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Ensuring the socio-ecological viability of High Atlas cultural landscapes

Taking advantage of recent changes in national law and policy and growth in digital marketing opportunities during the COVID pandemic, we empower cooperatives to raise annual revenues of 5000 rural households through regenerative agropastoral activities over a 30,000 km² area of central Morocco. We support 200 rural cooperatives – mostly women-led – to pioneer a movement to improve livelihoods by innovative production and marketing of local cosmetic, craft and culinary goods while they conserve High Atlas biodiversity and cultural landscapes.

PRIMARY APPLICANT DETAILS

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Section 1 - Contact Details

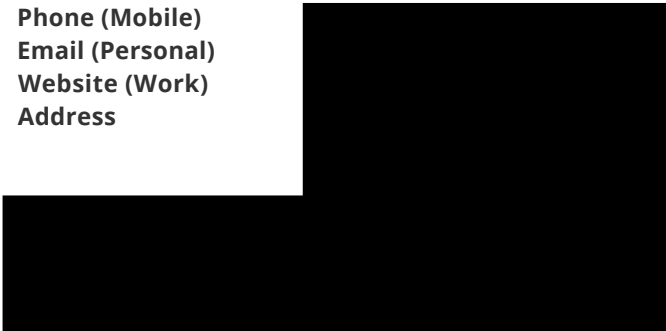
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GMS ORGANISATION

Type	Organisation
Name	Global Diversity Foundation
Phone (Mobile)	
Email (Personal)	
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Section 2 - Title, Ecosystems, Approaches & Summary

Q3. Title:

Ensuring the socio-ecological viability of High Atlas cultural landscapes

Q4. Key Ecosystems, Approaches and Threats

Select up to 3 biomes that are of focus, up to 3 conservation actions that characterise your approach, and up to 3 threats to biodiversity you intend to address, from dropdown lists.

Biome 1

Tropical-subtropical forests

Biome 2

Shrublands & shrubby woodlands

Biome 3

Intensive land-use systems (agric., plantations and urban)

Conservation Action 1

Land/water management (area, invasive control, restoration)

Conservation Action 2

Livelihood, economic & other incentives (incl. conservation payments)

Conservation Action 3

Species management (harvest, recovery, re-introduction, ex-situ)

Threat 1

Biological resource use (hunting, gathering, logging, fishing)

Threat 2

Climate change & severe weather

Threat 3

Agriculture & aquaculture (incl. plantations)

Q5. Summary

Please provide a brief summary of your project, its aims, and the key activities you plan to undertake. 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 the website.

Please write this summary for a non-technical audience.

Taking advantage of recent changes in national law and policy and growth in digital marketing opportunities during the COVID pandemic, we empower cooperatives to raise annual revenues of 5000 rural households through regenerative agropastoral activities over a 30,000 km² area of central Morocco. We support 200 rural cooperatives – mostly women-led – to pioneer a movement to improve livelihoods by innovative production and marketing of local cosmetic, craft and culinary goods while they conserve High Atlas biodiversity and cultural landscapes.

Section 3 - Title, Dates & Budget Summary

Q6. Project Country(ies)

Which eligible country(ies) will your project be working with?

Country Morocco
1

Country *No Response*
2

Country *No Response*
3

Country *No Response*
4

Do you require more fields?

No

Q7. Project dates

Start date: 01 April 2022 **End date:** 31 March 2027 **Duration (e.g. 2 years, 3 months):** 5 years

Q8. Budget summary

Year:	2022/23	2023/24	2024/25	2025/26	2026/27	Total request
Amount:	£181,268.00	£192,646.00	£180,115.00	£185,234.00	£210,006.00	£ 949,269.00

Q9. Proportion of Darwin Initiative budget expected to be expended in eligible countries: %



Q10a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

Confirmed: GDF has grants from MAVA Foundation that will provide matched funding from 1 April to 31 October 2022 equaling approximately [REDACTED]. MAVA Foundation will provide an additional matching fund of [REDACTED] if this Darwin Initiative proposal is approved. Sigrid Rausing Trust is committed to providing [REDACTED] per year (approved every three years) to our partner MBLA, to be used as matching funds for this project, for a total of [REDACTED] over 5 years. We expect to have additional funds totalling [REDACTED] from Salvia Foundation and Full Circle Foundation, which are providing ongoing support for GDF.

Q10b. Total confirmed & unconfirmed matched funding (£)



Q10c. If you have a significant amount of unconfirmed matched funding, please clarify how you fund the project if you don't manage to secure this?

N/A

Section 4 - Problem statement

Q11. Problem the project is trying to address

Please describe the evidence of the problem your project is trying to address in terms of biodiversity and its relationship with poverty. What is the need, challenge or opportunity? 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?

Please cite the evidence you are using to support your assessment of the problem (references can be listed in a separate attached PDF document).

Our work over the last eight years with High Atlas communities and cultural landscapes revealed a broad opportunity and strategy for scaling up biodiversity conservation and poverty reduction across a 30,000 km² mountainous area of central Morocco. We develop a model of 'socio-ecological production landscapes', a concept derived from the exploration of resilience in social-ecological systems as a basis for sustainability. The definition of these landscapes, adopted and refined

by the Satoyama Initiative established during the 10th Conference of the Parties to the Convention on Biological Diversity, is “dynamic mosaics of habitats and land uses that have been shaped over the years by interactions between people and nature in ways that maintain biodiversity and provide humans with goods and services needed for their wellbeing.” Our applied research shows that traditional High Atlas agropastoral practices – including wild harvesting of plant resources, cultivation in terraced agroecosystems and the Agdal system of transhumant grazing – exemplify socio-ecological production landscapes that result in biodiversity conservation while providing livelihood benefits for thousands of households. The primary threat to maintaining these cultural landscapes and production systems is rural exodus. With limited opportunities for building business skills, earning revenues and gaining employment, women and youth are migrating to urban areas to seek a better life. This leads to abandonment of land and traditional practices, resulting in degradation of cultural landscapes and the biodiversity they harbour. The critical need at this juncture is to provide ways for High Atlas community members to develop revenue streams and other livelihood benefits that are compatible with managing cultural landscapes for both conservation and production ends. Morocco’s law 112-12, which simplified the requirements for creating cooperatives and strengthened their governance and transparency (among other principles recognized worldwide by the International Cooperative Alliance), has enabled women in particular to create socio-economic associations in rural areas that spearhead remunerative productive activities linked to regeneration of cultural landscapes. Currently, a diversity of cooperatives that produce aromatic herbs, cheese, couscous, crafts, edible oils, natural cosmetics, nuts and many other goods in environmentally sustainable ways dot the High Atlas landscape. We have been successful on a small scale in our initial efforts to sustain community-based regenerative practices; build the skills of rural entrepreneurs; improve certification, labelling and packaging of local products; support innovation of novel goods and services; and promote digital entrepreneurship and platforms for effective marketing. These promising results have spurred us to scale up our programme on the socio-ecological viability of cultural landscapes to include a total of 200 cooperatives (80% women-led) in seven regional hubs across the High Atlas. MAVA Foundation has offered us [REDACTED] in seed funding if we leverage an additional [REDACTED] to support a five-year programme of work during which we plan to demonstrate the potential to scale further and successfully secure large-scale support from other sources. Given this opportunity, and with a year left in our current main grant, we are requesting a Darwin Initiative Extra grant.

Section 5 - Darwin Objectives and Conventions

Q12. Biodiversity Conventions, Treaties and Agreements

Q12a. Your project must support the commitments 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.

- Convention on Biological Diversity (CBD)
- Nagoya Protocol on Access and Benefit Sharing (ABS)
- International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)
- Global Goals for Sustainable Development (SDGs)

Q12b. National and International Policy Alignment

Please detail how your project will contribute to national policy (including NBSAPs, NDCs, NAP etc.) and in turn international biodiversity and development conventions, treaties and agreements that the country is a signatory of.

The dual axes of scaling up biodiversity conservation and poverty reduction across the High Atlas directly supports the implementation of Morocco’s National Sustainable Development Strategy (NSDS) and the agricultural Green Generation (GG) Strategy. GDF’s community-based regenerative approach to achieve biodiversity conservation and cultural landscape restoration, while supporting communities in increasing agroecological productivity, contributes to the implementation of the conservation targets of the NSDS. Ongoing monitoring contributes to assessment of conservation status for local plant species and crop varieties, informed by the IUCN Red List approach.

