Department for Environment Food & Rural Affairs

Submit by Monday 2 December 2013

DARWIN INITIATIVE APPLICATION FOR GRANT FOR ROUND 20: STAGE 2

Please read the Guidance Notes before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required.

Information to be extracted to the database is highlighted blue.

ELIGIBILITY

1. Name and address of organisation (NB: Notification of results will be by email to the Project Leader)

Name of organisation: Harrison Institute	**Address:** Bowerwood House, 15 St Botolph's Road, Sevenoaks, Kent, TN13 3AQ, UK. www.harrison-institute.org

2. Stage 1 reference and Project title

(max 10 words)
Enhancing rural livelihoods and biodiversity conservation through responsible tourism, Myanmar

3. Project dates, and budget summary

Start date: April, 2014		**End date:** March, 2017		**Duration:** 3 years	
Darwin request	**2014/15** £ 78,865	**2015/16** £ 81,365	**2016/17** £ 79,565	**Total** £ 239,795	
Proposed (confirmed and unconfirmed) matched funding as percentage of total Project cost:					
Are you applying for DFID or Defra funding? (Note you **cannot** apply for both)			**DFID Yes**	**Defra No**	

4. Define the outcome of the project. This should be a repetition of Question 24, Outcome Statement.

(max 30 words)
To promote inclusive, equitable, sustainable tourism in upper Ayeyarwady River Corridor that supports biodiversity conservation and meets the challenges of, and benefits from, a projected three-fold increase in international tourists.

5. Country(ies)

Which eligible host country(ies) will your project be working in. You may copy and paste this table if you need to provide details of more than four countries.

Country 1: Myanmar	**Country 2:**
Country 3:	**Country 4:**

6. Biodiversity Conventions

Which of the three conventions supported by the Darwin Initiative will your project be supporting? Note: projects supporting more than one convention will not achieve a higher scoring

Convention On Biological Diversity (CBD)	Yes
Convention on Migratory Species (CMS	No
Convention on International Trade in Endangered Species (CITES)	No

6b. Biodiversity Conventions

Please detail how your project will contribute to the objectives of the convention(s) your project is targeting. You may wish to refer to Articles or Programmes of Work here.
Note: No additional significance will be ascribed for projects that report contributions to more than one convention

(Max 200 words)

The project supports the CBD as its activities contribute to six Articles http://www.cbd.int/convention/text/default.shtml namely:

Article 7: identification and monitoring (Outputs 1.vii; 2.vi – see Q13*)

Article 8: in situ conservation (Output 1)

Article 10: sustainable use of components of biological diversity (Output 1)

Article 11: incentive measures (Output 2)

Article 12: research and training (Outputs 1/2/3)

Article 17: public education and awareness (Outputs 1/2/3).

The project also supports the rationale, vision, mission, and goals B, C, and E of the CBD's Biological Diversity Plan 2011-2020 http://www.cbd.int/sp/elements/ including:

i): that biological diversity underpins local livelihoods and economic development, and is essential for the achievement of the Millennium Development Goals, including poverty reduction (Output 2)

ii): that pressures on biodiversity are reduced and benefits arising are shared in a fair and equitable manner (Outputs 1 and 2)

iii): decision-making is based on sound science and the precautionary approach (Outputs 1 and 2).

It addresses specifically nine 'Aichi Biodiversity Targets' namely: 1/2/5/8/11/12/14/18 and 19 http://www.cbd.int/nbsap/training/quick-guides/, which cover diverse issues such as raising awareness; water pollution; prevention of extinction; and respect of traditional knowledge.

*All 'Outputs' refer to Question 13.

Is any liaison proposed with the CBD/CITES/CMS focal point in the host country?

Yes**.** In addition, team member, Aung Myo Chit of GBP*, is a member of the Myanmar 'National Commission on Environmental Affairs' (NCEA)

and

project partner FREDA* is the in-country focal point of the ten nation 'SE Asian Civil Society Environment Alliance' (SEACSEA) formed to promote environmental and sustainable development in the ASEAN region.

*FREDA: Forest Resource Environment Development Association; GBP: 'Grow Back for Posterity'.

7. Principals in project. Please identify and provide a one page CV for each of these named individuals. You may copy and paste this table if you need to provide details of more personnel or more than one project partner.

Details	Project Leader	Project Partner 1 - Main	Project Partner 2

Surname	Bates	Hpone Thant	Aung Myo Chit
Forename (s)	Paul Jeremy James	(there are no surnames/forenames in Myanmar culture)	(there are no surnames/forenames in Myanmar culture)
Post held	Director	General Secretary (2002-2009: retired)	Director
Institution (if different to above)	As above	Formerly of Union of Myanmar Tourism Association (UMTA)	Grow Back for Posterity
Department			
Telephone			
Email			

Details	Project Partner 3	Project Partner 4	Project Partner 5
Surname	Kyaw Nein	Thein Aung	Thant Zin
Forename (s)	(there are no surnames/forenames in Myanmar culture	(there are no surnames/forenames in Myanmar culture)	(there are no surnames/forenames in Myanmar culture)
Post held	Executive Committee Member	Vice Chairman	Professor
Institution (if different to above)	FREDA (Forest Resource Environment Development and Conservation Association)	Myanmar Bird and Nature Society (MBNS)	University of Mandalay
Department			Zoology
Telephone			
Email			

8. Has your organisation been awarded a Darwin Initiative award before (for the purposes of this question, being a partner does not count**)? If so, please provide details of the most recent awards (up to 6 examples).**

Reference No	Project Leader	Title
11019	Paul Bates	Biodiversity assessment of limestone karst dependent bats in Myanmar (Burma) http://darwin.defra.gov.uk/project/11019/
14011	Paul Bates	Taxonomic Initiative for Southeast Asian Bat Studies: Vietnam, Thailand, Cambodia and Lao PDR http://darwin.defra.gov.uk/project/14011/
18002	Paul Bates	Enhancing taxonomic capacity to underpin tropical biodiversity conservation (SE Asia) http://darwin.defra.gov.uk/project/18002/

9a. If you answered 'NO' to Question 8 please complete Question 9a, b and c.

If you answered 'YES', please go to Question 10 (and delete the boxes for Q9a, 9b and 9c)

What year was your organisation established/ incorporated/ registered?	
What is the legal status of your organisation?	NGO Yes/No Government Yes/No University Yes/No Other (explain)
Type of organisation (e.g. University, NGO, private sector, Government Department etc)	
Have you unsuccessfully applied to the Darwin Initiative before? If yes please provide the application reference number(s)	
How is your organisation currently funded?	(Max 100 words)
Have you provided the requested audited/independently examined accounts?	Yes/No

9b. DO NOT COMPLETE IF YOU ANSWERED 'YES' TO QUESTION 8.

Provide detail of 3 contracts previously held by your institution that demonstrate your credibility as a research organisation and provide track record relevant to the project proposed. These contacts should have been held in the last 5 years and be of a similar size to the grant requested in your Darwin application.

Contract 1 Title	
Contract Value	
Contract Duration	
Role of institution in project	
Brief summary of the aims, objectives and outcomes of the contract.	
Client reference contact details (Name, e-mail,	

address, phone number).	

Contract 2 Title	
Contract Value	
Contract Duration	
Role of institution in project	
Brief summary of the aims, objectives and outcomes of the contract.	
Client reference contact details (Name, e-mail, address, phone number)	

Contract 3 Title	
Contract Value	
Contract Duration	
Role of institution in project	
Brief summary of the aims, objectives and outcomes of the contract.	
Client reference contact details (Name, e-mail, address, phone number).	

9c. DO NOT COMPLETE IF YOU ANSWERED 'YES' TO QUESTION 8.

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)

10. Please list all the partners involved (including the Lead Institution) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. This section should illustrate the capacity of

partners to be involved in the project. Please provide written evidence of partnerships.
Please copy/delete boxes for more or fewer partnerships.

Lead institution and website:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
Paul Bates [CV attached], Harrison Institute www.harrison-institute.org	Paul Bates/**Harrison Institute** has worked in Myanmar since 1999 on biodiversity projects, collaborating with universities, NGOs, and tourism industry. These projects involved capacity building; academic supervision; developing local, regional and international networks; hosting international workshops and conferences, and biodiversity research. In addition, in the past, the Harrison Institute developed a community-led biodiversity conservation programme for the Arabian tahr in Oman. More recently it has run multi-team, networking projects elsewhere in SE Asia (Thailand, Lao PDR, Cambodia, and Vietnam); twice supported by Darwin Initiative. Using this experience, the Institute will be the lead institution guiding the project and will participate in all aspects of Outputs 1, 2 and 3 both in Myanmar and UK. It will have ultimate responsibility, including the control and administration of the budget. It will ensure that project: i): adheres to Millennium Development Goals, especially MDGs 1,2,3&7 and the CBD ii): undertakes timely and rigorous M&E iii): writes and submits bi-annual/annual reports to Darwin Initiative. In addition, it will be the lead team for Output 2.2 (the website www.destination-Mandalay.com). Staff member Beatrix Lanzinger, native German speaker, has 17 years of experience of working on tourism in Myanmar and speaks conversational Myanmar.

