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## Darwin Initiative Innovation: Final Report

To be completed with reference to the “Project Reporting Information Note”:  
(<https://www.darwininitiative.org.uk/resources/information-notes/>).

It is expected that this report will be a **maximum of 20 pages** in length, excluding annexes.

**Submission Deadline: no later than 3 months after agreed end date.**

**Submit to:** [BCF-Reports@niras.com](mailto:BCF-Reports@niras.com) including your project ref in the subject line.

### Darwin Initiative Project Information

Project reference	DARNV018
Project title	Wildlife Credits: Launching a Conservation Performance Payments Scheme in Tanzania
Country(ies)	Tanzania
Lead Organisation	WWF UK
Project partner(s)	WWF Tanzania Country Office (WWF-TCO)
Darwin Initiative grant value	£193,976
Start/end dates of project	01 May 2023 to 31 March 2025
Project Leader's name	Tanya Smith (WWF UK)
Project website/blog/social media	<a href="http://www.wwf.org.uk">www.wwf.org.uk</a>
Report author(s) and date	WWF-TCO: Frank Damson and Noah Sitati WWF UK: Tanya Smith WWF Germany: Ilka Thogmartin 30 June 2025

## 1 Project Summary

The Wildlife Credits initiative aimed to introduce an innovative conservation performance payment model (results-based payments), where local communities receive direct financial incentives for protecting wildlife and habitats. By co-designing the approach with stakeholders including four villages in the Enduimet Wildlife Management Area (EWMA) the project created a scalable system that balances ecological sustainability with economic benefits for communities who live alongside wildlife and often bear the full cost of this responsibility. The initiative was piloted as a novel approach in the area with the expectation of scaling up soon.

The project's Wildlife Credits model introduced two key innovations:

- **Performance-Based Payments:** Communities received payments for achieving conservation targets against agreed Key Performance Indicators, ensuring accountability, traceability and direct benefits.
- **AI-Powered Monitoring:** An AI Performance Dashboard, developed with Deloitte Germany, integrated data from camera traps, data collection using SMART (Spatial Monitoring and Reporting Tool) on patrols, and satellite imagery to verify conservation

outcomes transparently. This technology-driven approach was adapted from successful pilots in Namibia but tailored to Tanzania's context.

The main aim of developing a 'rewards for results' approach was to address critical biodiversity and human development challenges in Tanzania's Kitenden Corridor, an important wildlife movement corridor connecting Kilimanjaro National Park in Tanzania to Amboseli National Park in Kenya. The Kitenden Corridor has faced severe degradation, shrinking from 21 km wide in 1952 to just 5.4 km wide by 2001 due to agricultural expansion and human encroachment. (See Annex 6 for the map of the project area)

This habitat loss disrupted wildlife movement, increasing human-wildlife conflict (HWC), with elephants, lions, and baboons damaging crops and livestock. Poaching and illegal wildlife trade further threatened species such as elephants and pangolins. Additionally, prolonged droughts worsened resource competition, heightening tensions between pastoralists and wildlife. These challenges were identified through community consultations, historical land-use data, and ecological monitoring, highlighting the urgent need for a sustainable conservation model.

Local communities, particularly the Maasai, bore the economic burden of coexisting with wildlife, receiving minimal benefits from tourism revenues within the project area. Crop destruction and livestock predation led to significant financial losses, while the COVID-19 pandemic further reduced tourism income by 80%. Women faced additional barriers, as cultural norms limited their participation in decision-making and land ownership. A 2022 well-being survey across the transboundary corridor connecting the two protected areas, revealed that only 49% of community members tolerated living alongside wildlife, underscoring the need for equitable solutions that improve livelihoods while promoting conservation.

The project established a Kitenden Corridor Management Committee (with 40% female representation) to oversee conservation efforts and payment distributions (See annex 7 for the elected committee and the process followed). Thirty-two community members known as 'citizen scientists' (including 10 women) were trained in wildlife monitoring, and 36 camera traps were deployed within the corridor to record species movement. A benefit-sharing mechanism allocated revenue to villages 40% to 11 member Villages, 10% for Management fees, 20% for a consolation fund, 20% as rewards to the four villages bordering the corridor, with the final 10% bolstering direct conservation activities (See annex 8 for the benefit sharing proportion to be allocated).

By aligning with Tanzania's National Wildlife Corridor Action Plan and global frameworks like the Convention on Biological Diversity (CBD), the project demonstrated how community-led conservation can simultaneously protect biodiversity and reduce poverty.

## **2 Project Partnerships**

The *Wildlife Credits: Conservation Performance Payments Scheme in Tanzania* was founded on a deeply collaborative model that responded directly to conservation needs identified by local communities and Tanzanian stakeholders.

### **Partner Roles and Engagement in Planning, M&E, and Decision-Making**

From inception, the project engaged all core partners in co-designing the intervention model, including WWF Tanzania (WWF-TCO) (lead implementer), WWF-UK (Project management, technical and M&E support), WWF Germany (WWF-De) (pricing calculation, lead engagement on Performance Dashboard with Deloitte and biodiversity credits expertise), and community representatives. Planning workshops were held in-country to align project objectives with community priorities and national conservation strategies.

Regular bi-weekly coordination meetings provided platforms for joint decision-making, adaptive management, and shared learning, with strong participation from all partners, including those in Kenya under the SOKNOT initiative to ensure transboundary alignment.

WWF-UK led on monitoring and evaluation framework design, ensuring compliance with Darwin Initiative reporting standards, while WWF Germany advised on biodiversity credit methodologies. Local actors—including CWMAC, TAWA, KINAPA, and TAWIRI—were actively engaged in project design, capacity building, implementation, and data validation. Most partners, including community representatives, contributed to drafting this final report, offering reflections, lessons learned, and data from their respective areas of engagement.

## **Achievements, Strengths, and Challenges in Partnership**

The project has fostered several key achievements through its collaborative structure:

### **Strengths:**

- **Community co-design and ownership** of the Wildlife Credits model, including defining performance indicators, payment mechanisms, and restoration priorities.
- **Integration of AI and technology tools** supported by global partners and localized through training of citizen scientists and village game scouts.
- **Trust-building** between communities, local authorities, and conservation actors, resulting in increased conservation compliance and reduced human-wildlife conflict.

### **Challenges:**

- **Balancing expectations** around financial payments with actual conservation outcomes proved complex, especially in the initial stages. This was addressed by conducting transparent sensitisation sessions and clarifying payment triggers.
- **Coordination across diverse actors** (technical, policy, community) posed logistical and communication challenges. This was mitigated by establishing routine check-ins and leveraging WWF's convening power to align priorities.

Partnerships built through the project are expected to continue well beyond its formal end. WWF Tanzania and local stakeholders—including EWMA, Longido District Council, CWMAC, and TAWA—have committed to scaling the model within SOKNOT, with discussions underway to apply for extended funding, exploring impact investors, philanthropic donors and/or corporate biodiversity credit buyers. WWF-UK and Germany remain strategic partners for technical backstopping and market engagement.

## **Involvement of Broader Local Institutions and Technical Experts**

Though not formal partners, several Tanzanian institutions played critical roles:

- **MWEKA (College of African Wildlife Management)** is serving as the independent verifier for wildlife credits, and its role is expected to expand in future iterations.
- **Longido District Government** provided administrative and legal support, especially in community mobilisation and environmental compliance.
- **Technical experts** from TAWIRI, as well as remote sensing and AI specialists (e.g., Deloitte Germany), contributed to training, system design, and dashboard development, ensuring that scientific rigour and local relevance were balanced.

### 3 Project Achievements

#### 3.1 Outputs

***Output 1. Community-led conservation vision for the Wildlife Credits model as applied to the Kitenden Corridor, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders***

*1.1 Within the first 10 months the Kitenden specific Wildlife Credits model is developed with and adopted by the WMA members involved, and the Management Committee (representing 40% women and 60% men), is established.*

We followed a rigorous process of community and stakeholder engagement to ensure this was a community led, co-created conservation vision for the Kitenden Corridor. The project kicked off with an inception workshop attended by 83 people, including the central management team of the Longido District Council and the District security team, heads of departments, ward councillors, representatives from Enduimet WMA, local leaders from the surrounding four villages, government authorities such as TAWA and TANAPA/KINAPA, other key NGO's (such as Big Life Foundation) and media personnel (see Annex xx for the inception workshop report). After the inception workshop, the Longido District Council unanimously supported the project and the development of a conservation performance payment pilot (See Annex 9 for the project acceptance letter).

In the first year of the project, we convened four village general assemblies to introduce the project and co-develop the conservation vision for the Kitenden Corridor. Through this process we successfully identified and finalised the KPI's as part of the conservation vision for the model. Consultations have been held for co-designing Key Performance Indicators (KPIs), baselines, and crafting a data collection protocol (See Annex 10 for the data collection protocol).

The structure to support this, has been instituted with the establishment of the Kitenden wildlife corridor management committee, which was approved, and officials elected. The committee was established to integrate smoothly within the existing governance architecture of the Enduimet Wildlife Management Area (EWMA), with a clear mandate to oversee specific duties that relate to the corridor's management and conservation efforts (See Annex 7 for the structure of and process followed to constitute the management committee).

The benefit-sharing scheme was co-developed and approved by the Authorised Association (AA) of EWMA and accepted by the community. Key Performance Indicators (KPIs) essential for the performance calculation and payment triggers, were co-developed with the community and approved (See Annex 11 for screenshots of the AI Powered Performance Dashboard data summary, specifically page 8). In addition, a Rangeland management plan and invasive species strategy off the back of the completed invasive species survey has been developed and accepted (See Annex 12 for the signed Rangeland Management Plan, Annex 13 for the invasive species strategy and Annex 14 for the invasive plant species assessment). See Output 2 for additional detail on the collection of data essential for the success of the wildlife credits model, demonstrating the adoption of the model.

*1.2 By end February 2025 a formally agreed approach for wildlife credits pricing and payments is tested to the satisfaction of all women and all men involved.*

A detailed pricing calculation was completed for the project and compiled into a guidance document that can be used to replicate or guide future projects this outlines the methodology

undertaken by the project to determine the pricing of a wildlife credit and how to generate credits from a conservation performance certificate. The pricing calculation was shared and explained with the EWMA and Kitenden wildlife corridor management committee to get agreement. We propose a cost-based pricing of on credit being equivalent to 1 ha at **\$348/ha/5yrs** (See Annex 15 for the Pricing calculation guidelines, section 4, page 9). In addition, through the community consultations, the benefit sharing of funds generated through the sale of wildlife credits was discussed, debated and agreed to by the EWMA, the four villages and the representatives of the Kitenden wildlife corridor management committee. (See Annex 8 for the benefit sharing breakdown).

Creating a local platform for the transparent distribution of wildlife credit payments is essential for supporting conservation efforts and empowering local communities. This platform guarantees a fair and accountable allocation of funds to those who safeguard our natural habitats. For this pilot, we utilised existing governance structures in place, with the capacity to distribute funds as per the agreed benefit sharing proportions. In this case, EWMA received the first payment to disburse, and this was successfully undertaken with beneficiaries receiving the first payments (See Annex 16 for copy of payment confirmations).

