



Submit by Monday 5 December 2016

DARWIN INITIATIVE APPLICATION FOR GRANT FOR ROUND 23: STAGE 2

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

Information to be extracted to the database is highlighted blue. Blank cells may render your application ineligible

ELIGIBILITY**1. Name and address of organisation**

(NB: Notification of results will be by email to the Project Leader in Question 6)

Applicant Organisation Name:	BirdLife international
Address:	The David Attenborough Building, 1 st Floor, Pembroke Street
City and Postcode:	Cambridge, CB2 3QZ
Country:	United Kingdom
Email:	
Phone:	

2. Stage 1 reference and Project title

Stage 1 Ref:	Title (max 10 words): Developing a Community Based Ecotourism Model at Lake Natron, Tanzania
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3. Project description (not exceeding 50 words)

(max 50 words) 49 words

This demonstration project at Lake Natron Ramsar site¹, will improve livelihoods and biodiversity conservation through community eco-tourism and supporting natural resource decision making and management. It will raise awareness and address threats posed through water catchment damage, creating a replicable model for ecotourism at wetlands across East Africa.

4. Country(ies)

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

Country 1: United Republic of Tanzania	Country 2:
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5. Project dates, and budget summary

Start date: July 2017	End date: June 2020			Duration: 36 months	
Darwin funding request (Apr – Mar)	2017/18 £103,920	2018/19 £105,553	2019/20 £85,137	2020/2021 £16,740	Total £311,350
Proposed (confirmed & unconfirmed) matched funding as % of total Project cost					13.61%

6. Partners in project. Please provide details of the partners in this project and provide a CV for the individuals listed. You may copy and paste this table if necessary.

¹ Lake Natron and Engaruka is listed by BirdLife International as an Important Bird Area (IBA). It is also listed as an IBA in Danger - a set of IBAs requiring urgent action - as a result of the long standing soda ash mining threat.

<http://datazone.birdlife.org/site/factsheet/lake-natron-and-engaruka-basin-iba-tanzania>

Details	Project Leader ²	Project Partner 1	Project Partner 2	Project Partner 3	Project Partner 4	Project Partner 5
Surname	Mwathe	Basso	Ngurumwa	Akko	Maturo	Bell
Forename (s)	Ken	Mihindi	Mathias J	Sirili	Elirehema	Damian
Post held	Policy Coordinator	Lake Natron Ramsar Site Manager	Coordinator	Executive Secretary	Programme Coordinator	Executive Director
Organisation (if different to above)	BirdLife	Tanzania Wildlife Authority (TAWA)	Engaresero Eramatare Community Development Initiative (EECDI)	Tanzania Association of Tour Operators (TATO)	Tanzania Tourist Board (TTB)	Honeyguide Foundation
Department	Science Policy and Information	Wetlands Unit			Tanzania Cultural Tourism Programme	
Telephone						
Email						

Details	Project Partner 7	Project Partner 8	Project Partner 9	Project Partner 10		
Surname	Mwanja	To follow	To follow	Shirima		
Forename (s)	Seraphino			James Lusinde		
Post held	District Game Officer			Village Executive Officer		
Organisation (if different to above)	Monduli District council					
Department	Game Dept			-		
Telephone						
Email						

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

Reference No	Project Leader	Title
21-2665	David Thomas	Mainstreaming biodiversity and ecosystem services into community forestry in Nepal
20-024	Dr Mark O'Brien	Delivering sustainable forest management for Fiji's people and wildlife

² The Project Manager, who will run this project on a day to day basis, and based in Arusha, will be recruited. A Finance and Administration Assistant, also based in Arusha will support the project. The Terms of Reference for both job holders are submitted with this application.

19-022	Melanie Heath	Ecosystem conservation for climate change adaptation in East Africa
18-005	Alison Stattersfield	Understanding, assessing and monitoring ecosystem services for better biodiversity conservation
18-011	David Wege	Building a future for Haiti's unique vertebrates
17-026	Steve Cranwell	Restoration of priority Pacific Island ecosystems for people and biodiversity

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


Lead institution and website: BirdLife International www.birdlife.org	Details (including roles and responsibilities and capacity to lead the project): (max 200 words) 200 words <p>BirdLife has worked at Lake Natron for 9 years supporting biodiversity conservation and alternative livelihoods, including tourism at Lake Natron and raising awareness on the impacts of mining soda ash³ through the 'Think Pink' campaign, which rallied support from around the world, Tata withdrew the proposed soda ash plant. BirdLife has established excellent relationships and respect from the local communities and other stakeholders, making it well placed to implement this project.</p> <p>Two main studies underpin BirdLife's involvement and commitment to, Lake Natron: the Cost Benefit Analysis⁴ demonstrating ecotourism as a better economic option than mining and a study on tourism potential and investment options.⁵ Hence the ideas in this proposal are research-based and BirdLife has developed and revised this project in close collaboration with all stakeholders at Natron.</p> <p>BirdLife will lead interventions that aim to improve the state of biodiversity e.g. IBA monitoring and capacity building in natural resource management. BirdLife will also provide overall project coordination including financial disbursement, project reporting, M&E and will be part of the Project Steering Committee. A new Project Manager and Finance and Administration Assistant (see ToRs) will be recruited - becoming full time BLI staff members, demonstrating long term commitment to Lake Natron.</p>
Have you included a Letter of Support from this institution?	Yes

³ In 2006, Tata Chemicals Industries and the Government of Tanzania proposed to build a soda ash factory. BirdLife led a global coalition to oppose the move arguing such an industry would wipe out Lesser Flamingos. The proposal was withdrawn in 2008 but the National Development Corporation has been looking for new investors hence the need for continued engagement.

⁴ http://www.birdlife.org/sites/default/files/attachments/Journal%20of%20Environmental%20Research_Natron_CBA.pdf.

⁵ In 2014, BirdLife carried a study and stakeholder consultation on Natron's tourism potential. It submitted a proposal to UNWTO which did not go through because Germany did not commit further funds to the "Destination Flyways" programme.

<p>Partner Name and website where available:</p> <p>Engaresero Eramatare Community Development Initiative (EECDI)</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 194 words</p> <p>EECDI, a Community-based Organisation (CBO) at Ngare Sero Village, spearheads ecotourism and community development. Formed in 2012 to help the community sustainably utilise land and safeguard cultural heritage, its mandates include collection and equitable distribution of tourism benefits and environmental conservation.</p> <p>EECDI has the mandate of the village leadership, with representatives from the Village Tourism subcommittee, Tour guides and the villages' women. EECDI oversees the running of a cultural museum (supported by TTB) showcasing Maasai artefacts and cultural boma primarily run by Ngare Sero women. EECDI also coordinates a tourism package which includes visits to the Lake, mountain hikes, hot-springs, pre-historic footprints, Ngare Sero waterfalls and cultural experiences. EECDI has developed a tour guiding tariff guide and coordinates tour guides and fee payments.</p> <p>EECDI and Ngare Sero village leaders have been consulted during project development meetings held in 2014, 2015 and 2016. Ideas developed during that process were agreed by and endorsed by EECDI.</p> <p>EECDI have been involved in this project's development and will play a key role in the project implementation as part of the Local Project Management Team, tourism business training, development of TDP and addressing water use and water catchment issues.</p>
Have you included a Letter of Support from this institution?	Yes

<p>Partner Name and website where available:</p> <p>Tanzania Wildlife Authority</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 199 words</p> <p>The Tanzania Wildlife Authority (TAWA) is a new government agency within the Ministry of Natural Resources and Tourism (MNRT) that is responsible for conservation outside Tanzania National Parks and Ngorongoro Conservation Area Authority (NCAA). TAWA mandate includes game reserves, wildlife within Wildlife Management Areas (WMAs), hunting blocks, and centralized anti-poaching operations. It has taken over most of the functions of the Wildlife Division leading policy, research (TAWIRI) and training (e.g Mweka Wildlife College). TAWA is now responsible for coordination of conservation and management at Lake Natron.</p> <p>BirdLife has worked with TAWA (previously Wildlife Division) for over 6 years in the development of Tanzania’s Flamingo Action Plan (including Lake Natron) and in forming the Water User Association in Pinyinyi village. They have also been involved in the consultation process leading to this project.</p> <p>TAWA’s role will be to ensure the project is implemented in line with agency policies and priorities and will play a key role in M&E. TAWA will be represented by the Ramsar Site Manager in the Local Project Management Team and will provide oversight alongside other project partners in the Project Steering Committee. TAWA will co-finance the project through 25% of the Ramsar site manager’s (salary) time.</p>  <p>Lesser Flamingo colonies at Lake Natron (BirdLife International)</p>
<p>Have you included a Letter of Support from this institution?</p>	<p>No: to be forwarded</p>

<p>Partner Name and website where available:</p> <p>Ngorongoro (and Monduli & Longido) District Councils⁶</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 200 words</p> <p>The Councils for Ngorongoro, Longido and Monduli Districts are the administrative authorities responsible for the area around Lake Natron. They are the link of the central government with the grassroots communities and oversee government projects and programmes on the ground.</p> <p>Their main role in this proposed Darwin Initiative project is to ensure that the project is implemented in line with district policies and priorities and they will therefore be represented in the Project Steering Committee.</p> <p>BirdLife will work with the water, tourism and development experts at the District Councils as well as MNRT to deliver tourism development, livelihoods, catchment/water, land rights & tourism training work.</p> <p>The District Councils have been part of the project development process in 2014, 2015 and 2016 and have provided support letters. In 2014 BirdLife worked with the three districts (Longido, Ngorongoro, Monduli) to organize a successful World Migratory Bird Day⁷ (2014) at Ngare Sero village on the shores of Lake Natron which highlighted the conservation of migratory birds and ecotourism. Children sang and danced about flamingos and migratory birds and the local community and government officials, came together to celebrate Lake Natron's biodiversity and called for the promotion of Lake Natron as a tourist destination.</p>  <p>Lake Natron Children showcase their knowledge of their Lake during a key event © Ken Mwathe</p>
<p>Have you included a Letter of Support from this institution?</p>	<p>Yes: from Monduli District Council</p>

⁶ In BirdLife's previous application to Darwin, Ngorongoro, Monduli and Longido Districts gave strong letters of support to the proposal. District Councils in Tanzania have technical departments staffed with experts who deal with various developmental issues such as water, forestry, agriculture & environment. BirdLife has worked with MNRT and these experts to deliver development work on the ground. This is not only cost effective but it is also sustainable.