Local agroecological product commercialization through community-led rural cooperatives plays an important role in stake 2 of the NSDS – the transition towards a green economy which supports growth of green markets. Cooperatives offer significant economic potential, especially for women in rural areas with limited access to revenue streams. The success and

impact of cooperatives in rural communities has resulted in their recognition within the Green Generation (GG) Strategy 2020 – 2030 as a key pathway for sustainable livelihoods and economic development. The establishment of rural cooperatives is integrated as a strategy for the formation of an agricultural middle class, the high-level goal of the GG. National policy initiatives mirror targets within multiple Sustainable Development Goals (SDGs). SDG 8 on inclusive and sustainable economic growth and SDG 10 on reducing inequality are bolstered through the support of rural entrepreneurship and access to digital platforms and marketing for increased economic sustainability of cooperatives in the pandemic era. Furthermore, SDG 5 on gender equality is also strongly supported through women's economic development, with more than 80% of cooperatives led by women.

The proposed activities bridging environmental and social sustainability reinforce implementation of international legal agreements that Morocco is party to. The aims of biodiversity conservation, promotion of sustainable use, and the fair and equitable sharing of benefits arising from use of plant genetic resources within the Convention on Biological Diversity (CBD) align strongly with GDF's regenerative approach to managing the High Atlas cultural landscape. Current and proposed projects contribute to all five strategic goals of the Aichi targets by safeguarding biodiversity and promoting sustainable use, advocating for community environmental governance and protection of traditional practices, and centering capacity-building of participating communities. Article 9 of the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) which promotes farmer's rights is directly supported in the project through the integration of local indigenous knowledge and community-led local product commercialization ensuring the right to participate in the sharing of benefits arising from the use of plant genetic resources. The support of rural agroecological enterprises is also aligned with the Nagoya Protocol on Access and Benefit-Sharing, and its harmonisation with implementing ITPGRFA's multilateral system for access. Scaling up the socio-ecological production landscapes approach will allow more expansive reach of biodiversity conservation measures that also ensure sustainable livelihoods for thousands of rural households, integrating key approaches on conservation, sustainable use, and equitable access and benefit sharing as advocated in several national and international environmental policies.

Section 6 - Scaling up Approaches

Q13. Scaling up approaches

Q13a. Darwin Initiative Extra projects should seek to scale up proven approaches used across the Darwin Initiative and other international biodiversity funders. Please provide details on how your proposed project will do this.

We seek to scale up approaches to biodiversity conservation and livelihoods improvement we developed over the last eight years in the High Atlas, with support from the Critical Ecosystems Partnership Fund, Darwin Initiative, MAVA Foundation and United National Development Programme. Our initial projects focused on assessing biodiversity – with a later shift to agrobiodiversity – and supporting community-based efforts on conservation, water management, ecological restoration and wellbeing enhancement. We added expertise in local product commercialisation, which led us to work with new partners, especially during the COVID pandemic, on certification and labelling, digital platforms, product innovation and rural entrepreneurship. We realised that collaboration with rural cooperatives that fit criteria of democracy, equitability, sustainability and viability is the best way to expand our tried and tested methodology for simultaneously promoting biodiversity conservation and poverty reduction through traditional and innovative approaches that regenerate cultural landscapes while increasing household revenues. Based on our involvement with 15 cooperatives in 3 regional hubs (Asni, Azizal, and Demnate), we plan to extend our reach to over 200 cooperatives in seven High Atlas regional hubs (expanding to include the additional hubs of Telouet, Imilchil, Imintanoute, and Immouzzar) in four additional project phases implemented from 2022 to 2027.

Q13b. We expect Darwin Initiative Extra projects to be additional and complementary to other activities and funding in the same area or region. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?

Yes

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

Although there are no organisations or projects taking the integrated conservation and development approach we have pioneered in the High Atlas, there are inspiring initiatives spearheading some specific advances in rural entrepreneurship, digital equity, and local product certification. The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) is supporting a large number of rural cooperatives through its Local Development and Economy Promotion programme, which unfortunately ends in June 2022. We are exploring collaboration in the first six months of next year, including a joint

lessons-learned workshop on local product commercialisation, with a specific focus on certification and labelling. We are forging a new partnership with Emerging Business Factory, which has UNDP funding for an innovative programme of training rural women “digital ambassadors”, identifying innovative goods and services and seeking novel mobile payment options; they have also developed an online mapping application (www.mapathons.com) which we plan to use for documenting the geographical distribution of cooperatives and the flow of their products to urban markets. Our long-term partners Moroccan Biodiversity and Livelihoods Association continue to be leaders in supporting community-based regenerative approaches, but we are not aware of other biodiversity conservation and ecological restoration projects in the High Atlas of equal calibre.

Section 7 - Method, Change Expected, Gender & Exit Strategy

Q14. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- How have you reflected on and incorporated evidence and lessons learnt from past and present similar activities and projects in the design of this project?
- The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.
- How you will undertake the work (activities, materials and methods).
- What will be the main activities and where will these take place?
- How will you manage the work (governance, roles and responsibilities, project management tools, risks etc.).

The design of this project draws extensively on lessons learnt over the past eight years of collaborative, interdisciplinary work in the High Atlas with a diversity of partners. We have developed a specific methodology for each output, to be implemented progressively in phases across seven regional hubs. We have identified over 100 candidate cooperatives - and will add others during the project - that we are assessing according to explicit criteria of business viability, geographical location, governance, land-use practices, sector, social values and technical capacity. We will work with our primary partner Moroccan Biodiversity and Livelihoods Association (MBLA) on community-based regenerative approaches, expanding four rural plant nurseries, community seed banks and associated seed reproduction parcels and then building three new ones in the Demnate, Imilchil and Immuouzer hubs. This will allow us to distribute at least 25,000 species of wild-harvested native species and seeds of local crop varieties to 5000 households for planting in High Atlas cultural landscapes. We will work with local farmers to enhance the irrigation, terracing and soil fertility of 2-3 agroecosystem plots associated with each cooperative, for a total of 500 parcels. We will provide livelihood support, including education access for young people, tents water troughs and veterinary care to 500 transhumant pastoralist households in Agdal communal grazing areas. Based on conservation assessment protocols developed in previous Darwin projects, we will monitor populations of 12 indicator species in Agdal pastures, terraced agroecosystems and areas reserved for wild plant harvesting. The local crop varieties - adapted to local climate conditions and threatened by introduction of commercial seeds - are tachairine barley (*Hordeum vulgare*), irden Ifkhan wheat (*Triticum durum*), tinifin beldi peas (*Pisum sativum*) and ibawen onayn faba beans (*Vicia faba*). The local species of wild harvested aromatic and medicinal plants include local lavender (*Lavandula dentata*), mint (*Mentha suaveolens*) oregano (*Origanum compactum*), sage (*Salvia taraxacifolia*), thyme (*Thymus saturejoides*), wormwood (*Artemisia herba-alba*) and the Atlas daisy (*Anacyclus pyrethrum*) whereas the culturally managed trees are almonds (*Prunus dulcis*), ash (*Fraxinus dimorpha*), carob (*Ceratonia siliqua*) and walnut (*Juglans regia*).

We are partnering with the French Agricultural Research Centre for International Development (CIRAD), École Supérieure des Arts Visuels (ESAV Marrakech) and Cabinet K-lité on various aspects of establishing a High Atlas Harvest brand and visual identity, associated with government certification and a participatory guarantee system for collectives, and used on packaging of diverse local products from participating cooperatives. In collaboration with diverse experts engaged as consultants, we will expand business skills training and mentorship for 200 cooperatives, modelled on a pilot rural entrepreneurship programme - funded by MAVA Foundation - that benefitted 15 cooperatives. Based on two successful High Atlas Food Markets held in Marrakech in 2021, we will coordinate with MBLA to organise three direct trade markets annually, thus building the cooperatives experience and knowledge about commercialisation of their products in urban areas. Seven rural enterprise coordinators will be our liaison with the rural cooperatives, ensuring efficient organisation of capacity building, infrastructure support and others services. Support by the service cooperative Maroc Solidaire, we will build the capacity of these coordinators to conduct consumer research with the participation of selected rural cooperatives, in order to assess preferences for types of products and packaging.

