



## Darwin Initiative Main Project Annual Report

To be completed with reference to the “Writing a Darwin Report” guidance: (<http://www.darwininitiative.org.uk/resources-for-projects/reporting-forms>). It is expected that this report will be a **maximum** of 20 pages in length, excluding annexes)

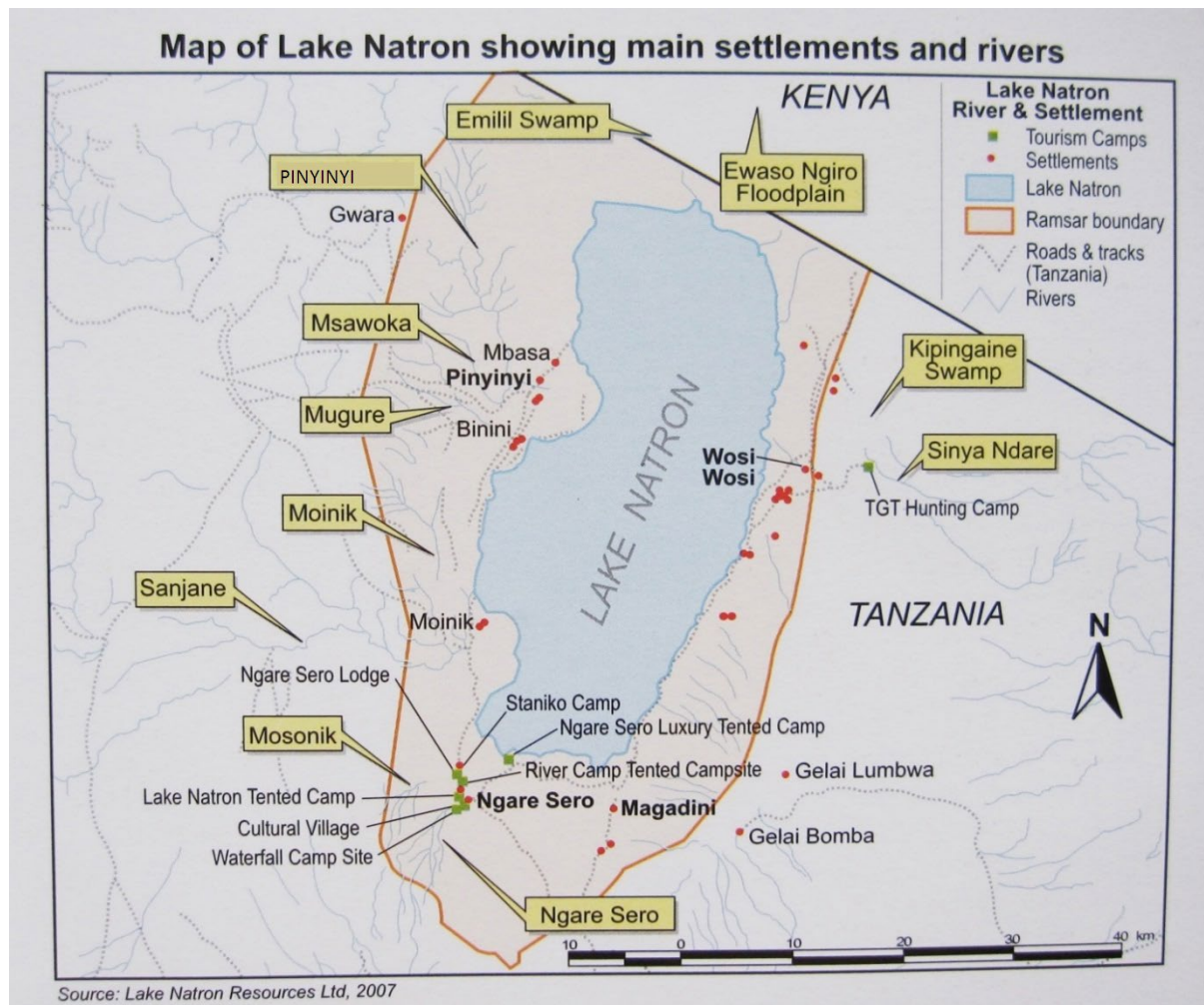
**Submission Deadline: 30<sup>th</sup> April 2018**

### Darwin Project Information

Project reference	24-019
Project title	Developing a Community Based Ecotourism Model at Lake Natron, Tanzania
Host country/ies	Tanzania, United Republic
Contract holder institution	BirdLife International
Partner institution(s)	Tanzania Wildlife Authority (TAWA), Engaresero Eramatare Community Development Initiative (EECDI), Tanzania Association of Tour Operators (TATO), Tanzania Tourist Board (TTB), Honeyguide Foundation, Monduli District council, Ngorongoro District council and Longido district council.
Darwin grant value	£311,351
Start/end dates of project	July 2017 – June 2020
Reporting period (e.g., Apr 2017 – Mar 2018) and number (e.g., Annual Report 1, 2, 3)	Apr 2017 – Mar 2018. Annual report 1
Project Leader name	Ken Mwathe
Project website/blog/Twitter	
Report author(s) and date	Ken Mwathe, Emmanuel Mгимwa, Flora Assey, Joseph Mengoru, S.B Mawanja - 30 <sup>th</sup> April 2018

### 1. Project rationale

The project is implemented at Lake Natron Ramsar Site in Tanzania, East Africa. Lake Natron and Engaruka is listed by BirdLife International as an Important Bird Area (IBA). Until recently, it was listed as an IBA in Danger - a set of IBAs requiring urgent action - as a result of the long standing soda ash mining threat, however, as a result of ten years of campaigning by BirdLife and collaborating institutions, the Government decided not to locate the soda ash mine at Lake Natron. The lake is the most important breeding site in the World for the Lesser Flamingo. East Africa has 1.5-2.5 million lesser flamingos - representing 75% of the global population of the species - and all of them are hatched at Lake Natron. The site is located in 3 districts of Ngorongoro, Monduli and Longido in the Arusha Region, Tanzania.



**Location of main settlements, rivers (named in yellow boxes) and tourist sites at Natron.** Currently tourism-related developments are concentrated around the Ngare Sero village in the south-west

The project is enhancing the conservation and protection of this key wetland site and its unique biodiversity. It will improve ecological integrity by protecting key wetlands and developing a Catchment Action Plan. The wellbeing and livelihoods of communities at the site will be improved through establishment of a sustainable, community-based eco-tourism business. The specific challenges being addressed include the following;

**Poorly coordinated tourism development:**

Poor benefit realization for local communities at Lake Natron has affected biodiversity in the area for years. Lake Natron is an important Ramsar Site (wetlands of global importance for biodiversity conservation) and is remarkable for supporting the breeding of 75% of the Lesser Flamingo global population. Attracting only about 4,100 tourists per year (c.f. ~90,000 visitors to the Serengeti), tourism activities and development at Lake Natron is still poorly coordinated, primarily because there is no Tourism Development Plan in place to encourage stakeholders to work together.

Historically, 50% of Serengeti visitors passed through Lake Natron. However, a lack of security, bad roads and multiple tourism levies have discouraged visitors, reducing this percentage to a mere 4.4%. Security has now been restored and roads are being upgraded, so if tourism levies can be consolidated and an agreed Tourism Development Plan put in place, it is anticipated that tour companies and investors would return<sup>1</sup>.

**Inadequate appreciation of Lake Natron’s value for biodiversity and ecotourism.** The value of wetlands for sustainable development through the provision of ecosystem services is rarely appreciated across East Africa. The project is working to raise awareness of the value of the lake ecosystem for

<sup>1</sup> Serengeti National Park alone receives 90,000 visitors each year. If even 25% of these tourists passed through Lake Natron, they would most probably overwhelm the ecosystem. Ecotourism must be stressed in Natron as opposed to mass tourism in order to preserve ecosystem integrity.

provision of clean water, sustainable land use and a workable ecotourism model, and to continue to highlight the long-standing threat to Lake Natron from soda ash mining. The initial soda ash mining plan was proposed by Tata in 2006, aiming to produce 500,000 tonnes per year. A BirdLife-led intensive campaign (that included 56 other organisations) – that cited possible decimation of flamingos and other impacts to the ecosystem – led to Tata’s withdrawal in 2008. However, the Tanzania Government, through the National Development Corporation (NDC), maintained interest and has actively explored ways to actualise the mining proposal. BirdLife’s continuous presence and the support of communities has kept this plan out of Natron and in February this year, the government of Tanzania announced its withdrawal of the soda ash mining plan. However, there is still a need for continued engagement with the government as well as maintaining community awareness and engagement.

**Inadequate capacity for local people to run ecotourism businesses for improved livelihoods.** A Cost Benefit Analysis (CBA) showed that tourism was a better livelihood option than Soda Ash mining<sup>2</sup> but benefits have not fully reached local people due to:

- Limited skills amongst local communities to run ecotourism enterprises
- Limited community knowledge on rights and governance for informed decision making regarding natural resources, especially land.
- Limited support for alternative sustainable livelihoods at Lake Natron

**Degradation of wetlands, rivers and springs providing freshwater, vital for flamingo breeding and for sustaining biodiversity and communities.**

The catchment degradation, overgrazing, over abstraction of water and sedimentation are amongst the key challenges at Lake Natron. The Tanzania Flamingo Action Plan recommends catchment protection through tree planting and water quality monitoring to protect water supplies for communities and biodiversity.

**Shortage of replicable models applicable across East Africa.**

By successfully demonstrating how community-based ecotourism at Lake Natron can lead to enhanced livelihoods and improved biodiversity conservation, the lessons learned and examples of best practice from Lake Natron will be shared throughout Tanzania and more widely into East Africa. By raising awareness amongst NGOs, government agencies and other key stakeholders in the tourism industry, the Lake Natron model can be used to benefit the conservation of other important ecological sites across East Africa.

## **2. Project partnerships**

The Lake Natron Eco-tourism Project has 8 partners, each with specific responsibilities as outlined in the project proposal, although they are also engaged in other roles as deemed necessary. The partners include; Tanzania Wildlife Authority (TAWA), District Councils of Monduli, Ngorongoro and Longido, the Engaresero Eramatare Community Development Initiative (EECDI), Tanzania Association of Tour Operators (TATO), Tanzania Tourist Board (TTB) and Honeyguide Foundation. The office of the Regional Administrative Secretary is heavily involved in coordination of project implementation.

With its strong experience of working through partnerships, BirdLife International successfully implemented the first year activities with active involvement of all project partners and in doing so, strengthened these relationships. This was possible through the participatory approach developed during project design, which has been critical in guiding implementation. All Project partners participated in project decision making as all are members of the Project Steering Committee (PSC) (see PMA.5 below).

During the first few months of project implementation, integrity issues were raised about one of the project partners – Honeyguide Foundation, which was supposed to lead in the development of the Tourism Development Plan (TDP). Questions were asked about the organisation’s financial probity in implementation of community based donor-funded projects. Following consultations within BirdLife and with the LTSI team on the way forward, the project team decided that there was a significant risk to the project if the task of developing the TDP and the £15,000 budget were left to Honeyguide Foundation. It was agreed that a broad-based team, comprising of all key organisations, be formed to oversee the TDP and a consultant be brought in to lead the consultations and write up the plan. This new approach proved beneficial as the consultant who was identified (Lota Melamari) is highly respected in Tanzania in both government circles and by local communities. The decision was further vindicated when most of the

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<sup>2</sup> [http://www.birdlife.org/sites/default/files/attachments/Journal%20of%20Environmental%20Research\\_Natron\\_CBA.pdf](http://www.birdlife.org/sites/default/files/attachments/Journal%20of%20Environmental%20Research_Natron_CBA.pdf)

donors funding Honeyguide Foundation withdrew their support. However, Honeyguide continued to be a project partner and members of the PSC as there is no risk of their involvement at that level.

### **3. Project progress**

#### **3.1 Progress in carrying out project Activities**

##### **Output 1: A COHERENT TOURISM DEVELOPMENT PLAN (TDP) AND CLEAR REVENUE SHARING MECHANISM IN PLACE.**

###### **Activity 1.1: Recruit consultant for market analysis and Tourism Development Plan**

BirdLife International shared the Terms of Reference within Tanzania for a consultancy to develop the Tourism Development Plan (TDP) for Lake Natron and received three proposals. Out of the three applicants, Mr. Lota Melamari was selected to lead in the development of the TDP. Mr. Lota Melamari is a retired civil servant with a strong background in and experience of tourism and sustainable conservation in Tanzania and across Africa. He is a former Director General of the Tanzania National Parks Authority (TANAPA) and has also supported Mozambique in building their capacity in wildlife conservation and sustainable management. He is also Maasai and therefore able to engage local communities in their own language.

