



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 no more than 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, 2015 to March, 2016
Project Leader name	Paul Bates
Project website/blog/Twitter	http://www.destination-ayeyarwady.com/
Report author(s) and date	Paul Bates, Hpone Thant, and Thein Aung, 24 April, 2016.

1. Project Rationale

The project aims to promote responsible tourism in the Mandalay to Kyaukmyaung Sector of the upper Ayeyarwady River Corridor of Myanmar in order to support local biodiversity conservation, poverty alleviation and greater environmental awareness.

It will harness the economic wealth of an international tourist influx to Myanmar (estimated to be worth nationally between \$5.00 and \$10.18¹ billion by 2020) to promote:

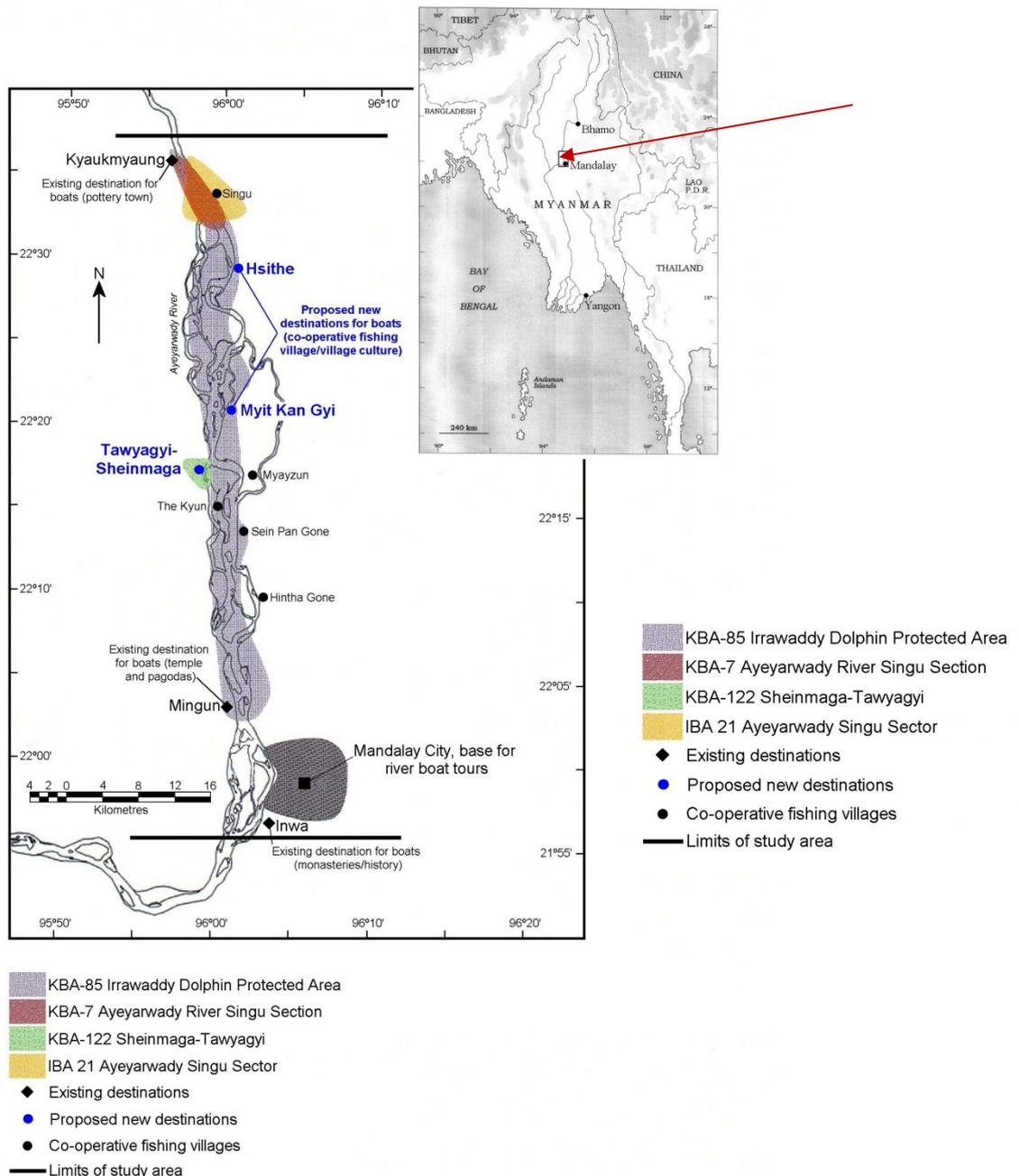
- poverty alleviation within two rural, riverine village communities
- greater environmental awareness amongst boat crews, tour guides, local government, riverine communities
- biodiversity conservation associated with the two village communities, especially of the critically endangered Irrawaddy River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

Tourist numbers in Myanmar are expanding rapidly with a threefold increase from 2012 to 2014, with a further rapid expansion subsequently (p.9 of http://media.wix.com/ugd/cec980_17a3e3072fb3405889b544cab76baf5b.pdf). 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. 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)
- includes 3 Key Biodiversity Areas (KBAs 7, 85, 12) and one Important Bird Area (IBA 2)
- 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) 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 and electric fishing
- a reduction in the number of dolphins
- enhanced erosion of the riverbanks.