With Emerging Business Factory (EBF) and the UNDP Accelerator Laboratory – and based on the approach of a pilot project currently underway with rural cooperatives – we will identify 40 innovative goods or services annually and assist in marketing and promoting them with the assistance of digital ambassadors, who are women from rural areas that participate in a training programme on reducing digital exclusion. EBF and ESAV will support the creation of digital marketing agencies in the seven regional hubs to enable cooperatives to access branding, visual identity and packaging services locally. Our partners EBF and UNDP Accelerator Lab are innovating new modes of payment, including through mobile apps, and a similar approach will be taken to promoting the establishment of distribution and transport services that bring local products to urban markets.

Building on the results of our Darwin COVID rapid response grant on online local product commercialization, marketing and promotion, we will contract Addicube, Digital Guru, Studio Rif and other digital agencies to design user-friendly e-commerce websites or social media accounts for 30 cooperatives annually. With additional expertise provided by EBF, we will work with them to expand the Digital Tiwizi online marketplace, making it fully operational with over 1000 products from 200 cooperatives. Greater allure and visibility of High Atlas products featured on these websites will be achieved through an innovative programme of placing graphic design interns from ESAV in agencies that assist rural cooperatives in branding, packaging and visual identity. The websites and local products in general will be promoted through biannual editions of Harvest Festival Marrakech, an urban agroecology-biodiversity-gastronomy fair we organised for the first time in October 2021. We will support an active social media campaign through Facebook, Instagram, TikTok and YouTube, following the precedent established in the first edition of Harvest Festival Marrakech.

In order to document the impact of revenues, we will conduct an annual survey of the cooperatives to assess their annual revenues, calculate change over time and to analyse the factors behind increased profitability. The data will be disaggregated, allowing us to evaluate cooperatives one-by-one to identify cases of success and failure, leading to improved commercialisation, distribution, marketing and promotion according to the needs of each association.

Q15. Capability and Capacity

How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels, please provide details of what form this will take and the post-project value to the country.

This project invests heavily in the capability and capacity of stewards of High Atlas cultural landscapes to engage in regenerative and restorative approaches that conserve biodiversity and traditional practices while navigating all stages of market value chains of local products to increase cooperative revenues. This process requires multiple forms of training, from building skills in business bootcamps, to farmer field schools, mentoring and practical experience in direct trade that will be delivered in phases to cooperatives across the seven regional hubs. Intended for individuals – the members of the 200 rural cooperatives involved in the programme – there is an important commitment to building organisational capacity as well. Given the challenge of bring consultants from abroad to deliver training modules, we have adapted by discovering and tapping into the impressive in-country capacity that exists in Morocco. We have developed and are expanding a roster of experts – fluent in local languages as well as English or French – who can provide specialist advice on ecological restoration, certification, labelling, entrepreneurship, product innovation, digital marketing, social media management and other topics. This is important to Morocco as a whole, as all participants in the project – including the staff of local non-profits like MBLA – build skills that will continue to be of value post-project. One example of how this works in practice is the rural entrepreneurship programme GDF and MBLA developed with Mowgli Mentoring. With funding from MAVA Foundation, colleagues from the IES Social Business School delivered a business bootcamp for members of 15 cooperatives with the participation of mentors and coaches who in turn received additional training in mentorship and coaching. Presented in standard Arabic by Lebanese trainers, the workshops were translated and interpreted by GDF and MBLA consultants and staff who speak not only Darija (Moroccan Arabic) but also Tashelhit, which is commonly spoken in the High Atlas. In the process, these consultants enhanced their own ability to build business skills, coach and mentor the members of diverse cooperatives. Mowgli Mentoring is available to continue building the capacity of the build the capacity of the MBLA team to run a mentoring programme and support the mentors, mentee training and preparation. MBLA is already experienced in organising Farmer Field Schools, in which rural participants learn how to improve skills through observing, analysing and trying out new ideas in their own fields, contributing to improved production and livelihoods. This approach will be used not only to reinforce regenerative approaches but also to explore adding value to local products and marketing them. Another important aspect of our programme is training digital ambassadors, rural women who learn social media marketing skills they will use beyond the end of the project and that they can pass on to others.

Q16. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain your understanding of gender equality within the context your project and how is it reflected in your plans.

Our theory of change centres community participation and guidance of programming, of which women play a key part as community leaders, environmental stewards, and rural entrepreneurs. Gender equality is a guiding principle of our work – all program aspects take on a gender-sensitive approach, considering the reception our programs by community collaborators and thematic concerns around gender to ensure community standards are respected while maintaining women's equal participation and benefit. Women's cooperatives offer culturally legible access to economic activities and often participate in key environmental management practices. The impacts of environmental resource use and limited access to economic opportunities for women in rural areas present a major challenge for sustainable livelihood building. The cooperative model of women organised into and owning rural enterprises represents one of few rural economic opportunities.

A central aim of our program is to scale up the dual approach of biodiversity conservation and poverty reduction. Our cooperative partners across the High Atlas have diverse products that preserve cultural practices and women's foodways through production of cosmetic, craft and culinary goods. Collaborating with autonomously organised women-led cooperatives supports the initiative of women from the rural areas and their vision for economic development. All cooperatives are evaluated on social and environmental criteria to ensure they are community-led, environmentally conscious in their practices, and invested in the future of the High Atlas cultural landscape. We support their commercialisation efforts through capacity-building on certification and labelling, connection to urban markets, and access to mentorship. Further integration of digital entrepreneurship and platforms to increase revenues for High Atlas products will support women's capacity building as digital ambassadors and open new avenues for commercialisation of biodiversity-friendly products from sustainable cultural landscapes.

We work hard to ensure all community engagements are gender balanced. In areas where we cannot host mixed-gender events, we accommodate by splitting events by gender to ensure our reach to gender diverse participants. Our events, workshops, and trainings targeted towards women also help create spaces outside of those designated by male-dominated local authorities to ensure participation in decision-making and that their perspectives on projects and programs ideas are equally heard. Our commitment to gender equality is also reflected within our field team; we collaborate with women community researchers who act as community liaisons, are known within their community, and whose understanding of their community's gender dynamics informs their work.

We collect and analyse gender-disaggregated data on all community engagements through accurate participant lists and in interview and survey data of our ethnobotanical and socioeconomic research. This data allows us to track our goals around gender equality and ensure our goals of gender parity are met. Finally, we continue to engage with women's organizations in our network such as the Federation for the Democratic League for Women's Rights and Association Démocratique des Femmes du Maroc, to ensure our programs are in-line with progressive gender approaches across Morocco.

Q17. Awareness and understanding

How will you raise awareness and understanding of biodiversity-poverty issues in your stakeholders, including who are your stakeholders, what approaches/formats/products will you use, how you will ensure open and free access to all data, and how will you know that the messages are understood?

Drawing on experiences and knowledge acquired through this project, we will share lessons learned, methods and tools that focus on product innovation and commercialisation, rural cooperatives, and accessing online sales channels. Online communication campaigns will raise public awareness on biodiversity-friendly products and their connection to community livelihoods and poverty traps and solutions.

Through social media, websites and online seminars and workshops, we will share these learning products with a primary audience of conservation and sustainable economy professionals and practitioners in the Mediterranean region and beyond. The outputs, including visual reports, infographics and maps will be accessible to interested members of other communities of practice, including anthropologists and ethnobiologists, development specialists and agroecology advocates as well as interested members of the general public. A team of Marrakech-based young creatives from the Emerging Business Factory, École Supérieure des Arts Visuels and Studio Rif will create engaging communication materials

that effectively convey messages that are easily understood.

Harvest Festival Marrakech gathers diverse stakeholders, including farmers, cooperative members, chefs, retailers, consumers, NGO's, artists, and the general public who all come together to celebrate local products and agrobiodiversity. The festival offers spaces for exchange and dialogue to improve general understanding of biodiversity-issues in the High Atlas through roundtables and workshops on various topics such as food justice. The direct trade markets in Marrakech promote High Atlas agroecosystems as sources of healthy, biodiversity-enhancing and culturally-important food products to the wider public. They also allow for cooperative members and farmers to raise awareness about the role they play in protecting local biodiversity and sustainable food production through direct exchanges with market visitors.

