EIDPO046

Submit by Tuesday July 8 2014

DARWIN INITIATIVE APPLICATION FOR GRANT FOR ROUND 21: Post Project

Please read the Guidance Notes before completing this form.
Information to be extracted to the database is highlighted blue.

ELIGIBILITY

1. Name and address of organisation (NB: Notification of results will be by email to the named Project Leader in Question 8)

Applicant Organisation Name:	**University of Exeter**
Address:	**Centre for Ecology and Conservation University of Exeter, Cornwall Campus**
City and Postcode:	**Penryn, Cornwall, TR10 9EZ**
Country:	**UK**
Email:	
Phone:	

2. Post Project title

(max 10 words) **Linking marine biodiversity conservation and fisher prosperity through marketplace innovation**
2b. Main round project reference and title **18-001 Darwin Sustainable Artisanal Fisheries Initiative (Peru) (Graded A+)**

3. Project dates, duration and total Darwin Initiative Grant requested, matched funding

Start date: 1 April 2015	**End date:** 31 March 2017		**Duration:** 24 months
Darwin request	**2015/16 £99,163**	**2016/17 £89,190**	**Total £188,353**
Proposed (confirmed and unconfirmed) matched funding as % of total Project cost: 55%			
Are you applying for DFID or Defra funding? (Note this is only an indication but competition will be strongest for Defra funding)	**Defra**		

4. Country(ies)

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

Country 1: Peru	**Country 2:**

5. Post Project Outcome

Define the outcome of the Post Project and explain how this links with the outcome from the Main Darwin project. This should be the same as the answer given in question 29.

(max 30 words) An integrated model system promoting marine biodiversity conservation, small-scale fishery sustainability and a marketplace for sustainably fished products that distributes conservation costs and promotes fisher empowerment and poverty alleviation.

6. Main Project Outcome

What have been the main outcomes (achievements) of the original project to date?

(max 300 words)

As a result of the Darwin original project, knowledge surrounding Peru's small scale fisheries and their interactions with marine fauna has been greatly expanded. Significant developments were made towards creating an infrastructure that allows for the sustainable and equitable management of Peru's marine biodiversity. The fishery observer programme is underway as is continued monitoring of marine vertebrates, and trials and implementation of a variety of bycatch mitigation solutions. These activities have greatly improved understanding of these animal populations and the risks they face from regional fisheries. This work has also highlighted key knowledge gaps and created strong interest in an evidence-based approach to effectively address the long-term sustainability of small-scale fisheries. Local partner organisation ProDelphinus has maintained an impressive agenda of education, monitoring and research activities, made possible in part through training received during the project. Awareness of this information among stakeholders was greatly enhanced through repeated, and ongoing workshops and information sharing activities at communities along the entire Peru coast. Bycatch mitigation solutions were identified by the project, with some already implemented, that have shown reductions in interactions or mortality of sea turtles, seabirds and marine mammals. Awareness of the importance of marine biodiversity is greatly improved across stakeholders at all levels and there is now a clear appetite among stakeholders to adopt more sustainable fishing methods when the data show it is possible.

The project received a score of **A+** on the Darwin M&E Program Final Report Review which notes, "[*t]he project appears to have delivered good value for money as it has not only achieved its purpose, delivered and exceeded targets for almost all activities and also built the capacity of a key organisation in Peru. This will contribute to long-term continued work on these issues in the region*." These stakeholders now seek additional support to continue.

7. Biodiversity Conventions

Which of the conventions supported by the Darwin Initiative will your Post Project be supporting? Note: projects supporting more than one convention will not achieve a higher scoring

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

7b. Biodiversity Conventions

Please detail how your Post Project will contribute to the objectives of the convention(s) your project is targeting. You may wish to refer to Articles or Programmes of Work here. Note: No additional significance will be ascribed for projects that report contributions to more than one convention

(Max 200 words)

MEA Obligations: The project is designed with the **Ecosystem Approach** at its heart, helping **Peru** meet obligations under all three major biodiversity conventions:

CBD: (Articles 6-8, 10-13). Article 6 – General measures for conservation and sustainable use; Article 7- Identification and monitoring of biodiversity components; Article 8 - Monitoring; Article 8d - Protection of ecosystems; Article 10 – Sustainable use of components of biological diversity; Article 11 – Incentive measures; Article 12 - Research and Training; and, Article13 - Public Education.

CITES: A major focus is **Appendix I & II** species including multiple species of sea turtles and sharks.

CMS: Obligations under **Agreement on the Conservation of Albatrosses and Petrels** As well as obligations under the **Inter-American Convention for the Protection and Conservation of Sea Turtles.**

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

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

We have informed and have the support of the major governmental organisation dealing with biodiversity, protected areas and is the CBD and CITES focal point.

- **Ministerio del Ambiente (MINAM):** ProDelphinus will coordinate activities for the project through the MINAM Office of Biodiversity. MINAM is the focal point for CBD for Peru. MINAM, along with the Ministry of Fisheries (PRODUCE), has endorsed, the cell phone application initiative for end-users (develop under our Darwin Main Project) that provides information on fishing bans and minimum catch size of fish products.

8. Principals in Post Project. Please identify and provide a one page CV for each of these named individuals. You may copy and paste this table if you need to provide details of more personnel or more than one project partner.

Details	**Project Leader**	**Project Partner 1 – Main**	**Project Partner 1**
Surname	**Godley**	**Alfaro-Shigueto**	**Mangel**
Forename (s)	**Brendan J.**	**Joanna**	**Jeffrey**
Post held	**Professor of Conservation Science**	**President**	**Science Director**
Institution (if different to above)		**ProDelphinus**	**ProDelphinus**
Department	**Biological Sciences**		
Telephone			
Email			

Details	**Project Partner 2**	**Project Partner 3**
Surname	**Fiestas**	**Sfeir-Canarena**
Forename (s)	**Jose**	**Alfredo**
Post held	**Director**	**CEO**
Institution (if different to above)	**Pescadores Amigos de la Naturaleza**	**Shellcatch**
Department		
Telephone		
Email		

If your organisation did not lead the relevant Main project, please answer Questions 9 and 10 as appropriate. If you did lead the Main project, go to Q11.