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
Kyaw Nyein [CV attached] FREDA [letter attached] http://fredamyanmar.com/index.html and Aung Myo Chit [CV attached] 'Grow Back for Posterity' [letter attached]	**FREDA** was established in 1996 and collaborates with international NGOs and aid organisations. It is the oldest NGO in Myanmar and is the in-country focal point of the ten nation 'SE Asian Civil Society Environment Alliance' (SEACSEA) formed in 2007 to promote environmental and sustainable development in the ASEAN region. FREDA adopts an integrated, participatory approach, which links sustainable development to biodiversity conservation at the community level, including: watershed management, reforestation, climate change adaptation, and ecotourism. '**Grow Back for Posterity' (GBP),** founded in 2009, is a voluntary civil society group that works closely with local authorities, community leaders, local villagers and monks to develop community projects such as its 'Trees Forever Project'. Aung Myo Chit has extensive experience of working on issues relating to the Ayeyarwady River dolphin and Eld's deer and has collaborated with the Harrison Institute since 2003. GBP will be the lead Myanmar NGO in: i): Output 1: developing protocols on environmental safeguards for boats and communities GBP and FREDA will use their complementary skills and experiences to implement: iii) Output 2.a: two pilot projects to promote equitable sharing of the economic benefits of tourism in the upper Ayeyarwady River Corridor.
Have you included a Letters of Support from these institutions?	Yes/Yes

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
Hpone Thant [CV attached] Union of Myanmar Tourism Association http://umtanet.org/content/view/46/65/	Hpone Thant (**UMTA** General Secretary, 2002-2009) has worked with the Harrison Institute since 1999 and will lead the project's consultation with UMTA (Central Executive Council and members). UMTA was founded in 2002 under the supervision of the Ministry of Hotels and Tourism. Its purpose is to co-ordinate and represent private sector travel agencies, tour operators, and travel related businesses in Myanmar. It makes representations on behalf of members to government; encourages the highest ethical standards of business conduct; and encourages activities which will promote greater understanding amongst members. Hpone Thant will develop dialogue with UMTA concerning: i): Output 1, developing environmental protocols for river boats operating in KBAs (Key Biodiversity Areas) in the upper Ayeyarwady River Corridor. ii): Output 2.a, developing two new destinations for tourist boats in the upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung sector) and the promotion of an equitable sharing of economic opportunities. iii): Output 2.b, developing a website, which promotes responsible tourism in the upper Ayeyarwady River Corridor. iv): Output 3, promoting the employment of 'ecotourist guides' on boats to promote visitor experience and 'adding value' to wildlife.

Have you included a Letter of Support from this institution?	Yes

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)	
Dr Thein Aung [CV attached] MBNS [letter attached] http://sstmyanmar.com/tourism/bird&nature.htm Dr Thant Zin [CV attached] University of Mandalay [letter attached] http://en.wikipedia.org/wiki/Mandalay_University	The **Myanmar Bird and Nature Society** (**MBNS**) was established in 2000. Its aims and objectives include: supporting the conservation of birds and habitats; conducting bird research; educating the young in conservation; providing a forum for those interested in nature and birds; and promoting bird watching and eco-tourism. The Society has close links to ecotourist companies such as SST Tourism Co, Ltd. The **University of Mandalay** (**UM**) was founded in 1925. It is the principal university of Upper Myanmar and has a large and active Department of Zoology. It has collaborated with the Harrison Institute since 2002, including jointly hosting international biodiversity workshops in 2009 and 2010. MBNS, using its experience of training guides in aspects of bird watching and the environment (short courses), will be the lead NGO in: Output 3.a: training (extended courses) ecotourist guides in birding/wildlife watching/environmental management. MBNS and UM will jointly share responsibility for researching and monitoring riverine birds/wildlife in the upper Ayeyarwady River Corridor for Outputs1.vii and 2.iv.	
Have you included a Letters of Support from these institutions?		**Yes/Yes**

11. Have you provided CVs for the senior team including the Project Leader	**Yes**

12. Problem the project is trying to address

Please describe the problem your project is trying to address. For example, what biodiversity and challenges will the project address? Why are they relevant, for whom? How did you identify these problems?

(Max 200 words)

Tourist numbers in Myanmar are projected to increase from 1.06 million in 2012 to 3.01[i] (2.82-7.49[i]) million by 2020. The Union of Myanmar Tourism Association (UMTA) has selected the upper Ayeyarwady River Corridor as a priority for tourist expansion with Mandalay as the focal point. In 2012, Mandalay received 27.1% of all international visitors to Myanmar; local and international tour operators are currently investing heavily in building tourist river boats for day-trips out of Mandalay.

However, the Ayeyarwady River Corridor is also listed as a conservation priority in the Myanmar Biodiversity Conservation Vision (2013) published by WCS/Ministry for Forestry and Environmental Conservation and is home to rare and critically endangered species.

Responding to requests from Myanmar NGOs, tourism organisations, universities and government[ii], this project seeks to promote responsible tourism in the Mandalay to Kyaukmyaung Sector to minimise the negative effects of an unregulated expansion of river-based travel. It seeks to harness the economic wealth of this international tourist influx (estimated to be worth nationally between $5.00 and $10.18[i] billion by 2020) to meet MDG-1,2,3&7 targets, including poverty alleviation and gender equality in rural, riverine localities, and to promote sustainable environmental policies, especially in existing 'High Priority' KBAs (Nos.7,85,122)[iii] and IBA-21[iv].

i: projected mid-range figures (conservative-high figures), Myanmar Tourism Master Plan, 2013-2020, pages 19-20, http://harrison-institute.org/Myanmar%20Tourism%20Master%20Plan%202013-2020.pdf ; ii: Discussions held with Minister of Hotels and Tourism, http://harrison-institute.org/Myanmar_responsible_tourism.html; iii: Key Biodiversity Areas in the study area, No.7: Ayeyarwady River Kyaukmyaung Section; No. 85: Irrawaddy Dolphin Protected Area; No. 122: Sheinmaga Tawyagyi, http://myanmarbiodiversity.org/coordies_sites.php, iv: Important Bird Areas in Asia - Myanmar, No. 21: Ayeyarwaddy River Kyaukmyaung Sector, page 201, http://www.birdlife.org/datazone/userfiles/file/IBAs/AsiaCntryPDFs/Myanmar.pdf

---

13. Methodology

Describe the methods and approach you will use to achieve your intended outcomes and impact. Provide information on how you will undertake the work (materials and methods) and how you will manage the work (roles and responsibilities, project management tools etc.).

(Max 500 words – repeat from Stage 1 with changes highlighted)

The project is focused on the upper Ayeyarwady River Corridor, Mandalay to Kyaukmyaung Sector (approx. 75km). The responsibilities of the five partners are detailed in Q10; all activities supported by Harrison Institute.

1: To achieve Output 1: **environmental safeguards to conserve biodiversity**
UMTA*, GBP*, MBNS* will lead consultations, workshops, formal/informal meetings, surveys with boat operators (also members of UMTA), Inland Water Transport Authority, Department of Fisheries, village communities to:

a) Develop environmental safeguards. This will involve:
   i.   establishing current baselines
   ii. assessing environmental needs
   iii. assessing current attitudes
   iv. developing protocols for tourist river boats:
        • operating in KBA*s

- interacting with wildlife, especially endangered species
- waste management (disposal of refuse and effluents)

v. developing guidelines for river communities:
- use of gill-nets and electric fishing http://www.mmtimes.com/2012/news/638/news63821.html
- sustainable harvesting of wildlife
- waste management

vi. publishing protocols as voluntary codes of conduct (web/print-based), enforced through market forces (Tripadvisor/social media: see Q23), local authorities, corporate social responsibility

vii. establish web-based, data logging (www.destination-Mandalay.com) for wildlife observations (birds/large mammals) for tourists and local enthusiasts

2: To achieve Output 2: **developing two new destinations for river boats with equitable sharing of economic benefits, social safeguards, improved social provision**

a) GBP, FREDA, UMTA, UM* will lead a series of consultations, formal/informal meetings, surveys and gap analyses with communities, boat operators, local authorities, to develop two new visitor destinations.

