

Alianza para el Turismo Comunitario



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I. Annual Executive Summary

During Fiscal Year 2011, Counterpart continued to implement the Community Tourism Alliance Program, aimed at generating economic development through tourism and handicrafts in key areas of the country. It is noteworthy that Counterpart introduced several significant changes and improvements to its programming. The following may be mentioned among the most outstanding innovations:

Preparation of a preliminary gender mainstreaming assessment based on organizational experiences and external facilitation from Vital Voices. The assessment highlighted that Counterpart's programming already had a strong gender mainstreaming focus and that additional efforts were needed in terms of systematizing and reporting results. Also the assessment provided the necessary planning tools in order to identify and evaluate opportunities, as well as monitor and report results with a stronger focus on gender mainstreaming.

The program was expanded into the departments of Totonicapán, Huehuetenango, Quetzaltenango and Quiché under the new focus of the Feed the Future initiative, where not only new geographic areas were covered but new approaches were used in order to spark economic development in this region that is more isolated from traditional tourism routes and facing important challenges in terms of poverty and undernourishment.

Additional and stronger collaboration links were generated with local organizations in order to leverage resources and achieve improved results. Strong collaboration with INTECAP, INGUAT, Ministry of Culture and Sports, ANACAFE, AGEXPORT's Arts & Crafts Commission, and CONAP continued, while new or improved relationships included Grupos Gestores, Guatemala's Chamber of Tourism, AGEXPORT's Sustainable Tourism Commission, Guatemala's Microfinance Network (REDIMIF), WCS, Coopsama Cooperative, and Maya 2012 Committee. Additionally, Comunidades de la Tierra was incorporated as a new sub awardee for the incubation of new handicrafts businesses in the Western Highlands.

Improve marketing and business practices for tourism SMEs and CBOs through the value chain approach:

“Logremos que su empresa ó destino venda más” (Let's boost your business) program

Activity financed through BIODIVERSITY & ECA/CAFTA funding

During Fiscal Year 2011 Counterpart continued to implement customized technical assistance and training activities for MSMEs and Community Tourism Organizations in key regions of the country through the “Let's boost your business” (*Logremos que su empresa o destino venda más*) program. Marketing and promotional strategies and activities were designed and implemented both with previous and new beneficiaries. A continuing trend in this activity is the fact that tourism SMEs face constant challenges in terms of managing their corporate image, assessing their market position and identifying the necessary promotional and commercialization strategies and tools. Thus, for new businesses, actions are focused on developing a unified corporate image and developing the initial promotional materials, while for longer established ones, the actions are more focused on prioritizing and developing the new necessary strategies and tools. In Petén new efforts to identify and incorporate technical assistance beneficiaries resulted in the incorporation of 28 new SMEs and organizations into the technical assistance program, for a total of 52 beneficiaries of this activity in the region. In the Verapaces region, 18 community organizations and SMEs continued to receive technical assistance, while one new member was incorporated. In Sololá, 19 new beneficiaries were incorporated into the program for a total of 45 current beneficiaries. In the Western highlands 6 organizations continued to receive technical assistance during 2011.

Catalogue of community tourism destinations in the Verapaces (Financed through ECA/CAFTA funding)

Counterpart collaborated with several community organizations from the Verapaces region and with Peace Corps Volunteers to produce a printed catalog of community tourism destinations for the local community tourism alliance called "Viviente Verapaz". In the process, Counterpart provided technical and financial support in order to produce an effective marketing piece that would help promote the community destinations. Counterpart supported Viviente Verapaz in ensuring uniformity and quality of the information through a process that allowed the community organizations to learn how to present relevant information for tourism promotion. Counterpart then worked on harmonizing design concepts and producing a format that would allow for the publication of a professional piece. After a revision process by all the involved parties, the catalog was printed and distributed throughout the community tourism destinations and through visits to relevant tour operators from Antigua and Guatemala City. The official presentation event of the catalog was held on October 8th 2010 at the Chicoj Cooperative Coffee Tour in Cobán, Alta Verapaz, one of the featured community destinations. The event was attended by community tourism leaders, tour operators and media from the region. The "Viviente Verapaz" community tourism catalog includes relevant information, such as a general description, activities and services offered, and contact information, about 10 community tourism destinations: Té Chirrepeco Ecotour, Chicoj Coffee Tour, Samac Cooperative, Sanimtacá Birdwatching Tours, Río Icbolay, Katinamit Museum, Puerta al Mundo Maya, Cahabón River Rafting " Saquijá, El Salto de Chilascó waterfall and Río Negro.

Vernal Equinox Festival in Uaxactun (financed through Biodiversity funding)

Counterpart supported the Uaxactún Tourism Commission in the organization of the Vernal Equinox Festival in the village of Uaxactún, Flores, Petén. The event was held from March 18 to 22, 2011, and aimed at increasing the number of visitors to the archaeological site and to strengthen the community organization. The planning and preparation process began in early January. Additionally to the coordination and logistics support provided through the sub award with Asociación Balam, Counterpart also supported the design of materials to promote the event, including banners, posters, and illuminated signs. INGUAT and the Municipality of Flores financed the production and distribution of these materials. During the four days of the festival there were cultural and recreational activities, including Maya ceremonies, representations of the Maya Ball Game by the Ministry of Culture and Sports, tours through the archaeological site, tasting of typical food from Peten, demonstrations of how gum is obtained, and the main event, which was the observation of sunrise from the Astronomical Commemoration Complex, or Group E, which was designed to mark equinoxes and solstices throughout the year. The event attracted around 1,000 visitors to the community and to the site of Uaxactún.

http://www.prensalibre.com/noticias/Preparan-festival-equinoccio_0_443955646.html

National Tourism Congress (financed through ECA/CAFTA funding)

Counterpart was a main sponsor of Guatemala's National Tourism Congress, organized by Guatemala's Chamber of Tourism (CAMTUR) on September 27 and 28. The event featured a series of conferences and forums on current tourism trends and innovation related to product development and marketing. A highlight of the event was the fact that the two finalist presidential candidates presented their tourism programs and objectives to leaders of the tourism sector. In total 230 persons (117 women and 113 men) representing tourism businesses, academia, government and development organizations participated in the conferences and workshops. Several additional marketing and product development opportunities were identified during this event and follow up will continue during Fiscal Year 2012.

Service Summit (financed through ECA/CAFTA funding)

Counterpart was a main sponsor of the Sustainable Tourism component of the Service Summit 2011, especially the fam tours with international tour operators. The sustainable tourism conferences of the Service Summit were held on September 29 and 30. 112 participants in total (35 men and 77 women) participated in the two days of conferences focusing on challenges and opportunities of sustainable tourism and innovation of tourism packages.

The sustainable tourism fam tours of the Service Summit were carried out from September 24 to 29 throughout different destinations of the country. Two fam tours themed around archaeology and Maya culture, and Guatemalan nature and culture were carried out with 11 international tour operators who tested the products and services of 13 Guatemalan SMEs and associations. The fam tours were wrapped up with a series of business roundtables for final negotiations after the international operators had experienced the products.

Other relevant activities (financed through Biodiversity funding)

Counterpart actively supported the Southern Petén Tourism Association (TURISURP) in the organization and development of the Second Congress of Tourism Competitiveness of the Self-Management Tourism Committees (CATs) in the North of Guatemala, which was held from February 17 to 19, 2011, in Hotel Ecológico Finca Ixobel, in Poptún, Petén, with 283 participants representing local, national, and Salvadorian tourism businesses, and government and municipal institutions. Participants had the opportunity to share experiences, listen to lectures, and participate in business meetings and cultural events; they also participated in FAM trips to tourism destinations in the region. This activity generated revenue worth more than Q80,000 (\$10,000) for the services providers who were involved and more than Q25,000 (\$3,125) for the organizer TURISURP.

In collaboration with the Puerta al Mundo Maya communities, Counterpart produced an improved promotional brochure, highlighting new tourism services and strengthening the link with private sector lodging providers of the region. The preparation and implementation of the Semana Santa tourism information and emergency posts in Chisec and Raxruha was supported by Counterpart; however, local empowerment was evident, as this year all the implementation activities were led and carried out by the communities and the municipalities, with collaboration from the national health centers, municipal transit police, emergency coordination units (CONRED) and private businesses.

Increase access to credit and financial services for tourism and handicraft SMEs

Activity financed through Biodiversity & Global Food Security funding)

Strengthening the tourism value chain through poultry production (financed through Biodiversity funding)

A novel program for allocation of credits to rural families was implemented in Chisec and Raxruha during this fiscal year. A tourism value chain analysis identified that sourcing of raw materials (poultry and eggs) for local restaurants was a definite constraint in the communities. At the same time, it was identified that local families, especially local women could develop small model farms that would be able to source local restaurants. Counterpart teamed up with INTECAP in order to develop the model farms and design a series of technical assistance activities and, in parallel, started the search for potential sources that could provide the startup financing. Local Cooperative Coopsama became attracted, especially since the producers would be supported by the technical assistance package previously designed. After completing the process, 8 women received individual credits, of approximately \$1,000 each, in order to set up their farms and buy their initial stock of animals. Currently the small farms are producing at a 75% of their capacity generating revenue for the families and allowing for repayment of the loans. Main challenges encountered

have been the inadequate advising on the side of the input providers which has led some of the beneficiaries to inadequate investments or practices and in a few cases proper management of the loans. Both challenges have been addressed through closer follow up and technical assistance and by implementing creative monitoring methodologies such as homemade charts that are displayed by the beneficiaries and encouraging exchange of experiences. Word about this initiative has spread out fast and currently Counterpart is evaluating requests from at least 12 additional communities for the implementation of a similar model. The gender mainstreaming approach allowed this activity to be focused on women who are constantly in charge of the small farms and empowered in order to manage the loans.

Establishment and technical assistance of microcredit facilities in beneficiary communities (financed through Biodiversity funding)

Counterpart's work through the Community Tourism Alliance and previous USAID projects has facilitated the creation of two microcredit facilities in the communities of Sepalau, Chisec, Alta Verapaz and El Zapote, Sayaxché Petén. Both communities decided to create a microcredit facility in order to expand the benefits of tourism income to all members of the community and requested Counterpart's technical assistance in setting up the microcredit system and tools. Seed capital came from the initial profits of the tourism operations from Sepalau Lakes and Cancuen Archaeological site respectively. Both credit facilities have functioning boards, statutes and guidelines, monitoring systems, and formats including contracts and accounting registries. During fiscal year 2011 Sepalau issued 51 micro loans ranging from Q500 to Q1000 (\$64.52 to \$129) for a total of Q45,000 (\$5,806.45). The micro loans are operated at a 24% annual interest rate and the term of the micro loan is one year, once all credits have been recovered by the end of the year, the lending process begins again. In El Zapote the credit board is formed by a group of 7 women. In 2011 El Zapote issued 45 micro loans (to 41 women and 4 men). The credits in this group range from Q400 to Q1000 (\$51.62 to \$129) for a total of Q25,000 (\$3,225.81). In both cases most of the microloans are used in order to support agricultural and small scale livestock activities.

Rural credits through REDIMIF (financed through Global Food Security funding)

Counterpart also started working in collaboration with Guatemala's Micro Finance Network (REDIMIF) in order to strengthen its member organizations and provide increased access to credit for rural tourism and handicrafts initiatives in areas of the project. Through Counterpart's support, REDIMIF has been able to implement improved promotional and technical assistance activities in four of its member organizations. These improved activities have facilitated the allocation of 17 rural credits in Totonicapán, Sololá, and Quetzaltenango; 10 of the beneficiaries are women and 7 are men. The credits are aimed at obtaining seed or work capital for the expansion of handicrafts and services businesses (raw materials, equipment, and expansion of operations). The credits range from Q1000 (\$129) to Q125,000 (\$16,129) for a total of Q 508,810.21 (\$65,652.93). Counterpart will continue to collaborate with REDIMIF in order to systematize lessons learned and incorporate the necessary modifications into the rural credit models for tourism and handicrafts SMEs.

Develop and consolidate new tourism products and services in the Western Highlands

Activity financed through Global Food Security funding

Quiché inexplorado tourism destinations (financed through Global Food Security funding)

In the department of Quiché, Counterpart supported the Ruta Quiché Inexplorado community tourism destinations through a collaboration agreement with the World Tourism Organizations ST-EP Foundation and Movimondo Foundation. During the first phases, work was focused on the marketing side; initial steps included finalizing the

corporate image for the three community destinations involved: Nuevos Mayas, Laj Chimele, and Tubing Chixoy and initial steps for the production of websites. On the organizational strengthening side, Counterpart supported in developing a series of tools that were used by community members in order to evaluate and systematize experiences during an exchange of experiences tour, organized to visit and learn from other ongoing community tourism destinations and organizations. Based on the results of the tour, community leaders drafted an improvement plan that is being implemented in their own community destinations. With the organizational and destination strengthening phase in place, Counterpart worked with the communities and Movimondo on producing a series of promotional materials including posters, brochures, radio advertisements and websites that can be visited at www.nuevosmayas.com, www.lajchimeleecoturismo.com, www.guatetubing.com.

Cerro Sija Municipal Park (financed through Global Food Security funding)

Counterpart worked in the implementation of the interpretive trail at Cerro Sija Municipal Park in San Carlos Sija, Quetzaltenango. This joint initiative was co-financed by the local municipality, Helvetas and Conservation International, while Counterpart provided all the technical assistance for the development of the trail and associated promotional materials. Promotional materials produced included brochures, factsheets and the webpage www.ecocerrosija.com, which has generated very interesting results in terms of visits generated and positioning. Additionally Counterpart formalized an agreement to provide technical assistance to a community group that manages Vuelve a la Vida hot springs, an important recreational destination in San Carlos Sija.

Incubate new handicrafts producer groups in the Western Highlands and incorporate into value chains

Activity financed through Global Food Security funding

Under the sub award with Comunidades de la Tierra, over 20 incipient rural producer groups were assessed in order to identify groups with potential for business incubation and generating sales in the short term. After the process was completed, 3 groups from Totonicapán were selected. The groups then went through a series of workshops in order to systematize their vision, become formalized as established businesses and initiate the production process of handicrafts that will be commercialized through the Wakami value chain.

Rax Uleu, Aldea Nimasac, Totonicapán, formed by 17 young persons, averaging 24 years of age (10 women and 7 men). This group then became formalized and legalized as a business under the name of El Artesano. The group specialized in producing high end beaded bracelets and, despite facing some initial challenges related to quality of raw materials and functionality of designs; samples were completed for the New York International Gift Fair and New World Crafts. Sales for this group started in September 2011 and although the initial amount of Q1021 (\$132) is quite modest to begin with, several orders are being negotiated for this group after the two main international fairs described above. An important aspect of this group formed by young members is that one of their main dreams was either completing secondary education or attending college. After the group strengthening interventions, with a business plan in place, and after initial sales, the members of the group are now moving forward and securing enrollment in schools and college for year 2012.

Vida y Esperanza, San Cristóbal, Totonicapán, formed by 21 persons (19 women and 2 men) who are mostly mothers and averaging 33 years of age. This group then became formalized and legalized as a business under the name of Artesanías Vida y Esperanza. The group produced necklaces for the line "Life is what you make of it". Since this line was already established, and the group was able to comply with quality control, sales for this group began in

June 2011 and rapidly escalated from Q1594.25 (\$205.71) in June to Q1017.35 (\$905.45) in September, totaling Q 13,653.34 (\$1761.72) over the four month period.

Asociación de Desarrollo Integral de la Mujer Francisquense, San Francisco El Alto, Totonicapán, formed by 17 women averaging 34 years of age. The group then became formalized and legalized as a business under the name of "Artesanías Luz de Lo Alto". This group is producing dolls made with reused fabrics for the Journey Companions collection. While completing the group's strengthening and legalization process, the women also worked on improving their sewing skills and quality control of their products. Due to the high degree of skill and detailed related to the completion of this work, the preparation process for this group was longer and the first sales came in the month of August 2011. During August and September the group accounted for sales worth Q 1748.78 (\$225.65), but the perspective of sales for this group is very high and fast growing depending on their ability to keep up with the high levels of quality required.

The results in terms of sales and personal income have been highly satisfactory for two of the three groups recently incubated in Totonicapán. The process with both groups started in March and sales began in June and August. Due to the high levels of performance and quality and thanks to the commercialization activities co-financed by USAID sales from the groups have resulted in significant income increases for the women involved. The members of Vida y Esperanza received an average additional income of Q390 per person in September and Q542.30 in October, while the members of Rax Ulew received an additional income per person of Q920 in September and Q 960 in October. For both groups, where high levels of poverty and some cases of children undernourishment were detected in the beginning, the increase in income is significant, doubling and tripling income that the families could have received through a Government intervention such as Mi Familia Progresiva program.