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 (Hsithe and Myitkangyi). These partnerships have developed strongly during the year. Together with the project team, the village communities:

- have collaborated in designing, developing and managing new Visitor Centres (with small shop, cafe and information centre to be opened in November, 2016 [after the rains and at the start of the tourist season]) at both new destinations (see Annex 4.8)
- are making new handicrafts to sell to visiting tourists (Annex 4.6)
- are providing new activities (such as fish net casting) for the tourists (Annex 4.6)
- have participated in environmental education programmes (Annex 4.3).

For further evidence, please see the project website: <http://www.destination-ayeyarwady.com/>

Grow Back for Posterity (GBP) <http://www.growbackposterity.com/> is a local CSO who identified (1) the conservation needs of the upper Ayeyarwady River Corridor; (2) the need for environmental education; (3) the needs for poverty alleviation in the fishing communities of Hsithe and Myitkangyi.

However after positive collaboration in Year 1 and some good participation by junior members of GBP in 2015-2016, this partnership has recently become strained at a senior level over differences caused by:

- the failure of GBP to meet commitments, for example completing work related to investments in 3 livelihood interventions: production of fuel biscuits and hare breeding at Tawyagyi-Sheinmaga and the growing of loofahs at Myitkangyi.
- failure to participate in some project activities in 2015-2016

We hope to resolve these differences in 2016 through a series of round-table meetings involving all project partners.

Myanmar Bird and Nature Society (MBNS) <http://www.myanmarbirdnaturesociety.com/> who identified the need for more ecotourism/bird specialist guides to support an expansion of responsible tourism in Myanmar. As in the first year, this partnership has developed strongly, such that in 2015-2016 MBNS:

- organised and lead a one month training workshop for 24 ecotourist/bird watching guides in a one month workshop (plus an additional 17 in a short training workshop); both workshops ran concurrently in September, 2015 (Annex 4.7)
- jointly applied with the Harrison Institute to CEPF for additional funding for conservation work on wetlands adjacent to the Ayeyarwady River
- is planning a third training workshop for ecotourist/bird watching guides in 2016.

University of Mandalay (UM). The partnership with UM has developed strongly such that UM:

- participated in field visits to the new destinations and worked extensively on building trust between the village communities and the project team
- co-organised with the Harrison Institute a 3 day workshop (November, 2015) on bird conservation at the University of Mandalay.

Union of Myanmar Tourism Association (UMTA) and Myanmar Tourism Federation

(MTF). The partnerships with UMTA and MTF have developed strongly in the second year such that:

- the project team is planning to work with MTF to develop a national ecotourism/nature tourism website for Myanmar
- the project team is working extensively with UMTA and MTF members to promote the two new destinations to Myanmar/international travel agents and boat operators for the up-coming tourism season (November, 2016 to March, 2017) (Annex 4.8 and TAPs – see http://media.wix.com/ugd/cec980_17a3e3072fb3405889b544cab76baf5b.pdf).

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 some of the activities of Output 1. The environmental training of tour guides and boat operators has already exceeded its target (Annex 4.1) and a protocol and training manual have been published (Annex 4.2). The process of educating villagers in aspects of conserving the environment has begun but requires further work (Annex 4.3). The social media sites for monitoring environmental behaviour and recording wildlife sightings will commence when the destinations are open to the public in November, 2016 (after the rains) (Annex 4.4).

Output 2: Two new destinations 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. Tourism Assessment Processes (TAPs) have been written for the two destinations (Hsithe and Myitkangyi) (Annex 4.5). The number of livelihood interventions currently exceeds the Year 3 target and will be expanded further in the next 12 months (Annex 4.6). The proportion of males and females currently involved in the livelihood interventions is 46% to 54% (Annex 4.6). Although it is expected that an increase in income for the village will positively affect education outcomes of the children, it will not be possible to measure this in a 3 year project.

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

There has been good progress in implementing one of the two activities relating to Output 3. We have already exceeded the Year 3 target for training nature/ecotourism guides (Annex 4.7) but will reinforce this training for 18 individuals in Year 3. After failed attempts (for technical reasons) to promote an online course for training two students in 'Sustainable tourism management', we approached Mandalay College <http://www.mandalaycollege.com/index.php/departments/arts/87-mandalay-college> proposing to sponsor two students on their Tourism Management course. However, we were recently informed that it was not possible to accept money from a foreign-based NGO. We will therefore inform the Darwin Initiative that we wish to use the resources to promote a Myanmar ecotourism website, which we believe will be of benefit to a broad range of nature based tourists and tourism providers and will further promote both poverty alleviation and on-going wildlife conservation.

