



***InfoDev Core Program – World Bank***

*Project name:*

***“Mountain eFair, e-trade fair by women entrepreneurs in mountain products and technologies”***

September 31st , 2002

# Proposal Form for Applications to the *infoDev* Core Program

<b><i>infoDev</i> MISSION</b> <i>“To promote innovative projects on the use of information and communication technologies (ICT) for economic and social development with a special emphasis on the needs of the poor in developing countries”</i>	
<b>1. Project Title</b> (maximum 12 words): <b>MOUNTAIN eFAIR , e-trade fair by women entrepreneurs on mountain products and technologies.</b>	
Proposal ID number (to be completed by <i>infoDev</i> ):	
<b>2. Date of Proposal:</b> 30 <sup>th</sup> September 2002	
PROPONENT INFORMATION	
<b>3. Proponent Contact Information:</b>	
Name:	<b>Françoise MEES</b>
Organization:	<b>EUROPEAN MOUNTAIN FORUM</b>
Address:	<b>28 rue Mauverney, CH1196 Gland, Switzerland</b>
Phone Number:	<b>00 41 22 999 01 24</b>
Fax Number:	<b>00 41 22 999 00 10</b>
Email:	<b>Europe@mtnforum.org</b>
Website of organization: http://	<b>www.mtnforum.org</b>
<b>4. Project Cost and Duration:</b>	
4.1 Total project cost (in \$US): 140 000 USD	
4.2 Funding Requested from <i>infoDev</i> (in \$US): 113 000 USD	
4.3 Project Duration (months or years): <b>18 months</b>	

## **5. Participating/Partner Organizations:**

Letters of commitment of Mountain Institute and Condesan are attached in section L

**THE EUROPEAN MOUNTAIN FORUM is the European part of the Mountain Forum's world network**

[www.mtnforum.org/europe](http://www.mtnforum.org/europe)

[europe@mtforum.org](mailto:europe@mtforum.org)

The objectives of the EMF are:

- To promote sustainable development and management of European mountains and their environment.
- To facilitate exchange between all parties involved
- To encourage education, training, public awareness and technical assistance in all aspects with regards to object above.

EMF network include more than a thousand of individual development experts and more than 84 organisations ( grassroot ngos, local authorities, regional development agencies).

EMF is supported mainly from the Swiss Agency for Development and Cooperation and the Swiss Federal Office for Environment, Forests and Landscape, as well as from its volunteers

EMF will be the main leader partner of this project, coordinating the whole project and implementing it in Eastern Europe ( Caucasus and Slovenia)

**THE MOUNTAIN INSTITUTE hosts the Global Information Service Node of the Mountain Forum's world network**

[www.mountain.org](http://www.mountain.org)

[mfsupport@mtforum.org](mailto:mfsupport@mtforum.org)

The Mountain Institute is a nonprofit scientific and educational organization committed to the preservation of mountain environments and advancement of mountain cultures around the world. Since 1972, we have administered conservation, research, development, and education programs in the Andean, Appalachian and Himalayan Mountain Ranges.

The Mountain Institute is led by its President and CEO and a 12-member Board of

Trustees. The Mountain Institute employs nearly 60 professionals and associates within the U.S. and abroad and supports over 50 project personnel. The annual budget was approximately \$3 million in FY 2000.

The Mountain Institute will act through the GISN as the technical IT support of the project

**CONDESAN/InfoAndina is the Latin American node of the Mountain Forum's world network**

[www.condesan.org](http://www.condesan.org)

[a.ponce@cgiar.org](mailto:a.ponce@cgiar.org)

The Consortium for the Sustainable Development of Andean Ecoregion (CONDESAN) is a diverse and dynamic assembly of partners from the public and private sectors , that under a common approach and effort, abilities and resources, make and facilitate coordinate operations in investigation, qualification, development and initiatives of policies that help the sustainable socioeconomic advance, with the purpose of contributing to the fairness and well-being of the Andean ecoregion population. It consists of more than 75 research institutes, universities, ngos, business, producer groups and governmental agencies. InfoAndina is Condesan's information arm.

CONDESAN will implement the project in the Andes.

CLASSIFICATION OF PROJECT	
6. Category:	
Telecommunications Infrastructure Development	<input type="checkbox"/>
Internet Infrastructure Development	<input type="checkbox"/>
Education	<input type="checkbox"/>
Health	<input type="checkbox"/>
<b>E-Commerce</b>	<input checked="" type="checkbox"/> <b>Primary</b>
Environment	<input type="checkbox"/>
<b>Agriculture and Rural Development</b>	<input checked="" type="checkbox"/> <b>Secondary</b>
Government	<input type="checkbox"/>
Other (please explain)	<input type="checkbox"/>
7. Type of Organization:	
Please indicate the type of organization that would carry out the proposed project:	
Academic/Research Institution	<input type="checkbox"/>
<b>Non Governmental Organization</b>	<input checked="" type="checkbox"/>
Private Enterprise	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>
Regional, Bilateral or Multilateral Organization	<input type="checkbox"/>
Other (please explain)	<input type="checkbox"/>
8. Geographic Location of Proposed Project:	
Country(ies) please specify	<input type="checkbox"/>
<b>Worldwide, Regional or Non Country-specific</b>	<input checked="" type="checkbox"/>

## 9. Proposal Executive Summary:

“**MOUNTAIN eFAIR**” is a pilot initiative to build a virtual trade fair for mountain products and technologies. With a primary focus on **mountain women, the eFAIR will reduce poverty through sustainable development** : It aggregates and markets their remote, currently undervalued offer by providing a Business to Business Internet platform to support quality local agricultural and craft production. It will also offer them specific sustainable products (e.g: alternative energy or high altitude-specific devices) to empower their production.

A prototype of this e-platform will be tested in Eastern Europe and the Andes. **Partnerships** will associate the different networks of the global **Mountain Forum**, with major national NGOs.

## 10. Poverty Reduction Impact

Mountain women are among the poorest and most under-served populations, traditionally excluded from economic activities, , and suffering from lack of income to develop their own profitable activities as well as lack of access to markets. Nevertheless, mountain women are responsible for food security of their families. IT know-how is poorly scattered among isolated mountain communities, although studies have recognized ,that involving women reduced the barriers of using ICTs in farming communities ( Martyn Warren, SWARD project, Plymouth UK).

“MOUNTAIN eFAIR” will offer these women the opportunity to train in Internet use and to develop their own skills in market research.

“MOUNTAIN eFAIR” aims to reduce poverty by providing tools for mountain women to achieve sustainable development. Specific objectives include :

- Training and market research – linking global markets to remote Mountain Women entrepreneurs. By learning to manage inventory, product information, quotations and delivery schedules for their local production through the Internet, mountain women widen their accessibility to markets and increase their capacity in business. Through new linkages developed as part of the market research effort, women entrepreneurs will increase their sales and revenues.
- Building a quality network of world-wide mountain women entrepreneurs. By doing so through ICTs, mountain women will improve their support base, make positive new connections, and receive recognition from the outside world. This will in turn contribute to limiting the outflow of competent mountain women to richer lowland urban areas by creating job opportunities in the mountain communities; and
- Using newly accessible ICTs, mountain women will promote their individual and social development, bridging traditional cultural and economic gender gaps, and bettering their livelihoods.

