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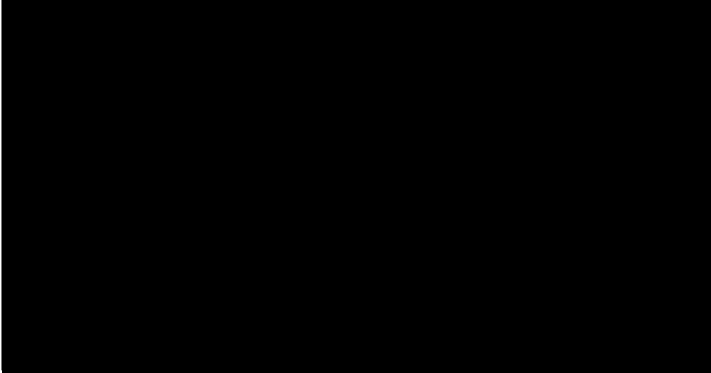
Trialling Wild Harvest Improvement Projects for sustainable wild plant trade

Certification of wild-harvested plants faces similar challenges to the fisheries sector in incentivising conservation with social impact. Benefits for harvesters may be held back by the time and resources required for certification, and the need to address resource governance at landscape level.

This project will adapt innovations developed for fisheries to wild plants. Pilots in Morocco and Uzbekistan will test certification in multi-user landscapes; benefits as harvesters work towards certification; and securing multi-stakeholder commitments to market access and resource management.

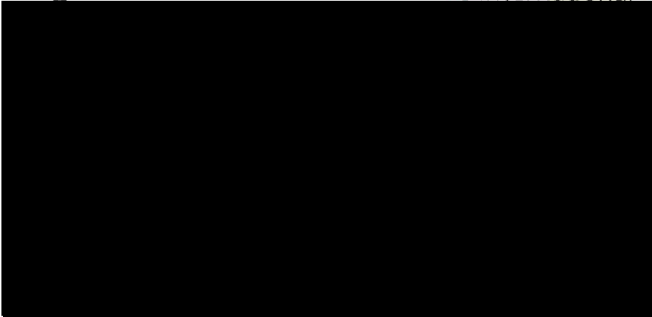
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Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

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Title Ms
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Section 2 - Project Summary, Ecosystems, Approaches and Threats

Q3. Title


Trialling Wild Harvest Improvement Projects for sustainable wild plant trade


Q4a. Is this a resubmission of a previously unsuccessful application?


No


Please attach a cover letter.

Please include a response to any previous feedback in your cover letter.

 [TRAFFIC WHIPs Innovation cover letter](#)

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Q5. Key Ecosystems, Approaches and Threats

Please select up to 3 biomes that are of focus, up to 3 conservation actions that characterise your approach, and up to 3 threats to biodiversity you intend to address, from dropdown lists.

Biome 1

Savannas and grasslands

Biome 2

Deserts and semi-deserts

Biome 3

No Response

Conservation Action 1

Livelihood, economic & other incentives (incl. conservation payments)

Conservation Action 2

Species management (harvest, recovery, re-introduction, ex-situ)

Conservation Action 3

Land/water management (area, invasive control, restoration)

Threat 1

Biological resource use (hunting, gathering, logging, fishing)

Threat 2

No Response

Threat 3

No Response

Q6. Summary of project

Please provide a brief summary of your project: the problem/need it is trying to address, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in

communications e.g. as a short description of the project on the website.

Please write this summary for a non-technical audience.

Certification of wild-harvested plants faces similar challenges to the fisheries sector in incentivising conservation with social impact. Benefits for harvesters may be held back by the time and resources required for certification, and the need to address resource governance at landscape level.

This project will adapt innovations developed for fisheries to wild plants. Pilots in Morocco and Uzbekistan will test certification in multi-user landscapes; benefits as harvesters work towards certification; and securing multi-stakeholder commitments to market access and resource management.

Section 3 - Dates & Budget Summary

Q7. Project Country(ies)

Which eligible country(ies) will your project be working in? Where there are more than 4 countries that your project will be working in, please add more boxes using the selection option below.

Country 1 Morocco

Country 2 Uzbekistan

Country 3 No Response

Country 4 No Response

Do you require more fields?

No

Q8. Project dates

Start date:

01 April 2023

End date:

31 March 2025

Duration (e.g. 1 year, 8 months):

2 years

Q9. Budget Summary

Darwin Funding Request

2023/24

2024/25

Total request

(Apr - Mar) £

Q10. Proportion of Darwin Initiative budget expected to be expended in eligible countries: %

Q11a. Do you have proposed matched funding arrangements?

Yes

What matched funding arrangements are proposed?

Confirmed matched funding includes commitments by partner FairWild Foundation to promote the project and support stakeholder engagement through industry outreach, e.g. via the annual BioFach trade fair exhibition [REDACTED]. Confirmed matched funding is also available for each of the two pilot countries, via participation of FairWild Foundation and TRAFFIC in a capacity building project in Uzbekistan [REDACTED] and from MAVA Foundation via project partner GDF for work with cooperatives in Morocco [REDACTED].

Unconfirmed funding includes alignment of the project with FairWild Foundation's planned standard revision, for which applications are pending to the Swedish Postcode Foundation [REDACTED] and private sector donors [REDACTED]. Further funds will be leveraged during project implementation, for example private sector participation and contributions to workshops in Morocco and Uzbekistan [REDACTED], and further resources leveraged to support the implementation pilots [REDACTED]. An application is also pending to Audemars-Watkins for complementary work by partner MBLA [REDACTED].

Q11b. Total confirmed & unconfirmed matched funding (£) [REDACTED]

Q11c. If you have a significant amount of unconfirmed matched funding, please clarify how you will fund the project if you don't manage to secure this?

Ideally the project will align with availability of matched funding for revision of the FairWild Standard; however, if the revision timeline is adjusted due to resource considerations, findings can also feed in later. A formal revision process is a high priority for the FairWild Foundation, so delays will not be significant. The project itself includes a focus on leveraging funds for wild harvest improvement projects from the private sector, and while funding is not yet committed, we are confident that resources for pilots will be forthcoming based on pre-existing relationships and experience with industry engagement in wild harvest value chains.

Section 4 - Darwin Objectives and Conventions

Q12. Problem the project is trying to address

Please describe the evidence of the problem your project is trying to address in terms of biodiversity and its relationship with poverty. What is the need, challenge or opportunity?

For example, what are the drivers of loss of biodiversity that the project will attempt to address? Why are they relevant, for whom? How did you identify these problems? Please cite the evidence you are using to support your assessment of the problem (references can be listed in a separate attached PDF document).

People have used and traded wild plants for millennia. Today, ingredients are traded globally in large and increasing volumes, for food, cosmetics, medicines, and more. The majority of plant species in trade (between 60-90%) are wild-harvested(ref.1). This raises both conservation and development concerns. Thousands of species are at risk from overharvest and habitat loss, with over 20% of species estimated to be threatened with extinction.

Wild harvesters are often among the poorest and most marginalised people in society. They typically receive a low proportion of the value of final products. Commercialisation of wild resources is often promoted to reduce poverty and protect habitats – however, efforts often fail due to lack of capacity, market access, or unsuitable species selection. Inappropriate trade restrictions, aiming to protect threatened species, can hinder sustainable use(1).

Argan oil, targeted by one of the pilots, is prized internationally for use in cosmetics(2). In the arid Moroccan Southwest, argan forests cover more than 870 000 hectares and support 2.2 million rural people(3). Harvesters are mainly women from indigenous Amazigh communities, vulnerable to discrimination because of their marginalized status. Despite typically being organised in cooperatives – in some cases female-led and with organic certification – harvesters still face issues of low pay (failing to benefit from a near quadrupling of market price for argan oil) and poor working conditions(2,4,5,6).

Liquorice, another test species, is among the most widely used medicinal plants globally(7). Uzbekistan is in the top two producers of wild-harvested liquorice. Conventional harvesting in remote deserts of Karakalpakstan involves ploughing to access the roots causing habitat damage, soil erosion and local dust storms, exacerbated by desertification(8). In remote areas the annual liquorice harvest can be the only source of stable income, encouraging unsustainable rates of harvest(9).