3.2 Progress towards project outputs

Output 1:	Environmental safeguards to conserve biodiversity in the Upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector), understood, agreed and implemented.			
	Baseline	Change recorded by 2016 Original target is given in square brackets	Source of evidence	
Indicator 1.1 (i) Number of boat crew, tour guides etc attending environmental workshops. (ii) Number of protocols to be circulated.	(i) 0 boat crews, tour guides (ii) 0 protocols	(i) 112 individuals [66] (ii) 1 protocol [1]	(i) Annex 4.1 (ii) Annex.4.2	
Indicator 1.2 (i) Number of individuals in villages	(i) 0 individuals	(i) 60+ individuals [milestone 315 villagers in Yr 2 and	(i) Annex 4.3	Community education is a priority before

attending environmental workshops (ii) Number of guidelines drawn up	(ii) 0 guidelines	945 villagers in Yr3 (ii) 0 guidelines [1]		the 2016-2017 tourist season
Indicator 1.3 (i) Number of social media systems to report environmental behaviour	(i) 0 media systems	(i) 0 media systems [milestone 2 in Year 2] [target >4 in Year 3]	(i) Annex 4.4a	Will commence once visitors start to visit the destinations in the 2016-2017 tourist season
Indicator 1.4 (i) Number of wildlife sightings submitted by tourists	(i) 0 sightings	(i) ? sightings [milestone 30 in Yr 2] [target 100 in Yr 3]	(i) Annex 4.4b	Will commence once visitors start to visit the destinations in the 2016-2017 tourist season
Output 2:	two new destinations for river boats developed with equitable sharing of economic benefits, enhanced social safeguards and improved social provision			
Indicator 2.1 Number of TAPs/management plans for the new destinations	(i) 0 TAPs	(i) 2 TAPs [2]	(i) Annex 4.5	
Indicator 2.2 (i) Types of livelihood interventions at the 2 new destinations	(i) 0 interventions	(i) 10 interventions [>5]	(i) Annex 4.6	the range and scope of the interventions is expanding rapidly
Indicator 2.3 Proportion of women in wage employment in the new livelihood interventions	(i) -	(i) 54% [50%]	(i) Annex 4.6	most hand-crafts are made by women; men provide the majority but not all the fishing activities
Indicator 2.4 (i) proportion of children completing basic education	we have found that the project will not have an impact in 3 years on this indicator and therefore it is not relevant as a measure of impact			
Output 3:	enhanced capacity in human resources to facilitate and develop responsible tourism			
Indicator 3.1 (i) Number of ecotourist guides trained by project	(i) 0 ecotourist guides	(i) 55 guides [18] ♂ 38, ♀ 17 (long course); in addition ♂ 1, ♀ 16 (short course)	(i) Annex 4.7	
Indicator 3.2 (i) Number of NGO/university staff trained in sustainable tourism	the original plan to train two individuals using an online course failed due to poor internet access in Mandalay University. A subsequent plan to sponsor two students to take part in a training programme at Mandalay College failed as the Myanmar government would not allow the college to accept funds from a foreign NGO. Therefore, with permission from the Darwin Initiative, we are currently planning to jointly compile with the Myanmar Tourism Federation an ecotourism/ nature tourism website to be hosted by the Federation.			

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. We are in an advanced stage of developing two new destinations, which will be ready for tourists in November, 2016 (after the rains) (Annex 4.8). The number of individuals that will directly and indirectly benefit from livelihood interventions should meet the indicator target (Annex 4.6), although this is dependent on how the number of beneficiaries is measured (ie just the individual directly involved or also members of his/her family). It is expected that the target of economic benefit (which equates to 1000 visitors in Year 3) will not be met, since after consultations with the communities and Myanmar travel companies in March, 2016, we are aiming for a soft and sustainable opening of the destinations in order to help the communities adapt to their new (additional) role of being a tourist destination (Annex 4.9). This soft opening will also impact on income generation but we feel this approach will prevent 'boom-bust' and lead to a much more sustainable business in the long term (Annex 4.10). We will be advising the Darwin Initiative of these changes. There is contradictory evidence about dolphin

conservation in the Ayeyarwady River (Annex 4.11) but on reflection we feel that Indicator 5 was inappropriate for a 3 year project. The short time is insufficient in which to measure impact or trends. Current problems with one of project partners, Grow Back for Posterity, has severely reduced our ability to play a meaningful role in Year 2 in the Tawyagyi-Sheinmaga Wildlife Sanctuary and therefore to impact on Eld's deer conservation (Annex 4.12). Anecdotal evidence suggests that herd size is increasing.