Through specific IT training provided within “MOUNTAIN eFAIR” and capacity-building for entrepreneurs, combined with market research to find buyers of quality products, women entrepreneurs will be able to increase their possibilities for trade with new wholesalers, and open new markets for their own products. Consequently, their incomes will improve, along with their ability to create better communities.

## 11. Comparative Projects in the Subject Area

Existing initiatives in this area cover mainly 2 types of projects :

- Some build Business to Customers (B2C) e-platforms for women cooperative production and fail due to the complexity of achieving successfully the steps of delivery to and payment by the final customer (e.g. customs clearance, import/export licensing, transferability of check payments, cost of wire transfers, etc.) .  
“MOUNTAIN eFAIR” has chosen to focus its efforts on a Business to Business platform, a permanent fair where the Mountain Women’s production will be displayed to major wholesalers, easier to identify than the final individual customer. In B2C platforms, referencing of the website becomes also a major costly issue.  
“MOUNTAIN eFAIR”, as a specific functionality of the existing global Mountain Forum, will benefit from its referencing and web-ranking.
- Others focus on specific product ranges and manufacturing processes (e.g Fair Trade). Although “MOUNTAIN eFAIR” will build on some of these successful approaches, its marketing niche is more in the origin of the products : Made in a mountain range is highly symbolic of quality-made for most European customers (see EU labeling efforts on mountain products), and the empowerment of the poorest mountain women communities is also in terms of solidarity an attractive asset for the products presented by “MOUNTAIN eFAIR”. Moreover, compared to Fair Trade initiatives, which have a classical marketing approach, the “MOUNTAIN eFAIR” puts more effort into IT solutions for opening new markets, and , by providing training in IT, builds capacity simultaneously for other domains where mountain women can better their livelihoods (health, social services).

## BODY OF THE PROPOSAL

### 12. Proposal Information

#### A. Overall Goal of the Project

**“MOUNTAIN eFAIR”** is a permanent virtual trade fair for mountain products and technologies, **by/for mountain women entrepreneurs.**

#### B. Objectives

“MOUNTAIN eFAIR”’s objectives are :

- to build a pilot initiative to be tested in Eastern European and Andean countries
- by doing so, to reduce poverty of mountain women through an experience of sustainable development.

#### C. Poverty Reduction Impact

“MOUNTAIN eFAIR” aims to reduce poverty by providing tools for mountain women to achieve sustainable development. “MOUNTAIN eFAIR” will offer mountain women the opportunity to train on Internet use and to develop their own skills in market research. Specific issues include : have three major components, all of which aim to reduce poverty:

- Training and market research – linking global markets to remote Mountain Women entrepreneurs. By learning to manage inventory, product information, quotations and delivery schedules for their local production through the Internet, mountain women widen their accessibility to markets and increase their capacity in business. Through new linkages developed as part of the market research effort, women entrepreneurs will increase their sales and revenues.
- Building a quality network of world-wide mountain women entrepreneurs. By doing so through ICTs, mountain women will improve their support base, make positive new connections, and receive recognition from the outside world. This will in turn contribute to limiting the outflow of competent mountain women to richer lowland urban areas by creating job opportunities in the mountain communities.
- Using newly accessible ICTs, mountain women will promote their individual and social development, bridging traditional cultural and economic gender gaps, and bettering their livelihoods.

#### D. Ultimate Beneficiaries of the Project

Women entrepreneurs of Small and Medium Enterprises (e.g cooperatives) from Slovenia, Armenia, Peru, Ecuador, and Bolivia: The project will directly impact 300 women in different cooperatives and their households ( estimated 1 500 people) in remote, under-served mountain communities. Indirect impacts will be felt by the communities ( estimated 6 000 people) as incomes are invested in health care, education and entrepreneurial activities. Indirect impacts will also be felt by sister cooperatives ( 5000 women) in the Andean Women’s Microenterprise Network and by members ( 3000 people and organizations) of the Mountain Forum network.

## E. Activities and Deliverables

MOUNTAIN eFAIR is a pilot initiative to build the capacity of mountain women entrepreneurs in Eastern Europe and Andes, and use IT-driven solutions to link their unique mountain products to new and larger markets. This project will explore the feasibility of applying IT-assisted entrepreneurship to remote, infrastructure-poor mountain communities, using the Mountain Forum network as a vehicle for outreach, scalability, and sustainability. Rural mountain women have been excluded from negotiation and decision-making processes, but are responsible for food security of their families. They also preserve traditional mountain knowledge about product processing. A "virtual marketplace" would serve as a platform to bypass traditional gender structures and create new avenues for social and economic change.

The activities will be organized in 3 major steps :

1. local and regional inputs to MOUNTAIN eFAIR, including business and IT training of the concerned mountain women's groups of entrepreneurs
2. building and implementation of the necessary e-platform and Internet tools to achieve MOUNTAIN eFAIR
3. global management of MOUNTAIN eFAIR

### **1. Local and regional integration to MOUNTAIN eFAIR**

This is the core activity of MOUNTAIN eFAIR in which mountain women's groups will be directly involved.

That integration will be done in 4 steps :

- A/ Business management training and team building
- B/ Capacity building and use of ICTs
- C/ Mountain women's groups of entrepreneurs launch their e-commerce activities
- D/ Monitoring (of revenues, technical difficulties, beneficiaries and social changes)

#### **a/ Business management training and team building**

A shared task between EMF and Condesan/Info-Andina,

Training in business management will be done in face-to-face local meetings, which will be associated with long-term Internet support. Topics will cover the basics of e-commerce, product information, inventories, transactions.

These local meetings will be also the occasion of reinforcing team building capacity for these women's groups of entrepreneurs. A facilitator will attend all of the meetings (one facilitator in Europe and one in Latin America) in order to share and document the experience acquired in each of the concerned countries.

Deliverables : training materials which will be made freely available on the MOUNTAIN eFAIR website.



### **b / Capacity building and use of ICTs**

A shared task between EMF, Mountain Institute/GISN, and Condesan/ Info-andina

This step includes :

- establish internet connectivity for the involved mountain communities (satellite or phone linkage, solar chargers, simulators or palm pilots), and
- training on a remote data entry system to input information from the local/regional levels to the MOUNTAIN eFAIR website, including current inventory, product information, pricing, images and human interest related stories. Training will be also done to download and process useful data (requests for purchases, feedback from consumers and contacts with new prospects).

Deliverables :

Equipment in low cost hardware and software

Entry and downloading of data procedures on MOUNTAIN eFAIR website.

### **c/ Mountain women entrepreneurs launch their e-commerce activities**

Main responsibility of the mountain women's groups of entrepreneurs, coordinated by EMF and Condesan/Info-andina

A series of test run of inputs by mountain women entrepreneurs will be done after the business and ICT training sessions. Local mountain women's groups will then enter their product data into the newly accessible system. Awareness- raising about the MOUNTAIN eFAIR will be done locally by the mountain women's groups themselves .

The market research conducted by the global coordinator of the project will bring new prospective buyers to consult the MOUNTAIN eFAIR and make connections with the producers.

### **d/ Monitoring of revenues, technical difficulties, beneficiaries and social changes**

A shared task between mountain women's groups of entrepreneurs, EMF and Condesan/Info-Andina

Monitoring will begin with a participatory baseline assessment during the project start-up workshop. Mountain women's groups will be encouraged to document their current revenue sources, distribution of revenues, and revenue investments.

