Department
for Environment
Food & Rural Affairs

Submit by Tuesday 1 December 2015

DARWIN INITIATIVE APPLICATION FOR GRANT FOR ROUND 22: STAGE 2

Please read the Guidance Notes before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required.

Information to be extracted to the database is highlighted blue. Blank cells may render your application ineligible

ELIGIBILITY

1. Name and address of organisation

(NB: Notification of results will be by email to the Project Leader in Question 6)

Applicant Organisation Name:	**IIED**
Address:	**80-86 Grays Inn Road**
City and Postcode:	**London WC1X 8NH**
Country:	**UK**
Email:	
Phone:	

2. Stage 1 reference and Project title

Stage 1 Ref: 3287	**Title (max 10 words):** Local economic development through "pro-poor" gorilla tourism in Uganda

3. Project description (not exceeding 50 words)

(max 50 words)

This project will work with local people and established tour operators to develop and test new "pro-poor" tourism services that have the potential to increase local revenue from tourism around Bwindi Forest in Uganda, thus contributing to poverty alleviation, improving local peoples' attitudes to conservation and reducing threats to gorillas.

4. Country(ies)

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

Country 1: Uganda	**Country 2:**
Country 3:	**Country 4:**

5. Project dates, and budget summary

Start date: 01.04.2016		**End date:31.3.3019**		**Duration: 3 years**	
Darwin request	**2016/17** **£99,936**	**2017/18** **£126,324**	**2018/19** **£105,614**	**Total request** **£331, 874**	
Proposed (confirmed & unconfirmed) matched funding as % of total Project cost					**20%**
Are you applying for DFID or Defra funding? (Note you **cannot** apply for both)		DFID			

6. Partners in project. Please provide details of the partners in this project and provide a CV for the individuals listed. You may copy and paste this table if necessary.

Details	Project Leader	Project Partner 1	Project Partner 2
Surname	Roe	Goodwin	Bitariho
Forename (s)	Dilys	Harold	Robert
Post held	Team Leader	Director	Director
Organisation (if different to above)	IIED	Responsible Tourism Partnership	Institute for Tropical Forest Conservation
Department	Natural Resources Group	NA	NA
Telephone			
Email			

Details	Project Partner 3	Project Partner 4	Project Partner 5
Surname	Masozera	Telfer	Nganga
Forename (s)	Anna Behm	John	Andrew
Post held	Director	Product Director	Group Manager
Organisation (if different to above)	International Gorilla Conservation Programme	Explore Worldwide	Great Lakes Safaris
Department			
Telephone			
Email			

Details	Project Partner 6	Project Partner 7	Project Partner 8	Project Partner 9
Surname	Segal	Gateja	Skinner	Devenish
Forename (s)	Gary	Sanaa	Richard	Megan
Post held	Group General Manager	Founder	Operations Director	Product and Responsible Tourism Manager
Organisation (if different to above)	Wild Places	Kewtu Africa	Responsible Travel	Exodus Travels
Department				
Telephone				
Email				

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

Reference No	Project Leader	Title
EIDPO047	Dilys Roe	NBSAPS 2.0 From Policy to Practice
20-010	Phil Franks	Social Assessment of Protected Areas
20 - 015	Essam Mohammed	Economic incentives to conserve Hilsa fish (Tenualosa Ilisha) in Bangladesh
19-023	Steve Bass	NBSAPs 2.0: Mainstreaming biodiversity and development
19-013	Phil Franks	Research to Policy: building capacity for conservation through poverty alleviation
18-012	Maryanne Grieg-Gran	Paying local communities for ecosystem services: The Chimpanzee Conservation Corridor

8a. **If you answered 'NO' to Question 7 please complete Question 8a, b and c.**

If you answered 'YES', please go to Question 9 (and delete the boxes for Q8a, 8b and 8c)

8b. DO NOT COMPLETE IF YOU ANSWERED 'YES' TO QUESTION 7.

Provide detail of 3 contracts/awards held by your organisation that demonstrate your credibility as an organisation and provide track record relevant to the project proposed. These contracts/awards should have been held in the last 5 years and be of a similar size to the grant requested in your Darwin application.

8c. DO NOT COMPLETE IF YOU ANSWERED 'YES' TO QUESTION 7.

Describe briefly the aims, activities and achievements of your organisation. (Large organisations please note that this should describe your unit or department)

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

Lead institution and website: **IIED** **www.iied.org**	**Details (including roles and responsibilities and capacity to lead the project): (max 200 words)**
	IIED is an international, independent policy research institute working for a more sustainable and equitable global environment. IIED works globally through a wide range of long-standing relationships with partners across the developing world. Its partnerships generate close working relations with many key development actors at the grass roots, national and international level. This emphasis on collaboration with partners and networks enable IIED to link local development priorities to national and international policy making. **Dilys Roe** leads IIED's biodiversity team and was the project leader on an earlier Darwin project (19-013) on which this new initiative builds, and is a current project leader on one Darwin Post-Project (EIDPO047) and one IWT Fund project (IWT001). Dilys also previously worked with Harold Goodwin (Responsible Tourism Partnership) on a series of projects related to pro-poor tourism. As **Project Leader** for this project, Dilys will coordinate and oversee delivery of the project outputs to time and budget. IIED will sub-contract **Julia Baker** – a long term partner on IIED's Darwin and IWT Fund projects – to provide technical support to ITFC for the research component of the project.
Have you included a Letter of Support from this institution?	Yes