These two potential destinations offer a unified theme related to biodiversity conservation.

a. Hintha Gone, is a community associated with interactive fishing with dolphins http://www.myanmarheritagetravel.com/ayeyarwady_dolpin.htm
b. Tawyagyi is associated with the conservation of endangered Eld's deer.

The project will conduct a Tourism Assessment Process (TAP), which will involve 'Assessment Preparation', 'Assessment', 'Cost Benefit Analysis of Results' and 'Recommendations' http://www.conservation.org/Documents/CI_ecotourism_tourism_assessment_process_manual.pdf. Published as management plans, TAPS will involve (*inter alia*):

i. destination review of upper Ayeyarwady River Corridor
ii. surveying community attitudes to tourism development
iii. analysing human resource and infrastructure capacity
iv. analysing market demand and competitiveness
v. compiling potential visitor profiles and economic impact data
vi. conducting an attractions inventory (wildlife/culture/social life)
vii. interacting/learning from other ASEAN examples, such as http://www.crdt.org.kh/crdtours and http://www.grassrootsjourneys.com/explore/asia/koh-pdao-koh-preah-community-ecotourism/.
viii. implementing product development (catering/homestay/crafts/guiding)
ix. promoting enhanced social provision, especially primary education
x. establishing strategic partnerships with tour operators/boat operators
xi. conducting regular social, economic, environmental impact assessments.

b) HI* will lead a team compiling a website www.destination-Mandalay.com (in English/Myanmar/German) targeting international tourists/tour operators (national/international) outlining opportunities for responsible tourism, including:

i. general information on hotels/restaurants/boat operators/attractions (to maximise appeal to web-visitors)
ii. outline of conservation protocols for responsible tourism
iii. 'what to do' if boat operators/local communities clearly contravene conservation protocols

(see Q23).

To achieve Output 3: **enhanced capacity in human resources**.

MBNS will lead a team providing:

a. Enhanced training of six ecotour guides/year (visitor safety, visitor conduct and responsible tourism, developing communication/interpersonal skills, and knowledge of natural history, especially bird identification).

b. Training of two staff (NGO/Mandalay University) in 'Sustainable Tourism Management'; online course offered by The International Ecotourism Society/George Washington University, USA http://www.ecotourism.org/certificate-sustainable-tourism-management.

*FREDA: Forest Resource Environment Development and Conservation Association; GBP: Grow Back for Prosperity; HI: Harrison Institute; KBA: Key Biodiversity Area; MBNS: Myanmar Bird and Nature Society; UM: University of Mandalay; UMTA: Union of Myanmar Tourism Association.

14. Change Expected

Detail what the expected changes this work will deliver. You should identify what will change and who will benefit.

- If you are applying for Defra funding this should specifically focus on the changes expected for biodiversity conservation and its sustainable use.
- If you are applying for DFID funding you should in addition refer to how the project will contribute to reducing poverty. Q19 provides more space for elaboration on this.

(Max 250 words)

Currently, tourist day-boats from Mandalay visit three destinations (Mingun/Inwa/Kyaukmyaung) with limited interaction with all other riverine communities and no environmental safeguards.

Despite a projected three-fold increase in tourist numbers to Mandalay (0.9 million in 2020) and a large boat-building programme, currently there are (1) no co-ordinated plans for environmental safeguards or (2) policies that will spread the benefits of tourism in a more inclusive manner to currently disenfranchised rural communities.

The proposed project will meet these two challenges by developing an integrated approach to responsible and sustainable tourism and act as an example of a 'win-win' approach where good planning and strategic partnerships can benefit all stakeholders and provide opportunities for conservation, economic development and business. It will:

- develop two new destinations (with management plans) for river boats to ensure that poor, riverine communities benefit economically from increased international tourism
- develop robust social policies for new destinations that support equitable sharing of economic benefits, gender equality and safeguards (for example, monitoring attendance of primary education)
- implement mutually agreed environmental safeguards for biodiversity, KBA-7,85,122[i], water pollution/waste management.
- develop proactive measures to conserve endangered species: eg. promoting tourism in fishing communities associated with dolphins whilst strongly discouraging invasive dolphin watching; promoting Tawyagyi Wildlife Sanctuary as a tourist destination to conserve Eld's deer.
- ensure that the benefits of responsible tourism are understood and promoted by stakeholders: rural communities, business, NGOs, and government, with mutually beneficial partnerships.
- increase capacity/raise profile of in-country environmental NGOs and Mandalay University.

*FREDA: Forest Resource Environment Development and Conservation Association; GBP: Grow Back for Prosperity; KBA: Key Biodiversity Area; MBNS: Myanmar Bird and Nature Society; UMTA: Union of Myanmar Tourism Association.

i: Key Biodiversity Areas: 7: Ayeyarwady River Kyaukmyaung Section; 85: Irrawaddy Dolphin Protected Area; 122: Sheinmaga Tawyagyi, http://myanmarbiodiversity.org/coordies_sites.php

---

15a. Is this a new initiative or a development of existing work (funded through any source)? Please give details (Max 200 words):

This is a new integrated initiative but one that is developed from:

1: The Government of Myanmar's wish to develop responsible tourism, including destination planning, environmental safeguards, community involvement, and ecotourism management for protected areas (see Myanmar Tourism Master Plan 2013-2020* and a comparable study: '*Inlay Lake Conservation Project; a plan for the future*')**. (Discussions already held with Minister).

2: UMTA[i] initiatives to substantially expand river-boat capacity at Mandalay. (UMTA is a Darwin project partner).

3: FREDA [i]'s on-going programme, developing community projects in Ayeyarwady River Corridor that link poverty alleviation with biodiversity conservation. (FREDA is a partner).

4: MBNS [i]'s on-going conservation programmes for riverine and wetland birds in the upper Ayeyarwady River Corridor and capacity building in ecotour guiding and education. (MBNS is a partner).

5: WCS [i] Myanmar and the Whale and Dolphin Society's initiatives for research and conservation of the Ayeyarwady River Dolphin. (Aung Myo Chit, who was the WCS coordinator of the dolphin project, is a

partner in this application).

6: GBP[i]'s programmes to promote conservation of Tawyagyi Wildlife Sanctuary. (GBP is a partner).

7: Mandalay University's (UM) aim to promote capacity building in the biodiversity/conservation sciences. (UM is a partner).

*Myanmar Tourism Master Plan, 2013-2020 http://harrison-institute.org/Myanmar%20Tourism%20Master%20Plan%202013-2020.pdf

i:FREDA: Forest Resource Environment Development and Conservation Association; GBP: Grow Back for Prosperity; MBNS: Myanmar Bird and Nature Society; UMTA: Union of Myanmar Tourism Association; WCS: Wildlife Conservation Society.

15b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?   No

If yes, please give details explaining similarities and differences, and explaining how your work will be additional to this work and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits:

As far as I am aware no one is carrying out or applying for an integrated project as outlined in this proposal. However, as listed in 15a, aspects of the programme have been included in the portfolios of at least 6 organisations in Myanmar, mostly funded by small, internally generated grants.

In addition, James Cook University, Australia is planning to conduct scientific research on the Ayeyarwady River Dolphin.

15c. Are you applying for funding relating to the proposed project from other sources? ☐ Yes?

If yes, please give brief details including when you expect to hear the result. Please ensure you include the figures requested in the spreadsheet as Unconfirmed funding.

In collaboration with MBNS we will submit an application for funding ($20,000) for research on upper Ayeyarwady River Corridor riverine birds to the CEPF (Critical Ecosystem Partnership Fund). Deadline is 11 December, 2013. Results announced in early 2014.

16. Value for money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money?

(Max 250 words)

The project offers value for money as it responds to an existing need, since:

- following political reforms tourism in Myanmar is expanding fast: 29.3% increase in international visitor arrivals from 2011 (0.82 million) to 2012 (1.06 million)
- tourist arrivals are projected to increase in Mandalay, 0.3 to 0.9 million (2012-2020), with average visitor spend of $150/day
- taking an Ayeyarwady river cruise is one of the principal activities of tourists visiting Mandalay
- there is an expanding range of boat operators, currently with 20+ boats, for example Shwe Keinnery Vessels http://www.nmaihka.com/, Myanmar River Cruises http://www.myanmarrivercruises.com/malikha_river_cruise.php
- many cruises offer dolphin-watching http://www.ziztravel.com/portfolio/2-day-irrawaddy-dolphin-watching-in-burma/

The project seeks to harness and redistribute this incoming wealth in an equitable manner that is supported by social and environmental safeguards. It is value for money since:

- the two new proposed destinations, Hintha Gone and Tawyagyi, are part of a large community of fishing/rural villages and monasteries (>20,000 households) on both banks of the Ayeyarwady River stretching from Mandalay to Kyaukmyaung (75 km), including Mingun-Mayabin-Sheinmaga-Singu.