Throughout the project, records will be kept by the women's groups, so that the revenue streams are transparent, and linked to investment sectors such as poverty reduction, health services, and education. Mountain women's groups will document skills development and job creation. Technical difficulties and achievements will be documented by them and their local trainer through a regular survey. At the end of the project, Mountain women's groups will review the monitoring data and comment on individual and social changes or unanticipated results.

## **2. / Building and implementation of the necessary e-platform and Internet tools to achieve MOUNTAIN eFAIR.**

This task will be the responsibility of the the Mountain Institute/GISN in the Mountain Forum's network.

MOUNTAIN eFAIR will appear as a typical exhibition structure with :

- a main hall describing how the fair works and providing information for new visitors/potential users
- stands : one per mountain women cooperative/exhibitor for display of their products (promotion, contact information, interactive data management tools for cooperatives)
- product areas : containing references for all products of each "exhibitor", as well as cross references between similar products of various "exhibitors".

This covers integrated content management, software development, database management, counseling on hardware equipment.

Direct access to Mountain Forum's network resources will allow possible connection to data on sustainable development initiatives and other related interactive services such as email-discussion lists, calendar of mountain events, database of mountain experts which might be relevant to service the needs of the concerned mountain women entrepreneurs.

Deliverable : prototype of e-platform and technic documentation.

## **3./ Global Management of MOUNTAIN eFAIR**

The global management of the project will be under EMF's supervision and covers coordination tasks :

The **coordination of MOUNTAIN eFAIR** will include

- the preparation of the agenda of launch and final meetings involving all stakeholders representatives (15 persons, in Peru) . Local logistics will be done by Info-Andina
- the coordination of the training facilitators
- the market research of the project
- the monitoring on the project's implementation,
- the project communication management (internal and external dissemination)

Milestones will be :

- a launch workshop with all stakeholders representatives
- a final report meeting with all stakeholders representatives

Deliverables :

- Quarterly reports to InfoDev
- Training contents and meeting reports on the MOUNTAIN eFAIR website.

### **Language :**

MOUNTAIN eFAIR will use ENGLISH and SPANISH for a better access to mountain women entrepreneurs (ngos and or small and medium enterprises).

## F. Staffing

The project will be staffed by leaders of the local mountain women groups ( cooperatives, smes or ngos), who will work with their communities to select and train business management team and IT teams for each mountain women group . These leaders include Maria Rosa Rodriguez (Bolivia), Sra Carmela Encalada (Ecuador), and Elcira Llatas, Maria Santos, Bertha Julca, Elcira Diaz, and Irene Flores (Peru) . Delicia Coronado in Cajamarca, a local facilitator for micro-enterprises, will assist with the business management training. In Europe local leaders will be Patricija Verbole (Slovenia) and Nazeli Vardanyan (Armenia). Coordination, Technical and IT support will be provided by InfoAndina/International Potato Center (Ana Maria Ponce and Sonia Salas, Peru), the Mountain Forum/The Mountain Institute (Elizabeth Byers and Jason Espie, USA), the European Mountain Forum (Francoise Mees, France) and Hana Petrikova, Czech Republic).

The staff will be existing staff or consultants , who therefore have a long term commitment and knowledge of the different partners.

CVs of E.Byers, A.Ponce, J.Espie and F.Mees are attached in section L

Gender	Country of origin/citizenship	Name	Function
F	Bolivia	Maria Rosa Rodriguez	Local leader
F	Ecuador	Sr Carmela Encalada	Local leader
F	Peru	Elcira Llatas	Local leader
F	Peru	Irene Flores	Local leader
F	Peru	Elcira Diaz	Local leader
F	Peru	Bertha Julca	Local leader
F	Armenia	Nazeli Vardanyan	Local leader
F	Slovenia	Patricija Verbole	Local leader
F	Peru	Delicia Coronado	Facilitator
F	Czech republic	Hana Petrikova	Facilitator
F	Peru	Ana Maria Ponce	Administrator
F	Peru	Sonia Salas	Agroindustry expert
F	USA	Elisabeth Byers	IT specialist
M ( feels lonely ☺)	USA	Jason Espie	Webmaster
F	France	Francoise Mees	Coordinator

## G. Administration

The **administration of MOUNTAIN eFAIR** will be under EMF's responsibility and will include

- the redaction of all legal texts ( contracts , MoU etc...) necessary for the implementation of the project,
- all accounting and financial management,

Deliverables :

Audited accounts, contracts.

## H. Budget

Activity	Staff	Goods	Travel	Total funding requested	Infodev	Mountain Forum' network
2 Partners workshops	3000		17 000	20 000	17 000	3 000
e-fair system set up	11 000		1 000	12 000	12 000	
webdesign	12 000			12 000		12 000
Market research	16 000		1 000	17 000	15 000	2 000
Purchase set up equipment for mountain women entrepreneurs	3 000	27 000		30 000	27 000	3 000
Business management training and team building	8 000		2 000	10 000	10 000	
IT Training and team building	12 000		3 000	15 000	15 000	
Mountain eFair Run test and inputs	8 000		2 000	10 000	7 000	3 000
Revision and modifications after run test	5 000		2 000	7 000	5 000	2 000
Monitoring	6 000	1 000		7 000	5 000	2 000
TOTAL	84 000	28 000	28 000	140 000	113 000	27 000

Detailed costs of the different activities :

### **2 partners workshops :**

Launch and Final workshops (15 persons) in Peru

Agenda and participant invitations is managed by EMF, logistics by Info-Andina in Peru

1 coordinator 2 weeks EMF : 1000 USD

1 secretariat 1 month Info-Andina : 2000 USD

15 participants ( 1 Mountain Institute, 2 Europe, 12 Latin America ) travels : 2 X 3 intercontinental participants at 1500 USD each + 2 X 12 regional participants = 17 000 USD

**e-fair system set up**

1 coordinator 1 week EMF : 500 USD  
trainers and local leaders EMF : 1000 USD  
trainers and local leaders Info-Andina : 1500 USD  
1 IT specialist 2 months Mountain Institute : 8000 USD  
local travels for IT specialist of Mountain Institute : 1000 USD

**webdesign**

1 coordinator 2 weeks EMF : 1000 USD  
trainers and local leaders EMF : 1000 USD  
trainers and local leaders Info-Andina : 2000 USD  
1 IT specialist 2 months Mountain Institute : 8 000 USD

**market research**

1 coordinator 5 month EMF : 10 000 USD  
1 consultant 1 month Info Andina : 2 000 USD  
1 consultant 1 month Mountain Institute : 4 000 USD  
local travels for European market researcher : 1000 USD

**purchase and set up of equipment for mountain women entrepreneurs**

1 coordinator 2 weeks EMF : 1000 USD  
1 IT trainer 2 weeks Info-Andina : 1000 USD  
1 IT specialist 1 week Mountain Institute : 1000 USD  
equipment ( mobile phones/palms/simcomputers) 27 000 USD for 6 women groups in Latin America and 3 in Europe.

