



## Darwin Initiative Main Project Annual Report

**Important note:** To be completed with reference to the Reporting Guidance Notes for Project Leaders:

it is expected that this report will be about 10 pages in length, excluding annexes

**Submission Deadline: 30 April**

### Darwin Project Information

Project Reference	21-012
Project Title	Enhancing rural livelihoods and biodiversity conservation through responsible tourism, Myanmar
Host Country/ies	Myanmar
Contract Holder Institution	Harrison Institute
Partner institutions	Myanmar Bird & Nature Society; Grow Back for Posterity; University of Mandalay
Darwin Grant Value	£ 239,795
Funder (DFID/Defra)	DFID
Start/end dates of project	April, 2014 to March, 2017
Reporting period (e.g., Apr 2015 – Mar 2016) and number (e.g., Annual Report 1, 2, 3)	April, 2014 to March, 2015
Project Leader name	Paul Bates
Project website/blog/Twitter	<a href="http://www.harrison-institute.org/research/CRM_R3_Darwin_enhancing_rural_livelihoods.html">http://www.harrison-institute.org/research/CRM_R3_Darwin_enhancing_rural_livelihoods.html</a>
Report author(s) and date	Paul Bates, Hpone Thant, Thein Aung, Aung Myo Chit. 15 April, 2015.

### 1. Project Rationale

This project seeks to promote responsible tourism in the upper Ayeyarwady River Corridor of Myanmar (Mandalay to Kyaukmyaung Sector) in order to maximise the benefits from, and minimise the negative effects of, an unregulated rapid expansion of river-based travel.

It seeks to harness the economic wealth of an international tourist influx to Myanmar (estimated to be worth nationally between \$5.00 and \$10.18<sup>i</sup> billion by 2020) to promote:

- poverty alleviation within three rural, riverine village communities
- greater environmental awareness amongst boat crews, tour guides, local government, riverine communities
- biodiversity conservation associated with the three village communities, especially of the critically endangered Irrawaddy River dolphin and the endangered Eld's deer.

Tourist numbers in Myanmar are expanding rapidly with a threefold increase from 2012 to 2014<sup>i,ii</sup>. 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.

Local and international tour operators are currently investing heavily in building tourist river boats for day-trips and longer river cruises from Mandalay.

Top: Tourist boat, R.V. Pandaw, passing Hsithe village.

Middle: Tourist boat (our research vessel), M.S. Hintha, tied up at Myitkangyi Village

Middle: Irrawaddy River dolphin, one of approximately 80 individuals of this critically endangered species that is found in the Upper Ayeyarwady River Corridor

Below: Eld's deer, approximately 30 of these critically endangered species live in Tawyagyi Wildlife Sanctuary.

It is anticipated that this rapid increase in tourist numbers, if unmanaged, will have a negative impact on the biodiversity of the upper Ayeyarwady River Corridor. This area is:

- listed as a conservation priority in the Myanmar Biodiversity Conservation Vision (2013) published by WCS/Ministry for Forestry and Environmental Conservation
- includes 3 Key Biodiversity Areas (KBAs 7, 85, 122<sup>iii</sup>) and one Important Bird Area (IBA 21<sup>iv</sup>)
- home to rare and critically endangered species.

Meanwhile, most of the riverine communities on the Ayeyarwady rely on subsistence farming and fishing. The project seeks to assist with poverty alleviation in two fishing communities (Hsithe and Myitkangyi [also known as Myit kan gyi]) whose way of life had been linked traditionally with cooperative fishing with dolphins. These communities are facing increasing poverty on account of:

- dwindling fish stocks caused by over-fishing, electric fishing, gold mining (poisonous elements in the water)
- a reduction in the number of dolphins
- enhanced erosion of the riverbanks.

The third community is a traditional farming village who are seeking to diversify away from cattle into new livelihoods owing to:

- a shortage of suitable grazing, which has been brought about, in part, by a stricter enforcement by the Forest Department of boundaries around the Tawyagyi Wildlife Sanctuary.

These problems were identified by our partner organisation, Grow Back for Posterity which has worked for many years with these 3 communities.

i: Myanmar Tourism Master Plan, 2013-2020, pages 19-20, <http://harrison-institute.org/Myanmar%20Tourism%20Master%20Plan%202013-2020.pdf>

ii: <http://www.irrawaddy.org/burma/burmas-tourism-industry-struggles-keep-surging-visitor-numbers.html>

iii: [http://myanmabiodiversity.org/coordies\\_sites.php](http://myanmabiodiversity.org/coordies_sites.php)

iv: <http://www.birdlife.org/datazone/country/myanmar/ibas>

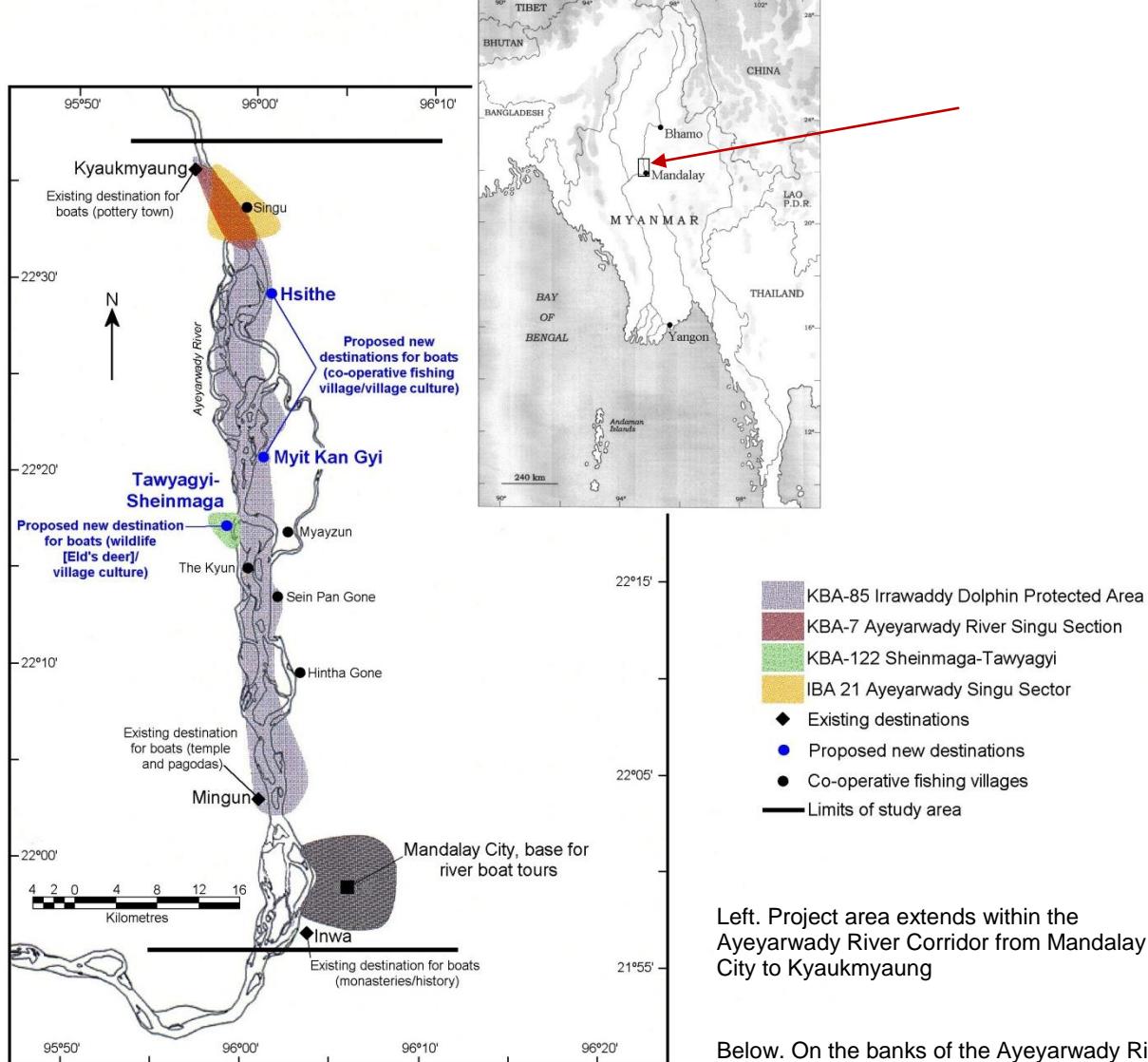
The project is located on the Ayeyarwady (Irrawaddy) River, Mandalay to Kyaukmyaung Sector, upper Myanmar (Burma) (see Map).