⁷ <http://www.birdlife.org/africa/news/world-migratory-bird-day-2014-stakeholders-pledge-protect-lake-natron>

<p>Partner Name and website where available:</p> <p>The Tanzania Tourism Board (TTB) www.tanzaniatouristboard.com</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 199 words</p> <p>TTB is a governmental organization with a mandate to promote and develop all tourism industry's aspects in Tanzania. Its vision is for tourism to be the primary contributing sector to Tanzania's GDP by 2025. Its mission is to promote sustainable tourism domestically and internationally to contribute to social and economic development. TTBs functions include advertising Tanzania as a popular tourist destination, encouraging tourism facilities' development, undertaking tourism, research and creating awareness on the sector's economic benefits.</p> <p>TTB runs a Cultural Tourism Programme, with MNRT which adopts a community-based approach involving communities directly in designing and organizing tours. This programme defines criteria for tourism product's ownership and equitable distribution of income. TTB was instrumental in supporting EECDI's set-up at Ngare Sero Village. TTB has an office in Arusha with staff supporting tourism at Lake Natron.</p> <p>TTB's role in this proposed Darwin Initiative project will be to provide tourism development and marketing advice, to play a key role in the Tourism Development Plan's (TDP) development and to market the area.</p> <p>During a consultation process in 2014 & 2015 and 2016, TTB highlighted capacity development, marketing, barriers to tourism and stakeholder co-ordination as the key needs to be addressed by this project.</p>
<p>Have you included a Letter of Support from this institution?</p>	<p>Yes</p>

<p>Partner Name and website where available:</p> <p>The Tanzania Association of Tourism Operators (TATO) http://www.tatotz.org/</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 198 words</p> <p>TATO) brings together people from the tourism business and Natron-based private operators and was involved in identifying ecotourism challenges and needs.</p> <p>TATO coordinates and spearheads collective representation in the tourism industry in Tanzania. It provides a common and comprehensive stand and input for the government and its institutions in matters pertaining to the formulation of tourism policy, plans and programmes. TATO aims to establish and maintain high quality and standards amongst its members and other tourism intermediaries including hotels, reserved areas, airline and maritime transport. TATO has more than 200 members based throughout the country.</p> <p>TATO staff includes some staff based in Arusha.</p> <p>TATO has been involved in the intensive stakeholder consultations and revisions of the project concept that BirdLife undertook in 2014, 2015 and 2016 and is in full support to the project. A letter of support has been given.</p> <p>Its responsibility in the proposed project will be to rally its membership during the development of the Tourist Development Plan, liaise with them to provide inputs to the document by participating during the TDP development workshops. TATO will also liaise with the districts in negotiating for removal of multiple gates and agreeing on a harmonised tourism tariff.</p>
<p>Have you included a Letter of Support from this institution?</p>	<p>No: to be forwarded</p>

<p>Partner Name and website where available:</p> <p>Honeyguide Foundation (HGF) http://www.honeyguide.org</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 196 words</p> <p>HGF is a grassroots, non-profit, non-governmental organisation based in Tanzania dedicated to support communities and the conservation of wildlife and natural resources through long term partnerships. HGF addresses the challenges that face Tanzania's wildlife through championing community based conservation approaches. One of its flagship project is Responsible Tourism seeking to brand and certify tourism products and destinations to conform to internationally agreed standards. Certification means concerned institutions are compliant on key green issues, such as offering clients the opportunity to offset carbon and ensure clean, safe and healthy working environments.</p> <p>HGF was part of the initial stakeholder consultation that took place in 2014 and additional consultations in 2015 and 2016 to update the concept.</p> <p>HGF have staff based in Arusha and have valuable experience in ecotourism planning and they supported the development of the tourism and benefit sharing frameworks for Ngare Sero and Pinyinyi village at Lake Natron in 2010.</p> <p>HGF's role in this project will be to provide technical advice for the development of the Tourism Development Plan and ensure that it is technically sound and has the full support of the respective communities living around Lake Natron whilst meeting local livelihoods and biodiversity needs.</p>
<p>Have you included a Letter of Support from this institution?</p>	<p>Yes</p>

Partner Name and website where available: Pinyinyi/Donyo Sambu Water Users Association	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words) 196 words <p>The Pinyinyi/Donyo Sambu Water Users Association was formed in 2011, as a collaborative effort between the Wetlands Unit (in the Wildlife Division) and BirdLife international. The Association was formed to sensitise the local community on the best methods of irrigation to avoid run off into river Pinyinyi which is the key source of water to Lake Natron.</p> <p>The Association has raised awareness on best irrigation practices, briefed members on the Water Policy of 2002 (basis for water use associations) and prepared by-laws to govern it. They also constructed a permanent water intake with funding from BirdLife, maximize water efficiency in the irrigation fields.</p> <p>The Association needs further capacity to protect the upper catchment from threats that have come up in recent years including vegetation removal and grazing in the catchment. A Catchment-wide Action Plan to ensure long term protection of Pinyinyi River is required.</p> <p>The Association and village leadership were involved in discussions to identify interventions in this project proposal in 2016. They endorsed the ideas and provided a letter of support. The Association will mobilize the members and the wider community in the development of the Action Plan and take part in catchment protection measures.</p>
Have you included a Letter of Support from this institution?	Yes

10. Key Project personnel

Please identify the key project personnel on this project, their role and what % of their time they will be working on the project. Please provide 1 page CVs for these staff, or a 1 page job description or Terms of Reference for roles yet to be filled. Please include more rows where necessary.

Name (First name, surname)	Role	Organisation	% time on project	1 page CV or job description attached?
To be recruited	Project Manager	BirdLife International	100	Yes
To be recruited	Finance and Admin Assistant	BirdLife International	100	Yes
Ken Mwathe	Project Coordinator	BirdLife International	10	Yes
Ademola	IBA training and support	BirdLife International	6	Yes
Mihindi Basso	Ramsar Site Manager	TAWA	25	No: to be forwarded
Anthony Ochieng	M&E Officer	BirdLife International	3	Yes
Marion Klein	Fund raiser	BirdLife International	7	Yes

11. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of biodiversity and its relationship with poverty. For example, what are the drivers of loss of biodiversity that the project will attempt to address? Why are they relevant, for whom? How did you identify these problems?

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

(Max 300 words) 300 words

Local communities and biodiversity, especially Lesser Flamingos, are under pressure due to habitat degradation, and the long-term threat from soda ash mining. Current tourism in the region is not fully benefiting the 21,000 people who depend on the lake for their livelihoods.

Key challenges can be summarised as follows:

- **Poorly coordinated tourism development:**
 - Natron currently attracts 4,100 tourists p.a. Historically, 50% of Serengeti visitors passed through Lake Natron. Insecurity, bad roads and multiple tourism levies have reduced visitors to 4.4%.
 - Security is now restored and roads upgraded, hence if tourism levies were consolidated, tour companies and investors would return⁸.
 - Inadequate tourism planning hampering investment.
- **Inadequate capacity for local people to run ecotourism businesses for improved livelihoods.** A Cost Benefit Analysis (CBA)⁹ showed that tourism was a better livelihood option than Soda Ash mining but benefits have not fully reached local people due to:
 - Limited skills amongst local communities to run ecotourism enterprises
 - Limited community knowledge on rights and governance for informed decision making regarding natural resources, especially land¹⁰.
 - Limited support for alternative sustainable livelihoods at Lake Natron
- **Wetlands, rivers and springs providing freshwater, vital for flamingo breeding and for sustaining biodiversity and communities, are being damaged** by catchment degradation, overgrazing, over abstraction of water and sedimentation.¹¹ The Tanzania Flamingo Action Plan recommends catchment protection through tree planting and water quality monitoring to protect water supplies for communities and biodiversity.
- **Inadequate appreciation of Lake Natron's value for biodiversity and ecotourism.** Wetlands' value for sustainable development through the provision of ecosystem services is rarely appreciated across East Africa, e.g. the long-standing threat to Lake Natron by the soda mining plan¹² despite the lake's huge ecological role.

⁸ Serengeti National Park alone receives 90,000 visitors each year. If even 25% of these tourists passed through Lake Natron, they would most probably overwhelm the ecosystem. Ecotourism must be stressed in Natron as opposed to mass tourism in order to preserve ecosystem integrity.

⁹ http://www.birdlife.org/sites/default/files/attachments/Journal%20of%20Environmental%20Research_Natron_CBA.pdf. This study conducted in 2012 used Total Economic Valuation analysis to compare 3 alternatives, Business As Usual, Sustainable Ecotourism/Livelihoods and soda ash mining. Methods used were a desk study, stakeholder consultation and questionnaire survey. Non-monetary benefits were derived at using Contingent Valuation Method (CVM) and benefits from international tourism, from Travel Cost method. 86 households and 37 tourists visiting Lake Natron at the time were interviewed.

