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Wildlife Credits: Launching a Conservation Performance Payments Scheme in Tanzania

This project aims to protect wildlife and connectivity in Tanzania's Kitenden Corridor, the last remaining connection between Kilimanjaro and other ecosystems, through a scalable conservation performance payment model - Wildlife Credits. It provides a new avenue for global stakeholders of wildlife conservation, to share the costs of protecting and living alongside wildlife with the communities at the forefront of conservation. A locally suitable model will be co-designed with communities and stakeholders, with an AI Dashboard to measure key performance indicators.

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

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GMS ORGANISATION

Type	Charity/ trusts
Name	WWF UK
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Section 2 - Project Summary, Ecosystems, Approaches and Threats

Q3. Title





Wildlife Credits: Launching a Conservation Performance Payments Scheme in Tanzania

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.

 [Cover letter WWF](#)
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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

Shrublands & shrubby woodlands

Biome 2

Savannas and grasslands

Biome 3

Intensive land-use systems (agric., plantations and urban)

Conservation Action 1

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

Conservation Action 2

Land/water protection (area/resource/habitat)

Conservation Action 3

External Capacity Building

Threat 1

Residential & commercial (incl. tourism) development

Threat 2

Agriculture & aquaculture (incl. plantations)

Threat 3

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

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.

This project aims to protect wildlife and connectivity in Tanzania’s Kitenden Corridor, the last remaining connection between Kilimanjaro and other ecosystems, through a scalable conservation performance payment model - Wildlife Credits. It provides a new avenue for global stakeholders of wildlife conservation, to share the costs of protecting and living alongside wildlife with the communities at the forefront of conservation. A locally suitable model will be co-designed with communities and stakeholders, with an AI Dashboard to measure key performance indicators.

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 Tanzania

Country 2 No Response

Country 3 No Response

Country 4 No Response

Do you require more fields?

No

Q8. Project dates

Start date:

01 April 2023

End date:

30 September 2024

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

1 year 6 months

Q9. Budget Summary

Darwin Funding Request	2023/24	2024/25	Total request
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(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 WWF Network funding: WWF's Living with Big Cats Initiative will utilise ██████████ (approx ██████████) from WWF-Sweden for human-wildlife coexistence interventions towards direct payments for the pilot during the final 8 months of this project.

In-kind: Technical support from WWF-UK's Chief Advisor for wildlife and an M&E Advisor

In-kind: Project Coordination from WWF-Tanzania's Wildlife Species Expert

Unconfirmed funding: Ongoing discussions with the German government on BMZ funding for the second phase of WWF's SOKNOT Transboundary Programme; this will provide opportunities to scale up monitoring, HWC and connectivity work with the WMAs in the broader landscape, of which this project area is included.

Q11b. Total confirmed & unconfirmed matched funding (£)

██████████

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?

N/A

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).

Africa's wildlife tourism generates around \$29 billion annually(1), but only a fraction is invested in wildlife conservation. Similarly, relatively little traditional development financing makes it to the frontline wildlife custodians. There are also continuous risks to the wildlife economy, e.g. illegal trade, climate change, and pandemics; these and other shocks to tourism devastate the limited seasonal incomes of communities that coexist with wildlife. Disadvantaged communities are bearing increasing costs of living with wildlife, with only a small portion of tourism or nature-based economic benefits trickling down to them.

WWF aims to address these issues by 'reducing the costs' and 'increasing the value' of living alongside wildlife for local communities through a new approach called 'Wildlife Credits'. While incentive schemes are not new, this is a model that is co-designed, tailored to local contexts, community-driven, and potentially scalable globally. It allows public and private sectors to invest directly in communities that are driving environmental stewardship and reducing risks to global wellbeing from biodiversity and natural resources degradation.

Wildlife Credits incentivizes communities to protect wildlife and habitats by paying for conservation results that are measured based on the achievement of key performance indicators (KPIs). Success measures, besides conservation performance, will also assess social development and wellbeing, and will be monitored and reported jointly by communities and stakeholders, ensuring accountability via technology to collect and interpret data. WWF has partnered with Deloitte to establish an AI Performance Dashboard to collate and assess data on KPIs for measuring conservation performance that payments will be made against.

There has been positive feedback from conservancies in Namibia and Kenya that have piloted Wildlife Credits. The validation pilot in Kenya has shown that it would be effective in incentivizing communities to assume the significant management costs and liabilities of conserving iconic and threatened wildlife by rewarding communities for results.

Tanzania has witnessed significant wildlife declines over the years due to human-wildlife conflict, poaching and illegal wildlife trade, and habitat degradation. The situation has been worsened by the ongoing drought for three seasons and the pandemic that reduced communities' tourism revenue by over 80%(2). Wildlife corridors have been considerably encroached due to anthropogenic pressures, with over 70% under serious threat of preventing wildlife movement between critical habitats for their survival. Additionally, wildlife based enterprises are not well developed to supplement people's incomes (3). This project will focus on a vital transboundary wildlife corridor between Amboseli and Kilimanjaro National Parks, the Kitenden Corridor, Longido District, that shrank from 21 km² in 1952 to approximately 5.4 km² in 2014. This corridor serves as a migratory route between Kenya and Tanzania for thousands of animals (5). As agricultural land-use expands, human-wildlife interaction and conflict is escalating (6). Around 85% of the local community now reports conflict, e.g. elephants and baboons damaging crops and lions and leopards attacking livestock and people, with 170 reports of livestock killed by wildlife in 20217. Considering this, Wildlife Credits would provide a sustainable solution for addressing HWC and preserving this critical corridor.

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)

- Convention on the Conservation of Migratory Species of Wild Animals (CMS)
- United Nations Framework Convention on Climate Change (UNFCCC)
- 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.

As the proposed project will help halt the loss of biodiversity, contribute towards reducing poverty and inequality, and support the conservation, restoration and sustainable use of a critical wildlife corridor between Amboseli and Kilimanjaro National Park, by creating incentives for people to coexist with wildlife, and helping to reduce their exposure and vulnerability to economic, social and environmental shocks, it will contribute towards targets and commitments under numerous international conventions that Tanzania is signatory to. International policy alignment includes the CBD, CMS, UNFCCC, and UNESCO World Heritage Centre where Kilimanjaro is a site of global importance. The project will also contribute to multiple SDGs, e.g. 1-No Poverty, 10-Reduce Inequality, and 15-Life on Land.