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
Responsible Tourism Partnership **http://responsibletourismpartnership.org/**	The Responsible Tourism Partnership (RTP) works to support the development of more responsible forms of tourism, using a partnership approach to develop mutually beneficial relationships between tourists and tourism businesses in originating markets and communities, governments and tourism businesses in destinations. Harold Goodwin, one of the directors of RTP co-chairs the series of international conferences on Responsible Tourism in Destinations and is also the Responsible Tourism Advisor for the World Travel Market's (WTM) trade shows in London, Cape Town, Dubai and Sao Paulo Over 2000 industry professionals participate in the Responsible Tourism programme at WTM in London each November. Harold Goodwin and Peter Nizette will lead on the product development, supply and demand matching and marketing of the local tourism initiatives planned in the proposal. Peter and Harold have worked together in similar initiatives in The Gambia, Rwanda, Bulgaria, Peru and Slovenia, Peter has worked extensively in Uganda, Rwanda, Kenya, South Africa, Botswana, Namibia and Ghana and Harold has worked in South Africa, Tanzania and Swaziland. The Responsible Tourism Partnership maintains the website www.propoortourism.info and is currently developing cost effective and robust methodologies for measuring and reporting on the economic, social and environmental impacts of tourism in communities. Harold worked with Dilys Roe and IIED as part of the DFID funded Pro-Poor Tourism Partnership.
Have you included a Letter of Support from this institution?	Yes

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
Institute for Tropical Forest Conservation http://itfc.must.ac.ug/	ITFC is a Ugandan research institution located in Bwindi Impenetrable National Park, with over 20 years of experience in research and monitoring for tropical forest conservation and with increasing expertise in socio-economic studies. The institute is affiliated to Mbarara University of Science and Technology (MUST). ITFC undertakes a range of biological and socio-economic research aimed at addressing key conservation challenges in the region. ITFC already has a well-established partnership with IIED and with Dilys Roe and Julia Baker personally, having been the lead researchers in the earlier Darwin project and also working with IIED on work funded by the Arcus Foundation. Dr Medard Twinamatsiko is the chief social scientist at ITFC and will lead on the field research components of the project including baseline and follow up household surveys with communities, surveys of tourists, supporting the village meetings etc. Medard will also liaise with the Uganda Wildlife Authority's Chief Warden and Community Warden of Bwindi, ensuring they are engaged with the project. ITFC's local field assistants, including those who worked on the previous Darwin project, will assist in the field-based components.

Have you included a Letter of Support from this institution?	Yes

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
International Gorilla Conservation Programme www.igcp.org	IGCP is a regional coalition programme of Fauna & Flora International and WWF with a mission to conserve the critically-endangered mountain gorillas and their habitat through partnering with key stakeholders while significantly contributing to sustainable livelihood development. Over the decades, IGCP has mobilized financial and technical support for government and civil society in Uganda to develop regulated tourism based on mountain gorillas, conservation enterprise, and private-community partnerships. Since 2012, IGCP has partnered with Wildlife Friendly Enterprise Network (WFEN; wildlifefriendly.org) to initiate a "Gorilla Friendly" ecolabel and certification scheme for the major actors in mountain gorilla tourism. The emerging ecolabel will distinguish those entities or enterprises which use best practice, from those that do not, providing reassurance to the consumer and ultimately incentivising best practice leading to improved outcomes for conservation and livelihoods. **Anna Behm Masozera**, IGCP's director, will oversee project implementation by IGCP and ensure synergies in IGCP's work with stakeholders throughout mountain gorilla range. **Marie Salvatrice Musabyeyezu**, IGCP's regional tourism specialist, will oversee the alignment of emerging "Gorilla Friendly" product standards to pro-poor objectives through to testing and refinement of the ecolabel standards with pilot enterprises. Ms Musabyeyezu will receive technical support from Julie Stein, executive director of WFEN.

Have you included a Letter of Support from this institution?	Yes (plus additional letter from WFEN)

Partner Name and website where available:	Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)
Explore Worldwide **https://www.explore.co.uk/**	Explore Worldwide is a UK-based tour operator which specialises in small group adventure holidays including to Bwindi. Explore will review the potential pro-poor tourism initiatives developed by the project team and help produce a short list suitable for piloting. Explore will ensure that the groups it sends to Bwindi test the pilot initiatives, provide feedback and assist with fine tuning. Explore operates in partnership with Great Lakes Safaris and will encourage them to also engage other operators with whom they work.
Have you included a Letter of Support from this institution?	Yes

Partner Name and website where available:	
Great Lakes Safaris **http://safari-uganda.com/** **www.ugandalodges.com** **Representing our Uganda Lodges collection** **www.cultural-safaris.com** **Uganda safaris focused on cultural interaction and community-based tourism**	Great Lakes Safaris is a fully integrated ground operator, tour operator and owns a small network of lodges in Uganda. It is the preferred ground handler for one of our project partners, Explore – and has worked with them with integrity for many years. Great Lakes Safaris is highly conscious of the need to protect the natural environment and valuable cultural heritage. We have therefore initiated a number of projects, to maximize the benefits tourism can bring to local communities. One of these projects is the cooperation with a local family in Nshenyi Village, where guests can learn more about the culture of the different tribes and interact with the local people. A visit will support community based initiatives, varying from the construction of schools to the supply of clean drinking water and the making of traditional handicrafts. Amos Masaba Wekesa, is the founder of Great Lakes Safaris and Uganda Lodges Limited, and known personally by Peter Nizette. Amos and his General Manager Andrew Nganga have pledged to work closely with the team to achieve the planned outcomes – as part of their overarching mission to do good for communities and livelihoods.
Have you included a Letter of Support from this institution?	Yes

Partner Name and website where available: **Kwetu Africa** http://www.sanaa-artwear.com/about	Sanaa Gateja is the founder of Kwetu Africa Art and Development Centre based in Lubowa, Kampala, Uganda. He started the centre 22 years ago to research, innovate, and create art using easily available materials. He trains mainly rural communities in skills using art to fight poverty. One of his unique contributions is the innovation of recycling paper into beads in 1990 at his Kwetu Africa Studio Kilembe in Western Uganda. The paper beads have spread throughout East African communities providing a livelihood to as many as 50,000 especially women and youth.
	Sanaa is an artist with an extraordinary attitude and relationship with material he uses as painter, designer, teacher and innovator. Sanaa is recognised for his contribution to poverty alleviation by promoting the art of beads from recycled paper among women communities in Uganda. He is London trained; at the Covent Garden School of Arts, and has exhibited extensively across Europe , The USA and the EAC.
	Sanaa will lead on the delivery of handicrafts training – particularly working with women – on beads, carvings, fabrics and sculptures..
Have you included a Letter of Support from this institution?	Yes

| Partner Name and website where available:

Wild Places and Uganda Safari Company

http://www.wildplacesafrica.com/about-us/our-team/

http://safariuganda.com/about-us/community-conservation/ | Wild Places owns and operates 4 lodges in Uganda operating for many decades owned and run by local Ugandans. It also owns and operates the ground operator Uganda Safari Company.