We ensure open and free access to our data by disseminating public reports, blogs and case studies on GDF's website and by regularly updating the High Atlas Biocultural Database, created during a previous Darwin project.

Q18. Change expected

Detail the expected changes to both biodiversity and poverty reduction, and links between them, this work will deliver. You should identify what will change (the Outcome) 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).

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail - number of households should be the largest unit used.

As a result of this project, we expect that two hundred rural cooperatives will participate in the regeneration and restoration of at least 1000 hectares of High Atlas agro-pastoral landscapes, while improving local product commercialisation to increase annual revenues for 5000 households. Over the long-term, based on preliminary figures from our initial efforts to promote direct and online commercialisation, marketing and promotion of goods and services from High Atlas cultural landscapes, we expect annual revenues of rural cooperatives to increase by an average of 60% from baseline 2021 figures, with increases averaging 8-10% annually just in the initial five years of the project. We expect that our final selection of 200 cooperatives will include at least 80% women-led associations, meaning that over 4000 rural women will directly benefit from the project. With a conservative estimate of 6 people per household, we expect over 30,000 beneficiaries, with associated livelihood improvements spreading even more widely in rural communities of the High Atlas. These projections are supported by analysis of our initial list of 115 candidate cooperatives, which comprise 3123 households. Pre-COVID, annual revenues per cooperative was over ██████████ (with a wide variance) and dipped to ██████████ per cooperative in 2020 when Morocco practiced a strict national lockdown. With the reopening of the economy, annual revenues are rebounding to pre-COVID levels and are poised to increase annually if cooperatives are provided with support across the market value chain, from production to sale of their local products.

Over the course of five years, we expect cooperatives will achieve this economic growth if they develop skills in digital entrepreneurship and platforms for local product marketing. This assumes digital access in rural and urban areas; a recent Moroccan National Agency for the legalization of communications (Agence Nationale de Réglementation des Télécommunications - ANRT) survey confirms the breadth of internet connection. Spurred by COVID, there has been an impressive increase in the number of households that own a computer or tablet (64%), with the major increase (84%) coming in rural areas. Even more impressive is the use of smartphones: 97% of individuals in urban areas are equipped and 93% in rural areas. The number of households with access to internet has reach 84% of the population. As in other parts of the world, a growing proportion of internet users is shopping online, and 98% use social networks, with Facebook, Instagram and YouTube particularly popular in Morocco.

As a results of our efforts, we expect all 200 cooperatives in seven regional hubs will have at least social media accounts and when appropriate websites that are e-commerce enabled. In addition, we intend to make more than 1000 cooperative products available in an online marketplace. In order to fully embrace the potential of this emerging market, the members of the cooperatives that participate in our programme will have developed business and entrepreneurship skills while innovating goods and services. Guided by seven rural entrepreneurship coordinators and diverse mentors, they will be increasingly engaged in B2B and B2C direct trade. Digital ambassadors – rural women trained in social media marketing and other skills – will continue to drive market access, supported by digital marketing agencies that emerge in rural areas. For this to be effective, urban consumers will be highly aware of the value of High Atlas local products, which will be more visible through certification, labelling and promotion campaigns consolidated in the High Atlas Harvest denomination – which we hope will become a household name in Morocco – with at least 200 products available in urban markets and online over the next five years.

In order to sustain the production and reputation of High Atlas local products, cooperatives will maintain traditional practices and embrace innovative approaches that allow them to conserve the biodiversity and ecological integrity of cultural landscapes. There will be a vibrant seed exchange of local varieties of crop plants, large-scale replanting of useful native species and other efforts to regenerate wild plant harvesting, terraced agroecosystems and seasonal pastures. If successful, this large-scale regional programme will inextricably link biodiversity conservation and poverty reduction, providing an inspiring model of socio-ecological production landscapes.

Q19. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

This should directly relate to your overall project's Theory of Change which must be uploaded alongside your logframe at Q24. See the separate [Theory of Change Guidance](#) and Section 2.3.2 of the [Darwin Initiative Extra Supplementary Guidance](#) for further information on your Theory of Change.

In this proposal, we have outlined five outputs that will contribute to supporting two hundred High Atlas cooperatives as they regenerate agro-pastoral landscapes, improve local product commercialisation and increase revenues for 5000 households. Longer, we expect this to empower High Atlas cooperatives to drive conservation, equitable resource distribution and household revenue through sustainable value chain development. The outputs will be able to deliver this outcome and impact because they are designed to act at each stage of the market value chain, ensuring that conservation values and livelihoods benefit are embedded throughout. We start with production, by promoting community-based regenerative approaches that ensure that local products can be harvested sustainably from wild-harvested areas, terraced agroecosystems and other cultivated areas, and seasonally-grazed pasture lands (agdals). We proceed with improving value-added processing, certification and labelling to ensure that High Atlas local products are poised to gain market acceptance and share. We then build the capacity of rural entrepreneurs to bring the products to market at a price point which is competitive yet ensure profits for cooperatives. The next step is marketing through digital ambassadors and agencies, incorporating innovation of novel goods and services. The final output concerns commercialisation, with a focus on digital entrepreneurship and platforms as well as direct sales in urban markets for local products. We seek to validate our assumption that regenerative activities conserve biodiversity and cultural landscapes with a dedicated programme of species-based ecological monitoring. In addition, we evaluate at each stage that improvements are gender sensitive and scalable.

Q20. Exit Strategy

Please outline your expected exit strategy. How will the project be sustained or continue to deliver benefits post-funding? Will new funding be required, or will the approach be mainstreamed into "business as usual" to continue to deliver the benefits? How will the required capability and capacity remain available to sustain the benefits? How will your approach, if proven, be scaled? Are there any barriers to scaling and how will these be addressed?

As a Darwin Initiative Extra proposal, we are expecting to leverage any approved grant to raise additional funds, allowing us to scale up further during and after completion of the project. We have approached Mastercard Foundation and Genesis Charitable Trust in our strategy to secure larger scale support and mainstreaming from elsewhere. We anticipate that our programme to increase revenues for rural cooperatives in Morocco could be competitive for raising additional funds from UK's ODA portfolio and eventually multilateral funds such as the Green Climate Fund. In addition, our focus on adding value, commercialisation, marketing and promotion provides a market-ready solution. Our emphasis on working with local consultants and organisations will enable wider stakeholder uptake throughout the High Atlas. We do not foresee any barriers to scaling, and our partner MBLA is envisaging an extension of its work beyond the High Atlas to encompass regenerative approaches and livelihoods improvement for communities in the Oases du Sud and Argan Biosphere Reserves to the south and southwest of the High Atlas. Having reviewed recently our mission, vision, values and strategy, GDF has renewed its commitment to working long-term in Morocco. Given the high profile and multiple initiatives to support rural cooperatives in Morocco, as supported by governmental policy, we hope our model - based on the coherent theory of change presented - will inform and motivate other stakeholders to integrate biodiversity conservation, cultural landscape management and poverty reduction in their programmes.

If necessary, please provide supporting documentation e.g. maps or references etc., as a PDF using the File Upload below:



Section 8 - Risk Management

Q21. Risk Management

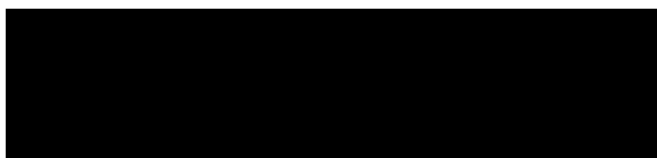
Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the [Risk Guidance](#). This should include at least one Fiduciary, one Safeguarding, and one Delivery Chain Risk.