The project contributes to national legislations, policies and strategies including: the Wildlife Conservation Act No. 5 of 2009 and its subsidiary legislations; Tanzania National Parks Act (CAP 282 R.E. 2002); Tanzania's commitment to community wildlife conservation through Wildlife Management Act 2013 and WMAs Act 2018; and the project's focus area of Enduimet WMA will contribute towards community benefits from conservation while securing wildlife connectivity and the WMAs Resource Zone Management Plan 2018; National WMA strategy (under review; Tanzania Vision 2030; National Anti-poaching Action Plan); and, Environmental legislation 2022. The recently launched National Wildlife Corridor Action Plan 2022 and the regulations for corridors 2018 have legal provisions to enact and implement protection of these critical corridors.

In addition, the project is well aligned with the National Climate Change Strategy (2012), the National Adaptation Program of Action (2007), and Nationally Determined Contributions (2021) that elaborate adaptation and mitigation actions to enhance adaptive capacity to climate change thereby ensuring long term resilience, including resilience of ecosystems to climate change by securing and restoring wildlife corridors.

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.

WWF has been piloting the Wildlife Credits Model in Namibia and key feedback from this includes the need for a performance dashboard for monitoring and determining payments with all stakeholders to generate buy-in and sustainability. WWF-Kenya also performed a validation pilot, where input from stakeholders was that KPIs on species presence and land-use are more realistic than on HWC. Lessons from both Namibia and Kenya, alongside other biodiversity credits and impact investment schemes, are being integrated in the approach being taken in Tanzania.

The Wildlife Credits Model (8,9) is based on 4 guiding principles that this project will employ: 1) Transparency; 2)

Accountability; 3) Inclusion; 4) Co-creation. This project focuses on four villages bordering the Kitenden Corridor, in the Enduimet Wildlife Management Area (hereafter WMA), i.e. Lerangwa, Kitendeni, Irkaswa, Kamwanga, with 4,652 households and 24,909 people (14,983 women and 9,986 men). Communities' representatives and the WMA bodies, alongside partners and stakeholders (e.g. CWMAC, Big Life Foundation, TAWA, TANAPA and TAWIRI), will be engaged through multi-stakeholder sessions for co-designing a locally suitable model and payments system, and capacity building for joint implementation. The co-designed model and AI performance dashboard will ensure inclusion, transparency and accountability throughout the system. A Management Committee will be set up, including representatives from WMA, CWMAC, Longido District Authorities and WWF (40% women), for support with stakeholder engagement, awareness-raising about corridor management, monitoring conservation performance, co-design and roll-out of the model and payments mechanism, and implementation of the WMA General Management Plans, land-use plans, and corridor rules.

Output 1 - tailoring the Wildlife Credits model: stakeholder mapping, well-being and governance assessments (SAGE or METT), and HWC and corridor encroachment data collation; 4 village general assemblies to co-develop the Kitenden Corridor conservation vision; consultations for co-designing the KPIs, establishing baselines, and a monitoring and verification system; consultations on payments or benefits the communities prefer (e.g. individual payments or community funds for social development such as social security schemes, livestock and crop insurances); utilising co-financing from WWF to pilot the model and make trial payments; consultations for establishing an independent payment disbursement mechanism (similar to the Community Conservation Fund for Namibia (CCFN)) to manage Tanzania's Wildlife Credits with financing partners in the long-term.

Output 2 - enabling conditions for performance measurement: capacity building sessions on data collection, verification, and performance monitoring (3 sessions for 20 people each, ensuring gender equality); establishing KPIs (e.g. land-use, wildlife sightings, etc.) baselines through desk research, and field-based data gathering (e.g. using SMART and camera traps) for performance pricing calculations; calibration of the AI Performance Dashboard, with the collated data, enabling both 'wildlife custodians' and 'payers' to transparently verify conservation results and calculate performance payments.

Output 3 - sustainability and scale-up: engaging with development finance, bilateral, and multilateral institutions, carbon and biodiversity investment partners, and other stakeholders through a workshop for collaboration and developing a financing strategy to sustain Tanzania's Wildlife Credits; knowledge dissemination through communications products and various platforms to 'build the case' for scaling-up Wildlife Credits.

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)?

There are two innovative dimensions in this model:

1. It is novel to Tanzania; it has had a validation pilot in Kenya with imminent roll-out, and is currently being implemented in Namibia.

2. It is novel in terms of how it will be monitored and assessed, not just using new technologies but combining the results of these technologies into a first-of-its-kind novel AI performance dashboard. It enables the assessment and verification of key conservation performance indicators and calculates the performance payments based on these results. Through automation of data from different technologies, such as remote sensing, camera traps and the SMART application, the dashboard improves the efficiency, reliability and speed of reviewing data. By using it, the wildlife custodians are able to record and prove their performance, so that funders can verify the results and release the payments accordingly.

The satellite images allow the determination of changes to the landscape driven by human activity, either increase (new land clearing) or decrease (regeneration of previously cleared land). The camera traps pictures are inspected by different AI models which detect humans or animals in this case a second model identifies the species. The SMART platform is designed to help conservationists manage and protect wildlife and wild places. Rangers use this application to record data about what they encounter, and track where their patrols go. The dashboard then provides overall statistics on species, patrolling efforts and land changes, performance results assessed and the respective payments calculated.

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.

Capacity building for local communities and stakeholders is integrated throughout this project and is essential to its long-term success and sustainability beyond the project. It includes training and capacity building sessions of women and men from the four villages, building upon efforts from other on-going projects by WWF, partners, and other stakeholders in the target site, including the work of Big Life Foundation patrol support. The benefits for each village include increased monitoring capacity and potential to tap into direct payments for supporting monitoring and co-identified conservation KPIs. The post-project value is where the direct payments for performance come in. The short-term objective of this project is focused on setting up the enabling conditions for sustainable direct payments to communities for conservation performance, which simultaneously impacts poverty and biodiversity. Additionally, this project provides a scaling pathway to apply Wildlife Credits to other areas of Tanzania and globally.

Capacity at organisational level: WWF and partners

- Increased understanding of conservation performance payment schemes across the WWF Network (more than 100 countries) and for partner organisations.
- Using this understanding to bring in the private sector and increase their capacity to invest in these schemes through the financial strategy workshop.

