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## ***Darwin Initiative for the Survival of Species***

### ***Annual Report***

Project Ref. Number	<b>162/11/<del>2</del>004</b>
Project Title	<b><i>Conserving Kenya's forests through certification of sustainably sourced woodcarvings</i></b>
Country(ies)	<b><i>Kenya</i></b>
UK Contractor	<b><i>WWF-UK</i></b>
Partner Organisation(s)	<b><i>WWF- East Africa Regional Programme Office (EARPO)</i></b>
Darwin Grant Value	<b><i>£ 172,600</i></b>
Start/End dates	<b><i>April 2002 – March 2005</i></b>
Reporting period (1 Apr 200x to 31 Mar 200y) and report number (1,2,3..)	<b><i>1 April 2003 – 31<sup>st</sup> March 2004; Annual report No. 2</i></b>
Project website	
Author(s), date	<b><i>Dr Susanne Schmitt, 16<sup>th</sup> April 2004</i></b>

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### **1. Darwin Project Information**

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### **2. Project Background**

At the beginning of this project (April 2002) Kenyan carvers predominantly used illegally logged hardwoods from Kenyan forest reserves or from Tanzania. The practice has been highly unsustainable, threatening both the livelihoods of carvers and their families, as well as significantly contributing to the loss of East African forests of global biodiversity importance.

This project has focused on working with two pilot co-operatives at the coast of Kenya. Akamba Handicraft Co-operative Society is based in Mombasa and has about 3000 members. Malindi Handicraft Co-operative Society is based in Malindi with approximately 500 members. We have worked with various partners to encourage carvers to shift to carving neem 'Good Wood', which is sustainably grown and harvested by coastal farmers. This will also provide additional income to these farmers, 60% of which are living in absolute poverty (Kwetu Baseline Livelihood Survey, 2003). Intensive farmers training is also a major part of the project work.

To guarantee the environmental sustainability of the 'Good Wood' carvings to the consumer and to have the ability to access ethical crafts markets a major aim of the project has been to achieve Forest Stewardship Council (FSC) certification. The prospect of new markets and re-invigorating export markets is an incentive for carvers to switch to Good Woods and participate in the certification scheme. To assist export market access, trade facilitation with UK and/or European importers/retailers has been another component of the project.

### **3. Project Purpose and Outputs**

#### **Purpose**

Conservation of critical forest habitats in Kenya (Art. 8 CBD) by putting in place an incentive (Art. 11 CBD) to enable carvers shift from traditionally preferred forest hardwoods to farm-grown or plantation species, thereby providing for sustainable livelihoods for carvers and tree owners (Art. 10 CBD).

## Outputs

- Certification of sustainably sourced carvings from two woodcarving cooperatives
- Increased general awareness about sustainable woodcarving and benefits of certification amongst carvers, tourists, exporters and importers.

*See Annex1 for original log-frame with marked changes in bold.*

## Changes to outputs

**Only one woodcarving co-operative at the coast, the largest one, Akamba Handicraft Co-operative Society (c. 3000 carvers) will become FSC certified.** As reported in the 1<sup>st</sup> annual report (April 2003), Malindi Handicraft Co-operative Society was found to be in financial difficulties and not export ready, which is a prerequisite to certification. However, FSC certification consists of two separate parts a tree management part for which a Forest Management certificate is issued and a chain of custody part (COC certificate), ensuring the traceability of the certified product through the production process.

In effect, **certification for the tree management (FSC Forest Management certificate) will be achieved for ALL coastal farmers** (in Malindi, Kilifi & Kwale District), who decide to join the group certification scheme. When stating that Malindi Co-operative will not be certified that means that we will only fail to achieve Chain of Custody certificate for Malindi co-operative under this project.

Akamba COC certification will set an important example and Malindi will be able to leap-frog many of the steps Akamba had to go through to become a certifiable business (especially with regard to neem drying regimes, business skills, farmer/carver relationships, log pricing, buyers' introductions. During the life of this project, Malindi will be supported by sharing important information, such as the production manual (including all wood treatment details) with them, and through regular visits by the certification resource manager and the Business Development Service (BDS) provider Kenya Gatsby Trust (KGT). An exchange visit to Akamba is also planned (see section 5).

An additional output has been added to the log frame: **establishment of a marketing and production company owned by carvers and farmers.**

The foundation of such a company has been jointly identified (Review & Planning Workshop Report, Feb. 2004) as a necessary step on which the achievement of project outputs and the sustainability of project interventions depends for both the Darwin project and the Oxfam component. The purpose and function of the company is described in section 7 and a schematic representation of the company is given in Annex 2.

*Measurable indicator:* company registered & operating successfully

*Means of verification:* registration documents; orders completed; professional staff (marketing & production expert) recruited.

## 4. Progress

### **Brief Project History**

The project started in June 2002 with WWF East Africa Programme Office as the official host-country partner. A partnership with Oxfam GB, Market Access Team and Oxfam Kenya, livelihoods team developed rapidly (start Sept. 2002) and has led to a significant expansion of the scope and potential sustainability of the project through bringing expertise on market access and business readiness (Oxfam GB and recommended business service development

provider – Kenya Gatsby Trust) and on work with poor farmers and their organisation (Oxfam Kenya and their partner Kwetu). We have learnt that without these extra components, a narrow focus on certification and pushing for its rapid achievement would have led to failure. The main reasons are that carvers were not export ready, facing massive quality assurance and structural challenges within the co-operative. For farmers the incentive to comply with certification rules and form into groups would not have been sufficient, without sensitisation and self-selection, encouraged by incentives, such as offering training in the production and sale of other neem products, such as soaps and oil. Already 80% of farmers sensitised have registered to participate in the group certification scheme.

So far the project has had much success in changing the attitudes of carvers and the policy makers through active campaigning using the Chonga newsletter, media contributions, participation in a number of national policy fora (National Certification Taskforce) and high-level meetings. Direct influence on FSC policy on access to FSC for small producers is a significant additional achievement of the project (see section 12).

### **Summary of Progress**

Despite delays in training for certification and the extensive work required on quality assurance, most of the outputs and the timetable set at the beginning of the project are on track now. Some changes and variations are described under the specific output headings.

#### **Output measure 6A: training (3454 trainees: carvers, farmers, cutters, traders & co-ops)**

As discussed in previous reports, the exact number of training sessions and trainees is difficult to adhere to. However, in effect, at least three times more farmers are being trained in certification and livelihood generation from neem by-products. Although not, strictly speaking, all of the 3000 carvers will be individually trained, their representatives are being trained in certification, new production skills (e.g. drying and mould treatment of carvings, new designs) and business skills. With the help of staff from the Kenya Gatsby Trust (KGT), these carver representatives will train their fellow carvers, who can then decide whether to join the certification scheme. Carvers' general awareness is raised through AGMs and the Chonga newsletter (published April 2003) distributed between April and June 2003 (next one due in December 2004).

