

Local economic development through “pro-poor” gorilla tourism in Uganda: REVISED LOGFRAME

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p>Impact: (Max 30 words) Gorilla tourism supports local economic development around Bwindi Forest and mitigates the costs for local people of living with wildlife, thus reducing threats and generating long term support for biodiversity conservation</p>			
<p>Outcome: (Max 30 words) Tourism generates increased benefits for poor people living around Bwindi Forest and thus improves local support for the park and for conservation of gorillas and their habitat.</p>	<p>0.1 By end of project at least 200 people (of which at least 100 women) living in close proximity to the park and subject to human wildlife conflict have successfully sold new or improved, local tourism services/products to at least one group of tourists (against a baseline of zero sales at start of project) with positive feedback received.</p> <p>0.2 By end of the project, tourism-related income to 200 households involved in pilot initiatives has increased by at least 25% against baseline established at start of project</p> <p>0.3 By end of project, at least 200 households report an improved awareness of, and attitude to, conservation in Bwindi Impenetrable National Park against baseline established at start of project</p> <p>0.4 By the end of the project, at least 25% of Gorilla Friendly certified individuals are from the poorest households and are generating new/additional income from sales through tour operators and lodges</p> <p>0.5 By the end of the project, at least 25% of lodges around Bwindi and 25% of tour operators operating in Bwindi are using new products and services from certified individuals from the poorest front-line households</p>	<p>0.1 Tour operator and lodge records of products/services bought (number of services and names and gender of people providing them) triangulated against book keeping records of individuals involved in pilots</p> <p>0.2 Feedback from tour operators, lodges and tourists on quality of products/services and potential for repeat sales</p> <p>0.3 Household surveys at start and end of project; analysis of accounts books of individuals involved in pilots</p> <p>0.4 Household surveys at start and end of project; Numbers of individuals recognized by Gorilla Friendly by receiving “Gorilla Friendly” branded certificates</p> <p>0.5 Analysis of accounts books of individuals involved in pilots triangulated with records of tour operators and lodges</p>	<p>0.1 Viable pro-poor tourism products and services can be identified, developed and taken to market and are profitable for local people.</p> <p>0.2 Attitudes to conservation can be influenced by level of benefits from tourism</p> <p>0.3 Local attitudes are an appropriate indicator of conservation threats</p> <p>0.4 Bwindi continues to attract tourists</p> <p>0.5 Tourists visiting Bwindi are interested in buying local products and services, and sufficient numbers visit to maintain demand</p> <p>0.6 Engagement of the poorest front-line households in the pilot and their successful sale of tourism services/products (training; market access etc) is possible</p>