Capacity at local level: local communities and stakeholders

- Strengthened governance capacity of the Enduimet WMA in order to manage KPIs and wildlife credit payments during and beyond the project duration.
- Post project value to the country: tailored dashboard and payments mechanism for the corridor that public/private sector can contribute towards.
- Capacity building on wildlife monitoring techniques (SMART, camera trapping, remote sensing) for 32 people: 10 women and 22 men from the four villages, specifically the Village Game Scouts and community liaison officers
- Enhanced capacity of community members (24,909 people) to achieve KPIs identified through the conservation visioning process.

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

No Response

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.

Various socio-cultural norms in Maasai communities pose barriers to gender equality. Women usually do not own land or livestock, have less control over natural resources use, and have limited involvement in decision-making. When men are prosecuted for IWT actions, there is a disproportionate negative socio-economic effect on the women and children in their households, and the potential for breakdown of community cohesion.

Considering gender-specific roles in this context, WWF aims to support women's empowerment, voices at stakeholder platforms, and greater participation and equality in decision-making. Gender analyses from other projects in the landscape inform our understanding of local gender dynamics, norms, roles, power relations, rights and priorities of diverse women and men, youth and people who may be vulnerable, and face barriers to participation. This understanding will guide the co-development approach this project takes and ensure gender responsive design of activities, including:

- Active participation of women (59% of WMA members), alongside men, in co-developing the conservation vision and the

Wildlife Credits model.

- Agreement of the pricing model for different performance factors (KPIs), such that concerns specific to women are factored in.
- Strengthened role and representation of women in the Management Committee (40% women) and WMA governance of the Wildlife Credits model.
- Representation (10 women) in capacity building sessions for monitoring, use of technology, including SMART application and the AI dashboard.
- Gender responsive benefits from individual or community payments of Wildlife Credits, e.g. ensuring women have access to individual payments or social development schemes.

We believe that supporting women's voices and economic empowerment will contribute to greater gender equality within households and communities. Involving men alongside women in this project is crucial to avoid potential backlash and to achieve greater equality, as they are also affected by gender norms. All data collected is disaggregated by gender.

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?

This model is built around involvement of stakeholders, particularly communities living alongside wildlife or key habitats. The project will focus on increasing awareness of stakeholders to ensure a lasting change in the perception towards wildlife.

Community level: Consultations and workshops will be conducted with local communities across four villages to co-develop a gender-responsive conservation vision and initiate a Wildlife Credits model developed based on local knowledge and needs of the community. The community will consider the benefits of healthy, connected ecosystems. The consultations will build awareness of the opportunities of Wildlife Credits as a model that reduces the communities' costs.

Local authorities: We will build awareness of:

- Village Game Scouts on ecological data collection and why this is important to inform conservation decision-making and land use planning
- Longido District Council around the financial flow of wildlife credits to the WMA as well as verification of results.
- TAWIRI and TAWA on the importance of community-led monitoring and the use of SMART platforms.
- TANAPA around wildlife crime and community ownership of natural resources as well as management of human-wildlife conflict (through the IWT-CF project in place).

Partner organisations: Stakeholders from the public and private sector will be engaged through sessions, including a workshop for developing the financing strategy for Wildlife Credits. Lessons and case study from the pilot will be shared for collaboration with stakeholders and invitations for their involvement as potential investors to restore ecological connectivity. The transparency and accountability for conservation performance and payments calculations offered by the dashboard is novel, and discussions will be held for collaboration with other organisations (including FCDO) that are working on biodiversity and carbon credits that may be aligned with Wildlife Credits to attract biodiversity investments.

Knowledge sharing: Activities under Output 3 cover knowledge dissemination through communications materials and webinars.

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.

Potential to scale:

The Wildlife Credits model is a recognition of the importance of empowering communities at the frontlines of the fight against biodiversity degradation. Communities bear heavy costs of living with wildlife, a global public good, while nature-based economic benefits are not equitably distributed to cover these costs. The model provides a new avenue for global stakeholders, who benefit from biodiversity and want to see wildlife thriving, to channel payments for these costs and ensure the survival of wildlife and their habitats with the communities.

This project's direct, short-term outcome is a localised version of the model, along with monitoring and payment mechanisms to catalyse both biodiversity and poverty-reduction benefits in Tanzania over the long-term. In the medium to long-term, the successful demonstration of the model in this context will generate lessons and case studies for this model to be scaled globally where wildlife and important habitats are global public goods that may provide opportunities for lowering costs and increasing benefits for the custodians of biodiversity.

Biodiversity and poverty reduction benefits:

Short-term poverty reduction benefits will be spread across 4 villages bordering the wildlife corridor (Lerangwa, Kitendeni, Irkaswa, Kamwanga), which includes a total of 4,652 households and 24,909 people (14,983 women and 9,986 men), representatives of which will be co-designing a conservation vision for the corridor through village general assemblies. Beneficiaries include 32 people, including 10 women as community liaison from the four villages, who will be trained and supported to collect the KPI data needed. This will directly benefit all 4 villages with conservation performance measurements for their payments. The pilot includes performance payments to community members through a fund specifically for community-identified social development needs (e.g. health, education, etc.) within the four villages bordering the corridor. The model will specifically ensure women have a strong voice in how that fund is spent, in order to provide proof of concept for financial flow, which will also provide direct benefits in the short-term.

Biodiversity benefits in the short-term will include interventions to establish baselines, set up enabling conditions for improved monitoring, regularise community-based patrols and monitoring of wildlife and the corridor, and establish incentives for enhanced community stewardship to halt encroachment into the corridor. This will improve movement of key species and help maintain ecological connectivity and integrity.

The expected change to poverty reduction over the medium to long-term is an increase in biodiversity stewardship and performance payments that benefit communities. The project covers 4 out of 11 villages in the Enduimet WMA; successful scaling of Wildlife Credits would potentially have benefits for all 11 villages. Improved capacity and enabling conditions for monitoring and data collation will encourage direct investment in communities that protect the corridor.

Considerable biodiversity benefits from conserving this corridor will accrue over the medium to long-term, evidenced by indicators such as species populations and movement, habitat and corridor integrity, reduced poaching and IWT, and enhanced climate resilience for species through mobility for resources.