###### **Activity 1.2: Conduct a market analysis for ecotourism, collect data and consult with stakeholders on TDP**

Collection of data and information for the development of the Tourism Development Plan (TDP) and for the ecotourism market analysis was successfully completed, with all stakeholders involved. Collation, validation and analysis of the market analysis is ongoing and once complete will be an important element feeding into the TDP, along with stakeholder and community input, coordination of stakeholders, analysis of attractions, projection of tourist numbers etc. As the newly appointed consultant, Mr. Lota Melamari led the ecotourism market analysis. Initially, records and tourism reports from Lake Natron were investigated in relation to national and international reports from tourism businesses. Further information was provided through consultation with key tourism stakeholders, including the Ministry of Natural Resources and Tourism, Tanzania Tourist Board (TTB), Tanzania Association of Tour Operators (TATO), Tanzania Wildlife Management Authority (TAWA), The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), Arusha Regional Tourism Office, District councils of Monduli, Longido and Ngorongoro, and the Lake Natron Ramsar Site office. Local communities from the villages of Engaruka, Ol Donyo Lengai, Ngare Sero, Pinyinyi and Magadini and their governments (as well as governments at district, regional and national levels) were also consulted (participant lists: annexes 4.3a to 4.3k).

As well as collecting information and data from the stakeholders, a key objective of these consultation meetings was to ensure that the process was fully participatory. The consultations ensured that all key tourism stakeholders are aware of the eco-tourism market analysis study and TDP development, and in this way aim to avoid duplication of initiatives. The consultations also raised awareness within communities, government institutions, and private institutions on the potential of Lake Natron to provide ecosystem services through tourism and BirdLife's initiative of supporting a sustainable tourism business at Lake Natron through development of a TDP. Consultation with all stakeholders ensures that the produced TDP and market analysis study report reflect communities, government and other stakeholders' aspirations for the Lake Natron site. During the consultations, the stakeholders demonstrated appreciation of the TDP and market analysis process and provided the required information.

One of the major barriers to encouraging tourism at Lake Natron is the number of fees levied to gain access to the site. Currently, each district collects its own fees thus making Lake Natron one of the most expensive destinations in Tanzania. The project facilitated a meeting of all District Executive Directors from Monduli, Longido and Ngorongoro districts at the Regional Administrative Secretaries' office on 27<sup>th</sup> March 2018 (annex 4.3j), to consider how to harmonise gate fee collection by the three districts. At the end of the

meeting, the Regional Administrative Secretary formed a small team tasked with developing proposals and to report back within a month.

### **Activity 1.3: Support production of the TDP and share with stakeholders**

The consultant has produced the draft TDP and market analysis report.

A TDP Coordinating Committee<sup>3</sup> consisting of local community representatives, key government agencies, NGOs and tourism stakeholders, was established in January 2018 by project partners with a mandate to review and refine the draft TDP prior to validation and acceptance by the wider stakeholder community. The committee held its first meeting on 23<sup>rd</sup> March 2018 (annex 4.2) during which the consultant presented the preliminary draft report (annex 4.1). The meeting was held at Mto wa Mbu, chaired by the Arusha Regional Tourism Office and was facilitated by Mr. Lota Melamari (consultant) with support from BirdLife International. The meeting provided a platform for all key ecotourism stakeholders to advise, identify gaps and make relevant recommendations so that the consultant can update the TDP before final validation. A summary of key recommendations from the meeting included the need to:

- Make an inventory of Lake Natron's exceptional tourist attractions and their locations.
- Ensure the integrity of Lake Natron as a breeding site of lesser flamingos is not jeopardised by ecotourism activities.
- Review of entrance fees and other related fees at Lake Natron to reflect the amount to be paid and the services delivered to tourists.
- Ensure adequate training of staff collecting entrance fees at the Lake Natron gate in customer care and hospitality.
- Ensure equitable sharing of benefits to all villages at Lake Natron.
- Ensure a clear revenue sharing plan for the 3 districts at Lake Natron gate. This to be coordinated by the office of the Regional Administrative Secretary.
- Invest in products development, improvement of existing products and quality service delivery.
- Train local tour guides, women groups engaged in tourism business and other community groups and entrepreneurs.
- Raise awareness raising on the need to adhere to statutory requirements e.g Environmental Impact Assessment (EIA) by tourism investor
- Improve key infrastructures e.g trails to the waterfalls, footprints.
- Good governance and Transparency in business undertaking.
- Monitoring on adherence of agreed actions and mitigation measures
- Market Lake Natron as a single tourist destination
- Ensure that the TDP implementation is coordinated by government agencies working with private sector and local communities

The consultant is currently incorporating comments and reviews received during the TDP Coordination Committee meeting.

### **Activity 1.4: Organise a multi-stakeholder TDP validation meeting**

A multi-stakeholder validation workshop will be held in year 2.

## **Output 2: IMPROVED CAPACITY FOR ECOTOURISM BUSINESS AND NATURAL RESOURCES DECISION MAKING**

### **Activity 2.1 Organise training on ecotourism business management for men, women and youth**

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<sup>3</sup> The TDP Coordination Committee is made up of representatives of all project partners. Membership is drawn from Village Councils of Engaruka Juu, Oldonyo Lengai, Ngare Sero, Pinyinyi and Magadini; ward councils of Gelai – Milugwe, Ngare Sero, Pinyinyi and Engaruka; District councils of Monduli, Longido and Ngorongoro. There were representatives from Arusha Regional Tourism Office, Tanzania Tourist Board (TTB), Tanzania Association of Tour Operators (TATO), Tanzania Wildlife Management Authority (TAWA), Malihai Clubs of Tanzania, Nature Tanzania and BirdLife International. Project partners agreed to form the broad based committee to oversee TDP development following the joint decision to replace Honeyguide Foundation as the lead consultant.

This activity will be implemented in Year 2

### **Activity 2.2: Construct booth and use it for sale of beads and other merchandise**

This activity is slated for year 2, however, the project team held further consultations with village leadership at Ngare Sero Village and Ol Donyo Lengai Villages after the project inception. The leaderships pointed out that construction of booths in these two villages was a priority and preparations should start early.

During the reporting period, a skilled contractor was identified and designs for the two booths developed (annex 4.5b). The building contract (annex 4.5a) has been signed and construction will begin during the first quarter of Year 2.

### **Activity 2.3: Set up revolving fund**

This activity is scheduled for year 2. However consultations have already been held with the District and village social services officers to start putting in place the rules and regulations required for the operation of the revolving fund.

### **Activity 2.4: Conduct lands rights and climate change training**

The “Land Rights and Climate Change” training aims to raise awareness on the roles and responsibilities of the local communities in the management of natural resources, especially land. Based on the Village Land Act No. 4 & 5 of 1999, the training inculcates on the participants the powers conferred on them by law with regards to land which is within the jurisdiction of a village. This training empowers communities to make informed decisions about their land and natural resources when faced with pressure from competing land investments such as soda ash mining. It also raises awareness about adaptation to the harsh impacts of climate change. The training also aims at reducing land disputes and conflicts among the communities.

The training was conducted for 2 days (24<sup>th</sup> – 25<sup>th</sup> January 2018) at the Engaruka Ward conference room at Engaruka Juu village in Monduli district, Arusha Region. The meeting was attended by members of the village councils of Engaruka Juu and Chini, Oldonyo Lengai and Rerendeni villages, including village land committee and Engaruka ward councillor and traditional leaders. The training was also attended by Monduli District Wildlife Officer. A total of 43 participants benefited from the training, among them 10 were females.

The training was conducted and facilitated by a consultant from MPDO – Lareto, a local Maasai organization using a handout that they have developed (list of participants in annex 4.3c). Each participant was given a copy of the handout (Annex 4.7). The training was conducted in both Swahili and the local Maasai languages.

The land rights training took place earlier than indicated in the workplan as it was funded by the Royal Society for the Protection of Birds (as part of co-finance). Further land rights training covering other villages<sup>4</sup> and wards is slated for the first quarter of Year 2 through Darwin funding.

## **Output 3: KEY WETLANDS, RIVERS AND SPRINGS PROTECTED AND BIODIVERSITY ENHANCED THROUGH TREE PLANTING, CATCHMENT RESTORATION AND PROTECTION. STATE OF BIODIVERSITY, AND WATER QUALITY ENHANCED AND MONITORED.**

### **Activity 3.1 Prepare Catchment Action Plan and raise awareness on tree planting**

BirdLife International facilitated local communities and village government leaders of Ngare Sero and Pinyinyi villages in drafting the Catchment Action Plan (CAP) for key rivers and springs (see map). This activity took place in January 2018. The premise of the plan is that Lake Natron is a critical ecosystem for flamingo breeding and the rivers and springs feeding into it are important to its ecology. The CAP therefore identifies the challenges, threats/degradation (e.g overgrazing, over abstraction of water, sedimentation) and proposes key interventions.

The drafting of a Catchment Action Plan for Pinyinyi and Ngare Sero Rivers was participatory with the local communities leading in identification of the key rivers and springs in their village, identifying and ranking

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<sup>4</sup> Magadini, Ngare Sero, Pinyinyi, Ol Donyo Sambu, Gelai, Alailiai, Enchangit Sapukin and Wosi Wosi  
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their uses, challenges/threats, the possible solutions and stakeholder roles. A total of 75 community members (18 women) participated in the CAP planning. The workshops were also attended and facilitated by Ngorongoro District Wildlife Officer and Ngorongoro District Tourism Officer.

- **Key rivers** for Ngare Sero village are; Ngare Sero River, Ndalalani River, Monic River and Leshuta River. Rivers in Pinyinyi village are; Pinyinyi River and Engare Ng'iro or Ewaso-Ng'iro River.
- **The uses of rivers** listed by communities include; supporting local forests and riverine vegetation; supporting wildlife (e.g. birds, monkeys, baboons, zebra, wildebeest); domestic water use; livestock use; feeding Lake Natron; small scale irrigation at Pinyinyi village and ecotourism activities (waterfalls, lodge and campsite).
- **The key challenges/threats** listed by communities include; encroachment, degradation and destruction of key forests, soil erosion and sedimentation, limited awareness and education of community members. Others are lack of funding to support catchment protection, restoration and conservation at the local level, overgrazing, water over-abstraction and over-use, climate change, loss of biodiversity and ecosystem services in the catchments, disobedience of village by-laws and increasing human population. The communities also mentioned mega-development projects such as the previously proposed Soda ash plant as a big threat.

A brief summary of the **key interventions and proposed solutions** in the CAP are:

- i. Support protection and restoration of key catchments at Pinyinyi and Ngare Sero villages.
- ii. Support sustainable catchment management and governance.
- iii. Support communities and ecosystem for climate change resilience and adaptation.
- iv. Encourage sustainable and SMART agriculture to improve water flow at Pinyinyi catchments.
- v. Increase awareness, education, public access and engagement in sustainable water utilization and conservation.
- vi. Support sustainable alternative livelihoods for riverine conservation such as eco-tourism business and beekeeping<sup>5</sup> etc.
- vii. Increase data and information availability through research and monitoring.
- viii. Support and promote water sanitation and hygiene projects.
- ix. Develop a funding strategy to deliver the catchment action priorities.

The first draft will be produced by the end of May 2018 and will be subject to validation and endorsement by local communities and district government before producing the final document.

### **Activity 3.2 Prepare land and plant key wetland areas with at least 10,000 indigenous tree seedlings**

In raising awareness to communities and their local governments ahead of the tree planting activity (Year 2), BirdLife International in collaboration with the Arusha Regional Tourism and Natural Resource Offices and Engaresero Eramatare Community Development Initiative (EECDI) have been demonstrating tree planting techniques at the villages of Engaruka Juu and Oldonyo Lengai, Ngare Sero, Pinyinyi and Magadini. About 60 tree seedlings have been planted as part of the demonstration and all of them are still thriving. The seedlings include indigenous tree species as well as other useful trees for fruits such as mangoes, oranges and lemons. The communities have also been preparing the land (minimal clearing) and digging holes and putting manure in preparation for the current rainy season which ends in June. Holes for planting 2,500 seedlings have already been prepared.

Tree planting activity is planned to commence on April 2018 and about 2,500 trees are planned to be planted in this rainy season.

### **Activity 3.3 Tree seedling after care and monitoring**

This activity will be implemented in Year 2 following planting.

