

## Darwin Initiative Main and Post 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 2020**

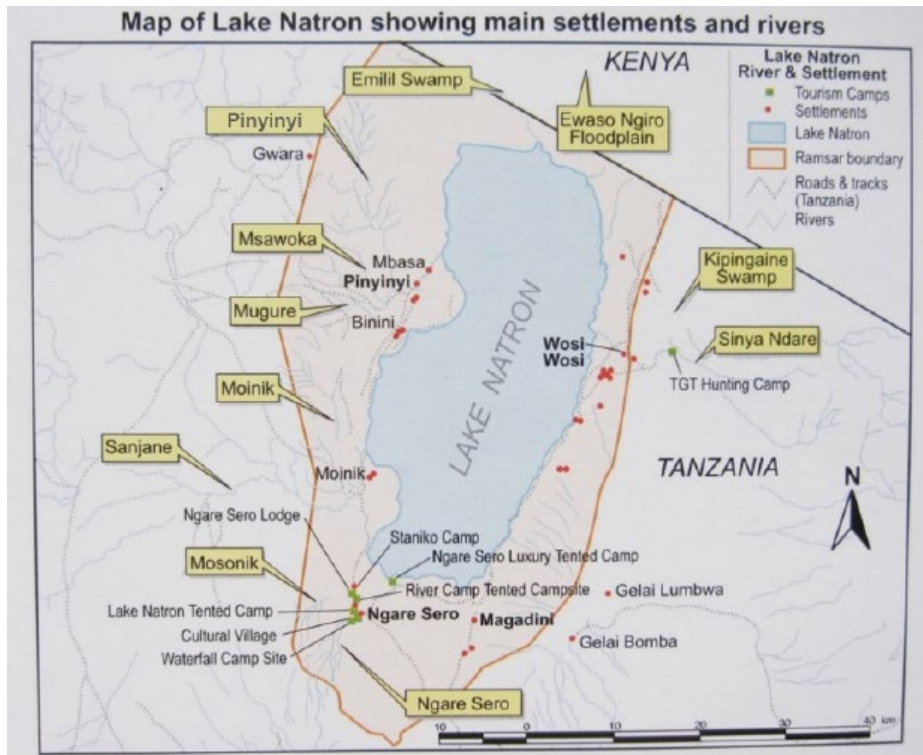
### Darwin Project Information

Project reference	24-019
Project title	Developing a Community Based Ecotourism Model at Lake Natron, Tanzania
Country/ies	Tanzania, United Republic of Tanzania
Lead organisation	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, Nature Tanzania and Maasai Pastoralist Development Organization (MPDO-LARETO).
Darwin grant value	£311,351
Start/end dates of project	July 2017 – June 2020
Reporting period (e.g. Apr 2019 – Mar 2020) and number (e.g. Annual Report 1, 2, 3)	Apr 2019 – Mar 2020, Annual Report 3
Project Leader name	Ken Mwathe
Project website/blog/social media	<a href="https://www.birdlife.org/worldwide/news/bumper-breeding-season-flamingo-factory-lake-natron">https://www.birdlife.org/worldwide/news/bumper-breeding-season-flamingo-factory-lake-natron</a>
Report author(s) and date	Ken Mwathe, Emmanuel Mgimwa, Lebaraka Laizer, Lebanguty Lekitony, April 7, 2020

### 1. Project summary

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. In 2020, following ten years of campaigning by BirdLife International and collaborating institutions, the Government of Tanzania officially decided against locating the soda ash mine at Lake Natron.

Lake Natron is the most important breeding site for the Lesser Flamingo in the world. 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 breeding site is located in the three districts of Ngorongoro, Monduli and Longido in Arusha Region, Tanzania.



**Figure 1:** Location of main settlements, rivers (named in yellow boxes) and tourist sites at Natron. 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 (CAP). 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:

- Poorly coordinated tourism development:** For many years, local communities at Lake Natron have been unable to capitalize on the unique tourism potential of the ecosystem. Even though 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 global Lesser Flamingo population, the site attracts on average 4,100 tourists per year (c.f. ~90,000 visitors to the Serengeti). The poor coordination of tourism and development at Lake Natron is primarily due to the lack of a Tourism Development Plan (TDP). 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 been restored and roads are being upgraded, so if tourism levies can be consolidated and an agreed TDP put in place, it is anticipated that tour companies and investors will 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 the 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. Tata Chemicals Limited proposed the initial soda ash mining plan in 2006, aiming to produce 500,000 tonnes of soda ash per year. In response, BirdLife International led an intensive campaign in partnership with 56 other conservation organizations, which cited possible decimation of flamingos through damage to the breeding grounds and affecting the integrity of the lake as an international flyway and a wetland of international importance. The campaign led to Tata's withdrawal in 2008, however, the threat remained as the Tanzania Government, through the National Development Corporation (NDC), maintained interest in mining soda ash from Lake Natron and has actively explored ways to actualise the mining proposal by looking for other potential investors but failed. BirdLife International's continuous presence and the support of local communities have been instrumental in blocking these efforts. In February 2020, the Government of Tanzania announced its withdrawal of

<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.  
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their soda ash mining plan. While this is encouraging, there remains a need for continued engagement with the government and maintained community awareness and engagement.

- **Inadequate capacity for local people to run ecotourism businesses for improved livelihoods:** A 2014 Cost Benefit Analysis conducted by the Department of Agricultural Economics and Agribusiness, BirdLife International, the Royal Society for the Protection of Birds (RSPB) and the Faculty of Forestry and Nature Conservation, Sokoine University of Agriculture showed that tourism was a better livelihood option than soda ash mining<sup>2</sup> but benefits had not fully reached local people due to:
  - Limited skills amongst local communities to run sustainable ecotourism enterprises.
  - Limited community knowledge on their rights and governance for informed decision making regarding natural resources, especially land.
  - Limited support from government and other stakeholders for alternative sustainable livelihoods.
- **Degradation of wetlands, rivers and springs providing freshwater, vital for flamingo breeding and for sustaining biodiversity and communities:** Catchment degradation, overgrazing, over abstraction of water and sedimentation are amongst the key challenges at Lake Natron. The Tanzania Flamingo Action Plan, developed by the Ministry of Natural Resources and Tourism in consultation with stakeholders including BirdLife, 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 and address the shortage of replicable community-based ecotourism models.

## 2. Project partnerships

This project is delivered by eight partners and the partnership continued to grow during Year 3 through strong collaboration between partners and stakeholders. The Project Steering Committee (PSC)<sup>3</sup> was instrumental in bringing partners and stakeholders together to discuss project progress, achievements, challenges and agree on the best way forward. The partnership between the project and Nature Tanzania (NT) has grown significantly in this reporting period, strengthened by the 2017 Memorandum of Understanding between BirdLife and NT. The MoU provides a framework for collaboration in project implementation. Plans are in place for NT to take over project activities after project closure in 2020 and to ensure the sustainability of the conservation and socio economic gains made through this project through further working partnerships and further fundraising. Nature Tanzania is also expected to join the BirdLife partnership and become a national partner for the country. During the reporting period, NT has been instrumental in linking the project with the Government of Tanzania and with the local communities.

The partnership between the project and the Engaresero Eramatare Community Development Initiative EECDI has been instrumental in the implementation of the Community Revolving Fund (CRF) at Ngare Sero<sup>4</sup> village. During the conceptualisation and implementation of the CRF, EECDI and the Ngare Sero Village and Ward governments worked with the project to develop operations guidelines. They formed the Loan Review Committee (CRF) and EECDI appointed a Loans Coordinator, which was supported jointly by the Ngorongoro District Government and Arusha Regional Government to ensure sustainability of the CRF. The partnership with the District Councils of Ngorongoro, Longido and Monduli and the project have remained positive, as evidenced through Ngorongoro District Council leveraging the technical capacity of

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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)

<sup>3</sup> PSC comprised of Arusha Regional Administrative Secretary (RAS) office, Lake Natron Ramsar Site office, Ngare Sero Village government, Pinyinyi village government, Magadini village government, Engaruka village government, Oldonyo Lengai village government, Engaresero Eramatare Community Development Initiative (EECDI) (Coordinator), District councils of Ngorongoro, Longido and Monduli, Tanzania Tourist Board (TTB), Tanzania Association of Tour Operators (TATO), Nature Tanzania, MPDO Lareto, Honeyguide Foundation and BirdLife International.

<sup>4</sup> 'Ngare Sero' is used throughout the report to refer to the village to the South of Lake Natron which is its gateway, and 'Engaresero' is used to refer to the local CBO.

their Community Development Officers in the design and implementation of the CRF. During the Mwenge<sup>5</sup> celebration in June 2019, the project provided members of the Ngorongoro District Council with t-shirts which raised awareness about water and catchment conservation at Lake Natron area. Due to Maasai Pastoralist Development Organization (MPDO-LARETO)'s experience with the local Maasai and being a Maasai organization, MPDO-LARETO has supported project activities as evidenced below in Section 3. Plans are underway for an MoU between MPDO-LARETO with Nature Tanzania.

### **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 (TDP)**

This activity was concluded in Year 1 and reported in the Year 1 Annual Report.

###### **Activity 1.2 Collect data on ecotourism business conducted at Lake Natron including value chain.**

This activity was completed in Year 2 and reported in the Year 2 Annual Report. The data are included in the final Tourism Development Plan (TDP) in Annex 4 page 40.

###### **Activity 1.3 Support production of ecotourism market analysis report (as part of TDP)**

This activity was completed in Year 2 and reported in the Year 2 Annual Report. The ecotourism market analysis report is included in the final TDP document in Annex 4 page 40.

###### **Activity 1.4 Collect data and consult with stakeholders on TDP and revenue sharing plan (as part of TDP)**

This activity was completed in Year 2 and reported in the Year 2 Annual Report and the revenue sharing plan can be seen on page 57 of the TDP in Annex 4.

###### **Activity 1.5 Support production of the TDP and share with stakeholders**

The final TDP was produced in Swahili and English and endorsed by the Arusha Regional Government in March 2020 and the English version was signed by the Regional Administrative Secretary (RAS), Mr. Richard N. Kwitega. The March 2020 formal launch of the TDP was canceled due to public health concerns in light of the COVID-19 pandemic. However, in response, 200 copies were printed and distributed in March to various government agencies including the Arusha RAS office, Tanzania Wildlife Management Authority (TAWA), Tanzania Tourist Board (TTB), Tanzania Association of Tour Operators (TATO), other Non-Governmental Organizations (NGOs), Tour Operators and Community-Based Organizations (CBO). A soft copy of the TDP will be shared on BirdLife's and Nature Tanzania's websites by the end of May 2020. The TDP distribution plan was developed with guidance of the RAS's office and is attached as Annex 5.

###### **Activity 1.6 Organize a multi-stakeholder TDP validation and tourism revenue-sharing harmonisation meeting.**

This activity was concluded in Year 2 was reported in the Year 2 Annual Report.

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

###### **Activity 2.1 Organize training on ecotourism and business management for men and women, and youth and follow up training in villages by trainees. Conduct post-training self-assessment to training participants**

This activity was completed in Year 2 and reported in the Year 2 Annual Report. To address a knowledge gap in marketing beadwork, the project supported nine Maasai women from Ngare Sero and Oldonyo Lengai villages to attend an exchange visit to Tarangire National Park, Ngorongoro Conservation Area (NCA), Mto wa Mbu and Arusha in May 2019. The exchange visit provided the women with strategies for marketing Maasai beadwork and developing ecotourism businesses. The participants learned from fellow women on how to effectively operate their businesses and acquire new markets for their products. The

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<sup>5</sup> Mwenge celebrations are held to commemorate Independence (*Uhuru*). A torch, which signifies freedom, takes an annual tour around the country for a period of six months. The tour of rural villages disseminates vital development information to the rural population.

nine women secured five new markets<sup>6</sup> for their beadwork which will yield an increase in their monthly incomes. The end of project monitoring exercise demonstrated that after the exchange visit above, the women sold beadwork worth a total of Tshs. 10,000,000 (£3,430) between May 2019 and March 2020. Prior to expanding to these new markets, the women earned Tshs. 4,000,000 (£1,370) in a similar period.



Figure 2: Maasai women display their beadwork at Ngare Sero booth

**Activity 2.2:** Devise, distribute and analyse survey form for tour operators to report against quality of tour guiding.

The project developed a post training self-assessment survey with tour operators to assess the Y2 ecotourism training which was delivered to 106 tour guides. The survey revealed that 100% of tour guides felt their visitor management, customer care, tour guiding ethics and campsite management capacity had improved after the training. A follow-up survey with tour operators showed a great improvement in the capacity of tour guides to provide guiding services. For example: 71% of the surveyed tour operators reported that tour guides had “very good” tour guiding skills, including knowledge of attractions; 19% felt it was “good” while 9% said the skills were “excellent”. At the same time, 84% of tour operators rated the tour guides visitor management and customer care “very good”, 9% “good” and 7% “excellent”. Tour operators also raised the need for local tour guides to learn more international languages (e.g French, German) in addition to English to cater for a wider range of clients. A tour operator survey report is attached as Annex 6.

**Activity 2.3:** Construct booth and use it for sale of beads and other merchandise

The project constructed two booths for women to sell their beadwork in Year 2, one near the waterfall area of Ngaresero village, benefitting 188 women, and the other at Shimo la Mungu area at Oldonyo Lengai village, benefitting 132 women. All 320 women involved in the project sell their beads at the booths, with roughly 40-50 women attending the booths daily due to the limited space available. The remaining women make their beadwork at home and everyone benefits from the sales of the beads. There is a quality assurance process to ensure the beadwork is of a standard that will sell at the booth. The monthly income before the construction of the two booths, and subsequent progress is summarized in table 1 below:

Table 1: Monthly income of women at Ngaresero and Oldonyo Lengai before and after booth construction

No.	The booth	Before the booth	Monthly income as at August 2019	Monthly income as at March 2020
1	Ngaresero booth	\$25	\$55	\$72

<sup>6</sup> In addition to the ability to sell their beadwork to the tourists who visit Lake Natron, the women will also sell their products through Tarangire National Park, Karatu, Meserani Maasai Museum, Mto wa Mbu and Arusha Maasai markets.  
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2	Oldonyo Lengai booth	\$15	\$25	\$34
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NB: It is likely that the income of women will decrease as a result of the impacts COVID-19 pandemic which will limit global travel and tourism.