¹⁰ <http://faolex.fao.org/docs/pdf/tan23795.pdf>. Local communities have found themselves side-lined in decisions regarding their own land as a result of not being aware of prevailing legislation regarding village land.

¹¹ The Tanzania's Lesser Flamingo Action Plan 2016-2020 identifies key challenges facing key flamingo spots in Tanzania and proposes remedial measures. It is available here:

http://www.birdlife.org/sites/default/files/attachments/TZ_Lesser%20Flamingo_%20Action%20Plan_Final.pdf. The challenges facing key wetlands at Lake Natron and the need for catchment protection through tree planting and other measures were further identified in a study for the UNWTO's Destination Flyways project in 2014. The report is titled "Exploring Ecotourism Opportunities: Site Report for Lake Natron, Tanzania"

¹² The initial soda ash mining plan was proposed by Tata in 2006, aiming to produce 500,000 tonnes per year. However, a BirdLife-led intensive campaign (that included 56 other organisations) – that cited possible decimation of flamingos and other impacts to the ecosystem – led to Tata's withdrawal in 2008. However, the Tanzania Government, through the National Development Corporation (NDC) maintained interest and has actively explored ways to actualise the mining proposal. BirdLife's continuous presence and the support of communities has however kept this plan out of Natron. There is therefore need for continued engagement with the government as well as maintain community awareness and engagement.

- **Shortage of replicable models** applicable across East Africa linking successful community-based ecotourism, livelihoods, biodiversity conservation and influencing policy.



Lesser Flamingo Fledglings congregate at one of the breeding points of Lake Natron. Fresh water is key for survival ©Marc Baker

12. Biodiversity Conventions, Treaties and Agreements

Your project must support the objectives of one or more of the agreements listed below. Please indicate which agreement(s) will be supported and describe which objectives your project will address and how. Note: projects supporting more than one will not achieve a higher score.

Convention On Biological Diversity (CBD)	Yes
Nagoya Protocol on Access and Benefit Sharing (ABS)	No
International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)	No
Convention on International Trade in Endangered Species (CITES)	No
Global Goals for Sustainable Development	Yes

12b. Biodiversity Conventions

Please detail how your project will contribute to the objectives of the agreement(s) your project is targeting and how your project will help to achieve the Global Goals for Sustainable Development (SDGs). You should refer to Articles or Programmes of Work here. Note: No additional significance will be ascribed for projects that report contributions to more than one agreement

(Max 500 words) 498 words

The project will also support the Tanzanian Government's commitment to the CBD by supporting CBD Articles: 7 (biodiversity monitoring) 8 (In situ conservation) 10d (supporting local populations to develop and implement remedial actions) 11 (provision of incentive measures) 13 (Public education and awareness) 14 (impact assessment and minimising adverse impacts) 17 (exchange of information) and 22 (relationship with other international conventions).

The project will also contribute to the achievement of the CBD Strategic Plan for

Biodiversity. It will contribute towards Aichi Targets:

- (AT) 1 (biodiversity values) by promoting the value of Natron to government and communities and empowering them with tools to take actions to conserve and use it sustainably (natural resource decision making, land rights training);
- AT4 by involving stakeholders to develop a sustainable Tourism Development Plan (TDP) limiting impacts of natural resources' use within safe ecological limits;
- AT14 by safeguarding Natron's ecosystems which provide essential services and contribute to local communities' livelihoods.

The community-based ecotourism framework and TDP will contribute to achieving CBD Decision XI/22 inviting Parties to integrate CBD objectives into sustainable development and poverty eradication plans, policies and priority actions.

The project will contribute towards fulfilling Tanzania's commitments towards the Ramsar Convention, which calls for wise use of wetlands as follows:

- Resolution 4.8 urges member states whose sites have incurred or are being threatened by change in ecological character to take swift action. This project will contribute to this by facilitating action to stem habitat degradation and involve communities in conservation.
- Resolution 13/27¹³ (vi) requested the Tanzania government to update the Secretary General regarding implementation of the advice and recommendations of Ramsar Advisory Mission¹⁴. This project will generate information that the Tanzania Government can use to demonstrate action to save the site from imminent damage.
- Implementation of Resolution XII.9 on The Ramsar Convention's Programme on Communication, Capacity building, education and Awareness (CEPA) 2016-2024 This will be by building the capacity of local communities and raising awareness on the value of Lake Natron
- Provide lessons and a model that can be replicated across East Africa and Africa on the wise use of wetlands, which is a cardinal principle of the Convention.

This project will also contribute towards Tanzania's fulfilment of SDG 1, 5, 6, 8, and 15, contributing towards:

- SDG 1.4 by empowering the women, youth and men of Natron to access basic services and improve ownership and control of property;
- SDG 5a by enabling women to have equal rights to economic and natural resources by providing the revolving fund and training them in land rights;
- SDG 6.6 by protecting and restoring key water-related ecosystems (springs and rivers) of Lake Natron by preventing catchment damage and undertaking restoration;
- SDG 8.9 by contributing to the development/strengthening of relevant policies to promote sustainable tourism that creates jobs and promotes local culture and products; and
- SDG 15.5 by taking urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity by protecting the integrity of the Lake Natron's river, lake and wetland ecosystems.

12c. Is any liaison proposed with the CBD / ABS / ITPGRFA / CITES / SDG focal point in the host country?

Yes No if yes, please give details:

¹³ http://www.ramsar.org/pdf/res/key_res_x_13_e.pdf

¹⁴ In February 2008 the Convention commissioned a Ramsar Advisory Mission to Lake Natron on a fact finding mission and to meet with stakeholders to gather views and concerns in order to advise the government regarding the proposed soda ash development. The RAM made a report which among other things called for greater involvement of local communities and called for action to safeguard site from ecological damage See: http://www.ramsar.org/pdf/ram/ram_rpt_59e.pdf

BirdLife initially contacted the Vice President's Office (VPO) where the CBD Focal point, Mrs Esther Shushu Makwaia is stationed. The VPO agreed to support this project and drafted the initial support letter (Round 22 Stage 2) from the Ministry of Natural Resources and Tourism. During this round, we contacted TAWA who indicated support to the project but the letter of support had not been finalised by the time of submission. However, it will be made available in the next two weeks.

13. Methodology

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

(Max 500 words – this may be a repeat from Stage 1, but you may update or refine as necessary. Tracked changes are **not** required.) 498 words

- **Produce and implement a Tourism Development Plan (TDP) and undertake a market analysis (Honeyguide Foundation/TAWA/TTB/TATO):** A TDP will coordinate ecotourism, a market analysis will explore tourist attractions, define target groups¹⁵, marketing strategies, community benefits-sharing and environmental sustainability. TTB will develop materials advertising Lake Natron as a tourism destination. A common revenue collection framework for districts will be established.
- **Capacity building and livelihood improvements (BirdLife/TTB/District Councils/EECDI):** i)'Training of Trainers' of community leaders and women in ecotourism business management and natural resource decision making, including gender and land rights¹⁶; ii) Revolving fund¹⁷ established to increase local incomes of women and men; iii) Booth constructed for Maasai women to increase incomes via bead sales; iv) Tour guides, including women, provided with equipment & training.
- **Improve fresh water flow and quality to support flamingo breeding¹⁸ by protecting rivers, springs and wetlands (TAWA/Water Association/EECDI/BirdLife).** This will be through catchment restoration (tree planting) and exclusion areas targeting Pinyinyi and Ngare Sero Rivers which are key for North and Southern Lagoon Lesser Flamingo breeding areas. A Catchment Action Plan to identify additional and long term

¹⁵ In identifying target groups efforts will be made to identify the poor among the community in order to ensure tourism benefits trickle down to them. Deliberate effort will be made to take into consideration gender differences in distributing the benefits.

¹⁶ Community land, natural resources, including grazing lands and water sources have been threatened by unsustainable investments proposed by external actors. Examples are sand and rock harvesting and the long term soda ash plan. The communities need to be empowered to be in a position to make informed decision based on existing laws, when faced with such proposals. The land acts provide for a clear mechanism that puts the community at the centre of the decision making process.

¹⁷ Tanzania has a highly developed village level community banking referred to as Village Community Banks (VICOBA). This project will borrow from the VICOBA model in implementing the Revolving Funds. Income generative activities such as poultry and goat rearing, managing small restaurants, vegetable gardening, bee-keeping will be among the options available to improve the life of women, youth and men.

¹⁸ Fresh water is critical for flamingo breeding. Adult birds and young fledglings walk across the lake to the rivers, springs and wetlands on the fringes of the lake to access fresh water for drinking and to wash the feathers to prevent death by desiccation. Fresh water also prevents formation of soda anklets on the young birds' legs, which prevent movement and lead to eventual death. There are two main breeding areas used, Mukoyo in the central-north and Gelai Flats in the southern area (Baker 2013b), where flamingos exploit cracks in the hardpan to scrape up the silt and salt crystals into nest mounds, on which they lay their eggs. The permanent lagoon to the north-west part of the lake is fed by Pinyinyi river while the southern lagoon is fed by Ngare Sero river. Pinyinyi and Ngare Sero are permanent rivers, which are now facing threats from catchment damage, siltation (from irrigation agriculture and erosion), and water over abstraction. Every effort will be made to ensure continued flow of water with the needs of local communities in mind. Catchments of Pinyinyi and Ngare Sero rivers will be planted with indigenous trees to improve water percolation. In consultation with local communities, areas particularly sensitive to human impact will be zoned off to allow regeneration. A Catchment Action Plan will be developed covering both rivers, which will identify additional actions. This will include actions for addressing run off from the small irrigation area of Pinyinyi Village work in collaboration with a water users association established in a previous BirdLife project. This will be done in accordance to existing Wetlands Management Regulations. In order to anchor these interventions into wider policy and to ensure sustainability, wetland management interventions will be included in the planned Ramsar Site Integrated Management Plan (IMP). The Nature Conservancy (TNC) obtained funds from USAID for work on wildlife in Northern Tanzania and have a small component on the development of an IMP for Lake Natron, which BirdLife will be leading.

interventions for the two rivers will be established.