**Business management training and team building for mountain women entrepreneurs**

trainers and local leaders EMF : 3 000 USD  
trainers and local leaders Info-Andina : 5 000 USD  
local travels in Europe and in Latin America : 1 000 USD per region

**IT training and team building for mountain women entrepreneurs**

trainers and local leaders EMF : 3000 USD  
trainers and local leaders Info-Andina : 5 000 USD  
1 IT specialist 1 month Mountain Institute : 4 000 USD  
local travels in Europe and in Latin America : 1000 USD per region  
additional support of IT expert to Latin America or Europe travel cost: 1000 USD

**Moutain eFair Run tests and inputs by mountain women entrepreneurs**

1 coordinator 1 month EMF : 2000 USD  
trainers and local leaders EMF : 2000 USD  
trainers and local leaders Info-Andina : 4000 USD  
local travels in Europe and in Latin America : 1000 USD per region

**Revision and modifications after run test**

1 coordinator 1 month EMF : 2000 USD  
trainers and local leaders EMF : 1000 USD  
trainers and local leaders Info-Andina : 2000 USD  
local travels in Europe and in Latin America : 1000 USD per region

**Monitoring**

1 coordinator 2 months EMF : 4000 USD  
trainers and local leaders EMF : 500 USD  
trainers and local leaders Info-Andina : 500 USD  
1 IT specialist 1 week Mountain Institute : 1000 USD  
Final reports and lessons learnt on CD Roms  
(with presentation of mountain products at end of project) : 1000 USD

Repartition of funds between the different partners of the project will be as follows :

	European Mountain Forum (proponent)	Condesans/Info-Andina (Latin America Mountain Forum' network)	Mountain Institute ( Global information services of Mountain Forum's network)
Staff	33 000 USD	25 000 USD	26 000 USD
Travel costs	5 000 USD	21 000 USD	2 000 USD
Products ( CD Rom for final report and equipment for Mountain Women Entrepreneurs )	10 000 USD	18 000 USD	
TOTAL	48 000 USD	64 000 USD	28 000 USD

## I. Sustainability plan

The Mountain Forum's network has chosen to develop MOUNTAIN eFAIR and its functions to include this pilot project in a long-term implementation of different web-based tools, in order to achieve the Mountain Forum's mission of promoting sustainable development in mountain regions. Similar initiatives of the Mountain Forum include its On Line Library, which is the most important reference texts data resources on the web today for mountain issues, or MountainXChange, which is a database of experts in Mountain Development to help development actors to meet competent people for their projects in mountain areas.

The Mountain Forum's network, has been supported since its early days in 1992 by the Swiss Agency of Development and Cooperation. The MOUNTAIN eFAIR concept will be also presented to this Agency for extension in Central Asia, where a demand also exists and has been forwarded to us by that Agency. Other institutions, such as IFAD and UNIFEM have also expressed their interest in receiving proposals linked to the concept of MOUNTAIN eFAIR to complete its development by integrating women entrepreneurs from North Africa (Marocco) and Middle East (Jordan). Such requests are good signs of the sustainability of the MOUNTAIN eFAIR and will be answered in the weeks to come.

Specifically, a number of global donors will attend the CMW (Celebrating Mountain Women) event in Timphu, Bhutan on October 1-4<sup>th</sup> as a global celebration of mountain women for the International Year of Mountains <http://www.mtnforum.org/calendar/events/0205mwaa.htm>. MOUNTAIN eFAIR will be presented to them by the Mountain Forum's main actors for comments and inputs.

## J. Evaluation Plan

MOUNTAIN eFAIR will be evaluated during its implementation through different steps

### a. Technical quality of the project

At month 6, the women's groups of entrepreneur will test the IT structure put in place by the Mountain Institute/GISN and facilitators will transmit observations on the good functioning of that process through emails to the Mountain Institutes for adaptation of the tool.

Possible modifications will then take place during month 8.

Indicator of technical satisfaction : number of requests of modification.

### b. Financial Sustainability of the project

The greater number of satisfied participants, the greater credibility MOUNTAIN eFAIR will gain for further expansion.

In month 12, the second run of inputs will be done and mountain women entrepreneurs should have started to receive demands coming from the interested parties contacted through the market research started in month 3. A questionnaire survey, including questions on the financial benefits of such a structure will be organized. That questionnaire will be the core section of the monitoring report which will be provided prior the final meeting of the project to all stakeholders

Indicator of financial satisfaction : questionnaire by email to women's groups of entrepreneurs

### c. Other reports and indicators

Discussions during the final meeting will be also an important element of monitoring the MOUNTAIN eFAIR and evaluating its success. The meeting report, as part of the final report, will be essential to trace the lessons learnt during that pilot phase.

Indicator : Final report

# K. Time Line

## Activities calendar :

Month	Description of action	Milestones /Deliverables	Main partners involved
1	Launch meeting	Launch Meeting report	GISN/EMF/Infoandina / Women's groups
2	Start of design of e-platform		GISN
3	Start of market research	Input to website	EMF
4	Start of IT supply for connectivity	Delivery of hardware	Info andina
5	Business and IT trainings	Regional meetings Europe / Andes	EMF / Info andina Women's groups
6	Tests on inputs of e-platform		Women's groups
7	Dissemination of the project		EMF
8	Run of inputs to e-platform		Women's groups
9	Monitoring process starts	Mid-term evaluation report	EMF / Women's groups
10	Modifications to e-platform		GISN
11	Second series of test		Women's groups / GISN
12	Second run of inputs		Women's groups
13	Financial evaluation of the project		Info Andina
14	IT evaluation : final adaptations		GISN
15	2 <sup>nd</sup> run of dissemination		EMF
16	Global evaluation of the project	Monitoring report	Women's groups, EMF, GISN, InfoAndina
17	Perspectives for sustainability of the project	Final meeting	Women's groups, EMF, GISN, Info Andina
18	Dissemination of lessons learnt	Final report and audited accounts	EMF



L. Appendices (as required)

**Letter of Commitment : MOUNTAIN INSTITUTE**

September 23, 2002

*infoDev* Program Administrator  
The World Bank  
1818 H Street, N.W.  
Washington, D.C. 20433 U.S.A.

Dear *infoDev* Program Administrator,

The Mountain Forum Global Information Server Node, and its host institution, The Mountain Institute, enthusiastically support the "Mountain e-Fair" proposal to *infoDev*. We have worked in close cooperation with the European Mountain Forum since its inception in 1998, and with InfoAndina since the establishment of the Mountain Forum network in 1996. We have found a rich synergy in these partnerships, which have resulted in far-reaching impacts – connecting grassroots organizations with each other, and creating a new dialog between community organizations, policy-makers, and the research community. We are now looking forward to bringing the critically important business community into our mountain network, and making the giant step from information exchange to practical IT-driven business development, beginning with our selected client group of pro-poor women's cooperatives.

Mountain women suffer from double marginalization -- first as mountain peoples isolated from economic and political power, and second as women with little control over their lives. Nevertheless, they are the stewards of traditional knowledge and are responsible for the food security of their families. Producers in rural zones have limited access to markets, in terms of both distance and technical knowledge. A "virtual marketplace" would serve as a platform to bypass traditional gender structures and create new avenues for social and economic change.

