



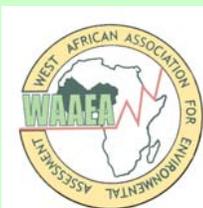
Project proposal # 2

Developing case study materials that illustrate the contribution of Environmental Assessment to planning and sustainable development in Africa

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Introduction

There are several factors that combine to make the publication of a series of case studies, which documents the effectiveness of Environmental Assessment¹ (EA) in facilitating sustainable development in Africa, an appropriate and high priority undertaking at this time.

EA is becoming entrenched in many African countries, through statutory mechanisms (environmental legislation and regulations), as a tool for informing development decisions. There is also a growing awareness of the need for applying EA in higher levels of planning and decision making. Environmental authorities and many other institutions have an increasing awareness of the value of EA, for example, with regard to environmental impact avoidance and optimising development benefits.

Various Regional Economic Communities (e.g. SADC) have well articulated Strategies for Sustainable Development in which EA is promoted as a key tool in achieving national and regional development objectives. Multilateral Environment Agreements (including the United Nations Conventions on Desertification and Biodiversity) urge countries to adopt the wider use of EA and the New Partnership for Africa's Development (NEPAD) promotes the use of EA at all levels of decision making.

However, this appreciation of EA is not universally as well developed in all government structures, institutions and investment sectors throughout Africa, and the myth that the process represents a barrier to economic growth and social upliftment is perpetuated in many areas. In this respect, EA is seen to be focused primarily on green issues and not the development imperatives necessary for improving the quality of life of African people. As a consequence, the contribution made by environmental authorities and other advocates of EA is often of reduced significance in the decision-making hierarchy relative to other divisions of authority tasked, for example, with promoting development. A similar situation exists within many sectors of private investment related to industry, agriculture, fishing, mining, tourism, etc., where EA is often regarded as a regulatory requirement that retards, rather than promotes the realization of development objectives.

During various workshops and conferences held across the continent in recent years, the issue of “marketing EA” to high level decision makers has emerged as a top priority, both in the context of national development and the furthering of the ideals of NEPAD.

¹ EA in this context includes Strategic Environmental Assessment, Cumulative Impacts Assessment and project level Environmental Impact Assessment. EA is also understood to include the implementation of the recommendations from the EA report (i.e. elaborating and implementing an outcomes-based Environmental Management Plan)

It is in the light of the above that there is a need to highlight the constructive role that EA plays in advancing sustainable development in Africa. In this regard, the benefits of EA need to be advertised in order to both strengthen existing allegiances to its practice and to create new allegiances where there is currently a poor understanding of the effectiveness of EA in supporting sustainable development. In order to do this, the approach that is advocated in the enclosed outline proposal, and which is aligned with the *Agenda for Action* arising from IAIA '02, is to inform a target audience of the success stories of EIA in Africa using various media as a persuasive communication medium to do so.

This project will build on work already done by SAIEA (through its recent book *EIA in Southern Africa*), the CSIR, IAIA (through the effectiveness study) and by a growing number of researchers who have published papers and written theses on this topic. Moreover, it will use the information from the current *Calabash* project, which is documenting best practice in terms of public participation in EA processes in many African countries.

Purpose of the case study materials

The purpose of the materials will be to:

- *Create awareness* amongst key decision-makers of the value of EA as a tool for promoting sustainable development in Africa.
- *Excite* allegiants to the practice of EA through demonstration of its proven contribution (its success in the examples that will be shown) towards directing the course of sustainable development.
- *Dispel the myth that EA represents a barrier to development* and replace this with an understanding of its contribution to sustainable development.

The *output* of the project will be a collection of case studies (Print, video and electronic), but the *outcome* will be that high level decision makers demand the more strategic use of EA in development planning and proponents themselves embrace EA as an essential part of their planning and management processes.

Target audience

It is intended that the case study materials should have a wide target audience, with an emphasis on the following:

- Decision-makers operating within the upper hierarchy of government structures, including traditional leaders, regional and local government agencies and representatives of various government ministries responsible for development in its various forms – social development, sectoral development (industry, agriculture, fishing, tourism etc.), infrastructure provision (e.g. transport, supply of water, electricity and sanitation), etc.

- Environmental ministries who, through reference to best practice examples of EA (success stories), can influence decision-making in other ministries, institutions and development sectors. Representatives of inter-ministerial and -governmental committees would also fall into this target group.
- Developers who are active in a variety of economic sectors.
- Participants in EA capacity building programmes, where the materials can be employed to illustrate the outcome (i.e. positive contribution to sustainable development) of best practice EA and serve as a stimulant for interactive group discussions.
- The public, who want to be involved in decision making processes but who often underestimate the role they can play
- The media, which need easily accessible, reliable information that can be disseminated in various forms (e.g. print, radio, TV).
- Researchers and students, who need to refer to case studies that have local relevance. This includes international organizations such as IAIA, who commission effectiveness studies or compile text books on EA and sustainable development.