#### *Carvers, co-operative management training and quality assurance/wood technology experiments and training*

All information below is in relationship to Akamba, the largest co-operative in Kenya (>3000 members).

Please refer to the 1<sup>st</sup> annual report for details regarding the need for wood technology experiments and quality assurance work and the resultant delays in training and trial export orders.

Basic wood treatment experiments (e.g. drying and mould treatment), led by Mr Meshack Muga from the Kenya Forest Research Institute (KEFRI), were started in August 2003 and were completed in February 2004 (Final report: Muga, 2004). An experimental solar kiln was constructed and a drying schedule (i.e. clear instruction on duration and type of drying) for a range of carvings was established. Apart from general standardised drying tests, a sample range of carvings (57 pieces of 8 different designs) was subjected to specific drying treatments to establish the range of minimum and maximum drying time in the kiln. This information is needed to calculate lead times for new orders and to establish simple, non-technical guidelines for carvers and kiln operators to use (see summary of findings; Appendix 4). After testing the specifications of the experimental kiln and establishment of requirements a production kiln for general use by Akamba, is now under construction. However, testing and monitoring will continue to refine the drying process.

The causes of mould and how to treat them have also been investigated and treatment with boric acid at the wet sanding stage is recommended. Boric acid is considered safe, but safety

instructions for carvers will be provided. For use on utility items, food safety according to European regulations will be tested by a laboratory in the UK shortly.

We are now confident that these treatments will result in carvings of acceptable quality for export, which has been the crucial pre-requisite to proceed with production planning and intensive training (including for FSC certification). Finally, trade facilitation, i.e., contacting prospective buyers and introducing them to Akamba with KGT as the facilitator, can also take place.

The project team identified the need to achieve better buy-in for the quality assurance work and FSC requirements, especially the need to conduct and learn from the wood technology experiments. Considering the previous frustrations, with frequent management board changes and the lack of a trickle-down of information and training from the board, the formation of a technical training committee specifically to disseminate and act upon the results of the wood technology experiment, by training other members of the society, has proved very valuable. Members of the team included 'book' representatives (carvers are organised into books – chronological membership lists), board members and the export manager and his assistant. The result has been much greater recognition of the need of rigorous quality control of neem carvings to ensure a successful export business.

KGT is currently completing the production manual and actively trains the technical committee in the modified production process, afterwards supporting them in their efforts to train and inform their fellow carvers. The new process and treatments are currently being put to the test in the production of samples for a new catalogue to be sent to prospective buyers (e.g., for the international buyers' visit in May; see output measure 14A below)

For the production of the catalogue, KGT has selected master carvers to produce a new range. This is part of the identified need for innovative design, the lack of which has been a big drawback for Kenyan carvings in the world market.

One of the major breakthroughs with carvers and particularly the management committee (now more stable after two changes in the reporting period) is that Constantine Kandie from KGT has won their trust leading to a recognition of the need that drastic changes in business and production practice are necessary to improve the fate of the co-op and its members. There is now an acceptance that a rigorous quality control and production system has to be followed, which includes central log-purchasing (guaranteeing good log quality), drying and FSC chain of custody (COC) procedures. Now there is also agreement that a business/marketing department and system is needed that is independent of the co-operative in order to be able to operate on sound business principles, including the need to enforce a rigorous quality control system and retain some profits for reinvestment in innovation, training and certification. The management committee has agreed that, in the interim, KGT will take on this role and the plan is to bring in a marketing expert from VSO to run it (the application is currently in process). This will then swiftly be transformed into an independent marketing and production company called the Coastal Tree Products Company (CTP), as described in section 7.

### *Farmers*

By November 2003, the farmers' sensitisation in Malindi, Kilifi and Kwale coast districts was completed. A total of 1500 farmers were sensitised during approximately 40 village meetings (barazas). The sensitisation was led by CFCU and KWETU and carried out with the help of Trained Trainers (see 1<sup>st</sup> annual report). The sensitisation of such a large number of farmers was also facilitated by working through respected village elders who called the meetings and are the focal people for the registration of farmers. 1200 have already registered to join in local groups of 30-40 farmers to form part of the FSC group certification scheme. This is an excellent response rate and several spontaneous groups have already formed in Malindi district prior to full training.

It was identified last year that it is important that farmers are self-selected and that additional incentives beyond selling a few certified neem logs per year have to be found. Self-selection means more commitment. More incentives are now provided through the work of Kwetu on training farmers to produce and market other neem products, such as oil from seeds, candles, soaps, etc., for local and regional markets and, hopefully, for the export market, once stringent

quality requirements can be met. In addition, we are now planning to obtain organic and possibly fair trade certification for neem products other than timber.

Mango, which is a common tree crop in coastal farms, will also be certified as part of the FSC certification. It is also a Good Wood that can be carved and the senescing trees, which do not yield much fruit, can thus yield additional income to farmers and provide another wood resource for carvers. It can easily be included in the certification assessment as prior to this project a resource assessment of both neem and mango was conducted (see Appendix 5: recommendation from Woodmark certifier).

Farmers' training in Malindi District has now started and all training and full group formation is scheduled to be completed by the end of June. Training has been divided into so-called 1<sup>st</sup> generation and 2<sup>nd</sup> generation training. A training of trainers (TOT) manual for the 1<sup>st</sup> generation training has been compiled by Kwetu to allow the rapid training of trainers. The 2<sup>nd</sup> generation training manual is now being compiled. One difficulty has been that many of the 30 trained trainers, who were FD staff, have been transferred from their posts following the dismissal of all FD staff in November 2003 and reappointment of staff after successful reapplication for their posts by February 2004. However, the availability of the manual has meant that rapid training of new TOTs was possible.

1<sup>st</sup> generation training consists of 3 one-day sessions, training one local group at a time. The following topics are covered: certification process; neem tree management and sale process for carving wood; demand for neem logs for carving; other neem product extraction and processing; tree products business; recording and keeping tree data; group formation and management, including the Farm Forestry Association to be formed as an umbrella organisation.

#### *Cutters*

Cutters are the crucial link between the farmers and carvers in the FSC certification. Eight cutters have been trained in COC procedures in 5 one-day sessions during the year.

Up to now cutters have made disproportionate profits from the sale of neem Good Wood, paying low prices to farmers or even obtaining the wood for free from municipal land and then selling logs directly to carvers in the co-op. Under the certification scheme and given the need to control log quality to produce quality carvings, their position will have to change. First of all, a central log-purchasing system, as used to exist for hardwoods (including purchase, pricing and registration of all logs by the co-op log clerk), will be instated for neem. The Akamba management has now agreed to this. In future cutters will be employees of the co-op, complying to COC requirements and paying a fair price for logs that has been negotiated between the co-op management and the Farm Forestry Association (FFA).

An initial meeting between carvers and farmers to discuss the trading relationship for neem logs has been discussed. More meetings and exchange visits of carvers to neem farms and farmers to the co-operative carving sheds are scheduled to provide them with better knowledge of each other's activities.