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

Reference No	Project Leader	Title
19-026	Broderick/**Godley**	**Implementing a Biodiversity Action Plan for Ascension Island**
18-001	**Godley**/Broderick	**Darwin Sustainable Artisanal Fisheries Initiative (Peru)**
17-005	**Godley**/Broderick	**Darwin Marine Biodiversity Action Plan for Gabon**
162/12/023	**Godley**/Broderick	**Darwin Initiative Coastal Assessment of the Biodiversity of Anegada, BVI**
14/051	**Godley**/Broderick	**In Ivan's Wake: Darwin Initiative BAP for the Cayman Islands**

11. Please list all the partners involved (including the Lead Institution) and explain their roles and responsibilities in the Post Project. Describe the extent of their involvement at all stages, including project development. This section should illustrate the capacity of partners to be involved in the project. Please provide written evidence of partnerships. Please copy/delete boxes for more or fewer partnerships.

Lead institution and website:	**Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)**
University of Exeter, UK (UoE)	**The UoE team working on this project includes:** **Prof. Brendan Godley** (CV appended **Appendix 1**). As the lead UK partner, Prof. Godley, Dr Jeff Mangel (Darwin Fellow on original project) and a minimum of one MSc student will oversee, manage and participate in the project and assist with technology transfer, bycatch monitoring data analyses, traceability system implementation, fisher training, and awareness raising activities. We have an established track record of leading interdisciplinary projects elsewhere funded by Darwin, Defra, FCO, conservation and development charities. Exeter investigators will be involved extensively throughout the project in the field and in the UK. **Accounts available:** **http://www.exeter.ac.uk/about/facts/accounts/**

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)
ProDelphinus (PD)	**The PD team working on this project includes:** **Dr. Joanna Alfaro-Shigueto** (Darwin Fellow on original project; CV appended **Appendix 1**) will coordinate the activities of the lead Peru partner. The PD team will facilitate contacts with project stakeholders and partners and lead coordination and implementation of all project activities in Peru. See attached **Letter A; Appendix 2.** PD was the lead in-country partner on the Main Round Project 18-001 **which was extremely highly graded (A+)** and has over a decade of experience in marine conservation and research in Peru and Pacific South America. Local staff (Pingo, Campbell, Luna, Pasara, Jimenez, Santos) will be involved in all aspects of the project including; fishery monitoring, training, workshops, and educational activities.
Have you included a Letter of Support from this institution?	**Yes**

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)
Pescadores Amigos de la Naturaleza (PAN)	**Pescadores Amigos de la Naturaleza** (PAN) is a Fisher Cooperative founded in 2012 and based in the fishing community of San Jose. PAN currently has 15 members representing 22 fishing vessels. The goal of the cooperative is to promote the use of sustainable fishing practices by its members. PAN and its member fishermen and vessel owners will implement sustainable fishing practices on their vessels and participate in the vessel-to-market tracking system. Fishermen in the network will take part in workshops and training sessions and submit self-reporting forms on their fishing activity and levels of catch and bycatch. See attached **Letter B; Appendix 2.**
Have you included a Letter of Support from this institution?	**Yes**

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)
EcoPesca	**EcoPesca** is a marine conservation ngo based in Lima, Peru. Its mission is to serve as a liaison for programs interested in promoting sustainable fisheries. EcoPesca will facilitate project coordination and collaboration with fish product end-users (e.g. restaurants, markets) in the Lima area through its network of supermarket and restaurant connections. EcoPesca Director Nina Pardo is the key staff who will be involved with the project. Ms. Pardo has over 15 years of experience in marine conservation, marketing and public relations in Peru. See attached **letter C; Appendix 2.**
Have you included a Letter of Support from this institution?	**Yes**

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)
Universidad Cientifica del Sur (UCS)	Students within the School of Marine Biology and EcoBusiness of the **Universidad Científica del Sur** will participate in the project through the development of thesis projects assessing project components including the vessel-to-market tracking system, students will also assist with project monitoring and awareness raising activities. The university will also provide logistical support to the Project. See attached **letter D; Appendix 2.** Dr. Alfaro-Shigueto and Dr. Mangel of ProDelphinus also hold Assistant Professorship positions at UCS and this will facilitate the identification of students interested in participating in the Project.
Have you included a Letter of Support from this institution?	**Yes**

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)
San Jose Municipality	**San Jose Municipality** is the local government entity that through a staff member (Mr. Nicolas Acuna) will provide logistical and advisory support for project activities in San Jose. Mr. Acuna will participate and be trained in the establishment and operation of the vessel-to-market monitoring and tracking system. Participation of a local government personnel is key to ensuring the long-term continuation. See attached **letter E; Appendix 2.**
Have you included a Letter of Support from this institution?	**Yes**

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the Post Project): (max 200 words)
ShellCatch	**ShellCatch** is a sustainable fisheries company that has developed innovative technologies and methodologies for fishery product traceability that are designed to promote fishery sustainability and improved fisher livelihoods. Mr. Sfeir-Canarena of ShellCatch will assist in the design and implementation of the vessel-to-market monitoring and product tracking system and project promotion among fishers and end users. Mr. Sfeir-Canarena has also held preliminary discussion with ProDelphinus regarding project feasability. See attached **letter F; Appendix 2.**
Have you included a Letter of Support from this institution?	**Yes**

12. Have you provided CVs for the senior team including the Project Leader	**Yes**

13. Problem the Post Project is trying to address

Please describe the problem your Post Project is trying to address. For example, what biodiversity and challenges will the project address? Why are they relevant, for whom? How did you identify these problems?

(max 200 words)

Peruvian small-scale fisheries (and globally) are massive in scale (10,000+ vessels, 40,000+ fishers), spread over vast areas, with over 100 landing sites, subject to little regulation, and

communities are typically characterized by poverty and few employment alternatives. This means there is little motivation, pressure or financial resources for fishers to take the steps necessary to promote biodiversity conservation, even with identified solutions. Moreover, conservation initiatives typically encourage implementation of solutions (sometimes costly) but costs normally fall solely on fishermen.

This was a challenge identified in our Main Round Project, as was the latent, unfulfilled interest on the part of consumers for sustainably fished products. Our objective is to spread the costs of conservation action – a societal benefit – across stakeholders and to reward fishers who proactively adopt solutions by providing them differentiation in the marketplace and higher profits. Such a system has the potential to be self-sustaining, with conservation costs offset for participating fishers who earn more, leading to more fishers wanting to participate, further enhancing biodiversity conservation.

Similar initiatives has been developed with highly organized, industrial fisheries (e.g. Marine Stewardship Council). Our proposal innovates upon this model by designing a local, bottom-up system with small-scale fisheries.

14. New and additional work

Explain how gains from the Post Project work will be distinct and additional to those of the Main project. Show, where possible, how these gains require limited resources and could not be achieved without the funding.