The Mountain Forum is a strong advocate for mountain women, through its IT services (email lists and web pages devoted to mountain women's issues), and through its sponsorship of the "Celebrating Mountain Women" milestone event of the UN-declared International Year of Mountains. We believe that investing in mountain women is one of the best values in development today, one that will bring generous returns in terms of poverty reduction, child nutrition, improved community welfare, and sustainable communities.

The Mountain Institute is a 501.C.3 organization registered in the USA with international offices and programs in the Himalaya, Andes and Appalachian mountain ranges. The mission of The Mountain Institute is to conserve mountain environments and cultural heritage while improving the livelihoods of mountain people. We are committed to working with the European Mountain Forum and InfoAndina on the Mountain e-Fair initiative.

Sincerely,

Elizabeth Byers  
Senior Program Officer

## Letter of Commitment : CONDESAN / InfoAndina

InfoDev Program Administrator  
The World Bank  
1818 H Street, N.W.  
Washington, D.C. 20433  
U.S.A.

Dear infoDev Program Administrator,

The Consortium for Sustainable Development of the Andean Ecoregion (CONDESAN), and its information arm, InfoAndina, the Latin American node of the Mountain Forum, are pleased to participate in the "Mountain e-Fair" proposal submitted to InfoDev.

This proposal was developed jointly by the European Mountain Forum (EMF), the Global Information Server Node (GISN), and InfoAndina, to promote the welfare of remote rural communities in the Andean ecoregion, by developing a virtual marketing platform. This endeavor will promote the social and individual development of women living in Ecuador, Peru and Bolivia through Business to Business platforms.

CONDESAN is a Consortium is an association of public and private sector partners working together on research, training, development and policy initiatives promoting the protection of natural resources, and improving welfare and equity for the Andean population. CONDESAN is hosted at the International Potato Center (CIP), an international organization registered in Peru.

CONDESAN is a Consortium promoting cooperation among actors working on the frontier of research and development in the rural Andes. CONDESAN action lines are focused on cross-cutting issues across the Andes, including conservation and management of biodiversity of andean root crops. Indigenous knowledge on these andean roots are preserved by rural andean women, who are also responsible for the food security of their families.

Since 1998, InfoAndina has organized e-conferences related to the Rural Agroindustries in the Andes, promoting regional debate on the technologies, conceptual framework of the andean agroindustries, and the state of art of the services supporting the rural agroindustries. Since 1995, InfoAndina has organized four E-Conferences related to InSitu Conservation of Andean Biodiversity.

CONDESAN-InfoAndina is committed to work with the European Mountain Forum and InfoAndina on the Mountain e-Fair initiative, promoting the welfare of the Andean communities.

Sincerely,



**Héctor Cisneros**  
CONDESAN – Coordinator



**Ana Maria Ponce**  
InfoAndina Manager

## Curriculum Vitae Elisabeth Byers

Curriculum Vitae

**ELIZABETH BYERS**  
*Senior Program Officer*  
*The Mountain Institute*

### **Expertise:**

Community-based conservation and sustainable development, Internet conferencing and archival/retrieval systems, network-building, mountain hydrology, gender issues.

### **Education:**

- M.S. Hydrology, New Mexico Institute of Mining and Technology, 1982. *Founders' Award for Outstanding Graduate Student of the Year, U.S. Office of Education Fellowship in Resource Conservation, Roswell Geological Society Scholarship (GPA: 4.0).*
- B.A. *magna cum laude*, Geological Sciences, Brown University, 1979. *Phi Beta Kappa Honor Society (GPA: 4.0).*

**Languages:** English (native); French, German, Nepali (professional fluency); Russian (3 years of college instruction).

### **Professional History**

1995-present **Senior Program Officer**, Mountain Forum, **The Mountain Institute**, USA. Design and coordinate a global network in support of mountain peoples and environments, including extensive Internet conferencing and archival/retrieval services. Develop and disseminate an innovative model for electronic conferencing, which encourages broad-based participation from grassroots and local NGO contributors with minimal access to technology. The model promotes development of an empowered virtual community and links to policy- and decision-makers. Provide training to network coordinators and moderators of email lists and email conferences, especially in developing countries. Provide donor and partner liaison, grant writing and technical support to the growing network.

1990-1994 **Program Officer**, Mt. Everest Ecosystem Conservation Program, **The Mountain Institute**, Nepal and USA. Provided training/mentoring to park management and community development personnel (especially women), program administration, grant writing, financial systems training, budget and report preparation, and liaison with donors and partners.

1987-1988 **Project hydrologist**, Ruhengeri Resource Analysis and Management Project (USAID), Rwanda. **South-East Consortium for International Development**. Performed integrated basin analysis for five mountainous watersheds, including streamflow and sedimentation dynamics, flood hazard assessment, and water budgets. Designed and installed hydrologic monitoring networks. Trained local hydrologists and technicians in field, laboratory, and analysis techniques.

- 1985-1986     **Staff hydrologist**, Groundwater and Surface Water Remedial Action, **Camp, Dresser & McKee, Inc.**, USA. Evaluated five CERCLA (Superfund) sites in Colorado, Montana, and Utah for U.S. Environmental Protection Agency remedial action contractor. Designed and analyzed groundwater and surface water monitoring networks. Performed three-dimensional numerical modeling and risk assessment. Provided water management recommendations including treatment technologies.
- 1984-1985     **Project officer**, Mountain Hazards Mapping Project, Sagarmatha (Mt. Everest) National Park, Nepal. **UNESCO's Man and the Biosphere Programme**. Performed integrated basin analysis for four high altitude watersheds, including streamflow dynamics, flood hazard assessment, vegetation analysis, and water budgets. Installed hydrologic monitoring stations in each watershed. Evaluated existing and proposed micro- and mini-hydroelectric systems. Supervised the laboratory and field training of two Nepalese assistants.
- 1983-1984     **Staff hydrologist**, Resource Conservation and Recovery Act Permit Preparation and Environmental Impact Statement Preparation, USA. **Law Engineering Testing Company**. Evaluated impacts of present and proposed mining or industrial activities at eleven sites in Washington, Missouri, Alabama, Utah, and Colorado. Supervised design and installation of long-term monitoring systems, including over 100 test wells.

### **Selected Publications:**

Price, M., E. Byers, A. Camino, and K. Komornicki. 2001. The Mountain Forum – a global network for sustainable mountain development. in *Mountains and People*. Berne: Swiss Agency for Development and Cooperation.

Byers, E. 2001. *Mountain Forum Training Manual for Thematic E-conferences*. West Virginia: The Mountain Institute.

Kohler, T., M. Price, U. Lutz, A. Bisaz, J-B. Dubois, R. Python, U. Schaffner, P. Schweizer-Ries, and E. Byers. 2001. *Mountains of the World: Mountains, Energy, and Transport*. Prepared for the United Nations Commission on Sustainable Development. Institute of Geography, University of Bern. Bern, Switzerland. 52 pp.

Kohler, T., E. Byers, M. Price, and T. Wachs (eds.). 1999. *Mountains of the World: Tourism and Sustainable Mountain Development*. Prepared for the United Nations Commission on Sustainable Development. Institute of Geography, University of Bern. Bern, Switzerland. 48 pp.

