





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: 30th April 2017

Darwin Project Information

Project reference	23_032
Project title	Local economic development through "pro-poor" gorilla tourism in Uganda
Host country/ies	Uganda
Contract holder institution	IIED
Partner institution(s)	Responsible Tourism Partnership, Institute for Tropical Forest Conservation, International Gorilla Conservation Programme, Explore Worldwide, Exodus Travels, Great Lakes Safaris, Wild Places, Kwetu Africa, Responsible Travel
Darwin grant value	
Start/end dates of project	01/04/2016 – 31/03/2019
Reporting period (e.g., Apr 2016 – Mar 2017) and number (e.g., Annual Report 1, 2, 3)	Apr 2016 – Mar 2017; Annual Report 1
Project Leader name	Dilys Roe
Project website/blog/Twitter	http://www.iied.org/local-economic-development-through-gorilla-tourism
Report author(s) and date	Dilys Roe, Harold Goodwin, Peter Nizette, Anna Behm Masozera, Salvatrice Musabyeyezu, Medard Twinamatsiko 28/04/2017

1. Project rationale

Tourism in Uganda is critical for generating revenue for conservation of Mountain Gorillas and other species and habitats. At Bwindi Impenetrable National Park in Southwest Uganda, tourist numbers have increased from 1300 per annum in 1993 to around 20,000 today. International tourists pay \$600 per head to track gorillas. Uganda Wildlife Authority (UWA) provides local people with a share of the financial benefits generated by the park in recognition of the importance of their support for conservation. Local people living around the forest receive \$10 per gorilla permit sold plus 20% of the \$40 park entry fees. Despite these benefits, local people have a negative attitude towards the park and towards conservation. This is driven by the fact that they suffer significant costs - in the form of crop raiding and other human-wildlife conflicts -- while the benefits distributed by the park are small, unevenly distributed and not targeted at those who bear the costs. There are also limited benefits from tourism in the form of jobs or sales of local products and services. This is due to poor quality handicrafts which attract limited sales; scruffy presentation of community-based enterprises (which deters tourists); and low levels of skills development to improve job prospects or enterprise opportunities. It is also due to the limited opportunities for direct interaction between tourists and local people. Tourists tend to arrive at Bwindi with a guide on the afternoon of one day, spend one night at a lodge, spend the next day gorilla tracking and the next night at the lodge, and then depart the following

morning. The net result of all this is that, despite Bwindi being a top tourist attraction, local economic development has been extremely limited, relationships between local people and the park/UWA are poor, and poaching, snaring and other forms of illegal resource use continue. Indeed, local communities explicitly identified the <u>lack of tourism benefits</u> as a driver of illegal incursions to the park. This poses a significant threat to the park and to the long term conservation of the Mountain Gorilla. Furthermore, it represents a missed opportunity for harnessing tourism as an engine for local economic development in this remote rural area of Uganda.

To start to address this problem, this project is intended to develop and test new or improved "pro-poor" tourism services that respond to an expressed demand from tourists, tour operators and lodges, and have the potential to increase local revenue from tourism around Bwindi Forest thus contributing to poverty alleviation, improving local peoples' attitudes to conservation and reducing threats to gorillas. The focus is on delivering training to micro enterprises in order to increase the quality, transportability and utility of products for which there is proven demand (and hence their value and desirability and thus the number and value of sales). A key element of the project is to leverage contacts and relationships with both lodge owners/managers and tour operators and their driver/guides in order to that they will direct their clients to the new and improved products and services and, ideally, include them in their itineraries.

A further element is the development of a Gorilla FriendlyTM ecolabel which will be used to differentiate the products and services which benefit the people most affected by the costs of living close to the park, from those produced through business as usual. The Gorilla Friendly label will rest on three key components: 1) products/services must reach a high quality standard; 2) products/services must be produced by people living within 2 kms radius of the park boundary and benefits from the products and services are shared transparently and through good governance best practice; 3) products and services must be produced in a way which does no harm to gorillas or to their habitat.

It is intended that, by explicitly linking the delivery of benefits from a vibrant tourism industry based on a healthy population of Mountain Gorillas to front-line, marginalized communities, the project will improve local attitudes to conservation and hence reduce threats to the park.

Benefits from tourism will also help to mitigate the costs local people face from living alongside wildlife. In the longer term, project beneficiaries will extend beyond the households targeted by the project as the successful approaches are replicated by others and become integrated into standard tourism packages. Rural areas around Bwindi Forest will support sustainable local economic development which maximises the contribution from tourism as opposed to simply existing alongside it.

Bwindi Impenetrable National Park (BINP) is located in south-western Uganda covers an area of 330.8 km2 It is situated on the edge of the Western Rift Valley occupying the highest blocks of the Kigezi Highlands (Figure 1). Bwindi is home to about 480 critically endangered mountain gorillas (Gorilla beringei beringei) – about half the world population. It has been managed as a protected area since 1932, first as a forest reserve, then as a



game sanctuary and, from 1991, as a national park (with subsequent evictions of the resident, indigenous Batwa people). The park was declared a World Heritage Site in 1994.

2. Project partnerships

This project builds on an existing partnership between IIED and ITFC which was started in 2012 for another Darwin project that was exploring the success of integrated conservation and development projects at Bwindi Forest. It was that project which identified the lack of tourism benefits as a key drivers of ongoing illegal incursions into the forest. IGCP participated in the original project, first as an interested stakeholder that also works in the same area, but increasingly as a project partner. One IGCP staff member contributed to the project research and the organisation also provided support for a supplementary activity to explore the distribution of tourism jobs from the lodges around the park. IGCP was thus a natural partner for IIED and ITFC to continue into the new project. IGCP brings to the team its own partnership with Wildlife Friendly Enterprise Network with whom it is developing the Gorilla Friendly ecolabel which will be used in the project.