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<sup>5</sup> Conserving and protecting catchments is good for beekeeping as riverine trees are good for placing hives. Bee-keeping will be promoted as a way of making a livelihood (from honey) but also as an incentive to ensure trees planted along rivers and springs are protected.

### **Activity 3.4 Set up and carry out water quality monitoring**

The project team visited the water department at the Ngorongoro District Council to discuss the setup of water quality monitoring. The officers in the office agreed to support and give advice with the water quality monitoring. They indicated what essential equipment the project needed for monitoring.

The project initiated the process of purchasing the water quality equipment, such as the water quality meter. Following a review of quotes, Hanna Instruments were selected to supply the equipment, which will be delivered soon. The water quality monitoring set up will start will begin in the first quarter of year 2.

### **Activity 3.5: Train 20 young people in IBA monitoring and complete IBA form**

This activity is scheduled for second quarter of year 2 but activity 3.6 below provided an opportunity to start training young men in bird identification and counting of birds. See below for details.

### **Activity 3.6 Work together with annual waterbird census and obtain flamingo data**

The annual waterbird count 2018 at Lake Natron was coordinated through this project by BirdLife International in collaboration with the Tanzania Wildlife Research Institute (TAWIRI), Engaresero Eramatare Community Development Initiative (EECDI) and the Wisdom College of Tourism – Arusha in February 2018. The waterbird count was preceded by training to the tour guides of EECDI. Training ensures that all members of the team are aware of the protocols and processes involved in waterbird counts. The training also included the basics of bird identification, IBA Monitoring and on-tour guiding principles and hospitality.

The training was provided by BirdLife International and a tour guide tutor from the Wisdom College of Tourism. TAWIRI's role was to provide relevant forms for waterbird counts and to ensure that the data collected feed into the World Bird Data Base. TAWIRI is the national coordinator of all waterbird counts in Tanzania. The waterbird count was conducted on the shores of Lake Natron i.e. at Ngare Sero village and at Pinyinyi shores (Northern part of the Lake). On the shores of Lake Natron near Ngare Sero village, a total of 79 participants were involved, among them 53 young men who are local tour guides. At Pinyinyi a total of 16 people participated, among them 7 young men who are local tour guides. The other participants were older members of the respective villages.

During the waterbird count, a total of 760,000 individual flamingos were counted, including 120,000 fledglings. The draft waterbird count report is in annex 4.10

## **Output 4: AWARENESS OF THE VALUES AND THREATS TO LAKE NATRON RAISED AMONG COMMUNITIES AND GOVERNMENT AGENCIES**

### **Activity 4.1 Produce advocacy/awareness poster and booklet**

This activity will be undertaken in Year 2

### **Activity 4.2 Carry out awareness amongst government agencies on values and threats through public forums, film and radio**

The project team visited the district councils of Monduli, Ngorongoro and Longido to discuss the project and pitch ecotourism as the most sustainable way of developing the value of Lake Natron. The team also sought support (especially from higher level district leads) in project implementation. The agreed ecotourism revenue sharing plan will fail if all the districts do not agree to it so their support is critical. The districts are also key in supporting lower tier administrative units such as wards and villages in project implementation. They also provide technical back up through wildlife/tourism forest and water officers, so their support is critical to the success of the project. The project team revisited the districts during the consultation and data collection for the Tourism Development Plan and market analysis. They met with District Commissioners (DC), District Executive Directors (DED), and District Administrative Secretaries. In the meetings, the project team raised awareness of the values and threats of Lake Natron including the damaging impact of the previously proposed Soda ash mining.

The team further raised awareness of the values and threats of the Lake to local communities through the *Crimson Wing* film during various meetings and workshops. A total of 367 people watched the *Crimson Wing* film in Engaruka Juu, Engaruka Chini, Pinyinyi and Ngare Sero villages with 206 adults and 161 children.



It is estimated that 85 government officials were reached at district, regional and village level. At least 450 local community members were reached with the message through meetings. At least 367 people were reached through *Crimson Wing* film. We reached at least 35 officials from civil society. We estimate at least 2,250 people received our message indirectly through the 450 we reached directly.

Project activities were also extensively covered by TV (annex 4.6). Press coverage was massive during the project inception and village meetings in October 2017, as well as TDP Coordination Committee and Project Steering Committee meetings in March 2018 (annex 4.2). These events were covered by Independent Television (ITV), Tanzania Broadcast Corporation (TBC), Star Television (Star TV) and The Guardian, The Citizen and Daily News newspapers. It is estimated that at least 1.5 million people were reached through the press in Tanzania and the entire East Africa.<sup>6</sup>

#### **Activity 4.3 Sensitisation on catchment damage and water overuse (done during activity 2.4)**

Sensitisation on catchment damage and water overuse was conducted during the Land Rights training with Engaruka and OI Donyo Lengai villages as well as during the Catchment Action Planning with Ngare Sero and Pinyinyi communities. In raising awareness, BirdLife International and staff from MPDO – Lareto clarified to the local communities and village government leaders the role played by their rivers supporting biodiversity conservation, supporting their livelihoods and in feeding Lake Natron which plays an important role in tourism business and opportunities.

Strong emphasis was put on the impacts of water overuse, destruction and degradation of catchment to their livelihoods, biodiversity conservation and in tourism business. Moreover, it was discussed and agreed amongst the community members that with the ongoing challenge of climate change and its impacts to their livelihoods including livestock, it is very important to utilize water resources sustainably which should be complimented with the development of the Catchment Action Plan for their key rivers.

These issues were also highlighted during the showing of the *Crimson Wing* film at Pinyinyi village and in all communications with national television, radio and newspapers.

### **Output 5: LESSONS FROM THE COMMUNITY-BASED ECOTOURISM MODEL SHARED AND REPLICATED LOCALLY, NATIONALLY, REGIONALLY AND INTERNATIONALLY**

#### **Activity 5.1 Produce advocacy/awareness poster**

This activity will be implemented in Year 2

#### **Activity 5.2 Share project lessons with tourism industry actors, the EAC and other NGOs - online and in person**

A story was shared on the BirdLife website on the decision by the Government of Tanzania to drop the Soda ash mining project (<http://www.birdlife.org/worldwide/news/after-10-year-battle-tanzanias-flamingo-factory-safe>). The story explains how BirdLife's ten year "Think Pink" campaign supported by the Lake Natron Consultative Group resulted in the shelving of the plan which was initially put forward by National Development Corporation (NDC) and Tata Chemicals Industries. The government of Tanzania through the National Development Corporation announced that the Soda ash mining plan would now focus is on Lake Engaruka<sup>7</sup> as an alternative.

We were also able to post a short update on Facebook regarding the acceptance of the Lake Natron Eco-tourism project by local communities and government of Tanzania. This followed the inception meetings and the formation of Project Steering Committee (PSC, see PMA.5). The ITV television also posted an update of the Lake Natron Eco-tourism project on their Facebook page after acceptance of the project by

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<sup>6</sup> ITV is watched by not less than 3 million viewers daily. It is the most popular TV station in Tanzania. The Lake Natron story was aired twice by ITV and other stations and covered by newspapers. Therefore 1.5 million viewers is a highly conservative estimate for all TVs and newspapers put together.

<sup>7</sup> BirdLife does not automatically support government soda ash plans at Engaruka. Any operations at Engaruka must follow due process which must be participatory and should meet the aspirations of the local communities and must follow the environment laws of Tanzania and international best practice. Engaruka is not a breeding site for the Lesser Flamingo, but one of the many areas that flamingos visit in East Africa. NDC are proposing to mine the soda ash from the surrounding land and not the lake itself (c.f. the original proposal for Lake Natron). This comes with a new set of impacts that NDC must convince stakeholders they will address.

local communities in Lake Natron. The project was also highlighted on social media platforms, Twitter and Facebook (annex 4.6).

### **Activity 5.3 Disseminate project lessons, best practice and through local radio and newspapers and through EAC committees national tourism ministries**

The bulk of this activity will be implemented in Year 2 but some coverage took place as indicated in 5.2 above.

### **5.4 Showcase the project at the BirdLife CAP meeting**

This activity will be implemented in Year 2

## **PROJECT MANAGEMENT ACTIVITIES**

### **PMA.1 Recruit a project manager**

Following a competitive internal BirdLife recruitment process, Mr. Emmanuel Mгимwa was selected to be the Project Manager for the Lake Natron ecotourism project. Before taking the role, Mr. Emmanuel Mгимwa was supporting implementation of a BirdLife International USAID- PREPARED project "Promoting Sustainable Management of the Mara Wetlands" in Mara wetlands, Tanzania.

Emmanuel Mгимwa reported to our BirdLife Arusha office on the 15<sup>th</sup> September 2017.

A Finance and Administration Assistant Suzan Temba was also recruited to support the project. She reported in November 2017.

### **PMA.2 Identify consultants for i) ecotourism market study/TDP development and ii) ecotourism business management training**

Mr Lota Melamari was contracted to conduct the ecotourism market survey as well as lead a consultation with stakeholders to develop the TDP. (Activity 1.1 above). Someone to lead business training will be identified in the first quarter of year 2

### **PMA.3 Convene a project inception meeting**

The project inception meeting was convened on the 5<sup>th</sup> October 2017 (annex 4.8). The meeting brought together various stakeholders including local communities, government departments, non-governmental organizations and private institutions. The list of stakeholders involved in the meeting includes village councils of Engaresero, Pinyinyi and Magadini, District councils of Ngorongoro, Monduli and Longido, Tanzania Wildlife Management Authority (TAWA), Tanzania Tourist Board (TTB), Tanzania Association of Tour Operators (TATO), Arusha Regional Tourism and Natural Resource office, Nature Tanzania, African Wildlife Foundation (AWF), Engaresero Eramatare Community Development Initiative (EECDI)

The objective of the meeting was to introduce and raise awareness of the project, thus avoiding duplication of similar activities, to project partners, local communities and their government as well as other organizations and institutions. The project team presented the project objectives and the attendees had the opportunity to share comments and advice. The inception meeting was very successful in terms of seeking support and collaboration for implementation and the project was able to receive all round endorsement from stakeholders including local communities, government of Tanzania, organizations and private institutions. Further meetings have been held at the community level to discuss project priorities with community members and stakeholders on the ground.

### **PMA.4 Conduct a baseline study, revise logframe & develop a Monitoring & Evaluation Plan**

In January 2018 BirdLife conducted a baseline study to collect data and information which are to be used in monitoring and evaluation. Baseline data collection was conducted by local tour guides of Ngare EECDI after a 1 day training from project staff on data collection procedures based on the agreed data collection tool (annex 4.4). The data from the surveys are still being processed but initial results suggest water extracted from rivers currently stands at an average of 50 litres per household per day, 4 out of every 10 trees (40%) in the catchments were cut (in the last 5 years) and 3.5 out of 10 people (35%) graze their livestock in sensitive catchments. Water quality and quantity data, including baseline on water abstraction from the small irrigation project at Pinyinyi will be collected as soon as the new equipment is available. The report will be ready by July 2018.

The revised project logframe and Monitoring and Evaluation Plan were developed and submitted to Darwin and awaiting approval.

### **PMA.5 Convene PSC and Local Project Management meetings**

The draft minutes of the second PSC meeting are in annex 4.2. The report of the inception meeting and the first PSC meeting (October 2017) is in annex 4.8.

The first Project Steering Committee (PSC) meeting was convened on 5<sup>th</sup> October 2017 at Mto wa Mbu, Arusha back to back with the inception meeting (annex 4.8). The objectives of the PSC meeting was to introduce the PSC members, review and agree on the terms of reference for the group which included their roles and responsibilities in the project. The meeting was attended by all partners and key project stakeholders i.e. village council leaders from Magadini, Ngare Sero and Pinyinyi, ward councils of Ngare Sero and Pinyinyi district councils of Monduli, Longido and Ngorongoro, Arusha Regional Tourism and Natural Resource offices, Tanzania Wildlife Management Authority (TAWA), Tanzania Tourist Board (TTB), Tanzania Association of Tour Operators (TATO), Ngorongoro Conservation Area Authority (TTB), African Wildlife Foundation (AWF), Nature Tanzania, Honeyguide Foundation, Malihai Clubs of Tanzania, Lake Natron Ramsar Site office, Engaresero Eramatare Community Development Initiative (EECDI) and was facilitated by BirdLife International. Total participants were 27 and of those 2 were females.