#### **Output measure: 14A: 1 workshop for importers organised in Europe**

Instead of organising a workshop for importers in Europe discussions with partners strongly suggest that it would be much more effective to partially support the visit of some international buyers (c. 3) to visit Kenya to meet the carvers directly. The visit will be facilitated by KGT and take place in May 2004. The buyers' visit will provide very direct incentive to the carvers to fully adopt the new quality assurance system and operate according to the full FSC COC system to practice FSC compliance. Trade facilitation visits to three prospective UK importers have already taken place by the project leader and David Bright from Oxfam. International importers such as Oxfam Australia, People Tree in Japan and Ten Thousand Villages (USA; fair traders who formerly worked closely with Kenyan carving co-operatives but became disillusioned with quality issues) have also been informed of the progress of the work and invited to visit Kenya.

For additional awareness raising with European crafts importers, a representative of the European Fair Trade Association, an association of European fair trade organisations and shops, has been contacted and a presentation at one of their annual meetings by the project leader has been offered.



#### Additional meetings organised:

- To the benefit of the Kenyan carving co-operatives as a whole, KGT organised a **Buyers-Producers Meeting for Good Wood Carvings in Nairobi** on the 9<sup>th</sup> of October 2003. Both Akamba and Malindi sent products. The meeting was very successful in bringing local buyers and producers closer together. It allowed both parties to find out first-hand about requirements, demand trends and potential problems. A number of challenges were identified regarding the co-operatives' ability to do good business. The main ones were that some of the designs and quality of carvings were sub-standard, the delivery of products for the event was slow, and that carver participants were very hesitant to market themselves. KGT plans further events of this kind and the lessons learnt from this event are already employed in their work with Akamba (e.g. training of master carvers as mentioned above).
- WWF EARPO organised a Members of Parliament meeting to sensitise MPs to the new forestry policy to be tabled in parliament soon. 130 out of 220 MPs attended the meeting held in Mombasa in January 2004. The Good Wood project is facing some constraints from the current policy, which does not give recognition of the benefits of farm forestry, nor any policy support to wood carving, both of which can have major conservation and livelihood implications. This was one of the most high-profile attempts of EARPO to influence forest policy for biodiversity and conservation benefits under the new Kenyan Government.

#### **Output measure 15 A: press releases (9 over 3 years)**

This reporting period has yield a number of media results

- One newspaper article was published in the 'East African', a weekly regional newspaper (30 June – 6 July 2003), entitled: 'Tough Rules and Scarce Wood Chipping Away at Carvers' Sales'. The paper is widely read in Kenya, Tanzania and Uganda. The article was targeted at woodcarving traders and carvers emphasising the declining supplies of indigenous hardwoods.
- One newspaper article was published in the 'Coast Express', a weekly paper (July 4-10 2003) read by coastal inhabitants, entitled 'Project to Boost Carving Industry'.
- One environmental newsletter feature: Eco Forum a newsletter of ELCI featured an article on "Carving the last Mahogany". The article covered activities in the last 2 years informing environmentalists of the potential of certification and the shift to good woods. The paper is widely circulated among environmentalists in the region. ELCI is the focal point for capacity building in certification in the East African region.
- BBC World Business Programme carried an interview with the project manger on the project impact of promoting Good Woods over hardwoods at a time when government has banned cutting of indigenous trees. The interview was broadcasted in the World Business Programme on Thursday the 26<sup>th</sup> June 2003 at 5.40 and 9.30 GMT. For several month the interview could be listened to on the BBC Business News web-site. On the same web-site an article entitled 'Kenya faces tourism meltdown' also mentioned the fate of the carving industry. The focus of the article was on the hardwood shortage and drastic reduction in woodcarving trade, which is also due to greater competition from Asia, dearth of new designs etc.
- One web- article on the Kenya woodcarving industry appeared on the AFP Terra Daily web-site ([www.terradaily.com](http://www.terradaily.com)). It was a result of EARPO sending a factsheet to AFP. The article chose to focus on the substantial drop in trade in carvings.

Clippings were sent with the half-yearly report in October 2003.

#### Key Milestones (from original proposal):

#### **Resource manager recruitment (August 2003):**

Severinus Jembe from the Coastal Forest Conservation Unit was appointed in August 2003 with the approval of the Advisory committee. He has already been working with the Project Officer, David Maingi, since the beginning of the project, mostly focusing on certification training of carvers. More recently he has been working intensively with KWETU, first to conduct the farmers' baseline survey (see 1<sup>st</sup> annual report) and then to conduct farmers' sensitisation. He has an excellent understanding of FSC certification and the local conservation and livelihood situation at the coast. He is a Giriama, which is the local tribe and speaks Kikamba (carvers are predominantly from the Akamba tribe) for easy communication and relationships with farmers and carvers alike. He will receive formal certification training through a SIDA sponsored course.

#### **Monitoring system for certification**

The resource manager is tasked with developing a monitoring system that keeps track of tree management, harvesting plans and membership of farmers in the group certification scheme. He has designed the basics of this database and is now expanding it as data becomes available. Particularly the record on farmers registered on the scheme and the tree resource on each farm is, as a requirement for FSC, is recorded. A resource survey on all registered farms is being undertaken and will provide all the basic data to update the database.

#### **Full FSC assessment (October 2004): FSC scoping visit by Woodmark Soil Association as a requirement before full assessment**

Meriel Robson of Woodmark Soil Association conducted the visit from the 26<sup>th</sup> of January to the 2<sup>nd</sup> of February 2004 to carry out a pre-assessment of Akamba for Chain of Custody certification and the Group certification scheme of the coastal farmers for the Forest Management certificate. A scoping visit is a requirement before full certification can be achieved.

Her assessment suggests that full-certification can be achieved by the autumn provided a number of activities are completed and requirements fulfilled. A summary of here findings and recommendations for future engagement in certification nationally are attached in Annex 5.

#### **Project design changes and exit strategy:**

Project design and methodology was refined at the 2<sup>nd</sup> Review and planning workshop held in March 2003 (as reported in the 1<sup>st</sup> annual report). The 3<sup>rd</sup> review and planning workshop, held in Nairobi on the 5<sup>th</sup>-7<sup>th</sup> of February 2004, has allowed an assessment of progress, lessons learnt and adjustments to the design of the project (Review & Planning Workshop report, Feb. 2004). The main change to the design has been the decision to start the CTP company, which has been identified as a crucial step to deliver the key output of FSC certification and livelihood improvements for farmers and carvers and to make project interventions sustainable beyond the current project. It thus provides a promising exit strategy and follow-up work that is worth supporting (see section 8).

#### **Workplan for FY04/05**

As in the previous year a joint workplan and timetable has been produced for the period February 2004 to March 2005. Specific activities of all partners are listed including all required Darwin outputs and milestones. See Annex 2.

#### **5. Actions taken in response to previous reviews (if applicable)**

The review has been discussed principally with the project officer and the main partners involved in training of carvers (CFCU, KGT) and farmers (KWETU, CFCU).

