Conservation of Coastal Eco-Systems in Tanzania: The Pwani Project

Year Three Work Plan
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Coastal Resources Center
University of Rhode Island

Contact Information:

Baraka Kalangahe
Pwani Director
Tanzania Coastal Management Partnership
Bagamoyo Bong'wa Area, Block C, Plot number 13
Box 223, Bagamoyo, TANZANIA
Tel: +255 23 244-0280
Tel: +255 23 244-0313
Fax: +255 23 244-0314
Email: baraka58@hotmail.com

Elin Torell
Project Manger
Coastal Resources Center
University of Rhode Island
220 South Ferry Rd
Narragansett RI 02882 USA
Tel: 401-874-6103
Fax: 401-874-6920
Email: Elin@crc.uri.edu

Cindy Moreau
Business Manager
Coastal Resources Center
Email: cindo@gso.uri.edu

Esther Kapinga
Administrative and Finance Officer
Tanzania Coastal Management Partnership
Email: esther@tcmptz.org

Mary Hobbs
Office Director, Agriculture and Natural Resources
US Agency for International Development
686 Old Bagamoyo Rd., Msasani
P.O.Box 9130
Dar Es Salaam, Tanzania
Tel: (255) 22-266-8490
Fax: (255) 22-266-8421
Email: jneill@usaid.gov

Gilbert Kajuna
Acting Team Leader, Environment
US Agency for International Development
Email: gkajuna@usaid.gov

Gabriel Batulaine
Agreement Officer's Technical Representative
US Agency for International Development
Email: gbatulaine@usaid.gov

List of Acronyms

AIDS	Acquired Immunodeficiency Syndrome
AOTR	Agreement Officer's Technical Representative
APA	AIDS PARTNERSHIP with AFRICA
CEEST	Centre for Energy, Environment, Science and Technology
CFM	Collaborative Fisheries Management
CRC	Coastal Resources Center
CVM	Communita Volontari per il Mondo (Community of Volunteers for the World)
DAP	District Action Planning
EAME	Eastern African Marine Ecoregion
FIU	Florida International University
GBV	Gender Based Violence
GIS	Geographic Information Systems
GLOWS	Global Water for Sustainable Program
HIV	Human Immunodeficiency Virus
NICEMS	National Integrated Coastal Environment Management Strategy
ICM	Integrated Coastal Management
ICMU	Integrated Coastal Management Unit
IMS	Institute of Marine Sciences
IR	Intermediate Results
LoP	Life of Project
MACEMP	Marine and Coastal Environment Management Program
MKUKUTA	National Strategy for Growth and Reduction of Poverty (In Kiswahili)
MPRU	Marine Parks and Reserves Unit
NEMC	National Environmental Management Council
NGO	Non Governmental Organization
NSC	National Steering Committee
PEACE	Population, Equity, and AIDS in Coastal Environment Projects
PHE	Population-Health-Environment
PLWA	People living with AIDS
PMP	Performance Monitoring Plan
RUMAKI	Rufiji, Mafia, Kilwa Seascape Project
SACCO	Savings and Cooperative Credit Organization
SAMP	Special Area Management Plan
SANAPA	Saadani National Park Authority
SCCULT	Savings and Cooperative Credit Union League of Tanzania
SO	Strategic Objective
STI	Sexually transmitted infection
SUCCESS	Sustainable Coastal Communities and Ecosystems
TANAPA	Tanzanian National Parks Authority
TaTEDO	Tanzania Traditional Energy Development Organization
TCMP	Tanzania Coastal Management Partnership
URI	University of Rhode Island
USAID	United States Agency for International Development
WADA	Water and development Initiative
WIOMSA	Western Indian Ocean Marine Science Association
WWF	World Wildlife Fund

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Introduction

This document describes the planned year three activities of the Conservation of Coastal Eco-Systems in Tanzania: the Pwani Project. The contents of this work plan were generated from discussions and output developed during a year two self-assessment and work planning meeting for TCMP staff and local partners, which was held in Bagamoyo in November 2011. The document will begin by presenting background information, project goals and objectives. The main part of the document is a detailed description of Project objectives and activities to be implemented in Year Three. It includes task implementation schedules as well as expected outputs and results per activity area. For each activity area, the work plan also identifies the responsible project staff and partners involved in implementation. The project management structure, the monitoring and evaluation strategy, and the corresponding performance and reporting framework are described. Summary budget information is included at the very end of the work plan. The work plan only includes brief summaries of Year Two accomplishments and challenges. For more detailed descriptions of challenges and achievements, please refer to the Year Two quarterly reports.