At Bwindi, specifically near to three of the five target communities, Wild Places operates one of the highest regarded lodges in the country. Clouds Mountain Gorilla Lodge is a conservation project in itself. It is in fact owned by the community of Nkuringo, but designed, built and managed by Wild Places. The community earns a significant share of the revenue and there are many spin-off benefits from these earnings.

At the Uganda Safari Company, we feel strongly that safaris can be about a lot more than looking at animals and stunning scenery. We have years of hands-on experience behind the scenes, ensuring the safety and security of wildlife and their natural habitat. We know the people – the champions of the wild, so to speak – who work tirelessly at conservation, and we work alongside them. We also work with the communities who have managed to change their ways and adopt strategies to live harmoniously on the edge of parks and reserves. In our minds, they, too, are considered champions.

Gary Segal is the Group General Manager and will take, personal, charge of all Wild Places and Uganda Safari Company participation in this project. Gary's 18 years experience in hospitality ranges from some of the busiest kitchens to the most remote locations in Africa. Originally a qualified chef and safari guide, Gary is determined and passionate, loves to exceed guests' expectations and has worked in Botswana, South Africa, Mozambique and Uganda. |
|---|---|

Have you included a Letter of Support from this institution?	Yes

| Partner Name and website where available:

Responsible Travel www.responsibletravel.com | **Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)**

Responsible Travel is an online travel agent, co-founded by Harold Goodwin, that promotes holidays and initiatives that meet their criteria for responsible tourism. Responsible Travel goes beyond the activities of regular travel agents and partners with NGOs and academic institutes to lobby for increased social and environmental responsibility with the travel industries. As part of this it sponsors annual Responsible Travel awards at the World Travel Market and actively promotes small scale, local initiatives.

Led by Richard Skinner, Responsible Travel will raise awareness of the new pro-poor tourism services through its online platform (responsibletravel.com) and market the tours that are using these services. |
|---|---|

Have you included a Letter of Support from this institution?	Yes

10. Key Project personnel

Please identify the key project personnel on this project, their role and what % of their time they will be working on the project. Please provide 1 page CVs for these staff, or a 1 page job description or Terms of Reference for roles yet to be filled. Please include more rows where necessary.

Name (First name, surname)	Role	Organisation	% time on project	1 page CV or job description attached?
Dilys Roe	Project Leader	IIED	12	Yes
Harold Goodwin	Pro-Poor Tourism Specialist and coordination with tour operators	Responsible Tourism Partnership	15	Yes
Peter Nizette	Pro-Poor Tourism Specialist and coordination with tour operators	Responsible Tourism Partnership	15	Yes
Medard Twinamatsiko	Research Lead	ITFC	50	Yes
Salvatrice Musabyeyezu	Gorilla Friendly Standard training and testing	IGCP	10	Yes
Sanaa Gateja	Handicrafts training	Kwetu Africa	10	Yes
TBD	Training in guiding, health and safety, book keeping (to be determined during project		20	No - job descriptions will depend on the products/services to be developed

11. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of biodiversity and (essential for DFID projects) its relationship with poverty. For example, what are the drivers of loss of biodiversity that the project will attempt to address? Why are they relevant, for whom? How did you identify these problems?

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

(Max 300 words)

Tourism in Uganda is critical for generating revenue for conservation of Mountain Gorillas and other species and habitats. At Bwindi Impenetrable National Park in Southwest Uganda, tourist numbers have increased from 1300 per annum in 1993 to around 20,000 today. International tourists pay $600 per head to track gorillas. Local people living around the forest receive $10 per gorilla permit sold plus 20% of the $40 park entry fees in recognition of the importance of their support for conservation. Research from our previous Darwin project (19-013) revealed, however, that local people have a negative attitude towards the park and towards conservation. This is driven by the fact that they suffer significant costs – in the form of crop raiding and other human-wildlife conflicts - but receive only limited benefits – the revenue from the park is unevenly distributed and not targeted at those who bear the costs, and there are few conservation or tourism jobs open to local people. Benefits from tourism are also limited due to poor quality handicrafts which attract limited sales; scruffy presentation of community-based enterprises (which deters tourists); and low levels of skills development to improve job prospects or enterprise opportunities. The net result of all this is that, despite Bwindi being a top tourist attraction, local economic development has been extremely limited, relationships between local people and the park and park authority are poor, and poaching, snaring and other forms of illegal resource use continue. Indeed, local communities explicitly identified the lack of tourism benefits as a driver of illegal incursions to the park   This poses a significant threat to the park and to the long term conservation of the Mountain Gorilla. Furthermore, it represents a missed opportunity for harnessing tourism as an engine for local economic development in this remote rural area of Uganda.

12. Biodiversity Conventions, Treaties and Agreements

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

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

12b. Biodiversity Conventions

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

(Max 200 words) (175)

The CBD has long recognised the link between tourism, biodiversity conservation and economic development. At CoP 5 in 2000, Decision V/25 recognized the importance of tourism for social and economic development at local, national and regional levels while at the most recent CoP in 2014, Decision XII/11 recognizes the ongoing relevance of the CBD Guidelines on Biodiversity and Tourism Development. This project directly supports the CBD's programme on tourism and the implementation of its Guidelines.

More broadly the project contributes to many decisions taken over the years which emphasise the need to link biodiversity conservation with poverty alleviation including, of recent relevance:

- Decision X/31 that encourages parties to 'support initiatives on the role of protected areas in poverty alleviation'
- Decision XI/22 that encourages parties to "promote biodiversity and development projects that empower poor and vulnerable people, particularly women and indigenous and local communities, for sustainable development and poverty eradication"

Beyond the CBD the project also supports the Convention on Migratory Species' Gorilla

Agreement that urges that conservation practice accounts for 'sustainable development of local communities'.

