



## Darwin Initiative Main Project Annual Report

**Important note:** To be completed with reference to the Reporting Guidance Notes for Project Leaders:

*it is expected that this report will be no more than 10 pages in length, excluding annexes*

**Submission Deadline: 30<sup>th</sup> April 2017**

### Darwin Project Information

Project reference	23-016
Project title	Yerba mate – a market-driven model for conserving Paraguay's Atlantic Forest.
Host country/ies	Paraguay
Contract holder institution	BirdLife International
Partner institution(s)	<b>Guyra Paraguay</b> , Lauro Raatz S.A, Guayaki, Municipality of Alto Vera and the State Government of Itapua, Universidad Nacional de Asunción
Darwin grant value	£ 309,244
Start/end dates of project	1 <sup>st</sup> April 2016
Reporting period (e.g., Apr 2016 – Mar 2017) and number (e.g., Annual Report 1, 2, 3)	Apr 2016 – Mar 2017 Annual Report 1
Project Leader name	Dr David Thomas/ Dr Nonie Coulthard
Project website/blog/Twitter	<a href="http://www.birdlife.org/americas/partners/paraguay-guyra">http://www.birdlife.org/americas/partners/paraguay-guyra</a> ; <a href="https://twitter.com/guyraparaguay">https://twitter.com/guyraparaguay</a> <a href="https://twitter.com/BirdLife_News">https://twitter.com/BirdLife_News</a>
Report author(s) and date	Nonie Coulthard/ Ana Inigo/ Morag Hunter/ Elaine Marshall

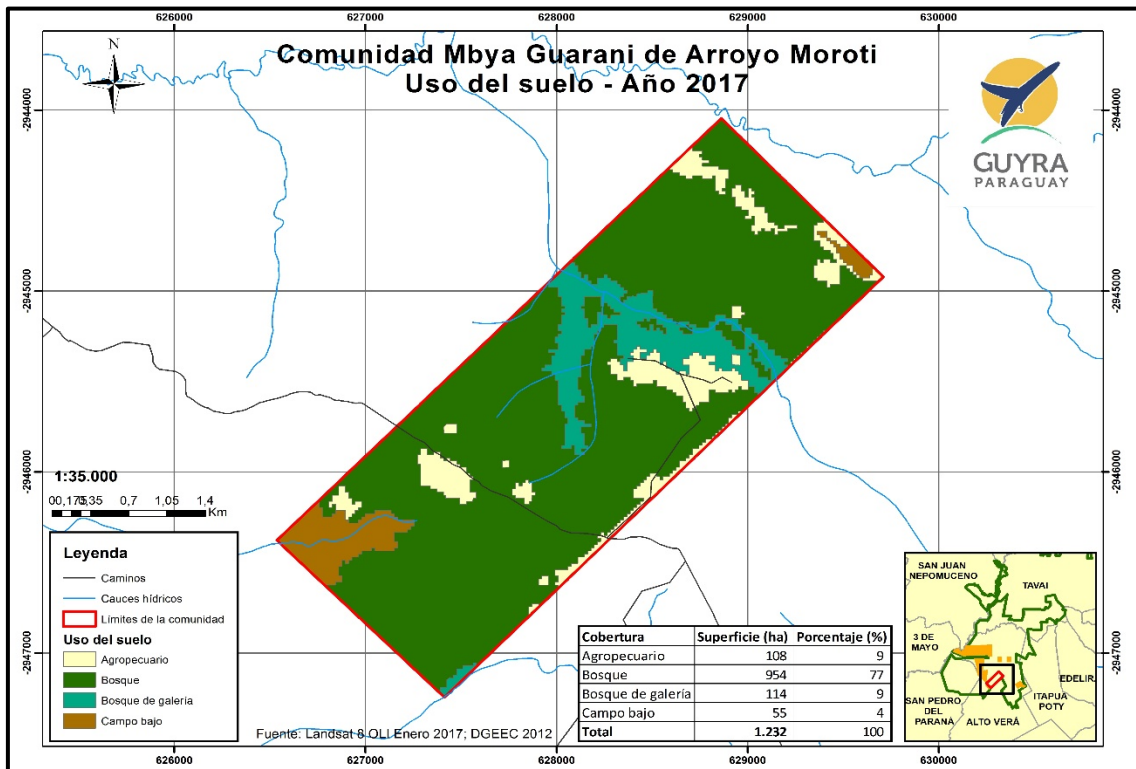
### 1. Project rationale

The principal aim of the project is to provide a poverty-reduction route for indigenous and local communities and a sustainable land use model for effective conservation of the Paraguayan Atlantic Forest, a global biodiversity hotspot. San Rafael 'Reserve for National Park'<sup>1</sup> is the largest (72,849 ha) and the most important remnant of the Atlantic Forest in Paraguay; home to 400 bird species (12 globally threatened), endemic deer, Jaguar and Brazilian Tapir.

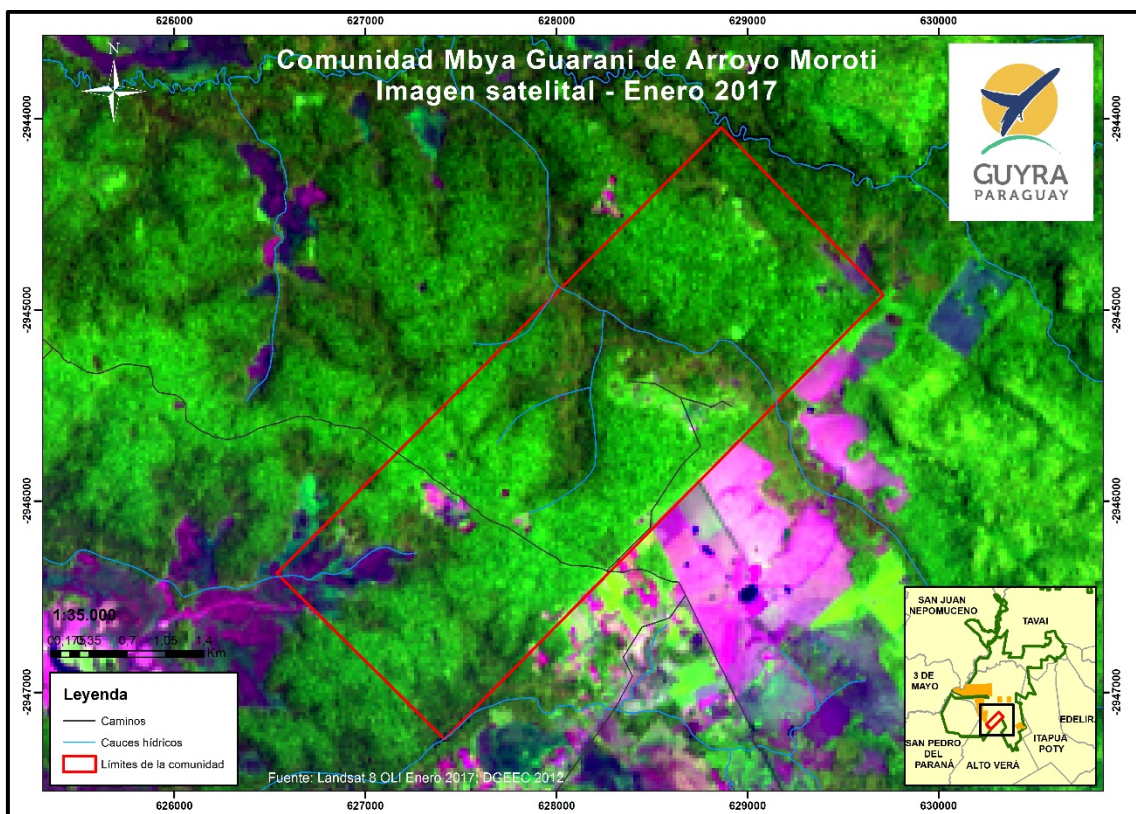
Most Paraguayan Atlantic Forest (AF) lies within Indigenous Peoples' (IP) ancestral domain. Within the San Rafael 'Reserve for National Park', 600 indigenous Mbya Guarani people live in 22 communities, which are all forest-dependent for products, cultural and ecosystem services. Two of these communities (Arroyo Moroti and Arroyo Claro, 240 people) which were previously transient, settled in 1995, with tenure to c. 1,000 ha. (although the whole area is claimed as their ancestral territory). In addition, 3 small-holder communities ('campesino'), c.3,000 people, live (legally) in the Reserve's buffer zone. See Figs. 1 and 2 (Arroyo Moroti) below and Fig. 4 'Threats' also showing location of *campesino* community (Oga Ita) in the buffer zone in Section 3.1).

<sup>1</sup> The San Rafael area has been declared as an area "reserved to become a national park"

**Fig. 1.** Land use map of Mbya Guaraní de Arroyo Morotí community in 2017



**Fig. 2.** Satellite image corresponding to the Mbya Guaraní de Arroyo Morotí community, 2017



San Rafael communities live in extreme poverty, lacking basic services such as health, education, and sanitation, and also the technical skills and capacity to access markets and trade goods. They instead rely on subsistence and low-scale cash-crop<sup>2</sup> agriculture which is inadequate for basic needs, and leads to food insecurity and child malnutrition.

As a result, *campesino* communities encroach on the reserve, agricultural clearance in the buffer zone exacerbates the threat of forest fires, and both indigenous and *campesino* communities are driven to illegal activities (timber cutting for charcoal, marijuana farming) affecting c.500 ha of the reserve to-date. This problem is mirrored in a further c. 80,000ha of unprotected AF in Paraguay<sup>3</sup>, and there is a need for demonstrable solutions and policy to provide livelihoods for forest-dwelling IPs and *campesinos* alongside forest conservation.

BirdLife/ Guyra Paraguay identified this challenge and possible solutions during more than 15 years working with communities and government departments in San Rafael. The project is addressing these problems and identifying and demonstrating solutions with 2 Mbya Guarani (IP) communities (Arroyo Moroti and Arroyo Claro) and the *campesino* community of Oga Ita.

The project aims to build capacity amongst these communities to develop the cultivation of organic shade growing yerba mate, thereby promoting local economic development whilst maintaining the forest. The leaves of native yerba mate (*Ilex paraguariensis*) have been harvested traditionally in South America for centuries, to make mate (tea). Predominantly grown in full sun, it can be shade-grown under native trees, adding value to standing forest and supporting biodiversity, including globally threatened species<sup>4</sup>. The higher prices paid for organic, shade-grown yerba compensate for slightly lower yields and increased labour.

## 2. Project partnerships

BirdLife International is the lead partner, providing overall project coordination, through staff of both the Global (Cambridge) and Americas Regional Secretariat in Quito. The BirdLife national Partner in Paraguay (Guyra Paraguay) leads the in-country project implementation and relationships with all other project partners locally and nationally in Paraguay. The BirdLife relationships are based on over 20 years of support and joint project working between the Secretariat and Guyra Paraguay (GP) and this works well, with Secretariat in Quito liaising regularly with GP and with the Cambridge Secretariat to provide guidance, additional expertise and lesson sharing via regional and international networks. The relationship is very supportive of the in-country project work and has developed well in Year 1, despite changes in staff arrangements in both the Secretariat and Guyra Paraguay (see 3. Project progress, below).

In Paraguay, the partnerships at local level are proving very effective with enthusiastic engagement from local communities invited to participate in the project, and additional communities requesting to become part of the shade-grown yerba mate planting and associated project initiatives. The Municipality of Alto Vera and the local mayor are engaged and committed. The project team (10 staff) from Guyra Paraguay support and monitor the work in the yerba mate plantations and associated forest rehabilitation very closely. The 2 consultants engaged by GP to implement the work in the field with communities are technically knowledgeable about shade-grown yerba mate, and effective communicators and facilitators. (See Annex 4 videos and project progress reports). A notable achievement in terms of local level partnerships was the joint visit by the two San Rafael communities (indigenous and *campesino*) to another community at the Kue Tuvy Reserve in a neighbouring area (to learn and exchange ideas from groups already involved in successful shade-grown yerba mate production). The private sector partner, Guayaki (<http://guayaki.com/>) has been very supportive in providing advice and training on shade-grown organic yerba mate and the processes for future marketing, certification and export. Another private company, Yerba mate Pajarito, is also providing technical assistance to GP, to resolve

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<sup>2</sup> Mainly corn (maize) and sesame respectively

<sup>3</sup> Data from the Indigenous Institute

<sup>4</sup> Kristina L. Cockle, Marty L. Leonard and A. Alejandro Bodrati (2005) Presence and abundance of birds in an Atlantic forest reserve and adjacent plantation of shade-grown yerba mate, in Paraguay. *Biodiversity and Conservation* 14: 3265–3288

doubts about yerba mate production and to advise on compliance with the certification process to ensure that all producers can comply and sell their yerba mate as certified.

The support from the State government of Itapua has been weaker than anticipated. During year 2, we will focus greater effort on engagement of government, including the Secretariat of Indigenous Issues and the Department for Agricultural Development – to ensure progress towards the project’s policy and mainstreaming Outputs (4 and 5). The support from INFONA (Instituto Forestal Nacional) has exceeded original commitments, with donation of tree seedlings and offers of technical support beyond what was originally proposed. Other institutions have offered technical support to the project and additional local and national partnerships are being developed. The School of San Benito de Pastoreo, the main Agronomics School in Alto Vera, is starting production of shade grown organic yerba mate, and following engagement between the leader of the yerba mate research programme at the IPTA (Paraguayan Institute of Agricultural Technology) and the Darwin project, technical assistance has been offered. IPTA are responsible for the national plan for yerba mate and have developed a best practice handbook. These additional partnerships will provide further support to the project and achievement of Outputs in Years 2 and 3. The academic and research partners involved in project monitoring and evaluation (Universidad Nacional de Asunción) are discussed in Section 8.

### 3. Project progress

The majority of planned activities for Year 1 have been completed successfully (with some minor delays or modifications explained below). Both the indigenous and *campesino* communities have welcomed the initiative, and engaged purposefully with the project. They are implementing yerba mate shade plantations and preparing new areas of land to incorporate this cultivation technique. The training in sustainable production and livelihoods is building capacity, and empowering and encouraging local people (Mbya Guarani and *campesino*) to abandon illegal and destructive cultivation practices, with strong support from private sector partners. Itapua State Government support has been weaker than anticipated (Output 4) and some aspects of baseline survey and monitoring (Output 2) need to be reviewed and revised in Year 2 to ensure that the overall M+E Plan and specific monitoring plans will provide the information needed to monitor progress towards the project Outcome (and for post-project evidence of impacts). Overall progress towards all Output and Outcome targets in Year 1 is good.

