



Submit by 21 January 2005

DARWIN INITIATIVE APPLICATION FOR GRANT ROUND 13 COMPETITION:STAGE 2

Please read the Guidance Notes before completing this form. Applications will be considered on the basis of information submitted on this form and you should give a full answer to each question. Please do not cross-refer to information in separate documents except where invited on this form. The space provided indicates the level of detail required. Please do not reduce the font size below 11pt or alter the paragraph spacing. Keep within word limits.

1. Name and address of organisation

Name: LEAD – UK	Address: 48 Prince's Gardens, London, SW7 2PE
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2. Project title (not exceeding 10 words)

Conserving Coral Reefs Through Community Ownership and Enterprise in Indonesia

3. Project dates, duration and total Darwin Initiative Grant requested

Proposed start date: 1 st May 2005		Duration of project: 3 Years			
Darwin funding requested	Total	2005/06	2006/07	2007/08	2008/09
	£ 149,954	£ 50,784	£ 50,495	£ 48,675	£

4. Define the purpose of the project in line with the logical framework

The overall purpose of the project is to harness UK training expertise, through a programme of training of trainers, to enhance the capacity of local fishing communities to manage, restore and use sustainably the fish populations in a key buffer zone to one of the richest areas of marine biodiversity in Indonesia. In particular, the aim is to transform unsustainable exploitation of marine fish for the live ornamental fish trade into sustainable use with enhanced fish populations, habitat protection, adoption of Marine Aquarium Council (MAC) standards by the local fishing community, and improved livelihoods for that community.

The need for this project is urgent because, despite the fact that Indonesia has some of the richest coral reef fish diversity in the world, irresponsible collection practices and poor coastal zone management are contributing to drastic declines in coral reefs and associated fish species. As it stands, parts of the buffer zone around Bali Barat National Park have been significantly damaged as a result of cyanide and dynamite fishing, and if these practices continue there is a real and imminent threat to the marine resources in the park itself.

The project will provide target communities with a strong economic incentive supported by the necessary capacity and business skills to promote conservation through the sustainable use of fish stocks. After the project ends, the structures will be in place to ensure the incentives and capacity for conservation remain and continue. This will ensure the restoration and conservation of a crucial area for marine biodiversity, and the creation of economically and environmentally sustainable livelihoods for very poor fishing communities.

The project will extend a successful approach initiated by WWF Indonesia and GEF/UNDP in two villages in Buleleng District in Bali to a much wider area of Buleleng District, including the key buffer zones to Bali Barat National Park. The potential for replication of the project in other parts of the country and the surrounding region is enormous.

5. Principals in project. Please provide a one page CV for each of these named individuals

Details	Project Leader	Other UK personnel (working more than 50% of their time on project)	Main project partner or co-ordinator in host country
Surname	Marton-Lefevre	Bedi	Widjajanti
Forename (s)	Julia	Gitanjali	Darwina
Post held	Executive Director	Training Officer	National Program Director
Institution			LEAD-Indonesia
Department		Capacity Development	

6. Has your organisation received funding under the Darwin Initiative before? If so, give details

Funding received for project: Conserving Giant Clams Through A Community Reserve In the Lakshadweep Islands. Proposed start date: April, 2005

7. IF YOU ANSWERED NO TO QUESTION 6 describe briefly the aims, activities and achievements of your organisation. (Large institutions please note that this should describe your unit or department)

Aims (50 words)
Activities (50 words)
Achievements (50 words)

8. Please list the overseas partners that will be involved in their project and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. What steps have been taken to ensure the benefits of the project will continue despite any staff changes in these organisations? Please provide written evidence of partnerships.

LEAD Indonesia will be the main partner in Indonesia, responsible for carrying out scientific research on the ecological carrying capacity of the area, and working with local government and communities to design and effect a natural resources management plan and policy. LEAD Indonesia will also provide the necessary technical assistance to enhance the business capabilities of the fishing communities and will coordinate the contribution of all partners and stakeholders in Indonesia. It has worked closely with LEAD-UK in drawing up the training of trainers programme that LEAD-UK will deliver. LEAD Indonesia will draw on the technical expertise in its Fellows network, which consists of both leaders in the field of business and marketing, as well as leaders in the field of ecology, to assist it in carrying out its functions.

Marine Aquarium Council (MAC) is an independent, international not-for-profit, organisation that works with communities, conservation organisations and government agencies to promote sustainable, environmentally sound trade that provides incentives for reef stewardship, conservation and management. The role of MAC in the project will be to provide the communities with the necessary skills and knowledge to gain MAC Certification. MAC Certification is proven to be an effective method of providing communities with incentives for reef conservation. MAC have been involved in the development of this project proposal through the provision of lessons learned from previous relevant activities in Buleleng District and projects with WWF and UNDP. MAC will also provide scientific and technical support to ensure effective policy coordination with local government. A letter from MAC is attached.