12c. Is any liaison proposed with the CBD/ABS/ITPGRFA/CITES focal point in the host country?

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

IIED and ITFC have an on-going strong relationship with Aggrey Rwetsiba, who is the CDB Focal Point for Uganda. Aggrey is the Monitoring and Research Coordinator for the Uganda Wildlife Authority (UWA), and a member of the project team for IIED's current IWT-funded project working with Dilys Roe and Julia Baker. Aggrey was also engaged with IIED's previous Darwin project (19-013) with ITFC, on which this project builds.

This project has been discussed with Aggrey, who expressed particular interest in our testing of propoor tourism services and sharing lessons from this project with other national parks in Uganda. An additional letter of support is provided from UWA in this respect.

13. Methodology

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

(Max 500 words)

This project builds on previous experience of the partners in designing and implementing strategies for "pro-poor tourism"[1]. We will work with tour operators to develop and test local tourism initiatives that add value to the typical 2-night gorilla tracking package. Key steps include:

1: Scope demand
1) Consult with outbound (source market) and inbound (Uganda-based) tour operators to clarify demand for local tourism products and services around Bwindi – including types of services/products, their characteristics (price, quantity, quality); and the likely number of tourists demanding such services.
2) Triangulate by surveying different types of tourists at lodges around Bwindi to explore interest in different types of local services/products.

Based on previous experience and informal consultation with tour operators we anticipate that the products and services identified would include guided tours (around villages and farms); food experiences; cultural performances, and improved handicrafts.

2: Assess supply
Conduct a household survey in each of the 5 tourist zones to identify: current benefits from tourism, current attitudes to conservation; interest (and potential capacity and constraints) in engaging with tourism. Based on previous Darwin research we know that the poorest households around Bwindi live in close proximity to the park and those are where we will target our survey.

3: Match supply and demand
Convene a workshop to share results of the research with tour operators; agree the most viable products/services; identify quality criteria to make the products/services marketable via the tour

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[1] See for example: Ashley C, Roe D, Goodwin H (2001) Pro-poor Tourism Strategies: Making Tourism Work for the Poor ODI,CfRT,IIED; Goodwin H et al (2002) Harnessing Tourism for Poverty Elimination: A Blueprint from the Gambia, NRI Report No: 2693 Bah A & Goodwin H (2010)Improving Access for the Informal Sector to Tourism in The Gambia Pro-Poor Tourism, London; Goodwin H & Boekold (2010) *Beyond Fair Trade - enhancing the livelihoods of coffee farmers in Tanzania* Chap 12, pp 181-196 in Jolliffe L Coffee Culture, Destinations and Tourism Channel View Publications, Clevedon

operators; identify key sources of product/service development training.

4: Build capacity to meet demand
1) Work with the guides, performers and handicraft makers identified above to deliver a series of trainings to up to 50 individuals (at least 50% women) in each tourist zone. Training will include product/service development as well as book-keeping; food hygiene; health and safety; conservation awareness.

2) Adapt the emerging "Gorilla Friendly" enterprise standards to individual service providers (like the UK Scheme for Blue Badge Tourist Guides). The standards will be translated into a format easily understood at the local level and tested on the pilot products and services initiated under the project.

5: Pilot, test and rollout
The training for each local tourism product/service will be undertaken initially in one tourism zone. Tour operator partners will include the new products/services in the Bwindi packages that they offer to tourists and collect feedback. The products/services will then be further refined and training rolled out to the other tourist zones. Tour operator partners will continue to market the new products/services to their clients. The project team will share lessons learnt with other tour operators in Uganda at a workshop, and internationally.

Roles
IIED will coordinate the project and work with RTP to design the fieldwork, which will be undertaken by ITFC. RTP will lead the design of tourism services coordinating with tour operators. IGCP will lead the integration of certificates for those receiving training, as part of testing and further development of the "Gorilla Friendly" ecolabel. Responsible Travel will lead the international marketing.

14. Change Expected
Detail the expected changes this work will deliver. You should identify what will change and who will benefit a) in the short-term and b) in the long-term.
- If you are applying for Defra funding this should specifically focus on the changes expected for biodiversity conservation and its sustainable use.
- If you are applying for DFID funding you should in addition refer to how the project will contribute to reducing poverty. Q15 provides more space for elaboration on this.

(Max 300 words)

In the immediate term this project will bring improved and new livelihood benefits from tourism to up to 250 individuals and households involved in piloting the local tourism products/services. Local women and men, especially those who are currently marginalized from receiving tourism benefits, will acquire the necessary skills to offer quality tourism services and products to international tourists and to manage basic enterprises. Based on experience in developing and implementing similar initiatives, resulting benefits will be in the form of: increased income; increased entrepreneurial capacity; reinforced cultural traditions and pride; and improved social status.

In the medium term, by explicitly linking the delivery of benefits from a vibrant tourism industry based on a healthy population of Mountain Gorillas to front-line, marginalized communities, the project will improve local attitudes to conservation and hence reduce threats to the park[2]. Benefits from tourism will also help to mitigate the costs local people face from living alongside wildlife.

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[2] Based on the finding by Blomley et al (2010) Development and Gorillas; success of many ICD interventions was in large part due to the fact that beneficiaries made the link between Park conservation and the ICD -hence the significant importance of making these linkages explicit

In the longer term, project beneficiaries will extend beyond the households targeted by the project as the successful approaches are replicated by others and become integrated into standard tourism packages. Rural areas around Bwindi Forest will support sustainable local economic development which maximises the contribution from tourism as opposed to simply existing alongside it. The project will change the way tour operators view local communities – as a source of new, quality, tourism experiences that improve the packages they market to their clients. Uganda Tourism Board, the Association of Ugandan Tour Operators and Uganda Hotel Owners Association will view local communities as key partners in national tourism development. It will also change the way some within Uganda Wildlife Authority view local people - from a continuing threat, to active partners in conservation and key to the long-term survival of the Mountain Gorilla.