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.

Problem: Encroachment and degradation of the Kitendeni corridor is increasing HWC and threatening ecological connectivity. Disadvantaged communities living alongside wildlife bear increasing HWC costs and obtain little benefit from tourism.

Opportunity: Leverage the increasing interest of the private sector in biodiversity investments to improve returns to local communities.

IF: The costs associated with sharing space with wildlife can be reduced/shared and communities at the forefront of conservation are able to benefit from conservation

Through these Pathways to Change:

- Co-developing conservation vision for Kitenden Corridor; co-designing and piloting a localised Wildlife Credits model (output 1)
- Enabling conservation performance measurement through enhanced capacity and an AI dashboard for monitoring KPIs for the model (output 2)
- Establishing scaling and sustainable financing strategies and collaborations; disseminating information on the Tanzania pilot (output 3)

THEN: People and wildlife will benefit from community-led conservation of the Kitenden Corridor, with sustained ecosystem services and connectivity, improved human-wildlife coexistence, and sustainable income for communities (outcome/impact).

Scalability: IF the wildlife credits pilot in Kitenden works AND performance indicators can be transparently monitored through the dashboard; THEN more communities will see the value of conservation AND more payers will channel biodiversity investments through the Wildlife Credits model.

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?

The project will establish a Management Committee that will continue governance of the Wildlife Credits model, particularly maintaining the fund and disbursements, beyond the project duration. Capacity building for stakeholders and this governance support will address gaps to ensure that communities and stakeholders are well equipped to continue monitoring, data collation, and management of the Kitenden Corridor. In addition, WWF's other initiatives in the area, e.g. Living with Big Cats, Wildlife Connect, and Forest Landscape Restoration, will contribute to awareness and capacity for biodiversity conservation and habitat restoration over the long-term.

The dashboard will allow for verification of various metrics for different categories of conservation performance: tolerance payments for living with problematic species, verified by species presence; service payments for conservation of one or more species, habitat or ecosystem, verified by maintenance of a species-specific habitat or a defined corridor; and payments on specific conservation outcomes, verified by increased species populations. Transparency and accountability is key for potential ‘payers’ and investors in biodiversity, and thus the dashboard will be crucial for ensuring financial sustainability of the model.

The Wildlife Credits programme is exploring a mix of philanthropic, private and public finance to address barriers for making this financially viable, including tapping into the growing demand in finance and private sectors for ESG and nature-related risks investments. In Namibia, conservation performance ‘payers’ contribute to a national Fund (CCFN) that disburses payments to conservancies. The Fund can produce “credit” certificates, based on performance evidence and payments, that can be traded on a public virtual platform (secondary market) for reinvestment into the Fund. The viability of this model for Tanzania will be explored with potential financial partners (under Output 3). This pilot will help inform a long-term strategy for Tanzania’s Wildlife Credits, while employing the WMA-based governance in the short-term.

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
<p>Fiduciary (financial)</p> <p>Funds are not used for intended purposes</p>	medium	unlikely	medium	For fiduciary risk management, WWF offices have internal control systems; due diligence processes to hire staff; fraud and corruption training; staff have signed fraud and corruption policy. There is also an annual audit. we will use project specific codes that all staff use so that so financial flows can be tracked.	Low
<p>Safeguarding</p> <p>Unintended discrimination against women and youth during and after the project implementation</p>	High	Possible	Medium	WWF's human rights approach, ESSF training, code of conduct all represent ways that WWF seeks to ensure our staff act in the right ways. These approaches are communicated to our partner organisations. Strengthened governance in the EWMA and oversight by steering committee will monitor for and prevent discrimination.	Low
<p>Delivery Chain</p> <p>Stakeholders (communities and WMA) are unable to deliver on the conservation 'products' according to requisite standards, and/or do not have the financial and/or technical resources for adequate management</p>	High	Possible	Medium	When co-designing with stakeholders, develop guidelines with international standards that can inform the conservation 'products', payment mechanism, and requisite capacity. Work closely with dedicated staff in the WMA and CWMAC for building requisite financial and technical management capacities.	Low
<p>Risk 4</p> <p>Pilot failure: In the Tanzania context, it may not deliver enough benefits to the WMA or attract financiers for sustainability</p>	High	Unlikely	Medium	Work with WMA members on localisation of the approach; leverage support from WWF experts; apply ongoing lessons from Namibia and Kenya; test and learn and adapt rapidly during this project.	Low

Risk 5 Lack of local ownership: Lack of ownership of the project approach by WMA members and local stakeholders	Medium	Unlikely	Low	There is a long-standing relationship with this WMA and WWF. This project plan has been discussed and agreed to when a WMA representative attended a Wildlife Credits workshop in Kenya and expressed their interest in piloting the approach. Enduimet WMA and CWMAC have provided letters of support.	Low
Risk 6 Government policy and legal framework: Tanzania's policy and legal conditions impact the KPI data collection, the financial sustainability or the biodiversity investments by private sector.	High	Possible	Medium	WWF and relevant government departments have a long-standing relationship, especially to ensure buy-in and investment in biodiversity conservation; the focal points from each relevant department are included in the planning stages from the project onset, and will help establish the enabling conditions for their involvement in the credits scheme.	Low





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.

 [BCF-Implementation-Timetable-Wildlife Credits-FINAL](#)
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 pdf 62.19 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](#)).

The Wildlife Credits model is completely dependent on monitoring and verification of conservation performance for payments to be made accordingly to local communities. Towards this end:

- Baselines for social, environmental, and governance: Desk research will be initially conducted to collate available environmental data for supporting baselines for conservation KPIs (to be expanded upon and covered in next steps). A wellbeing survey (covering social development) has already been conducted through previous projects in 2022, which will set relevant baselines, with a follow up survey at the end of the project. Additionally we will be conducting a WMA governance assessment (SAGE) as the first activity to determine the effectiveness of current governance and gaps to be addressed.
- The WMA and community members will work with WWF to identify/finalise the conservation KPIs to be used for wildlife credits;
- 32 WMA members will be trained in gathering data using Means of Verification and project tools (e.g. camera traps, SMART) identified and will gather baselines for these KPIs, testing their agreed means of verification for efficacy in the process;
- The baselines will be validated and analysed with WWF and the wider WMA for appropriateness and then uploaded into the AI dashboard for ongoing tracking;
- Ongoing tracking of these KPIs by trained WMA members will be the means for them to secure performance wildlife credits for the wider community (4 villages) and the data in the AI dashboard analysed for wildlife information for use by tourism centres, government partners, WWF and by the WMA itself;
- Eventually, the dashboard will also be used to verify the product to the payer.