TRAFFIC and partners developed the FairWild Standard as a framework for verification of sustainable and fair trade of wild resources. FairWild certification successes include more than 50 companies formally participating, with wild-plant ingredients sourced from 13 countries. However, participation in, and local benefits from, certification are held back by the challenges of developing sufficient sustainable supply in a sector where production is dominated by SMEs with low capacity and tight profit margins. Wild plant supply chains are often long, complex and lacking in transparency, making market access difficult in terms of connecting sustainable producers to buyers.

Producers interested to achieve certification can be discouraged by the lack of short-term return on their investment in improved practices. Furthermore, in complex landscapes (such as our pilot sites) where multiple harvesters and buyers operate, there may be fundamental issues of resource management to resolve, requiring multi-stakeholder engagement, before certification can become feasible.

The fisheries sector has faced similar challenges to certification, and developed "Fisheries Improvements Projects" (FIPs): multi-stakeholder initiatives that help fisheries work towards sustainability using step-wise action plans based on clear commitments to certification as the end goal. Despite clear parallels, this experience has never been applied to wild plants: a gap this project will address.

Q13. Biodiversity Conventions, Treaties and Agreements

Q13a. Your project must support the commitments of one or more of the agreements listed below.

Please indicate which agreement(s) will be supported.

- Convention on Biological Diversity (CBD)
- Nagoya Protocol on Access and Benefit Sharing (ABS)
- Convention on International Trade in Endangered Species (CITES)
- Global Goals for Sustainable Development (SDGs)

Q13b. National and International Policy Alignment

Using evidence where available, please detail how your project will contribute to national policy (including NBSAPs, NDCs, NAPs etc.) and in turn international biodiversity and development conventions, treaties and agreements that the country is a signatory of.

At national level, the project aligns with strategic documents that guide environmental action in Uzbekistan, such as the Concept of Environmental Protection – 2030 and Strategy for Biodiversity Conservation - 2028. Landscape-level conservation and local livelihoods contribute to Uzbekistan's strategic directions for conservation to: support and restore ecosystems in productive landscapes; integrate actions for biodiversity in reformed natural resource management; and raise awareness of the contribution of biodiversity to welfare.

In Morocco, the project supports stake 2 of the National Sustainable Development Strategy, which supports the growth of green markets. Also, the Green Generation Strategy 2020-2030 recognises the importance of cooperatives in rural communities.

The project contributes to CITES Strategic Vision 2021-2030 and Resolution Conf. 16.6 'CITES and Livelihoods' by supporting the development of approaches for sustainable management and trade in wild plants. This directly contributes to CITES' aim "to ensure that international trade in specimens of wild animals and plants does not threaten their survival", and to the recognition that its effective implementation can contribute to sustainable rural livelihoods. The project furthers Decisions 18.300–18.303 on trade in medicinal and aromatic plants.

The project takes forward the finding of UNCTAD that "Forming a traceability project partnership with a wild-collected plant species standard (FairWild, Union for Ethical BioTrade-UEBT or similar) and a certification ... might also help to facilitate the implementation of a traceability system by introducing financial benefits to local stakeholders, particularly small farm holders or local wild collectors".(10)

The project supports Objectives II and III of CBD on sustainable use of biodiversity and equitable benefit sharing, including the Nagoya Protocol, draft Targets 5 and 9 of the Global Biodiversity Framework to 2030. Relevant SDGs include 5, 8, 10 and 12, as we aim to secure sustainable livelihoods and responsible supply chains, to benefit marginalised wild-plant harvesters, especially women.

Section 5 - Method, Innovation, Capability & Capacity

Q14. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- How you have reflected on and incorporated evidence and lessons learnt from past and present similar activities and projects in the design of this project.
- The specific approach you are using, supported by evidence that it will be effective, and justifying why you expect it will be successful in this context.
- How you will undertake the work (activities, materials and methods).
- What the main activities will be and where will these take place.
- How you will manage the work (governance, roles and responsibilities, project management tools, risks etc.).

Please make sure you read the guidance documents, before answering this question.

Rationale/evidence

The proposed project builds on over 15 years' experience developing and testing FairWild, including supporting producer access to markets; and risks and opportunities for wild-plant ingredients set out in our pioneering WildCheck Report(1).

This project will use the market-driven FIP model, refined over a decade in the fisheries sector. Adaptation to wild-plant harvesting will draw on findings of the Marine Stewardship Council (MSC), that features of credible FIPs include: completion of a pre-assessment against the applicable standard; development of an improvement action plan; regular progress reporting, with an independent verification mechanism; a clear timeline with an end date; and commitment to achieve formal certification as the end goal(11). The resulting Wild Harvest Improvement Projects (WHIPs) framework will draw on FIP processes such as leveraging commitment, technical support and financing from current and potential buyers; and engaging multiple stakeholders in resource governance (e.g. permitting systems and quotas, resolution of multi-user conflicts).

Methodology

Output 1: FIP adapted into draft WHIP framework

Key FIP features will be analysed and their applicability to wild-plant harvesting assessed via desk-based research, expert interviews, and relevant experience from FairWild implementation (e.g. in Nepal, DAR25-018 and DAR 28-026).

This will inform criteria for credible WHIPs, incorporated into a conceptual framework for implementation. A multi-disciplinary expert group (MEG) will critically review and refine these, drawing on lessons learned from other sectors. A new section of the TRAFFIC website will present the project and invite comment on the concept and draft criteria.

Output 2: Pilots of the WHIP in Morocco and Uzbekistan

Two pilot WHIPs will be established in landscapes and sectors where there is interest in FairWild certification, available capacity of implementing partners, and potential industry commitment and interest in sustainable sourcing of ingredients.

In Uzbekistan, the wild liquorice pilot will align with an initiative underway by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) to build the capacity of wild harvesting operations and support access to FairWild certification, through the project "Ecologically Oriented Regional Development in the Aral Sea Region" (ECO-ARAL).

In Morocco, the pilot on argan oil will align with activities under the Darwin Extra project "Ensuring the socio-ecological viability of High Atlas cultural landscapes" (DAREX002) which is supporting SME cooperatives to improve production practices and add value with certification standards, including FairWild.

Output 3: Guidance for implementation of WHIPs

We will further refine the principles and framework for WHIPs, develop guidance on their implementation, and conduct a scoping exercise for future scale-up, including consideration of the business model and governance framework. Options include integration of WHIPs as a tool of the FairWild Standard and certification system, and/or a standalone mechanism (similar to www.fisheriesprogress.org).

Experience will be documented and disseminated through a project report/guidance document, as well as through the TRAFFIC and FairWild websites and communications channels, which have strong industry connections.

Management

The project will be implemented by TRAFFIC as the lead partner, in collaboration with the FairWild Foundation and in-situ partners engaged in the pilot projects and MEG. For more details, see Q34.

Q15. Innovation

Please specifically outline how your approach or project is innovative.

Is it the application of a proven approach in a distinctly different geography/issue/stakeholder (novel to the area), or in a different sector (novel to the sector), or an unproven approach in any sector (novel to the world)?

The FairWild Standard and certification scheme is a unique, internationally recognised best practice framework for sustainable trade in wild plants and fungi. Although previous projects targeting FairWild have made efforts to tackle problems such as market access, until now there has been no dedicated attempt to transfer learning from fisheries to the wild-plants sector. This field is ripe for testing as fisheries have a longer track record of development of sustainability standards and certifications, as well as significantly more resources that have been leveraged from donor funds and the private sector.

Through adapting the FIP approach into WHIPs, for a completely novel sector, we will test new ways to incentivise communities, rural entrepreneurs and buyers to implement sustainable harvest standards for wild plants – particularly in landscapes and habitats of global biodiversity importance, and for ingredients of industry and consumer concern.

Innovations in the market access mechanism and certification process will enable harvester communities and enterprises to be more visible both before and after certification – supporting their journey towards sustainability, and helping them find responsible buyers. The project will aim to create innovative new tools and platforms for the wild plant ingredients, learning from the innovative platform www.wildcheck.info(1). Bringing together multiple stakeholders from across this sector, especially from industry, will enable new, collaborative thinking around testing and refining the WHIPs approach across a broad range of stakeholders. The resulting learning, e.g. about criteria for success, will be applicable to a range of initiatives supporting wild plants trade (beyond FairWild).

Q16. Capability and Capacity


How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels? Please provide details of what form this will take, who will benefit, and the post-project value to the country.