Before payments were disbursed, the conservation performance and subsequent payment calculation was verified by an independent third party - the College of African Wildlife Management (Mweka) (See Annex 17 for the verification report from Mweka). Within the guidance slide deck produced for this project, we include the process of measuring the conservation performance (Activity and biodiversity outcomes), generating the certificates, verifying the payment triggers and then converting these to wildlife credits (Please see Annex 18 for the final project guidance slide deck, slide 9)

Additionally, engagements with the Community Wildlife Management Area Consortium (CWMA) focused on streamlining processes to establish clear and efficient procedures for credit applications, disbursement, and grievance resolution beyond the single WMA - ensuring we have established a scaling pathway for future participants in and recipients of wildlife credits.

**Output 2. Community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.**

*2.1a Within the first 6 months, social, land use and wildlife KPIs are agreed, and verification methodologies tested.*

*2.1b By December 2024 at least 8 months of data trends documented*

Five KPI's related to 1) Corridor extent, 2) Habitat integrity, 3) Priority species, 4) Governance and 5) Well-being were identified as part of co-creating the conservation vision for Kitenden Corridor and an ecological survey of the corridor was completed as part of determining the baselines (See Annex 19 for the Kitenden Corridor ecological survey report). A data collection protocol was developed in collaboration with community citizen scientists, the WMA, Village Game Scouts and WWF team (See Annex 10 for the data collection protocol). Data collection methods include the use of SMART (Spatial monitoring and reporting tool) to capture patrol effort and sightings whilst on patrol; Camera traps: an additional 29 cameras were installed across the entire 11 villages of EWMA to monitor movement of wildlife outside the corridor, this was in addition to 36 camera traps installed within the wildlife corridor, in year 1 of the project (See Annex 20 for the map of the locations of the camera traps and Annex 21 for photos of the installation of the camera traps); and finally remote sensing through satellite imagery monitors changes to the habitat integrity and extent of the wildlife corridor.

Recognizing issues of shortages of fodder, proliferation of invasive weeds in grazing lands, and degradation of pasture quality, the Enduimet WMA, in collaboration with its eleven member villages, acknowledged the need for a Rangeland Management Plan as part of the conservation performance. The rangeland management plan for the corridor and WMA was finalised and approved by the board and local government. This plan aims to enhance and sustain pastures in village and community areas within the Enduimet wildlife reserve, ensuring improved livestock welfare and the long-term sustainability of wildlife in our community (See Annex 12 for the signed Rangeland Management Plan - please note this has been developed in Swahili to ensure maximum participation and use of the plan)

To safeguard the corridor and mitigate encroachment, we prepared land use plans for two villages that border the Kitenden Corridor. The activity was divided into two parts introducing land use plan activities and approval at village level. Additionally, we collected coordinates for the Kitenden corridor beacons to prepare a shapefile for the future gazettelement process of the corridor (See Annex 6 for the map of the extent of the corridor).

When engaging with the four villages directly bordering the Kitenden corridor to develop the conservation performance indicators, invasive plant species came up as a major issue for wildlife and people (impacting grazing). We therefore commissioned a rapid assessment on the extent of invasive and unpalatable forage in Kitenden to Tanzania Wildlife Research Institute to develop and implement an invasive species management strategy. This includes habitat restoration, gene conservation, and promoting ecotourism. Additionally, it will enhance livestock health, reduce human-wildlife conflicts and promote entrepreneurship. (See Annex 13 for the invasive species strategy)

This milestone reflects a robust integration of conservation and community interests, ensuring effective wildlife protection and sustainable corridor management including openings of wildlife tracks/routes within the corridor. The Committee's proactive approach in identifying and mitigating threats underscores their commitment to meeting project targets, promising enhanced habitat sustainability, improved foraging conditions, and overall benefits for biodiversity and local communities.

For indicator 2.1b we have 12 months of data collected by community citizen scientists and village game scouts. (See Annex 11 for screenshots of the AI Powered Performance Dashboard data summary, specifically page 4 - please note we are unable to share direct access to the live dashboard and have therefore provided up to date screenshots of the entire dashboard).

## *2.2 By month 10, 10 women and 22 men are trained and providing data against all relevant KPIs*

The 32 (22 Male, 10 female) data collectors (citizen scientists from within the villages and Village Game Scouts) were all trained within year 1 of the project and their skills enhanced through refresher training in the second year. Extensive training in the use of SMART (using Smartphones), GPS, and Camera Trap installation and data collection from cameras was provided (See Annex 22 for the report on SMART training, Annex 23 for photos taken at the SMART training and Annex 24 for camera trap deployment as part of the training). In addition, the monitoring and data collection protocol has been developed and shared with those responsible for the data collection to ensure data is ready for uploading to the performance monitoring dashboard.

The collection of data, related to the KPI's, by community 'citizen scientists' and Village Game Scouts has been regular, with refresher training on SMART undertaken when needed. The collected data are stored at EWMA and analysed in partnership with WWF's Camera Trap Species experts, under the approval of the District Game Officer of Longido District Council. TAWA/DGO will handle data storage, utilising their server for SMART/ODK purposes.

A further 29 cameras were installed across the entire 11 villages of EWMA to monitor movement of wildlife outside the corridor, this was in addition to 36 camera traps installed within the wildlife corridor, in year 1 of the project. Unfortunately, we have suffered losses of camera traps over the course of the project and security of cameras remains a challenge the management committee and the WMA are addressing through community engagement, education and awareness.

Based on the verification of results undertaken by Mweka: "Overall, the metrics reflected on the Dashboard reflected the actual data retrieved from the field, meaning that the audited payment metrics reflected on the Dashboard reflect the actual performance (based on the KPIs) on the ground. Based on the results of this audit, it is thus confirmed that the contents of the AI Dashboard fairly present the reality of performance, hence the level of payment." This confirms citizen scientists and Village Game Scouts have been equipped to collect the data against the KPI's, however they note some accuracy issues with mis-naming of species and this was reiterated in the survey of 32 citizen scientists (23) and village game scouts (9), where 21% of those interviewed believe they need additional training and mentorship in conservation related issues and/or data collection to improve accuracy (See Annex 17 for the verification report, Table 9).

### *2.3 By end January 2025, the AI dashboard is calibrated for the local context and allowing for transparent conservation performance measurement through the collated data*

The AI Performance Dashboard developed by Deloitte Germany was successfully finalized and implemented. The handover of the dashboard to the Tanzania and Kenya teams took place in Arusha in February 2025, allowing the team who will be managing the dashboard to have a smooth transition. This Dashboard is the main tool that allows a rigorous and evidence-based quantification and calculation of the achieved conservation performance against pre-agreed goals. Given this, the wildlife credits payments are automatically calculated and a certificate is produced.

The Dashboard has been built by optimising cost efficiency and rapid scalability through AI-automated controls hosted on a serverless architecture, which make the maintenance as minimal as possible and keep the costs low. The cloud architecture is hosted on Amazon Web Services (AWS).

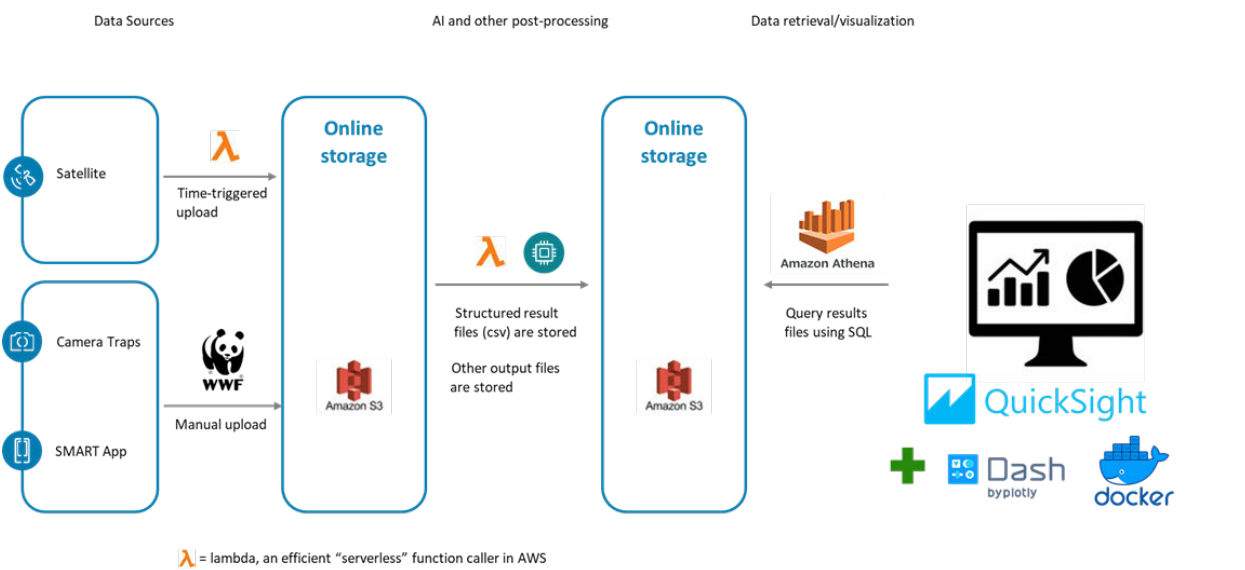
The architecture of the Wildlife Credits Dashboard relies heavily on text files with comma-separated values (CSV) which are stored on an online storage platform, AWS Simple Storage Solution (S3). The files can then be queried using the structured query language (SQL) using the distributed query engine AWS Athena. These tools are referred to as "serverless", by which no hardware resources need to be specifically provisioned (and paid for continuous use), but instead payment is done only for the actual use.

Environmental remote sensing through satellite imagery has become an essential tool for assessing ecological changes over time, particularly in sensitive areas such as wildlife corridors. To support this type of monitoring, the current approach has already been applied to process satellite imagery by segmenting land surfaces into categories such as exposed soil and

vegetation-covered areas. By comparing segmentation results from different time points, the method enables the detection of environmental changes at specific, marked coordinates. This time-based comparison allows for the identification of visible shifts in land cover, particularly in areas where invasive species have been observed or removed. (See Annex 25 for the full report on satellite imagery analysis done by Deloitte).

In terms of the AI models which have been used for detection and classification of the species pictures, mainly from the camera traps, Deloitte has used the algorithms from SpeciesNet, also being used by Wildlife insights.

The Dashboard also includes comprehensive data security features to guarantee data protection and access to the Dashboard (See Annex 26 for the Cloud Security Assessment report done by Deloitte).



See Annex 27 for a recorded video demonstration of the use of the dashboard - due to security safeguards and access restrictions we cannot share access to the live dashboard.

### Output 3. Sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established.

*3.1 By March 2025 agreements (including stipulations for involving at least 59% women) made between WMA and at least 3 organisations for payment into wildlife credits*

Engagements have begun with the Tanzania Tour Operators Association regarding the potential purchase of wildlife credits. These discussions aim to explore how local tour operators can invest in wildlife conservation efforts through the acquisition of these credits.

Further discussions will delve into the specifics of how these credits can be integrated into existing tourism practices and the potential for collaboration among stakeholders to maximize the effectiveness of wildlife conservation initiatives.







