



Submit by 13 January 2006

DARWIN INITIATIVE APPLICATION FOR GRANT ROUND 14 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: The Grasslands Trust	Registered Address: Blake Laphorn Linnell, Harbour Court, Compass Rd, North Harbour, Portsmouth PO6 4ST Contact address: N Page, Upper Leigh Farm, East Knoyle, Salisbury SP3 6AP.
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2. Project title (not exceeding 10 words)

ADEPT – Agricultural Development & Environmental Protection in Transylvania

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

Proposed start date: 1 May 2006	Duration of project: 35 Months	End date: 30 March 2009			
Darwin funding requested	Total	2006/07	2007/08	2008/09	2009/2010
	£292,800	£120,590	£90,240	£81,970	£0

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

To assess and conserve the biodiversity of a 90,000 ha area of the South East Transylvania, a hilly mid-altitude region with biodiversity of European importance within a historic rural landscape (over 50% of the area represents habitats listed under EU Habitats Directive, many being priority habitats, with many species listed in Habitats and Birds Directives).

Biodiversity management plans will be designed and implemented in cooperation with villagers and central and local government, providing a management framework for nature conservation that also provides economic incentives to the local people. Local councils in the area have already been consulted and have agreed overall management strategies for the area. The Ministries of Agriculture and Environment have given substantial practical support to this project, which meets their objectives under national rural development strategy and Convention for Biological Diversity.

Since this is a populated, semi-natural landscape, long-term conservation of the area’s biodiversity must enjoy local support, which can be achieved by combining conservation with economic development initiatives.

Despite being fragile and under threat from unsympathetic development, semi-natural landscapes are under-represented in Romania’s protected areas network.

Faunistic and floristic studies have taken place that demonstrate the biodiversity importance of the area. More detailed studies, with full local participation, are required to map the important habitats and species in the area and establish conservation initiatives that include economic incentives for residents. Biodiversity management plans will include zones relating to conservation importance.

Training and advisory extension activities will take place under the project, with the active participation of the government agricultural extension service, in order to improve incomes from agriculture and diversified activities, especially ecotourism, consistent with conservation of biodiversity within a unique historic landscape.

Educational and information documents for schools and general public will be used to raise awareness of the value of biodiversity as a resource, and as a means of improving local economy and livelihoods. Scientific and laymen’s publications, national and local newspapers and TV and a website will disseminate the results of the project nationally.

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	Page	1. Akeroyd 2. Jones 3. Turnbull	Banaduc
Forename (s)	Nathaniel	1. John 2. Andrew 3. James.	Angela
Post held	Romania Project Manager,	1. Senior Botanist 2. Senior Grassland Ecologist 3. Director	Scientific Secretary, Faculty of Science
Institution	The Grasslands Trust / ADEPT Foundation	1. ADEPT Foundation 2. Grassland Trust 3. ADEPT Foundation	University Lucian Blaga of Sibiu
Department	-	-	Department of Ecology and Environmental Protection

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

Darwin pre-project funding received for this project proposal, June-July 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)**

Wildlife rich grasslands in Europe are under severe threat. Since the 1930s, for example, 97% of the UK's grasslands have been destroyed through modern intensive agriculture, development or neglect. The Grasslands Trust exists to address this crisis by protecting grasslands rich in wildlife or important for their beauty, landscape or cultural value.

Activities (50 words)

- secure, restore and protect important and threatened grassland sites for wildlife and people.
- raise awareness about the value and vulnerability of grasslands.
- co-ordinate work on grassland conservation with other organisations to avoid duplicating effort and continually explore new solutions.
- provide advice on grassland management and restoration.

Achievements (50 words)

In 2004-2005 The Grasslands Trust has:

- purchased important UK wildlife sites, taken management measures jointly with local wildlife trusts and regional agencies
- advised landowners/institutions on wildflower grassland restoration
- become an active member of British Government's Habitat Action Plan Steering Group
- co-ordinated management/strategies with other charities
- organised volunteer work parties, made presentations, designed trails, trained wardens, promoting public access and understanding.

8. Please list the UK (where there are partners in addition to the applicant organisation) and host country 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.

1. The ADEPT Foundation was established in 2004 by British specialists with the objective of conserving the biodiversity of the historic man-made landscapes of Transylvania, using an integrated approach: scientific studies of species and habitats; suitable levels of protection; biodiversity-friendly management developed with local input and support. ADEPT board members and consultants, leading UK specialists in their fields, are highly experienced in management of major projects, in sustainable rural development, and in field botany and grassland conservation. In 2004-2005, ADEPT's UK specialists created an assessment of

the area and a project proposal, in close collaboration with Romanian counterparts, local farmers and local authorities, and central government. The ADEPT Foundation is bringing significant co-financing, and will be responsible for project management and enterprise training.

2. Oxford Brookes University is the UK's most active university in food and tourism. Over 50 years the Department of Hospitality, Leisure and Tourism Management has developed an international reputation as a centre of excellence, which stems from their innovative approach to learning and teaching, their links with industry, and the quality of their research and consultancy. The Department will work with local stakeholders, NGOs and government agencies to prepare a participatory and sustainable eco-tourism action plan. They will provide an international perspective and hold a training workshop to discuss the findings. They will cooperate with ANCA (see below) and Sibiu University Tourism Faculty, in order to build local capacity. In years two and three they will participate in the monitoring and evaluation of the project. In addition, the Department will provide expertise in food marketing and the sustainable integration of food, culture and tourism. They will help to raise any additional funds necessary to implement new and specific opportunities identified in the action plan. The Department works closely with the Slow Food movement in the UK and Italy, and made an exploratory visit to the project area in 2005.