RTP was a partner of IIED in the late 1990s/2000s when the two organisations worked together on pro-poor tourism for DFID and other donors. This project has provided an opportunity to reinstate that partnership. RTP brings to the team its extensive network of partners from the tourism industry. Our project proposal listed the international tour operators Exodus and Explore, along with their Uganda-based partners Great Lakes and Wild Places – as partners since they agreed to direct their clients to the new products and services – once developed – and provide feedback on these. We are not yet at the stage of the project where this type of engagement is needed but the Uganda based operators have already participated actively in the project including distributing tourist survey forms to their clients, participating in feedback workshops during two scoping visits, and engaging other local operators in the project. We have formed a tour operator working group in Kampala to whom we present project updates on a regular basis and discuss ways forward and issues for practical development.

An important new partnership has also been developed with the Bwindi and Mgahinga Conservation Trust (BMCT) – a trust fund established by the GEF to support conservation in Uganda's two gorilla parks. BMCT have provided some seed funding for some initial handicraft training (prior to the full training programme being rolled out in year 2) and we are exploring collaboration to extend the scope of the project over the next two years.

We have also, through, a series of local meetings at two scoping visits started to build up a good working relationship with the lodge managers in each of the Bwindi tourist zones and with the UWA park officials.

3. Project progress

3.1 Progress in carrying out project Activities

Project activities completed in year 1 have been broadly in line with our have been broadly in line with these plans as discussed below:

- **0.0:** The first few months of the project were occupied with start-up activities including subcontracting of project partners and initial promotional activities. A <u>project website</u> was developed and a <u>project flyer</u> produced.
- **0.1**: No formal multi-stakeholder inception workshop was held but in May 2016 Dilys Roe (IIED), Julia Baker (IIED consultant) and Peter Nizette (RTP) held preliminary meetings in Uganda with tour operator partners and with Uganda Tourism Board to brief them on the project plans. Meetings were also held with Medard Twinamatsiko (ITFC) to start planning the research component and to design the survey form for collecting tourist perspectives on local products and services. A meeting was also held with senior staff from the BMCT to explore collaboration. The project partners all met together (including with Wildlife Friendly Enterprise Network) for a one-day planning session at the start of a scoping visit in August 2016 (see 1.3).
- **1.1**: In July 2016, RTP conducted telephone and email consultations with UK and international tour operators in order to explore their perspectives on the types of local products and services that their clients would be interested to purchase and their quality expectations.

- **1.2**, **1.3**, **1.4**: In August 2016 all the project partners met in Bwindi for a scoping visit. This involved:
- A project planning workshop held at the Uganda Wildlife Authority office in Buhoma in order to review project activities including M and E plans; hear a report back from RTP on tour operator perspectives; review the local enterprise inventory developed by ITFC; and discuss with IGCP their progress to date in developing the Gorilla Friendly ecolabel.
- Visits to each of the tourism zones around Bwindi (Buhoma to the north west of the park, Ruhija to the east and Nkuringo, Rubuguri and Rushaga to the south). These visits included: drive/walks around the tourism centres in order to identify existing and emerging enterprises and update the inventory where necessary; focus group discussions with key stakeholders in each tourism zone (the three southern zones were combined in one meeting in Rubuguri); one-to-one interviews with individual entrepreneurs and/or coordinators of collaborative tourism enterprises which have the potential to benefit from the project.
- Collection of tourist survey questionnaires (Activity 1.4) The tourist survey was carried out ahead of the scoping visit. Survey forms were distributed to all lodges by ITFC and to tour groups by some of the tour operators. Completed questionnaires were collected and analysed during the visit so that preliminary results could be fed back to the lodges and enterprises.
- At the end of the scoping visit a workshop was held in Kampala with Uganda tour operators and UTB to provide them with feedback on the results of the tourist survey and preliminary thoughts on the number and type of small enterprises that could be targeted for training to deliver improved local products and services.

A summary of the results of the scoping visit, tour operator survey and tourist survey are available at http://pubs.iied.org/G04130/

- **1.5, 1.6**: Between September and December 2016, ITFC (led my Medard Twinamatsiko) undertook some follow up work with the enterprises identified during the scoping visit to map the location of individual member households in relation to the park boundary and also to start collecting baseline data. A draft framework for data collection at the household and enterprise level was developed by IIED and ITFC and piloted (and then modified) during the baseline data collection phase. The research framework including the survey instruments is available at http://pubs.iied.org/G04135/. The baseline data has not yet been analysed this will be a priority activity in Q1 of year 2.
- **1.7**: No project team meeting was held the shortlist drawn up at the end of the scoping visit was considered to be a reasonably comprehensive short list of enterprises/individuals. The follow up work by Medard resulted in some refinements to this list, and further refinement (and finalisation) during the Feb 2017 visit reported below (Table 1).

Table 1: Initiatives to be supported by the project

s/n	Name of the initiative	Tourism Zone	Type of product/service	No of hh	No of women	No. of men
1.	Ride for a woman	Buhoma	Weaving and jewellery	52	52	0
2.	Buhoma Batwa Experience	Buhoma	Cultural and trail	24	13	11
3.	Batwa Development Program- Bwindi hospital-house building project	Buhoma	Cultural experience	7	2	5
4.	Community Initiatives for Biodiversity Conservation	Buhoma	Horticulture-vegetables and fruits	29	16	13
5.	Ruhija Beekeepers Association	Ruhija	Apiculture	19	3	16
6.	Ruhija Women Community and Cultural Group	Ruhija	Weaving and jewellery	29	28	1
7.	Change a Life Bwindi Men Beekeepers Association-Mpungu	Ruhija	Apiculture	17	2	15
8.	Change a Life Bwindi Women Weavers	Ruhija	Weaving and jewellery	18	18	0
9.	Rubuguri Poachers-Turned Market Gardeners	Southern sector	Horticulture-vegetables and fruits	38	8	30