During the reporting period, the project supported the design and installation of 6 signposts (Figure 3) that have been erected at strategic places along the roadways to direct tour vehicles carrying tourists.



Figure 3: Signpost to the booth (L) and (R) tourists visiting at the Ngare Sero village booth near the waterfalls

**Activity 2.4:** Set up Revolving Fund, training community back to back with 2.1 operationalise and monitor its implementation

The project launched a Community Revolving Fund (CRF) worth £at Lake Natron, which is operated by EECDI. EECDI has a special bank account<sup>7</sup> at the NMB bank at Mto Wa Mbu village, with signatories representing various organisations. The target beneficiaries for the CRF include women, men and young entrepreneurs (mainly local tour guides), cooperatives and CBOs that meet the eligibility criteria set out in the operational guidelines. A Loan Review Committee (LRC), guided by Terms of Reference within the guidelines, oversees the implementation of the CRF. The LRC is comprised of members from EECDI, BirdLife International, MPDO – LARETO, a Ward Community Development Officer and the Engareero Village Executive Officer (VEO). The CRF guidelines give priority to individuals and groups improving or expanding their tourism-related businesses as opposed to those creating new businesses. The operational guidelines of the CRF are presented in Annex 7 and the contract between BirdLife/EECDI as Annex 8.

The LRC approved a loan disbursement which was divided into two loan disbursement phases. The first phase disbursed in May 2019 and the second phase disbursed in September 2019. The total amount of non-refundable fees collected during the process in total, 304 individuals (197 women, 153 young people and 23 tour guides) benefited from the CRF as at 31<sup>st</sup> March 2020.

**Table 2:** Breakdown of CRF Beneficiaries

No.	Name of beneficiaries	No. benefitted
1	ENYWATA VICOBA B (Group)	51
2	LARAMATAK MONIC GROUP	34
3	MAJI MOTO A&B (Group)	58
4	MOSONIK YOUTH GROUP (Group)	35
5	IBRAHIM SAKAY AND GROUP	23
6	ENGONG'U ENGARE GROUP	35
7	KITAPUA NDOMONOK GROUP (Ngaresero cultural boma women)	55
8	Individual beneficiaries	13
	<b>TOTAL</b>	<b>304</b>

<sup>7</sup> Account number: 43810002535 in the name of ENGARESERO ERAMATARE CDI, has 3 signatories, representing EECDI. The Loan Coordinator (Mr. Lebanguti Lekitony), who is also the EECDI coordinator, manages the cheque books.

The disbursement of the CRF is likely to be slowed down by the challenges posed by COVID-19 including reduced global tourism and requirements for social distancing. CRF disbursement will fully resume once the situation improves and it is expected that the projected growth of 10% will be achieved, however this growth may not be achieved by the time the project closes thanks to the impact of COVID-19.

### **Sustainability of the CRF**

The revolving fund was initially rolled out at Ngare Sero village to learn lessons prior to expanding to other project villages. During the March 2020 LRC meeting, the committee agreed to include Magadini Village in the third disbursement phase. As part of the expansion to Magadini village, leaders will sign a contract with EECDI committing to follow LRC guidelines and follow up loan repayments and any defaulters. A consideration will also be made to include a member from Magadini village into the LRC. The third call for loan applications was made in Ngaresero and Magadini villages in March 2020 and the applications will be processed in April and May 2020. Pinyinyi village will also be included in the CRF activity in the future.

As part of the sustainability plan for this activity, Nature Tanzania will take over management and the supporting role of the CRF to EECDI, supported by the MoU between BirdLife and Nature Tanzania. Nature Tanzania will share information with BirdLife International on the CRF progress. Discussions have been held with the office of the Regional Commissioner to ensure that there is continuous capacity building and follow up of the CRF including seeking additional funds. The Regional Community Development Officer (RCDO) and District Community Development Officer (DCDO) will provide training opportunities to EECDI and follow up with the village government to ensure the CRF continues in perpetuity.

#### **Activity 2.5: Conduct lands rights training.**

The project held a two-day Land Rights and Climate Change training for 17 leaders (4 women, 12 men and one young person) from October 14<sup>th</sup>-15<sup>th</sup> 2019. The participants came from the four villages of Gelai, Wosiwosi, Alaililai and Ilchangit Sapukin, all situated in close proximity to the formerly proposed soda ash factory on the Eastern side of the Lake Natron ecosystem. A consultant from MPDO – LARETO facilitated the training, which covered the role of local communities in natural resource management, local communities rights and powers regarding village land<sup>8</sup>, reducing land related conflicts, and adapting to the harsh impacts of climate change. Participants referred back to the Catchment Action Plan (CAP) for the Pinyinyi and Ngaresero Rivers, developed in Year 2 of the project, and praised the ongoing indigenous tree planting to benefit Lake Natron's catchments. The training empowered communities to make informed decisions about their land and natural resources when faced with pressure from the competing land investments such as soda ash mining or sand harvesting and to plant trees to adapt to climate change. Mama Esupat Ngoyasi, the female chairperson of Ngare Sero village confidently stated "*Climate conditions here are tough, but we are determined to ensure the trees we have planted survive, as they will provide firewood and protect the environment.*" The land rights training report is attached as Annex 9 and the handout used during the training is attached as Annex 10.

#### **Activity 2.6: Conduct end of project post-training survey to assess leaders' confidence in entering into negotiations and making sound decisions.**

The March 2020 end of project survey surveyed 28 village, village council members and ward government in the three villages of Ngare Sero, Pinyinyi and Magadini. All 28 village and ward government leaders reported they felt confident in entering into negotiations and making sound decisions. Over 22% of the surveyed leaders requested follow-up training and capacity building to ensure they are up to date with any potential changes to the legal framework by the government of Tanzania.

#### **Activity 2.7: Conduct End of Project survey to assess if communities feel better supported by trainees from activity 2.1.**

EECDI conducted the March 2020 end of project survey among 82 community members, which revealed 78% of community members "strongly agreed" and 22% "agreed" that they were better supported by trainees (see Activity 2.1). who provide technical advice to members of the local community on best approaches to sustainable and profitable ecotourism and related businesses.

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<sup>8</sup> Based on the Village Land Act No. 4 & 5 of 1999, outlining local communities rights and the powers conferred on them by law regarding village land.

### **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 and support endorsement of Catchment Action Plan for Pinyinyi and Ngaresero Rivers. Raise awareness on tree planting.**

The CAP for Pinyinyi and Ngaresero Rivers was developed in Year 2 and reported in the Year 2 Annual Report. Implementation of the CAP is ongoing and progress can be seen at Ngaresero Village, where the village government and the EECDI recommended that all CRF loan recipients plant and monitor indigenous trees as part of the signed contract with the EECDI. The trees planted by CRF loan recipients will contribute to EECDI's commitment to plant 5,000 indigenous trees annually. The Ngaresero village government is strictly implementing the CAP by ensuring livestock grazing is carried out in line with their approved rangeland management plan.

The project delivered tree planting awareness sessions prior to the May 2019 tree planting (see Activity 3.2) reaching 850 key leaders, community members, young people, primary and secondary students during Year 3. The sessions, delivered by the Project Manager, EECDI and village government leaders, were held in the villages of Engaresero, Pinyinyi, Engaruka Juu, Oldonyo Lengai, Wosiwosi, Alaililai, Ilchangit Sapukin and Magadini Village. Due to the lack of fresh water to nurture the planted seedlings, no tree seedlings were planted in Magadini village. The sessions provided information basic information on tree planting and land preparation and the participants will be able to cascade knowledge on tree planting and care to others, for example during ecotourism business training sessions or other events.

#### **Activity 3.2: Prepare land and plant key wetland areas with at least 7,500 indigenous tree seedlings.**

During the reporting period, land preparation and tree planting was conducted in May 2019 after the awareness raising sessions (see Activity 3.1). As in previous project years, the land was prepared by digging holes and filling them with manure for at least 2 weeks prior to planting to enrich the soil. A total of 290 people (115 men and 175 women) planted 1,700 indigenous trees in May 2019. Of those, 1,200 seedlings were planted at Engaresero and 500 seedlings at Pinyinyi village, bringing the total number of trees planted during the project to 7,500 tree seedlings. The species planted include *Cassia siamea*, *Leucaena leucocephala*, *Acacia Nilotica*, *Moringa oleifera* and *Vachellia tortilis* (Umbrella Thorn). All the trees, mostly indigenous, have specific benefits to the communities such as medicinal properties, providing windbreak, soil conservation, shade, fodder, water purification and as a food source.

The demand for seedlings was very high, demonstrating a great commitment by local communities to implement the tree planting programme. In response, the available seedlings were rationed in order to reach all target villages. This commitment was further demonstrated by village governments and their public institutions, mainly primary and secondary schools, who took care of the planted trees and have resulted in a survival rate of 68%, despite the fact that Lake Natron is an arid area (see Activity 3.3). A detailed tree planting report is attached to this report as Annex 11.

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

Tree seedlings aftercare and monitoring is ongoing, with support from respective village committees, governments and school administrations at Lake Natron. This is expected to continue even after the project end with technical support and advice from Nature Tanzania. Furthermore, the CRF activity will continue emphasizing the importance of planting trees as loan recipients are required to plant some trees as part of their loan contracts. Monitoring of the planted tree seedlings has been going on with active participation of village committees and governments. As of March 2020, 68% of the trees planted since the first tree planting phase were surviving as a result of the strategic approaches in monitoring and management of the planted trees.

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

The baseline for water quality monitoring was conducted in September 2018 in collaboration with the Ngorongoro District Council and EECDI. Baseline information was collected using the HI 9829 Multi-Parameter pH/ISE/EC/DO/Turbidity Waterproof Meter which was purchased from Hanna Instruments.



Data collected included dissolved oxygen, water turbidity, electrical conductivity and pH. Despite extensive investigation in Tanzania, Kenya and online, the only water flow meters available were priced at double the original budget so the project did not purchase a water flow meter. As a result, the baseline for water flow into the lake was not established and instead, the project focused on quality assessments. End of project monitoring was conducted in December 2019 and the results are summarized in Table 3 below.

**Table 3:** Water quality data for key rivers at Lake Natron

River	Ngaresero River			Pinyinyi River		
	Sept-18	Aug-19	Dec-19	Sept-18	Aug-19	Dec-19
Water Turbidity (NTU)	284	34.20	124	868	60.04	204.3
Dissolved Oxygen (mg/l)	22.7	5.07	7.85	8.6	4.18	7.90
pH	6.7	10.17	9.98	6.5	10.15	9.15
Electrical conductivity	10,800.00	9,030.00	12,330.00	8,750.00	2,6100.00	2,9710.00

Generally, water from the Ngaresero River has better quality parameters compared to the Pinyinyi river. There is a small scale irrigation project at Pinyinyi village, which results in soil eroded from the farms being washed into the river. This results in higher suspended materials, higher turbidity and slightly less dissolved oxygen compared to Ngaresero river. The water from Ngaresero river flows through the village straight into the lake with limited human interference and therefore lower turbidity, electrical conductivity and higher dissolved oxygen. High rain from September 2019 may have contributed to increased soil erosion in the rivers, resulting in the turbidity target for Pinyinyi River not being reached. The baseline dissolved oxygen for Ngaresero River was higher than subsequent readings, which could be due to it being taken early in the morning when river water is colder and therefore has a higher dissolved oxygen level.

**Activity 3.5:** Train 40 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 was completed in Year 2 and reported with the Year 2 Annual Report. A total of 43 young people were trained in IBA monitoring using the State, Pressure and Response model in January and February 2019, to enable annual assessment of the state of biodiversity. The project has fed back this data to the Tanzania Wildlife Research Institute (TAWIRI) and is in the process of updating the World Bird Database with this data, which will be included in the final report.

**Activity 3.6:** Conduct annual Waterbird census in collaboration with Tawiri and local communities and obtain flamingos' breeding success data.

The project team conducted the annual water bird census in February 2020 with support from MPDO-LARETO, EECDI and TAWIRI. A member of Nature Tanzania and avid birder based in Arusha provided additional technical support during the count. The project has seen a number of tour guides, including Mr. Yohana Christopher Ndurway, trained in earlier years become trusted bird guides at EECDI, demonstrating enhanced capacity building of the 7 tour guides who were trained during the 2019 waterbird count and later engaged in the 2020 waterbird count.

Dr. Ally Nkwabi, the National Coordinator of Waterbird Count at TAWIRI provided the form used to conduct the waterbird count, attached to this report in Annex 12. The 2020 waterbird count targeted three sites on the shores of Lake Natron, on the Northern part of the lake at Ngare Sero village, Pinyinyi Shores and Magadini shores. The Ngaresero shores were surveyed on the 6<sup>th</sup> of February, Pinyinyi on the 7<sup>th</sup> of February and Magadini on the 8<sup>th</sup> of February 2020.

Lake Natron received increased levels of rainfall from October to December 2019 according to Tanzania Metereological Agency<sup>9</sup>. The area received 257.2 mm of rainfall in November 2019 compared to 23.4 mm during same time in 2018. It also received 343.4 mm in December 2019 compared to 85.5 mm in 2018. The increase in rainfall during Lesser Falmingo breeding season had implications on the number of birds

<sup>9</sup> <http://www.meteo.go.tz/>  
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and fledglings found at the lake<sup>10</sup> in 2020. During the count, a total of 14 bird species were recorded. The team recorded at least 250 individual Lesser Flamingos and 35 fledglings. In 2019, the conditions were normal the team recorded 1,750,000 adult birds (compared to 760,000 in 2018), while the number of fledglings were 995,000 (compared to 120,000 in 2018).