3. University Lucian Blaga, Sibiu (a leading state university in natural sciences). The Department of Ecology and Environmental Protection has considerable experience in research projects concerning protected areas, vegetation and flora, fauna, habitats, land use, land management, water management, etc. The Department has post-doctoral specialists in terrestrial and aquatic ecology, plant and animal taxonomy and systematics, geology, climatology, geography, chemistry, toxicology, population genetics. The Department will coordinate Romanian university activities, will participate in fauna and flora monitoring and assessment of the interested area biodiversity and habitats, and will design the web-site and manage the dissemination network to be established.

4. University Babes-Bolyai, Cluj-Napoca (a leading state university in natural sciences). The Department of Taxonomy and Ecology has jointly managed various research projects such as 'Grasslands Inventory in Romania' (PIN MATRA), 'Important Protected Areas in Romania' (Natura 2000). The scientific staff of the Department is composed of specialists in terrestrial plant and animal taxonomy and ecology (algae, fungi, lichens, bryophytes, vascular plants, invertebrates and vertebrates). In 2007 it will host the international Planta Europaea conference within the framework of Natura 2000 programme, an ideal opportunity to publicise the ADEPT project. The Department of Taxonomy and Ecology will place at the disposal of the project post-graduate and post-doctoral specialists in fauna and flora, in order to carry out annual field work for the identification and assessment of priority habitats and species.

5. The University of Medicine & Pharmacy, Targu Mures, Department of Pharmaceutical Botany, has the leading field botanists for the area on its staff. It is a member of the Romanian Association of Botanic Gardens. UMF-TGM worked in cooperation with Cluj University in the 'Important Protected Areas in Romania' (Natura 2000) project, and is member of the International Association of Phytosociology. Professor Oroian and colleagues have published a study of actual and potential Protected Areas in Mures, based on their own field work. They have been the leading team responsible for the botanical assessment of the project area in 2003-2004. They will provide post-graduate and post-doctoral specialists in flora, in order to carry out the identification and assessment of priority habitats and flora species, under Professor Oroian.

6. Ministry of Environment and Water Management (MEWM) supports the ADEPT project and the inclusion of the area in Natura 2000. **The Environmental Protection Agencies of Mures, Sibiu and Brasov Counties**, under MEWM, are responsible for implementation of environmental policies, legislation and current regulations; coordination and elaboration of action plans; coordination of environmental protection activities; supporting environmental protection initiatives of civil society; local inventory of Special Conservation Areas and of Special Protection Bird Areas (Natura 2000). The EPAs will support the biodiversity conservation activities of the project by coordinating/attending meetings, indicating government support, and providing whatever data they have on the fauna/flora of the area and on relevant legislation.

7. Ministry of Agriculture, Forests and Rural Development (MAFRD) actively supports the rural

development and agri-environment elements of the project. Its extension/consultancy services wing, **ANCA**, has promised active cooperation in joint training in all aspects of conservation-friendly agriculture, marketing, and alternative rural incomes. ANCA's objectives include preparing the rural population in the agriculture and silviculture sectors for European integration, diversification of rural activities, and promotion of rural development programmes. The ANCA representatives resident in the project area are the natural channel of communication through which to consult local farmers and other local stakeholders in the process of designing practical management proposals for biodiversity-friendly grassland management, and to disseminate agri-environmental concepts and techniques. ANCA will help to organise training courses, and will help farmers qualify for agri-environment schemes. They have considerable experience in agricultural training and extension. They do not have experience of training in rural diversification (ecotourism and rural micro-enterprises) but this has recently become part of their remit, and they are keen to raise their capacity in this area. ANCA will organise the course administration to which Ecotur and ADEPT will supply the training expertise. ANCA courses are accredited, and will provide students with qualifications necessary for licensed guesthouses, or agri-environmental grant schemes.

8. Ecotur Sibiu: Ecotur is an environmental, non-profit, professional, scientific and cultural NGO. Its aim is ecological and sustainable development, registered as a Romanian charity in 1994. Main activities are: rehabilitation of parks and natural areas; professional assistance and consultancy for citizens and environmental institutions; impact assessments for aquatic and terrestrial ecosystems; elaboration of ecological management plans for hydrographical basins; environmental quality monitoring; training for other environmental associations members; ecological education for citizens (photos/slides, films, workshops, symposiums, conferences, broadcastings); editing posters, booklets and books. It is a leading member of Romania's environmental NGO coalition. Ecotur Sibiu will assist the project with its specialists in flora, fauna, education and ecotourism. In particular, Ecotur will provide experienced teachers and materials for ecotourism training courses in 1-2 communes each year of the project. Ecotur will involve other Romanian NGOs, including **Milvus** (birds), and **Romanian Lepidoptera Society**, who have already assisted with mapping of fauna, and will continue to do so under full project.

9. World Wide Fund for Nature – Danube Carpathian Programme Romania office has been in the forefront of the development of the Natura 2000 network in Romania. WWF-DCP has considerable experience in forest conservation issues in Romania, and is currently project manager of LIFE Project "Priority forest, alpine and sub-alpine habitats in Romania", with which the present proposal has useful synergies. WWF-DCP will provide specialists to assess the nature value of the forests of the project area, carry out 1-2 workshops 2007 and 2008 on forest conservation, and help to design community forestry schemes including FSC Certification of suitable forest blocks.