Within the scope of this Innovation project, capability and capacity will be built in supply chains where there is already an established interest in pursuing FairWild certification. Following stakeholder mapping (Activity 2.1) and convening of relevant stakeholders to input on the WHIP framework and specific approach to be applied in the pilot landscape (Activity 2.3), relevant stakeholders will be familiarised with the FairWild Standard through training exercises (Activity 2.6). Wherever possible, this training will be executed by local personnel, and will therefore first involve 'training of the trainers' directly with FairWild staff. This will build capacity within Morocco and Uzbekistan to understand and work towards best practice, within and beyond the scope of this project. Connections with potential industry buyers will also be made through the convening of relevant stakeholders in Activity 2.3.

Beyond the scope of the project, as the WHIP approach is refined, tested, and adapted more widely, certification should become more accessible for harvesters within the pilot landscapes and beyond. This is because any developments or modifications needed to achieve the recognised FairWild Standard of sustainability will be invested in and supported by the industry stakeholders who will eventually purchase the products, and who are therefore motivated to continue supporting producers to ensure reliability, traceability, and quality of their products. Equally, because of the social criteria included in the FairWild Standard, WHIPs should produce better working conditions for harvesters, including better wages, empowering communities through the establishment of a premium fund to be reinvested in harvester communities, and enabling workers to uphold their individual worker rights.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

 [TRAFFIC WHIPs Innovation references](#)

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Section 6 - Gender, Awareness, Change Expected & Exit Strategy

Q17. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain your understanding of gender equality within the context your project, and how is it reflected in your plans. Please summarise how your project will contribute to reducing gender inequality. Applicants should, at a minimum, ensure proposals will not increase inequality and are encouraged to design interventions that proactively contribute to increased gender equality.

Wild-plant harvesters are typically women and elderly members of poor and marginalised communities. Through participation in the pilot WHIPs and FairWild, harvesters and cooperatives will benefit from a trading network with specific consideration of gender equality issues. No discrimination against collectors based on gender (or other diversity factors) is allowed; equal pay and contract conditions must be offered for equal work; and protections must be in place for workers in risk groups, including pregnant and nursing women. The FairWild Standard also includes provisions on the involvement of children in wild collection; respect for traditional knowledge and the rights of indigenous peoples; and access and benefit-sharing requirements.

In the pilot sites, the project will also provide training on gender issues associated with wild harvesting, and gender considerations will be integrated into the action plan developed for the WHIPs. Therefore, the working conditions and position of women, indigenous people and minority groups involved in wild harvesting will be strengthened.

In Morocco, women's cooperatives have pushed for better salaries and working conditions in recent years(2). However, there have also been suggestions of possible corruption and value capture(6). Female collectors are often illiterate and have been marginalised in decision-making; recent increases in argan oil prices tended to be enjoyed by companies higher up the supply chain while women's average incomes remained below minimum wage, and women work up to 12 hours per day to meet buyers' demands(2).

Detailed social research on Uzbek liquorice harvesters is lacking, though wild liquorice is typically harvested by vulnerable populations in remote desert and steppe, and has limited traceability(7). Liquorice harvesting is primarily by men, while women are mostly involved in the first processing steps of washing, cutting and drying the roots. Women and children can be particularly impacted by dust storms resulting from soil erosion.

Q18. Awareness and understanding

How will you raise awareness and understanding of biodiversity-poverty issues in your stakeholders, including who your stakeholders are, what approaches/formats/products will you use, how you will ensure open and free access to all data, and how will you know that the messages are understood?

The key project outputs will be the conceptual framework for credible WHIPs, accompanied by user-friendly guidance for implementation; the two pilot case studies presented on the TRAFFIC and FairWild websites; and a report documenting the experience and scoping next steps. These outputs will be invaluable to guide future engagements and scale-up, shown in Q19. The key outputs, successes and lessons learned will be freely available, shared through TRAFFIC and FairWild's existing, ongoing programmes of outreach to private, public, and third sector stakeholders in the wild-plant sector. An internal Influence Plan (Activity 3.1) will include stakeholder analysis and planning of key messages to influence stakeholder action. Communication will particularly aim to secure buy-in from additional stakeholders in further implementation of WHIPs.

Engagement with the private sector will aim to increase understanding of the value of sustainable use of biodiversity to encourage investment in sustainable harvesting and uptake of the project methodologies. Communication will include industry engagement e.g. at BioFach, the world's largest organic trade fair. Project staff who are knowledgeable in engaging the private sector will tailor material to ensure that messages are understood and actionable by industry.

Communications directed to national government and the international community will include presentations at workshops and events; and policy briefs and information documents that summarise key information from longer reports.

Learning will also be shared with other sustainability standards through engagement in the ISEAL Alliance (www.isealalliance.org), who TRAFFIC and FairWild are already engaging with – for example through a blog, webinar, or suitable event. The project will also share experience with the other civil society stakeholders, for example WWF via webinars and blog posts for their wildlife and markets practice. WWF is already engaging with FIPs, so WHIPs will likely interest them and their huge range of corporate partners.

Q19. Change expected

Detail the expected changes to both biodiversity and poverty reduction, and links between them, this work will deliver. You should identify what will change and who will benefit a) in the short-term (i.e. during the life of the project) and b) in the long-term (after the project has ended) and the potential to scale the approach.

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used.

The BENEFICIARIES are individual wild-plant harvesters, often women and elderly members of poor and marginalized communities. Through participation in WHIPs and ultimately through certification, they will benefit from fairer wages and a more stable, predictable income. Improvements to wild resource management systems following the FairWild Standard can also increase security of tenure and access rights, and result in community-wide improvements through investments into a community development fund.

In the SHORT TERM (by project end), we anticipate that at least ten SMEs will directly benefit from participating in the pilots (five each in Morocco and Uzbekistan), involving at least 100 individual harvesters and their dependents. We anticipate positive outcomes for beneficiaries of the two pilot projects in terms of 1) increased capacity and confidence of participating SMEs, who will receive training and individual assessments of the sustainability of wild-plant harvest in their landscapes, against the FairWild criteria; 2) initial progress made against the improvement points identified in WHIPs action plans, and 3) leveraging of new industry commitments to provide technical and financial support to WHIPs and the participating SMEs, including through market access.

In the MEDIUM TERM (within five years following project end), we anticipate that within the test landscapes, the trial WHIPs will continue through funding from the private sector and further grants. FIPs follow a typical structure laid out in the Conservation Alliance for Seafood Solutions' Guidelines for Supporting FIPs(12), and this approach would continue to be trialled in the WHIPs, including fleshing out the action plan with accountabilities and timelines, regular meetings for monitoring, observing impacts on biodiversity and livelihoods resulting from meeting the FairWild standard, and ongoing support and commitment from buyers.

Outside of the trial landscapes, we will continue developing the WHIP approach and guidance, including establishing a platform similar to fisheryprogress.org to publicise and evaluate WHIPs, and testing the WHIP approach with other

standards applicable to wild-harvested plants like the Union for Ethical BioTrade (UEBT). Ongoing efforts to raise awareness with industry stakeholders will grow the interest and investment in WHIPs, therefore increasing the possibility that WHIPs can be funded by the private sector in the longer-term.

LONG-TERM, the WHIP approach aims to achieve improved resource management practices that maintain harvested plant populations and prevent habitat damage, while respecting the traditions and cultures of harvester communities and supporting the livelihoods of all stakeholders – as articulated in the FairWild Standard(13). It also aims to create a sustainable funding model, where businesses sourcing from the same harvest area contribute to its improvements and commit to purchasing the certified sustainable product. Hence, communities harvesting wild products in biodiverse landscapes will have increased and more secure income generation opportunities through establishment of long-term, equitable trade relationships with responsible buyers.

As demonstrated above, there is great POTENTIAL TO SCALE this approach within and beyond the pilot landscapes, and to new initiatives and certification mechanisms. We aim to do so by seeking further funding and building interest in the WHIP approach within the private sector and harvesting communities.

Q20. Pathway to change

Please outline your project's expected pathway to change, including how your outcome can be scaled. This should be an overview of the overall project logic and outline why and how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

This should directly relate to your overall project's Theory of Change which must be uploaded alongside your application. See the separate [Monitoring, Evaluation and Learning Guidance](#) for further information on your Theory of Change.

Our pathway to change mirrors that of the FIPs, which use the power of the private sector to incentivize improvements in fisheries(12).