10.	Nkuringo Poachers- Turned Market	Southern	Horticulture-vegetables	19	1	18
	Gardeners	Sector	and fruits			
11.	Rubuguri-Nteko Handcraft	Southern	Weaving and jewellery	87	79	8
	Cooperative Society Limited	sector				
12.	Nkuringo-Rubuguri Multipurpose	Southern	Apiculture	35	6	29
	Beekeepers Association	sector				
13.	Buniga Forest Experience	Southern	Cultural performance and	13	9	4
		sector	general tourism guiding			
14.	Rubuguri Hope Women Weavers	Southern	Weaving and jewellery	6	6	0
		sector				
15.	Rushaga Community Tourism Walk	Southern	Village Walks	15	7	8
		sector				
16.	Rushaga Youth Carvers	Southern	Carving and jewellery	4	0	4
		sector				
17.	Rushaga Batwa Valley Cultural Dancers	Southern	Cultural performance and	7	6	1
	and gardeners	sector	horticulture			
18.	Bird Guides Association	All	Bird and general guiding	11	1	10
				430	257	173

- **2.1**: In February 2017 RTP (Harold Goodwin and Peter Nizette) and ITFC (Medard Twinamatsiko) undertook a second visit to Bwindi and held another series of meetings in each of the tourism zones. The purpose of these meetings was to confirm the individuals and enterprises with whom training would be undertaken. Training workshops were held with each of the groups of selected enterprises on simple book-keeping in order for us to be able to monitor changes in sales of new and improved products over time (the template for this is included in the research framework). While on site, the opportunity was also taken to meet again with the lodge managers in each tourism zone and to explore some of the opportunities and barriers to increased purchasing by lodges of local products and services.
- **2.2**: Briefings were held with some of the trainers (specifically Sanaa Gateja on handicrafts and Brian Mugisha on honey) during the Feb 2017 visit. However the main briefing session will be held during the next field visit scheduled for April 2017.
- 3.1: The Gorilla Friendly draft standards were discussed between the project partners at the August 2016 scoping visit meeting. The standards were then further refined by a professional standards writer working with Wildlife Friendly Enterprise Network, with input given on drafts at various stages from the project team. Along with the standards, a custom ecolabel has been produced.
- 3.2: In order to ensure that the standards will be easily understood by those who are producing products for the tourism market, a consultant has been hired to illustrate a training manual, which simplifies the standards in picture format. The training manual will be tested during the training of trainers in May 2017 and then, their input will be integrated in the final training manual document and translated into the two local languages commonly used around Bwindi Impenetrable National Park.

3.2 Progress towards project Outputs

Output 1: Demand and supply for pro-poor tourism services at Bwindi assessed and matched

This output has largely been achieved. We assessed demand for local tourism products and services through a survey of international and Ugandan tour operators (we surveyed 27 operators (18 from UK, Germany and North America and 9 from Uganda) against a planned 20), discussions with lodge managers (we talked with 16 against a planned 0) and a survey of tourists as to what they currently purchase at Bwindi and what they would like to purchase if it were available (we received completed questionnaires from 112 against a planned 250). The results of these assessments are summarised in our report "Who Wants What?" Based on the

results of the demand and supply assessment we have identified the following as key products/services to be developed or improved locally:

- Handicrafts (baskets, weaving, jewellery and wooden carving)
- Cultural trails involving the Batwa
- Village trails
- Bird guiding
- Honey production
- Food production for sales to lodges

We explored capacity to engage with 18 small enterprises involving 430 households living in close proximity to the park boundary. We do not yet have any written agreements from any tour operators to trial the new products and services once developed but we have developed good relationships with them over the first year of the project. We have already have introduced the manager of one lodge (Rushaga Gorilla Camp) to the Rubuguri poachers-turned-market-gardeners group and one order for their locally¹ produced vegetables. The manager assures us that he will source as much as he can from now on. We have developed a simple form that the manager will use to track the trend of supplies from the gardeners. The form looks at the date of supply, items bought, quantity and amount paid.

Output 2: Capacity to produce and sell market-ready tourism products/services developed for at least 200 individuals (at least 100 women) from poorest households

Progress towards this output is only just starting. We have identified 430 individuals with whom we will work of which 257 are women. This represents a majority 59.8% of the entire membership. All come from within 2 km of the park boundary which we identified from our previous Darwin project as being the poorest zone. We have collected baseline socioeconomic data on all of these individuals and their households. The capacity development programme will start in April/May 2017. Table 1 above below summarises the target beneficiaries for the capacity development programme.

Output 3: "Gorilla-friendly" ecolabel tested in 5 tourism areas around Bwindi

Output 3 is largely on track. The standards have been discussed with key stakeholders and their input has been considered along the process of standards development (indicator 3.1). We have not yet submitted the standards to Uganda National Bureau of Statistics (UBOS) (indicator 3.2) but this will happen after they have been piloted and refined if needed. Similarly we have not yet translated in local languages (indicator 3.3) but this will happen once the training manual has been tested in May 2017.

Output 4. Viable and profitable local tourism products and services successfully marketed to tour operators and tourists in tourism zones around Bwindi, and experience shared internationally

Progress towards this outcome has not yet started.

3.3 Progress towards the project Outcome

The anticipated outcome for this project is "Tourism generates increased benefits for poor people living around Bwindi Forest and thus improves local support for the park and for conservation of gorillas and their habitat." It is too early to assess progress towards this outcome, however we have put monitoring systems in place in order to be able to assess progress over the next two years. We have conducted a baseline socio-economic survey – although not yet analysed the data – and we have put a system in place for capturing changes

¹ "local" in this context is the lodge being over 15 kms away from the gardens

in the number and value of sales of local products and services once training is underway. We have, however, established that there is limited baseline data available at the enterprise level – ie few have any records of accounts at the moment and certainly not in any accessible format. We are currently devising a method for reconstructing some of this baseline, for example through informant interviews but we are aware this will be incomplete. Overall, however, at this stage we think our indicators are still adequate but we will review this on a biannual basis.

3.4 Monitoring of assumptions

Outcome assumptions: So far assumptions 0.1, 0.4. 0.5 and 0.6 appear to be holding true. We base this assessment on the discussions held with enterprises, tour operators and lodge managers during our scoping visit and on the survey of tourists conducted prior to this visit and on visitor number statistics (all summarised in the Who Wants What report). We will test assumption 0.1 when we conduct our survey at the end of the project. Assumption 0.2 is based on the findings of our previous research at Bwindi and we haven't seen any contradictory reports to make us this this assumption is not valid.