#### **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.**

The project produced and printed 60 copies each of an advocacy and awareness poster in Swahili and a more detailed informational booklet on the project. The poster has been distributed and shared with villages, district and regional government offices and stakeholders to raise awareness about the values and threats of Lake Natron. The information booklet records the key achievements of the project, lessons learnt and key recommendations. Soft copies of the document have been shared to the wider network of project partners and project stakeholders reaching national policy and decision-makers. The poster and booklet are attached to this report as Annex 13 and Annex 20 respectively.

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

The project continues to raise awareness on the value of Lake Natron amongst all stakeholders, particularly through meetings and the media:

- A special delegation comprised of representatives from the district councils of Ngorongoro, Monduli and Longido, Ngorongoro Conservation Area Authority (NCAA), Lake Natron Ramsar Site office, and the TDP consultant visited the Regional Administrative Secretary (RAS) in February 2020. The objectives of the visit were to brief the RAS of the project progress, raise awareness of the project's achievements and future plans and lobby for post-project support especially on the initiatives established by the project.
- The film *Crimsonwing*<sup>11</sup> was further used to raise awareness about the values and threats of Lake Natron. During the reporting period 125 people, including 67 children watched *Crimsonwing* at Ngare Sero Village.
- In February 2020, the project team visited the Vice President's Office and various ministries<sup>12</sup> in Dodoma to report on project progress and feedback on project implementation. The teams also discussed and agreed on possible collaboration in fundraising.
- The Project Manager met with the Principal Tourism Officer for the East African Community (EAC) and the Wildlife and Natural Resources Program Assistant in Arusha Tanzania. Discussions included project achievements, key outputs and fundraising opportunities. Discussions were initiated on potential for joint fundraising for a transboundary project between the EAC/Lake Victoria Basin Commission (LVBC) and BirdLife International.

Table 4: Media coverage made during the reporting period

No.	Dates	Media coverage	Details and the message conveyed	Estimated people reached
1	24 <sup>th</sup> September 2018	Tanzania Broadcasting Corporation (TBC)	Aired a news item on the TDP validation workshop	TBC has a viewership of 3.7 million people.
2	September 2019	ITV Television Media, TBC Media and Azam Media <sup>13</sup> .	This was during the project field visit and monitoring by Regional Director of BirdLife in Africa, Mr.	More than 4 million people in Tanzania and East Africa

<sup>10</sup> The Lesser Flamingo breeding takes place in from October to January and is influenced by physical-chemical variables such as pH, nitrate and phosphate, which influence availability of critical food (spirulina) supply. Flooding in the lake caused by excessive rain can offset these variables. Furthermore, flooding can significantly affect feeding success of the lesser flamingos. Increased water level will make food in the water unavailable to the lesser flamingo. This is because lesser flamingo cannot feed while swimming as other Anatidae bird species. This could be the reason for the mass migration of the lesser flamingos to other lakes in a short period of time. The trailer can be found here: <https://www.youtube.com/watch?v=a8tKqBHFSVQ>

<sup>11</sup> *Crimsonwing* is a special film by Disneynature on the breeding of Lesser Flamingos and was produced by Matt Aeberhard. A copy of the film was specially donated to BirdLife by Matt for awareness raising at Lake Natron

<sup>12</sup> Ministry of Natural Resources and Tourism, Ministry of Internal Affairs and Ministry of Works, Transport and Communications.

<sup>13</sup> According to Tanzania Communications Regulatory Authority (TCRA), there are 2.7 million active subscribers of decoders for Pay TV services in Tanzania. There are also 4.9 million active Tanzanians on social media and all pay TV stations connect their services to this group. According to Geopolit, ITV is the most popular TV station in Tanzania. In view of the above, any news item on ITV will conservatively reach not less than 4 million Tanzanians. See

			Ademola Ajagbe and project coordinator and during the 2 <sup>nd</sup> Annual General Meeting of Nature Tanzania	
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BirdLife International participated in Mwenge celebrations at Ngaresero village in June 2019. The theme for 2019 Mwenge celebration was “Water is a right for all, let’s conserve catchments. A total of 155 T-shirts were printed by the project to raise awareness messages of catchment conservation and restoration and featured the Darwin Initiative logo, BirdLife International logo, Mwenge logo and coat of arms of Tanzania. The T-shirts were distributed to district government officials, ward government officials, village government officials and community members within the Ngorongoro District Council.



Figure 4 Local community members don the T-shirts inscribed with the Coat of Arms of the Government of Tanzania and BirdLife and Darwin logos © Emmanuel Mjimwa

In his remarks, Ngorongoro District Commissioner, Mr. Idd Kimanta emphasized the importance of Lake Natron to lesser flamingo breeding globally and thanked BirdLife and other stakeholders for their conservation efforts. This recognition raised awareness of the Lake Natron values to the estimated 1,317 national government officials and local communities attending, provided in table 5 below. The key messages were:

- The value and threats of Lake Natron site – Ngorongoro District Commissioner Mr. Idd Kimanta
- Conservation challenges at Lake Natron – Councillor Ibrahim Sakay
- The role of ecotourism business to local communities and sustainable conservation of Natron ecosystem –Councillor Ibrahim Sakay

**Table 5:** Estimated number of people who were reached during the June 2019 Mwenge event

No.	Category	Number
1	Local community members	1,200
2	District government officials	65
3	Regional government officials	30
4	National government officials	22
	<b>TOTAL</b>	<b>1,317</b>

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

### **Activity 5.1:** Produce advocacy/awareness poster and booklet.

A total of 60 advocacy/awareness posters and 60 booklets (see activity 4.1) have been produced and distributed reaching over 250 people nationally. The project will continue to distribute the poster and booklet during May and June 2020 and will report the final number in the final report. The awareness poster and booklet are attached to this report as Annex 13 and 20 respectively.

### **Activity 5.2** Share project lessons with tourism industry actors, and civil society organisations through online platform and in person

[https://www.tcra.go.tz/images/TelCom\\_Statistics\\_June\\_2019.xlsx.pdf](https://www.tcra.go.tz/images/TelCom_Statistics_June_2019.xlsx.pdf) and <https://www.slideshare.net/DataReportal/digital-2019-tanzania-january-2019-v01>

The project continued to share project lessons during Year 3. A project story on the successful breeding season of lesser flamingos in 2019 was published in June 2019 on BirdLife’s website<sup>14</sup> and the story was shared 755 times on Facebook. Government restrictions due to the COVID-19 global pandemic led to several Year 3 meetings being postponed, including the high-level TDP launch meeting at the end of March 2020 which senior government officials were set to attend. A strategic meeting with the sectoral committee responsible for tourism at EAC and interviews with national radio stations, including Sunrise Radio and AAA Radio were postponed. Given the uncertainty of the time-frame of COVID-19 related government restrictions, we cannot confirm when these meetings will be held. The details of lesson sharing meetings during Year 3 are summarized in Table 6 below.

**Table 6:** Meetings in which project lessons were shared

No.	Name of meeting and date	Objective of the meeting	Issues presented
1	Mara Knowledge Exchange Workshop, 24 <sup>th</sup> – 26 <sup>th</sup> July 2019 in Mwanza, Tanzania	Knowledge exchange on conservation of Mara River Basin in Tanzania.	The Project Manager (PM) underscored the need for joint efforts to conserve the Mau forest and drop of unsustainable development projects. Mau forest is an important source of freshwater for Lake Natron through the Ewaso Ng’iro River. Mara River also receives water from the Mau forest in Kenya.
2	2 <sup>nd</sup> Annual General Meeting (AGM) of Nature Tanzania, 25 <sup>th</sup> September 2019	An annual meeting of members and partners of Nature Tanzania.	The PM shared the lessons learned from the project and the need for effective partnership and collaboration in the implementation of the developed TDP.
3	February 2020	Meeting with the four ministries in Dodoma, Tanzania – Permanent and Deputy Permanent Secretaries of Ministry of Natural Resources and Tourism, Ministry of Internal Affairs, Ministry of Vice-President’s office, Union and Environment and the Ministry of Works, Transport and Communications; Director of Wildlife, Director of Tourism	Project achievements, key project outputs, lessons learned, fundraising opportunities and the need for transboundary cooperation with Kenya for sustainable management of Lake Natron
4	3 <sup>rd</sup> March 2020	Meeting with Mr. Mathew Mpanda during the national celebrations of the World Wildlife Day, 2020 at the College of African Wildlife Management, MWEKA.	The PM and Mr. John Salehe met with Mr. Mathew Mpanda of the European Union office in Tanzania. Discussions included key project achievements, project outputs and fundraising opportunities. Nature Tanzania was engaged as the main future collaborator for on-ground activities at Lake Natron and beyond.
5	March 2020	Meeting with Dr. Jasson John of the University of Dar es Salaam	The PM discussed project achievements, project outputs including the TDP. Also discussed possible research areas that can benefit the university researchers and students.

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

During Year 3, the dissemination of project lessons learned and best practice was conducted through newspapers, for example *Tanzanite*. The project was not able to meet with EAC committees due to the COVID-19 pandemic but was able to meet with Principal Tourism Officer for the EAC and Tourism and Wildlife Management Program Assistant (see activity 5.4 below). The project team met with national ministries, the Ministry of Natural Resources and Tourism and the Ministry of the Vice-President’s office,

<sup>14</sup> <https://www.birdlife.org/worldwide/news/bumper-breeding-season-flamingo-factory-lake-natron>  
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Union and Environment, Ministry of Internal Affairs and the Ministry of Minister for Works, Transport and Communications (See activity 5.2 above).

**Activity 5.4:** Showcase project lessons regionally and internationally amongst other conservation NGOs in meetings, other relevant forums and through the BirdLife website and social media platforms.

Project lessons were shared at the national and international levels. The Regional Participatory Forest Management (PFM) workshop, October 2019. Sharing of best practices for forest and natural resources management between the government and BirdLife partners in Tanzania, Uganda, Kenya, Ethiopia and Denmark. Nature Tanzania is in a discussion with the Tanzania Safari Channel of the Tanzania Broadcasting Corporation (TBC) for collaboration in awareness raising of Important Bird Areas (IBA) and Key Biodiversity Areas (KBAs). One of the priority sites will be the Lake Natron Ramsar Site. At the national level, please refer to activity 5.2 above.

**Table 7: PROJECT MANAGEMENT ACTIVITIES**

PMA1 Recruit a project manager	This activity was completed in Year 1 and was reported in the Year 1 Annual report. Mr. Emmanuel Mgimwa was recruited as a Project Manager for this project.
PMA 2 Identify consultants for i) ecotourism market study/TDP development and ii) ecotourism business management training	This activity was completed in Year 1 of the project, Mr. Lota Melamari was recruited as a consultant for the TDP development and ecotourism market study (as part of the TDP). Mr. Rajabu Mapunda was recruited as a consultant for ecotourism and business management training and the training was conducted.
PMA3 Convene a project inception meeting	Project inception meeting was completed in Year 1 of the project. The activity was reported in the Year 1 Annual report.
PMA4 Conduct a baseline study, revise logframe & develop a Monitoring & Evaluation Plan	The baseline study was conducted in Year 1. Further revision of log frame was conducted later in Year 1 and during Year 2 of the project.
PMA5 Convene PSC and Local Project Management meetings	The fourth PSC meeting was conducted in Year 2 and reported with Year 2 annual reports.
PMA6 Collect data to <u>monitor</u> project progress and conduct final evaluation	Monitoring took place in the course of the project and a final assessment done in Feb/March 2020. Monitoring results are reported in relevant sections in this report.
PMA7 Produce progress reports and final report and Audit	Production of progress reports is ongoing. Progress reports for Year 1 and 2 were produced and submitted. This report makes a progress report for Year 3. An audit is planned for May 2020 and will come with the final report in July 2020.

### 3.2 Progress towards project Outputs

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

**Indicator 1.a:** BEOP a sustainable TDP has been developed and validated by stakeholders in 3 districts with clear revenue sharing mechanism (indicator 1.c.) and guidance on optimum tourist numbers to protect the fragile ecosystem, in place.

There was no TDP document at baseline. During the reporting period, the final TDP document with a clear revenue sharing mechanism in place was produced, endorsed and ratified by the Arusha Regional Government. The document has been signed by the Arusha RAS. A tourist carrying capacity of 10,000 per year has been established to protect the fragile ecosystem. The final TDP is attached to this report as Annex 4. Other means of verification such as records of consultative meeting reports and project progress reports are available.

**Indicator 1.b:** By end of Year 2, market analysis for ecotourism at Lake Natron developed (as part of TDP)

At baseline, there was no market analysis for ecotourism at Lake Natron. The market analysis for ecotourism, developed in Year 2 is included in the TDP attached as Annex 4 page 40.

**Indicator 1.c:** Revenue sharing plan drawn up in YR 2, agreement and endorsement coordinated by the Regional Administrative Secretary, and being implemented by YR 3.

The revenue sharing plan was not in place at baseline. It is now complete and endorsed by the Government of Tanzania (through the Arusha RAS) as part of the final TDP attached as Annex 4 page 57.

**Indicator 1.d: BEOP, Two (2) out of the three gates (physical barriers) erected by districts at Lake Natron removed. The one remaining gate agreed upon by all three districts.**

Three gates (physical barriers) were in operation at baseline. By end of Project only one gate is operational. The gate located at Ngare Sero village was selected by the three districts and is used by all three to collect tourist entry fees. The funds are then redistributed following the revenue sharing plan.

**Output 2:** Improved capacity of local communities to conduct ecotourism business and natural resources decision making through relevant training and capacity building.

**Indicator 2.a: BEOY2, 75% of 100 recipients (community representatives, tour guides, community campsite operators) show increased confidence through self-assessment by the end of 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.**

This was achieved in Year 2 of the project. The project trained a total of 119 people including 45 women, 51 young people and 23 men with the two-day training course in ecotourism management, business management, revolving fund management, customer care and responsible guiding. A self-assessment survey, attached as Annex 14, was conducted after the training and showed that 93% of the trainees had increased confidence in the area of ecotourism operation, customer care, tour guiding ethics and communication.