Outcome:	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			
	Baseline	Change by 2016 Original target is given in square brackets	Source of evidence	
Indicator 1 Number of additional villages serving as new destinations for (i) tourist boats (ii) blueprints for sustainable development	(i) 0 (ii) 0	(i) 2 [2] (ii) 2 [2]	(i) Annex 4.8	
Indicator 2 Number of people in the destinations benefitting from development (i) direct benefit (ii) indirect benefit	(i) 0 (ii) 0	(i) 81x20= 1620 [300] (ii) ?** [1575] currently 81 individuals are directly involved. Up to 20 family members benefit for each individual directly involved in the intervention	(i) Annex 4.6	**once the destinations open, 20% of all income from tourists is for community projects which will benefit the whole community with a combined population of 3300 individuals
Indicator 3 Economic benefit to the community of additional tourists	(i) 0 each tourist is worth between 28,000 kyats (\$23) and 55,000 kyats (\$46) to the village – excluding any additional money spent by them on handicrafts or refreshments	(i) to date, the project has invested \$12,500 in developing the two villages as tourist destinations. [1000 visitors in Year 3] (the target will not be met; in order to avoid overwhelming the new destinations, all visits must be pre-booked and we are restricting visits to one group /destination/day and restricting group size to a maximum of 20)	(i) Annex 4.9	additionally, a one day visit by car will contribute between \$70 and \$90 for car/ van hire and \$40 in guiding fees to the wider economy in Mandalay and its environs.
Indicator 4 Income measured in US\$ in the two new destinations	(i) 4500 kyat (\$3.75) per day for farm worker (ii) 5800 kyat (\$4.80) per day for fisherman/woman	(i) ? [5400 kyats in Year 2] (ii) ? [6960 kyats in Year 2] (only very limited numbers of tourists have visited so far since the official opening of the destinations is November, 2016)	(i) Annex 4.10	
Indicator 5 Number of river dolphins found dead each year in	(i) 20 individuals (between 2001 and 2015)	(i) 4 deaths reported in 2015 [1.1 deaths]	(i) Annex 4.11	this may reflect a real increase or perhaps better data

Mandalay-Kyaukmyaung sector	10 year average = 1.3 reported death			collection; dolphin numbers are reported to have increased
Indicator 6 Number of endangered eld's deer in Tawyagyi-Sheinmaga Wildlife Sanctuary	(i) 25-30	(i) 30-40 but reported to be rapidly increasing despite some poaching	(i) Annex 4.12	problems with a project partner have restricted work in this wildlife sanctuary.

3.4 Monitoring of assumptions

Unless included below, all assumptions hold true for both the Outcome and Outputs.

Outcome, Assumption 1: All stakeholders remain committed to project.

Comments: There is currently a problem with one project partner, the conservation CSO (GBP) but otherwise all stakeholders remain committed.

Outcome, Assumption 3: Existing river boats visit destination.

Comments: In addition to river boats, we have found a strong market for one-day visits by car and small boat – for further details see <http://www.destination-ayeyarwady.com/#!/blank/iyyq0>

Outcome, Assumption 5: Data sufficiently robust to make comparisons between years on dolphin deaths.

Comments: Difficult in such a short time period to determine trends (Annex 4.11).

Outcome, Assumption 6: Project can make quick impact to reverse decline in deer population.

Comments: It is doubtful whether the project would have time to make such an impact. In addition, project activities have currently been suspended at this Tawyagyi site owing to problems with project partner GBP (Annex 4.12)

Output 2, Assumption 4: Disposable income is used for educational purposes.

Comments: In the timeframe of the project, it is not possible to determine this. All children of primary school age currently go to schools in both destination villages. The project may ultimately have more impact on the ability of older children to remain at school and/or continue to college or university. Currently a minority do but most cannot afford this opportunity.

Output 3, Assumption 2: The activity has been changed.

Comments: Since this activity has been changed, the assumption is no longer relevant.

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

We have summarised these impacts in Sections 4 to 7.

4. Contribution to SDGs

The project is relevant to the following 9 SDGs by:

- 1.2: reducing the proportion of men, women and children of all ages living in poverty
- 1.5: helping to build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events

- 5.5: ensuring women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life
- 8.3: promoting development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial service
- 8.4: helping to achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
- 10.1: progressively achieving and sustaining income growth of the bottom 40 per cent of the population at a rate higher than the national average
- 12.5: substantially reducing waste generation through prevention, reduction, recycling and reuse
- 13.1: strengthening resilience and adaptive capacity to climate-related hazards and natural disasters
- 15.5: taking urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species
- 17.9: enhancing international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation.

