



Submit by 2359 GMT on Monday 29 January 2018

Darwin Initiative Application for Grant for Round 24: Stage 2

Before completing this form, please read both the Fair Processing Notice on pages 17 and 18 of this form and the [Guidance](#). 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:	University of Kent
Address:	Jo Verrall, Research Services, The Registry, University of Kent
City and Postcode:	Canterbury, CT2 7NZ
Country:	United Kingdom
Email:	
Phone:	

2. Stage 1 reference and Project title

Stage 1 Ref: 4234	Title (max 10 words): Conservation social networking, ecotourism and land-use planning in Maputaland.
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3. Summary of Project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on [GOV.UK](#). Please bear this in mind, and write this summary for a non-technical audience.

We will produce a transfrontier online social network and a stakeholder-led conservation planning system for Maputaland, a biodiversity hotspot in southern Africa. The social network will give an online voice to the region's state-, private- and community-led conservation areas and ecotourism enterprises, letting them share news and information, publicising their work and boosting jobs by increasing tourism. The planning system will identify priority areas for conservation and community-based ecotourism that maintain biodiversity and local livelihoods.

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: Mozambique	Country 2: Swaziland
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5. Project dates, and budget summary

Start date: 1 st July 2018	End date: 31 st March 2021			Duration: 33 months
Darwin funding request (Apr – Mar)	2018/19 £104,299	2019/20 £134,057	2020/21 £56,093	Total £294,449
Proposed (confirmed & unconfirmed) matched funding as % of total Project cost				30%

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.

Details	Project Leader	Project Partner 1	Project Partner 2
Surname	Smith	Nhancale	Roques
Forename (s)	Bob	Camilo	Kim
Post held	Director of the Durrell Institute of Conservation & Ecology (DICE)	Executive Director	Founder & Director
Organisation (if different to above)		KUWUKA JDA	All Out Africa
Telephone			
Email			

Details	Project Partner 3	Project Partner 4	Project Partner 5
Surname	Nhancale	Monadjem	Araman
Forename (s)	Bruno	Ara	Armindo
Post held	Lecturer	Lecturer & Professor	Head of Department, Nature Resource Management
Organisation (if different to above)	Universidade de Eduardo Mondlane	University of Swaziland	Administração Nacional das Áreas de Conservação
Telephone			
Email			

Details	Project Partner 6	Project Partner 7
Surname	Maphalala	Mullier
Forename (s)	Seth	Tom
Post held	TFCA Programme Manager	Chief Information Officer
Organisation (if different to above)	Swaziland National Trust Commission	Izele Community Interest Company
Telephone		
Email		

**7. Has your organisation been awarded a Darwin Initiative award before? Yes.
If so, please provide details of the most recent awards (up to 6 examples).**

Reference No	Project Leader	Title
23033	Struebig	Marrying community land rights with stakeholder aspirations in Indonesian Borneo
23006	Groombridge	Translocating conservation success and skills-exchange across four Indian Ocean countries
21014	Groombridge	Reconnecting poverty-alleviation to biodiversity conservation in Kenya's Eastern Arc Mountains
20016	MacMillan	Reviving socio-ecological landscapes for biodiversity conservation and climate change adaptation
19014	Griffiths	Implementing CITES in Madagascar
19002	Groombridge	A cutting-EDGE approach to saving Seychelles' evolutionarily distinct biodiversity

8. We answered 'Yes' to Question 7, so have deleted the boxes for Q8a, 8b and 8c.

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. Please copy/delete boxes for more or fewer partnerships.

<p>Lead institution and website: Durrell Institute of Conservation and Ecology (DICE) University of Kent www.kent.ac.uk/dice</p>	<p>Details (including roles and responsibilities and capacity to lead the project): The Durrell Institute of Conservation and Ecology (DICE) was founded in 1989 with a mission "to conserve biodiversity and the ecological processes that support ecosystems and people, by developing capacity and improving conservation management and policy through high-impact research". DICE members have led more than 30 Darwin Initiative projects, illustrating our ability to achieve conservation, poverty alleviation and capacity building goals. DICE led on the development of this project, based on discussions with government and university partners who identified the need to include ecotourism data in the Maputaland conservation planning system to inform ongoing projects. DICE also first identified the value of expanding the Izele online conservation social network from South Africa to Mozambique and Swaziland and adding ecotourism functionality, as this will produce large benefits for conservation organisations and ecotourism enterprises in all three countries. The Project Leader has worked in Maputaland with the partner institutions since 2003, firstly as Project Officer on a Darwin Initiative project that created the initial Maputaland conservation planning system, and then on several other Transfrontier Conservation Areas projects. DICE is responsible for overall project management, coordination and reporting, will lead on the capacity building component and will support the development of the Izele network.</p>
Have you included a Letter of Support from this institution? If not, why not?	Yes

<p>Partner Name and website where available: KUWUKA JDA kuwukajda-moz.org</p>	<p>Details (including roles and responsibilities and capacity to engage with the project):</p> <p>KUWUKA - Juventude Desensolvimento e Advocacia Ambiental (KUWUKA JDA) is a Mozambican NGO with a mission to “foster citizenship for the participatory and transparent governance of natural resources, achieving sustainable development through social, economic and environmental justice”. KUWUKA JDA works with local communities in Maputaland on community-based natural resources management and biodiversity conservation projects.</p> <p>KUWUKA JDA was identified by our Mozambican government and academic partners as ideally placed to support the ecotourism aspects of our project, given their ongoing projects in Maputaland, their expertise in community-based conservation and ecotourism and their excellent links with other conservation and development groups working in the region. They became involved in 2016 and helped develop the project proposal and identify the relevant communities that have developed or plan to develop ecotourism projects.</p> <p>Their project role is to lead on developing the Mozambican section of the Izele online social network in Maputaland, working with the state, private and community-managed conservation areas and ecotourism enterprises to create pages, develop links and share information. They will also lead on working with the Catuane, Goba and Tsakane communities to map suitable sites for ecotourism, helping identify priority areas for biodiversity and community-based ecotourism.</p>
<p>Have you included a Letter of Support from this institution? If not, why not?</p>	<p>Yes</p>

<p>Partner Name and website where available: All Out Africa Foundation www.alloutafrica.org</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>All Out Africa is a Swaziland-based company that includes a non-profit foundation, social enterprise and responsible travel business, with a mission to “implement projects, facilitate education & develop capacity to enable a sustainable Africa where people & wildlife thrive”. All Out Africa runs successful ecotourism enterprises in Maputaland, including volunteer-based activities and facilitating field research projects at Mbuluzi Game Reserve.</p> <p>All Out Africa staff members have been long-term partners in developing the Maputaland conservation planning system and played a critical role in various protected area and conservation planning projects in Swaziland. They are also very well connected in Swaziland’s ecotourism sector, working with many small and medium-sized enterprises in Maputaland. They supported initial calls to expand the Izele network into Swaziland and helped develop the project proposal, particularly the ecotourism component.</p> <p>Their project role is to lead on developing the Swaziland section of the Izele online social network in Maputaland, working with the state, private and community-managed conservation areas and ecotourism enterprises to create pages, develop links and share information. They will also lead on working with the Mambane, Manzinyama, Mhlumeni and Shewula communities to map suitable sites for ecotourism, helping identify priority areas for biodiversity and community-based ecotourism.</p>
<p>Have you included a Letter of Support from this institution? If not, why not?</p>	<p>Yes</p>

<p>Partner Name and website where available: Universidade Eduardo Mondlane (UEM) www.uem.mz</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>Universidade Eduardo Mondlane (UEM) is Mozambique’s oldest and largest university. As much of their ecological and conservation research is based in Maputaland through research council and donor funding, the University is well equipped to manage such projects.</p> <p>UEM was an original partner in developing the Maputaland conservation planning system and has subsequently worked with DICE on a number of projects, including co-running the conservation planning component of a World Bank-funded project based partly in Maputaland. The staff member who will work on this project did their Masters at DICE through the original Darwin Initiative project and went on to do his PhD there on conservation planning in Maputaland. They helped develop the proposal, having identified the need to update the existing planning system with more relevant data.</p> <p>Their project role is to be the Mozambican co-leader on updating the Maputaland conservation planning system and producing the priority area maps and zoning plans. As part of this, they will oversee the work of the geographical information system (GIS) technician who will be employed by UEM to update all the spatial data used in the project. In addition, they will help organise and teach the workshops on using the planning system and the associated software.</p>
<p>Have you included a Letter of Support from this institution? If not, why not? Yes</p>	