(max 300 words)

Over its four year lifespan, our Main Round Project led to large, impressive improvements in our understanding of the marine species at risk from fisheries interactions, greatly enhanced in-country expertise, and trialed innovative solutions to bycatch in small-scale fisheries. While we were able to identify solutions to bycatch during the main project, it also became clear that there are still significant barriers to implementation – e.g. the relatively high costs of mitigation technology, and little willingness or ability to pay among fishers given that there is no distinction or recognition in the marketplace for responsible fishing practices. During the course of the project it also became clear that there is a latent and growing demand among consumers for access to more sustainably fished products.

The post-project would build upon this progress and lessons learned. It will work to provide fishers with the training, equipment, and expert oversight necessary to fish sustainably and will provide those fishers a clear path to a marketplace that acknowledges their efforts and that is willing to pay a premium for sustainably fished products - a premium that is returned directly to fishers to improve their livelihoods and support their continued efforts to fish responsibly.

This post-project is distinct and additional from the Main Project in its efforts to implement bycatch solutions at a commercial scale and by focusing on the full vessel-to-market stakeholder chain. This system could serve as a model for other small-scale fisheries in Peru and throughout the developing world but requires a limited initial investment in equipment, training and personnel. Without this seed funding the hurdles will remain. But with the support, a model program can be developed to self-sufficiency and could provide the in-country expertise for the creation of similar programs with other fisheries.

15. Methodology

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

(Max 500 words)

Delivery of the project will occur on three broad fronts:

A. Marine biodiversity conservation: UoE and **PD** staff, working in partnerships with small-scale gillnet fishermen (**PAN** members) in San Jose port will implement mitigation measures to reduce the bycatch and level of injury/mortality of threatened marine fauna, particularly marine mammals and sea turtles, but also including seabirds. Technologies to be implemented include:

- **Acoustic alarms** (pingers): to reduce bycatch of small cetaceans and large whales. Manufactured by Fishtek Ltd., UK.
- **LED net lighting**: to reduce bycatch of sea turtles and seabirds.
- **Line cutters**: to facilitate safe release of marine fauna.
- **Safe handling & release** procedures: to increase survival rates of bycatch.
- **Net patrolling**: to reduce injury/mortality rates of bycatch.

Participating fishers will be trained in these techniques and technologies and also trained to self-report on their catch and bycatch levels to facilitate monitoring of program effectiveness.

A subset of fishing trips will be monitored by **PD** staff onboard observers and **UCS** students at regular intervals to complement fisher self-reporting and provide more detailed analyses of catch and bycatch trends.

B. Vessel-to-Market monitoring and tracking system implementation: UoE and **PD** staff, in coordination with **ShellCatch** and in collaboration with **PAN** will implement a system for San Jose's small-scale driftnet fleet. During **Year 1** system needs will be assessed, equipment obtained, installed and tested and local personnel trained in system usage. The primary system components include:

- **Vessel monitoring**: at-sea video, GPS location & monitoring systems to allow for assessment of catch and bycatch and tracking of catch quantities.
- **Product scanning** & tracking to confirm chain of custody from vessel to end-user. System includes scales, and scanning and tracking software and hardware.

Year 2 of the project entails full implementation of the system with collaboration of fishermen, distributors and end-users. Buyers will place standing orders for fulfilment by participating fishers. Products delivered through the system will be differentiated en-route and in the marketplace through a labelling system to promote 'brand' loyalty and customer satisfaction.

C. Stakeholder identification, coordination & empowerment: UoE & **PD** staff with support from **EcoPesca**, **PAN**, **San Jose Municipality**. Through a series of workshops in Years 1 & 2, training sessions and interchange events with key project stakeholders, project participants will be identified, trained and empowered. Key project component include:

Expand network of responsible fishermen

- Workshops with fishers to expand participation and train in bycatch mitigation and vessel and product monitoring systems.
- Production and distribution of a range of awareness raising educational materials, online resources
- Training & educational workshops with restaurant owners, chefs, distributors, markets.
- Fisher/End-user Interchange events

Roles and Responsibility: Project management will be undertaken by **UoE** with a **Darwin Project Officer** based in Peru with **ProDelphinus**. Logistics will be supported by **PD**, **UCS**, **PAN**, **San Jose Municipality** and **EcoPesca**. Two San Jose based **Darwin Field Officers** will be employed in Peru along with the Darwin Project Officer and additional PD & UCS staff and students assigned to project components (workshops, monitoring).

16. Change Expected

Detail what the expected changes this work will deliver. You should identify what will change and who will benefit.

- If you are applying for Defra funding this should specifically focus on the changes expected for biodiversity conservation and its sustainable use.
- If you are applying for DFID funding you should in addition refer to how the project will contribute to reducing poverty. Q21 provides more space for elaboration on this.

(Max 250 words)

The change we expect to deliver from this project is a pathway to sustainable fisheries in situations where there is little current incentive or ability to pay. The establishment of a vessel-to-market tracking system allows for self-reinforcing marketplace incentives to replace the need for top-down, command and control systems of regulatory enforcement in situations where those systems are acknowledged as ineffective or infeasible. The result will be improved population status for protected marine fauna as a result of the implementation of bycatch mitigation strategies and a marketplace for sustainably fished products that rewards fishermen for their efforts and results in improvements to their livelihoods.

What will change?

- Fishermen will be incentivized to use bycatch mitigation techniques through the creation of a monitoring and tracking system that highlights and differentiates their products in the marketplace.
- End-users and consumers will be able to select for products that are fished more sustainably.
- Population health of threatened and endangered marine species will be enhanced through reductions in bycatch and mortality resulting from increased use of mitigation technologies.

Who will benefit?

- Fishers and their families: Fisher income and livelihoods will be improved through participation in the system allowing for the offset of bycatch mitigation costs and for greater net profits (25% income increase).
- End users (buyers & consumers): Will have demand met for sustainable fish products in the marketplace.
- Government regulators: Limited time and monitoring and enforcement resources could be focused on other priorities with wide-scale adoption of the vessel-to-market monitoring and tracking systems.

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

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

One of the strengths in this proposed project is our intention to work with the USA based company ShellCatch which has an established methodology and technological system for fishery monitoring and product tracking. ShellCatch has developed similar systems with four small-scale fishing communities in Chile and Mexico and our project can build upon that experience and the lessons learned in those communities.

Our project would be the first application of this type of system with a small-scale artisanal fishery in Peru. And the concept of establishing vessel-to-market systems with small-scale fisheries is still at an early stage of development, testing and acceptance. By combining the ShellCatch experience with the previous work developed by University of Exeter and ProDelphinus through the Darwin Initiative we foresee great potential for promoting marine biodiversity conservation and bycatch mitigation.