10. Town Hall Saschiz - the local authority representing the commune of Saschiz, 3 villages and 10,000 ha, one tenth of the total project area. Saschiz is strategically well placed to host the main Visitor Centre, it has a high proportion of priority habitats and species, administers its own forest, and its local community has agreed an outline sustainable development management plan developed with assistance of ADEPT Foundation. The Mayor, Local Council and consultative committee of Saschiz share the vision of this project and will assist the project with meetings, locations for signs, dissemination activities, contact with local people, etc.

11. Orange Romania, who are giving major funding support to the project through their Corporate Social Responsibility programme.

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.

1. July 2005 - an agreement was signed between Mures County Environment Protection Agency, The Grasslands Trust and ADEPT Foundation on collaboration in working towards Natura 2000 designation of the area.
2. July-August 2005 - village consultation meetings (attended by The Grasslands Trust and ADEPT Foundation), all 10 Communes of the area have agreed to outline management plans, incorporating the conservation and sustainable development principles of the project.
3. Discussions with ANCA national and regional management (in Bucharest and Targu Mures) led to cooperation agreement between ANCA, The Grasslands Trust and ADEPT Foundation regarding training in

agriculture and alternative rural incomes.

4. Mr Atilla Korodi, State Secretary for International Relations, Ministry of Environment & Water Management (MEWM) spoke in support of ADEPT project at the launch of Orange Romania's support for the project, December 2005. Mrs Baz (Director, Directorate for Biodiversity Conservation, and CBD Focal Point in MEWM) in a formal letter has confirmed MEWM support for conservation of the area, and for Natura 2000 designation in due course.

5. After meeting Mr Danut Apetrei, State Secretary for Rural Development, and Mrs Rodica Matei, Director, at the Ministry of Agriculture, Forestry and Rural Development (MAFRD), The Grasslands Trust and ADEPT Foundation carried out the studies and consultations required to make the project area eligible for grassland conservation management grants. In addition, in October 2005 an introductory course was held jointly by MAFRD and ADEPT Foundation in Saschiz to introduce the grant scheme and agri-environmental concepts to local authorities and farmers. In December 2005 MAFRD finalised negotiations with EU officials and the project area is now (only the second area in Romania) eligible for these agri-environmental grants, which will be a substantial contribution to the project. Following an MAFRD request to ADEPT Foundation in December 2005, Mark Redman (UK consultant) will help the MAFRD policy department to finalise the national rural development policy, starting January 2006, incorporating some lessons learned from the development of the ADEPT project.

6. The active involvement of local communities in local planning processes, and setting local priorities, will be promoted through this project. This may be assisted later in the project period by the EU Leader programme - MAFRD regards the ADEPT project area as ideal for a pilot Leader + project for the country, and Mark Redman is developing this proposal with the MAFRD policy department.

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 ADEPT Project is an initiative which was in design phase 2004-2005, and will begin implementation in January 2006. There are no other similar projects in the area. Contact has been made with NGOs in other areas whose activities overlap (for example, in agriculture and ecotourism). However, we are not aware of any other projects sharing the ADEPT project's holistic approach, combining grassland conservation and sustainable development, or sharing ADEPT project's input into national rural development strategy, exemplified by the Ministry of Agriculture and Rural Development holding the first course in this agri-environment strategy and grant in the ADEPT area with Grassland Trust assistance (October 2005). The initial implementation phase of the project is being funded by Orange Romania (under their Corporate Social Responsibility programme), and by an Environment for Europe Fund grant (Dec 2005-May 2006). This will consist of fauna and flora inventories, initial training courses in agri-environment to qualify farmers for agri-environment payments, and in alternative incomes, and various awareness-raising activities (newsletters, school and public presentations). Darwin Initiative offers an ideal opportunity to continue, and expand, the project from May 2006 onwards.

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 project will help establish the biodiversity protection of the area, by inscription of the area in the Natura 2000 network, will also produce publications and presentations to increase local understanding of and support for conservation issues, will provide incentives to local people for biodiversity-friendly economic activities, will transfer of skills and conservation concepts through collaboration between UK and Romanian universities, local government, associations and NGOs, will contribute towards grassland conservation legislation, and will act as a conservation/ sustainable development pilot project that can be replicated elsewhere in Romania.

As such it will help Romania's implementation of CBD Articles 6 (5%), 7 (10%), 8 (10%), 10 (10%), 11 (10%), 12 (5%), 13 (10%), 18 (10%), with particular emphasis on the themes of Agricultural Biodiversity (10%), Biodiversity & Tourism (5%), Forest Biodiversity (5%), inland waters biodiversity (5%), Protected Areas (5%), sustainable use and biodiversity themes.

The project contribution to CBD objectives will be coordinated with the CBD Focal Point in the Ministry of Environment & Water Management, Mrs Adriana Baz, who has been consulted during the design of the ADEPT Project and is The Grasslands Trust main contact in MEWM.

12. How does this project 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.

Romania prepared its National Biodiversity Conservation Strategy (NBCS) and Action Plan in 1995-96. The top three priorities for the NBCS are:

1. development of the legal framework and strengthening of the institutional capacity for conservation of biological diversity;
2. organisation of national systems for protected areas;
3. in-situ and ex-situ conservation of threatened, endemic and/or rare species, and those with high economic value.

The ADEPT project will make direct contributions to priorities 1. and 3.

Nearly one third of Romania's national territory consists of mid-altitude semi-natural grasslands, much of them of High Nature Value. Studies of the area carried out so far indicate that well over 50% of the area is EU Habitats Directive Priority Habitat.