Our narrative theory of change is that if the social and environmental risks and opportunities of harvesting operations in each landscape are assessed and communicated to stakeholders in the supply chain, who are brought together to understand these risks and opportunities, then actions can be agreed and set out in an action plan, including for best practices across the landscape. If these assessments and agreements are in place, then supply chains will become more transparent. Within the pilot landscapes, implementation of these agreed action plans (beyond grant period) will enable stakeholders to progress towards FairWild certification, with improved labour conditions and fair payments, and more sustainable harvesting practices that will enable wild plant populations to thrive and support livelihoods into the future.

Scaling beyond the pilots, if FIPs are tested and adapted, and WHIPs framework and guidance are communicated across the wild-plant sector globally, then additional wild-plant supply chains will have clearer pathways towards sustainability, and greater numbers of companies (buyers and suppliers) will engage with WHIPs, benefitting wild-harvested plants and the communities that depend on them.

Q21. Exit strategy

How will the project reach a sustainable point and continue to deliver benefits post-funding?

Will the innovation be mainstreamed into "business as usual" to continue to deliver the benefits? How will the required capability and capacity remain available to sustain the benefits? How will your approach, if proven, be scaled? Are there any barriers to scaling and if so, how will these be addressed?

Change expected (Q19) explains our approach to scaling-up WHIPs. The long-term vision is that WHIPs become a mainstream tool for driving, funding, and supporting sustainable and socially beneficial harvesting of wild plants. Following this project, partners aim to continue developing the trial WHIPs in Morocco and Uzbekistan alongside

expanding the WHIP framework and guidance and seeking new landscapes to apply it. Further grant funding would be sought, alongside expanding business commitments. Longer-term, improvement projects should be fully-funded by the private sector who are purchasing the products or ingredients, thus creating a market-driven mechanism for biodiversity conservation and improvement of harvester livelihoods.

The scoping exercise at the end of the project (Activity 3.3) will include examination of longer-term business model for WHIPs, including set-up and running costs of a platform to profile and evaluate them, similar to FisheryProgress.org. This has been operational since 2016 and has become a critical sourcing and scoping tool – for example, for retailers to seek seafood sources that meet their sourcing policies, evaluate progress of existing projects, and determine where it would be worthwhile to fund new projects.

Although best-practice wild harvest standards such as FairWild have been available for over a decade, they have yet to capture a significant portion of the market. Public understanding of wild ingredients, their links to biodiversity, and cultural and historical ties to indigenous people and local communities is also low. The WHIP approach would provide a ‘bridge’ to scale-up certification by increasing the visibility of harvesting communities and supporting their transition towards certification.

Interventions to improve market access for wild-harvesting community enterprises, as well as those targeting the responsibilities of the herbal products industry to source sustainably, will continue to be supported under TRAFFIC’s portfolio of sustainable plant-trade projects, as well as through outreach by project partner FairWild Foundation.

Section 7 - Risk Management

Q22. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the [Risk Guidance](#). This should include at least one Fiduciary, one Safeguarding Risk, and one Delivery Chain Risk.

Projects should also draft their initial risk register, using the [Risk Assessment template](#), and be prepared to submit this when requested if they are recommended for funding. Do not attach this to your application.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
Fiduciary (financial) Risk of fraud or mishandling of funds by staff or delivery partners.	H	L	M	TRAFFIC and FairWild Foundation have robust financial policies and procedures to minimise risk and maximise oversight of book-keeping. Project partners have been selected based on robust, professional previous relationships, and/or application of due diligence to assure financial accountability.	L
Safeguarding Communities in target landscapes directly or indirectly negatively impacted by project activities.	H	L	M	This project will apply TRAFFIC’s safeguarding policy, and work according to the FairWild Standard principles ensuring benefits to wild harvesting communities. Pilot projects and partners have been selected based on strong existing relationships and a demonstrated interest to progress towards livelihood improvements.	L

Delivery Chain Boosting market access and benefits from wild plants, prior to establishing the oversight/audit mechanisms of certification, incentivises over-harvesting.	M	M	M	Mitigated through application of the FIPs model of a clearly agreed, timebound action plan, with widespread buy-in across stakeholders, and a requirement to make demonstrable progress towards certification standards. Partnerships with robust, existing projects, will mean this Darwin investment adds into existing action for sustainable wild plant harvest.	L
Risk 4 Raising unrealistic expectations from pilot harvesting enterprises and communities in terms of trade and income generation opportunities.	L	M	M	Mitigated through inclusion of enterprises in WHIPs pilots that have already demonstrated some progress towards FairWild certification, and are known to have sufficient capacity and commercial acumen. We will maintain good communication with these enterprises throughout, while simultaneously working to raise demand and industry commitments to sustainable trade partnerships.	L
Risk 5 Fisheries experiences and processes do not adapt well to wild plants sector.	M	L	L	TRAFFIC's Project Lead - experienced with both FIPs and wild-plant trade - has already informally assessed FIPs guidance/processes as potentially valuable and relevant to sustainability for wild plants. The team will access expertise through FairWild Foundation's relationship with the ISEAL Alliance - the global membership organisation for credible sustainability standards.	L
Risk 6 Benefits are captured by elite stakeholders or powerful individuals and not shared equitably with disadvantaged groups and women.	H	L	M	Mitigated by application of FairWild principles, including for equitable payments and non-discrimination, and engagement of multiple local stakeholders in landscape to agree a transparent action plan.	L

Section 8 - Implementation Timetable


Q23. Provide a project implementation timetable that shows the key milestones in project activities


Provide a project implementation timetable that shows the key milestones in project activities. Complete the Word template as appropriate to describe the intended workplan for your project and upload this below as a PDF.


[Implementation Timetable Template](#)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out.

 [TRAFFIC WHIPs Innovation Implementation Timetable](#)

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 pdf 131.89 KB

Section 9 - Monitoring and Evaluation

Q24. Monitoring and evaluation (M&E)

Describe how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

Darwin Initiative projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add on'. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance Guidance](#)).

Project progress will be measured via regular progress reviews against indicators (specified in the logframe) and will be coordinated by TRAFFIC as the lead partner. M&E is integral to TRAFFIC's work, with strong links between project M&E and overall assessment of institutional impact, to maximise our reach, effectiveness and learning. TRAFFIC's M&E Officer will provide overall M&E supervision, with further contributions from the Project Leader, Supervisor, and Support staff. The following elements will ensure a "real-time" approach to monitoring:

- Monthly project calls and quarterly monitoring will track progress against the work plan, manage risk, take measures to adjust project management and track and respond to any negative, unintended impacts of the project (e.g. if underlying assumptions change or are proved wrong).
- Six-monthly technical progress assessments, and annual reports, will capture intermediate results for indicators, identify any negative impacts or issues, or opportunities, and provide recommendations for adaptive management.
- The Final Report will evaluate results at project end against the indicator for each output and reflect on lessons learned and sustainability of impact.

Given the short timeframe for this project, it will be essential to take on board feedback as quickly as possible to ensure success. The project outputs and means of verification (as listed in the logframe) will be monitored at monthly project calls against the project timetable and activities, which will provide opportunity for partners to comment, and revise approaches as needed to ensure success. A project SharePoint site will be established to facilitate open-access amongst all project partners to project documents.

As this is an Innovation project where we are testing a novel approach, M&E forms a critical part of the project. The MEG will provide regular review of the WHIP framework and guidance as these develop, two major project outputs and key components of the innovation. The review will be via hybrid meetings and surveys, which will then be incorporated into final documents. In each location, consultation with local partners will also assess and adaptively improve these outputs.

In each pilot location, a third-party consultant will use the FairWild Standard to create a baseline assessment in the target landscapes. This will focus on analysis of gaps between current social and environmental practices and the requirements set out in the FairWild Standard, and identification of actions to close the gaps. This will then be presented to a range of stakeholders (identified through stakeholder mapping) for feedback and ground-truthing of findings, alongside the WHIP framework. This assessment and action plan can continue to be used to track progress as practices improve.

This multi-stakeholder group will be given longer-term ownership of the WHIP as the project draws to a close and can therefore shape its priorities and timelines moving forwards, in line with what works locally.

Total project budget for M&E (this may include Staff and Travel and Subsistence Costs)	
Percentage of total project budget set aside for M&E	
Number of days planned for M&E	93

Section 10 - Logical Framework







Q25. Logical Framework (logframe)

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

Logframe Template

Please complete your full logframe in the separate Word template and upload as a PDF using the file upload below - please do not edit the logframe template structure (other than adding additional Outputs if needed) as this may make your application ineligible. On the application form, you will be asked to copy the Impact, Outcome and Output statements and activities - these should be the same as in your uploaded logframe.