#### Project start and approved change requests

The project started on time in April 2016 but due to the late notification of the Darwin award (and the short time period ideal for planting), the target for planting shade-grown yerba mate in Year 1 was reduced from 25 ha to 15 ha, with the remainder of planting now scheduled for Year 2. This was the subject of an approved change request, with related minor budget adjustments. Several staff changes were also approved under the same change request. In the BirdLife Americas regional office in Quito, Ana Inigo replaced the previous Regional Focal Point (when the previous RFP left the organisation). Ana Inigo was then seconded to be the Project Manager (to replace Cath Tayleur on maternity leave from October 2016 to September 2017) and replaced by Fabian Rabuffeti as Focal Point. There were other small changes in staff time allocations and line management but overall, in terms of the project and budget, the staff changes were cost neutral. A second approved change request (in November 2016) was for the replacement of David Thomas as Project Leader and programme manager by Dr Nonie Coulthard to cover the period of David’s secondment to the Cambridge Conservation Initiative (to March 2018).

#### 3.1 Progress in carrying out project Activities

Progress towards the planned Outputs during the year has been good, with the majority of activities completed successfully and on time. See below and Annex 1.

**Output 1.** *Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established through a participatory process among settled Mbya Guarani and campesino communities in San Rafael.*

**Activity 1.1** - *Presentation of the approved project to the communities and local authorities, including description of: objectives, plans and timing, legal constitution, register of documents and list of participating community members*

Project presentations were made and the project approved by communities during the first quarter (Q1). On 7th April 2016, the project and the proposed activities were presented to the Mayor of the Alto Verá District by the technical team. The mayor offered support and suggested a follow-up presentation to the Municipal Council, in which 7 Council members participated. On 14th April 2016, the acceptance of the project was communicated to the communities of Arroyo Moroti and Oga Ita. The technical team of Guyra Paraguay held a meeting with the *Cacique* (“village chief”) of Arroyo Moroti (10 people). At Oga Ita, the meeting took place in the house of the leader of the *campesino* community; the project was introduced and expectations for community participation were explained. Many people showed great interest and were very motivated about planting native tree species to promote the restoration of the forest. (See Annex 4, Output 1 for community presentations; copy of community agreement).

**Activity 1.2** - *Production of the legal contract and placing orders with providers of yerba mate seedlings*

The legal contract for the purchase of yerba mate seedlings was elaborated and signed with Mr Rolando Weber in May 2016. (See contract in Annex 4).

**Activity 1.3** - *Training workshops (on technical aspects of tree care and management; harvesting; processing etc.) for technicians, leaders and members of the indigenous and farmer communities*

The first training workshops were carried out in May 2016 using demonstration plots in the Indigenous Community of Arroyo Moroti and a demonstration plot at Oga Ita. Training materials and a project “brochure” were produced (providing information about the project and its goals; the requirements for obtaining certification, and for marketing organic yerba mate). There is also space on the form for communities to record information about their own areas of cultivation. The community in Oga Ita already had good levels of knowledge on conventional (non-shade) yerba mate production, and learnt new information about shade-grown and organic production, as well as about fair trade. Both women and men participated (see Annex 4: List of beneficiaries\_Oga\_Ita\_Darwin) and (Fig. 3) below for some examples of gender representation in project training events and meetings. In Year 2 Guya Paraguay will work with the INDI (Instituto Paraguayo Del Indigena) to encourage and facilitate the participation of women (see further discussion of gender roles and involvement in both Mbya Guarani and *campesino* communities under Output 1 (in Section 3.2) and in Section 7 below).

**Activity 1.4** - *Develop participatory community business and enterprise plans, with support from the private sector.*

Nelson Garay, the Production Manager of the company ‘Yerba Mate Guayaki’ gave advice and guidance to producers from the Oga Ita community during a 2-hour training session on organic yerba mate. He covered the differences between shade-grown organic yerba mate and traditional cultivation; the multiple benefits of shade grown organic yerba mate; economic valuations and international markets, and ran a question and answer session with the producers. The community leader brought people in to this event through local radio, indicating the importance attached to the project and its impact locally. The feedback from the community producers on the company visits and training highlighted their importance and usefulness in clarifying any doubts about organic shade-grown yerba mate. This was crucial to help the beneficiaries consider adapting to the requirements for the sale of their products with organic and fair trade certifications.

A simple document will be produced that the members of the communities will be able to use as a guide for developing business plans. A preliminary analysis was conducted to identify the factors necessary for the successful commercialization of San Rafael organic yerba mate, and the properties that make it distinct from other sources of yerba mate. However, the key for the sale of the yerba mate, with Fair Trade and Organic certifications, will be to ensure that the (annual) costs of certification are covered in the sale price of the product. A meeting was held with a consultant of IMOCert, (a Bolivian company), in charge of the company’s certifications for South America, to determine the actual costs of establishing certification in the project area. Market research is required to map out the value chain and its actors, identify suitable buyers and detail the costs of marketing and certification (this is now proceeding in Year 2). The project

has contacted the Exportation Manager of one export company, 'Yerba Mate Pajarito' (in Lebanon) who are interested in purchasing the yerba mate, but further discussions are needed. (See Annex 4: Presentation to the communities (Nelson Garay); Outline proposal business plan; Project brochure for communities).

**Fig 3. Examples of attendance in some project training events and meetings, Year 1**

Date	Capacity building activities	Women	Men	Total
08/09/2016	Shade grown and organic yerba mate production system, benefits and the international market <i>Activity 1.4</i>	3	6	9
11/23/2016	Visit to the Aché de Koe Tuvy Community <i>Activity 2.3</i>	0	5	5
12/13/2016	Introduction to the project at the Santa Ana community <i>Activity 2.2</i>	3	11	14

[Note: this list is incomplete; detailed records of participation are compiled by field staff for all activities in Year 2]

**Output 2.** *Shade-grown yerba mate is being grown in 50ha of indigenous peoples' and campesino forested lands increasing incomes, and restoring/ maintaining habitat suitable for threatened Atlantic forest endemics*

**Activity 2.1** - *Visit to the beneficiaries and identification of the sites allocated for production*

Visits to the beneficiaries and identification of the sites were carried out in April 2016 (when the project was presented in Arroyo Moroti). Sites were selected with the *Cacique* of the Mbya Community and the technical team of Guyra Paraguay, taking into account the features necessary for compliance with certification of sustainable organic production of yerba mate, and the state of the dirt road for the transfer of seedlings and other logistics. In Oga Ita all the producers who own forested lands participate in the project, with verification of the properties carried out by the experienced project technicians. (List of beneficiaries (Oga Ita) in Annex 4). This activity in Arroyo Claro will take place in Year 2 (see Activity 2.2 below).

**Activity 2.2** - *Planting of 10 ha of yerba mate in the communities of Arroyo Claro and Arroyo Moroti; 40 ha in the farmer communities*

5ha of yerba mate were planted in Arroyo Moroti (Mbya community) and 14ha in the *campesino* communities (Oga Ita) in 2016. Planting in Arroyo Claro will take place in Year 2 to take advantage of the seasonally controlled planting window. The preparation of the 5 ha of yerba mate parcels in Arroyo Moroti started in May 2016 with 15 members of the community selected by the *Cacique*. A total of 5,000 high quality seedlings were planted during this first phase. The second stage of planting took place in June 2016, involving 10 community members. In Oga Ita the seedlings were delivered in June 2016 and good quality seedlings were selected for planting. The process turned into two cooperation days between the producers, who worked together and accompanied the truck to distribute the seedlings house by house. A total of 29,850 seedlings were distributed for 20 producers, and technical assistance was provided by the project team, who accompanied the producers and gave recommendations for planting seeds and tending seedlings, (ongoing in Year 2). Weekly support to communities from the project team has continued for planting out and management of the yerba mate.

The project has proved very popular amongst the *campesino* community and the community of Santa Ana (geographically very close to Oga Ita) have asked to be involved. A presentation of the project was made on 13th December 2016, with more than 20 members attending. Following visits to potentially suitable sites for planting, 6 people were identified to take part. Although more people were interested, not everyone had a degraded forest parcel that could be restored alongside the yerba mate planting.

**Activity 2.3** - *Exchange visits with the community Aché of Kue Tuvy*

An exchange visit to the Aché of Kue Tuvy Community (who have ten years' experience of producing and marketing shade-grown yerba mate), was carried out from 22-24 November 2016. The leader of Mbya Guarani Community (Arroyo Moroti) and Oga Ita participated with the Guyra



Paraguay team. This visit was crucial for the project as it allowed the producers to see the way the Aché work with yerba mate and share experiences. The visiting producers were very motivated and willing to continue working. These two communities have never collaborated previously, so this meeting between the leader of Mbya Guarani, Eusebio Chaparro and some of the leaders of the Community Aché is not only historic but also important for increasing community capacity through sharing of experience. The Cacique Chaparro was very grateful to the Aché for their welcome. (see Annex 4: link to: Video: Visit Comunidad Aché).

**Activity 2.4** - Review and develop biodiversity monitoring protocols (building on existing) and methods for threat monitoring, and establish baselines

The biological monitoring plan was developed in Q1 by the Species Team of Guyra Paraguay, and is based on monitoring birds, flora, amphibians and reptiles (developed from existing monitoring protocols for Atlantic Forest biodiversity). These groups are relatively easy to study and their natural history is well understood, making them ideal indicators of ecosystem health. Initial (baseline) data collection for all species is reported under 2.5 below. Mammals were not included as they are difficult to track in the forest due to the density of leaf-litter making it hard to collect dung, footprints, etc. and the high humidity which accelerates decomposition. The use of camera traps was not possible as locals were not comfortable with the idea, and traps could be stolen. Some information about mammals is being collected through interviews conducted as part of the Socio-economic Monitoring Plan - asking people in colloquial language about what mammals are present and their cultural significance. The current monitoring plan is proving complicated to implement and will be reviewed and modified for Year 2, by the Monitoring and Evaluation Committee. (See Annex 4: Biological Monitoring Plan and reported presence and significance of mammals in interviews in the Socioeconomic Monitoring Plan – Activity 2.6).

**Activity 2.5** - Monitor biodiversity in the parcels of production of yerba mate

Biodiversity surveys were carried out at the end of 2016 and start of 2017 as follows: birds (October/ November); flora (November/ December); amphibians and reptiles (early February). Survey methodologies (point counts) for monitoring the birds were adapted to the size of the yerba mate plots and to allow comparison between three types of habitat: forest, forest edge and open areas. Due to heavy rains, it was not possible to quantify bird density but thirty-five bird species were recorded. From earlier records for the same area, it is expected that species such as *Pteroglossus bailloni*, *Selenidera maculirostris*, *Micrastur semitorquatus*, *Schiffornis virescens*, *Pipra fasciicauda* and *Pyroderus scutatus* will be recorded in future surveys. For amphibians and reptiles, surveys focused on setting up and controlling the pitfall traps located in community sites, (in both Oga Ita and Arroyo Moroti). Traps were located in three different areas: the interior of plots with forest, the forest edge and in crops outside the forest. Preliminary results show presence of 5 amphibian species (*Physalaemus albonotatus*, *Physalaemus cuvieri*, *Odontophrynus americanus*, *Leptodactylus fuscus* and *Elachistocleis sp*) and 3 reptiles (*Stenocercus caducus*, *Notomabuya frenata* and *Teius oculatus*). It is expected that the number of recorded species will be extended in future surveys, (e.g. endemic Atlantic Forest species such as *Hypsiboas faber*, *Itapotihyla lansgdorfii*, *Melanophryniscus devincenzii*; *Atractus thaladesmai* and *Micrurus coralinus*). Active searches will not be carried out (even though these can be effective, especially at night for amphibians and reptiles) due to the difficulties of access to private property and the distances between sampling locations. (See Annex 4: Biological Monitoring Plan; Flora report; Amphibians and reptiles reports-feb-2017; First Birds report-nov-2016; Second Birds report-feb-2017).

**Activity 2.6** - Monitor livelihoods and wellbeing impacts, based on participatory indicators identified at household and/or community level, and against a year 1 baseline.

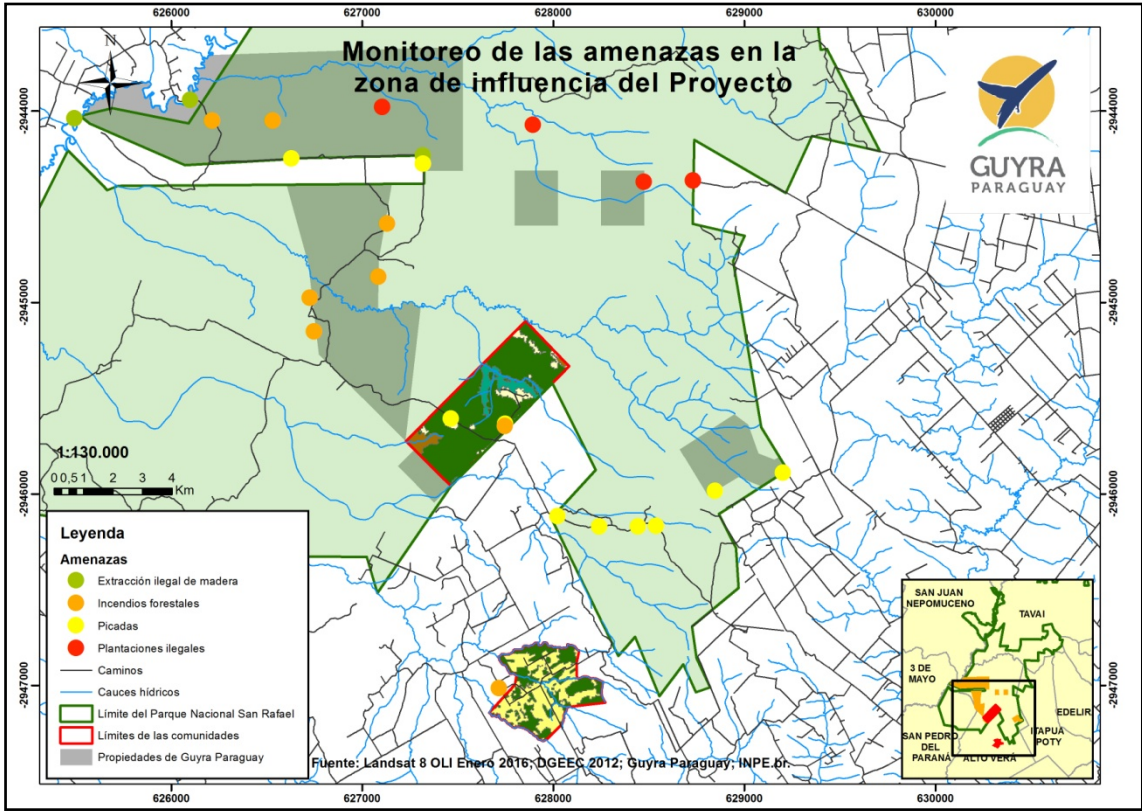
A Socioeconomic Monitoring Plan was developed, based on the 'Guide for Social and Biological Monitoring for REDD+ Projects'<sup>5</sup>, guidance from the M+E Committee and other references (see Annex 4). The Plan outlines the methodology for evaluating changes attributable to the project (compared with a project baseline) and detailed methods for considering gender and social inclusion. The methodology was modified to take account of the family and social structure of the Mbya Guarani and to be culturally appropriate (format of interviews; offering traditional drinks;

<sup>5</sup> <http://mande.co.uk/special-issues/the-basic-necessities-survey/>

independent expression of views by interviewee; interviews with women carried out by the same team, consisting of men and women (the majority of Guyra Paraguay technicians are women), to avoid any feelings of invasion by the team). Baseline wellbeing and basic necessities surveys were carried out for both Oga Ita and Arroyo Moroti communities. (See Annex 4: Socioeconomic Monitoring Plan and Video Q2 (Output 1)).