However, the need to protect High Nature Value semi-natural landscapes in general is not fully appreciated in Romania, where conservation emphasizes wilderness. There is currently no grassland conservation legislation in Romania, the need for which has now been recognized by MEWM and leading NGOs such as WWF.

In addition, the Ministry of Environment is now reexamining the general rule in Romania that Category II and V Protected Areas be managed by the National Forest Administration: the project area is a good model for a PA in which forest conservation is not the highest priority, and other management is more suitable.

In addition, the project is regarded as a significant pilot, which will be used in the development of Romania's National Rural Development Strategy. The MAFRD has asked The Grasslands Trust to include this aspect in the current proposal (see MAFRD letter).

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

The project is in an inhabited, semi-natural landscape, threatened by the collapse of the rural economy. Most local people live on a subsistence economy, with very poor markets for food products. Therefore this project gives high priority to the local sharing of benefits of conservation. Long term local support for the area's conservation management plan will come as a result of economic benefits it brings. Local benefits will include

- increased incomes for local farmers through food product sales linked to biodiversity image of the area - 100 farmers trained in improved marketing, and active farmer associations/ producer groups
- increased incomes from EU and national agri-environmental schemes – e.g. 100 individual farmers, and 2-300 small farmers in associations, registered to receive EU subsidies for grassland management
- increased incomes from biodiversity-friendly alternative rural enterprises - 30 households trained and active in ecotourism, 60 households trained and active in micro-enterprises linked to image of the area.

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.

1. Environment - Biodiversity assessment and protection.

- Detailed survey of the project area providing digital mapping data for location and extent of priority habitats, population estimates of priority species, and assessments of their status, necessary for preparation of management plans and proposals for protection.
- Management plans/community forestry schemes agreed.
- Up to 20,000 ha of otherwise abandoned grassland will be maintained, up to 30,000 ha of forest protected under Forest Stewardship Council agreements, up to 500 ha of priority aquatic habitat protected
- Protected status for the area through Natura 2000

2. Education/awareness, dissemination of results

- Local support for and understanding of conservation management plan as a result of economic benefits it brings.
- Awareness-raising at decision makers' level of the importance of the area, as a result of consultations.
- Distribution of booklets to local school children, the local population and tourists will raise general awareness of the importance of the area
- Interpretation panels, and distribution of flyers, posters and simple information leaflets raises local awareness of importance of area
- National and local radio, TV, newspapers, and website, will lead to broader awareness locally, nationally, and internationally.
- Local people and others including tourists visit the information centre, raised awareness of importance of area.

3. Agriculture and Rural Diversification - Establish incentives, reduce poverty

- 100 individual farmers and 2-300 small farmers associations in grassland management agreements, which will be extended nationally after accession. Farmer registration will be undertaken by ANCA supported by ADEPT Foundation, and start in January 2006.
- Increased incomes from biodiversity-friendly alternative rural enterprises.
- 30 households trained and active in ecotourism, 60 households trained in improved production techniques linked to access to markets and biodiversity image. The creation of micro-enterprises supported by active farmer associations / producer groups (crafts; specialist food products; bottling honey; solar dried fruit, vegetables and herbs; essential oils) bringing economic benefits to local households
- Linking food production to local culture and domestic markets by developing eco-tourism. Expansion of Slow Food group, education of consumers, hotels and restaurants in order to create demand for local produce improving the market for local products
- Influence on national grassland policy, forest management, food and tourism policies and practices.

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

1. Environment - Biodiversity assessment and protection.

- Management plans/community forestry schemes will be linked to sustainable economic incentives, so that the area will enjoy sustainable commercial support – lessons can be learned from British Parks.
- Extension of Natura 2000 network in Romania: this would be the first significant Protected Area that is not in the mountains except for Danube Delta.

2. Education/awareness.

- Raised awareness at local and national levels of the importance of the area – both as a cultural and scientific asset and as an economic resource in EU context will have lasting regional and national effect.

3. Agriculture - Establish incentives, reduce poverty

- Pilot application of agri-environment grassland schemes will make important contribution to post-accession agri-environment programme design
- The clear demonstration of the economic benefits of conservation, especially to local people, will encourage wider application in Romania.

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

Continued management of the project area, and continued support for biodiversity conservation agriculture

- and other rural enterprises, will be secured by end of project period by
- Raised capacity of Town Halls and Local Steering Group to carry out responsive local management. This will be promoted as part of the project, possibly using EU's Leader + programme
 - Commercial strength – the development of premium markets for food products derived from the “brand image” of the area, supplemented by diversified income from rural tourism
 - Small surcharge may be imposed per tourist night in guest houses, and income used for small community projects at the discretion of the Town Hall or Local Steering Group
 - EU funding through the state budget for the management of Natura 2000 and other statutory Protected Areas that have been established through the project
 - Access developed to EU agri-environmental funding. Town Halls, farmers and other entrepreneurs will have gained access to grants and other economic incentives for agri-environmental schemes, including the proper management of high nature value grasslands and forests
 - Visitor centre will be supported by local council, and earning income to support employee costs
 - Equipment will remain will universities, ANCA, EPA Mures and visitor centre for continued use.
 - Raised awareness among schools and general public of the benefits to them of their environment.

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

Name and logo will be placed on information boards in villages, on educational materials for schools, on the Flora and other information booklets to be published during the course of the project.

Role of Darwin will be mentioned in published scientific papers.