The delay in training of farmers was necessary to ensure a more sustainable approach to farmers' recruitment to the group certification scheme through self-selection after sensitisation. The response to sensitisation has been exceptionally good (1200 of 1500 farmers have registered to join the scheme and receive training). Formal training materials for the Trained



Trainers have also been developed to allow consistency in training. First generation training has now started with the help of 30 Trainers and both 1<sup>st</sup> and 2<sup>nd</sup> generation training (described above) is expected to be completed by the end of June. This will include the official formation of the Farm Forestry Association (FFA) as the umbrella organisation for local farmers groups.

Initial efforts to train carvers in certification principally through training the management board, which has, in theory, a responsibility to inform and train members of the co-ops, proved ineffective. One of the main reasons was that the management board kept changing and the project team had to train them afresh each time. The other reason was that training on certification in isolation of understanding the business problems the co-op were facing, did not result in much buy-in and true understanding of the potential benefits. The approach of business skill development, quality assurance training and finding the right channels of communication and training through appropriate carvers' representatives and a more stable management team have started to yield real results. We are now at a stage where the co-op management and members trust the project team, understand the need to change their business practices to save their business and can better understand the relevance of certification. This is particularly the case because it comes as part of a package that makes Akamba an export-ready business that is slowly being weaned off the donor dependency that had developed.

Although Malindi co-operative will not achieve FSC COC under this project, due to reasons explained in previous reports, we have a strategy to allow them to catch-up rapidly. The following activities are planned for Malindi:

- A visit in April 2004 to update them on developments and make suggestions on improvements and engagement in the process.
- representatives will participate in one-week workshop called "Into the market training" organised by KGT between the 25<sup>th</sup> -30<sup>th</sup> of April. The focus is training on market access.\*
- Will participate in the KGT Inter-trust Exhibition on the 5<sup>th</sup>-7<sup>th</sup> of May 2004.
- After testing for the production of a sample range of carvings for the buyers' visit in May 2004, the production manual will be shared (planned for June 2004).
- An exchange visit to Akamba is scheduled for July 2004.
- Malindi will become founder share-holder in the CTP company, and thus benefit directly from the marketing and production function of the company; achievement of COC for Malindi can then follow.

We are glad that the reviewers have recognised the value of working with new partners and embedding the certification debate at national level through the Forest Department and the Kenya Forest Working Group.

## **6. Partnerships**

The collaboration with the host-country partner WWF EARPO has been excellent. The project leader and the project officer in Kenya have developed a very close working relationship with very regular communication on progress.

As described in the 1<sup>st</sup> Annual report we have formed additional partnerships with Oxfam GB's Market Access Team and Oxfam Kenya and their partner for farmers training, KWETU Training Centre. WWF EARPO's direct implementation partner is the Coastal Forest Conservation Unit (CFCU) of the National Museums of Kenya. CFCU has focused mostly on supporting certification and farmers training. The resource manager has been seconded from CFCU.

During the year the Kenya Gatsby Trust (KGT) has joined as a full partner. Previously KGT acted as a BDS provider on a consulting basis. Now KGT contributes a considerable amount of its time in kind, as it sees the Good Wood project to be in line with its own strategic aims of

improving livelihoods through business service provision. The additional conservation benefit is also of great attraction to KGT.

Since KGT's full commitment to be a partner, the business development aspect of the work has made fast progress and KGT has enabled the integration of the results of the wood technologist, Mr M. Muga from KEFRI, into the production process. This aspect has previously been a major bottleneck to project progress. KGT ability to win the trust of the Akamba board and carvers has also increased the project ability to get buy-in for certification.

KWETU focuses on farmers training and has been particularly useful in researching and developing the potential of additional income from neem products other than timber for farmers joining the group scheme.

Working in partnership with multiple partners has its challenges, but, for this project, it has been invaluable. This is particularly so considering the inexperience in business approaches and working with farmers that conservation organisations, such as WWF, generally have. Partners have also contributed considerably to project costs both financially and in kind (see section 9; Table 1 output 23).

## **7. Impact and Sustainability**

The evaluation has confirmed that the project has achieved a high profile within Kenya and internationally, both in government (Forest Department), NGO and certification circles. This has been achieved through: active networking (links with over 40 institutions); awareness raising through newsletters (e.g. Chonga newsletter has been identified as particularly useful); media contributions; and organisation and participation in national and international meetings. Please see section 12 for further evidence of impact and sustainability.

### **Exit strategy**

At the review and planning workshop in February 2004, the sustainability of project interventions and the threats to that sustainability were discussed at length (Workshop report, February 2004). There have been several concerns about achieving the outputs and sustaining them. These are:

- Maintaining the certification certificate after project completion (e.g. meeting the costs and administrative burden; inability of co-operative management to enforce rules without risking to be sacked)
- Co-operative's ability to market its products and maintain quality (i.e., no professional marketing experts in co-operative and inability to enforce quality assurance rules)
- Lack of ownership of the new processes (business-, certification- and quality-assurance) unless more time is given to adopt and integrate and to change the donor-dependent attitude
- Lack of capacity of farmers and their umbrella organisation the Coastal Farm Forestry Association (to be formed shortly) to maintain compliance with FSC certification rules and to have sufficient bargaining power with cutters and carvers over log-prices.

C. Kandle from KGT put it succinctly: *"carvers are good at carving and farmers are good at growing trees and crops. They do not want to be burdened and have no expertise in marketing and production planning."*

### Ways to overcome these concerns:

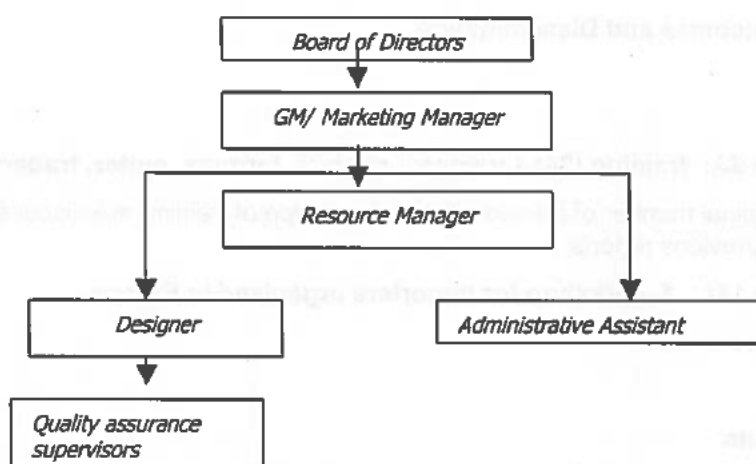
Through consultation with C.Kandle from KGT and Oxfam's market access expert, David Bright, and an understanding of certification requirements, the model of an independent, environmental and fair trade marketing and production company was designed and discussed (see new output in section 3 and Annex 3, Fig. 1 for diagram) – *The Coastal Tree Products Company (CTP)*.