The groups from the Western Highlands participated along with other groups that source the Wakami products line in a leadership workshop held in Guatemala City. During this workshop the groups participated in a series of motivation, self-esteem and workgroup sessions and also received additional orientation on tax management and implementation of appropriate technologies including Eco filters in their homes and communities.

Strengthen artisan groups already operating in the Western Highlands through the development of value added handicrafts collections and insertion into value chains

Activity financed through Global Food Security funding

Through the sub award with AGEXPORT's Arts and Crafts Commission, 15 rural groups from Quiché, Totonicapán, Quetzaltenango and Huehuetenango were identified in order to generate new value added handicrafts collections and strengthen their internal organization as groups. Technical assistance for the production of new designs, product lines and incorporation of new techniques was carried out during this Fiscal Year. The new improved collections were first presented at the New World Crafts in Antigua Guatemala on September 21 and 22 2011. Several initial contacts were generated during the new world crafts, so follow up with the contacts and potential buyers, as well as continuing technical assistance with the producer groups will be carried out during Fiscal Year 2012, when the first sales are expected.

The New World Crafts Central American handicrafts trade show, in its 4th annual edition, was held in Antigua Guatemala during September 21 and 22. The trade show was inaugurated in an event headed by Guatemala's Minister of Economy, Luis Velasquez; USAID Guatemala Mission Deputy Director, Nancy Hoffman; the president of

AGEXPORT Francisco Menendez, and the President of AGEXPORT's Arts & Crafts Commission Hugo Cabrera. The inauguration was followed by an inaugural tour of the trade show. This year's show marks significant improvements compared to the previous editions, including increased number of participants (over 100 stands and over 100 buyers), a deliberate selection of the invited buyers, based on market segments and affinity to Guatemalan products, and marked innovation by the participants who are displaying over 800 products. In preparation for the New World Crafts, 100 potential handicrafts buyers from the USA were initially identified and a US firm was hired in order to select the best buyers based on the type of offer that will be available at the trade show.

The New World Crafts additionally featured a series of conferences and presentations directed both to international buyers and to local participants. Topics included: History and evolution of Guatemalan textiles, A forum of international buyers, Market and color trends for the upcoming seasons.

Additionally, through different technical assistance activities Counterpart also supported several individual participants at the New World Crafts including: Hugo's Craft (Poptún, Petén), Chick Boss (San Andrés, Petén), Fundación Tradiciones Mayas (Sololá), and Artesanías en Madera (Poptún, Petén).

The results of the New World Crafts are carefully monitored in terms of sales and business contacts generated, but it is estimated that the initial projection of \$700,000 in sales was surpassed during the event and additional sales will be generated by following up on contacts during the next weeks. The event marked a record also in terms of visitors. The trade show generated coverage in local printed media:

http://www.prensalibre.com/economia/Exhiben-creaciones-nacionales_0_559144083.html

[http://www.dca.gob.gt/es/20110922/Economia/6047/Feria-artesanal--busca-negocios--por-más-de-US\\$700000.htm](http://www.dca.gob.gt/es/20110922/Economia/6047/Feria-artesanal--busca-negocios--por-más-de-US$700000.htm)

Improve local and institutional capabilities on public use planning and tourism management in protected areas

Activity financed through Biodiversity & ECA/CAFTA funding.

Workshops on public use planning for protected areas (financed through Biodiversity funding)

Following up on the participatory process which began with the review and development of recommendations regarding tourism and biodiversity conservation policies, Counterpart has been supporting Guatemala's Protected Areas Council (CONAP) in the revision of the tourism and visitation regulations and planning tools and, at the same time developed a training program on these topics for CONAP officials and protected area managers. Based on this process, CONAP requested Counterpart to lead and facilitate a series of regional workshops on visitation planning and management for protected areas, with special emphasis on potential assessment, marketing and impact management. In total 176 persons participated in 6 regional workshops touching on the main topics identified in collaboration with CONAP were held throughout the country during Fiscal Year 2011. Guatemala City (2), Quetzaltenango, Alta Verapaz, Petén, Izabal. Participants in the workshops included CONAP staff from the regional offices, INGUAT staff, private reserve owners, protected area managers, NGOs, education institutions, Peace Corps volunteers and staff from local municipalities.

Diffusion of the Mirador Río Azul National Park Public Use Plan (financed through ECA/CAFTA funding)

The Public Use Plan for Mirador Río Azul National Park was printed with support from Counterpart and USAID through the Community Tourism Alliance. The official document was presented at the Mirador - Río Azul multi-sector roundtable in Petén on June 24th. At the event CONAP Undersecretary Omar Molina and Petén Director Mariela

López recognized the support from the Community Tourism Alliance both in the process for the development of the plan, which included providing support to the consultant and collaborating in the ensuing consultation, validation and socialization efforts, and in producing a printed document that will be shared with all relevant stakeholders. It is important to point out that the Mirador - Río Azul public use planning process was the first to incorporate the new guidelines for public use planning in Guatemalan protected areas, developed through an integral participatory process led by the Community Tourism Alliance and CONAP.

Four dissemination workshops with local stakeholders were held in collaboration by Counterpart and CONAP during the fourth quarter. The workshops included presentations of the public use plan and its components and a space for discussion of relevant topics between local stakeholders and relevant authorities and supporting institutions. Workshops were held at Carmelita community, the central area of Petén with tour operators and travel agencies, Uaxactun community, and at the main office of Sociedad Civil Laborantes del bosque, where the public use plan was discussed with representatives of the Melchor de Mencos and Árbol Verde forest concessions and tourism commissions.

Support SMEs in the implementation of good management and environmental practices leading to a sustainable tourism certification seal

Activity financed through Biodiversity & ECA/CAFTA funding.

During fiscal year 2010 and the beginning of fiscal year 2011 Counterpart collaborated with Certifica and other partners in the implementation of actions in order to promote certification through the GREAT Green Deal seal for tourism businesses. The results of these efforts were not satisfactory for the main objectives of the Community Tourism Alliance due to a series of factors including: the high costs of the process, which made it unsustainable for many SMEs; the low number of certified businesses, which in turn decreases the appeal of the seal as a marketing tool (only 13 businesses became certified over FY2010); and, the nature of the businesses involved in the process, as they were mainly large scale businesses based in urban or semi urban areas due, to a great extent, to the high costs of the process. In light of the observations and results during the process Counterpart recommended focusing resources on alternative activities that would potentially have a similar impact in terms of improving management and sustainability practices and promoting some form of public and sector recognition for those SMEs involved. The alternative activities include: Working with Guatemala's Center for Cleaner Production in order to implement the cleaner production methodology in selected businesses in specific destinations of the country and using the Geotourism strategy as a complementary good practices implementation and recognition intervention for tourism businesses and destinations. Actions on both fronts are currently underway.

Implementation of cleaner production in restaurants of Lake Atitlán (financed through Biodiversity & ECA/CAFTA funding)

Counterpart is collaborating with Guatemala's Center for Cleaner Production (CGP+L) for the implementation of the cleaner production methodology in 15 restaurants of Lake Atitlán. Counterpart and the CGP+L have worked jointly in the past in order to generate sector specific methodologies for tourism businesses and based on the lessons learned during the process a new improved methodology was developed covering the specific needs and conditions of restaurants in Lake Atitlán. Also, local restaurants are very interested in implementing cleaner production as part of their operations in order to improve their efficiency and reduce costs, but most importantly, in order to become compliant with bylaw 12-2011 regulating water treatment for businesses in the Lake Atitlán basin. The process initiated in August with two introductory workshops to cleaner production practices and restaurant efficiency

improvement. Main topics covered included: evaluation of improvement options, performance indicators, solid waste management, electricity management, and national and local regulations regarding water treatment. In situ evaluations were performed at those restaurants interested in order to evaluate feasibility of implementation and potential for change. In the selected restaurants the first measurements and evaluations of energy consumption, water consumption and illumination efficiency have been already performed. The initiative has generated interest among other local businesses who have requested and expansion of the program, so options will be evaluated depending on the results of this first round.

Facilitate training and certification or re-certification of a larger number of Community Tourism Guides

Activity financed through Biodiversity, Global Food Security & ECA/CAFTA funding

Community Tourism Guides official training courses, leading to certification, continued to be implemented in communities throughout the country. In total, 8 courses were implemented in 7 communities, leading to the formation of 128 new community tourism guides (55 women and 73 men). The communities where the Community Tourism Guides courses were implemented are listed below:

Community	Department	Women	Men	Total	Other sponsoring organizations
Chahal (1)	Alta Verapaz	10	5	15	Chahal Municipality
Chahal (2)	Alta Verapaz	4	5	9	Chahal Municipality
Chicoj Cooperative	Alta Verapaz	2	11	13	-
Sibinal	San Marcos	0	19	19	Municipality of Sibinal and Austrian Cooperation
Santa Lucía Utatlán	Sololá	7	11	18	Manctzolojyá Municipalities Association
San José Chacayá	Sololá	9	6	15	Manctzolojyá Municipalities Association
Santo Domingo Xenacoj	Sacatepéquez	12	7	19	Grupos Gestores
Tejutla	San Marcos	11	9	20	-

Design and implement expansion strategy for Geotourism initiative in Guatemala

Activity financed through Biodiversity & ECA/CAFTA funding

In order to better orient the Geotourism strategy, Counterpart and the Geotourism Council worked on preparing a series of methodological and strategic documents that are guiding and supporting the follow up actions of the Geotourism strategy for Guatemala. The first document was a full analysis of the situation of the Geotourism initiative in Guatemala and its context both nationally and internationally. Counterpart performed a revision of the Geotourism concept and its implications and adapted the guiding principles and criteria to the situation of MSMEs and destinations in Guatemala. Based on the findings of the analysis, operation schemes for an improved Geotourism Council and Advisory Panel were set forth and the main considerations for the management of the online map guide platform were systematized. The second document is an operational manual establishing the necessary procedures and systems for the Geotourism initiative to progress as intended. Detailed procedures for the functioning of the Council and Advisory Panel are established and the roles of the Geotourism partners are outlined. On the other hand detailed procedures for operations and information treatment in the online map guide are also established.

The official launch of the printed Map Guide was delayed due to a series of political problems related to constant changes of leadership in INGUAT and an eroding relationship between private sector and the government representatives in the tourism sector. In the end the partners agreed that the general conditions were not supportive of a public rollout event, so the official presentation of the Geotourism tools will be rescheduled along with the online map. Nonetheless, the partners of the initiative, ANACAFE and INGUAT continued to distribute the Spanish and English printed copies of the Map Guide in relevant international fairs and events.

During the fourth quarter of Fiscal Year 2011 Counterpart led the implementation of a series of comprehensive assessments under the Geotourism focus for the main destinations of Guatemala. Consultants were selected from a pool of tourism and local development experts, and they received a full day of induction and training on the Geotourism concepts and the tools and methodologies available. During the course of the assessments, the consultants received constant advice and supervision from Counterpart in order to carry out a comprehensive assessment combining information collected from the printed Map Guide creation process and from other primary and secondary sources. Counterpart will work along with Anacafe and Inguat as well as with local stakeholders in order to transform the findings of these assessments into practical actions for destination improvement and for improved management practices in local SMEs and destinations. The assessments also provided the complementary information needed for the content of the online map which will be launched in the first quarter of FY 2012.

Implement environmental and sustainable tourism good management practices in rural communities
Activity financed through Biodiversity & Global Food Security funding.

During Fiscal Year 2011 Counterpart implemented sustainable tourism good management practices workshops based on the guide for communities of Latin America in 5 community tourism destinations, and environmental education and waste management trainings and actions in 29 rural schools. Details are provided below.

In Carmelita, Petén, follow up of an initial workshop on good practices included the implementation of community cleanup rallies and the implementation of orientation and regulatory signs in key areas of the community. In Uaxactún a cleanup rally was also implemented as part of the prioritized good practices activities. In both communities of Petén, Asociación Balam and Counterpart also facilitated a series of environmental education presentations for the local elementary schools.

San Pedro Spanish School homestay families (financed through Global Food Security funding)

In San Pedro La Laguna, in Lake Atitlán, Counterpart partnered with San Pedro Spanish School in order to develop an integral strengthening program for local families (specifically local women) providing homestay services to students of the school. The program was co-financed by Counterpart and the Spanish School and throughout the fiscal year it allowed for 10 local families to receive training and workshops on varied topics identified in a preliminary assessment and in the ensuing monitoring actions. Some of the main topics covered included: hygiene, personal presentation, management and storage of food products, room decoration, customer service, nutrition, hygienic preparation of food and beverages, introduction to foreign habits and expectations, menu planning, and cultural sharing. Evaluations of the process included not only practical activities, but also on site visits to the homes in order to evaluate implementation and to make relevant recommendations based on actual conditions. Additionally, as part of an improved marketing strategy, Counterpart worked with the families and San Pedro Spanish School to produce a promotional campaign so that the families could provide their homestay services to non-Spanish students during the Semana Santa high tourism season.

La Igualdad San Marcos (financed through Global Food Security funding).

In the community of La Igualdad, San Marcos, Counterpart implemented a workshop on sustainable tourism good management practices as part of a collaborative effort with Guatemala's Tourism Institute (INGUAT) and a project funded by the Organization of American States. The workshop was held from September 24 to 26 and the main topics covered were water management, solid waste management, and wildlife. The workshop was attended by the 15 members of the community's tourism committee and the methodology combined presentations with practical activities which led to the preparation of specific SWOT analysis and an action plan in order to generate improvements for the community. Counterpart will continue to work with this community in order to strengthen its tourism activities through further product and service development and improved marketing.

Educational program for environmental protection and awareness, Raxruhá, Alta Verapaz (financed through Biodiversity funding).

The Community Tourism Alliance's "Educational program for environmental protection and awareness" also known as "Eco-bricks", is developed in collaboration with the municipality of Raxruhá in the northern province of Alta Verapaz. This program has proven to be an innovative and integral approach to engage school children, their families, the school system, the municipality as well as other local and national organizations in preservation of the environment through solid waste management and environmental education. Up to date, the initiative has taken root in 7 urban schools and 24 rural schools in Raxruhá, modifying the curriculum and raising awareness in approximately 3,200 students. This integrated initiative combines training in the concepts of pollution and specific alternatives to solid waste disposal; notably the 3 Rs of Reduce, Reuse, and Recycle, with practical application of the waste reduction and reuse efforts. Additionally to learning about waste separation and the production of compost, participants reap the benefits by being able to build trashcans, small-scale landfills, restrooms, and even classrooms and meeting rooms using the innovative eco-bricks technique based on plastic water or soda bottles filled with inorganic plastic trash. These practicum activities demonstrate through action, not words, the benefits of reusing plastic; firstly as an investment for the improvement of education conditions for present and future generations and second, for minimization of environmental pollution in their communities. The organizations contributing to this initiative are: Municipality of Raxruhá, Ministry of Education, Ecofiltro, Counterpart International's Community Tourism Alliance, financed by USAID, and Hug It Forward.

Strengthen the working relationship between the government of Guatemala and the Maya Biosphere Reserve communities for tourism development

Activity financed through Biodiversity funding.

Proyecto Pavo (financed through Biodiversity funding).

In 2011 the Community Tourism Alliance provided direct support to the community of Uaxactún, Petén through the community's concession management authority Organización Manejo y Conservación, Sociedad Civil (OMYC) to assist with the resumption of Oscillated Turkey harvest activities after the Proyecto Pavo suffered a hiatus in 2010 due to the effects of the global economic downturn on demand for Oscillated Turkey sport hunting.

Field activities for 2011 began in March with preliminary meetings and work plans. Field preparations included reconstruction of the camp used to house field staff and clients. A total of 9 clients were hosted by Uaxactún during the 2011 field season which took place in April. The client hunters harvested a total of 19 adult male Oscillated Turkeys in 2011. Harvest income to Uaxactún included \$19,850 from participating clients and approximately \$550 from WCS and the CONAP Director of Wildlife for a total of approximately \$20,400. To date Uaxactún has served a

total of 122 clients, harvested 200 turkeys, and earned cumulative harvest revenues of approximately \$237,575 (USD). In total 39 different Uaxactún community members received direct benefits from the operations of Proyecto Pavo (5 women and 34 men) which generated an estimate of 570 full time equivalent day jobs.

Strengthening of tourism services in Yaxha □ Nakum □ Naranjo National Park (financed through Biodiversity funding). Counterpart continued to collaborate with the management structure of Yaxha □ Nakum □ Naranjo National Park in order to generate the necessary processes and outputs for the appropriate development of public use and tourism services in this protected area. Through a series of assessments and workshops, Counterpart is supporting an assessment and planning process in order to develop guidelines for the provision of tourism services in the Yaxha region. Main outcomes of this process will include: evaluation of current state and needs in terms of tourism services and products in the region, evaluation of local capabilities for the provision of tourism services in the park, identification of main needs to be covered based on a market assessment and identification of strengthening needs and development of a plan to cover those needs. Counterpart's assessment will help orient the first investments of the money generated through the Park's trust fund (a unique mechanism for the country) which has allocated nearly Q500,000 (\$64,516) for activities related to community and tourism strengthening.