**Activity 2.7 - Monitoring of the forest cover through satellite images; monitor incidences of environmental crimes and other threats.**

The baseline study (landscape analysis in the Arroyo Moroti and Óga Ita community areas) was carried out using satellite imagery with the specific objectives of determining the current forest cover and other land uses, and to assess and allow future monitoring of levels of threat posed by agricultural encroachment and forest fire. The Mbya Guaraní community of Arroyo Moroti is predominantly forested (78% cover of the total area), while in the *campesino* of Oga Ita, agricultural use predominates (56% of the total area). The satellite image analysis is complemented by patrols of the park rangers who record incidence of forest fires and illegal activities including extraction of timber, forest clearance and encroachment (particularly for farming of marijuana). See Annex 4: Report on landscape analysis and threats monitoring (including maps of land cover; data on fire incidence and other threats). All fires occurring in the project area were reported as of anthropogenic origin, (by negligence or intentional – and set for different purposes in different areas). There is a relationship between marijuana plantations and fires, because fire is the main tool used to create the openings in the forest for subsequent cultivation. Recommendations have been made by GP to intensify the park patrols and additional data will be collected from communities through interviews, records of complaints, etc. See Annex 4; Figs. 1 and 2 (land use and satellite image) above and Fig. 4 ‘Threats’ below:



**Fig. 4.** Map of threats detected by patrols carried out by park rangers in the project area

**Output 3. Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.**

**Activity 3.1 Document the approach used for monitoring of biodiversity**



Biodiversity monitoring protocols and a Monitoring Plan were developed, and biodiversity data collection initiated. See Activities 2.4, 2.5 (Output 2 above) and Annex 4, Output 2: Biological Monitoring Plan. Most, but not all, of the planned Year 1 surveys were completed and the Plan is proving complicated to implement. The Plan will be reviewed and modified for Year 2 (areas of new planting in Year 2 will also need to be surveyed to provide baseline biodiversity information), in consultation with the Monitoring and Evaluation team (see Section 8 M+E below).

**Output 4.** *Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.*

**Activity 4.1** *Draw up an advocacy and communications plan for different audiences*

The communications and advocacy plan was developed and seven different target audiences were identified (including communities/producers, municipal and regional government, relevant Ministries and institutions). There are three main strategies towards achieving inclusion of shade-grown yerba mate as a way to conserve AF biodiversity within Government Policy: 1. Campaigns to promote awareness; 2. Lobbying specific groups; 3. Dissemination of information.

A radio interview was conducted by project technicians in December 2016 for the community radio “La voz de Alto Vera” (The voice of Alto Verá) (99.3 FM Radio Station). They presented the project and its progress to date, discussed how it will help restore the Atlantic Forest, introduced the management approach for shade-grown yerba mate, and highlighted the socio-economic impact on livelihoods. This radio station has the broadest scope in the region due to the large audience in Alto Vera and neighbouring communities. Project progress is also communicated regularly with weekly updates on the Guyra Paraguay website<sup>6</sup>. It is important to mention that news of the project was also released in an Argentinean newspaper. (See Annex 4: Communication and Advocacy Plan (called “Plan-of-communication-incident”) and video of awareness raising and capacity building with Mbya Guarani community (Arroyo Moroti) and *campesino* (Oga Ita): “proyecto yerba mate bajo sombra darwin setiembre 2016.mp4”).

**Activity 4.2** *Meetings with government authorities to promote the farming of shade grown yerba mate as a market-based approach supporting the conservation of Atlantic Forest biodiversity*

The Project was presented to the State governor of Itapúa, on a visit to the field station managed by Guyra Paraguay at the project start (June 2016). The municipal government also showed interest initially, but subsequent support has been weaker than anticipated. As the project has made good progress, with demonstrable results, we hope to harness greater support for, and promotion of the project and its approaches in Year 2. (Year 3 activities include lobbying for, and provision of text for inclusion into state policy, that demonstrates the value of producing shade grown yerba mate as a means to conserve biodiversity). A second presentation was made to the president of the INDI (Instituto Paraguayo Del Indigena) in November 2016 and to INFONA (Instituto Forestal Nacional – also a strategic actor for the inclusion of the project approach in the National Strategy – see Activity 4.4). The objectives of the project were presented. Community capacity building that will enable communities to produce and commercialise shade-grown yerba mate (by EOP) was specifically highlighted. A comparison of the sale of the conventional product with the organic product was presented (see business planning presentations under Output 1). The president was invited to visit the field plots of the community beneficiaries, and support for communication of project activities was requested. The meeting participants agreed that the communication will continue during project implementation. Project staff are establishing a direct relationship with INDI (in Year 2) to disseminate information about community yerba mate production and the social and environmental benefits of the project approach. (See Annex 4: community presentations/ videos; “Guyra Activities report to INFONA”).

**Activity 4.4** *In line with advocacy plan, provide information to and lobby the National Forestry Institute to have the project’s lessons and approach included in the next five-year plan (2019-2024)*

The project was presented at a meeting with the president of INFONA in November 2016, to start lobbying for the inclusion of the project experience in the next National Strategy. This process will take time; communication and advocacy will continue with INFONA and the activities, progress and experience of the project will be reported to the authorities continually during Year

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<sup>6</sup> <http://www.birdlife.org/americas/partners/paraguay-guyra>

2. INFONA is very supportive of the project approach and has donated native trees to assist in the rehabilitation of degraded areas. Guyra Paraguay has requested 7,200 native tree seedlings for the plots of beneficiaries in Oga Ita, who are carrying out the habitat restoration in the buffer zone of the Park. (See Annex 4: videos and “Guyra Activities report to INFONA”; Informe-actividades-2016-seam (report to Secretary of the Environment)).

### 3.2 Progress towards project Outputs

During the first year of the project, progress towards all 4 Outputs has been good (see Annex 1 and 4 for evidence of progress in Year 1 and ‘Next steps’ proposed in Year 2).

**Output 1.** *Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established through a participatory process among settled Mbya Guarani and campesino communities in San Rafael.*

Progress towards the two Year 1 indicator targets for the Output is good, with very high levels of local interest and participation from both indigenous and *campesino* communities, leading to a good process of knowledge exchange and capacity building. Both communities have identified leaders for shade-grown yerba mate production and project engagement (the ‘Cacique’ in the indigenous community and the leader of one of the largest families in Oga Ita for the *campesino*). Project presentations have been well-received and the project has received full community acceptance and support; community participants have collaborated in all activities (meetings, land preparation, planting, training). Progress on formal development of CBOs for shade-grown yerba mate cultivation has been slower than anticipated, and business planning, marketing and the participation of women, all require additional attention to detail, during Q1 and 2 of Year 2.

**Indicator 1.1:** *By the end of year 1, communities have established organisations regarding yerba mate production, with culturally-appropriate and equitable representation from women and men*

Currently there are no formal (legal) organisations for yerba mate, but the Oga Ita (*campesino*) communities themselves are well-organised, with an established Producer’s Committee and active Neighbourhood Commission collaborating well with the project. The idea is to legalise these associations of Oga Ita during Year 2. In Arroyo Moroti, the project is also working in a culturally-appropriate way, following the communities’ own customs and norms.

The project is working directly to address gender issues and equitable representation. Both communities (*campesino* and indigenous Mbya Guarani) have organisation at the household level typical of many rural communities, with women tending to assume more traditional domestic roles. However, in both communities, although women and men work in the yerba mate plantations, they have different principal roles. At the beginning, during the plantation and care of the yerba mate plots, men are more involved in the physical work of preparing and managing the land, whilst women undertake other community roles. During the harvest and selection and packing of leaves women take more responsibility, and the higher status this affords them. Project impacts are anticipated to be equally positive for both men and women.

The specific roles and representation of women and men in land ownership and yerba mate production differ between communities. Land owners in *campesino* communities can be both women and men, and by working together with the project, confidence and teamwork has been strengthened. At the start of the project only one woman (a widow) was involved directly working in her plot, but other women owners (widows and unmarried), who have forest on their properties have come forward and signed up to participate in the project from Year 2. In Arroyo Moroti (indigenous community) the responsibilities are discussed between households and the cacique and tasks are allocated within family units.

**Indicator 1.2:** *By the end of year 1, capacity needs assessment of CBO members for shade-grown yerba mate cultivation, management and marketing completed*

A simple assessment form was completed prior to the project start by Chance Wilcox, a Peace Corps volunteer, and used to provide “baseline” information (a capacity needs assessment) for the *campesino* in Oga Ita. (See Annex 4: Capacity\_Assessment\_Form\_Oga\_Ita). Further work has been done to develop a more specific project community (CBO) capacity assessment form

and this will be completed for *campesino* communities in June 2017. This will allow all increases in institutional capacity and organisational effectiveness for shade-grown yerba mate cultivation, management and marketing to be tracked during project implementation. The indigenous Mbya Guarani communities do not have formal CBOs. Information on their capacity and basic needs has been collected in Year 1 through less structured but more culturally appropriate discussions and household “interviews” under the Socio-Economic Monitoring Plan. These data will be reviewed against the Log Frame indicators in Year 2 (Q1 and Q2) and additional information collected if necessary to be able to monitor capacity development and progress towards the Output (see Annex 4 and Section 8).

**Output 2.** *Shade-grown yerba mate is being grown in 50ha of indigenous peoples’ and campesino forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.*

Due to the ready acceptance of the project and its approaches, it has been easy to work with the communities to select the areas where they want to plant shade-grown yerba mate. Selection was based on the preferences of the owners and on the experience of the technical team. One Year 1 indicator target (2.1) was fully met; the second (2.2) only partially in Year 1.

**Indicator 2.1:** *By the end of month 9, communities have decided on locations for shade-grown yerba production*

The locations for shade-grown yerba mate planting were selected and good progress made on planting with some delays due to unfavourable weather (Activities 2.1 and 2.2 under 3.1). See Fig. 5 below (Map of planted parcels at Oga Ita) below and other maps and reports in Annex 4.

**Indicator 2.2:** *By the end of year 1, 50ha of shade-grown yerba mate have been established (10ha at communities of Arroyo Moroti and Arroyo Claro, 40ha at campesino communities)*

Out of the planned Year 1 total of 50 ha shade-grown yerba mate, 19 ha have been planted (5 hectares in Arroyo Moroti and 14 hectares in Oga Ita). The weather conditions were not favourable for planting for several weeks in Year 1 and the project team decided it was better not to risk wasting the seeds. The planting in Arroyo Claro (and additional ha. in Oga Ita) was rescheduled to Year 2. Planting in 2017 has begun (April and May are the best months to plant) and the project team are confident the additional hectares will be planted with no further problems in Year 2. The Community of Santa Ana, neighbouring Oga Ita, has requested to join the project, and plots for planting have been identified among these owners.

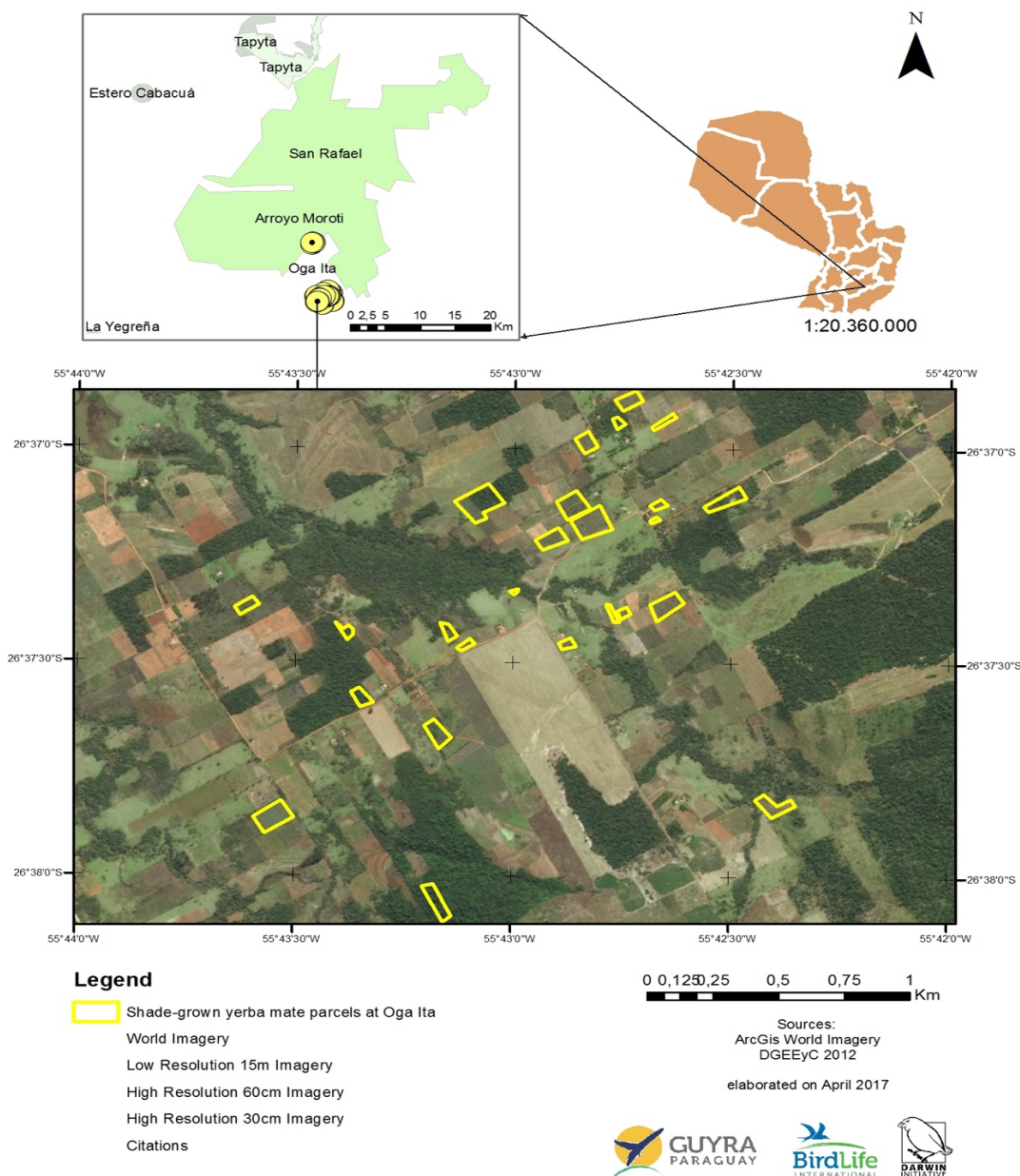
**Indicator 2.3:** *From middle of year 2 to end year 3, yerba mate farmers from San Rafael make at least 4 visits to the Ache of Kue Tuvy, for peer-to-peer learning.*

Progress towards this target is ahead of schedule with an extremely successful visit for project communities (and follow-up communications) to observe the success of shade-grown yerba mate and learn from the experience of the Ache of Kue Tuvy (see Activity 2.3 above).