<p>Partner Name and website where available: University of Swaziland (UNISWA) www.uniswa.sz</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>The University of Swaziland (UNISWA) was founded in 1982 with a mandate to “teach, conduct research and carry out community service”. Its Department of Biological Sciences has a terrestrial ecology and conservation focus and their staff members run a number of research projects funded by the national government and international partners.</p> <p>UNISWA has a long partnership with DICE, starting with a British Council-funded project in 1998 that produced the first spatial conservation prioritisation for the mammals of Swaziland. They were subsequently an original partner in developing the Maputaland conservation planning system, and one of the first to identify the need to update this system to help guide the development of conservation and ecotourism landscapes in the Lubombo Mountains (which form the Swazi section of Maputaland). They also have strong links with the other Swaziland partners, collaborating with them to ensure that conservation decision making by the government and NGO sector has a strong evidence base.</p> <p>Their project role is to be the Swaziland co-leader on updating the Maputaland conservation planning system and producing the priority area maps and zoning plans. In addition, they will help organise and teach the workshops on using the planning system and the associated software.</p>
<p>Have you included a Letter of Support from this institution? If not, why not? Yes – but will be sent later.</p>	

<p>Partner Name and website where available: Administração Nacional das Áreas de Conservação (ANAC) www.anac.gov.mz/anac</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>Mozambique’s Administração Nacional das Áreas de Conservação (ANAC) is part of the Ministry of Land, Environment and Rural Development. They are responsible for conservation and ecotourism in and around the country’s protected areas, working in partnership with local organisations and communities. ANAC is also the lead on several national and regional-level conservation and development projects, including the ongoing World Bank-funded “Mozambique Conservation Areas for Biodiversity and Development Project”.</p> <p>Staff members of ANAC, and its predecessor ACTF, were part of the original Darwin Initiative-funded project that developed the Maputaland conservation planning system. They then led the World Bank-funded Transfrontier Conservation Area project that included Maputaland and involved DICE and UEM. They commented on the funding proposal, having originally suggested the need for this new project and identified the benefits of using Izele, given the impacts of the new tarred road that will make Maputaland accessible to many more tourists in the near future.</p> <p>ANAC will be the Mozambique government partner responsible for providing expertise and support by participating in project meetings and workshops, as well as giving guidance to ensure the planning results are used and implemented by relevant organisations.</p>
<p>Have you included a Letter of Support from this institution? If not, why not?</p>	<p>Yes</p>

<p>Partner Name and website where available: Swaziland National Trust Commission (SNTC) www.sntc.org.sz</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>The Swaziland National Trust Commission (SNTC) has a mission to “conserve the natural and cultural heritage of Swaziland through sustainable utilisation of these resources and promotion of environmental awareness throughout the nation”. This involves establishing and maintaining protected areas and supporting conservation activities outside protected areas, especially through facilitating community-managed activities. This means they lead on a number of projects, especially in the biodiversity- and wildlife-rich east of the country that falls within Maputaland.</p> <p>SNTC works closely with all the Swaziland project partners and their Mozambican counterpart, and was also involved in the original Darwin Initiative-funded project that developed the Maputaland conservation planning system. Also like ANAC, they identified the need for this new project and the benefits of using Izele, partly to support ongoing activities through the Eco-Lubombo Transfrontier ecotourism initiative and the UNDP-funded project “Strengthening National Protected Areas of Swaziland (SNPAS)”, which aims to identify and implement new conservation areas and ecotourism zones in the coming three years.</p> <p>SNTC will be the Swaziland government partner responsible for providing expertise and support by participating in project meetings and workshops, as well as giving guidance to ensure the planning results are used and implemented by relevant organisations.</p>
<p>Have you included a Letter of Support from this institution? If not, why not?</p>	<p>Yes – but will be sent later</p>

<p>Partner Name and website where available:</p> <p>Izele Community Interest Company (CIC) www.izele.org/1/izele</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>The Izele Community Interest Company (CIC) is a not-for-profit organisation, established by current and former DICE staff members to support the development of the Izele website, “the online social network for people who care about nature”. Their goal is to produce a global network that brings together everyone interested in nature conservation, giving a global voice to conservation practitioners. The website was launched in South Africa in 2017 and its development has been funded by international and local donors.</p> <p>This project proposal was developed based on the recognition that the goals of the Maputaland project partners and Izele CIC coincided, as by adding ecotourism functionality to Izele and collecting data from local ecotourism enterprises, they could support local livelihoods, identify important new biodiversity and ecotourism areas and expand the size and benefits of the Izele network.</p> <p>Izele CIC will be responsible for coding new functionality so that the Izele website will allow ecotourism enterprises to publicise their businesses and raise their profiles, thus leading to growth in wages and/or job opportunities. It will also be responsible for training the project partners so they can help Maputaland’s conservation areas, groups and ecotourism enterprises create Izele pages.</p>
<p>Have you included a Letter of Support from this institution? If not, why not?</p>	<p>Yes</p>

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. These should match the names and roles in the budget spreadsheet.

Name (First name, surname)	Role	Organisation	% time on project	1 page CV or job description attached*?
Dr Bob Smith	Project Leader	DICE, University of Kent	25%	Yes
Camilo Nhancale	Ecotourism Component Leader - Mozambique	KUWUKA JDA	27%	Yes
Kim Roques	Ecotourism Component Leader - Swaziland	All Out Africa	27%	Yes
Dr Bruno Nhancale	Spatial Planning Component Leader - Mozambique	Universidade Eduardo Mondlane	25%	Yes
Prof Ara Monadjem	Spatial Planning Component Leader - Swaziland	University of Swaziland	10%	Yes
To be decided	GIS Technician	Universidade Eduardo Mondlane	25%	Job description attached
Armindo Araman	Government technical adviser - Mozambique	Administração Nacional das Áreas de Conservação	5%	Yes
Seth Maphalala	Government Technical adviser - Swaziland	Swaziland National Trust Commission	5%	Yes
Tom Mullier	Software Developer and trainer	Izele CIC	27%	Yes
*If you cannot provide a CV, please explain why not. N/A				

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?

Maputaland is a global biodiversity hotspot, prime ecotourism destination and home to some of southern Africa's poorest people. Lack of alternative livelihoods has led to habitat loss through unplanned subsistence agriculture, so in response the Mozambique, South Africa and Swaziland governments launched the Lubombo Transfrontier Conservation Area (TFCA) initiative in 2000. This aims to turn subsistence farmers into ecotourism professionals, tackling poverty and biodiversity loss by improving infrastructure, training local people and expanding the conservation area network.

Our previous Darwin-funded project (Ref 12006) developed a planning system to inform this, helping establish 30,000 ha of state conservation areas and guide a US\$6.5 million conservation investment strategy (Smith *et al*, 2009, *Nature*, 462:280-281).

The TFCA has achieved its ecotourism goals in South Africa, creating 8,000 jobs and new community conservation areas, especially through increases in independent, self-guided tourism. Success in Mozambique and Swaziland depends on extending these benefits but: (a) self-guided ecotourists are largely unaware of options outside South Africa; (b) most of their state and community conservation areas lack capacity to promote themselves, and; (c) the current Maputaland conservation planning system does not include new community proposals for ecotourism on their land. Without tackling this, the completion of a tarred road in June 2018 (Fig 1) will increase the spread of agriculture and habitat loss, rather than boost visitor numbers and encourage communities to set aside important areas for biodiversity and ecotourism. In response, we will:

- **Expand the Izele online social network from South Africa to include Mozambique and Swaziland**, building capacity so their conservation areas and ecotourism enterprises can share information and expertise (Fig 2).
- **Empower practitioners to promote their conservation area- and community-based ecotourism enterprises** through Izele, creating growth in wages and job opportunities.
- **Identify priority areas for biodiversity and community-based ecotourism** to inform ongoing transfrontier conservation initiatives.

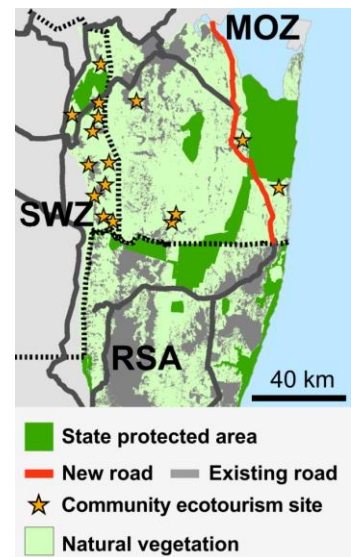


Fig. 1: Project area (in pale green) showing natural vegetation and community-based ecotourism sites in Mozambique and Swaziland.



Fig. 2: Izele screenshot showing map tab.