Additionally, the first exchanges with some key private investors have been initiated with the aim of finding out their interest for buying the credits:



- (1) A survey with 10 companies has been conducted. This investigation aimed to enhance our understanding of the factors that influence corporate investment decisions in biodiversity initiatives, thereby facilitating the development of strategies to increase private corporate investments into these projects.
- (2) Participation at the Bankable nature Solutions Investors' workshop in October 2024, in Amsterdam where we presented the pilot project and feedback from private sector investors, financial institutions and corporations.

WWF has developed a Position on Wildlife/Biodiversity Credits which was approved and has been publicly published (See Annex 28 for the WWF position on Biodiversity Credits). As one of the key pilots for WWF within this new mechanism, a factsheet on the project (See Annex 29 for the project factsheet) and a detailed guidance slide deck (See Annex 18 for the final project guidance slide deck) was developed, both have been extensively used to engage with WWF-UK's and Germany's Corporate partnerships and philanthropy teams to upskill them on wildlife credits and enable them to effectively engage potential investors.

The team has developed a "Go-to-market strategy" which includes a detailed analysis of buyer archetypes (see table below) and identification of potential buyers, a sales prioritisation approach for targeting companies, a clarified marketing approach, including full pitch deck and a proposal on leveraging WWF's biodiversity risk filter to offer our scheme as part of the potential opportunities for companies to reduce biodiversity related risks.

Archetypes		Segments	Target companies
 Locally dependent companies	Companies wanting to protect supply chains or sources of revenue locally	<ul style="list-style-type: none"> <li>Tourism</li> <li>Agriculture</li> <li>Manufacturing</li> <li>Food &amp; beverages</li> </ul>	eobli, AMALIA, SAB MILLER, JAVA, etc.
 Globally affected companies	Companies for which their global supply chains for critical inputs are affected	<ul style="list-style-type: none"> <li>Food &amp; beverages</li> <li>Fashion</li> <li>Chemicals</li> <li>Pharmaceuticals</li> </ul>	UNILEVER, P&G, NIKE, etc.
 Global nature-leaders	Frontrunners for nature, with significant nature-commitments and actions	Across industries	ALFARO, GSK, Coca-Cola, etc.
 Large-scale carbon credit purchasers	Heavy emitters of carbon with ambitions to offset with high-integrity carbon credits	<ul style="list-style-type: none"> <li>Energy</li> <li>Industry</li> <li>Consumer</li> <li>Financial institutions</li> <li>Aviation</li> </ul>	ALPHABET, JETBLUE, etc.
 Companies in to-be regulated markets	Companies in regions for which a potential biodiversity credits market is upcoming	<ul style="list-style-type: none"> <li>Companies in: <ul style="list-style-type: none"> <li>UK</li> <li>Australia</li> </ul> </li> <li>France</li> <li>Brazil</li> <li>Colombia</li> </ul>	HBC, etc.
 Nature-positive brands	Companies leveraging nature & biodiversity in marketing efforts (e.g., certifications, nature-positive branding)	<ul style="list-style-type: none"> <li>Agriculture</li> <li>Manufacturing</li> <li>Food &amp; beverages</li> <li>Fashion</li> </ul>	PATAGONIA, etc.

Unfortunately, though, we have not secured potential buyers as yet for the wildlife credits generated at the end of each year. We are confident we will secure buyers and will be following our go-to market strategy, with a targeted approach to corporates considered 'critical partner of WWF' to market test and feedback on the methodology to support investment. This pilot remains a priority for WWF to secure agreements between the WMA and buyers of the credits, for example we have submitted a proposal (awaiting decision) for a side event at the IUCN World Conservation Conference in October 2025 focused on delivering an interactive session to explore the co-created conservation performance payment mechanisms developed and look at opportunities for investment.

Please see below in Section 9 for further inputs on how we have ensured scalability and durability - of which securing buyers and developing the demand side of the market is key.

*3.2 By end March 2025, at least 4 other organisations are expressing interest in using Wildlife Credits approach elsewhere to improve conservation impact*

The Wildlife Credits model has gained traction led by WWF Namibia and the [CBNRM](#) where its [concept](#) was first introduced by creating a direct incentive to keep wildlife on communal land and making performance payments to communities who actively protect and conserve wildlife and its habitat.

WWF Kenya is currently piloting the Wildlife Credits concept in the Mara Siana area in partnership with the Maasai Mara Conservancies Association. (See Annex 30 for the fact sheet explainer). Wildlife credits will support the Siana conservancy to maintain the wildlife core area in its pristine ecological state and secure the wildlife corridor, which collectively covers 15,000ha, and facilitates wildlife connectivity across the broader Mara landscape.

WWF Mexico has also developed a proof of concept for the Mayan Forests including a pilot with 3 communities based on our Wildlife Credits model (See Annex 31 for the PoC slide deck), which was presented in April at the Regional Sustainable Finance Solutions for Nature Conservation workshop. It raised a lot of interest, especially from the participant governments in South America. Currently there are discussions to scale up the Tanzania Wildlife Credits concept and pilot it in the Madre de Dios region in Peru.

Finally we are in the process of designing a new pilot in the Congo Basin with WWF Congo and partner organisations, specifically in Dzanga-Sangha (in Central African Republic) which aims to implement the Wildlife Credits concept adapted to the specific needs and characteristics of this landscape. The aim is to complement the conservation work that has been done in the past thirty years with our innovative financial mechanism.

Therefore we have largely achieved this indicator with 3 different WWF offices (all independent of each other) actively engaging with and developing wildlife credits pilots off the success of this pilot in Tanzania.

In addition, we have engaged with Bloomlabs to present the methodology we have developed and used in this project, and this has been added to the global database on biodiversity credits. [Bloomlabs](#) is a research-driven biodiversity finance consultancy and has developed the most comprehensive overview of players in this market. Thus, sharing the method and approach used by the project to both potential buyers but also potential organisations looking to initiate a similar approach.

## 3.2 Outcome

**Outcome: The viability of Wildlife Credits as a scalable conservation performance payment mechanism for 4 communities living alongside wildlife in the Kitenden Corridor is demonstrated.**

*0.1 By March 2025, 100% of all Enduimet WMA (hereafter WMA) members involved in the project (59% women) have begun to receive wildlife credits. (Baseline: 0%)*

After a year's worth of data uploaded to and analysed by the performance dashboard, all biodiversity and conservation activities targets were met. The payment was calculated, and the first certificate was issued by the dashboard for a total of £16,586.07 (See Annex 11 for the slide deck of the Dashboard, slide 10). The third-party verification of the conservation performance and payment triggers was completed by the College of African Wildlife Management (Mweka) and verification confirmed "Overall, the metrics reflected on the Dashboard reflected the actual data retrieved from the field, meaning that the audited payment metrics reflected on the Dashboard reflect the actual performance (based on the KPIs) on the ground. Based on the results of this audit, it is thus confirmed that the contents of the AI Dashboard fairly present the reality of performance, hence the level of payment." (See Annex 17 for the verification report, section 4.2 on page 6)

The Wildlife Credits project has successfully disbursed TZS 46 million to local communities in accordance with the co-designed benefit-sharing scheme (See Annex 16 for the signed record of disbursements). As per the benefit-sharing portion of these funds TZS 13.8 million (20% of total benefits) has been allocated to the Predator Consolation Fund, a locally established fund that will compensate members of the EWMA who suffer livestock losses caused by predators. These claims are only covered when a clear incident is reported and investigated by the Village Game Scouts. To note, the total funds provided this year through the Enduimet Predator Consolation Fund was TZS 45 Million, of which 30.67% came from conservation performance pilot payment. This initiative not only reduces human-wildlife conflict but also supports carnivore conservation co-existence efforts, thus reducing the likelihood of retaliatory attacks on carnivores. As described in the verification of the conservation performance report conducted by Mweka, respondents interviewed (Citizen Scientists and Village Game Scouts) ranked Human-wildlife conflict as the second highest conservation issue/threat facing the corridor and wildlife. (See Annex 17 for the verification report, section 3.2 on page 14)

The remaining funds will be directed toward other community priorities, including improving water access, supporting local nursery schools, and purchasing hospital beds for maternity wards. All disbursements strictly follow the community-approved scheme, ensuring transparency and alignment with local needs. This milestone demonstrates how conservation financing can create tangible benefits for both wildlife and people, fostering long-term partnerships between communities and conservation initiatives.

*0.2 By March 2025, engaging with the wildlife credits process has resulted in an increased acceptance of living with wildlife for 80% of engaged WMA members (59% women). (Baseline: 49% “acceptance of living with wildlife” from 2022 survey)*

Engagement with WMA members and project stakeholders and beneficiaries has been positive with many expressing their willingness to achieve the conservation vision established for the corridor. A repeat well-being survey undertaken in 2024 suggests a significant improvement in ‘tolerance to wildlife’ against the 2022 baseline. A well-being survey conducted in 2022 on both the Kenya and Tanzania side of Kitenden corridor elicited a tolerance score of 48.2%. Specifically for Tanzania the baseline tolerance of living with wildlife was 39% (41% Male, 37% Female). In 2024, the tolerance/acceptance of living alongside wildlife improved to 70% (74% Male, 65% Female). See Annex 32 for the well-being survey summary comparative results between 2022 and 2024 in and around Kitenden Corridor - with specific focus on the table and graph ‘Reduced Conflict and Tolerance’.

If the costs of living with wildlife are acknowledged and shared, then local people are often much more tolerant of living with wildlife as the cost is reduced and benefits increase - this is the core of our theory of change.

*0.3 By end March 2025, the wildlife credits model has resulted in reduced encroachment in the Kitenden Corridor, compared to appropriate baseline (e.g. # of hectares or # of incidents) established in consultation with stakeholders at the start of the project.*

As demonstrated by the remote sensing data imagery and analysis of comparison done by the AI powered dashboard, we can confirm no encroachment into the corridor has occurred compared to baseline (See Annex 11 for the slide deck of the Dashboard, slide 5). The mapped area of the corridor is a total of 2,752 Ha, and no cleared area for transforming to agriculture has been detected using both the remote sensing analysis power of the dashboard, nor whilst on patrol by Village Game Scouts. A total of 2,203 km has been covered on patrol, with an average patrol length on foot being 11km (See Annex 11 for the slide deck of the Dashboard, slide 4).

One of the key conservation activities implemented during year 2 of the project and was used to determine bonus payments, was the clearing of invasive species to maintain the main wildlife paths within the corridor. The clearing was guided by the invasive species strategy completed in partnership with Tanzania Wildlife Research Institute (TAWIRI) - (See Annex 13 for the

invasive species strategy). To determine whether the Dashboard would recognise the invasive species control as habitat cleared, a detailed analysis was completed using ground-truthed GPS coordinates of the invasive species control locations. The AI analysis of the satellite images did not interpret the invasive species control as 'habitat cleared' thus did not have an impact on the payment triggers (See Annex 25 for the assessment of the satellite imagery analysis).

To support the achievement of this indicator, the local community finalized and adopted a comprehensive land use plan that clearly designates the corridor as a protected zone. This plan, developed through participatory processes, has received official approval from both village and district authorities. The Kitenden Corridor and Rangeland Committee continues to play a vital role in monitoring and enforcing these protective measures.