**Indicator 2.b: A 1-day training in ecotourism planning, marketing and hospitality will be conducted for at least 30 ecotourism leaders selected from the above group. End of project survey to assess if the communities feel better supported by the leaders.**

The above training was conducted in Year 2 of the project. The end of the project survey conducted in March 2020 found that 100% of the surveyed community members felt better supported by their leaders in making ecotourism and business related decisions as a result of the above training. The self-assessment report is available as Annex 14.

**Indicator 2.c: BEOP, the existing 80 tour guides have their capacity built through training and an improvement in tour guiding is indicated in a follow up survey with the tour operators.**

In Year 2 the project built the capacity of 106 local tour guides, of which 100 were men and 6 were women, in ecotourism management. The post training self-assessment survey conducted revealed that 100% of tour guides felt that their visitor management, customer care, tour guiding ethics and campsite management capacity had improved after the training. A follow-up survey with tour operators showed a great improvement in the capacity of tour guides to provide guiding services after the training however tour operators raised the need for local tour guides to learn more international languages (e.g French, German) in addition to English in order to cater for a wide range of client. It is a capacity need that could be taken on board in any future projects. A detailed tour operator survey report is attached to this report as Annex 6.

**Indicator 2.d: Up to 40 tour guides benefit from the revolving fund through financial support e.g. start-up money, money for essential equipment, etc.**

By the end of March 2020 a total of 23 local tour guides (11 women and 12 men) had benefited from the revolving fund. Priority within the EECDI, village government, district government is to consider young people and tour guides in the third batch of loan beneficiaries who will receive funds at the end of April 2020 after all first batch loan beneficiaries repaid their loan.

**Indicator 2.e: BEOY2, 100 people, (20 women, 40 youth and 40 men), including village leaders, trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999). End of Project post-training survey shows 90% of trained leaders have increased confidence in entering negotiations and making sound decisions for the benefit of the village and natural resources.**

This was achieved in Year 2. A total of 101 people (24 women, 30 young people and 47 men) received natural resource governance and land rights in Year 1 and Year 2. In the reporting period, 17 people (4 women, 1 youth and 12 men) from villages in the Eastern part of the lake received the land rights training. The end of project post-training survey showed that 100% of the trained leaders had increased confidence

in entering negotiations and making informed decisions for the benefit of the village and natural resources in their areas. Means of verification are available on request i.e. land rights report and project progress report.

**Indicator 2.f:** BEOY2, 1 booth for sale of Maasai beads is in place and at least 300 women using it BEOP.

This was achieved in Year 2. Two booths were constructed- one at Ngare Sero village and another at Shimo la Mungu area in Oldonyo Lengai village. The booths have been used by a total of 320 women (188 women at Ngare Sero village and 132 women from the Shimo la Mungu area) to sell beads and other merchandise.

**Indicator 2.g:** 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.

This was achieved in Year 2. A total of 252 people (152 women, 71 young people and 29 men) were trained in effective utilization and disbursement of the revolving fund during the business management training. An end of Year 2 survey showed that 96% of the trained members understood how the revolving fund operated and were aware of the guidelines and policies of the revolving fund.

**Indicator 2.h:** BEOP, a total of 500 people (200 women, 200 youth – including 40 guides (indicator 2.d) - and 100 men) trained and effectively utilising loans disbursed through the revolving fund with their monthly income rising from \$45 to \$70 BEOP (indicator 0.1).

A total of 252 people (152 women, 71 young people and 29 men) were trained in effective utilization and disbursement of the revolving fund during the business management training in Year 2. Through its initiative, the EECDDI and the Ngaresero village have been able to train 430 people (245 women and 121 young people) in addition to the 252 reported in indicator 2.g, making a total of 682 people trained in loan utilizing. A total of 304 people (197 women, 153 young people and 23 tour guides) have benefitted from the CRF by March 2020. Table 8 below shows the changes in income achieved by the project for women, men and youth during the project period. The monthly income increased from \$31 to \$68 for men; from \$52 to 72\$ for women and from \$46 to \$75 for young people as of end of the Year 3 survey.

**Table 8:** Monthly income from baseline to end of project

No.	Indicator	Gender	Average at project start	Average in August 2019	Average in March 2020
1	Monthly income	Men	\$31 per month	\$50 per month	\$68 per month
2	Monthly income	Women	\$52 per month	\$60 per month	\$72 per month
3	Monthly income	Youth	\$46 per month	\$70 per month	\$75 per month

During the reporting period and project, a total of 304 people have benefitted from the revolving fund and their income increase is reported in table 8 above.

**Indicator 2.i:** The revolving fund grows by 10% (from £6,500 at start of project) BEOP.

During the reporting period, the revolving fund grew by 7.9 %. Plans are underway to identify the the third batch loan beneficiaries. Additional reporting on fund growth will be included in the final project report in June 2020.

**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 3a:** Catchment Action Plan for Pinyinyi and Ngare Sero rivers developed and endorsed by at least 95% of village leaders in 2 villages.

This was achieved in Year 2. The Catchment Action Plan for Pinyinyi and Ngare Sero Rivers was not in place at baseline. The CAP is now available and was endorsed by all village government leaders of the two villages in Year 2. Means of verification are available on request i.e. the CAP, signed attendance list and project progress report.

**Indicator 3b:** By end of YR 3 at least 1,300 people made aware of the need to plant trees through community meetings. At least 7,500 indigenous tree seedlings planted BEO Y3 and at least 60% surviving BEO.

A total of 2,800 people are aware of the need to plant trees. An additional 850 people were reached directly during the reporting period during various community meetings and workshops. It is estimated many others were reached indirectly by trainees. More than 7,500 indigenous trees have been planted BEOY3. The end of Year 3 survey shows that 68% of the planted seedlings are surviving, in spite of a biting drought during Year 3.

**Indicator 3c:** BEOP Reduce from an historic baseline of 4 new tree stumps in every ten at start of project to two newly cut tree stumps out of every ten by the end of YR 3.

The survey conducted in March 2020 reported that there are only two newly cut stumps out of every ten trees. This means there was a 50% drop in the occurrence of new tree stumps (an indicator of catchment damage) after project implementation. This achievement is because of the implementation of the CAP and can be credited to the effort and commitment by the village government at Ngare Sero and Pinyinyi.

**Indicator 3.d:** BEOP Percentage of people grazing in sensitive areas is reduced to 15% or better (from a baseline of 35%)

At baseline, 35% of the people (3.5 out of 10) were found to be grazing their livestock in sensitive catchment areas at Ngaresero and Pinyinyi. The end of project monitoring conducted in March 2020 revealed that 14% of people (1.4 out of 10) are grazing in sensitive catchment areas at Ngaresero and 15% of people (1.5 out of 10) at Pinyinyi village. Implementation of CAP and village land use plans, rangeland management plans has gone a long way in producing this achievement. For example, many of the communities at Ngare Sero village now graze their livestock in Leparakash plains on top of the rift valley escarpment to reduce pressure in sensitive areas.

**Indicator 3.e:** BEOP the volume of water abstracted from Pinyinyi River for irrigation reduced by 25% from YR 2 volume baseline measurements. See below.

Water volume measurements were not carried out due to an inability to procure a water flow meter. It was not possible to source a water flow meter online, in Nairobi or Dar es Salaam. Quotes coming in for a meter from further afield were £1,000, which was twice the available budget. Quantitative water volume measurements will therefore no longer be conducted as part of this project as it would not be appropriate to set up a baseline during the final year of the project.

**Indicator 3.f:** BEOP turbidity of water flowing into the lake improved by 30% c.f. YR 2 baseline.

The baseline turbidity readings were 284 NTU for Ngare Sero River and 868 NTU for Pinyinyi River. The monitoring conducted in December 2019 reported 124 NTU for Ngare Sero River and 204.3 NTU for Pinyinyi River, an improvement of 43% for Ngare Sero River 23% for Pinyinyi River. The small scale irrigation activity at Pinyinyi has been a challenge and a source of erosion which contributes to high turbidity in the river. It was expected that turbidity would decrease due to enhanced awareness raising as well as catchment restoration activities. While tree seedlings were planted in the catchments of Pinyinyi and Ngare Sero Rivers, it is unlikely that this will reduce the turbidity within the short term. However, it is notable that there was huge drop in water turbidity in Pinyinyi river despite heavy rains in September 2019, which should have contributed to additional turbidity. This drop may be attributed to the fact that people are addressing soil erosion from their farms more (following awareness raising) and therefore less turbidity detected in the river.

**Indicator 3.g:** BEOP Dissolved Oxygen maintained at not less than 5 mg/litre at key rivers

This indicator was achieved to a great extent except for Pinyinyi river in August 2018 when the reading was below 5mg/litre. This could be attributed to a peak in agricultural activities in the small irrigation at Pinyinyi. In general, dissolved oxygen measurements were better for Ngare Sero than Pinyinyi as expected. However, the baseline for Ngare Sero seems (22.7mg/l) to have been overstated. This can be attributed to the fact that the water meter equipment was new at that time and was still undergoing calibration. Measurements after that seem to be within expected limits for both rivers.

**Indicator 3.h:** BEO Y2, at least 40 young people, including tour guides, trained in IBA monitoring (using State, Pressure, Response) to enable annual assessment of the state of biodiversity.



This was achieved in Year 2. A total of 43 young people including 39 tour guides were trained in IBA monitoring (using State, Pressure, and Response) in Year 2. Means of verification, monitoring report with a completed IBA form is available on request.

**Indicator 3.i:** BEOP, biodiversity state, pressure, and response monitoring data targeting status of flamingos and key habitat quality available

Following the IBA monitoring training and filling of IBA form in Year 2 and the waterbird count in Year 3, the biodiversity state, pressure and response data are now available. The monitoring report is attached to this report as annex 15.

**Indicator 3.j:** (Indicator 0.4) BEOP, the proportion of flamingo fledglings relative to estimated number of breeding pairs is stable or increasing compared to YR1 baseline, as a measure of breeding success.

The proportion of flamingo fledglings relative to the number of breeding pairs for 2018 was 120,000 fledglings to 760,000 flamingos (16%) and that of 2019 is 955,000 fledglings to 1,750,000 breeding flamingos (55%). In 2020, there was massive flooding in October/December 2019 which affected flamingo breeding, with most of the birds migrating to other soda lakes in Kenya. This is a normal occurrence. The number of the lesser flamingo observed in the 2020 survey were less than 250 with less than 45 fledglings.

**Output 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.

**Indicator 4.a:** BEOP awareness on the value of Lake Natron and its ecotourism potential (and threats) raised through various means including through radio, TV, newspapers and production and distribution of 100 Posters reaching minimum of 25% of the local community at Lake Natron, 70% of government officials and at least 2.5 million Tanzanians.

A total of 60 posters were produced by the project and distributed to local communities and other project stakeholders as soft copies. The project reached at least 50% of the community<sup>15</sup> at Lake Natron with awareness raising messages in various meetings and events conducted during Year 1, Year 2 and Year 3. The project also reached more than 80% of government officials at the village and ward government level at Lake Natron<sup>16</sup>. It is also estimated that the project reached radio, TV, newspapers reached more than 4.3 million people in Tanzania and beyond.

**Indicator 4.b:** BEY3, local community members taking remedial action on deforestation, water overuse and catchment damage through not overgrazing as evidenced by indicators 3.c-3.e.

Local communities took remedial actions on tree cutting, water overuse and catchment through not overgrazing. The end of the project survey conducted in March 2020 indicated that grazing in sensitive areas including catchment areas have reduced to 14% at Ngare Sero and 15% at Pinyinyi village respectively, compared to the baseline of 35%. At Ngaresero village, up to 80% are now grazing in Leparakash plains on top of the rift valley escarpment. This has largely reduced pressure in sensitive wetland areas. Communities at Ngaresero village have also established a community-owned cattle ranch to raise awareness of the need for the improved breed and reducing the number of livestock. The March 2020 survey also found that there are only two newly cut stumps out of every ten trees in the ecosystem compared to 4 new stumps for every 10 trees at baseline. This achievement is because of the implementation of the CAP. Efforts and commitment of the village government in the project sites are also contributed to these achievements.

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

**Indicator 5.a:** 50 hard copies of A 4-page Booklet produced and distributed for local and national advocacy and awareness raising.

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<sup>15</sup> For example the project reached 53% of people at Ngare Sero village and raised their awareness on the value and threats of Lake Natron and its ecotourism potential. Ngare Sero has a total of 5,500 people and the project reached more than 2,923 during the following activities: 1,317 people during Mwenge celebrations in Year 2; 242 during Crimsonwing film; 310 during tree planting awareness; 430 people during CRF awareness conducted by the EECDI; 320 women using the 2 booths and 304 loan beneficiaries.

<sup>16</sup> For example, Ngare Sero village and ward government have a total of 30 government officials. During the TDP consultation conducted in March 2018, a total of 25 government officials (83%) were reached and their awareness raised,

Sixty copies of a 20-page booklet produced and distributed for local and national advocacy and awareness raising. The produced booklet is attached to this report as Annex 20.

**Indicator 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.

This is a work in progress and will be reported with the final report. A letter from the 300 member TATO is attached to this report as Annex 16

**Indicator 5.c:** BEOP, 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.

Due to the ban on gatherings because of the COVID-19 disease, the project was not in a position to meet with the sectoral committee responsible for tourism and natural resources and agriculture. However, the project had a meeting with the Principal Tourism Officer and the Wildlife and a Natural Resource Program Assistant in March 2020. Discussions included project achievements, outputs and possible fundraising for a follow-up transboundary project. The project outputs will be shared with the Principal Tourism Officer to pass on to the Sectoral committee when the current situation normalises.

**Indicator 5.d:** Lessons shared internationally amongst other conservation NGOs in meeting 2019/2020, other relevant meetings and through the BirdLife website, reaching 800 people.