Output 1: All assumptions appear to hold true based on our findings from the tourist survey and our interactions to date with tour operators, lodge managers and enterprises.

Output 2: Assumptions 2.1 and 2.2 appear to be valid – we have identified most trainers already and have plans in place for the training programme. Enterprises and individuals are all eagerly anticipating the start of the training programme based on our interactions with them in Feb 2017. Assumption 2.4 is holding true based on our analysis of potential beneficiary enterprises and the number of women involved in those enterprises. We have no reason to believe assumption 2.5 is not true – ie we have not seen any reports that contradict our research findings. Assumption 2.3 will be tested over the next 12 months of the project. We recognise that the timeframe of the project is tight but are still confident that the training can deliver benefits within that timeframe.

Output 3: We are not yet at a stage where we can test these assumptions.

Output 4: Assumption 4.1 appears to hold true based on the findings of our tourist survey and analysis of existing enterprises. Assumption 4.2 appears to hold true based on our interactions with tour operators at the end of each visit and the feedback from them. Assumption 1.3 appears to hold true based on community meetings we have held in each tourism zone during August 2016 and Feb 2017. Assumption 1.4 will be tested over the course of the project.

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

The anticipated impact of this project is that "Gorilla tourism supports local economic development around Bwindi Forest and mitigates the costs for local people of living with wildlife, thus reducing threats and generating long term support for biodiversity conservation." It is too early in the project to measure any contribution to impact, however we believe we have the appropriate structures in place to ensure a contribution to improved income and improved livelihoods of the target beneficiaries and their households, and for this to have a positive knock on effect on their attitudes to conservation.

4. Contribution to the Global Goals for Sustainable Development (SDGs)

Tourism is directly mentioned in SDGs 8, 12 and 14. Our project is not relevant to SDG 14 which concerns water ecosystems but it is relevant to SDG 8, one target of which is to "devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products". Our project is directly working towards this target with our focus on developing local products and services including those based on local culture, particularly of

the indigenous Batwa people. In this financial year it is too early to measure a direct contribution to this target as we have not yet got to the point of developing new products. However our interactions with tour operators, and also with the Uganda Tourist Board, lead us to assume that they will promote these products and services once they are established. SDG 14 includes a target to "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products". Our research methodology includes an impact assessment component which will contribute directly to this target.

5. Project support to the Conventions, Treaties or Agreements

The CBD has long recognised the link between tourism, biodiversity conservation and economic development. At CoP 5 in 2000, Decision V/25 recognized the importance of tourism for social and economic development at local, national and regional levels while at the most recent CoP in 2014, Decision XII/11 recognizes the ongoing relevance of the CBD Guidelines on Biodiversity and Tourism Development. This project directly supports the CBD's programme on tourism and the implementation of its Guidelines by linking tourism development around Bwindi with local economic development and with gorilla conservation.

More broadly the project contributes to many decisions taken over the years which emphasise the need to link biodiversity conservation with poverty alleviation. At CoP 11, Decision 22 encourages parties to "promote biodiversity and development projects that empower poor and vulnerable people, particularly women and indigenous and local communities, for sustainable development and poverty eradication" Our focus on protected area boundary households and on enterprises that emphasise women and indigenous people (the Batwa) is directly in line with this

6. Project support to poverty alleviation

The number and gender of the expected direct beneficiaries of this project has been highlighted in table 1 above. For these beneficiaries and for their households we expect to see an increase in household income as a direct impact of this project. At this point in the project, however, training to deliver improved or new tourism products and services has not yet started and so there is no increased income to measure.

7. Project support to gender equality issues

This project is emphasising support to small enterprises that involve women – as evidenced by Table 1 above.

8. Monitoring and evaluation

M and E has been integrated into the research design. The methodology set out in our research framework describes the baseline and follow up surveys that we will undertake to monitor the impacts of the project. In addition, we are using the logframe indicators to monitor to periodically check progress of the project for example through reports such as this and during project partner meetings.

9. Lessons learnt

One of the main issues that has become obvious to us at an early stage of this project is the level of ambition compared to the resources available! We are actively trying to develop collaborations with other organisations and initiatives that can help extend the reach and impact of the project.

We have also under-estimated how long it takes to develop terms of reference and contracts for multiple partners and in future projects recommend a few months inception period in order to allow sufficient time for this before project activities begin.

Availability of some basic data (for example accurate tourist arrival statistics at each of Bwindi's gates; historical enterprise data) has been less than expected and we have had to make provisions to use secondary data sources or to reconstruct some of this information.

The level of engagement between lodge managers and enterprise owners is important for tourism development. It is now evident that the working relationship of the two has the potential to boost tourism and realign benefits that accrue. They have agreed to continue working together through an organised platform beyond the organisation's scope.

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

n/a

11. Other comments on progress not covered elsewhere

We have learned that there is a lot of "project fatigue" around Bwindi, particularly amongst lodge owners and tour operators who are endlessly asked to support unsustainable initiatives. In response we have been emphasising that our intervention is more about supporting a process rather than setting up a new initiative. In this context we are emphasising our focus on enhancing and improving what is already there (or what can add value to what is already there) as well as trying to change the way lodge owners and tour operators think about local products and services. This approach underpins not only sustainability of development – at a strategic level – but importantly creates a mind-set shift in the private sector. We provide the stimulus where they see that supporting 'people' and their livelihoods and working to 'create' product, as a saleable commodity is a competitive advantage.

It is very early days – but very positive.

12. Sustainability and legacy

In order to promote this project – particularly amongst the private sector - we have made the most of the existing connections that RTP has to Ugandan tour operators and to the Uganda Tourist Board to promote this project within Uganda, specifically within the tourism industry. We ran a session on the project at the World Travel Market in London in November 2016 as part of the Responsible Tourism itinerary. We also used the opportunity to distribute flyers and talk about the project to all the Ugandan tour operators exhibiting at the WTM. We did the same at the Berlin ITB – the world's biggest tourism trade fair – in March 2017.