**Indicator 2.4** (relating to biodiversity) and **Indicator 2.5** (reduction of threats) are Year 3 or EOP targets but require baselines to be established in Years 1 and 2 for monitoring in Year 3 (and post-project) to demonstrate achievement and progress towards the habitat restoration and biodiversity targets and the overall Output. Progress on establishment of these baselines has been mixed, with data collected on all aspects (presence/absence of indicator biodiversity species in yerba mate farms; forest cover and incidence of fire and other threats in the project area). However, not all yerba mate planting happened as planned in Year 1 (see Indicator 2.2 above) and the planned collection of biodiversity data in different seasons and for comparison between yerba mate plantations, forest and forest edge areas will have to be completed in Year 2. This is not anticipated to affect achievement of the Output but a review of the data and the gaps which need to be filled to monitor progress towards the Output is proposed in 2<sup>nd</sup> quarter of Year 2 (see more discussion under Section 8 Monitoring and Evaluation). See “*Report on landscape analysis and threats monitoring*” in Annex 4 (discussed in 3.1; Activity 2.7 above).

## Shade-grown yerba mate parcels at Oga Ita

Project "Yerba mate – a market-driven model for conserving Paraguay's Atlantic Forest"



**Figure 5** Shade-grown yerba mate parcels at Oga Ita (April 2017)

### **Output 3.** Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.

The biodiversity and habitat monitoring protocols and Biological Monitoring Plan were developed in Year 1 (see Output 2) but the monitoring plan requires refinement during Year 2 (especially to establish a sound approach which will allow comparison of the diversity between new shade-grown yerba mate parcels and other traditional cultivation plots (the evidence on which the management and biodiversity guidelines will be based)).

**Indicator 3.1:** By end of year 1, a research and monitoring programme has been established at the demonstration farms to improve knowledge on effective management of shade yerba, which maximises biodiversity value, yerba mate productivity and other ecosystem service benefits.

Thus, the Year 1 indicator (3.1) was met but more work is required in Year 2 to improve the data collection and analysis of the evidence to feed into production of the guidelines in Year 3. See also Indicator 2.4 above and discussion of a proposed Year 2 review of the protocols and data collection and the gaps which need to be filled (Section 8 Monitoring and Evaluation).

**Output 4.** *Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.*

Progress on Output 4 is mixed, with variable levels of government engagement and progress towards achieving the policy objectives. The Communications and Advocacy Plan was prepared and is being implemented. Meetings and information dissemination being carried out as planned. All government-level and other actors who are participants in the project or considered as targets for advocacy and information dissemination have been actively engaged through meetings. Only one indicator target relates directly to Year 1 but State government and National Forest Institute (INFONA) buy-in are needed to achieve the overall Output and specific targets for policy and mainstreaming by EOP:

**Indicator 4.1:** *Government are a key collaborator from day 1, represented on the project Steering Committee, and involved in all key decisions.*

At the State government level the support has been weaker than hoped-for (despite early declarations of interest). However, it is anticipated that as project results are achieved and the benefits to communities and the conservation of the Atlantic forest are demonstrated, interest from government will increase and there will be greater direct engagement and participation in the project in Years 2 and 3 (in order to achieve Indicator 4.2 target: "Itapua State government has in place policy and guidelines concerning biodiversity conservation and the production of shade-grown yerba mate at Atlantic Forests").

Engagement with other relevant institutions in Year 1 has been strong, with concrete support from INFONA, including the donation of native tree species seedlings for habitat restoration at Oga Ita. Other institutions are now interested in the project and shade-grown organic mate production. The School of San Benito de Pastoreo, (the main Agronomics School located in Alto Vera) is starting production of shade grown organic yerba mate, following engagement with the project and the Agronomic Engineer in charge of research with Yerba Mate at the IPTA (Paraguayan Institute of Agricultural Technology) also wishes to work with Guyra Paraguay and have also offered technical assistance on the project. This contact is important because they are working on a national plan for yerba mate and a handbook of good practice.

The Steering Committee was not set up in Year 1. It will now be established and have its first meeting in Year 2. There is a National Working Group for Yerba Mate administered under the IPTA with participation from the Ministry of Agriculture and Livestock, private sector companies and other organisations independent from the project. The project has started discussions with this group and the proposal is to select the project Steering Committee from its membership.

### **3.3 Progress towards the project Outcome**

**Outcome:** *Shade-grown yerba mate reduces forest degradation at San Rafael, provides a poverty reduction route for 5 communities, and a sustainable land use model for an additional c.80,000 ha of Paraguayan Atlantic Forest.*

The 5 measurable Outcome indicators relate to end of project (EOP) targets for: community benefits (livelihoods and wellbeing); community capacity and empowerment; reductions in threats to and illegal use of Atlantic Forest resources; increase in area of indigenous forest land managed sustainably for yerba mate and biodiversity; a nationally adopted strategy for Atlantic Forest conservation, incorporating shade-grown yerba mate and livelihoods development (see Annex 2). Progress towards all 4 Outputs and the Outcome is good. Both the indigenous and *campesino* communities have engaged well with the project and have a good understanding of sustainability, biodiversity and ecosystem services and how these contribute to their wellbeing and livelihoods. They are developing capacity to implement shade-grown yerba mate production as a viable and beneficial alternative livelihood and land use model.



Government support has been weaker than anticipated (Output 4) and some aspects of the biodiversity baseline survey and monitoring (Output 2) need to be reviewed and revised in Year 2 to ensure that the overall M+E Plan and specific monitoring plans will provide the information needed to monitor progress towards the project Outcome (and for post-project evidence of impacts). These will be priorities for attention in Year 2 to keep track of progress towards the Outcome but overall progress to date is good.

Shade-grown yerba mate reduces forest degradation at San Rafael, because it is a production alternative under which local communities are willing to continue to maintain forest resources. Community members have understood the importance of this sustainable and organic model and the profits that they can receive and recognise that the forest does not have the same benefits that their forefathers used to enjoy. The project team consider that all producers have understood the project, the plantation process and management and the importance of planting shade-grown yerba mate for wider benefits. Many people showed interest in the project and as soon as they heard that the main condition is to have forested lands, they were engaged and very motivated about maintaining intact forest and planting native tree species to promote forest restoration.

The beneficiaries already had knowledge about conventional yerba mate production and they learnt about shade-grown and organic production, as well as about fair trade. Awareness about sustainable production has been created. At the beginning, the beneficiaries were worried that the shade-grown yerba mate would not produce as many leaves as the conventional crop and they would get lower incomes. The guidance of experienced technicians involved in the project, and the sharing of experiences (of the community Aché of Kue Tuvy and the Guayaki Company) has been very important to give a concrete example of a market-orientated approach to production focused on the three aspects: conservation of biodiversity, generation of social benefits and being organic. So, this project is really impacting the local communities and is creating a sustainable land use model for the Paraguayan Atlantic Forest.

### 3.4 Monitoring of assumptions

**Assumption 1:** *Indigenous communities and campesinos continue to be receptive to the project*

**Comments:** The acceptance of the project and levels of engagement and participation by communities in Year 1 are very positive. Additional neighbouring communities wish to join the project after being informed about it and the project team are confident that communities will continue to be receptive for the whole duration of the project.

**Assumption 2:** *San Rafael is not threatened by new impacts that advance too quickly for the project to address, such as property invasion by squatters*

**Comments:** Illegal cultivation in the area and soya extension have not increased in Year 1.

**Assumption 3:** *Local and national authorities continue to provide appropriate political support for the conservation of San Rafael and Atlantic Forest*

**Comments:** State government support in Year 1 was weaker than expected but the project has been very well received by local and regional government and government members who have visited the project. We anticipate greater direct support during the coming years, especially when the results are more visible. The establishment and first meeting of the Project Steering Committee in Year 2, with the support of the national Paraguayan Institute of Agricultural Technology and Working Group on Yerba Mate will help strengthen government engagement.

**Assumption 4:** *Development of the NFI (INFONA) strategy proceeds as planned*

**Comments:** INFONA (National Forestry Institute) is responsible for other national initiatives addressing sustainable production, native plant distribution and forest restoration, and has approved is very supportive of the project. We are confident that the next Atlantic Forest Conservation Strategy (2019-2024) will include shade-grown yerba mate production as a sustainable alternative and its use will be promoted in all the managed Atlantic Forest areas.

### **3.5 Impact: achievement of positive impact on biodiversity and poverty alleviation**

The project impact is: *Policy-driven cultivation of shade-grown yerba mate within and around Paraguay's Atlantic Forests provides a market-driven, culturally and environmentally appropriate land-use that reduces poverty, respects indigenous peoples' rights and conserves biodiversity.*

The anticipated positive impacts on biodiversity and poverty alleviation will only be demonstrable after the end of the project. All 5 Outcome indicators have EOP (end of project) targets which, if achieved will lead to the impacts in the longer-term. However, as detailed above, there is good progress in Year 1 on all project Outputs and towards the Outcome of:

*Shade-grown yerba mate reduces forest degradation at San Rafael, provides a poverty reduction route for 5 communities, and a sustainable land use model for an additional c.80,000 ha of Paraguayan Atlantic Forest.*

There is good progress on planting yerba mate under protected forest and in degraded areas in the buffer zone, where reforestation with native trees (undertaken by communities) should also help to enhance biodiversity. Baseline monitoring is being established to compare levels of biodiversity in forest and in demonstration plots of shade-grown yerba mate and to monitor changes in biodiversity during and after the project. It is anticipated that levels of biodiversity and presence of Atlantic Forest indicator species will increase as a result of the reforestation and new yerba mate plantations but this is unlikely to be demonstrable by Year 3/ EOP as planting is only taking place in Years 1 and 2. Ongoing monitoring by Guyra Paraguay will continue to monitor biodiversity in the project area and the demonstration plots and reforested areas post-project.

Similarly, the direct incomes and livelihood benefits that communities should receive from shade-grown yerba mate production, certification and access to commercial markets, will not be realized until Year 3 at the earliest. (Yerba mate takes 3 to 5 years to grow and mature before the first harvest and planting in the project area is only taking place in project Years 1 and 2).

The project is laying the groundwork for realization of these benefits and progress is being made on all aspects of awareness-raising; capacity building for production and marketing; demonstration and development of guidance; policy engagement and advocacy – to achieve the project Outcome and the proposed longer-term positive impacts for livelihoods and biodiversity conservation, both at San Rafael and more widely for Atlantic Forests in Paraguay.

## **4. Contribution to the Global Goals for Sustainable Development (SDGs)**

The project aims to directly improve the livelihoods of settled Mbya Guarani at Arroyo Moroti and Arroyo Claro (240 people) and *campesinos* at La Amistad, Santa Ana and Libertad del Sur (3000 people) – in equal ratios of men and women. The project is anticipated to make a positive contribution to the following relevant SDGs: 1. Ending all forms of poverty; 2. Ending hunger and achieving food security and improved nutrition; 3. Good Health and well-being 15. Protecting, restoring and promoting sustainable use of terrestrial ecosystems. In addition, indirect impacts are anticipated in relation to SDG 8.2 (higher levels of economic productivity achieved by value-addition); 12.2 (sustainable management and efficient use of natural resources), and 12.8 (having the relevant information and awareness to live in harmony with nature).

The first steps are being taken towards enabling communities of *campesino* and Mbya Guarani to become self-sufficient and reduce their vulnerability and poverty, to ensure access to food and improve hygiene and health conditions. This is being achieved through the engagement of both communities in the local production of organically certified, shade grown Yerba Mate of export grade. The communities recognise the benefits of conserving the forest and its ecosystem services. During this first year 19ha of degraded forest has been prepared and planted out, including a total of 29,850 seedlings distributed to and planted by 20 producers. Training has led to improved management techniques and producers have started learning about the processes necessary to certify their product.

## **5. Project support to the Conventions, Treaties or Agreements**

Guyra Paraguay has a long-term relationship with the CBD/ABS/ITPGRFA/CITES focal points, (all within the Secretariat of the Environment (SEAM)) and supports Government in achieving

biodiversity conservation outcomes. The project focus on using a native plant resource which has a recognised position in global markets, helps Paraguay fulfil its National Strategy for Biodiversity Conservation and contributes to the Nagoya Protocol at national level. Atlantic Forest conservation is a Paraguayan National Biodiversity Strategy and Action Plan (NBSAP) priority. A 'zero deforestation' law was ratified in 2006<sup>7</sup>, but enforcement is limited by government resources and market-driven incentives are critical for reduced deforestation. The project approach supports the Convention on Biological Diversity (CBD) and Aichi Targets and commitments in the following ways:

Cultivation of shade-grown yerba mate by the communities demonstrates a sustainable agriculture and forest management approach which conserves biodiversity (AT7/ENPAB-Agricultural Resources) and carbon stocks (AT15) and contributes to sustainable, area-based conservation beyond Protected Areas (AT11 /ENPAB-Conservation of natural resources *in situ*). The project is working directly with San Rafael's Indigenous Peoples and *campesino*, drawing on traditional knowledge (AT18/ENPAB-Indigenous territories) and in collaboration with 20 local producers from the farming community has distributed and planted out nearly 30,000 shade-grown yerba mate seedlings in the first year, supporting the producers with advice and training. The project is working towards conservation of the forest on which the livelihoods of Mbya Guarani depend and has already restored 19ha of degraded forest parcels (AT14/ENPAB-Urban and rural development). The project will benefit San Rafael's threatened species through conservation of Atlantic Forest, and through policy-driven replication (AT12/ENPAB-Threatened species). Medium-term, this is expected to help reduce loss and degradation of Atlantic Forests regionally (AT5/ENPAB-Sustainable forest management).