The Project Manager attended the Regional Participatory Forest Management (PFM) Workshop in October 2019 in Entebbe, Uganda. The workshop was attended by government authorities and NGOs from Tanzania, Kenya, Uganda, Ethiopia and Denmark. In the workshop, the project was able to share the lessons learned from this project including key project achievements. BirdLife also used its website in 2019 to post a story about the project and the bumper breeding at Lake Natron. More than one million people are estimated to have reached globally from the above initiatives.

**Indicator 5.e:** Lessons shared with relevant ministries in at least 5 East African countries and commitment to replicate received in form of letters.

The project was able to share lessons with the Ministry of Natural Resources and Tourism, the Ministry of the Vice-President's Office, Union Affairs and Environment, Ministry of Works, transport and Communication and the Ministry of Internal Affairs in February 2020. In October 2019, PM was able to meet with the Ministry of Water and Environment of Uganda and share lessons during the PFM workshop.

### 3.3 Progress towards project Outcomes

**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.

**Indicator 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 from an average of \$31-\$60 for men; \$52-\$75 for women and \$46-65 for youth, per month.*

**Comment:** Income levels of local people were assessed in March 2020 (Annex 21). The average income of men in the project site increased from \$31 to \$68; women from \$52 to \$72 and youth from \$46 to \$75. The above outcome has been achieved as a result of the capacity building on ecotourism and business management conducted in Year 2 as well as the roll out of the Community Revolving Fund. Women's incomes were boosted by the additional extra markets for their beadwork in other locations while the youth were boosted by their improved capacity for tour guiding.

**Indicator 0.2:** *BEOP number of tourists visiting Lake Natron increases sustainably from baseline of 5,018 to 7,000 per year, generating more income for the communities.*

**Comment:** During Year 1 a total of 5,677 tourists visited Lake Natron and 5,800 tourists visited in Year 2. (Source, Engaresero Eramatare Community Development Initiative EECDI). It was expected that in Year 3 the number of tourists visiting Lake Natron would be at least 7,000. However, due to the ongoing COVID-

19 pandemic related travel restrictions, 5,146 tourists visited Lake Natron during the peak tourism season of December 2019 to March 2020. As a result, the project has failed to reach the 7,000 tourist target.

**Indicator 0.3:** Sustainable Ecotourism model developed BEOP and endorsed by all three districts (indicator 1a), 50% of tour operators and shared nationally and internationally via an online platform with at least 100 civil society organisations signing up to endorse methodology (indicator 5b).

**Comment:** The final was endorsed by the Arusha Regional Administrative Secretary (RAS) on behalf of the three districts. The document is being shared with tour operators and civil society for endorsement of the methodology.

**Indicator 0.4:** Over the project, the proportion of flamingo fledglings relative to estimated number of breeding pairs is stable or increasing compared to YR1 baseline, as a measure of breeding success and enhanced biodiversity.

**Comment:** The proportion of flamingo fledglings relative to the number of breeding pairs for 2018 was 120,000 fledglings to 760,000 flamingos and that of 2019 was 955,000 fledglings to 1,750,000 breeding flamingos. This shows a significant proportional increase from 16% to 55%. In 2020, the proportion of flamingo fledglings to breeding flamingos is 35 fledglings to 250 breeding flamingos. This dramatic decrease is because of climatic factors. For two years, the proportion remained relatively stable, and in fact increased to an all time high in 2019. However, heavy rains prompted the flamingos to move to other soda lakes in Kenya and Tanzania and therefore few flamingos were counted.

**Indicator 0.5:** BEOP 10,000 ha hectares of wetlands protected through a Catchment Action Plan (CAP) for Pinyinyi and Ngare Sero rivers, and endorsed by the village councils of the two villages (Output 3 indicators).

**Comment:** Catchment Action Plan (CAP) for Pinyinyi and Ngare Sero rivers was developed in Year 1 and endorsed by community leaders. Implementation of the developed CAP by respective village governments is ongoing. The CAP now protects 10,000 hectares of wetlands.

### 3.4 Monitoring of assumptions

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

**Comments;** National, Regional and District governments have continued to support tourism development and conservation work at Lake Natron Ramsar Site. The Ministry of Natural Resources, the Ministry of State, Union Affairs and Environment - Vice President, Arusha Regional Commissioner's office have been very positive towards this project. The Arusha RAS has is the host of the TDP and is keen to coordinate the implementation of the document.

**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 around Lake Natron have continued to be very positive to ecotourism activities. This is mainly because of the accrued benefits that they receive from Lake Natron and its surroundings. The employment opportunities and income provide a basis that this assumption will remain true beyond the lifetime of the project.

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

**Comments;** Security continued to be stable in Tanzania and the government put up a police station at Ngare Sero village with more than five police officers and one vehicle.

#### Output Level Assumptions:

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

**Comments;** The interest and commitment of the National and district governments to work with stakeholders to boost ecotourism activities remained intact. The good collaboration and massive buy-in the project has seen continued to be evident.

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

**Comments;** The district administration of Ngorongoro, Longido and Monduli continued to engage on gate issues. The three districts had participated in the tourism stakeholders meeting called by the RAS and facilitated by BirdLife in 2018. From the meeting, the districts committed to implement the Revenue Sharing Plan in the Tourism Development Plan.

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

**Comments;** EECDI has continued to follow up on the action plan and recommendations given during the training. During the reporting period, EECDI interviewed tour guides to assess their competency and capacity. This annual interview and tests are part of the measures to ensure its tour guides are up to skill and provide quality services to their customers, the tourists.

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

**Comments;** This assumption holds true. It was evident during and after the business management training that the local people critically required the skills that were passed on to them. For example, a few days after the training, most women running small restaurants were seen wearing aprons. At the same time, there was evidence of improved level of hygiene and cleanliness as well as presentation by restaurant workers after the training.

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

**Comments;** There were excessive rains that caused flooding in the lake. There have been no extreme weather conditions. As a result, lesser flamingo were forced to migrate to other lakes soda lakes in the region. While fluctuation in rainfall is a natural phenomenon, the rains this year were excessive and unusual phenomenon.

**Assumption;** Communities attitudes and activities do not change

**Comments;** This assumption still holds true. Communities' attitudes and perceptions of tourism business continue to remain positive throughout the project.

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

**Comments;** The assumption still holds true. There have been no proposals for massive industrial or agricultural development at Lake Natron recently that would impact the ecosystem and project efforts. We are glad that the soda ash proposal remained halted in the course of the project and are confident it will remain that way.

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

**Comments;** Unfortunately, the pandemic COVID-19 has impacted the global economy since January 2020 with international flights cancelled and many tourists cancelling their trips. This has largely affected the tourism business in Tanzania including Lake Natron. Reports from Tanzania National Parks (TANAPA) indicate more than 6,000 tourists visit Serengeti National Park in a day, but this number fell to only 24 tourists per day by the end of March 2020. The above situation is not likely to impact project deliverables at end of project but will impact project sustainability as communities will lose income because of reduced tourism numbers. Critically, the roll out of the third batch of CRF loans will be delayed but the activity will proceed once the situation normalises.

**Assumption;** Government agencies willingness to cooperate

**Comments;** This assumption still hold true.

**Assumption;** Communities willingness to receive message

**Comments;** This assumption still hold true.

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

**Comments;** This assumption still hold true.

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

The project has had a positive impact in reducing poverty as it has improved average incomes of key sections of the community. For example, the average income of men in the project site has increased from \$31 to \$68; women from \$52 to \$72 and youth from \$46 to \$75. The above outcome has been achieved as a result of the capacity building on ecotourism and business management conducted in Year 2 as well as the roll out of the Community Revolving Fund Annual monitoring, a relatively stable flamingo population and the protection of 10,000 hectares of wetlands and their catchments have contributed to positively to biodiversity. This is through the planting of 7,500 indigenous tree seedlings.

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

This project has contributed towards the achievement of the following SDGs:

- SDG 1: No poverty – The project has contributed to poverty alleviation by improving income levels.
- SDG 5: Gender Equality – This project had a special focus on women and the impact on both their capacity and incomes is documented in this and previous reports.
- SDG 13: Climate Action– The project provided training to 118 local community members on how to enhance resilience against climate change.
- SDG 15: Life above water- The project contributed towards conservation of biodiversity by conducting annual monitoring (and building local capacity for the same), maintaining relatively stable flamingo population and the protection of 10,000 hectares of wetlands and their catchments by planting 7,500 tree seedlings.

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

The project contributed to the achievement of the following conventions:

- **CBD-** The project has contributed to the CBD by monitoring and maintaining/improving the state of biodiversity, especially maintaining the integrity of sites for species in the Lake Natron ecosystem.
- **CMS** - The project has contributed to the CMS by maintaining the integrity of the site so that it continues to play a key role for migratory species and conducting monitoring through the annual waterbird counts including building local capacity for monitoring. The project also held consultations with the Ministry of Natural Resources and Tourism which hosts the focal point for CMS in Tanzania.
- **Ramsar Convention:** Lake Natron is a Ramsar site and all the activities that this project has implemented contribute towards conservation and wise use of wetlands, which is one of the key convention principles. The project team also met with and made consultations with the administrative focal point for the Ramsar convention based at the Vice President's Office.
- **UNFCCC:** The project trained 118 local community members on how to enhance their resilience to cope with climate change.

## 6. Project support to poverty alleviation

The project contributed to poverty alleviation by supporting 1,038 people (757 women, 75 men, 204 young people (including 106 tour guides) with improved access to eco-tourism related income generation through the TDP and increased financial management skills. As clearly demonstrated in the section 3, 4 and 5, the income of these key groups increased as follows:

- Women's incomes have increased from \$52 to \$72, an increase of 38%
- Young people's incomes have increased from \$46 to \$75, an increase of 63%
- Men's incomes have increased from \$31 to \$68, an increase of 176%

It would appear that women benefitted less but there were more women in absolute numbers who participated in the project so the impact to their families is expected to be significant. In addition, the project contributed to capacity building in of women, youth and men with skills in ecotourism business and tour guiding (252) and land rights and climate resilience (118) as well as training in revolving fund management (304). These skills will remain with the communities for years to come.

## **7. Consideration of gender equality issues**

The project ensured issues pertaining to women, men and youth were addressed in an equitable manner. Given the few opportunities that women and girls have in the Maasai community, the project took considered measures to ensure that they were not left behind in project implementation and had interventions that targeted them: The following are examples:

- i. Of the 252 people trained in effective utilization and disbursement of the revolving fund during the business management training 152 were women, 71 young people and 29 were men.
- ii. Of the 304 people benefited from the CRF, 197 were women and 153 were youth.
- iii. The project constructed two booths for use by 320 women at Ngare Sero and Oldonyo Lengai villages, which contributed to their incomes.
- iv. In Year 2, the project supported nine women from Ngare Sero and Oldonyo Lengai villages to a knowledge exchange visit that improved their business skills and knowledge.

## **8. Monitoring and evaluation**

The project developed an M&E Plan which guided tracking of indicators throughout the project. Some indicators required tracking annually, every 6 months and at the end of project. The project followed the M&E plan which was slightly tweaked at the end of Year 2. The Project Manager worked with EECDI in tracking most of the project indicators. Special questionnaires and data collection forms were kept at the EECDI office and were completed by the Coordinator with guidance from the Project Manager. Reports from the baseline, monitoring and end of project assessments are shared with this report as Annex 17.

## **9. Lessons learnt**

The key lessons learnt from the third year of project implementation include:

- The need for flexibility when planning community based financial loan schemes such as the Community Revolving Fund. The project team had not anticipated the amount of time required to co-develop the guidelines and set up systems for the revolving fund. Working with local leadership, the team developed a clear path for application, review, disbursement and repayment of loans, which eventually worked very well.
- Consistency and transparency are key at gaining the confidence of the community, government and other stakeholders. Trust was built through regular consultations and addressing any issues and challenges arising from project implementation. As a result, BirdLife became the 'go-to' NGO on conservation and community issues at Lake Natron by the Government of Tanzania, community members and othe civil society organisations.
- Establishing and maintaining a good partnership with the national and local government authorities are key to sustainability. The ownership of activities by the local communities is also an imperative for sustainability.

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

The reviewer queried the project's means of verification during the review of Year 1 Annual Report for the increased awareness of the importance of trees in the catchment area by measuring the number of newly cut trees. In response, the logframe and M&E plan was revised (see the project's Year 2 Annual Report ) and this indicator was updated. The project team counted the number of stumps present in a selected number of catchment plots to create a baseline in January 2018. The count was then repeated at the end of the project to survey how many (if any) new stumps were present. The indicator to assess the increased awareness of the importance of trees in the catchment area was set at less than two new stumps for every ten trees present against the the current rate of stumps for every ten trees. After conducting the end of the project survey in March 2020, the project found that there are two new stumps for every ten trees present. From these survey results, grazing in the catchment areas seems to have been reduced significantly at least at Ngare Sero village.

## **11. Other comments on progress not covered elsewhere**

None.

## **12. Sustainability and legacy**

In Year 3, the project continued to put measures and plans in place to ensure project sustainability and legacy. Strategic meetings with the relevant ministries and government institutions were conducted in February 2020 by the project and Nature Tanzania. Discussions with the Ministry of Natural Resources and Tourism, Ministry of the Vice-President's office, Union Affairs and Environment and the East Africa Community are ongoing for fundraising on a follow transboundary project which acknowledges the role of Kenya in the sustainable management of the Lake Natron Ramsar Site. Closely related fundraising initiatives are also ongoing with Nature Tanzania and a concept note for a follow up transboundary project has been developed. Potential donors have been approached including the Friedkin Foundation.