The project outcomes will be monitored through:

- the Wildlife Credits payments that will be tracked through WMA records and the dashboard
- the socio-economic indicators, based on WWF's well-being survey tool, that will illustrate changes in human-wildlife coexistence
- changes in incidents of encroachment in the Kitenden Corridor, compared to appropriate baseline (e.g. # of hectares or # of incidents)

Most of the output indicators are process records for which the project will develop templates to gather data during implementation of activities. The AI dashboard will be the main monitoring data collation tool for analysis of performance. This will be used for evidence of output 2.3 and become a key way of working for the WMA members. The output that focuses on sustainability and scaling will use formal agreements and correspondence to evidence engagement and interest.

The project level M&E will be supported by Mae Tortajada-Suils (Design and Impact Adviser, WWF-UK), in coordination with her counterparts Matrinda Simfukwe (WWF-Tanzania), liaising with all WWF colleagues on the ground to ensure appropriate M&E documentation is developed and used.

Due to the scale of this project we also plan to integrate an evaluation for this project into the mid-term review, evaluation and audit of the DEFRA funded IWT-CF project in this corridor. WWF-Tanzania staff will lead reflections with colleagues and WMA members in order to gather observations and learning for reporting.

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

120

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.

 [BCF-Logical-Framework-ToC-Wildlife Credits-WWF](#)
 04/11/2022
 21:50:32
 pdf 142.33 KB

Impact:

Community-led conservation, that protects wildlife and connectivity in Tanzania's Kitenden Corridor, is enabled through a functioning Wildlife Credits model that provides sustainable income to communities who coexist with wildlife.

Outcome:

The viability of Wildlife Credits as a scalable conservation performance payment mechanism for 4 communities living alongside wildlife in the Kitenden Corridor is demonstrated.

Project Outputs

Output 1:

Community-led conservation vision for the Wildlife Credits model as applied to the Kitenden Corridor, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders.

Output 2:

Community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.

Output 3:

Sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established.

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: Assess context for human-wildlife coexistence and wildlife corridors and habitat, including stakeholder mapping, governance (SAGE or METT) and needs assessments; and establish a Management Committee.
 - 1.2: Co-develop, through Enduimet WMA villages' assemblies, the conservation vision for the Kitenden Corridor and initiate a locally suitable Wildlife Credits model.
 - 1.3: Conduct a multi-stakeholder session to co-design the pricing mechanism, with consideration of factors such as performance categories, HWC types, and Base vs Bonus Payments.
 - 1.4 Pilot the payment of wildlife credits to ensure proof of concept.
 - 1.5: Building on the example in Namibia, establish a local suitable platform for transparent disbursement of payments and grievance redressals.
 - 1.6 Run a targeted sub-set of questions from WWF's wellbeing tool to monitor outcome assessment of living with wildlife
-
- 2.1a: Conduct multi-stakeholders capacity development sessions on performance monitoring, ensuring gender equality; and 2.1b determine baselines of KPIs based on available data
 - 2.2: Collect data (e.g. using SMART and camera traps) on the KPIs to be monitored (e.g. land-use, wildlife presence, habitat status) for performance pricing calculations
 - 2.3: Calibrate the AI performance monitoring dashboard for the local Tanzania context, utilising the collated data, with the technical support of Deloitte
-
- 3.1 Develop financing sustainability strategy with development finance institutions, bi/multilaterals, carbon/biodiversity credits, ensuring gender responsiveness in each
 - 3.2 Share the learnings from the pilot through webinars and communications material such as infographics, videos, website interactive resources and presentations for the WWF Network and external audiences
 - 3.3 Based on Activity 3.1, identify at least three potential funders willing to invest using the Wildlife Credits model developed for Enduimet WMA.

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.

 [BCF-Budget-over-£100k-MASTER-Apr22 - FINAL](#)

 04/11/2022

 19:53:58

 xlsx 362.5 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.

Development of existing work

Please give details.

This project contributes to the Southern Kenya Northern Tanzania (SOKNOT) Transboundary Wildlife Corridors Programme being delivered by a coalition of partners, including WWF, with government support. The project will build on the Wildlife Credits Model that is being developed and tested in Namibia and Kenya. WWF's Wildlife Practice and its Living with Big Cats Initiative are supporting this model and similar approaches to "reduce the costs" and "increase the value" of living alongside wildlife for communities in multiple landscapes, including SOKNOT.

Within the local project area, this project will build on WWF's interventions being funded through the IWT Challenge Fund within Kitenden Corridor, particularly the deployment of camera traps within Enduimet WMA as a wildlife monitoring tool; IWT demand reduction activities such as empowering youth and women as nature guardians, awareness campaigns and enhanced enforcement; and Livelihood support.

Big Life Foundation assists Enduimet WMA to reduce poaching within the WMA by supporting the Village Game Scouts. The scouts will be an integral in the collection of data using SMART needed for the Performance Dashboard.

Born Free Foundation works with Enduimet WMA on improving livestock predation management to reduce conflict with carnivores and resultant retaliatory killings.

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:

As mentioned, payments for conservation schemes are not new, but WWF, through the current and proposed pilots, is testing and moulding a globally replicable Wildlife Credits model/scheme that channels payments directly to communities at the frontlines of conservation, utilising technology and an AI Performance Dashboard. Towards this end, WWF is also reviewing lessons and data from similar financing models, e.g. biodiversity credits and PES schemes.

Coordination for mutual benefits and leveraging lessons learnt are ongoing with:

- Exchanges with stakeholders, particularly private sector and other potential financial partners, in Kenya and Namibia on Wildlife Credits
- Pilot design for Biodiversity Credits project with stakeholders in Mexico
- There is considerable interest and ongoing discussions (which will benefit from the knowledge generated by the proposed project) for scaling up Wildlife Credits across the globe, including Bolivia, Peru, Nepal, the Kavango-Zambezi (KAZA) transboundary conservation area which links five countries – Angola, Botswana, Namibia, Zambia and Zimbabwe.
- WWF is in discussions with several other organisations that are exploring biodiversity credits, including Value Nature and Rebalance Earth
- WWF is exploring engagement with carbon partners such as South Pole to discuss how wildlife credits may be integrated within ongoing schemes in other countries

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.