5. Project support to the Conventions, Treaties or Agreements)

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

- Article 7: identification and monitoring - especially the critically endangered Irrawaddy dolphin; endemic birds, water birds within the Ayeyarwady River Corridor (Mandalay to Kyaukmyaung sector) (Outcome Indicator 5; Output 1 Indicator 4).
- Article 8: in situ conservation – especially the critically endangered Irrawaddy dolphin; endemic birds, water birds (Outcome Indicator 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 the 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 Indicator 1).
- 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:

- the project has 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, Dr Thein Aung, is an informal advisor to the new NLD Government on environmental issues.

6. Project support to poverty alleviation

The project is directly targeting three MDG targets namely:

- Targets 1.A & B, increasing income and providing productive employment are two of the principal aims of the project. This is especially relevant to Output 2 (Annexes 4.5 and 4.6).
- Target 3A, promoting gender equality in all aspects of society, especially business (livelihood interventions). This is relevant to the Outcome and Output 2 (Annexes 4.6 and 4.10).
- Targets 7.A.B & D – by reducing biodiversity loss and increasing the quality of the living environment of dwellers in the two destinations. This is relevant to the Outcome and Output 1 and Output 2 (Annexes 4.1, 4.2, 4.3, 4.4, and 4.6).

The principal direct beneficiaries of the project will be:

- the families and dependents of fishermen/women, who have traditionally fished co-operatively with dolphins. These individuals are losing their traditional livelihood as a result of the decline in fish stocks and in Ayeyarwady dolphin numbers.
- part-time farm workers who currently earn low wages in agriculture.

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.
- tour guides and drivers who take tourists on one-day trips to the villages
- service industries for tourists – such as suppliers of food, drink, fuel, laundry, hotels, taxis, and restaurants. 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.

7. 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). Of the two managers, one is female (at Hsithe village) and one male (at Myitkangyi) Output 2, Indicators 1,2,and 3 (Annexes 4.5 & 4.6)
- livelihoods are being designed that focus on both men and women having leadership and participatory roles Output 2, Indicators 2 and 3 (Annex 4.6)
- data on the impact of livelihoods will be disaggregated on the basis of gender (Annex 4.6 but also see Annex 4.10)
- training of guides and students is provided on the basis of equal opportunity to both women and men Output 3, Indicator 1 (Annex 4.7).

8. Monitoring and evaluation

There have been no changes to the M&E plan. Currently, in Year 2, we are restricting ourselves to measuring the progress/success of the project by ensuring that we:

- complete activities (as stated in the application) according to the timeline (as stated in the application): any differences in activities/timeline are explained in Section 3 above.
- 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) - any differences in targets are explained in Section 3 above.

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, 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. As a result of this review we have modified (for example) the approach to opening the two new destinations to tourists. The opening will now be phased and low impact to ensure that the villagers feel comfortable and confident in their new roles and the tourists have a positive experience.

9. Lessons learnt

The following aspects of the project worked well:

- identifying the need for new destinations for the tourism industry – see http://media.wix.com/ugd/cec980_17a3e3072fb3405889b544cab76baf5b.pdf

- fulfilling the aspirations of the Myanmar government in providing new destinations and promoting Community Involvement in Tourism – <http://www.harrison-institute.org/Community%20Involvement%20Tourism%20in%20Myanmar.pdf>
- 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 Outcome and Annex 4.8).

The following aspects of the project did not work well:

- collaboration with one in-county CSO, 'Grow Back for Posterity'. The discipline needed for the rather structured, output/outcome-led approach of the Darwin Initiative is not really understood by some of our in-country CSO partners who have worked for many years in a much, freer more relaxed style of (less productive and less professional?) project work. This has led to some problems. In contrast, the villagers have responded positively to the 'drum-beat of the timeline' and have proved to be very flexible, inventive, professional and accommodating to new ideas and livelihoods. Other problems included the accidental sinking of our study vessel the M.S. Hintha, which restricted for some time our access to the destinations. The exceptional floods of last summer also impacted adversely on the accessibility to one of the destinations, Myitkangyi.

10. Actions taken in response to previous reviews (if applicable)

Response to review of last year's annual report.

Comment 4: through discussions and interviews in Hsithe and Myitkangyi villages we have now determined baseline income levels (Annex 4.10)

Comment 5: distance learning by internet proved impossible owing to poor internet reception in much of Mandalay; sponsorship of two students at Mandalay College has proved impossible owing to restrictions on colleges receiving funding from foreign NGOs. We are in the process of asking permission from Darwin Initiative to use the funds to develop a joint website with the Myanmar Tourism Federation to promote nature tourism/ecotourism in Myanmar.

Comment 6: Tourists are expected to start visiting Hsithe village from 1 November, 2016 (after the rains) and Myitkangyi (30 November, 2016).

Comment 7: Baseline values of Irrawaddy dolphin mortality have been determined (Annex 4.11); baseline for Eld's deer not attempted so far – see Annex 4.12.