Yayasan Pilang (Local NGO) will partner with LEAD Indonesia in engaging with the project's target communities, leveraging its intricate knowledge of local laws and traditions and a vital existing rapport with the concerned communities. Yayasan Pilang will also assist in the facilitation of the community fishery enterprise, and will provide a physical site for the project in its offices located in Buleleng. A letter from Yayasan Pilang is attached.

WWF Indonesia has agreed to share its expertise and experience learned from a similar project it initiated in Sumber Kima in 2000 and to share its network in Buleleng District. A letter from WWF Indonesia is attached.

Indonesian Government: The Ministry of Marine Affairs and Fisheries has signed a letter endorsing the project (copy attached). A letter of support from the Bali and Nusa Tenggara region of Indonesia's Ministry of Environment is also attached. In addition, the Department of Marine and Small Islands representative office in Buleleng District and the local government of Buleleng (instrumental for policy support) will be involved in the project at all stages.

Fishing Communities in Buleleng District are crucial to the entire project, and they have been involved from the start of the planning process.

Process in the development of the proposal

LEAD Indonesia has been in discussions with MAC and Yayasan Pilang since March 2004 in order to gain an understanding of their previous work in the area and the best way to collaborate for maximum impact going forward. MAC's previous work with the local community has focused on raising awareness on the MAC certification standards through projects completed as part of the WWF and GEF/UNDP programmes in two villages in Buleleng District. MAC also helped local fishermen to organise themselves effectively in order to develop their business in accordance with MAC standards. In partnering with MAC, through this project, LEAD Indonesia will leverage the strong relationships MAC has already established with the local fishermen, Yayasan Pilang and the local government agencies in order to build on the impact of this work in the area. LEAD Indonesia has also consulted with WWF staff, a GEF/UNDP grantee working in the area, fishermen who have begun using the MAC standard of fishing, and local government staff. Interviews conducted with fishermen using MAC standards have shown that tangible benefits have been generated in terms of increasing target fish populations, reduced mortality in fish caught for the live fish trade, increased income for fishermen, and reduced human health problems (as a result of cessation of damaging catching techniques such as cyanide use).

These discussions have greatly contributed to the development of this project proposal, particularly through the identification of elements from previous work that can be leveraged and further developed in this project.

9. What other consultation or co-operation will take place or has taken place already with other stakeholders such as local communities? Please include details of any contact with the government not already provided.

Over the last two years MAC has been working with local NGOs in north Bali and has established an effective dialogue and working relationship with key stakeholders. MAC held a series of fishermen/collector and community stakeholder consultations to raise awareness of the advantages and requirements of MAC certification and to encourage change to a sustainable approach. MAC has also recently launched an initiative to work closely with the local agency for the Ministry of Marine Affairs and Fisheries. The MOU between these two organisations will ensure effective co-ordination of activities in the area.

In addition to the MAC-facilitated consultation, the local government of Buleleng District has created a forum for public discussion of the issue. Yayasan Pilang has facilitated community involvement through its experience and outreach in Buleleng, and has also used its strong network of contacts with various government agencies in the area to build alignment behind the project. Fishermen's groups have also met regularly to discuss the practice of using MAC methods and community organisation.

LEAD Indonesia has carried out additional consultations and discussions with stakeholders in the target communities and has participated in roundtables and other discussions convened by fishermen's organisations. Through the activities outlined, LEAD Indonesia and its partners have established good relationships with communities and can be confident that government representatives will play an active role in future discussions.

PROJECT DETAILS

10. Is this a new initiative or a development of existing work (funded through any source?) Are you aware of any other individuals/organisations carrying out similar work, or of any completed or existing Darwin Initiative projects relevant to your work? If so, please give details explaining similarities and differences and showing how results of your work will be additional to any similar work and what attempts have/will be made to co-operate with and learn lessons from such work for mutual benefits.

The proposed project is a new initiative, but builds on work previously carried out by WWF Indonesia and GEF/UNDP in two villages to reduce destructive fishing practices in Buleleng District. MAC, one of the principal partners in this project, was the technical advisor to the WWF project in Sumber Kima Village and also to GEF/UNDP in developing fishery enterprise schemes. Following completion of these projects MAC has continued to work in the region to promote adoption of sustainable fishing practices. MAC has also provided LEAD Indonesia with information on threats and opportunities that has helped to form the basis of this new project. The project will ensure that lessons learned from the work carried out by GEF/UNDP and WWF can be replicated and disseminated to other communities in the region.

From the consultation carried out by MAC it is clear that the impact of the work carried out to date will be significantly multiplied if it is possible to cover a wider coastal area. Currently, MAC approaches are used in a limited number of areas that offer less than adequate overall conservation value. The proposed project aims to ensure that the entire coastal area of Buleleng District will apply MAC standards in operating sustainable fisheries, including the key buffer zones to Bali Barat National Park. Increasing the area of coverage of MAC practices, with the support and involvement of local government agencies, will greatly help protection for the National Park and, indeed, marine resources throughout the region.