## 2. Project Partnerships

The project is based on a series of partnerships. Our most active partnerships are with:

### 1: Communities of the proposed new destinations (Tawyagyi-Sheinmaga; Hsithe and Myitkangyi) who:

- hosted a series of on-going study visits from national and international project team members
- participated in meetings with international project partners in Mandalay in August, 2014, October, 2014 and February, 2015
- hosted a full time member of our partner organisation 'Grow Back for Posterity (GBP)' as an advisor/wildlife warden
- hosted a workshop (December, 2014) for tourist guides, boat owners, NGOs, and government officials
- hosted visits from MRTV and MITV and other Myanmar media in July and December, 2014 (trips led by GBP)



Left. Project area extends within the Ayeyarwady River Corridor from Mandalay City to Kyaukmyaung

Below. On the banks of the Ayeyarwady River at the village of Myitkangyi (also spelt Myit Kan Gyi).



- took part, including co-scripting a presentation and media interviews with MITV, in the project's international conference in Mandalay (October, 2014)
- are actively involved in planning training programmes for interacting with tourists and environmental management, which will take place in 2015.

**Grow Back for Posterity (GBP)** who identified (1) the conservation needs of the upper Ayeyarwady River Corridor; (2) the need for environmental education relating to water pollution, waste management, and the dos and don'ts of tourism in the local KBAs; (3) the needs for poverty alleviation in the fishing communities of Hsithe and Myitkangyi and the farming community adjacent to the Tawyagyi Wildlife Sanctuary.

The partnership with GBP has developed very strongly in this first year such that GBP:

- organised and took part in field trips to all three new destinations
- organised media visits to the destinations (see above)
- co-organised the project's international conference in Mandalay (October, 2014)
- organised a follow-up training workshop for tourist guides and boat owners in December, 2015
- is planning additional follow-up training workshops, the first to take place in April, 2015
- has a new website <http://www.growbackposterity.com/> to showcase its work to an international audience
- has successfully applied to CEPF for additional funding for project work at the three destinations and subject to satisfactory completion of additional paper work has been awarded \$20,000. This application was supported by the Harrison Institute and is the first such application for GBP.

**Myanmar Bird and Nature Society (MBNS)** who identified the need for more ecotourism/bird specialist guides to support an expansion of responsible tourism in Myanmar. The partnership with MBNS has developed very strongly in this first year such that MBNS:

- organised and lead a two month training workshop for 32 ecotourist/bird watching guides in August/September, 2014
- raised additional funding from the Htoo Foundation within Myanmar to help support the training workshop
- jointly applied with the Harrison Institute to CEPF for additional funding for conservation work on the Ayeyarwady River; the project was awarded \$20,000 and commenced in June, 2014
- is planning a second training workshop for ecotourist/bird watching guides in 2015
- co-organised the project's international conference in Mandalay (October, 2014)
- has a new website <http://www.myanmarbirdnaturesociety.com/> to showcase its work to an international audience
- participated in a 10 day capacity building workshop in Bagan for university staff and students, which focused on bird and small mammal survey techniques (sponsored by Rufford Foundation)
- has further applied to CEPF for additional funding for project work at a wetland site (Paleik) in the upper Ayeyarwady River Corridor and subject to satisfactory completion of additional paper work has been awarded \$20,000. This application was supported by the Harrison Institute and is the first such application for MBNS to CEPF as the principal project coordinator.

**University of Mandalay (UM).** The partnership with UM has developed strongly in this first year such that UM:

- participated in a field trip to two of the three new destinations
- took part in the project's international conference in Mandalay (October, 2014)
- co-organised with the Harrison Institute and took part in a 10 day capacity building workshop in Bagan for 7 of its staff and students, which focused on biodiversity survey techniques (bird and mammal) which was sponsored by Rufford Foundation
- is planning with the Harrison Institute to host a Myanmar Bird Conference for November, 2015



Top: Project partner Aung Myo Chit of the Myanmar CSO 'Grow Back for Posterity' with villagers of Nga Ye, which lies adjacent to the Tawyaygi Wildlife Sanctuary (one of the proposed new destinations).

Middle: Some of 32 trainees in ecotourism and bird identification who attended a two month training programme (August & September, 2014) led by staff of project partner, the Myanmar Bird and Nature Society (MBNS).

Below: Staff and a student of the University of Mandalay undertaking a village community survey in relation to biodiversity conservation.

- is a project partner in both GBP's and MBNS's applications to CEPF, both of which, subject to satisfactory completion of additional paper work, have been awarded \$20,000 each.

**UMTA** who as tour operators and boat owners:

- identified the need for new destinations for tourists in the upper Ayeyarwady River Corridor
- played an active part in the project's international conference in Mandalay (October, 2014) and follow up workshop on the Ayeyarwady River (December, 2014)
- has provided valuable input for the project concerning the needs of the tourist industry in relation to destination development on the Ayeyarwady River
- provides a link between the project and the government, exploring ideas, for example homestay, which is currently not permitted in Myanmar, and other ideas that would greatly assist with rural development and poverty alleviation.

Unfortunately the proposed partnership with FREDA failed owing to difficulties in trying to develop a coherent action plan for implementing activities.

### 3. Project Progress

#### 3.1 Progress in carrying out project activities

**Output 1: Environmental safeguards to conserve biodiversity in the Upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector), understood, agreed and implemented.**

There has been good progress in implementing the activities relating to Output 1. These have been carried out both in the manner and time planned and included site visits (throughout the year), workshops and one international conference.

Environmental safeguards was a principal theme of the project's October, 2014 international conference (presentations and open discussion groups) in Mandalay, which was entitled '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*'. Over 90 delegates participated (72 who signed the attendance sheet – available). Nearly all are stakeholders in drawing up, implementing, and enforcing the protocols. They included (*inter alia*) representatives of:

- central government, namely the Deputy Minister of the Ministry of Hotels and Tourism (MoHT) and his civil servants (opening speech)
- villagers from two new destination communities (Hsithe and Myitkangyi) on the Ayeyarwady (presentation & media interviews)
- Tourist Police, Mandalay Division
- MCDC (Mandalay City Development Committee)
- UMTA (Union of Myanmar Tourism Association)
- Inland Water Authority of Mandalay Division
- Tour Guide Association Mandalay Zone
- tour guides
- Boat Association, boat managers and staff
- tour agents (presentation & media interviews)
- local CSOs (presentation & media interviews)
- in-country NGOs
- international NGOs (presentation & media interviews)
- Myanmar universities/ foreign universities
- media (TV, print, internet).

To turn words into actions, post conference follow-up activities, included a three day training workshop (December, 2014) conducted on the river and at two destinations (Hsithe and Myitkangyi) and which included:



On 29 October, 2014, the project hosted an international conference in Mandalay entitled '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*'.

Top: Dr Sai Kyaw Ohn, Union Deputy Minister for Hotels and Tourism opened the conference.

Project partner Aung Myo Chit presented on the cultural and economic importance of conservation.

Project partner Ms Su Hlaing presented on behalf of the village communities and Ms Beatrix Lanzinger on behalf of international tourists.

Below: Paul Bates gave interviews about the Darwin project to the MITV and MRTV channels.

Below left: Village leader/fisherman gave an interview to MITV about the needs and hopes of Myitkangyi village.