- **Biodiversity, water flow and quality¹⁹ will be monitored.** 20 community members will be trained to undertake habitat and biodiversity monitoring using BirdLife's IBA monitoring framework.²⁰ Water flow and quality will be monitored by water experts from District Councils.
- **Raise awareness and enable change (TAWA/BirdLife/District Councils/TTB):** Lake Natron's value for global biodiversity will be highlighted with leadership in Ngorongoro, Monduli and Longido districts, and at local and national forums involving officials. "Crimsonwing" and "Flamingo Factory" (<https://vimeo.com/130812262>)
- and local radio and social media will be used. Community sensitisation will address water overuse and catchment damage through overgrazing. Negative impacts of soda ash mining on people and the ecosystem will be highlighted to the National Development Corporation.
- **Share / replicate lessons (BirdLife/TATO/TTB):** booklets, posters, case studies will be developed to influence policy and share/replicate results to local, national, regional and international audiences using diverse platforms (East African Community (EAC), BirdLife Council for Africa Partnership (CAP), relevant international meetings and BirdLife website).

A baseline study will be conducted during inception phase, indicators refined and M&E framework established. **BirdLife International** will lead coordination and implementation of the project in collaboration with the partners, for detailed institutional roles see Q9.

Project Management:

- **The Project Coordinator** based in BirdLife Africa Secretariat (Nairobi) will deliver project coordination, financial management and reporting.
- **The Project Manager (PM)** based at BirdLife Project Office (Arusha), with frequent travel to Lake Natron, will manage day-to-day project running.
- **The Local Project Management Team** - the PM, the Ramsar Site Manager, a local communities' representative and a tourism operators' representative will implement the project on the ground.
- **The Project Steering Committee** representatives from BirdLife MNRT, the 3 districts, TATO, TTB and local communities will meet twice during year 1 and annually thereafter to guide project progress.

The BirdLife Secretariat will provide further technical support and guidance.

14. Change Expected

Detail the expected changes this work will deliver. You should identify what will change and who will benefit a) in the short-term and b) in the long-term.

(Max 300 words) 300 words

All changes expected By End of Project unless stated.

1. **Ecotourism model developed:**

- **TDP guiding tourism developed and implemented.** Tourist numbers increase from 4,100 to 6,000 p.a. 10,000 tourists p.a. by 2025.
- **Coordinated revenue-sharing mechanism** established for three districts. Beneficiaries: 1,150 local people benefitting directly, 6,000 indirectly. Estimated

¹⁹ Water quality and quantity monitoring will be done to assess the impacts of interventions. Parameters that will be monitored will include turbidity, PH, discharge, Biological Oxygen Demand (BOD).

²⁰ BirdLife uses State, Pressure and Response framework to assess the state of biodiversity and sites. This model has been used to monitor thousands of sites globally, using local expertise and to provide scientifically robust data. See more: <http://www.birdlife.org/datazone/info/ibamonitring>

60% of 21,000 residents benefiting longer term.

2. **Capacity built and livelihoods improved**

- **Local communities' capacity for informed natural resource decision-making / land rights knowledge improved**, 30% of population aware of Village Land Act.
- **Enhanced community capacity to manage eco-tourism business**. Resulting in household income of 1,150 people increasing by 55% from \$45 to \$70 per month.
- **Revolving Fund established** funding micro projects²¹ benefitting 500 women, 300 youth, 50 tour guides, and 300 men.
- Women involved in bead sales increases from 110 to 600 from newly-built booth.
- **Number of Tours Guides²² increases** from 20 to 50 - their expertise and income²³ increases.

3. **Key wetlands, springs and rivers protected and state of biodiversity enhanced**

- **Proportion of Lesser Flamingo fledglings** stable or increasing compared to baseline²⁴. Vital flamingo breeding habitat²⁵ at the lake protected /enhanced.
- **Other biodiversity and habitat enhanced** compared to baseline.
- **At least 10,000 seedlings planted** and successfully established²⁶ in two key catchment areas.
- **Water Catchment Action Plan established and adhered to**
- Incidences of catchment damage²⁷ reduced by 60% and water abstraction from key rivers reduced by 25%.

4. **Awareness raised and remedial action taken**

Increased awareness, reaching 5,000 people, including general public, potential investors, decision makers and local communities on Lake Natron's value, its contribution to biodiversity and need to keep soda ash mining out of the ecosystem.

5. **Best practice shared and replicated**

Findings shared locally/nationally (with relevant ministries) regionally (EAC) and internationally (key meetings). Longer term: effective benefit-sharing eco-tourism models established in Tanzania and across Eastern Africa.

15. Pathway to poverty alleviation

Please describe how your project will benefit poor people living in low-income countries. Give details of who will benefit and the number of beneficiaries expected to be impacted by your project. The number of communities is insufficient detail – number of households should be the largest unit used. If possible, indicate the number of women who will be impacted.

(Max 300 words) 299 words

This project identified target groups, women included, through an ecotourism study carried out in 2014.²⁸ Through a community-based framework, this project will create an enabling

²¹ Women and youth have a huge opportunity to benefit from the revolving fund to improve their lives. They will borrow from the Revolving Fund to engage in micro projects such as small restaurants, vegetable gardening, bee-keeping and poultry and goat keeping.

²² Lake Natron has about 20 Maasai guides who guide tourists at a fee in hiking, lake drive, mountain climbing (Ol Donyo Lengai the active volcano near Natron and visit to the pre-historic footprints).

²³ Baseline income for the tour guides is not available. The baseline study will establish these to enable defining of clearer targets.

²⁴ As a result of these interventions, catchment/upstream threats will be averted and Lake Natron will continue to provide a conducive breeding conditions for flamingos. The number of fledglings is a good indicator of breeding success and this will be captured during the annual waterbird counts, which data we will obtain from relevant government agencies, principally the Tanzania Wildlife Research Institute (TAWIRI)

²⁵ We estimate that Pinyinyi and Ngare Sero rivers provide fresh water to (conservatively) about 25% of the habitat that is vital for flamingo breeding. This roughly translates to about 230,000 ha. It is this habitat area whose integrity these interventions will seek to maintain.

²⁶ Tree seedlings that will be planted to protect the catchment will be of the indigenous type. For example Wild Date Palm (*Phoenix reclinata*), Toothbrush Tree (*Salvadora persica*), Yellow Fever Tree (*Acacia xanthophloea*), *Leucaena leucocephala*, among others – which are good for wetlands and soils restoration.

²⁷ E.g Tree cutting, grazing in fragile catchment areas

environment to meet poverty alleviation and biodiversity conservation objectives by unlocking Natron's tourism potential whilst ensuring fair return of benefits to poor communities. Being *en route* to the Serengeti, which receives 90,000 visitors annually, Lake Natron represents tourism and poverty reduction opportunities.

A CBA²⁹ conducted at Natron illustrates tourism's strong potential return for local people, being a better economic and livelihood option than industrial development.

Natron's tourism development would generate a Net Present Value (NPV) of \$1.28-\$1.57 billion in 50 years compared to a NPV loss of \$44-\$492 million from soda ash³⁰. NPV for local ecotourism benefits \$36.5-\$37.4 million (excluding indirect use).

Benefits BEOP:

- Local capacity for informed natural resource decision-making and land rights knowledge improved. BEOY2 at least 6,300 people (30% of population) aware of Village Land Act, 40% of them women. Decisions by communities regarding major investments on community land reflect newly acquired knowledge.
- Enhanced capacity of local community to sustainably manage eco-tourism business (100 people directly trained, 700 further trained by these).
- Household income of 1,150 local people increased by 55% from \$45 to \$70 per month, an additional 6,000 others benefit indirectly³¹. Longer term 60% (12,600) residents (mainly Maasai and Sonjo) benefit.
- Revolving fund established. BEOP 500 women and 300 youth, 50 tour guides and 300 men benefit from revolving funds.
- Women engaged in sale of beads increases from 110 to 600 thanks to new booth.
- Number of Tours Guides³² increases from 20 to 50 and their expertise and income³³ increases as tourism increases, with 10% of them being women.
- Water catchment management and tree planting improves access of whole community (21,000 people) to water, food and fodder.

16. Exit strategy

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

(Max 200 words) 199

The use of revolving funds for micro-projects developed by women and young people (beadwork, tour-guiding, small restaurants, vegetable gardening, goat, chicken rearing and bee-keeping) is key to the project's exit strategy enabling sustainability. This is part of BirdLife's progressive approach to ensure beneficiaries are the project's main actors.

²⁸ The report is titled: "Exploring Ecotourism Opportunities: Site Report for Lake Natron, Tanzania" put together during an intensive stakeholder consultation process funded by UNWTO.

²⁹ http://www.birdlife.org/sites/default/files/attachments/Journal%20of%20Environmental%20Research_Natron_CBA.pdf. This study used Total Economic Valuation analysis to compare 3 alternatives, Business As Usual, Sustainable Ecotourism/Livelihoods and soda ash mining. The methods used were a desk study (gathered information from government agencies and tourism operators), stakeholder consultation and a questionnaire survey. Non-monetary benefits were derived at using Contingent Valuation Method (CVM) and benefits from international tourism, from Travel Cost method. 86 households and 37 tourists visiting Lake Natron at the time were interviewed.