Highlights of Expected Year Three Results

The Pwani Project will help sustain the flow of environmental goods and services; revise the trend of environmental destruction of critical coastal habitats; and improve the wellbeing of coastal residents in the Bagamoyo-Pangani and Menai Bay Seascapes. Working towards this goal, the following are some of the outcomes that the Pwani Project expects to see in year three (more details and outcomes are listed under each activity description):

Protect Critical Coastal Forests, Wildlife, and Freshwater Resources

- Detailed report on information of Mbegani Bay coastal characterization and ecological processes (State of the Bay Report).
- Outreach materials on selected themes related to the spatial planning activities
- GIS data base and zoning maps for Bagamoyo (focusing on Mbegani Bay) and Pangani
- Adopted Bagamoyo Mariculture Permitting Procedures in English and Swahili.
- All major human activities between Saadani and Wami Mbiki mapped and home range sizes determined for collared elephants
- Fourteen elephants de-collared, elephant movement data analyzed, and final report produced on elephant tracking activities.
- Three entrepreneurs disseminating modern energy technologies (fuel efficient stoves, baking ovens, and multi-chargers)
- Thirty individuals trained in modern energy technologies

Protect Critical marine Ecosystems and Endangered Species

- Report on monitoring existing community no-take zone on Zanzibar
- Report presenting baseline data for new no-take zone sites on Zanzibar
- Draft management plans and by laws for new no-take zone sites
- Two new half-pearl sites established
- MBCA half-pearl farming policies drafted
- Dolphin tour guides and operators certified
- Dolphin by-catch monitored and reported
- Sea turtle nesting activity monitored at eight sites
- Community Tour Guide leading sea turtle ecotourism initiative in Ushongo village
- 15 SANAPA staff trained in sea turtle conservation and ecotourism
- Theater for Development (TFD) performances on sea turtle conservation held in two villages
- 16 primary schools visited and teachers given guidance on environmental education
- 100 fishers trained in sea turtle by-catch reduction and release of sea turtles from nets

Human Dimensions of the Coastal Ecosystem

- Climate change adaptation actions implemented in Mlingotini and Kitonga (Bagamoyo), Paje and Jambiani (Zanzibar) and two new communities on Zanzibar.
- Rapid Pangani coast-wide climate change vulnerability assessment and two in-depth community-based vulnerability assessments conducted
- Climate change educational handout in Kiswahili
- Revised NICEMS that includes climate change
- Five new Savings and Cooperative Credit Organizations (SACCOs) established on the mainland and Zanzibar leading to at least 120 new individuals with access to credit
- At least 350 new NRM-based livelihood beneficiaries
- Ecotourism promotional materials
- Shellcraft jewelry resource center established on the Fumba Peninsula
- Four Pangani village HIV/AIDS plans adapted to respond to leadership and gender needs and include leadership and gender responsive indicators
- 300 condom outlets monitored and functional in Pangani and Bagamoyo
- 500 fishermen (and related community members) trained in Pangani and Bagamoyo
- 156 interactive radio shows produced and aired by Pangani FM
- 198 TFD shows performed in Pangani
- Four new mobile video unit spots produced and showed in Pangani
- IEC materials related to HIV/Prevention (250 T-shirts, 500 wall calendars, 7,200 posters) produced and distributed.
- 60 HIV/AIDS vulnerable individuals (people living with AIDS (PLWA), orphans, and widows), with strengthened livelihoods
- At least four VMACs in Bagamoyo strengthened through leadership and gender program
- 96 members of Women's and Children Rights groups and VMACS attending workshops to improve the multisectoral village level response to HIV and gender based violence
- 96 girls and PLWHIV will be trained on life skills (girls)/positive living (PLWHIV) and peer education
- 90 bartenders trained in sexually transmitted infections and women's rights

Project Wide Communications

- Two articles published every month in the local newspapers and on the Inter Press Service website
- Updated TCMP blog, linked to NEMC and other partners websites
- Printed folders, handouts and t-shirts
- Field visit reports, articles, and success stories
- TCMP newspaper – Pwani Yetu published and distributed

These results will contribute greatly towards the life of project targets, which are presented in a table on pages 39-41.