This company will be owned by carvers (Akamba and Malindi Handicraft Co-operative Societies as founding members) and farmers (Coastal Farm Forestry Association), WWF EARPO, OXFAM Kenya, KGT and KWETU. The partners of the Good Wood project will be exiting from the company after a two year establishment phase that will require financial and technical support by the partners. It is a non-profit company that ensures investment in

marketing, design, quality assurance and covering certification costs (also achievement of COC certification for Malindi). A draft business plan (available on request) has already been delivered by KGT, which contains costings for the first two year. Most of the set-up and salary costs for the first year can be met from the contributions of partners (e.g. costs of the resource manager (EARPO); VSO to be marketing manager; see Fig. 1: organogram). The main funding challenge will be for year two of establishment. The main partners – Oxfam and WWF EARPO – will have to raise funds (see section 8).

The carver (Chairman of management board of Akamba) and the farmer representatives present at the review and planning workshop workshop felt that such a company could solve many of their problems and they were keen to discuss this idea with their colleagues. A series of meetings with the support of KGT and other partners will be held to obtain buy-in.

Fig. 1: Draft organogram for CTP



## 8. Post-Project Follow up Activities

The consolidation of the current work could be helped greatly by a follow-up grant from the Darwin Initiative (see also Draft Evaluators Report, January 2004):

A) Help establish CTP firmly and, through its work, make project interventions sustainable, e.g. by:

- continuing to build capacity of (i) farmers and the FFA to manage the neem resource according to FSC requirements and for livelihood benefits; and (ii) carvers to produce high-quality, certified Good Wood carvings.
- securing markets for certified good wood carvings and other neem products.
- Providing a model of an environmentally and socially ethical business, nationally and regionally, that establishes the use of Good Woods as viable alternatives to increasingly rejected hardwood products.

B) Lobbying and support to Forest Department to:

- Ensure continued enforcement of logging ban.
- Invest in farm forestry as major provider of timber (e.g. for construction sector) and livelihoods for Kenya (joint advocacy work with Oxfam).
- Develop a policy on woodcarving, e.g., which incorporates key woodcarving species in planting programmes (hardwoods and Good Woods).

- Commit to use of certification to consolidate the link to conservation and sustainable natural forest and plantation management.

C) Spreading lessons and encouraging replication of approach through:

- Support to other co-operatives in Kenya (e.g., Akamba)
- Continued awareness raising (e.g. Chonga newsletter) of various stakeholders, especially traders.

The above is worthy of Darwin support because of the innovative nature of using a sound business approach to support environmental and livelihood goals overcoming some of the key-barriers faced by small producers – market access.

WWF EARPO is keen to make this project a model and build on it in various ways, such as for joint advocacy work with Oxfam on farm forestry. EARPO has also committed to build the follow-up work into the large-scale East African Coastal Forest Eco-region Programme (EACFEP), which is currently being designed. This will include efforts to make woodcarving in Tanzania and Mozambique sustainable, after research into differences and similarities in the issues faced in Kenya. See Fig. 2 in Annex 3

## 9. Outputs, Outcomes and Dissemination

### Changes:

#### Output measure 6A: training (3454 trainees: carvers, farmers, cutter, traders & co-ops)

Differences to original number of trainees, timings and type of training are discussed in detail in Section 4 and previous reports.

#### Output measure 14A: 1 workshop for importers organised in Europe

Changes described in section 4.

### Additional outputs:

#### Output measure 3:

The project officer David Maingi received formal FSC certification training. The courses were held in Sweden (May 2003; FSC certification theory and application) and Guatemala (November 2003; mostly case study work) and were 3 and 2 weeks respectively. The course costs and accommodation was funded by SIDA.

The Resource Manager, Severinus Jembe, has been accepted for the course this year. He will be going to Sweden in May and Tanzania in November.

#### Output measure 7: Two manuals

As mentioned above a manual for the training of trainers in farmers training has been produced by KWETU as part of the project.

A production manual for the carvers, which includes the required information and procedures for quality assurance work, especially kiln drying of carvings, has been completed by KGT.

#### Output measure 14A:

- A carving buyers & producers meeting was organised by KGT and held in Nairobi in October 2003, Oct. 2003 (described in section 4)
- A Members of Parliament meeting was organised by WWF EARPO in January 2004 in Mombasa to sensitise MPs to conservation and biodiversity issues linked to the new forestry bill. Improvements are required to recognise and support farm forestry and planning for wood supplies for the woodcarving industry.

#### Output measure 14B: Findings of project presented at

- *FSC Small & Low Intensity Managed Forest (SLIMF) Technical committee meeting in Bonn, October 2003. See also section 12*

**Output measure 19B: interview of project officer on BBC World Business Programme** (7)

Additional to previous national radio features and media coverage, David Maingi had an interview on the BBC World Business Programme on Thursday the 26<sup>th</sup> June 2003 at 5.40 and 9.30 GMT. An accompanying web-site article entitled 'Kenya faces tourism meltdown' also mentioned the fate of the carving industry. The focus of the article was on hardwood shortages and the drastic reduction in woodcarving trade, which is also due to greater competition from Asia, dearth of new designs etc.

**Output measure 20: One experimental drying kiln and one production kiln**

Neem carvings require active drying to avoid cracking. However, no previous research on neem drying behaviour (except neem boards) had been conducted. Therefore, detailed experiments to establish basic information, such as green moisture content, drying degrade (i.e., defects as a result of different drying regimes) and then appropriate drying schedules that achieve a moisture content that stabilizes the carvings (c. 12%) had to be developed. To be able to do this, an experimental drying kiln had to be constructed. The completion of the experiments and information on the approximate sizes of orders and the length of drying has allowed the design of a proper production kiln by a specialist contractor under the supervision of Meshack Muga of KEFRI. The secretariat approved the use of £ 3000 from the Publications budget and an extra £ 4600 was found from DFID.

**Output measure 23: additional funding**

A considerable amount of additional funding and in kind contributions have been obtained through our partners (see Table 1.). This has significantly enhanced the scope of our work and allowed the work on business skills, quality assurance, and the expanded farmers' training to take place.

**Dissemination activities:**

The major dissemination activity was linked to the publication of Chonga in April 2003, of which 1200 copies of the general and 800 copies of the carvers' version were distributed. According to evaluators, Chonga has had a good impact in awareness raising of carvers, policy makers and other environmental and development NGO members (general copy can be downloaded from <http://www.rbgkew.org.uk/peopleplants/pdf/chonga3.pdf>). Feedback from carvers from co-operatives that are not part of the project is that they wish that some articles were related to their own co-operatives. We shall take heed of this for the next version of Chonga (December 2004).

As described in section 4, EARPO has again been successful in receiving considerable media coverage in Kenyan and regional newspapers. The project and its methods and approaches are now also becoming well known regionally, due to EARPO's active planning efforts for the East African Coastal Forest Eco-region Programme, within a follow-up to the current project and possible replication are to be embedded. This process involves discussion with many stakeholders and the project officer has presented the Good Wood Project and its merits in several stakeholder meetings, both in Kenya and Tanzania.