18. Value for money

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

(Max 250 words)

This is a cost effective, efficient project that over the course of two years will establish a

program that conserves marine biodiversity and promotes poverty alleviation in coastal communities. The program's design leaves in place a structure that can operate largely independently and self-funded by tapping into latent demand in the marketplace for sustainably fished products. Using this self-reinforcing market incentive, the project concept could, in the long run, represent a massive cost savings over more expensive (and less effective) top-down bureaucratic solutions.

Project partners are being proactive in seeking additional sources of funding in order to compliment valuable bycatch monitoring and mitigation activities which will strongly compliment the work proposed and lead to an ever greater dividend.

Ambitious aims and objectives are only possible due to the very strong consortium and extensive commitment being made by partners (**45% matched funding confirmed**).

The vast majority of funds are being invested inside Peru where resources will be most needed and most efficient.

19. Ethics

Outline your approach to meeting the Darwin Initiative's key principles for research ethics as outlined in the guidance notes.

(Max 300 words)

We can confirm that the project is highly ethical as outlined in the Guidance Notes.

The project has been conceived, designed and will be implemented within a strong collaborative framework with all project partners.

Research will be participatory, involving stakeholders and users throughout the commodity chain.

Local project staff will be integral to research activities and their participation in project activities will ensure that potential value and relevance of traditional knowledge is recognised.

Rights, privacy and safety of communities are held as of great importance and will be carefully considered.

Safety will be covered by risk assessment processes of the UoE and partner organizations.

All research will be carried out as objectively as possible and will be conducted within the context of poverty alleviation and biodiversity conservation and its sustainable use.

20. Legacy

Please describe what you expect will change as a result of this Post Project with regards to biodiversity conservation and poverty alleviation (for DFID funded projects). For example, what will be the long term benefits (particularly for biodiversity and poor people) of the Post Project in the host country or region and have you identified any potential problems to achieving these benefits?

(Max 300 words)

Our Post Project would establish an enduring solution to marine biodiversity conservation and coastal poverty alleviation. The long term benefit would be by providing a concrete example in one community of small-scale fishery sustainability in practice, an example that has broad applicability in Peru and regionally.

Research conducted as part of our Marine Project identified high levels of bycatch of threatened marine fauna, including marine mammals, sea turtles and seabirds. Preliminary research in San Jose port, the Post Project focus, indicates that hundreds of small cetaceans and sea turtles are captured annually by small-scale driftnet vessels. By introducing bycatch mitigation measures to this fleet, there is potential for substantial reductions in bycatch of marine mammals and sea turtles (reducing mortality by hundreds of animals per year). While these specific conservation impacts would be impressive, the potential for additional reductions in bycatch by wider-scale adoption of similar systems are very significant considering the *ca*.

40,000 small-scale fishing vessels operating along just the Pacific coast of South America.

While Peru is now considered an upper middle income country, many of its coastal communities remain impoverished, with few employment options besides fishing. A successful Post Project will empower gillnet fishermen to proactively adopt practices that conserve biodiversity and will reward them financially for those efforts by differentiating their products in the market, creating brand loyalty, and customer satisfaction leading to increased sales and increased profits for fishermen.

A potential problem for achieving these long-term benefits is an acknowledgement that this model may not apply to all communities or fisheries – limitations in local capabilities or market access and limitations on demand will impede progress in some cases. But there currently remains ample opportunity to explore and implement this potential solution. By working with this skilled, qualified team we will maximize opportunities for success.

21. Pathway to poverty alleviation

Please describe how your project will benefit poor people living in low-income countries. All projects funded through DFID in Round 21 must be compliant with the OECD Overseas Development Assistance criteria. Projects are therefore required to indicate how they will have a positive impact on poverty alleviation in low-income countries.

(Max 300 words)

Given the wide distribution of small-scale fishing fleets throughout low- and middle-income countries, the experience and lessons learned through this project can be readily applied to many coastal areas around the globe. This is in part because small-scale fisheries, regardless of country, have broadly similar characteristics: they are dispersed over large areas, have very large numbers of small vessels, are common in impoverished coastal communities, often are one of the few local sources of food and employment, and have little or no regulation or enforcement by central governments.

The innovation our Post Project represents is to bypass top-down fishery regulation and enforcement by empowering fishers and linking them directly to a marketplace that rewards them for proactive adoption of biodiversity conservation measures. The vessel-to-market monitoring and tracking technologies the project will implement also promote market transparency as products are rigorously tracked at all stages of the process. As a result, all stakeholders can have confidence in the system. The system also takes advantage of modern wireless technologies, particularly cellphone communication that are increasingly available globally. We will also produce as a project output a guidance document detailing the steps for development of similar systems with other fisheries.

The system can also lead to increased sales and profits for fishers given market differentiation of their product, direct access to end-users and placement of monthly standing orders, and the creation of product loyalty and increased consumer satisfaction. Also, bycatch leads to added costs to fishers through gear loss and damage, time lost fishing or reduced fishing efficiency and additional time needed to repair gear. Reducing bycatch can therefore lead to additional, often considerable, cost and time savings.

22. Exit strategy

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

(Max 200 words)

This is a discrete post project with a clear end point after which the initiative is designed to become stable and largely self-sustaining. The project is designed to leverage skills and technology through UK support and a strong local lead partner to implement a system that promotes biodiversity conservation and poverty alleviation using market forces to incentivize

stakeholders. Upon program establishment and implementation and training of local partners the system should reach a stable point and additional funding for program upkeep will be derived primarily from income the program itself generates. The established presence of lead local partner ProDelphinus will also ensure a smooth transition to local project ownership and continued training of personnel and as advances in bycatch mitigation develop. Our track record in sourcing additional finance to further augment Darwin finance and impact puts us in a strong position for seeking further funding to support implementation.

23. Raising awareness of the potential worth of biodiversity

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

(Max 300 words)

The intended audiences for the project include:

Fishermen: The project will engage fishermen at San Jose port, a group that has expressed interest in being part of a hands-on conservation program, and who want to increase their family income. The first approach to fishers will be during workshops organized in the community. As the project matures, we plan to extend workshops to larger audiences in the community to include fisher families who in some cases serve as the fish seller or processors.

Result: fishers agree to fully participate, trained in all project components, benefit through improved income.

Fish sellers/Distributors: This audience will be addressed on-site in the port and also at the two main wholesale markets in Lima. Talks will be held and printed materials distributed outlining the project and the benefits of participation in terms of sustainability and added value.

Result: Participation in system is achieved with regular orders placed through the system.

Restaurant owners/Chefs: Responding to consumer demand and their own interest, there is a growing market for restaurants and chefs to highlight and prepare sustainable foods. For restaurants and their chefs, cards with a QR code containing links to a video on the project, a smartphone application, as well as basic information on the project, will be prepared and distributed. They will also be engaged through workshops and interchange events with fishers.