The project will take the lessons learned from the WWF and UNDP projects and use these to build support among communities for sustainable fishing practices. By applying MAC standards in the WWF and UNDP project areas, fishermen have reported up to 40% reductions in fish mortality (use of cyanide and explosives often results in the death of more than 50% of collected fish) and an average 25% increase in income. They have also reported increases in populations of target species such as blue tang. There is strong recognition among communities of the financial benefits of this approach and the value of applying sound conservation practices as a means of ensuring economic prosperity.

The project will also take account of experience from the previous WWF/UNDP activities to address the following specific areas:

- Fishermen now practising MAC methods in the WWF/UNDP project area have agreed to become involved in this project and share their experience with fishermen elsewhere in Buleleng District. This peer-to-peer exchange of practical positive experience will be of immense value and will help to create widespread community support.
- Building on the work carried out to date, LEAD Indonesia will develop baseline data that will form the basis for a policy and programme development in Buleleng District. It is important that this data reflects social and economic factors as well as relevant ecological information so that the natural resource management plan meets community and environmental requirements.

- The project will increase the capacity of the target communities to ensure understanding of the wider objectives of conservation and sustainable fishery management. 5-7 local trainers will be recruited (and trained by LEAD-UK) to work with the community to deliver training that draws on experience of the work to date with particular emphasis on adoption of MAC standards.
- The project will produce a documented case study that reflects lessons learned from previous and ongoing activities in the area. The aim of the case study is to provide a valuable reference to support replication.
- The new initiative will place increased emphasis on the health benefits of adopting MAC methods. Long-term use of cyanide and explosives can result in serious impacts on the health of fishermen as well as damaging the ecosystem. Promotion of the health benefits of using the MAC approach to fisheries management will help to achieve increased community support and ensure take up of methods that achieve greater biodiversity conservation.

The project will also look for opportunities to use the experience of other initiatives that address similar or related issues. In particular the following projects have been identified as offering potential for sharing good practice:

Darwin Initiative Round 12 – Living Reefs: Community Based Coral Reef Management in the Pacific. Threatened coral reef biodiversity in Kiribati, Tuvalu and Vanuatu protected through strengthened capacity of local partners and government representatives; and ***World Bank Project – Coral Reef Rehabilitation and Management Project (COREMAP).*** Coastal communities in Indonesia will have the legal rights to co-manage the ecology of the country's coral reefs, which they depend on for their livelihoods.

11. How will the project assist the host country in its implementation of the Convention on Biological Diversity? Please make reference to the relevant article(s) of the CBD thematic programmes and/or cross-cutting themes (see Annex C for list and worked example) and rank the relevance of the project to these by indicating percentages. Is any liaison proposed with the CBD national focal point in the host country? Further information about the CBD can be found on the Darwin website or CBD website.

The Convention on Biological Diversity (CBD) was ratified by Indonesia on August 23, 1994. By strengthening the capacity and incentive of local fishing communities to manage, restore and use sustainably fish populations in a key buffer zone to a protected area - and one of the richest areas of marine biodiversity in Indonesia - this project will contribute to the implementation of Articles 8 (20%), 10 (20%), and 12 (10%) of the CBD in Indonesia, with particular emphasis on the CBD themes of Marine and Coastal Biodiversity (20%), Sustainable Use and Biodiversity (15%) and Protected Areas (15%).

12. How does the work meet a clearly identifiable biodiversity need or priority defined by the host country? Please indicate how this work will fit in with National Biodiversity Strategies or Environmental Action Plans, if applicable.

Indonesia is an important centre of marine biodiversity, containing more than one third of all the world's coral reefs. The over 17,000 islands in Indonesia are home to about 17% of all species on earth, including 25% of the world's fish species, all of the world's 15 families of reef-building corals, with total of 80 genera and more than 400 species occur in Indonesia.

Despite this high level of biodiversity, almost 90% of Indonesia's coral reefs are degraded and threatened. As a result, the Indonesian Government has identified the conservation and sustainable management of coral reefs as a national priority. This has been outlined in the National Strategy and Action Plan for Coral Reef Ecosystem Conservation and Management (Ministry of Environment, 1992), Indonesia Biodiversity Action Plan (1993) and Indonesia Agenda 21 (1996).

The proposed project will assist conservation and management of globally important coral reefs in

the Buleleng District of Indonesia, which support the livelihood of hundreds of local fishermen. The actions of these fishermen determine the difference between sustainable reef resource use and reef and fishery degradation. The project will train the fishermen in MAC collection methods, which involve:

- Using only non-destructive fishing methods.
- Being trained in safe diving methods and maintaining equipment in good condition.
- Keeping catch logbooks and collecting only what has been ordered.
- Employing post-harvest handling techniques that maintain the optimal health of the organisms, such as keeping each fish in an individual container in a floating net pen.

Through the training of fishermen in MAC collection methods, this project will help ensure the conservation and sustainable use of Indonesia's valuable coral reefs, as well as achieving a sustainable livelihood for local fishing communities.