An activity report was submitted to SEAM in Year 1. See Annex 4: "Report prepared by the Guyra Paraguay Association and BirdLife International for the Secretariat of the Environment"); no specific meetings with Focal Points were held in Year 1.

## 6. Project support to poverty alleviation

Communities in the project area live without access to basic resources, including health infrastructure. Forest communities have no access to formal education and represent some of the most marginalised poor in the region.

The communities have received the project with great enthusiasm: both the forest-dependent Mbya Guarani and forest-adjacent *campesino* are benefiting directly from the supply of seedlings to plant, and the training and advice from the project, to help increase productivity and improve land-use management strategies. Although there is existing knowledge around the cultivation of yerba mate, indigenous communities have, until now, only produced sufficient quantity for subsistence use. The positive impact following project training in sustainable forest resource use, coupled with improvements in production techniques, has opened up the opportunity to develop forest based income streams, and begin to benefit from the commercial value of yerba mate. The communities are learning to manage and use the forest to generate income with long-term profitability potential, whilst preserving it in perpetuity for the ecosystem services it provides.

Establishing reliable and effective market access is a vital component in a long term poverty alleviation strategy for the region. The Production Manager of the company 'Yerba Mate Guayaki' is providing guidance on setting up viable, sustainable business plans as the basis for income generating activities. The company has run training sessions for communities, around producing fair trade, organic, shade grown yerba mate, and the requirements for certification and access to niche markets. An external consultancy is developing this further to evaluate potential markets and the need to include the annual cost of certification in the price communities are paid for the product. A successful model of certification and export will enable communities to realise the benefits associated with sustainable production and marketing systems, allowing them over the longer term to improve their livelihood conditions, as well as encouraging wider adoption of sustainable practices that also contribute to Atlantic Forest conservation.

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<sup>7</sup> Ley de deforestación cero "de prohibición en la región oriental de las actividades de transformación y conversión de superficies con cobertura de bosques". El Congreso de la Nación Paraguaya sanciona con fuerza de Ley 2524/04.

## 7. Project support to gender equality issues

The project is working widely to address gender equality, and specifically to improve income generating opportunities for rural women. The roles and representation of women and men in yerba mate production differ between the *campesino* and indigenous Mbya Guarani but in both are based on traditional organisation of the household in rural communities. Men and women both work in the yerba mate plantations, but have different principal roles. At the beginning, during the plantation and overseeing the yerba mate plots, men are more involved and women develop other tasks in the community, but during the harvest and selection and packing of leaves women take more responsibility (and this accords them high status).

In in the *campesino* communities, both women and men can hold land titles, and through engagement with the project, community confidence has been strengthened and a team work environment created. At the outset of the project in Oga Ita only one woman (a widow) was involved directly working in her plot, but other women land owners (widows and singles), who had forested land on their farms, have since come forward and signed up to participate in the project from Year 2 onwards. In Arroyo Moroti the responsibilities are allocated and organized at the family level and the tasks distributed among family members. Women are equally involved in yerba mate production and will benefit at least equally from the positive project impacts.

## 8. Monitoring and evaluation

Regular monitoring of project implementation is undertaken by Guyra Paraguay (GP) project staff coordinating and liaising with the field team (the two project consultants and GP and other partner monitoring staff and advisers). Progress in the field (planting and care of shade-grown yerba mate) is monitored continually by the technicians with the communities in Arroyo Moroti and Oga Ita because people are still learning the techniques for shade-grown production. The GP staff liaise with and report to the Project Manager in the BirdLife Regional Americas Secretariat in Quito, with the Project Manager in turn liaising regularly with the Project Leader and finance staff in the Global Secretariat in Cambridge. This management and reporting works fairly well, with good progress in the field and quarterly and half-yearly technical and financial reports submitted on time. However, the staff changes at all levels in Year 1 of the project (new Project Leader and new Project Manager who were not familiar with the specific Darwin project background and other partners) and the issues of language (field staff and GP reporting/ communicating to Quito in Spanish and Quito to Cambridge in a mix of Spanish and English), have made project oversight more challenging and time consuming (see Other issues below). The Project Manager made one visit to San Rafael to work with Guyra Paraguay in March 2017, to meet communities and project field staff and to attend a wider regional Atlantic Forest conservation workshop. More frequent monitoring visits will be carried out in Year 2 (including a meeting of the Monitoring Committee – see below), assuming this can be achieved within the budget.

Progress on all Year 1 Outputs and Activities has been good and almost all the planned monitoring activities (and gathering of baselines) have started. However, some of the biodiversity and livelihoods/ benefits monitoring is part of complementary and wider Atlantic Forests monitoring (including the matched funding Aage V Jensen Charitable Foundation project which has overlapping but different project objectives and indicators). This has benefits for providing the context for the specific Darwin project Output and Outcome indicators but also means that it requires care in ensuring that data and evidence are being collected and analysed specifically in relation to the Darwin Log Frame objectives, indicators and M+E Plan. The project M+E Plans (Biodiversity and Socio-economic/ well-being) were developed by correspondence, Skype meetings etc. with the Monitoring (M+E) Committee providing advice and guidance to project staff even though the Committee did not meet in Year 1. (See Annex 4 for copies of both Plans and Year 1 survey reports). In Year 2 a review and synthesis of progress will be carried out on all aspects of monitoring (biodiversity and habitats, socio-economic/ well-being, landscape and threats and community capacity) – see last paragraph below.

There were also some delays in project implementation (see Output 2 in Section 3) – both for planting of the planned hectares of new shade-grown yerba mate in forest in Arroyo Moroti and Arroyo Claro (delayed to Year 2) and for rehabilitation and tree planting in degraded areas where shade-grown yerba mate is also being introduced by *campesino* communities (Oga Ita and

extending to Santa Ana in Year 2). In addition, for the socio-economic and wellbeing surveys, the methodology developed in the Socio-economic Plan was found not to be workable or culturally appropriate with the indigenous Mbya Guarani communities because of their social structure and customs, so this had to be adapted (see Output 2 in Section 3).

In practice, these delays and changes should not affect overall impact monitoring because most Outcome indicators in the M+E plan have targets which relate to EOP or post-project impacts. The establishment of baselines in Year 1 or 2 will be sufficient to allow assessment of the impact of the project interventions. (For example, the anticipated biodiversity and livelihoods benefits arising from production of new shade-grown yerba mate can only be assessed in Year 3 or post-project because planting of the yerba mate is being carried out in Years 1 and 2 and the first harvests will only be in Year 3 at the earliest).

Progress under each element of the original M+E Plan (5 Outcome indicators) is detailed below and is ongoing in Year 2. A review will be carried out (by the project team and Project Monitoring Committee) in Q1/ Q2 of Year 2 of all the data collected and analysed in Year 1 to advise and plan for additional baseline data collection (and “gap filling”) as required in Year 2. This will also look at the alignment of the M+E plan with the Log Frame indicators (and the experience of Year 1) and advise on realignment or revision of the indicators and targets, if required, to give better means of monitoring progress towards the Outcome (and anticipated post-project impacts).

#### **I. Improved farm/forest incomes of settled Mbya Guarani and *campesinos*; directed towards livelihoods and wellbeing objectives.**

The monitoring methods were established (including methodology for evaluating changes attributable to the project) and are detailed in the Socioeconomic Monitoring Plan (Annex 4). The wellbeing and basic necessities methodology is based on participatory methods and guidance (including from USAID (REDD+) Manual for the Evaluation of Social Impact and Biodiversity – see Annex 4) and adapted to work in a culturally appropriate way with the Mbya Guarani communities (meetings in family groups (rather than individual interviews) and following social norms and traditions). Baseline data were collected for Oga Ita and Arroyo Moroti in Year 1 (also included in the Socioeconomic Monitoring Plan). Baseline data for Arroyo Claro and Santa Ana will be collected alongside the completion of planting in these areas in Year 2. The baseline for actual incomes based on shade-grown yerba mate is zero since all the communities are growing new plots of shade-grown yerba mate for the first time (although some households have other plots of traditional (non-shade) yerba mate plantation). The first harvests (and hence actual incomes) from shade-grown yerba mate are not anticipated until Year 3 at the earliest.

#### **II. CBOs have capacity for cultivation, processing and marketing of forest-grown yerba mate.**

A Capacity Needs Assessment was carried out for Oga Ita communities prior to the project and has been used to inform the monitoring of capacity (communities and CBOs) in both Oga Ita and Arroyo Moroti. Data (maps, lists of producers, areas planted) are collected on an ongoing basis, as shade-grown yerba mate and trees are planted and as part of on-farm monitoring with communities (of their capacity for and progress with cultivation). These data (from Year 1 and Year 2) are being collated and analysed by GP and additional data collection will follow in Year 2 if needed. No data on yields/harvests or sales agreements etc. will be available until Year 3. The project is working with existing CBOs in Oga Ita towards formal registration and with the family and social structures among the Mbya Guarani to build capacity of these structures to engage with external intermediaries. (See discussion of the different community social structures and gender roles in Section 3 and Section 7). Training and awareness activities have been carried out as planned to start the process of learning (on negotiation, marketing, certification and development of business plans). See Output 1 in Section 3 and various supporting documents in Annex 4 (lists of beneficiaries and trainees; presentations (by project staff and by private sector partner Guyaki), training materials, videos). Systematic collection of information at the field level (community participation and attendance at meetings and training events etc.) started in Year 1 and is now ongoing (see Annex 4, Output 1 and folder: “Evidence of meetings”) for examples of recording forms, participation lists and information for individual beneficiaries).

#### **III. Illegal and/or unsustainable activities and encroachment reduced.**



Baseline information was collected in Year 1 through satellite imagery and analysis and from ranger patrols around the San Rafael National Park (see Output 2 and Figs 1, 2 and 4). The analysis recorded the extent of forest and other land use practices in the project areas, in and around the National Park; incidence of fires; measures of encroachment (principally for marijuana farms) and illegal logging. The first report made recommendations for increases in patrols to stop illegal activities and community surveys to gain more information of presence and absence of mammals and hunting. (The proposal to estimate hunting levels from collection of bullet cases was found to be impractical). This analysis is repeated quarterly to monitor levels of (illegal) activity and impact. Both the Year 1 report on development of the methodology, with baseline photographs, maps and data - and the first 2017 monitoring report are in Annex 4 (“Report on landscape analysis and threats monitoring 2016” and “Informe-amenazas-2-May17”).

#### **IV. Forest land being managed productively and providing suitable habitat for AF biodiversity.**

The extent of forest cover and protection, along with areas of habitat restoration (planting of indigenous trees in degraded areas) are monitored through the landscape analysis and threats monitoring (III. above) and on-farm monitoring and mapping of shade-grown yerba mate with communities (II. above). The biodiversity value of managed shade-grown yerba mate is being assessed on demonstration plots (and compared with areas without shade-grown yerba mate) using the methodology developed and described in the Biological Monitoring Plan (Annex 4). Surveys have been carried out and data have been collected for birds, flora, amphibians and reptiles (see Output 2 and reports in Annex 4). Some information on mammals was also collected through interviews with communities carried out as part of the Socioeconomic Monitoring (see I. Above). Not all the planned baseline surveys were completed (and areas of new planting in Year 2 will need to be surveyed to provide baseline biodiversity information). The current biodiversity monitoring plan is proving overly complicated to implement and will be reviewed and modified for Year 2, by the project monitoring team and M+E Committee, to align it with the Log Frame indicators and ensure that Year 2 data collection completes the necessary baselines. The results of ongoing monitoring will provide the evidence (of habitat and biodiversity benefits) required to underpin the management and biodiversity guidelines (Output 3).

#### **V. Shade-grown yerba mate incorporated into State and National policy/plans for forest conservation.**

Indicator V has one EOP target: “shade-grown yerba mate has been adopted as part of a strategy for linked Atlantic Forest conservation and livelihoods development through incorporation into the 5-year strategy of the National Forestry Institute - INFONA (2019-2024)”. Progress towards this target (meetings and engagement with various levels of government and institutions including INFONA) is reported under Output 4 in Section 3. Various evidence and supporting documents are in Annex 4 including records of presentations/ meetings; the project Communications and Advocacy Plan; project activity reports to INFONA and the Secretariat of the Environment.

## **9. Lessons learnt**

The principal lessons learned are:

- a) The importance of adapting methodology (community engagement/ awareness raising and socio-economic baseline information-gathering) to be culturally and socially acceptable for different communities. The more structured approaches to investigation of the needs and wellbeing of communities and to the assessment of institutional capacity and training needs worked well with the *campesino* communities (Oga Ita). They have existing CBOs and networks which can be legally formalised and through which farmers will be supported and trained in marketing and sale of shade-grown yerba mate. For the Mbya Guarani community (Arroyo Moroti) it is important that the technicians and Guyra Paraguay field staff have been able to adapt the methodology for information-gathering and to engage in different ways more appropriate to the social structures and customs. For the Mbya Guarani these are based on family units operating together and sharing tasks and benefits at the family level, with the Cacique or headman also involved in assignment of tasks but no formal meetings, CBOs or written records (many individuals have no identity card). By adapting to these differences and

listening to their concerns, the project team have helped to build confidence and strengthen team working in both communities and between the different groups (see b).

- b) The value of community exchanges and learning. The visits to another Mbya Guaraní group (the Ache de Koe Tuvy community) proved very useful for both Oga Ita (*campesino*) and Arroyo Moroti (Mbya Guaraní) leaders who learned about successful shade-grown yerba mate in a different area. The joint visit also strengthened the linkages and understanding between the two project communities. They have maintained these contacts and the project will continue to build on this to help support capacity building in both communities for cultivation, marketing, negotiation and sale of their product (shade-grown yerba mate).
- c) The project is progressing well but the field monitoring (in particular biodiversity monitoring) has focussed on detailed methodology and more attention needs to be given to ensuring that this is directly linked to Log Frame indicators and targets and providing results (and baseline data) that allow tracking of progress towards the project Outcome We are proposing that the M+E Committee will meet and review all elements of the M+E Plan and alignment with Log Frame indicators early in Year 2 and make any adjustments necessary. This will help streamline monitoring and reporting (both project progress and against specific Output and Outcome indicators) in Year 2 and 3.