Additionally, Counterpart continues to work with the groups of community service providers in the park. During this fiscal year a series of workshops on tourism management, customer service, bird watching guiding, and bakery were developed with different groups of the communities surrounding the park. Due to the high interest of the women's group that received the bakery training, and since this was one of the priority groups identified through the gender mainstreaming assessment, in depth assistance was provided to this group in order to generate a business plan for the orientation and expansion of bakery production.

Support to community groups providing tourism services in and around the Maya Biosphere Reserve (financed through Biodiversity funding).

Through the sub award with Asociación Balam, Counterpart has continued to support community groups providing tourism services in areas located in the Maya Biosphere Reserve or in the vicinity. The groups supported thus far are the tourism commissions of Uaxactún, Carmelita, Tazayal and several service providers from Yaxha.

The following may be mentioned among the most outstanding results of this work with the tourism commissions:

During the first quarter of fiscal year 2011, two cooperation agreements were signed between the Ministry of Culture and Sports and the Uaxactún and Carmelita communities. Both cooperation agreements were negotiated based on the model and process that Counterpart had followed previously in the communities of Alta Verapaz associated to Candelaria Caves National Park. These cooperation agreements provide support for the communities to manage tourism services associated to the archaeological sites within their jurisdiction. With these agreements in place the communities were able to strengthen their tourism commissions and initiate mid and long term planning processes in order to envision necessary infrastructure and management models for the tourism routes and destinations within their jurisdiction.

Carmelita's tourism commission now has two permanent staff members covering key functions: tourism manager and marketing manager. In order to provide transparent financial management a special bank account was opened for the Tourism Commission and financial operations are managed according to the general standards of the Carmelita Cooperative. Special legal receipts (facturas) have also been generated for the specific work of the Tourism

Commission and their management is also compliant with Cooperative's standard practices. The tourism commission has continued to receive constant training and assistance on tax management, reporting and compliance. The new position of tourism manager has allowed for improved management of the specialized camping and field equipment of the tourism commission through standard inventory practices. Additionally, community tourism guides received support in order to complete their 100 hours of actualization training and the paperwork in order to revalidate their tourism guide certifications with INGUAT.

In Uuxactún the tourism commission became restructured and a new board was elected. A rapid assessment was performed in order to identify main opportunities and challenges for this tourism commission and an action plan was drafted and implemented based on this assessment. The assessment included quick surveys to tour operators and tour guides who could potentially become main outlets for the main Uuxactun tourism offers. Based on the previous experience in Carmelita, tourism guidelines were developed through a participatory approach with Uuxactún community members. The tourism guidelines cover aspects such as roles, responsibilities, financial and management regulations, training, equipment, alliances, and penalties. The guidelines will be approved in a community assembly meeting.

Training reported through trainet

During Fiscal Year 2011 Counterpart reported training events through USAID's trainet platform. In total for the fiscal year 107 training events were reported, with a total of 2,601 persons attending, out of which 1,071 were men and 1,530 were women.

Main problems and challenges during Fiscal Year 2011 implementation and actions taken

The main challenges affecting general program implementation during FY 2011 are related to the general security and violence situation in Guatemala and to climate vulnerability. Both problems have impacted the general image of the country, general tourism arrivals, conditions in the local communities, and enabling conditions for trade.

In terms of security and violence issues, the most outstanding events were the states of siege and drug trafficking incidents that occurred in Peten and the Verapaces. The government of Guatemala declared states of siege in both regions over several weeks due to incidents and actions related to drug cartel fighting. In the Verapaces the state of siege occurred previous to the Semana Santa high season. The Semana Santa number of visitors for the region was at its lowest level in the last 6 years. Petén faced similar challenges after a massacre and ensuing state of siege. Numbers of visitors dropped, although not as steeply as in the Verapaces. Counterpart continued to work with local stakeholders on promotional strategies and local organization in order to counteract these trends. An even larger challenge was the lack of willingness and ability by government institutions, namely INGUAT, to coordinate and lead comprehensive actions.

In terms of climate vulnerability, many roads, particularly in the highlands, and especially the two main roads leading to Lake Aitlan were severely damaged after the 2010 rainy season. This situation had a double negative effect: on one hand it highlighted these destinations as dangerous and on the other hand infrastructure was left in bad condition. Unfortunately only short term corrective actions were undertaken and during the first part of the 2011 rainy season the roads have also faced significant problems especially related to mudslides. Tourism businesses in the highlands have had to deal not only with marked seasonality but with extended shutdown seasons and in many cases with unforeseen investments in order to repair damages. Counterpart continues to work with local stakeholder groups that can advocate for the necessary corrective and preventive actions but the level of investment needed is way beyond the possibilities of what local stakeholders can influence. In general terms, a completely unrelated episode, the appearance of a huge hole in Guatemala City's Zone 6, circled the world and gave Guatemala again the image of a country struggling to cope with weather hazards. The 2010 and 2011 editions of the New World Crafts and ensuing events related to commercialization suffered important challenges because many of the participants

could not travel from their communities to showcase their products because of mudslides and other types of road destruction.

During fiscal years 2010 and 2011 Counterpart collaborated with Certifica and others in order to promote certification through the GREAT Green Deal seal for tourism businesses. The results of these efforts were not satisfactory for the main objectives of the Community Tourism Alliance due to a series of factors including: the high costs of the process, which made it unsustainable for many SMEs; the low number of certified businesses, which in turn decreases the appeal of the seal as a marketing tool (only 13 businesses became certified over FY2010); and, the nature of the businesses involved in the process, as they were mainly large scale businesses based in urban or semi urban areas due, to a great extent, to the high costs of the process. In light of the observations and results during the process Counterpart recommended focusing resources on alternative activities that would potentially have a similar impact in terms of improving management and sustainability practices and promoting some form of public and sector recognition for those SMEs involved. The alternative activities include: Working with Guatemala's Center for Cleaner Production in order to implement the cleaner production methodology in selected businesses in specific destinations of the country and using the Geotourism strategy as a complementary good practices implementation and recognition intervention for tourism businesses and destinations.

As in years past, the high level of instability in central government institutions continued to limit the possibilities of coordination and implementation. The director of the Guatemalan Tourism Institute was changed for the 5th time during this government's 4 year period and the substitution of the director was followed by several changes in personnel and positions. This high level of rotation within this key institution hampers adequate coordination and follows up of initiatives. Counterpart continues to make the best possible coordination efforts by engaging officials at different levels and from different angles and constantly looking for "champions" of new and important initiatives within the institution.

II. 4th Quarter FY2011 Result Summary Tables

PMP INDICATORS								
Indicator	Project Global Target	Fiscal Year 2011 Target	1st Qtr. 2011	2nd Qtr. 2011	3rd Qtr. 2011	4th Qtr. 2011	Total Fiscal Year 2011	Cumulative Total
Income generated (US\$)	\$20,000,000.00	3,500,000.00	668,529.99	837,384.63	1,050,855.99	1,376,747.49	4,583,518.11	18,108,195.09 (91%)
From tourism		2,625,000.00	645,604.62	807,795.24	830,026.54	989,447.49	3,272,873.88	
From handicrafts		875,000.00	22,925.38	29,589.40	220,829.45	1,037,300.00	1,310,644.22	
New Jobs created (Full time job equivalents)	8,700	2,580	130	144	149	558	980	5,261 (60%)
Visitors	675,430	75,100	38,174	41,347	52,519	62,583	194,623	720,053 (+ 100%)
New SMEs created	220	53	1	1	12	1	15	132 (60%)
Strengthened organizations	1,124 <i>(cumulative LOP)</i>	325 <i>(currently)</i>	68 <i>(currently)</i>	144 <i>(currently)</i>	217 <i>(currently)</i>	219	270 <i>(currently)</i>	1,145 <i>(cumulative LOP)</i> (+ 100%)
Credit allocated for tourism and handicrafts initiatives (US\$)	1,005,581.20	100,000.00	0	0	7,225.81	74,758.74	81,984.54	925,565.74 (92%)
Leverage (US\$)	8,572,000	750,000	0	537,500	0	213,196.32	750,696.32	7,857,655.21 (92%)
Cost share (US\$)	2,600,000	415,000	7,389.08	10,627.27	168,879.83	257,010.97	443,906	2,215,866.15 (85%)

ETEO - SO2 / ECON GROWTH INDICATORS							
OP Indicators <i>Program Element 6.2 Private Sector Productivity</i>							
Indicator	Project Global Target	Fiscal Year 2011 Target	1st Qtr. 2011	2nd Qtr. 2011	3 rd Qtr. 2011	4 th Qtr. 2011	Total Fiscal Year 2011
<i>Program Element 6.2 Private Sector Productivity</i>							
Number of firms currently receiving USG assistance to improve management practices	1,124 <i>(cumulative LOP)</i>	325	68	144	217	270	270
Number of SMEs currently receiving USG assistance to access bank loans or private equity	196 <i>(cumulative LOP)</i>	25	0	0	8	25	33
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4 maintained	4 maintained	4 maintained	4 maintained	4 maintained	4 maintained

Program Element 8.1 Natural Resources and Biodiversity							
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	10,869	1,500	167	507	669	397	1,739
Number of women	5,142	700	33	255	313	218	819
Number of men	5,727	800	134	252	356	179	920
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	7,210	750	27	332	468	54	881

Sales of goods and services as a result of USAID programs, In thousand \$	20,000	3,500	669	837	1,051	2,027	4,584
Number of jobs created as a result of USAID programs (Full time job equivalents)	8,700	2,000	130	144	149	558	980
Number of households benefiting directly from USG interventions.	13,372	1,500	194	813	1,128	451	2,585

FTF INDICATORS (NEW IN FY 2011)

3. Per Capita expenditure of rural households (proxy for income) of USG targeted beneficiaries	<p align="right"><u>1.07</u></p>		Per capita expenditure of rural households, from which 65.81% to food, 4.41% to transportation and communication, 22.98% to firewood and fuel, and 5.80% to health and hygiene. Source: quarterly performance reports from field offices and sub award communities. C last 24 hours / # of households
food expenditures	<p align="right">0.71</p>		
non food expenditures	<p align="right">0.36</p>		
10. Number of additional hectares under improved technologies or management practices as a result of USG assistance			N/A
11. Number of individuals who have received USG supported short-term agricultural sector productivity training, desegregated by gender	<p align="right"><u>748</u></p>	<p align="right"><u>500</u></p>	Individuals who received customer service, environmental, and handicraft production techniques from training events, quarterly reports from field offices
number of women	<p align="right">635</p>	<p align="right">350</p>	
number of men	<p align="right">113</p>	<p align="right">150</p>	
12. Number of new technologies or management practices made available for transfer as a result of USG assistance	<p align="right">3</p>	<p align="right">15</p>	New techniques to produce agricultural products. Source: Community Development AGEXPORT Sub award

13. Number of private enterprises, producers organizations, water users associations, trade and business associations, and community-based organizations (CBOs) receiving USG assistance	106	100	Includes private enterprises, CBOs receiving assistance for value chains, sustainable planning, and access to quarterly performance reports, field offices, sub award reports (and AGEXPORT) and partner organizations (Producción Más Limpia,
14. Number of Women's Organizations /Associations assisted as a result of USG supported interventions	33	30	Women's organizations in production and tourism value chains (quarterly performance reports, field offices and sub award reports and AGEXPORT).
15. Number of rural households benefiting directly from USG interventions, desegregated by gender of household head	389	350	Rural households benefiting from USG interventions. Source: Quarterly performance reports, field offices, sub award reports and AGEXPORT).
number of women	284	200	
number of men	105	150	
16. Gross margin per unit of land (hectares) of selected product: horticulture, coffee and others			N/A
17. Value of incremental sales (collected at farm- level) attributed to FtF implementation	359,906.97	200,000.0	Incremental sales (2010-2011) for horticulture groups and tourism SMEs. Source: Quarterly performance and monitoring reports, beneficiaries sales records. Including New World Cra... purchase orders are still...
18. Value of exports of targeted agricultural commodities as a result of USG assistance			N/A

19. Number of public-private partnerships formed as a result of FtF assistance		1	1	An alliance with Guatemala (REDIMIF) is underway for handicrafts and tourism through its subsidiary ins
20. Value of new private sector investment in the agriculture sector or nutrition leveraged by FTF implementation	62,694.22		50,000	Private sector capital for in FTF target region. Sou documentation, reports fr
21. Number of jobs attributed to FTF implementation, desegregated by gender		524	250	All working days reported implementation have been full time job = 260 working performance and monitor on SME and producer gr reports.
number of women		368	130	
number of men		156	120	
23. Number of vulnerable households benefiting directly from USG interventions, desegregated by gender of household head.		389	350	Rural households benefici they are considered vuln performance and monitor award reports (Comunidad
number of women		284	200	
number of men		105	150	
26. Number of people trained in child health and nutrition through USG-supported programs, desegregated by gender.				N/A
number of women				
number of men				

III. Introduction

Guatemala's natural and cultural heritage and its human resources confer the country a rich potential to compete in tourism and handicrafts international markets. Tourism and handicrafts initiatives help to generate and strengthen enterprises and activities in rural areas (including community organizations and micro, small and medium enterprises). Tourism has become a leading economic activity within the Guatemalan national balance; however, Guatemalan tourism still faces huge challenges related to consolidating the traditional and non-traditional offer and to generating new options for special interest markets that may be driven based on Guatemala's unique cultural, archaeological and biodiversity assets. Despite many initiatives, most of them isolated, for the development and marketing of tourism products by communities and small and medium scale businesses, the Guatemalan offer of tourism products and services has not been able to penetrate all key markets and in many cases lacks integration into relevant value chains.

The Alianza para el Turismo Comunitario (the Alliance), implemented by Counterpart International and its partners, through a cooperative agreement with USAID, has represented an excellent opportunity to work at the local level, promoting a greater number of micro, small and medium enterprises and enabling them to compete in international markets. The Alliance has generated, and continues to establish, a wide array of possibilities for poverty reduction, local development and food security through income and job generation in rural areas, while helping to preserve the natural and cultural heritage.

By linking sustainable natural and cultural resource management with market opportunities, the necessary economic incentives are generated so that community members become interested in managing their heritage in a sustainable manner and at the same time are better able adapt to the challenges posed by climate change. In order to support community organizations, MSMEs and other tourism organizations, Counterpart will continue to implement its activities through the following strategies: 1) building the organizational capacity of rural communities and SME tourism operations; 2) creating and marketing Guatemala's distinct brand for natural and cultural community destinations; 3) improving access to marketing, product design and financial services for the SMEs in tourism destinations and handicraft development; 4) using strategic public-private alliances and, 5) improving local support for and participation in the conservation of biological diversity.

This report describes the main activities and results developed during the Fiscal Year 2011 and in detail those from the 4th Quarter (July 1st to September 30th, 2011) in the regions where the project has planned interventions. Counterpart developed the activities in close coordination with institutional partners from the Guatemalan government, private sector and other NGOs including: INGUAT, CONAP, Ministry of Culture and Sports, INTECAP, National Geographic, ANACAFE, COOPSAMA, Asociación Balam, AGEXPORT's Arts and Crafts and Sustainable Tourism Commissions, Guatemala's Microfinance Network (REDIMIF), Grupos Gestores, Guatemala's Chamber of Tourism (CAMTUR), and Maya 2012 Committee. At the same time, Counterpart continues to generate and strengthen relationships and joint work initiatives with local and regional partners such as tourism committees and commissions, local NGOs, cooperatives and producer groups.

IV. General description of activities and results

Component A: Tourism and Handicrafts Value Chain Strengthening

Objective 1: Support and create a greater number of sustainable tourism and handicrafts SMEs and community based organizations in rural destinations through the value chain approach.

Objective 2: Improve access to marketing, product design, and financial and credit services for SMEs and community organizations involved in sustainable tourism and/or handicrafts development.

Activities:

1.1 Improve marketing and business practices for tourism SMEs and CBOs through the value chain approach: **“Logremos que su empresa ó destino venda más” (Let’s boost your business) program**

Activity financed through ECA/CAFTA & BIODIVERSITY funding.