Background

The Bagamoyo-Pangani and Menai Bay Seascapes are biodiversity-rich with nationally and internationally significant estuaries, mangrove forests, beaches, coral reefs, seagrass beds, coastal forests, and rare and endangered wildlife species that include sea turtles and dugongs. The Saadani National Park (SANAPA)—one of the country's newest and the only terrestrial park with a contiguous marine area—also lies in this area. The Park, which is home to the rare Rosevelt Sable antelope, is the nesting ground for several endangered species of marine turtles. SANAPA has the largest marine no-take reserve in the country, yet, little is known about its marine ecosystem and there is no marine management plan. Once operational, enforcing the marine area will put constraints on local inhabitants and resource users— something that may generate tensions, and create challenges for addressing threats to the area's biodiversity.

The Pwani Project area covers over 348 km of coastline in Bagamoyo, Pangani, and on Unguja. The area includes the lower Wami River (3,270 km^2), Saadani National Park, (1,114 km^2, including a marine area of 60 km^2), and the Menai Bay Conservation Area (almost 500 km^2). Combined, these areas encompass around 39 coastal wards (21 small wards on Zanzibar and 18 wards on the mainland) and a population of over 200,000.

SANAPA is on a long term trajectory to being one of the most visited national parks in the country. One reason is its proximity to Dar es Salaam. Another is its location along the Pemba channel—East Africa's premier area for game fishing. The nearshore and offshore marine areas also support a large and vulnerable artisanal fishery, and wildlife and marine recreation and tourism—all of which depend upon a healthy ecosystem. Menai Bay Conservation Area (MBCA) is situated in the southwest of Unguja, the main island of the Zanzibar Archipelago. It is the largest marine conservation area in Zanzibar, managed locally by the community and government officials. The area is extensively covered with coral reefs, sea grass beds, and mangrove forest.

The seascape has changed considerably in the past 10 years as a result of increased private sector investments in and development along the beachfronts, growing national and international tourism, and new agro-industry development. At the same time, advances have been made in fisheries management, including establishment of Collaborative Fisheries Management Areas. While the seascape also saw the emergence of seaweed farming, it is now recognized that this once promising option for livelihoods and poverty alleviation has limited value chain potential for producers and its prices are vulnerable to market forces outside of local producers' control.

Problem Statement

The Bagamoyo-Pangani and Menai Bay Seascapes face many threats to its biodiversity assets and challenges to its sustainable development. These threats and challenges include but are not limited to serious overfishing, destructive practices such as clear-cutting of mangrove forests, and a deterioration in water quality from industrial and municipal waste as well as runoff from farming. At the same time, coastal communities and businesses increasingly rely on these resources being healthy—an essential factor in the ability of the resources to continue providing income, food, and trade opportunities at the national, regional, and global levels. Publications including the "Tanzania State of the Coast Report 2003" and the "Eastern African Marine Ecoregion: Biodiversity Conservation Strategic Framework 2005-2025" highlight the significance of the biodiversity found in the proposed *Pwani* project area and provide scientific research findings on the status and trends of the threats to these resources.