BirdLife International and Nature Tanzania previously signed an MoU for collaboration. NT has been engaged in project activities since Year 1 and has a good understanding of activities and stakeholders including local communities. Under the framework of the signed MoU, NT will support follow up of activities and initiatives supported by the project after the project comes to a close, which includes project elements that will go beyond the project life such as the CRF. Nature Tanzania has already established strong links with communities and local government authorities at Lake Natron. For example, village and ward governments leaders, as well as the District Tourism officers and Game Officers (who are contact person for this project), are now active members of NT. BirdLife seconded the project staff to NT in early January 2020 to support NT. The PM has taken the National Coordinator position at NT and the Finance and Admin of the project took the Finance Officer position. Depending on financial resources, it is hoped that Nature Tanzania will retain the project staff after the project end. The staff will, therefore, continue supporting communities and stakeholders on the ground of the ongoing activities especially the CRF. Communication and efforts will continue to be made by BirdLife Nairobi and NT for fundraising and technical support to communities and other project stakeholders.

As in the planned exit strategy, the project will ensure that, BEOP, the local government, EECDI and the local communities have the capacity and awareness to manage the Lake Natron site to the benefit of the communities and for nature, as well as manage supported initiatives. The strategy includes building the capacity of the local communities, especially EECDI and empowering local women and tour guides to continue running ecotourism activities at Lake Natron. Through the CRF, capacity building of communities and institutions at Lake Natron on ecotourism business will continue for the longer period reaching far more people in years to come. Training means EECDI and other local actors will be supported by leadership at the village, district and regional levels. Endorsement of the Tourism Development Plan by all stakeholders is a key element of the sustainability of this project. The key documents are housed and hosted by the Government of Tanzania at the regional and district levels, ensuring that implementation is followed through.

The project team is already developing a concept to be submitted to the UNDP's Lion's Share Covid-19 response fund. If this fund goes through it will support local communities cope with shocks related with Covid-19. In addition, the £6,500 revolving fund remains operational and will be reactivated after Covid-19. We believe this will provide an opportunity for local people to explore income opportunities that do not heavily rely on ecotourism.

## **13. Darwin identity**

The project continued to publicize and acknowledge the Darwin Initiative and the UK Government in all consultations and meetings and training and capacity building sessions conducted in Year 3. This included the land rights and natural resources training conducted at Gelai Lumbwa for villages of Wosiwosi, Alaililai and Ilchangit Sapukin. The project team made every attempt to recognise Darwin and the UK government contribution in communications and media reports. All structures (e.g. booths and their signposts) built in this project will be branded with the Darwin Initiative and project partner logos and will recognise the contribution of the Government of UK. The final and endorsed TDP document has acknowledged Darwin Initiative as the donor of this project. All awareness materials developed have acknowledged the Darwin Initiative and their logo is prominently captured in both. The project logo was used in all formal letters to government and private institutions as well as local communities.



Figure 5: project logo

## 14. Safeguarding

BirdLife International provides a safe and trusted environment which safeguards staff, volunteers and anyone who the organisation has contact with, including beneficiaries, project staff, volunteers, and downstream partners. BirdLife has a Code of Conduct in place for staff and volunteers, which sets out clear expectations inside and outside the workplace. The Code of Conduct can be found within BLI's Human Resources Policies alongside a safeguarding policy, equal opportunities policy and whistleblowing policy. BirdLife's safeguarding policy, (attached as Annex 18) includes a statement of BLI's commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse. There is a clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made. Additionally, BLI has a whistleblowing policy (attached as Annex 19) that protects whistleblowers from reprisals and includes clear processes for dealing with concerns raised. In dealing with stakeholders, the project followed the principles of equity, gender inclusion and effective participation of beneficiaries and other stakeholders. In July 2019, BirdLife introduced a Safeguarding Clause in the Project Funding Agreement, a binding contract between BirdLife and Downstream Partners.

## 15. Project expenditure

Table 1: Project expenditure during the reporting period (1 April 2019 – 31 March 2020)

Project spend (indicative) since last annual report	2019/20 Grant (£)	2019/20 Total Darwin Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Monitoring & Evaluation (M&E)				
Others (see below)				
<b>TOTAL</b>				



## Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2019-2020

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	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>7,500 trees planted, the integrity of Lake as a breeding site for flamingos maintained and 10,000 ha of wetlands protected. The income of 1,038 people (757 women from of \$52 to \$72; 204 youth from \$46 to \$75 and 75 men from \$31 to \$68 monthly income of men to be \$68) [Annex 21]</p>	
<p><b>Outcome</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>Indicator 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 from an average of \$31-\$60 for men; \$52-\$75 for women and \$46-65 for youth, per month.</p>	<p>The end of the project survey in March 2020 revealed that the project improved the montly income of 1,038 people: 757 women from of \$52 to \$72, 204 youth from \$46 to \$75 and 75 men from \$31 to \$68 [Annex 21]</p>	<p>None</p>
	<p>Indicator 0.2: BEOP number of tourists visiting Lake Natron increases sustainably from baseline of 5,018 to 7,000 per year, generating more income for the communities.</p>	<p>The number of tourists visited Lake Natron In the 2019/2020 was 5,146. This low number compared to the project expectation is a result of COVID-19 impact which had limited global movements.</p>	<p>None</p>
	<p>Indicator 0.3: Sustainable Ecotourism model developed BEOP and endorsed by all three districts (indicator 1a), 50% of tour operators and shared nationally and internationally via an online platform with at least 100 civil society organisations signing up to endorse methodology (indicator 5b).</p>	<p>The sustainable ecotourism model was developed through the TDP and agreed by all stakeholders, including the umbrella organisation of all Tanzanian tour operators – TATO, comprising more than 300 organisations. TATO has provided a letter to BirdLife endorsing the tourism model and has promised to support implementation of key actions proposed in the TDP.</p>	<p>Sharing of the sustainable ecotourism model in online platforms.</p>

	<p>Indicator 0.4: Over the project, the proportion of flamingo fledglings relative to estimated number of breeding pairs is stable or increasing compared to YR1 baseline, as a measure of breeding success and enhanced biodiversity</p>	<p>The proportion of flamingo fledglings relative to the number of breeding pairs for 2018 was 120,000 fledglings to 760,000 flamingos, for 2019 was 955,000 fledglings to 1,750,000 breeding flamingos. In 2020, there were 35 fledglings to 250 breeding flamingos. There was, therefore, a proportion increase in Year 1 and 2 i.e. 16% to 55%. In Year 3, there has been a decrease from 55% to 14% because excessive rains discouraged flamingo breeding.</p>	<p>None</p>
	<p>Indicator 0.5: BEOP 10,000 ha hectares of wetlands protected through a Catchment Action Plan (CAP) for Pinyinyi and Ngare Sero rivers, and endorsed by the village councils of the two villages (Output 3 indicators).</p>	<p>Catchment Action Plan for Pinyinyi and Ngare Sero Rivers was produced in Year 1 and endorsed by 100% of village leaders in the two villages. The implementation of the CAP now protects 10,000 hectares of wetlands in two villages.</p>	<p>None</p>
<p><b>Output 1.</b> A coherent TDP and clear revenue sharing mechanism in place.</p>	<p>1.a. 1.a. BEOP a sustainable TDP has been developed and validated by stakeholders in 3 districts with clear revenue sharing mechanism (indicator 1.c.) and guidance on optimum tourist numbers to protect the fragile ecosystem, in place.</p>	<p>The TDP has been developed and, in Year 3, was endorsed by the Regional Administrative Secretary on behalf of the three districts. The document includes a chapter on the revenue sharing mechanism and recommends the maximum carrying capacity of Lake Natron at 10,000 tourists per year. Further details are in section 3.1 above.</p>	
	<p>1.b By end of Year 2, market analysis for ecotourism at Lake Natron developed (as part of the TDP).</p>	<p>Market analysis for ecotourism at Lake Natron was developed as part of the TDP.</p>	
	<p>1.c. Revenue sharing plan drawn up in YR 2, agreement and endorsement coordinated by the Regional Administrative Secretary, and being implemented by YR 3 .</p>	<p>The revenue sharing mechanism plan is part of the now endorsed TDP.</p>	
	<p>1.d BEOP, Two (2) out of the three gates (physical barriers) erected by districts at Lake Natron removed. The one remaining gate agreed upon by all three districts.</p>	<p>Two of the three gates erected by the district governments of Ngorongoro, Monduli and Longido were removed in Year 2. The situation remained the same in Year 3. The remaining gate is used by the three districts to collect revenue for sharing by the districts. This situation was maintained in Year 3.</p>	

Activity 1.1 Recruit consultant for market analysis and Tourism Development Plan (TDP)	Recruitment of consultant completed.	None
Activity 1.2, Collect data on ecotourism business conducted at Lake Natron including value chain.	Data collection on ecotourism business at Lake Natron is completed and included in the final and endorsed TDP document.	None
Activity 1.3: Support production of ecotourism market analysis report (as part of TDP)	Ecotourism market analysis has been produced and is part of the final and endorsed TDP document.	None
Activity 1.4: Collect data and consult with stakeholders on TDP and revenue sharing plan (as part of TDP)	The collection of data and stakeholders' consultation on TDP and revenue sharing plan has been concluded in Year 2	None
Activity 1.5: Support production of the TDP and share with stakeholders	The final TDP is already produced. 200 hard copies have been printed. Sharing of hard copies with relevant stakeholders is ongoing. Soft copies have been shared widely and are uploaded in the BirdLife and Nature Tanzania's websites.	None
Activity 1.6: Organize a multi-stakeholder TDP validation and tourism revenue-sharing harmonisation meeting	A multi-stakeholder TDP validation and tourism revenue-sharing harmonisation meeting was conducted on 24 <sup>th</sup> September 2018. Further details are in section 3.1 above.	None
<b>Output 2.</b> Improved capacity of local communities to conduct ecotourism business and natural resources decision making through relevant training and capacity building.	2.a. BEOY2, 75% of 100 recipients (community representatives, tour guides, community campsite operators) show increased confidence through self-assessment by the end of 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.	This was accomplished in Year 2 of the project.
	2.b. A 1 day training in ecotourism planning, marketing and hospitality will be conducted for at least 30 ecotourism leaders selected from the above group.	This was achieved in Year 2. The end of the project survey conducted in March 2020 found that 100% of the surveyed community members felt better supported by their leaders in making ecotourism ad business related decisions as a result of the above training.

	End of project survey to assess if the communities feel better supported by the leaders.	
	2.c.. BEOP, the existing 80 tour guides have their capacity built through training and an improvement in tour guiding is indicated in a follow up survey with the tour operators.	A total of 106 tour guides were trained in year 2 and their capacity built to effectively undertake tour guiding. A follow up survey of 58 tour operators indicated they had noted improvement in the services provide by tour guides. 71% of the tour operators said tour guides had “very good” tour guiding skills, including knowledge of attractions and 84% said tour guides’ visitor management and customer care skills were “very good”.
	2.d. Up to 40 tour guides benefit from the revolving fund through financial support e.g. start up money, money for essential equipment, etc.	In Year 2 a total of 106 tour guides were trained on utilizing the revolving fund. As of March 2020, a total of 23 tour guides had already benefited from the revolving fund. Further reports on this will be reported with the final reports.
	2.e BEOY2, 100 people, (20 women,40 youth and 40 men), including village leaders, trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999). End of Project post-training survey shows 90% of trained leaders have increased confidence in entering negotiations and making sound decisions for the benefit of the village and natural resources.	A total of 101 people (24 women, 30 young people and 47 men) have been trained in natural resource governance and land rights.  End of Project post-training survey showed that 100% of the trained leaders had increased confidence in entering negotiations and making informed decisions for the benefit of the village and natural resources in their areas
	2.f. BEOY2, 1 booth for sale of Maasai beads is in place at the cultural boma and at least 300 women using it BEOP.	Two booths for the sale of beadwork by Maasai women were constructed in Year 2. The booths are being used by a total of 320 women. Further details are found in section 3.1.
	2.g. 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.	The revolving fund operation is now in operation. A total of 252 people (152 women, 71 young people and 29 men) were trained in effective utilization and disbursement of the revolving fund during business management trainings in Year 2.  An end of Year 2 survey showed that 96% of the trained members understood how the revolving fund operated and were aware of the guidelines and policies of the revolving fund.
	2.h. BEOP, a total of 500 people (200 women, 200 youth – including 40 guides (indicator 2.d) - and 100 men) trained and effectively utilising loans disbursed through the revolving fund with their monthly income rising from \$45 to \$70 BEOP (indicator 0.1).	A total of 682 people were trained in the use of the CRF – the initial training bringing together 252 (152 women, 71 young people and 29 men) in Year 2 and EECDI training 430 people (245 women and 121 young people). The monthly income increased from \$31 to \$68 for men; from \$52 to 72\$ for women and from \$46 to \$75 for young people as of end of the Year 3 survey.
	2.i. The revolving fund grows by 10% (from £6,500 at start of project) BEOP.	So far the revolving fund has grown by 7.9 %. The audit of the revolving fund growth will be conducted in May 2020 and will be included in the final report.