During Fiscal Year 2011 Counterpart continued to implement customized technical assistance and training activities for MSMEs and Community Tourism Organizations in key regions of the country through the “Let’s boost your business” (*Logremos que su empresa o destino venda más*) program. Marketing and promotional strategies and activities were designed and implemented both with previous and new beneficiaries. A continuing trend in this activity is the fact that tourism SMEs face constant challenges in terms of managing their corporate image, assessing their market position and identifying the necessary promotional and commercialization strategies and tools. Thus, for new businesses actions are focused on developing a unified corporate image and developing the initial promotional materials, while for longer established ones, the actions are more focused on prioritizing and developing the new necessary strategies and tools. In Petén new efforts to identify and incorporate technical assistance beneficiaries resulted in the incorporation of 28 new SMEs and organizations into the technical assistance program, for a total of 52 beneficiaries of this activity in the region. In the Verapaces region, 18 community organizations and SMEs continued to receive technical assistance, while one new member was incorporated. In Sololá, 19 new beneficiaries were incorporated into the program for a total of 45 current beneficiaries. In the Western highlands 6 organizations continued to receive technical assistance during 2011. The main activities and results from the 4th quarter of FY 2011 are presented below:

Petén (financed through Biodiversity funding)

Six new SMEs were incorporated into the “Logremos” technical assistance program in Petén during this quarter. The new SMEs are: Cataratas de Caxlampom, San Luis; Chick Boss, San Benito-San José; Red Frog Bar & Grill, El Remate; Restaurante Deli-Chapín, El Remate; Hotel La Casa de Doña Tonita, El Remate, and Nakun’s Pizza, El Remate. After the initial analysis, it was determined that the main need for all of the new SMEs, except for Chick Boss, was to develop an improved and unified corporate image. Following the learning-by-doing methodology new corporate image proposals were developed for these 5 SMEs.



New corporate images developed for Caxlampom and Red Frog.

Chick Boss is a longer established business that specializes in the production of artisan jewelry. Counterpart sponsored the participation of Chick Boss in the New World Crafts in Antigua. Also, Counterpart will support Chick Boss in supporting new lines of business in order to produce necessary accessories for its collections. Counterpart also supported the participation of Hugo's Craft in the New World Crafts in Antigua.

Counterpart supported Grill Raíces, Raíces & Beans and Café Raíces restaurants in an initiative to provide specialized training to the staff. A course on modern customer service and waiting techniques was provided to the staff of all three restaurants through INTECAP.

The following table details promotional materials made as part of the marketing strategies of different Petén SMEs during the fourth quarter only:

Beneficiary / Type of promotional material	Fact Sheet	Business cards and/or customized stationery	Posters/ Banners	Brochure	Restaurant Menu
Hotel Villa Los Arcos	X (English & Spanish)	X		X	
Hotel Posada San Miguel	X				
Hotel y Restaruante Las Gardenias		X (Both)	X (Both)		
Hotel Bruno's Place	X	X			
Grill Raíces		X			
Hotel Posada del Cerro				X	
Yaxhá Community Guide Association		X			
Restaurant Cahuí					X
Hugo's Craft		X	X		
Café y Bistro Luna					X
Confecciones típicas Mopán			X		
Hotel Don Abelino			X		



Fact Sheet for Hotel Las Gardenias and banner for Hugo's Craft.

Vernal Equinox Festival in Uaxactun

Counterpart supported the Uaxactun Tourism Commission in the organization of the Vernal Equinox Festival in the village of Uaxactun, Flores, Peten. The event was held from March 18 to 22, 2011, and aimed at increasing the number of visitors to the archaeological site and to strengthen the community organization. The planning and preparation process began in early January. Additionally to the coordination and logistics support provided through the sub award with Asociación Balam, Counterpart also supported the design of materials to promote the event, including banners, posters, and illuminated signs. INGUAT and the Municipality of Flores financed the production and distribution of these materials. During the four days of the festival there were cultural and recreational activities, including Maya ceremonies, representation of the Maya Ball Game by the Culture and Sports Ministry, tours through the archaeological site, tasting of typical food from Peten, demonstrations of how gum is obtained, and the main event, which was the observation of sunrise from the Astronomical Commemoration Complex, or Group E, which was designed to mark equinoxes and solstices throughout the year. The event attracted around 1,000 visitors to the community and to the site of Uaxactun.

http://www.prensalibre.com/noticias/Preparan-festival-equinoccio_0_443955646.html

Sololá (financed through Biodiversity funding)

During this quarter Counterpart provided technical assistance through this program to total of 27 beneficiaries, including 24 MSMES, 2 association and one federation in the municipalities of Sololá, Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna, Santa Catarina Palopó and Santiago Atitlán. Work focused on strategy design and implementation of marketing and promotion activities. Some of the relevant activities and results in this region include:

Fundación Tradiciones Mayas

Counterpart co-sponsored the participation of this Foundation and its women's groups in the New World Crafts Central American handicrafts trade show held in Antigua Guatemala on September 21 and 22. Also, Counterpart

worked with Tradiciones Mayas to develop a novel methodology by which its member organizations will receive training, technical assistance and support in order to become fully established and formalized as businesses, abiding to national regulations and following a strategic plan.

Rogeris Tours

Counterpart worked with this alternative tour operator to develop a specific logo for its new segment of birdwatching tours.



Hospedaje El Viajero

Counterpart worked with this hotel located in Panajachel in order to develop a web page and also provided the training and technical assistance so that the hotel managers will be able to edit and manage the content of the already functional webpage which may be visited at www.elviajerohospedaje.com.

Hotel El Gran Mirador

Counterpart worked with this hotel located in Sololá to produce business cards and provide technical assistance in order to improve restaurant menu through innovations and variety.

Casa Alegre Tours

Counterpart worked with this tour operator from San Pedro La Laguna in order to produce the promotional materials for the Mountain Bike Tour which was held in August 2011. Additionally, the strategy for the production of future promotional materials has already been structured.

Maya Kakchiquel Palopó Travel Agency

Counterpart supported the final consolidation of this new travel agency owned and operated by Maya Kakchiquel people. During this quarter the process for the design of a corporate image was completed and the logo, business cards and vouchers were produced.

		VOUCHER No.: _____	
<small>Final calle al Lago, Santa Catarina Palopó, Sololá, Guatemala Tel.: (502) 5315-6864 / Móvil 24/7: (502) 4314-3666 y (502) 5878-4258 E-mail: mayapalopo@yahoo.com / Blog: www.tourmayapalopo.blogspot.com</small>			
Passenger Name / Nombre del Pasajero: _____			
From: / Desde:	Destination: / Destino:	Date: / Fecha:	No. Pax:
Departure Time: / Hora:	Confirmed by: / Confirmando por:	Observations: / Observaciones:	
<small>Please be ready 10 minutes before the time agreed / Por favor estar listo 10 minutos antes de la hora indicada.</small>			

Voucher for Maya Kakchiquel Palopó Travel Agency.

Comercializadora Xuaan Chiya

This business was founded as a joint initiative of several handicraft and services producer groups from San Juan La Laguna. Prioritized actions with this group include producing a new modern and consolidated corporate image and the necessary promotional and communications tools based on this brand. The process for the definition of the brand was completed and business cards were also produced.



New brand for one of the product lines by Xuaan Chiya.

Casa Verde Tours

The website for this tour operator from San Pedro La Laguna was developed during this quarter.

Asociación de Desarrollo Integral de la Cuenca del Lago de Atitlán – ADICLA-

Counterpart started providing technical assistance to this association which is planning and initiating the development of a training and ecotourism center in San Andrés Semetabaj. The initial actions included training and assistance on basic tourism concepts and trends and identification of possible activities and initiatives to be included in the development plan. The process for planning and establishing the center has begun and future training and technical assistance needs have been identified.

Additionally, there is a good possibility that Counterpart will collaborate with ADICLA in its microcredit program in order to enhance credit products and technical assistance for prospective microcredit users engaged in tourism or handicrafts activities.

Solola's Tourism Commission

Counterpart continued to participate as a member of Solola's Tourism Commission providing leadership and technical support in the implementation of marketing and other program development activities. One of the main highlights during the 4th Quarter is the establishment of a new board for the Commission. Counterpart will work with the new board to perform an organizational assessment and strengthening plan in order to guide future activities in the region. Also Counterpart led the process to produce the scope of work that will serve as a basis for the process of generating content for the destination portal of Lake Atitlan.

Verapaces (financed through ECA/CAFTA funding)

Catalogue of community tourism destinations in the Verapaces

Counterpart collaborated with several community organizations from the Verapaces region and with Peace Corps Volunteers to produce a printed catalog of community tourism destinations for the local community tourism alliance called "Viviente Verapaz". In the process, Counterpart provided technical and financial support in order to produce an effective marketing piece that would help promote the community destinations. Counterpart supported the alliance in ensuring uniformity and quality of the information through a process that allowed the community organizations to learn how to present relevant information for tourism promotion. Counterpart then worked on harmonizing design concepts and producing a format that would allow for the publication of a professional piece. After a revision process by all the involved parties, the catalog was printed and distributed throughout the community tourism destinations and through visits to relevant tour operators from Antigua and Guatemala City. The official presentation event of the catalog was held on October 8th at the Chicoj Cooperative Coffee Tour in Cobán, Alta Verapaz, one of the featured community destinations. The event was attended by community tourism leaders, tour operators and media from the region. The "Viviente Verapaz" community tourism catalog includes relevant information, such as a general description, activities and services offered, and contact information, about 10 community tourism destinations: Té Chirrepeco Ecotour, Chicoj Coffee Tour, Samac Cooperative, Sanimtacá Birdwatching Tours, Río Icbolay, Katinamit Museum, Puerta al Mundo Maya, Cahabón River Rafting – Saquijá, El Salto de Chilascó waterfall and Río Negro.

Additionally, Counterpart continued to work with individual members of the Viviente Verapaz alliance in order to strengthen their capabilities. In collaboration with INTECAP a course on basic skills and customer service was implemented for the guides of Chicoj Coffee Tour (11 men and 2 women). A basic course on customer service and tourism conduction was carried out with 12 women from the Rio Negro community who manage the historic and educational Rio Negro tourism destination.



Women from Rio Negro who participated in the training.

National Tourism Congress (financed through ECA/CAFTA funding)

Counterpart was a main sponsor of Guatemala's National Tourism Congress, organized by Guatemala's Chamber of Tourism (CAMTUR) on September 27 and 28. The event featured a series of conferences and forums on current tourism trends and innovation related to product development and marketing. A highlight of the event was the fact that the two finalist presidential candidates presented their tourism programs and objectives to leaders of the tourism sector. In total 230 persons (117 women and 113 men) representing tourism businesses, academia, government and development organizations participated in the conferences and workshops. Several additional marketing and product development opportunities were identified during this event and follow up will continue during Fiscal Year 2012.

Service Summit (financed through ECA/CAFTA funding)

Counterpart was a main sponsor of the Sustainable Tourism component of the Service Summit 2011, especially the fam tours with international tour operators. The sustainable tourism conferences of the Service Summit were held on September 29 and 30. 112 participants in total (35 men and 77 women) participated in the two days of conferences focusing on challenges and opportunities of sustainable tourism and innovation of tourism packages.

The sustainable tourism fam tours of the Service Summit were carried out from September 24 to 29 throughout different destinations of the country. Two fam tours themed around archaeology and Maya culture, and Guatemalan nature and culture were carried out with 11 international tour operators who tested the products and services of 13 Guatemalan SMEs and associations. The fam tours were wrapped up with a series of business roundtables for final negotiations after the international operators had experienced the products.

Grupos Gestores

Counterpart supported the organization of the Annual National Meeting of the Grupos Gestores organization, held in Cobán Alta Verapaz on August 26 and 27. 192 representatives (67 women and 125 men) from 112 municipalities of the country participated in the meeting, where priorities and experiences in local development were discussed. Counterpart has been providing support and advice to specific Grupos Gestores in the development of tourism

related initiatives and collaboration will continue throughout 2012 for the completion of different strategies and projects.

Other relevant activities

Counterpart actively supported the South of Petén Tourism Association – TURISURP- in the organization and development of the Second Congress of Tourism Competitiveness of the Self-Management Tourism Committees in the North of Guatemala, which was held from February 17 to 19, 2011, in Hotel Ecológico Finca Ixobel, in Poptún, Petén, with 283 participants representing local, national, and Salvadorian tourism businesses, and government and municipal institutions. Participants had the opportunity to share experiences, listen to lectures, and participate in business meetings and cultural events; they also participated in FAM trips to tourism destinations in the region. This activity generated revenue worth more than Q80,000 (\$10,000) for the services providers who were involved and more than Q25,000 (\$3,125) for the organizer TURISURP.

In collaboration with the Puerta al Mundo Maya communities, Counterpart produced an improved promotional brochure, highlighting new tourism services and strengthening the link with private sector lodging providers of the region. The preparation and implementation of the Semana Santa tourism information and emergency posts in Chisec and Raxruha was supported by Counterpart; however, local empowerment was evident, as this year all the implementation activities were led and carried out by the communities and the municipalities, with collaboration from the national health centers, municipal transit police, emergency coordination units (CONRED) and private businesses.

1.2 Increase access to credit and financial services for tourism and handicraft SMEs

Activity financed through BIODIVERSITY & GLOBAL FOOD SECURITY funding.

Credits for productive projects with families from communities in Chisec and Raxruhá, Alta Verapaz (financed through Biodiversity funding)

During the first and second quarters of this fiscal year, Counterpart and local partner AGRETUCHI (Community Tourism Association of Chisec and Raxruhá) carried out an analysis of the tourism value chain and local opportunities in the region. The assessments showed that there was a good opportunity to develop new businesses related to providing turkeys, eggs and hens to the food service providers in the region. After a series of preparatory meetings and assessments, Counterpart supported a technical and financial evaluation of these potential projects, which showed promising results. Counterpart and AGRETUCHI then identified rural families who were interested in developing new productive alternatives related to tourism services offered in community destinations. After scouting several local financing institutions in order to obtain the startup capital for the productive projects, COOPSAMA (a local cooperative) showed a greatest interest and compatibility with the projects under discussion, also offering favorable terms for the future micro entrepreneurs. After a series of informative meetings and site visits, 8 families completed the process and the paperwork required for loans to finance their small productive projects. At the same time, an agreement with the Coban office of the Technical Training and Productivity Institute (INTECAP) allowed a specialized consultant to provide technical assistance to the families in order to guide them through the first months of the productive cycle. It is estimated that within a year, the productive cycle will be complete and the families will have been able to pay their credits back, allowing for a new round of beneficiaries and also replicating the model in other parts of the country.

During the third quarter, the loans for the productive projects related were awarded to 8 families of the Maya Q'eqchi' communities of Sepalau, Candelaria Camposanto, and La Unión in Alta Verapaz. Each family received a credit of Q 8,000.00 (Roughly \$1,000.00) from local Cooperative COOPSAMA, a key partner in the implementation of this initiative. An important point is that the credits were issued to the women in the families, since the gender

assessment showed that the women would be more involved in the activity and they would be able to provide alternative income to their household.

Coopsama has expressed that in this case they saw the project as a good initiative because it has the technical support from Counterpart and its local partners AGRETUCHI and INTECAP in order to help the families both in the technical aspects of the productive projects and in the appropriate management of the loans. Follow up is now focused on supporting the families on several aspects of the productive projects through technical assistance in order to attain sustainability and profitability. Technical assistance topics include efficient raising and upbringing of poultry, market analysis and negotiations, processing of products, management of financial projections and credit balances, etc. As for the beneficiaries, many of them expressed that the difference between this program and other similar programs of access to credit is the fact that all the partners have taken the time and work to explain the terms of the initiative clearly and solve doubts. Even some families who had received credit in the past were initially weary to become involved but after attending the first informative sessions and workshops, they realized that this was a different initiative where technical assistance and support from the organizations was available throughout the process. Word of mouth about this project has expanded rapidly and the demand for similar productive projects in the region is high so Counterpart will continue to evaluate feasibility of similar implementation in other communities.



Women showing the produce from their small farms and monitoring table implemented in each home.

Collaboration with Guatemala's Network of Microfinance Institutions (REDIMIF) (financed through Global Food Security)

After searching for potential partners for the implementation of increased access to credit interventions for rural tourism and handicrafts initiatives, Counterpart has been working with REDIMIF. Through Counterpart's support, REDIMIF has been able to implement improved promotional and technical assistance activities in four of its member organizations. These improved activities have facilitated the allocation of 17 rural credits in Totonicapán, Sololá, and Quetzaltenango; 10 of the beneficiaries are women and 7 are men. The credits are aimed at obtaining seed or work capital for the expansion of handicrafts and services businesses (raw materials, equipment, and expansion of operations). The credits range from Q1000 (\$129) to Q125,000 (\$16,129) for a total of Q 508,810.21 (\$65,652.93). Counterpart will continue to collaborate with REDIMIF in order to systematize lessons learned and incorporate the necessary modifications into the rural credit models for tourism and handicrafts SMEs.