Result: Participation in the system, orders placed, products/fishers highlighted at participating restaurants.

Consumers: Consumers in growing economies like Peru are more informed and environmentally conscious. Press releases along with a website and social media (Facebook, Twitter, blog) will be used to reach this audience.

Result: Project awareness and participating locations (markets/restaurants).

Each of these audiences will be engaged using a combination of:

- Workshops & training events
- Interchange events
- Awareness materials (Printed, video, internet & smartphone)

24. Access to project information

Please describe the project's open access plan and detail any specific costs you are seeking from Darwin to fund this. (See Section 9 of the Guidance Notes for Main projects)

(Max 250 words)

The project will emphasize opportunities to enable free access to research component outputs, particularly with regard to the development and implementation of the vessel monitoring and product tracking system. Using a variety of media proved extremely successful in several previous UoE Darwin projects in order to disseminate information from the large data sets produced by project activities. The following media types will be used with specific target audiences in mind:

1) Technical reports (English and Spanish) (stakeholders, project partners, collaborators and end-users) (**£200)**
2) Darwin project website (English and Spanish), with open data access (stakeholders, project partners, international scientific community and general public). (**£800**)
3) Presentations and participation in conferences to disseminate project results (stakeholders, project partners to the scientific community). (**£2,000**)
4) YouTube or Vimeo videos (stakeholders and general public) (**£700**)
5) Printed materials (**£1,200)** and press interviews (TV, radio, magazines), to promote the project and potential for uptake in additional markets toward further scaling-up of the project.
6) Free cell phone or web application for use by fishers, fish distributors and end-users. (**£500**)
7) Peer reviewed journal articles (wider international scientific community)

All confidential or sensitive data will be withheld at the discretion of the project (i.e. personnel contacts, phone, address) in accordance with project ethics mentioned in Section 19.

25. Importance of subject focus for this project

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

(Max 250 words)

Small-scale fisheries account for *ca*. 30% of world fish catch, directly employ 35 million people in fishing or fish processing (200 million people when fisher families are considered) and are a crucial food source in many coastal communities in developing countries globally. But small-scale fisheries have received relatively little attention and there is a growing body of research showing the large, negative impacts these fisheries can have on many globally threatened marine species. Given the challenges of working in small-scale fisheries (e.g. highly dispersed, impoverished, little monitoring or enforcement), there have been few identifiable solutions to the problems they face.

Our **Darwin Main Project** was at the forefront of efforts to work with small scale fisheries to assess their biodiversity impacts and identify solutions. Our Post Project would continue and enhance those efforts and could potentially offer solutions to similar fisheries around the globe. This project also has an important subject focus as **Darwin projects** are generally targeted towards terrestrial ecosystems and in the marine sector, coral reef systems are over-represented. In Peru specifically, of 20 Darwin projects, only four (including ours) addressed marine conservation.

Project activities will also contribute toward 3 of the Millennium Development Goals in Peru:

1. Environmental sustainability (Vessel-to-market monitoring will ensure sustainable fishing with positive biodiversity implications).
2. Poverty alleviation (income to poor households).
3. Partnership for development (through innovative cross-sectoral learning and collaboration).

26. Leverage

a) Secured

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

Confirmed:

University of Exeter (personnel & logistics) **£XXXX**

ProDelphinus (personnel, logistics & equipment) **£XXXX**

EcoPesca (personnel) **£XXXX**

NFWF (personnel & equipment) **£XXXX**

ABC (personnel & equipment) **£XXXX**

b) Unsecured

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

Date applied for	Donor organisation	Amount	Comments

27. What steps have been taken to ensure that project purpose and outputs of the Main project will be achieved within the original project term?

(max 200 words)

As we detailed in our Main project final report and as was reiterated in the independent project review, we achieved or surpassed all of our intended outputs.

Moreover, each of the main project achievements (monitoring, awareness raising, training, experimentation and implementation) are likely to endure because the lead in-country partner, ProDelphinus, maintains its presence, efforts and collaborations in the region. Indeed, those capabilities of project partners and stakeholders have been enhanced as one of the main outputs of the project. While some staff have departed the project, the vast majority continue to work in marine conservation in the region. PD, through its collaborations and fund raising, assisted by UK and international partners, will use the results and successes of the DI project as leverage as it continues to develop and implement activities begun in the Darwin-SAFI project.

28. What will be the long term benefits of the Post Project in the host country or region and how will these help to strengthen the impact and legacy of your Main Darwin project? Have you identified any potential problems to achieving these benefits?

(max 250 words)

The stated purpose of our Main Project was to improve national and local capabilities applied to the sustainable and equitable management of marine biodiversity of Peru. The proposed Post Project would directly build upon and solidify that purpose by establishing an enduring solution to marine biodiversity conservation and coastal poverty alleviation in a model community. The long term benefit of this endeavor would be by providing a concrete example of small-scale fishery sustainability in practice, an example that has broad applicability not just in Peru, but regionally, and indeed globally. A successful Post Project will empower fishermen to proactively adopt practices that conserve biodiversity and will reward them for those efforts. This is a clear pathway to long-term sustainable solutions that avoid top-down regulatory solutions in a situation where those efforts are widely

acknowledged as ineffective. The Post Project will also create a marketplace for sustainably fished products and a network of stakeholders at each process stage (at sea, distribution, end-users) that can serve as a foundation for future expansion into other locations or fisheries.

A potential problem for achieving these long-term benefits is an acknowledgement that this model may not apply to all communities or fisheries – limitations in local capabilities or geographic or market access as well as limitations on market demand will serve to impede progress in some cases. But currently there remains ample opportunity to explore and implement this potential solution further. And by working with this skilled, qualified team we will maximize our opportunities for success.

PROJECT MONITORING AND EVALUATION

MEASURING IMPACT OF THE POST PROJECT

29. LOGICAL FRAMEWORK

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

The information provided here will be transposed into a logframe should your project be successful in gaining funding from the Darwin Initiative. The use of the logframe is sometimes described in terms of the Logical Framework Approach, which is about applying clear, logical thought when seeking to tackle the complex and ever-changing challenges of poverty and need. In other words, it is about sensible planning.

Impact

The Impact is not intended to be achieved solely by the project. This is a higher-level situation that the project will contribute towards achieving. All Darwin projects are expected to contribute to poverty alleviation and sustainable use of biodiversity and its products.

(Max 30 words)

The marine biodiversity of Peru is preserved through a system that more equitably distributes conservation costs, alleviates poverty in coastal communities and promotes fishery and species sustainability.