15. Pathway to poverty alleviation – ESSENTIAL FOR DFID PROJECTS, OPTIONAL FOR DEFRA PROJECTS

Please describe how your project will benefit poor people living in low-income countries. Give details of who will benefit and the number of beneficiaries expected to be impacted by your project. The number of communities is insufficient detail – number of households should be the largest unit used. If possible, indicate the number of women who will be impacted.

(Max 300 words)

There are 101 villages along Bwindi's boundary representing approximately 70,000 people, of whom approx. 1000 are from the indigenous – and politically marginalised – Batwa ethnic group. Under UWA's Revenue Sharing Guidelines, all should receive a share of the income that UWA raises from park entrance fees and gorilla tracking permits. The total amount of revenue is, however, limited. In 1996, 76,000,000 UGX (GBP 19,000) was disbursed, rising to UGX 662,000,000 (GBP 165,500) in 2012, and reducing to UGX 500,000,000 (GBP125,000) in 2013 and 2014. In addition to this revenue, a survey of 23 tourism lodges around Bwindi conducted by IIED and IGCP in 2015 estimated that only 450 local people (and mostly male) are employed in tourism. Overall, therefore, benefits to poor people from tourism are currently very low.

This project will pilot the development and marketing of new and improved local tourism products and services with 200-250 individuals (up to 50 in each of the 5 tourism zone) of which at least 50% will be women. These individuals will benefit from new and increased skills enabling them to sell services and products to tourists, thus increasing their income. With an average household size of 4.5 people/hh, this increased income will directly support 1,125 people. They will also benefit from working relations with tour operators that will set the foundation for sustaining this initiative (and the benefits to poor households) in the long-term.

Higher household income is likely to have knock-on effects for other dimensions of local livelihoods including increased access to education and to healthcare. Furthermore, our focus on the poorest households will help reduce the gap between richer and poorer segments of the community thus enhancing equity.

16. Exit strategy

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

(Max 200 words)

By the end of the project, the individual women and men involved in the pilot initiatives will have the capacity to continue to provide tourism services independent of continued support. They will also have established strong links with tour operators and, as some of their training is likely to be delivered by employees of the tour operators, good working relations with these individuals for long-term collaboration.

During the project, the tour operators will incorporate the local services into the packages that they offer tourists. Thus by project end, they will already be marketing the services to tourists planning to visit Bwindi after the project is complete.

From delivering the training to local people themselves, tour operator partners will have a 'training package' ready to roll-out to other individuals to meet increasing, or changing, demand, to other local communities around Bwindi and to other national parks. Furthermore, we will develop and translate training manuals that can be used by other tour operators to develop similar tourism services.

Both ITFC and IGCP have longstanding and on-going programmes of work in the area, as do the tour operator partners.. ITFC will promote the local tourism initiatives to its visitors and IGCP will continue to support the roll- out of the pro-poor, "Gorilla Friendly" ecolabel. Wild Places owns the upmarket Clouds Lodge in Nkuringo and an existing commitment to community development which will extend to incorporate ongoing support to these new initiatives.

17a. Harmonisation
Is this a new initiative or a development of existing work (funded through any source)? Please give details (Max 200 words)

This is a new initiative that builds on previous work.
1) IIED and ITFC collaborated on the Research to Policy project, one of the key findings of which was that people who live around Bwindi Impenetrable National Park feel that they do not benefit sufficiently from conservation and, specifically from tourism. This feeling of "unfairness" was identified as being as important a driver of illegal activities as poverty.
2) IGCP has been involved in tourism development within and around Bwindi since 1991, and has supported the initiation of regulated tourism based on mountain gorillas, many community-based enterprises including beekeeping and handicrafts, community owned and operated campsites, and community owned and privately operated Clouds Mountain Gorilla Lodge, cultural tourism products like the Buniga Forest Walk and others. IGCP will contribute and absorb lessons learned into future interventions in Bwindi, and throughout the mountain gorilla range. IGCP will continue to work with WFEN in the development of an ecolabel for parks, tour operators and hotels throughout the region. This project would add in a "pro-poor" aspects to that initiative, and develop the standards for community products and services.

17b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work?   Yes
If yes, please give details explaining similarities and differences explaining how your work will be additional to tis work and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits.

One of our RTP Team members, Peter Nizette, has specific and recent work experience in the project area. He has worked intensively in and around three of the five tourism zones Rushaga, Ruguburi and Nkuringo, to scope out a, possible, future project for and on behalf of the UN-ITC in Geneva. The project is much more ambitious in scope than this Darwin-funded project but should it be successful in obtaining funding it will reinforce the sustainability of this project's outcomes.

18. Ethics

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

(Max 300 words)

IIED has developed a statement on research ethics (http://pubs.iied.org/G03763.html) and has articulated a set of ethical principles that we apply to different elements of our work including: research design; Choosing methods; Working with research partners; Working with policy partners; Publishing and communicating. Our principles are in line with the Darwin Initiative's principles and include:
- Quality and objectivity
- Transparency
- Confidentiality
- Free, prior and informed consent
- Respect for all
- Only conducting research whose aim and purpose is for a fairer, more sustainable world
- Participation
- Transparency about level of independence or partiality
- Fairly distributed costs and benefits
- Avoidance of harm
- Multiple accountabilities
- Only conducting research that supports action and brings positive change

These principles will be applied to this project to ensure our research process involves partnership and empowerment, and produces results that contribute to positive social and environmental change. Our partnership with Responsible Tourism will also ensure that the services that are developed and marketed are also ethical as they will need to comply with RTs standards with regard to environmental and social impacts.

19. Raising awareness of the potential worth of biodiversity

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

(Max 300 words) [264]

One of the key objectives of this project is to increase tourism spending in communities around Bwindi Impenetrable National Park by 1) increasing the number of community-based small-scale initiatives that can complement the traditional two-night, in and out, gorrilla-tracking visit; 2) by increasing the quality and accessibility of handicrafts that are available for tourists to buy; 3) and by increasing the skills and capacity of local people so that they are better able to offer tourism services of the type and quality demanded by international tourists.