Guatemala's Network of Microfinance Institutions (REDIMIF) is a civil association established in 2001. It is integrated by associations and institutions working in the microfinance sector, and its main purpose is to coordinate and channel the efforts and resources of its affiliates. REDIMIF has a non for profit nature and it seeks to strengthen and continuously provide financial, technical and training products and services. The Network seeks self-sustainability of

its programs and partnerships, in order to contribute to the development of the sector of micro and small companies in the country. REDIMIF is headed by a Board of Directors integrated by 7 representatives of its affiliated institutions, an Executive Director and some specific-topic work commissions: Gender, Rural Finance, Training & Education, Communications & Editorial Committee, and Ethical Committee. REDIMIF is currently integrated by 15 institutions, which encompass 118 branch offices throughout the country.

Establishment and technical assistance of microcredit facilities in beneficiary communities (financed through Biodiversity funding)

Counterpart's work through the Community Tourism Alliance and previous USAID projects has facilitated the creation of two microcredit facilities in the communities of Sepalau, Chisec, Alta Verapaz and El Zapote, Sayaxché Petén. Both communities decided to create a microcredit facility in order to expand the benefits of tourism income to all members of the community and requested Counterpart's technical assistance in setting up the microcredit system and tools. Seed capital came from the initial profits of the tourism operations from Sepalau Lakes and Cancuen Archaeological site respectively. Both credit facilities have functioning boards, statutes and guidelines, monitoring systems, and formats including contracts and accounting registries. During fiscal year 2011 Sepalau issued 51 micro loans ranging from Q500 to Q1000 (\$64.52 to \$129) for a total of Q45,000 (\$5,806.45). The micro loans are operated at a 24% annual interest rate and the term of the micro loan is one year, once all credits have been recovered by the end of the year, the lending process begins again. In El Zapote the credit board is formed by a group of 7 women. In 2011 El Zapote issued 45 micro loans (to 41 women and 4 men). The credits in this group range from Q400 to Q1000 (\$51.62 to \$129) for a total of Q25,000 (\$3,225.81). In both cases most of the microloans are used in order to support agricultural and small scale livestock activities.

1.3 Develop and consolidate new tourism products and services in the Western Highlands

Activity financed through GLOBAL FOOD SECURITY funding.

Quiché inexplorado tourism destinations (financed through Global Food Security)

In the department of Quiché, Counterpart supported the Ruta Quiché Inexplorado community tourism destinations through a collaboration agreement with the World Tourism Organizations ST-EP Foundation and Movimondo Foundation. During the first phases, work was focused on the marketing component; initial steps included finalizing the corporate image for the three community destinations involved: Nuevos Mayas, Laj Chimel, and Tubing Chixoy and initial steps for the production of websites. On the organizational strengthening side, Counterpart supported in developing a series of tools that were used by community members in order to evaluate and systematize experiences during an exchange of experiences tour, organized to visit and learn from other ongoing community tourism destinations and organizations. Based on the results of the tour, community leaders drafted an improvement plan that is being implemented in their own community destinations. With the organizational and destination strengthening phase in place, Counterpart worked with the communities and Movimondo on producing a series of promotional materials including posters, brochures, radio advertisements and websites that can be visited at www.nuevosmayas.com, www.lajchimelecoturismo.com, www.guatetubing.com. Counterpart carried out a complementary assessment of tourism opportunities in the Ixil region. Few tourism activities were identified and the potential for complementary actions is low because most of the initiatives work in isolation or have been developed without considering marketing trends. Counterpart will continue to explore potential links with other tourism destinations and service providers in the region.

Cerro Sija Municipal Park (financed through Global Food Security)

Counterpart worked in the implementation of the interpretive trail at Cerro Sija Municipal Park in San Carlos Sija, Quetzaltenango. This joint initiative was co-financed by the local municipality, Helvetas and Conservation International, while Counterpart provided all the technical assistance for the development of the trail and associated promotional materials. Promotional materials produced included brochures, factsheets and the webpage www.ecocerrosija.com, which has generated very interesting results in terms of visits generated and positioning. Additionally Counterpart formalized an agreement to provide technical assistance to a community group that manages Vuelve a la Vida hot springs, an important recreational destination in San Carlos Sija.

Vuelve a la Vida (financed through Global Food Security)

Counterpart is supporting the community organization managing Vuelve a la Vida hot springs in San Carlos Sija, Quetzaltenango. Counterpart worked with the leaders of this venue in order to generate a logo and guidelines for a unified corporate image through the learning by doing process. Since the group has been working in an empirical way, Counterpart worked along with the leadership to develop a work plan combining training and technical assistance that will lead to strengthening the group in basic aspects such as: creating internal operations guidelines, designing a positions manual for the organization, and developing strategic and annual plans.

1.4 Incubate new handicrafts producer groups in the Western Highlands and incorporate into value chains

Activity financed through GLOBAL FOOD SECURITY funding.

Under the sub award with Comunidades de la Tierra, over 20 incipient rural producer groups were assessed in order to identify groups with potential for business incubation and generating sales in the short term. After the process was completed, 3 groups from Totonicapán were selected. The groups then went through a series of workshops in order to systematize their vision, become formalized as established businesses and initiate the production process of handicrafts that will be commercialized through the Wakami value chain.

Rax Uleu, Aldea Nimasac, Totonicapán, is formed by 17 young persons, averaging 24 years of age (10 women and 7 men). This group then became formalized and legalized as a business under the name of El Artesano. The group specialized in producing high end beaded bracelets and, despite facing some initial challenges related to quality of raw materials and functionality of designs; samples were completed for the New York International Gift Fair and New World Crafts. Sales for this group started in September 2011 and although the initial amount of Q1021 (\$132) is quite modest to begin with, several orders are being negotiated for this group after the two main international fairs described above. An important aspect of this group formed by young members is that one of their main dreams was either completing secondary education or attending college. After the group strengthening interventions, with a business plan in place, and after initial sales, the members of the group are now moving forward and securing enrollment in schools and college for year 2012.

Vida y Esperanza, San Cristóbal, Totonicapán, formed by 21 persons (19 women and 2 men) who are mostly mothers and averaging 33 years of age. This group then became formalized and legalized as a business under the name of Artesanías Vida y Esperanza. The group produced necklaces for the line "Life is what you make of it". Since this line was already established, and the group was able to comply with quality control, sales for this group began in June 2011 and rapidly escalated from Q1594.25 (\$205.71) in June to Q1017.35 (\$905.45) in September, totaling Q 13,653.34 (\$1761.72) over the four month period.

Asociación de Desarrollo Integral de la Mujer Francisquense, San Francisco El Alto, Totonicapán, formed by 17 women averaging 34 years of age. The group then became formalized and legalized as a business under the name of [Artesanías Luz de Lo Alto]. This group is producing dolls made with reused fabrics for the Journey Companions collection. While completing the group's strengthening and legalization process, the women also worked on improving their sewing skills and quality control of their products. Due to the high degree of skill and detailed related to the completion of this work, the preparation process for this group was longer and the first sales came in the month of August 2011. During August and September the group accounted for sales worth Q 1748.78 (\$225.65), but the perspective of sales for this group is very high and fast growing depending on their ability to keep up with the high levels of quality required.

It is important to point out that close follow up and technical assistance with this groups has allowed for the implementation of a series of important complementary activities. One of the group members had previous experience in monitoring children's size and weight, so an assessment was performed to identify conditions of the offspring of the members of the three groups and ensuing corrective and training actions were implemented where needs were identified. One of the groups established a demonstrative plot for integral small scale agricultural production in order to share experiences and technologies with neighbors and members of the other groups.

The results in terms of sales and personal income have been highly satisfactory for two of the three groups recently incubated in Totonicapán. The process with both groups started in March and sales began in June and August. Due to the high levels of performance and quality and thanks to the commercialization activities co-financed by USAID sales from the groups have resulted in significant income increases for the women involved. The members of Vida y Esperanza received an average additional income of Q390 per person in September and Q542.30 in October, while the members of Rax Ulew received an additional income per person of Q920 in September and Q 960 in October. For both groups, where high levels of poverty and some cases of children undernourishment were detected in the beginning, the increase in income is significant, doubling and tripling income that the families could have received through a Government intervention such as Mi Familia Progresiva program.





The groups from the Western Highlands participated along with other groups that source the Wakami products line in a leadership workshop held in Guatemala City. During this workshop the groups participated in a series of motivation, self-esteem and workgroup sessions and also received additional orientation on tax management and implementation of appropriate technologies including Eco filters in their homes and communities.

In parallel with the work with the beneficiary groups, Comunidades de la Tierra is also working on the conceptual and implementation development of two new handmade collections: "The missing link" and "The four elements". The process for generating the new collections has included the production, review and adjustment of: initial drawings, preliminary prototypes, final prototypes, training of the producers, and development of the technical information sheet. A key step in the development of new products has been transforming the initial drawings into prototypes and testing and standardizing the prototypes, which in turn allows for accurate cost calculation, a key element in the development of the business model. The next steps that will be implemented during the next quarter include development of the quality control sheet, history of the product and design and implementation of packaging.

Through the sub award, Comunidades de la Tierra also developed a series of activities in order to improve the production processes and the marketing outlets for Wakami products. During this fiscal year the activities concentrated on reviewing the image of the current Wakami products and suggesting the necessary improvements, improving the Wakami website and developing the image of the new Wakami products. The wakami.net website was reviewed and it was determined that design improvements were necessary in order to reflect the new design trends of the products and to generate a more dynamic site for users. New views for the home and each category were developed and improvements in navigation functionality related to pictures were implemented.



Women from the groups in Tonicapán during the process of developing and improving their products.

1.5 Strengthen artisan groups already operating in the Western Highlands through the development of value added handicrafts collections and insertion into value chains

Activity financed through GLOBAL FOOD SECURITY funding.

This component is implemented through a sub award with AGEXPORT's Arts and Crafts Commission. During the first two quarters of this fiscal year, the work focused on identifying and assessing potential groups for interventions. After the initial process concluded, the following groups were selected for carrying out an improved design and linkage to value chain process. All of the groups presented their new lines of products at the New World Crafts held in Antigua Guatemala on September. Groups will be supported in order to follow up with contacts and orders placed after the official launch of their products. Counterpart will also collaborate with the Arts and Crafts Commission in order to provide the necessary technical assistance for strengthening of the groups as organizations.

No.	Group	Location	Product	Women	Men
1	Grupo Renacer	Aldea Quiaquizuyal, Malacatancito, Huehuetenango.	Vegetable fibers	28	2
2	Asociación de Cooperativas de Huehuetenango - ASDECOHUE-	Huehuetenango	Textiles	200	0
3	Coop. De Producción Artesanal Unión Chuhumateca	Aldea Chiaval, Todos Santos Cuchumatanes, Huehuetenango.	Textiles	15	25
4	Concepto Ixil / Fundación AGROS	Nebaj, Quiché.	Textiles	120	0
5	Asoc. Chajulense	San Gaspar Chajul, Quiché.	Textiles	45	0
6	Coop. Integral de Producción de Palma COIPALMA R.L	Santa Cruz del Quiché, Quiché.	Palm	85	4
7	DISESAMA	Chichicastenango , Quiché	Textiles	300	40

8	De Colores	Chichicastenango, Quiché.	Textiles	30	18
9	Ruth y Noemi	Chichicastenango, Quiché.	Textiles	18	12
10	COPACAT	Canton Poxlaju, Totonicapán.	Pottery	12	20
11	Cajetería Ajpop	Totonicapán	Wood	6	14
12	Asociación AMA	Quetzaltenango	Textiles	200	0
13	Coop. De Producción Integral Loma Linda / ASODILL	Aldea Loma Linda, El Palmar, Quetzaltenango	Bamboo	9	12
14	Asociación Nueva Alianza	Aldea San Martín Chiquito, Quetzaltenango .	Textiles	40	
15	Asociación de Desarrollo Integral Rural ASDIR / Mujeres Trabajadoras Chotzak	Caserío Xetinimit Edificio No. 184, Aldea Nimasac Totonicapán, Guatemala	Plastic baskets	26	1
Total				1134	148



Women from the highlands groups showcase their products at the New World Crafts in Antigua.

New World Crafts

The New World Crafts Central American handicrafts trade show, in its 4th annual edition, was inaugurated on Wednesday September 21st. The inauguration event was headed by Guatemala's Minister of Economy, Luis Velasquez; USAID Guatemala Mission Deputy Director, Nancy Hoffman; the president of AGEXPORT Francisco Menendez, and the President of AGEXPORT's Arts & Crafts Commission Hugo Cabrera. The inauguration was

followed by an inaugural tour of the trade show. This year's show marks significant improvements compared to the previous editions, including increased number of participants (over 100 stands and over 100 buyers), a deliberate selection of the invited buyers, based on market segments and affinity to Guatemalan products, and marked innovation by the participants who are displaying over 800 products.

Counterpart and USAID contributed through a sub award in the general organization of the event, as well as in the prospection and transport of several US buyers. Additionally, Counterpart has provided support through technical assistance, training and other forms of collaboration to several participants in the fair. Through a sub award with AGEXPORT's Arts & Crafts Commission 15 rural groups from Quiché, Totonicapán, Quetzaltenango and Huehuetenango produced new lines of products and all of the necessary marketing materials in order to present and commercialize their new collections at the New World Crafts. Through a sub award with Comunidades de la Tierra, Counterpart supported the incubation of three new, women and youth artisan producer groups from villages of Totonicapán. These new small businesses produced a business and group strengthening plan and developed new lines of products that have already been commercialized successfully at the New York International Gift Fair, so expectations were high for the results at the New World Crafts. Additionally, through different technical assistance activities Counterpart also has supported several individual participants at the New World Crafts including: Hugo's Craft (Poptún, Petén), Chick Boss (San Andrés, Petén), Fundación Tradiciones Mayas (Sololá), and Artesanías en Madera (Poptún, Petén).

The New World Crafts additionally featured a series of conferences and presentations directed both to international buyers and to local participants. Topics included: History and evolution of Guatemalan textiles, A forum of international buyers, and Market and color trends for the upcoming seasons.

The results of the New World Crafts are carefully monitored in terms of sales and business contacts generated, but it is estimated that the estimate of \$700,000 in sales was surpassed during the event and additional sales will be generated by following up on contacts during the next weeks. The event marked a record also in terms of visitors.

The trade show generated coverage in local printed media:

http://www.prensalibre.com/economia/Exhiben-creaciones-nacionales_0_559144083.html

[http://www.dca.gob.gt/es/20110922/Economia/6047/Feria-artesanal--busca-negocios--por-más-de-US\\$700000.htm](http://www.dca.gob.gt/es/20110922/Economia/6047/Feria-artesanal--busca-negocios--por-más-de-US$700000.htm)

Prensa Libre 19/9/2011

http://www.prensalibre.com/economia/comercio_0_557344266.html

Prensa Libre 17/9/2011

http://www.prensalibre.com.gt/economia/Artesanias-nacionales-muestran-novedades_0_556144393.html#.TnTbxrVhVNM.facebook

Siglo XXI 17/9/2011

<http://www.s21.com.gt/pulso/2011/09/17/artesanos-buscan-atraer-700-mil>

Diario de Centro América 20/9/2011

<http://dca.gob.gt/es/20110920/Economia/5902/Guatemala-abre-puertas-para-atraer-más-inversión.htm>

Other commercial activities

Other commercial activities have been initiated in order to promote sales in pre-identified local and regional markets. Wal-Mart has placed orders worth \$128,000 for products that will be sold during their "Orgullo Chapín" festival to be held from July 27 to August 11 in 7 Wal-Mart stores in Guatemala City and Quetzaltenango. For the "Guatemala

Nuestra festival in Cemaco Stores, orders worth \$75,250 had been placed at the time of writing. It is foreseen that additional orders will be placed, benefiting at least 15 Guatemalan producers. The festival will be held from August 28 to September 18 at 6 Cemaco stores in Guatemala City and Quetzaltenango.

Guatemalan exporter Manos Preciosas will participate at the New York International Gift Fair in August in order to promote handicrafts products from different producers.

Component B: Market-based Conservation Strategies through Tourism and Handicrafts Sectors

Objective 3: Improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.

Objective 4: Improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.

2.1 Improve local and institutional capabilities on public use planning and tourism management in protected areas

Activity financed through BIODIVERSITY & ECA/CAFTA funding.

Dissemination of the Public Use Plan for Mirador - Río Azul National Park (financed through ECA/CAFTA funding)

The Public Use Plan for Mirador Río Azul National Park was printed with support from Counterpart and USAID through the Community Tourism Alliance. The official document was presented at the Mirador - Río Azul multi-sector roundtable in Petén on June 24th. At the event CONAP Undersecretary Omar Molina and Petén Director Mariela López recognized the support from the Community Tourism Alliance both in the process for the development of the plan, which included providing support to the consultant and collaborating in the ensuing consultation, validation and socialization efforts, and in producing a printed document that will be shared with all relevant stakeholders.

