Collective Learning Course on
Community-based Forest Management for People's Organizations

Module: ESTABLISHING COMMUNITY-BASED ENR FRIENDLY ENTERPRISES

Title of the Session: COMMUNITY LIVELIHOOD APPRAISAL AND PRODUCT SCANNING

SESSION DESCRIPTION AND OBJECTIVES:

The Community Livelihood Appraisal and Product Scanning or CLAPS is a tool developed and used by NTFP-EP in helping its partner communities during the initial stage of establishing community-based enterprises. It aims to provide communities and organizations with tools in identifying and selecting products and services with high enterprise development potential. It also includes an assessment of communities' readiness in setting up a viable community based ENR friendly enterprises.

More specifically, by the end of the session, participants are expected to be able to:

   1. Learn how to conduct an assessment of the community's assets using various tools and workshop activities
   2. Guide the participants in selecting the resources and products with high enterprise potential
   3. Acquire skills in conducting community assessment geared towards formation of collectively owned and management enterprises

Note: not included in the program are the recap and synthesizing activities at the start and end of each day.

ACTIVITY TITLE/TOPIC	KEY POINTS (key lessons, takeaways, or highlights of the activity/topic)	LEARNING EXPERIENCE (process description of online activities)	LEARNING TIME (No. of hours)	REFERENCE NUMBER OF TRAINING MATERIAL
A. PRELIMINARY ACTIVITIES	● Participants and groups are introduced ● Managed expectations ● Explained training context and program flow ● Training agreements ● Teaching platforms and methodologies are understood by the participants	● Introduction ● Levelling off of expectations ● Program Flow ● House Rules ● Explanation of teaching platforms to be used	1	A.1 CLAPS program A.2 Video materials on Teaching and learning platforms (Zoom, Google Drive, Jamboard and Messenger) c/o Yasser
B. INTRODUCTION TO CLAPS (AN OVERVIEW	● CLAPS framework ● Step by step process in conducting CLAPS	● Lecture / Discussion on CLAPS framework and overview of the steps in conducting CLAPS via Zoom	.5	B.1 PPT-CLAPS Overview

OF THE STEPS AND PROCESSES)	• CLAPS focuses its assessment on the ff:
	  • Resource Availability & Sustainability & Disaster Risk Assessment
	  • Product Viability
	  • Enabling Environment
	  • Community Readiness			

C. RESOURCE AVAILABILITY AND SUSTAINABILITY	Participants learn how to assess of the Natural Resource Capital using the following tools and activities:
	  • Resource Listing and Categorization
	  • Resource Prioritization
	  • Harvest and Management Practices
	  • Resource Mapping
	  • Resource Validation
	
	Output: Top 5 resources with enterprise potential based on availability and sustainability parameters
		• RESOURCE SCANNING – a lecture discussion via zoom	.5	C.1 PPT-Resource Scanning

		• COMMUNITY MAPPING Workshop	1	C.2 Workshop Guide (WG)-Community Mapping

		• RESOURCE LISTING AND CATEGORIZATION
		  ○ Resource Listing Game
		  ○ Resource Categorization workshop
			1	C.3 WG-Resource Listing and Categorization
				C.4 Tool - Resource Categorization