Capital items purchased for the project would include:

- Smartphones for Village Game Scouts and Women Community Liaison Officers (for SMART data collection)
- GPS units

By the project end, the trained teams within the WMA will keep the equipment in order to continue monitoring for the KPIs identified.

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).

Value for money (VfM) in WWF is based on the 4-E's principles of economy, efficiency, effectiveness and equity:

- Economy and efficiency: ensured through WWF's Finance and Operations Standards and programme management systems.
- Effectiveness: demonstrated through project design based on (i) learning from pilots and partner knowledge; (ii) application of good monitoring systems to evidence results and guide adaptive management.
- Equity: ensuring (i) interventions are community owned, through collaborative design and delivery approaches; (ii) resources are managed for future generations. Equity is put into practice in embedding WWF's social, gender & indigenous peoples policies.

Other aspects of VfM:

- Design for sustainability: through strengthening local WMA in governance of Wildlife Credits and designating members to undertake monitoring of KPIs.
- Improved governance and enabling mechanisms: Tanzania's conservation and development sectors will benefit long-term from the SAGE and METT analyses of governance gaps, and the subsequent enhancement of capacity and governance structures to monitor and deliver funds for community-based conservation of the Kitenden Corridor and species.
- Partnerships: leveraging related experience and technical skills, deep knowledge of the local context, and additional resources (£15,500 match funding from WWF-Sweden) and expert time donated to the project, making this a cost-effective approach to testing the innovation.
- Sustainable financing: Output 3 focuses on 'building the case' to bring in long-term financiers from the private sector.
- Scaling: the project has potential for scale-up to other areas with biodiversity significance where there is interest from the private and other sectors to invest.

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.

Through the IWT-CF project, WWF rolled out its Environmental and Social Safeguards Framework (ESSF) within Kitenden Corridor, including grievance mechanisms, community health, safety and security, FPIC and resource access rights. We identify, mitigate and avoid any negative social or environmental impact by screening all activities for risks, and develop mitigation plans should any risks be identified. WWF has social policies on bullying and harassment, child safeguarding, vulnerable adults, Code of Conduct, whistle-blowing. Enduimet WMA board have undergone ESS training through the IWT-CF project, thus ensuring our project partner and the Village Game Scouts share our commitment to safeguarding.

Q31. Ethics

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

Project implementation is guided by WWF’s Environmental and Social Safeguards Framework. Work under implementation by WWF in the corridor has gone through environmental and social risk identification, impact assessment and mitigation planning; ensuring meaningful stakeholder engagement in all stages and having in place locally appropriate and accessible grievance mechanisms.

Risk and impact identification and assessment in the corridor and applied to this project has focussed on understanding issues related to e.g. human rights; gender equality; conflict-sensitivity; child rights; indigenous peoples; community health, safety and security; access restrictions and cultural resources. Affected rights-holders are involved in mitigation planning to ensure acceptable mitigation measures are put in place for identified risks and impacts.

With local communities, there is an existing inclusive process to seek their informed consent during project design, mutually agree any activities affecting them and the terms for implementation to ensure consent can be maintained. This includes mitigation and monitoring measures and a process to address grievances.

Inherent human rights risks could include unintentional discrimination, violating the participation/consultation rights of affected communities and contributing to abusive actions by enforcement personnel. These will be mitigated through a proper analysis of stake/rights-holders and vulnerabilities, ensuring inclusive engagement and co-development.

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, advice attached

Please attached details of any advice you have received.

 [WWF Mail - WWF's Application for Darwin Initiative Innovation Fund - 2](#)

 04/11/2022

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 pdf 314.97 KB

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?
Noah Sitati	Project Leader	10	Checked
Kate Vannelli	In-Country HWC specialist advisor, WWF-Tanzania	5	Checked
Ilka Thogmartin	Conservation Performance Payment Advisor, WWF-Int	15	Checked
Paul De Ornellas	Wildlife Technical Advisor, WWF-UK	10	Checked

Do you require more fields?


Yes

Name (First name, surname)	Role	% time on project	1 Page CV or job description attached?
Tanya Smith	Programme Management, WWF-UK	5	Checked
Igno Isaak	Enduimet WMA Manager, EWMA	25	Checked
No Response	No Response	0	Unchecked
No Response	No Response	0	Unchecked
No Response	No Response	0	Unchecked


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.

 [Combined CVs Darwin Innovation](#)

 04/11/2022

 20:15:30

 pdf 272.98 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 WWF-UK

Partner name:

Website address: www.wwf.org.uk

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

In 2019, WWF-UK made a commitment to the UK Government to lead all grant proposals from the global WWF Network, taking on responsibility for overall programme oversight, financial and quality assurance, monitoring and evaluation, and safeguarding.

WWF-UK has worked in close collaboration with project partners to develop this proposal and will continue to work in close partnership throughout implementation to ensure effective & sustainable impact.

(including roles, responsibilities and capabilities and capacity):

WWF-UK is responsible for maintaining strong collaborative relationships with partners, the co-development of a Partnership Agreement, organising regular virtual team meetings, issuing grant agreements and payments to WWF in-country offices, expertise on M&E and tools for baseline data collection, oversight of safeguarding and risk management, sharing best practice and learnings, support to external project communications, facilitating the contract for evaluation.

WWF-UK will be accountable for use of Darwin Innovation funds and will ensure compliance with the terms and conditions of funding and will provide all reporting (using input from partners).

WWF-UK as project lead, are responsible for overall programme management, coordination and M&E support at 5% time. The project will be supported by the expertise of a Grants Specialist at 4% time, Chief Wildlife Advisor at 5% time (In-Kind), Programme Finance Analyst at 5% time, and a Conservation Performance Payment expert within the WWF Network at 10% time - all of whom have relevant expertise including leading on UK government grants (FCDO UK Aid Match; DEFRA IWT-CF; DEFRA Darwin).

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:

WWF-Tanzania Country Office

Website address:

https://wwf.panda.org/wwf_offices/tanzania/

What value does this Partner bring to the project?