The corridor maintains its full ecological integrity, preserving its original dimensions of 5.4 kilometres in width and 6 kilometres in length. The sustained commitment from all stakeholders ensures this critical migration route remains intact for future generations. This accomplishment demonstrates the effectiveness of combining community engagement with structured land-use planning for wildlife habitat protection

### **3.3 Monitoring of assumptions**

#### **1. The agreed approach returns enough benefits to the communities for further corridor encroachment to be halted.**

This assumption held true. No further encroachment into the corridor occurred during the project period and funds were disbursed as per the agreed benefit-sharing scheme. See section 3.2 above, Outcome indicator 0.1 and 0.3 for further information and evidence.

#### **2. The community vision for the Kitenden corridor includes ongoing protection of space for wildlife movement.**

The assumption held true, the conservation performance indicators have been finalised/co-created with the four villages within the pilot, and they include the ongoing protection of habitat and species within and surrounding the corridor.

#### **3. The Namibia wildlife credits model can be successfully adapted for the Tanzania context.**

The assumption held true, we held regular meetings with Deloitte Germany who developed the conservation performance dashboard for Namibia; and we successfully replicated this in the SOKNOT (Southern Kenya Northern Tanzania) transboundary landscape. The AI model initially used was trained using remote sensing and camera trap data from northern Tanzania initially. We have a functioning performance monitoring dashboard for the Tanzania context (See section 3.1 above, Output Indicator 2.3 for detailed information and evidence of a working dashboard).

#### **4. Influxes and sharing of land with cattle herders from outside of the area remains manageable.**

The assumption held true; a rangeland management plan was formulated for Enduimet WMA with the aim of alleviating pressure on the Kitenden corridor. Given that all four neighbouring villages utilise the corridor for grazing, a comprehensive strategy for multiple uses and invasive species removal as well as opening up wildlife routes in Kitenden was developed and

implemented. This strategy was co-developed with experts from the Longido District Council, EWMA, village leaders, grazing committees representing all 11 villages, and the established Kitenden Corridor Management Committee. See section 3.1 above, Output indicator 2.1 for further information and evidence.

#### **5. Local communities and stakeholders remain committed towards monitoring and participating in the Wildlife Credits model.**

The assumption held true, local community representatives trained as Citizen Scientists and Village Game Scouts played a crucial role in data collection. They not only attended training but also assisted in the installation of camera traps as well as monitoring and collection of data for KPI's. Furthermore, they serve under the local leaders, and the Kitenden Corridor Management Committee oversees and guides the Citizen Scientists, with additional support from the community and EWMA. See above section 3.1, Output indicator 2.2 for further details and evidence.

#### **6. Finance and private sectors are willing to channel their biodiversity investments through the Wildlife Credits model and become financing partners for the WMA agreed model for Kitenden Corridor**

The assumption held true, as Wildlife Credits is pioneering a paradigm shift from a conventional agent model to an inclusive performance payment model directly to biodiversity stewards. Buying Wildlife Credits has 3 direct benefits to corporate buyers looking to invest in biodiversity: (1) Contribute to targets: Wildlife Credits directly contribute towards global and/or national targets, such as 30x30, or towards becoming a nature-positive company, while catalysing nature-financing innovations; (2) Enhance supply chain resilience: Wildlife Credits are specific to a geographical location, or biodiversity outcome, letting you tailor biodiversity enhancements specific to your supply chain risk profile; and (3) Capture consumer green premium: Combining Wildlife Credits with consumer products or services drives up the value of the product, with potential to capture 'green premium' with consumers. Given these benefits, we believe that the wildlife credits model could be used as a channel for finance and private sectors to channel their biodiversity investments.

From a more global perspective, the current outlook on biodiversity credits indicates that voluntary biodiversity credits market remains nascent—currently only in the low-millions of USD annually—but major institutions like the World Economic Forum and McKinsey project demand could grow to US \$1–2 billion by 2030 and up to \$69–180 billion by 2050.

However, investors (from SMEs in Australia to large UK asset owners allocating up to 5% of portfolios) are beginning to commit capital, driven by corporate nature-positive goals, new national markets and growing regulatory support in Europe.

### **3.4 Impact**

The project's intended impact is where community-led conservation, that protects wildlife and connectivity in Tanzania's Kitenden Corridor, is enabled through a functioning Wildlife Credits model that provides sustainable income to communities who coexist with wildlife.

The project has successfully achieved positive impacts for both biodiversity conservation and poverty reduction in targeted communities. Key outcomes include the establishment of co-created conservation vision, with clear KPI's and conservation actions identified and led by local communities; a transparent, effective platform that measures and rewards conservation action and biodiversity outcomes has been established and tested - which is scalable and replicable. Additionally, community members have experienced increased income through the distribution

of funds generated through verified conservation performance over one year, demonstrating economic empowerment. Community engagement has led to a reduction of destructive habitat clearing of the last remaining wildlife corridor connecting two key National Parks, supported by local government initiatives promoting invasive species control, and improved local governance within community managed conservation areas.

See Annex 1 for a summary of the project impact and section 4.2 on how this project has contributed to strengthening poverty reduction in the region.

## **4 Contribution to Darwin Initiative Programme Objectives**

### **4.1 Project support to the Conventions, Treaties or Agreements**

At the national level, there is direct support for the National Wildlife Corridor Action Plan 2022 and the corresponding regulations established in 2018, which legally empower the enactment and enforcement of protections for vital corridors. Among these corridors, the Kitenden Corridor stands out as one of Tanzania's top 20 priority corridors.

The cornerstone of the Wildlife Credits project lies in its alignment with the objectives outlined in the Global Biodiversity Framework (GBF), particularly focusing on managing, restoring, and protecting areas to counteract biodiversity loss as per Targets 1, 2, and 3. Additionally, its emphasis on engaging the corporate sector (Target 15) and mobilizing finance for nature (Target 19) further reinforces its significance in the conservation landscape.

The Wildlife Credits project is closely aligned with the Convention on Biological Diversity (CBD) and its conservation efforts, with Key Performance Indicators (KPIs) supporting CBD objectives in various ways. This includes habitat protection measures such as invasive species strategies, species preservation efforts focusing on key species like lions, leopards, cheetahs, elephants, pangolins, and giraffes, and community engagement initiatives. Involving local communities in biodiversity monitoring, habitat restoration, and sustainable resource management fosters a sense of ownership and responsibility towards wildlife and their habitats, thereby enhancing the project's success.

A significant aspect of the Convention on Migratory Species (CMS) is its dedication to conserving and sustainably managing migratory species and their habitats. The Wildlife Credits Project aligns with CMS goals through:

**Species Focus:** CMS encompasses a diverse array of migratory species, including mammals such as elephants, lions, cheetahs, leopards, and more. It aims to safeguard these species throughout their migratory routes, tackling threats like habitat loss, overexploitation, pollution, climate change, and other factors endangering their survival.

**Partnerships and Initiatives:** Through the Wildlife Credits Project, WWF works with the government and collaborates with international organisations like Deloitte, NGOs like the Big Life Foundation, and civil society groups like Enduimet WMA to implement conservation initiatives and projects. By forging partnerships and initiating collaborative efforts, CMS mobilises resources, expertise, and political backing to effectively address conservation challenges confronting migratory species.

### **4.2 Project support for multidimensional poverty reduction**

The Enduimet Wildlife Management Area (EWMA) presents a holistic model for multidimensional poverty reduction by integrating conservation, community empowerment, and sustainable economic development. At its core, EWMA leverages ecotourism revenues to reinvest in essential services and infrastructure, directly addressing critical poverty indicators such as health, education, food security, and income generation. Tourism proceeds support community

rangers/ VGS, offering stable employment while enhancing safety by mitigating human-wildlife conflict and protecting crops and households.

EWMA's approach improves access to basic services by channelling conservation income into schools, water systems, and health clinics, reducing the time burden on women and increasing access to learning and care. Furthermore, community members who have voluntarily allocated land for conservation benefit directly from these investments, fostering social equity and reinforcing collective ownership of natural resources.

Crucially, EWMA's efforts to maintain healthy rangelands support both biodiversity and pastoral livelihoods. By preventing land degradation and resource-based conflicts, the initiative ensures long-term ecological productivity sustaining livestock-based income and preserving wildlife habitats.

The Wildlife Credits project builds on this foundation by amplifying the poverty reduction potential of the EWMA model. Through performance-based conservation payments, the project introduces an additional, predictable income stream for communities that reward verified environmental stewardship. This mechanism not only incentivizes community-led protection of habitats and species but also helps buffer economic shocks, particularly for vulnerable households.

Specifically, the Wildlife Credits project aims to:

- Diversify livelihoods by expanding ecotourism and conservation related employment, reducing dependence on extractive practices and subsistence agriculture.
- Promote education and healthcare access through targeted reinvestment of Wildlife Credits revenues into schools, vocational training centers, and clinics in underserved areas.
- Strengthen climate resilience and food security by supporting predator compensation schemes and sustainable land management practices that protect crops, livestock, and grazing areas.
- Empower marginalized groups including women and youth through inclusive training and participation in monitoring, governance, and income-generating activities tied to conservation outcomes.

In doing so, the project not only addresses the income dimension of poverty but also tackles social exclusion, limited-service access, and environmental vulnerability thereby contributing to a more holistic and enduring form of poverty alleviation in the Enduimet region.

For example, the project's beneficiaries encompass the entire EWMA community, as outlined in the benefit-sharing scheme. According to this scheme, four villages where the project is being implemented will receive 20% of the credit, while the remaining seven villages within EWMA will receive 40%. These credits will address issues previously identified by communities during KPI setting, such as water access, beekeeping fences, women's wards, and nursery schools. Another 20% will be allocated to fund the predator consolation fund, aimed at compensating for livestock losses due to lions' attacks, benefiting all villages. Additionally, 10% will cover expenses for Citizen Scientists, VGS, and committees. Furthermore, 10% will be allocated for direct conservation activities.

### 4.3 Gender Equality and Social Inclusion (GESI)

GESI Scale	Description	Put X where you think your project is on the scale
Not yet sensitive	The GESI context may have been considered but the project isn't quite meeting the requirements of a 'sensitive' approach	

GESI Scale	Description	Put X where you think your project is on the scale
<b>Sensitive</b>	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	X
<b>Empowering</b>	The project has all the characteristics of a 'sensitive' approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	
<b>Transformative</b>	The project has all the characteristics of an 'empowering' approach whilst also addressing unequal power relationships and seeking institutional and societal change	

In November 2024 the Tanzania team based at the Arusha office benefited from an analysis of its approach to gender integration in project design as well as gender sensitive training by a global gender expert Dr Joni Seager. This was financially supported by the WWF East Africa Wildlife Crime Hub and global Voices for Diversity Project. Key recommendations for the Northern Tanzania project teams were provided by Dr Seager; however, we are unable to share the trip report in its entirety due to the sensitive nature of the contents which cover multiple projects and partners within Tanzania, Kenya and Mozambique.

Co-designing of conservation strategies that included separate discussions with women has helped in capturing their unique perspectives and needs. The project team is very receptive to further analysis and integration of gender dynamics and acknowledges that their own capacity-building on gender is an ongoing need.