As EARPO and other partners are committed to continuing the Good Wood Project in Kenya, dissemination of results, lobbying and campaigning efforts will continue. For some aspects, as, for instance, advocacy for the conservation and livelihood benefits of farm forestry, efforts may in fact be stepped up. Chonga newsletter will be continued as long as sufficient follow-up funding can be raised. The project leader and project officer are also committed to writing-up some of the major lessons of the project for wider dissemination in the WWF network and beyond. Some lessons regarding the merits and constraints of certification in the woodcarving context have already been written-up in a chapter by the project leader and the project officer, which is to be published in the book, 'Carving out a Future: tropical forests, livelihoods and the





**Table 1. Project Outputs (According to Standard Output Measures)**

Code No.	Quantity	Description
3 (new)	1	Project Officer received certification training in Sweden & Guatemala; funded by SIDA
6A Trainees	Total of 3454 (farmers, carvers, cutters & traders)	<p>30 Trainers trained for farmers training.</p> <p>1500 Farmers sensitised by Nov. 2003 &amp; 1200 already registered to join group scheme.</p> <p>7 book representatives (also members of technical team) train fellow carvers with help of KGT &amp; EARPO in certification, business practices and wood treatment to avoid cracking &amp; moulding (quality assurance); 7 master carvers selected and trained in new product designs.</p> <p>9 management board members trained in certification and business skills.</p> <p>2 AGMs reached approx. 2400 carvers.</p> <p>8 cutters trained in FSC chain of custody procedures in 5 one-day sessions.</p>
No ref.	15 over 3 years	Meetings with three importers held to present Good Wood range & invited to visit Kenya for a buyers visit. Invitation to attend buyers visit in Kenya to 3 importers: Oxfam Australia; People Tree (Japan); Ten Thousand Villages (USA); Total 6.
7 (new)	2 manuals	1 production manual for carvers (to be shared with other co-operatives); 1 training manual for trainers of farmers (1 <sup>st</sup> generation training only).
8	6 weeks min. over 3 yrs	Supervisory trip of 10 days in Feb 2004; October trip had to be postponed due to health reasons.
9	1 report (Nov. 03)	Resource manager recruited in Aug. 2003 & first Annual report received Nov. 2003.
14A (new)	2	<p>Carving buyers &amp; producers meeting, Oct. 2003, Nairobi organised by KGT.</p> <p>Members of Parliament meeting, Jan. 2004, Mombasa, organised by WWF EARPO to sensitise MPs to issues linked to new forestry bill; incl. potential constraints for Good Wood project.</p>
14B (new)	1	Project Officer, presentation on progress to FSC SLIMF* technical committee (member).
15A	9 over 3 yrs	2 newspaper articles; 1 regional environmental newsletter feature; 1 web-article by AFP Terradaily ( <a href="http://www.terradaily.com">www.terradaily.com</a> ).
19B (new)	1	1 interview of project officer by BBC World Business Programme.
20 (new)	2	1 experimental drying kiln was constructed in August 2003 and 1 production kiln construction during March 2004. Total of c. \$ [redacted] from Darwin funding, rest from DFID.
23 (new)	3	<p>Oxfam's contribution to the project (mostly farmers' training through Kwetu) = c. [redacted] a. (since FY02/03).</p> <p>CFCU contribution from GEF grants = US \$ [redacted] over 2 years; grant completed in May 2004.</p> <p>KGT contribution in kind (time) = c. [redacted] in FY03/04.</p> <p>KEFRI – wood tech. experiments; in kind = c. [redacted]</p>

\* FSC SLIMF = FSC Small and Low intensity Managed Forest; project officer has been member of technical team; 3<sup>rd</sup> and last meeting held in Bonn in October 2003; see section 12.

**Table 2: Publications**

Type * (e.g. journals, manual, CDs)	Detail (title, author, year)	Publishers (name, city)	Available from (e.g. contact address, website)	Cost £
Training of Trainers manual	A training manual for extension workers in the Good Woods Project – First generation training manual  KWETU Training Centre, 2004	KWETU Training Centre, Mombasa		
Production manual	KGT, 2004	Kenya Gatsby Trust, Nairobi		
Book <sup>1</sup>	Surviving out a future: tropical forests livelihoods and the international woodcarving trade.  A.B. Cunningham & B. Campbell (eds.) (In prep.)	Earthscan London		£ 24.95
Video <sup>2</sup>	Surviving a Future: 10 lessons for sustainable woodcarving enterprises 24 minutes.  Camera, script and direction: Tony Cunningham	WWF/UNESCO		£ 12.95

- 1) *contains a chapter by Susanne Schmitt (project leader) & David Maingi (project officer) with the title 'Certification and woodcarving'; should be published later in 2004.*
- 2) *This video provides 10 lessons aimed at developing sustainable woodcarving enterprises, including footage from Kenya. Produced by a colleague in the People and Plants Initiative.*

## 10. Project Expenditure

Table 3: Project expenditure during the reporting period (Defra Financial Year 01 April to 31 March)

Item	Amd Budget	Expenditure	Balance	Variance	Notes
Rent, rates etc					
Office costs ( e.g. postage, telephone, stationery					
Travel & Subsistence					
Printing					
Conferences, Seminars etc					
Capital items/equipment					
Others (training, field running costs, Audit, certification assessment)					
Salaries - Programme Manager & Resource Manager					
TOTAL					

- Highlight any recently agreed changes to the budget and explain any variation in expenditure where this is +/- 10% of the budget.

## 11. Monitoring, Evaluation and Lessons

### Monitoring & evaluation

This project forms part of the wider People and Plants Initiative ([www.rbgekew.org.uk/peopleplants](http://www.rbgekew.org.uk/peopleplants)), which is currently in its final year. To evaluate the overall achievements of PPI a final evaluation is under way. This includes a full evaluation of the Kenya Good Wood project. The overall evaluation will be completed by December 2004, but the evaluation in Kenya has been carried out and a draft evaluation report is available on request.

We continue the practice of bi-monthly reports for information sharing between all project partners. The reports give a bullet-point overview of successes, initiatives, failures, threats and lessons learned. The project leader compiles it from contributions made by the partners. The feedback from partners suggest that these reports are seen as very useful to maintain information flow in a multi-partner set-up and to alert team members to issues and actions required. It is a very useful monitoring tool for the project leader and usually results in specific follow-ups by project team members

Project implementation team (WWF, Kwetu, CFCU, and KGT) hold operations review meeting after every two months. The meetings are suitable forums to review progress that is : analyse achievements and constraints, reviewing next two months planned activities and, where necessary, design implementation logistics and strategies.

On February 5<sup>th</sup> -7<sup>th</sup> 2004, we held our 3<sup>rd</sup> Review & planning workshop, including a lessons learning session and a session looking at the sustainability of the current interventions and future plans. Such workshops are always extremely useful to review achievements and identify issues that need to be resolved. The result was again a joint work plan, which all

partners use to plan their activities. Responsibilities are also clearly identified on the work plan, which is usually updated/revised after 6 months.