The meeting was successful in terms of reviewing and agreeing the terms of reference (ToR) for the group and a way-forward. The group was able to review and provide key inputs to the draft ToR document. The PSC members also promised to support and collaborate in project implementation, in raising awareness of the project to their institutions and in ensuring that the project delivers its activities according to the plans and priorities of the government of Tanzania.

The second PSC meeting was convened on the 24<sup>th</sup> March 2018 at Mto wa Mbu, Arusha (annex 4.2). The objectives of this meeting were to update project partners and stakeholders on project implementation during the first year, including success stories, challenges and lesson learnt. The meeting also provided an opportunity for active participation of government and private institutions in the project to provide advice and to share their experiences on implementing community-based eco-tourism projects. The main challenges discussed from the first year were limited time for implementation, and managing community expectations in terms of what the project could achieve compared to the funding available.

The meeting was attended by village council leaders of Engaruka Juu, Oldonyo Lengai, Engaresero, Magadini and Pinyinyi, ward councils of Engaresero, Pinyinyi, Engaruka and Gelai Milugwe, District councils of Monduli, Longido and Ngorongoro, Tanzania Tourist Board (TTB), Tanzania Wildlife Management Authority (TAWA), Tanzania Association of Tour Operators (TATO), Malihai Clubs of Tanzania, Engaresero Eramatare Community Development Initiative (EECDI), Nature Tanzania and was facilitated by BirdLife International. Total participants were 37 (8 females)

Project partners and key stakeholders were grateful and commended BirdLife International for implementing most of year 1 project activities despite time limitations. Village and ward council leaders were also very happy to continue to be part of the project and pledged their support and collaboration in year 2 to ensure the activities are executed successfully, and that benefits identified in the project to the local community are realised.

## **3.1 Progress towards project Outputs**

### **Output 1: A coherent TDP and clear revenue sharing mechanism in place.**

The revenue sharing plan and a fully validated TDP are on schedule for completion by end of year 2.

***Indicator 1.a and 1.b: Sustainable TDP in place and implemented, with specific measures to prevent degradation of the ecosystem. Conduct a market analysis for ecotourism at Lake Natron.***

Following the recruitment of the consultant and production of the draft TDP and eco-tourism market analysis report (annex 4.1) and with validation planned in the initial months of Year 2, we can state that a coherent TDP will soon become a reality. The TDP will contain information on markets and products and attractions as well as a benefit sharing mechanism. It will also contain details of the optimum number of

visitors that the ecosystem can support, and a clearly defined monitoring framework to assess tourism-related impact on biodiversity.

**Indicator 1.c:** *Reduce the number of gates and establish a revenue sharing plan.*

The project team is happy to report that two of the 3 gates towards Lake Natron have been removed so that only one gate now remains. The project team facilitated a meeting by the Regional Administrative Secretary (all district heads report to him) to discuss the issue of how revenue derived from the gate fees can be harmonised and fairly shared with each district, and a small taskforce has been formed to recommend how to proceed. A report is expected in one month's time.

## **Output 2: Improved capacity for ecotourism business and natural resources decision making**

Activities have focused on indicators 2.d and 2.e. The majority of this output is timetabled for implementation in year 2.

**Indicator 2.d:** *BEOY2 200 people (80 men, 80 women, 40 youth) trained in natural resource governance and land rights.*

During year 1 the communities of Engaruka Juu and Ol Donyo Lengai villages were trained to gain an understanding of the Land Act No 4 and 5 (1999), with respect to the powers conferred on them by law in regards to land which is within the jurisdiction of a village. This training empowers communities to make informed decisions about their land and its natural resources. A total of 43 participants (10 women) benefited from the training. The above beneficiaries are expected to train other community members and use the acquired knowledge and skills in making better decisions with regards to natural resources and land they depend on.

30 people (21 men, 9 women) had already been trained in natural resources decision-making in Engaruka villages (none in Ol Donyo Lengai Villages) which gives a total of 73 people trained in natural resource decision-making in the region (54 men, 19 women). During year 2, the project team will focus on widening the participation of under-represented groups, such as women and youth<sup>8</sup>.

**Indicator 2.e:** *BEOY2 1 booth for sale of Maasai beads is in place at the cultural boma.*

Plans have already been drawn up for construction of two kiosks (booths) at Shimo la Mungu at Oldonyo Lengai village and at the water fall area at Engaresero village. The aim of building kiosks (booths) is to support coordination of eco-tourism businesses, marketing and investment by local Maasai women and to enhance participation of the local community in the tourism business. Baseline data suggests 200 women already sell beads in the Engaresero area alone. The kiosks will allow them to raise the value of their produce by not having to sell it from clothing laid out directly on the floor. A contract has been signed, and construction will begin in year 2 (annex 4.5a and 4.5b).

## **Output 3: Key wetlands, rivers and springs protected and biodiversity enhanced through tree planting, catchment restoration and protection. State of biodiversity, and water quality enhanced and monitored.**

**Indicator 3.1:** *Develop Catchment Action Plan and raise awareness on tree planting*

The project has successfully engaged local communities, village and ward council leaders to draft the Catchment Action Plan for Ngare Sero and Pinyinyi Rivers. The Catchment Action Plan was developed through a participatory approach. The first draft Catchment Action Plan will be produced by the end of May 2018 and will be subject to review and validation by district government leaders. During the catchment action planning process, the project team and district wildlife and tourism officers raised awareness to local communities on tree planting and how that related to catchment conservation. The final Catchment Action Plan will be produced and shared with relevant stakeholders including local communities for review and validation.

**Indicator 3.b:** *BEOY2 at least 10,000 seedlings planted with indigenous tree seedlings*

The project plans to plant at least 10,000 indigenous tree seedlings in key wetland areas and catchments by year 2. The project has raised awareness to local communities through planting demonstrations at the

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<sup>8</sup> The National Policy of Youth Development (2007) in Tanzania defines youth as 15-35 years  
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villages of Engaruka Juu and Oldonyo Lengai, Ngare Sero, Pinyinyi and Magadini. 60 demonstration seedlings have been planted, which include indigenous and some useful fruit trees. All the new seedlings are currently thriving which shows good promise for the tree planting activity at Lake Natron. Tree seedling after-care and monitoring will be conducted during year 2 of the project.

**Indicators 3.c and 3.d:** *Improved water quality (30% less turbidity) and flow rate into Lake Natron, maintenance of a good level of dissolved oxygen in the water.*

The baselines for water quality, turbidity, flow rate and dissolved oxygen have been delayed by the need to purchase specialist equipment. The baseline data will be collected as soon as possible.

**Indicator 3.g:** *BEOP proportion of flamingo fledglings are stable or increasing compared to baseline.*

The project has established a project baseline of 760,000 individual lesser flamingos at Lake Natron with 640,000 adults and 120,000 young and fledglings. This baseline will be useful in subsequent monitoring. It is encouraging that a lot of young people showed interest in the waterbird counts. 95 people were involved in the counts and 60 of them were young men, most of them tour guides. Specialised training in IBA monitoring will take place in Year 2 (indicator 3.e). Given this huge catchment and interest, it is likely that the project will surpass the target of 20 people trained in IBA monitoring.

#### **Output 4: Awareness of the values and threats to Lake Natron raised among communities and government agencies**

Most of the activities for this output are scheduled for the second half of the project implementation. However, good progress has already been made on raising awareness as detailed below. Production of booklets, posters and action to address catchment damage will be undertaken in year 2. Baseline information shows 1,250 residents out of a population of about 25,000 residents had some form of awareness. This represents about 5% of the population.

At least 450 local community members were reached with the message of the value of Lake Natron directly at meetings and workshops. 85 government officials were reached at district, regional and village level in meetings and 35 officials from civil society. At least 367 people were reached through screenings of the *Crimson Wing* film.

**Indicator 4.b:** *BEOP awareness raising messages reach 5,000 people*

The project plans to reach 5,000 residents (including 4,500 local communities and 500 government officials). The project team is keeping records of meeting attendance including estimating the number of people watching *Crimson Wing*, which is screened after each community engagement. Given the progress made in year 1, the project team is confident this output will be achieved.

**Indicator 4.e:** *BEOP at least 30% of population aware of Village Land Act.*

It is expected that at least 90% of village leaders in at least 6 villages will be aware of Village Land Act by year 3. In Engaruka and Oldonyo Lengai villages, 48 out of 52 leaders are aware of this act, this represents 92% of all leaders. Leaders in other villages will be trained in year 2.

#### **Output 5: Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally**

It is still early to disseminate project lessons, with development of the booklet and poster scheduled towards the end of year 2. However, information on the project and the ecotourism value of Lake Natron is already being shared far and wide within Tanzania. For example project activities received extensive coverage on TV, especially ITV, reaching an estimated 1.5 million Tanzanians and East Africans. The project team is keeping a record of all press reports with the aim of establishing the level of coverage.

Sharing of lessons on online platforms and with East African Community organisations will be undertaken from year 2. A poster on the project will be produced and shared during the partner fair when the Council for Africa Partnership meet alongside the BirdLife International Global Partnership Meeting (bringing together all partners from 120 countries) in Belgium in September 2018.

## 3.2 Progress towards the project Outcome

**Outcome:** The biodiversity, wetlands, and the livelihoods of local communities at Lake Natron are enhanced and protected, through sustainable community based ecotourism and water catchment management models.

**0.1 BEOP, enhanced capacities of local people translate into greater incomes and contribute to poverty reduction: incomes of 1,100 people including 500 women, 200 men, 400 youth, (including 90 guides) will increase by 55% from an average of \$45 to \$70 per month.**

The majority of activities related to capacity building and improving livelihoods are scheduled to take place in year 2. However, during this first year the project has delivered training in the basics of bird identification, IBA Monitoring and on-tour guiding principles and hospitality to local tour guides who are now able to contribute to the waterbird counts. Consultations were made with the social services officials in districts on the establishment of the revolving fund but the main work towards this outcome will take place in year 2. Consultations were made on the construction of two booths at Ngare Sero and OI Donyo Lengai villages (Nyumba ya Mungu – House of God) and a contract entered into, with construction proceeding in year 2.

Baseline data established:

- Baseline information shows 280 women are selling beads in the villages of Ngare Sero and OI Donyo Lengai villages. Construction of the booths will improve their capacity to sell beads and encourage more women to engage with this activity.
- There are currently 80 guides in operation at Ngare Sero and we aim to grow the number to 90 by the end of the project.
- Baseline data shows average incomes were Tshs 69,300 (\$31.5) for men; Tsh 115,000 (\$52.2) for women and Tsh 102,500 (\$46.5) for youth<sup>9</sup>. The earlier baseline income of \$45 across the board will be adjusted and segregated by gender. The new income targets will be \$60 for men, \$75 for women and \$65 for youth.

**0.2 BEOP number of tourists visiting Lake Natron increase from 4,100 to 6,000 per year**

The development, validation and implementation of the TDP will set the stage for achieving this indicator. Backed up by the results of the market analysis and efforts to remove physical and tariff barriers, it will be possible to sustainably grow tourist numbers to Lake Natron. The baseline report has established that 5,018 tourists visited Lake Natron last year. As a result, the project will now target to grow tourist numbers to 7,000 tourists per year.

**0.3. BEOP proportion of flamingo fledglings stable or increasing compared to baseline.**

The baseline has been established as 15.7% of the Lesser Flamingo individuals at Lake Natron are young or fledgling. This equates to 120,000 young and fledgling out of a total 760,000 individuals. It will now be possible to measure the effectiveness of interventions with respect to their impacts to the flamingo population. It is expected that numbers will remain stable or increase if efforts to improve the condition of catchment, rivers and springs are effective.

**0.4. BEOP incidences of tree cutting and grazing on Lake Natron catchment areas and key wetlands reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.**

The baseline established that 4 out of every 10 trees in the catchment were cut over a five year period, representing a 40% tree cutting rate. At the same time, 35% of the people grazed their livestock in sensitive

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<sup>9</sup> These figures are averaged from figures of Tshs. 93,600, Tshs. 192,000 and Tshs. 152,000 per month for men, women and youth respectively (high season) AND Tshs. 45,000, Tshs. 38,000 and Tshs. 53,000 per month, respectively for low season. The conversion rate used is 1 USD to Tsh 2,200.

catchment areas. The current level of water abstraction is 50 litres of water per household per day<sup>10</sup>. The impact of interventions, which includes tree planting and sensitisation will be assessed by end of project.

### **0.5. Governments in all 5 east African countries and at least 100 NGOs, Community Groups, conservationists at national level and East Africa aware of and applying lessons learnt/replicating project methods**

Scheduled for years 2 and 3.