Women are well-represented in the project activities, with some taking on leadership and decision-making roles within the Kitenden Corridor management committee. This demonstrates gender inclusion at the community level. However, fewer women than we would've liked to have become citizen scientists, primarily due to technical selection criteria, such as literacy levels, mobility requirements, or prior experience, which can inadvertently limit women's access to these higher-responsibility roles. While women are active and influential within community groups, addressing technical entry barriers through tailored capacity building, mentorship, or adjusted selection approaches will be needed to help unlock their potential for leadership and greater participation at broader levels, especially should this approach be expanded to other WMAs in Tanzania. For example:

- Strengthen support systems for female VGS to ensure long-term retention and increased participation - this would be an effectiveness amplifier with knock-on positive effects on gender equality
- Continue targeted gender discussions to ensure women's experiences and knowledge shape conservation and livelihood (because of increased benefits sharing) strategies. Ensure discussions around gender are targeted at men, as well as women.
- Promote equal representation in decision-making structures, ensuring that women have an active role in shaping the future of natural resource management.
- Ensure there are sufficient project staff to be able to hold single-sex community meetups especially where project staff are overwhelmingly male.
- Continue building our own capacity on gender and M&E - the team would benefit from qualitative methods training and expressed a keenness for this. For example, this would record not just participation (headcount) but monitoring the meaningful participation of men and women at meetings.



## 4.4 Transfer of knowledge

The Wildlife Credits project has prioritized strategic knowledge transfer to ensure the sustainability, policy relevance, and practical uptake of its conservation finance model. This has involved structured engagement with local communities, government institutions at multiple levels, academic bodies, and international platforms.

At the community and district level, the project built capacity through regular training sessions on biodiversity monitoring tools such as SMART, remote sensing, and camera traps. Village leaders, community rangers, and Enduimet Wildlife Management Area (EWMA) stakeholders were actively involved in co-designing conservation performance indicators, promoting ownership and localized understanding of the Wildlife Credits model (See section 3.1 above, Output indicators 2.1 and 2.2 for additional information and evidence).

At the national level, the project worked closely with key institutions to embed the Wildlife Credits approach into broader conservation and policy frameworks. The College of African Wildlife Management (MWEKA) was trained on the Wildlife Credits AI dashboard and was selected to serve as the independent verifier for biodiversity performance, contributing to national capacity in biodiversity credit verification. The Community Wildlife Management Areas Consortium (CWMAC) has also been engaged to manage the Wildlife Credits fund, particularly in anticipation of scaling up the model nationally. (See Annex 33 of meetings held between WWF-TCO and these institutions, shared on their various Instagram accounts).

In collaboration with the BMZ-funded Uganisha Project, the National Land Use Planning Commission (NLUPC), and local government authorities, we supported the development of village land use plans in two key villages located within the Kitenden Corridor. These plans, co-created with local communities, are designed to secure the corridor from encroachment and incompatible land uses. The plans have been approved at the district level and are now ready to start the gazettelement process, representing a significant policy milestone in legally protecting the corridor.

The project also collaborated with BMZ, TaFF (Tanzania Forest Fund), and TAWIRI to co-author two technical reports focused on ecology of Kitenden. Wildlife Credits has been acknowledged by TAWIRI and will be featured for the first time at the upcoming TAWIRI Scientific Conference towards the end of 2025, with three scientific papers being presented as an important step in integrating this approach into national conservation discourse and scientific evaluation (evidence can be shared later - currently not yet available).

To ensure broader dissemination of the project's learnings, the Wildlife Credits initiative has participated in both regional and international platforms:

- At the regional level, the project has engaged with the WWF Kenya in a SOKNOT transboundary landscape on developing the AI dashboard not only for Tanzania but for Kenya also sharing lessons from the Kitenden pilot that may inform scalable biodiversity credit frameworks across Kenya and Tanzania.
- Internationally, WWF has showcased the Wildlife Credits approach through its global conservation network, for example used by WWF International to support its position on voluntary biodiversity credits including during events tied to the UN Biodiversity Conference (COP15) in Cali, Colombia and other platforms coordinated by WWF-UK and WWF-Germany, where project representatives presented the AI dashboard and pricing model innovations.
- And direct briefings with potential biodiversity credit buyers and policy makers.
- A Wildlife Credits policy brief is in preparation to share with the respective ministries within Tanzania.
- A video documentary explaining the Kitenden Corridor pilot, used for both stakeholder briefings and online dissemination.

By fostering multi-stakeholder collaboration, aligning with national policy institutions, and ensuring scientific validation, the Wildlife Credits project has laid a strong foundation for the replication and institutionalization of performance-based conservation finance across Tanzania.

#### **4.5 Capacity building**

The in-country teams, specifically the project lead and the GIS/data managers have had significant mentorship from the Deloitte Germany team on the development and management of the AI performance dashboard. These are skills that did not exist within the organisations and are likely to be quite rare within Tanzania. This will ensure the skills are within the country to manage any changes needed to the dashboard, and to support the verification of the results by third party institutions.

### **5 Monitoring and evaluation**

The project has maintained regular bi-weekly progress meetings with all project team members to track activity implementation and ensure alignment with project goals. These meetings provided a platform to discuss field updates, share challenges, opportunities, lessons learned, and adaptive strategies.

A project workplan was developed to identify and deliver sub-activities needed to be undertaken to complete the project activities and outputs as per the project log frame.

We submitted a request to change the project end date from 30 October 2024 to 31 March 2025. This change included a change to the log frame to SMARTen the indicators.

In addition, the very nature of the project is about monitoring conservation performance; specifically, agreed conservation activities undertaken by community members and Village Game Scouts (such as patrols, camera trap management and security, alien plant clearing and adherence to the rangeland management plan), and biodiversity outcomes against agreed targets such as the confirmed presence of key species within the corridor. This performance against the agreed KPI's is tracked on the AI performance monitoring dashboard. The project team regularly checked the quality and quantity of data being uploaded and provided mentorship and additional training if required. Additional iterations of the data collection forms were needed through the second year of the project to ensure accuracy and reliability of data collection - this included translating the forms to Swahili.

The project did not have an internal or external evaluation, but the team was supported by the WWF-TCO M&E officer based in Arusha, Tanzania as well as the WWF-UK project lead to ensure effective monitoring and evaluation. However, as part of the pilot we undertook the verification of the conservation performance of one full year of data collection as analysed by the performance dashboard. This was completed by an independent third-party institution, called MWEKA (see section 3.1 above and Annex 17 for the verification report).

### **6 Lessons learnt**

1. Securing the participation of the local government, local and traditional leaders as well as local communities in the 4 villages during workshops significantly contributed to laying the groundwork for the project's acceptance and success. Their involvement fostered a sense of government and community ownership and provided valuable insight that was instrumental in aligning the project's initiatives with the cultural and societal context.
2. Inserting compulsory by-laws in the management structure encourages and increases women participation in decision making.
3. Flexibility in scheduling has proven essential to maximise community participation in meetings. By accommodating the local community's economic and social commitments, attendance rates improved, ensuring broader involvement in project-related activities.

4. Empowering community members and existing governance structures proved essential. Therefore, training (both initial and refresher) was key:

The training and use of citizen scientists and Village Game Scouts (VGS) from EWMA to increase ecological monitoring and data collection for determining payments; and training for the newly appointed officials of the Kitenden Corridor was needed in terms of leadership and management skills.

5. Ensuring co-creation throughout and locally led decision making was key, this was demonstrated in the efficient and fully supported approach to agreeing on the benefit sharing. The payment benefits to benefit all the 11 villages instead of the proposed 4 villages in the project document.
6. Adapting and utilizing a locally based but well-respected regional institution for third-party verification proved more cost-effective and context-sensitive than relying on international bodies. This enhances credibility while building local institutional capacity.
7. Success in future scale up hinges on an early and strategic go-to-market plan, targeting buyers who value verified biodiversity outcomes and community co-benefits.
8. Community Performance Based Payments Drive Accountability. This is because linking payments to clearly defined and verifiable conservation outcomes (habitat protection, species presence, conservation efforts) created strong incentives for sustained community engagement in biodiversity protection.
9. A cross-border landscape conservation approach was applied through holistic thinking in the development of key performance indicators (KPIs), data collection tools, and the AI dashboard ensuring that all systems were designed with scalability in mind across the transboundary landscape shared by Kenya and Tanzania.
10. Having strong evidence linked to the expected results is essential to get the buy-in from different stakeholders: in the case of the SMART implementation, we were able to introduce this tool in Tanzania as we could show the data security features. This will also contribute to designing a legal framework which defines how the buying of credits formally recognizes the contribution to community-led conservation
11. The biodiversity credits market is still under development, which means the demand is still unsure. However, providing a comprehensive approach which focuses on quantifiable biodiversity impact and a community-driven approach is essential to maximize successful sales of the credits as the suppliers in this market are currently more than the demand.
12. One of the biggest criticisms to biodiversity credits during last COP 16 was the lack of transparency to IPLCs regarding benefit sharing. We have received positive feedback from representatives of the local communities like IEG (International Environmental Guardianship), formerly known as CAP, a member-based organization of Indigenous Peoples, Local Communities, and Afro-Descendants and they recognize our concept and approach is in line with their expectations.

## **7 Actions taken in response to Annual Report reviews**

In response to comments from last year's annual report we have:

1. Provided additional information and detail on the benefit-sharing scheme and how the percentage credits between villages were agreed in section 3.1 (Progress against Output 1)
2. Provided additional information and evidence on how data is collected across the project and how Village Game Scouts, Citizen Scientists and Resource Assessors work together in Section 3.1 (Progress against Output 2).
3. Ensured the Darwin Logo with required acknowledgement of Darwin Initiative funding has appeared on all project reports and other communications - please see section 10 below.

4. Provided additional information as requested explaining safeguarding training requirements for WWF staff (ESS Advisor and Focal point) in Section 11 below.
5. We submitted a change request to change the project end date to 31 March 2025; this included an update to SMARTen the logframe.

## **8 Risk Management**

To identify and address any issues that arise from community members and project beneficiaries, we have undertaken extensive Environmental and Social Safeguards engagement with all 11 villages within the project area, during which we initiated a clear grievance reporting process (grievance mechanism) for communities to voice their concerns and to be addressed efficiently.

The issue of gender discrimination has been recognized as a pervasive risk in all four project villages associated with the Wildlife Credit (WC) initiative. In response, the WC project team collaboratively engaged with local village governments and the Enduimet Wildlife Management Area (EWMA) to enhance female participation in community events such as meetings and workshops. A concerted effort was made to ensure women's inclusion in decision-making processes, particularly in newly established committees. A significant policy measure has been implemented, mandating that at least one-third of the membership in all WC-related committees and gatherings is composed of women. This policy is aimed at fostering gender balance and empowering women within the community's conservation framework.

Additionally, over the past 4 years the area experienced a devastating drought, which highlighted the vulnerability of communities to climate change. This environmental stressor escalated conflicts between pastoralists and wildlife, as competition for these dwindling resources intensified. To address these tensions, the WC project team, alongside the existing WWF projects such as BMZ II and Illegal Wildlife Trade (IWT), has introduced safety measures during educational sessions conducted in affected communities. Thankfully good rains returned to the region, but the risk of increased human wildlife conflict remains.