³⁰ BirdLife 2012, CBA Study for Lake Natron

³¹ Benefit from ecotourism and related livelihood activities will include small restaurants, tour guiding, benefit sharing from community ran campsites, driving and casual labour from construction of ecotourism facilities and roads.

³² Lake Natron has about 20 Maasai guides who guide tourists at a fee in hiking, lake drive, mountain climbing (Ol Donyo Lengai the active volcano near Natron and visit to the pre-historic footprints).

³³ Baseline income for the tour guides is not available. The baseline study will establish these to enable defining of clearer targets.

This project will also create a community-based ecotourism enterprise. Potential tourism market is huge: once an effective framework is established and site promoted, the annual number of tourists is expected to increase from 4,100 to 6,000 (up to 10,000 by 2025). This will enable the positive impacts to continue beyond the project. In the meantime, the project will work with stakeholders to raise additional funds to sustain actions.

Capacity building will use a “training of trainers” (see section 20) approach which contains important replication benefits and mitigates the risk linked to loss of capacities when trained individuals leave.

The Ramsar Site Manager will contribute 25% of his time to this project. His role will continue beyond the project as the government is committed to the protection of this Ramsar site.

Tree planting and catchment protection to ensure fresh water flow into the lake will continue to benefit people and biodiversity beyond the project.

17a. Harmonisation

Is this a new initiative or a development of existing work (funded through any source)? Please give details (Max 200 words) 196 words

This project builds on BirdLife’s previous advocacy and community livelihoods work at Lake Natron. Since 2012, BirdLife and TTB, have invested in local community capacity for conservation and ecotourism. TTB built on BirdLife’s work by forming EECDI and constructing a community museum. BirdLife supported the construction of cultural boma. There is still need to increase capacity for community based ecotourism and coordinate tourism and marketing across the landscape, hence the proposed TDP and capacity building proposed by this project.

Awareness on the values of the ecosystem builds on BirdLife’s advocacy work to protect Lake Natron from proposed soda ash mining. Although soda ash plans are currently in abeyance, continuous engagement that delivers benefits to local communities and protects the ecosystem is key.

This project complements the Ramsar Site Manager who currently coordinates conservation work at Lake Natron. He will dedicate 25% of his time to support project implementation and M&E at local level.

BirdLife worked with TAWA in establishing the Water User’s Association at Pinyinyi village. This project builds on this by addressing water catchment threats and establishing a Catchment Action Plan. Biodiversity, habitat and water monitoring will complement the annual waterbird census work by TAWIRI.



17b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work? Yes

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

Similar work is being undertaken in other regions of Tanzania (e.g. ecotourism investments in Ngorongoro Conservation Area) and East Africa (e.g. community ecotourism in Kenya's Northern Rangelands) and the strong experience sharing component of this project will enable it to exchange best practices and challenges encountered when developing community based eco-tourism frameworks with others working in East Africa (both those within and outside the BirdLife Partnership) increasing the positive impact and scope beyond the project area.

BirdLife has collaborated in land rights training in a small scale in Monduli, Longido and to some extent Ngorongoro. This will be up-scaled to reach the wider public. We will collaborate with other districts in the wider region to learn from initiatives in other areas with regard to water catchment restoration and tree planting.

18. Ethics

Outline your approach to meeting the Darwin Initiative's key principles for research ethics as outlined in the [Guidance](#).

(Max 300 words) 297 words

BirdLife has a long history of working with all the stakeholders at Lake Natron. Initial consultations took place in 2014, with additional consultation during 2015 and 2016. Hence this project addresses the most important issues highlighted by the stakeholders at Natron.

Through close collaboration with local communities (mainly Maasai and Sonjo) and the EECDI, we will ensure that traditional knowledge is taken into full account and valued. During training, workshops and meetings the needs and sensitivities of women, youth and men will be considered fully to ensure none are disadvantaged on account of gender.

Gender mainstreaming has now largely been accepted even within pastoralist communities like the Maasai. However, separate women/ youth focussed sessions will be arranged as appropriate.

The project will use participatory approaches and promote gender equity. Local communities' representatives are aware of the project and collective-decision making processes will be adopted. Prior Informed Consent (PIC) will be obtained by all local communities working with/or benefiting from/ the project.

BirdLife adopts policies and undertakes activities in line with UK's legal and ethical obligations, including; data protection; staff behaviour and conduct; risk; hospitality and bribery; and equal opportunities. As illustrated by its agreed positions on conservation, gender and human rights

(http://www.birdlife.org/sites/default/files/attachments/birdlife_position_on_conservation_and_gender_0.pdf;
http://www.birdlife.org/sites/default/files/attachments/birdlife_position_-

[conserving_biodiversity_respecting_rights.pdf](#)), BirdLife is committed to a rights-based approach to conservation. Finally, the project will be implemented according to BirdLife's health and safety policy and the project staff will follow a full risk assessment procedure.

The project will benefit the whole community at Lake Natron, but is likely to bring additional benefits to women, as the revolving fund will engage more women than men; the tree planting and water catchment protection, will in the longer term increase the provision of fresh water, food, firewood and fodder, meaning women have less far to travel for these necessities.

19. Raising awareness of the potential worth of biodiversity

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

(Max 300 words) 297 in table

Audience	Means of Engagement	Materials	Results
Local communities, including youth and women	Training in sustainable ecotourism enterprise.	Training materials (for trainer and trainees)report in English and Swahili Case studies	Enhanced capacities of local communities to manage eco-tourism enterprises
As above	Training on natural resource and land rights.	As above	Communities able to make informed decisions on natural resources and decisions reflect this
As above	Sensitisation session verbal messages and showing of film(s)	Flamingo Factory/ Crimsonwing film ³⁴	Local communities sensitised to risks linked to soda ash mining and value of Lake Natron's ecosystem and biodiversity
National Development Corporation regional and district leaders	Advocacy lobbying Meetings	As above	Soda ash mining threat reduced
TTB, MNRT and Ngorongoro, Longido and Monduli District leaders	Meetings	TDP	Influence policy makers to develop sustainable TDP benefiting biodiversity and communities
NGOs, government agencies, tourist industry,	Project participation in workshops & conferences Dissemination of project's results in media (radio	Case study On-line materials 4-page Booklet Poster	Lessons from eco-tourism model shared locally, nationally, regionally and

³⁴ These materials are not outputs of the project and have already been produced.

Sectoral Committee responsible for tourism within EAC from Tanzania and East Africa	and press) and on BirdLife's website.		internationally, encouraging investment and supporting effective benefit-sharing eco-tourism models in Tanzania and across East Africa.
Local community youth on IBA monitoring and value/potential worth of lake's biodiversity	IBA monitoring training workshop Radio programmes	IBA monitoring sheets	Capacity for IBA monitoring in place/increased appreciation of biodiversity
Local community on water catchment protection/tree planting	Face to face meetings	Verbal engagement	People aware of threats to water catchments and need to protect trees from damage by livestock
Women, youth and men training awareness on revolving fund	Training workshop	Revolving fund guide	Women, youth and men aware of revolving fund operations

20. Capacity building

If your project will support capacity building at institutional or individual levels, please provide details of what form this will take and how this capacity will be secured for the future.

(Max 300 words) 299

The project will have a strong capacity building component, improving the skills of individuals and increasing the sustainability of institutions. The following training will be provided to local communities:

- Training on ecotourism and business management: this two-day training will benefit 100 people, including 40 women and 20 youth. Skills on eco-tourism business management and facilitation skills to enable trainees to effectively transfer acquired skills to at least 700 additional people in their consistencies will be provided.
- A separate session on IBA monitoring will be held just after the workshop. Training at least 20 young people (including women and tour guides) in IBA monitoring³⁵ (using State, Pressure, Response) to enable annual assessment of the state of biodiversity.
- Two-day natural resource decision making and land rights will enable 200 people including 80 women and 40 youth to make sound decisions on the use of natural resources they depend upon.
- Training in revolving fund management will directly train 100 people including 40 women and 20 youth³⁶. Operational rules for the revolving fund will be developed.

³⁵ <http://www.birdlife.org/datazone/info/ibamonitring> - IBA monitoring is a simple, locally adaptable method of assessing the stage of biodiversity and pressures it faces at site level

- Sensitisation to risks linked to soda ash mining – will involve around 5,000 people involving the general community on the benefits of protecting the ecosystem and through radio programmes and Crimsonwing/Flamingo Factory film(s) and social media.

The above capacity building will use a “training of trainers” approach which mitigates the risk linked to loss of capacities when trained individuals leave and contains important replication benefits. It is envisaged that 1,150 people will directly benefit from income increases (and 6,000 indirectly) thanks to improved capacities and activities supported through the revolving fund.

Training will take into account cultural gender-related sensitivities and will be adjusted accordingly to take into consideration the different needs of women and men.

Training materials (for trainers and trainees) will be produced in English and Swahili.

21. Access to project information

Please describe the project’s open access plan and detail any specific costs you are seeking from Darwin to fund this.

(Max 250 words) 247 words

All project outputs including training materials, booklet, posters, case studies and the TDP will be made freely available through existing channels (BirdLife and partners’ websites, portals, BirdLife extranet). At least two stories will be published in local newspapers based in Arusha and one talk will be given on a local radio station (e.g Triple A Radio based in Arusha). Project outputs’ printing costs (£4,000) are included in the budget.

Training materials will be published in English and Swahili, and will use non-technical language adapted to the literacy level of targeted audiences (Lake Natron communities and other relevant communities in Tanzania and East Africa), in order to ensure they are widely accessible.