13. If relevant, please explain how the work will contribute to sustainable livelihoods in the host country.

Poor communities who get their livelihoods from fishing the coastal areas of Indonesia often use destructive methods such as cyanide and explosives to increase their catches. These practices ultimately destroy the reefs that are essential to sustaining fish populations, and as a result the prospects for future income from fishing will continue to diminish over time. The declining resources create a vicious circle of increasingly destructive exploitation with ever diminishing returns and loss of livelihoods.

The use of cyanide and explosives by local fishermen in Buleleng District has caused a drastic decrease in the number of fish available, to the extent that the community can no longer be supported by this resource. As a result, fishermen have to travel increasing distances since the coral reefs in the local area are severely damaged - a situation that directly threatens Bali Barat National Park and its rich marine resources. The use of cyanide and explosives also poses a considerable health risk to fishing communities.

This project will contribute to sustainable livelihoods two main ways:

- 1) Experience has shown that MAC certification will lead to higher incomes for local fishing communities. Consultations with fishermen in the WWF/UNDP project areas have revealed about 200 fishermen using MAC methods and an average increase in income of about 25%. This is due primarily to the higher quality of fish collected (healthy fish that have not been stunned have a much higher survival rate) – but is also helped by the reported increase in populations of fish such as blue tang, and by better cooperation and organisation among fishermen. As a result, there is considerable interest from fishermen elsewhere in Buleleng for the proposed project to take place, so that they too can benefit.
- 2) Cyanide and explosive use pose significant health threats to fishing communities. Such destructive methods are prohibited in order to qualify for MAC certification. Interviews with fishermen in the WWF/UNDP project area have indicated substantial improvements in health problems as a result of use of non-destructive fishing techniques.

The essence of this project is to make sustainability commercially attractive for the fishing communities concerned, and to demonstrate to both the community in the project area and to others that conservation can pay and can help secure improved livelihoods for low income fishing communities.

14. What will be the impact of the work, and how will this be achieved? Please include details of how the results of the project will be disseminated and put into effect to achieve this impact.

The project will work with target communities and other stakeholders to achieve a number of key impacts that can be summarised as follows:

- 1) Key stakeholders within the communities of the Buleleng district will be involved in training to

provide them with knowledge and skills to manage fishery resources in a sustainable way that provides a guarantee of future income from the fragile coral reef environment. Training will provide fishing communities with the ability to gain MAC certification, enabling them to manage resources in an environmentally responsible way that leads to the recovery of fish stocks and the reef ecosystem. The capacity of communities to develop sustainable enterprise will also be developed through the provision of training in business planning, marketing and commercial operations.

2) Coral reefs in the area will be better protected through:

- Training of local fishermen in use of fishery management techniques that are not damaging to the environment;
- Increased adoption of sustainable fishery practices – reduction in the use of cyanide and explosives in fish harvesting;
- Enhancement of fish stocks in the area will reduce the need for exploitation of Bali Barat National Park, and lead to a reduction in pressure on this protected area's rich marine resources.

3) Effective long-term management of marine natural resources. The project will work with stakeholders including local government to develop an approach to natural resource management that reflects the requirements of the community. LEAD Indonesia will undertake a baseline survey of the status of key reef stocks that will form the basis of fishery management programme, enabling the fishing community to avoid over-exploitation of the resources. The project will bring together stakeholders into a Marine Resource Management Body able to continue to provide information and training of the MAC approach to fishery management. The project will work with partners to develop an “ Integrated Marine Resource Management Plan” that will be implemented by communities in Buleleng district supported by local government.

4) Virtuous circle of positive environmental management is created. Communities are able to realise economic benefits of adoption of MAC approach to fishery management and will see increased returns as fish stocks continue to recover leading to increased take up of MAC approach.

5) Increased capacity of local NGO (Yayasan Pilang) will enable the effective long-term engagement of communities in the management of resources. Effective engagement with communities will enable better enforcement of policy.

Dissemination

The project will develop case study documentation and other resources including training materials that will be used to disseminate the models of good practice established by the project. The approach to dissemination will be to use the capacity of partner organisations able to reach out to communities across Indonesia and South East Asia. In particular the project will work through the facilities of the Ministry of Marine Affairs and Fisheries of the Government of Indonesia and partner NGOs that work with coastal communities in the region. Existing training centres throughout the region will also be engaged to help communicate the key findings and recommendations of the project.

15. How will the work leave a lasting legacy in the host country or region?

By the project end, fishing communities in Buleleng District will be the owners of a profitable and environmentally sustainable enterprise. The creation of this enterprise will be supported by an integrated coastal resource management plan, the training of local fishermen in MAC best practices, including enhanced technical capacity and leadership skills, as well as the skills and capabilities to generate profits from conservation. Capacity and incentive to continue with sustainable fishing practices will exist, and these are the key factors in ensuring a lasting legacy. Furthermore, by widely promoting the results and methods of the project, other fishing communities in Indonesia and elsewhere in South East Asia will hopefully be encouraged to take a similar approach.

The involvement of the local authorities in the project will also help inculcate the approach into local government policy. This will also contribute to a lasting legacy for the project beyond the project period.