The incursion and spread of invasive species present another significant challenge within the project area, with implications for native biodiversity, ecosystem services, and local livelihoods. The proliferation of non-native species can lead to habitat degradation, loss of native flora and fauna, and altered ecosystem processes, thereby undermining conservation efforts and the ecological balance crucial for community sustenance. The approach involved a combination of scientific research, community engagement, and practical interventions to mitigate the impact of these species on the environment and the local economy. In collaboration with local government, EWMA and community members an alien invasive species management plan was developed and is being implemented.

These measures are part of a broader risk mitigation strategy to alleviate the adverse effects of resource competition and to foster coexistence between the local populations and wildlife.

## **9 Scalability and Durability**

As this is a new project in Tanzania and at its core, Wildlife Credits seeks to shift the economic calculus around wildlife management areas in Tanzania by incentivizing local communities to actively protect and restore wildlife, habitats, governance, corridor and well-being of the communities.

The project continued to receive support at local and regional levels and to ensure sustainability, was developed in alignment with existing governance structures, including local leaders, respected traditional leaders like Laigwanan, EWMA/CWMA, government agencies, private sectors, and governmental bodies. Additionally, it adheres to government conservation priorities

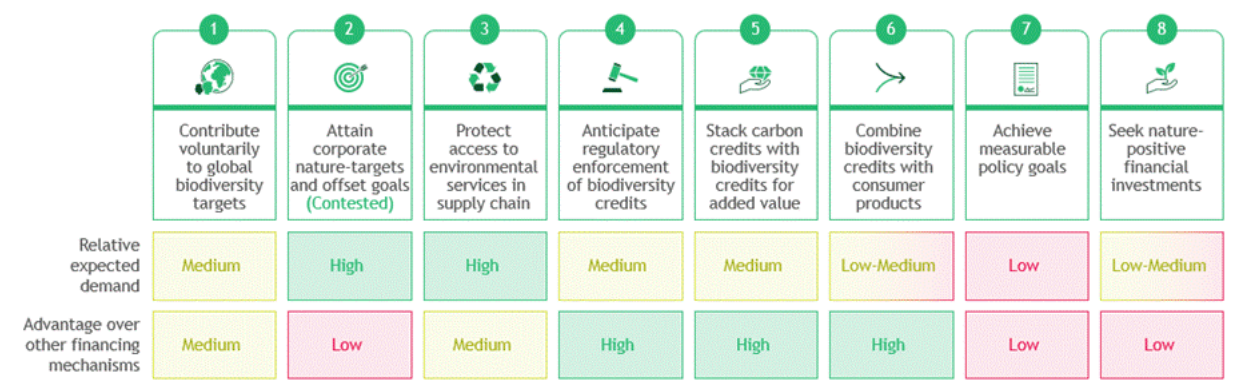
aimed at restoring and maintaining corridor connectivity, both domestically and across borders, to facilitate wildlife movement within the region. We collaborated with the government and CWMAC to demonstrate a transparent approach to verifying conservation performance (See section 3.2 above, Outcome indicator 0.1 for additional information and evidence). This is to ensure effective fund management and third-party verifications of wildlife Credit, with the goal of extending support to other WMAs in Tanzania, mirroring the successful model in Namibia.

The BCG team has conducted a demand analysis for biodiversity credits to better understand willingness / conditions and forecast demand of both corporate and institutional buyers, building on the recent "Biodiversity Credit Demand Analysis and Market Outlook Insight Report". (See Annex 34 for the ‘Go-to-market’ strategy pages 50 to 54). They have also analysed existing biodiversity commitments by the private sector, and possible future obligations under SBTN, TNFD, etc.

They identified 8 potential buy-side use-cases for biodiversity/wildlife credits and 4 main reasons for corporates to invest in biodiversity:

- Philanthropy: Want to be a leader in the global biodiversity space, contributing to global development
- Operations: Protect bottom-line since supply chains (e.g., food) or brand image is at risk
- Regulatory: Local or anticipated regional/global regulations in place, forcing companies to invest
- Nature-positive business model: Adding value to current products through biodiversity investments

In terms of corporate sector demand, the BCG team concludes that is is mainly driven by attaining nature targets and protecting supply chains, with biodiversity credits unlocking niche use-cases:



We expect a growing demand and interest also driven by the results of the recent publication<sup>[1]</sup> on impact of conservation action: “Interventions targeted at species and ecosystems, such as invasive species control, habitat loss reduction and restoration, protected areas, and sustainable management, are highly effective and have large effect sizes. This provides the strongest evidence to date that conservation actions are successful but require transformational scaling up to meet global targets”.

As part of the promotion of our concept, we have been actively engaging with different key players in the biodiversity credits market:

- We have been selected as one of the example pilots to be part of the community of practice led by the [IAPB](#) (International Advisory Panel for Biodiversity Credits). Our pilot shows in a practical way how the High-level principles have been applied, especially around equity and inclusion in biodiversity credit projects and markets, particularly of IPs and LCs, and with a focus on benefit sharing and grievance mechanisms.

- Inclusion in the global database of biodiversity credits suppliers managed by [Bloom Labs](#), which is a research-driven biodiversity finance consultancy and has developed the most comprehensive overview of players in this market.
- We will be publishing jointly an article with [SMART](#) about how we have used this tool to help us gather the required evidence to demonstrate the biodiversity impact and the conservation efforts from the community members. SMART is a platform which consists of a set of software and analysis tools designed to help conservationists manage and protect wildlife and wild places.

All these efforts contribute significantly in our goal of scaling up our concept.

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[\[1\] The positive impact of conservation action | Science](#)

## 10 Darwin Initiative identity

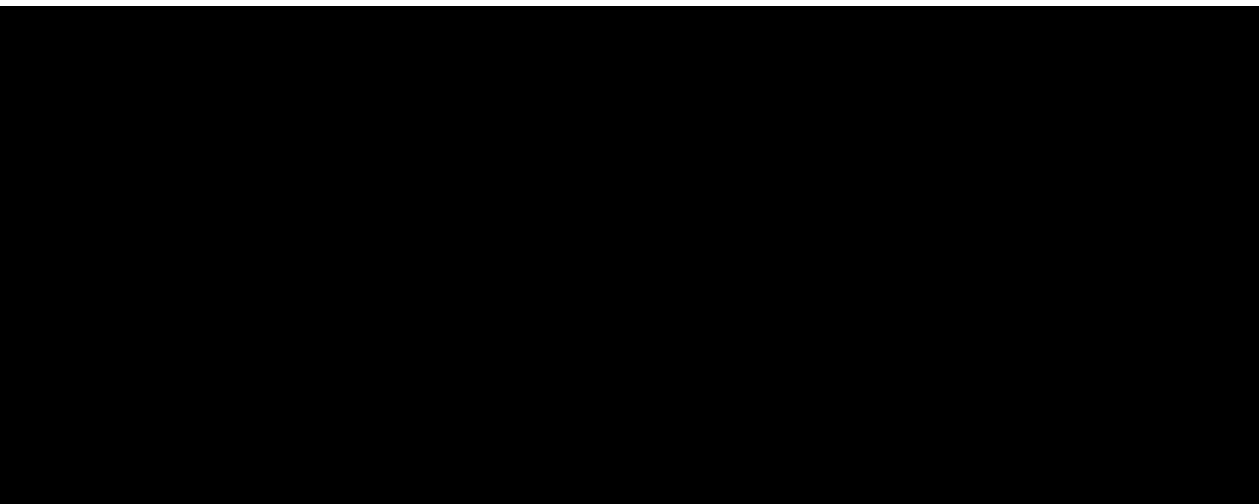
This project followed on from a UK Aid Biodiversity Challenge Funded project (IWT109), so there is a strong understanding and recognition of the UK government funded support within the region for this project to build on. A project factsheet was developed and shared with project stakeholders, potential supporters, and government officials; this factsheet clearly recognizes the UK Government's contribution to the project (See Annex 29 for the Project Factsheet).

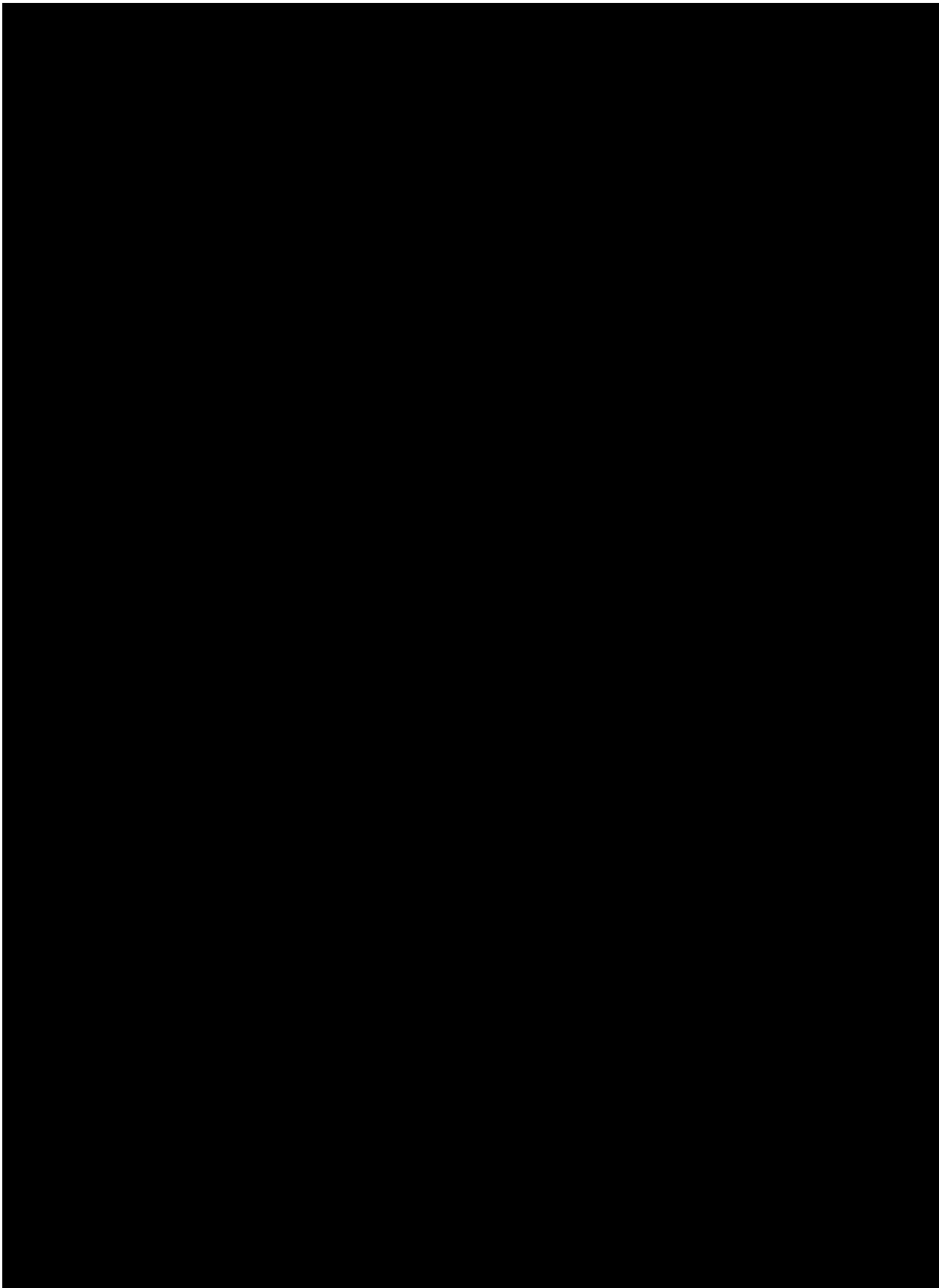
We developed a video of the project from the field with testimony from local community members, beneficiaries and Enduimet WMA explaining the project and the conservation action being undertaken. This video is online and recognises UK Government's support through the Darwin Initiative (See [here](#) for the video on Youtube).