Outcome

There can only be one Outcome for the project. The Outcome should identify what will change, and who will benefit. The Outcome should refer to how the project will contribute to reducing poverty and contribute to the sustainable use/conservation of biodiversity and its products.

(Max 30 words)

An integrated model system promoting marine biodiversity conservation, small-scale fishery sustainability and a traceable marketplace for sustainably fished products that distributes conservation costs and promotes fisher empowerment and poverty alleviation.

Measuring outcomes - indicators

Provide detail of what you will measure to assess your progress towards achieving this outcome. You should also be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state. You may require multiple indicators to measure the outcome – if you have more than 3 indicators please just insert a row(s).

Indicator 1	Measurable declines in bycatch and/or mortality rates of protected marine fauna resulting from the implementation of mitigation measures by participating fishermen. We estimate a **decline in small cetacean catch rates of approximately 40%** and **decreased sea turtle mortality of 30%.**
Indicator 2	**A functioning pilot marketplace tracking system in one fishing port** allowing for differentiation and reliable, regular deliveries of sustainably fished products to Lima markets.
Indicator 3	**A doubling to ten fishing vessel (70 fishermen, 10 owners)** participating in the fisher network – using sustainable fishing methods and providing their fish for sale through the tracking system.
Indicator 4	**Increased profitability for participating fishers by 25%** in this poor fishing community through participation in the product tracking system (registered buyers, product traceability, predictable order quantities).

Verifying outcomes

Identify the source material the Darwin Initiative (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Indicator 1	Data collection by fishermen and trained observers on fishery catch and bycatch (catch quantities, bycatch rates, mortality rates) allowing for analysis and reporting on effectiveness of sustainability practices.
Indicator 2	Organizational documents and reporting forms allowing for assessment of participation in fisher network and use of sustainable fishery technologies.
Indicator 3	Data collecting and analysis of tracking system components allowing for assessment of its functionality.
Indicator 4	Data collection on fish product tracking and sales record (e.g. prices & quantities) to assess effectiveness of the system to deliver products to market and improve profitability to participating fishers.

Outcome risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the *outcome and impact* of the project. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Assumption 1	Project partners and stakeholders, especially fishermen, retain commitment to sustainable fishing practices and the use, management and maintenance of the tracking system and willingness to purchase through the network.
Assumption 2	Retention of key staff and/or ability to appoint replacements.
Assumption 3	There are no major economic disruptions (anthropogenic or natural) affecting the fisheries and stakeholder capacity to prioritise need for resource management.
Assumption 4	Techniques and/or technologies can be identified and implemented to reduce negative interactions of the fishery with protected marine fauna.

Outputs

Outputs are the specific, direct deliverables of the project. These will provide the conditions necessary to achieve the Outcome. The logic of the chain from Output to Outcome therefore needs to be clear. If you have more than 3 outputs insert a row(s). It is advised to have less than 6 outputs since this level of detail can be provided at the activity level.

Output 1	**Establishment of the first pilot ocean-to-market monitoring system** in one small-scale fishing port in Peru allowing for monitoring of fisher compliance with sustainable fishing norms and for fish products to be differentiated and tracked to buyers.
Output 2	**Fishers organized and participating in sustainable fishing**. Fishers in the network will benefit from training and technology transfer to reduce their bycatch of threatened and endangered species and will benefit from access to the product tracking system and availability of buyers.
Output 3	**End-users engaged and participating through fish purchases.** End users (restaurants, distributors, markets) will have more direct communication and access to fishers allowing for a predictable supply of sustainably caught products and allowing for differentiation of their product or service in the marketplace.

Measuring outputs

Provide detail of what you will measure to assess your progress towards achieving these outputs. You should also be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state. You may require multiple indicators to measure each output – if you have more than 3 indicators please just insert a row(s).

Output 1: Pilot vessel-to-market monitoring system established	
Indicator 1	**Two in-port staff identified by Q2 of Year 1 and fully trained** in system procedures operating independently by Q4 of Year 1.
Indicator 2	**At least 4 of key stakeholder groups** (fishers, SJ representatives, system developers, conservation researchers) **participate in a scoping trip** where monitoring and tracking system needs are identified.
Indicator 3	**100% of necessary equipment and technologies (hardware and software components) will be acquired, installed and tested** by Q4 of Year 1.
Indicator 4	**By Q4 of Year 1 the system components (at-sea and in port) are operating successfully** and in tandem with two test deliveries to end-users completed.
Indicator 5	Beginning Q1 of Year 2 **begin receiving at least one monthly standing order from end users** for fulfilment by the network's fishers.
Indicator 6	**Six training sessions held** with system users with additional sessions occurring regularly in Year 2 as necessary.
Indicator 7	**Two annual reports prepared** and provided to stakeholders, **one guidance document prepared** with advice, recommendations and flowchart on system components and setup (for future project scaling or use by other fisheries).
Indicator 8	**One Master's Thesis** (UoE) and **two undergraduate theses** (UCS) completed assessing the project and its impacts on the fishery and bycatch.

Output 2: Fishers organized and participating in sustainable fishing	
Indicator 1	Through engagement and awareness raising activities, **participation in the fisher network in the port of San Jose will be doubled to 10 vessels** (~70 fishers, 10 vessel owners) by the end of Year 1 with these vessels employing the recommended sustainable fishing practices and equipping their vessels to participate in the vessel to market monitoring system.
Indicator 2	**2 students and 1 ProDelphinus project coordinator identified and trained** in project goals, methods and protocols.
Indicator 3	**Mitigation technologies and strategies will be identified and implemented** consistently by fishermen in the network to reduce the bycatch of marine mammals and sea turtles. Existing technologies can be We **estimate a decline in small cetacean catch rates of approximately 40% and decreased sea turtle mortality of 30%.**
Indicator 4	**Self-reporting and independent onboard observer monitoring will be initiated** with participating fishing vessels beginning in Year 1 and continuing throughout the project to allow for monitoring and quantification of fishing effort and bycatch rates. (approx. 48 self-reported trips over 2 years, per vessel; approx. 480 total reports). **At least 75% participating fishermen submitting self-report forms per month** regarding their catch and bycatch.
Indicator 5	**24 workshops held with fishers over 2 years** to promote participation in the project.
Indicator 6	**100% of necessary equipment is obtained**, imported into Peru or fabricated domestically.
Indicator 7	A minimum **of three reporting forms with guidance documents prepared** covering fisher self-reporting, product tracking and product commerce.
Indicator 8	**12 onboard observer trips completed** as an independent assessment of fishery catch and bycatch and to augment fisher self-reporting forms.
Indicator 9	**2 annual reports prepared** summarizing fisher participation in the project and fishery impacts (catch and bycatch levels and characteristics).
Indicator 10	**6 meetings with local and regional government** officials to promote the project.