- the majority of the communities are involved in subsistence agriculture and fishing and have limited access to healthcare and social provision: previous estimates of income of similar communities in Myanmar are $250/person/year (2010).

The project utilises and enhances in-country expertise to meet the environmental and social challenges of the project. Therefore the project has:

- a strong element of capacity building for in-country NGOs for enhanced sustainability
- raises the profile of these NGOs both within Myanmar and internationally.

17. Ethics

Outline your approach to meeting the Darwin Initiative's key principles for research ethics as outlined in the guidance notes.

(Max 300 words)

1: The project meets all legal and ethical obligations of the UK and Myanmar.

2: Although the Harrison Institute has overall responsibility for the project, each element has strong local leadership (see CVs) and participation (see Q10 and letters of support), namely in respect of:

- two Myanmar NGOs (FREDA* and MBNS)
- one community group/NGO (GBP)
- one university (UM)
- one trade organisation (UMTA).

In addition, following the existing best practice of our NGO partners, it will involve an integrated, participatory approach with the two communities at Hintha Gone and Tawyagyi. Here we will work with local authorities, community leaders, local villagers and monks.

3: All project partners understand and appreciate the importance of traditional knowledge. The project will build on this knowledge to try and achieve its objectives, most particularly in the conservation of the:

- critically endangered Ayeyarwady River dolphin, where traditionally there has been a symbiotic relationship between the fishing communities and the dolphins http://www.fao.org/docrep/012/ak857e/ak857e00.pdf
- endangered Eld's deer in Tawyagyi Wildlife Sanctuary, which are currently protected by Buddhist monks
- riverine birds, for example the Ruddy shelduck is believed to have mythological properties, relating (amongst other things) to fidelity and marriage http://nyiwin.wordpress.com/2010/10/11/hinthar-be-hintha-brahminy-duck-ruddy-shelduck/.

4:The project will respect the rights, safety and privacy of the village communities.

5: Safety will be a central priority for all those contributing to the project. All staff will abide by the same rules, following statutory risk assessments.

6: The inclusion of a broad range of different partners will help ensure that independence and integrity are maintained.

7: All aspects of the project will focus on the priorities of the CBD and MDG. Outputs are also set in the context of in-country priorities as outlined in the Myanmar Tourism Master Plan, 2013-2020 and the Myanmar Biodiversity Conservation Vision, 2013.

*FREDA: Forest Resource Environment Development and Conservation Association; GBP: Grow Back for Prosperity; HI: Harrison Institute; MBNS: Myanmar Bird and Nature Society; UM: University of Mandalay; UMTA: Union of Myanmar Tourism Association.

18. Legacy

Please describe what you expect will change as a result of this project with regards to biodiversity conservation/sustainable use and poverty alleviation (for DFID funded projects). For example, what will be the long term benefits (particularly for biodiversity and poor people) of the project in the host country or region and have you identified any potential problems to achieving these benefits?

(Max 300 words)

As discussed with the Minister of Hotels and Tourism in October, 2013 (http://harrison-institute.org/Myanmar_responsible_tourism.html) the project will provide a blue print for developing, at a local level, an integrated approach to harnessing the economic benefits of rapid growth in tourism whilst minimising the negative social and environmental impacts.

As outlined in Q14/Q19 and discussed in Q20, the project will illustrate the benefits of working with all stakeholders (government, business, communities, NGOs, universities) to develop equitable, effective and mutually agreed (and therefore feasible) policies. This is important in a country where enforcement of safeguards through law is currently not as effective as promoting voluntary safeguards that rely on goodwill, corporate responsibility, and market forces.

It will be one of the first projects that integrates issues raised in the MoHT*'s Myanmar Tourism Master Plan (2013-2020) http://harrison-institute.org/Myanmar%20Tourism%20Master%20Plan%202013-2020.pdf and places them in the context of the MfFEC*'s Myanmar Biodiversity Conservation Investment Vision (2013). It specifically supports:
- the MoHT's, vision for tourism*"..to provide more employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share with us our rich cultural diversity"*.
- Strategic Program 3: strengthening safeguards and procedures for destination planning and management
- Key Objective 3.1: developing innovative and integrated approaches to destination planning and management
- Key Objective 3.2: strengthening tourist-related social and environmental safeguards
- Key Objective 3.6: strengthening community involvement in tourism
- Key Objective 4.2: developing an ecotourism management strategy for protected areas.

At the same time, it addresses priorities of the Biodiversity Vision that include:
- engaging communities and private sector in conservation
- piloting new management systems
- addressing conservation needs of KBAs
- targeting priority species for conservation action, including the Ayeyarwady dolphin, which "needs specific conservation action immediately".

*MoHT: Ministry of Hotels and Tourism; MfFEC: Ministry for Forest and Environmental Conservation.

19. Pathway to poverty alleviation

Please describe how your project will benefit poor people living in low-income countries. All projects funded through DFID in Round 20 must be compliant with the OECD Overseas Development Assistance criteria. Projects are therefore required to indicate how they will have a positive impact on poverty alleviation in low-income countries.

(Max 300 words)

Myanmar is classified as a DFID priority, 'least developed country'.

The project uses an integrated approach (TAP*) to develop two new local tourist destinations in response to opportunities offered by a rapid expansion in tourism (see Q16).
.

Both Hintha Gone and Tawyagyi, the target communities, are rural with subsistence economies (Q16). The project harnesses the spending power of international tourists to:

- help diversify income streams in the target and associated communities through developing alternative businesses and employment opportunities.

It will expand the cash economy by developing services, catering, home-stay, crafts and guiding. This disposable income will be available for extra services, including education and health. Therefore, by Yr3, the project should begin to help communities meet poverty and hunger targets (MDG-1), education targets (MDG-2), and in the longer term, health goals (MDGs-4 and 5). Particular targets include:

- Target 1.A: reducing the proportion of people, men and women, whose income is less than one dollar a day
- Target 1.B: increasing productive employment and decent work for all, including women and young people

and in the medium term, when the destinations and their support communities are fully established:

- Target 1.C: reducing the proportion of the communities' under-five year olds who are underweight and the proportion of the population below the minimum level of dietary consumption
- Target 2.A: helping to ensure that a greater proportion of children, boys and girls, complete primary schooling.

The project will promote gender equality and empower women (MDG3):

- Target 3.A. the strategy is designed to ensure that women share equally in wage employment in new tourist-related businesses.

It will promote environmental sustainability particularly:

- Target 7.A. Integrating the principles of sustainable development into policies and programmes and reverse the loss of environmental resources
- Target 7.B. Reducing biodiversity loss.

*TAP: Tourism Assessment Process. http://www.conservation.org/Documents/CI_ecotourism_tourism_assessment_ process_manual.pdf

20. Exit strategy

State whether or not the project will reach a stable and sustainable end point. If the project is not discrete, but is part of a progressive approach, give details of the exit strategy and show how relevant activities will be continued to secure the benefits from the project. Where individuals receive advanced training, for example, what will happen should that individual leave?

(Max 200 words)

The project has long term goals but also has a three year sustainable end point (Outputs1-3, Q25).

Meanwhile, it is anticipated that all stakeholders (business, communities, NGOs, government and Harrison Institute) will continue to have an interest in the long-term success of the project since its aims correspond closely to current priorities of all these groups (see Q10, Q15a) and existing needs (Q16).

It is further anticipated that stakeholder partnerships (between government, business, communities and NGOs) will be sufficiently robust to support long-term:

- the Myanmar government and local authorities formulating and establishing policy frameworks that guide development of the tourism sector and laws affecting tourism
- future programmes that understand community approaches toward tourism, including underlying conservation, capacity, social, political, and economic issues.

Capacity building is focused on three in-country NGOs (FREDA/MBNS/GBP*) and Mandalay University ensuring that lessons learned have sustainability and long-term benefits for Myanmar.

Sustainability is further enhanced by:

- networking with other local and international experts
- liaising and learning from other ASEAN teams examples, such as www.crdt.org.kh/irrawaddy-dolphin-conservation
- skills development, including two Myanmar candidates undertaking an international online course in 'Certificate in Sustainable Tourism Management' http://www.ecotourism.org/certificate-sustainable-tourism-management.
-

*FREDA: Forest Resource Environment Development and Conservation Association; GBP: Grow Back for Prosperity; HI: Harrison Institute; MBNS: Myanmar Bird and Nature Society; UM: University of Mandalay; UMTA: Union of Myanmar Tourism Association.