#### **Are the indicators adequate for measuring the intended Outcome?**

#### **Is the project likely to achieve the Outcome by end of funding? If not, what action will you take to ensure the situation can be improved?**

Following acceptance of the project by Darwin, the team were asked to review the project logframe. A revised logframe has been submitted and reviewed by LTSI and we will submit a formal change request early in Year 2. As part of this process we have reviewed certain of the indicators that will allow us to monitor progress towards the outcome more appropriately and we believe will ensure that the overall outcome is achieved by the end of the project.

### **3.3 Monitoring of assumptions**

#### **Outcome Level Assumptions.**

**Assumption 1;** *National and district governments continue to work with tourism stakeholders to boost ecotourism and conserve biodiversity at Lake Natron*

**Comments;** The Ministry of Natural resources and tourism has confirmed that it is very interested in supporting development of tourism business at Lake Natron. They were also very supportive in providing data and information for the TDP. The district government of Longido, Monduli and Ngorongoro has also provided the project with very good support and collaboration in project implementation. They have also been very positive in PSC meetings and other fieldwork activities.

**Assumption 2;** *Local communities around Lake Natron continue to be willing to engage in ecotourism activities and understand the benefits of protecting Lake Natron and its surroundings*

**Comments;** Local communities and village government leaders have been very positive and supportive in promoting and engaging in ecotourism business. They also understand the benefit of protecting Lake Natron, which to them is an important tourist attraction and therefore source of livelihood. Most of the community groups i.e. women, youth and men are dependent on the success of tourism businesses directly and indirectly. With the current trend and support, it is expected that this assumption will remain true throughout the project.

**Assumption 3;** *National and international tourism is not impacted by any terrorism actions in Tanzania*

**Comments;** Security in Tanzania has been very stable and its tourism industry one of the most promising in African. The Ngare Sero village council and Ngorongoro district council are currently constructing a modern police station which will ensure security to communities and tourists visiting Lake Natron is good.

#### **Output Level Assumptions.**

**Assumption;** *National and district governments continue to work with tourism stakeholders to boost ecotourism at Lake Natron*

**Comments;** The assumption still hold true. The government at all levels describe this project as “timely” as it addresses issues that have been identified as priority but no effort has gone into addressing them. It is expected that this commitment will continue

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<sup>10</sup> Most of the water abstraction happens at the small irrigation scheme at Pinyinyi. The baseline will become available when we start water quality and quantity monitoring. Water flow will be measured above and below the intake to obtain this measure and this will be monitored through the project. Domestic consumption is a nominal measure which we will also monitor.

*Assumption; District administration from Ngorongoro, Longido and Monduli continue to engage on the issue of gates*

Comments; The issue of gates and the fees charged by each district is critical. If districts do not cooperate, the physical and tariff barriers will continue to exist thus restraining growth of ecotourism. So far the cooperation has been very good. Already 2 gates have been removed and discussions are ongoing on how to harmonise collection of fees.

*Assumption; Once training is done, EECDI continues to ensure follow up and ensure deployment of skills*

Comments; EECDI is central in organising the training but village leadership will also play a key role. Follow up will therefore be by EECDI and respective village leaderships

*Assumption; Local communities willing to use their increased capacity and new skills to effect transformational change*

Comments; The local people must be willing to make use of their increased capacity to better their lives. This is critical if the project will have an impact. So far the local people have expressed great commitment in getting training and applying the training.

*Assumption; Unfavourable weather conditions (e.g drought)*

Comments; Weather is a critical factor especially in relation to tree planting. If the rains fail, it will be impossible to plant and establish trees targeted in the project. So far the weather has been perfect with the expected rains continuing to be received.

*Assumption; Communities attitudes and activities do not change*

Comments; So far community attitudes are supportive to conservation and ecotourism and are not expected to change. They are mainly involved in pastoralism and small scale irrigation and ecotourism related business, which are in line with project goals.

*Assumption; External pressures such as massive industrial or agricultural development do not affect impact on ecosystem and project efforts*

Comments; Local communities have in the past been under pressure to accept soda ash mining. After the government withdrawal, this pressure is expected to decrease. Small scale irrigation farming at Pinyinyi is largely compatible with conservation and ecotourism but large scale farming would not be, so hopefully there will be no plans to expand farming at Pinyinyi.

*Assumption; Current economic, social and environmental factors do not change significantly during the lifetime of the project*

Comments; These factors are expected to remain the same. Construction of the road from Mto wa Mbu to Loliondo is expected to be in progress by the end of the project but this will not significantly change the social and economic scenario. However it will be important to monitor that beyond the project, especially the growth of urban centres along the new road.

*Assumption; Government agencies' willingness to cooperate*

Comments; So far government agencies at all levels are willing to cooperate and are expected to continue cooperating

*Assumption; Communities willingness to receive message*

Comments; This is critical for the villages to receive the messages. So far they have received the messages enthusiastically

*Assumption; Stakeholders including BirdLife partners' willingness to apply the lessons learnt*

Comments; This is a critical assumption as lessons will depend on willingness of those they will be shared with to apply



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

**Project impact: Development, piloting and promotion of an ecotourism model and restoration of key ecosystems for poverty alleviation and biodiversity protection in East Africa.**

**Biodiversity Conservation.** The project will improve the state of biodiversity through Important Bird and Biodiversity Area (IBA) monitoring and capacity building in natural resource management. It is expected that by the end of the project incidences of tree cutting and grazing on Lake Natron catchment areas and key wetlands will be reduced by 60%, as a result of awareness raising targeting local communities. At least 10,000 indigenous tree seedlings will be planted by the end of year 2. Through water quality and level monitoring and after validation, endorsement and enforcement of the Catchment Action Plan, turbidity of water flowing into the Lake Natron will be improved by 30% and the quantity of water flowing into Lake Natron will be maintained and the volume of water abstracted from key rivers reduced by 25%. The project will also train at least 20 young people, including tour guides in IBA monitoring (using State, Pressure, Response) to enable annual assessment of the state of biodiversity and by the end of project, biodiversity state, pressure, and response monitoring data targeting status of flamingos and key habitat quality will be available. By doing those, the project will contribute significantly into sustainable biodiversity conservation at Lake Natron.

**Human Development and Wellbeing (poverty alleviation).** After validation, endorsement and implementation of the Tourism Development Plan (TDP) the number of tourists visiting Lake Natron will increase up to 6,000 per year or greater by the end of the project, resulting in livelihood improvements of tour guides, women selling beads and other businessmen and women involved in tourism.

By the end of year two, 100 people (community representatives and government natural resource staff) will be trained to train others on ecotourism and business management, including 40 women and 20 youth on ecotourism and business management. This will improve the capacity of communities to operate and manage businesses, and therefore improve their incomes.

By the end of year 2, revolving fund operational procedures will be in place and about 100 people including 40 women and 20 youth will be trained in loan disbursement. It is hoped that a further 1,050 people will be trained by the initial 100 trainees. By the end of project, 500 women, 300 youth, 50 tour guides and 300 men will benefit from the revolving fund to support their activities and the fund will grow by 10%. By the end of year two, at least 1 booth will be in place to facilitate the sale of Maasai beads and will be used by 600 women.

In doing the above, the project will contribute significantly in promoting human development and wellbeing (poverty alleviation) and the impact is expected to continue after the end of the project.

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

### **Goal 1; End poverty in all its forms everywhere**

*Target 1.4 of SDG Goal 1.* Through land rights and climate change training conducted to village council leaders, Maasai traditional leaders (*Laigwanaan*), ward council leaders and local community representatives the project is building the capacities of local communities (women, men and youths) to make informed decisions on access, ownership control and investment on land, whilst taking into account their natural resources. The training also raised their awareness on climate change, its impacts to pastoralist communities and on the possible mitigation measures including tree planting, thereby contributing towards achieving *Target 1.5 of SDG Goal 1*. By focusing on the impact of climate change to pastoralist communities, the project has contributed towards building resilience of the poor and those in vulnerable situations and therefore, reducing their exposure and vulnerability to climate-related extreme events.

Moreover, business and entrepreneurship training, booth construction, Tourism Development Plan and the revolving fund will also contribute towards ending poverty to Lake Natron communities.

### **Goal 5; Achieve gender equality and empower all women and girls**

The Lake Natron Eco-tourism project will contribute towards achievement of *Target 5.5 of SDG 5* by ensuring that women have the capacity to participate effectively in eco-tourism businesses and in making decisions related to biodiversity conservation and economic life. During the reporting period, consultations and decisions were made on the construction of 2 booths at OI Donyo Lengai and Ngare Sero Villages to help Maasai women to market their beads. The designs were agreed upon and construction will be done in year 2.

### **Goal 6; Ensure availability and sustainable management of water and sanitation for all**

This project will protect and restore key water-related ecosystems (springs and rivers) of Lake Natron by preventing catchment damage and undertaking restoration. This is mainly by drafting and validation of a Catchment Action Plan for key springs and rivers, planting of 10,000 indigenous tree seedlings, water quality and level monitoring. By doing that the project will be achieving *Targets 6.3 and 6.5 of SDG 6*.

During year 1 of the project, the correct water quality equipment has been identified and will be purchased by the end of April 2018. Thereafter, water quality monitoring will commence in collaboration with Ngorongoro District Council.

### **Goal 8; Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

The project initiated process of developing the TDP will contribute towards an effective and coordinated tourism business at Lake Natron which take into account biodiversity sustainability, culture of the area and equitable benefit sharing to all community groups in Lake Natron. The TDP will also feed into and advise national biodiversity policies and plans which benefit local communities. By doing that the project will be achieving *Targets 8.2, 8.3, 8.4, 8.5, 8.6* and mostly importantly target *8.9 of SDG 8*.

Through construction of the booths for women to sell beads and related Maasai products, the project will contribute towards achieving *Targets 8.5, 8.8 and 8.9 of SDG 8*.

### **Goal 15; Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**

By developing a Sustainable TDP with specific measures for preventing degradation of Lake Natron's ecosystem (i.e. maximum number of tourist visits per year that the ecosystem can support and a monitoring framework for tourism-related impact on biodiversity), the project will be contributing towards achieving *Targets 15.1, 15.2, 15.5, 15.6 and 15.9 of SDG 15*. The project will take action in reducing degradation of natural habitats, halting biodiversity loss and protection and prevention of extinction of threatened species (Target 15.5, in this case the Lesser Flamingo) through training of 200 people, (80 women, 40 youth and 80 men) in natural resource governance and land rights (Land Act No 4 and 5 of 1999) and use these acquired skills to make sound decisions on the use of the natural resources and through development of a Catchment Action Plan.

Planting of 10,000 indigenous tree seedlings at Lake Natron will contribute in achieving targets 15.1, 15.2, 15.3, 15.5, 15.6 and 15.9 of SDG 15. Monitoring of IBAs in danger will also contribute towards achieving the above SDG targets. Awareness raising to 5,000 (4,500 local communities and 500 government staff) people on the value of the Lake ecosystem and potential damage from soda ash mining will also contribute in achieving SDG 15. The targets will also be achieved by reducing incidences of tree cutting and grazing on Pinyinyi and Ngare sero River catchments by 60%, as a result of awareness raising targeting local communities.

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

The project is expected to contribute towards *Aichi Targets 1, 4, 14* as well as *CBD Decision XI/22* inviting Parties to integrate CBD objectives into sustainable development and poverty eradication plans, policies

and priority actions. It will also contribute towards fulfilment of the objectives of the Ramsar Convention in particular promotion of wise use of wetlands. Initial steps have been taken towards fulfilling project obligations that can contribute towards these goals. However it is still too early to share any lessons and information that can feed into national reports. Nevertheless the authority responsible for CBD (Ministry of Natural Resources and Tourism) and the Ramsar Site Manager for Lake Natron are represented in the Project Steering Committee and are members of the TDP Coordination committee.

## **6. Project support to poverty alleviation**

Year 1 set the stage for poverty alleviation activities most of which will take place from year 2, so there are no notable achievements this year. Most of the training in ecotourism business management, construction of the booths and setting up of the revolving fund will be priority in year 2 and these will be expected to contribute directly to the welfare of the people.

The target groups in the above mentioned activities are women, youth and men. The revolving fund set up will target groups segregated into the three sectors. Selling of beads through the booth(s) will target only women since it is their speciality. Youth, majority of whom are tour guides, will have their skills improved and small businesses set up for them through the revolving fund.

