

# **DRAFT**

# Darwin Initiative for the Survival of Species Annual Report

Project title: Conserving Kenya's forests through certification of sustainably

sourced woodcarvings

Country: Kenya

Contractor: WWF-UK

Project Reference No.: 162/11/004

Grant Value £ 172,600

Start/Finishing dates: April 2002 – March 2005 Reporting period: April 2002 – March 2003

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# 1. Darwin Project Information

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#### 2. Project Background

Woodcarving in Kenya predominantly uses illegally logged hardwoods, and is currently unsustainable. This activity contributes to the loss of East African forests of global biodiversity importance, containing a wealth of unique animal and plant species. Thousand of Kenyan families are also dependent on this activity.

The project will therefore work with various groups, to ensure Carvers shift to carving 'Good Wood', sustainably grown and harvested by Kenyan Coastal farmers. The end product will be high quality wooden items, hand carved from beautiful Neem 'Good Wood', being promoted in the UK through socially responsible UK retailers and importers.

To guarantee the environmental sustainability of these products to the consumer, 'Good Wood' carvings will in the near future be Forest Stewardship Council (FSC) certified.

#### 3. Project Objectives

The project purpose is: conservation of critical forest habitats in Kenya (Art. 8 CBD) by putting in place an incentive (Art. 11 CBD) to enable carvers to shift from traditionally preferred forest hardwoods to farm-grown or plantation species, thereby providing for sustainable livelihoods for carvers and tree owners (Art. 10 CBD).

The major outputs are:

- Certification of sustainably sourced carvings from two woodcarving cooperatives.
- 2. Increased general awareness about sustainable woodcarving and benefits of certification amongst carvers, tourists, exporters and importers.

The objectives have not been modified, but a change might have to be considered in the coming year. One major foreseeable change is that we can only anticipate to certify one (Akamba Handcraft Society, Mombasa) rather than 2 co-ops by the end of the project period. As mentioned in the first 6-monthly report Malindi, the smaller of the co-operatives, is facing serious financial problems and needs to concentrate on the viability of its business with no capacity to develop an export market, which is prerequisite for certification. In May we will be developing a strategy on how to support Malindi in the most appropriate way without straying too far from our core objective of conservation. The impact of our work with Akamba is still going to be

very large as this is the biggest carving co-operative in Kenya with more than 3000 members.

This has not yet been discussed with the Darwin Secretariat. We shall contact the Secretariat after the submission of this report.

Since the original approval of this project, however, a very positive addition and change has been the partnership with Oxfam GB (Market Access Team) and Oxfam Kenya (Sustainable Livelihoods Team) and their partners/collaborators Kwetu training centre and Kenya Gatsby Trust (KGT). This partnership has greatly strengthened the possibility for future success and sustainability, because of its advisory and direct implementation involvement in the training and group formation of farmers and the business development and quality assurance training for carvers. This should ensure that the conservation and livelihood gains are achieved.

Implementation of the training of carvers and farmers has also been strengthened through the local implementation partnership with the Coastal Forest Conservation Unit (CFCU). CFCU secured a GEF Small Grant . The funds provided over two years are predominantly for the support of business development of carvers, but also for some support to the certification training of carvers and farmers. Financial support and input from Oxfam will be mostly at the farmers' level and in advisory about market access.

The project has also had significant engagement at the policy and advocacy level (see 6-monthly report) and subsequent success on which we are intending to build. This was not listed as an output in the original logical framework and could be added. This will be discussed with the secretariat.

# 4. Progress

The project started late because of the late receipt of final confirmation (June 2002). This is the first annual report preceded only by the 6-monthly report submitted in October 2002.

#### **Output measure 8: Project Leader**

The Project Leader had three visits (May & October 2002 and March 2003) to the host country to help initiate activities and specifically to set up the collaboration with Oxfam GB and Oxfam Kenya. The most recent visit was to participate and help steer a project review workshop attended by all partners of the project.

#### **Output measure 6a: training**

The exact numbers of trainees and training sessions given in the original proposal are very difficult to adhere to for reasons, such as the underestimation of the time it takes to recruit and train farmers (see new approach below). Some of the delay in training carvers, for example, is due to the awaited results of some quality assurance work, which are required before proceeding. It is however, important to note that eventually we are likely to train substantially more farmers than estimated in the original proposal (400), because of the requirements of neem wood volume for the cooperative.