Projects should also draft and submit their initial risk register, using the [Risk Register template](#), and upload below.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary</p> <p>In certain activities, especially if they result in being ineffective in the field, a misappropriated fund allocation can occur. This is generally caused by inadequate project management and evaluation and may impact other subsequent activities.</p>	Moderate	Unlikely	Moderate	To mitigate ineffective results in the field monitoring and evaluation of the project will be carried out twice a year by project lead and partners. This corresponds to a threat to avoid. With this thread mitigated, the gross risk can be reduced	Minor
<p>Safeguarding</p> <p>Emergencies in the field such as accidents or unexpected weather changes (snow, floods), especially in highly remote and steep terrain may represent a risk. The consequences can be minor or have major human impact.</p>	Major	Rare	Moderate	An emergency plan will be elaborated to consider rare yet possible scenarios involving severe weather conditions and field accidents. This is a threat to reduce, which when mitigated can be reduced	Minor
<p>Delivery Chain</p> <p>The broad geographical spread of the project could have an impact in logistics, as the region is mountainous and dependent on weather and roads conditions. This could impact the final number of cooperatives reached.</p>	Moderate	Possible	Major	This threat to reduce, can be mitigated by following stepwise approach by phases, expanding from regions we already work to new municipalities and hubs. With this thread mitigated, the gross risk can be reduced	Moderate

Risk 4 As the COVID pandemic continues, there could be a worsening of restrictions. If these affect local travel, the impact could be significant.	Moderate	Possible	Major	Having a COVID contingency plan minimises the effects of potential future restrictions. With this thread mitigated, the gross risk can be reduced. Despite the negative inherent effects of increased restrictions, this could also be seen as an opportunity, as local networks are strengthened with greater involvement of community researchers.	Moderate
Risk 5 Some partnerships could end up being unsuccessful either for lack of adequate communication or clarity of deliverables envisioned. This could impact specific activities in the project.	Moderate	Unlikely	Moderate	A partnership and communication strategy will be designed and agreed by all partners to avoid unsuccessful collaborations with partners or their consultants. This threat to avoid, when mitigated, can be reduced.	Minor
Risk 6 Especially in the initial phases of the project, there could be an overload of activities if all geographical hubs were involved at the same time having an impact in subsequent activities in each hub.	Moderate	Unlikely	Moderate	By implementing a bi-yearly monitoring and evaluation strategy, activities will be managed in scope, time and resources more effectively. Also, here will be relevant to follow a stepwise approach by phases and subphases for adequate project management. This threat to reduce, when mitigated, can be lessened.	Minor

Please upload your Risk Register, with Delivery Chain Risk Map, here.



Section 9 - Implementation Timetable

Q22. Provide a project implementation timetable that shows the key milestones in project activities

Provide a project implementation timetable that shows the key milestones in project activities. Complete the Word template as appropriate to describe the intended workplan for your project and upload this below as a PDF.

[Implementation Timetable Template](#)

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 fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.



Section 10 - Monitoring and Evaluation

Q23. Monitoring and evaluation (M&E)

Describe 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. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance Guidance](#)).

Darwin Initiative Extra Projects are required to commission an Independent Final Evaluation to report by the time that the project completes. The cost of this should be included in the project budget, and within the total project cost for M&E.

Coordinated by GDF's Morocco Programme Director Pommélien da Silva Cosme and Scientific and Technical Advisor Ugo D'Ambrosio, we carry out multiscale M&E for the High Atlas Cultural Landscapes (HACL) programme through community, team and partnership-level M&E systems. All HACL team members, including our lead partner Moroccan Biodiversity & Livelihoods Association, actively use an online monitoring system, which is set up to provide regular updates on progress against project activities easily. Based on this system, we conduct collective HACL evaluations every three months to monitor our progress on outcomes and outputs of various funded projects and to identify any challenges that need adaptive management.

The full HACL team meet formally every week – complementing ongoing informal communications – to discuss progress and challenges, and co-create solutions and adaptive approaches. We also hold bi-monthly Management Team meetings to discuss programme directions, budgeting and long-term programming and to monitor progress against specific grants. Minutes of our weekly HACL meetings and bi-monthly management meetings are stored centrally on GDF's intranet for easy reference.

An external evaluator, Najwa Es-siari, carries out annual evaluations to assess our progress against all programme grants by spending two weeks on site between team interviews, partner meetings, field visits to partner communities and Skype meetings with our remote team. Through detailed reports, she reviews all project outputs, progress against indicators and provides clear recommendations and assesses progress against those recommendations every year. She will be considered for the Independent Final Evaluation of this project, given her expertise and extensive experience in working with rural communities in Morocco.

On the local level, partner community focal points Soufiane M'Sou, Rachid Babahmad and Abdellah Aghraz are responsible for channelling M&E data and information from partner communities to the team. They visit field sites on a regular basis and organise formal meetings and focus groups during which they discuss project progress and emergent community needs and problems. These interactions are complemented by continuous informal engagement between community members and MBLA staff to ensure immediate adaptive action when needed. Local community researchers also carry out socio-economic impact assessments to evaluate the impacts of our programmes on local communities and to improve our field activities.

At the partnership level, partners receive a project summary, including specific proposal logframe sections pertinent to their role, and an outline of the project management system at project launch. During a kick-off meeting in the first quarter of the project, we establish a productive partnership, understanding of partners' respective roles and a clear roadmap for the implementation and delivery of project activities and outputs. We engage with partners through a mixture of formal and informal approaches, and hold regular meetings to oversee progress, address roadblocks and determine solutions. This multifaceted approach allows us to adaptively manage and deliver the project, responding to new opportunities and addressing any unexpected negative impacts while adapting the project's flow to ensure the most successful outcome.

Independent Final Evaluation in GBP	[REDACTED]
Independent Final Evaluation (%)	[REDACTED]
Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs)	[REDACTED]
Percentage of total project budget set aside for M&E (%)	[REDACTED]
Number of days planned for M&E	120

Section 11 - Logical Framework

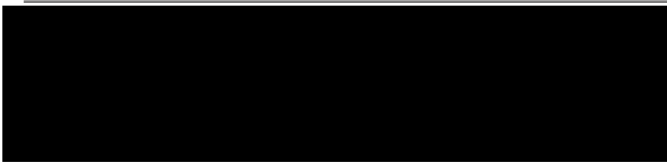
Q24. Logical Framework

Darwin Initiative projects will be required to monitor and report against their progress towards their Outputs and Outcome. 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.

- [Logframe Template](#)

Please complete your full logframe in the separate Word template and upload as a PDF using the file upload below – **please do not edit the template structure other than adding additional Outputs if needed as a logframe submitted in a different format may make your application ineligible**. Copy your Impact, Outcome and Output statements and your activities below - these should be the same as in your uploaded logframe.

Please upload your logframe and Theory of Change as a combined PDF document.



Impact:

In High Atlas production landscapes of high cultural and biodiversity value, cooperatives drive gender-aware and scalable improvements in conservation, equitable resource distribution and household revenue through sustainable value chain development.

Outcome:

200 High Atlas cooperatives, comprising 5000 households in 7 regional hubs, increase revenues long-term through improved local product commercialisation while optimising agro-pastoral activities that regenerate cultural landscapes and conserve biodiversity.

Project Outputs

Output 1:

Community-based regenerative approaches achieve biodiversity conservation and cultural landscape restoration while increasing agroecological productivity

Output 2:

Certification and labelling expanded for High Atlas cultural landscape products that meet established criteria and performance standards

Output 3:

Skills of rural entrepreneurs built to enable High Atlas cooperatives to commercialise local biodiversity-friendly products from sustainable cultural landscapes

Output 4:

Innovation of novel goods and services by rural entrepreneurs and cooperatives operating in High Atlas cultural landscapes incubated

Output 5:

Digital entrepreneurship and platforms promoted to increase revenues from High Atlas cultural landscape goods and services

Do you require more Output fields?

N.B. – Most projects have 3-4 Outputs. It is advised to have fewer than 6 outputs.