Our planned exit strategy revolves around uptake and roll out of the training by tour operators to other communities. On reflection we were unrealistic to expect that the tour operators would roll out a training package – their interest will be dependent on us demonstrating the importance of developing products that are more attractive to tourists and which in turn generate additional opportunities for the Ugandan tourism businesses We do still believe they are committed to supporting and promoting the new tourism products and services, but for the training to be replicated elsewhere we are developing a promising collaboration with BMCT.

The remainder of our exit strategy still holds in that both ITFC and IGCP have longstanding and on-going programmes of work in the area, as do the tour operator partners. ITFC will promote the local tourism initiatives to its visitors and IGCP will continue to support the roll- out of the pro-poor, "Gorilla Friendly" ecolabel. Wild Places owns the upmarket Clouds Lodge in Nkuringo and an existing commitment to community development which will extend to incorporate ongoing support to these new initiatives.

13. Darwin identity

We have used the Darwin Initiative logo on the project promotional material including the flyer and the website as well as on all written outputs (to date the Who Wants What? report, and the research framework. The tour operators with whom we are working are not familiar with the Darwin Initiative – or indeed the UK Government's interests in this field – and so we have had to explain this at project meetings. NGOs in Uganda are familiar with the Initiative – and as previously noted, for the NGO partners involved in this project this is not the first Darwin project. Similarly, for some communities around Bwindi there remains evidence of previous Darwin projects (eg on signage to the Batwa cultural trail developed by FFI). We have not however tested the extent to which they understand what this represents however. We do not have a project social media account but we do have an IIED account and individual accounts that are linked to the Darwin Initiative.

14. Project expenditure – this version of the report does not include financials - we aim to add financial data by 12th May.

Table 2: Project expenditure during the reporting period (1 April 2016 – 31 March 2017)

Project spend (indicative) since last annual report	2016/17 Grant (£)	2016/17 Total Darwin Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
TOTAL				

Highlight any agreed changes to the budget and **fully** explain any variation in expenditure where this is +/- 10% of the budget. Have these changes been discussed with and approved by Darwin?

Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2016-2017

Project summary	Measurable Indicators	Progress and Achievements April 2016 - March 2017	Actions required/planned for next period
Impact Gorilla tourism supports local economic developm costs for local people of living with wildlife, thus r support for biodiversity conservation	· · · · · · · · · · · · · · · · · · ·	Too early to measure direct contribution to impact but appropriate structures in place to ensure a contribution to improved income and improved livelihoods of the target beneficiaries and their households, and for this to have a positive knock on effect on their attitudes to conservation.	
Outcome Tourism generates increased benefits for poor people living around Bwindi Forest and thus improves local support for the park and for conservation of gorillas and their habitat.	 0.1 By end of project at least 200 people (of which at least 100 women) living in close proximity to the park and subject to human wildlife conflict have successfully sold new or improved, local tourism services/products to at least one group of tourists (against a baseline of zero sales at start of project) with positive feedback received. 0.2 By end of the project, tourism-related income to 200 households involved in pilot initiatives has increased by at least 25% against baseline established at start of project 0.3 By end of project, at least 200 households report an improved awareness of, and attitude to, conservation in Bwindi Impenetrable National Park against baseline established at start of project 0.4 By the end of the project, at least 25% of Gorilla Friendly certified individuals are from the poorest households and are generating new/additional income from sales through tour operators and lodges 0.5 By the end of the project, at least 25% of lodges around Bwindi and 25% of tour operators operating in Bwindi are using new products and services from certified individuals from the poorest front-line households 	Too early to assess progress but monitoring systems are in place to assess progress over the next two years. Over 400 individuals representing 430 hh have been identified to include in the project and more than half of these are women; 18 promising enterprises with whom to develop or improve products have been identified and a trainers identified. Assumptions appear to be holding true.	Ensure recording of income earned is carried out on a monthly basis at each enterprise in order to allow us to be able to assess progress against indicators 0.1 and 0.2. Finalise and provide training on Gorilla Friendly label and put monitoring system in place to assess uptake. Finalise lodge and tour operator baselines in order to assess progress against indicator 0.5

Output 1. Demand and supply for pro-poor tourism services at Bwindi assessed and matched	1.1 By December 2016 at least 20 tour operators have reported information on type, number, and characteristics of local tourism services that they could market to clients as part of a gorilla safari package. 1.2 By January 2017, at least 50 tourists in each of the 5 tourism zones have reported on types and characteristics of tourism products/services they would be interested to buy 1.3 By December 2016, at least 50 households in each of the five tourism zones, have provided details on tourism priorities and capacity to engage.	Largely achieved. Target for tour operators surveyed exceeded. Fewer tourist survey forms returned than hoped (112 against a planned 250). Target for number of hh to engage exceeded (430 against a planned 250). Targets for number of products/services to work with exceeded (18 against a target of 15). Evidence provided in Section 3.2 of report and in "Who Wants What?" publication.		
	1.4 By January 2017 at least 3 new or improved local tourism product/services and product/service providers have been identified and agreed in each tourism zone			
Activity 1.1 Email/telephone survey of Ugandan and international tour operators to capture perspectives of types and characteristics of local tourism services with market potential		Completed. Summary baseline of current marketing of local products/services to be finalised in Q1 of year 2. Similar baseline survey to be conducted for lodges.		
Activity 1.2, Workshop with Uganda tour operators to confirm selection of tourism services and to identify potential providers of training from within existing staff (or external trainers if no existing expertise or available resources internally)		Completed. All trainers will be external (no capacity within tour operator existing staff to take this on)		
Activity 1.3 Scoping visit to Bwindi to assess existing supply of local services and meet key stakeholders (community tourism associations, village officials, UWA rangers; lodge owners)		Completed		
Activity 1.4 Survey of tourists in lodges in each of the 5 tourism zones		Completed		
Activity 1.5 Identification and mapping of households within 2 km from the park boundary		Households identified and GIS coordinates collected. Production of maps to be finalised in Y2, Q1		
Activity 1.6 Survey of households to determine be tourism and attitudes to conservation and also to new pro-poor tourism services	aseline information on income, benefits from perplore potential interest/capacity in developing	Completed – data to be analysed in Y2		
Activity 1.7 Project team meeting to review resul initiatives to take forward.	ts of surveys and agree set of four of five	Initiatives agreed via scoping visit and email discussions rather than team meeting		
Output 2. Capacity to produce and sell market-ready tourism products/services developed for at least 200 individuals (at least 100 women) from poorest households	2.1 By March 2017, at least 200 individuals identified (including at least 100 women) with potential to benefit from training 2.2 By June 2017 training for first type of pilot initiative completed and in at least one tourism zone 3.3 By September 2017 training for first type of initiative completed in all tourism zones	Work under this output is only just starting. 430 individuals (of which 257 are women) identified, all from within 2 km of the park boundary which we identified from our previous Darwin project as being the poorest zone (see section 3.2 of report and Table 1). The capacity development programme will start in April/May 2017.		