Finally, project results and lessons learned will be shared regionally and internationally amongst conservation NGOs during the BirdLife Council for Africa Partnership Meeting in 2019 and other relevant international and regional meetings. Costs have been budgeted to allow the project manager to travel to those events to showcase project achievements. The model will also be shared with the tourism industry in Tanzania through TTB and TATO tourism fairs; the EAC Sectoral Committee responsible for tourism and the Agriculture and Natural Resource and Tourism Committee of the East African Legislative Assembly.

The Darwin Initiative contribution will be fully acknowledged. Publications, including posters, booklets, training materials, reports, articles and case studies, will reflect the identity (name and logo) of the Darwin Initiative/DFID. Publicity will also be through side events showcasing the project results at regional and international meetings.

22. Match funding (co-finance)

a) Secured

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

³⁶ Trainees will further transfer acquired skills to at least 550 additional people in their consistencies (BEOP).

Confirmed:

The total confirmed co-funding is £XXX

22b) Unsecured

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

Date applied for	Donor organisation	Amount	Comments
	A.G Leventis Foundation	£XXX	

22c) None

If you are not intending to seek matched funding for this project, please explain why.

(max 100 words)

We have sufficient co-funding for the first two years of the project, but over the course of the project, further funding will be sought to finance and expand follow up activities. Our BLI Fundraising Officer for Africa's time is included to support this. NB She leads the fundraising for BLI across Africa and is based at the BLI office in Brussels.

23) Risk

Explain how you have considered the risks and threats that may be relevant to the success of this project, including the risks of fraud or bribery.

(max 200 words) 200 words

Risks of project delivery were taken into account during consultations with all stakeholders at Lake Natron. As the communities and other stakeholders are fully engaged and in support of the proposed project activities we do not foresee any risks relating to engagement and delivery of the proposed outcomes.

Risks out-with the control of the project include: tourist numbers falling due to economic factors or terrorist threats; excessive drought impacting the establishment of the newly planted tree seedlings and community welfare; the Soda Ash mining project being put forward again. Currently Tanzania remains politically stable and has remained relatively unscathed by terrorism. In the longer term thanks to careful tree species selection (native and productive) trees planted should improve the soil, water catchment protection, and provide greater resilience to the communities living at Natron. The increased awareness and alternative livelihoods provided by this project and the support of an international network of NGOs who can bring pressure to bear on the Tanzanian Government if required (as in the previous Think Pink campaign) and Lake Natron's Ramsar status, give Lake Natron the best chance of avoiding being destroyed by inappropriate development. Risks of fraud and bribery are covered in Question 18 above.

PROJECT MONITORING AND EVALUATION

MEASURING IMPACT

24. 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.

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
Impact: (Max 30 words)			
Development, piloting and promotion of an ecotourism model and restoration of key ecosystems for poverty alleviation and biodiversity protection in East Africa.			
<p>Outcome: (Max 30 words) 26 words</p> <p>The biodiversity, wetlands, and the livelihoods of local communities at Lake Natron are enhanced and protected, through sustainable community based ecotourism and water catchment management models.</p>	<p>3.f. BEOP, enhanced capacities of local people translate into greater incomes and contribute to poverty reduction: incomes of 1150 people including 500 women, 300 men, 300 youth and 50 guides will increase by 55% from an average of \$45 to \$70 per month³⁸.</p> <p>By 2025, the number of women receiving regular direct income from ecotourism related activities will increase to 1,500. In the long term 60% (12,600) of the 21,000 L. Natron residents expected to benefit directly and indirectly from ecotourism related livelihood initiatives.</p> <p>0.2. BEOP number of tourists visiting Lake Natron increase from 4,100 to 6,000 per year, resulting in livelihood</p>	<p>0.1 Engaresero Eramatare Community Development Initiative (EECDI) Records⁴⁰</p> <p>0.2 Records of entries at the gates</p> <p>0.3 Annual waterbird census report; IBA monitoring reports</p> <p>0.4 Awareness surveys, EECDI incidents report file records at start and BEOP. Water monitoring reports at start and end of the project.</p> <p>0.5 Reports from Government staff and other conservation groups, community groups, NGO tourism plans and reports; newspaper reports; Final Project Report</p>	<p>National and district governments continue to work with tourism stakeholders to boost ecotourism and conserve biodiversity at Lake Natron</p> <p>Local communities around Lake Natron continue to be willing to engage in ecotourism activities and understand the benefits of protecting Lake Natron and its surroundings</p> <p>National and international tourism is not impacted by any terrorism actions in Tanzania</p>

³⁷ During the inception phase, we will conduct a baseline study that will enable us to refine the indicators and ensure that the baseline data we have provided here is still up-to-date. Getting all the baseline data at the start of the project will enable us to adequately measure progress during and at the end of the project.

³⁸ The available data concerning the income average is not disaggregated by gender. We will therefore refine this indicator when conducting the baseline study.

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
	<p>improvements. By 2025, tourists will increase to 10,000 per year³⁹</p> <p>0.3.BEOP proportion of flamingo fledglings stable or increasing compared to baseline.</p> <p>0.4. BEOP incidences of tree cutting and grazing on Lake Natron catchment areas and key wetlands reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.</p> <p>0.5. Governments in all 5 east African countries and at least 100 NGOs, Community Groups, conservationists at national level and East Africa aware of and applying lessons learnt/replicating project methods</p>		
<p>Outputs:</p> <p>1. A coherent TDP and clear revenue sharing mechanism in place.</p>	<p>1.a. BEOP a sustainable TDP is in place and implemented, with specific measures ensuring the prevention of degradation of Lake Natron's ecosystem (i.e. maximum number of tourist visits per year that the ecosystem can support is defined and monitoring framework for tourism-related impact on biodiversity is in place).</p> <p>1.b By end of year 2, market analysis for ecotourism at Lake Natron developed by Honeyguide Foundation.</p>	<p>1.a TDP and project progress report</p> <p>1.b. Market analysis report</p> <p>1.c Project progress reports, consultation meetings reports, TDP</p>	<p>National and district governments continue to work with tourism stakeholders to boost ecotourism at Lake Natron</p> <p>District administration from Ngorongoro, Longido and Monduli continue to engage on the issue of gates</p>

⁴⁰ EECIDI records capture information on members (including incomes), minutes of meetings, tourism data, accounts, records of incidences around the ecosystem and illegal activities.

³⁹ The maximum target for tourism number will be determined and set by the TDP in order to ensure tourism sustainability and its reduced impact on Lake Natron's ecosystem.

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
	<p>1.c BEOP, multiple gates (physical barriers) to ecotourism erected by districts at Lake Natron removed. Revenue sharing plan in place and captured by the TDP.</p>		
<p>3. Improved capacity of local communities to conduct ecotourism business and natural resources decision making through relevant training and capacity building.</p>	<p>2.a By the end of year 2, 100 people (community representatives and government natural resource staff will be trained to train others within their community and staff), including 40 women and 20 youth attend 2 days training on ecotourism and business management and use these acquired skills to train others to more efficiently manage ecotourism business activities.</p> <p>2.b BEOP training beneficiaries conduct training to benefit people in their constituencies, ensuring a total of at least 700 additional people have enhanced ecotourism business management capacity.</p> <p>2.c. BEOP, the number of guides will increase from the current 20 to 50. BEOP a total of 300 additional youths are benefiting from financing through the revolving fund to support their ecotourism-related income generating activities.</p> <p>2.d By the end of Yr2, 200 people, (80 women,40 youth and 80 men) trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999) and use these acquired skills to make sound decisions on the use of the natural</p>	<p>2.a Training report</p> <p>2.b Project progress report, project evaluation</p> <p>2.c. Project progress report, surveys</p> <p>2.d and 2.e Land rights training report, training evaluation report, project progress report</p> <p>2.f.&g Project report. Sales records at booth.EECDI records, project evaluation, training reports Annual Revolving Fund (Audit) Report</p>	<p>Once training is done, EECDI continues to ensure follow up and ensure deployment of skills</p> <p>Local communities willing to use their increased capacity and new skills to effect transformational change</p>

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
	<p>resources they depend on.</p> <p>2.e. By the end of year two, 1 booth for sale of Maasai beads is in place at the cultural boma⁴¹ and used by 600 women.</p> <p>2.f. By the end of year 2, revolving fund operational procedures in place and 100 people including 40 women and 20 youth trained in disbursing loans through the revolving fund. A total of 1,050 additional people trained in disbursement of revolving fund BEOP (through the training of trainers approach).</p> <p>2g. BEOP, 500 women, 300 youth, 50 tour guides and 300 men benefit from funding through the revolving fund to support their activities and fund grows by 10%</p>		
<p>3. Key wetlands, rivers and springs protected and biodiversity enhanced through tree planting, catchment restoration and protection. State of biodiversity, and water quality enhanced and monitored.</p>	<p>3a Catchment Action Plan developed for Pinyinyi and Ngare Sero rivers and awareness raised on tree planting</p> <p>3b. At least 10,000 seedlings planted with indigenous tree seedlings BEO Y2 and successfully established BEOP.</p> <p>3c. BEOP turbidity of water flowing into the lake improved by 30% and the quantity of water flowing into Lake Natron maintained</p>	<p>3a. Project progress reports</p> <p>3b. Project reports quantifying number of seedlings planted and seeding survival at end of project</p> <p>3c. M & E baseline and project reports, water quality report</p> <p>3d. Water quality reports</p> <p>3e. IBA monitoring training reports</p>	<p>Unfavourable weather conditions (e.g drought)</p> <p>Communities attitudes and activities do not change</p> <p>External pressures such as massive industrial or agricultural development do not affect impact on ecosystem and project efforts</p> <p>Current economic, social and environmental factors do not change</p>