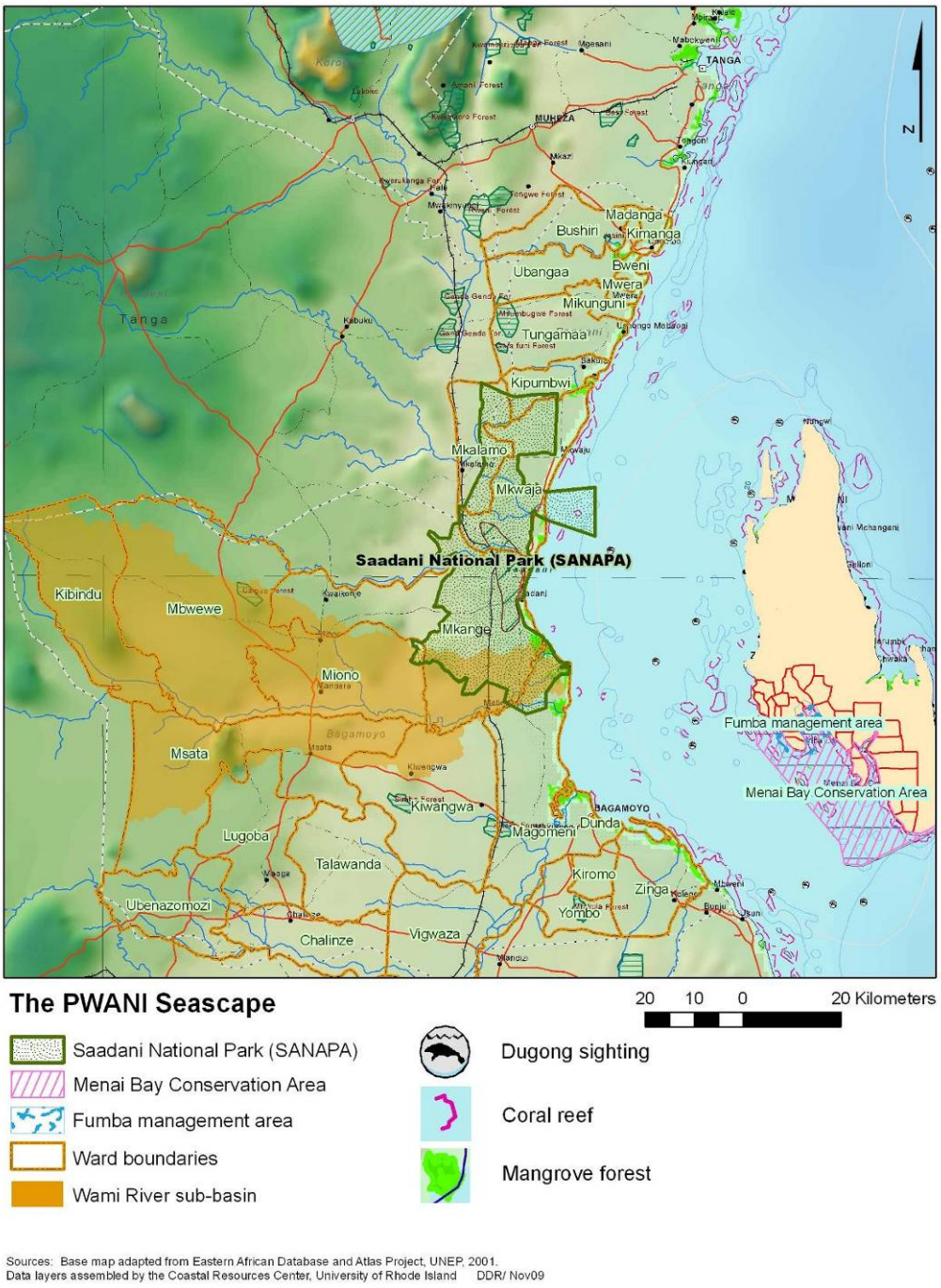
Project Development Hypothesis

The *Pwani* strategy is to build upon the rich experience and capabilities already present in the Bagamoyo-Pangani and Menai Bay areas and through selected capacity-building activities maximize the potential for sustaining—and where feasible restoring—the vital, biodiversity-rich goods and services these areas could generate. The key hypothesis of *Pwani* posits that *if* coastal constituencies are empowered to utilize and manage their natural resources and participatory implementation mechanisms are effective (Power), and *if* there are sustained benefits generated from those resources at local levels by those who actually use them (Wealth), *then* coastal and marine biodiversity (Nature) within the targeted ecosystems will be maintained appropriately. As articulated by USAID and used by many other development groups, the Nature, Wealth, and Power paradigm[1] captures many of the facets of the integrated systems approach that is the basis for *Pwani*.

[1] Nature, Wealth, and Power: Emerging Best Practice for Revitalizing Rural Africa. USAID, CIFOR Winrock International, IRG. 35p.