Please upload your logframe and Theory of Change as a combined PDF document.

-  [TRAFFIC WHIPs Innovation Logical Framework and TO](#)
-  
-  07/11/2022
-  19:23:10
-  pdf 406.23 KB

Impact:

Wild plant harvesters in key landscapes for biodiversity benefit from increased visibility as they work towards certification and from industry and other stakeholder commitments to support improvements to sustainable sourcing.

Outcome:

The conceptual framework for "wild harvest improvement projects" is in place, with stakeholder buy-in, focusing on best-practices for enabling certification and sustainable use of wild plants in multi-user landscapes.

Project Outputs

Output 1:

Existing FIP guidance and processes adapted to wild harvesting and draft comprehensive practical framework for WHIP developed

Output 2:

Pilots of the draft WHIP framework in landscapes in Morocco and Uzbekistan

Output 3:

Global stakeholders have access to the WHIP framework and guidance for its application.

Output 4:

No Response

Output 5:

No Response

Do you require more Output fields?

It is advised to have less than 6 Outputs since this level of detail can be provided at the activity level.

No

Activities

Each activity is numbered according to the Output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1.

- 1.1 Identify relevant experts on wild harvesting, sustainability standards, and landscape management from CSOs, local governments, and the private sector and invite them to join the Multidisciplinary Expert Group (MEG).
- 1.2 Literature review on FIP best-practice guides, existing improvement projects, local contexts of wild harvesting.
- 1.3 Analysis and synthesis of FairWild, MSC, and FIP frameworks to produce draft WHIP framework.
- 1.4 Invite and collect public comment on the draft framework by posting on the TRAFFIC website and sharing via social media and at relevant meetings and events (e.g. Biofach trade fair).
- 1.5 Conduct a review workshop with MEG and finalise the draft framework, for further testing in the pilot landscapes.

- 2.1 Conduct stakeholder mapping exercise within the two pilot landscapes to shape participation in the trial WHIPs.
- 2.2 Work with third-party consultants to conduct the baseline assessment of the two pilot landscapes against the FairWild Standard.
- 2.3 Meet with relevant stakeholders within each pilot landscape to gather feedback on WHIP framework, review findings of the baseline assessment, and establish how to address issues and needs identified.
- 2.4 Revision of draft WHIP framework according to the stakeholder meetings and pilot landscape findings.
- 2.5 Promotion of WHIP concept to industry actors sourcing from the landscapes to secure commitment to further implementation (e.g. through one-to-one meetings, webinars, trade fairs, etc).
- 2.6 Capacity-building with stakeholders (e.g. harvester communities, government officials) to enable working with the FairWild Standard, with needs established through Activity 2.3.

- 3.1 Create and execute an Influence Plan, including stakeholder analysis, key messaging, and identification of dissemination opportunities.
- 3.2 Produce the final WHIP framework, alongside a multi-stakeholder guidance document, for further testing and development beyond the close of the project.
- 3.3 With input from MEG and the pilot landscapes stakeholders, conduct a scoping exercise and produce a report establishing how the WHIP approach can be further developed beyond the end of the project.
- 3.4 Disseminate the framework, guidance, and scoping report to stakeholders identified in the Influence Plan for further action, e.g. local governments, businesses, CSOs, and funding agencies, including through TRAFFIC and FairWild industry engagement programmes (e.g. BioFach event).

Section 11 - Budget and Funding

Q26. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.


Note that there are different templates for projects requesting under £100,000 and over £100,000. Please refer to the Finance Guidance for more information.


- [Budget template for projects under £100k](#)
- [Budget template for projects over £100k](#)


Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.


NB: Please state all costs by financial year (1 April to 31 March) and in GBP. The Darwin Initiative cannot agree any increase in grants once awarded.

Please note the next section is about the financial aspects of your project, rather than technical elements.

 [TRAFFIC Wild Plants Budget Final](#)

 07/11/2022

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 xlsx 91.31 KB

Q27. Funding

Q27a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)? Please give details.

New Initiative

Please give details.

The approach of adapting FIPs to WHIPs is novel. However, this project builds on existing expertise and projects to maximise its potential for success. TRAFFIC brings decades of experience in wild plants trade, including developing FairWild with partners and delivering relevant Darwin Initiative projects (DAR25-018, DAR28-026). This remains a strategic priority for TRAFFIC, so complementary work will continue, within and beyond this project context.

FairWild Foundation has ongoing industry engagement, and supports access to certification, such as listing 'potential' producers and species, and providing capacity building. This project will build on and go beyond this, formalising WHIPs as a structured and resourced pathway to access certification for important species and landscapes.

In Uzbekistan, liquorice is a priority for the ECO-ARAL project, which supports economic development of the Aral Sea region while taking environmental sustainability into account and involving the population in livelihood development. WHIP development will align with training from FairWild Foundation and TRAFFIC for liquorice producers throughout 2023.

WHIP trials in Morocco will build on DAREX002, which targets regenerative agropastoral activities of 200 rural cooperatives (mostly women-led) to improve livelihoods through production and marketing of local cosmetic, craft and culinary goods while conserving High Atlas biodiversity and cultural landscapes.

Q27b. Are you aware of any current or future plans for similar work to the proposed project?

Yes

Please give details explaining similarities and differences, and explaining how your work will be additional and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits:

The partners are not aware of any other efforts to adapt the FIPs approach to wild plants, or to create a structured approach to 'improvement projects' for harvesters working towards certification.

In practice, industry actors, governments and civil society groups do invest in projects aiming to improve capacity and promote access to certification of wild plants; however, such efforts may lack a holistic approach and sufficient resources. The project will provide a framework to structure efforts, and a formalised, credible pathway to certification which is

currently lacking.

The project planning is based on close co-operation with the two identified pilots, as described above. Beyond this, the project will co-operate with other initiatives aiming to improve wild harvest management and sustainable wild ingredient production, for example through international field projects of NGO members (e.g. FFI, BirdLife) of the Cambridge Conservation Initiative, of which TRAFFIC is a member. These will be identified through the influence plan in the early stage of the project, and through ongoing outreach. Incorporation of lessons learned from other wild harvest and trade projects will be an important part of the WHIPs framework development, and findings will be disseminated back to this broader group of stakeholders.

Q28. Capital items

If you plan to purchase capital items with Darwin funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

No capital items are anticipated to be purchased with Darwin funding.

Q29. Value for Money

Please demonstrate why your project is good value for money in terms of impact and cost-effectiveness of each pound spend (economy, efficiency, effectiveness and equity).

This project maximises value for money by partnering with existing initiatives, avoiding costs associated with establishing a new presence in the project area, which also builds economies of scale. The overall premise of the project – of adapting and trialling learning from a different sector, and finding ways to best leverage the commitment and financial resources of industry in support of sustainable production – should prove to be a cost-effective way to strengthen mechanisms to promote sustainable practices in the wild-plant harvesting sector.

The application of the FairWild Standard and principles helps ensure equity; for example Principle 3 covers tenure, management authority and use rights, while Principle 4 covers benefit sharing, Principle 5 promotes fair contractual relationships, and Principle 7 ensures benefits (fair prices) for collectors. Applying these existing standards is also cost-effective.

TRAFFIC policies and systems ensure financial efficiency. A priority is identifying and minimising key cost drivers (including staff time, meetings, travel, and consultant fees) without compromising quality. Competitive pricing will be sought for all purchases, including multiple quotes prior to decisions on suppliers and travel. Travel is planned well in advance where possible and kept to a minimum, using the lowest economy airfare and using virtual/hybrid meetings wherever possible. TRAFFIC reimburses reasonable actual expenses incurred when travelling and generally does not issue per diems apart from small daily allowances for incidentals as per HMRC guidelines.

Section 12 - Outputs, Open Access, Ethics & Safeguarding

Q30. Safeguarding

Projects funded through the Darwin Initiative must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place.

Please confirm the Lead Partner has the following policies in place and that these can be available on request:

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse	Checked
---	---------

We have attached a copy of our safeguarding policy to this application	Checked
---	---------

We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
We have 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	Checked
We share our safeguarding policy with all partners	Checked
We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
We have a Code of Conduct in place for staff and volunteers that sets out clear expectations of behaviours -- inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards	Checked

Please outline how you will implement your safeguarding policies in practice and ensure that all partners apply the same standards as the Lead Partner. If any partner of the responses are "no", please indicate how it is being addressed.