21. Raising awareness of the potential worth of biodiversity

If your project contains an element of communications, knowledge sharing and/or dissemination please provide a description of your intended audience, how you intend to engage them, what the expected products/materials there will be and what you expect to achieve as a result. For example, are you expecting to directly influence policy in your host country or is your project a community advocacy project to support better management of biodiversity?

(Max 300 words)

Government: Preliminary, positive, discussions with the Minister of Hotels and Tourism took place in October, 2013 in Naypyitaw concerning the proposed project and promotion nationally of responsible tourism with environmental safeguards (http://harrison-institute.org/Myanmar_responsible_tourism.html).

In addition, positive contact was made with the offices of the Minister for Forestry and Environmental Conservation and Minister of Culture. These lines of communication will be maintained and enhanced to develop the most effective policies to promote responsible tourism, a policy endorsed in the Myanmar Tourism Master Plan http://harrison-institute.org/Myanmar%20Tourism%20Master%20Plan%202013-2020.pdf.

Business: The project relies on strong partnerships with the private sector. Positive discussions have already taken place with UMTA (see letter of support) and the associated trade body, Myanmar Tourism Federation (MTF) and local tours companies (see letter of support from Azure Sky Travel).

All organisations understand the importance of environmental safeguards. Regular communication for establishing of protocols and guidelines will take place. Protocols will be published with links posted on the UMTA website.

Conservation/science community: There will be on-going dialogue with the conservation/science community. Ideas and information will be disseminated to the broader local and international audience by establishing a website for GBP, enhancing the website of MBNS, and providing additional information for the website of FREDA; links will be developed to the project website www.destination-mandalay.com. Research papers will be published in open access journals.

Local people: Good, pre-existing links to the media, TV, radio and print (Myanmar and English language) will be used to communicate about biodiversity conservation to the widest possible audience. Within Mandalay, mutually agreed protocols (in Myanmar language), for operating in KBAs, interacting with wildlife and waste management will be circulated to boat crews and the two rural,riverine communities.

International Tourists: information about opportunities and responsibilities of tourism in upper Ayeyarwady Corridor will be communicated on the project website www.destination-mandalay.com.

22. Access to project information

Please describe the project's open access plan and detail any specific costs you are seeking from Darwin to fund this. (See Section 9 of the Guidance Notes for further information)

(Max 250 words)

Dissemination of information is an important aspect of the project to ensure that the outputs of the project are available to the widest possible audience.

Therefore, the project will:

1: establish its own, open-access, website www.destination-mandalay.com, which will:
    a: provide information about responsible tourism in the Mandalay region and upper Ayeyarwady River Corridor
    b: web-based data-logging for wildlife observations
    c: links to NGO websites
    d: promote and facilitate tourism (listing hotels, river destinations, boat companies, restaurants, transport options) and thereby ensure a large audience.
There will be specific costs for the design, uploading, and initially for updating, hosting and maintenance. However, the website has considerable commercial sponsorship opportunities in the medium/long term.

In addition, the project will:

1: establish a website for GBP (costs for uploading only; design and maintenance will be in-house)
2: enhance the website of MBNS http://sstmyanmar.com/tourism/bird&nature.htm (costs for uploading only; design and maintenance will be in-house)
3: provide further information for FREDA's website http://fredamyanmar.com/index.html (no additional costs)
4: provide further information for Harrison Institute website www.harrison-institute.org. (no additional costs)

All protocols generated by the project will be available on the project website; with links posted on the UMTA http://umtanet.org/content/view/46/65/ and Harrison Institute www.harrison-institute.org websites (no additional costs).

All relevant reports and project data will be available on the project website (no additional costs).

Scientific/social science papers will be published in open access journals (no additional costs).

23. Importance of subject focus for this project

If your project is working on an area of biodiversity or biodiversity-development linkages that has had limited attention (both in the Darwin Initiative portfolio and in conservation in general) please give details.

(Max 250 words)

The project is based in Myanmar, a country that has received relatively little attention from the international scientific/conservation/development community in the past.

It uses social media and Tripadvisor as an innovative method to 'enforce' ideas of biodiversity conservation and responsible tourism.

We believe that commercial forces of social media, together with some enforcement by the Inland Water Transport Authority and Department of Fisheries, will be more effective than legislation, which in Myanmar may have limited impact, especially in the short term. International tourists, whose profile is currently 'high-end, well educated' will be encouraged through the website www.destination-

Mandalay.org to report activities by service providers that clearly contradict MoHT and MfFEC objectives* and project protocols on sustainable tourism. The website will provide much information of general interest to tourists in order to ensure that it is widely accessed.

The commercial impact of negative reports on social media and Tripadvisor is already understood and feared(!) by Mandalay service providers, such as hotels http://www.tripadvisor.com/Hotels-g295408-Mandalay_Mandalay_Region-Hotels.html. Meanwhile individual travellers are writing blogs http://8milesfromhome.com/post/40589732966/ayeyarwady-river-myanmar-burma and international tour operators are encouraging their guides to write twitter updates, daily blogs and facebook pages https://www.facebook.com/roadtomandalay.

Although considerable attention has been paid in the past to the Ayeyarwady River dolphin, this project uniquely seeks to promote its conservation by raising its profile whilst strongly discouraging dolphin-watching. Rather it emphasises the much greater interest of visiting the fishing communities associated with the dolphins and supporting wildlife conservation by undertaking low impact and value-added activities that contribute to social and environmental goals.

*MoHT (Ministry of Hotels and Tourism) objectives are listed in Myanmar Tourism Master Plan 2013-2020 http://harrison-institute.org/Myanmar%20Tourism%20Master%20Plan%202013-2020.pdf   and MfFEC (Ministry for Forestry and Environmental Conservation) objectives are included in the Myanmar Biodiversity Conservation Vision, 2013.

24. Leverage

a) Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity.

Confirmed:

The Harrison Institute will cover all additional staff costs; additional overheads costs in the UK. Some international flights will be covered by external sources, including the Prince of Songkla University, Thailand (in return for training postgraduate students); SEABCRU (to attend annual workshops in SE Asia).

In addition, overhead costs of our Myanmar partners will be met from internal sources. Salary costs will be met by the University of Mandalay for its staff.

b) Unsecured

Provide details of any matched funding where an application has been submitted, or that you intend applying for during the course of the project. This could include matched funding from the private sector, charitable organisations or other public sector schemes.

Date applied for	Donor organisation	Amount	Comments
10 December, 2013	CEPF (Critical Ecosystems Partnership Fund)	$20,000	For additional but complementary aspects of the Darwin project.
Unspecified	Sponsorship from commercial organ-isations. Previously we have secured funding in Myanmar from: Total Oil & Gas, Thai Air, Accor Hotels and Resorts, Myanmar Airways International, Orient Express.....	?	For additional but complementary aspects of the Darwin project.

21-012 rev March 14

PROJECT MONITORING AND EVALUATION	
MEASURING IMPACT	

25. LOGICAL FRAMEWORK

Darwin projects will be required to report against their progress towards their expected outputs and outcomes if funded. This section sets out the expected outputs and outcomes of your project, how you expect to measure progress against these and how we can verify this. Further detail is provided in Annex C of the guidance notes which you are encouraged to refer to. The information provided here will be transposed into a logframe should your project be successful in gaining funding from the Darwin Initiative. The use of the logframe is sometimes described in terms of the Logical Framework Approach, which is about applying clear, logical thought when seeking to tackle the complex and ever-changing challenges of poverty and need. In other words, it is about sensible planning.

Impact

The Impact is not intended to be achieved solely by the project. This is a higher-level situation that the project will contribute towards achieving. All Darwin projects are expected to contribute to poverty alleviation and sustainable use of biodiversity and its products.

> (Max 30 words)
>
> To develop long-term partnerships and promote good practice, ensuring that the projected growth of international tourists visiting Myanmar supports equitable, sustainable development and contributes to environmental protection and biodiversity conservation.

Outcome

There can only be one Outcome for the project. The Outcome should identify what will change, and who will benefit. The Outcome should refer to how the project will contribute to reducing poverty and contribute to the sustainable use/conservation of biodiversity and its products. This should be a summary statement derived from the answer given to question 14.

> (Max 30 words)
>
> To promote inclusive, equitable, sustainable tourism in the Upper Ayeyarwady River Corridor that supports biodiversity conservation and meets the challenges of, and benefits from, a projected three-fold increase in international tourism.