It is important to point out that the Mirador - Río Azul Public use planning process was the first to incorporate the new guidelines for public use planning in Guatemalan protected areas. The new guidelines were developed through an integral participatory process led by the Community Tourism Alliance and CONAP. The process began with an analysis of tourism policies and their relationship to biodiversity conservation, this policy analysis exercise was led by Counterpart and CONAP during 2009. The policy analysis demonstrated that many policy documents exist in Guatemala but the majority of them lack the practical tools for implementation. Counterpart then worked with CONAP and protected area managers in order to determine which tools were the most important in order to favor conservation of biodiversity through tourism activities. It was identified that the public use planning and management tools available were never really applied for Guatemalan protected areas, since they weren't adapted to the reality of the country and its protected areas. CONAP requested Counterpart's support in developing a new set of guidelines for public use planning. The public use plan for Mirador - Río Azul National Park was the first one developed under the new guidelines developed in collaboration by Counterpart and CONAP.

Four dissemination workshops with local stakeholders were held in collaboration by Counterpart and CONAP during the fourth quarter (financed through Biodiversity funding). The workshops included presentations of the public use plan and its components and a space for discussion of relevant topics between local stakeholders and relevant authorities and supporting institutions. Workshops were held at Carmelita community, the central area of Petén with tour operators and travel agencies, Uaxactun community, and at the main office of Sociedad Civil Laborantes del bosque, where the public use plan was discussed with representatives of the Melchor de Mencos and Árbol Verde forest concessions and tourism commissions.



Omar Molina, CONAP undersecretary, officially presents the Mirador Public Use Plan at the Mirador multi-sectoral roundtable meeting in Petén. Community members from Uaxactún received printed copies of the Mirador Public Use Plan during the workshops.

2.2 Support SMEs in the implementation of good management and environmental practices leading to a sustainable tourism certification seal

Activity financed through BIODIVERSITY & ECA/CAFTA funding.

During fiscal year 2010 and the beginning of fiscal year 2011 Counterpart collaborated with Certifica and other partners in the implementation of actions in order to promote certification through the GREAT Green Deal seal for tourism businesses. The results of these efforts were not satisfactory for the main objectives of the Community Tourism Alliance due to a series of factors including: the high costs of the process, which made it unsustainable for many SMEs; the low number of certified businesses, which in turn decreases the appeal of the seal as a marketing tool (only 13 businesses became certified over FY2010); and, the nature of the businesses involved in the process, as they were mainly large scale businesses based in urban or semi urban areas due, to a great extent, to the high costs of the process. In light of the observations and results during the process Counterpart recommended focusing resources on alternative activities that would potentially have a similar impact in terms of improving management and sustainability practices and promoting some form of public and sector recognition for those SMEs involved. The alternative activities include: Working with Guatemala's Center for Cleaner Production in order to implement the cleaner production methodology in selected businesses in specific destinations of the country and using the Geotourism strategy as a complementary good practices implementation and recognition intervention for tourism businesses and destinations. Actions on both fronts are currently underway.

Implementation of cleaner production in restaurants of Lake Atitlán (financed through Biodiversity & ECA/CAFTA funding)

Counterpart is collaborating with Guatemala's Center for Cleaner Production (CGP+L) for the implementation of the cleaner production methodology in 15 restaurants of Lake Atitlán. Counterpart and the CGP+L have worked jointly in the past in order to generate sector specific methodologies for tourism businesses and based on the lessons learned during the process a new improved methodology was developed covering the specific needs and conditions of restaurants in Lake Atitlán. Also, local restaurants are very interested in implementing cleaner production as part of their operations in order to improve their efficiency and reduce costs, but most importantly, in order to become compliant with bylaw 12-2011 regulating water treatment for businesses in the Lake Atitlán basin. The process initiated in August with two introductory workshops to cleaner production practices and restaurant efficiency

improvement. Main topics covered included: evaluation of improvement options, performance indicators, solid waste management, electricity management, and national and local regulations regarding water treatment. In situ evaluations were performed at those restaurants interested in order to evaluate feasibility of implementation and potential for change. In the selected restaurants the first measurements and evaluations of energy consumption, water consumption and illumination efficiency have been already performed. The initiative has generated interest among other local businesses who have requested and expansion of the program, so options will be evaluated depending on the results of this first round.

2.3 Facilitate training and certification or re-certification of a larger number of Community Tourism Guides

Activity financed through BIODIVERSITY, ECA/CAFTA & GLOBAL FOOD SECURITY funding.

Community Tourism Guides official training courses, leading to certification, continued to be implemented in communities throughout the country. In total, 8 courses were implemented in 7 communities, leading to the formation of 128 new community tourism guides (55 women and 73 men). The communities where the Community Tourism Guides courses were implemented are listed below:

Community	Department	Women	Men	Total	Other sponsoring organizations
Chahal (1)	Alta Verapaz	10	5	15	Chahal Municipality
Chahal (2)	Alta Verapaz	4	5	9	Chahal Municipality
Chicoj Cooperative	Alta Verapaz	2	11	13	-
Sibinal *	San Marcos	0	19	19	Municipality of Sibinal and Austrian Cooperation
Santa Lucía Utatlán*	Sololá	7	11	18	Manctzolojyá Municipalities Association
San José Chacayá*	Sololá	9	6	15	Manctzolojyá Municipalities Association
Santo Domingo Xenacoj +	Sacatepéquez	12	7	19	Grupos Gestores
Tejutla*	San Marcos	11	9	20	-

****Global Food Security, + ECA/CAFTA, rest financed through Biodiversity.***

Yaxha region community tourism guides (financed through Biodiversity funding)

As part of the coordination efforts with the management structure of Yaxha – Nakum – Naranjo National Park and the communities providing tourism services within the region, Counterpart collaborated with INTECAP in order to carry out two specialized bird watching courses for community tourism guides. The beneficiaries were the members of the Grupo Cívico El Naranjo (8 men and 7 women), and the members of the Yaxha Community Tourism Guides Association (17 men and 3 women). The courses, developed in mid-July, included 40 hours of theory and two days of practical activities at Yaxha National Park and at Huleu Che Ha private natural reserve. Main topics covered on the courses included general biology and morphology of birds, identification of the main birds for the area, and usage of birding guides and binoculars. The courses helped both to strengthen the capabilities of the local guides and to account for their necessary training and updating hours in order to be able to revalidate their official tourism guide certifications with INGUAT. This was the first opportunity for Counterpart to collaborate with the Grupo Cívico El Naranjo.



Activities during the bird watching courses with community tourism guides from Yaxha.

Counterpart supported INGUAT and tour guide associations from around the country in the organization of the National Tourism Guides workshop developed in Esquipulas on September 27 to 29. In total 114 tourism guides participated in the event where several important conferences were shared, including one by Counterpart's Sergio Aja on sustainability and tourism good practices for communities. Counterpart also supported the participation of community tourism guides from the communities of the Maya Biosphere and the Petén region in this event.

2.4 Design and implement expansion strategy for Geotourism initiative in Guatemala

Activity financed through BIODIVERSITY, GLOBAL FOOD SECURITY & ECA/CAFTA funding.

In order to better orient the Geotourism strategy, Counterpart and the Geotourism Council worked on preparing a series of methodological and strategic documents that are guiding and supporting the follow up actions of the Geotourism strategy for Guatemala. The first document was a full analysis of the situation of the Geotourism initiative in Guatemala and its context both nationally and internationally. Counterpart performed a revision of the Geotourism concept and its implications and adapted the guiding principles and criteria to the situation of MSMEs and destinations in Guatemala. Based on the findings of the analysis, operation schemes for an improved Geotourism Council and Advisory Panel were set forth and the main considerations for the management of the online map guide platform were systematized. The second document is an operational manual establishing the necessary procedures and systems for the Geotourism initiative to progress as intended. Detailed procedures for the functioning of the Council and Advisory Panel are established and the roles of the Geotourism partners are outlined. On the other hand detailed procedures for operations and information treatment in the online map guide are also established.

During the fourth quarter of Fiscal Year 2011 Counterpart led the implementation of a series of comprehensive assessments under the Geotourism focus for the main destinations of Guatemala. Consultants were selected from a pool of tourism and local development experts, and they received a full day of induction and training on the Geotourism concepts and the tools and methodologies available. During the course of the assessments, the consultants received constant advice and supervision from Counterpart in order to carry out a comprehensive assessment combining information collected from the printed Map Guide creation process and from other primary and secondary sources. Counterpart will work along with Anacafe and Inguat as well as with local stakeholders in order to transform the findings of these assessments into practical actions for destination improvement and for improved management practices in local SMEs and destinations.

In order to better prepare for the promotion of the Geotourism online Map Guide, Counterpart and Anacafé have been evaluating potential promotional outlets and partners. Through a collaborative effort with the Guatemalan Tourism Chamber (CAMTUR), promotional spaces were secured for the promotion of the map in the publication of Guatemala's Official Travelers' Guide of which at least 20,000 copies will be printed and distributed in key spaces by CAMTUR: Counterpart is also evaluating promotional spaces at a soon to be inaugurated promotional booth at the Guatemala City Airport and through a soon to be introduced VIP Guest tourism attention system.

2.5 Implement environmental and sustainable tourism good management practices in rural communities

Activity financed through BIODIVERSITY & GLOBAL FOOD SECURITY funding.

La Igualdad San Marcos (financed through Global Food Security Funding)

In the community of La Igualdad, San Marcos, Counterpart implemented a workshop on sustainable tourism good management practices as part of a collaborative effort with Guatemala's Tourism Institute (INGUAT) and a project funded by the Organization of American States. The workshop was held from September 24 to 26 and the main topics covered were water management, solid waste management, and wildlife. The workshop was attended by the 15 members of the community's tourism committee and the methodology combined presentations with practical activities which led to the preparation of specific SWOT analysis and an action plan in order to generate improvements for the community.

Environmental and service good practices for members of Spanish School value chains in San Pedro La Laguna (financed through Global Food Security Funding)

In San Pedro La Laguna, in Lake Atitlán, Counterpart partnered with San Pedro Spanish School in order to develop an integral strengthening program for local families (specifically local women) providing homestay services to students of the school. The program was co-financed by Counterpart and the Spanish School and throughout the fiscal year it allowed for 10 local families to receive training and workshops on varied topics identified in a preliminary assessment and in the ensuing monitoring actions. Some of the main topics covered included: hygiene, personal presentation, management and storage of food products, room decoration, customer service, nutrition, hygienic preparation of food and beverages, introduction to foreign habits and expectations, menu planning, and cultural sharing. Evaluations of the process included not only practical activities, but also on site visits to the homes in order to evaluate implementation and to make relevant recommendations based on actual conditions. Additionally, as part of an improved marketing strategy, Counterpart worked with the families and San Pedro Spanish School to produce a promotional campaign so that the families could provide their homestay services to non-Spanish students during the Semana Santa high tourism season.



Women who provide homestay services in their homes showcase some of the food that they learned to prepare under improved standards through the technical assistance process.

Solid waste management in Raxruhá, Alta Verapaz (financed through Biodiversity funding)

The Community Tourism Alliance's "Educational program for environmental protection and awareness" also known as "Eco-bricks", is developed in collaboration with the municipality of Raxruhá in the northern province of Alta Verapaz. This program has proven to be an innovative and integral approach to engage school children, their families, the school system, the municipality as well as other local and national organizations in preservation of the environment through solid waste management and environmental education. Up to date, the initiative has taken root in 7 urban schools and 24 rural schools in Raxruhá, modifying the curriculum and raising awareness in approximately 3,200 students. This integrated initiative combines training in the concepts of pollution and specific alternatives to solid waste disposal; notably the 3 Rs of Reduce, Reuse, and Recycle, with practical application of the waste reduction and reuse efforts. Additionally to learning about waste separation and the production of compost, participants reap the benefits by being able to build trashcans, small-scale landfills, restrooms, and even classrooms and meeting rooms using the innovative eco-bricks technique based on plastic water or soda bottles filled with inorganic plastic trash. These practicum activities demonstrate through action, not words, the benefits of reusing plastic; firstly as an investment for the improvement of education conditions for present and future generations and second, for minimization of environmental pollution in their communities. The organizations contributing to this initiative are: Municipality of Raxruhá, Ministry of Education, Ecofiltro, Counterpart International's Community Tourism Alliance, financed by USAID, and Hug It Forward.

The "Educational program for environmental protection and awareness" also known as "Eco-bricks" is carried out in three main phases.

Phase 1: During the first phase workshops and trainings are implemented in participating schools in order to share concepts and practical actions related to solid waste management. Special emphasis is placed on reducing, reusing and recycling, as well as in the proper separation of organic and non-organic solid waste. As a pilot project, in those same schools, students, teachers and parents are taught the process for building trashcans, a relatively scarce infrastructure in the municipality, with reused plastic bottles.

Phase 2: During the second phase the progress of each school is measured through quantitative evaluations of cleanliness within school grounds and in the surrounding neighborhood. Some of the criteria used include the implementation of best practices such as trash separation, composting and organic fertilizer production. These evaluations are conducted monthly and are designed to measure not only project success but progress in solid waste

management. The awards presented during this ceremony have been determined based on this first quantitative evaluation.

Phase 3: During this follow-up phase technical assistance and motivation are given in order to achieve even greater results in the schools, while also looking at how internalized and sustainable the processes are becoming within each school. At the end of the third phase, a new quantitative evaluation will be performed and the top 5 rural schools will be selected as finalists. In a participatory-development exercise, the principals of these schools will present their case and outline their need for new school buildings at a conference of their peers and the group will vote to select a winner. This winner will be awarded with the construction of three new classrooms using the plastic bottle eco-bricks. Additional classrooms may be awarded to the other finalists depending on the number of eco-bricks collected.

The following short video summarizes the activities and results of this effort:

<http://www.youtube.com/watch?v=XSxmPrMV7Xw&feature=youtu.be>

Maya biosphere communities (financed through Biodiversity funding)

In Carmelita, Petén, follow up of an initial workshop on good practices included the implementation of community cleanup rallies and the implementation of orientation and regulatory signs in key areas of the community. In Uaxactún a cleanup rally was also implemented as part of the prioritized good practices activities. In both communities of Petén, Asociación Balam and Counterpart also facilitated a series of environmental education presentations for the local elementary schools.

Training of trainers for Ministry of Agriculture Extension Agents in Petén (financed through Biodiversity funding)

Counterpart delivered an introductory training of trainers course on Sustainable Tourism Good Practices for the new core of extension agents working under the Ministry of Agriculture in Petén. The recently established agricultural extension unit for Petén has identified agritourism as an activity with high potential for the region and requested Counterpart's assistance in providing introductory training for its agents and technical assistance for future cases identified. The course developed under a trainer of trainers focus also equipped the extension agents with the Guide and toolkit so that they can further their knowledge and cover additional topics with their beneficiaries.

2.6 Strengthen the working relationship between the government of Guatemala and the Maya Biosphere Reserve communities for tourism development

Activity financed through BIODIVERSITY funding.

Through the sub award with Asociación Balam, Counterpart has continued to support community groups providing tourism services in areas located in the Maya Biosphere Reserve or in the vicinity. The groups supported thus far are the tourism commissions of Uaxactún, Carmelita, Tazayal and several service providers from Yaxha. The following may be mentioned among the most outstanding results of this work with the tourism commissions:

During the first quarter of fiscal year 2011, two cooperation agreements were signed between the Ministry of Culture and Sports and the Uaxactún and Carmelita communities. Both cooperation agreements were negotiated based on the model and process that Counterpart had followed previously in the communities of Alta Verapaz associated to Candelaria Caves National Park. These cooperation agreements provide support for the communities to manage tourism services associated to the archaeological sites within their jurisdiction. With these agreements in place the communities were able to strengthen their tourism commissions and initiate mid and long term planning processes in order to envision necessary infrastructure and management models for the tourism routes and destinations within their jurisdiction.

Carmelita's tourism commission now has two permanent staff members covering key functions: tourism manager and marketing manager. In order to provide transparent financial management a special bank account was opened for the Tourism Commission and financial operations are managed according to the general standards of the Carmelita Cooperative. Special legal receipts (facturas) have also been generated for the specific work of the Tourism Commission and their management is also compliant with Cooperative's standard practices. The tourism commission has continued to receive constant training and assistance on tax management, reporting and compliance. The new position of tourism manager has allowed for improved management of the specialized camping and field equipment of the tourism commission through standard inventory practices. Additionally, community tourism guides received support in order to complete their 100 hours of actualization training and the paperwork in order to revalidate their tourism guide certifications with INGUAT.