#### Indicators of achievement (see original log frame):

##### At purpose level:

- **Number of arrests for illegal timber harvesting – suggested change to ‘percentage reduction in illegal harvesting’:** According to FD records, incidences of illegal harvesting of indigenous woods has halved since 2001. This followed a sustained clamp-down on illegal activities (e.g. transport ban; see 1<sup>st</sup> Annual report). According to the evaluators, the project can be credited with having considerable influence on the FD to maintain that clamp-down, particularly in the project area at the coast. The result was that in 2003 the hard wood log yards in the co-ops were generally empty.
- **Number of farmers supplying carving industry:** Out of 1500 farmers sensitised in 2003 already 1200 have registered to join the group certification scheme, i.e. farmers willing to supply certified neem to carving co-operatives. These data have been recorded by the resource manager. This is a highly encouraging response showing that the scheme seems to offer sufficient incentives to farmers to be willing to commit to adhering to FSC group rules.
- **Volume & percentage of Good Wood use:** Use by Akamba and Malindi has drastically increased since the project started (from 60%, to 83% and 100% respectively); at the national level it has reached the target of 10%. These data are derived from carvers interviewed by evaluators.
- **Impact on income levels of farmers & carvers:** Considering that groups are not yet formally formed and certification for carvings has not yet been achieved, there is already evidence of a positive impact of the project on income levels and livelihoods. 42% of farmers interviewed in the Malindi area report to have earned income from the sale of neem wood and products (e.g. seeds). This compares to no such sales five years ago. For carvers, good wood products have emerged as the main source of income. 76% of wood carvers reported that good woods accounted for over 60% of previous month’s income with 41% reporting an income contribution exceeding 80% from good woods. The scenario was different five years previously. At that time, 85% of carvers reported having earned less than 40% income from good woods (data from external evaluation interviews). For carvers, this does not mean that income levels have necessarily been raised, but shows how important Good Woods are to maintain livelihoods in the absence of alternatives. As reported above, there are still inherent problems in the co-ops business success and mismanagement, contributing to carvers’ poverty. Concentrated work by the project to improve business practice, quality assurance and trade facilitation is expected to improve carvers’ income and livelihoods considerably.

##### At output level

- Awareness raising about the potential benefits and importance of certification for conservation has achieved a 71% and 75% success rate among farmers and carvers that have been sensitised or trained by the project (from evaluators’ interviews). The awareness of traders is much lower, with only 14%. This is because traders have not been directly linked to the project so far.

##### Lessons learning

In early February, during our annual review and planning workshop, we included a lessons learning session. The objective was to extract lessons to allow adaptive management for the final year of the grant and to identify lessons relevant for any follow-up. Furthermore, lessons learning tools were discussed and agreement reached to include lessons learning more formally in project activities (e.g. lessons learning as part of bi-monthly operational meetings and more formal write-up in the bi-monthly reports)

##### Some of the main lessons learnt this year are:

- Premiums paid for carvings will not pay for recurrent cost of certification as originally suggested in the proposal. Several recent reviews of the supposed benefits of certification have shown that sufficiently large premiums on certified product are rarely achieved (e.g., Bass et al. 2001). These findings are certainly born out by feed back from prospective UK buyers of Good Wood carvings. The only way to cover the recurring cost of certification and its administration (especially the cost of the resource manager) is through the ability to retain some part of the profit from sales of certified carvings. The establishment of the CTP company that has greater independence from the co-operative, will allow this. The company will also invest in marketing, product development and quality assurance, which is currently absent and difficult to initiate within the current co-operative structure.
- Working not only with the management board, but also 'book' and shed (a small group working together in one small shed) representatives and the technical team that has been formed, has allowed much better buy-in and passing-on of information and training. Previously, a major barrier to progress was the frequent change of the management board, which then required repeated training and information sessions and which did not allow for the information provided by the project team to flow to individual carvers. More frequent briefings of carvers through extraordinary AGMs has also been very helpful in awareness raising. The work by KGT, which has now become a full partner, has greatly contributed to winning carvers' trust and to identify the right channels through which communication and effective training can flow.
- Certification of neem carvings from Akamba Handicraft co-operative society require a favourable or enabling environment for it long term impact. Policies take time to change, while project life is relatively short, calling for intervention guidelines being given by implementing agencies. The project has initiated several meetings with the Forest Department and Ministry of Agriculture aimed at influencing them to issue guidelines in areas of their respective competence that currently constrain project implementation.

## **12. OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum)**

The findings of the draft evaluation report suggest that *"perhaps the biggest impact that the good wood campaign has had on the livelihoods of these people is to provide livelihood security by bringing the idea of good woods and following it through early enough before there was nothing else to carve. By the time the government had put a complete ban on the harvesting of hardwood, the carvers had already been sensitized about Good Woods and therefore it was easy to adopt them"*.

The project was also credited with being responsible for a *"phenomenal shift to Good Woods within all cooperatives linked to the project and an apparent trickle effect to all others not in the project"*. For example by the beginning of the project in 2002, it was reported that about 60% of carvers in Akamba and Malindi were using neem Good Wood (already much higher than the national average). At the time of the evaluation (November 2004), 100% of all carvers interviewed in Malindi and 83% of carvers in Akamba co-operative were using neem Good Wood. Moreover, 79% of all curio traders interviewed at the coast stated that their last business transaction, prior to the interview, was on Good Wood. The evaluators suggest that this is a significant shift from five years ago (1998) when only 17% of carvers carved Good Wood and only about 10% of traders sold Good Wood carvings at the coast.

The evaluators also interviewed senior Forest Department (FD) officials about the project's influence on FD policy and activities. The frequent interactions and talks that the project officer has had with senior FD officials have been credited as encouraging the FD to maintain a serious clamp down on illegal loggers of indigenous forest. According to FD personnel, incidences of illegal harvesting of indigenous timber had reduced by more than half since 2001.

A direct result of the project is also the massive increase in awareness about forest product certification. The project officer has been a key driver in the recently established National Task Force for Certification. The newly proposed forest policy has identified forest certification as an

important vehicle towards sustainable forest management. As a result, the FD is expected to embrace certification and promote it in its core programmes.