No

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

- 1.1 Establish 3 new community plant nurseries and expand 4 existing nurseries
- 1.2 Implement annual plant distribution of 25,000 plants of wild-harvested native species
- 1.3 Exchange seeds of local crop varieties among 5000 households
- 1.4 Enhance irrigation, terracing and soil fertility of 500 agroecosystem parcels
- 1.5 Support livelihoods of 1000 transhumant pastoralists
- 2.1 Register High Atlas Harvest as an official brand and label with associated Moroccan national authorities
- 2.2 Establish participatory guarantee system (PGS) for cooperatives
- 2.3 Support certification of an additional 100 cooperatives
- 2.4 Improve visual identity and packaging for 200 cooperatives
- 2.5 Designate 200 local products with High Atlas Harvest label
- 3.1 Provide business boot-camp training to 200 cooperative members
- 3.2 Establish mentorship programme for 200 rural entrepreneurs
- 3.3 Organise 15 High Atlas direct trade markets in Marrakech
- 3.4 Select and train 7 rural enterprise coordinators
- 3.5 Provide capacity building in consumer research to 7 rural enterprise coordinators and 50 cooperative managers
- 4.1 Identify, market and promote 200 novel goods or services
- 4.2 Train 200 new digital ambassadors
- 4.3 Create rural digital marketing agencies in the 7 regional hubs
- 4.4 Develop mobile and other payment service provider options
- 4.5 Support establishment of distribution and transport services in each of 7 regional hubs
- 5.1 Create E-commerce websites and/or social media accounts for 150 cooperatives
- 5.2 Support operations of the Digital Tiwizi online marketplace with over 1000 products from 200 cooperatives
- 5.3 Organise 10 15-day editions of Harvest Festival Marrakech
- 5.4 Engage 50 graphic design interns in creative agencies working with rural cooperatives on branding and packaging
- 5.5 Establish a social media and communications campaign to promote local products and Harvest Festival Marrakech

Section 12 - Budget and Funding

Q25. Budget

Please complete the Excel spreadsheet below, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

Note that there are different templates available, please ensure that you use the [Darwin Extra budget template](#). Please refer to the Finance Guidance for more information.

Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.

NB: Please state all costs by financial year (1 April to 31 March) and in GBP. The Darwin Initiative cannot agree any increase in grants once awarded.

Please upload your completed Darwin Extra Budget Form Excel spreadsheet using the field below.



Q26. Funding

Q26a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

- Development of existing work

Please provide details:

We propose to scale up our work with rural cooperatives on cultural landscape restoration and local product commercialisation to raise revenues of thousands of households, building on 8 years of experience funded through the four Darwin Initiative project listed in this proposal, with co-funding from MAVA Foundation through projects on:

- Cultural landscape management in the Moroccan High Atlas
- Maintaining Cultural Landscapes for Biodiversity and Wellbeing in the Moroccan High Atlas
- Placing the High Atlas on the global map: sharing lessons from a cultural landscapes approach to biocultural diversity conservation
- Support rural entrepreneurs in Morocco (High Atlas) to promote sustainable land use practices
- Labelling systems for High Atlas Cultural Landscapes

Additional support was provided by the Critical Ecosystems Partnership Fund.

Q26b. Are you aware of any current or future plans for similar work to the proposed project?

- Yes

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

Efforts to support rural cooperatives and develop digital platforms for them have become widespread in Morocco, but no other initiative seeks to link biodiversity conservation and poverty reduction. We have identified all the partners working with cooperatives in the High Atlas, including Emerging Business Factory, Université Mohamed 6 Polytechnique, Gesellschaft für Internationale Zusammenarbeit and of course MBLA. We are consolidating our efforts in this five-year programme, and we are confident we could incorporate any emergent initiatives we identify during the course of the project.

Q27. 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. If you are requesting more than 10% capital costs, please provide your justification here.

N/A - capital costs are 3% of the budget

Q28. Value for Money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

Budget needs were discussed in detail with the partner organisations and consultants. GDF does not incur rent or running costs: the majority of the budget is for in-country staff, fieldwork, travel and consultancy costs, with some of the funds going to GDF for project coordination and international travel. Most of the salaries and consultancies are allocated to Moroccan nationals and residents, and all of our main partners are Moroccan, reflecting our dedication to in-country capacity-building and institution strengthening.

The overall project cost and Darwin request are justified by the diversity, complexity and scope of the actions proposed. The proposed interrelated actions and activities are necessary to implement the full integrated project, ensuring a firm foundation for the project and its follow-up. We have secured significant buy-in from government agencies and local authorities, which provide in-kind support and do not request funds. The budget assumes a modest 3% annual inflationary cost rise.

Robust financial regulations and detailed procurement policies in place ensure efficient spending. An annual budget is agreed and approved by GDF trustees and internal financial controls are periodically reviewed to achieve cost effectiveness. From 2020 GDF has implemented the Money Where it Counts protocol endorsed by Grand Bargain to ensure efficient and fit-for-purpose project delivery by harmonising and simplifying the approach to cost classification, cost charging and financial reporting.

Activities, salaries and consultancies were costed based on eight years' experience working in the High Atlas. Our principal assumption is that staff and consultants remain the same throughout the project. We are confident in our consultants' commitment: some participated in project design and others are long-term GDF contractors or partners.

We project a significant return on investment, with a minimum increase in the ensemble of cooperative revenues over the 5 years of the project for each contributed by Darwin Initiative. The investment will position the cooperatives to continue increasing their annual revenues beyond the project, leading to an even higher estimation of return on investment.

Section 13 - Safeguarding and Ethics

Q29. Safeguarding

Projects funded through the Darwin Initiative must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place.

Please confirm the Lead Partner has the following policies in place and that these can be available on request:

Please upload the lead partner's Safeguarding Policy as a PDF on the certification page.

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse

Checked

We have attached a copy of our safeguarding policy to this application (file upload on certification page)	Checked
We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We share our safeguarding policy with downstream partners	Checked
We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards	Checked

Please outline how you will implement your safeguarding policies in practice and ensure that downstream partners apply the same standards as the Lead Partner.

We fully explore the safeguarding policies in regular meeting and special workshops between all members of GDF and MBLA, continually highlighting the ethical obligation of embracing fully all the policies. We appoint, on a rotating basis, one person in each organisation who is responsible for maintaining the register of safeguarding issues, which further embeds the practices in our organisations. We share our safeguarding policy - highlighting any changes - annually with all partners, including downstream ones. We review our code of conduct for staff and volunteers every year, and share it with all concerned.

Q30. Ethics

Outline your approach to meeting the key ethical principles, as outlined in the guidance.

In all of our Darwin Initiative projects, we follow international ethical standards, adapting them to the particular local and national contexts where we work. The exacting principles of the International Society for Ethnobiology's Code of Ethics continue to inform GDF's work. Partner communities and cooperatives provide their Free, Prior and Informed Consent (FPIC) before they become involved and the process is maintained through regular monitoring, communications and consultation. Principles for the establishment of fair, equitable and prior agreements for the commercialisation of local products are agreed in community workshops. Commercialisation is led by community cooperatives, ensuring they control benefit-sharing decisions while receiving expert support and supervision to ensure equitability and respect for national law and international agreements. Community research teams contribute local perspectives for the co-development of research objectives, methods and practice, while ensuring externally-suggested approaches are culturally-adapted. With community consent, traditional knowledge and practices are documented, valued and mobilized alongside global scientific practice. We align our ethical practices with ITPGRFA, which explicitly addresses legal requirements regarding access and benefit-sharing for both the UK and Morocco. While health and safety risks are minimal, all measures are taken to ensure that individuals involved are fully insured and protected from harm.

Section 14 - FCDO Notifications

Q31. FCDO Notifications

Please state whether there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project's success in the Darwin Initiative in any country.

No

Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach

details of any advice you have received from them.

Yes (no written advice)

Section 15 - Project Staff

Q32. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the [Finance Guidance](#).

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Gary Martin	Project Leader	12	Checked
Pomme Da Silva	Grant and M&E Lead	20	Checked
Hafida Mazoud	Cooperatives & Entrepreneurship Specialist	20	Checked
Tasnim Elboute	Policy and Partnerships Coordination	25	Checked

Do you require more fields?

Yes

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Louisa Aarrass	Festival Curator and Branding Specialist	25	Checked
Vanessa Reid	Coaching & Mentoring Lead	10	Checked
Hannah McGurk	Finance and Administration Officer	20	Checked
Emily Caruso	Team & Finance Lead	10	Checked
Simran Rawat	Communications & Outreach Coordinator	20	Checked
Ugo D'Ambrosio	Scientific and Technical Lead	15	Checked
Rachid Babahmad	Programme Director	20	Checked
Soufiane M Sou	ICCA specialist	20	Checked

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.



Have you attached all project staff CVs?

Yes

Section 16 - Project Partners

Q33. Project Partners

Please list all the Project Partners (including the Lead Partner), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

The partners listed here should correspond to the Delivery Chain Risk Map (within the Risk Register template) you should upload alongside Q21.

Lead partner name: Global Diversity Foundation

Website address: <https://www.global-diversity.org/>

Why is this organisation the Lead Partner, and what value do they bring to the project?