The legacy of MAC certification for other coastal zones:

The MAC certification for ornamental fish enterprise from collecting, storing and post harvest treatment up to exporting the commodity to the market, is a standard that can be relatively easy applied to other coastal areas since the manual already exists. The replicability of the MAC standard of practice has been demonstrated by learnings from the Philippines which have been applied to other areas of Indonesia including Lampung and Kepulauan Seribu, which are strategic to the supply of ornamental fish. As a result, there is significant potential to transfer the learnings from the Buleleng project to other areas of Indonesia. These learnings will need to be adapted to the particularities of other locations in Indonesia (e.g. differing human resources capacity, culture, conservation challenges, and problems of marine resources, etc), but this project does have potential to offer a lasting legacy beyond Buleleng to many areas of Indonesia.

The legacy of full ownership in the community fishery enterprise

This legacy will be ensured by the project, which involves the fishermen in all the steps required to build a sustainable fishing enterprise in Buleleng. Through this process, the fishermen will learn to organize themselves, have the knowledge in group from MAC experts and other resources, work closely with the local NGO and the local government and will develop a strong sense of ownership as the emotion attached and personal relations strengthened. The strong sense of ownership developed through this process will help ensure the long-term success and legacy of the enterprise.

Community Enterprise connected to international market

With the study from MAC, the community fishery enterprise will have the experience to deal with ornamental fish market at the international level. The scheme will bring enterprise experience to the local community. As long as the enterprise can nurture the trade relations, which have been established, the enterprise will remain a viable source of income for the community.

Case study publication as a reference tool

The final documentation of this project will take the form of a case study, documenting the complete stages of project set up and implementation, including challenges encountered and strategies used to address them. This case study, outlining the successes and challenges of the project will be a useful reference for those who would like to adopt the "model." This will be a living legacy, which will be further enriched through the experience of other communities adopting sustainable resources management policies that support the life of coastal community.

16. Please give details of a clear exit strategy and state what steps have been taken to identify and address potential problems in achieving impact and legacy.

Exit Strategy:

The goal of the project is the creation of a sustainable fisheries enterprise whose operations / activities are certified as environmentally friendly. To achieve this an integrated coastal resource management plan has to be put in place commanding full ownership of the local communities and full implementation commitment from the local government. By the end of the project, the fishermen will be fully trained in MAC practices, be aware of why and how to conserve the marine resource and their live fish export enterprise will have attained MAC certification. The thriving commercial enterprise will provide a real incentive to continue the practice. The combination of all these factors, offering significant benefits to the local people and the biodiversity of the area, will maximise prospects for the successful implementation of the project.

Data from the WWF project shows that adherence by fishermen to MAC standards has yielded an average 25% increase in their income levels. The survival rates of the fish caught are greater and there is a recognisable recovery of fish stocks in the areas where these standards are practiced.

These factors when combined with access to international markets, regular income flow and bargaining power arising from a well thought out business enterprise, which has community acceptance, will ensure that the communities have the incentive and capacity to manage and further develop the enterprise. The natural resources management plan and supportive policy will strengthen the commitment to protect the valuable biodiversity of the ornamental fish stocks in this specific area. When the fiscal benefits arising directly from conserving the reefs spreads, the community will be the guardian of their marine resources for life.

Potential Challenges of the Problems and Strategies to Address Them:

a. Potential difficulty in recruiting suitable trainers within the local community:

Recruitment of trainers from the local community to be trained under this project is essential because of their local knowledge and standing in the community. However initial consultations with the community have already revealed suitable candidates for training.

b. The time frame for becoming a certified community fishery enterprise

The high standards that must be met by fishermen to earn MAC certification may require more time to achieve than anticipated. However, the recruitment of fishermen from the WWF/UNDP project areas, who are already trained in these practices and have agreed to share their experiences with non-certified fishermen in this project, will help address this problem. This “experiential” learning will accelerate the learning process and should reduce the time investment required for fishermen to gain the knowledge required for MAC certification.

c. Certified Collection Area

For a designated area to attain accreditation as an MAC ‘certified collection area’ a natural resources management policy has to be in place and implemented. This will require support of both local communities and local government.

This challenge has been addressed by involving both fishing communities and local government in the project’s development and ensuring their support for its objectives. Also, through its research into carrying capacity, LEAD Indonesia will provide the data required for the local government to adopt a natural resources policy that will enable MAC certification.

17. How will the project be advertised as a Darwin project and in what ways would the Darwin name and logo be used?

The name and logo of The Darwin Initiative will feature prominently in all materials developed by LEAD including internal and external publications, case studies, and materials for training sessions, workshops and seminars. LEAD Indonesia will also make use of its Fellows working in the Indonesian media to further publicise the objectives, ongoing progress and impact of the project. In the dissemination stage, the published materials resulting from the project will be distributed to individuals working in a wide variety of organisations, including: government agencies, NGOs, research institutions, universities and development agencies.

LEAD International, whose network reaches more than 80 countries, will also publicise the project and Darwin’s role, including the Darwin name and logo, in its publications and on its website. Additionally, the project approach and outcomes will be disseminated at national and international seminars and conferences, and Darwin’s role will be given prominence.