Carvers:

In August 2002, Basic awareness raising on certification and its usefulness for carvers was conducted by DM through Extraordinary AGMs of both Malindi and Akamba woodcarving co-operatives, addressing the majority of active carvers in the two co-operatives (1800 in Mombasa and 200 in Malindi). This was the first time that an attempt was made to communicate to all carvers, since interactions with and training of members of the frequently changing management boards has so far not been effective in creating awareness among the majority of carvers.

The members of the board of Akamba Handcraft Co-operative Society attended a one day workshop on 5<sup>th</sup> February 2003 to discuss the project objectives, structure and the board roles in the certification process. All board members and departmental heads attended this meeting which was a good forum to discuss the project and making them own its implementation.

In October 2002, the business development service provider (BDS) Kenya Gatsby Trust (KGT), contracted by CFCU, has started on business counselling and quality assurance work of Akamba, following the initial business assessment carried out by Oxfam GB members. The training includes the following components: production of business plan, export accounts control system, motivation for innovation & creativity, quality assurance system, review of chemicals used, product identification (coding system) and product specification clarification. Crucially, the training includes FSC group chain-of-custody training (advised on by David Maingi) and the development of a production manual. Only against conformity to specifications in the latter should future contracts for export orders be placed. The manual will be adapted in a way that it will automatically fulfil all the FSC requirements for chain-of-custody records and monitoring. If these practices are adopted, then Akamba Co-operative will not only be ready to be certified, but will have become a more efficient and competitive business. Results of the first training period have highlighted some of the bottlenecks the carvers of Akamba will have to overcome. One of the key ones is a wood technology problem that relates to the fact that neem wood tends to crack and mould during and after shipping. To meet stringent quality criteria set by importers, this problem has to be eliminated to ensure that export orders are sustained. Expert advise has been sought (see below). As soon as clear remedial action has been identified KGT will continue their training in particular to ensure the implementation of the new recommendation. The completion of the production manual also has to wait until clear intervention on the log selection, drying of logs and their treatment has been identified through a process of experimentation (see below).

In September 2002, carvers of another woodcarving co-operative, Makindu, in the neighbouring province of Eastern Kenya, have been appraised by DM of the need for sustainable wood use and the potential benefits of certification. Information on the work with Malindi and Akamba Co-operatives was provided to Makindu.

#### Farmers and cutters:

Up to October 2002, the Project Officer, David Maingi (DM) with the help of WWF EARPO implementation partner the Coastal Forest Conservation Unit (CFCU), recruited 150 farmers (name, location and neem resource recorded) for the Group Certification Scheme in Malindi. General awareness on certification procedures and purpose was raised among Malindi cutters who currently number five. The cutters have also been involved in participatory design of chain of custody and monitoring forms for certification. Even if certification of the Malindi co-operative will not be going ahead, Malindi cutters are still likely to supply certified logs to Akamba co-

operative, who are based in Mombasa, which is about 1.5 hours drive away. Malindi is at the moment the best source area for neem and will be where the first farmers group formations will be taking place.

Realising that the recruitment of farmers, their training and formation into groups and the formation of an umbrella body (e.g., a farm forestry association), is very time consuming, it was necessary to design a workable approach. Already in the autumn it was decided that a training of trainers (TOT) needed to take place to have a pool of trainers able to train more farmers in different location. At the project review workshop, held on the 3-4<sup>th</sup> of March 2003 in Nairobi, it was further agreed to increase the recruitment rate through mass sensitisation with the help of Kwetu and village contact people. Already a 2-day Training of Trainers workshop was held in Mombasa in December 2002. The participants were drawn from all the 4 coastal districts. Thirty (30) trainers were trained on basic concepts of certification, group formation, record keeping and wood production.

A follow up training for TOT was organised and took place on 4<sup>th</sup> February 2003 in Malindi where some of the participants from the TOT workshop from Malindi were among resource people. The aim for this farmers training was to assess the effectiveness of the TOT and to begin with farmers training for the certification scheme. Eighteen (18) farmers from 2 farmer groups in Malindi were trained in group formation, reporting, chain of custody and tree management.