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<p>Outputs:</p> <p>1. Demand and supply for pro-poor tourism services at Bwindi assessed and matched</p>	<p>1.1 By December 2016 at least 20 tour operators have reported information on type, number, and characteristics of local tourism services that they could market to clients as part of a gorilla safari package.</p> <p>1.2 By January 2017, at least 50 tourists in each of the 5 tourism zones have reported on types and characteristics of tourism products/services they would be interested to buy</p> <p>1.3 By December 2016, at least 50 households in each of the five tourism zones, have provided details on tourism priorities and capacity to engage.</p> <p>1.4 By January 2017 at least 3 new or improved local tourism product/services and product/service providers have been identified and agreed in each tourism zone</p>	<p>1.1 Tour operators survey/consultation internationally and in Uganda</p> <p>1.2 Survey of different types of tourists in lodges in each tourism zone</p> <p>1.3 Household survey at start of project targeting the poorest households in close proximity of park boundary</p> <p>1.4 Narrative report published on project website summarising results of surveys and identifying planned local tourism products/services to be piloted; written a/greements from at least two tour operators to trial new products/services</p>	<p>1.1 Households, tour operators and tourists are willing to participate in this study</p> <p>1.2 Tourists continue to visit each of the 5 tourism areas</p> <p>1.3 Surveys generate the information needed to identify pro-poor tourism pilots</p> <p>1.4 Tourists are interested and willing to pay for local services and products</p>
<p>1. Capacity to produce and sell market-ready tourism products/services developed for at least 200 individuals (at least 100 women) from poorest households</p>	<p>1.1 By March 2017, at least 200 individuals identified (including at least 100 women) with potential to benefit from training</p> <p>1.2 By June 2017 training for first type of pilot initiative completed and in at least one tourism zone</p> <p>1.3 By September 2017 training for first type of initiative completed in all tourism zones</p> <p>1.4 By March 2018 training completed for all initiatives in all zones</p> <p>1.5 By end of project at least 200 individuals (including at least 100 women) demonstrate improved capacity through delivery of marketable tourism products/services</p>	<p>2.1 Hh survey plus outcomes of village meetings</p> <p>2.2 Number of men and women trained in each type of initiative in each tourist zone</p> <p>2.3 Reports from tour operators of trainings delivered, verified by ITFC coordinator and including feedback by local people on the training they received</p> <p>2.4 Existence of new, high quality, marketable, local tourism products and services</p> <p>2.5 Records and feedback from tour operators on local tourism services/products bought with feedback on quality of those services/products</p>	<p>2.1 Suitable trainers can be identified and are willing to deliver training in Bwindi for the timeframes of this project</p> <p>2.2 Local people are willing to be trained and have capacity to benefit from training</p> <p>2.3 This level and type of training can be completed within the timeframes of the project, and builds the capacity required</p> <p>2.6 Engagement of women in these income-generating activities is possible</p> <p>2.7 Previous research (2014) that identified households within 0.5km of the park boundary are the poorest still holds true</p>

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<p>3. "Gorilla-friendly" ecolabel tested in 5 tourism areas around Bwindi</p>	<p>3.1 By April 2017, pro-poor Gorilla Friendly standards for local tourism service provision and products agreed by stakeholders and translated into at least two local languages</p> <p>3.2 By March 2018, conservation training to meet Gorilla Friendly standards delivered to all project participants</p> <p>3.4 By April 2018, Gorilla Friendly standards tested in all of the pilot initiatives</p> <p>3.5 By end of project, Gorilla Friendly standards submitted to Uganda National Bureau of Standards for endorsement</p> <p>3.6 By end of project, recognition by WFEN of at least one pilot products/service that meets Gorilla Friendly standards</p>	<p>3.1 Gorilla Friendly standards agreed by stakeholders</p> <p>3.2 Gorilla Friendly standards are officially submitted to Uganda National Bureau of Standards for endorsement</p> <p>3.3 PDFs of local language versions of standards produced, and number printed and distributed</p> <p>3.4 Report on implementation and testing of standard written up as a journal article and submitted</p> <p>3.5 WFEN Gorilla Friendly website listing Gorilla Friendly certified products and operations</p> <p>3.6 Reports from pilot strategies owners/beneficiaries</p>	<p>3.1 The standards are relevant for the types of local initiatives developed</p> <p>3.2 Tour operators and lodge owners are willing to use and promote the ecolabel</p> <p>3.3 Regulatory bodies within Uganda continue to be supportive of the standards initiative</p> <p>3.4 Local people are willing to participate in the Gorilla Friendly Standards</p>
<p>4. Viable and profitable local tourism products and services successfully marketed to tour operators and tourists in tourism zones around Bwindi, and experience shared internationally</p>	<p>4.1 By June 2017 at least one pilot initiative in at least one tourism zone used by tourists</p> <p>4.2 By March 2018 at least 200 frontline local people (including at least 100 women) in all tourism areas around Bwindi are earning regular income from provision of tourism</p> <p>4.3 By December 2018 at least two international and two Ugandan tour operators promoting pilot initiatives as part of Bwindi packages (against pre-project baseline of zero)</p> <p>4.4 By end of project results of local tourism pilot initiatives shared with tour operators across Uganda and internationally</p>	<p>4.1 Project reports including feedback from tour operators and tourists</p> <p>4.2 Reports from TOs triangulated against accounts kept by local tourism providers</p> <p>4.3. HH income surveys at beginning and end of project</p> <p>4.3 Inclusion of new products in tour operators brochures</p> <p>4.4 Report of project workshop to disseminate results published on project website.</p> <p>4.5 Presentation at World Travel Market 2018</p>	<p>1.1 Local services and products exist that can be marketed to tourists</p> <p>1.2 Tour operators remain committed to being engaged with this project during the pilot stage</p> <p>1.3 Community leaders are supportive of the pilot</p> <p>1.4 Local people are able to meet the demand for the products/services given other pressures</p>