Safeguarding standards are disseminated to staff, consultants and partners through subcontracts, training and a dedicated session to safeguarding and risk assessment included during project inception. Project staff and partners sign to confirm their understanding and compliance with the procedures and confirm they understand the process to report safeguarding concerns.

TRAFFIC carries out due diligence when engaging with new project implementing partners or awarding service contracts via tender. The assessment specifically refers to safeguarding, fraud and anti-bribery. The FairWild Standard itself includes safeguarding provisions for vulnerable groups associated with wild harvesting - principles which will be applied in the project.

Q31. Ethics

Outline your approach to meeting the key principles of good ethical practice, as outlined in the guidance.

TRAFFIC has carried out an initial risk assessment which will be followed up with a fuller assessment in the initial stages of implementation. Areas of concern relate to human rights and gender issues in Morocco and Uzbekistan. TRAFFIC will work with local partners to find a balance between international standards and local customs.

The Project Leader will ensure that any concerns from project participants and their organisations are understood and addressed, that research approaches are credible, and that all information gathered is accurately recorded and carefully verified. An external complaints mechanism is in place on the TRAFFIC website.

TRAFFIC has risk mitigation procedures in place, which will be applied. The Project Leader, supervisor and organisations involved will take steps to ensure that the same rigorous standards for assessing and addressing health and safety risks are applied to all individuals engaged in this project, regardless of gender, nationality or ethnicity. TRAFFIC has a comprehensive set of policies and procedures to encourage and support the highest standards of conduct and professional ethics from its staff, including respect for communities and the law. A due diligence check will be conducted to ensure partners know and meet the same standards.

Section 13 - FCDO Notifications

Q32. FCDO notifications

Please state if you think that there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project's success in the Darwin Initiative in any country.

No

Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach details of any advice you have received from them. If you have not, please say why not.

Yes (no written advice)

Section 14 - Project Staff

Q33. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the Finance Guidance

Name (First name, surname)	Role	% time on project	1 Page CV or job description attached?
Caitlin Schindler	Project Leader	25	Checked
Elise Heral	Coordination of pilots	12	Checked
Bryony Morgan	Technical input on WHIPs concept development and FairWild Standard	8	Checked
Deborah Vorhies	Technical input on WHIPs concept development, partnerships and FairWild programmatic links	5	Checked


Do you require more fields?


Yes


Name (First name, surname)	Role	% time on project	1 Page CV or job description attached?
Rashid Kalmuratov (as project consultant)	Lead pilot in Uzbekistan in collaboration with the Liquorice Association	7	Checked
Rachid Ait Babahmad	Project manager coordinating involvement of MBLA and oversight of the Morocco pilot	5	Checked
Abdellah Aghraz	Technical lead from MBLA	6	Checked
Meryem Aakiri	Certification and labelling lead from MBLA	8	Checked
No Response	No Response	0	Unchecked
No Response	No Response	0	Unchecked
No Response	No Response	0	Unchecked


Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.

 [Wild Plants combined CVs](#)

 07/11/2022

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 pdf 514.26 KB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q34. Project Partners

Please list all the Project Partners (including the Lead Partner - i.e. the partner who will administer the grant and coordinate the delivery of the project), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

The partners listed here should correspond to the Delivery Chain Risk Map (within the Risk Register template) which you will be asked to submit if your project is recommended for funding.

Lead Partner name: TRAFFIC International

Partner name:

Website address: www.traffic.org

Why is this organisation the Lead Partner, and what value to they bring to the project?

(including roles, responsibilities and capabilities and capacity):

TRAFFIC is a leading NGO working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. We work to identify and address the challenges linked to trade in wild species, while highlighting the opportunities responsible trade can bring. TRAFFIC has worked on sustainability issues connected to the global trade in wild plants for several decades – from researching trade, raising industry awareness and gaining commitments to action, supporting standard development, and promoting its implementation by industry.

TRAFFIC and FairWild have a partnership agreement wherein TRAFFIC plays a role in the development of the FairWild Standard and tests innovations through its portfolio of wild plants trade projects, while supporting management of the Standard and certification scheme through provision of the FairWild Secretariat. Through this role, the challenges of developing a standard system, as well as the needs of the stakeholders and how to support them, are well-understood. The partnership between TRAFFIC and FairWild Foundation provides a unique vehicle to support implementation, as it allows new approaches to be tested while maintaining flexibility around their scale-up and wider adoption.

TRAFFIC's role will be to lead this project from our global office in Cambridge, UK, including administration, management, monitoring and evaluation. It will coordinate partner activities with partners within the trial WHIP landscapes, as well as support direct in-country implementation in Uzbekistan through TRAFFIC's team in Central Asia TRAFFIC led the previous Darwin Initiative project 25-018 and current project 28-026 in Nepal. The TRAFFIC project team also has experience in wild plants, sustainability standards, FIP implementation, and working directly with harvesting communities, so will carry out several of the activities (e.g. drafting of the WHIP framework and guidance).

International/In-country Partner

International

Allocated budget (proportion or value):



Represented on the Project Board

Yes

Have you included a Letter of Support from the organisation?

Yes

Do you have partners involved in the project?

Yes

1. Partner Name:

FairWild Foundation

Website address: www.fairwild.org

What value does this Partner bring to the project?

FairWild Foundation is a Swiss charitable organisation founded in 2008 to manage the FairWild Standard and certification system. FairWild has an expert Board of Trustees from different backgrounds, including conservation, herbal products industry, organic agriculture and sustainability certification. The Foundation appointed its first CEO in 2022 to lead a growth initiative expanding impact and participation in FairWild.

(including roles, responsibilities and capabilities and capacity):

The FairWild Standard and certification system provides an invaluable tool to support rural communities to conserve biodiversity and manage resources sustainably. It is unique in its sole focus on product certification of wild-harvested plants, fungi and lichen - but also links the sustainability criteria for the target resources to the wider landscape, ensuring that harvesting supports and is not detrimental to other sensitive species present. Social and fair-trade requirements give economic incentives, providing a framework by which buyers can support their suppliers. It is a tested system and has successfully reached market, with a large pool of companies engaged.

In this project, as the Standard owner, FairWild Foundation will engage in WHIPs concept development, and ultimately decide the criteria and conditions under which operations pursuing certification can be profiled on the FairWild website, akin to the role of MSC in the fisheries sector.

International/In-country Partner

International

Allocated budget:



Represented on the Project Board

Yes

Have you included a Letter of Support from this partner?

Yes

2. Partner Name:

Moroccan Biodiversity and Livelihoods Association

Website address: <https://www.mblaassociation.org/>

What value does this Partner bring to the project?

MBLA, based in Marrakesh, was established in 2014. Through community-based research, they implement integrated conservation measures and strengthen cultural practices to protect biodiversity and enhance local livelihoods. Through a long-term collaboration with local communities in the High Atlas, MBLA works to train community members and local cooperatives in sustainable land-use practices and the commercialisation of local plants and products to support livelihoods. MBLA works in close partnership with GDF on the implementation of these activities.

(including roles, responsibilities and capabilities and capacity):

For this project, MBLA will coordinate with a variety of academic and business sector partners. MBLA has the capacity to highlight the commercialisation of High Atlas products, including by taking part in Harvest Festival Marrakech and other direct trade markets.

MBLA will join the Multidisciplinary Expert Group (MEG) and engage in all steps of the development of the WHIP framework (Output 1). They will work with GDF to contribute to a feasibility assessment workshop in Morocco and the stakeholder mapping, and support capacity-building with stakeholders as part of the WHIP framework pilot in Morocco (Output 2). Drawing on their extensive local contacts, MBLA will disseminate the framework and accompanying tools to stakeholders in Morocco, including local governments, cooperatives and other businesses, CSOs (Output 3).

International/In-country Partner

In-country

Allocated budget:



Represented on the Project Board

Yes
 No

Have you included a Letter of Support from this partner?

Yes
 No

3. Partner Name: Global Diversity Foundation (funded by match)

Website address: <https://global-diversity.org>

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

Global Diversity Foundation (GDF) has a holistic approach to ensuring the socio-economic viability of cultural practices that sustain High Atlas biodiversity, landscapes and livelihoods. Their focus on High Atlas rural cooperatives has demonstrated the potential for scaling up regeneration of habitats and ecosystems while improving local livelihoods, using market-based incentives and landscape management. Their approach spans the market value chain, from production to innovation, processing, certification, packaging, and commercialisation.