Comment 8: this indicator is now seen as not relevant.

Project partners tend to have limited interest and understanding in detailed reports written in English. When explained in general terms, most partners were very supportive. However, one CSO partner (GBP) has seen the project recently more as an instrument to fulfil a personal agenda (albeit built around developing conservation initiatives) rather than as a team effort to meet pre-agreed targets, outputs and outcome.

11. Other comments on progress not covered elsewhere

The project receives excellent support from the village communities, the Ministry of Hotels and Tourism (MOHT), the 2 principal tourism bodies in Myanmar (UMTA and MTF), Myanmar tour companies and travel agents, the universities, and most CSOs. Currently the identified risks are:

- on-going disagreement with one CSO 'Grow Back for Posterity' – we are endeavouring to resolve this

- exchange rate risks should the UK vote for Brexit – already the sterling-US\$ rate has fallen 15% from \$1.65/£1 to \$1.40/£1. Further falls could significantly impact on the budget
- unknown policies of the new NLD government led by Aung San Suu Kyi in Myanmar.

12. Sustainability and legacy

The profile of the project has been promoted extensively:

- through on-going discussions with senior figures in UMTA (Union of Myanmar Tourism Association) and MTF (Myanmar Tourism Federation)
- by discussions with senior ministers and civil servants in the Ministry of Hotels and Tourism
- by promoting the destinations in person to the principal tour agencies and travel companies in Myanmar (Annex 4.8)
- by the project's local managers in Yangon and Mandalay circulating promotional leaflets (see Fig. 6 of Annex 4.8), which includes a link to the project's dedicated webpage www.destination-ayeyarwady.com
- by extensive media coverage such as <https://www.youtube.com/watch?v=GCniiljrSYI>
- by the inclusion of the project 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.

The exit strategy for the destinations has been carefully considered. It is the main reason that we are opening the destinations in November, 2016 (after the rains) in order to provide support to the communities for one full season of visitors (November to April, 2017). It is the reason that we are starting slowly and with restricted numbers of high value visitors in order to help the communities learn to cope with, and benefit from, tourists rather than be overwhelmed by them. Also as an Institute we have staff with over 30 years experience of working in Myanmar and we will continue to help and support the communities after the cessation of the project in every way that we can.

13. Darwin Identity

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

- on the websites of
 - the Harrison Institute www.destination-ayeyarwady.com facebook <https://www.facebook.com/pages/Harrison-Institute-Centre-for-Biodiversity-Research/193357067346886?fref=ts>
 - on tour company website - see credit at the bottom of the page of <http://www.diethelmtravel.com/Myanmar/Pages/ContentDetail.aspx?contentID=143&country=myanmar> and links on <http://www.ssttourism.com/destination-ayeyarwady/>
 - project partners <http://www.growbackposterity.com/> and <http://www.myanmarbirdnaturesociety.com/> and facebook <https://www.facebook.com/groups/myanmarbirdnature/?fref=ts>
 - other organisations – such as page 11 of <http://www.myanmar-responsiblebusiness.org/pdf/SWIA/Tourism/Tourism-SWIA-Myanmar-Linked-Initiatives.pdf>
- on the project leaflet (Fig. 6 of Annex 4.8), which has been widely circulated both within the travel business, trade organisations for tourism, and conservation organisations

- at all conferences, workshops and presentations – for example see photos in Annexes 4.1 & 4.2; Annex 4.7, Annex 4.8.
- labels on handicrafts – which are sewn into the bags and wallets and are attached to all other merchandise, these labels include the logos of Darwin, Harrison Institute, Grow Back for Posterity and the University of Mandalay
- on all information boards and vinyls at the tourist destinations (see Fig. 13 in Annex 4.6; Figs. 1 and 4 in Annex 4.8 and further examples see TAPs such as http://media.wix.com/ugd/cec980_17a3e3072fb3405889b544cab76baf5b.pdf .
- on hats and t-shirts of participants and on vinyls and all training manuals in the training workshops (Annexes 4.1, 4.2, 4.7)
- in media reports both on MITV (Fig. 3 in Annex 4.7 and MP4 files available) and in the printed format (Fig. 3 in Annex 4.7).