Our main audiences are: 1) tour operators who bring visitors to Bwindi and need to be aware of, and have confidence in, local enterprises in order to incorporate these into their clients' itineraries; 2) Uganda Wildlife Authority and lodge owners/managers who needs to provide improved access to handicraft suppliers at their information points where tourists gather for pre-tracking briefings; 3) tourists who visit Bwindi and may be interested in engaging in activities which have a specific objectives of benefitting local poor people; 4 employers in the tourism sector. To reach these audiences we plan to:
1) Convene a workshop in Kampala with the Uganda Tourist Board, Association of Uganda Tour Operators and Uganda Hotel Owners Association to showcase the new tourism initiatives developed and to highlight the feedback on these initiatives from the tour operators (and tourists) participating in this project. Flyers promoting each of the

new initiatives will be distributed at this meeting and through UTBs, AUTO and RTP's networks.

2) Organise one-to-one meetings with UWA and lodge staff in each of the tourism zones and provide samples of improved handicrafts.

3) Produce posters and flyers for display at tourist lodges that describe the current poverty situation around Bwindi and the objectives of the project.

4) Promote the new tourism services and the Gorilla-Friendly eco-label internationally via ResposibleTravel.com and through presentations as part of the Responsible Tourism Programme at the World Travel Market

In addition we will target a broader international audience - including tour operators, lodge owners, PA managers and researchers - with an interest in applying some of the lessons learned to different contexts through the wide dissemination of an IIED research report, blogs and briefing papers.

20. Capacity building

If your project will support capacity building at institutional or individual levels, please provide details of what form this will take and how this capacity will be secured for the future.

(Max 300 words)

Capacity building is at the heart of this project. Tailored training will be provided to up to 250 individuals (representing up to 250 households) to help build their entrepreneurial, technical and administrative capacity to develop, manage and market viable and profitable local tourism products and services. The training delivered will depend upon the products and services that are identified by tour operators and tourists as having good market potential. These will include handicraft production techniques (basket weaving, jewellery making, fabrics, carvings); guiding (bird tours, local farm tours); storytelling techniques; food production, presentation and hygiene; basic book keeping; customer services and so on.

The application of the "Gorilla Friendly" standards will also help to build conservation awareness – both amongst the individuals targeted by the project and also amongst the tour operators and lodges who are currently unfamiliar with these new standards. Materials in local language and of local relevance will be produced to enhance capacity building related to the standards.

The project will develop training manuals based on the experience of the project which will help build institutional capacity amongst tour operators and other organisations with an interest in tourism capacity development (eg NGOs and research institutes) to be able to deliver similar initiatives in the future.

21. Access to project information

Please describe the project's open access plan and detail any specific costs you are seeking from Darwin to fund this.

(Max 250 words)

All the project outputs will be made freely available on IIED, the Responsible Tourism Partnership and partner websites. Where we find an opportunity to publish the results of the project in a journal that does not have an open access policy we will cover the cost of this from our own funds – we are therefore not seeking specific costs from Darwin for this purpose.

Harold Goodwin in the Responsible Tourism Advisor to World Travel Market and there will be opportunities to disseminate information about this initiative at WTM Africa and WTM London.

22. Match funding (co-finance)

a) Secured

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

Confirmed:

IIED will provide the services of its M and E expert to assist in the design and implementation of the M and E strategy and will supplement the cost of the end of project audit from its reserves.

WSP-Parsons Brinckerhoff will contribute towards the costs of Julia Baker's time.

Responsible Tourism Partnership will contribute time and logistical arrangements for Harold Goodwin to promote the findings of the project through an event at World Travel Market equivalent to £XXX

IGCP will contribute support time from its Director as well as office space equivalent to £XXX0

Great Lakes Safaris will contribute the equivalent of 100 days of staff time

Wild Places will contribute the equivalent of 100 days of staff time

22b) Unsecured

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

Date applied for	Donor organisation	Amount	Comments

22c) None

If you are not intending to seek matched funding for this project, please explain why.

(max 100 words)

PROJECT MONITORING AND EVALUATION

MEASURING IMPACT

23. LOGICAL FRAMEWORK

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

Project summary	Measurable Indicators	Means of verification	Important Assumptions
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			
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.	**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. **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 **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	0.1 Tour operator 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 0.2 Feedback from tour operators and tourists on quality of products/services and potential for repeat sales 0.3 Household surveys at start and end of project; analysis of accounts books of individuals involved in pilots 0.4 Household surveys at start and end of project; Numbers of individuals recognized by Gorilla Friendly by receiving "Gorilla Friendly" branded certificates	**0.1** Viable pro-poor tourism products and services can be identified, developed and taken to market and are profitable for local people. **0.2** **0.3** Attitudes to conservation can be influenced by level of benefits from tourism **0.4** Local attitudes are an appropriate indicator of conservation threats **0.5** Bwindi continues to attract tourists **0.6** Tourists visiting Bwindi are interested in buying local products and services, and sufficient numbers visit to maintain demand
Outputs: 1. Demand and supply for pro-poor tourism services at Bwindi assessed and matched	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. 1.2 By January 2017, at least 50 tourists in	1.1 Tour operators survey/consultation internationally and in Uganda 1.2 Survey of different types of tourists in lodges in each tourism zone 1.3 Household survey at start of project targeting households in close proximity	1.1 Households, tour operators and tourists are willing to participate in this study 1.2 Tourists continue to visit each of the 5 tourism areas 1.3 Surveys generate the information needed to identify pro-poor tourism pilots