## **7. Project support to gender equality issues**

The Lake Natron Eco-tourism project has made a deliberate effort to address gender equality issues. This is not an easy thing to do in a paternalistic society such as the Maasai but it is possible. During village meetings, village and other community leaders accepted the project approach which targets over 200 women for capacity building as well as provision of a special place for them to sell beads. The village leaderships at Ngare sero and Ol Donyo Lengai agreed to allocate areas for the construction of the booth(s). It was also clear that these women will be targeted in the revolving fund which they will manage without any interference from men. However, men and youth will be invited to form specific groups to benefit from the revolving fund according to set rules.

As for the youth, it is encouraging to note that 60 of the 95 people who participated in the waterbird counts were youth. It is also notable that the revolving fund (that will be rolled out in year 2) will also target the youth as a separate group.

## **8. Monitoring and evaluation**

One of the key activities identified in year 1 was to conduct baseline surveys and to develop a Monitoring and Evaluation (M&E) Plan. The full baseline report is ongoing but key results from this study have been included in this report. The M&E Plan was shared with the Darwin team and some revisions were suggested by their specialist. The M&E Plan revision is ongoing and the final version will be put in as a change request, along with the revised logframe, to ensure monitoring activities from year 2 are aligned to the approved plan.

## **9. Lessons learnt**

- i. Active participation of project partners and stakeholders has been a very good lesson learnt in year 1. It is among the key reasons for the successful implementation of the first year of the project activities, and is crucial in ensuring all round endorsement and support from local communities, village, ward and district governments and from the Government of Tanzania. Involvement of Maasai traditional leaders (*Laigwanaan*) made the process very smooth
- ii. Project activities were implemented under a huge amount of time pressure as 12 months' work was implemented within less than 9 months because there was a delay in getting project staff on the ground thus delaying start up. If this was to be done again, we would make a change request to push some of year 1 activities to year 2.
- iii. There will be more careful planning of year 2 activities to ensure sufficient time for implementation. Any change request will be anticipated well in advance to ensure that they are approved in good time to reduce pressure.

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

N/A

## 11. Other comments on progress not covered elsewhere

The project team has no other comments

## 12. Sustainability and legacy

A lot of effort has gone into promoting the project work during the inception meeting, village meetings, meetings with district leaders, engagement with the office of the Regional Commissioner and Regional Administrative Secretary and at meetings with the Assistant Director for Natural Resources and Tourism in Dodoma (national headquarters). The stories about the project in the press also went a long way in raising awareness. The evidence in the project is willingness for partners and stakeholders to take part and provide information in project activities as well as the press to cover project events.

The exit plan around establishment of the revolving funds and micro-projects for women and young people is still valid. The fund will be mainstreamed in village governance for sustainability. Planting of over 10,000 seedling and nurturing them is another key exit plan as well as having the TDP in place to grow tourists from the current level to about 7,000 and beyond.

Infrastructure such as the booths for selling beads, will be taken on by the village councils once the project ends.

Capacity building will use a “training of trainers” (see section 20) approach which contains important replication benefits and mitigates the risk linked to loss of capacities when trained individuals leave.

The project team will continue to work with government staff such as the Ramsar Site Manager and Game officers in the districts (with the salary coming from the government) and this will ensure that the project’s outcome and legacy will continue beyond the project.

Data from the waterbird counts and the IBA monitoring will be uploaded into the IBA data zone, which is open access.

## 13. Darwin identity

The project team did its best to ensure that the Darwin Initiative identity and UK government’s contribution are recognised. Below are examples:

- At the inception meeting and priority setting meetings with communities, it was specifically explained that this is a Darwin funded project with support from the UK government. The presentations from these meetings are evidence
- The project’s identity (logo) agreed by stakeholders comprises of the BirdLife logo, Government of Tanzania coat of arms and the Darwin logo. The project identity was used in most project documents, and presentations.
- The Darwin funded project has been identified as a distinct project. It is not part of a larger programme. The project team ensured the term “Darwin-funded” was included in all communications.
- The project team made every attempt to recognise Darwin and UK government contribution in communications and media reports. This is evidenced in the annex document with links to mainstream and social media stories and impressions. One example is given here but more in the annexed document.

[Ken Mwathe](#) @Ken\_Birdlife Oct 5

Inception meeting of the @darwin\_defra funded Lake Natron Project kicks off at Mto Wa Mbu @BirdLifeAfrica [https://twitter.com/Ken\\_Birdlife/status/915823230824468480](https://twitter.com/Ken_Birdlife/status/915823230824468480)

- All structures (e.g booths) built in this project will be branded with the Darwin and project partner logos and will recognise the contribution of the Government of UK.

#### 14. Project expenditure

Table 1: Project expenditure during the reporting period (1 April 2017 – 31 March 2018)

Staff Costs	Year 1 budget	Total Expenditure	Variation	Balance
Total staff costs			+5.8%	-2098.17
Consultancy costs			-4.75%	713.82
Overhead costs			0%	0.71
Travel & Subsistence			-10%	852.64
Operating costs			-2%	288.24
Capital Equipment			0%	46.39
Other costs			-7%	206.38
				-
<b>Total</b>			<b>0%</b>	<b>10.18</b>

## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2017-2018

Project summary	Measurable Indicators	Progress and Achievements April 2017 - March 2018	Actions required/planned for next period
<p><b>Impact</b></p> <p><b>Development, piloting and promotion of an ecotourism model and restoration of key ecosystems for poverty alleviation and biodiversity protection in East Africa.</b></p>		<p>During year 1, the project focussed on putting in place the TDP, and training in IBA monitoring and capacity building in natural resource management, but it is too early to demonstrate attributable impacts on livelihoods or biodiversity</p>	
<p><b>Outcome;</b> The biodiversity, wetlands, and the livelihoods of local communities at Lake Natron are enhanced and protected, through sustainable community based ecotourism and water catchment management models.</p>	<p>BEOP, enhanced capacities of local people translate into greater incomes and contribute to poverty reduction: incomes of 1150 people including 500 women, 300 men, 300 youth and 50 guides will increase by 55% from an average of \$45 to \$70 per month<sup>11</sup>.</p>	<p>Preparations completed for the construction of 2 booths to help Maasai women sell their beads. Architectural Drawings completed and contract for construction signed</p>	<p>Training in business management, natural resources decision making will take place in year 2</p>
	<p>By 2025, the number of women receiving regular direct income from ecotourism related activities will increase to 1,500. In the long term 60% (12,600) of the 21,000 L. Natron residents expected to benefit directly and indirectly from eco-tourism related livelihood initiatives.</p>	<p>The women were organised into distinct groups depending on their location of selling beads. Discussions were held with village leadership on the need to get them registered into an umbrella bead sellers group and that process has started. This will be critical for the roll out of the revolving fund.</p> <p>The tour guides are already registered as part of EECDI</p>	<p>Two booths for selling Maasai beads will be constructed at Ngare Sero and OI Donyo Lengai villages.</p> <p>The revolving fund targeting women, youth and men will be rolled out to support small businesses. This will be preceded by setting up rules and guidance, as well as capacity building for the various groups</p>
	<p>0.2. BEOP number of tourists visiting Lake Natron increase from 4,100 to 6,000 per year, resulting in livelihood improvements. By 2025, tourists will increase to 10,000 per year</p>	<p>The process of developing the Tourism Development Plan and market analysis was initiated, consultations completed and the document is being finalised.</p>	<p>TDP Validation workshop will be held and implementation of priority elements will commence.</p>

<sup>11</sup> The available data concerning the income average is not disaggregated by gender. We will therefore refine this indicator after conducting the baseline study.

		Two gates out of the three that were barriers to ecotourism have been removed but each district continues to charge their separate fees. The project facilitated a meeting of the Regional Administrative Secretary with districts on the issue of harmonised fees and a report is expected by the end of April 2018.	A tourism revenue sharing mechanism will be agreed and implemented.
	0.3. BEOP proportion of flamingo fledglings stable or increasing compared to baseline.	The project established a baseline of 120,000 young and fledgling lesser flamingos in a population of 760,000 birds. This represents 15.7% of the total population.	The next count is scheduled for July 2018 as part of monitoring twice a year throughout the project
	0.4. BEOP incidences of tree cutting and grazing on Lake Natron catchment areas and key wetlands reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.	<p>A baseline of 5% (1,250) of the population aware of catchment damage caused by tree removal, water over-abstraction, lake value and the need for tree planting, established.</p> <p>Baseline was established that 4 out of every 10 trees (40%) in sensitive catchments were cut over a five year period; 3.5 people out of 10 (35%) graze their livestock in catchments and each household abstracts 50 litres of water per day.</p> <p>At least 450 local community members were reached with the message of the value of Lake Natron directly at meetings and workshops. 85 government officials were reached at district, regional and village level in meetings and 35 officials from civil society. At least 367 people were reached through <i>Crimson Wing</i> film</p>	<p>Community sensitisation to reduce levels of catchment degradation and water overuse.</p> <p>Planting of at least 2,500 seedlings</p>

	0.5. Governments in all 5 east African countries and at least 100 NGOs, Community Groups, conservationists at national level and East Africa aware of and applying lessons learnt/replicating project methods	Scheduled for Y2 and 3	
<b>Output 1.</b> A coherent TDP and clear revenue sharing mechanism in place.	1.a. BEOP a sustainable TDP is in place and implemented, with specific measures ensuring the prevention of degradation of Lake Natron's ecosystem (i.e. maximum number of tourist visits per year that the ecosystem can support is defined and monitoring framework for tourism-related impact on biodiversity is in place).	Data collection for TDP and market analysis was completed. The report is being developed with a validation meeting scheduled for first quarter of year 2. Evidence provided in section 3.2 of report. The indicator is appropriate.	
	1.b By end of year 2, market analysis for ecotourism at Lake Natron developed	The market analysis is a chapter in the TDP. Information on tourism market will be include in the validated TDP. Evidence provided in section 3.2 of the report. Indicator 1a and 1b should be merged	
	1.c BEOP, multiple gates (physical barriers) to ecotourism erected by districts at Lake Natron removed. Revenue sharing plan in place and captured by the TDP.	Two out of the three gates on the route to Lake Natron have already been removed. Currently there is only one gate at Ngare Sero village which is used by all the 3 districts to collect revenue. The project team facilitated a meeting by the Regional Administrative (all district heads report to him) to discuss the issue of how revenue derived from the gate fees can be harmonised and fairly shared with each district, and a small taskforce has been formed to recommend how to proceed. A report is expected in one months' time. Evidence provided in section 3.2 of the report. This indicator is appropriate.	
Activity 1.1 Recruit consultant for market analysis and Tourism Development Plan	The recruitment for the consultant (Lota Melamari) to lead market analysis and Tourism Development Plan was completed.		
Activity 1.2 Conduct a market analysis for ecotourism, collect data and consult with stakeholders on TDP	Data collection was completed and the report is being finalised. Evidence provided in section 3.2 of the project and the annexes.		
Activity 1.3 Support production of the TDP and share with stakeholders	Production of the TDP will follow the validation meeting expected in Q1 of year 2		
Activity 1.4 Organize a multi-stakeholder TDP validation and tourism revenue-sharing harmonisation meeting	The multi-stakeholder TDP validation and tourism revenue sharing harmonisation meeting are scheduled for Q1 of year 2		
<b>Output 2.</b> Improved capacity of local communities to conduct ecotourism business and natural resources decision	Most of the activities in this output are scheduled for year 2  Indicators 2a to 2g require rephrasing and merging in some cases as follows:		