14. Project Expenditure

Table 1 Project expenditure during the reporting period (1 April 2015 – 31 March 2016)

Project spend (indicative) since last annual report	2015/16 Grant (£)	2015/16 Total Darwin Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs			-0.36	Original budget was 44,525. Revised budget agreed by the Darwin Initiative on 22.01.16. Sum of change: -6,350.
Consultancy costs			+0.31	
Overhead Costs			+0.59	
Travel and subsistence			+0.29	Original budget was 25,240. Revised budget agreed by the Darwin Initiative on 22.01.16. Sum of change: +6,350.
Operating Costs			0.00	
Capital items (see below)	0.00	0.00	0.00	
Others (see below)	0.00	0.00	0.00	
TOTAL			0.00	

Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2015-2016

Project summary	Measurable Indicators	Progress and Achievements April 2015 - March 2016	Actions required/planned for next period
<p>Impact</p> <p>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</p>		<p>Strong partnerships developing between local communities, local authorities, tourism business, and most conservation CSOs & NGOs. Equitable development of livelihoods. Sustainable income for future support of conservation and community projects</p>	
<p>Outcome 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>	<p>1: Number of <u>additional</u> rural, riverine villages serving as: new tourist destinations. 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 communities. 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; Target: baseline + 40% in Yr3.</p> <p>5: Number of River dolphins found dead. Baseline: 10 year average (1.3 deaths). Milestone: stabilised in Yr2; Target: reduction by 20% in Yr3</p> <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.</p>	<p>1: 2 destinations currently being prepared for official launch in November, 2016 (start of new tourist season)</p> <p>2: 81 people are currently/will be directly employed in new livelihoods (for everyone one directly employed, up to 20 family members per livelihood benefit). $81 \times 20 = 1620$.</p> <p>Community fund will eventually assist all village members.</p> <p>3: \$12,500 has been invested in the village communities of the destinations to prepare them for tourism.</p> <p>4: Not relevant as tourism does not begin until November, 2016.</p> <p>5: 4 deaths in 2015, which considerably exceeds the 10 year baseline of 1.3 deaths.</p> <p>6: no progress in 2016.</p>	<p>1, 2, 3 & 4: Destinations to open for tourism in November, 2016. We will continue to train villagers in new livelihoods that promote productive employment opportunities for men and women and which bring benefits to both genders and all age groups.</p> <p>5: We will be continuing with environmental training especially in relation to the critically endangered Irrawaddy River dolphin.</p>

<p>Output 1. Environmental safeguards to conserve biodiversity in the Upper Ayeyarwady River Corridor (Mandalay to Kyaukmyaung Sector), understood, agreed and implemented.</p>	<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: >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 112 individuals have attended 2 workshops on sustainable environmental management. Relevant Indicator.</p> <p>1b: Protocols and training manual published. Relevant Indicator.</p> <p>2a: One workshop completed for 60+ individuals completed. More workshops planned for Year 3. Relevant Indicator.</p> <p>2b: Environmental guidelines to be published in Year 3. Relevant Indicator.</p> <p>3 & 4: Social media systems will be operational in November, 2016. Relevant Indicators.</p>
<p>Activity 1.1 a: Develop a protocol for environmental safeguards for river boats with stakeholders; 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.</p>		<p>1a: Protocol finalised in April, 2015; 1b: Protocols circulated to all relevant stakeholders and published in English on project website; 1c: Implementation will begin with tourist visits planned from November, 2016.</p>
<p>Activity 1.2, a: Develop guidelines for environmental safeguards for rural communities. b: Implement environmental safeguards based on enhanced</p>		<p>1.2.a & b: One practical workshop completed. Further workshops planned for Year 3.</p>

education of children and adults in the destination communities.		
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: Social media systems for tourists will be launched in November, 2016.
Output 2. Two new destinations for river boats developed with equitable sharing of economic benefits, enhanced social safeguards and improved social provision.	<p>1: TAPs for destination development. Baseline: 0; Target: 2 in Yr2.</p> <p>2: Types of livelihood interventions at the two new destinations. Baseline: 2; Target: >5 in Yr3.</p> <p>3: Proportion of women sharing equally with men in wage employment. Target: baseline +50% in Yr3.</p> <p>4: Proportion of children (girls and boys aggregated separately) completing basic education. Baseline: to be determined; Target: baseline +20% in Yr3</p>	<p>1: TAPs have been drawn up for both destinations and are available on request. Relevant Indicator.</p> <p>2: 10 different interventions already achieved with more to be developed in Year 3. Relevant Indicator.</p> <p>3: Currently there is a 54% for ♀ and 46% for ♂ participation in new livelihoods</p> <p>4: This was an aspirational indicator, which is no longer considered relevant in the short term, although in the longer term we do expect there to be a positive effect.</p>
Activity 2.1. a: Conduct TAPs/develop master plans for 2 destinations; b: Support training for establishing livelihood interventions; c: Implement social, economic, and environmental assessments.		<p>2.1.a: First phase TAPs completed.</p> <p>2.1.b: Training for establishing livelihood interventions is on-going and successful.</p> <p>2.1.c: Assessments of the impact of destination development will commence in Year 3.</p>
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. Results of this visit have been incorporated into the design of handicrafts for livelihood interventions (for example bags and wallets made from recycled cement bags; sale of honey, jams and pepper in attractive packaging). Designs for notice-boards and information sheets are also based on ideas acquired in Tonle Sap, Cambodia.
Activity 2.3. Develop, publish and update website www.destination-Mandalay.com with a list of attractions, advice for responsible tourism and data-logging for wildlife observations.		2.3 The website www.destination-ayeyarwady.com was published in Year 2. This is targeted at individuals and tour companies who wish to promote responsible nature tourism to the two new destinations.