		• RESOURCE PRIORITIZATION Workshop	1	C.5 WG-Resource Prioritization C.6 Tool-Resource Prioritization
		• HARVEST & MANAGEMENT PRACTICES Workshop	1	C.7 WG – Harvest & Mgt Practices C.8 Tool-Harvest & Mgt Practices
		• LIVELIHOOD AND SEASONAL CALENDAR Workshop	1	C.9 WG-Livelihood and Seasonal Calendar C.10 Tool-Livelihood Calendar
		• RESOURCE MAPPING Workshop	1	C.11 WG- Resource Mapping
		• RESOURCE VALIDATION INSTRUCTIONS	1	C.12 Fieldwork Guide (FG)-Resource Validation
		• Offline work: Resource Validation (Field work and offline completion of Resource Validation tool by the participants)		C.13 Report Template (RT)-Resource Validation Report Template
D. DISASTER RISK ASSESSMENT	Participants are able to identify climate and weather patterns and trends in their community. They will also locate / identify areas that will likely be affected by potential hazards through the hazard mapping activity. These information will help them in planning and making decisions related to their enterprise	• Workshop: HISTORICAL TIMELINE	1	D.1 WG-Historical Timeline D.2 Tool: Climate and Hazards Pattern
		• HAZARDS & RISKS ASSESSMENT Lecture/Discussion via Zoom	1	D.3 PPT: Hazards and Risk Assessment
		• HAZARDS MAPPING Workshop	1	D.4 WG-Hazard Mapping
E. PRODUCT VIABILITY	In this area, participants learn about the market and the importance of	• MARKET SCANNING Lecture Discussion	1	E.1 PPT-Product Viability
		• PRODUCT SCANNING Workshop	1	E.2 WG-Product Scanning

	understanding the market through market research. Using the tools provided in this topic, the participants will be able to learn basic knowledge and skill in conducting product scanning, assessment of competitors and the industry they plan to penetrate.			E.3 Tool: Product Scanning Tool
		● TRADE AUDIT & INDUSTRY ANALYSIS Workshop	1	E.4 Tool: Trade Audit & Industry Analysis
		● COMPETITORS' ANALYSIS Workshop	1	E.5 Tool: Competitors' Analysis
		● Fieldwork - Marketing Scanning		E.6 FG–Market Scanning
	Output: Market assessment			
F. ENABLING ENVIRONMENT	Start-up enterprises usually rely a lot on social capital. Some of the benefits of maximizing the social assets of a start-up enterprise are: market, business enabling support from funds, facilities, policy support and technical assistance.	● SOCIAL MAPPING Workshop	1	F.1 Workshop Guide F.2 Tool: Stakeholders list of programs/ services/ policies/ ordinances
		● RAPID AREA ASSESSMENT explanation of the tool	1	F.3 Tool: rapid Area Assessment
		● Fieldwork on RAPID AREA ASSESSMENT		
	It is also important to assess the ease of making business in the community by looking at both the soft and hard infrastructures like access and costs of utilities (power, water, internet and mobile connection); farm to market roads, etc. Output: Stakeholders and the various programs, services and policies Assessment of business environment			
G. COMMUNITY READINESS	This portion of the workshop will only discuss the tools that the community enterprise needs to conduct a complete assessment of the community's preparatory work in setting up a community-based ENR - friendly enterprise.	● ASSESSMENT OF PREVIOUS ENTERPRISE EXPERIENCES Workshop	1	G.1 Workshop Guide on Enterprise Assessment G.2 Tool: Assessment of Previous Enterprise
		● BUILDING THE ENTERPRISE TEAM Lecture Discussion	1	G.3 Presentation: Building the Enterprise
		● ORGANIZATIONAL ASSESSMENT Discussion of Tool	1	G.4 Tool: Organizational Assessment
	The brief lecture on Building the team will discuss the characteristics and skills needed of managers and leaders who will operate and manage the business	● PRODUCERS' PROFILE Discussion of Tool	1	G.5 Presentation Producers' Profile

	The producers' profile is also a baseline tool. Aside from conducting a skills inventory, the profiling tool will also help in determining the initial expected / target enterprise income to address the needs of the members Similarly, the organizational assessment tool will help the groups to identify the skill and learning gaps on enterprise development and management			
H. PRODUCT SELECTION	Each PO-participant would be able to determine the best product to pursue and the line up the capacity building needs	● Consolidation of outputs from the workshop outputs of the 4 areas of assessment	2	
		● Reporting of consolidated outputs		
		● PRODUCT SELECTION Workshop	1	H.1 Tool: Product Selection Tool