<p>making through relevant training and capacity building.</p>		<p>2.a BEOY2, 100 people (community representatives, tour guides, community campsite operators, government natural resource staff) will attend a 2 day training course in ecotourism management, business management, revolving fund management, customer care, and responsible guiding. This will include 40 women and 40 youth and 20 men.</p> <p>2.b A specialised 2 day training course in ecotourism planning, marketing and hospitality will be conducted for 10 ecotourism leaders selected from the above group.</p> <p>2.c. BEOY2, the existing 80 tour guides have their capacity built to effectively undertake tour guiding (see 2a) as well as benefit from the revolving fund. An additional 10 tour guides added.</p> <p>2.d BEOY2, 200 people, (80 women,40 youth and 80 men) trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999) and use these acquired skills to make sound decisions on the use of the natural resources they depend on.</p> <p>2.e. BEOY2, 2 booths for sale of Maasai beads is in place at the cultural boma and at least 300 women using it BEOY2. An additional 200 women benefit from other income generating activities as a result of utilizing the revolving fund (see 2f)</p> <p>2.f. BEOY2, revolving fund operational procedures in place. At least 100 people including 40 women, 40 youth and 20 men trained in effective utilization and disbursement of the revolving fund.</p> <p>BEOY2, a total of 1,100 people (500 women, 400 youth – including 90 guides - and 200 men) trained and effectively utilising loans disbursed through the revolving fund with their monthly income rising from \$45 to \$70 BEOY2.</p> <p>2.g. The revolving fund grows by 10% BEOY2.</p>
	<p>2.a By the end of year 2, 100 people (community representatives and government natural resource staff will be trained to train others within their community and staff ), including 40 women and 20 youth attend 2 days training on ecotourism and business management and use these acquired skills to train others to more efficiently</p>	<p>This indicator requires rephrasing (see above)</p>

	manage ecotourism business activities.	
	2.b BEOP training beneficiaries conduct training to benefit people in their constituencies, ensuring a total of at least 700 additional people have enhanced ecotourism business management capacity.	This indicator requires rephrasing (see above)
	2.c. BEOP, the existing 80 tour guides have their capacity built to effectively undertake tour guiding as well as benefit from the revolving fund. An additional 10 tour guides added	This indicator requires rephrasing (see above)
	2.d By the end of Yr2, 200 people, (80 women,40 youth and 80 men) trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999) and use these acquired skills to make sound decisions on the use of the natural resources they depend on.	A total of 43 people (10 women) has been trained on land rights, climate change and natural resource management at Engaruka Juu and Oldonyon Lengai villages. Evidence presented in 3.2 and annexes. This indicator is appropriate.
	2.e. By the end of year two, 1 booth for sale of Maasai beads is in place at the cultural boma and used by 600 women.	Designs developed and contract signed for the construction of <b>2</b> booths at Ngare Sero and OI Donyo Lengai villages. Evidence in 3.2 and annexes. This indicator should be rephrased (see above)
	2.f. By the end of year 2, revolving fund operational procedures in place and 100 people including 40 women and 20 youth trained in disbursing loans through the revolving fund. A total of 1,050 additional people trained in disbursement of revolving fund BEOP (through the training of trainers approach).	This indicator requires rephrasing (see above)

	2g. BEOP, 500 women, 300 youth, 50 tour guides and 300 men benefit from funding through the revolving fund to support their activities and fund grows by 10%	This indicator requires rephrasing (see above)
Activity 2.1 Organize training on ecotourism and business management for men and women, and youth and follow up training in villages by trainees		This activity is scheduled for year 2
Activity 2.2. Construct booth and use it for sale of beads and other merchandise		Designs developed and contract signed for the construction of 2 booths at Ngare Sero and OI Donyo Lengai villages. Construction will be completed in year 2
Activity 2.3 Set up Revolving Fund, training community back to back with 2.1 operationalise and monitor its implementation		This activity is scheduled for year 2. The revolving fund targeting women, youth and men will be rolled out to support small businesses. This will be preceded by setting up of rules as well as capacity building for the various groups.
Activity 2.4 Conduct Lands rights training (includes preparations)		43 people were trained in year 1 and 157 more will be trained in year 2. Evidence in 3.2 and annexes
<b>Output 3.</b> Key wetlands, rivers and springs protected and biodiversity enhanced through tree planting, catchment restoration and protection. State of biodiversity, and water quality enhanced and monitored.		
	3a. Catchment Action Plan developed for Pinyinyi and Ngare Sero rivers and awareness raised on tree planting	Catchment Action Plan for key rivers was developed and the document is being finalised. Evidence of participation in annexes  Indicator requires rephrasing as follows:  3a Catchment Action Plan for Pinyinyi and Ngare Sero rivers developed and endorsed by at least 95% of village leaders in 2 villages and awareness raised on tree planting
	3b. At least 10,000 seedlings planted with indigenous tree seedlings BEO Y2 and successfully established BEOP.	This is scheduled for year 2 but 60 demonstration trees have been planted and they are doing well  This indicator requires rephrasing as follows: 3b. At least 7,500 seedlings planted with indigenous tree seedlings BEO Y3 and successfully established BEOP.
	3c. BEOP turbidity of water flowing into the lake improved by 30% and the quantity of water flowing into Lake Natron maintained	This activity is scheduled for year 2. The indicator is appropriate.

	3d. BEOP Dissolved Oxygen maintained at not less than 5 mg/litre at key rivers	This activity is scheduled for year 2. The indicator is appropriate
	3e.BEO Y2, at least 20 young people, including tour guides, trained in IBA monitoring (using State, Pressure, Response) to enable annual assessment of the state of biodiversity.	This activity is scheduled for year 2. The indicator is appropriate
	3f.BEOP, biodiversity state, pressure, and response monitoring data targeting status of flamingos and key habitat quality available.	This activity is scheduled for year 2. The indicator is appropriate
	3g. BEOP proportion of flamingo fledglings stable or increasing compared to baseline	Annual water bird count has been conducted during year 1 and flamingo data obtained. The project established a baseline of 120,000 young and fledgling lesser flamingos in a population of 760,000 birds. This represents 15.7% of the total population Evidence in 3.2. The indicator is appropriate.
Activity 3.1 Prepare Catchment Action Plan and raise awareness on tree planting		The Catchment Action Plan for Ngare Sero and Pinyinyi rivers was developed and the report it being finalised. Validation and endorsement planned for Q1 of year 2.
Activity 3.2 Prepare land and plant key wetland areas with at least 10,000 indigenous tree seedlings		This activity is scheduled for year 2
Activity 3.3 Tree seedling after care and monitoring		This activity is scheduled for year 2
Activity 3.4 Set up and carry out water quality monitoring		Purchase of water quality equipment is in its final stages. Water quality monitoring data collection will commence ASAP during year 2 of the project.
Activity 3.5 Train 20 young people in IBA Monitoring (back to back with 2.1); complete IBA form and feed data into World Bird Database (including repeat monitoring in Yr2)		This activity is scheduled for year 2
Activity 3.6 Work together with annual Waterbird census and obtain flamingo data		Waterbird count was conducted in year 1 and found 640,000 flamingos and 120,000 young and fledglings.
<b>Output 4.</b> Awareness raised of local communities and government officials on Lake Natron's ecosystem value and threats to it (including deforestation, overgrazing, water use and catchment damage and soda ash threat) and remedial action taken.	4.a A 4-page Booklet and poster produced and distributed for local and national advocacy and awareness raising	This activity is scheduled for year 2. Indicator requires to be rephrased as follows:  4. a Poster produced and distributed to raise awareness on the value of the Lake ecosystem and potential damage from soda ash mining reaching 5,000 (4,500 local communities and 500 government staff) people.
	4b.BEOP awareness raising messages reach 5,000 (4,500 local communities and 500 government	At least 450 local community members were reached with the message of the value of Lake Natron directly at meetings and workshops. 85 government officials were reached at district, regional and village level in meetings and 35

	staff) people on the value of the Lake ecosystem and potential damage from soda ash mining.	officials from civil society. At least 367 people were reached through <i>Crimson Wing</i> film. About 1.5 million people reached on TV. Evidence provided in section 3.2. This indicator will be included in the new indicator 4a above such that 4c below will be the new 4b
	4.c. BEY3, 2,000 local community members taking remedial action on water overuse and catchment damage through overgrazing.	This activity is scheduled for year 2 Indicator is appropriate
	4.d. BEOP incidences of tree cutting and grazing on Pinyinyi and Ngare sero River catchments reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.	This activity is scheduled for year 2 The indicator is appropriate
	4e BEOP At least 30% of population aware of Village Land Act	43 people trained in natural resources, land rights and climate change. Evidence of manual and participation presented in annexes The indicator requires rephrasing as follows: 4d .BEOP At least 90% of village leaders in 6 villages aware of Village Land Act.
Activity 4.1 Produce advocacy/awareness poster and booklet		This activity is scheduled for year 3
Activity 4.2 Carry out awareness amongst government agencies on values and threats through public forums, film and radio		At least 450 local community members were reached with the message of the value of Lake Natron directly at meetings and workshops. 85 government officials were reached at district, regional and village level in meetings and 35 officials from civil society. At least 367 people were reached through <i>Crimson Wing</i> film. About 1.5 million people reached on TV.
Activity 4.3 Sensitisation on catchment damage and water overuse done during activity 2.4		This activity is scheduled for year 2
Output 5. Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally	5.a A 4-page Booklet and poster produced and distributed for local and national advocacy and awareness raising	This activity is scheduled for year 2 and 3 Indicator is appropriate

	5.b By the end of the project, lessons and best practice shared with tourist industry in Tanzania, reaching 1,500 people.	This activity is scheduled for year 3 Indicator requires to be rephrased as follows: 5.b BEOP, lessons and best practice shared via an online platform reaching 1,500 people within the tourist industry in Tanzania and at least 100 civil society/tourism players signing up to endorse methodology
	5.c By the end of the project, lessons shared with the Sectoral Committee responsible for tourism within East African Community, as well as with the Agriculture and Natural Resource and Tourism Committee of the East African Legislative Assembly, reaching 300 people.	This activity is scheduled for year 3 Indicator is appropriate
	5.d Lessons shared internationally amongst other conservation NGOs during BirdLife CAP meeting 2019, other relevant meetings and through the BirdLife website, reaching 800 people.	This activity is scheduled for year 3 Indicator is appropriate
	5.e By the end of the project, other media methods used (radio and press) to raise awareness of key results amongst local, national and international audiences, reaching at least 5,000 people.	This activity is scheduled for year 3 Indicator is appropriate
	5.f Number of times the project model is shared / replicated in Tanzania and East Africa by government agencies, community groups and NGOs BEOP.	This activity is scheduled for year 2 and 3 Indicator is appropriate
Activity 5.1 Produce advocacy/awareness poster and booklet (see 4.1)		This activity is scheduled for year 3
Activity 5.2 Share project lessons with tourism industry actors, the EAC and other NGOs - online and in person		This activity is scheduled for year 3
Activity 5.3 Disseminate project lessons, best practice and through local radio and newspapers and through EAC committees national tourism ministries		This activity is scheduled for year 3
Activity 5.4 Showcase the project at the BirdLife CAP Meeting 2019 and other relevant meetings		This activity is scheduled for year 2 and 3

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

Project summary	Measurable Indicators <sup>12</sup>	Means of verification	Important Assumptions
<p><b>Impact: (Max 30 words)</b></p> <p><b>Development, piloting and promotion of an ecotourism model and restoration of key ecosystems for poverty alleviation and biodiversity protection in East Africa.</b></p>			
<p><b>Outcome: (Max 30 words) 26 words</b></p> <p>The biodiversity, wetlands, and the livelihoods of local communities at Lake Natron are enhanced and protected, through sustainable community based ecotourism and water catchment management models.</p>	<p>3.f. BEOP, enhanced capacities of local people translate into greater incomes and contribute to poverty reduction: incomes of 1150 people including 500 women, 300 men, 300 youth and 50 guides will increase by 55% from an average of \$45 to \$70 per month<sup>13</sup>. By 2025, the number of women receiving regular direct income from ecotourism related activities will increase to 1,500. In the long term 60% (12,600) of the 21,000 L. Natron residents expected to benefit directly and indirectly from eco-tourism related livelihood initiatives.</p> <p>0.2. BEOP number of tourists visiting Lake Natron increase from 4,100 to 6,000 per year, resulting in livelihood improvements. By 2025, tourists will increase to 10,000 per year<sup>14</sup></p> <p>0.3. BEOP proportion of flamingo fledglings stable or increasing compared to baseline.</p> <p>0.4. BEOP incidences of tree cutting and grazing on Lake Natron catchment</p>	<p>0.1 Engaresero Eramatare Community Development Initiative (EECDI) Records<sup>15</sup></p> <p>0.2 Records of entries at the gates</p> <p>0.3 Annual waterbird census report; IBA monitoring reports</p> <p>0.4 Awareness surveys, EECDI incidents report file records at start and BEOP. Water monitoring reports at start and end of the project.</p> <p>0.5 Reports from Government staff and other conservation groups, community groups, NGO tourism plans and reports; newspaper reports; Final Project Report</p>	<p>National and district governments continue to work with tourism stakeholders to boost ecotourism and conserve biodiversity at Lake Natron</p> <p>Local communities around Lake Natron continue to be willing to engage in ecotourism activities and understand the benefits of protecting Lake Natron and its surroundings</p> <p>National and international tourism is not impacted by any terrorism actions in Tanzania</p>

<sup>12</sup> During the inception phase, we will conduct a baseline study that will enable us to refine the indicators and ensure that the baseline data we have provided here is still up-to-date. Getting all the baseline data at the start of the project will enable us to adequately measure progress during and at the end of the project.