In Uaxactún the tourism commission became restructured and a new board was elected. A rapid assessment was performed in order to identify main opportunities and challenges for this tourism commission and an action plan was drafted and implemented based on this assessment. The assessment included quick surveys to tour operators and tour guides who could potentially become main outlets for the main Uaxactun tourism offers. Based on the previous experience in Carmelita, tourism guidelines were developed through a participatory approach with Uaxactún community members. The tourism guidelines cover aspects such as roles, responsibilities, financial and management regulations, training, equipment, alliances, and penalties. The guidelines will be approved in a community assembly meeting.

Pavo Project □ Controlled Oscillated Turkey Harvesting in the Maya Biosphere (*financed through Biodiversity funding*)

The Proyecto Pavo (PP) is an integrated conservation and development project that provides economic incentives for conservation based on selective, community-based sport hunting of the Oscillated Turkey (*Meleagris ocellata*). The project has operated in Guatemala since 2000. To date the communities that participate in the project have earned over \$350,000 (USD) in revenue from Oscillated Turkey harvests. The Proyecto Pavo first received small grant assistance from USAID/Counterpart International in 2005 to support community participation in the project when it transitioned from an experimental legal model to a commercial enterprise. The Proyecto Pavo received additional small grants from the Community Tourism Alliance in support of community participation in the project in 2007, 2008, and 2009. In 2011 the Community Tourism Alliance provided direct support to the participating community Uaxactún, Flores, Petén through the community's concession management authority Organización Manejo y Conservación, Sociedad Civil (OMYC) to assist with the resumption of harvest activities after the Proyecto Pavo suffered a hiatus in 2010 due to the effects of the global economic downturn on demand for Oscillated Turkey sport hunting.

Field activities for 2011 began early in March with the necessary preliminary meetings and development of work plans. Field preparations began in later that month with reconstruction of the camp used to house field staff and clients. Proyecto Pavo and Counterpart coordinated with the Politur office in El Remate, Flores, Petén to arrange police escorts for the clients during travel between El Remate and Uaxactún. Escorts from the OMYC Control and Vigilance Committee were also hired to assist during travel between Uaxactún and the Proyecto Pavo's remote field camp.

A total of 9 clients were hosted by Uaxactún during the 2011 field season. The first 4 clients were met in El Remate and brought to Uaxactún for lunch and then proceeded to camp on April 11. The first group hunted from April 12 through April 15, and was brought back to El Remate on April 16. The national director of the Wildlife Department in the National Protected Area Council (CONAP) of Guatemala attended the first hunt. The second group of hunters were met in El Remate on April 17 and brought to Uaxactún and the Proyecto Pavo's field camp; hunted from April 18 through the 21st, and were returned to El Remate on April 22. A videographer sent by the Wildlife Conservation Society (WCS), a long-time ally of the Proyecto Pavo, accompanied the second group of hunters to document project

activities for a documentary video to be produced for their Translinks Program which has been partially supported by USAID.

The client hunters harvested a total of 19 adult male Oscillated Turkeys in 2011. Harvest income to Uaxactún included \$19,850 from participating clients and approximately \$550 from WCS and the CONAP Director of Wildlife for a total of approximately \$20,400. To date Uaxactún has served a total of 122 clients, harvested 200 turkeys, and earned cumulative harvest revenues of approximately \$237,575 (USD). In total 39 different Uaxactún community members received direct benefits from the operations of Proyecto Pavo (5 women and 34 men) which generated an estimate of 570 full time equivalent day jobs.

The Proyecto Pavo-IEWMS manager Erick Baur along with several co-authors, completed an article featuring the Proyecto Pavo for the peer-reviewed journal Forest Ecology and Management. According to timber sales data provided to WCS by OMYC, the annual turkey harvest income has been equivalent to 5-18%, and averaged 10% of the value of annual timber income between 2006 and 2009.



Proyecto Pavo camp staff along with Control and Vigilance committee members. Picture: Erick Baur



A hunter with his trophy: Picture: Erick Baur

Support to community service providers in Yahá Nakum Naranjo National Park (financed through Biodiversity funding)

Counterpart continued to provide support to the group of women who sell food and handicrafts in Yaxhá Nakum Naranjo National Park.

On April 12 a seminar on "Service quality: customer service" was carried out in light of the results found during a previous process of technical assistance leading to the Semana Santa high tourism season. 19 women from the villages of La Máquina and Los Tulipanes participated in the seminar.

Also, at the request of the women's group, Counterpart coordinated the implementation of a bakery workshop in collaboration with INTECAP. The course, consisting of three 40 hour modules was inaugurated on June 20th in the village of La Máquina. The course allows women to learn how to bake quality bread using locally available materials and covers both industrial processes and machinery as well as home based processes and equipment. The modules are structured as follows: 1. Sweet bread, 2. White and soft bread, 3. Special breads and bakery. For a full story please read below in the Gender Mainstreaming section. 20 women, with ages ranging from 17 to 74 participated in the course. Materials and other logistic costs of the course were covered by the Municipality of Flores.

Coordination with CONAP and the Administrative Unit of Yaxhá-Nakum-Naranjo National Park for the implementation of public use activities (financed through Biodiversity funding)

Both CONAP and the Administrative Unit of this park have requested Counterpart's guidance and assistance in developing a series of actions aimed at improving public use planning and management in the park. Based on the initial conversations, work will focus on supporting the incumbent Public Use Planning process that will be carried out for the park through logistical and technical support. At the same time, Counterpart will lead a process in order to establish a feasibility study and guidelines for the development of business plans for operations that could be housed in the new visitor's center that is being built in the park. Additionally, Counterpart will also provide technical support in the design and implementation of a promotional strategy for the park. It is important to mention that this process will serve as a pilot for the implementation of the new regulations for tourism service concessions in protected areas, which were developed through a participatory effort led by Counterpart International and CONAP. Also, the activities

contemplated will be funded through the first phase of allocation of funds from the Yaxhá Heritage Fund, a novel mechanism that is being tested in this park.

V. Gender mainstreaming activities and results

Activity financed through GLOBAL FOOD SECURITY & BIODIVERSITY funding.

During the first quarter of 2011 Counterpart teamed up with Vital Voices in order to carry out a workshop and an assessment of its programming in terms of gender mainstreaming. The assessment highlighted that Counterpart's programming already had a strong gender mainstreaming focus and that additional efforts were needed in terms of systematizing and reporting results. Also the assessment provided the necessary planning tools in order to identify and evaluate opportunities, as well as monitoring results with a stronger focus on gender mainstreaming.

The main outcome of the workshop was that the full staff of the program became sensitized about gender mainstreaming and concepts, concerns, challenges and past experiences were shared. From that point on, the staff was able to include a gender mainstreaming focus into planning, execution and monitoring of activities. Moreover, the gender mainstreaming report and manual serves as a menu of options and a source of reference for constantly reviewing activities and results from a gender mainstreaming perspective. Based on the results of the assessment and workshop the following general lines were identified as guiding principles regarding gender mainstreaming for this program:

1. All staff is responsible for gender mainstreaming focus and activities.
2. When possible motivate larger women membership.
3. When possible motivate greater and/or higher level participation of women.
4. When adequate motivate activities focused on women.
5. Be aware of possible gender related limitations for men.

Counterpart is preparing a full case study and report on gender mainstreaming through the Community Tourism Alliance program. Anticipated results show that the initial process of performing the assessment and training for the full staff of the program facilitated efficient identification of opportunities and implementation of actions contributing to gender mainstreaming.

Based on the assessment and implementation during Fiscal Year 2011 the following results are anticipated:

How will the anticipated results of the program affect women and men differently?

It is anticipated that this program's results do not affect men and women differently in terms of total numbers. The total number of women beneficiaries is higher than the total number of men. The program has stressed the important of including a large number of women beneficiaries based on the fact that women have been traditionally limited in access to education and production means. Also, the activities funded under Feed the Future have also concentrated on including women, since the role of women income is essential in terms of improving overall household conditions. Access-to-credit activities have also focused on women due to a greater involvement of women in the productive activities involved. Sex disaggregated results in general show that a larger number of women were benefited during 2011: 59% of the full time equivalent new jobs generated during this year were for women.

What impact will the program have on gender inequalities?

The program does have a focus on reducing gender inequalities. In general terms the most significant impacts of the program are inclusion of rural women into productive activities and increasing the number and level of women participating in groups and associations. Specific activities have been promoted where certain gender challenges and limitations are detected. For instance, in many cases tourism related activities, like guiding, benefit a greater number of men, so balance is sought in terms of the benefits by getting women involved in other products and services such as management, food and beverages or handicrafts. It has been demonstrated that the program has had interesting results in terms of reducing gender inequalities by increasing women's membership in some groups or by promoting women's participation in decision and management structures. In other cases, the program seeks to reduce gender inequalities by providing new options for training and economic development for women who had been sidelined in the past.

What are the policy, legal and socio-cultural constraints to women and men becoming full beneficiaries of the program, and what design elements are required to remove or compensate for these constraints?

No specific policy and legal constraints to women and men becoming full beneficiaries of the program have been identified. The main limitation that was addressed in the past through the program was the need for new bylaws recognizing the category of community tourism guides and accepting guides who had not necessarily completed secondary education. This limitation, however affected poor and rural men and women equally. General tourism statistics show that 60% to 70% of the workforce involved in tourism is made up by women, however the challenge remains in the fact that women are traditionally relegated to service and lower positions, while men tend to occupy higher managerial positions. The program addresses this challenge by promoting women entrepreneurship and by promoting training that will lead to greater women empowerment.

Through the Geotourism Initiative the program will continue to promote the World Tourism Organization's Code of Ethics for Tourism, making it accessible, understandable and applicable to tourism businesses and destinations in the country. The Code of Ethics clearly states that "Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples", and women may be considered a vulnerable group.

Ensure that women as well as men benefit from the program

This program does not seek to benefit women or men exclusively or predominantly. Staff is prepared and supported in order to pursue and facilitate gender equity through the program. Regions and beneficiaries are constantly assessed and monitored in order to identify potential gender inequalities and new or improved interventions are developed in order to compensate for these inequalities. Based on a case specific analysis, on several occasions work with women and women's organizations is favored as a means to reduce the breach in terms of access to productive means, training and income. It must be noted that in depth, case by case analysis, still shows that in many cases there are groups formed mainly by men or by women and changing this situation may not be the best approach towards greater gender equality; thus, each case is examined individually.

Incorporate objectives for women's membership and participation in decision-making as part of the organizational strengthening activities with producer groups

Objectives for increasing women's membership and for increasing women's participation in decision-making are incorporated when applicable as part of the organizational strengthening activities with producer groups. The program seeks to support empowerment of women in the management of entrepreneurial and productive activities

through interventions that range from raising awareness and providing basic training to active participation and full control of their own productive activities.

Interventions in order to achieve these objectives are designed and carried out on a case-specific basis. In many cases the initial intervention is based on Counterpart's staff interaction and informal conversations with leaders in order to assess the need and potential for greater women inclusion and participation and raising awareness. In other cases specific activities are designed and embedded into the organizational strengthening processes in order to motivate, monitor and evaluate advances in terms of women's membership and participation.

Identify viable women's producer groups for inclusion in the project and assist them to be competitive in mainstream project activities.

Counterpart has worked with women's groups that required training and technical assistance in order to become strengthened and also with incipient women's groupings that become formalized as producer groups and/or businesses through technical assistance. Activities in this regard are more widespread on topics related to handicrafts, which may range from creating new groups and developing their first products (groups from Totonicapán), to formalizing producer groups to become independent businesses acting within a value chain (Fundación Tradiciones Mayas in Sololá), and producing and commercializing new lines of products. In activities more related to tourism, relevant groups have also been supported in terms of creating microcredits facilities in El Zapote, Sayaxche, Peten; developing complementary tourism services in the communities surrounding Yaxha National Park; developing small farms to provide poultry for restaurants and tourism businesses in the Verapaces, and providing improved homestay services to Spanish students in San Pedro La Laguna, Sololá.

Include sex-disaggregated targets into Performance Management Plans to be able to measure the progress of women's achievements relative to men's.

Jobs, training and beneficiary household indicators are disaggregated by sex in order to monitor activities and results separately for men and women.

Several cases highlighted in this report demonstrate results of a stronger gender mainstreaming focus in program design and implementation.

Documentation of gender mainstreaming interventions and results in the Puerta al Mundo Maya communities

It was identified that Counterpart had already been engaged in gender mainstreaming activities in the associations managing the Puerta al Mundo Maya community tourism destinations in Chisec and Raxruhá, Alta Verapaz. A revision of interventions and results showed that through personalized approaches, Counterpart had been able to influence a larger women's membership in the community associations, which, in turn, led also to women occupying important positions within the boards of the associations.

Technical assistance for tourism service providers in protected areas

In many rural communities of the Maya Biosphere tourism guiding has traditionally been an activity performed mainly by men. Many of the tours require long journeys into the forest, which prevent the participation of women. That is not the case in Yahá-Nakum-Naranjo National Park, where several women from the surrounding communities are involved in tourism guiding activities and have been trained and certified through the joint efforts of Counterpart, INTECAP and the Park's Management. Counterpart, however, identified field for improvement in women involvement and strengthening. Several women from surrounding communities usually travel to the park in order to sell food, drinks and handicrafts to visitors during weekends and holidays. After talking with some of the women leaders, Counterpart identified that the women were eager to improve their quality of services and products and that the park managers were willing to contribute. Thus, Counterpart performed a needs assessment with the women service providers and brought in Guatemala's Technical Training and Productivity Institute (INTECAP), a longtime partner in

the implementation of training activities in order to create a tailored program for the women providing services at this wonderful park. The training and technical assistance sessions covered varied topics such as: basic service aspects including hygiene, personal appearance, food manipulation, preparation and presentation of typical dishes, and customer service. Having a clear purpose for the inclusion of women in tourism related activities at the park, the event was attended by 24 women and 2 men who provide guiding, food, ground and water transportation services within the park and was part of the preparatory activities leading to the Semana Santa high season.

Bakery workshops with women from the communities surrounding Yaxhá □ Nakum □ Naranjo National Park

As part of the coordination efforts with the management and communities of this park, located in the Maya Biosphere Reserve, Counterpart supported the implementation of a bakery workshop in collaboration with Guatemala's Technical Training Institute (INTECAP). The course included three 40 hour modules and was inaugurated on June 20th in the village of La Máquina. The course allowed women to learn how to bake quality bread using locally available materials and covers both industrial processes and machinery as well as home based processes and equipment. The modules were structured as follows: 1. Sweet bread, 2. White and soft bread, 3. Special breads and bakery. The bakery course and subsequent technical assistance for the formalization of a bakery business, was identified as an important Gender Mainstreaming activity by Counterpart, since the involvement of women in direct activities related to the park is limited to some young women guides who have had access to education (for example only 3 of the 20 certified community tourism guides are women, and most of them are relatively young). Other women must search for alternative sources of income in order to support their families and decrease the pressure on the resources of the park, and the bakery offers a wide array of possibilities. Materials and other logistic costs of the course will be covered by the Municipality of Flores.

The initial logic behind the bakery course was that a value chain analysis showed that the women had a good potential for selling their products to the 150 plus staff who daily work at the park and in posts along the main road connecting Petén and Belize. However, as the activity progressed and the women showed high levels of involvement and commitment, the idea evolved into setting up a larger formal business. Counterpart is supporting in collaboration with INTECAP a business planning process that will allow for the women's group to become formalized and the bakery business to expand and operate under regular business standards.



Women show the first products of the bakery course.

Support to women's groups in the highlands (Sololá and Western Highlands)

It was identified that one of the main gender issues in the Guatemalan Highlands is the lack of economic opportunities for rural women who have had little or no access to education and are "tied up" to their homes. Many of these women are able to make some supplementary income by working on handicrafts, however if not tied to a relevant value chain, their economic opportunities are occasional and usually low value.

Sololá ▯ Support to women's groups in collaboration with Fundación Tradiciones Mayas

As in the past, Counterpart continued to work with Fundación Tradiciones Mayas which not only provides a relevant value chain for women producing handicrafts but provides value added both in the fair trade focus of the handicrafts work and in the complementary health and education activities that bring an integral approach to the improved livelihoods of over 100 women in rural communities around Lake Atitlán. Counterpart supported this foundation in the design of a flyer to promote a tour through their medicinal plants garden, which is a part of the health program. In this tour visitors may learn about the qualities of medicinal plants and about how women contribute to their families' health and economy with medicinal plants. Also, Counterpart will help the Foundation to participate in the New World Crafts fair, which will take place in September 21st and 22nd, 2011, in Antigua Guatemala. Groups from the Foundation are producing products specifically designed to meet current international standards and tendencies required by the fair buyers. Furthermore, the Foundation is thoroughly reviewing the lines and collections in order to attain the highest effectiveness in cost terms and the best use of the producing women's abilities and potential.