Measuring outcomes - indicators

Provide detail of what you will measure to assess your progress towards achieving this outcome. You should also be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state. You may require multiple indicators to measure the outcome – if you have more than 3 indicators please just insert a row(s).

| Indicator 1 | Number of <u>additional</u> poor, rural, riverine villages in upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector) serving as:
 (1) new destinations for river-boats operating out of Mandalay
 (2) blueprints for sustainable destination development for the Ministry of Hotels and Tourism, Ministry of Forestry and Environmental Conservation and UMTA (Union of Myanmar Tourism Association).
 Baseline: 0*; Target: 2 (with a total population of 3150 villagers) in Yr3.
 *: currently there are three destinations [Inwa, Mingun, Kyaukmyaung], so with the two new |

	destinations [Tawyagyi-Sheinmaga and Hintha Gone] this will increase the number to five.
Indicator 2	Number of people benefiting in Hintha Gone and Tawyagyi-Sheinmaga from the new destination development. Direct benefit: Baseline 0; Target: 300 people in Yr 3 (15 livelihood interventions [cafes, guiding, craft shops, vendors, transport, homestay*] x 20 [average number of people involved in each intervention]). Indirect benefit: Baseline: 0; Target in Yr3: 1575 (combined population of villages x 50% [proportion of total village population indirectly linked to project]). *: Ministry of Hotels and Tourism is currently reviewing its policy on homestay, which at present is not generally permitted in rural areas.
Indicator 3	Economic benefit to the community (rural and Mandalay) of additional tourist footfall/ticket sales on river boats in the Upper Ayeyarwady River Corridor as a result of: (1) enhanced visitor choice offered by the development of two new destinations[i,ii] (2) publicising river cruises on the project website (www.destination-mandalay.com). Baseline: 0: Target: US$30,000[iii, iv] per annum in Yr3. i: the three current destinations are becoming overcrowded and tour operators are asking for new destinations offering different attractions. ii: currently there are 18 'international' boats and 22 local boats operating out of Mandalay with an average crew size of 7; additional boats are currently being renovated and new boats commissioned. iii: ticket income (average $30/person/day trip) is spent (*inter alia*) on (1) crew wages (typically $12,600 per boat based on 7 crew with an annual income per person of $1800 per annum (men and women); (2) annual maintenance of boat ($15,000/boat); (3) renovating boats (cost between $50,000 and $150,000+ spent on carpenters, crafts-men/-women), (4) food and drink (typically $10 per person per day). For longer two day/one night trips there are many additional services such as laundry (typically $10 per person) and much higher costs of food and drink. iv: equates to 250 tourists visiting one or both of the two sites per month during the 4 month high season (November-February)
Indicator 4	Income (from sources excluding subsistence agriculture and fishing) measured in US$ (and/or mobile phone ownership) of women and men (disaggregated) in the two new destinations. Baseline: $250 (national average in 2010); Milestone: baseline + 20% in Yr2; Target: baseline + 40% in Yr3.
Indicator 5	Number of Ayeyarwady River dolphins found dead* each year in Mandalay-Kyaukmyaung Sector. Baseline: 10 year average, to be determined; Milestone: stabilised in Yr2; Target: reduction by 20% in Yr3. *: it is difficult to count accurately the number of live dolphins in the river (although data may become available from external studies being undertaken by Myanmar and Australian scientists); we will therefore measure the health of the population by assessing mortality levels based on reports of dead dolphins.
Indicator 6	Number of endangered Eld's deer in the Tawyagyi-Sheinmaga Wildlife Sanctuary. Baseline: 25-30 individuals; Milestone: 25-30 individuals in Yr2 (population stabilised); Target: 30 individuals inYr3. Number of international publications reporting on Eld's Deer in the Tawyagyi-Sheinmaga Wildlife Sanctuary. Baseline: 0 individuals; Target: 1 inYr3.

Verifying outcomes

Identify the source material the Darwin Initiative (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Indicator 1	The two additional destinations (Hintha Gone and Tawyagyi-Sheinmaga) included in schedules of tour/boat operators, published on boat operators'/tour operators' websites, advertisements and printed flyers. An illustrated report on the development of the new destinations compiled, posted on

	the website (www.destination-mandalay.com), submitted to and discussed with the Ministry of Hotels and Tourism, Ministry of Forestry and Environmental Conservation and UMTA (Union of Myanmar Tourism Association). Articles about the report included in Myanmar newspapers (Myanmar Times) and magazines (Myanmar Tourism Journal), online journals such as Weekly11 http://www.elevenmyanmar.com/ and 7Days News Journal http://www.7daynewsjournal.com/ and on Facebook sites such as https://www.facebook.com/todaytourismmagazine
Indicator 2	Surveys and questionnaires of the staff working in the livelihood interventions and of villagers in the communities hosting the interventions. Results and reports listed in project notes supported by photographic evidence. Short summaries posted on project website (www.destination-mandalay.com). Reports on developing the destinations and livelihood interventions included in articles in the Mandalay newspapers and other media outlets (see above).
Indicator 3	The value of the enhanced footfall/ticket sales will be measured by multiplying the number of visits to the two new destinations (obtained from published schedules of the boats) by the estimated number of visitors on each trip by the ticket price by the proportion of the trip to the new destination(s) [ie if the cost of the ticket is $30 and includes 3 destinations, of which one is a Darwin destination, then the proportion is one third and the value attributable to the Darwin project is $10 per passenger].

The impact of the website (www.destination-mandalay.com) in publicising Mandalay river boat cruises will be measured by counting the website 'hits*'.

*: it should be noted that every 'hit' turned into an actual visitor to the Upper Ayeyarwady River Corridor is worth $130 per day in tourist spend (however, currently it is considered it will not be possible to count reliably the precise number of additional tourists generated by the website). |
Indicator 4	Project data from household economic surveys and focus group reports conducted in the two new destinations.
Indicator 5	Data recorded in project diary. Data from media reports (newspapers, TV, internet) and scientific reports from national and international specialists (including James Cook University, Australia) conducting research on cetaceans in the Upper Ayeyarwady River Corridor.
Indicator 6	Data recorded in project diary and included in project reports. Data included in a scientific paper submitted by project staff to an international peer-reviewed journal.

Outcome risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the *outcome and impact* of the project. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Assumption 1	All stakeholders remain committed to the project; the two proposed destinations are suitable for tourists (following the TAP [Tourism Assessment Process]); tourist numbers to Mandalay do increase by the projected number and tourists remain interested in taking river-tours.
Assumption 2	Tourist footfall and spend in the new destinations is sufficient to support 15 new livelihood interventions.
Assumption 3	The existing 40 river boats and the additional boats currently being renovated and commissioned do visit the new destinations. Boat trips and destinations benefit from being promoted on the project website (www.destination-mandalay.com)
Assumption 4	Livelihood interventions are developed in the two new destinations by Yr2 and reliable data on income (or alternatively mobile phone ownership as an indicator of wealth) can be accurately sampled.

Assumption 5	Data are sufficiently robust to make meaningful comparisons between years for a species with such a small population (approximately 80 dolphins).
Assumption 6	The project can make sufficient impact quickly enough to stabilise a long term decline and ameliorate deer-farmer conflicts and habitat destruction.

Outputs

Outputs are the specific, direct deliverables of the project. These will provide the conditions necessary to achieve the Outcome. The logic of the chain from Output to Outcome therefore needs to be clear. If you have more than 3 outputs insert a row(s). It is advised to have less than 6 outputs since this level of detail can be provided at the activity level.

Output 1	Environmental safeguards to conserve biodiversity in the Upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector), understood, agreed and implemented.
Output 2	Two new destinations (Hintha Gone and Tawyagyi-Sheinmaga) for river boats developed with equitable sharing of economic benefits, enhanced social safeguards and improved social provision.
Output 3	Enhanced capacity in human resources to facilitate and develop responsible tourism.

Measuring outputs

Provide detail of what you will measure to assess your progress towards achieving these outputs. You should also be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state. You may require multiple indicators to measure each output – if you have more than 3 indicators please just insert a row(s).

Output 1	
Indicator 1	a: Number of boat crew and service personnel, tour guides (belonging to the Mandalay Branch of the Myanmar Tour Guides Association [MTGA]), members of the Inland Water Transport Authority and Department of Fisheries attending education workshops on sustainable management of the environment, including drawing up a protocol for operating in KBAs, interacting with wildlife and responsible waste disposal. Baseline: 0, Target: 60 attendees at workshops in Yr2 b: Protocol to be circulated amongst all participating stakeholders and published on the project website (www.destination-mandalay.com). Baseline: 0, Target: 1 protocol in Yr2
Indicator 2	a: Number of children and adults from the new destination villages attending education 'workshops', which will include traditional puppet shows, films, and informal talks that explain in an easily understood and enjoyable format the importance of the environment to rural, riverine communities – ie importance of waste management, sustainable hunting and fishing practices and use of toxic substances. Baseline: 0; Milestone: 315 villagers (10% of village populations) to attend by Yr2; Target: 945 villagers (30% of village population) to attend by Yr3. b: One guideline to be drawn up in Myanmar language and circulated in the villages, with English and Myanmar versions to be published on project website (www.destination-mandalay.com). Baseline: 0, Target: 1 guideline in Yr3
Indicator 3	Number of social media systems used by international visitors to report regularly on boat travel on the Upper Ayeyarwady River, including environmental behaviour – guidelines for reporting environmental issues posted on the project website (www.destination-mandalay.com). These systems (words and photographs) will be an

	indirect monitoring system of environmental behaviour. Baseline: 0, Milestone: 2 (Facebook, Tripadvisor) in Yr2; Target: >4 (additionally, twitter and blogs) in Yr3.
Indicator 4	Number of wildlife sightings submitted by tourists and Myanmar naturalists to data logging system on the project website (www.destination-mandalay.com). Baseline: 0, Milestone: 30 in Yr2; Target: 100 in Yr3.