- participation of villagers from the communities of Hsithe and Myitkangyi
- practical field training of 53 Mandalay tourist guides (including the Chairman of Tour Guide Association Mandalay Zone – list available) in the do's and don'ts of interacting with wildlife in the project area, waste management, and environmental protection.
- participation of the Mandalay Division Officer of the Ministry of Fisheries and an officer from the Endangered Species Unit, Department of Fisheries
- participation of two boat owners
- participation of two representatives of the international NGO, WCS (Wildlife Conservation Society)
- participation of 3 students from the University of Mandalay.

As an outcome, draft protocols and guidelines are currently being compiled for further discussion in a follow-up practical workshop, which is planned for April, 2015, which will include additional boat owners/crews, local authorities, and tourist guides.

Plans are underway for education workshops in Yr 2 for children and adults at the three proposed destinations. Further consultation about this will take place in May, 2015.

On-going discussions are taking place about social media systems for local and international tourists/nature lovers to report on environmental issues and wildlife sightings. Initially, we intended to develop our own project media sites. However, the existing, very active Facebook page of MBNS (Myanmar Bird and Nature Society)

<https://www.facebook.com/groups/myanmarbirdnature/?fref=ts> may prove to be a more relevant option. It is a highly respected amongst the most active nature watchers in Myanmar with a large and growing membership of 9705 individuals who contribute in English and Myanmar language. It welcomes input from all individuals, national and international, with an interest in Myanmar's wildlife.

#### **Output 2: Two new destinations (Hintha Gone and Tawyagyi) for river boats developed with equitable sharing of economic benefits, enhanced social safeguards and improved social provision.**

There has been good progress in implementing the activities relating to Output 2. These have been carried out both in the manner and time planned and included site visits (throughout the year), workshops and one international conference.

Initial TAPs (Tourism Assessment Processes) were carried out in May, 2014. Following consultation with a range of stakeholders (especially travel agents and boat owners), it was concluded that Hintha Gone was not suitable as a new destination owing to access problems for boats in the winter dry season (peak season for tourists). A recent change in the course of the Ayeyarwady River means there is now insufficient water available in the dry season.

Therefore, we chose two new destinations, Hsithe and Myitkangyi, both of which like Hintha Gone are traditionally associated with co-operative fishermen working with the critically endangered dolphins. Furthermore fishermen from these communities also have a long-running relationship with our partner organisation, Grow Back for Posterity. The third destination, Tawyagyi-Sheinmaga remains as originally planned.

The three destinations were 'showcased' by representatives of the village communities to the national and international audience at the October, 2014 workshop. In the presentation, made on their behalf by a representative of Grow Back for Posterity, they outlined what they had to offer the tourism industry and how they hoped both sides would gain from the interaction. At this conference, a representative of Myitkangyi also gave an interview about his ideas to the Myanmar TV station, MITV.

During the year, there were ongoing discussions to identify a range of livelihood interventions that would provide additional income to the new destination communities. These were targeted at both men and women – see 'm' or 'f' in brackets after the livelihoods below to determine the

predominant gender of each livelihood intervention. In order, to maximise their possible success, we:

- interviewed boat owners/operators to determine what would appeal to them and their clients
- visited rural businesses (on the Bagan to Mt Popa road), which are already successfully providing services for, and receiving income from, national and international tourists (these are predominantly operated by women)
- visited successful business ventures in Siem Reap and Krati in Cambodia to see how they interacted with tourists (m and f) and to determine how they distributed the income within the community
- worked with villagers at the three new destinations to jointly develop ideas for livelihoods that would have an appeal to tourists – these included fishing demonstrations (m); hands-on participation in cigar making (f); handicrafts such as wood carving and loofah products (m and f); foot and head massage (f); marketing of local produce (honey, jam, pepper) (f); and bar-b-ques on the river bank (m).
- ran practical tests with boat owners and tourist guides to see how suitable these ideas were in practice.

Our aim is to launch at least one, possibly two of the proposed destinations by November, 2015, with the remainder to follow in 2016.

### **Output 3: Enhanced capacity in human resources to facilitate and develop responsible tourism.**

There has been good progress in implementing the activities relating to Output 3. These have been carried out both in the manner and time planned.

Our aim for the project was to train 18 ecotour guides by the end of Year 3. In fact, thanks to extra financial input from CEPF and the Myanmar 'Htoo Foundation', our team trained 32 tour guides, park staff and university staff in Year 1. This training included a month of theoretical and practical training in Hlwaga Wildlife Sanctuary (August, 2014) and one month of practical training in different Myanmar habitats to familiarise the participants with wildlife and especially birds from different biomes – these included wetlands at Moeyungi Wetland Bird Sanctuary, dry zone birds at Bagan, and Shan Plateau birds at Taunggyi.

The training was led by Dr Thein Aung of the Myanmar Bird and Nature Society. Both he and the Harrison Institute have already received requests for names and contact details of the tour participants to work with tour/travel agencies in Myanmar (see below).

We are currently reconsidering our commitment in Year 2 to train two Myanmar NGO/university staff in 'Sustainable Tourism Management'<http://www.ecotourism.org/certificate-sustainable-tourism-management>. This is because of the insufficient strength and variable nature of the internet connections in Mandalay that make such a web-based course unfeasible.

Top. Visiting a successful community run small business on the Bagan-Mt Popa road, Mandalay Division to observe best practice.

Middle: We also visited a number of 'Homestay' and other community projects in Kratie Province, Cambodia to learn lessons from successful rural enterprises elsewhere in SE Asia.

Middle: Darwin project member, Beatrix Lanzinger talking to women in the village of Hsithe about their aspirations for livelihood interventions within their community.

Below: Beatrix Lanzinger, on the Ayeyarwady River, casting a fishing net as part of the training programme for new livelihood interventions for tourists at Hsithe.

### **3.2 Progress towards project outputs**

At the end of Year 1, whilst not underestimating the challenges of the different aspects of the project, we feel that we are on-target to meet all three proposed project outputs.

So for example, with respect to Output 1, in the first year we have already exceeded Year 2/project end targets in training tour guides, boat crews and local authority staff in environmental safeguards. The verifiers are the attendance record of each workshop (available), media reports (available) and photographs (available).

We are preparing draft protocols and have identified a very active, relevant, and existing social media site (MBNS Facebook site) to assist with environmental monitoring of wildlife numbers and environmental behaviour. The current verifier is the Facebook link  
<https://www.facebook.com/groups/myanmarbirdnature/?fref=ts>

In respect of Output 2, we have identified 3 potential destinations (original target 2) and carried out preliminary TAPs. We have presented the results to a range of stakeholders (commercial, government, CSOs) both through presentations and discussions. Current verifiers are the summarised TAPs (available), presentation (available in powerpoint) and photographs (available).

Through (1) discussions with community representatives in the proposed destinations, (2) observing best practice elsewhere in Myanmar and (3) observing best practice in Cambodia, we have identified a range of livelihood interventions relevant to the destinations. Current verifiers are photographs (available).

We are working with men and women within the villages to ensure that the livelihoods bring benefits that are gender equitable.

In respect of Output 3, we have already exceeded the training target of ecotourist guides. Verifiers include a list of attendees with individual passport style photographs and email/mobile contact details (available); and email letters requesting ecotour guides for tourism in Myanmar (available). Posting of CVs on the website has still to be completed.

### **3.3 Progress towards the project Outcome**

Currently, we believe that the project is on target to achieve the Outcome by the end of funding and the indicators are adequate.

Indicator 1 the number of destinations provides a good overall assessment of achievement and can be verified independently with reports in the media, social media and websites.

Indicator 2 provides a quantitative insight into the number of people directly benefiting from the project. Although, the data can be gathered by the project team, it is more difficult to assess through independent means, although photographs and reports in the social media will give an insight into the scale and scope of the livelihood interventions.

Indicator 3 is rather too complex, except for note (iv) which summarises the target as '250 tourists visiting one or more sites per month during the 4 month high season (November to February)'. This quantitative data will be collected by the villagers in a project logbook. It is difficult to monitor independently except through reports in the social media (we will encourage tourists to report and comment on their visits on Facebook and other social media sites) and on websites of travel companies and boat operators.