Charles Darwin has a historic link with Southern Transylvania through membership of Transylvanian Natural History Society in Sibiu – an attractive link for some media reports.

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?

Agri-environmental production/marketing. Courses will be delivered in agri-environment principles and practices, necessary to qualify for agri-environment grants, and in producer groups and marketing, making the link clear between premium prices and biodiversity conservation. Three x 5-day courses each year, 20 farmers each course (selected on basis of being key farmers / community leaders who can train others in their village). ANCA will organise these courses – select and inform the trainees, provide the location, assure transport for the trainees. Specialist input into the course structure from Grassland Trust, ADEPT Foundation (product development, marketing and micro-enterprise specialists), Oxford Brookes University (food culture and education, packaging and marketing) and the Slow Food Foundation for Biodiversity (product design and marketing).

Outputs

- 40 farmers qualify in agri-environment ANCA diploma courses, beginning March 2006.
- Improved capacity of ANCA to deliver such courses in future

Monitoring Measures

- Number of producers attending courses, number of village producer associations created, increased income from agricultural products

Rural Tourism. Courses in rural tourism. 3 courses per year, each course 5 days training and 5 days extension work, providing advice in potential guesthouses. ANCA will organise these courses – select and inform the trainees, provide the location, assure transport for the trainees. Oxford Brookes University, Ecotur (Sibiu) and UK specialists (e.g. Gavin Bell) will provide input to courses. Ecotur has successful experience of ecotourism training linked to nature conservation. Ecotur will carry out assessment visits in January/February 2006, and carry out first training courses in April 2006. Gavin Bell is currently a Peak District Community Relations and Interpretation Officer, who by March 2006 will be based in Eastern Europe. Oxford Brookes will bring further international perspective to the courses. Courses will include quality standards, marketing, and training in English language.

Outputs

- 3 ecotourism courses/year, 30-45 people trained/year, first course April 2006
- 30 guest houses established over 3 years, issued with Ministry of Tourism guesthouse licences
- Improved capacity of ANCA and Sibiu University to deliver such courses in future

Measures

- Number attending courses, number of guest houses created/active, improved income from ecotourism

Rural micro-enterprises.

Courses in additional rural micro-enterprises. Five short courses (2-5 days) per year, attended by 10-15 people each. Subjects will include establishing producer associations, food handling & hygiene, marketing, and specific development of products for which a market has been identified, i.e. specialist foods such as jams and traditional handicrafts such as weaving which may also be used as packaging material. One course per year will be on honey production and marketing: a popular product clearly linked to the floral diversity of the area. ADEPT Foundation will be assisted where necessary by specialists such as Oxfrud Brookes, the Crafts Foundation (Romania) and Slow Food who have already invited of 8-12 food producers to their festivals in Italy in late 2006). The first Slow Food group in Romania was created in the project area by ADEPT in July 2005, providing a fledgling route to market by bringing together over 20 producers and consumers. ADEPT Foundation will carry out assessment visits in January/February 2006, and carry out first training course on food hygiene and preparation in February 2006. ANCA will organise the courses, resulting in them being better able to deliver such courses in future. They will select and inform the trainees, provide the location and assure transport.

We are discussing with **Peak District** (National Park Authority and independent consultants who have been involved) the ways in which we can transfer the local development programmes that have been successfully implemented in the Peak District: Business and the Environment linked through Small Scale Tourism (BESST), Peak District Foods, Environmental Quality Mark. These tried and tested models are very suitable for application in the ADEPT Project area. We plan that Peak District staff/consultants/BESST entrepreneurs should participate in workshops in Romania, and that groups from Romania should make study tours to the Peak District including the training facilities at Losehill Hall.

Outputs

- 5 microenterprise courses/year, 50-75 people trained/year, first course February 2006
- 30 individuals issued with Royal Society for the Promotion of Health Foundation Certificate in Food Hygiene – Option A (John Taylor, food technologist, is an examiner for the RSPH)
- 60 households involved in micro-enterprises
- 2-3 producer groups / associations established for the most promising micro-enterprise opportunities. The founder members of first producer group, to make jam, were identified in October 2005 and will exhibit their produce at Slow Food event in Italy, October 2006.

Measures

- No of people attending courses, no. of enterprise licenses issued as a result, increased income from micro-enterprises compared to 2005 baseline.

Forest habitats.

WWF, who have considerable experience in developing Romanian forestry management/conservation proposals, will conduct local workshops to prepare management proposals that are practical, effective in biodiversity conservation, and acceptable to local people. 1 or possibly 2 workshops will be held in the project area each year from autumn 2006, combining presentations, discussions and forest walks, under leadership of a WWF specialist, and including Town Hall, forest administration, private forest owners, local environment offices. 30-40 forest owners are expected to attend each workshop.

Outputs

- Workshops and meetings with forest owners and administrators, held in 1-2 strategic locations each year to attract representatives from all 10 communes – starting mid 2007
- Forest resources evaluation (including non-timber forest products) late 2006/early 2007.
- Feasibility report on carbon management opportunities

Measures

- Number of workshops, number of people attending, creation of management proposals agreed by local stakeholders improved income and more conservative cropping policy compared to 2005 baseline.

Monitoring.

The effectiveness and outcome of the training will be monitored by the Local Steering Group of key stakeholders including the ADEPT Foundation and partners. This group will be dominated by local representatives and will participate in strategic planning to ensure local priorities are identified and addressed.