Output 2	
Indicator 1	Number of TAP*s/management plans for destination development in Hintha Gone and Tawyagyi-Sheinmaga agreed by all stakeholders. Baseline: 0; Target: 2 (Hintha Gone and Tawyagyi-Sheinmaga) in Yr2. *TAP: Tourism Assessment Process.
Indicator 2	Types of livelihood interventions (ie stall holders, café, tour guiding, tourist transport provision, tourist craft shops, homestay*) at the two new destinations. Baseline: 2 types (stall holders and café); Target: >5 in Yr3. *: when permitted by Ministry of Hotels and Tourism.
Indicator 3	Proportion of women sharing equally with men in wage employment (excluding subsistence agricultural/fishing) in Hintha Gone and Tawyagyi-Sheinmaga. Baseline: to be determined; Target: 50% in Yr3.
Indicator 4	Proportion of children (girls and boys aggregated separately) completing basic education in Hintha Gone Monastery School and Tawyagyi-Sheinmaga Monastery School. Baseline: to be determined; Target: baseline +20% in Yr3. To be measured to determine: (1) if there are any other 'unintended consequences' of economic development such as children being withdrawn from education to work as street vendors. (2) if poverty alleviation leads to greater emphasis on education and other social benefits.

Output 3	
Indicator 1	Number of ecotourist guides (women and men disaggregated) trained by project. Baseline: 0; Milestones: 6 guides in Yr1; 12 guides in Yr2; Target: 18 guides in Yr3. (ie 6 individuals each year).
Indicator 2	Number of Myanmar NGO/university staff trained in 'Sustainable Tourism Management' http://www.ecotourism.org/certificate-sustainable-tourism-management. Baseline: 0; Target: 2 staff in Yr2.

Verifying outputs

Identify the source material the Darwin Initiative (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Output 1	**Indicator 1a**: Attendance record of each workshop with name of attendee and organisation/company that they represent. Reports in Mandalay media (newspapers, radio, TV) on the workshops. Advertisements in Mandalay newspapers promoting attendance of the upcoming workshops.
	Indicator 1b: Text of protocol available on project website (www.destination-mandalay.com).
	Indicator 2a: Project reports and photographs. Reports in Mandalay newspapers, radio, TV. Posters (in Myanmar language) advertising upcoming 'workshop' in each destination village.
	Indicator 2b: Text of guideline available on project website (www.destination-

	mandalay.com). **Indicator 3**: List of social media sites (URL//) on the internet, facebook, twitter, blog and Tripadvisor, which are receiving comments concerning environmental issues in project area. **Indicator 4**: Analysis of data received by the data logging site, hosted at www.destination-mandalay.com.
Output 2	**Indicator 1**: Printed/digital copies of TAPs/management plans available in Myanmar and English language, with summaries posted on the project website (www.destination-mandalay.com). Project diary, minutes and photographs of discussion process and signing of guidelines by community stakeholders and NGOs. **Indicator 2**: Project data and photographs from village surveys. Reports in Mandalay media (newspaper, internet, TV, radio). **Indicator 3**: Project data from household surveys and focus groups. **Indicator 4**: Project data from surveys undertaken at the monastery schools with children, parents and monks.
Output 3	**Indicator 1**: Project notes on training programme with syllabus and assessment scores. Certificates issued by MBNS (Myanmar Bird and Nature Society). CVs published for each ecotourist guide on the project website www.destination-mandalay.com with a list of skills, and internships and employment post training programme. **Indicator 2**: Certificates for the 'Sustainable Tourism Management' course issued jointly by The International Ecotourism Society/George Washington University, USA.

Output risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the achievement of your outputs. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Output 1	**Assumption 1**: River boat crews, tourist guides, and members of the Inland Water Transport Authority and Department of Fisheries are willing to participate in workshops, support ideas of sustainable, responsible tourism and agree to a protocol. **Assumption 2**: Communities are willing to support ideas of mutually beneficial environmental safeguards and agree a set of guidelines. **Assumption 3**: Tourists will be sufficiently interested and informed to make useful contributions for monitoring environmental behaviour by boat crews and communities. **Assumption 4**: Tourists will be sufficiently interested and informed to contribute to the data-logging system.
Output 2	**Assumption 1**: Hintha Gone and Tawyagyi-Sheinmaga are suitable destinations for tourism; their communities continue to support being new destinations for river boats and are willing to follow an inclusive, equitable, sustainable strategy leading to an agreed management plan. **Assumption 2**: The communities of Hintha Gone and Tawyagyi-Sheinmaga are able to respond to the increased opportunities for business. **Assumption 3**: Women and men are accorded equal rights and opportunities within the local culture; data are sufficiently robust to determine equality or otherwise. **Assumption 4**: Improved disposable income is used for educational purposes and the project does indirectly promote the idea that education is an important part of living in a sustainable environment.
Output 3	**Assumption 1**: 18 individuals (number of women and men disaggregated) complete

the training course for ecotourist guides successfully.

Assumption 2: two staff members complete the 'Sustainable Tourism Management' course successfully.

Activities

Define the tasks to be undertaken by the research team to produce the outputs. Activities should be designed in a way that their completion should be sufficient and indicators should not be necessary. Risks and assumptions should also be taken into account during project design.

Output 1	
Activities 1.1.a-c	a: Develop a protocol for environmental safeguards for river boats - formal/informal discussions, consultations, meetings, and workshops involving business [UMTA and boat owners], Myanmar Tour Guides Association, Inland Water Transport Authority, Department of Fisheries, and in-country NGOs [FREDA, GBP, MBNS]. b: Publish protocols (web-based and paper format in Myanmar and English languages). c: Implement protocols based on corporate responsibility but monitored by tourists publishing reports on social media.
Activities 1.2.a-b	a: Develop and agree guidelines for environmental safeguards - formal/informal discussions, meetings, and workshops involving Hintha Gone and Tawyagyi-Sheinmaga, Inland Water Transport Authority, Department of Fisheries, and in-country NGOs [FREDA, GBP, MBNS]. b: Implement environmental safeguards based on enhanced education of children and adults in the destination communities.
Activities 1.3.a-b	a: Develop (1) environmental monitoring system and (2) on-line wildlife data-logging systems. b: Publish, implement, monitor and update systems on the internet.

Output 2	
Activities 2.1.a-b	a: Conduct TAPs/develop master plans for the two new destinations (assessment preparation, assessment, cost benefit analysis, recommendations and implementation) - formal/informal discussions, meetings, and workshops involving stakeholders in Hintha Gone and Tawyagyi-Sheinmaga, boat operators, Inland Water Transport Authority, and in-country NGOs [FREDA, GBP, MBNS] b: Support training for establishing livelihood interventions (eg cafés, guiding, transport) c: Implement social, economic, and environmental assessments.
Activity 2.2	Conduct study visits to other ASEAN examples of community development linked to tourism and biodiversity conservation.
Activities 2.3.a-b	a: Develop website www.destination-mandalay.com (in English, Myanmar and German) with a list of attractions, advice for responsible tourism and data-logging for wildlife observations. b: Publish and update website.

Output 3	
Activities 3.1.a-b	a: Train 6 ecotourist guides each year for three years on 3 month study courses. b: Host their CVs and contact details on the project website.
Activity 3.2	Two staff (one from NGO and one from University of Mandalay) to take a 'Certificate in Sustainable Tourism Management'.

26. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project.