WWF Tanzania works on a variety of conservation issues in the country covering freshwater, marine, species, and forest themes.

(including roles, responsibilities and capabilities and capacity):

In northern Tanzania, WWF Tanzania currently works with partners primarily supporting the development of WMAs and along the Tanzanian coast improving freshwater and forestry management.

As part of this project, WWF Tanzania is responsible for coordinating all project activities within the project area and for the financial and technical management reporting in Tanzania to WWF-UK. WWF Tanzania will also support the capacity development of the project partner, EWMA, in Tanzania.

Key Roles include: Project Coordination and implementation oversight by WWF-TCO's Wildlife Species Expert at 10% time and the Living with Big Cats Initiative Lead at 5% time. They will be supported by a Project Intern at 100% time. The project team will be supported by WWF-TCO's Programme Finance Analyst at 4% time and the Communications Manager (5% time) who will assist with the delivery of activities under Output 3.

International/In-country Partner

In-country

Allocated budget:



Represented on the Project Board

Yes

Have you included a Letter of Support from this partner?

Yes

2. Partner Name:

Enduimet Wildlife Management Area

Website address:

<https://www.enduimet.org/about-us/>

What value does this Partner bring to the project?

Enduimet Wildlife Management Area (EWMA) was established in 2005 and covers 752km². It lies in Enduimet Division in the West Kilimanjaro Basin of Longido District in Arusha Region.

The role of EMWA in the project will be to work with WWF to deliver project activities on the ground, including facilitating activities with community game scouts and WMA members.

(including roles, responsibilities and capabilities and capacity):

The EMWA will play a key role in assisting with facilitating the co-creation of the conservation vision of the Kitenden Corridor, the identification of community members (women) and village game scouts to undergo training in KPI data collection (SMART, camera traps) and the strengthening of their governance structures in order to support the transparent delivery of the Wildlife Credits model.

For info: Enduimet's costs will go through WWF TCO

Key Roles: Enduimet WMA Manager at 25%

International/In-country Partner In-country

Allocated budget: 0

Represented on the Project Board No

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

3. 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

4. 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

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?

(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.

 [DarwinInnovation Combined LoS](#)

 04/11/2022

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 pdf 1.26 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
IWT106	WWF-UK	IWT-CF: Reducing IWT through community-led conservation in a transboundary landscape

29-0 22	WWF-UK	Darwin Initiative:Community-led fisheries management in the Mara Wetlands, Tanzania
DARNV008	WWF-UK	Sound Of Safety: Testing Pingers for River Dolphins and Fishers
Darwin - 14013	WWF-UK	Community Management of NTFPs in Kangchenjunga Conservation Area, Nepal
Darwin - 14020	WWF-UK	Network of Locally Managed Marine Protected Areas in Solomon Islands
Darwin - 13012	WWF-UK	Integrated River Basin Management (IRBM) in the Sepik River

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

WWF-UK

I apply for a grant of



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

Kate Akhtar

Position in the organisation

Director of Public Sector Partnerships





Signature (please upload e-signature)





 [KA sig](#)
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Date

04 November 2022





Please attach the requested signed audited/independently examined accounts.

 [Appendices](#)
 07/11/2022
 12:45:34
 pdf 245.42 KB

 [WWF-UK Annual Report and Financial Statements 2020-21 web](#)
 04/11/2022
 20:48:03
 pdf 2 MB

 [WWF-UK Annual Report and Financial Statements 2019-20](#)
 04/11/2022
 20:47:19
 pdf 1.55 MB

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

 [WWF-UK-Safeguarding-Policy-September-22](#)
 04/11/2022
 20:45:04
 pdf 190.54 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

- my completed **logframe** as a PDF using the template provided

-
- my 1 page **Theory of Change** as a PDF which includes the key elements listed in the guidance

Checked

-
- my **budget** (which meets the requirements above)

Checked

-
- my completed **implementation timetable** as a PDF using the template provided

Checked

-
- **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

-
- a **letter of support** from the Lead Partner and partner(s) identified at Question 33, or an explanation of why not.

Checked

-
- a **cover letter from the Lead Partner**, outlining how any feedback received at Stage 1 has been addressed where relevant.

Checked

-
- 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!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the Darwin Initiative and our sister grant scheme, the IWT Challenge Fund. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).

Project Title: Wildlife Credits: Launching a Conservation Performance Payments Scheme in Tanzania

	Activity	No. of months	Year 1 (2023/24)				Year 2 (2024/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
Output 1								
1.1	Assess context for human-wildlife coexistence and wildlife corridors and habitat, including stakeholder mapping, governance (SAGE or METT) and needs assessments; and establish a Management Committee	3						
1.2	Co-develop, through Enduimet WMA villages' assemblies, the conservation vision for the Kitenden Corridor and initiate a locally suitable Wildlife Credits model	3						
1.3	Conduct a multi-stakeholder session to co-design the pricing mechanism, with consideration of factors such as performance categories, HWC types, and Base vs Bonus Payments.	1						
1.4	Pilot the payment of wildlife credits to ensure proof of concept	1						
1.5	Building on the example in Namibia, establish a local suitable platform for transparent disbursement of payments and grievance redressals	9						
1.6	Run a targeted sub-set of questions from WWF's wellbeing tool to monitor outcome assessment of living with wildlife	1						
Output 2								
2.1	Conduct multi-stakeholders capacity development sessions on performance monitoring, ensuring gender equality; and determine baselines of KPIs based on available data	6						

Project Title: Wildlife Credits: Launching a Conservation Performance Payments Scheme in Tanzania

	Activity	No. of months	Year 1 (2023/24)				Year 2 (2024/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
2.2	Collect data (e.g. using SMART and camera traps) on the KPIs to be monitored (e.g. land-use, wildlife presence, habitat status) for performance pricing calculations	15						
2.3	Calibrate the AI performance monitoring dashboard for the local Tanzania context, utilising the collated data, with the technical support of Deloitte	9						
Output 3								
3.1	Develop financing sustainability strategy with development finance institutions, bi/multilaterals, carbon/biodiversity credits, ensuring gender responsiveness in each	12						
3.2	Share the learnings from the pilot through webinars and communications material such as infographics, videos, website interactive resources and presentations for the WWF Network and external audiences	3						
3.3	Based on Activity 3.1, identify at least three potential funders willing to invest using the Wildlife Credits model developed for Enduimet WMA	6						