12a. 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/No
Nagoya Protocol on Access and Benefit Sharing (ABS)	Yes/No
International Treaty on Plant Genetic Resources for Food and Agriculture	Yes/No
Convention on International Trade in Endangered Species (CITES)	Yes/No

12b. Biodiversity Conventions

Please detail how your project will contribute to the objectives of the agreement(s) your project is targeting. 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

Convention on Biological Diversity

Aichi Target 1. We will expand the Izele online social network to include all Maputaland's state, private and community conservation areas and associated NGOs and other conservation groups. Each page will consist of a News Feed, Map, Species list and About tab to make it easy for these organisations to share news, information and expertise with their stakeholders, neighbours, visitors and the general public. This will make "*people more aware of the values of biodiversity and the steps they can take to conserve*" it.

Aichi Target 2. The Maputaland conservation planning system has already been used by our Mozambique and Swaziland partners to guide the development of new protected areas that benefit local people through ecotourism. We will ensure this continues by updating the planning system and producing land-use zoning plans to inform ecotourism developments and the designation of new conservation areas, including a proposed UNESCO Biosphere Reserve in the Swaziland section of Maputaland. This will ensure "*biodiversity values have been integrated into [...] local development and poverty reduction strategies and planning processes*".

Aichi Target 11. The Mozambique and Swaziland governments have identified Maputaland as a priority region for achieving its Target 11 commitment of protecting "*at least 17 per cent of terrestrial and inland water*" because of its globally important biodiversity and potential for ecotourism. Our land-use zoning plans will inform the development of state- and communally-managed protected areas and our target-based approach will also ensure the resultant network is "*ecologically representative, well connected*" and includes "*areas of particular importance for biodiversity*". Developing the Izele social network will increase conservation area capacity to be "*effectively and equitably managed*" by allowing their staff to share information and expertise.

Aichi Target 12. The Maputaland conservation planning system includes data and targets for a number of threatened species including black rhinoceros, African elephant, African wild dog, lion, Cape vulture, Tongaland cannibal snail, pepper bark tree, and a large number of endemic plant species found only in the Maputaland Centre of Endemism. This means conserving the priority areas identified in the land-use zoning plans will help ensure "*the extinction of known threatened species has been prevented and their conservation status [...] has been improved and sustained*". By updating the planning system, we will also measure progress against meeting the targets for each species set as part of the previous Darwin Initiative project.

Aichi Target 14. The Maputaland conservation planning system also includes data and targets for key ecosystems and ecological processes. In particular, the region contains extensive wetland habitats (which in South Africa are protected as part of the iSimangaliso World Heritage Site) and important patches of grassland, woodland and forest, which are used by local people to provide water, food, fibre and medicines and play a major role in supporting their livelihoods. Our zoning plans will identify where these resources can be sustainably harvested to ensure that "*services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded*".

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

Yes No **if yes, please give details:**

Our government partners in Mozambique and Swaziland will be primarily responsible for liaising with their CBD focal point colleagues, ensuring they are kept informed of our progress and invited to all relevant meetings and workshops to provide their support and advice. More specifically, Mr Armindo Araman will liaise with Mrs Felismina Langa, the CBD Primary National Focal Point who is also based at ANAC, and Mr Seth Maphalala will liaise with Mr Titus Dlamini, who is the Director of SNTC and the Protected Areas National Focal Point. In addition, Dr Themba Mahlaba from UNISWA, who will be one of the experts developing the Maputaland conservation planning system, will also provide advice in his capacity as Swaziland's National Focal Point on the Subsidiary Body on Scientific, Technical and Technological Advice.

12d. Global Goals for Sustainable Development (SDGs)

Please detail how your project will contribute to the Global Goals for Sustainable Development (SDGs).

SDG 1. Mozambique and Swaziland are 4th and 27th in global measures of extreme poverty and many of their poorest people live in Maputaland. This is one reason why this region is the focus of transfrontier development projects based on ecotourism. By using Izele to build and promote these initiatives, we will help "*eradicate extreme poverty*" by 2030.

SDG 6. Maputaland contains extensive wetland systems, which are important sources of water for local people but threatened by unsustainable land-use (especially from *ad hoc Eucalyptus* plantations). By producing new land-use zoning plans, we will identify priority areas for conserving these systems and so by 2020 help "*protect and restore water-related ecosystems*".

SDG 8. By publicising the different ecotourism options in Maputaland to current and potential visitors, Izele will increase ecotourist numbers, with particular benefits for community-based initiatives that would otherwise lack an Internet presence. This will create jobs and encourage "*the formalisation and growth of micro-, small- and medium-sized enterprises*".

SDG 15. The land-use zoning plans we produce are designed to identify priority areas for conservation and ecotourism whilst minimising impacts on local people and their livelihoods, thus ensuring the "*conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services*".

SDG 16 and 17. Our transnational conservation planning system and global online social network, which allows people to share information and documents, will support "*participatory and representative decision-making at all levels*" and "*public access to information*", and promote "*targeted capacity-building*" and the "*diffusion of environmentally sound technologies*".

13. Methodology

Describe the methods and approach you will use to achieve your intended Outcome 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.).

Project management

Our outcomes will be achieved through four work packages (WPs), overseen by the Principal Investigator and project partners. This Project Steering Group will ensure effective Monitoring and Evaluation (M&E) via monthly Skype meetings and WP leader reports.

WP1: Building conservation area capacity with Izele

Leaders: KUWUKA JDA and All Out Africa

Izele (www.izele.org) was launched in South Africa in August 2017 as the first online social network for conservation. Since then 65 conservation organisations have created Izele pages, doubling the network's size from November. For this project, based on demand from our project partners, we will expand Izele to include the Mozambique and Swaziland sections of Maputaland. This will involve supporting each conservation area and group to create and use their page, including mapping their conservation area boundary and developing species lists, so they can share ideas and information (Fig 3). This will promote their work to visitors and donors, fostering a community that understand the value of biodiversity conservation in sustainable development.

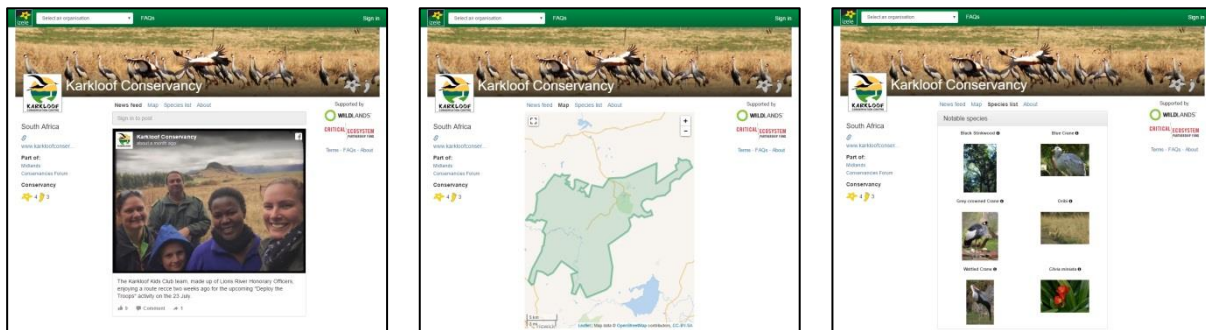


Fig 3. Screenshots of the News feed, Map and Species list tabs in Izele.

WP2: Promoting ecotourism in Maputaland with Izele

Leaders: KUWUKA JDA and All Out Africa

By adding ecotourism functionality to Izele we are inspired by websites like Airbnb, which have provided new income for individuals and families around the world. Our work will involve: (i) Izele CIC working with local tourism enterprises to add ecotourism page functionality, (ii) training ecotourism staff to create and maintain pages for their enterprises and routes (e.g. the Lubombo Eco Trails initiative). This will include mapping land used for ecotourism, empowering local communities to engage in participatory initiatives, and; (iii) working with local ecotourism enterprises and community-based enterprises to develop a participatory M&E system.

WP3: Conservation zoning to identify priority areas for biodiversity and ecotourism

Leaders: UEM and UNISWA

Our previous Darwin project developed the freely-available Maputaland conservation planning system and CLUZ software. This project will: (i) update the biodiversity and natural capital maps in the planning system, and; (ii) use CLUZ to produce a conservation area gap analysis and zoning plans to identify priority areas for biodiversity and ecotourism, using data from WP2 to identify the best locations for conservation, ecotourism and agriculture, thus supporting alternative livelihoods and reducing poverty.

WP 4: Building conservation capacity

Leader: DICE

This will involve: (i) training workshops for WP1 and WP2 staff to oversee developing the Izele

network; (ii) a Swazi national undertaking the DICE MSc in Conservation Biology, specialising in spatial conservation planning and working with the project team to produce the WP3 outputs. This uses the approach developed in our previous Darwin project, which trained the Mozambican co-leader of WP3; (iii) training workshops for students and practitioners, and; (iv) developing online video tutorials for Izele and CLUZ.