Byers, E. 1998. Connecting the Ranges: Networking for mountain conservation and development, in *Unasylva: Moving Mountains*, Volume 49: 195: 13-19. Rome: FAO.  
<http://www.fao.org/docrep/w9300e/w9300e04.htm>

Byers, E. 1998. *The Mountain Forum: learning to communicate within a pluralistic network*. Proceedings of the UN FAO Workshop on Pluralism and Sustainable Forestry and Rural Development, December 9-12, 1997. Rome: FAO.  
<http://www.mtnforum.org/resources/library/byere97a.htm>

Byers, E. 1997. The Mountain Forum: a global network in support of mountain cultures, environments, and sustainable development, in *Mountain Research and Development*, Volume 17: 181-182.

Byers, E., 1995. Mountain Agenda: Environmentally sustainable and equitable development opportunities. Invited paper for the International NGO Consultation on the Mountain Agenda. Lima, Peru, February 22-27, 1995.

<http://www.mtnforum.org/resources/library/byere95a.htm>

Byers, E. and M. Sainju, 1994. Mountain Ecosystems and Women: Opportunities for sustainable development and conservation, *Mountain Research and Development* 14 (3).

<http://www.mtnforum.org/resources/library/byerx94a1.htm>

Byers, E. 1991. Heterogeneity of hydrologic response in four mountainous watersheds in northwestern Rwanda, in *Mountain Research and Development* 11(4).

Byers, E. 1990. Suspended sediment yield of four mountainous watersheds in Ruhengeri Prefecture, Rwanda. *EOS Transactions of the American Geophysical Union* 71(7).

Byers, E. 1985. Stratigraphy of the Sabhaya Khola region, Sankhuwa Sabha District, eastern Nepal. *Nepal Geological Society Journal* 2(2).

Byers, E. and D. Stephens. 1983. Statistical and stochastic analysis of hydraulic conductivity and particle size in a fluvial sand. *Soil Science Society of America Journal* 47(6).

Byers, E. 1982. Geologic Predictors of Saturated Hydraulic Conductivity in the Fluvial Sand of the Sevilletta Wildlife Refuge, New Mexico. M.S. thesis, New Mexico Institute of Mining and Technology.

Byers, E. 1982. Geology of the Kathmandu Valley. In: Byers, A.C. 1982. *Treks on the Kathmandu Valley Rim*. Kathmandu: Sahayogi Press.

### **Reports of Selected E-conferences Coordinated by Elizabeth Byers:**

Butt, N. and M.F. Price. 2000. *Mountain People, Forests, and Trees: Strategies for Balancing Local Management and Outside Interests. Synthesis of an Electronic Conference, April 12 –May 14, 1999*. Mountain Forum and The Mountain Institute. Franklin, West Virginia.

[http://www.mtnforum.org/resources/library/mpft\\_01.htm](http://www.mtnforum.org/resources/library/mpft_01.htm)

Lynch, O. and G.F. Maggio. 2000. *Mountain Laws and Peoples: Moving Towards Sustainable Development and Recognition of Community-Based Property Rights. A General Overview of Mountain Laws and Policies with Insights from the Mountain Forum's Electronic Conference on Mountain Policy and Law*. The Mountain Institute, Center for International Environmental Law, and Mountain Forum. Franklin, West Virginia. [http://www.mtnforum.org/resources/library/mlp\\_01.htm](http://www.mtnforum.org/resources/library/mlp_01.htm)

Godde, P. (ed.). 1999. *Community-Based Mountain Tourism: Practices for Linking Conservation with Enterprise. Synthesis of an Electronic Conference, April 13-May 18, 1998*. Mountain Forum and The Mountain Institute. Franklin, West Virginia.

[http://www.mtnforum.org/resources/library/cbmt\\_01.htm](http://www.mtnforum.org/resources/library/cbmt_01.htm)

Preston, L. (ed.). 1997. *Investing in Mountains: Innovative Mechanisms and Promising Examples for Financing Conservation and Sustainable Development*. Mountain Forum, The Mountain Institute, and the Food and Agriculture Organization of the United Nations. Franklin, West Virginia.

<http://www.mtnforum.org/resources/library/presl97a.htm>

**Contact information:**

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Web: <http://www.mountain.org> (The Mountain Institute)

<http://www.mtnforum.org> (Mountain Forum)

<http://ElizabethByers.com> (personal)

## Curriculum Vitae Jason Espie

### Curriculum Vitae

**Jason Espie**  
*Program Officer*  
*The Mountain Institute*

### Expertise

Sustainable development policy, networking and communications, training, email list moderation and conferencing, integrated database and information systems management, membership services and outreach, publications and website design and development, event planning.

### Education

B.A. *cum laude*, World History, State University of New York, College at Purchase, New York, USA, 1990. (GPA 3.5).

### Languages

English (native); German (basic)

### **Professional History**

1995-present **Program Officer**, Mountain Forum, **The Mountain Institute**, USA. Design and coordinate a global network in support of mountain peoples and environments. Develop information systems, websites and email lists that encourage broad-based participation from grassroots and local NGO contributors with minimal access to technology. Provide training to network coordinators and moderators of email lists and email conferences, especially in developing countries. Provide donor and partner liaison, grant writing and technical support to the growing network.

1993-1995 **Instructor**, Mountain Learning Programs, **The Mountain Institute**, USA. Specialized in environmental educational field instruction, leading student groups, teacher trainings, as well supporting group and meeting facilitation.

1990-1993 **Project Manager**, CONGREX (USA) Inc, USA. Planned and managed a wide variety of commercial exhibits, professional conferences, workshops and special events, ranging in size from 50-3000 participants and convened in the following countries: France, Hungary, Mexico, Netherlands and USA.

### **Select Events: Networking, Training, Policy**

- |      |   |
|------|---|
| 2002 | <i>European Mountain Forum</i> staff training, Las Planes de Son, Spain. Provided communications, networking and IT training.   |
| 2001 | <i>Official Launch of the International Year of Mountains</i> . Provided support and event coordination services to country delegations and Food and Agriculture organization.  |
| 2001 | <i>Mountain Forum Node Managers Meeting</i> , Rolle, Switzerland. Participated and provided hands-on training lessons in information technology, networking and communications.   |
| 2000 | <i>Mountain Forum Node Managers Meeting</i> , Ferrera, Spain. Participated and provided hands-on training lessons in information technology, networking and communications.   |
| 1998 | <i>Mountain Forum Networking and Communications Workshop</i> , Spruce Knob Mountain Center, West Virginia, USA. Served as the primary event organizer. Provided hands-on training lessons in information technology, networking and communications. |
| 1997 | <i>Interim Facilitating Committee of the Mountain Forum</i> , Kathmandu, Nepal. Served as the event co-organizer.   |

- 1995-present *United Nations Commission on Sustainable Development*, New York, USA. Participated as an NGO representative, supporting country delegations in promotional events for sustainable mountain development issues.
- 1995 *International NGO Consultation on the Mountain Agenda*, Lima, Peru. Served as the primary event organizer.
- 1995 *Initial Organizing Committee of the Mountain Forum*, Spruce Knob Mountain Center, West Virginia, USA Served as the primary event organizer.
- 1994 *International NGO Workshop on the Mountain Agenda*, Spruce Knob Mountain Center, West Virginia, USA. Served as the primary event organizer.

### **Information Technology Expertise**

*Web/database* Coordinate design and development and oversees maintenance, improvements and upgrades for the Mountain Forum website. <http://www.mountainforum.org>.  
Manages integrity of membership registration process and database.