The mass sensitisation approach, involves the call of barazzas (large village level meetings) to impart information on the certification and neem livelihood opportunities and encouraging farmers to register to form a group. The registered farmers will receive in-depth training, and only then interested farmers will be registered and formed into groups. This work will be done in collaboration with CFCU and Kwetu starting in April 2003 and will run throughout the coming year.

Kwetu Training Centre is the implementing partner of Oxfam Kenya and is based in Mombasa. Their expertise is on community training and mobilisation in resource utilisation.

#### Advisory committee:

The advisory committee members were identified and contacted in November and the committee was formed on the 3<sup>rd</sup> of February 2003 and the first meeting was held. Twelve members attended bringing together government departments, provincial heads, private sector and NGOs, all working in farming and forestry related fields (see 1<sup>st</sup> 6-monthly for detail of membership). The committee will meet twice a year to review project achievements and provide technical advice for the project implementation. The first meeting introduced the project and its objectives, activities and project structure. The next meeting will be held in August, prior to which the Terms of Reference for the group will be developed in consultation with the project implementation partners.

#### Output measure 16A: Newsletter

Chonga – Newsletter has just been printed and is currently being distributed. We realise that this output is 3 month delayed, but due to the changes in the project design and obtaining contributions from all partners earlier completion was not possible.

A positive outcome has been that we were able to produce a newletter version not only for carvers but also for the wider audience. The carvers edition is simply written and shorter, for ease of understanding.

Printed copies will be sent as soon as received from Kenya. The version for the wider audience can also be downloaded from our WWF/UNESCO People and Plants Website: http://www.rbgkew.org.uk/peopleplants/regions/kenya/index.html

#### Output measure 15A: press releases and new output measure 14B: presentations

A half-page account of an interview with DM on certification and the benefits of it in the contexts of our project and Kenya more widely, was published in a nation-wide newspaper in early July (sent as hardcopy). A radio feature called Insight was broadcast in English and Swahili about certification and sustainable production of wood, with most emphasis on wood production by farmers and trading in Good Wood carvings.

A big newspaper feature is currently being planned. Basic agreement from one national news paper, two Kenyan TV and a national radio station has already been reached.

Other awareness raising work included a high-level presentation by DM at the Symposium of the Annual Crafts Trade Fair (a regional event), which the Minister for Trade and the Permanent Secretary of Kenya attended. DM was also invited by the Kenya Forest Working Group (KFWG) to give a talk and he used the opportunity to encourage them to lobby for certification and to show its wider relevance through the example of our project. KFWG is the co-ordinator of the National Steering Committee on Forest Certification in Kenya.

The project leader has also raised awareness about the project through a number of talks. One talk was given at the 16<sup>th</sup> International Society of Conservation Biology Conference, held at Canterbury in the UK in July 2002. Presentations have also been made to Oxfam GB, the Forest Stewardship Council (FSC) Technical Committee on Small and Low Intensity Forests (see below), and to WWF-EARPO, the host country institution, (together with David Bright from the Market Access Team of Oxfam GB).

#### Contact with importers/distributors and UK retailers

With the help of David Bright, Market Access Team at Oxfam GB we have made initial contacts with several crafts distributors and retailers. These are Shared Earth (distributor to many other retailers), Once was a Tree, Natural Collections, Eden Project shop and Body Shop. Apart from Body Shop, all are greatly interested in buying Good Wood carvings, in particular if these are eventually certified. More formal, joint presentations of WWF and Oxfam to these retailers are now planned from September onwards, due to the quality assurance issues preventing export readiness. However, we will only initiate formal trade facilitation when all the quality issues mentioned above are resolved, since any future orders might otherwise be jeopardise.

#### Research: Coastal farmers baseline livelihood survey

At the Mombasa workshop in October 2002 when all project partners got together for the first time to plan for joint activities, it was decided that Kwetu in collaboration with CFCU should conduct a baseline survey on coastal farmers livelihood. It was felt that basic information was crucial in order to decide on appropriate target groups, level of training and to find out what the potential livelihood gains of our project might be. The objectives of this research were to: assess the capacity of farmers to

supply neem for wood-carving; identify technical inputs that would enable farmers to participate in the certification scheme; recommend a strategy for farmers to realise the opportunity from neem timber and neem by-products; identify areas of livelihood opportunities for target farmers; identify constraints within the sector; disaggregate data by sex, where relevant. Findings were reported at the recent project review workshop and a selection is given below:

- farmers have much fallow land that already has significant neem densities and can be used for growing more neem;
- neem tree concentration is highest in Malindi district and lower in the southern coastal districts of Kwale, Mombasa and Kilifi;
- the importance of tree crops for earning cash income has been confirmed, and supports our assumption that the sale of neem logs and by-products will bring substantial livelihood gains. Oxfam is now happy to put significant money and resources into supporting farmers training and other support;
- Membership in already existing farming related organisations is low, which means that we can not develop our group formation for certification on already existing organisation. We will need to focus on creating a new organisation centred around certification of neem and the production and marketing of neem products;
- Currently farmers lack awareness of of the benefits of neem and prices for seeds, etc. are still low. Training on harvesting, processing and storage of seeds is required and market access work is necessary. This will be the responsibility of Oxfam and partners;

#### Quality assurance issues – wood technology:

It was not anticipated that the issue of quality assurance, in particular, wood technological issues such as cracking and moulding could be potentially threatening to the progress and success of this project (see carvers training above). Through the input from Oxfam and KGT this issue came to light and does not allow the successful export of neem carvings as previously anticipated. Also no further training on quality assurance can be conducted and the development of a production manual has been halted until the most basic wood technology issues have been solved. Therefore, the project hired a local (Mr Meshack Muga, Kenya Forestry Research Institute (KEFRI)) as well as an international wood technologist (Mr Victor Burclaff, Forest Products Consultant) to advise on remedial action. The consultants pointed out the need to conduct a series of experiments. The experiments, for example, need to establish the green moisture content of neem wood from different sites and require the measurement of the loss of this moisture and how the wood pieces of different size and type (with eccentric vs. centric pith, stem vs branch wood etc.) behave (size and amount of cracking and moulding). A prototype kiln will also have to be constructed to allow drying under controlled condition to achieve 12% equilibrium moisture content at which level no more cracking will take place.

Carrying out this recommended work, training the carvers in the new techniques and achieving adoption of different log purchase and work practices, obviously requires a considerable amount of time. As a result our time table for the first 'test export' order will have to be shifted from an order placed in July or August to the latest in December 2003. The test order will be with Ten Thousand Villages fair trade shops and the order will be carried out and handled using the new production manual (to be completed after experiments) and applying all chain of custody and certification requirements.

The consulting work was paid from the training budget line and the implication of the extra work on wood technology on the budget will be discussed with the Darwin secretariat. Some extra funding from DFID has been secured to pay for some of the equipment (e.g., desiccating oven, scales, etc), but it will have to be spent by the end of June 2003.

#### Business capability of the Malindi Handicraft co-operative Society

As mentioned under point 3. Above, and described in detail in the 6-monthly report, the Malindi co-operative is under serious financial strain and far from being export capable. Therefore, we can not proceed with training of Malindi carvers and considering the seriousness of their situation, as well as the time already past it is becoming very doubtful if certification can be achieved during the live of this project. As strategy on further action will be developed with the help of KGT and CFCU in May 2003. The implications of this will be discussed with the secretariat.

#### Refinement and changes to project design

Two workshops were held with project partners to review the project objectives and progress. The first one in October (see 6-monthly report) was mostly to bring all partners together and agree on a joint short-term workplan. In March, a full project review workshop was held, which resulted in a one-year joint workplan (see Appendix 2), with some implications to project design and activities. Most of these changes are already highlighted in the text (e.g., approach to farmers recruitment and group formation using mass sensitisation).

In general, more activities will be conducted as a result of the partnership. Also greater opportunity for policy level work exists, which has recently been further enhanced by the change in the Kenyan government.

#### 5. Partnerships

No problems in the collaboration with the host country institution have been encountered

As described in detail in the first 6-monthly report (section 2.) the new partnership with the Market Access Team of Oxfam GB and Oxfam Kenya and its respective implementing partner Kwetu has been highly advantages to the project and its sustainability. Similarly, working with CFCU has increased the project capacity and ability to succeed.

# 6. Impact and Sustainability

The project has contributed much to raising the profile of FSC certification in Kenya. For example, discussions are now under way to include certification activities in the Kenyan governments' budget planning cycle. For example, this could result in support from Forest Department (FD) extension officers in certification training of farmers, particularly after the project has finished.