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
	<p>3d. BEOP Dissolved Oxygen⁴² maintained at not less than 5 mg/litre at key rivers</p> <p>3e. BEO Y2, at least 20 young people, including tour guides, trained in IBA monitoring⁴³ (using State, Pressure, Response) to enable annual assessment of the state of biodiversity.</p> <p>3f. BEOP, biodiversity state, pressure, and response monitoring data targeting status of flamingos and key habitat quality available⁴⁴</p> <p>3g. BEOP proportion of flamingo fledglings stable or increasing compared to baseline</p>	<p>3f. IBA monitoring reports, project reports</p> <p>3g. Annual waterbird census conducted by TAWIRI</p>	<p>significantly during the lifetime of the project</p>
<p>4. Awareness raised of local communities and government officials on Lake Natron's ecosystem value and threats to it (including deforestation, overgrazing, water use and catchment damage and soda ash threat) and remedial action taken.</p>	<p>4.a A 4-page Booklet and poster produced and distributed for local and national advocacy and awareness raising</p> <p>4b. BEOP awareness raising messages reach 5,000 (4,500 local communities and 500 government staff) people on the value of the Lake ecosystem and potential damage from soda ash mining.</p> <p>4.c. BEY3, 2,000 local community members taking remedial action on water overuse and catchment damage</p>	<p>4.a Booklet and poster</p> <p>4b. Awareness raising surveys of local communities and government staff undertaken at start and end of project/radio programme recordings/photos of film shows</p> <p>4c. Training report</p> <p>4.d. Awareness surveys, EECDI incidents report file records at start and BEOP. Water monitoring reports at start and end of the project.</p>	<p>Government agencies willingness to cooperate</p> <p>Communities willingness to receive message</p>

⁴² Dissolved Oxygen is a measure of the amount of oxygen available in water to support living organisms. The more a water source is polluted, the less the amount of Dissolved Oxygen. This will be especially important for Pinyinyi river where there is a small irrigation project. The baseline measurements for this will be established during the baseline study

⁴³ <http://www.birdlife.org/datazone/info/ibamonitoring> - IBA monitoring is a simple, locally adaptable method of assessing the stage of biodiversity and pressures it faces at site level

⁴⁴ Biodiversity state, pressure, and response monitoring baseline data targeting status of flamingos and key wetlands will be collected during the baseline study.

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
	<p>through overgrazing.</p> <p>4.d. BEOP incidences of tree cutting and grazing on Pinyinyi and Ngare sero River catchments reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.</p> <p>4e BEOP At least 30% of population aware of Village Land Act⁴⁵.</p>	4e. Project M&E reports	
5. Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally	<p>5.a A 4-page Booklet and poster produced and distributed for local and national advocacy and awareness raising</p> <p>5.b By the end of the project, lessons and best practice shared with tourist industry in Tanzania, reaching 1,500 people.</p> <p>5.c By the end of the project, lessons shared with the Sectoral Committee responsible for tourism within East African Community, as well as with the Agriculture and Natural Resource and Tourism Committee of the East African Legislative Assembly, reaching 300 people.⁴⁶</p> <p>5.d Lessons shared internationally</p>	<p>5.a Booklet and poster</p> <p>5.b Meeting reports, PowerPoint presentations</p> <p>5.c Meeting reports, PowerPoint presentations</p> <p>5.d Poster and/or PowerPoint presentation, records of no. of users of the website, participant lists to CAP meeting.</p> <p>5.e Copies of radio and press coverage secured during the lifetime of the project. Records from radio and press on their audience.</p> <p>5.f Government reports; community group reports; Feedback from</p>	Stakeholders including BirdLife partners willingness to apply the lessons learnt

⁴⁵ The 200 people who will be trained will train others. Additional people will be reached through public meetings and radio programmes and during the rights training in. This will ensure least 30% (6,300 people) of the population is sensitised

⁴⁶ BirdLife International has signed a MoU with the East African Community. This target might therefore be increased if BirdLife is allowed to participate as an observer during inter-ministerial meetings and summits of the EAC.

Project summary	Measurable Indicators ³⁷	Means of verification	Important Assumptions
	<p>amongst other conservation NGOs during BirdLife CAP meeting 2019, other relevant meetings and through the BirdLife website, reaching 800 people.</p> <p>5.e By the end of the project, other media methods used (radio and press) to raise awareness of key results amongst local, national and international audiences, reaching at least 5000 people.⁴⁷</p> <p>5.f Number of times the project model is shared / replicated in Tanzania and East Africa by government agencies, community groups and NGOs BEOP.</p> <p>5g. BEOP At least 30% of population aware of Village Land Act⁴⁸.</p>	<p>organisations sharing/replicating the models, including BirdLife partners; Press reports 5g Project M&E reports</p>	

⁴⁷ We currently do not have baseline data (i.e. records from press and radio audience). This will be collected during the inception phase and the target is likely to significantly increase.

⁴⁸ The 200 people who will be trained will train others. In addition, more people will be sensitised on key land rights during awareness raising in output 4 in order to ensure at least 30% (6,300 people) of the population is aware

25. 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 (Q1 starting April 2017)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

Activity	No. of months	Year 1				Year 2				Year 3				Year 4			
		Q1 APR - JUN 17	Q2 JUL - SEP 17	Q3 OCT - DEC 17	Q4 JAN - MAR 18	Q1 APR - JUN 18	Q2 JUL - SEP 18	Q3 OCT - DEC 18	Q4 JAN - MAR 19	Q1 APR - JUN 19	Q2 JUL - SEP 19	Q3 OCT - DEC 19	Q4 JAN - MAR 20	Q1 APR - JUN 20	Q2 JUL - SEP 20	Q3 OCT - DEC 20	Q4 JAN - MAR 20
Output 1 A coherent TDP and clear revenue sharing mechanism in place.																	
1.1 Recruit consultant for market analysis and Tourism Development Plan	1																
1.2 Conduct a market analysis for ecotourism, collect data and consult with stakeholders on TDP	8																
1.3 Support production of the TDP and share with stakeholders	12																
1.4 Organize a multi-stakeholder TDP validation and tourism revenue-sharing harmonisation meeting	1																
Output 2 Improved capacity for ecotourism business and natural resources decision making																	
2.1 Organize training on ecotourism and business management for men and women, and youth and follow up training in villages by trainees	1																
2.2 Construct booth and use it for sale of beads and other merchandise	8																
2.3 Set up Revolving Fund, training community back to back with 2.1 operationalise and monitor its implementation	20																
2.4 Conduct Lands rights training (includes preparations)	3																

Activity	No. of months	Year 1				Year 2				Year 3				Year 4			
		Q1 APR-JUN 17	Q2 JUL-SEP 17	Q3 OCT-DEC 17	Q4 JAN-MAR 18	Q1 APR-JUN 18	Q2 JUL-SEP 18	Q3 OCT-DEC 18	Q4 JAN-MAR 19	Q1 APR-JUN 19	Q2 JUL-SEP 19	Q3 OCT-DEC 19	Q4 JAN-MAR 20	Q1 APR-JUN 20	Q2 JUL-SEP 20	Q3 OCT-DEC 20	Q4 JAN-MAR 20
Output 3 Key wetlands, rivers and springs protected and biodiversity enhanced through tree planting, catchment restoration and protection. State of biodiversity, and water quality enhanced and monitored.																	
3.1 Prepare Catchment Action Plan and raise awareness on tree planting	6																
3.2 Prepare land and plant key wetland areas with at least 10,000 indigenous tree seedlings	18																
3.3 Tree seedling after care and monitoring	21																
3.4 Set up and carry out water quality monitoring	36																
3.5 Train 20 young people in IBA Monitoring (back to back with 2.1); complete IBA form and feed data into World Bird Database (including repeat monitoring in Yr2)	4																
3.6 Work together with annual Waterbird census and obtain flamingo data	9																
Output 4 Awareness of the values and threats to Lake Natron raised among communities and government agencies																	
4.1 Produce advocacy/awareness poster and booklet	6																
4.2 Carry out awareness amongst government agencies on values and threats through public forums, film and radio	18																
4.3 Sensitisation on catchment damage and water	1																

Activity	No. of months	Year 1				Year 2				Year 3				Year 4			
		Q1 APR - JUN 17	Q2 JUL-SEP 17	Q3 OCT - DEC 17	Q4 JAN - MAR 18	Q1 APR - JUN 18	Q2 JUL - SEP 18	Q3 OCT - DEC 18	Q4 JAN - MAR 19	Q1 APR - JUN 19	Q2 JUL-SEP 19	Q3 OCT - DEC 19	Q4 JAN-MAR 20	Q1 APR -JUN 20	Q2 JUL-SEP 20	Q3 OCT-DEC 20	Q4 JAN - MAR 20
overuse done during activity 2.4																	
Output 5																	
Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally																	
5.1 Produce advocacy/awareness poster and booklet (see 4.1)	3																
5.2 Share project lessons with tourism industry actors, the EAC and other NGOs - online and in person	9																
5.3 Disseminate project lessons, best practice and through local radio and newspapers and through EAC committees national tourism ministries	18																
5.4 Showcase the project at the BirdLife CAP Meeting 2019 and other relevant meetings	18																
6.0 Project management activities																	
PMA.1 Recruit a project manager	3																
PMA.2 Identify consultants for i) ecotourism market study/TDP development and ii) ecotourism business management training	2																
PMA.3 Convene a project inception meeting	1																
PMA.4 Conduct a baseline study, revise logframe ⁴⁹ & develop a Monitoring & Evaluation Plan	9																
PMA.5 Convene PSC and Local Project Management meetings	4																
PMA.6 Collect data ⁵⁰ to <u>monitor</u> project progress and	12																

⁴⁹ As mentioned in the M&E section, the logframe will be a living document and revised later during project implementation if needed (please refer to the M&E section for more details).