Output 3: End-users engaged and participating through fish purchases	
Indicator 1	Through engagement and awareness raising activities throughout Year 1, **5 restaurants, 1 supermarket chain, and 1 distributor will begin buying products from the fisher network** by the beginning of Year 2.
Indicator 2	**16 workshops held over 2 years to promote growing participation** in the project by end-users (e.g. markets, distributors, restaurants).
Indicator 3	**3 interchange events held with at least 15 participants** to promote raised awareness among stakeholders of the tasks and challenges faced by each, and to promote opportunities for additional, unforeseen collaborations.
Indicator 4	**A minimum of 30 end-users identified who are interested in receiving more information** on the project and for possible participation in the product tracking system (to make purchases through the system).

Indicator 5	**8 education materials designed** in a variety of formats and **2 press releases** prepared.
Indicator 6	In project Year 2 the monitoring system shifts **to full implementation with regular, reliable monthly deliveries** (one delivery per month for first quarter, and 2 per month minimum for remainder of year).
Indicator 7	**1 video produced** about the project and the **BoVeda smartphone application updated** to include information for consumers and end-users about the project.

Verifying outputs

Identify the source material the Darwin Initiative (and you) can use to verify the indicators provided. These are generally recorded details such as publications, surveys, project notes, reports, tapes, videos etc.

Indicator 1	Press releases and those of project partners to promote project progress.
Indicator 2	Workshop reports, interim field reports, Darwin project website and blog.
Indicator 3	Annual report by end of years 1 and 2.
Indicator 4	Project resources (e.g. educational guides) that will be available through the project website.
Indicator 5	Promotion materials developed by buyers highlighting their participation in the project.
Indicator 6	National or International conference and meeting presentations on the project.

Output risks and important assumptions

You will need to define the important assumptions, which are critical to the realisation of the achievement of your outputs. It is important at this stage to ensure that these assumptions can be monitored since if these assumptions change, it may prevent you from achieving your expected outcome. If there are more than 3 assumptions please insert a row(s).

Assumption 1	Project partners and stakeholders, especially fishermen, retain commitment to sustainable fishing practices and the use, management and maintenance of the tracking system and willingness to purchase through the network.
Assumption 2	Retention of key staff and/or ability to appoint replacements.
Assumption 3	There are no major economic disruptions (anthropogenic or natural) affecting the fisheries and stakeholder capacity to prioritise need for resource management.

Activities

Define the tasks to be undertaken by the research team to produce the outputs. Activities should be designed in a way that their completion should be sufficient and indicators should not be necessary. Risks and assumptions should also be taken into account during project design.

Output 1: Pilot catch-to-market monitoring system established	
Activity 1.1	Project personnel to conduct a site visit to begin coordination with project participants and assess vessel and port infrastructure toward designing the tracking system.

Activity 1.2	Identify personnel that will operate tracking system locally, and liaise with project partners (fishers, PD, end-users).
Activity 1.3	Prepare a detailed assessment of port & tracking network system needs that will be addressed in establishing the system.
Activity 1.4	Necessary equipment and technologies will be acquired, installed and tested.
Activity 1.5	Upon completion of installation and testing of individual project components, a full system test will be conducting to ensure the traceability monitoring is operating as a coordinated system.
Activity 1.6	System setup is scheduled for Year 1. Upon completion of system setup, the tracking system will become operational in Year 2 with fishermen participating, transport of fish to market and linkages to buyers.
Activity 1.7	Upon completion of system setup, users (fishers, transporters, buyers) will be trained in system and component operation. This training will occur repeatedly throughout the project to allow for training of new entrants.
Activity 1.8	Regular, scheduled reporting of project activities and progress will be provided to partners, stakeholders, funders and local and national government agencies.
Activity 1.9	One UoE based Masters student and two UCS based undergraduates will conduct research projects to assess the project and its impacts on the fishery and bycatch.

Output 2: Fishers organized and participating in sustainable fishing	
Activity 2.1	Through repeated workshops fishers in San Jose and other ports along the coast will be informed about the project and bycatch mitigation and be encouraged to participate in the project.
Activity 2.2	Field coordinators from ProDelphinus and Universidad Cientifica staff will be identified and trained in project goals, methods and protocols.
Activity 2.3	Fishers who agree to participate in the project will be required to self-report on their catch and bycatch. This will allow the project to monitor the effectiveness of the sustainable fishery practices and technologies employed.
Activity 2.4	Necessary bycatch mitigation equipment &technology is obtained, imported into Peru or fabricated domestically.
Activity 2.5	Development of fishery monitoring protocols and forms for use by fishers and observers.
Activity 2.6	A subset of fishing trips by project participant vessels will be monitored by trained onboard observers at intervals throughout the project to provide detailed assessments of catch and bycatch and to complement and compare with information collected by participating fishers through self-reporting.
Activity 2.7	Annual summary reports will be prepared and provided to project participants, stakeholders, funders and government offices assessing fisher participation, fishery impacts (i.e. catch and bycatch).
Activity 2.8	Regular meetings will be held with local and regional government officials to detail the goals and objectives of the project, to report on project progress and to highlight the potential for the initiative to be implemented more broadly.

Output 3: End-users engaged and participating through fish purchases	
Activity 3.1	Workshops will be held at regular intervals through the duration of the project

	with restaurant owners, chefs and fish buyers and distributors in Lima, Peru to raise awareness of the project and promote buy-in and participation.
Activity 3.2	Multiple interchange events will be scheduled to bring restaurant owners, chefs and fish buyers to ports to introduce them to fishers involved in the project, raise awareness of the challenges and pressures fishers face and to encourage the development of new, deeper partnerships and relationships between project participants.
Activity 3.3	Workshops and interchange events (Activities 3.1 & 3.2) will provide the opportunities to identify those interested in participating in the project and subsequently provided more detailed information on the project and its components.
Activity 3.4	Multiple awareness materials in various formats (print, t-shirts, web, press release, etc.) will be designed and produced for use in workshops and interchange events and also to raise awareness among consumers at participating restaurants of the project and its participants.
Activity 3.5	With the initiation of the operational tracking system in Q1 of Year 2, monthly orders will begin to be placed by buyers for fulfilment by the fisher network.
Activity 3.6	A video will be produced promoting the project concept and highlighting the participants (fishers, restaurants, etc.) for use at meetings and workshops and in other media content (internet, smartphone apps).
Activity 3.7	The ProDelphinus smartphone application ‘BoVeda’ will be updated to include information about the project for consumers and end-users.

30. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project.

	Activity	No of Months	Year 1				Year 2				Year 3			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	**Pilot catch-to-market monitoring system established**													
1.1	Port assessment trips	1	X											
1.2	Identify & train in-port personnel	10	X	X	X	X	X							
1.3	Determine port & network system needs	3	X											
1.4	Acquire, install & test monitoring systems	9		X	X	X								
1.5	Test traceability monitoring (full system test)	9			X	X	X	X						
1.6	Catch to market system operational	12					X	X	X	X				
1.7	Users trained in system operation	7				X	X	X						
1.8	Project reporting to partners, stakeholders, funders, government offices	2				X				X				
1.9	Student theses projects assessing project impacts	12					X	X	X	X				
Output 2	**Fishers organized and participating in sustainable fishing**													
2.1	Engage fishers to participate	24	X	X	X	X	X	X	X	X				
2.2	ProDelphinus and student staff identified and trained	8	X	X		X	X							
2.3	Fisher self-reporting on catch and bycatch	18			X	X	X	X	X	X				
2.4	Acquire/fabricate mitigation & monitoring technologies	8	X		X		X		X					
2.5	Develop monitoring protocols and monitoring forms	10	X		X		X		X					
2.6	Onboard observer monitoring	15		X		X		X	X	X				
2.7	Assessment & reporting on fisher participation, fishery impacts	4				X				X				
2.8	Liaise with local & regional government on project progress	6	X				X			X				
Output 3	**End-users engaged and participating through fish purchases**													

3.1	Project introduction workshops with owners, chefs, buyers	16			X	X	X	X	X	X				
3.2	Chef-Fisher interchange workshops	6		X		X		X						
3.3	Identify owners, chefs, market participants	21		X	X	X	X	X	X	X				
3.4	Development of awareness raising materials for end users	12	X		X		X		X					
3.5	Monthly orders placed by buyers	12					X	X	X	X				
3.6	Project video production	6				X	X							
3.7	Consumer smartphone application update	12			X	X	X	X						

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

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

(Max 500 words)

The progress of the project against key milestones and indicators will be appraised by a Steering Group made up of partner organisations that will meet quarterly. Minutes from these meetings will be circulated to all partners with any actions necessary articulated. There will be regular communication among project partners, facilitated by an e-mail listserv and the field presence of the Darwin Fellow in Peru. The Darwin Fellow is a founding member and director of partner organisation ProDelphinus, with a number of years of good relations between collaborating partners and extensive experience of working in Peru which is highly applicable to successfully achieving project deliverables.

The Darwin Project Officer will report to the Steering group quarterly. There are a number of key indicators that will show the progress of the project as catalyzed by the launch of several ongoing initiatives. These include:

- Report on progress on a quarterly basis at stakeholder meetings.
- Appointment of key staff and completion of key training events.
- Development and implementation of the vessel monitoring and product tracking systems.
- Ongoing monitoring and assessment of effectiveness of bycatch mitigation efforts.
- Ongoing monitoring and assessment of product tracking and sales, including costs and profits.
- Production of project awareness & outreach materials.
- Project website & video development.
- Smartphone application update.
- Annual reports.
- Press release dissemination.
- Completion of project-based thesis projects by participating students.

Monitoring and evaluation of all of these are clearly articulated and time stamped and will allow us to easily access how the project is progressing.

FUNDING AND BUDGET

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

NB: Please state all costs by financial year (1 April to 31 March) and in GBP. **Budgets submitted in other currencies will not be accepted.** Use current prices – and include anticipated inflation, as appropriate, up to 3% per annum. The Darwin Initiative cannot agree any increase in grants once awarded.

32. Cost Effectiveness

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

(max 300 words)

This is a cost effective, efficient project that over the course of two years will establish a program that conserves marine biodiversity and promotes poverty alleviation in coastal communities. The program's design leaves in place a structure that can operate largely independently and self-funded by tapping into latent demand in the marketplace for sustainably fished products. Using this self-reinforcing market incentive, the project concept could, in the long run, represent a massive cost savings over more expensive (and less effective) top-down bureaucratic solutions.

Project partners are being proactive in seeking additional sources of funding in order to compliment valuable bycatch monitoring and mitigation activities which will strongly compliment the work proposed project to an ever greater dividend.

Ambitious aims and objectives are only possible due to the very strong consortium and extensive commitment being made by partners (**100% matched funding confirmed**).

The vast majority of funds are being invested inside Peru where resources will be most needed and most efficient. The Darwin Fellow will live in Peru for the duration of the project.

33. What was the amount of funding for the Main Darwin Project?

	Total Project Costs £
Amount of Main Darwin Initiative project award	299,966
+ Funding/Income from other sources	505,960
= Total Main project cost	805,926

FCO NOTIFICATIONS

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

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

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

CERTIFICATION

On behalf of the trustees/company* of

(*delete as appropriate)

I apply for a grant of £188,353 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

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

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

- I enclose CVs for project principals and letters of support.
- Our most recent audited/independently verified accounts and annual report are also can be found at: http://www.exeter.ac.uk/about/facts/accounts/

Name (block capitals)	PROFESSOR DAVID HOSKEN
Position in the organisation	DIRECTOR, CENTRE FOR ECOLOGY AND CONSERVATION

Signed  **Date:** 8th July 2014

Post Project Application - Checklist for submission

	Check
Have you **read the Guidance Notes**?	X
Have you provided **actual start and end dates** for your Post Project?	X
Have you indicated whether you are applying for DFID or Defra funding. NB: you cannot apply for both	X
Have you provided your **budget based on UK government financial years** i.e. 1 April – 31 March and in GBP?	X
Have you checked that **your budget is complete**, correctly adds up and that you have included the correct final total on the top page of the application?	X
Has **your application been signed** by a suitably authorised individual? (clear electronic or scanned signatures are acceptable)	X
Have you **included a 1 page CV for all the Principals** identified at Question 8?	X
Have you **included a letter of support from the main partner(s) organisations** identified at Question 11?	X
Have you checked with the FCO in the project country/ies and have you included any evidence of this?	X
Have you included a **copy of the last 2 years annual report and accounts** for the lead organisation? An electronic link to a website is acceptable.	X
Have you **checked the Darwin website** immediately prior to submission to ensure there are no late updates?	X

Once you have answered the questions above, please submit the application, not later than midnight **GMT on Tuesday 8 July 2014** to Darwin-Applications@ltsi.co.uk using the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (e.g. whether the e-mail is 1 of 2, 2 of 3 etc.). You are not required to send a hard copy.

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