<p>Activity 2.1. Organize training on ecotourism and business management for men and women, and youth and follow up training in villages by trainees. Conduct post-training self-assessment to training participants</p>	<p>Ecotourism and business management trainings were conducted in Year 2. The revolving fund has provided further financial support to women, men and young people at Ngaresero village. Magadini village will be added to the activity in April 2020. In May 2019, the project supported to nine women from Ngaresero cultural boma and Oldonyo Lengai with a knowledge exchange visits to Tarangire National Park, Arusha, Mto wa Mbu and Karatu. Five additional markets were secured increasing their sales and income.</p>	<p>None</p>
<p>Activity 2.2 Devise, distribute and analyse survey form for tour operators to report against quality of tour guiding.</p>	<p>The post training self-assessment survey conducted revealed that 100% of tour guides felt that their visitor management, customer care, tour guiding ethics and campsite management capacity had improved after the training. At least 71% of the surveyed tour operators reported that tour guides had “very good” tour guiding skills, including knowledge of attractions (see details in Activity 2.2).</p>	<p>None</p>
<p>Activity 2.3. Construct booth and use it for sale of beads and other merchandise</p>	<p>Two booths have been constructed at Ngare Sero and Oldonyo Lengai villages. They are currently been used by more than 320 women to sell beads and other merchandise. In Year 3, five additional markets were secured and they are now used to sell their beads and other merchandise on top of their traditional markets (see Activity 2.1)</p>	<p>None</p>
<p>Activity 2.4 Set up Revolving Fund, training community back to back with 2.1 operationalise and monitor its implementation.</p>	<p>The revolving fund system and the process are now in place and the activity</p>	<p>None</p>

		is in operation since March 2019. The activity has been sub granted to the EECDI, the project partner. First and second batch loan beneficiaries have received payments. Repayment for the first loan beneficiaries is completed.	
Activity 2.5 Conduct lands rights training (includes preparations).		Land rights and natural resource governance training has been conducted in Year 1 and Year 2 and Year 3. Please Section 3.1 above and Annex 9.	None .
Activity 2.6 Conduct end of project post-training survey to assess leaders' confidence in entering into negotiations and making sound decisions.		End of project post-training self-assessment on leaders' confidence in entering into negotiations and making sound decisions was conducted in March 2020. 100% of the surveyed leaders report that their confidence in entering into negotiations and making sound decisions have significantly improved due to the land rights and natural resources training conducted in years 1, 2 and 3. A request was made to train leaders on some of the miscellaneous laws that have recently been changed by the government of Tanzania.	None
Activity 2.7 Conduct End of Project survey to assess if communities feel better supported by trainees from activity 2.1.		End of project survey to assess if communities feel better supported by trainees was conducted in March 2020. 100% of the surveyed communities report that they are better supported by the trainees. This is through follow up training conducted by those trainees to the communities and technical advise and guidance provided by them.	None
<b>Output 3.</b> Key wetlands, rivers and springs protected and biodiversity enhanced through tree planting, catchment restoration and protection.	3a. Catchment Action Plan for Pinyinyi and Ngare Sero rivers developed and endorsed by at least 95% of village leaders in 2 villages.	Catchment Action Plan for Pinyinyi and Ngare Sero Rivers was developed in Year 2 and validated by 100% of village leaders in the two villages.	

State of biodiversity, and water quality enhanced and monitored.	3b. During YR 2 at least 1,300 people made aware of the need to plant trees through community meetings. At least 7,500 indigenous tree seedlings planted BEO Y2 and at least 60% surviving BEO.	By the end of Year 3, a total of 2,800 people were made aware of the need to plant trees through several community meetings. Details are reported in Section 3.2 above. By end of Year 3 more than 7,500 indigenous tree seedlings were planted. The end of the project survey shows that 68% of all planted seedlings are thriving.
	3c. BEO Reduce from an historic baseline of 4 new tree stumps in every ten at start of project to two newly cut tree stumps out of every ten by the end of YR 3.	The end of the project survey conducted in March 2020 reported that are only two newly cut trees out of ten. This is a result of community leaders' commitment in the implementation of the developed CAP, implementation of village land use plans and rangeland management plans.
	3.d. BEO Percentage of people grazing in sensitive areas is reduced to 15% or better (from a baseline of 35%)	At baseline, 35% of the people (3.5 out of 10) were found to be grazing in sensitive catchment areas at Ngaresero and Pinyinyi. The end of project monitoring conducted in March 2020 revealed that 14% of people (1.4 out of 10) are grazing in sensitive catchment areas at Ngaresero and 15% of people (1.5 out of 10) at Pinyinyi village.
	3.e. BEO the volume of water abstracted from Pinyinyi river for irrigation reduced by 25% from YR 2 volume baseline measurements. See below.	Due to the project's difficulty in obtaining water flow meter, the baseline for water flow into the lake was not established.
	3.f. BEO turbidity of water flowing into the lake improved by 30% c.f. YR 2 baseline.	The baseline turbidity readings were 284 NTU for Ngare Sero River and 868 NTU for Pinyinyi River. The monitoring conducted in December 2019 reported 124 NTU for Ngare Sero River and 204.3 NTU for Pinyinyi River, an improvement of 43% for Ngare Sero River 23% for Pinyinyi River.
	3.g. BEO Dissolved Oxygen <sup>17</sup> maintained at not less than 5 mg/litre at key rivers	This indicator was achieved to a great extent except for Pinyinyi river in August 2018 when the reading was below 5mg/litre. This could be attributed to a peak in agricultural activities in the small irrigation at Pinyinyi. In general, dissolved oxygen measurements were better for Ngare Sero than Pinyinyi as expected. However, the baseline for Ngare Sero seems (22.7mg/l) to have been overstated due to meter calibration challenges in the initial stages.
	3.h. BEO Y2, at least 40 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.	A total of 43 young people were trained on IBA monitoring (using State, Pressure and Response). A detailed report is in Section 3.1 above.
	3.i. BEO, biodiversity state, pressure, and response monitoring baseline data targeting status of flamingos and key habitat quality available <sup>19</sup>	Baseline data on biodiversity state, pressure and response on the flamingo status and habitat quality is available and is reported in Section 3.1 above.

<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.

	3.j. (Indicator 0.4) BEOP, the proportion of flamingo fledglings relative to estimated number of breeding pairs is stable or increasing compared to YR1 baseline, as a measure of breeding success.	The proportion of flamingo fledglings relative to the number of breeding pairs for 2018 was 120,000 fledglings to 760,000 flamingos, for 2019 was 955,000 fledglings to 1,750,000 breeding flamingos and for 2020 is 35 fledglings to 250 breeding flamingos. There was, therefore, a proportion increase from Year 1 to Year 2 but in Year 3 there has been a significant decrease. The decrease in Year 3 is because of climate reasons and is explained in Section 3.1 above.
<i>Activity 3.1</i> Prepare and support endorsement of Catchment Action Plan for Pinyinyi and Ngaresero Rivers. Raise awareness on tree planting		The Catchment Action Plan for Pinyinyi and Ngare Sero Rivers has already been developed by local communities with technical support from BirdLife International and Ngorongoro District government. The document has been validated by the two village governments and the Swahili version distributed. Implementation of the CAP is ongoing by the 2 villages. Awareness raising on tree planting is ongoing, it is conducted during various meetings and workshops with communities. More than 2,800 people have been reached by Year 3. Please see section 3.1 above.
<i>Activity 3.2</i> Prepare land and plant key wetland areas with at least 7,500 indigenous tree seedlings		Preparation for land and tree planting was conducted in Year 3. In April and May 2019, 1,700 indigenous tree seedlings were planted in 4 villages of the project site. This makes a total of 7,500 tree seedlings planted by end of Year 3. Of these 68% Please see section 3.1 above.
<i>Activity 3.3</i> Tree seedling after care and monitoring		Tree seedlings after care and monitoring are ongoing with support and coordination of respective village governments and school administrations. In Year 1, support to schools and institutions who were supported with the trees was conducted. Water tanks and pipes have been provided for that regard. The end of the project monitoring reports that 68% of the planted seedlings are thriving well. Please see Section 3.1 above.



<p><i>Activity 3.4</i> Set up and carry out water quality monitoring</p>	<p>Water quality monitoring commenced in September 2018 with only dissolved oxygen, water turbidity, electrical conductivity and pH data collected. Further monitoring were conducted in August 2019, December 2019 and March 2020.</p> <p>The purchase of water flow meter has been a challenge. The project was not able to get one and therefore water flow data have not been obtained despite other efforts. Please see section 3.1 above for a detailed report.</p>	<p>No activity is planned in the next period.</p>
<p><i>Activity 3.5</i> Train 40 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)</p>	<p>A total of 43 young people have been trained in IBA monitoring, IBA form has been filled and feed of data to the World Bird Database is in progress by TAWIRI.</p>	<p>Feed the collected data to the World Bird Database by TAWIRI.</p>
<p><i>Activity 3.6</i> Conduct annual Waterbird census in collaboration with Tawiri and local communities and obtain flamingos' breeding success data</p>	<p>The water bird census for 2020 was conducted in February 2020. During the count, 14 bird species were observed. Only about 250 lesser flamingoes were seen and about 35 fledglings. This sharp decrease is a result of too much rain from October to December 2019. This resulted to flooding of the lake and sharp increase in water volume. This limited flamingo ability to feed, as they are filter feeders, forcing them to migrate to other lakes. The project team was able to observe lesser flamingos in temporary water ponds near Selela village and Mto wa Mbu area. Please see Section 3.1 above.</p>	<p>Liaise with TAWIRI for sharing the data with the Word Bird Database.</p>
<p>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</p>	<p>4.a BEOP awareness on the value of Lake Natron and its ecotourism potential (and threats) raised through various means including through radio, TV, newspapers and production and distribution of 100</p>	<p>This is activity is work in progress. During the reporting period, 60 posters were produced by the project and distributed to local communities and other project stakeholders as soft copies. The project reached at least 50% of the community<sup>20</sup> at Lake Natron with awareness raising messages in various meetings and events conducted during Year 1, Year 2 and Year 3. The project also reached more than</p>

<sup>20</sup> For example the project reached 53% of people at Ngare Sero village and raised their awareness on the value and threats of Lake Natron and its ecotourism potential. Ngare Sero has a total of 5,500 people and the project reached more than 2,923 during the following activities: 1,317 people during Mwenge celebrations in Year 2; 242 during Crimsonwing film; 310 during tree planting awareness; 430 people during CRF awareness conducted by the EECDI; 320 women using the 2 booths and 304 loan beneficiaries.

damage and soda ash threat) and remedial action taken.	Posters reaching minimum of 25% of the local community at Lake Natron, 70% of government officials and at least 2.5 million Tanzanians.	80% of government officials at the village and ward government level at Lake Natron <sup>21</sup> . It is also estimated that the project reached radio, TV, newspapers reached more than 4.3 million people in Tanzania and beyond.
	4.b. BEY3, local community members taking remedial action on deforestation, water overuse and catchment damage through not overgrazing as evidenced by indicators 3.c-3.e.	Local communities took remedial actions on tree cutting, water overuse and catchment protection by not overgrazing. The end of project survey conducted in March 2020 indicated that grazing in sensitive areas including catchment areas have reduced to 14% at Ngare Sero and 15% at Pinyinyi village respectively, compared to the baseline of 35%. At Ngaresero village, up to 80% are now grazing in Leparakash plains on top of the rift valley escarpment. This has largely reduced pressure in sensitive wetland areas.  Communities at Ngaresero village have also established a community-owned cattle ranch to raise awareness of the need for the improved breed and reducing the number of livestock. The March 2020 survey also found that there are only two newly cut stumps out of every ten trees in the ecosystem. This achievement is because of the implementation of the CAP. Efforts and commitment of the village government in the project sites are also contributed to these achievements.
<i>Activity 4.1</i> Produce advocacy/awareness poster and booklet	Awareness raising posters and booklets have been produced by the project. 60 hard copies of the poster and booklet were printed and distributed with project partners, stakeholders and community members. The two materials raise awareness of Lake Natron, the values, threats, key achievements of this project. They also provide key recommendations for policy and decision makers as well as for tourism stakeholders.	The posters and materials will continue to be shared to community members, government officials and the general public using the website and social media.
<i>Activity 4.2</i> Carry out awareness amongst government agencies on values and threats through public forums, film and radio	As indicated in Section 3.1 above, awareness raising has been conducted in Year 1 and Year 2 and Year 3 and has reached a total of 6.8 million people and 18 government agencies including Arusha RAS office, district councils of Ngorongoro, Monduli and Longido, TTB, TAWIRI, TANAPA, Ministry of Natural	No activity is planned in the next period.

<sup>21</sup> For example, Ngare Sero village and ward government have a total of 30 government officials. During the TDP consultation conducted in March 2018, a total of 25 government officials (83%) were reached and their awareness raised,

		Resources and Tourism, Ministry of Works, Transport and Communication, Ministry of Internal Affairs, TAWA, Ngorongoro Conservation Area Authority (NCAA), Ministry of State in the Vice President Office for Union and Environment.	
<b>Output 5</b> Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally	5.a 50 hard copies of A 4-page Booklet produced and distributed for local and national advocacy and awareness raising.	60 copies of a 20 page booklet produced and distributed for local and national advocacy and awareness raising.	
	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.	This is a work in progress and will be reported with the final report.	
	5.c BEOP, 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>22</sup>	Due to the ban on gatherings because of the COVID-19 disease, the project was not in a position to meet with the sectoral committee responsible for tourism and natural resources and agriculture. However, the project had a meeting with the Principal Tourism Officer and the Wildlife and a Natural Resource Program Assistant in March. Discussions included project achievements, outputs and possible fundraising for a follow-up transboundary project. The project outputs will be shared with the Principal Tourism Officer to pass on to the Sectoral committee when the current situation normalises.	
	5.d Lessons shared internationally amongst other conservation NGOs in meeting 2019/2020, other relevant meetings and through the BirdLife website, reaching 800 people.	The Project Manager attended the Regional Participatory Forest Management (PFM) Workshop in October 2019 in Entebbe, Uganda. The workshop was attended by government authorities and NGOs from Tanzania, Kenya, Uganda, Ethiopia and Denmark. In the workshop, the project was able to share the lessons learned from this project including key project achievements. BirdLife also used its website in 2019 to post a story about the project and the bumper breeding at Lake Natron. More than 1 million people are estimated to have reached globally from the above initiatives.	
	5.e Lessons shared with relevant ministries in at least 5 East African countries and commitment to replicate received in form of letters.	The project shared lessons with the Ministry of Natural Resources and Tourism, the Ministry of the Vice-President's Office, Union Affairs and Environment, Ministry of Works, transport and Communication and the Ministry of Internal Affairs in February 2020. In October 2019, PM was able to meet with the Ministry of Water and Environment of Uganda during the PFM workshop.	

<sup>22</sup> BirdLife International has signed an 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.