As a direct result of the lobbying of the Forest Department by the project officer, a circular on timber movement was issued and has had the direct result of stopping hardwood supply to carving co-operatives. As long as the enforcement of this circular

is maintained only Good Wood can be carved, which re-enforces the projects' message.

Already in the 6-monthly report (see policy level work) it was mentioned that David Maingi is participating in both national and international fora (e.g., Kenyan National Steering Committee on Forest Certification and FSC Technical Committee on Small and Low Intensity Managed Forests). This clearly shows a high visibility of the project as a fairly unique and instructive case study. At the national level in Kenya our project is still one of the only concrete efforts of trying to achieve FSC certification.

WWF EARPO is already looking beyond the length of this project with commitment to extend it into a longer-term programme that could be scaled into other sectors (e.g. furniture sector) and replicated for woodcarving in other areas in Kenya or the region. The project review workshop laid some of the foundation for the follow-on work (e.g., planned policy analysis and research of the timber sector with regard to conservation and livelihood impacts). A similar review workshop is planned for Feb. 2004 to discuss and decide on a viable exit strategy and project sustainability.

Table 1. Project Outputs (According to Standard Output Measures)

Code No.	Quantity	Description
6A	3,454	168 farmers recruited and received initial training [one day each for each small group???]
		30 trainers for training farmers recruited and trained with follow-up testing of effectiveness (3 days)
		1800 carvers of Akamba & 200 Malindi co-operatives appraised of project objectives and benefits and responsibilities associated with certification; (1 day each co-op)
		A group of 4 cutters from Malindi and another group of 8 cutters from Akamba underwent a one day training in introduction to certification requirements, log bookings and chain of custody form use.
		Akamba co-op board and management: one-day training on project objectives, structure and board role in certification process; and two meetings to brief the board and managers on the progress and project achievement have taken place.
		Quality assurance and business skill training started
8	6 weeks min	Three 8-10 day host country visits by project leader (May & Oct. 2002, March 2003)
14A	(new)	2 project review workshops organised and work presented
14B	(new)	Project leader: 1 presentation at international conference; 1 presentation at FSC SLIMF committee

		meeting; 3 presentations at small workshops;
		Project officer: 1 presentation at a symposium of the East African Annual Crafts Trade Fair; 1 presentation to Kenya Forestry Working Group; several presentations at small workshops
15A	9 press releases	1 half-page interview with Project officer in National newspaper;
19C	(new)	1 radio feature broad-cast in Swahili and English in the coastal region
16A, B	1; 1200 plus	Chonga newsletter produced in 2 versions: 1 carver and 1 general; 1200 will be distributed to carvers and 800 for the wider audiences.
no ref		David Bright from Oxfam GB has held initial meetings with 5 retailers and distributors in UK;
23	(New)	US\$ 48,000 over two years, raised by project partner CFCU £5000 raised from DFID for wood technology work.

**Output 6A:** additional training in Quality assurance and business skill development was conducted by Kenya Gatsby Trust

**Output 14B:** new output; several awareness raising talks were held at conferences/workshop/seminiars by both the project officer and the project leader to audiences in Kenya and the UK;

**Output 16A:** Chonga publication is three month late due to project design changes and the wish to get contributions from project partners. But able to produce 2 version: one simpler carver version and a more detailed general version.

**Output 19A:** is an additional output and further opportunities for radio features are likely

**Output 23:** an additional £ 5000 was raised from DFID to fund some of the additional work on wood technology; especially paying for equipment. These funds have to be spent by June  $30^{th}$  2003.

**Table 2: Publications** 

Type *	Detail	Publishers	Available from	Cost £
(e.g. journals, manual, CDs)	(title, author, year)	(name, city)	(e.g. contact address, website)	
1. Book *	Tapping the Green Market: certification & management of NTFPs; Shanley et.al. 2002	Earthscan, London	Earthscan, info@earthscan.co. uk	24.95
2. news letter (carver & general version)	Chonga, WWF EARPO People & Plants	WWF EARPO	WWFEARPO and in pdf on www.rbgkew.org.uk/peopleplants	free
3. FSC newletter	FSC News & Notes	FSC	http://www.fscoax.o rg/fscnews/may- jun2002/News+Not es_190602.pdf	
4. web-feature	Background to the Kenyan woodcarving industry & its impact Susanne Schmitt, 2003	WWFUK	http://www.rbgkew. org.uk/peopleplants /photopages/photok enya1.htm	

<u>Item 1:\*</u> Has a chapter on the earlier phase of the Kenya woodcarving certification effort; p. 259-264;

<u>Item 2:</u> downloadable from the People and Plants web-site and will be distributed in hardcopy to 1200 carvers and for the more general version about 500 copies will be printed and distributed to members of NGO, government representatives, importers, etc.