In addition, this pilot has been featured on several online databases/websites as a viable and investable Biodiversity Credits project, for example on the IAPB website ([PILOTS](#)). We also submitted a proposal to the IUCN World Conservation Congress scheduled for October to host a side event on Wildlife Credits, featuring this project and the pilot in Namibia - should this be accepted, we will potentially be sharing the UK Government support and Darwin Initiative logo to several hundred people from the global arena.

Finally, this project was featured at London Climate Action Week as one of three case studies of successful conservation financing - we acknowledge UK Government support for the pilot through the Darwin Initiative. (We are awaiting photos from this event as evidence).

## 11 Safeguarding





## 12 Finance and administration

### 12.1 Project expenditure

Project spend (indicative) since last Annual Report	2024/25 Grant (£)	2024/25 Total actual Darwin Initiative Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
<b>TOTAL</b>	<b>£100,789.00</b>	<b>£100,789.00</b>		

Staff employed (Name and position)	Cost (£)
Tanya Smith, Project lead, Senior Programme Advisor, WWF UK	
Ilka Thogmartin, Conservation Performance Payment Expert, WWF Germany	
Arabella Bramley, Grants Specialist, WWF UK	
Sian Prosser, Grants Specialist, WWF UK	
Kate Vannelli, HWC specialist	
Frank Damson, Project support officer, WWF Tanzania	
Boaz Marungi, Project driver, WWF Tanzania	
Matrida Simfukwe, Monitoring & Evaluation Advisor, WWF Tanzania	
Joan Itanisa, External Communications, WWF Tanzania	
Manyerere Wajama, Project Financial Management, WWF Tanzania	
Igno Isaak, Enduiment WMA Manager	
<b>TOTAL</b>	<b>£24,223.67</b>



Capital items – description	Capital items – cost (£)
N/A	£0.00
<b>TOTAL</b>	£0.00

Other items – description	Other items – cost (£)
End of project audit	£ [REDACTED]
<b>TOTAL</b>	£1,000.00

## 12.2 Additional funds or in-kind contributions secured

Matched funding leveraged by the partners to deliver the project	Total (£)
Year 1: 2023-2024 from WWF UK and WWF Tanzania	[REDACTED]
Year 2: 2024-2025 from WWF UK and WWF Tanzania	
<b>TOTAL</b>	£34,966.11

Total additional finance mobilised for new activities occurring outside of the project, building evidence, best practices and the project	Total (£)
<i>Nothing secured to date.</i>	£0.00
<i>However, please note, we have been short listed for a Nature Markets Accelerator which could leverage Euro [REDACTED]</i>	
<b>TOTAL</b>	£0.00

## 12.3 Value for Money

The key principles of the Value for Money (VfM) approach in WWF are based on the 4-Es: economy, efficiency, effectiveness, and equity. VfM involves weighting the costs and benefits of different choices and selecting the option that archives the best balance across these principles. Opportunity cost and alternatives for funding are considered, including what other actors might do if WWF and Darwin did not support the programme.

We believe the project was good value for money, as most of the project outputs were achieved and delivered within budget. The project demonstrated the benefits of public and private partnerships, with match funding from our WWF supporters and member's base. We appreciated the flexibility provided by the Darwin Innovation Fund that facilitated budget change requests, allowing for us to reallocate budget efficiencies to take advantage of opportunities and changes

in the operating environment. Additionally, our strong relationships are evident in the VfM achieved by the project.

The individual cost per direct beneficiary reached over the lifetime of the project is £9.54 (£228,942 total project spend (Darwin + Match funds) / 24,000 direct beneficiaries) or £8.08 for Darwin Innovation fund only. It is important to remember that these beneficiaries are some of the most marginalised people in society and that locating and effectively engaging them requires higher costs as a result. For example, it requires more time dedicated towards the design, planning and implementation of engagement processes, and subsequently a larger commitment of financial and human resources. But such processes offer the potential for deeper downstream impacts including enhanced programme outcomes, and sustainability and equitability of benefit-sharing arrangements.

Approximately half of our total Darwin spend (50%) was on project activities (comprising Travel and Subsistence, Operating costs and other costs, including M&E), whereas the other half comprised staff (24%), consultancy costs (12%), overhead costs (11%) capital costs (3%), and audit costs (1%). The project has been economical, efficient and effective with resources available.

Our efforts at economy included applying good practice in procurement (for example we have standard practices in place and a competitive process, with value for money as a criteria) and only procuring items that were necessary.

In terms of effectiveness, we have largely met the Outputs of this project and largely achieved the Outcome proving high level of effectiveness. Please refer to the logframe (annex 1) and section 3 for more detail.

The project placed a strong emphasis on targeting those with the greatest need, with a particular focus on gender inclusion, ensuring equity of benefits. As of March 2025, efforts were underway to establish wildlife credit payment agreements with at least three organisations. These agreements included provisions to ensure that a minimum of 59% of participants involved were women—an intentional design to promote greater equity in benefit sharing and decision-making power among underrepresented groups. The first payments made and subsequent payments from the sale of wildlife credits generated support approximately 24,000 people within the local community, of which approximately 14,000 are women and 10,000 are men.

**13 Other comments on progress not covered elsewhere**

Nothing further to add

**14 OPTIONAL: Outstanding achievements of your project (300-400 words maximum). This section may be used for publicity purposes**

I agree for the Biodiversity Challenge Funds to edit and use the following for various promotional purposes (please leave this line in to indicate your agreement to use any material you provide here).

File Type (Image / Video / Graphic)	File Name or File Location	Caption, country and credit	Online accounts to be tagged (leave blank if none)	Consent of subjects received (delete as necessary)
				Yes / No
				Yes / No
				Yes / No
				Yes / No

				Yes / No
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## Annex 1 Report of progress and achievements against final project logframe for the life of the project

Project summary	Progress and achievements
<p><b>Impact:</b> Community-led conservation, that protects wildlife and connectivity in Tanzania's Kitenden Corridor, is enabled through a functioning Wildlife Credits model that provides sustainable income to communities who coexist with wildlife.</p>	
<p><b>Outcome:</b> By end March 2025 the viability of Wildlife Credits as a scalable conservation performance payment mechanism for 4 communities living alongside wildlife in the Kitenden Corridor is demonstrated.</p>	
<p><b>Outcome indicator 0.1:</b> By end March 2025, 100% of all Enduimet WMA (hereafter WMA) members involved in the project (59% women) have begun to receive wildlife credits. (Baseline: 0%)</p>	<p><b>Achieved</b></p> <p>The Kitenden Corridor pilot demonstrates that Wildlife Credits are a viable, scalable conservation payment mechanism. After uploading a year's data to an AI-powered dashboard, all biodiversity and conservation targets were met, triggering a verified payment of £16,586—confirmed by the College of African Wildlife Management (Mweka). Disbursements totalling TZS 46 million reached WMA members, with 20% allocated to a predator compensation fund, directly addressing community concerns and reducing conflict.</p>
<p><b>Outcome indicator 0.2:</b> By end March 2025, engaging with the wildlife credits process has resulted in an increased acceptance of living with wildlife for 80% of engaged WMA members (59% women). (Baseline: 49% "acceptance of living with wildlife" from 2022 survey)</p>	<p><b>Achieved</b></p> <p>Engagement with WMA members and beneficiaries has revealed strong support for the corridor's conservation vision, reflected in a substantial rise in tolerance toward wildlife. A repeated well-being survey conducted in 2024 showed acceptance rates jumping from a baseline of 39% in 2022 to 70%, indicating marked improvements among both genders (from 41% to 74% for men, and 37% to 65% for women)</p>
<p><b>Outcome indicator 0.3:</b> By end March 2025, the wildlife credits model has resulted in reduced encroachment in the Kitenden Corridor, compared to appropriate baseline (e.g. # of hectares or # of incidents) established in consultation with stakeholders at the start of the project.</p>	<p><b>Achieved</b></p> <p>Remote sensing via the AI-driven dashboard confirms that no encroachment into the Kitenden Corridor has occurred: the full 2,752 ha area remains intact, with no signs of agricultural clearing since the baseline. Additionally, over 2,200 km of patrol coverage—averaging 11 km per foot patrol—supports this satellite data.</p>
<p><b>Output 1</b> By December 2024, community-led conservation vision for the Wildlife Credits model as applied to the Kitenden Corridor, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders.</p>	
<p><b>Output indicator 1.1</b> Within the first 10 months the Kitenden specific Wildlife Credits model is developed with and adopted by the WMA members involved, and the Management Committee (representing 40% women and 60% men), is established.</p>	<p><b>Achieved</b></p> <p>A robust <b>Wildlife Credits model</b> was collaboratively co-designed with Kitenden WMA members, representing the community through a gender-balanced Management Committee (40% women, 60% men). Over 10 months, the model's</p>