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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)			
Cross cutting:			
0.1 Project Inception meeting			
Output 1: Demand and supply assessed and matched			
1.1 Email/telephone survey of Ugandan and international tour operators to capture perspectives of types and characteristics of local tourism services with market potential			
1.2 Workshop with Uganda tour operators to confirm selection of tourism services and to identify potential providers of training from within existing staff (or external trainers if no existing expertise or available resources internally)			
1.3 Scoping visit to Bwindi to assess existing supply of local services and meet key stakeholders (community tourism associations, village officials, UWA rangers; lodge owners)			
1.4 Survey of tourists in lodges in each of the 5 tourism zones			
1.5 Identification and mapping of households within from the park boundary			
1.6 Survey of households to determine baseline information on income, benefits from tourism and attitudes to conservation and also to explore potential interest/capacity in developing new pro-poor tourism services. Survey will identify any pre-existing data already collected by IGCP, ITFC and others, and fill gaps as needed			
1.7 Project team meeting to review results of surveys and agree set of four of five initiatives to take forward.			
Output 2: Capacity development			
2.1 Local meetings with villages in the tourism zones to agree short list of pro-poor tourism initiatives to be developed and identify individuals to be trained			
2.2 Briefings by project team with trainers identified in 1.2			
2.3 Trainings delivered activity by activity, tourism zone by tourism zone			
2.4 Regular meetings of project team with tour operators and trainers to review progress and adapt training as required			
Output 3: Development and testing of pro-poor “Gorilla Friendly” ecolabel			
3.1 Meeting with project partners and stakeholders to confirm the adaptation of Wildlife Friendly™ ecolabel standards to be inclusive of pro-poor objectives in the emerging species-specific “Gorilla Friendly” ecolabel standards for community products and services, as well as “Gorilla Friendly” branded certificates for those that received training under this project			
3.2 Development and printing of locally-relevant outreach materials in at least two local languages.			
3.3 Conservation training and outreach to pilot strategies including distribution of outreach materials.			
3.4 Preparation and submission of certification applications, conducting ‘audits’ of standards as necessary, from each pilot strategies (testing).			
3.5 Report back the results of the certification testing, adjustments suggested, and reward those receiving the ecolabel with the rights to use the ecolabel to promote their products/ services.			
3.6 Promotion of certified products/ services.			
3.7 Submission of ecolabel standards to UNBoS for endorsement.			
Output 4: Local “ gorilla friendly” tourism successfully marketed and generating conservation and poverty benefits			
4.1 Tour operators introduce tourists in one tourism zone to pro-poor tourism pilots and collect feedback from tourists			
4.2 Adjustment of pilot initiatives in all zones in response to feedback			

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4.3 Tour operators introduce tourists to pro-poor tourism pilots across all tourism zones 4.4 Promotion via Responsible Travel and tour operators brochures 4.5 Presentation at World Travel Market 4.6 End of project household survey to assess changes in income and attitudes compared to start of project 4.7 Workshop with UTB, UATO and UWA to highlight lessons learned and explore potential for roll out to other national parks in Uganda 4.8 Production of final report including results of, and methodology for, determining changes in income and attitudes			