18. Will the project include training and development? Please indicate who the trainees will be and criteria for selection and that the level and content of training will be. How many will be involved, and from which countries? How will you measure the effectiveness of the training and will those trained then be able to train others? Where appropriate give the length and dates (if known) of any training course. How will trainee outcomes be monitored after the end of the training?

Training and capacity building is core to this project. LEAD has long experience of training in both leadership skills and sustainable development. It is also well used to working with local specialists

to adapt content and delivery styles to ensure they are appropriate for the local context.

In the first year a total of 5-7 people from Buleleng District will be recruited to be trained as trainers. They will be selected on the basis of interest and enthusiasm, experience, understanding of local conservation and fishery issues, credibility within their communities, ability to work in a team, communication and motivation skills, and understanding of local laws. LEAD will augment this team with several fishermen from the WWF and GEF/UNDP project areas in Buleleng District where MAC standards are already being applied – thereby maximising the value of their experience.

LEAD will start the process with an assessment of training needs carried out in consultation with partners and local stakeholders. This will lead to the development of agreed and accepted learning objectives. The aim is both to identify the needs and skills required, and also to build support and ownership of the project through the participatory process that LEAD will implement. LEAD will also work with the locally recruited trainers (and selected fishermen already applying MAC standards) to develop training materials appropriate to the local context.

After 30 days of initial training, the training team will subsequently work with fishermen throughout the target area, with the objective of ensuring at least 150 fishermen are applying MAC standards by the end of the project period.

The training period will involve regular assessment to review progress, and monitoring of trainers will also continue throughout the project to ensure quality is maintained. There will be two further shorter (15 day) training of trainer sessions in Years 2 and 3 both to review progress and to focus on certain key aspects. For example, Year 2 will include training in business development skills necessary for fishing communities to maximise income from sustainable fishing methods.

As a form of engagement and capacity building, local government officials and other stakeholders, such as live fish traders, will also be involved in stakeholder dialogue and training sessions covering MAC accreditation and sustainable use of natural resources.

The outcome of the training will be 150 fishermen applying MAC standards with the local community, local government and other stakeholders in the area informed and supportive of the merits of following sustainable use principles in the collection of fish for the live fish trade.

LOGICAL FRAMEWORK

19. Please enter the details of your project onto the matrix using the note at Annex B of the Guidance Note. This should not have substantially changed from the Logical Framework submitted with your Stage 1 application. Please highlight any changes.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Goal: To draw on expertise relevant to biodiversity from within the United Kingdom to work with local partners in countries rich in biodiversity but poor in resources to achieve: <ul style="list-style-type: none"> • The conservation of biological diversity, • The sustainable use of its components, and • The fair and equitable sharing of benefits arising out of the utilisation of genetic resources 			
Purpose Conservation of threatened marine biodiversity of Bali Barat National Park and neighbouring buffer zone, through a participatory approach of developing an	1. Fully MAC certified profitable live fish export enterprise in place. 2. Evidence of recovery of fish stocks and reefs	1. MAC documents and verifications + published accounts. 2.a) Baseline survey report (yr2) and subsequent annual	1. The fishing communities are willing to give up use of cyanide and explosives for harvesting fish, and adopt MAC practices / standards which require constant verification and documentation. 2. The shift from current fishing practices (often involving the use of cyanide and explosives)

<p>integrated coastal management plan and establishing a sustainable fishery enterprise – based on MAC standards.</p>	<p>within zone (measurable 5 yrs after project implementation)</p> <p>3. Increased levels of public participation and more effective dialogue with local government in management of marine resources.</p>	<p>survey reports b) Fish catch data</p> <p>3. Records, minutes of village meetings illustrating public participation and dialogue.</p>	<p>to MAC methods will result in a measurable increase in fish stocks in the district, as demonstrated in previous projects by WWF Indonesia.</p> <p>3. Willingness on the part of all stakeholders including communities and representatives of government to engage in participation and dialogue.</p>
<p>Outputs</p> <p>1. 150 Community members trained in techniques for sustainable fishery management.</p> <p>2. Research: Ecological & resource stock data gathered and analysed</p> <p>3. Livelihoods of Communities enhanced.</p> <p>4. Communities better able to engage in participatory dialogue with local government and other stakeholders</p> <p>5. Dissemination of Project results and lessons learned</p>	<p>1. Community members have gained MAC Certification in sustainable fishery techniques.</p> <p>2. Baseline data by yr 2, Annual monitoring data in subsequent years</p> <p>3. Increase in disposable income by yr 3</p> <p>4. Increased levels of participation and dialogue in decision-making. Increased trust between communities and decision makers.</p> <p>5. Report produced, report presented at regional and international conferences</p>	<p>1. Training records and evaluation materials including MAC Certification documentation.</p> <p>2. Copies of baseline surveys & subsequent annual survey reports</p> <p>3.a) Gauged against socio-economic baseline established</p> <p>4. Evidence of community consultation, minutes of meetings, official reports.</p> <p>5. Copies all publications and other materials sent to Darwin Initiative</p>	<p>1. There will be sufficient interest in communities in becoming trained in sustainable fishery practices and gaining MAC certification.</p> <p>2. Authorisation of research by appropriate authorities</p> <p>3. Communities willing to forego practices resulting in quick short-term gains for longer term well-being.</p> <p>4. Community representatives and other stakeholders prepared to adopt participatory approach.</p>