Activity 2.1. Local meetings with villages in the to tourism initiatives to be developed and identify in Activity 2.2. Briefings by project team with traine	ndividuals to be trained	Completed – see Table 1 in this report Partially completed – some trainers briefed but "train the trainers" meeting planned for late April 2017
Activity 2.3 Trainings delivered activity by activity	, tourism zone by tourism zone	Not yet started – training will be rolled out from May 2017 onwards following train the trainers session. ToRs for trainers currently under development
Activity 2.4 Regular meetings of project team wit and adapt training as required	h tour operators and trainers to review progress	Ongoing – two meetings held to date at end of each visit by team (Aug/Sep 2016 and Feb 2017)
Output 3. "Gorilla-friendly" ecolabel tested in 5 tourism areas around Bwindi.	3.1 By April 2017, pro-poor Gorilla Friendly standards for local tourism service provision and products agreed by stakeholders and translated into at least two local languages 3.2 By March 2018, conservation training to meet Gorilla Friendly standards delivered to all project participants 3.4 By April 2018, Gorilla Friendly standards tested in all of the pilot initiatives 3.5 By end of project, Gorilla Friendly standards submitted to Uganda National Bureau of Standards for endorsement 3.6 By end of project, recognition by WFEN of at least one pilot products/service that meets Gorilla Friendly standards	Activities under this output are only just starting. Gorilla Friendly standards are in final draft form but not yet translated into local languages – this will happen after they have been piloted at the train the trainers event in late April/early May 2017.
Activity 3.1 Meeting with project partners and stakeholders to confirm the adaptation of Wildlife Friendly TM ecolabel standards		Completed – the draft standards were reviewed by the project partners during the August 2016 scoping visit and and in subsequent iterations. Final drafts are expected end of April 2017.
Activity 3.2 Development and printing of locally-relevant outreach materials in at least two local languages.		Not yet started – translation will happen after piloting by trainers in late April/early May
Activity 3.3 Conservation training and outreach to outreach materials.	to pilot strategies including distribution of	Not yet started – training will be rolled out from May 2017 onwards following train the trainers session, integrated with the technical training on product development
Activity 3.4 Preparation and submission of certifi standards as necessary, from each pilot strategie		Not yet started – will commence late in year 2

Activity 3.5 Report back the results of the certification testing, adjustments suggested, and reward those receiving the ecolabel with the rights to use the ecolabel to promote their products/ services.		Not yet started – year 2
Activity 3.6 Promotion of certified products/ services.		Not yet started – year 3
3.7 Submission of ecolabel standards to UNBoS fo	or endorsement.	Not yet started – late year 2
Output 4. Viable and profitable local tourism products and services successfully marketed to tour operators and tourists in tourism zones around Bwindi, and experience shared internationally	4.1 By June 2017 at least one pilot initiative in at least one tourism zone used by tourists 4.2 By March 2018 at least 200 frontline local people (including at least 100 women) in all tourism areas around Bwindi are earning regular income from provision of tourism 4.3 By December 2018 at least two international and two Ugandan tour operators promoting pilot initiatives as part of Bwindi packages (against pre-project baseline of zero) 4.4 By end of project results of local tourism pilot initiatives shared with tour operators across Uganda and internationally	Activities under this output have not yet started. June 2017 may be too early to expect tourist uptake of any new products and services - we will not know this until we hear from the trainers as to the uptake of new skills. A system is in place to record income earned so we will be able to measure progress against indicator 4.2 next year
Activity 4.1 Tour operators introduce tourists in collect feedback from tourists	one tourism zone to pro-poor tourism pilots and	Not yet started but tour operators are on board with the project and engaged
Activity 4.2 Adjustment of pilot initiatives in all zones in response to feedback		Not yet started
Activity 4.3 Tour operators introduce tourists to p	pro-poor tourism pilots across all tourism zones	Not yet started
Activity 4.4 Promotion via Responsible Travel and	d tour operators brochures	Not yet started
Activity 4.5 Presentation at World Travel Market		We ran a session at WTM in Nov 2016 to introduce the project and will present preliminary results in Nov 2017
Activity 4.6 End of project household survey to assess changes in income and attitudes compared to start of project		Not yet started – year 3
4.7 Workshop with UTB, UATO and UWA to highl out to other national parks in Uganda	ight lessons learned and explore potential for roll	Not yet started – year 3
4.8 Production of final report including results of income and attitudes	, and methodology for, determining changes in	Not yet started – year 3

Annex 2: Project's full current logframe as presented in the application form (unless changes have been agreed)

Note: highlighted text refers to changes included in a revised logframe submitted to DEC prior to project approval