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

Not applicable in Year 1.

## 11. Other comments on progress not covered elsewhere

**Project management:** The changes in the project team in Year 1 made donor reporting challenging, especially for staff in BirdLife Global Secretariat (Cambridge). The new PL was not involved with the original project design and proposal and it takes time to acquire the institutional knowledge, working relationships and to understand the project background. The reporting is complex: from the field and Guyra Paraguay and other in-country partners, to BirdLife Regional Secretariat in Quito and then to the BirdLife Global Secretariat in Cambridge (in a mix of Spanish and English and different time zones). We are confident that this has not had a negative impact on the execution of the project and the work in the project area in Paraguay is progressing well. However, more attention needs to be given to the extra time needed to allow new staff to become familiar with a project, its context and stakeholders and to meet donor reporting requirements. We are proposing to improve the regularity of ongoing and more detailed reporting and progress monitoring between the different members of the project team (from the field to Cambridge). This will pay closer attention to ongoing monitoring in relation to the Log Frame indicators (see 9c) above) and will help in the preparation of the Annual Report by having information ready collated and synthesised in the required formats before the end of the year.

**Currency exchanges:** The previous Project Leader brought this issue to the attention of LTSI in 2016: the collapse in sterling had a particular impact on the dollar budget available in Paraguay (at one point there was an 18% “loss” in currency exchange between sterling and the local guaraní currency). There was no direct impact on project activities in Year 1 and project staff kept the project expenditure overall very much in line with the sterling budget. One planned visit by PL to Paraguay was cancelled because there was insufficient funding in the international travel budget – only the PM visited the project (in March 2017). The sterling to dollar/ guaraní rate remains significantly lower than at the time the proposal and budget were submitted so this will inevitably affect levels of project activities and achievement over the total project period.

No project risks have been identified other than the possible budget shortfalls above.

## 12. Sustainability and legacy

The project is very effectively promoted by Guyra Paraguay and the project profile locally and regionally in Paraguay is good. This follows presentations and meetings with all key stakeholders (communities, local and State government and agencies, private sector and academic and

technical institutions), promotion on regional radio, many articles and publications and extensive use of the Guyra Paraguay and BirdLife International web sites and social media. The Communications and Advocacy Plan and examples of project presentations, videos of meetings and activities are all available in Annex 4 (or on Dropbox – see link in Annex 4) and publications and articles (with web links) listed in Annex 3.

Guyra Paraguay's profile and relationships in the area were already well-established through prior work with communities on Atlantic Forest conservation. The project has built on this to develop and strengthen partnerships and bring together different communities (indigenous Mbya Guaraní and settled *campesino*) to share experience and develop capacity for shade-grown yerba mate production. The local level support for the Darwin project is very high and additional *campesino* communities have come forward in Year 1 to request to join and plant shade-grown yerba mate and rehabilitate farmland through tree planting. Community level partnerships and capacity building are supported by Guyra Paraguay who have a long-term commitment to Atlantic Forest conservation and sustainable development for communities at San Rafael. This forms a very sound basis for sustainability of the project approaches and impacts.

The engagement by the Itapúa State government is weaker than hoped-for in Year 1 but they are regularly informed about project progress and GP are confident that they will engage more directly as project results are achieved and the benefits to communities are demonstrated. Other relevant institutions are supporting the project directly, with donation of native tree seedlings by INFONA (the National Forestry Institute) and engagement and offers of technical assistance from the regional Agronomics School of San Benito de Pastoreo and the national Paraguayan Institute of Agricultural Technology (IPTA) (responsible for producing a national plan and handbook of good practice for yerba mate). This support will help achieve the (end of project) objectives of adoption by the Itapúa State government of policy and guidelines concerning biodiversity conservation and shade-grown yerba mate production in Atlantic Forests and inclusion of shade-grown yerba mate as an Atlantic Forest conservation and livelihoods strategic approach in the 5-year strategy of the National Forestry Institute - INFONA (2019-2024).

Support and engagement from private sector project partners is strong, including support to raising awareness and building capacity of producers through learning about the requirements of certification, marketing and negotiation for sales of yerba mate and providing information and introductions to potential regional and international export markets. The project exit strategy remains valid and no major changes are proposed to the project approach. A review of all the elements of the project monitoring plans and data collection in Year 1 is proposed (see Section 7, above). This is to ensure that both Socio-economic/ capacity and Biodiversity Monitoring Plans are fully aligned with the Log Frame indicators and targets so that the evidence base for the linked biodiversity conservation and livelihood approach and benefits is clearly established and progress towards the project Outcome is tracked effectively in Years 2 and 3.

### **13. Darwin identity**

The project is widely promoted locally, nationally, regionally and internationally through presentations, radio, newspaper and magazine articles, and blogs and articles on web sites and social media (Facebook and Twitter: [https://twitter.com/BirdLife\\_News](https://twitter.com/BirdLife_News)). The Darwin logo and acknowledgement of UK government funding are used on all project promotion, reports and publications and in project presentations to stakeholders and other project partners. See examples of all these and web links in Annex 3 (Table 2 Publications) and Annex 4 Supplementary materials (Project presentations, videos of meetings, monitoring and progress reports etc.). The project and the Darwin Initiative are widely promoted locally and regionally and the inclusion of government and agency staff on the project Steering Committee in Year 2 (with support from IPTA and the national Yerba Mate Working Group) will provide more opportunities for promotion within government. The project has links and synergies with other Atlantic Forest conservation initiatives (particularly the Aage V Jensen Charity Foundation Atlantic Forests conservation project which is also managed by Guyra Paraguay), but it is a discrete and separate "Darwin project" initiative and neither project is dependent on the other (as stated in the proposal).

## 14. Project expenditure

**Table 1: Project expenditure during the reporting period (1 April 2016 – 31 March 2017)**

<b>Project spend (indicative) since last annual report</b>	<b>2016/17 Grant (£)</b>	<b>2016/17 Total Darwin Costs (£)</b>	<b>Variance %</b>	<b>Comments (please explain significant variances)</b>
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Monitoring and Evaluation				
Others (see below)				
<b>TOTAL</b>				

## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2016-2017

Project summary	Measurable Indicators	Progress and Achievements April 2016 - March 2017	Actions required/planned for next period
<p><b>Impact</b></p> <p>Policy-driven cultivation of shade-grown yerba mate within and around Paraguay's Atlantic Forests provides a market-driven, culturally and environmentally appropriate land-use that reduces poverty, respects indigenous peoples' rights and conserves biodiversity.</p>		<p>Project is laying the groundwork for achievement of longer-term impacts (post-project). Progress is being made on all aspects of project approach to shade-grown yerba mate production and Atlantic Forest conservation: awareness-raising; capacity building; demonstration and development of guidance; policy engagement and advocacy – to achieve the project Outcome and the proposed longer-term positive impacts for livelihoods and biodiversity conservation, both at San Rafael and more widely for Atlantic Forests in Paraguay.</p>	
<p><b>Outcome</b></p> <p>Shade-grown yerba mate reduces forest degradation at San Rafael, provides a poverty reduction route for 5 communities, and a sustainable land use model for additional c.80,000 ha of Paraguayan Atlantic Forest.</p>	<p>0.1 By end of project, settled Mbya Guarani (240 people) and 3 <i>campesino</i> communities (3000 people) in San Rafael have improved farm/forest incomes and wellbeing (as defined by the communities, and compared to year 1 baseline) from sales of organic/shade yerba mate.</p> <p>0.2 By end of project, participating communities have increased capacity for cultivation of shade mate, and for collective negotiation and marketing of their produce, through strengthened and empowered CBOs representing shade-yerba producers.</p> <p>0.3 Threats to the forest in areas occupied/used by participating Mbya Guarani and <i>campesino</i> communities (&gt;7000 ha), including extent of illegal and/or unsustainable farming in the</p>	<p>There is good progress towards all 4 Outputs and the Outcome in Year 1 (although all Outcome indicators relate to end of project (EOP) targets). Both the indigenous and <i>campesino</i> communities have engaged well with the project and have a good understanding of sustainability, biodiversity and ecosystem services and how these contribute to their wellbeing and livelihoods. They are developing capacity to implement shade-grown yerba mate production as a viable and beneficial alternative livelihood and land use model.</p> <p>Itapua State Government support has been weaker than anticipated (Output 4) and some aspects of the</p>	<p>Priorities for attention in Year 2 include:</p> <ul style="list-style-type: none"> <li>- Establishing the Project Steering Committee in Paraguay and increasing government engagement with the project (to support policy objectives under Output 4 and MOV 0.5)</li> <li>- Review of Biodiversity and Socio-economic Monitoring Plans and results from Year 1 – possible re-alignment with Log Frame indicators to ensure that indicators and MOVs (and field data collection and recording) are sufficient to track progress towards Outputs</li> </ul>



	<p>forest (e.g. cultivation of marijuana, area of encroachment into primary forest, and forest fires) and incidence of illegal use of forest resources (e.g. timber cutting, hunting), have reduced by 50% from the year 1 baseline by end of project.</p> <p>0.4 By end of project, 50 ha of indigenous/<i>campesino</i> forest land in San Rafael shows how management can generate income (yerba mate) and retain suitable habitat for threatened/target Atlantic forest biodiversity, as demonstrated by existence of on-farm populations of identified indicator species (see indicator 2.4).</p> <p>0.5 By end of project, shade-grown yerba mate has been adopted as part of a strategy for linked Atlantic Forest conservation and livelihoods development through incorporation into the 5-year strategy of the National Forestry Institute - INFONA (2019-2024).</p>	<p>biodiversity and socio-economic baseline survey and monitoring (Output 2) need to be reviewed and revised in Year 2 to ensure that the overall M+E Plan and specific monitoring plans will provide the information needed to monitor progress towards the project Outcome (and for post-project evidence of impacts).</p>	<p>and Outcomes (and post-project Impact)</p>
<p><b>Output 1.</b> Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established through a participatory process among settled Mbya Guarani and <i>campesino</i> communities in San Rafael.</p>	<p>1.1 By the end of year 1, communities have established organisations regarding yerba mate production, with culturally-appropriate and equitable representation from women and men.</p>	<p>Communities identified leaders for shade-grown yerba mate production and project engagement (the ‘Cacique’ in the indigenous community and the leader of one of the largest families in Oga Ita for the <i>campesino</i>).</p> <p>In Oga Ita (<i>campesino</i>) existing communities CBOs are well-organized and collaborating well with the project. The plan is to legalise these associations during Year 2. In Arroyo Moroti, the project is working in a culturally-appropriate way, following the communities’ own customs and norms (decision-making and allocation of responsibilities at family/ household level with the Cacique rather than formal associations or CBOs). Discussion of different social structures and gender issues/ representation of men and women in sections 3.2 and 7 of main report; supporting evidence in Annex 4 Output 1 (e.g. <i>Compromise_Agreement_Proyecto_Yerba_Mate.pdf</i>; <i>Presentation to the communities.pdf</i>)</p>	
	<p>1.2 By the end of year 1, capacity needs of CBO members for shade-grown yerba</p>	<p>Assessment form completed prior to the project start: “baseline” information for the <i>campesino</i> in Oga Ita. (See Annex 4: <i>Capacity_Assessment_Form_Oga_Ita</i>). Further work done to develop a more</p>	

	mate cultivation, management and marketing completed.	specific project community (CBO) capacity assessment form - for completion with <i>campesino</i> communities in June 2017.  Information on capacity and basic needs of indigenous Mbya Guarani communities collected in Year 1 through less structured, culturally appropriate discussions and household “interviews” under the Socio-Economic Monitoring Plan (see Activity 2.6 and Annex 4, Output 2: ( <i>Socioeconomic monitoring plan.pdf</i> ; Video Q2) and Output 1: ( <i>Assistance forms.pdf</i> ; <i>Primer for communities (training materials).pdf</i> ; <i>Project brochure for communities.pdf</i> ; <i>Capacity_Assessment_Form_Oga_Ita</i> )
	1.3 By the end of year 2, CBOs have developed plan(s) for production and marketing of shade yerba mate being grown by communities in San Rafael.	Training session by Nelson Garay (Production Manager ‘Yerba Mate Guayaki’): advice and guidance to producers from Oga Ita on multiple benefits of shade grown organic yerba mate; economic valuations and international markets, and question and answer session. See Annex 4 Output 1 ( <i>Presentation to the communities.pdf</i> ; <i>Proposal-plan-of-business.pdf</i> )
	1.4 By the end of year 3, community/CBO representatives (women and men) have received training in numeracy, literacy and basic accounting, to support fair and effective engagement in markets.	No activity Year 1
	1.5 By middle of year 3, the CBOs are in direct discussion with private sector buyers concerning their shade yerba mate.	No activity Year 1
Activity 1.1 Presentation of the approved project to the communities and local authorities, including description of: objectives, plans and timing, legal constitution, register of documents and list of participating community members		Project presentations made in Q1 by the technical team to the Mayor of Alto Verá District; the Municipal Council; the community (and <i>Cacique</i> (“village chief”)) of Arroyo Moroti and community of Oga Ita. Also to State governor of Itapua and relevant agricultural departments and institutions (see also Activity 4.2). See Annex 4 Output 1 ( <i>Compromise_Agreement_Proyecto_Yerba_Mate.pdf</i> ; <i>Presentation to the communities.pdf</i> ; Video Q2)
Activity 1.2 Production of the legal contract and placing orders with providers of yerba mate seedlings		The legal contract for the purchase of yerba mate seedlings signed with Mr Rolando Weber in May 2016 and seedlings distributed and planted in both communities (Output 2). (See contract in Annex 4).
Activity 1.3 Training workshops (on technical aspects of tree care and management; harvesting; processing etc.) for technicians, leaders and members of the indigenous and farmer communities		The first training workshops in May 2016 using demonstration plots in both Indigenous Community of Arroyo Moroti and at Oga Ita. Training materials and a project “brochure” produced. Both women and men participated. Mentoring of communities for planting and aftercare continues weekly with