LOGICAL FRAMEWORK**19. Please enter the details of your project onto the matrix**

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 bio-diversity in a semi-natural landscape of S E Transylvania (Romania), linked to benefits for the local population through sustainable use of private forest and grassland ecosystems, which will have local success and act as a model for broader application nationally	Statutory protection of the area. Local support for statutory protection. Increased prosperity of the area linked to conservation. Impact on National Biodiversity Strategy and National Rural Development Policy	Existence of statutory protection (Natura 2000 or IUCN Cat V). No. of ha. protected. No. of ha. under traditional management. No. of visitors bringing economic benefit to the area. National Rural Development Policy reflects ADEPT project lessons. Model applied in other areas.	Government maintains commitment to CBD and EU Natura 2000. Community support maintained through sharing of benefits of conservation. MAFRD and MEWM continue their active interest in ADEPT as a model project
Outputs			
1. Locate and assess important species and habitats in order to consolidate the scientific data required to propose various forms of conservation management and protection within the project area.	No./duration of field trips. Area covered. No./area of important species and habitats identified and mapped	Reports of field trips. Reports of data produced. Biodiversity monitoring annually allowing assessment of impact of agri-environment policies	Universities remain committed and able to carry out data collection
	Standard Data Form completed. Area/no. of habitats/species covered by the form.	Standard Data Form and description of habitats/ species described in the form.	Universities coordinate data and complete form
2. Raise awareness of and support for local conservation measures through increased understanding of the economic as well as global importance of the area and its heritage. Use various methods: Visitor Centre, school presentations, village meetings, publications, information boards, website.	Number of booklets and leaflets designed, printed and distributed Number of presentations delivered at schools. Number of information boards erected. Number of hits on website.	Annual reports on 1. distribution of leaflets and reaction to them. 2. school presentations and reaction to them. 3. no. of information boards/hits on website	Villagers including schools are interested to learn about local and global environment issues
3. Design and implement measures that will provide economic incentives for grassland and forest conservation. Plan incentive schemes using community participation, external expertise. Local Steering Group (LSG) established including ANCA, Town Hall and leading farmers. Assist local people to access EU agri-environmental	I Visitor Centre active. No. of visitors and locals visiting the Information Centre. Number of meetings and presentations held at the centre.	Annual reports on use of Information Centre, number of visits and presentations, effective-ness of visits and presentations	
	LSG active. Management proposals agreed by local and regional stakeholders. No. of farmers/ forest owners participating, area covered.	Annual reports of no. and content of LSG meetings. Account of management proposals agreed. No. of farmers/forest owners participating in incentive schemes.	Villagers continue their interest in participating in the project, through local sharing of benefits

<p>schemes. Promote agro-tourism through training/ marketing.</p> <p>Provide input into National Biodiversity Strategy and National Rural Development Strategy</p>	<p>No. of courses delivered in farming/agrotourism. No. of villagers participating. Improved profitability of traditional farms. Records of meetings with MAFRD and WEWM re inputs in strategies.</p>	<p>Annual reports of no., uptake & effectiveness of courses. Profitability of farms compared with 2005 baseline.</p> <p>Project lessons incorporated into strategies</p>	<p>Villagers see the courses as relevant and useful to their own economic benefit.</p> <p>MAFRD and MEWM continue their active interest in ADEPT as a model project</p>
<p>Activities</p>	<p>Activity milestones (summary project implement'n timetable)</p>	<p>Assumptions</p>	
<p>1. Biodiversity assessment and protection. Further field surveys, inventories, mapping and participative research. Completion of Standard Data Form for potential Sites of Community Interest (pSCI). Obtaining Natura 2000 designation of the S E Transylvania area</p>	<ul style="list-style-type: none"> ▪ Planning workshop with university teams to decide on field survey methodology May 06 ▪ Romanian University teams assisted by Dr J Akeroyd will carry out field work in summers 2006-8, 14 scientists for 40 days each. First report December 2006. ▪ Teams will complete Standard Data Form by December 2006, deadline for Natura 2000 registration. ▪ Romanian government proposes Natura 2000 designation mid- 2007 ▪ Grassland management guidelines published July 2007 ▪ Flora of Transylvania published October 2008 	<p>Equipment and funding available to allow field surveys, especially 4x4 vehicle</p>	
<p>2. Education/awareness. Publish materials for schools and wider public. Produce information boards. Design web site to inform about project, promote products and tourism services. Establish information centre to serve local people and visitors.</p>	<ul style="list-style-type: none"> ▪ 3,000 copies in Romanian and 3,000 in English to be printed by July 2006. ▪ Quarterly information sheets from February 2006. ▪ Pilot presentations on environmental issues to schools and village meetings from September 2006. ▪ Visitor Centre active by September 2006. ▪ Web site active by March 2006. ▪ Information boards in place by May 2007. 	<p>Funding available.</p> <p>Schools welcome educational input</p>	
<p>3. Establish incentives, reduce poverty. Stakeholder meetings to design and implement grasslands conservation management measures. Training courses in agriculture, forestry and alternative incomes (e.g. agrotourism) plus market-ing, delivered by UK/ANCA. Technical assistance through ANCA/Info Centre to help farmers/forest owners to access agri-environmental subsidies. UK/Romanian specialists assist meetings to develop and implement sustainable tourism strategy, improved marketing of the area, products and tourism services.</p>	<ul style="list-style-type: none"> ▪ The Grasslands Trust technical visits annually 2006-2008. First visit report by September 2006. ▪ Minutes of LSG meetings September 2006, and regularly 2007-2008. ▪ Assistance given to farmers through ANCA/ Visitor Centre for access to various rural development schemes, e.g. SAPARD, beginning February 2006. ▪ Agri-environment workshops begin February 2006. ▪ Courses to qualify farmers for agri-environment schemes begin April 2006. ▪ Information centre providing agricultural extension advice active from March 2006. ▪ Farmers enter agri-environment agreements starting April 2006 ▪ Consultations to agree training needs in food and crafts marketing, April 2006. First training courses with UK specialist input April 2006, and continue 2006-2008. ▪ Ecotourism workshops developing sustainable tourism strategy begin April 2006, assisted by UK specialist. ▪ Ecotourism assessment July 2006. ▪ First ecotourism courses October 2006. ▪ Pilot guest houses active May 2006. Guest houses receive Ministry approvals and in active operation February 2007. ▪ First producer visit to Italy sponsored by Slow Food September 2006. ▪ Forest assessment including Non-Timber Forest Products carried out by WWF by March 2007 ▪ Forestry workshops including inputs from WWF-DCP and ECCM begin May 2007 ▪ Entry of some forest areas into FSC Group Certification by June 2008 	<p>EU pre-accession subsidies (SAPARD) and post-accession agri-environmental subsidies remain available.</p>	