Activities	Activity Milestones (Summary of Project Implementation Timetable)
<p>Pre Implementation: develop the project institution and project team</p> <ul style="list-style-type: none"> • Finalised with administration work for partnership • MOU signed by all partners • Establishing field station and project team • Developing 'marine resources management body' in Buleleng District • Detailed Training Needs analysis • Recruits selected to be trained as trainers 	<p>April – July 2005</p>
<p>Implementation:</p> <p>1. Training of Trainers</p> <p>a. Training MAC standard to trainers and fishermen:</p> <p>2. Marine Resources Management: Conducting research and advocacy</p> <ul style="list-style-type: none"> a. Socio-Economic Profile of the district b. Ecological Carrying Capacity of the reef resources c. Advocacy to government agencies d. Develop natural resource management plan and policy 	<p>August 2005 – July 2007</p> <p>August 2005 – April 2006</p>
<p>3. Develop community fishery enterprise:</p> <ul style="list-style-type: none"> a. Develop fishermen group: achieve consensus and alignment of interests b. Develop community enterprise: develop management system c. Training related to enterprise development d. Connecting to international market and develop long term business plan 	<p>June 2005 – December 2007</p>
<p>III. Documentation and Dissemination of project results and lessons learned</p> <ul style="list-style-type: none"> a. Writing detailed description of the project b. Publish the case study Disseminate to relevant institutions and groups 	<p>May 2005 – May 2008</p>

20. Provide a project implementation timetable that shows the key milestones in project activities.

Project implementation timetable		
Date	Financial year	Key milestones
	Apr-Mar 2005/6 Apr-Mar 2006/7 Apr-Mar 2007/8	
	First Year April 05 – March 06	
April 30, 2005		MOU signed by all partners
June 30, 2005		Field station established
July 30, 2005		Recruits selected to be trained as trainers
August 1, 2005		Research on Socio-Economic Profile and Ecological Carrying Capacity of the district initiated
		Training Needs analysis completed
August 31, 2005		Initial training of 5-7 Community Trainers on MAC standards
September 30, 2005		<i>6 Monthly Report of 2005/2006</i>
		Village Meeting for Local Government and all Key Stakeholders.
December 31, 2005		Training of fishermen on MAC standards commences
January 31, 2006		First group of fishermen start to apply MAC standards
March 30, 2006		<i>Annual Report to Darwin Initiative First Year Journal (documentation) Copy of Certification of MAC to fishermen</i>
	Second Year April 06 – March 07	
May 31, 2006		Preliminary discussions on Community Fishery Enterprise. Stakeholder Group established with key community members. Development of enterprise training programme.
June 30 2006		Basic community enterprise training completed.
July 31, 2006		Reports on Socio Economic Profile and Ecological Carrying Capacity submitted and reviewed for use in Business Planning.
August 31, 2006		Terms of Reference and governance model of Community Enterprise established. Training in business planning, marketing, financial forecasting and cost management.

September 30, 2006		<i>Project Mid Term Review Meeting and Report.</i>
		Village Meeting for Local Government and all Key Stakeholders.
November 31 2006		Draft Community Enterprise Business Plan produced.
December 31, 2006		At least 75 fishermen applying MAC standards.
February 28, 2007		Stakeholder meeting to agree responsibilities and requirements with regard to MAC certification of Buleleng collection area
March 30, 2007		MAC Certification for Buleleng District Collection Area <i>Annual Report to Darwin Initiative</i>
	Third Year April 07 – March 08	
May, 2007		Review of Community enterprise and business plan. Assessment of growth of community incomes.
June, 2007		Survey of Reef indicator fish stocks to measure extent of recovery.
June, 2007		Community and stakeholder review meeting to capture lessons learned and key recommendations.
July 2007		Document quantitative and qualitative outcomes of project
September, 2007		Third Year Six Monthly Report.
December, 2007		Review of Community enterprise and business plan. Assessment of growth of community incomes. At least 150 fishermen applying MAC standards. Publication of case study to promote MAC approach to sustainable fisheries management.
Jan-Feb, 2008		Project review meeting. Dissemination of key lessons learned and recommendations. Promotion of project outcomes through NGO networks, government agencies, the media and the academic community.
March, 2008		Final report sent to Darwin Initiative.