Activity	No of Months	Year 1				Year 2				Year 3			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1 Risk assessment (health and safety) (for all Outputs)	1	x	x			x				x			
1.1.a: Developing protocols for environmental safeguards for river boats	6	x	x	x	x	x	x						
1.1.b: Publishing protocols	1							x					
1.1.c: Implementing protocols	6							x	x	x	x	x	x
1.2.a: Developing guidelines for environmental safeguards for Hintha Gone and Tawyagyi	6	x	x	x	x	x	x						
1.2.b: Implementing protocols	6							x	x	x	x	x	x
1.3.a: Developing environmental monitoring and data-logging systems	4		x	x	x	x							
1.3.b: Publishing, implementing, updating the systems on the internet	4						x	x	x	x	x	x	x
Output 2													
2.1.a: Conducting TAPs/developing master plans (Hintha Gone/ Tawyagyi)	8	x	x	x	x	x	x						
2.1.b: Establish strategic partnerships (business, communities, NGOs)	4			x	x	x	x	x	x	x	x	x	x
2.1.c: Implement social, economic, environmental impact assessments					x				x		x		
2.2: Study visits to ASEAN examples of community development/ biodiversity conservation	2		x				x						
2.3.a: Develop project website www.destination-mandalay.com	6		x	x	x								
2.3.b: Publish and update website					x	x	x	x	x	x	x	x	x
Output 3													
3.1.a: Train 6 ecotourist guides	9		x				x				x		
3.1.b: Two students trained in 'Sustainable Tourist Management'	12					x	x	x	x				
M&E workshops for project stakeholders (for all Outputs)	3		x		x		x		x		x		x

21-012 rev March 14

27. Project based monitoring and evaluation (M&E)

Describe, referring to the Indicators above, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the projects M&E. Darwin Initiative projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact.

(Max 500 words)

Ultimate responsibility for M&E will be the Harrison Institute. However, all stakeholders in the project will be involved in the on-going process.

Monitoring will track the progress of the project with respect to the Activities outlined in Q25. It will involve periodic workshops, every 6 months, prior to the submission of half-year/annual reports to the Darwin Initiative, ensuring that the project fully meets its commitments of accountability. The workshops will include representatives of all the stakeholders and will determine if:

- activities are progressing in line with the timetable (Q26)
- the project will accomplish pre-established indicators of outputs (Q25)
- there are any negative or unexpected findings.

In response to the above, mutually agreed adaptive strategies will be adopted by the team.

Monitoring will assess quantitative data (for example the number of meetings, surveys, questionnaires) but also include qualitative assessments (for example the quality of the data being sourced). Each senior member of the team will be responsible for reporting on different aspects of the project.

- Hpone Thant – protocols/guidelines with boat operators and tourism industry (UMTA)
- Kyaw Nein (FREDA) – community development, practical implementation of TAPs and developing Management Plans in the two new destinations
- Aung Myo Chit (GBP) – conservation of dolphin and eld's deer; protocols for environmental safeguards; community relations
- Thein Aung (MBNS) – training of ecotourist guides; wildlife surveys
- Thant Zin (UM) – capacity building in scientific resources, especially training students; wildlife surveys
- Paul Bates (HI) – budget, web design, social media, health and safety issues.

All team members also have much experience in complementary aspects of the project.

Evaluation will take place at the regular meetings but also episodically. In Q4/Yr1, the project will host an international workshop in Mandalay, inviting Myanmar and regional experts. It will provide a forum to:

- discuss and critically examine the project's relevance, effectiveness, efficiency, intended impact and sustainability
- put the project in the context of other, comparable programmes taking place elsewhere in Myanmar/ ASEAN region
- improve subsequent performance.

Evaluation will include team members and external experts to help determine if:

- indicators have sufficiently robust baseline to determine impact
  (it is already identified that some additional baseline data have to be collected prior to the commencement of the interventions – for example, baseline data [disaggregated for sex] on income and mobile phone ownership [Indicator 1/Outcome], proportion of women and men in wage employment [Indicators1/Output 2], attendance of primary school [Indicators1&2/Output 2].
- data have been appropriately disaggregated
- data and indicators are appropriate to detect unintended consequences (ie greater economic activity in destinations leads to lower primary school attendance as parents use children as additional labour)
- problems associated with the project are a result of implementation failure or theory failure.

In addition, to ensure that lessons learnt from the project can be applied to programmes conducted elsewhere in Myanmar, an essential element of M&E will be providing information that clearly illustrates cause-and-effect (attribution logic). This will provide a significantly increased project legacy and sustainability.

FUNDING AND BUDGET

Please complete the separate Excel spreadsheet which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

NB: Please state all costs by financial year (1 April to 31 March) and in GBP. **Budgets submitted in other currencies will not be accepted.** Use current prices – and include anticipated inflation, as appropriate, up to 3% per annum. The Darwin Initiative cannot agree any increase in grants once awarded.

28. Value for Money

Please explain how you worked out your budget and how you will provide value for money through managing a cost effective and efficient project. You should also discuss any significant assumptions you have made when working out your budget.

(max 300 words)

The budget is based on the PI's 14 years experience of working in Myanmar, supported by additional information from Beatrix Lanzinger (Harrison Institute) with17 years experience, although we underestimated initially the price inflation in accommodation, which was between >300% (2012-2013) for rented accommodation in Yangon/Mandalay (also inflation in many hotel prices).

We anticipate that this 'bubble' is unsustainable in the long-run and therefore we have not increased the budget accordingly in Years 2 and 3. We also believe we can meet any potential shortfall through additional grant applications and/or commercial sponsorship (we have considerable previous experience of raising sponsorship in Myanmar).

The budget will support the PI, Paul Bates, travelling to and from Myanmar and living in rented accommodation (guest house) in Mandalay for at least 6 months/annum. Additionally, Beatrix Lanzinger, who works part-time for the project, will also live and work in Mandalay for some of the time. Nikky Thomas and Malcolm Pearch will be based in UK.

Myanmar team members, who are not Mandalay-based, will stay in guest houses when working on the project.

We believe that the project is as cost-effective and efficient as possible since the Harrison Institute:

- has previous experience of conducting three Darwin projects in SE Asia, including one in Myanmar
- has assembled a highly motivated team of in-country specialists
- has avoided using external consultants
- can begin the project without delay, since it has good working relationships with all team members, some dating back to 1999
- has an excellent working knowledge of living in Mandalay, and therefore knows how to keep day-to-day costs to a minimum – for example renting accommodation, food, transport...and is familiar with its culture
- all study visits are restricted to within SE Asia, where travel by AirAsia is comparatively cheap.

FCO NOTIFICATIONS

Please check the box if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the Darwin competition in the host country.   ☐

Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see Guidance Notes) and attach details of any advice you have received from them.

Yes (no written advice)

CERTIFICATION

On behalf of the trustees/company* of

(*delete as appropriate)

I apply for a grant of £ 239,795 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(*This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.*)
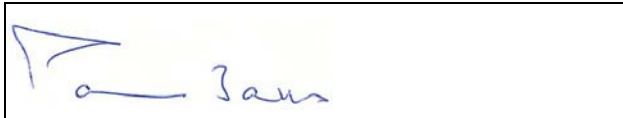
- I enclose CVs for project principals and letters of support.
- Our two most recent audited/independently verified accounts can be found at: http://www.charitycommission.gov.uk/find-charities/ [enter charity no. **268830** in "Charity Search" box]

Harrison Institute's Annual Report 2010-2011: http://harrison-institute.org/Harrison%20Institute%20Annual%20Report%202010-2011.pdf

Harrison Institute's Annual Report for 2011-2012: http://harrison-institute.org/Harrison%20Institute%20Annual%20Report%202011-2012Final.pdf

Name (block capitals)	Paul Bates
Position in the organisation	Director

Signed   **Date:** 30 November, 2013

Stage 2 Application - Checklist for submission

	Check
Have you **read the Guidance Notes**?	Yes
Have you provided **actual start and end dates** for your project?	Yes
Have you indicated whether you are applying for DFID or Defra funding. NB: you cannot apply for both	Yes
Have you provided your **budget based on UK government financial years** i.e. 1 April – 31 March and in GBP?	Yes
Have you checked that your **budget is complete**, correctly adds up and that you have included the correct final total on the top page of the application?	Yes
Has your application been **signed by a suitably authorised individual**? (clear electronic or scanned signatures are acceptable in the email)	Yes
Have you included a **1 page CV for all the Principals** identified at Question 7?	Yes
Have you included a **letter of support from the <u>main</u> partner(s) organisations** identified at Question 10?	Yes
Have you **been in contact with the FCO** in the project country/ies and have you included any evidence of this?	Yes/Yes
Have you included a **copy of the last 2 years annual report and accounts** for the lead organisation? An electronic link to a website is acceptable.	Yes (electronic)
Have you **checked the Darwin website** immediately prior to submission to ensure there are no late updates?	Yes

Once you have answered the questions above, please submit the application, not later than midnight GMT on Monday 2 December 2013 to Darwin-Applications@ltsi.co.uk using the application number (from your Stage 1 feedback letter) and the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). You are not required to send a hard copy.