The highly experienced GDF team that will participate in this project are all based in the Mediterranean, and have diverse backgrounds in anthropology, conservation, ethnobotany, food and nutrition; and technical skills in project management, monitoring and evaluation.

The GDF role includes linkages to their existing work in High Atlas region, as well as wider connection to stakeholders in Morocco. They will join the Multidisciplinary Expert Group (MEG) and engage in all steps of the development of the WHIP framework (Output 1). They will also organize a feasibility assessment workshop in Morocco and the stakeholder mapping; support the capacity-building with stakeholders, as part of the WHIP framework pilot (Output 2); and disseminate the framework and accompanying tools to stakeholders in Morocco, including local governments, cooperatives and other businesses, CSOs (Output 3).

International/In-country Partner

In-country

Allocated budget: 0

Represented on the Project Board

Yes

Have you included a Letter of Support from this partner?

Yes

4. Partner Name:

Association of organizations for the production and processing of liquorice and other medicinal plants

Website address:

<https://qizilmiya.uz/about/>

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

The association is a key stakeholder in the liquorice sector in Uzbekistan. It participates in the formation and coordination of the implementation of programmes for the integrated development of the production and processing of liquorice and other medicinal plants. This includes delivering capacity building, convening private sector stakeholders, and coordinating with decision-makers.

In this project, the association will facilitate the implementation of the pilot and help to organise the local stakeholders for the elaboration of the WHIPs around liquorice in Uzbekistan. One of the association's key roles is to assist the effective organisation of interaction between business entities and government bodies, and local government authorities at all levels. This action is crucial for the successful implementation of the WHIP in Uzbekistan.

International/In-country Partner

In-country

Allocated budget: ██████████

Represented on the Project Board Yes

Have you included a Letter of Support from this partner? No

If no, please provide details A letter of support was not obtained by the submission deadline, but has been drafted alongside initial confirmation of interest in the project.

5. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? *No Response*

(including roles, responsibilities and capabilities and capacity):

International/In-country Partner International
 In-country

Allocated budget: 0

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this partner? Yes
 No

6. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? *No Response*

(including roles, responsibilities and capabilities and capacity):

International/In-country Partner International
 In-country

Allocated budget: 0





Represented on the Project Board Yes
 No

Have you included a Letter of Support from this partner? Yes
 No

If you require more space to enter details regarding Partners involved in the project, please use the text field below.

No Response

Please provide a combined PDF of all letters of support.

 [LOS Wild Plants Combined](#)
 07/11/2022
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 pdf 1.24 MB

Section 16 - Lead Partner Track Record

Q35. Lead Partner Capability and Capacity

Has your organisation been awarded Darwin Initiative, Darwin Plus or Illegal Wildlife Trade Challenge Fund funding before (for the purposes of this question, being a partner does not count)?

Yes

Please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
IWT085	Sarah Ferguson	Social marketing to reduce demand for tiger products in Vietnam
IWT071	Ling Xu	Reducing demand for wildlife products among Chinese nationals in Laos
IWT108	Ling Xu	Demand reduction and behaviour change along China's parrot supply chains
IWT042	Ling Xu	Combatting global wildlife cybercrime: building on success in China
28-026	Anastasiya Timoshyna	Himalayan plants for people: sustainable trade for biodiversity and development
25-018	Anastasiya Timoshyna	Succeeding with CITES: Sustainable and equitable Jatamansi trade from Nepal

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government Agencies.

Yes

Section 17 - Certification

Q36. Certification

On behalf of the

Trustees

of

TRAFFIC International

I apply for a grant of





£199,791.00

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.





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





- I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget logframe, theory of change, Safeguarding Policy and project implementation timetable.
- Our last two sets of signed audited/independently verified accounts and annual report (or other financial evidence - see Financial Guidance) are also enclosed.

Checked


Name	Marcus Phipps
Position in the organisation	Senior Director of Operations
Signature (please upload e-signature)	 Certification TRAFFIC Wild Plants Innovation - signed  07/11/2022  21:05:53  pdf 400.34 KB
Date	07 November 2022


Please attach the requested signed audited/independently examined accounts.


 [TRAFFIC Accounts 2021](#)
 07/11/2022
 21:10:55
 pdf 3.16 MB


 [TRAFFIC Accounts 2020](#)
 07/11/2022
 21:10:24
 pdf 1.59 MB

Please upload the Lead Partner's Safeguarding Policy as a PDF

 [TRAFFIC Safeguarding Statement](#)

 07/11/2022

 21:07:26

 pdf 528.74 KB

Section 18 - Submission Checklist

Checklist for submission

I have read the Guidance, including the "Guidance Notes for Applicants", "Monitoring, Evaluation and Learning Guidance", "Risk Guidance" and "Finance Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for my project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that the budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached the below documents to my application:	Checked
<ul style="list-style-type: none">my completed logframe as a PDF using the template provided	
<ul style="list-style-type: none">my 1 page Theory of Change as a PDF which includes the key elements listed in the guidance	Checked
<ul style="list-style-type: none">my budget (which meets the requirements above)	Checked
<ul style="list-style-type: none">my completed implementation timetable as a PDF using the template provided	Checked
<ul style="list-style-type: none">1 page CV or job description for all the Project Staff identified at Question 32, including the Project Leader, or provided an explanation of why not.	Checked
<ul style="list-style-type: none">a letter of support from the Lead Partner and partner(s) identified at Question 33, or an explanation of why not.	Checked
<ul style="list-style-type: none">a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
<ul style="list-style-type: none">a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 29.	Checked

- a signed **copy of the last 2 annual report and accounts** for the Lead Partner, or provided an explanation if not.

Checked

(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.

Checked

I have been in contact with the FCDO in the project country(ies) and have included any evidence of this. If not, I have provided an explanation of why not.

Checked

I have checked the Darwin website immediately prior to submission to ensure there are no late updates.

Checked

I have read and understood the Privacy Notice on the Darwin Initiative website.

Checked

We would like to keep in touch!

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Project Title: Trialling Wild Harvest Improvement Projects for sustainable wild plant trade

	Activity	No. of months	Year 1 (22/23)				Year 2 (23/24)					
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Output 1												
1.1	Identify relevant experts on wild harvesting, sustainability standards, and landscape management from CSOs, local governments, and the private sector and invite them to join the Multidisciplinary Expert Group (MEG).	3										
1.2	Literature review on FIP best-practice guides, existing improvement projects, local contexts of wild harvesting.	3										
1.3	Analysis and synthesis of FairWild, MSC, and FIP frameworks to produce draft WHIP framework.	3										
1.4	Invite and collect public comment on the draft framework by posting on the TRAFFIC website and sharing via social media and at relevant meetings and events (e.g. Biofach trade fair).	3										
1.5	Conduct a review workshop with MEG and finalise the draft framework, for further testing in the pilot landscapes.	3										
Output 2												
2.1	Conduct stakeholder mapping exercise within the two pilot landscapes to determine who should participate in the trial WHIPs.	4										
2.2	Work with third-party consultants to conduct the baseline assessment of the two pilot landscapes against the FairWild standard.	6										
2.3	Meet with relevant stakeholders within each pilot landscape to gather feedback on WHIP	6										

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	framework, review findings of the baseline assessment, and establish how to address issues identified.																		
2.4	Revision of draft WHIP framework according to the stakeholder meetings and pilot landscape findings.	6																	
2.5	Promotion of WHIP concept to industry actors sourcing from the landscapes to secure commitment to further implementation (e.g. through one-to-one meetings, webinars, trade fairs, etc).	18																	
2.6	Capacity-building with stakeholders (e.g. harvester communities, government officials) to enable working with the FairWild standard, with needs established through Activity 2.3.	12																	
Output 3																			
3.1	Create and execute an Influence Plan, including stakeholder analysis, key messaging, and identification of dissemination opportunities.	24																	
3.2	Produce the final WHIP framework, alongside a multi-stakeholder guidance document, for further testing and development beyond the close of the project.	6																	
3.3	With input from MEG and the pilot landscapes stakeholders, conduct a scoping exercise and produce a report establishing how the WHIP approach can be further developed beyond the end of the project.	8																	
3.4	Disseminate the framework, guidance, and scoping report to stakeholders identified in the Influence Plan for further action, e.g. local	6																	