Activity	No. of months	Year 1				Year 2				Year 3				Year 4			
		Q1 APR-JUN 17	Q2 JUL-SEP 17	Q3 OCT-DEC 17	Q4 JAN-MAR 18	Q1 APR-JUN 18	Q2 JUL-SEP 18	Q3 OCT-DEC 18	Q4 JAN-MAR 19	Q1 APR-JUN 19	Q2 JUL-SEP 19	Q3 OCT-DEC 19	Q4 JAN-MAR 20	Q1 APR-JUN 20	Q2 JUL-SEP 20	Q3 OCT-DEC 20	Q4 JAN-MAR 20
conduct final evaluation																	
PMA.7 Produce progress reports and final report and Audit	12																

⁵⁰ Frequency and moment of collection for each indicator will be refined in the M&E plan.

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

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

(Max 500 words) 490 words

A **M&E plan** will be developed with the project Steering Group (with representatives of all project stakeholders) at the inception phase of the project using the following steps.

- Review the different M&E tasks (e.g. data collection, revision of targets, progress overviews, continuous monitoring, evaluation);
- Assess indicators and update (as required);
- Agree how, when, and at which frequency, data needs to be collected for each indicator;
- Agree amongst all project stakeholders who are responsible for each of the M & E tasks and establish a clear reporting framework for these (using the log frame and activity plan included in this proposal as a starting point) that can be included in the Darwin Initiative reports.

A **baseline study** will be conducted to gather data on each indicator within four months of the project start. Previous baseline information was provided from studies and surveys (e.g Economic Outlook Survey 2012; Population Census and Housing Survey 2012); the baseline study will update these and indicators will be refined to ensure a robust set of indicators is in place since project's start.

The table below will be filled in to ensure roles and methodologies to collect data for each indicators are clearly defined and understood by all team members, and that resources needed are planned accordingly and in a **cost-effective manner**.

Indicator	Evidence / data required	Source & methodology to collect data / evidence	When & how often is information required?	Who will perform the task? Roles & responsibilities	Resources (time, £, staff, input from others)

The following **M&E roles and responsibilities** will be further detailed in the M&E plan:

- The Project Manager (PM) will be responsible for the overall project's M&E.
- During Project Steering Committees (PSC), the PM will provide progress' overviews.
- The M&E Officer will conduct the baseline study and provide M&E advice.
- Members of the local Project Management team and Project Partners will be responsible for data collection. For each indicator, a team member will be designated as responsible for data collection.
- The Project Co-ordinator will regularly visit the project to conduct an "external" project evaluation. These visits will be undertaken at the same time as the PSC meetings to ensure cost-effective monitoring.
- Based on PM overviews, the PSC will provide, when needed, recommendations to adapt indicators and corrective measures to improve the projects' efficiency.

SMART indicators set-up in this logframe serve as a basis to plan M&E and assess the project's contribution to poverty alleviation and biodiversity conservation. However, this logframe will be used as a living document; it will be reviewed and revised when needed to ensure a realistic and effective project delivery. Each revision of the logframe will be clearly communicated to Darwin and conditional to its approval. Revisions should not induce major drawbacks in the project's impact, unless this is justified by a *cas de force majeure*. Indicators are **disaggregated by sex** in order to measure project's impacts on men and women separately.

At the end of the project, the PM will conduct a **final evaluation**. The continuous monitoring and data collection system in place will enable to conduct this final evaluation in a cost effective manner. Furthermore, should Darwin chose to conduct an external evaluation, the team will facilitate access to all needed data and consultation of representative samples of beneficiaries.



Lesser flamingos with their young at Lake Natron (BirdLife International)

Number of days planned for M&E	180 days (see activity PMA.6&7 in activity schedule)
Total project budget for M&E	£4,500 inclusive of audit
Percentage of total project budget set aside for M&E	1.45%

FUNDING AND BUDGET

Please complete the separate Excel spreadsheet which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet. You should also ensure you have read the 'Finance for Darwin' document and considered the implications of payment points for cashflow purposes.

NB: The Darwin Initiative cannot agree any increase in grants once awarded.

27. Value for Money

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

(max 300 words) 300 words

How we worked out the budget:

- BirdLife staff costs are based on standard rates approved and used by BirdLife for each regions where staff is based.
- National travel and consultancy costs are based on known costs in Tanzania.
- International travel costs are based on current market rates.
- Printing costs are based on recent quotes in Tanzania for similar printing.
- Costs for organizing trainings are based on our experience in organizing similar trainings in Tanzania.

How we will provide value for money:

- The PM will be based in Arusha. His proximity to Lake Natron will reduce travel costs and increase project's efficiency.
- The Ramsar site manager will be working on the project (25% of his time). His salary is covered by TAWA.
- The project will capitalise on existing channels, systems and process (e.g. governmental systems, BirdLife network) to disseminate its results. Using the existing BirdLife network, which consists of 24 partners in Africa and 120 worldwide, is a cost-effective way to disseminate this model around Africa and beyond. BirdLife represents the world's largest nature conservation Partnership with more than 13 million members and supporters. BirdLife Partners work with around 7,475 local groups.
- For significant purchases (e.g. vehicle), at least three quotes from suppliers will be requested.
- Lake Natron has a potentially huge tourism market which has not been tapped into. Marketing will target a portion of the over 90,000 tourists visiting Serengeti each year (50% of whom used to pass through Natron in the 1990s). Tapping into a sustainable number of tourists will provide a significant return on investment and ensure the area's ecological sustainability.
- At least 5000 people will participate to sensitization sessions on the risks linked to soda ash mining and Lake Natron's biodiversity value.

21,000 people are expected to benefit directly and indirectly from eco-tourism related livelihood initiatives.

28. Capital items

If you plan to purchase capital items with Darwin funding, please indicate what you anticipate will happen to the items following project end.

(max 150 words) **142 words** A camera, a vehicle, and a laptop, will be purchased with Darwin funding. At the end of the project, those items will remain in the BirdLife office in Arusha.

Leaving these items in the BirdLife office in Arusha will support the main task of this regional office, which is to strengthen national and local NGO capacities to enable in the longer term, the establishment of an autonomous, self-sustaining, national BirdLife partner in Tanzania. BirdLife has drawn up a strategic plan to support the establishment of a conservation NGO in Tanzania, but it will not be established within the life time of this project. However, BirdLife has successfully supported the establishment of national conservation NGOs in Brazil (SAVE Brasil) and Madagascar (Asity) and in many other countries, so we are confident that this way of working is effective in building national conservation NGOs.



Some community members of Ngare Sero Village, Lake Natron outside the cultural boma@Ken Mwathe

FCO NOTIFICATIONS

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

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

Yes (no written advice) **Yes, advice attached** **No**

CERTIFICATION

On behalf of the trustees of BirdLife International

I apply for a grant of £311,350 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

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

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I enclose CVs for key project personnel and letters of support.
- I enclose our most recent signed audited/independently verified accounts and annual reports

Name (block capitals)	PATRICIA ZURITA
Position in the organisation	CEO

Signed**



Date:

5th December 2016

If this section is incomplete or not completed correctly the entire application will be rejected. You must provide a real (not typed) signature. You may include a pdf of the signature page for security reasons if you wish. Please write PDF in the signature section above if you do so.

Stage 2 Application – Checklist for submission

	Check
Have you read the Guidance ?	YES
Have you read and can you meet the current Terms and Conditions for this fund?	YES
Have you provided actual start and end dates for your project?	
Have you provided your budget based on UK government financial years i.e. 1 April – 31 March and in GBP?	YES
Have you checked that your budget is complete , correctly adds up and that you have included the correct final total on the top page of the application?	YES
Has your application been signed by a suitably authorised individual ? (clear electronic or scanned signatures are acceptable)	YES PDF
Have you included a 1 page CV for all the key project personnel identified at Question 10?	YES
Have you included a letter of support from your key partner organisations identified at Question 9?	Majority – others are coming
Have you been in contact with the FCO in the project country/ies and have you included any evidence of this?	Checked FCO travel guidance
Have you included a signed copy of the last 2 years annual report and accounts for the lead organisation?	YES
Have you checked the Darwin website immediately prior to submission to ensure there are no late updates?	YES

Once you have answered the questions above, please submit the application, not later than 2359 GMT on Monday 5 December 2016 to Darwin-Applications@ltsi.co.uk using the application number (from your Stage 1 feedback letter) and the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). You are not required to send a hard copy.

DATA PROTECTION ACT 1998: Applicants for grant funding must agree to any disclosure or exchange of information supplied on the application form (including the content of a declaration or undertaking) which the Department considers necessary for the administration, evaluation, monitoring and publicising of the Darwin Initiative. Application form data will also be held by contractors dealing with Darwin Initiative monitoring and evaluation. It is the responsibility of applicants to ensure that personal data can be supplied to the Department for the uses described in this paragraph. A completed application form will be taken as an agreement by the applicant and the grant/award recipient also to the following:- putting certain details (ie name, contact details and location of project work) on the Darwin Initiative and Defra websites (details relating to financial awards will not be put on the websites if requested in writing by the grant/award recipient); using personal data for the Darwin Initiative postal circulation list; and sending data to Foreign and Commonwealth Office posts outside the United Kingdom, including posts outside the European Economic Area. Confidential information relating to the project or its results and any personal data may be released on request, including under the Environmental Information Regulations, the code of Practice on Access to Government Information and the Freedom of Information Act 2000.