Project overview

The work packages combine (Fig 4) to produce social networks and decision support tools that practitioners will use to guide conservation, ecotourism and land-use planning in Maputaland.

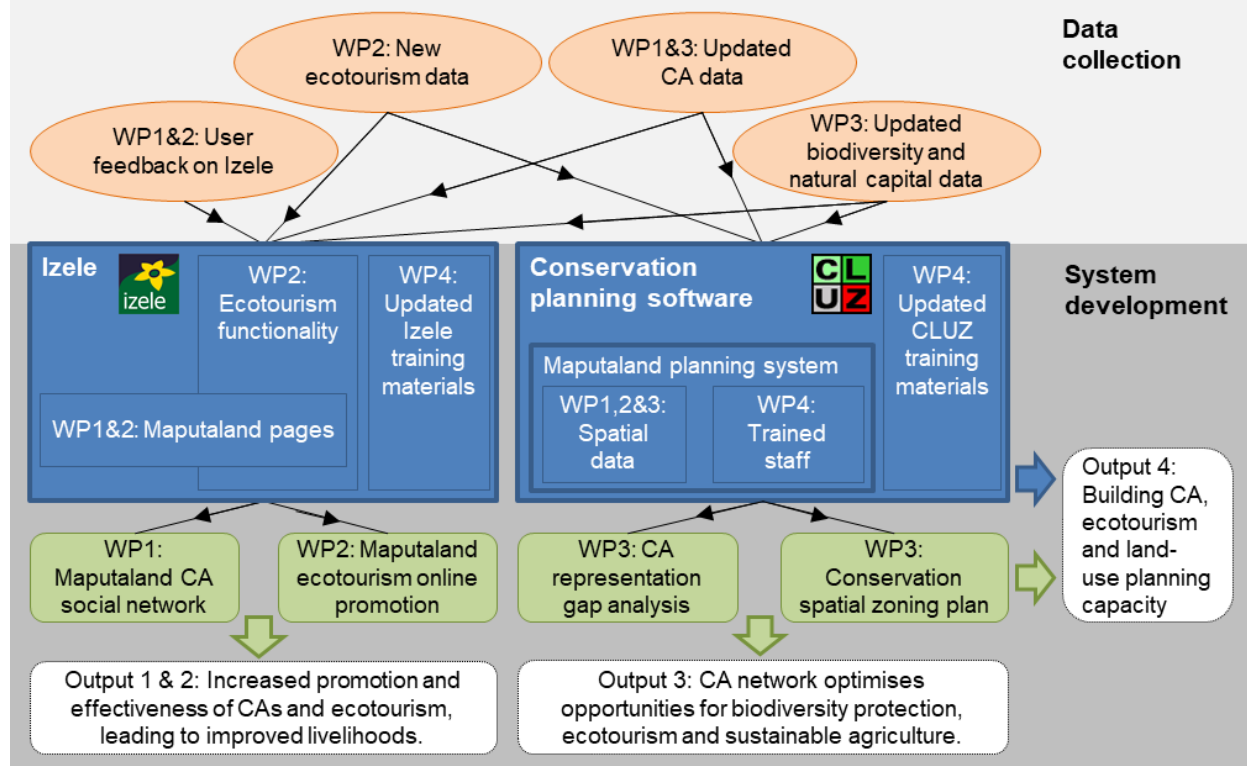


Fig 4: Project to improve conservation area (CA) effectiveness and conservation-based livelihoods.

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 (i.e. during the life of the project) and b) in the long-term (after the project has ended). Please describe the changes for biodiversity and for people in developing countries, and how they are linked. When talking about people, please remember to give details of who will benefit and the number of beneficiaries expected. 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.

From June 2018 a new highway will join Maputo to the South African border, making the Mozambican section of Maputaland easily accessible to self-driving tourists for the first time. Without intervention, we expect: (a) tourists will visit areas close to the new road, ignoring small-scale and community based initiatives, and; (b) unplanned subsistence agriculture will continue to spread, especially along the new road, destroying globally important biodiversity (Fig 6). This project will avoid this through the following:

Short-term change

- Izele will enable Maputaland's >50 conservation areas and groups to have a web page and online voice, many for the first time. This new social network will publicise and strengthen links between these organisations, letting practitioners share advice and expertise. It will also encourage visitors by letting conservation areas post news and share contact details and location maps (Fig 5).
- Adding new functionality to Izele will also give a web profile to Maputaland's ecotourism

enterprises. This is important because it is currently impossible to find online the location and contact details of many of these camps, restaurants, shops or tour guides. This will increase tourist numbers to ecotourism enterprises, especially those that are not on major roads, leading to growth in wages and/or job opportunities for at least 150 of the approximately 3,000 households involved in ecotourism. This will have particular benefits for community-based ecotourism enterprises, such as the Eco Lubombo Eco Trails initiative.

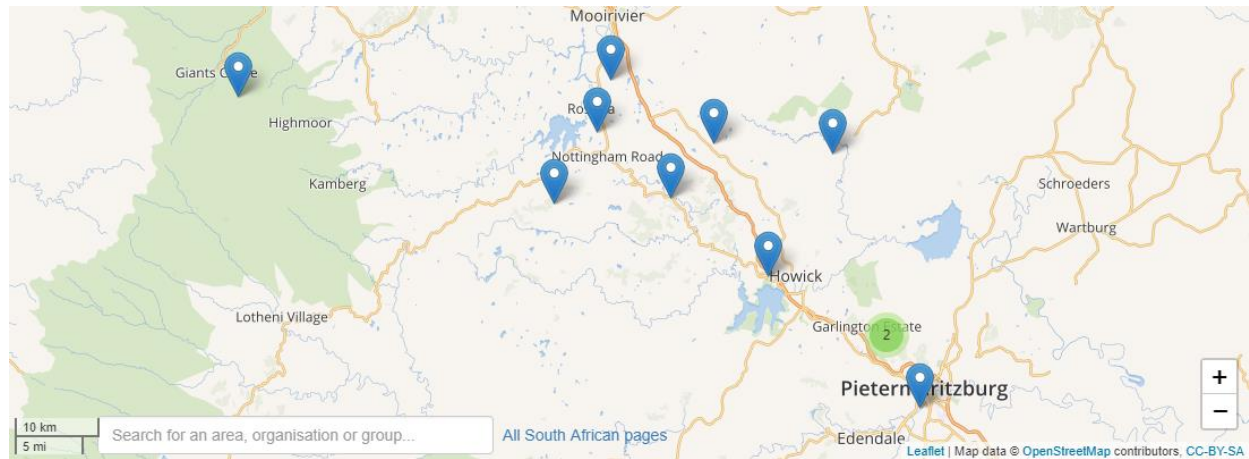


Fig. 5. Izele screenshot showing locations of South African conservation areas.

- By updating the existing Maputaland planning system and using participatory approaches, we will identify >100,000 ha of priority areas for biodiversity and ecotourism, land which is home to approximately 50,000 people. The resultant zoning plans will be used by the seven local communities who are already developing ecotourism facilities, guiding the creation of conservation landscapes that provide sustainable livelihoods.
- We will train our partners to use the conservation planning system, part of which will involve a Swazi national completing the DICE MSc, mirroring the training given to a Mozambican and South African in our previous project. Our training materials will be provided online, building on the success of now-outdated tutorials from our previous project that were downloaded by 1200 people from 103 countries.