Baseline: no model	vision, KPIs, baseline data, governance, benefit-sharing, rangeland and invasive species management plans were co-created and adopted via workshops, assemblies, and formal approvals.
Output indicator 1.2 By end February 2025 a formally agreed approach for wildlife credits pricing and payments is tested to the satisfaction of all women and all men involved. Baseline: no approach	<b>Achieved</b> By early 2025, the approach was tested and validated: pricing guidelines, payment triggers, and a transparent disbursement platform—aligned with existing EWMA structures—were formally agreed upon and verified by College of African Wildlife Management (Mweka). The model ensures equitable benefit distribution, community ownership, performance verification, and integration across sub-landscapes via the CWMAC to facilitate scaling.
Output indicator 1.2 By December 2024, community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.	<b>Achieved</b> The project established a robust <b>performance measurement</b> system for the Kitenden Corridor by co-designing five <b>KPIs</b> . To further contextualize, tools like SMART enable effective performance measurement by digitizing patrol routes, wildlife sightings, and threat data, and transforming these inputs into actionable reports and dashboards—demonstrated globally in protected areas using the SMART approach
<b>Output 2.</b> By December 2024, community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.	
Output indicator 2.1a Within the first 6 months, social, land use and wildlife KPIs are agreed, and verification methodologies tested.  Output indicator 2.1b By December 2024 at least 8 months of data trends documented (Baseline: no KPIs)	<b>2.1a &amp; b Achieved</b> Over the first six months, five <b>KPIs</b> —covering corridor extent, habitat integrity, priority species, governance, and well-being—were co-designed with the community and baselined through a comprehensive ecological survey. A data collection protocol was established involving citizen scientists, village game scouts, SMART patrols, camera traps, and satellite monitoring. By December 2024, <b>at least eight months of data trends</b> had been documented, demonstrating that the agreed-upon KPIs and verification methods were fully <b>tested</b> .
Output indicator 2.2 By month 10, 10 women and 22 men are trained and providing data against all relevant KPIs Baseline: no-one trained in data collection	<b>Achieved</b> This system is supported by trained teams—10 women and 22 men—and a functioning AI-powered dashboard (deployed by February 2025).
Output indicator 2.3 By end January 2025, the AI dashboard is calibrated for the local context and allowing for transparent conservation performance measurement through the collated data	<b>Achieved</b> The AI-powered dashboard was calibrated to the local context, which automatically tracks conservation performance, triggers wildlife credit payments, and ensures

	transparent, evidence-based verification. Web tools like SMART streamline KPI data collection and dashboard visualization.
<b>Output 3.</b> By end March 2025, sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established.	
3.1 By (project end) agreements (including stipulations for involving at least 59% women) made between WMAs and at least 3 organisations for payment into wildlife credits	<p><b>Not achieved</b></p> <p>By March 2025, efforts to establish <b>payment agreements into wildlife credits</b> with at least three organisations—including stipulations ensuring at least 59% women’s involvement—were underway, but no payment agreements have been finalised by project end. Though formal agreements are not yet finalized, these actions lay foundational groundwork for sustainable wildlife credit financing.</p>
3.2 By end end March 2025, at least 4 other organisations are expressing interest in using Wildlife Credits approach elsewhere to improve conservation impact	<p><b>Largely Achieved</b></p> <p>WWF Kenya is currently piloting the Wildlife Credits concept in the Mara Siana area in partnership with the Maasai Mara Conservancies Association.</p> <p>WWF Mexico has also developed a proof of concept for the Mayan Forests including a pilot with 3 communities based on our Wildlife Credits model.</p> <p>Finally, we are in the process of designing a new pilot in the Congo Basin with WWF Congo and partner organisations, specifically in Dzanga-Sangha (in Central African Republic) which aims to implement the Wildlife Credits concept adapted to the specific needs and characteristics of this landscape.</p> <p>Therefore, we have 3 different WWF offices, all working with different partner organisations to develop pilots using wildlife credits approach to improve conservation impact.</p>

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

Project summary	SMART Indicators	Means of verification	Important Assumptions
<b>Impact: Community-led conservation, that protects wildlife and connectivity in Tanzania's Kitenden Corridor, is enabled through a functioning Wildlife Credits model that provides sustainable income to communities who coexist with wildlife.</b>			
<b>Outcome:</b> By end March 2025 the viability of Wildlife Credits as a scalable conservation performance payment mechanism for 4 communities living alongside wildlife in the Kitenden Corridor is demonstrated.	<p>0.1 By end March 2025, 100% of all Enduimet WMA (hereafter WMA) members involved in the project (59% women) have begun to receive wildlife credits. (Baseline: 0%)</p> <p>0.2 By end March 2025, engaging with the wildlife credits process has resulted in an increased acceptance of living with wildlife for 80% of engaged WMA members (59% women). (Baseline: 49% "acceptance of living with wildlife" from 2022 survey)</p> <p>0.3 By end March 2025, the wildlife credits model has resulted in reduced encroachment in the Kitenden Corridor, compared to appropriate baseline (e.g. # of hectares or # of incidents) established in consultation with stakeholders at the start of the project. [DI-D01]</p>	<p>0.1 Enduimet WMA (hereafter WMA) records of disbursement of credits: value and number of recipients, disaggregated by gender and level of involvement</p> <p>0.2 Targeted coexistence survey* questions (* using WWF's social survey/wellbeing assessment tool)</p> <p>0.3 Relevant monitoring reports of land-use and encroachment KPIs that are to be developed and monitored with communities and stakeholders</p>	The agreed approach returns enough benefits to the communities for further corridor encroachment to be halted
<b>Output 1:</b> By December 2024, community-led conservation vision for the Wildlife Credits model as applied to the Kitenden Corridor, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders	1.1 Within the first 10 months the Kitenden specific Wildlife Credits model is developed with and adopted by the WMA members involved, and the Management Committee (representing	<p>1.1a Minutes and attendance records of development workshops and meetings</p> <p>1.1b Pre-and post-entry capacity building training tests &amp; attendance records</p>	The community vision for the Kitenden corridor includes ongoing protection of space for wildlife movement.

	<p>40% women and 60% men), is established. [DI-B07] Baseline: no model</p> <p>1.2 By end February 2025 a formally agreed approach for wildlife credits pricing and payments is tested to the satisfaction of all women and all men involved. Baseline: no approach</p>	<p>1.1c WMA records of wildlife credits governance 1.1d Signed MoA (Conservation agreement) by Enduimet WMA management committee.</p> <p>1.2a Records of approach, approvals by governance bodies 1.2b Number of disbursements made against data provided 1.2c Trends in number of process complaints raised by those involved</p>	<p>The Namibia wildlife credits model can be successfully adapted for the Tanzania context</p>
<p><b>Output 2:</b> By December 2024, community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.</p>	<p>2.1a Within the first 6 months, social, land use and wildlife KPIs are agreed, and verification methodologies tested. 2.1b By December 2024 at least 8 months of data trends documented (Baseline: no KPIs)</p> <p>2.2 By month 10, 10 women and 22 men are trained and providing data against all relevant KPIs [DI-IA04] Baseline: no-one trained in data collection</p> <p>2.3 By end January 2025, the AI dashboard is calibrated for the local context and allowing for transparent conservation performance measurement through the collated data</p>	<p>2.1a Workshop records of agreed KPIs and MoV 2.1b Data entry and analysis in dashboard</p> <p>2.2a Training records 2.2b Dashboard records of those who upload data</p> <p>2.3 Dashboard data and performance measurements</p>	<p>Influxes and sharing of land with cattle herders from outside of the area remains manageable</p> <p>Local communities and stakeholders remain committed towards monitoring and participating in the Wildlife Credits model.</p>
<p><b>Output 3:</b> By end March 2025, sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established.</p>	<p>3.1 By (project end) agreements (including stipulations for involving at least 59% women) made between WMAs and at least 3 organisations for payment into wildlife credits</p> <p>3.2 By end end March 2025, at least 4 other organisations are expressing</p>	<p>3.1 Records of agreements</p>	<p>Finance and private sectors are willing to channel their biodiversity investments through the Wildlife Credits model and become financing partners for the WMA agreed model for Kitenden Corridor</p>



	interest in using Wildlife Credits approach elsewhere to improve conservation impact	3.2 Communications in response to sharing of case studies	
<p><b>Activities</b> (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><b>Output 1:</b> Community-led conservation vision for Kitenden Corridor and the Wildlife Credits model, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders</p> <p>1.1: Assess context for human-wildlife coexistence and wildlife corridors and habitat, including stakeholder mapping, governance (SAGE or METT) and needs assessments; and establish a Management Committee.</p> <p>1.2: Co-develop, through Enduimet WMA villages' assemblies, the conservation vision for the Kitenden Corridor and initiate a locally suitable Wildlife Credits model.</p> <p>1.3: Conduct a multi-stakeholder session to co-design the pricing mechanism, with consideration of factors such as performance categories, HWC types, and Base vs Bonus Payments.</p> <p>1.4 Pilot the payment of wildlife credits to ensure proof of concept.</p> <p>1.5: Building on the example in Namibia, establish a local suitable platform for transparent disbursement of payments and grievance redressals.</p> <p>1.6 Run a targeted sub-set of questions from WWF's wellbeing tool to monitor outcome assessment of living with wildlife</p> <p><b>Output 2:</b> Community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.</p> <p>2.1a: Conduct multi-stakeholders capacity development sessions on performance monitoring, ensuring gender equality; and 2.1b determine baselines of KPIs based on available data</p> <p>2.2: Collect data (e.g. using SMART and camera traps) on the KPIs to be monitored (e.g. land-use, wildlife presence, habitat status) for performance pricing calculations</p> <p>2.3: Calibrate the AI performance monitoring dashboard for the local Tanzania context, utilising the collated data, with the technical support of Deloitte</p> <p><b>Output 3:</b> Sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established</p> <p>3.1 Develop financing sustainability strategy with development finance institutions, bi/multilaterals, carbon/biodiversity credits, ensuring gender responsiveness in each</p>			

3.2 Share the learnings from the pilot through webinars and communications material such as infographics, videos, website interactive resources and presentations for the WWF Network and external audiences

3.3 Based on Activity 3.1, identify at least three potential funders willing to invest using the Wildlife Credits model developed for Enduimet WMA.

# Annex 3 Standard Indicators

**Table 1 Project Standard Indicators**

Please see the Standard Indicator Guidance for more information on how to report in this section, including appropriate disaggregation. N.B. The annual total is not cumulative. For each year, only include the results achieved in that year. The total achieved should be the sum of the annual totals.

DI Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year 1 Total	Year 2 Total	Total achieved	Total planned
[DI-D01]	Hectares of habitat under sustainable management practices.	Outcome Indicator 0.3	Ha	NA	540	2,200	2,740	2,500
[DI-B07]	Number of people participating in community-based management groups and/or Payment for Ecosystem Service schemes.	Output Indicator 1.1	People	Gender	0	~24,000 ~14,000 women ~10,000 men	~24,000 ~14,000 women ~10,000 men	24,909 14,983 women 9,986 men
[DI-IA04]	Number of people reporting that they are applying new capabilities (skills and knowledge) 6 (or more) months after training.	Output Indicator 2.2	People	Gender	20 9 Women 11 Men	32 10 women 22 Men	32 10 women 22 Men	32 10 women 22 Men

**Table 2 Publications**

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)

<b>Title</b>	<b>Type</b> (e.g. journals, manual, CDs)	<b>Detail</b> (authors, year)	<b>Gender of Lead Author</b>	<b>Nationality of Lead Author</b>	<b>Publishers</b> (name, city)	<b>Available from</b> (e.g. weblink or publisher if not available online)

## Checklist for submission

	Check
Different reporting templates have different questions, and it is important you use the correct one. Have you checked you have used the <b>correct template</b> (checking fund, type of report (i.e. Annual or Final), and year) and <b>deleted the blue guidance text</b> before submission?	Yes
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> putting the project number in the Subject line.	No
<b>Is your report more than 10MB?</b> If so, please consider the best way to submit. One zipped file, or a download option, is recommended. We can work with most online options and will be in touch if we have a problem accessing material. If unsure, please discuss with <a href="mailto:BCF-Reports@niras.com">BCF-Reports@niras.com</a> about the best way to deliver the report, putting the project number in the Subject line.	Yes
If you are submitting photos for publicity purposes, <b>do these meet the outlined requirements (see section 14)?</b>	No
<b>Have you included means of verification?</b> You should not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
<b>Have you provided an updated risk register?</b> If you have an existing risk register you should provide an updated version alongside your report. If your project was funded prior to this being a requirement, you are encouraged to develop a risk register.	Yes
Have you involved your partners in preparation of the report and named the main contributors?	Yes
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	