(including roles, responsibilities and capabilities and capacity):

Project leader Gary Martin, a resident of Marrakech since 1996, has 17 years of experience in managing successful Darwin Initiative projects. Emily Caruso, GDF and project director, oversees implementation and grant coordination. Ethnobotanist Ugo D'Ambrosio ensures research coordination and joins Pommélien da Silva Cosme to coordinate monitoring and evaluation. Hannah McGurk handles finance and administration, and Simran Rawat contributes to communications & outreach. Vanessa Reid will participate in the mentorship programme. A strong local team in Marrakech, including Louisa Aarrass, Hafida Mazoud and Tasnim Elboute coordinate and implement field research and community-based activities. Global Diversity Foundation (GDF) works with changemakers to help communities and environments flourish, building on 18 years of Darwin initiative funded work. By gathering a multidisciplinary team of experts and facilitators, GDF nurtures and supports changemakers to find durable solutions to complex challenges. With over twenty years of experience in implementing long-term programmes that empower communities GDF has the capacity to provide changemakers with the personalised, hands-on support and diverse networks to support local communities in an embedded and durable way. The High Atlas Cultural Landscapes program in collaboration with MBLA takes a holistic approach while building important relationships with local communities sustaining the unique biodiversity of their cultural landscape, as well as providing training and projects impacting local livelihoods.

International/In-country Partner International

Allocated budget (proportion or value): [REDACTED]

Represented on the Project Board Yes

Have you included a Letter of Support from this organisation? Yes

Have you provided a cover letter? Yes

Do you have partners involved in the Project?
 Yes

1. Partner Name: Moroccan Biodiversity and Livelihoods Association

Website address: <https://www.mblaassociation.org/>

What value does this Partner bring to the project?
(including roles, responsibilities and capabilities and capacity):

MBLA, based in Marrakesh, is a non-governmental organisation established in 2014. Through community-based research, they implement integrated in-situ and ex-situ conservation measures and strengthen cultural practices of conservation to protect biodiversity and enhance local livelihoods. Through a long term collaboration with local communities in the High Atlas, MBLA works to train community members and local cooperatives in sustainable land use practices and the commercialisation of local plants and products to support livelihoods. MBLA works in close partnership with GDF on the implementation of these activities. Mirroring previous work, MBLA will be responsible for coordinating with a variety of partners to expand the reach of their High Atlas commercialization initiative such as Cadi Ayyad University, National Institute of Agronomic Research (INRA) and the French Agricultural Research Centre for International Development (CIRAD). MBLA will also solicit diverse experts engaged as consultants, expanding consumer research, exploring government certification and participatory guarantee systems, and business skills training and mentorship for cooperatives, modelled on a pilot rural entrepreneurship programme. MBLA has the capacity to highlight the commercialisation of these High Atlas products in urban areas through diverse short circuit supply chains, including by actively taking part in Harvest Festival Marrakech and other direct trade markets.

International/In-country Partner In-country

Allocated budget: [REDACTED]

Represented on the Project Board Yes

Have you included a Letter of Support from this organisation? Yes

2. Partner Name: Emerging Business Factory

Website address: <https://www.emergingbusinessfactory.com/>

What value does this Partner bring to the project?
(including roles, responsibilities and capabilities and capacity):

Housed in the heart of the industrial district of Marrakech since 2015, the Emerging Business Factory (EBF) is an incubator and coworking space specializing in the creation of innovative startups and all things digital. This dynamic space and community brings together entrepreneurs, creatives, startups, experts, researchers, consultants and other ventures with a focus on reinventing business models. Collaborating with EBF, their partners and network of Marrakech based consultants gives GDF access to the insight of experts working in fields including design and marketing to further nourish commercialisation pathways for cooperatives including e-commerce platforms such as the Digital Tiwizi marketplace. Innovating new modes of payment, distribution and transport services aims at bringing local products to urban markets. EBF and the UNDP Accelerator Laboratory will collaborate in the framework of this project to identify rural cooperative innovative goods or services as well as their marketing and promotion. They will also spearhead trainings supporting women from rural areas intended to reduce digital exclusion. EBF has the capacity to bolster rural digital marketing agencies enabling cooperatives to access branding, visual identity and packaging services locally. EBF will also play a role in contracting experts namely Addicube, Lily-Com, Studio Rif and other agencies.

International/In-country Partner In-country

Allocated budget: ██████████

Represented on the Project Board Yes

Have you included a Letter of Support from this organisation? Yes

3. Partner Name: École Supérieure des Arts Visuels de Marrakech

Website address: <https://esavmarrakech.com/en/>

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

ESAV Marrakech, the Marrakech School of Visual Arts, is a private university focusing on the fields of film, multimedia and visual arts and graphic design. This university champions cultural and social diversity through its policies and programs open to both international and national students alike. ESAV has an extensive internship programme nurturing the next generation of artists and professionals by forming collaborations between students and agencies to work in synergy on meaningful projects. GDF will collaborate with ESAV on various aspects of establishing a High Atlas Harvest brand and visual identity, associated with government certification and a participatory guarantee system, as well as used on packaging of diverse local products from participating cooperatives through partnerships with consulting firms including K-lité. As part of the aforementioned internship program, graphic design interns from ESAV will be placed in agencies generating greater allure for High Atlas products. In collaboration with ESAV and diverse experts engaged as consultants, we will expand business skills training and mentorship for cooperatives, modelled on a pilot rural entrepreneurship programme. ESAV and their network will also take part in supporting digital marketing for cooperatives through accessible branding, packaging design and visual identity services.

International/In-country Partner

In-country

Allocated budget:



Represented on the Project Board

Yes

Have you included a Letter of Support from this organisation?

Yes

4. Partner Name:

Université Mohammed VI Polytechnique

Website address:

<https://um6p.ma/en>

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

Mohammed VI Polytechnic University (UM6P) will bring a multidisciplinary focus to the project. Its AgroBioSciences Department (AgBS), headed by Dr. Bruno Gerard, will assist in the community-based regenerative approaches output. Other units - and associated social enterprises connected to the university - will assist with digital entrepreneurship and platforms for local product marketing, and innovation of novel goods and services. UM6P is a non-profit private research university with its main campus located in Ben Guerir, near Marrakech, and branches in Rabat and Laayoune. It is engaged in economic and social development putting applied research and innovation at the forefront of development in Africa. They have a unique partnership-based approach to expand training opportunities within projects and for their students.

International/In-country Partner

In-country

Allocated budget:



Represented on the Project Board

Yes

Have you included a Letter of Support from this organisation? Yes

5. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? *No Response*

(including roles, responsibilities and capabilities and capacity):

International/In-country Partner International
 In-country

Allocated budget: £0.00

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

6. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? *No Response*

(including roles, responsibilities and capabilities and capacity):

International/In-country Partner International
 In-country

Allocated budget: £0.00

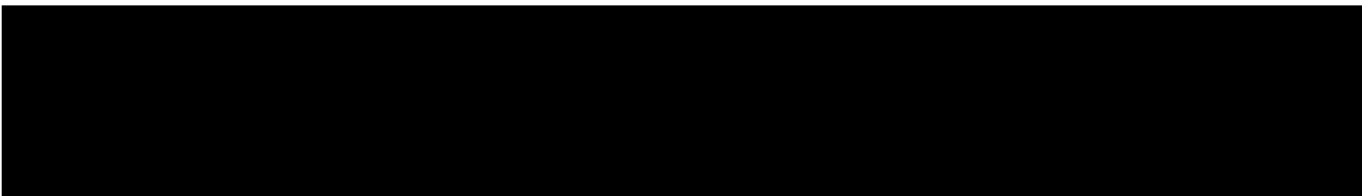
Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

If you require more space to enter details regarding Partners involved in the project, please use the text field below.

No Response

Please provide a cover letter and a combined PDF of all letters of support.



Section 17 - Lead Partner Capability and Capacity

Q34. Lead Partner Capability and Capacity

Q34a. Has your organisation been awarded a Darwin Initiative funding before (for the purposes of this question, being a partner does not count)?

Yes

If yes, please provide details of the most recent awards (up to 6 examples) and continue to Q34b.