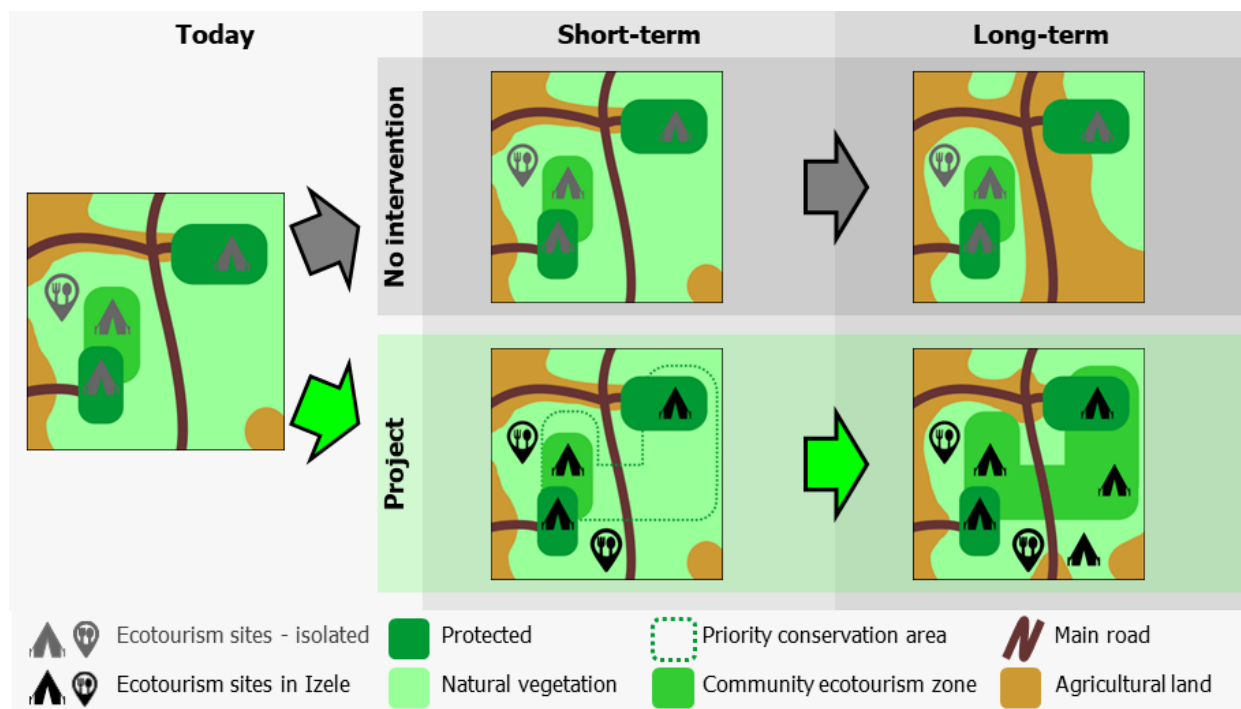


Fig 6. Changes expected from the project.

Long-term change

- The conservation areas and ecotourism enterprises in Mozambique and Swaziland will join those in South Africa as part of established tourism routes, creating new jobs, reducing poverty and providing incentives to conserve the priority biodiversity and ecotourism areas identified during this project (Fig 6).
- The priority area maps will be used and updated to guide investment strategies, such as the upcoming stage of Critical Ecosystem Partnership Fund investment and ongoing UNDP, GIZ and World Bank projects, ensuring the conservation of this biodiversity hotspot.
- Once established in Maputaland, we will expand the Izele network to all of Mozambique and Swaziland, and then globally, ideally beginning with other Darwin Initiative projects. This will let everyone raise the profile of their conservation area, group or ecotourism enterprises.

15. Gender

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your project will collect gender disaggregated data and what impact your project will have in promoting gender equality.

The Mozambican and Swaziland governments are committed to gender equality and equity through achieving the Sustainable Development Goals, although Mozambique was ranked 139th and Swaziland 137th in the UNDP's 2015 Gender Inequality Index. This means we will work to reduce gender inequality through:

a) Izele capacity building. We aim to train 100 people to use the Izele online social network and will ensure that at least 50 women are included in these training sessions, including those from different management levels. This will ensure people from different genders can create and manage their Izele pages. In addition, as Izele is a free online service, anyone with smart phone access can sign up and post comments on conservation issues (although the potential negative impacts of such posts will be covered in the training).

b) Participatory mapping of ecotourism options. Based on advice from our development-focused partners, we will ensure our participatory mapping techniques for identifying suitable areas for different ecotourism activities address gender equality issues, while also being sensitive to prevailing norms. Where appropriate we will ensure women are represented in each mapping group and/or organise independent groups so their voice is heard.

c) Monitoring and responding to changes in ecotourism-based livelihoods. All the monitoring and evaluation data we collect to measure changes in ecotourism wage and/or job opportunities will be disaggregated based on gender. This will let us measure whether these changes are impacting gender equality in terms of wages and livelihoods. If negative trends are detected then we will discuss these with the different ecotourism enterprises, government partners and local development donors to identify suitable responses.

d) Conservation planning capacity building. We aim to train 10 people to use CLUZ and the Maputaland conservation planning system and will ensure at least 5 women are included.

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?

Most project components will reach a stable and sustainable end point: (a) the conservation areas and ecotourism enterprises will have Izele pages and the capacity to update them; (b) the Maputaland conservation planning system will be updated and used to produce priority areas maps for biodiversity and ecotourism, informing planning and decision making by the

local communities, conservation agencies, NGOs and ecotourism enterprises.

One issue could come from the departure of key staff but we will minimise this problem by: (i) ensuring that Izele and the conservation planning system are as user-friendly as possible, based on feedback; (ii) training a number of people so we are less dependent on specific individuals, and selecting the MSc scholarship recipient based partly on evidence of their commitment to working in the Swaziland conservation sector; (iii) developing written and video tutorials in English and Portuguese for all aspects of using Izele and CLUZ and providing them without charge on the project websites.

In addition, this project will ensure that Izele continues to grow and becomes a global conservation online social network. With an increased user base, Izele will earn revenue through advertising, ensuring it remains a free resource for conservationists and the public.

17a. Harmonisation

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

The Izele online social network was piloted in the province of KwaZulu-Natal in South Africa through a US\$23,200 grant from the Critical Ecosystem Partnership Fund. Izele CIC then obtained a grant from the Hans Hoheisen Charitable Trust through the South African NGO Wildlands, which is worth £21,000 for a 2-year project that began in August 2016. This second grant was for launching Izele throughout South Africa and to add functionality for online forums.

The Maputaland conservation planning system was originally developed as part of a DICE project funded from 2003 to 2006 by the Darwin Initiative (#12006). It was further developed between 2007 and 2009, as part of a World Bank-funded project entitled "Transfrontier Conservation Areas and Tourism Development, Mozambique". In addition, freshwater biodiversity data were added to the planning system in 2011 as part of Dr Bruno Nhancale's PhD research, which had additional funding from the African Wildlife Foundation, Worldwide Fund for Nature and the Government of Mozambique's Ministry of Science and Technology.

17b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work? Yes/No

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

N/A

18. Ethics

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

DICE is a Research Centre within the School of Anthropology and Conservation at the University of Kent and all of our projects have to go through a rigorous ethics approval process. This will address issues including "recruitment and informed consent", "confidentiality", "incentives and payments", and "insurance and indemnity". In addition, the project will undergo a full risk assessment to ensure the health and safety of project staff. The Project Leader and Steering Group will be responsible for explaining the approved protocols and ensuring they are closely followed by everyone working on the project, as well as compliance with national laws and the policies and regulations developed by the relevant partner institutions.

When providing training on using Izele we will include a section on the ethics and etiquette of social media, the need to avoid posting material that is inflammatory, illegal or puts the poster at risk, and how to use the Izele functionality to report and block inappropriate content. More broadly, we will ensure that while expanding the Izele network and collecting ecotourism data

we will respect the rights, privacy, and safety of the people with whom we work.

Free Prior Informed Consent will be sought from participants in the ecotourism participatory mapping exercises and collection of data with ecotourism enterprises, and our local partners will build on their long-term relationships with the different Maputaland communities to ensure that they also receive permission from the appropriate community and district leaders. These partners will also focus on ensuring that the perspectives, interests and well-being of the men and women directly affected by our project are properly addressed.

Project staff will be reminded of the need to maintain the independence and integrity of the research process and any sensitive data we collect will be anonymised and stored securely.

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?

We will directly communicate the value of nature with stakeholders and the public through our partners' social media feeds, by sharing posts about the goals and results of our project, and through events at the project end to celebrate our work and share our results. We will also raise awareness about the work of the Darwin Initiative by including their logo on each Izele page.

The Izele online social network is designed to share news and information about each conservation area and organisation, letting page managers raise awareness about the worth of biodiversity with their visitors, neighbours, partners and the wider world. Including the Mozambican and Swaziland sections of Maputaland in the network will expand this further, and in the medium term we would like the Darwin Initiative and all their projects to join Izele. This will move towards our goal of Izele becoming a global network, so that it can be used in every country for communication, knowledge sharing and advocacy.

Within Maputaland, the results of our conservation zoning work will raise awareness about the globally recognised value of the region's biodiversity in two ways. First, by working with local communities to identify priority areas for biodiversity and ecotourism, we will raise awareness about endemic and red-listed species that need conservation management within areas set aside for ecotourism. Second, we will provide our state partners with detailed information on conservation priorities, which can be shared with other government partners together with reports detailing the reasons for their importance. This, together with advocacy from other conservation groups, can help ensure that future land-use planning accounts for biodiversity and the ecosystem services on which Maputaland's people depend.

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.