21. Set out the project's measurable outputs using the separate list of output measures.

PROJECT OUTPUTS		
Year/Month	Standard output number (see standard output list)	Description (include numbers of people involved, publications produced, days/weeks etc.)
July 31, 2005	6A	5-7 trainers recruited from local community. Fishermen from the WWF and GEF/UNDP project areas in Buleleng District where MAC standards are already being applied will also be brought in to accelerate learning.
August 31, 2005	6A	Training needs analysis completed. Training in conservation issues, technical aspects related to marine biodiversity, and MAC standards underway.
February 28, 2006	6A	Year 1 programme training of 5-7 trainers complete.
March 31, 2006	15A, 15B	3-5 National Press Releases and 5-10 Local Press Releases prepared to chart progress of first year of project
July 31, 2006	8	May-July 2006: Report on Socio Economic Profile of Buleleng District prepared by 2 leading experts in the field. Report to document key challenges and opportunities of the area. The findings will be useful for the local government to develop appropriate policies for natural resources management.
July 31, 2006	9	May-July 2006: Report on Ecological Carrying Capacity of Buleleng District based on research by 2 experts. Report findings to form the basis for the Natural Resources Management Plan and Policy for the area
November 30, 2006	6A	September-November 2006: Members of Community Fishery Enterprise trained in business skills (including drafting business plans) to effectively market their products in the international market.
December 31, 2006	6A	75 fishermen trained to apply MAC standards.
January 31, 2007	9	Natural Resources Management Plan for Buleleng District completed using findings from Socio Economic Profile and Ecological Carrying Capacity studies of the area. Document to provide basis for achievement of MAC certification as a sustainable area of natural marine resources management
March 31, 2007	15A, 15B	3-5 National Press Releases and 5-10 Local Press Releases prepared to chart progress of second year of project

September, 2007	7	June-September 2007: Designated case study writer to complete document charting key learnings from the project for publication in September 2007
December, 2007	6A	150 fishermen trained to apply MAC standards.
January, 2008	14B	September 2007-January 2008: Project learnings to be shared at 5 seminars/workshops at universities and research centres
January, 2008	15A, 15B	September 2007-January 2008: 5-10 journalists invited to conduct site visits in Buleleng District and share their findings and impressions with the mass media as part of public awareness program on sustainable enterprise.
January, 2008	18C	1-2 local TV programmes documenting the project to be produced by LEAD Fellows working for major TV Stations in Indonesia.
January, 2008	17B	September 2007-January 2008: Project learnings shared with local NGO network to transfer knowledge and build enthusiasm for shift to sustainable fisheries practices in other villages in the area
February, 2008	6A	Project Coordinator to conduct introductory training sessions on the process and benefits of the project in at least 3 neighbouring sites
March, 2008	7	Final project report submitted to Darwin Initiative

MONITORING AND EVALUATION

22. Describe, referring to the Indicators in the Logical Framework, how the progress of the project will be monitored and evaluated, including towards delivery of its outputs and in terms of achieving its overall purpose. This should be during the lifetime of the project and at its conclusion. Please include information on how host country partners will be included in the monitoring and evaluation.

General

The project will establish the necessary mechanisms to ensure that the project is well managed toward achieving its overall purpose. In addition all measurable outputs will be effectively evaluated and monitored with a dedicated staff member employed for this purpose. General project management will be carried out by a steering board of all project partners who will convene on a regular basis to assess progress according to key indicators. The principal project outputs can be summarised as follows:

Training - Outputs

The project will recruit 5-7 community trainers to be provided with the skills and knowledge pass on to communities the MAC techniques in sustainable fishing practices. These community trainers will go on to train fishermen within the target communities over a period of one year so that after two years 75 fishermen will have been trained, rising to a total of 150 by the end of the project. LEAD Indonesia will recruit trainees that meet the necessary criteria - records will be kept of these initial assessments. MAC training has a specific set of learning requirements that participants must undertake in order to achieve recognised standards. All 150 trained fishermen will be assessed and records kept to document that the required levels of competence have been reached.

LEAD Indonesia will work with communities to provide training in Community Enterprise Development. LEAD Indonesia will maintain records of the progress of trainees in key learning areas including business planning and marketing. Draft business plans produced by trainees will be retained within training records.

All trainees will be asked to submit evaluations of training undergone to monitor effectiveness of content and method.

Increased Protection of Coral Reef - Outputs

LEAD Indonesia and partners will produce baseline data on key reef indicator species that form part of the overall sustainable fisheries model. This data will form the basis of monitoring recovery in key indicator species on an annual basis. Fishermen from the target communities will help to carry out the annual monitoring of improvements in fish stocks and will help to disseminate findings.

Beyond the end of the project partners will continue to monitor recovery of reef species for 5 years, records will be kept and made available.

The adoption of a Natural Resource Management Plan will require certification by MAC to confirm that sustainable fishery practices are in place over 2 years - MAC will maintain records to ensure compliance.

Increased Income from Sustainable Reef Management - Outputs

LEAD Indonesia and project partners will work with communities in the development of community enterprise. The turnover of these enterprises will be monitored to assess how fish stock recovery leads to increased income. Records of increased income will be used within project materials to disseminate results and build support for increased adoption of sustainable fishery practices. Other forms of evaluation will include interviews with community members that will be documented.

Reporting - Outputs

The project will produce reports and documentation on key outputs.