		guidance from project technicians and other staff. See Annex 4: <i>Assistance forms.pdf</i> ; <i>Primer for communities (training materials).pdf</i> ; <i>Project brochure for communities.pdf</i> )
Activity 1.4 Develop participatory community business and enterprise plans, with support from the private sector		See preliminary training under Output Indicator 1.3 above. Next steps include market research consultancy to map out the value chain and its actors, identify suitable buyers and detail the costs of marketing and certification (underway in Year 2)
Activity 1.5 Training of the communities on farm and business management, focused on marketing and commercialization		This activity is planned for the second year.
Activity 1.6 Meetings, negotiation and agreements with the companies committed to and interested in the purchase of the product		This activity is planned for the third year.
<b>Output 2.</b> Shade-grown yerba mate is being grown in 50ha of indigenous peoples' and <i>campesino</i> forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.	2.1 By end of month 9, communities have decided on locations for shade-grown yerba mate production, and have planted 25 ha.	Locations decided and planting started in Year 1 (despite delays due to late approval of Darwin award and unfavourable weather for planting – see approved change request to target of 15ha in Year 1, with remainder of planting rescheduled for Year 2). See section 3 of main report and Annex 4: <i>List of beneficiaries_Oga_Ita_Darwin.pdf</i>
	2.2 By end of year 2, 50ha of shade-grown yerba mate have been established (10ha at communities of Arroyo Moroti and Arroyo Claro, 40ha at <i>campesino</i> communities).	5ha of yerba mate planted in Arroyo Moroti (Mbya community) and 14ha in the <i>campesino</i> communities (Oga Ita) in 2016 (Year 1). Remainder of planting (including in Arroyo Claro) now taking place in Year 2 to take advantage of the seasonally controlled planting window (May and June). See Section 3.2 in main report: <i>Fig. 4 Shade-grown yerba mate parcels at Oga Ita</i> and Annex 4: <i>Report on landscape analysis and threats monitoring.docx</i> (including satellite images of community areas and yerba mate plots)
	2.3 From middle of year 2 to end year 3, yerba mate farmers from San Rafael make at least 4 visits to the Ache of Kue Tuvy, for peer-to-peer learning.	One highly successful visit made to the Ache of Kue Tuvy in November 2016 (by 5 leaders from both Mbya Guarani and <i>campesino</i> communities). See Annex 4: <i>Video: Visit Comunidad Aché</i> .
	2.4 By end of year 3, Atlantic Forest endemics and threatened species occur/breed in the shade yerba mate farms. [Building on on-going biodiversity monitoring work being conducted by Guyra, a baseline will be established in year 1; target indicator species will include Helmeted Woodpecker ( <i>Dryocopus galeatus</i> ) <sup>8</sup>	Baseline surveys conducted in Year 1. Review of all Biodiversity and Monitoring data and results to be carried out in Q1 and Q2 of Year 2 by Project M+E Committee (to re-align monitoring plans with Log Frame indicators if required and identify gaps in baseline data collection and new areas of yerba mate planting in Year 2 which may also require baseline surveys to be conducted).

<sup>8</sup> Listed as Vulnerable because its small population is suspected to have suffered a rapid population reduction owing to the extensive and on-going loss and fragmentation of its habitat.

	and Saffron toucanet ( <i>Pteroglossus bailloni</i> ) <sup>9]</sup>	See Annex 4: <i>Biological Monitoring Plan.pdf</i> ; <i>Flora report.pdf</i> ; <i>Amphibians and reptiles reports-feb-2017.pdf</i> ; <i>First Birds report-nov-2016</i> ; <i>Second Birds report-feb-2017.pdf</i>
	2.5 By the end of year 3, indicators of threats in the project area (7,000 ha of forest in the southern part of San Rafael) including timber cutting, marijuana cultivation, encroachment, forest fires and hunting, have reduced to 50% of year 1 baseline.	Baseline surveys conducted and ongoing monitoring (3-monthly) via analysis of satellite images and ranger patrols. See Annex 4: <i>Report on landscape analysis and threats monitoring.docx</i> and <i>Informe-amenazas-2-may17.docx</i> – 2 <sup>nd</sup> trimester).
	2.6 By the end of year 3, participating communities (3240 people) are between them harvesting and selling shade yerba mate from 50ha of farms (yield in year 3 – the first year of production – is expected to be 2 Tonnes/ha [value \$1000/ha] rising to 4-5 Tonnes/Ha by the time the farms get fully productive) and benefits are being distributed equitably by communities/CBOs under agreed terms.	Indicator and targets relate to Year 3 or post-project (yerba mate harvests). Socioeconomic Monitoring Plan developed and partial baseline information collected (wellbeing and basic necessities surveys) for both Oga Ita and Arroyo Moroti communities. See Annex 4 for Socioeconomic Monitoring Plan including Year 1 data: <i>Socioeconomic monitoring plan.pdf</i>
	2.7 By the end of the project, communities are investing the dividend from shade yerba mate in their chosen projects to achieve livelihoods/wellbeing benefits. [Based on consultations, and experience elsewhere, initial priorities are likely to include solar panels for electricity, health care (medicines and transport to clinics) and improved water supplies].	No activity Year 1
Activity 2.1 Visit to the beneficiaries and identification of the sites allocated for production		Locations decided and planting completed (to revised target) in Year - remainder of planting rescheduled for Year 2. Additional community members have come forward in a neighbouring community to Oga Ita to join the project and will also plant yerba mate on farms in Year 2.

<sup>9</sup> Classified as Near Threatened because it is suspected to be undergoing moderately rapid population declines owing to habitat loss, hunting and capture for the illegal cagebird trade.

Activity 2.2 Planting of 10 ha of yerba mate in the communities of Arroyo Claro and Arroyo Moroti; 40 ha in the farmer communities	5ha of yerba mate planted in Arroyo Moroti (Mbya community) and 14ha in the <i>campesino</i> communities (Oga Ita) in 2016. Remainder of planting (including in Arroyo Claro) now taking place in Year 2 – as per approved Change Request.
Activity 2.3 Exchange visits with the community Aché of Kue Tuvy	1 visit made to the Ache of Kue Tuvy in November 2016. Next visits scheduled in Year 2.
Activity 2.4 Review and develop biodiversity monitoring protocols (building on existing) and methods for threat monitoring, and establish baselines	Protocols and <i>Biological Monitoring Plan</i> developed and implementation (baseline surveys) started. In Year 2 (Q1 and Q2) the Project M+E Committee will review data and simplify the methodology/ re-align the Plan with Log Frame indicators if required. Any gaps in baseline data collection will be filled and new areas of yerba mate planting will be surveyed in Year 2).
Activity 2.5 Monitor biodiversity in the parcels of production of yerba mate	Baseline surveys started in Year 1. Year 2 ongoing monitoring will proceed following review above
Activity 2.6 Monitor livelihoods and wellbeing impacts, based on participatory indicators identified at household and/or community level, and against a year 1 baseline	Socioeconomic Monitoring Plan developed, with methodology for evaluating changes attributable to the project (compared with a project baseline) and detailed methods for considering gender and social inclusion. Baseline wellbeing and basic necessities surveys carried out for both Oga Ita and Arroyo Moroti communities. The Plan and Year 1 results will be reviewed by the M+E Committee in Q1/ Q2 of Year 2 to assess the methodology and baselines in relation to the Log Frame indicators and determine the need for additional baseline data collection in Year 2.
Activity 2.7 Monitoring of the forest cover through satellite images; monitor incidences of environmental crimes and other threats	Methodology established and first two reports and analyses completed. Ongoing satellite (landscape) analyses of forest and land cover combined with reporting from ranger patrols and compiled in 3-monthly monitoring reports
Activity 2.8 Develop the process for harvest and sale of organic/shade yerba mate	This activity is planned for the third year.
Activity 2.9 Documentation of benefits of the commercialization of yerba mate	This activity is planned for the third year.
<b>Output 3.</b> Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.	3.1 By end of year 1, a research and monitoring programme has been established at the demonstration farms to improve knowledge on effective management of shade yerba, which maximises biodiversity value, yerba mate productivity and other ecosystem service benefits.
Protocols and <i>Biological Monitoring Plan</i> developed and implementation (baseline biodiversity surveys) started. See Annex 4: <i>Biological Monitoring Plan.pdf</i>  Records of planting (yerba mate and forest rehabilitation) in technician and community field reports and through satellite imagery (see Activity 1.7 above)	



	3.2 By middle of year 3, evidence-based guidelines on shade yerba mate produced and distributed to relevant agencies and other stakeholders, and 2 awareness-raising/lesson-sharing workshops held for 40 staff (government officers, NGOs, CBOs etc.) from across Paraguay's Atlantic Forest region.	Year 3 activity
	3.3 Journal article on factors affecting biodiversity in shade yerba submitted to open access journal by year 3	Year 3 activity
Activity 3.1 Document the approach used for monitoring of biodiversity		Methodology and protocols developed and documented in <i>Biological Monitoring Plan</i> . The Plan requires refinement (to establish an approach which will allow comparison of the diversity between new shade-grown yerba mate parcels and other traditional cultivation plots (the evidence on which the management and biodiversity guidelines will be based)). See proposed M+E Committee review under Activity 2.4 above (in Year 2 Q1/ Q2).
Activity 3.2 Develop a guidance/manual document about the process of production and commercialization of shade grown yerba mate		This activity is planned for the third year.
Activity 3.3 Provide training on shade yerba mate to government technicians and development NGOs working around forest in Itapua		This activity is planned for the second and third year.
Activity 3.4 Publication of articles about the factors that affect biodiversity in the process of production of yerba mate		This activity is planned for the third year.
Activity 3.5 Production of a short video on community-based production of shade yerba mate and biodiversity conservation, local livelihoods and indigenous culture, for showing national, regionally and internationally		This activity is planned for the third year.
<b>Output 4.</b> Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.	4.1 Government are a key collaborator from day 1, represented on the project Steering Committee, and involved in all key decisions.	Government and agency collaboration has been mixed with very active engagement and technical support from some key institutions National Forest Institute (INFONA) and IPTA (Paraguayan Institute of Agricultural Technology). The Project Steering Committee has not met. First meeting is planned for Year 2 with support to identifying membership and establishing the Committee from the National Working Group for Yerba Mate administered under the IPTA
	4.2 By end of year 3, Itapua State government has in place policy and guidelines concerning biodiversity conservation and the production of	This activity is planned for the third year.  (The Project Steering Committee to be established in Year 2 – see above – will strengthen links between the project and government and support advocacy for inclusion of shade-grown yerba mate production in government

	shade-grown yerba mate at Atlantic Forests.	policy) See Annex 4: <i>Plan-of-communication-incidence.pdf</i> ; <i>Informe-actividades-2016-seam</i> (Guyra Paraguay report to the Ministry of the Environment); <i>Guyra Activities report to INFONA.pdf</i>
	4.3 By mid-year 2, Guyra Paraguay participate in workshops for the development of the next 5-year strategy of the National Forest Institute, contributing experience and lessons regarding shade yerba mate and forest conservation	This activity is planned for year 2  (The project - Guyra Paraguay staff - has established good working relations and support from INFONA in Year 1).  See Activity 4.4 Section 3.1 main report and Annex 4: <i>Guyra Activities report to INFONA.pdf</i>
Activity 4.1 Draw up an advocacy and communications plan for different audiences		The communications and advocacy Plan was prepared and is being implemented, targeting various audiences and using campaigns, lobbying specific target audiences and dissemination of project information by various means including meetings and presentations, the Guyra Paraguay web site, radio and social media. See Annex 4: <i>Plan-of-communication-incidence.pdf</i> and examples of project presentations, videos of meetings etc. and Annex 3 for project articles and other promotional materials.
Activity 4.2 Meetings with government authorities to promote the farming of shade grown yerba mate as a market-based approach supporting the conservation of Atlantic Forest biodiversity		Meetings held and presentations made to the State governor of Itapúa, the Mayor and Municipal Council of Alto Verá District; the president of the INDI (Instituto Paraguayo Del Indigena) and to INFONA (Instituto Forestal Nacional). Regular information provided by project to government and agencies. See Annex 4: <i>Informe-actividades-2016-seam</i> (Guyra Paraguay report to the Ministry of the Environment); <i>Guyra Activities report to INFONA.pdf</i>
Activity 4.3 Through provision of information, meetings and proposed text, lobby authorities of the Governorship of Itapúa for the inclusion of the production model of shade grown yerba mate as a state policy to conserve biodiversity		See Activity 4.2 above.
Activity 4.4 In line with advocacy plan, provide information to and lobby the National Forestry Institute to have the project's lessons and approach included in the next five year plan (2019-2024)		Engagement and support from INFONA to the project is strong, with meetings held; offers of technical support and a donation of native tree seedlings by INFONA to assist in the rehabilitation of degraded areas. See Annex 4: <i>Guyra Activities report to INFONA.pdf</i>

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

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<b>Impact:</b> Policy-driven cultivation of shade-grown yerba mate within and around Paraguay's Atlantic Forests provides a market-driven, culturally and environmentally appropriate land-use that reduces poverty, respects indigenous peoples' rights and conserves biodiversity.			
<p><b>Outcome:</b> 30 words</p> <p>Shade-grown yerba mate reduces forest degradation at San Rafael, provides a poverty reduction route for 5 communities, and a sustainable land use model for additional c.80,000 ha of Paraguayan Atlantic Forest.</p>	<p>0.1 By end of project, settled Mbya Guarani (240 people) and 3 <i>campesino</i> communities (3000 people) in San Rafael have improved farm/forest incomes and wellbeing (as defined by the communities, and compared to year 1 baseline) from sales of organic/shade yerba mate.</p> <p>0.2 By end of project, participating communities have increased capacity for cultivation of shade mate, and for collective negotiation and marketing of their produce, through strengthened and empowered CBOs representing shade-yerba producers.</p> <p>0.3 Threats to the forest in areas occupied/used by participating Mbya Guarani and <i>campesino</i> communities (&gt;7000 ha), including extent of illegal and/or unsustainable farming in the forest (e.g. cultivation of marijuana, area of encroachment into primary forest, and forest fires) and incidence of illegal use of forest resources (e.g. timber cutting, hunting), have reduced by 50% from the year 1 baseline by end of project.</p> <p>0.4 By end of project, 50 ha of indigenous/<i>campesino</i> forest land in San Rafael shows how management can generate income (yerba mate) <i>and</i> retain suitable habitat for threatened/target Atlantic forest biodiversity, as demonstrated by existence of on-farm populations of identified indicator species (see indicator 2.4).</p> <p>0.5 By end of project, shade-grown yerba mate has been adopted as part of a strategy for linked Atlantic Forest conservation and livelihoods development through incorporation into the 5-year strategy of the National Forestry Institute - INFONA (2019-2024).</p>	<p>0.6 Household/community income and wellbeing survey reports (livelihoods and wellbeing measures identified through participatory surveys, focus groups and qualitative methods)</p> <p>0.7 Constitution and registration documents; Capacity assessment report from CBO; reports of harvests/yields of yerba mate</p> <p>0.8 Reports of threat monitoring surveys</p> <p>0.9 Report of on-farm biodiversity surveys; area of managed shade-grown mate; order/sale agreements with companies</p> <p>0.10 Government records of meetings and decisions made; INFONA strategy documents/plans.</p>	<p>Indigenous communities and <i>campesinos</i> continue to be receptive to the project</p> <p>San Rafael is not threatened by new impacts that advance too quickly for the project to address, such as property invasion by squatters</p> <p>Local and national authorities continue to provide appropriate political support for the conservation of San Rafael and Atlantic Forest</p> <p>Development of the NFI strategy proceeds as planned</p>
<p><b>Outputs:</b></p> <p>1. Institutional frameworks (CBOs) with the capacity (social and institutional</p>	<p>1.6 By the end of year 1, communities have established organisations regarding yerba mate production, with culturally-appropriate and equitable representation from women and men.</p>	<p>1.1 Registration documents, constitution and membership lists</p>	<p>The local CBOs establish themselves with sufficient capacity and remain viable and engaged</p>