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

Project implementation timetable		
Date	Financial year	Key milestones
28/02/06	2006/7	SAPARD 3.3 training courses to assist farmers to understand criteria, meet criteria/complete application forms where possible
30/03/06		Information centre active in Town Hall/ANCA office
1/04/06		Fauna/flora/habitat working group established – list of members
28/04/06		First stages of courses delivered in producer groups, marketing, rural tourism, alternative incomes
1/05/06		50 ha meadow rented – model grassland conservation/restoration management begins, including organised demonstration visits
1/06/06		Fauna/flora/habitat working group begins field activity Year 1
30/06/06		University of Sibiu coordinates undergraduates to carry out biodiversity assessment as basis for biodiversity monitoring report
30/07/06		6,000 copies of an illustrated booklet on cultural and natural heritage of the area – copy of booklet
30/07/06		Species inventory of flora and fauna in area produced and distributed to assist field work
30/07/06		ECOTUR Sibiu carries out assessment of agro-tourism potential in the area, including inventory of potential guesthouses
30/09/06		ADEPT Visitor Centre in operation
30/09/06		Field centre for PIU in operation
30/09/06		SAPARD 3.3 – further training courses to assist farmers to understand criteria, meet criteria and complete application forms where possible
30/11/06		Key farmers enter into SAPARD 3.3 agreements for biodiversity management of grasslands. List of stakeholder signatories.
30/09/06		Working groups established for training in ecotourism, crafts, producer groups
15/10/06		Completed Standard Data Form delivered to Ministry of Environment & Water Management
30/10/06		Report on visit by producers to Slow Food events in Italy
31/11/06		Second stage of courses in producer groups, marketing, rural tourism, alternative incomes
31/11/06		Posters and simple information leaflets in schools, town halls etc
31/11/06		First presentations in schools
1/12/06		Minutes of meetings of Steering Group Report on activities of management team
1/12/06		Minutes of meetings with MEWM and MAFRD. Minutes of meetings of Local Steering group (LSG)
20/12/06		Web-site established – view web-site
1/03/07		Forest resources evaluation document - copy
30/03/07		First biodiversity monitoring report – copy of report

30/05/07	2007/8	Account of first (winter) season's courses in ecotourism, crafts and premium marketing of biodiversity-related agricultural products
1/06/07		Fauna/flora/habitat working group begins field activity Year 2
30/06/07		First working visit of 3 from Environment Protection Agencies and 3 from PIU to similar Protected Area in UK
30/06/07		First interpretive panels and displays erected – photos of panels in place
1/07/07		First audit - copy
1/07/07		Detailed guidelines/regulations for sustainable management of grasslands finalised.
30/07/07		Community grassland management agreements signed with at least one

		commune – copy of agreement
1/10/07		Community forestry scheme agreed with local stakeholders in at least one commune - document
1/10/07		Proposals for higher/additional protection zones in the area based on flora/fauna/habitat research
30/10/07		First stage of workshops and training courses to assist forest owners to enter value-added forestry schemes
30/11/07		Third stage of courses in producer groups, marketing, rural tourism, alternative incomes
30/11/07		Proposals for management plan for area created with full consultation and enjoying local support – copy of plan
1/12/07		“Agrotourism” licences for new guesthouses issued by Ministry of Tourism – copies of licences
1/12/07		Agreements signed with forest owners to participate in community forestry scheme – copy of agreement
1/12/07		Craft producers licences issued – copies of licences
30/03/08		Second biodiversity monitoring report – copy of report

30/04/08	2008/9	Account of second season’s courses in ecotourism, crafts and premium marketing of biodiversity-related agricultural products
1/06/08		Fauna/flora/habitat working group begins field activity Year 3
1/07/08		Second audit - copy
1/07/08		Group certification of at least one block of forest – copy of agreement
1/07/08		Aquatic habitats management agreed with at least two additional communes – copies of agreements
30/07/08		Community grassland management agreements at least two additional communes – copies of agreements
1/10/08		Community forestry scheme agreed with local stakeholders in at least two additional communes – copies of agreements
1/10/08		Publication of Flora of Transylvania published by Akeroyd with Romanian collaborators
1/10/08		Further proposals for higher/additional protection zones in the area based on flora/fauna/habitat research
30/10/08		Second stage of training courses to assist forest owners to enter value-added forestry schemes
30/10/08		Second working visit of 3 from Environment Protection Agencies and 3 from PIU to similar Protected Area in UK
30/11/08		Fourth stage of courses in producer groups, marketing, rural tourism, alternative incomes
30/03/09		Third biodiversity monitoring report – copy of report
30/04/09		Account of third season’s courses in ecotourism, crafts and premium marketing of biodiversity-related agricultural products
1/07/09		Third audit - copy