	each of the 5 tourism zones have reported on types and characteristics of tourism products/services they would be interested to buy 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. 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	of park boundary **1.4** Narrative report published on project website summarising results of surveys and identifying planned local tourism products/services to be piloted; written agreements from at least two tour operators to trial new products/services	**1.4** Tourists are interested and willing to pay for local services and products
2. Capacity to produce and sell market-ready tourism products/services developed for at least 200 individuals (at least 100 women) from poorest households	2.1 By March 2017, at least 200 individuals identified (including at least 100 women) with potential to benefit from training 2.2 By June 2017 training for first type of pilot initiative completed and in at least one tourism zone 2.3 By September 2017 training for first type of initiative completed in all tourism zones 2.4 By March 2018 training completed for all initiatives in all zones 2.5 By end of project at least 200 individuals (including at least 100 women) demonstrate improved capacity through delivery of marketable tourism products/services	2.1 Hh survey plus outcomes of village meetings 2.2 Number of men and women trained in each type of initiative in each tourist zone 2.3 Reports from tour operators of trainings delivered, verified by ITFC coordinator and including feedback by local people on the training they received 2.4 Existence of new, high quality, marketable, local tourism products and services 2.5 Records and feedback from tour operators on local tourism services/products bought with feedback on quality of those services/products	2.1 Suitable trainers can be identified and are willing to deliver training in Bwindi for the timeframes of this project 2.2 Local people are willing to be trained and have capacity to benefit from training 2.3 This level and type of training can be completed within the timeframes of the project, and builds the capacity required 2.6 Engagement of women in these income-generating activities is possible 2.7 Previous research (2014) that identified households within 0.5km of the park boundary are the poorest still holds true
3. "Gorilla-friendly" ecolabel tested in 5 tourism areas around Bwindi	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 3.2 By March 2018, conservation training to meet Gorilla Friendly standards delivered to all project participants 3.4 By April 2018, Gorilla Friendly standards tested in all of the pilot initiatives 3.5 By end of project, Gorilla Friendly standards submitted to Uganda National	3.1 Gorilla Friendly standards asagreed by stakeholders 3.2 Gorilla Friendly standards are officially submitted to Uganda National Bureau of Standards for endorsement 3.3 PDFs of local language versions of standards produced, and number printed and distributed 3.4 Report on implementation and testing of standard written up as a journal article and submitted	3.1 The standards are relevant for the types of local initiatives developed 3.2 Tour operators and lodge owners are willing to use and promote the ecolabel 3.3 Regulatory bodies within Uganda continue to be supportive of the standards initiative 3.4 Local people are willing to participate in the Gorilla Friendly Standards

	Bureau of Standards for endorsement 3.6 By end of project, recognition by WFEN of at least one pilot products/service that meets Gorilla Friendly standards	3.5 WFEN Gorilla Friendly website listing Gorilla Friendly certified products and operations 3.6 Reports from pilot strategies owners/beneficiaries	
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	4.1 By June 2017 at least one pilot initiative in at least one tourism zone used by tourists 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 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) 4.4 By end of project results of local tourism pilot initiatives shared with tour operators across Uganda and internationally	4.1 Project reports including feedback from tour operators and tourists 4.2 Reports from TOs triangulated against accounts kept by local tourism providers 4,3. HH income surveys at beginning and end of project 4.3 Inclusion of new products in tour operators brochures 4.4 Report of project workshop to disseminate results published on project website. 4.5 Presentation at World Travel Market 2018	1.1 Local services and products exist that can be marketed to tourists 1.2 Tour operators remain committed to being engaged with this project during the pilot stage 1.3 Community leaders are supportive of the pilot 1.4 Local people are able to meet the demand for the products/services given other pressures

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 rom 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^{TM} 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

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

24. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project (Q1 starting April 2016)

Activity		No of months	Year 1				Year 2				Year 3			
			Q1 A-J	Q2 J-S	Q3 O-D	Q4 J-M	Q1 A-J	Q2 J-S	Q3 O-D	Q4 J-M	Q1 A-J	Q2 J-S	Q3 O-D	Q4 J-M
0.1	Inception meeting	1	▓											
Output 1														
1.1	Email/telephone survey of Ugandan and international tour operators	1	▓											
1.2	Workshop with Uganda tour operators	1	▓											
1.3	Scoping visit to Bwindi	1	▓											
1.4	Survey of tourists in lodges	2	▓	▓										
1.5	Identification and mapping of households	3		▓	▓									
1.6	Baseline hh survey	3			▓	▓								
1.7	Project team meeting to review results of surveys and agree set of four of five initiatives to take forward.	1				▓								
Output 2														
2.1	Local meetings with villages in the tourism zones to agree short list of tourism initiatives to be developed and identify individuals to be trained	1				▓								
2.2	Briefings with trainers	1				▓								
2.3	Trainings delivered activity by activity, tourism zone by tourism zone	12					▓	▓	▓	▓				
2.4	Meetings of project team with tour operators and trainers	1					▓	▓	▓	▓				
Output 3														
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.		1	▓											
3.2 Development and printing of locally-relevant outreach materials in at least two local languages.		2			▓	▓								

Task	Duration
3.3 Conservation training and outreach.	3
3.4 Preparation and submission of certification applications.	4
3.5 Reporting of certification results, review and refine products/ services.	2
3.6 Promotion of certified products/ services.	9
3.7 Submission of ecolabel standards to UNBoS for endorsement.	1
Output 4	
4.1 Tour operators introduce tourists in one tourism zone to pro-poor tourism pilots and collect feedback	3
4.2 Adjustment of pilot initiatives in all zones in response to feedback	3
4.3 Tour operators introduce tourists to pro-poor tourism pilots across all tourism zones	6
4.4 Promotion via Responsible Travel and tour operators brochures	12
4.5 Presentation at World Travel Market	1
4.6 End of project household survey	1
4.7 Workshop with UTB, UATO and UWA to highlight lessons learned and explore potential for roll out to other national parks in Uganda	1
4.8 Final report	1