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact:	1		
(Max 30 words)			
Gorilla tourism supports local economic developm biodiversity conservation	ent around Bwindi Forest and mitigates the costs for	local people of living with wildlife, thus reducing the	reats and generating long term support for
Outcome: (Max 30 words) Tourism generates increased benefits for poor people living around Bwindi Forest and thus improves local support for the park and for conservation of gorillas and their habitat.	 2.1 By end of project at least 200 people (of which at least 100 women) living in close proximity to the park and subject to human wildlife conflict have successfully sold new or improved, local tourism services/products to at least one group of tourists (against a baseline of zero sales at start of project) with positive feedback received. 2.2 By end of the project, tourism-related income to 200 households involved in pilot initiatives has increased by at least 25% against baseline established at start of project 2.3 By end of project, at least 200 households report an improved awareness of, and attitude to, conservation in Bwindi Impenetrable National Park against baseline established at start of project 2.4 By the end of the project, at least 25% of Gorilla Friendly certified individuals are from the poorest households and are generating new/additional income from sales through tour operators and lodges 2.5 By the end of the project, at least 25% of lodges around Bwindi and 25% of tour operators operating in Bwindi are using new products and services from certified individuals from the poorest front-line households 	 0.1 Tour operator and lodge records of products/services bought (number of services and names and gender of people providing them) triangulated against book keeping records of individuals involved in pilots 0.2 Feedback from tour operators, lodges and tourists on quality of products/services and potential for repeat sales 0.3 Household surveys at start and end of project; analysis of accounts books of individuals involved in pilots 0.4 Household surveys at start and end of project; Numbers of individuals recognized by Gorilla Friendly by receiving "Gorilla Friendly" branded certificates 0.5 Analysis of accounts books of individuals involved in pilots triangulated with records of tour operators and lodges 	 0.1 Viable pro-poor tourism products and services can be identified, developed and taken to market and are profitable for local people. 0.2 Attitudes to conservation can be influenced by level of benefits from tourism 0.3 Local attitudes are an appropriate indicator of conservation threats 0.4 Bwindi continues to attract tourists 0.5 Tourists visiting Bwindi are interested in buying local products and services, and sufficient numbers visit to maintain demand 0.6 Engagement of the poorest front-line households in the pilot and their successful sale of tourism services/products (training; market access etc) is possible

Outputs: 1. Demand and supply for pro-poor tourism services at Bwindi assessed and matched	1.1 By December 2016 at least 20 tour operators have reported information on type, number, and characteristics of local tourism services that they could market to clients as part of a gorilla safari package. 1.2 By January 2017, at least 50 tourists in each of the 3 tourism zones have reported on types and characteristics of tourism products/services they would be interested to buy 1.3 By December 2016, at least 50 households in each of the five tourism zones, have provided details on tourism priorities and capacity to engage. 1.4 By January 2017 at least 3 new or improved local tourism product/services and product/service providers have been identified and agreed in each tourism zone	 1.1 Tour operators survey/consultation internationally and in Uganda 1.2 Survey of different types of tourists in lodges in each tourism zone 1.3 Household survey at start of project targeting the poorest households in close proximity of park boundary 1.4 Narrative report published on project website summarising results of surveys and identifying planned local tourism products/services to be piloted; written a/greements from at least two tour operators to trial new products/services 	 1.1 Households, tour operators and tourists are willing to participate in this study 1.2 Tourists continue to visit each of the 5 tourism areas 1.3 Surveys generate the information needed to identify pro-poor tourism pilots 1.4 Tourists are interested and willing to pay for local services and products
Capacity to produce and sell market-ready tourism products/services developed for at least 200 individuals (at least 100 women) from poorest households	 1.1 By March 2017, at least 200 individuals identified (including at least 100 women) with potential to benefit from training 1.2 By June 2017 training for first type of pilot initiative completed and in at least one tourism zone 1.3 By September 2017 training for first type of initiative completed in all tourism zones 1.4 By March 2018 training completed for all initiatives in all zones 1.5 By end of project at least 200 individuals (including at least 100 women) demonstrate improved capacity through delivery of marketable tourism products/services 	 2.1 Hh survey plus outcomes of village meetings 2.2 Number of men and women trained in each type of initiative in each tourist zone 2.3 Reports from tour operators of trainings delivered, verified by ITFC coordinator and including feedback by local people on the training they received 2.4 Existence of new, high quality, marketable, local tourism products and services 2.5 Records and feedback from tour operators on local tourism services/products bought with feedback on quality of those services/products 	 2.1 Suitable trainers can be identified and are willing to deliver training in Bwindi for the timeframes of this project 2.2 Local people are willing to be trained and have capacity to benefit from training 2.3 This level and type of training can be completed within the timeframes of the project, and builds the capacity required 2.6 Engagement of women in these incomegenerating activities is possible 2.7 Previous research (2014) that identified households within 0.5km of the park boundary are the poorest still holds true
3. "Gorilla-friendly" ecolabel tested in 5 tourism areas around Bwindi	3.1 By April 2017, pro-poor Gorilla Friendly standards for local tourism service provision and products agreed by stakeholders and translated	3.1 Gorilla Friendly standards agreed by stakeholders 3.2 Gorilla Friendly standards are officially	3.1 The standards are relevant for the types of local initiatives developed
	into at least two local languages 3.2 By March 2018, conservation training to	submitted to Uganda National Bureau of Standards for endorsement	3.2 Tour operators and lodge owners are willing to use and promote the ecolabel
	5.2 27 March 2010, conservation training to	- California Charlette	3.3 Regulatory bodies within Uganda continue to

	meet Gorilla Friendly standards delivered to all project participants 3.4 By April 2018, Gorilla Friendly standards tested in all of the pilot initiatives 3.5 By end of project, Gorilla Friendly standards submitted to Uganda National Bureau of Standards for endorsement 3.6 By end of project, recognition by WFEN of at least one pilot products/service that meets Gorilla Friendly standards	3.3 PDFs of local language versions of standards produced, and number printed and distributed 3.4 Report on implementation and testing of standard written up as a journal article and submitted 3.5 WFEN Gorilla Friendly website listing Gorilla Friendly certified products and operations 3.6 Reports from pilot strategies owners/beneficiaries	be supportive of the standards initiative 3.4 Local people are willing to participate in the Gorilla Friendly Standards
4. Viable and profitable local tourism products and services successfully marketed to tour operators and tourists in tourism zones around Bwindi, and experience shared internationally	 4.1 By June 2017 at least one pilot initiative in at least one tourism zone used by tourists 4.2 By March 2018 at least 200 frontline local people (including at least 100 women) in all tourism areas around Bwindi are earning regular income from provision of tourism 4.3 By December 2018 at least two international and two Ugandan tour operators promoting pilot initiatives as part of Bwindi packages (against pre-project baseline of zero) 4.4 By end of project results of local tourism pilot initiatives shared with tour operators across Uganda and internationally 	 4.1 Project reports including feedback from tour operators and tourists 4.2 Reports from TOs triangulated against accounts kept by local tourism providers 4,3. HH income surveys at beginning and end of project 4.3 Inclusion of new products in tour operators brochures 4.4 Report of project workshop to disseminate results published on project website. 4.5 Presentation at World Travel Market 2018 	 1.1 Local services and products exist that can be marketed to tourists 1.2 Tour operators remain committed to being engaged with this project during the pilot stage 1.3 Community leaders are supportive of the pilot 1.4 Local people are able to meet the demand for the products/services given other pressures

Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)

Cross cutting:

0.1 Project Inception meeting

Output 1: Demand and supply assessed and matched

- 1.1 Email/telephone survey of Ugandan and international tour operators to capture perspectives of types and characteristics of local tourism services with market potential
- 1.2 Workshop with Uganda tour operators to confirm selection of tourism services and to identify potential providers of training from within existing staff (or external trainers if no existing expertise or available resources internally)
- 1.3 Scoping visit to Bwindi to assess existing supply of local services and meet key stakeholders (community tourism associations, village officials, UWA rangers; lodge owners)
- 1.4 Survey of tourists in lodges in each of the 5 tourism zones
- 1.5 Identification and mapping of households within rom the park boundary
- 1.6 Survey of households to determine baseline information on income, benefits from tourism and attitudes to conservation and also to explore potential interest/capacity in developing new pro-poor

tourism services. Survey will identify any pre-existing data already collected by IGCP, ITFC and others, and fill gaps as needed

1.7 Project team meeting to review results of surveys and agree set of four of five initiatives to take forward.

Output 2: Capacity development

- 2.1 Local meetings with villages in the tourism zones to agree short list of pro-poor tourism initiatives to be developed and identify individuals to be trained
- 2.2 Briefings by project team with trainers identified in 1.2
- 2.3 Trainings delivered activity by activity, tourism zone by tourism zone
- 2.4 Regular meetings of project team with tour operators and trainers to review progress and adapt training as required

Output 3: Development and testing of pro-poor "Gorilla Friendly" ecolabel

- 3.1 Meeting with project partners and stakeholders to confirm the adaptation of Wildlife FriendlyTM ecolabel standards to be inclusive of pro-poor objectives in the emerging species-specific "Gorilla Friendly" ecolabel standards for community products and services, as well as "Gorilla Friendly" branded certificates for those that received training under this project
- 3.2 Development and printing of locally-relevant outreach materials in at least two local languages.
- 3.3 Conservation training and outreach to pilot strategies including distribution of outreach materials.
- 3.4 Preparation and submission of certification applications, conducting 'audits' of standards as necessary, from each pilot strategies (testing).
- 3.5 Report back the results of the certification testing, adjustments suggested, and reward those receiving the ecolabel with the rights to use the ecolabel to promote their products/ services.
- 3.6 Promotion of certified products/ services.
- 3.7 Submission of ecolabel standards to UNBoS for endorsement.

Output 4: Local "gorilla friendly" tourism successfully marketed and generating conservation and poverty benefits

- 4.1 Tour operators introduce tourists in one tourism zone to pro-poor tourism pilots and collect feedback from tourists
- 4.2 Adjustment of pilot initiatives in all zones in response to feedback
- 4.3 Tour operators introduce tourists to pro-poor tourism pilots across all tourism zones
- 4.4 Promotion via Responsible Travel and tour operators brochures
- 4.5 Presentation at World Travel Market
- 4.6 End of project household survey to assess changes in income and attitudes compared to start of project
- 4.7 Workshop with UTB, UATO and UWA to highlight lessons learned and explore potential for roll out to other national parks in Uganda
- 4.8 Production of final report including results of, and methodology for, determining changes in income and attitudes

Annex 3: Standard Measures

Please expand and complete Table 1: new projects should complete the Y1 column and also indicate the number planned during the project lifetime. Continuing project should cut and past the information from previous years and add in data for the most recent reporting period. Quantify project standard measures over the last year using the coding and format from the Darwin Initiative Standard Measures (see website for details: http://darwin.defra.gov.uk/resources/) and give a brief description. Please list and report on relevant Code No's. only. The level of detail required is specified in the Standard Measures Guidance notes under 'definitions and reporting requirements' column. Please devise and add any measures that are not captured in the current list. Please note that these measures may not be a substitute for output level objectively verifiable indicators in the project logframe.

Table 1 Project Standard Output Measures

	(if relevant)	(if relevant)		Total	Total	to date	planned during the project
No of people receiving training in tourism product development	M/F	Ugandan	0				430 (257 F, 173 M)
No of written training guides			0				1
Journal article							1
Workshops organised to present project findings			2 (tour operator workshops)				6
Participation in conferences to present findings			1 (WTM event)				3
	receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present	No of people receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present	No of people receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present	No of people receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present To Ugandan O 2 (tour operator workshops) 1 (WTM event)	No of people receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present Tournal article In the product of the product of the project of the present of the prese	No of people receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present To Ugandan O 2 (tour operator workshops) 1 (WTM event)	No of people receiving training in tourism product development No of written training guides Journal article Workshops organised to present project findings Participation in conferences to present Tournal article in the project of the projec

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	(e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)
Project flyer	Publicity leaflet	IIED, 2016	F	UK	IIED, London	http://pubs.iied.org/G04046/
Who Wants What?	IIED research report	Goodwin et al 2016	М	UK	IIED, London	http://pubs.iied.org/G04130/
Research	IIED	IIED	F	UK	IIED,	http://pubs.iied.org/G04135/

Framework	report			London	
Pro-poor gorilla tourism- project launched Bwindi national- park	Blog	F	Ugandan	IGCP	http://igcp.org/blog/pro- poor-gorilla-tourism-project- launched-around-bwindi- national-park/

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

Links have been provided to online copies of the project outputs to date

Checklist for submission

Check
X
X
X
See note above