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

PROJECT OUTPUTS		
Year/Month	Standard out-put number	Description (include numbers of people involved, publications produced, days/weeks etc.)
Nov 06	3	50 people attend courses in producer groups, marketing, rural tourism, alternative incomes, total 150 over 3 years. 4 weeks annually
Sept-Nov 2006-08	3	40 farmers receive accredited training courses to assist them qualify for agri-environment grants
June-Aug 2006-8	4A 4B	University of Sibiu coordinates 10 undergraduates to carry out biodiversity assessment as basis for biodiversity monitoring report, under post-doctoral supervision. 4 weeks annually
June-Aug 2006-8	4C 4D	5 post-graduate members of fauna/flora/habitat working group under post-doctoral supervision, 18 scientists in all 6 weeks annually
June 2006	6A 6B	Field centre for PIU in operation – 3 people in project management team to be trained 4 weeks in 2006
June 2006 and June 2008	6A 6B	2 x working visit of 3 individuals from Environment Protection Agencies and 3 from PIU to similar Protected Area in UK. Total: 6 x 2 x 2 week visits
2006-2009	8	30 weeks/year = 90 weeks total
July 2007	9	Management plans for Flower-rich Grasslands, Forests and Aquatic Habitats created, plus a coordinated management plan for the project area. Total 4.
Oct 2007 and 2008	9	Proposals for higher/additional protection zones in the area based on flora/fauna/habitat research – 2
Oct 2008	10	Flora of Transylvania published by Akeroyd with Romanian collaborators
2007 and 2008	11A	6 – 2 per year on flora and on aquatic habitats in 2007 and 2008, in Transylvanian Review of Systematic Ecology 7 research, and Journal of Romanian Ichthyologists Society
July 2008	12A	Species inventories of flora and fauna (mammals, birds, Lepidoptera, Coleoptera, aquatic/amphibian vertebrates) known in area produced and distributed to assist field work: 7 in all
Dec 2006-2009	12A	Biodiversity monitoring reports, annually, total 3
Oct 07 and Oct 08	14A	Workshops to assist forest owners to enter value-added forestry schemes -
2006-2008	14A	Village information centre holds 3 meetings each year for villagers, total 9 meetings
Oct 06	14B	5 local producers attend 2 x Slow Food conferences in Italy. 1 week
Nov 06	16A 16B	3 newsletters/year for schools, town halls, general circulation 3000 copies read by 5000 households x 3/year
Nov 06	14A	Presentations in 15 schools over 3 year period
2006-2009	14A	2 workshops/year with Local Steering Groups (LSGs) and interest groups
2006-2009	14B	Attendance at 3 conferences to present findings over the life of the project
2007-2009	15A 15B	6 national press releases over life of project 6 local press releases over life of project
Dec 2006	16A 16B 16C	Illustrated booklet on cultural and natural heritage of the area 3,000 copies in Romanian 3,000 copies in English, to be sold to UK visitors over 3 years
March 2006	17A	Web-site established – view web-site
2007-2009	18A 18C	1 national TV feature in host country 3 local TV features in host country

May 2009	20	£40,000
September 2006	21	One Visitor Centre to be permanently established, acting as field centre and dissemination centre, linked to the 50ha demonstration plot of grassland
May 2006	22	50 ha meadow rented for model grassland conservation/ restoration management, inc. organised demonstration visits
May 2006-March 2009	23	£308,685

PROJECT BASED 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.

Oxford Brookes University, Department of Hospitality, Leisure and Tourism Management, will participate in establishing a coordinated Monitoring and Evaluation process for the project. They will cooperate closely with University of Sibiu. This will have the added advantage of developing a locally adjusted M&E system that fully meets European standards, and which can be used elsewhere in Romania.

Biodiversity evaluation will be carried out by Dr Doru Banaduc (University of Sibiu), specialist in monitoring of biodiversity in protected areas, who has experience of the area, who will cooperate with Dr Andrew Jones of The Grasslands Trust. Dr Banaduc will work in the field with 3 post-graduate colleagues from University of Sibiu. Where possible, villagers will be asked to assist with field monitoring in order to promote their involvement in the project and to maximise efficiency of the process.

Training and education/awareness raising evaluation will be assisted by Gavin Bell (5 years experience as Peak District National Park Interpretation officer), and the Local Steering Group of key stakeholders. This group will be dominated by local representatives and will ensure that local priorities are identified and addressed..

Main indicators will include:

Quantitative

- counts of indicator species to measure effectiveness of biodiversity management and protection (see table of some possible indicator species below);
- number of hectares of grassland under active traditional management at beginning of the project, at end of the project, and to form a baseline for future M&E
- number of hectares of grassland under management agreements
- number of hectares of forest under management agreements
- number of published documents
- number of visitors to the Information centre
- number of villagers benefiting from agri-environmental schemes
- number of guest houses, no of visitor nights
- number of villagers benefiting from rural micro-enterprises

Qualitative

- account of coordinated management plan to be developed/implemented;
- account of promotion of protected area(s)
- account of farmer associations established;
- assessment of improvement of prices obtained for products and services in the region;
- account of number of visitors to the visitor centre.