San Miguel.

The following day, on December 17th, 2020, the first session was delivered in El Jobo, with the same topic so the community members would acquire the same training and knowledge. It is worth mentioning that the sessions were also supported by Grupo Campestre with snacks for the participants as part of the MARN-Campestre agreement. The first sessions at El Chaparral and Las Gemelas are expected to be delivered during the first semester of 2021.

Helping Lives and Conserving the Environment

The agroforestry and silvopasture pilot projects developed and implemented by the project since 2017 have improved the life quality of some farmers and reduced the bad impact on the environment from their farming activities in San Miguel. They were taught how to better manage their soils, water, and resources, how to have more production while protecting the environment. According to their business, the project implemented agroforestry and silvopasture plots, which helped the farmers improve the conditions and productions in their farms, according to their testimonies in interviews ran by members of JET. The interviews were held in September 10th and 16th, 2020.

Group photo of members of JET with beneficiary of a silvopasture plot.

Members of JET interviewing a beneficiary of an agroforestry plot.

Besides being grateful and satisfied for the help received, they expressed their commitment and importance of good agricultural practices in order to protect the environment, they were glad they had learned about water and soil conservation, prevention of soil erosion and sedimentation, correct management of chemical products, and so on. The project is highly pleased to have made a change in these farmers' lives and their surrounding environment. The farmers will keep having assistance from the project for the first semester of 2021.

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