Indicator 4 – the feasibility of this is not known. In theory, it should be possible to determine the approximate income of the individual livelihood interventions since initially we will be working closely with the communities, providing support and logistical expertise.

Indicator 5 – these data are available for each year for the last 15 years. However, trends take time to determine and individual years may have particular occurrences that either provide

artificially encouraging data or alternatively include one-off occurrences that appear to show population declines that may be aberrant and against the long term average.

Indicator 6 – these data have the same caveats as those of Indicator 5. Our project colleagues in Grow Back for Posterity have successfully applied for a \$20,000 grant from CEPF, an element of which includes surveying with camera traps and other methods in order to collect reliable data on the number of Eld's Deer and to identify any threats (hunting, cattle grazing..) in Tawyagyi Wildlife Sanctuary.

### **3.4 Monitoring of assumptions**

Outcome, Assumption 1. Of the three assumptions listed, the first and third hold true. The second assumption was not true but remedial action was taken – ie we selected Hsithe and Myitkangyi as two comparable ‘fishing with dolphin destinations’ to replace Hinthu Gone, which was found to be unsuitable for tourists (change of direction and sedimentation of the river).

Outcome, Assumptions 2, 3 and 4. Not currently in a position to test the veracity of these assumptions since the new destinations will not be functional until the latter part of Year 2.

Outcome, Assumption 5. Holds true – we have access to reasonably reliable data on population numbers.

Outcome, Assumption 6. Holds true - we believe that deer-farmer conflicts are already beginning to stabilise.

Output 1, Assumption 1. Holds true – crews, guides and local authority staff have already participated in practical training workshops.

Output 1, Assumption 2. To be tested in Year 2.

Output 1, Assumptions 3 and 4. Not currently in a position to test the veracity of these assumptions since the new destinations will not be functional until the latter part of Year 2.

Output 2, Assumption 1. See answer to ‘Outcome, Assumption 1’ above.

Output 2, Assumptions 2 and 3. Initial evidence suggests this holds true but will be tested in Year 2.

Output 2, Assumption 4. Not currently in a position to test the veracity of this assumption.

Output 3, Assumption 1. Holds true – already 32 guides (men and women) trained.

Output 3, Assumption 2. Not sure – see comments in Section 3.1.

### **3.5 Impact: achievement of positive impact on biodiversity and poverty alleviation**

We have summarised these impacts in Sections 4 and 5.

## **4. Project support to the Conventions (CBD, CMS and/or CITES)**

The project supports Myanmar in meeting its objectives under the CBD in relation to:

- Article 7: identification and monitoring – especially endangered (Eld's deer) and critically endangered (Irawaddy dolphin) species; endemic birds, water birds within the Ayeyarwady River Corridor (Mandalay to Kyaukmyaung sector) (Outcome Indicators 5 & 6; Output 1 Indicator 4).
- Article 8: in situ conservation – especially endangered (Eld's deer) and critically endangered (Irawaddy dolphin) species; endemic birds, water birds (Outcome Indicators 5 & 6; Output 1 Indicators 1, 2, 3, & 4).
- Article 10: sustainable use of components of biological diversity – especially education about sustainable fishing methods, including the enforcement of laws against electric fishing and environmental pollution (Output 1 Indicators 1 & 2)

- Article 11: incentive measures – especially in relation to the economic development of destinations and livelihoods that support directly and indirectly the conservation of endangered (Eld's deer) and critically endangered (Irrawaddy dolphin) species; endemic birds, water birds (Output 1 Indicators 1 & 2).
- Article 12: research and training – the project facilitates and supports programmes for education in the University of Mandalay and CSOs and technical education of ecotourist guides in measures for the identification, conservation and sustainable use of biological diversity (Output 3 Indicators 1 & 2).
- Article 17: exchange of information – between diverse stakeholders including local communities, government, business, NGOs, CSOs, the tertiary education sector (Output 1 Indicators 1, 3 & 4).

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 that:

- biological diversity underpins local livelihoods and economic development, and is essential for the achievement of the Millennium Development Goals, including poverty reduction (Output 1 Indicator 1)
- pressures on biodiversity are reduced and benefits arising are shared in a fair and equitable manner (Output 1 Indicator 1)
- decision-making is based on sound science and the precautionary approach (Output 1 Indicator 1, 3 & 4).

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.

In-country focal points:

- In March, 2015, project co-ordinators, Paul Bates and Beatrix Lanzinger have had interaction with Aung Thant Zin, Executive Officer of the Myanmar Environment Rehabilitation-Conservation Network (MERN) who is the in-country focal point of IUCN.
- Project partner, Aung Myo Chit of Grow Back for Posterity is a member of the Myanmar 'National Commission on Environmental Affairs' (NCEA).

## 5. Project support to poverty alleviation

The project is directly targeting four MDG targets namely:

- Targets 1.A & B, increasing income and providing productive employment are two of the principal aims of the project. This is to be achieved by promoting and facilitating economic development in three rural, riverine communities through the promotion of new destinations and new livelihood interventions within these destinations (Output Indicators 1, 2 & 3; Output 2 Indicator 2 & 3); although in Year 1, evidence includes TAPs, photographs, and conference presentations.
- Target 2a is currently an aspiration as it is too early to determine if this will be achieved – namely promoting primary school education as an indirect benefit of increased economic wealth within the three destinations (Output 2 Indicator 4)
- Target 3a is currently an aspiration although provisional planning work suggests it is readily achievable – namely promoting gender equality in all aspects of society, especially business (livelihood interventions) and education in the three new destinations (Outcome Indicator 4; Output 2 Indicators 3 & 4); evidence includes TAPs, photographs, and conference presentations

- Targets 7.A.B & D – by reducing biodiversity loss and increasing the quality of the living environment of dwellers in three rural, riverine communities (Outcome Indicators 1-6; Output 1 Indicators 1, 2, 3, & 4; Output 2 Indicator 2)

The principal direct beneficiaries of the project will be:

- the families and dependents of fishermen, who have traditionally fished co-operatively with dolphins. These individuals are living in two communities (Hsithe and Myitkangyi) on the eastern river bank of the Ayeyarwady River and who have lost their traditional livelihood as a result of the decline in fish stocks and in Ayeyarwady dolphin numbers
- the families and dependents of farmers, who have traditionally herded cattle on land adjacent to (and sometimes illegally within) the Tawyaygi Wildlife Sanctuary and who have lost grazing land and therefore income by the stricter enforcement of boundaries to the Sanctuary by local officials of the Forestry Department.

Indirect beneficiaries of the project include:

- boat crews and staff and tour company staff - more destinations should lead to greater tourist numbers and greater use of tourist boats.
- service industries for boats – each boat relies on an extensive range of suppliers for food, drink, fuel, laundry, regular and irregular servicing of machinery and extensive annual refits. Most of this service is supplied locally and employs local labour (men and women).

Noticeable achievements:

- The project is one of the first in Myanmar to explore ideas outlined in the Myanmar Tourism Master Plan (2013-2020) and the CIT (Community Involvement in Tourism) 2014 of how to develop small-scale destinations in rural communities in Myanmar and link these to wildlife conservation.
- If successful, the project will show the way forward for similar projects throughout the country. Already funding (\$20,000) has been awarded to the Myanmar Bird and Nature Society (MBNS) for a pilot community conservation project at a wetland site adjacent to Mandalay city. This is a direct result of MBNS's participation in the Darwin project.

## **6. Project support to Gender equity issues**

In Myanmar society, gender inequality is a less serious problem than in many other countries, although in government (national and local level) men still predominate in leadership positions.

However, elsewhere both women and men can be found in positions of authority in many sectors of society, with women taking the majority of senior positions in some professions and especially in the education sector. Both sexes are well represented in business at national to local level. Women are actively employed after marriage and after having children.