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

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

(Max 500 words) [500] Going beyond the development and implementation of new tourism initiatives and actually assessing their pro-poor impact is a key focus of this project and is built into the project design. M&E at outcome level will therefore be an inherent part of the project process. Our outcome indicators require us to assess three key changes: 1) Emergence and uptake of new or improved, demand-driven, local tourism products and services. We will do this in two key ways: a) collecting data from tour operators on the number of sales they have made to the tourists they serve of the new/improved tourism products and services supported by this project; b) collecting data from local participants on numbers of tourists who have participated in the services they have provided and the income they have earned from the tourists. We will do the former by agreeing a data collection system (that allows for gender, ethnicity and age-disaggregated analysis) with the tour operators partnering on this project at the first project workshop in Kampala. We will do the latter by including training on record-keeping as part of the package of training delivered in the capacity development component of this project during year 2. With each individual involved in the project, keeping records on his/her personal success in terms of numbers of tourists and amounts of money earned, we will be able to conduct a gender, ethnicity and age-disaggregated analysis of the data at the end of the project. The collection and analysis of data for this component will be led by RTP. 2) Changes in household income as a result of engagement in tourism. The household survey that we will conduct at the start of the project will provide baseline data on household income and on levels of benefits from tourism. The survey will focus on the poorest households (identified from previous research as those within 0.5 km of the park boundary) in each of the 5 tourism zones (Ruhija, Buhoma, Rushaga, Nkuringo and Rubuguri). We will repeat the survey at the end of the project in order to assess the difference in reported income and benefits, and we will triangulate this against the personal accounts kept by all the project participants as described above. ITFC will undertake these surveys and IIED and RTP will collaborate with ITFC on data analysis. 3) Changes in attitudes to conservation. We will include questions on attitudes to conservation as part of the household surveys conducted at the start and end of the project and we will triangulate this against data on the uptake of the gorilla-friendly standards. IGCP will lead this component. We will publish our M and E approach in the form of methodological guidance and/or a peer reviewed journal article as we recognise that many conservation-linked tourism projects are implemented with little or no assessment of the impact or effectiveness and we believe this project can make a substantial contribution, building on methodologies already applied by the Responsible Tourism Partnership in other locations. In terms of routine monitoring of project progress, the project team (led by IIED) will meet regularly – every 3 to 6 months – to review progress against the logframe and workplan and to make adjustments in activities where necessary.

Total budget for M&E *(the figure provided is an estimate – based on the costs of the hh surveys at beginning and end of the project - since it is hard to separate out M&E costs completely from other research and training costs)*	£59,643
Percentage of total budget set aside for M&E	14%

FUNDING AND BUDGET

Please complete the separate Excel spreadsheet which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet. You should also ensure you have read the 'Finance for Darwin' document and considered the implications of payment points for cashflow purposes.

NB: The Darwin Initiative cannot agree any increase in grants once awarded.

26. Value for Money

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

(max 300 words)

The budget for this project has been based on the experience of the Responsible Tourism Partnership in undertaking similar activities in other countries and their experience of the costs involved - largely in terms of staff time. It also draws on the experience of IIED working with ITFC to undertake field work in the Bwindi area and the actual costs associated with that.

This project has a focus on capacity development through training and personal interaction with tourism professionals. As such a large part of the budget is consumed through staff fees. We draw on Ugandan expertise wherever possible but have built in sufficient time for strong support from pro-poor tourism experts in the Responsible Tourism Partnerships in the recognition that far too often tourism enterprises are developed in the context of conservation projects by people with no commercial experience of tourism, and they subsequently fail. We therefore feel this investment of time is a worthwhile investment. In addition, to their grounding in commercial tourism development. the RTP staff bring with them exceptional connections to tour operators in the UK and Europe, access to the World Travel Market – the world's leading tourism trade show – to disseminate the lessons from the project.

The project also demonstrates value for money in that it builds on previous research including that conducted through the Darwin-funded Research to Policy project and through IGCP. As a result of this we have already been able to pre-identify the poorer segments of the communities with which we plan to work, without having to undertake any wealth ranking analysis, and we have socio-economic data sets on which we can draw as part of the baseline data collection. The household survey at the start of the project will thus only need to fill gaps and not to reinvent the wheel.

27. Capital items

If you plan to purchase capital items with Darwin funding, please indicate what you anticipate will happen to the items following project end.

(max 150 words)
No expenditure on capital items is envisaged.

FCO NOTIFICATIONS

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

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

Yes (no written advice) ☐   **Yes, advice attached** ☐   **No** ☒ [3]

CERTIFICATION

On behalf of the trustees/company* of   IIED

(*delete as appropriate)

I apply for a grant of £331, 874 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.
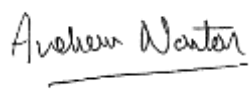
I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

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

- I enclose CVs for key project personnel and letters of support.
- I enclose our most recent signed audited/independently verified accounts and annual reports (if appropriate)

Name (block capitals)	Andrew Norton
Position in the organisation	Director

Signed**	*Andrew Norton*	**Date:**	1.12.15

If this section is incomplete or not completed correctly the entire application will be rejected. You must provide a real (not typed) signature. You may include a pdf of the signature page for security reasons if you wish. Please write PDF in the signature section above if you do so.

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[3] We have not been in touch with the FCO to discuss security issues specifically - there is no security issue around Bwindi – but we have been in touch with our FCO contact in Uganda to discuss the project more broadly.

Stage 2 Application – Checklist for submission

	Check
Have you **read the Guidance Notes**?	X
Have you provided **actual start and end dates** for your project?	X
Have you indicated whether you are applying for DFID or Defra funding? **NB: you cannot apply for both**	**X**
Have you provided your **budget based on UK government financial years** i.e. 1 April – 31 March and in GBP?	X
Have you checked that your **budget is complete**, correctly adds up and that you have included the correct final total on the top page of the application?	X
Has your application been **signed by a suitably authorised individual**? (clear electronic or scanned signatures are acceptable)	**X**
Have you included a **1 page CV for all the key project personnel** identified at Question 10? (CV for Gary Segal, representing organisational partner Great Lakes Safaris to follow (Gary is currently out of contact in Sudan))	X
Have you included a **letter of support from the <u>main</u> partner organisations** identified at Question 9?	X
Have you **been in contact with the FCO** in the project country/ies and have you included any evidence of this?	X
Have you included a **signed copy of the last 2 years annual report and accounts** for the lead organisation?	X
Have you **checked the Darwin website** immediately prior to submission to ensure there are no late updates?	**X**

Once you have answered the questions above, please submit the application, not later than 2359 GMT on Tuesday 1 December 2015 to Darwin-Applications@ltsi.co.uk using the application number (from your Stage 1 feedback letter) and the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). You are not required to send a hard copy.