Capacity building is a core part of this project and consists of the following elements:

- We will train staff members from conservation areas, conservation group and ecotourism enterprises to create and manage their own Izele pages. Experience from South Africa shows many conservation organisations are stymied by expensive and unreliable website developers, so our training will give an online voice to the Maputaland conservation community and build links between related organisations, often for the first time.
- We will co-develop our ecotourism monitoring and evaluation system with a set of ecotourism enterprises, which in some cases will involve training small businesses and sole traders to collect systematic data on customers and revenue. By sharing our results, we will also provide insights to help these enterprises identify ways to improve their profitability.
- Using participatory methods to produce zoning maps showing priority areas for biodiversity

and ecotourism, we will increase the capacity of local communities, NGOs and government to manage their land sustainably by balancing ecotourism, agriculture and conservation.

- Through a series of workshops, we will train project partner staff and other interested groups to use and update the Maputaland conservation planning system, so that it continues to inform conservation and land-use decision making in Maputaland.
- A Swaziland national will undertake the DICE MSc in Conservation Biology, which will include a research project helping develop the Maputaland conservation planning system. This will build capacity in the Swaziland government. NGO or academic sector and ensure the student has an in-depth understanding of conservation science and spatial prioritisation.
- By providing free CLUZ training materials online, we will ensure conservationists in Maputaland continue to have access to the relevant documents and videos, whilst also helping build the conservation planning capacity of conservationists worldwide.

21. Access to project information

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

Our open access plan is based on sharing all the project outputs using the following platforms:

- **Izele online social network.** Izele is available without charge (www.izele.org), so the newly created conservation area, organisation and ecotourism pages, plus online tutorials, will be freely available and easily found by users browsing the website or using search engines.
- **Project website.** We will create a webpage on the University of Kent and Izele websites to share all the documents and GIS files we produce as part of this project. This will include the gap analysis and land-use zoning reports and maps, as well as the updated Maputaland conservation planning system containing revised biodiversity, ecotourism and socio-economic spatial data.
- **CLUZ website.** The new and updated CLUZ training materials will be added to the CLUZ website (<https://anotherbobsmith.wordpress.com/software/cluz/>), including links to the tutorial videos that will be uploaded to YouTube.
- **Conferences.** Our project approach and results will be discussed and presented by the Mozambique and Swaziland conservation planning experts at the 2020 Biodiversity Planning Forum in South Africa. In addition, the Project Leader will present our results at the 2021 International Congress for Conservation Biology.
- **University of Kent Academic Repository.** We will publish the scientific article describing our land-zoning results in an open access journal, with the publication fees being covered by the University of Kent's article processing charge fund. The article will then be freely available without charge from the University's Academic Repository, as well as from the journal and our project websites.

Project Monitoring and Evaluation

Measuring Impact

22. Logical Framework

Darwin projects will be required to report against their progress towards their expected Outputs and Outcome if funded. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p>Impact: (Max 30 words) Maputaland's poverty levels are reduced and biodiversity sustainably managed through effective transnational conservation, supported by global online conservation social networks, increased ecotourism and targeted expansion of community-based conservation areas (CAs).</p>			
<p>Outcome: (Max 30 words) Reduced poverty and increased conservation capacity in Maputaland through building online social networks to strengthen and promote conservation areas and ecotourism, and stakeholder-led planning to identify biodiversity-rich community-based ecotourism zones.</p>	<p><u>0.1</u> >80% of the 20 state, private and community conservation areas in the Mozambique and Swaziland sections of Maputaland create pages in the Izele online social network by yr1, using them to share news and information.</p> <p><u>0.2</u> Increased publicity through Izele for ecotourism enterprises leads to growth in wages and/or job opportunities for 150 households through a 5-10% increase in visitor numbers by yr3, compared to baselines.</p> <p><u>0.3</u> Stakeholder-led process uses updated planning system to identify >100,000 ha of priority areas for conservation and community-based ecotourism by yr3, thus guiding ongoing regional conservation action, zoning and investment.</p> <p><u>0.4</u> 100 local conservationists (including 50 women) trained to use Izele (yr1); 10 local conservationists (including 5 women) proficient in using Maputaland planning system and software (yr2).</p>	<p><u>0.1</u> Izele monitoring data on number of CA and group pages, users, forums and posts (yr1).</p> <p><u>0.2</u> Izele data on ecotourism pages, users, forums and posts; collected data on staff employment and wages, visitor numbers and visitor awareness pre- and post-Izele launch inside and neighbouring Maputaland (yr1, yr2, yr3)</p> <p><u>0.3</u> Planning system available online with updated maps for 53 ecosystem types and 55 species; priority area coverage obtained from GIS maps; semi-structured interviews with relevant decision makers to measure use of planning system and outputs (yr3).</p> <p><u>0.4</u> Pre- and post-training questionnaires to measure skills uptake (yr1, yr2).</p>	<p>Relevant governments remain stable and continue to view transfrontier biodiversity conservation as a priority and provide the necessary permissions to undertake project activities.</p> <p>Continued support from conservation areas, conservation groups and ecotourism enterprises.</p> <p>Project partners continue to have good Internet access on their computers and smart phones (as confirmed by the project partners).</p> <p>Smart phone coverage and access continues to be excellent along tourist routes and in towns, and good along minor roads and in villages (as confirmed by the project partners).</p> <p>Self-guided tourism continues to be important and these tourists continue to have good Internet access at home when making plans, and while visiting Maputaland's tourist routes and towns.</p>

<p>Outputs:</p> <p><u>1.</u> Increased promotion of state, private and community conservation areas, and increased capacity to share news, information and expertise with practitioners, stakeholders and visitors, by expanding the Izele online social network to include the Mozambique and Swaziland sections of Maputaland (yr1, yr2)</p>	<p><u>1.1</u> Two workshops (one in Mozambique, one in Swaziland) and site visits with >100 Maputaland conservation practitioners (including 50 women) to train them how to create and use their own Izele page. We will ensure members of the seven communities involved in ecotourism are invited and represented (yr1).</p> <p><u>1.2</u> At least 16 state, private and community CA produce pages on Izele, showing the CA boundary, important species and describing the site (yr1).</p> <p><u>1.3</u> Comments and shared information from at least 100 Izele users on the CA pages and forums (yr2).</p>	<p><u>1.1</u> Attendance sheets, workshop and meeting reports (yr1).</p> <p><u>1.2</u> Izele monitoring data on number of CA pages (yr1, yr2).</p> <p><u>1.3</u> Izele monitoring data on number of comments and forum comments (yr2).</p>	<p>Project partners, local people and visitors continue to have good Internet access on their computers and smart phones (as confirmed by the project partners).</p> <p>Mobile phone access continues to be excellent along tourist routes and in towns, and good along minor roads and in villages (as confirmed by the project partners).</p>
<p><u>2.</u> Increased visitor numbers and tourist revenue for conservation area- and community-based ecotourism in Maputaland, as well as building future revenue through increased awareness, by adding ecotourism enterprises to the Maputaland online social network in Izele (yr1, yr2, yr3).</p>	<p><u>2.1</u> One workshop with 20 Maputaland ecotourism practitioners to develop new Izele functionality, using a participatory approach to guarantee the website is tailored to the needs of enterprise owners (yr1). We will ensure members of the seven community-based ecotourism enterprises (listed below) are invited and represented.</p> <p><u>2.2</u> Ecotourism enterprise page functionality added to Izele (yr1).</p> <p><u>2.3</u> Two training workshops (one in Mozambique, one in Swaziland) with 40 people (50% women) with Maputaland ecotourism practitioners to learn how to create and use Izele ecotourism functionality (yr1). We will ensure members of the seven community-based ecotourism enterprises (listed below) are</p>	<p><u>2.1</u> Attendance sheets and workshop reports (yr1).</p> <p><u>2.2.</u> Functionality added to Izele and documented on Izele website (yr1).</p> <p><u>2.3</u> Attendance sheets and workshop reports (yr1).</p>	<p>Continued support from ecotourism enterprises and communities involved with ecotourism enterprises.</p> <p>Mobile phone access continues to be excellent along tourist routes and in towns, and good along minor roads and in villages (as confirmed by the project partners).</p> <p>Tourists continue to plan their holidays before travelling to the most remote parts of Maputaland, so have good Internet access either at home, or while visiting Maputaland's tourist routes and towns.</p>