*Email/FTP* Ensures operation of The Mountain Institute and the Mountain Forum email and ftp servers hosting over 150 user accounts.

*Email Lists* Provides supports and training for an international team that moderates thirteen email discussion lists, totaling over 11,000 subscribers, including the email list archival/retrieval systems.

### **Selected Publications**

Espie, J. 2002. *Mountain Forum Training Manual for E-mail List Moderation*. Harrisonburg, Virginia, USA: The Mountain Institute.

Espie, J. 2002. *Mountain Forum - An innovative network for information sharing*. The Journal of the UIAA. <http://www.mtnforum.org/resources/library/espj02b.htm>

Espie, J. (ed.). 1997-2001. *Mountain Forum Bulletin*. The Mountain Institute, International Centre for Integrated Mountain Development and International Potato Center, <http://www.mtnforum.org/resources/library/mfbull.htm>

Espie, J. (ed) 2001. *Why Mountains: A Slideshow*. The Mountain Forum GISN. Harrisonburg, VA, USA. <http://www.mtnforum.org/members/whymtns.htm>

#### *Other institutional publications co-edited:*

The Mountain Institute. 1995. *International NGO Consultation on the Mountain Agenda: Summary Report and Recommendations to the United Nations Commission on Sustainable Development*. Franklin, West Virginia. <http://www.mtnforum.org/resources/library/mtnfm95a.htm>

The Mountain Institute. 1995. *Report of the Initial Organizing Committee of the Mountain Forum*. 21-25 September 1995. Spruce Knob Mountain Center, West Virginia. <http://www.mtnforum.org/resources/library/tmimf95a.htm>

Mountain Forum. 2001. *Sustaining Mountain Communities and Environments: Challenges and Priorities*. The Mountain Institute. [http://www.mtnforum.org/resources/library/mf\\_cp01a.htm](http://www.mtnforum.org/resources/library/mf_cp01a.htm)



**Contact information**

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Web: <http://www.mountain.org> (The Mountain Institute)

<http://www.mtnforum.org> (Mountain Forum)

## Curriculum Vitae Ana Maria PONCE

Name  
Birth date  
Nationality

Ana María Ponce  
May 9th, 1954  
Peruvian

### UNIVERSITY STUDIES:

**1976 – 1981** Electronic Engineering, Technological University of Budapest, Hungary  
**1982** M.Sc. in Electronic Engineering, Technological University of Budapest, (TUB)  
**1994 – 1997** Ph.D. Candidate, Telematics, TUB, Budapest, Hungary.

### WORK EXPERIENCE:

#### INFOANDINA PROJECT LEADER - LATIN AMERICAN REGIONAL NODE OF THE MOUNTAIN FORUM

Leader of InfoAndina Project, funded by the Swiss Development Cooperation (SDC) since 1997. Node manager of the Latin American node of the Mountain Forum, offering services to over 2,000 regional users in the Andes and beyond, ([www.mtnforum.org](http://www.mtnforum.org)) in close cooperation with the Secretary and regional nodes. Promotes advocacy of the Mountain Agenda, supports regional initiatives during the International Year of the Mountains, facilitates interaction of National Committees in Peru, Bolivia and Ecuador, edits newsletters, offers seminars and presentations. Responsible for reporting, fundraising, quality and sustainability of the information services provided by InfoAndina.

#### CONSORTIUM FOR SUSTAINABLE DEVELOPMENT OF THE ANDEAN ECORREGION

Leader of InfoAndina project since 1996. InfoAndina is the communication tool for CONDESAN partners in the Andean region (<http://www.condesan.org>). Facilitates partnership among regional networks ([www.redisal.org](http://www.redisal.org)), and provides ICT training and e-mail connectivity to partners in rural Andean locations. Provides WEB hosting and design services for CONDESAN partners and facilitates moderated e-conferences and e-discussion lists. Organized 14 successful bi-lingual E-Conferences since 1997, covering regional issues related to sustainable development of the Andean Ecorregion. Between 1996-97, led InfoAndina project, funded by IDRC to facilitate interaction of CONDESAN partners. Responsible of database design on agronomic research in Cajamarca (Peru) and Manizales (Colombia). Supported e-discussions of Bolivian partners related to critical water management issues (<http://www.cgiac.org>). Organizes periodic travelling workshops to promote the use of Internet resources for sustainable development, oriented to support users in rural zones and secondary cities in the Andes of: Ecuador, Perú, Colombia, Venezuela y Bolivia. (<http://www.condesan.org/infoandina/itinerantes.htm>)

#### INFORUM

Part-time User Support Manager (1993-95). INFORUM, a virtual NGO led by Robert D. Hart, promoting e-conferencing systems for sustainable development. INFORUM was pioneer in the organization of electronic conferences for sustainable development, with participation of experts from USA, Central Europe, Africa, Asia and South America. INFORUM used participatory software platforms (X.25) at early stages of Internet development.

#### INTERNATIONAL POTATO CENTER (CIP) (LIMA – PERU) (1987-92)

Database Manager of the Information Service Unit. Responsible of the design and implementation of the institutional bibliographic database services with 40,000 references under BASIS-Plus system, a full-text searchable database platform on VAX-VMS systems.

### PUBLICATIONS:

- 2002:** A.Ponce: “*Alliances of Information Networks for sustainable development in Latin America: The REDISAL case*”. High Summit Multi-Conference, Mendoza, Argentina, May 2002.  
<http://www.montagna.org/high-summit/ramericalatina/Politica/pol-AmLa11.20rm5ponceabstracteng.rtf>
- 2001:** A.Ponce; E.Mujica; J.Posner: “*Promoting Low Cost communication for the Andes*”. Mountains of the World International Symposium in Preparation for the International Year of Mountains (IYM2002). Interlaken, Switzerland, September 2001. [http://www.wms2001.ch/cd/publications/publication\\_165.html](http://www.wms2001.ch/cd/publications/publication_165.html)
- 2001:** A.Ponce: “*InfoAndina: The Information network of CONDESAN*” - II Workshop of Information Networks (REDISAL), Merida, Venezuela, November 2001
- 2001:** A.Ponce: “*Challenges of Information Networks in Latin America*”. Paper presented at the workshop “Estrategias de Sostenibilidad MIP en los Andes. Agosto 2001 (in press).
- 2001:** A.Ponce: “*International Workshop on Mountain Ecosystems, A future vision*”. Cuzco, Perú. Article published in the Mountain Research and Development Journal, Vol. 3, N°2, August 2001: 297.
- 2001:** A.Ponce “*Meeting of the Mountain Forum Node Managers in Barcelona, Spain, 23-27, October 2000*”.

## Curriculum Vitae : Françoise MEES

**Mrs Françoise Mees**  
**Rue Mauverney 28**  
**CH 1196 Gland**  
**SWITZERLAND**

French National  
Age: 52

[europa@mtforum.org](mailto:europa@mtforum.org)

Phone: 00 41 22 999 02 24

Fax: 00 41 22 999 00 20

### August 98 .. to date

#### **Administrator European Coordination Centre European Mountain Forum**

My primary responsibilities include:

- promoting the EMF and its services;
- overseeing the development and implementation of an information system using Internet;
- overseeing coherent interaction with regional nodes;
- day-to-day administration of the centre
- ensuring linkages with the world wide Mountain Forum and regional nodes;
- developing proposals, following these up, and identifying sources of funding;
- representation;
- overseeing issues relating to multi-lingualism.