In accordance with the International Development (Gender Equity) Act, the project has a strict gender equality focus. This means, for example, that:

- the consultation process in the destination communities is conducted with both men and women (together and separately)
- livelihoods are being designed that focus on both men and women having leadership and participatory roles (Output 2 Indicator 3)
- data on the impact of livelihoods will be disaggregated on the basis of gender (Outcome Indicator 4)
- training of guides and students is provided on the basis of equal opportunity to both women and men (Output 3 Indicator 1).

## **7. Monitoring and evaluation**

There have been no changes to the M&E plan. Currently, in Year 1, we are restricting ourselves to measuring the progress/success of the project by ensuring that we:

The project is actively promoting the involvement of women in the biodiversity sciences, conservation, ecotourism and interacting with the media, namely: (top) promoting scientific study of biodiversity; (middle) training ecotourism guides; (below) trainee ecotourism guides talking to the MITV news channel.



The project is seeking to promote equitable, inclusive development that will benefit all sectors of the rural communities, male and female, young and old and provide decent and productive employment for both men and women. Above: children from Tawyagyi Monastery School with project team members, Beatrix Lanzinger and Aung Myo Chit. Below: Mother and daughter making fishing nets in Hsithe village.

- complete activities (as stated in the application) according to the timeline (as stated in the application)
- achieve targets (as stated in the application) for outputs and outcome indicators (as stated in the application) according to the timeline (as stated in the application).

Comprehensive M&E evaluations were conducted by the senior staff of the collaborating organisations prior to submitting the half year and this annual report to Darwin Initiative. Each staff member is responsible for ensuring that particular activities are completed. The coordinator, Paul Bates, is responsible for ensuring that these activities will contribute to the successful completion of the three outputs and that these will in turn achieve the outcome. In particular, the two periodic reviews determine if:

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

In addition, at the end of Q4 of Year 1,

- we have re-examined the project's relevance, effectiveness, efficiency, intended impact and sustainability; determined whether the outputs and outcome will contribute towards the project's higher level impact
- following our site visits elsewhere in Mandalay Division, Myanmar and Siem Reap and Kratie in Cambodia, we have reviewed the project in the context of other, comparable programmes taking place elsewhere in Myanmar and the ASEAN region.

## **8. Lessons learnt**

The following aspects of the project worked well:

- identifying the need for new destinations for tourist boats and the locations of the three destinations, which appear to be ideally situated to capture passing tourist boat traffic
- fulfilling the aspirations of the Myanmar government in providing new destinations and promoting tourism with an environmental/conservation component – response to their initiatives such as Community Involvement in Tourism – <http://www.harrison-institute.org/Community%20Involvement%20Tourism%20in%20Myanmar.pdf>
- collaboration with in-country partners, including village communities, CSOs, universities, business (see Section 2)
- developing networks between village communities, CSOs, NGOs, universities, business and government (local and national) (see Sections 2 & 3)
- raising awareness of the project with a range of stakeholders and the media (see Sections 11 & 12)
- adding value to the project by raising money from additional sources, CEPF (Critical Ecosystem Partnership Fund - \$20,000) and Rufford Foundation (£8750) and potentially from two additional associated CEPF projects (combined value \$40,000 – pending completion of paper work) (see Section 2).

The following aspects of the project did not work well:

- collaboration with the in-county CSO, FREDA (see Section 2).

If we had to do it again, we would like to focus on one of the 'fishing villages' only as a destination. However, for local 'political' reasons, it is not possible to only develop Hsithe village without also helping to develop the sister village of Myitkangyi. These village communities have a long relationship with our project partner Grow Back for Posterity and it would be

unacceptable to them to grossly favour one destination over the other. Our current plan is to develop one (Hsithe) successfully as a destination and only then launch the second site.

We would recommend all projects should ensure that they have good in-country collaboration. In many countries such as Myanmar, this is not a luxury but a *sine qua non*.

## **9. Actions taken in response to previous reviews (if applicable)**

Not applicable

## **10. Other comments on progress not covered elsewhere**

We have not enhanced the design of the project, except for the substitution of Hsithe and Myitkangyi villages for Hintha Gone village (see Section 3.1, Output 2). There have been no significant difficulties encountered. Currently, we do not believe that the project faces any particular risks, although there could be some political instability associated with Myanmar's November, 2015 election and with the probable change of Ministers in Ministries such as Hotels and Tourism.

## **11. Sustainability and legacy**

The project has its own webpage at [http://www.harrison-institute.org/research/CRM\\_R3\\_Darwin\\_enhancing\\_rural\\_livelihoods.html](http://www.harrison-institute.org/research/CRM_R3_Darwin_enhancing_rural_livelihoods.html). It is reported extensively on Facebook at <https://www.facebook.com/pages/Harrison-Institute-Centre-for-Biodiversity-Research/193357067346886>

It has a high profile in Myanmar. This national standing is reflected in its inclusion on two prestigious websites:

- a one page summary of the project is included on page 39 of the website of the Myanmar Information Management Unity (MIMU),  
[http://themimu.info/sites/themimu.info/files/documents/MIMU\\_Map\\_Swisscontact\\_TourismHospitalitySector\\_4\\_TSWG\\_6April2015.pdf](http://themimu.info/sites/themimu.info/files/documents/MIMU_Map_Swisscontact_TourismHospitalitySector_4_TSWG_6April2015.pdf). This website is a service to the UN Country Team and Humanitarian Country Team, under the management of the UN Resident and Humanitarian Coordinator.
- a one paragraph summary of the project is found on page 11 of 'Linked in Initiatives in the Myanmar tourism sector' <http://www.myanmar-responsiblebusiness.org/pdf/SWIA/Tourism/Tourism-SWIA-Myanmar-Linked-Initiatives.pdf>. This is published by the Myanmar Centre for Responsible Business.

It is known to:

- Myanmar national and local government based on the participation of:
  - the Deputy Minister of Ministry of Hotels and Tourism's participation in our October, 2014 conference in Mandalay
  - the Mandalay Division Officer of the Ministry of Fisheries and an officer from the Endangered Species Unit, Department of Fisheries in a subsequent practical workshop (December, 2014) on the Ayeyarwady River
- Myanmar local authorities, including:
  - MCDC (Mandalay City Development Committee)
  - Tourist Police
  - Inland Water Authority
- Myanmar rural communities on the Ayeyarwady River through their participation in:
  - hosting workshops at their villages
  - attending our international conference in Mandalay
  - on-going discussions at destination development
- Myanmar national audience with extensive reporting on two TV channels (in Myanmar language and English):

- MRTV – Myanmar TV – for example  
<https://www.youtube.com/watch?v=GCniiJrSYI>
  - MITV – Myanmar International TV
- Myanmar tourism business through our partner organisation UMTA (Union of Myanmar Tourism Association) and through the participation in our December, 2014 conference of representatives of:
  - Tour Guide Association Mandalay Zone
  - many tour agencies
  - independent tour guides
  - boat owners, boat operators, boat management
- Myanmar universities through the participation of staff and students from the Universities of Mandalay, Banmaw (Bhamo) and Myeik in:
  - field studies
  - community workshops and our October, 2014 international conference
- Myanmar conservation organisations – participation in the project, workshops and the conferences has raised its profile with
  - in-country CSOs (especially our partner organisations)
  - in-country NGOs, such as FFI and WCS working

Evidence for increased interest includes (*inter alia*):

- invitations from the Myanmar government to participate in a range of national tourism planning initiatives, including:
  - *Ecotourism in Protected Areas: Strengthening Livelihoods, Conservation, and Adaptation* - invitation from the Ministry of Hotels and Tourism (MOHT) of Myanmar, in collaboration with the Ministry of Environmental Conservation and Forestry (MOECAF)
  - *Tourism Sector Working Group* meetings - invitations from the Director for Tourism Promotion and International Relations, Ministry of Hotels and Tourism
- contact from boat operators and travel/tour agencies requesting information about destinations and on the hire of newly trained ecotourist guides
- contact from in-country conservation NGOs for collaboration on a range of projects, both associated with the Ayeyarwady River and in addition to it
- requests for assistance in capacity-building in the biodiversity and conservation sciences from three universities – Universities of Mandalay, Banmaw, and Myeik: these universities have also become involved in various aspects of the project and are planning additional follow-up projects

Currently, we consider both our exit strategy and legacy, as proposed in the original application, to be valid.