<u>Item 3:</u> mentions the event of the first Technical committee meeting on FSC Small and Low Intensity Managed Forest of which the project officer David Maingi is a member.

# 7. Project Expenditure

Table 3: Project expenditure during the reporting period

Item	Budget	Expenditure
Salaries (specify)		
Rent ,rates heating lighting etc		
Office administration costs		
Capital items/equipment		
Others		
Total		

• Highlight any recently agreed changes to the budget and explain any variation in expenditure where this is +/- 10% of the budget

#### 8. Monitoring, Evaluation and Lessons

Two project review workshops, as well as regular consultations with partners, have so far ensured that the project is progressing well (see above). Already an important lesson learnt is that, working with partners and getting their input and feedback has been of considerable help in questioning certain assumptions and activities as well as strengthening other activities planned under this project. Due to our core expertise in conservation and certification important aspects related to business development, market access and livelihood work would have been neglected. For example, the business assessment of Malindi by KGT has clearly shown that the co-operative is not export ready and requires considerable improvement in its financial and general management. Therefore, it has become questionable if this co-operative can be certified within the project timeframe. WWF on its own probably would have continued working with Malindi with the likely result of failure. In the case of the work on business development and quality assurance, WWF on its own would not have had the expertise to carry out this work. Now this type of training will contribute to sustainability of project interventions by making Akamba co-operative a more competitive business.

Direct contribution to the conservation of Kenyan forests can already be demonstrated by the success of lobbying the Chief Conservator of Forests, which resulted in the publication of the Circular on Timber Movement. The enforcement of this circular, which refers back to the Presidential ban on the logging of indigenous hardwoods (1982), has since August 2002, resulted in almost empty hardwood log yards in the co-operatives. Whilst the enforcement is good the direct result is that almost all carvings at Akamba are currently made from neem 'Good Wood'.

Furthermore, Akamba co-operative on its own accord, issued an internal circular to stop buying ebony (African balckwood; *Dalbergia melanoxylon*; mpingo). The sole source of ebony is currently from Tanzania and is in most case imported illegally. Some monitoring needs to take place to verify the success of this voluntary rule.

Learnt of crucial importance of partnerships to enhance the sustainability and effectiveness of the project. Without the collaborative work we would have failed to

address some crucial questions related to business viability (e.g. Malindi) and quality assurance (e.g. wood cracking), which would have increased the likelihood of failure. This is because, only if a quality Good Wood carvings can be exported will further orders be received and provide the incentive for carvers to continue carving Good Woods.

The change in government in Kenya has now re-opened more policy opportunities to influence enforcement, improved forest management and support to farm forestry. The project is actively exploiting these new opportunities by forging even stronger links with the Forest Department and by planning a detailed policy analysis.

## 9. Author(s) / Date

Dr Susanne F. Schmitt and David R. Maingi April 2003

# 10. Documents available on request

- Administrative manual for neem certification scheme in Malindi district (David Maingi)
- Chain of custody manual for the neem certification scheme (David Maingi)
- A management plan for neem as a carving wood (David Maingi)
- Malindi & Akamba business assessments (KGT)
- KGT progress report on Akamba business and quality assurance training
- Bi-monthly short progress reports on partners activities
- Baseline livelihood survey of coastal farmers, report by KWETU
- Chief Conservator of Forests Circular on Timber Movement
- Reports of two project review workshops, including workplans
- Report: Improved utilisation of neem (*Azadirachta indica*) for carving by the Akamba co-operative Society by Burclaff & Muga

#### **APPENDIX 1: Darwin application, including logframe**

(see separate file: final Kenya Darwin Application, as copying not possible)

# APPENDIX 2: JOINT WWF – OXFAM WORKPLAN, MARCH 2003 – MARCH 2004

(sent as separate excel file: joint workplan)