Reference No	Project Leader	Title
CV19RR20	Gary Martin	Online local product commercialization, marketing and promotion sustains biodiversity-friendly livelihoods
27-001	Gary Martin	Conserving High Atlas agrobiodiversity to improve Amazigh livelihoods in Morocco
24-010	Gary Martin	Mobilising useful plant conservation to enhance Atlas mountain community livelihoods
20-013	Gary Martin	Medicinal plant trade, conservation and local livelihoods in southern Morocco
EIDPO042	Gary Martin	Implementing community-based landscape and resource monitoring, Oaxaca, Mexico
17-030	Gary Martin	Participatory approaches to nominating Crocker Range Biosphere Reserve, Sabah, Malaysia

Describe briefly the aims, activities and achievements of your organisation. Large organisations please note that this should describe your unit or department.

Aims	N/A
Activities	N/A
Achievements	N/A

Q34b. Provide details of 3 contracts/projects held by the Lead Partner that demonstrate your credibility as an organisation and provide track record relevant to the project proposed.

These contracts/awards should have been held in the last 5 years and be of a similar size to the grant requested in your application.

Q34b. Provide detail of 3 contracts/projects held by the Lead Partner that demonstrate your credibility as an organisation and provide track record relevant to the project proposed. These contracts/awards should have been held in the last 5 years and be of a similar size to the grant requested in your application.

Contract/Project 1 Title	Cultural Landscape Management in the Moroccan High Atlas, Morocco
Contract Value/Project budget (include currency)	██████████
Duration (e.g. 2 years 3 months)	3 years (1 April 2017- 31 March 2020)
Role of organisation in project	GDF was the implementing partner for this contract, with full responsibility as set out in the grant agreement for realisation of the project, including reasonable use of funds adhering to the agreed project budget, keeping of separate project-specific accounts and submission of activity, interim technical and final technical reports.
Brief summary of the aims, objectives and outcomes of the project	We addressed “Target 5: Landscapes of high ecological value maintained by human practices” of MAVA Foundation’s “Promoting sustainable land-use practices Mediterranean Basin” action plan. With a focus on the High Atlas, we (1) documented sustainable land use practices and their impact on biodiversity in the High Atlas; (2) implemented of actions to halt the loss of sustainable land use practices in the High Atlas; (3) built capacity to ensure the sustainability of the process; (4) disseminated information on the importance of sustainable land-use practices and cultural practices of conservation; and (5) assured the legacy of the programme.
Client/independent reference contact details (Name, e-mail)	██ ██

Contract/Project 2 Title	Maintaining Cultural Landscapes for Biodiversity and Wellbeing in the Moroccan High Atlas
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Contract Value/Project budget (include currency)	██████████ (including a ██████████ grant supplement for work on certification and labelling of local products agreed in November 2021)
Duration (e.g. 2 years 3 months)	27 months
Role of organisation in project	GDF is the implementing partner for this contract, with full responsibility as set out in the grant agreement for realisation of the project, including reasonable use of funds adhering to the agreed project budget, keeping of separate project-specific accounts and submission of activity, interim technical and final technical reports.
Brief summary of the aims, objectives and outcomes of the project	The project aims to conserve iconic cultural landscapes in the Moroccan High Atlas that harbour significant biological diversity. It operates in High Atlas communes in Southern Morocco, focusing on agdals (extensive highland pastures) and terraced agroecosystems. The project will document relationships between cultural practices and biodiversity, support community management of cultural landscapes in situ, and seek to establish robust markets for High Atlas cultural products.
Client/independent reference contact details (Name, e-mail)	██ ██

Contract/Project 3 Title	MAVA supplemental grants
Contract Value/Project budget (include currency)	10 contracts for a total of ██████████
Duration (e.g. 2 years 3 months)	5 years 10 months (1 January 2016 – 31 October 2022)
Role of organisation in project	GDF is the implementing partner for these contracts, with full responsibility as set out in the grant agreements for realisation of the projects, including reasonable use of funds adhering to the agreed project budgets, keeping of separate project-

Contract/Project 1 Title	N/A
Contract Value/Project budget (include currency)	N/A
Duration (e.g. 2 years 3 months)	N/A
Role of organisation in project	N/A
Brief summary of the aims, objectives and outcomes of the project	N/A
Client/independent reference contact details (Name, e-mail)	N/A
Contract/Project 2 Title	N/A
Contract Value/Project budget (include currency)	N/A
Duration (e.g. 2 years, 3 months)	N/A
Role of organisation in project	N/A
Brief summary of the aims, objectives and outcomes of the project	N/A
Client/independent reference contact details (Name, e-mail)	N/A

Contract/Project 3 Title	N/A
Contract Value/Project budget (include currency)	N/A
Duration (e.g. 2 years, 3 months)	N/A
Role of organisation in project	N/A
Brief summary of the aims, objectives and outcomes of the project	N/A
Client/independent reference contact details (Name, e-mail)	N/A

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government Agencies.

Yes

Section 18 - Certification

Q35. Certification

On behalf of the

Trustees

of

Global Diversity Foundation

I apply for a grant of

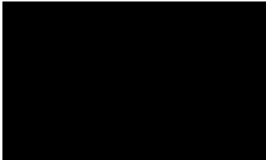
£949,269.00

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.

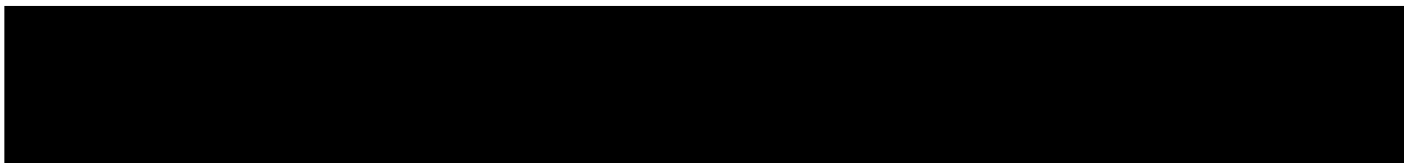
(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I have enclosed CVs for project key project personnel, letters of support, budget, risk register (inclusive of delivery chain risk map), logframe, theory of change, safeguarding policy and project implementation timetable (uploaded at appropriate points in application)
- Our last two sets of signed audited/independently verified accounts and annual report are also enclosed.

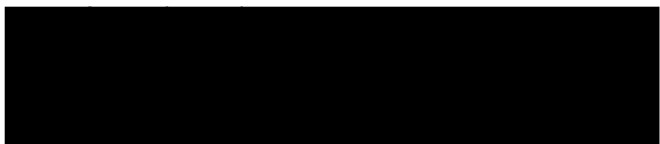
Checked

Name	Gary Martin
Position in the organisation	Founder
Signature (please upload e-signature)	
Date	06 December 2021

Please attach the requested signed audited/independently examined accounts.



Please upload the Lead Partner's Safeguarding Policy as a PDF



Section 19 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the "Darwin Initiative Guidance", "Darwin Initiative Extra Supplementary Guidance", "Monitoring Evaluation and Learning Guidance", "Risk Guidance", "Theory of Change Guidance" and "Financial Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April - 31 March and in GBP.	Checked
I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked

The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached the below documents to my application:	Checked
<ul style="list-style-type: none"> • my completed logframe as a PDF using the template provided 	Checked
<ul style="list-style-type: none"> • my budget (which meets the requirements above) 	Checked
<ul style="list-style-type: none"> • my completed implementation timetable as a PDF using the template provided 	Checked
<ul style="list-style-type: none"> • my risk register, including delivery chain risk map, as an Excel file using the template provided 	Checked
<ul style="list-style-type: none"> • my 1 page Theory of Change as a PDF which includes the key elements listed in the guidance 	Checked
<ul style="list-style-type: none"> • 1 page CV or job description for all the Project Staff identified at Question 32, including the Project Leader, or provided an explanation of why not. 	Checked
<ul style="list-style-type: none"> • a letter of support from the Lead Partner and main partner organisation(s) identified at Question 33, or an explanation of why not. 	Checked
<ul style="list-style-type: none"> • a cover letter from the Lead Partner. 	Checked
<ul style="list-style-type: none"> • a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 29. 	Checked
<ul style="list-style-type: none"> • a signed copy of the last 2 annual report and accounts for the Lead Partner, or provided an explanation if not. 	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have been in contact with the FCDO in the project country(ies) and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
I have checked the Darwin Initiative website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the Darwin Initiative website.	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the Darwin Initiative and our sister grant scheme, the IWT Challenge Fund. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our

quarterly project newsletter. You are free to unsubscribe at any time.

Unchecked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).