## **12. Darwin Identity**

The Darwin Initiative is publicised (with logo and links):

- on the websites of
  - the Harrison Institute [http://www.harrison-institute.org/research/CRM\\_R3\\_Darwin\\_enhancing\\_rural\\_livelihoods.html](http://www.harrison-institute.org/research/CRM_R3_Darwin_enhancing_rural_livelihoods.html) and facebook <https://www.facebook.com/pages/Harrison-Institute-Centre-for-Biodiversity-Research/193357067346886?ref=ts>
  - project partners <http://www.growbackposterity.com/> and <http://www.myanmarbirdnaturesociety.com/> and facebook <https://www.facebook.com/groups/myanmarbirdnature/?ref=ts>
  - other organisations – such as on page 39 at [http://themimu.info/sites/themimu.info/files/documents/MIMU\\_Map\\_Swisscontact\\_TourismHospitalitySector\\_4\\_TSWG\\_6April2015.pdf](http://themimu.info/sites/themimu.info/files/documents/MIMU_Map_Swisscontact_TourismHospitalitySector_4_TSWG_6April2015.pdf) and page 11 of <http://www.myanmar-responsiblebusiness.org/pdf/SWIA/Tourism/Tourism-SWIA-Myanmar-Linked-Initiatives.pdf>
- at all conferences, workshops and presentations, including



We would like to thank all those who have participated in and supported the project in its first year. These include: (Top) a university teams (Myanmar and Thai) under the leadership of Dr Sai Sein Lin Oo who have helped gather much biodiversity information.

(Middle) two Myanmar CSOs, Grow Back for Posterity and Myanmar Bird and Nature Society, whose Vice-Chair Dr Thein Aung led the training of ecotourist guides.

(Below) finally we would like to thank the communities of the three destinations (such as these cigar making ladies at Hsithe) for their commitment, humour and friendship.

- our October, 2014 international conference in Mandalay – ‘Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks’ (for attendance details see Section 3.1)
- our December, 2014 Ayeyarwady River workshop (for attendance details see Section 3.1)
- CEPF Indo-Burma workshop in Siem Reap, Cambodia (March, 2015)
- presentations to Myeik University (November, 2014) and Banmaw University (February, 2015)
- in all media interviews (TV and newspapers).

In the majority of cases it is recognised as a distinct project with a clear identity. Sometimes, it is included as one of the principal supporters of a larger programme that also includes CEPF and the Rufford Foundation.

There is a good understanding of the role of the UK Government’s Darwin Initiative in Myanmar, especially amongst those who have attended our conference, workshops and presentations (see above and Section 3.1 for details).

Our social media site, <https://www.facebook.com/pages/Harrison-Institute-Centre-for-Biodiversity-Research/193357067346886> makes frequent reference to the Darwin Initiative.

### 13. Project Expenditure

**Table 1 Project expenditure during the reporting period (1 April 2014 – 31 March 2015)**

Project spend (indicative) since last annual report	2014/15 Grant (£)	2014/15 Total Darwin Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs				Original budget was 44,525.00. Revised budget agreed by the Darwin Initiative on 19.01.15. Sum of change: -8,200.
Consultancy costs				
Overhead Costs				
Travel and subsistence				Original budget was 25,240.00. Revised budget agreed by the Darwin Initiative on 19.01.15. Sum of change: +8,200.
Operating Costs				
Capital items (see below)				
<b>TOTAL</b>	78,865.00	78,865.00	<b>0.00</b>	

**14. OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum). This section may be used for publicity purposes**

I agree for the Darwin Secretariat to publish the content of this section (please leave this line in to indicate your agreement to use any material you provide here)

According to the Myanmar Tourism Master Plan (2013-2020), the stated aim of the Myanmar government is to '*use tourism to make Myanmar a better place to live in – to provide employment and greater business opportunities for all our people, to contribute to the conservation of the country's natural and cultural heritage and to share its rich cultural diversity*'.

We believe that this project makes this aim more achievable. For example, by training a new generation of young ecotourism guides, skilled in ideas about conservation and knowledgeable in practical skills, such as bird identification, we are contributing to the human capacity that is essential to support ecotourism/ responsible tourism in the future.



With additional support from CEPF and the Htoo Foundation, our Darwin partners, Myanmar Bird and Nature Society, led by Dr Thein Aung, trained 32 ecotourism/ bird guides in year 1 on a two month practical and theoretical course. Our original target was 6 trainees for year 1.

We are also showing the importance of networking. Effective conservation relies on many different sectors of society supporting its objectives and, to a greater or lesser extent, also benefitting from its implementation. We have forged links between local communities, central and local government, business, in-country CSOs, NGOs, and the universities. We have demonstrated how each has a role to play in supporting sustainable development linked to conservation. Our message is 'All can contribute, all can benefit'.

Finally, by developing rural destinations linked to good environmental management and the conservation of endangered wildlife, we are providing a blue print which will show at a practical, grass roots level how well managed natural heritage has an economic, as well as an intrinsic, value.

## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2014-2015

Project summary	Measurable Indicators	Progress and Achievements April 2014 - March 2015	Actions required/planned for next period
<b>Impact</b>  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.		Strong partnerships developing between local riverine communities, local authorities, tourism business, and conservation CSOs &NGOs with the specific aims of promoting sustainable, equitable tourism, conservation and environmental protection.	
<b>Outcome</b> 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 tourism.	<p>1: Number of <u>additional</u> rural, riverine villages in upper Ayeyarwady River Corridor serving as: new destinations for river-boats. Baseline: 0; Target: 2 in Yr3.</p> <p>2: Number of people benefiting from the new destination development. Direct benefit: Baseline 0; Target: 300 in Yr 3; Indirect benefit: Baseline: 0; Target in Yr3: 1575.</p> <p>3: Economic benefit to the community of additional tourist footfall as a result of enhanced visitor choice offered by the development of two new destinations. Baseline: 0: Target: US\$30,000 p.a. in Yr3.</p> <p>4: Income measured in US\$ of women and men (disaggregated) in the two new destinations. Baseline: \$250 Milestone: baseline + 20% in Yr2; 5:Target: baseline + 40% in Yr3.</p> <p>Number of River dolphins found dead each year in Mandalay-Kyaukmyaung Sector. Baseline: 10 year average. Milestone: stabilised in Yr2; Target: reduction by 20% in Yr3</p>	<p>1 (<i>corresponds to 1 in previous column</i>): Three new destinations identified; two associated (Hsihe and Myitkangyi) with co-operative fishing with dolphins and one (Tawyagyi) with Eld's deer conservation. (Indicator 1 is appropriate)</p> <p>2: On-going consultation with, and trialling of, new livelihood interventions with communities at the three new destinations. (Indicator 2 is appropriate)</p> <p>3 and 4: Since the livelihoods are currently not up and running, we cannot comment on the appropriateness of these two indicators.</p> <p>5 &amp; 6: Environmental training of local authorities, boat operators, tour guides and local communities concerning pollution, waste disposal, and responsible interaction with wildlife in project area. Data for Indicators 5 and 6 will be available but it is difficult to interpret population trends in 3 years.</p>	<p>1 &amp; 2: On-going development of new destinations on Ayeyarwady River, starting with Hsihe co-operative fishing village.</p> <p>We are focusing on developing livelihoods that promote productive employment opportunities for men and women and which bring benefits to both genders and all age groups.</p> <p>5 &amp; 6: We will be continuing with environmental training especially in relation to the critically endangered Irrawaddy River dolphin and Eld's deer.</p>