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Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<p>Impact: Wild plant harvesters in key landscapes for biodiversity benefit from increased visibility as they work towards certification and from industry and other stakeholder commitments to support improvements to sustainable sourcing.</p> <p>Outcome: The conceptual framework for “wild harvest improvement projects” is in place, with stakeholder buy-in, focusing on best-practices for enabling certification and sustainable use of wild plants in multi-user landscapes.</p>	<p>0.1 By end of Q8, the WHIP framework has been developed and tested in at least two landscapes.</p> <p>0.2 By the end of Q8, at least ten organisations (government, private sector, civil society) have reported positively on the potential of the framework to improve harvesting practices, to leverage resources and commitments, and mitigate the risk in wild plants supply chains.</p> <p>0.3 By the end of Q7, stakeholders across the pilot landscapes have reached agreement on practical steps for improved collection practices of harvest groups against FairWild criteria for both environmental sustainability and increased social benefits.</p> <p>0.4 By the end of Q7, stakeholders across the pilot landscapes agree on practical</p>	<p>0.1 Project reports; MEG meeting minutes; pilot landscape meeting minutes and feedback reports; web updates.</p> <p>0.2 Written records from authorities, private sector partners and users of framework; survey of stakeholders</p> <p>0.3. 0.4 Gap analysis and draft action plans for each pilot landscape, aligned to the preliminary WHIP framework.</p>	<p>Although FIPs typically only address sustainability criteria in line with the MSC standard, the project will be able to adapt the approach for WHIPs to cover both sustainability and social criteria, in line with the FairWild standard. Although the nature of sustainability and social issues can be different, the multi-stakeholder, participatory approach of FIPs should be sufficiently adaptable. Additionally, there are some examples of FIPs that address both, and we are leveraging partners’ extensive experience working directly with harvesters towards meeting the FairWild standard.</p> <p>The two-year time frame will be too short to generate measurable outcomes for the populations of wild plants, or for wellbeing benefits (e.g. raised incomes) for the harvesters.</p>

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	<p>steps to increase equity and benefits for women and any disadvantaged groups involved in wild collection in the two landscapes, e.g. higher participation of women in harvesting and processing activities, fairer wages.</p>		<p>Certification standards such as FairWild represent best-practice in wild plant harvesting and will result in benefits to harvesters. TRAFFIC and FairWild have tested this assumption through years of on-the-ground work with partners and harvesters.</p>
<p>Outputs: 1. Existing FIP guidance and processes adapted to wild harvesting and draft comprehensive practical framework for WHIP developed</p>	<p>1.1 By the end of Q1, members of multidisciplinary expert group (MEG) convened and started to adapt the FIP guidelines and FairWild standard. 1.2 By the end of Q2, a draft of a WHIP framework has been designed and reviewed via MEG workshops.</p>	<p>1.1. Meeting minutes and attendance lists 1.2. Literature review report; records of public comments; existence of draft framework</p>	<p>Completing the draft WHIP by the end of Q2 will be possible because existing comprehensive guidance is already available for the fisheries sector, which can be readily adapted based on the extensive sector-specific knowledge and experience available in the group, including specific experience with applying the FairWild standard.</p>
<p>2. Pilots of the draft WHIP framework in landscapes in Morocco and Uzbekistan</p>	<p>2.1 By end of Q4, stakeholder mapping and baseline assessment against FairWild standard completed and improvement areas identified for at least two landscapes. 2.2 By the end of Q6, feasibility assessments and draft action plans completed for the establishment of WHIPs in at least two landscapes (Uzbekistan, Morocco), following the draft framework.</p>	<p>2.1 Stakeholder mapping diagram, baseline assessment reports 2.2 Draft action plans, revisions to baseline assessment reports 2.3 Stakeholder feedback via surveys/meeting minutes, revised version of framework available 2.4 Records of business commitments (e.g. emails, meeting minutes)</p>	<p>Risk management will need to be a key part of pilots, to test ways to improve local benefits from progress towards certification, without increasing risks of over-exploitation of wild plants. Harvester communities will be willing to engage with the WHIPs approach, including any socio-cultural modifications this might entail, e.g. sharing harvesting data, potentially with other harvester groups. Any issues</p>

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	<p>2.3 By end of Q6, WHIP framework revised based on testing and stakeholder feedback.</p> <p>2.4 By the end of Q8, at least three companies committed to support the ongoing implementation of WHIPs in the target landscapes.</p> <p>2.5 By the end of Q8, at least 10 collector and harvester groups (at least 100 harvesters) engaged in the WHIP piloting process receive training and capacity development support to improve harvest and trade practices in line with the FairWild Standard.</p>	<p>2.5 Training attendance lists, copy of training materials</p>	<p>surrounding this assumption should be possible to address through the WHIP multi-stakeholder approach and open dialogue.</p> <p>Relevant stakeholders will see value in the WHIPs approach and be willing to test it. We think this is a reasonable assumption based on discussions in-country and with industry stakeholders.</p>
<p>3. Global stakeholders have access to the WHIP framework and guidance for its application.</p>	<p>3.1 Internal project Influence Plan in place by end of Q2, aligned to the stakeholder mapping process for pilots, while also considering stakeholders with interest in the WHIP approach beyond the pilot landscapes.</p> <p>3.2 By end of Q7, multi-stakeholder guidance on WHIPs and accompanying</p>	<p>3.1 Copy of Influence Plan</p> <p>3.2 Guidance available on the project web page</p> <p>3.3 Dissemination and feedback records</p> <p>3.4 Scoping report; written records from stakeholders on their future engagement; meeting minutes</p>	<p>Practitioners and policy makers are interested in the WHIP framework and willing to engage in further testing and providing feedback. We expect this assumption to hold true based on our ongoing discussions with key policy makers and projects on wild harvesting.</p>

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	<p>implementation tools developed and published.</p> <p>3.3 By end of Q8, framework and guidance disseminated to at least 100 businesses, CSOs, funding agencies, and government bodies involved in natural resource management, both within the two trial landscapes and more broadly in wild-harvest supply chains, and feedback collected.</p> <p>3.4 By end of Q8, potential for further development of WHIPs scoped and next steps established, including creation of an online platform and mechanism for supporting WHIPs.</p>	
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1. Each activity should start on a new line and be no more than approximately 25 words.)</p> <p>1.1 Identify relevant experts on wild harvesting, sustainability standards, and landscape management from CSOs, local governments, and the private sector and invite them to join the Multidisciplinary Expert Group (MEG).</p> <p>1.2 Literature review on FIP best-practice guides, existing improvement projects, local contexts of wild harvesting.</p> <p>1.3 Analysis and synthesis of FairWild, MSC, and FIP frameworks to produce draft WHIP framework.</p> <p>1.4 Invite and collect public comment on the draft framework by posting on the TRAFFIC website and sharing via social media and at relevant meetings and events (e.g. Biofach trade fair).</p> <p>1.5 Conduct a review workshop with MEG and finalise the draft framework, for further testing in the pilot landscapes.</p> <p>2.1 Conduct stakeholder mapping exercise within the two pilot landscapes to shape participation in the trial WHIPs.</p> <p>2.2 Work with third-party consultants to conduct the baseline assessment of the two pilot landscapes against the FairWild Standard.</p>		

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- 2.3 Meet with relevant stakeholders within each pilot landscape to gather feedback on WHIP framework, review findings of the baseline assessment, and establish how to address issues and needs identified.
- 2.4 Revision of draft WHIP framework according to the stakeholder meetings and pilot landscape findings.
- 2.5 Promotion of WHIP concept to industry actors sourcing from the landscapes to secure commitment to further implementation (e.g. through one-to-one meetings, webinars, trade fairs, etc).
- 2.6 Capacity-building with stakeholders (e.g. harvester communities, government officials) to enable working with the FairWild Standard, with needs established through Activity 2.3.
- 3.1 Create and execute an Influence Plan, including stakeholder analysis, key messaging, and identification of dissemination opportunities.
- 3.2 Produce the final WHIP framework, alongside a multi-stakeholder guidance document, for further testing and development beyond the close of the project.
- 3.3 With input from MEG and the pilot landscapes stakeholders, conduct a scoping exercise and produce a report establishing how the WHIP approach can be further developed beyond the end of the project.
- 3.4 Disseminate the framework, guidance, and scoping report to stakeholders identified in the Influence Plan for further action, e.g. local governments, businesses, CSOs, and funding agencies, including through TRAFFIC and FairWild industry engagement programmes (e.g. BioFach event).