As described in previous reports, the project has lobbied hard with FSC to reduce the requirements for small producers to get certified. Particularly important has been the participation of the project officer in the FSC Small & Low Intensity Managed Forest (SLIMF) Technical Committee, on which he has had much influence. New SLIMF procedures have recently been approved by FSC (January 2004) which will make getting certified (e.g., less information & no peer review required) and maintaining certification (e.g. fewer audits lowers costs) for this and other small producer projects easier (see <http://www.fscoax.org/slimf/index.htm>)

**I agree for ECTF and the Darwin Secretariat to publish the content of this section**

#### **DOCUMENTS AVAILABLE ON REQUEST:**

- **Soil Association Scoping reports for COC and FM certification by Meriel Robson**
- **Review, planning , lessons learning and future work. Workshop Report, February 2004 by Susanne Schmitt**
- **Draft External Evaluation report of the Kenya Good Wood Project by Patrick Maundu and Michael Wairagu**
- **A training manual for extension workers in the Good Woods Project – First generation training manual by KWETU**
- **Production manual for quality, certified Good Wood carvings by KGT**
- **Bi-monthly short progress reports**
- **Certification scheme training programme for carvers, farmers and cutters by David Maingi and Severinus Jembe**
- **Final report on wood technology experiments: “ A study on improved utilisation of neem (*Azadirachta indica*) for carving by the Akamba co-operative society “ by M. Muga**
- **Draft business plan for the establishment of the Coastal Tree Products Company Ltd. by KGT**

#### **Annexes:**

**Annex 1:** Report of progress and achievements against Logical Framework for Financial Year: 2003/2004

**Annex 2:** Joint timetable and workplan February 2004-March 2005 (supplied in separate file)

**Annex 3:** Figure 1: Diagram of proposed Coastal Tree Product Company and Figure 2: WWF EARPO follow-up options from current Good Woods Project

**Annex 4:** Summary of progress on Wood Technology Experiments (including drying schedule)

**Annex 5:** Update from Soil Association Woodmark programme on FSC certification of Good Woods programme following visit 26<sup>th</sup> January -2<sup>nd</sup> February 2004

**Annex 6:** Original proposal and log-frame (supplied in separate file)



Annex 1: Report of progress and achievements against Logical Framework for Financial Year: 2003/2004

Project summary	Measurable indicators	Progress and Achievements (April 2003-Mar 2004)	Lesson learned & Actions required/planned for next period
<p><b>Goal:</b> To assist countries rich in biodiversity but poor in resources with the conservation of biological diversity and implementation of the CBD</p>	<p>(no measurable indicators, but means of verification only at this level) FSC accredited certification Case study on project prepared for COP of the CBD Cooperative records use of forest hardwoods vs. farm-grown or plantation trees</p>	<p>Assessment by external evaluators, showed very positive trends towards use of hardwoods (GW) due to project work, incl. encouragement of Forest Department to clamp down on illegal logging</p>	<p>FSC full-assessment leading to issuing of FM and COC certificate planned for Oct. 04; Scoping visit carried out in Jan. 04; COP case study will be prepared in the next reporting period</p>
<p><b>Purpose</b> Conservation of critical forest habitats in Kenya (Art. 8 CBD) by putting in place an incentive (Art. 11 CBD) to enable carvers shift from traditionally preferred forest hardwoods to farm-grown or plantation species, thereby providing for sustainable livelihoods for carvers and tree owners (Art. 10 CBD)</p>	<p>Number of arrests for illegal timber harvesting [<b>% reduction in incidences of illegal harvesting</b>]  Number &amp; % of carvers "signing up" to certification (target 5%)  Number of farmers supplying carving industry</p>	<p>Incidences of illegal harvesting halved between 2001-2003  1200 out 1500 sensitised farmers have signed up to join the group certification scheme so far, achieving the target. 1<sup>st</sup> generation training now under way</p>	<p>Suspension of all FD staff in Nov 03 for 4 month has led to an upsurge of illegal hardwood use again; need to renew efforts of FD lobbying when staff reinstated.  Certification delayed: (i) need to have efficient production process, incl QA, &amp; marketing strategy for carving co-op first; (ii) reaching indiv. carvers with awareness raising &amp; training required working with appropriate representatives other than just management board (problem of frequent change); (iii) training &amp; group formation of farmers needs careful planning &amp; training of trainers; also needed sensitisation first to achieve self-selection by farmers; all is time-</p>

	<p>Volume &amp; % of GW used for carving (target 10%) <i>(at coast: 90-100% good wood use by the end of project)</i></p> <p>Income for farmers &amp; carvers</p>	<p>at coast: 2001 60% of carvers use GW; in 2003: Malindi co-op 100% &amp; Akamba 83% GW use; overall in Kenya 10% already achieved, but target should be higher</p> <p>direct livelihood security of carvers has improved, as awareness raising on GW has softened the blow of government clamp-down on illegal hardwoods</p> <p>farmers in Malindi now have a market for neem timber where previously it was seen as a weed with no value</p>	<p>consuming.</p> <p>Giving a % figure of GW use for the whole of Kenya was estimated by evaluators &amp; seen as insufficient, but enormous increase at the coast due to project activity</p> <p>Carvers at Akamba have more secure livelihood but remain poor (only 1000KSH per month); BDS work &amp; subsequent changes in co-op trading and export ability (assistance through new company) should shortly benefit carvers</p> <p>Ca. 60% of coastal farmers live in absolute poverty; farmers joining the group scheme &amp; the CFFA will be able to increase their income from neem timber &amp; neem product sale; Intensive training now started, including in value adding on neem products (e.g. seed oil) &amp; finding of markets by KWETU; market for timber with Akamba co-op, incl. negotiation of fair pricing</p>
<p><b>Outputs</b></p> <p>Certification of sustainably sourced carvings from largest woodcarving cooperative in Kenya</p>	<p>Certification documents</p> <p>Volume/percentage of certified carvings marketed</p>	<p>FSC pre-assessment report &amp; results available</p>	<p>Expanding beyond the narrow focus on certification, but including BDS, market access work and wider work on farmers group formation and other neem product development, will make the project intervention much more</p>

<p>Increased general awareness about sustainable woodcarving and benefits of certification amongs carvers, tourists, exporters and importers.</p> <p><b>Establishment of a marketing and production company owned by carvers and farmers.</b></p> <p><b>NB: Writing in bold are changes from the original logframe.</b></p>	<p>Amount of media attention</p> <p>Number of media contributions</p> <p>Number of meetings with importers</p> <p>Number of workshops and training activities on the subject</p> <p><b>Registration documents &amp; orders processed</b></p>	<p>Early part of year, extensive media attention, 2 newspaper articles (Kenya &amp; E. Africa Region), 1 environmental newsletter feature (E Africa region); 1 web-article; interview of Project Office on BBC World Business Programme</p> <p>National Buyers/producers meeting in Nairobi; meeting with 1 ethical mail order catalogue/trading business &amp; 2 importers</p> <p>c. 40 farmers sensitisation events and numerous training of carvers reps in certification, business skills &amp; quality assurance throughout the year; 5 cutter training sessions; 2 AGM with c. 600 carvers each</p>	<p>sustainable in the long-run. We could not have done this without appropriate expertise of partners. Also greater livelihood impact on farmers &amp; carvers expected</p> <p>See very positive feedback from external evaluation on wider impact of project on awareness up to national level</p> <p>Company will be established soon</p> <p>Detailed planning of follow-up work by WWF EARPO &amp; other project partners at the coast, but EARPO also plan for possible expansion of work to other regions in Kenya &amp; Tanzania plus idea to apply approach of farm grown timber substituting scarce indigenous timber to other sectors (e.g. furniture &amp; construction)</p>
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