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Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<p>Impact: Community-led conservation, that protects wildlife and connectivity in Tanzania’s Kitenden Corridor, is enabled through a functioning Wildlife Credits model that provides sustainable income to communities who coexist with wildlife.</p>			
<p>Outcome: The viability of Wildlife Credits as a scalable conservation performance payment mechanism for 4 communities living alongside wildlife in the Kitenden Corridor is demonstrated.</p>	<p>0.1 By Sept 2024, 100% of all Enduimet WMA (hereafter WMA) members involved in the project (59% women) have begun to receive wildlife credits. (Baseline: 0%)</p> <p>0.2 By Sept 2024, engaging with the wildlife credits process has resulted in an increased acceptance of living with wildlife for 80% of engaged WMA members (59% women). (Baseline: 49% “acceptance of living with wildlife” from 2022 survey)</p> <p>0.3 By Sept 2024, the wildlife credits model has resulted in reduced encroachment in the Kitenden Corridor, compared to appropriate baseline (e.g. # of hectares or # of incidents) established in consultation with stakeholders at the start of the project.</p>	<p>0.1 Enduimet WMA (hereafter WMA) records of disbursement of credits: value and number of recipients, disaggregated by gender and level of involvement</p> <p>0.2 Targeted coexistence survey* questions (* using WWF’s social survey/wellbeing assessment tool)</p> <p>0.3 Relevant monitoring reports of land-use and encroachment KPIs that are to be developed and monitored with communities and stakeholders</p>	<p>The agreed approach returns enough benefits to the communities for further corridor encroachment to be halted</p>

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<p>Outputs: 1. Community-led conservation vision for the Wildlife Credits model as applied to the Kitenden Corridor, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders</p>	<p>1.1 Within the first 10 months the Kitenden specific Wildlife Credits model is developed with and adopted by the WMA members involved, and the Management Committee (representing 40% women and 60% men), is established. Baseline: no model</p> <p>1.2 By Sept 2024 a formally agreed approach for wildlife credits pricing and payments is tested to the satisfaction of all women and all men involved. Baseline: no approach</p>	<p>1.1a Minutes and attendance records of development workshops and meetings 1.1b Pre-and post-entry capacity building training tests & attendance records 1.1c WMA records of wildlife credits governance 1.1d Signed MoA (Conservation agreement) by Enduimet WMA management committee.</p> <p>1.2a Records of approach, approvals by governance bodies 1.2b Number of disbursements made against data provided 1.2c Trends in number of process complaints raised by those involved</p>	<p>The community vision for the Kitenden corridor includes ongoing protection of space for wildlife movement.</p> <p>The Namibia wildlife credits model can be successfully adapted for the Tanzania context</p>
<p>2. Community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.</p>	<p>2.1a Within the first 6 months, social, landuse and wildlife KPIs are agreed, and verification methodologies tested. 2.1b By Sept 2024 at least 8 months of data trends documented (Baseline: no KPIs)</p> <p>2.2 By month 10, 10 women and 22 men are trained and providing data against all relevant KPIs Baseline: no-one trained in data collection</p>	<p>2.1a Workshop records of agreed KPIs and MoV 2.1b Data entry and analysis in dashboard</p> <p>2.2a Training records 2.2b Dashboard records of those who upload data</p>	<p>Influxes and sharing of land with cattle herders from outside of the area remains manageable</p> <p>Local communities and stakeholders remain committed towards monitoring and participating in the Wildlife Credits model.</p>

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	2.3 By month 10, the AI dashboard is calibrated for the local context and allowing for transparent conservation performance measurement through the collated data	2.3 Dashboard data and performance measurements	
3. Sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established	3.1 By (project end) agreements (including stipulations for involving at least 59% women) made between WMAs and at least 3 organisations for payment into wildlife credits 3.2 By end Sept 2024, at least 4 other organisations are expressing interest in using Wildlife Credits approach elsewhere to improve conservation impact	3.1 Records of agreements 3.2 Communications in response to sharing of case studies	Finance and private sectors are willing to channel their biodiversity investments through the Wildlife Credits model and become financing partners for the WMA agreed model for Kitenden Corridor
<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>Output 1: Community-led conservation vision for Kitenden Corridor and the Wildlife Credits model, including pricing and disbursements mechanism, is co-designed with and adopted by communities and stakeholders</p> <p>1.1: Assess context for human-wildlife coexistence and wildlife corridors and habitat, including stakeholder mapping, governance (SAGE or METT) and needs assessments; and establish a Management Committee.</p> <p>1.2: Co-develop, through Enduimet WMA villages' assemblies, the conservation vision for the Kitenden Corridor and initiate a locally suitable Wildlife Credits model.</p> <p>1.3: Conduct a multi-stakeholder session to co-design the pricing mechanism, with consideration of factors such as performance categories, HWC types, and Base vs Bonus Payments.</p> <p>1.4 Pilot the payment of wildlife credits to ensure proof of concept.</p>			

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1.5: Building on the example in Namibia, establish a local suitable platform for transparent disbursement of payments and grievance redressals.

1.6 Run a targeted sub-set of questions from WWF's wellbeing tool to monitor outcome assessment of living with wildlife

Output 2: Community led conservation performance measurement is in place within the Kitenden Corridor, supported by increased monitoring capacity and a functioning dashboard.

2.1a: Conduct multi-stakeholders capacity development sessions on performance monitoring, ensuring gender equality; and 2.1b determine baselines of KPIs based on available data

2.2: Collect data (e.g. using SMART and camera traps) on the KPIs to be monitored (e.g. land-use, wildlife presence, habitat status) for performance pricing calculations

2.3: Calibrate the AI performance monitoring dashboard for the local Tanzania context, utilising the collated data, with the technical support of Deloitte

Output 3: Sustainable financing options for wildlife credit payments have been identified and scaling pathways have been established

3.1 Develop financing sustainability strategy with development finance institutions, bi/multilaterals, carbon/biodiversity credits, ensuring gender responsiveness in each

3.2 Share the learnings from the pilot through webinars and communications material such as infographics, videos, website interactive resources and presentations for the WWF Network and external audiences

3.3 Based on Activity 3.1, identify at least three potential funders willing to invest using the Wildlife Credits model developed for Enduimet WMA.