<p>Activity 5.1 Produce advocacy/awareness booklet</p>	<p>Awareness raising posters and booklets have been produced by the project. 60 hard copies of the poster and booklet were printed and distributed with project partners, stakeholders and community members. The 2 materials raise awareness of Lake Natron, the values, threats, key achievements of this project. They also provide key recommendations for policy and decision makers as well as for tourism stakeholders.</p>	<p>No activity is planned in the next period.</p>
<p>Activity 5.2 Share project lessons with tourism industry actors, and civil society organisations through online platform and in person</p>	<p>The project was able to share project lessons with tourism stakeholders, CSOs and online platforms and in persons. The following have been reached so far; the Ministry of Natural Resources and Tourism of Tanzania, Ministry of Water and Environment of Uganda, Forest Department of Kenya government, TTB, TATO, TAWA, TANAPA, NCAA. For persons, the project has reached Permanent and Deputy Permanent Secretaries of the Ministry of Natural Resources and Tourism, Ministry of the Vice-President Office, Union Affairs and Environment. Director of Wildlife and Director of Tourism and his Deputy have also been reached in February 2020.</p>	<p>No activity is planned in the next period.</p>
<p>Activity 5.3 Share lessons with East African Community (EAC) on responsible tourism through relevant committee of EAC and the East African Legislative Assembly.</p>	<p>During Year 3, dissemination of project lessons and best practices was conducted through newspapers. The project was not able to meet with EAC committees and the East African Legislative Assembly (due to COVID-19) but was able to meet with Principal Tourism Officer for the EAC and</p>	<p>No activities are planned in the next period.</p>

	<p>Tourism and Wildlife Management Program Assistant (see Activity 5.4 below).</p> <p>PM discussed with the two officials about project achievements, key project outputs including the developed TDP and the need for its implementation. Potential fundraising opportunities for a follow up transboundary project at Lake Natron was also brainstormed. A key agreement was brainstorming for a transboundary project. Discussions are ongoing for this objective.</p>	
<p>Activity 5.4 Showcase project lessons regionally and internationally amongst other conservation NGOs in meetings, other relevant forums and through the BirdLife website and social media platforms.</p>	<p>Dissemination of project lessons and best practise have been conducted through various platforms. This includes radio, newspaper and through social media and BirdLife website. A total of 6.8 million people have been reached. Nature Uganda, Nature Kenya, Ethiopian Natural History and Wildlife Society (ENHWS) have also been reached.</p>	<p>No activities are planned in the next period.</p>

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

Project summary	Measurable Indicators <sup>23</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>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 from an average of \$31-\$60 for men; \$52-\$75 for women and \$46-65 for youth, per month.</p> <p>0.2 BEOP number of tourists visiting Lake Natron increases sustainably from baseline of 5,018 to 7,000 per year, generating more income for the communities.</p> <p>0.3 Sustainable Ecotourism model developed BEOP and endorsed by all three districts (indicator 1a), 50% of tour operators and shared nationally and internationally via an online platform with at least 100 civil society organisations signing up to endorse methodology (indicator 5b).</p> <p>0.4.Over the project, the proportion of flamingo fledglings relative to estimated number of breeding pairs is stable or increasing compared to YR1 baseline, as a measure of breeding success and enhanced biodiversity</p>	<p>0.1 Engaresero Eramatare Community Development Initiative (EECDI) Records<sup>24</sup></p> <p>0.2 Records of entries at the gates</p> <p>0.3 Tourism Development Plan in place. Endorsement letter from TATO (representing ~62% of all tour operators), newspaper reports; Final Project Report. Web site statistics for the online platform. EECDI report file records at start and BEOP.</p> <p>0.4 Annual waterbird census report; IBA monitoring reports</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>23</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>24</sup> EECDI records capture information on members (including incomes), minutes of meetings, tourism data, accounts, records of incidences around the ecosystem and illegal activities.

	0.5. BEOP 10,000 ha hectares of wetlands protected through a Catchment Action Plan (CAP) for Pinyinyi and Ngare Sero rivers, and endorsed by the village councils of the two villages (Output 3 indicators)	0.5 Catchment plan published on EECDI and Nature Tanzania website Village council minutes endorsing CAP	
Outputs:  1. A coherent TDP and clear revenue sharing mechanism in place.	1.a. BEOP a sustainable TDP has been developed and validated by stakeholders in 3 districts with clear revenue sharing mechanism (indicator 1.c.) and guidance on optimum tourist numbers to protect the fragile ecosystem, in place.  1.b By end of Year 2, market analysis for ecotourism at Lake Natron developed (as part of TDP)  1.c. Revenue sharing plan drawn up in YR 2, agreement and endorsement coordinated by the Regional Administrative Secretary, and being implemented by YR 3 .  1.d BEOP, Two (2) out of the three gates (physical barriers) erected by districts at Lake Natron removed. The one remaining gate agreed upon by all three districts.	1.a TDP and consultation meetings reports, project progress report  1.b. Market analysis report within the TDP  1.c. Revenue sharing plan Minutes of meetings of Regional Administrative Secretary spelling out revenue sharing  1.d. Actual number of gates being used, and annual report from office of the Regional Administrative Secretary showing revenue distribution as per indicator 1.c.	National and district governments continue to work with tourism stakeholders to boost ecotourism at Lake Natron  District administration from Ngorongoro, Longido and Monduli continue to engage on the issue of gates
2. Improved capacity of local communities to conduct ecotourism business and natural resources decision making through relevant training and capacity building.	2.a BEOY2, 75% of 100 recipients (community representatives, tour guides, community campsite operators) show increased confidence through self-assessment by the end of 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.	2.a Training materials and reports for indicators 2a and 2b, attendance records, pre and post training surveys to assess course effectiveness	Once training is done, EECDI continues to ensure follow up and ensure deployment of skills  Local communities willing to use their increased capacity and new skills to effect transformational change

	<p>2.b A 1 day training in ecotourism planning, marketing and hospitality will be conducted for at least 30 ecotourism leaders selected from the above group. End of project survey to assess if the communities feel better supported by the leaders.</p> <p>2.c. BEOP, the existing 80 tour guides have their capacity built through training and an improvement in tour guiding is indicated in a follow up survey with the tour operators.</p> <p>2.d. Up to 40 tour guides benefit from the revolving fund through financial support e.g. start up money, money for essential equipment, etc.</p> <p>2.e BEOY2, 100 people, (20 women, 40 youth and 40 men), including village leaders, trained in natural resource governance and land rights (Land Act No 4 and 5 of 1999). End of Project post-training survey shows 90% of trained leaders have increased confidence in entering negotiations and making sound decisions for the benefit of the village and natural resources.</p> <p>2.f. BEOY2, 1 booth for sale of Maasai beads is in place and at least 300 women using it BEOP.</p> <p>2.g. 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>2.b. Increased capacity evident from increased income (indicator 0.1), tourist numbers (indicator 0.2) and tour company satisfaction surveys (see MoV 2c). Post project survey to qualitatively assess whether communities have benefited from increased knowledge of trainees.</p> <p>2c. Brief follow up quality survey with tour operators to assess efficiency of the tours. Collected weekly/fortnightly from the operators</p> <p>2.d Survey on utilisation of revolving fund and beneficiaries</p> <p>2.e Land rights training report, training evaluation report, project progress report. MoV if a village has had the opportunity to act: self-assessment questionnaire – did the village leaders make the right decision for the village and for nature (as the land laws state)? MoV if a village has not had the need to act: self-assessment questionnaire - do they feel confident they would know how to act to the benefit of the village and nature?</p> <p>2.f Project report. Sales records at booth. EECDI records, project evaluation, training reports</p> <p>2.g Annual Revolving Fund Procedures</p>	<p>Beneficiaries will be assessed, and must qualify for the revolving fund, in order to benefit from it.</p> <p>Assume villagers gain the confidence through knowledge of the Land Act to voice their opinions against larger bodies such as soda ash mining companies and that these bodies then listen</p>
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	<p>2.h. BEOP, a total of 500 people (200 women, 200 youth – including 40 guides (indicator 2.d) - and 100 men) trained and effectively utilising loans disbursed through the revolving fund with their monthly income rising from \$45 to \$70 BEOP (indicator 0.1).</p> <p>2.i. The revolving fund grows by 10% (from £6,500 at start of project) BEOP.</p>	<p>2.h. See MoV 2.d, EECDI records</p> <p>2.i. Revolving Fund Audit Report</p>	
<p>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.</p>	<p>3a Catchment Action Plan for Pinyinyi and Ngare Sero rivers developed and endorsed by at least 95% of village leaders in 2 villages.</p> <p>3b. During YR 2 at least 1,300 people made aware of the need to plant trees through community meetings. At least 7,500 seedlings planted with indigenous tree seedlings BEO Y2 and at least 60% surviving BEOP.</p> <p>3c. BEOP Reduce from an historic baseline of 4 new tree stumps in every ten at start of project to two newly cut tree stumps out of every ten by the end of YR 3.</p> <p>3.d. BEOP Percentage of people grazing in sensitive areas is reduced to 15% or better (from a baseline of 35%)</p> <p>3.e. BEOP the volume of water abstracted from Pinyinyi river for irrigation reduced by 25% from YR 2 volume baseline measurements. See below.</p>	<p>3a. Catchment Action Plan and village council meeting minutes and attendance lists from the two villages endorsing the plan. Project progress reports; reports from community awareness meetings Pre and post awareness surveys</p> <p>3b. Project reports quantifying i) number of people reached in awareness raising ii) number of seedlings planted and iii) seedling survival at end of project Pre and post awareness surveys</p> <p>3c Survey report on new tree stumps in the catchments.</p> <p>3.d. Survey of resource use at start and end of project.</p> <p>3.e. Water use survey.</p>	<p>Unfavourable weather conditions (e.g drought)</p> <p>Communities attitudes and activities do not change</p> <p>External pressures such as massive industrial or agricultural development do not affect impact on ecosystem and project efforts</p> <p>Current economic, social and environmental factors do not change significantly during the lifetime of the project</p>

	<p>3.f. BEOP turbidity of water flowing into the lake improved by 30% c.f. YR 2 baseline.</p> <p>3.g. BEOP Dissolved Oxygen <sup>25</sup> maintained at not less than 5 mg/litre at key rivers</p> <p>3.h. BEO Y2, at least 40 young people, including tour guides, trained in IBA monitoring <sup>26</sup> (using State, Pressure, Response) to enable annual assessment of the state of biodiversity.</p> <p>3.i. BEOP, biodiversity state, pressure, and response monitoring data targeting status of flamingos and key habitat quality available<sup>27</sup></p> <p>3.j. (Indicator 0.4) BEOP, the proportion of flamingo fledglings relative to estimated number of breeding pairs is stable or increasing compared to YR1 baseline, as a measure of breeding success.</p>	<p>3.f. 3.g. M&amp;E Water quality and volume reports from YR2</p> <p>3.h. IBA monitoring training reports</p> <p>3.i. IBA monitoring reports, project reports</p> <p>3.j. Annual waterbird census conducted by Project Manager with local community and TAWIRI. IBA monitoring report.</p>	
<p>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>	<p>4.a BEOP awareness on the value of Lake Natron and its ecotourism potential (and threats) raised through various means including through radio, TV, newspapers and production and distribution of 100 Posters reaching minimum of 25% of the local community at Lake Natron, 70% of government officials and at least 2.5 million Tanzanians.</p>	<p>4a. TV and newspaper records – as well as recorded estimates of viewership and readership from various TV, radio stations and newspapers.</p> <p>Near end of project qualitative survey on level of awareness at Lake Natron, taken at village community meetings and assessed via project steering committee meetings</p> <p>4.b. Pre and post resource use survey. Numbers of new tree stumps. Water</p>	<p>Government agencies willingness to cooperate</p> <p>Communities willingness to receive message</p>

<sup>25</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>26</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>27</sup> Biodiversity state, pressure, and response monitoring baseline data targeting status of flamingos and key wetlands will be collected during the baseline study.

	4.b. BEY3, local community members taking remedial action on deforestation, water overuse and catchment damage through not overgrazing as evidenced by indicators 3.c-3.e.	monitoring reports at start and end of project	
5. Lessons from the community-based ecotourism model shared and replicated locally, nationally, regionally and internationally	<p>5.a 50 hard copies of A 4-page Booklet produced and distributed for local and national advocacy and awareness raising<sup>28</sup>.</p> <p>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.</p> <p>5.c BEOP, 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>29</sup></p> <p>5.d Lessons shared internationally amongst other conservation NGOs in meetings in 2019/2020, other relevant meetings and through the BirdLife website, reaching 800 people.</p> <p>5.e Lessons shared with relevant ministries in at least 5 East African countries and commitment to replicate received in form of letters</p>	<p>5.a Booklet</p> <p>5.b Meeting reports, PowerPoint presentations; record of online endorsements</p> <p>5.c Meeting reports, including head count of attendees, PowerPoint presentations</p> <p>5.d Poster and/or PowerPoint presentation, records of no. of users of the website, participant lists at meetings.</p> <p>5.e Government letters and reports; Press reports</p>	Stakeholders including BirdLife partners willingness to apply the lessons learnt

<sup>28</sup> It will be distributed to tour operators, govt officials, village leadership offices, Community based organisations, BL project office, project partner offices and on line

<sup>29</sup> BirdLife International has signed an 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.



## 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	59.6% women	100	59.6% women	40% women
6A	Training on natural resource governance and land rights	40% women		0	23.8% women	20%	23.8% women	40% women
6A	Training in revolving fund procedure and disbursement of revolving funds	40% women		0	59.6% women	60%	59.6% women	40% women
9	Tourist Development Plan for Lake Natron			0	1		1	1
14A	Validation meeting for TDP			0	1	0	1	1
14B	Showcase the project at BirdLife CAP meeting 2019			0		1	0	1
20	Estimated value of two booths for selling beads							
23	Match funding, co-finance							

In Table 2, provide full details of all publications and material produced over the last year that can be publicly accessed, e.g. title, name of publisher, contact details, cost. Mark (\*) all publications and other material that you have included with this report.

**Table 2 Publications**

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)
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## Annex 4 Onwards – supplementary material (optional but encouraged as evidence of project achievement)

### Checklist for submission

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> putting the project number in the Subject line.	
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the Subject line.	
<b>Have you included means of verification?</b> You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	
<b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	
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.	