<sup>13</sup> The available data concerning the income average is not disaggregated by gender. We will therefore refine this indicator when conducting the baseline study.

<sup>14</sup> The maximum target for tourism number will be determined and set by the TDP in order to ensure tourism sustainability and its reduced impact on Lake Natron’s ecosystem.

<sup>15</sup> EECDI records capture information on members (including incomes), minutes of meetings, tourism data, accounts, records of incidences around the ecosystem and illegal activities.

	<p>areas and key wetlands reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.</p> <p>0.5. Governments in all 5 east African countries and at least 100 NGOs, Community Groups, conservationists at national level and East Africa aware of and applying lessons learnt/replicating project methods</p>		
<p>Outputs:</p> <p>1. A coherent TDP and clear revenue sharing mechanism in place.</p>	<p>1.a. BEOP a sustainable TDP is in place and implemented, with specific measures ensuring the prevention of degradation of Lake Natron's ecosystem (i.e. maximum number of tourist visits per year that the ecosystem can support is defined and monitoring framework for tourism-related impact on biodiversity is in place).</p> <p>1.b By end of year 2, market analysis for ecotourism at Lake Natron developed</p> <p>1.c BEOP, multiple gates (physical barriers) to ecotourism erected by districts at Lake Natron removed. Revenue sharing plan in place and captured by the TDP.</p>	<p>1.a TDP and project progress report</p> <p>1.b. Market analysis report</p> <p>1.c Project progress reports, consultation meetings reports, TDP</p>	<p>National and district governments continue to work with tourism stakeholders to boost ecotourism at Lake Natron</p> <p>District administration from Ngorongoro, Longido and Monduli continue to engage on the issue of gates</p>
<p>3. Improved capacity of local communities to conduct ecotourism business and natural resources decision making through relevant training and capacity building.</p>	<p>2.a By the end of year 2, 100 people (community representatives and government natural resource staff will be trained to train others within their community and staff ), including 40 women and 20 youth attend 2 days training on ecotourism and business management and use these acquired skills to train others to more efficiently manage ecotourism business activities.</p>	<p>2.a Training report</p> <p>2.b Project progress report, project evaluation</p> <p>2.c. Project progress report, surveys</p> <p>2.d and 2.e Land rights training report, training evaluation report, project progress report</p>	<p>Once training is done, EECDI continues to ensure follow up and ensure deployment of skills</p> <p>Local communities willing to use their increased capacity and new skills to effect transformational change</p>



	<p>Another 2 days special for eco-tourism activities and people who are dealing with eco-tourism activities in daily scale</p> <p>2.b BEOP training beneficiaries conduct training to benefit people in their constituencies, ensuring a total of at least 700 additional people have enhanced ecotourism business management capacity.</p> <p>2.c. BEOP, the number of guides will increase from the current 20 to 50. BEOP a total of 300 additional youths are benefiting from financing through the revolving fund to support their ecotourism-related income generating activities.</p> <p>2.d By the end of Yr2, 200 people, (80 women,40 youth and 80 men) trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999) and use these acquired skills to make sound decisions on the use of the natural resources they depend on.</p> <p>2.e. By the end of year two, 1 booth for sale of Maasai beads is in place at the cultural boma<sup>16</sup> and used by 600 women.</p> <p>2.f. By the end of year 2, revolving fund operational procedures in place and 100 people including 40 women and 20 youth trained in disbursing loans through the revolving fund. A total of 1,050 additional people trained in disbursement of revolving fund BEOP</p>	<p>2.f.&amp;g Project report. Sales records at booth. EECDI records, project evaluation, training reports Annual Revolving Fund (Audit) Report</p>	
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	(through the training of trainers approach).  2g. BEOP, 500 women, 300 youth, 50 tour guides and 300 men benefit from funding through the revolving fund to support their activities and fund grows by 10%		
3. Key wetlands, rivers and springs protected and biodiversity enhanced through tree planting, catchment restoration and protection. State of biodiversity, and water quality enhanced and monitored.	3a Catchment Action Plan developed for Pinyinyi and Ngare Sero rivers and awareness raised on tree planting  3b. At least 10,000 seedlings planted with indigenous tree seedlings BEO Y2 and successfully established BEOP.  3c. BEOP turbidity of water flowing into the lake improved by 30% and the quantity of water flowing into Lake Natron maintained  3d. BEOP Dissolved Oxygen <sup>17</sup> maintained at not less than 5 mg/litre at key rivers  3e. BEO Y2, at least 20 young people, including tour guides, trained in IBA monitoring <sup>18</sup> (using State, Pressure, Response) to enable annual assessment of the state of biodiversity.  3f. BEOP, biodiversity state, pressure, and response monitoring data targeting status of flamingos and key habitat quality available <sup>19</sup>	3a. Project progress reports  3b. Project reports quantifying number of seedlings planted and seeding survival at end of project  3c. M & E baseline and project reports, water quality report  3d. Water quality reports  3e. IBA monitoring training reports  3f. IBA monitoring reports, project reports  3g. Annual waterbird census conducted by TAWIRI	Unfavourable weather conditions (e.g drought)  Communities attitudes and activities do not change  External pressures such as massive industrial or agricultural development do not affect impact on ecosystem and project efforts  Current economic, social and environmental factors do not change significantly during the lifetime of the project

<sup>17</sup> Dissolved Oxygen is a measure of the amount of oxygen available in water to support living organisms. The more a water source is polluted, the less the amount of Dissolved Oxygen. This will be especially important for Pinyinyi river where there is a small irrigation project. The baseline measurements for this will be established during the baseline study

<sup>18</sup> <http://www.birdlife.org/datazone/info/ibamonitoring> - IBA monitoring is a simple, locally adaptable method of assessing the stage of biodiversity and pressures it faces at site level

<sup>19</sup> Biodiversity state, pressure, and response monitoring baseline data targeting status of flamingos and key wetlands will be collected during the baseline study.

	3g. BEOP proportion of flamingo fledglings stable or increasing compared to baseline		
4. Awareness raised of local communities and government officials on Lake Natron's ecosystem value and threats to it (including deforestation, overgrazing, water use and catchment damage and soda ash threat) and remedial action taken.	<p>4.a A 4-page Booklet and poster produced and distributed for local and national advocacy and awareness raising</p> <p>4b. BEOP awareness raising messages reach 5,000 (4,500 local communities and 500 government staff) people on the value of the Lake ecosystem and potential damage from soda ash mining.</p> <p>4.c. BEY3, 2,000 local community members taking remedial action on water overuse and catchment damage through overgrazing.</p> <p>4.d. BEOP incidences of tree cutting and grazing on Pinyinyi and Ngare sero River catchments reduced by 60%, as a result of awareness raising targeting local communities. BEOP the volume of water abstracted from key rivers reduced by 25%.</p> <p>4e BEOP At least 30% of population aware of Village Land Act<sup>20</sup>.</p>	<p>4.a Booklet and poster</p> <p>4b. Awareness raising surveys of local communities and government staff undertaken at start and end of project/radio programme recordings/photos of film shows</p> <p>4c. Training report</p> <p>4.d. Awareness surveys, EECDI incidents report file records at start and BEOP. Water monitoring reports at start and end of the project.</p> <p>4e. Project M&amp;E reports</p>	<p>Government agencies willingness to cooperate</p> <p>Communities willingness to receive message</p>
5. Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally	<p>5.a A 4-page Booklet and poster produced and distributed for local and national advocacy and awareness raising</p> <p>5.b By the end of the project, lessons and best practice shared with tourist industry in Tanzania, reaching 1,500 people.</p>	<p>5.a Booklet and poster</p> <p>5.b Meeting reports, PowerPoint presentations</p> <p>5.c Meeting reports, PowerPoint presentations</p> <p>5.d Poster and/or PowerPoint presentation, records of no. of users of</p>	<p>Stakeholders including BirdLife partners willingness to apply the lessons learnt</p>

<sup>20</sup> The 200 people who will be trained will train others. Additional people will be reached through public meetings and radio programmes and during the rights training in. This will ensure least 30% (6,300 people) of the population is sensitised

	<p>5.c By the end of the project, lessons shared with the Sectoral Committee responsible for tourism within East African Community, as well as with the Agriculture and Natural Resource and Tourism Committee of the East African Legislative Assembly, reaching 300 people.<sup>21</sup></p> <p>5.d Lessons shared internationally amongst other conservation NGOs during BirdLife CAP meeting 2019, other relevant meetings and through the BirdLife website, reaching 800 people.</p> <p>5.e By the end of the project, other media methods used (radio and press) to raise awareness of key results amongst local, national and international audiences, reaching at least 5000 people.<sup>22</sup></p> <p>5.f Number of times the project model is shared / replicated in Tanzania and East Africa by government agencies, community groups and NGOs BEOP. 5g. BEOP At least 30% of population aware of Village Land Act<sup>23</sup>.</p>	<p>the website, participant lists to CAP meeting.</p> <p>5.e Copies of radio and press coverage secured during the lifetime of the project. Records from radio and press on their audience.</p> <p>5.f Government reports; community group reports; Feedback from organisations sharing/replicating the models, including BirdLife partners; Press reports 5g Project M&amp;E reports</p>	
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<sup>21</sup> BirdLife International has signed a MoU with the East African Community. This target might therefore be increased if BirdLife is allowed to participate as an observer during inter-ministerial meetings and summits of the EAC.

<sup>22</sup> We currently do not have baseline data (i.e. records from press and radio audience). This will be collected during the inception phase and the target is likely to significantly increase.

<sup>23</sup> The 200 people who will be trained will train others. In addition, more people will be sensitised on key land rights during awareness raising in output 4 in order to ensure at least 30% (6,300 people) of the population is aware

## 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
6A	Training on ecotourism and business management	40% women					0	100
6A	Training on natural resource governance and land rights	40% women		43 (10)			43 (10)	200 <sup>24</sup>
6A	Training in revolving fund procedure and disbursement of revolving funds	40% women					0	100
9	Tourist Development Plan for Lake Natron			1			1	1
14 A	Validation meeting for TDP				1		0	1
14 B	Showcase the project at BirdLife CAP meeting 2019				1		0	1
20	Estimated value of two booths for selling beads							£3,204
23	Match funding, co-finance			£11,500			£11,500	£41,555

<sup>24</sup> 30 men and 9 women received training before the start of the project

**Table 2**                      **Publications**

<b>Title</b>	<b>Type</b> (e.g. journals, manual, CDs)	<b>Detail</b> (authors, year)	<b>Gender of Lead Author</b>	<b>Nationality of Lead Author</b>	<b>Publishers</b> (name, city)	<b>Available from</b> (e.g. weblink or publisher if not available online)

No publications were made during the reporting year

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

Annex 4.1: Preliminary draft TDP and market analysis report

Annex 4.2: Draft minutes of the TDP coordination committee meeting and PSC - 23 March 2018

Annex 4.3a: Participants List for Catchment Action Planning meeting – Pinyini Village

Annex 4.3b: Participants List for Catchment Action Planning meeting – Ngare Sero Village

Annex 4.3c: Participants List for Land Rights training at Engaruka village

Annex 4.3d: Participants List for Project Steering Committee and TDP Coordination Committee meetings

Annex 4.3e: Participants List TDP consultations Magadini village

Annex 4.3f: Participants List TDP consultations Ngare Sero Village

Annex 4.3g: Participants List TDP consultations Engaruka/OI Donyo Lengai Village

Annex 4.3h Participants List TDP consultations Longido District Council

Annex 4.3i: Participants List TDP consultations Ministry of Natural Resources and Tourism, Dodoma

Annex 4.3j Participants List Meeting at the Regional Administrative Secretary's Office with District heads to discuss tourism barriers and tariffs

Annex 4.3k: Participants List TDP consultations Ngorongoro District Council

Annex 4.4: Baseline survey data collection tool

Annex 4.5a: Contract for booth construction

Annex 4.5b: Booth drawings

Annex 4.6: Link to media reports and stories

Annex 4.7 Land rights training handout (Swahili - to be translated)

Annex 4.8 First Inception and PSC meeting notes

Annex 4.9 Minutes of the meeting at the Regional Administrative Secretary's Office with District heads to discuss tourism barriers and tariffs (Swahili – to be translated)

Annex 4.10 Draft waterbird count report

## 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.	x
<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.	x
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.	x