	6:Number of endangered Eld's deer in the Tawyagyi-Sheinmaga Wildlife Sanctuary. Baseline: 25-30 individuals; Milestone: 25-30 individuals in Yr2; Target: 30 individuals in Yr3.		
<b>Output 1.</b> Environmental safeguards to conserve biodiversity in the Upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector), understood, agreed and implemented.	<p>1a: Number of individuals attending workshops on sustainable environmental management. Baseline: 0, Target: 60 attendees in Yr2</p> <p>1b: Environmental protocol to be agreed amongst all stakeholders and circulated and published. Baseline: 0, Target: 1 protocol in Yr2.</p> <p>2a: Number of individuals (all age groups and both sexes) from the new destination attending environmental workshops on waste management, sustainable hunting and fishing practices. Baseline: 0; Milestone: 315 villagers to attend by Yr2; Target: 945 villagers by Yr3.</p> <p>2b: Environmental guideline to be drawn up. Baseline: 0, Target: 1 guideline in Yr3.</p> <p>3: Number of social media systems used to report on environmental behaviour. Baseline: 0, Milestone: 2 (Facebook, Tripadvisor) in Yr2; Target: &gt;4 (additionally, twitter and blogs) in Yr3.</p> <p>4: Number of wildlife sightings submitted to data logging system on the project website. Baseline: 0, Milestone: 30 in Yr2; Target: 100 in Yr3.</p>	<p>1a: Currently 53 individuals have attended a workshop on sustainable environmental management in December, 2014. There is a follow-up workshop in April, 2015. Relevant Indicator.</p> <p>1b: Protocols discussed with stakeholders at the December 2014 workshop and to be discussed at the April, 2015 workshop. To be published in English and Myanmar in Yr 2. Relevant Indicator.</p> <p>2a: Informal discussions on waste management, sustainable fishing practices and environmental management have take place in the village communities in Yr 1; more formal discussions will take place in Yr 2, beginning in May, 2015. Relevant Indicator.</p> <p>2b: Environmental guidelines will be finalised in Yr 2 following on-going discussions with village communities in Yr 1. Relevant Indicator.</p> <p>3 &amp; 4: One relevant social media site (MBNS facebook page) has been identified in Yr 1 and will be advertised to tourists using river boats for the reporting of environmental issues and wildlife sightings on the Ayeyarwady River, Mandalay to Kyaukmyaung sector in Yr 2. Relevant Indicators.</p>	
Activity 1.1 a: Develop a protocol for environmental safeguards for river boats with stakeholders		1a: Protocols discussed with stakeholders at the December 2014 workshop; to be discussed further and finalised at the forthcoming workshop in April, 2015.	

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.	1b: Protocols to be published in English and Myanmar in Yr 2. 1c: Implementation to begin in Q3 or 4 of Yr 2.	
Activity 1.2. a: Develop guidelines for environmental safeguards for rural communities. b: Implement environmental safeguards based on enhanced education of children and adults in the destination communities.	1.2.a & b: Informal discussions on guidelines waste management, sustainable fishing practices and environmental management have take place in the village communities in Yr 1; more formal discussions will take place in Yr 2, beginning in May, 2015. Implementation will begin in Q3 or Q4 of Yr 2.	
Activity 1.3. a: Develop (1) environmental monitoring system and (2) on-line wildlife data-logging systems. b: Publish, implement, monitor and update systems on the internet.	1.3.a & b: One relevant social media site (MBNS facebook page) has been identified in Yr 1 and will be advertised to tourists using river boats for the reporting of environmental issues and wildlife sightings on the Ayeyarwady River, Mandalay to Kyaukmyaung sector in Yr 2.	
<b>Output 2.</b> Three new destinations for river boats developed with equitable sharing of economic benefits, enhanced social safeguards and improved social provision.	1: Number of TAPs for destination development agreed by all stakeholders. Baseline: 0; Target: 3 in Yr2.  2: Types of livelihood interventions at the two new destinations. Baseline: 2; Target: >5 in Yr3.  3: Proportion of women sharing equally with men in wage employment. Target: baseline +50% in Yr3.  4: Proportion of children (girls and boys aggregated separately) completing basic education. Baseline: to be determined; Target: baseline +20% in Yr3	1: Summary TAPs have been drawn up for all three destinations and will be posted on the website in Yr2. Relevant Indicator.  2: On-going discussions took place in Yr 1 to identify appropriate livelihood interventions for each of the destinations. Relevant Indicator.  3: Current discussions focus on livelihoods that are led by and support decent and productive work for both men and women.  4: This is an aspirational indicator, which may be relevant in Yr 3.
Activity 2.1. a: Conduct TAPs/develop master plans for 3 destinations; b: Support training for establishing livelihood interventions; c: Implement social, economic, and environmental assessments.	2.1.a: First phase TAPs completed. 2.1.b: Training for establishing livelihood interventions commenced in December, 2014. 2.1.c: Assessments of the impact of destination development will commence in Yr 3.	
Activity 2.2. Conduct study visits to other ASEAN examples of community development linked to tourism and biodiversity conservation.	2.2: In March, 2015, project team members visited Kratie, Cambodia to observe best practice in community projects (including homestay) and an ecotourism project based on river dolphins. Also a community wetlands conservation project	

		in Tonle Sap, near Siem Reap.
Activity 2.3. Develop, publish and update website website <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> with a list of attractions, advice for responsible tourism and data-logging for wildlife observations.		Ideas for the project website are evolving. Originally envisaged as encompassing Mandalay as well as the adjacent river (Mandalay to Kyaukmyaung) and named <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> . It is now considered to be more relevant to make it a specialist website for the Upper Ayeyarwady River, focusing on the Bagan to Bhamo Sector and incorporating additional information gathered from a complementary CEPF project. It would be called something like <a href="http://www.destination-Irrawaddyriver.com">www.destination-Irrawaddyriver.com</a> .
<b>Output 3.</b> Enhanced capacity in human resources to facilitate and develop responsible tourism.	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.  2: Number of Myanmar NGO/university staff trained in 'Sustainable Tourism Management' <a href="http://www.ecotourism.org/certificate-sustainable-tourism-management">http://www.ecotourism.org/certificate-sustainable-tourism-management</a> . Baseline: 0; Target: 2 staff in Yr2.	1: Thirty-two ecotourist guides were trained in Yr 1; a similar (if slightly smaller) programme is planned for Yr 2. Relevant Indicator.  2: Problems with internet access in Mandalay are forcing us to rethink our strategy for the training of two staff in 'Sustainable Tourism'. Relevant Indicator.
Activity 3.1. 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.		1: Thirty-two ecotourist guides were trained in Yr 1; a similar (if slightly smaller) programme is planned for Yr 2.
Activity 3.2. Two staff (one from NGO and one from University of Mandalay) to take a 'Certificate in Sustainable Tourism Management'.		3.2: Problems with internet access in Mandalay are forcing us to rethink our strategy for the training of two staff in 'Sustainable Tourism'.

## Annex 2 Project's full current logframe

### 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 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	<p>Number of <u>additional</u> poor, rural, riverine villages in upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector) serving as:</p> <ul style="list-style-type: none"> <li>(1) new destinations for river-boats operating out of Mandalay</li> <li>(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).</li> </ul> <p>Baseline: 0*; Target: 2 (with a total population of 3150 villagers) in Yr3.</p> <p>*: 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.</p>
Indicator 2	<p>Number of people benefiting in Hintha Gone and Tawyagyi-Sheinmaga from the new destination development.</p> <p>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]).</p> <p>Indirect benefit: Baseline: 0; Target in Yr3: 1575 (combined population of villages x 50% [proportion of total village population indirectly linked to project]).</p> <p>*: Ministry of Hotels and Tourism is currently reviewing its policy on homestay, which at present is not generally permitted in rural areas.</p>
Indicator 3	<p>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:</p> <ul style="list-style-type: none"> <li>(1) enhanced visitor choice offered by the development of two new destinations<sup>i,ii</sup></li> <li>(2) publicising river cruises on the project website (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>).</li> </ul> <p>Baseline: 0: Target: US\$30,000<sup>iii, iv</sup> per annum in Yr3.</p> <p>i: the three current destinations are becoming overcrowded and tour operators are asking for new destinations offering different attractions.</p> <p>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.</p> <p>iii: ticket income (average \$30/person/day trip) is spent (<i>inter alia</i>) 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.</p>

	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; Target: 30 individuals in Yr3. Number of international publications reporting on Eld's Deer in the Tawyagyi-Sheinmaga Wildlife Sanctuary. Baseline: 0 individuals; Target: 1 in Yr3.