Theme

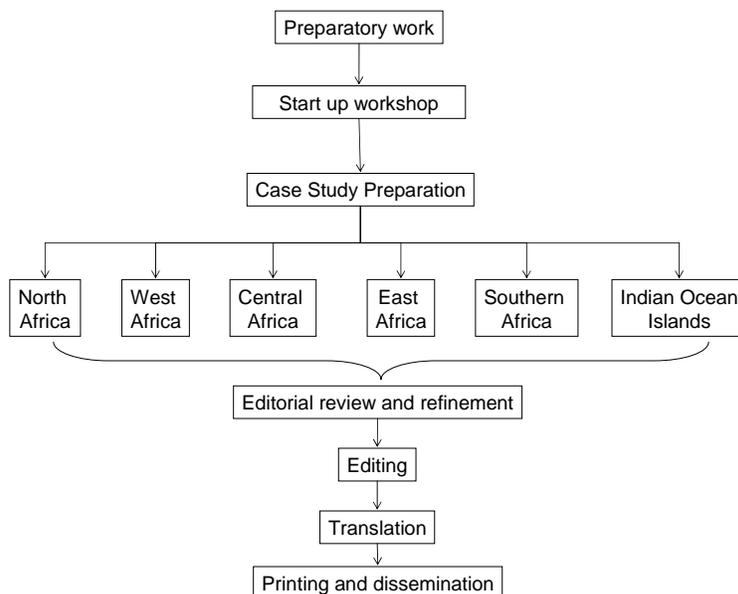
The general theme to be incorporated into the case studies is one that advertises the success stories of EA in promoting sustainable development in Africa. This is intended to be a positive message that will excite the target audience. In producing the case studies it is intended to create a balance between the objective method of EA, which manifests through its typical emphasis on scientific input, and the subjective environment in which EA is applied, which is created by the diverse values held by multiple stakeholders (local communities, political decision-makers, investors). In a situation where dialogue often breaks down between these objective and subjective spheres, the case studies will illustrate successes and some shortfalls of EA in responding to this challenge.

- Industrial development sector (e.g. aluminium, steel, zinc smelters; petrochemical industries)
- Mining (including oil and gas)
- Fisheries (including mariculture and aquaculture)
- Energy (supply and transmission)
- Tourism (especially lodges, hotels, marinas, etc.)
- Urban development (housing, services provision)
- Water supply (dams, transfer schemes, aquifer development)
- Infrastructure development (e.g. harbours, highways, transport corridors)
- The small scale sector (e.g. small-scale mining)
- Agriculture (especially irrigation and intensive farming)

Methodology

This project will be undertaken under the auspices of CLEIAA, with each of the sub-regional nodes taking responsibility for coordinating the work in their respective constituencies. In each case, they will be expected to liaise with government officials, NGOs and in-country experts so that the correct information can be obtained. A systematic process will be followed in the implementation of the project (see below)

The main steps in the project implementation process



Preparatory work

Before commissioning the documentation of case studies, CLEIAA will request the nodes to prepare a short briefing (according to a predetermined format) of all the possible case studies in their area, so that the meeting can decide on which to develop into full-blown case studies. Criteria for selection will include:

- An EA that conformed to minimum EA standards (scoping, public input, specialist study, review, record of decision, implementation)
- Ability to clearly demonstrate that the EA had a positive impact on decision making
- Ability to show how the EA improved the way the project was actually implemented
- Access to data (e.g. project costs, EA costs, mitigation costs and benefits)
- Illustrations (e.g. photographs, diagrams, maps)
- Access to quotes/opinion pieces of prominent people who could add a “personal touch” to the case study (e.g. the Mayor/Governor/community representative expressing a strong opinion about the outcome)
- Access to independent sources so that information can be verified

To do this, the nodes will need to consult within their constituencies over a period of a month or two. This will focus the more detailed phase of the work and enable the most efficient utilization of funds.

Start up workshop

Once the nodes have drawn up a shortlist of possible case studies, a brainstorm meeting will be required where a carefully selected group of resource persons will decide on which case studies to include in the project. They will also draw up a template for the case studies and the Terms of Reference for the consultants who will be commissioned to write them. In addition to the key components of the studies noted above, it will be essential that they are all highly analytical in nature, focusing on what has worked and what has not, with clear lessons learnt.

The allocation of resources for the studies will be commensurate with the amount of good quality information that can realistically be expected from a certain sub-region. Thus, there will likely be many more case studies from a region where EA is relatively advanced and commonplace, than one where systems are only just becoming established. However, an attempt will be made to spread the resources as equitably as possible across the continent.

Case study preparation

As noted earlier, it is envisaged that the nodes will commission short term consultancies to write up the studies. It might be possible to persuade the companies who conducted the EA studies, and who have monitored their implementation, to contribute the materials at no cost. However, it would not be appropriate to rely entirely on these sources for information.

Preparing these studies might require some field work so that ground truthing can be done, but it is anticipated that well connected consultants will be able to obtain most of the information from reliable sources and that they will be able to verify the information from within their network. The methodology will thus mostly be desk review.

Editorial review and refinement

From within the CLEIAA network, a small editorial committee will be appointed to ensure that the work done is of the appropriate standard. The team will communicate with each other electronically and the chair (controlling editor) will ensure that work is completed within the specified deadlines and that each case study is thoroughly reviewed before it is accepted for publication. The chair will also be responsible for liaising with the production editor and proofreaders, and will be responsible for overseeing the production process.

Editing

There will be two editing processes. The first is content editing (see above) which ensures that the case study is of the required standard in terms of content and analytical depth.

The second is language editing, where a professional editor checks the use of language to ensure that style, grammar etc. is correct and consistent..

Translation

Once the editing has been completed, the controlling editor will commission the translation of the text into French.

Printing and dissemination

The controlling editor will oversee the entire printing process, which will include obtaining quotes from a printer, employing a layout specialist and proofreading. S/he will have the final say over text and layout and will authorize printing to go ahead.

Once the books and CDs have been printed, they will be distributed by economy-rate courier to the various nodes for distribution (by hand and mail) within the various constituencies. The nodes will be responsible for generating an appropriate mailing list based on the defined target audience. SAIEA has undertaken to place the materials upon its website, which is already functioning and is well visited.

Time

It is envisaged that the project will take 24 months to complete.

Budget

The attached concept budget provides an estimate and breakdown of the cost to coordinate, design, produce and distribute the case study series. It is estimated that the total cost would be US\$297,600