### September 1997 - August 98

#### **M.Sc. "Protected Landscape Management"**

International Centre for Protected Landscapes –

Aberystwyth - University of Wales

ICPL is member of IUCN dedicated to the training of International Managers of protected areas.

### 1995 – 97

#### **Promotion Manager at VERDON ACCUEIL**

Verdon Accueil is a non profit organisation responsible for promoting the French Regional Park of VERDON (45 communes 4000 km<sup>2</sup> South East of France 22700 inhabitants)

Annual Budget: 1.800.000, - FF    Staff: 3

My responsibilities were:

#### **- Development of tourism from German-speaking Markets**

Germany, Austria, Switzerland, Eastern Europe

- professional trade events and public fairs, international tourism workshops, market studies
- Invitation of German Tour Operators with regional partnerships.
- media (press, radio, TV) liaison

#### **- Marketing help to the local tourist professionals**

- Adaptation of the local offer to the characteristics of actual markets (meetings, contacts with Chamber of Commerce etc...)
- Launching of new touristic products  
(Customized packages for individual and groups)  
Creation of a new brochure "Special Groups 97"

#### **- Team leader for the 17 tourist offices in the park area**

- Animation of meetings ( launch and evaluation of each season)
- Publishing a annual report on the tourist trends and tourist offices, as a tool for local authorities to help them in  
deciding future investment and training.

- Organisation of a local communication network (flash info, statistics)
- Follow-up of local initiatives (marathon, folk festival...)
- **- Regional Communication**
- Promotional activity in Commercial Centres
- Regional Press conferences
- Periodical Press Releases
- **- Brochures and Leaflets**
- Study of contents, Bids with Agencies and Printers
- New Information Technology
- **Newsletter :**
- Writing and Editing "La lettre de Verdon Accueil" (2000/quarterly)
- **Creation of the Press File 97/98**
- 

**1991-1995: Founder of DE.COM.IN  
(Development of Intercultural Communication),**

Non profit organisation based in Alpes de Haute Provence  
Staff: 3      Annual Budget: 250 000, - FF  
President and General Manager of the association for:  
general management and annual reports, accounting  
relationships with local authorities, research of sponsorships  
public relationships with regional tourist authorities, and media

Activities of the association: Local Visits with professional guides (dams, rural communities), video and conferences on "transhumance", Exhibition of local painters and local traditions, week of Arts with school workshops,  
Training on communication, English teaching...

**1990-1992      FURTHER EDUCATION  
after a Voluntary Professional Reconversion**

**Brevet de Technicien Supérieur du Tourisme**

Tourism technical diploma  
University of Nice (France)  
Field study: "Cross skiing in Annot; Propositions for animation and communication"

**Gestion and Coordination de moyens multimédias**

Co-ordination and management of multimedia  
Licence niveau III INFATH/CEFSI  
Reports: " Possible exchanges between Latvia and Alpes de Haute Provence"  
" Curieux par nature" (naturally curious) 10'mns video on archaeologists of the Centre National de Recherche Scientifique – France-  
"10 ans pour les Valbonnais" (10 years for the inhabitants of Valbonne)  
Photo exhibition ordered by the city of Valbonne (Alpes Maritimes)

**1972-1990      Previous Experiences in export companies:**

**Bilingual Executive Secretary** in following companies.

Brissonneau & Lotz Marine (Peugeot) Nantes – 1972 –  
Norton / Chrysler – Coventry (GB) –1973/74-  
Bertrand Freres – UNILEVER – Grasse –1974/79-  
Electronique Promotion – Le Cannet – 1979/84-  
DOW CORNING – Sophia Antipolis- 1984/87 –  
Roure (Hoffmann Laroche) – Grasse – 1987/90 –

## EDUCATION

French Baccalaureat 1967  
Lettres Supérieures Saint Germain en Laye 67/68  
DEUG Sciences Economiques Université d'Orléans 68/70  
Ecole du Louvre  
Others : Training international trade, Micro-edition, Time-managing,  
Quality Management. Use of PCs software (works, word, excel ...)

## LANGUAGES

French mother tongue,  
German basic speaking and reading  
English fluent speaking, reading and writing

## MISCELLANEOUS

Full driving licence.

Associative Life: Secretary of ASPAR (association for animation and conservation of my village)

Leisure : reading and travel (USA, ex USSR, Australia, Indonesia, Japan, Europe, India...)

## OTHERS

### 1979-92 VOLUNTEER AMNESTY INTERNATIONAL

In parallel with my professional activities, I was a volunteer with Amnesty International, representing the organisation at different levels:

Secretary of the Sophia-Antipolis group (Alpes maritimes),  
Press & Media Co-ordinator for Cote d'Azur,  
National Counsellor, elected for Cote d'Azur and Corsica.

- My duties were:
- Leadership of 11 groups (300 members) : motivation and information participation in local actions (marathon 500 runners/year, Palm Beach Auction Sales of paintings and sculptures in Cannes, seminars in Nice)  
Elaboration of the national strategy within the National Committee (35 members)  
Responsibility for the regional budget and vote on the national one  
organisation of information and action networks (urgent actions or lobbying local and regional authorities)  
Internal and External communication : workshops, debates and interviews...

**Success** : increase of the regional presence of Amnesty International, creation of a group in Corsica, Organisation of specialised networks (health, lawyers and education).

1992 - 2002 I'm still a member of Amnesty International.

#### M. Proponent Capability Statement

The registrar of companies for England and Wales certifies that EUROPEAN MOUNTAIN FORUM Ltd was incorporated under the Companies Act 1985, as a private company limited by guarantee, not having share capital and non making profit, on the 20<sup>th</sup> January 1998.

Given at Companies House, Cardiff, the 27<sup>th</sup> July 1998 Nr 3496073.

All annual financial statements are legally audited by SOFIGER, Gland, Switzerland.

European Mountain Forum is the recognized European network of the global Mountain Forum, The Mountain Forum promotes global action toward equitable and ecologically sustainable mountain development. This is achieved through information sharing, mutual support and advocacy. In order to achieve these objectives the MountainForum uses modern and traditional communications, supports networking and capacity building and encourages members to be proactive in advocating sustainable development of mountain areas.

Mountain Forum is part of the Global Mountain Partnership signed in September 2002 in WSSD Johannesburg with the major UN agencies and different governments.

N. Previous *infoDev* Grant **NONE**

#### 13. Intellectual Property

The name and use of name “Mountain eFair” will be registered as a trademark by European Mountain Forum as per the Madrid ‘s convention.

EMF will agree to license that name both to the participating Mountain Forum’s network (in that case : Condesan/Info-Andina and The Mountain Institute) and to InfoDev on a world-wide, non exclusive, royalty-free basis.

By submitting an activity proposal to *infoDev*, proponents authorize the *infoDev* Program to make public the information in fields 1- 9, for the purpose of promoting contacts between proponents and other interested parties.

Please **EMAIL** your proposal to [infodev@worldbank.org](mailto:infodev@worldbank.org)

*infoDev* Program Administrator  
The World Bank  
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