Western Highlands ▯ incubation and strengthening of women's handicrafts producer groups

Through the sub award with Comunidades de la Tierra, During Fiscal Year 2011 three rural businesses will be incubated and at least 3 handicrafts collections (8 products per collection) will be developed, providing improved income for at least 40 women in the western highlands. Through these activities the women will move from being independent handicrafts producers to establishing an enterprise linked to a value added value chain. Additionally, 5 producer groups already working will receive strengthening through improved financial management and access to markets.

One of the beneficiary groups from the works with Comunidades de la Tierra is located in the town of San Francisco El Alto, Totonicapán. This town has a long standing tradition of textiles and sewing and clothes produced here source all of the country and Central America. The process for evaluating the groups included a sewing proficiency test,

assuming that all women in San Francisco El Alto are familiar with sewing machines. Early on in the process it was discovered that some of the women in this group had never had an opportunity to use a sewing machine, as their families were so poor. The gender mainstreaming and adaptive management focuses allowed a slight change in methodology a remedial introductory sewing course was carried out with those women who wanted to participate but lacked the initial skills and the proficiency tests were delayed for a few weeks. Angelina, one of the young women who took the introductory course, not only learned to sew from zero, but eventually became a recognized leader of her group not only on production aspects but on business development and group cohesion. The rapid identification of the limitation and implementation of a solution allowed for other women like Angelina to become involved in a productive activity instead of being sidelined once again.

Through the sub award with AGEXPORT's Arts and Crafts Commission fifteen women's groups from the Western Highlands will develop value added handicrafts collections based on market trends and improved designs. The new collections will be promoted both at the New World Crafts Central American Exhibit and at the main international handicrafts trade shows, including the New York International Gift Fair and the Santa Fe Gift Show.

San Pedro La Laguna, Sololá - Workshop on environmental and service good practices for members of Spanish School value chains

Counterpart has been supporting product development and marketing efforts of San Pedro Spanish School in San Pedro La Laguna during approximately three years. After assessing gender and value chain issues with the school, it was identified that one of the groups that needed support in order to provide a better service and generate greater customer satisfaction were the families providing homestay services for the Spanish students. Homestay activities are usually carried out by women who have had little or no access to training or technical assistance. San Pedro Spanish School decided to invest in training these women in order to provide an improved homestay to its students and co-financed an environmental and service good practices assessment and series of workshops for the women. Counterpart's staff performed an initial service and good practice assessment in order to identify potentials and needs. Based on the results of the assessment, a workshop with families providing a homestay and hospitality service for Spanish students was held on January 7th. The main topics covered included: roles of host families, order and hygiene, cultural interaction, and appropriate use of water and energy. The 12 women participants are members of families who regularly provide homestay and other hospitality services to foreign Spanish students enrolled in schools of San Pedro La Laguna. A series of workshops in order to cover the basic needs identified will be carried out during the next quarters.

Loans for productive projects with a gender mainstreaming focus (Chisec and Raxruha, Alta Verapaz)

It is hardly a secret that financing through credit is a great challenge in rural areas of Guatemala, and especially when it relates to rural, illiterate, indigenous women. During the analysis of the productive projects model, for the communities of Chisec and Raxruha in Alta Verapaz, several factors pointed to a greater women involvement in the initiative. For instance, as the projects became focused on poultry production, it became obvious that since women have a greater presence at home, they would be more involved in caring for the animals. The extra load of work should also offer some incentives to the women. Based on this factors an agreement was reached that the loans should be negotiated in favor of the women, in order to have them empowered of the project and benefiting directly from the additional income generated by these initiatives. However, since the productive products are seen as family enterprises, both husbands and wives will participate in the training, technical assistance and meetings as agreed during the process. Also, the poultry productive projects provided an excellent opportunity for women to see direct benefits from tourism activities in their communities. Women typically face limitations to become involved in other tourism activities in their communities because of language limitations, dress code limitations (in the case of tubing or cave tubing tours) and limitations imposed by their home chores.

Matilde, a mother of 10, mentions that her husband generates income for their household through day labor, but job opportunities have been decreasing. Her family had never received a loan before so she had to “analyze it thoroughly before committing”, but finally she made a decision in order to generate better opportunities for her family.

Carmen, from the Sepalau Catalzul community, frequented by visitors who enjoy the refreshing waters and peculiar landscape of the small lakes in the community, as well as the recently inaugurated canopy tour, says that “through this initiative I hope to generate income and keep my 15 year old son in school, also I wish I could send my daughters to school but our scarcity of resources has prevented that in the past.”

Cristina from Candelaria Camposanto community, visited by tourists to explore the Candelaria Caves National Park in an exhilarating cave tubing tours, has had previous experience with a loan “but that time they only explained us how to pay the interests, they did not provide us with any technical assistance, that’s why this initiative appeared different and interesting to our eyes”.

Most of the women indicated that the main difference between this program and other similar initiatives they have seen in their communities is the combination between a loan and technical assistance both for the development of the productive projects and for the management of the loan. All the women are eager to begin implementing the new feeding, vaccination and general care techniques that have been discussed during the feasibility phase. Paulina, one of the beneficiaries comments that the technical assistance from this project has been different because “it’s not that we didn’t have technical assistance in the past, but they didn’t explain carefully and they wanted us to understand immediately; this technical assistance has been different and we are confident that our work will yield positive results.” Reyes, from the Sepalau community was hesitant to become involved, since in the past she worked in a similar initiative “but our animals died. That’s why when *don* Marcos (AGRETUCHI’s president) mentioned that this project would include technical assistance I thought that this time it would be different and decided to try with a project.”

VI. Environmental Compliance

All of the activities implemented during Fiscal Year 2011 continue to fall under the Categorical Exclusion is issued to those activities involving technical assistance, training, analyses, studies, workshops, document transfers, and others that will not have an impact on the environment. It is acknowledged however, that due to the degree of advance in implementation of community strengthening and development activities in the Maya Biosphere, it is highly probable that small scale infrastructure projects may be implemented during fiscal year 2012. These projects would fall under the Negative Determination with conditions so Counterpart will submit the necessary and dully completed environmental screening form and proposed mitigation plan prior to initiation of activities along with the approved Guatemalan environmental forms. Projected dates for these projects are still uncertain as the necessary government funds have not been fully assigned.

DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE -
USAID / COUNTERPART INTERNATIONAL

FISCAL YEAR: 2011

REVENUE	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>From tourism</i>	645,604.62	807,795.24	830,026.54	989,447.49	3,272,873.88	2,625,000.00	14,365,912.55	13,013,786.43	91
<i>From handicrafts</i>	22,925.38	29,589.40	220,829.45	1,037,300.00	1,310,644.22	875,000.00	5,634,087.45	5,094,408.65	
Total	668,529.99	837,384.63	1,050,855.99	2,026,747.49	4,583,518.11	3,500,000.00	20,000,000.00	18,108,195.09	

EMPLOYMENT	1 qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Men</i>	101	69	85	167	422	2,000	8,700	5,261	60
<i>Women</i>	29	75	64	391	559				
<i>Indigenous</i>	38	86	89	504	716				
<i>Non Indigenous</i>	92	58	60	54	264				
Total	130	144	149	558	980				

NATIONAL TOURISTS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>National tourists</i>	26,523	27,708	41,937	45,197	141,365	75,000	675,430	720,053	107
<i>International Tourists</i>	11,651	13,639	10,582	17,386	53,258				
TOTAL VISITORS	38,174	41,347	52,519	62,583	194,623				

MSME's CREATED	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>MSME's Created</i>	1	1	12	1	15	53	220	132	60

CREDIT GRANTED FOR TOURISM AND CRAFTS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Amount of Loans</i>	-	-	7,225.81	74,758.74	81,984.54	100,000.00	1,005,581.20	925,565.74	92
Total	-	-	7,225.81	74,758.74					

ORGANIZACIONES FORTALECIDAS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Socios Logremos (Petén)	32	38	46	52	52	325	1124	1145	102
Socios Logremos (Sololá)	14	36	42	45	45				
Socios Logremos (Verapaces)	17	17	17	18	18				
Logremos altiplano occidental	0	0	5	5	5				
Organizaciones comunitarias Reserva de la Biosfera Maya	5	5	6	6	6				
Programa CPG+L Sololá	0	0	0	13	13				
Carrera guía turístico comunitario	0	0	7	8	8				
Diseño y comercialización de productos artesanales (AGEXPORT)	0	0	15	15	15				
Implementación de Buenas Prácticas en comunidades	0	8	19	1	28				
Incubación de nuevas empresas (Comunidades de la Tierra)	0	0	3	3	3				
Fortalecimiento de empresas existentes (Comunidades de la tierra)	0	0	0	5	5				
Programa de Capacitación MIPYMEs Petén	0	24	0		24				
Service Summit	0	0	0	20	20				
Asistencia a áreas protegidas	0	16	9	0	25				
Otros(capacitación con INTECAP - Peten)	0	0	0	3	3				
Total (actualmente recibiendo asistencia)	68	144	169	219	270				
TOTAL PRODUCER GROUPS	23	41	67	70	70				
TOTAL NUEVOS BENEFICIARIOS	8	31	65	42	146				

LEVERAGED FUNDS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Total</i>	0	537,500.00	0	213,196.32	750,696.32	750,000.00	8,572,000.00	7,857,655.21	91.67

COST SHARE	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
	7,389.08	10,627	168,879	257,011	443,906	415,000.00	2,600,000.00	2,215,866.15	85

ETEO - SO2 / ECON GROWTH INDICATORS
OP Indicators

Program Element 6.2 Private Sector Productivity	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Number of firms receiving USG assistance to improve their management practices	68	144	169	270	270	325	1,124	1145	102
Number of SMEs receiving USG assistance to access bank loans or private equity	0	0	8	25	33	25	196	179	91
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	4	4	4	4	4	4	100

Program Element 8.1 Natural Resources and Biodiversity	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	167	507	669	397	1,739	1,500	10,869	10,108	93
number of women	33	255	313	218	819	700	5,142	4,811	94
number of men	134	252	356	179	920	800	5,727	5,297	92
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	27	332	468	54	881	750	7,210	6,591	91

Current PMP Indicators	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Sales of goods and services as a result of USAID programs. In thousand \$	669	837	1,051	2,027	4,584	3,500	20,000.00	18,108	91
Number of jobs created as a result of USAID programs	130	144	149	558	980	2,000	8,700	5,261	60

	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Number of Rural Households benefiting directly from USG interventions	194	813	1,128	451	2,585	1,500	13,372	13,744	103

ANNEX 2. ACTIVITIES AND RELATED FUNDING EARMARKS:

ACTIVITIES	FUNDING EARMARK		
	Biodiversity	Global Food Security	ECA/CAFTA
1.1 Improve marketing and business practices for tourism SMEs and CBOs through the value chain approach (Logremos program)	X		X
<i>Petén region & Vernal Equinox Festival in Uaxactun</i>	X		
<i>Sololá region</i>	X		
<i>Catalogue of community tourism destinations in the Verapaces</i>			X
<i>National Tourism Congress</i>			X
<i>Service Summit</i>			X
1.2 Increase access to credit and financial services for tourism and handicraft SMEs	X	X	
<i>Strengthening the tourism value chain through poultry production</i>	X		
<i>Establishment and technical assistance of microcredit facilities in beneficiary communities</i>	X		
<i>Rural credits through REDIMIF</i>		X	
1.3 Develop and consolidate new tourism products and services in the Western Highlands		X	
<i>Quiché inexplorado tourism destinations</i>		X	
<i>Cerro Sija Municipal Park</i>		X	
1.4 Incubate new handicrafts producer groups in the Western Highlands and incorporate into value chains		X	
1.5 Strengthen artisan groups already operating in the Western Highlands through the development of value added handicrafts collections and insertion into value chains		X	
2.1 Improve local and institutional capabilities on public use planning and tourism management in protected areas	X		X
<i>Workshops on public use planning for protected areas</i>	X		
<i>Diffusion of the Mirador Rio Azul National Park Public Use Plan</i>			X
2.2 Support SMEs in the implementation of good management and environmental practices leading to a sustainable tourism certification seal	X		X
2.3 Facilitate training and certification or re-certification of a larger number of Community Tourism Guides	X	X	X
2.4 Design and implement expansion strategy for Geotourism initiative in Guatemala	X	X	X
2.5 Implement environmental and sustainable tourism good management practices in rural communities	X	X	
<i>San Pedro Spanish School homestay families</i>		X	
<i>La Igualdad San Marcos</i>		X	
<i>Educational program for environmental protection and awareness, Raxruhá, Alta Verapaz</i>	X		
<i>Maya Biosphere Reserve communities</i>	X		
2.6 Strengthen the working relationship between the government of Guatemala and the Maya Biosphere Reserve communities for tourism development	X		
<i>Proyecto Pavo</i>	X		
<i>Strengthening of tourism services in Yaxha Nakum Naranjo National Park</i>	X		
<i>Support to community groups providing tourism services in and around the Maya Biosphere Reserve</i>	X		
V. Gender mainstreaming	X	X	

ANNEX 3. Biodiversity Activities

ACTIVITIES	FUNDING EARMARK			BIODIVERSITY OBJECTIVE	ANALYSIS OF THREATS TO BIODIVERSITY	ASSOCIATED INDICATOR FOR BIODIVERSITY CONSERVATION	BIOLOGICALLY SIGNIFICANT AREAS
	Biodiversity	Global Food Security	ECA/CAFTA				
1.1 Improve marketing and business practices for tourism SMEs and CBOs through the value chain approach (Logremos program)	X		X	To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance.	Maya Biosphere Reserve, RUMCLA, Candelaria Caves National Park, Las Conchas Municipal Park, De las Minas Biosphere Reserve.
<i>Petén region & Vernal Equinox Festival in Uaxactun</i>	X			To improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.		Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance.	Maya Biosphere Reserve, Multiple Uses Zone, Uaxactun forest concession
<i>Sololá region</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance.	RUMCLA
1.2 Increase access to credit and financial services for tourism and handicraft SMEs	X	X					
<i>Strengthening the tourism value chain through poultry production</i>	X			To improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.	Threat: extraction of natural resources from national Park. Implementation of new income generation activities related to sustainable tourism value chain, reduces pressure on extraction of natural resources from Candelaria Caves National Park and Sepalau lagoons community reserve	Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	Candelaria Caves National park and Sepalau lagoons community reserve (although is not officially recognized as a protected area, community members have declared a special protection zone surrounding the lagoons and have defined sustainable management guidelines).
<i>Establishment and technical assistance of microcredit facilities in beneficiary communities</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.			Sepalau lagoons community reserve (although is not officially recognized as a protected area, community members have declared a special protection zone surrounding the lagoons and have defined sustainable management guidelines).
2.1 Improve local and institutional capabilities on public use planning and tourism management in protected areas	X		X				
<i>Workshops on public use planning for protected areas</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites. To improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.		Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	SIGAP

2.2 Support SMEs in the implementation of good management and environmental practices leading to a sustainable tourism certification seal	X		X	To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	RUMCLA
2.3 Facilitate training and certification or re-certification of a larger number of Community Tourism Guides	X	X	X	To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	RUMCLA, Sibinal Municipal Park, Chahal Municipal Park, Maya Biosphere Reserve
2.4 Design and implement expansion strategy for Geotourism initiative in Guatemala	X	X	X	To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	SIGAP.
2.5 Implement environmental and sustainable tourism good management practices in rural communities	X	X					
<i>Educational program for environmental protection and awareness, Raxruhá, Alta Verapaz</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites. To improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.		Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	Candelaria Caves National Park and Sierra de Chinaja Special Protection Area
<i>Maya Biosphere Reserve communities</i>	X			To improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.		Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	Carmelita and Uaxactun forest concessions, Maya Biosphere Reserve
2.6 Strengthen the working relationship between the government of Guatemala and the Maya Biosphere Reserve communities for tourism development	X						
<i>Proyecto Pavo</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites. To improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.		Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance. Number of people receiving USG supported training in natural resources management and/or biodiversity conservation.	Uaxactun forest concession, Maya Biosphere Reserve
<i>Strengthening of tourism services in Yaxha □ Nakum □ Naranjo National Park</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	Yaxha-Nakun-Naranjo National Park, Maya Biosphere Reserve
<i>Support to community groups providing tourism services in and around the Maya Biosphere Reserve</i>	X			To improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.		Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance. Number of people receiving USG supported training in natural resources management and/or biodiversity conservation.	Carmelita forest concession, Uaxactun forest concession and Yaxha National Park (all located in Maya Biosphere Reserve)
V. Gender mainstreaming	X	X					