	<p>invited and represented.</p> <p><u>2.4</u> At least 80 Maputaland ecotourism pages added by enterprises (yr2), including >4 enterprises run by the Catuane, Goba and Tsakane communities in Mozambique and the Mambane, Manzinyama, Mhlumeni and Shewula communities in Swaziland (Fig 1).</p> <p><u>2.5</u> At least 80% user satisfaction with the new Izele ecotourism functionality (yr2).</p> <p><u>2.6</u> Comments from 100 Izele users on ecotourism pages (yr2).</p>	<p><u>2.4</u> Izele monitoring data on number of ecotourism pages (yr2).</p> <p><u>2.5</u> User questionnaires from people working for ecotourism enterprises in Maputaland (yr2).</p> <p><u>2.6</u> Izele monitoring data on number of ecotourism pages (yr2).</p>	
<p><u>3.</u> Updated Maputaland conservation planning system and new regional zoning plans that identify priority areas for conservation and community-based ecotourism, and are designed to inform land-use planning, national and international conservation investment strategies and the ongoing expansion of Maputaland's state-, private- and community-managed conservation area network (yr1, yr2, yr3).</p>	<p><u>3.1</u> Updated conservation planning system with updated biodiversity, natural capital and conservation area GIS data, plus new ecotourism GIS data (yr2).</p> <p><u>3.2.</u> Two workshops to bring together regional experts to improve datasets, set targets, and oversee analysis results (yr2).</p> <p><u>3.3</u> Gap analysis to identify important species and ecosystem types that are under-represented in Maputaland's state, privately-owned and community CAs (yr2).</p> <p><u>3.4</u> Zoning and priority area maps produced using the CLUZ and Marxan with Zones software (yr3).</p> <p><u>3.5</u> Two dissemination workshops to explain and publicise the priority area maps and zonation plan to stakeholders</p>	<p><u>3.1</u> Planning system uploaded to project website, together with metadata (yr2).</p> <p><u>3.2</u> Attendance sheets and workshop reports (yr2).</p> <p><u>3.3.</u> Gap analysis results and report uploaded to project website (yr2).</p> <p><u>3.4</u> Zoning maps and report uploaded to project website (yr3).</p> <p><u>3.5</u> Attendance sheets and workshop reports (yr3).</p>	<p>Trained staff members continue to work for the relevant conservation organisations.</p> <p>Project partners continue to support the conservation planning process in Maputaland.</p>

	(yr3). 3.6 One publication in peer-reviewed literature describing the production of the zoning plan (yr3).	3.6 Publication uploaded to project website (yr3).	
4. Building capacity so that conservation practitioners in Maputaland can use the Izele online social network and transfrontier conservation planning system, through in-person training and by developing online materials that can also be used by the global conservation community (yr1, yr2, yr 3).	4.1 One new set of training materials on creating conservation area and ecotourism pages in Izele (yr1). 4.2 One new set of training materials on gap analysis and conservation planning, plus 2 online tutorial videos on using CLUZ and Marxan (yr2). 4.3 10 Maputaland conservationists (including 5 women) trained in gap analysis and systematic conservation planning, with at least 80% of people gaining skills and awareness (yr2). 4.4 One Swazi national given in-depth training in conservation planning as part of undertaking the DICE MSc in Conservation Biology (yr2, yr3). 4.5 Online Izele materials downloaded by 200 people and online video tutorials watched by 200 people (yr3). 4.6 Online conservation planning materials downloaded by 150 people and online video tutorials watched by 150 people (yr3).	4.1 Training materials uploaded to project website; training videos uploaded to YouTube (yr1). 4.2 Training materials uploaded to project website; training videos uploaded to YouTube (yr2). 4.3 Attendance sheets; pre- and post-training questionnaires to measure skills uptake (yr2). 4.4 MSc graduation certificate (yr2, yr3). 4.5 Download and view details from the respective websites (yr3). 4.6 Download and view details from the respective websites (yr3).	Project partners continue to support their staff receiving training.
<p>Activities (each activity is numbered according to the Output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>Output 1. Expand Izele to include Maputaland conservation areas and groups</p> <p>1.1. Produce and update a database of conservation areas and groups within Maputaland, which will be used to contact each organisation to encourage them to create pages on Izele and to link to the pages produced by their partners and donors. The data will also be used for monitoring Izele page uptake.</p> <p>1.2. Train the KUWUKA JDA and All Out staff so they can support conservation areas and groups to produce their own Izele pages.</p> <p>1.3. Workshop for representatives from all conservation organisations in Maputaland to celebrate the launch of the Izele network in their region, demonstrate how the</p>			

social network functions, encourage them to create pages and collect their feedback.

1.4. Publicise Izele, encourage the creation of new pages and support page development by contacting groups and social media.

1.5. Create and support Izele forum pages on relevant topics so the different conservation areas and groups share information, advice and documents.

Output 2. Add state, private and state ecotourism enterprises to Izele

2.1. Produce and update database of ecotourism enterprises and collect data on the type of ecotourism activities supported and the number of staff employed.

2.2. Workshop and site visits with ecotourism enterprises to collect feedback and advice on what type of functionality should be added to the Izele online social network.

2.3. Produce additional code to create and then refine ecotourism functionality to the Izele online social network.

2.4. Workshop to celebrate the launch of the Izele ecotourism functionality and encourage ecotourism enterprises to sign up.

2.5. Publicise Izele ecotourism functions and support page development through *ad hoc* site visits, email and telephone support.

2.6. Work with communities in Mozambique and Swaziland to map their preferred areas for ecotourism activities, as part of creating their Izele ecotourism pages and to inform land-use planning.

2.7. Collect monitoring data on ecotourism business staff numbers and wages, as well as data on customer profiles and how they heard about the business.

Output 3. Produce Maputaland conservation land-use zoning system

3.1. Update the GIS data in conservation planning system to reflect changes in landcover, species distributions and conservation area coverage.

3.2. Produce conservation area gap analysis report by revisiting the previous conservation targets in the Maputaland conservation planning system and then measuring the extent to which the network of conservation areas meets these targets for the different ecosystem types and species.

3.3. Workshop to set land-use zoning targets based on different land-use planning scenarios for conservation, agriculture, afforestation, ecotourism and urbanisation.

3.4. Conservation land-use zoning prioritisation to identify priority areas for conservation and community-based ecotourism, producing different land-use zoning maps and writing up reports and then submitting for publication in a peer-reviewed open-access journal.

3.5. Presentation of the gap analysis and land-use zoning results at two events, one in Mozambique and one in Swaziland, where project partners, decision makers, donors and high-level government representatives will be invited to learn about the results of the project and celebrate our achievements.

Output 4. Build capacity in conservation social networking and planning

4.1. Train state, private and community conservation areas, groups and ecotourism enterprises to create and manage their own Izele pages by developing online tutorials, including YouTube videos, all of which will be translated into Portuguese.

4.2. Postgraduate training of a Swaziland national from the government, NGO or academic sector on DICE's MSc in Conservation Biology with their 6 month research project using the Maputaland conservation planning system.

4.3. Train conservation practitioners to use the Maputaland planning system and the CLUZ, Marxan and Marxan with Zones systematic conservation planning software using updated training materials. In addition, produce YouTube videos (with Portuguese subtitles) showing how to use CLUZ, Marxan and Marxan with Zones.

23. 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 (starting Q2 July 2018). Led by: **DICE**, **KUWUKA JDA & All Out**, **UEM & UNISWA**, **Izele CIC**

Activity	No. of months	Year 1			Year 2				Year 3			
		Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1 Expand Izele to include Maputaland conservation areas and groups												
1.1 Produce and update database of conservation areas and groups	1											
1.2 Train project staff to support Izele page creation	1											
1.3 Workshop for Izele network launch and feedback	0.25											
1.4 Publicise Izele; support & monitor page creation	2											
1.5 Create and support Izele forum pages on relevant topics	1											
Output 2 Add state, private and state ecotourism enterprises to Izele												
2.1 Produce and update database of ecotourism enterprises	1											
2.2 Workshop & site visits with tourism experts to guide Izele functionality	0.25											
2.3 Add and refine ecotourism functionality to Izele	10											
2.4 Workshop for Izele ecotourism launch and feedback	0.25											
2.5 Publicise Izele ecotourism functions; support & monitor page creation	1											
2.6 Community mapping of preferred areas for ecotourism activities	2											
2.7 Monitor impact on ecotourism livelihoods of Izele online profile	2											
Output 3 Produce Maputaland conservation land-use zoning system												
3.1 Update GIS data in conservation planning system	9											
3.2 Undertake conservation area representation gap analysis	2											
3.3 Workshop to set land-use zoning targets	0.25											
3.4 Conservation land-use zoning prioritisation and produce report + article	3											
3.5 Events to present results of land-use zoning analysis (1 MOZ, 1 SWZ)	0.25											
Output 4 Build capacity in conservation social networking and planning												
4.1 Produce Izele page training materials	2											
4.2 Postgraduate training with project on conservation land-use planning	12											
4.3 Train practitioners to use planning system & updated training materials	0.5											

24. 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.