<p>Output 3. Enhanced capacity in human resources to facilitate and develop responsible tourism.</p>	<p>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.</p> <p>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.</p>	<p>1: 55 ecotourist guides (17 ♀ and 38 ♂) were trained in Yr 1 and Yr 2 in long courses and an additional 17 (16 ♀ and 1 ♂) in short courses in Yr 2; a programme for 18 individuals is planned for Yr 3. Relevant Indicator.</p> <p>2: This output has been abandoned following problems with internet access in Mandalay and a refusal of Mandalay College to accept sponsorship from a foreign for two students on their Tourism management course. We will therefore apply to Darwin Initiative to use the available resources to support the production of a website researched by us, designed professionally in Myanmar, and hosted by the Myanmar Tourism Federation (MTF) on current ecotourism/nature tourism opportunities in Myanmar.</p>
<p>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.</p>		<p>1: 55 ecotourist guides were trained in Yr 1 and 2 in long courses and 17 in short courses; 18 individuals (from the original 55 will have an advanced refresher course in Yr 3. These individuals will then have their details posted on the project website.</p>
<p>Activity 3.2. Two staff (one from NGO and one from University of Mandalay) to take a 'Certificate in Sustainable Tourism Management'.</p>		<p>3.2: See above for details. Data will be gathered and published on current ecotourism/nature tourism opportunities in Myanmar.</p>

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> <p>(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).</p> <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> <p>(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).</p> <p>Baseline: 0; Target: US\$30,000^{iii, iv} 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. 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 (<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. iv: equates to 250 tourists visiting one or both of the two sites per month during the 4 month high season (November-February)</p>

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 (Hinthagone 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 (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), on-line 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 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 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 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 (Hinthagon and Tawgyi) 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 (www.destination-Mandalay.com). 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 (www.destination-Mandalay.com). Baseline: 0, Target: 1 guideline in Yr3</p>

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 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’ 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	<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 (www.destination-Mandalay.com).</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 (www.destination-Mandalay.com).</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 www.destination-Mandalay.com.</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 (www.destination-Mandalay.com). 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 www.destination-Mandalay.com 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: 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.</p> <p>Assumption 2: The communities of Hintha 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 Hintha 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 Hintha 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 www.destination-Mandalay.com (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					
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	x	x	x	x	x	x	x	x
2.3.b: Publish and update website					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

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	31	23		53	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
10	Guide to Ayeyarwady birds		Myanmar & English				1	1
11B	Paper to be submitted		English				1	1

14A	Conferences workshops organised			2	3		5	6
14B	Conferences workshops attended			3	2		5	?
20	Value of physical assets handed			0	3500		3500	?

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)

To ensure that file size is kept to a minimum Annex 4 has been attached as a pdf (file size = 12.9 MB). It is also available to download at http://media.wix.com/ugd/cec980_31f54c26a39143028e53594b087c9cd7.pdf

Please contact Dr Paul Bates (pjibates2@hotmail.com) if you need any of the documents in Word. The contents of Annex 4 are listed below.

Annex 4.1: Education workshops for those involved in tourism to promote the conservation of the Irrawady dolphin and other wildlife on the Ayeyarwady River.

Annex 4.2: Guideline/protocol for watching dolphins.

Annex 4.3: Village workshop in waste management.

Annex 4.4a: Reporting on environmental behaviour.

Annex 4.4b: Reporting on significant wildlife sightings.

Annex 4.5: Tourist Assessment Process (TAP) for Hsithe and Myitkangyi.

Annex 4.6: Livelihood interventions.

Annex 4.7: Training of ecotourism guides.

Annex 4.8: Additional destinations on the Upper Ayeyarwady.

Annex 4.9: Economic benefit for Hsithe and Myitkangyi.

Annex 4.10: Income benefit for Hsithe and Myitkangyi.

Annex 4.11: Death of dolphins in the Upper Ayeyarwady River.

Annex 4.12: Number of Eld's deer in Tawyagyi-Sheinmaga Wildlife Sanctuary.

Checklist for submission

	Check
Is the report less than 10MB? If so, please email to Darwin-Projects@ltsi.co.uk putting the project number in the Subject line.	
Is your report more than 10MB? If so, please discuss with Darwin-Projects@ltsi.co.uk about the best way to deliver the report, putting the project number in the Subject line.	√
Have you included means of verification? You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	√
Do you have hard copies of material you want to submit with the report? 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	√
Have you completed the Project Expenditure table fully?	√
Do not include claim forms or other communications with this report.	