#### 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 (Hinthu Gone and Tawyagyi-Sheinmaga) included in schedules of tour/boat operators, published on boat operators/tour operator websites, advertisements and printed flyers.  An illustrated report on the development of the new destinations compiled, posted on the website ( <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> ), 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), on-line journals such as Weekly11 <a href="http://www.elevenmyanmar.com/">http://www.elevenmyanmar.com/</a> and 7Days News Journal <a href="http://www.7daynewsjournal.com/">http://www.7daynewsjournal.com/</a> and on Facebook sites such as <a href="https://www.facebook.com/todaytourismmagazine">https://www.facebook.com/todaytourismmagazine</a>
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 ( <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> ). Reports on the 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) x the estimated number of visitors on each trip x the ticket price x 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

	<p>one third and the value attributable to the Darwin project is \$10 per passenger].</p> <p>The impact of the website (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>) in publicising Mandalay river boat cruises will be measured by counting the website ‘hits*’.</p> <p>*: 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).</p>
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 ( <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> )
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 individuals).
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) 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	<p>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</p> <p>b: Protocol to be circulated amongst all participating stakeholders and published on the project website (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>).            Baseline: 0, Target: 1 protocol in Yr2</p>
Indicator 2	<p>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.</p> <p>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 (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>).</p>

	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 ( <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> ). 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 ( <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> ). 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 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 street vendor, café, tour guiding, tourist transport provision, tourist craft shops, homestay*) at the two new destinations. Baseline: 2 types (street vendor 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. 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’ <a href="http://www.ecotourism.org/certificate-sustainable-tourism-management">http://www.ecotourism.org/certificate-sustainable-tourism-management</a> . Baseline: 0; Target: 2 staff in Yr2.
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### 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	<p>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.</p> <p>Indicator 1b: Text of protocol available on project website (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>).</p> <p>Indicator 2a: Project reports and photographs. Reports in Mandalay newspapers, radio, TV. Posters (in Myanmar language) advertising upcoming ‘workshop’ in each destination village.</p> <p>Indicator 2b: Text of guideline available on project website (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>).</p> <p>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.</p> <p>Indicator 4: Analysis of data received by the data logging site, hosted at <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>.</p>
Output 2	<p>Indicator 1: Printed/digital copies of TAPs/management plans available in Myanmar and English language, with summaries posted on the project website (<a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a>). Project diary, minutes and photographs of discussion process and signing of guidelines by community stakeholders and NGOs.</p> <p>Indicator 2: Project data and photographs from village surveys. Reports in Mandalay media (newspaper, internet, TV, radio).</p> <p>Indicator 3: Project data from household surveys and focus groups.</p> <p>Indicator 4: Project data from surveys undertaken at the monastery schools with children, parents and monks.</p>
Output 3	<p>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 <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> with a list of skills, and internships and employment post training programme.</p> <p>Indicator 2: Certificates for the ‘Sustainable Tourism Management’ course issued jointly by The International Ecotourism Society/George Washington University, USA.</p>

### 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	<p>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.</p> <p>Assumption 2: Communities are willing to support ideas of mutually beneficial environmental safeguards and agree a set of guidelines.</p> <p>Assumption 3: Tourists will be sufficiently interested and informed to make useful contributions for monitoring environmental behaviour by boat crews and communities.</p> <p>Assumption 4: Tourists will be sufficiently interested and informed to contribute to the data-logging system.</p>
Output 2	<p>Assumption 1: Hinthu 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.</p> <p>Assumption 2: The communities of Hinthu Gone and Tawyagyi-Sheinmaga are able to respond to the increased opportunities for business.</p> <p>Assumption 3: Women and men are accorded equal rights and opportunities within the local culture; data are sufficiently robust to determine equality or otherwise.</p> <p>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.</p>
Output 3	<p>Assumption 1: 18 individuals (number of women and men disaggregated) complete the training course for ecotourist guides successfully.</p> <p>Assumption 2: two staff members complete the 'Sustainable Tourism Management' course successfully.</p>

### 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

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

Output 2	
Activities 2.1.a-b	<p>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 Hinthu Gone and Tawyagyi-Sheinmaga, boat operators, Inland Water Transport Authority, and in-country NGOs [FREDA, GBP, MBNS]</p> <p>b: Support training for establishing livelihood interventions (eg cafés, guiding, transport)</p> <p>c: Implement social, economic, and environmental assessments.</p>
Activity 2.2	Conduct study visits to other ASEAN examples of community development linked to tourism and biodiversity conservation.
Activities 2.3.a-b	<p>a: Develop website <a href="http://www.destination-Mandalay.com">www.destination-Mandalay.com</a> (in English, Myanmar and German) with a list of attractions, advice for responsible tourism and data-logging for wildlife observations.</p> <p>b: Publish and update website.</p>

Output 3	
Activities 3.1.a-b	<p>a: Train 6 ecotourist guides each year for three years on 3 month study courses.</p> <p>b: Host their CVs and contact details on the project website.</p>
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		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		x					
1.3.b: Publishing, implementing, updating the systems on the internet	4							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	x
2.2: Study visits to ASEAN examples of community development/ biodiversity conservation	2		x				x						
2.3.a: Develop project website <a href="http://www.destination-mandalay.com">www.destination-mandalay.com</a>	6		x	x	x	x	x	x	x	x	x	x	x
2.3.b: Publish and update website													
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

### Annex 3 Standard Measures

These Standard Output measures seem more suitable for previously funded DEFRA projects than current DFID funded ones.

**Table 1 Project Standard Output Measures**

Code No.	Description	Gender of people (if relevant)	Nationality of people (if relevant)	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
3	Sustainable Tourism Management	male/female	Myanmar		2		2	2
4A 4B 4C 4D	1 undergraduate student 5  4 postgraduate student 5	2 male/ 3 female	Myanmar	5			5	?
6A 6B	Ecotourist guide training	male/ female	Myanmar	32	20?	20?	32	18 originally planned
7	Training materials, posters, leaflets, web, film, social media		Myanmar & English/ French/ German	5			5	3
9	Management plans for Eld's deer at Tawyagyi and dolphin on Ayeyarwady		Myanmar & English				2	2
10	Guide to Ayeyarwady birds		Myanmar & English				1	1
11B	Paper to be submitted		English				1	1

14A	Conferences workshops organised			2	2	2	2	6
14B	Conferences workshops attended			3	?	?	3	?
20	Value of physical assets handed			0	2000			2000

In Table 2, provide full details of all publications and material produced over the last year that can be publicly accessed, e.g. title, name of publisher, contact details, cost. Mark (\*) all publications and other material that you have included with this report.

**Table 2**                   **Publications**

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g.website link or publisher)
n.a.						

#### **Annex 4 Onwards – supplementary material (optional but encouraged as evidence of project achievement)**

We have provided photographic evidence in the text above. We have included links to our partners' new websites: <http://www.growbackposterity.com/> and <http://www.myanmarbirdnaturesociety.com/> which also provide photographic support for the project. We can supply attendance lists of workshops and conferences, such as for the October, 2014 international conference in Mandalay (see below for programme); the December 2014 training course on the Ayeyarwady River (see below for banner); and for the ecotourism guide training course (see many photographs in text). We also can supply links to Myanmar media reports such as the MRTV report on ecotourism to the proposed destinations of Tawyagi Wildlife Sanctuary, Hsithe and Myitkangyi <https://www.youtube.com/watch?v=GCniiJrSYI>.

## Checklist for submission

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> putting the project number in the Subject line.	yes
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the Subject line.	
<b>Have you included means of verification?</b> You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	yes
<b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number.	no
Have you involved your partners in preparation of the report and named the main contributors	yes
Have you completed the Project Expenditure table fully?	yes
Do not include claim forms or other communications with this report.	