The M&E functionality in Izele is designed to provide a wealth of relevant data and will play a major role in this project. The Project Leader will use this for monthly counts of the number of conservation areas, groups and ecotourism enterprises with Izele pages, which of these pages have uploaded their location, species lists, partner details and relevant documents and which are posting information on their news feed and on forum pages. All of these data will be used to identify where KUWUKA JDA and All Out Africa should focus their support and training efforts to expand and improve the Izele network. It will also be used by Izele CIC to identify how to improve the website functionality to make it more user-friendly, and to determine how the Izele M&E functionality can be improved to produce more useful and accurate data.

To measure the impact of Izele on publicising ecotourism enterprises, boosting revenue and increasing local wages and/or job opportunities, we will create a monitoring scheme with a representative sample of 40 ecotourism enterprises within and 10 outside Maputaland (with the latter group acting as a control). KUWUKA JDA and All Out Africa will collect data for each enterprise every six months on number of male and female staff, staff hours and wage costs per job category and number of visitors/customers. In addition, we will train each enterprise to collect data for a pre-agreed duration every six months (one week or more, depending on their capacity) on where their customers come from, how they heard about the enterprise and whether they used Izele as part of planning their visit. DICE will then monitor change by: comparing patterns before and after the Maputaland enterprises are featured in Izele (year 1 vs year 2 & 3), and differences between those enterprises with Izele pages and those without (inside vs outside Maputaland). In addition DICE and Izele CIC will use the customer data, together with visitor location data from the Izele website, to identify and address any mismatch between Izele users and potential ecotourists.

We will update the Maputaland conservation planning system based on feedback during the gap analysis and conservation zoning workshops, and UEM and SNTC will be responsible for updating the GIS data accordingly. UEM, SNTC and DICE will conduct the semi-structured interviews with decision makers to measure planning output uptake and, based on feedback, update the briefing reports and dissemination strategy to target all the relevant groups.

The majority of the M&E activities relating to capacity building will be based on pre- and post-training questionnaires to measure skills uptake by workshop participants (overseen by whichever organisation led the workshop), and to collect feedback on how the training materials could be improved. We will also elicit feedback from the Izele and CLUZ/Marxan online community on how to improve our online training materials. The MSc student's progress and learning outcomes will be monitored through a number of assessments during their Masters course.

Number of days planned for M&E	124 person days
Total project budget for M&E	£18,500
Percentage of total project budget set aside for M&E	6.4%

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 and Illegal Wildlife Trade Challenge Fund](#)' document and considered the implications of payment points for cashflow purposes.

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

25. 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.

The project budget is based on the different activities outlined in the log-frame, and was developed by the project partners to accurately reflect their costs, based on their previous work in Maputaland. All the staff members who will work on the project will do so on a part-time basis and only for the years required. The Project Leader has a part-time position at DICE and so his wage costs will be equal to the time he will spend working on the project.

The staff costs accurately reflect the costs to their institutions and include a considerable amount of match funding, which covers staff time, office space contributions and fieldwork expenses. In particular, it is expected that our partners will benefit from their colleagues in their own and other institutions providing time and expertise when developing the Izele online network and the Maputaland conservation planning system.

The project is also value for money because it builds on existing projects to create sustainable systems. The Izele online social network is already in use in South Africa and so this project will add functionality to an already tried-and-tested system. Moreover, by its very nature Izele is designed to quickly and cheaply scale-up, so expanding the network to Mozambique and Swaziland will be very cost-effective. Similarly, our spatial planning work builds on the system that was originally developed as part of a Darwin Initiative project and has been updated periodically ever since. Therefore, it will be relatively inexpensive to update the system by using freely available satellite imagery and collecting new ecotourism data.

We also expect to benefit a great deal from the free support of all the conservation organisations and ecotourism practitioners in Maputaland, as our work in South Africa has shown the high demand for Izele and the benefits it creates.

26. 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.

We will not purchase any capital items as part of this project.

27. 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.

Confirmed:

Significant funds are already secured providing 30% match funding of total project costs, based on contributions from:

Leading and host organisations: £XX,XXX of staff time, office space contributions and fieldwork expenses from University of Kent (DICE), KUWUKA JDA, All Out Africa, Universidade Eduardo Mondlane (UEM), University of Swaziland (UNISWA), Mozambique's National Agency for Conservation Areas (ANAC) and the Swaziland National Trust Commission (SNTC).

Software development partner: £XX,XXX of staff time from Izele CIC.

Supporting organisations in Mozambique and Swaziland: £X,XXX of staff time and office space contributions from supporting partners working on development and ecotourism projects, namely Peace Parks Foundation and COSPE Swaziland.

Supporting organisations in South Africa: £XX,XXX of staff time and office space contributions from the South African partners who will help update the Maputaland conservation planning system, namely Ezemvelo KwaZulu-Natal Wildlife, Wildlands, University of KwaZulu-Natal, Peace Parks Foundation and COSPE Swaziland.

27b) 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
Not applicable.			

27c) None

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

Not applicable.

28) Financial Management Risks

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.

The University of Kent has an Anti-Bribery and Corruption policy drawn up in the context of the UK Bribery Act 2010 and designed to prevent: the offering, promising or giving of a bribe; requesting, agreeing to receive, or acceptance of a bribe; bribery of a foreign public official, and failure by an organisation to prevent any persons associated with it from committing bribery. The Project Leader and Steering Group will explain this policy to everyone on the project and provide advice based on Transparency International's "Countering Small Bribes" report.

We do not anticipate this project will have a high level of financial risk as most of the budget covers staff time and the costs of other elements are well known. However, we will ensure that project partners provide justification for costs and claims, providing three initial quotes where appropriate, and the Project Leader will be responsible for checking costs and receipts. In addition, the University of Kent and our partners will check the validity of all the finance claim and the project will be independently audited in year 3.

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

Stage 1 Ref: 4234

On behalf of the University of Kent

I apply for a grant of **£294,449** 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 last two sets of signed audited/independently verified accounts and annual reports

Name (block capitals)	ANDREW MASSOURA
Position in the organisation	Research Grants and Contracts manager

Signed**

Date:

20/01/18

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 ?	✓
Have you read and can you meet the current Terms and Conditions for this fund?	✓
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?	✓
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?	✓
Has your application been signed by a suitably authorised individual? (clear electronic or scanned signatures are acceptable)	✓
Have you included a 1 page CV for all the key project personnel identified at Question 6 and Question 10?	✓
Have you included a letter of support from your <u>key</u> partner organisations identified at Question 9?	✓
Have you been in contact with the FCO in the project country/ies and have you included any evidence of this?	✓
Have you included a signed copy of the last 2 years annual report and accounts for the lead organisation?	✓
Have you checked the Darwin website immediately prior to submission to ensure there are no late updates?	✓

Once you have answered the questions above, please submit the application, not later than 2359 GMT on Monday 29 January 2018 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 - Fair Processing Notice

The purpose of this Fair Processing Notice is to inform you of the use that will be made of your personal data, as required by the Data Protection Act 1998.

The Department for Environment, Food and Rural Affairs (Defra) is the data controller in respect of any personal data that you provide when you complete your application, the grant acceptance and the supplier forms.

Defra will use your personal data primarily for the purpose of processing your application for Darwin Initiative funding. By submitting an application, applicants have agreed to any disclosure of the information supplied (including the content of a declaration or undertaking) which Defra considers necessary for the administration, evaluation, monitoring and publicising of the Funds (as detailed in the paragraphs below).

A completed application form signifies agreement to place certain details of successful applications (i.e. name, title, total grant value, project summary, lead organisation and location of project work) on the Darwin Initiative websites listed below. A completed application form also signifies agreement to send data on the project proposals during the application process to British Embassies and High Commissions outside the UK, including those outside the European Economic Area.

<http://www.darwininitiative.org.uk>;

<https://www.gov.uk/government/groups/the-darwin-initiative>;

Application form data will also be processed by Defra contractors dealing with Darwin Initiative administration, monitoring and evaluation (working within relevant data protection rules).

Defra may be required to release information, including personal data and commercial information, on request under the Environmental Information Regulations 2004 or the Freedom of Information Act 2000. However, Defra will not permit any unwarranted breach of confidentiality nor will we act in contravention of our obligations under the Data Protection Act 1998. The Grantee shall assist and co-operate with the Department (at the Grantee's expense) to enable the Department to comply with its disclosure obligations under these enactments.

We may use information, including personal data, to test computer systems to ensure that they work effectively and efficiently and to develop new systems in order to improve efficiency and the service that we provide to you and other persons. Any use of information for testing or developing computerised systems will be conducted in a secure manner in accordance with the Data Protection Act 1998 to safeguard the privacy of the information that you have supplied.

Defra's Personal Information Charter, which gives details of your rights in respect of the handling of your personal data, is on the Defra section of Gov.uk. If you don't have access to the internet, please telephone the Defra helpline 08459 33 55 77 and ask to speak to the Data Protection Officer for a copy of the Information Charter.