<p>capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established through a participatory process among settled Mbya Guarani and <i>campesino</i> communities in San Rafael.</p>	<p>1.7 By the end of year 1, capacity needs of CBO members for shade-grown yerba mate cultivation, management and marketing completed.</p> <p>1.8 By the end of year 2, CBOs have developed plan(s) for production and marketing of shade yerba mate being grown by communities in San Rafael.</p> <p>1.9 By the end of year 3, community/CBO representatives (women and men) have received training in numeracy, literacy and basic accounting, to support fair and effective engagement in markets.</p> <p>1.10 By middle of year 3, the CBOs are in direct discussion with private sector buyers concerning their shade yerba mate.</p>	<p>1.2 Capacity assessment report</p> <p>1.3 Business plans</p> <p>1.4 Training course attendance certificates</p> <p>1.5 Minutes of meetings between CBOs and buyers</p>	<p>IPs and <i>campesinos</i> remain committed and interested in the cultivation and marketing of shade yerba mate</p>
<p>2. Shade-grown yerba mate is being grown in 50ha of indigenous peoples' and <i>campesino</i> forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.</p>	<p>2.7 By end of month 9, communities have decided on locations for shade-grown yerba production, and have planted 25 ha.</p> <p>2.8 By end of year 2, 50ha of shade-grown yerba mate have been established (10ha at communities of Arroyo Moroti and Arroyo Claro, 40ha at <i>campesino</i> communities).</p> <p>2.9 From middle of year 2 to end year 3, yerba mate farmers from San Rafael make at least 4 visits to the Ache of Kue Tuvy, for peer-to-peer learning.</p> <p>2.10 By end of year 3, Atlantic Forest endemics and threatened species occur/breed in the shade yerba mate farms. [Building on on-going biodiversity monitoring work being conducted by Guyra, a baseline will be established in year 1; target indicator species will include Helmeted Woodpecker (<i>Dryocopus galeatus</i>)<sup>10</sup> and Saffron toucanet (<i>Pteroglossus bailloni</i>)<sup>11</sup>]</p> <p>2.11 By the end of year 3, indicators of threats in the project area (7,000 ha of forest in the southern part of San Rafael) including timber cutting, marijuana cultivation, encroachment, forest fires and hunting, have reduced to 50% of year 1 baseline.</p> <p>2.12 By the end of year 3, participating communities (3240 people) are between them harvesting and selling shade yerba mate from 50ha of farms (yield in year 3 – the first year of production – is expected to be 2 Tonnes/ha [value \$1000/ha] rising to 4-5 Tonnes/Ha by the time the farms get fully productive) and benefits are being distributed equitably by communities/CBOs under agreed terms.</p>	<p>2.1 Maps and satellite images</p> <p>2.2 On-site farm surveys</p> <p>2.3 Photographic/video diary of visits</p> <p>2.4 Reports on biodiversity surveys</p> <p>2.5 Reports of threat surveys</p> <p>2.6 Farm and sales records kept by the CBO</p> <p>2.7 Report of community wellbeing surveys and/or evidence of infrastructure development</p>	<p>Existing Mbya Guarani mechanisms for distributing benefits equitably across the community are applied to the benefits from shade-grown yerba mate</p>

<sup>10</sup> Listed as Vulnerable because its small population is suspected to have suffered a rapid population reduction owing to the extensive and on-going loss and fragmentation of its habitat.

<sup>11</sup> Classified as Near Threatened because it is suspected to be undergoing moderately rapid population declines owing to habitat loss, hunting and capture for the illegal cagebird trade.

	2.13 By the end of the project, communities are investing the dividend from shade yerba mate in their chosen projects to achieve livelihoods/wellbeing benefits. [Based on consultations, and experience elsewhere, initial priorities are likely to include solar panels for electricity, health care (medicines and transport to clinics) and improved water supplies].		
3. Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.	3.3 By end of year 1, a research and monitoring programme has been established at the demonstration farms to improve knowledge on effective management of shade yerba, which maximises biodiversity value, yerba mate productivity and other ecosystem service benefits. 3.4 By middle of year 3, evidence-based guidelines on shade yerba mate produced and distributed to relevant agencies and other stakeholders, and 2 awareness-raising/lesson-sharing workshops held for 40 staff (government officers, NGOs, CBOs etc.) from across Paraguay's Atlantic Forest region. 3.5 Journal article on factors affecting biodiversity in shade yerba submitted to open access journal by year 3	3.1 Report of research survey and design protocols 3.2 Guidelines document (printed and in PDF form); workshop attendance certificates and evaluation reports 3.3 Confirmation email from journal	Government and other stakeholders are receptive to the research findings and management recommendations from the project, and endorse and support the awareness-raising workshops.
4. Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.	4.3 Government are a key collaborator from day 1, represented on the project Steering Committee, and involved in all key decisions. 4.4 By end of year 3, Itapua State government has in place policy and guidelines concerning biodiversity conservation and the production of shade-grown yerba mate at Atlantic Forests. 4.5 By mid-year 2, Guya Paraguay participate in workshops for the development of the next 5-year strategy of the National Forest Institute, contributing experience and lessons regarding shade yerba mate and forest conservation	4.1 Steering Committee minutes (showing membership and attendance) 4.2 Government policy documents 4.3 Minutes of meeting; papers/presentations contributed by Guyra Paraguay	Government remains committed to conservation of Atlantic Forest and to finding innovative solutions for engaging IPs in protected areas.  Indigenous Peoples communities in other Atlantic forest PAs are interested in learning from the project.

**Activities** (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)

**Output 1: Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established...**

Presentation of the approved project to the communities and local authorities, including description of: objectives, plans and timing, legal constitution, register of documents and list of participating community members

1.1 Production of the legal contract and placing orders with providers of yerba mate seedlings

1.2 Training workshops (on technical aspects of tree care and management; harvesting; processing etc.) for technicians, leaders and members of the indigenous and farmer communities

1.3 Develop participatory community business and enterprise plans, with support from the private sector.

1.4 Training of the communities on farm and business management, focused on marketing and commercialization

1.5 Meetings, negotiation and agreements with the companies committed to and interested in the purchase of the product

**Output 2: Shade-grown yerba mate is being grown in 50ha of indigenous peoples' and *campesino* forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.**

2.1 Visit to the beneficiaries and identification of the sites allocated for production

2.2 Planting of 10 ha of yerba mate in the communities of Arroyo Claro and Arroyo Moroti; 40 ha in the farmer communities

2.3 Exchange visits with the community Aché of Kue Tuvy

2.4 Review and develop biodiversity monitoring protocols (building on existing) and methods for threat monitoring, and establish baselines

2.5 Monitor biodiversity in the parcels of production of yerba mate

2.6 Monitor livelihoods and wellbeing impacts, based on participatory indicators identified at household and/or community level, and against a year 1 baseline

2.7 Monitoring of the forest cover through satellite images; monitor incidences of environmental crimes and other threats

2.8 Develop the process for harvest and sale of organic/shade yerba mate

2.9 Documentation of benefits of the commercialization of yerba mate

**Output 3: Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.**

3.1 Document the approach used for monitoring of biodiversity

3.2 Develop a guidance/manual document about the process of production and commercialization of shade grown yerba mate

3.3 Provide training on shade yerba mate to government technicians and development NGOs working around forest in Itapua

3.4 Publication of articles about the factors that affect biodiversity in the process of production of yerba mate

3.5 Production of a short video on community-based production of shade yerba mate and biodiversity conservation, local livelihoods and indigenous culture, for showing national, regionally and internationally.

**Output 4: Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.**

4.1 Draw up an advocacy and communications plan for different audiences

4.2 Meetings with government authorities to promote the farming of shade grown yerba mate as a market-based approach supporting the conservation of Atlantic Forest biodiversity

4.3 Through provision of information, meetings and proposed text, lobby authorities of the Governorship of Itapúa for the inclusion of the production model of shade grown yerba mate as a state policy to conserve biodiversity

4.4 In line with advocacy plan, provide information to and lobby the National Forestry Institute to have the project's lessons and approach included in the next five year plan (2019-2024)

## Annex 3: Standard Measures

**Table 1. Project Standard Output Measures**

Code No.	Description	Gender of people (if relevant)	Nationality of people (if relevant)	Year 1 Total	Year 2 Total	Year 3 Total	Total to date	Total planned during the project
4C	Number of postgraduate students to receive training		Paraguay	6				
23	Value of resources raised from other sources (e.g., in addition to Darwin funding) for project work		World Land Trust (USA)					

**Table 2 Publications**

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)
Fancy a Mate? Only if shade grown	Magazine	Louise Gardner and James Lowen, June 2016	Woman	English	Luca Bonaccorsi, Cambridge, United Kingdom	<a href="http://www.birdlife.org/americas/news/fancy-mate-only-if-shade-grown">http://www.birdlife.org/americas/news/fancy-mate-only-if-shade-grown</a>
Che Po Jare	Blog	Chance Wilcox, June 2016	Man	USA	Chance Wilcox, U.S. government or the Peace Corps	<a href="https://chancewilcox.wordpress.com/2016/06/07/che-po-jare/">https://chancewilcox.wordpress.com/2016/06/07/che-po-jare/</a>
Oportunidad de pasantía universitaria	Website	Evelyn Brítez, Rodrigo Zárate, Fabiana Benítez, Viviana Rojas, September 2016	Woman	Paraguayan	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/opportunidades-pasantia-en-guyra-paraguay/">http://guyra.org.py/opportunidades-pasantia-en-guyra-paraguay/</a>



Cómo la producción de yerba mate puede colaborar con la conservación del Bosque Atlántico	Website	Evelyn Brítez, September 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/como-la-produccion-de-yerba-mate-puede-colaborar-con-la-conservacion-del-bosque-atlantico/">http://guyra.org.py/como-la-produccion-de-yerba-mate-puede-colaborar-con-la-conservacion-del-bosque-atlantico/</a>
Capacitan a productores de yerba mate bajo sombra	Website	Fabiana Benítez, October 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/capacitan-a-productores-de-yerba-mate-bajo-sombra/">http://guyra.org.py/capacitan-a-productores-de-yerba-mate-bajo-sombra/</a>
Estudiantes apoyarán el monitoreo biológico en la Reserva San Rafael	Website	Evelyn Brítez, Rodrigo Zárate, Viviana Rojas, October 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/estudiantes-apoyaran-el-monitoreo-biologico-y-forestal-en-la-reserva-san-rafael/">http://guyra.org.py/estudiantes-apoyaran-el-monitoreo-biologico-y-forestal-en-la-reserva-san-rafael/</a>
Comunidades de Alto Verá plantarán yerba mate	Newspaper	Rodrigo Zárate, October 2016	Man	Paraguaya n	Paraguay mi país, Argentina	<a href="http://www.paraguaymipais.com.ar/ecologia/comunidades-de-alto-vera-plantaran-yerba-mate/">http://www.paraguaymipais.com.ar/ecologia/comunidades-de-alto-vera-plantaran-yerba-mate/</a>
Proyecto Yerba Mate cuenta con el apoyo del INDI	Website	Evelyn Brítez, November 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/proyecto-yerba-mate-cuenta-con-el-apoyo-del-indi/">http://guyra.org.py/proyecto-yerba-mate-cuenta-con-el-apoyo-del-indi/</a>
Visita a la comunidad Aché de Koetuvy	Facebook Fanpage	Guyra Paraguay, November 2016	-	-	Guyra Paraguay, Asunción	<a href="https://www.facebook.com/permalink.php?story_fbid=1103953553006262&amp;id=153106734757620">https://www.facebook.com/permalink.php?story_fbid=1103953553006262&amp;id=153106734757620</a>
Proyecto Yerba Mate cuenta con el apoyo del INDI	Website	Evelyn Brítez, November 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="https://guyra.org.py/proyecto-yerba-mate-cuenta-con-el-apoyo-del-indi/">https://guyra.org.py/proyecto-yerba-mate-cuenta-con-el-apoyo-del-indi/</a>
Este año, ya se plantaron 17 hectáreas de yerba mate orgánica, bajo sombra	Website	Evelyn Brítez, November 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/este-ano-ya-se-plantaron-17-hectareas-de-yerba-mate-organica-bajo-sombra/">http://guyra.org.py/este-ano-ya-se-plantaron-17-hectareas-de-yerba-mate-organica-bajo-sombra/</a>
Reunión de planificación con estudiantes	Website	Evelyn Brítez, December 2016	Woman	Paraguaya n	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/reunion-de-planificacion-con-estudiantes-de-">http://guyra.org.py/reunion-de-planificacion-con-estudiantes-de-</a>

de Ciencias Agrarias						ciencias-agrarias/
Yerba mate en La Voz de Alto Vera	Website	Daniel Espínola, December 2016	Man	Paraguay	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/yerba-mate-en-la-voz-de-alto-vera/">http://guyra.org.py/yerba-mate-en-la-voz-de-alto-vera/</a>
Relevamiento de datos para proyecto de yerba mate	Website	Daniel Espínola, December 2016	Man	Paraguay	Guyra Paraguay, Asunción	<a href="http://guyra.org.py/relevamiento-de-datos-para-proyecto-de-yerba-mate/">http://guyra.org.py/relevamiento-de-datos-para-proyecto-de-yerba-mate/</a>

**Annex 4 Onwards – supplementary material (optional but encouraged as evidence of project achievement)**

**Checklist for submission**

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> putting the project number in the Subject line.	
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the Subject line.	
<b>Have you included means of verification?</b> You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	
<b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number.	
Have you involved your partners in preparation of the report and named the main contributors	
Have you completed the Project Expenditure table fully?	
Do not include claim forms or other communications with this report.	