Targeted Beneficiaries

Pwani supports local communities in the Bagamoyo-Pangani Seascape (including Saadani National Park) and Menai Bay, Zanzibar, with the goal of increasing participation and capacity in natural resource governance, including the ability to adapt to climate change impacts. *Pwani* pays particular attention to HIV/AIDS vulnerable groups (including women and mobile men with money), women shellfish collectors and households adjacent to SANAPA that are dependent on fuel wood for energy needs. *Pwani* also works to strengthen local governments, park units, and community groups that are essential in coordinating on-the-ground activities.



Map of Pwani Project Area

Project Goal and Results

Pwani is a targeted project, aiming **to sustain the flow of environmental goods and services; reverse the trend of environmental destruction of critical coastal habitats; and improve the well being of coastal residents in the Bagamoyo- Pangani and Menai Bay Seascapes.** This goal will be met by speeding the formation of the enabling conditions for coastal governance, supporting local participation in natural resources management, integrating socio-economic and other cross-cutting issues, and promoting institutional and resource user behaviors that are appropriate for the long-term management of the Northern Tanzania Seascape. This will require working within three result areas:

- Result Area 1. Sound natural resource management (Nature)
- Result Area 2. Strengthened resilience and assets (Wealth)
- Result Area 3. Improved governance (Power)

If additional funds become available in the future, we envision the *Pwani* model being replicated in other coastal seascapes, such as the Southern Tanzania Seascape, including Mnazi Bay.

There are important assumptions within the *Pwani* strategy:

- The patchwork of policies and institutional structures that pertain to the Pangani-Bagamoyo and Menai Bay seascapes provides a good starting point from which *Pwani* can manage and address biodiversity threats in the areas.
- The Government of Tanzania will continue to support co-management approaches that empower local civil society and community-based groups.
- The private sector will invest in nature-based tourism and other natural coastal resource dependent industries in a way that promotes industry growth at the same time it benefits local communities.

Pwani is implementing integrated activities to meet the project goal and achieve results. An underlying goal is to help reverse the trend in **the Bagamoyo-Pangani and Menai Bay Seascape** towards decline of its biodiversity assets resulting from the array of human threats described above. *Pwani* also builds local capacity for integrated approaches to conserving biodiversity. At the same time, it provides gender equitable and sustainable economic benefits to coastal people through partnerships with local and national government, the private sector and civil society organizations. The *Pwani* results framework is linked to the USAID Tanzania strategic objectives on biodiversity conservation and economic growth as articulated in the Annual Program Statement (APS).

Year Three Activities

Pwani uses the Nature-Wealth-Power (NWP) paradigm as part of its organizing framework. It recognizes that natural resources management projects that have integrated key concepts from within each of these domains have historically been the most successful at achieving meaningful results. However, the *Pwani* work plan is organized around three broad activity areas, each of which is tied to a key system within the defined seascape. The marine system, terrestrial system, and human dimensions system reinforce each other and tie together the three activity/results areas.

1. Protect Critical Coastal Forests, Wildlife, and Freshwater Resources

Pwani builds on work conducted under SUCCESS Tanzania and the Water and Development Alliance (WADA) to protect terrestrial resources linked to coastal and estuarine ecosystems. The geographic focus of the activities is the marine and coastal areas of the Pangani and Bagamoyo Districts, including the Saadani National Park. The main biodiversity assets within this system are coastal forests and habitat, terrestrial wildlife (i.e. elephant migration corridor), and the Wami and Ruvu River estuaries. Project actions are designed to address biodiversity threats related to land clearing for agro-industries, tourism, and energy production. In Year three, the spatial planning activities will be connected to the climate change vulnerability assessments described under activity 3.1.a. This will

contribute to improving the enabling conditions for mainstreaming climate adaptation into district policies and programs.

Activity 1.1. Critical coastal area use planning in Bagamoyo District

In year one and two, *Pwani* supported the district of Bagamoyo by surveying critical and threatened coastal ecosystems. The District encompasses several important areas including about half of Saadani National Park and its "community influence zone" (a buffer area of 5 km) and more than 5000 ha of mangrove forest and associated salt pans, salt flats, small-scale fish, shellfish and seaweed mariculture and salt production activities located in a dozen distinct patches of varying size. Some of the mangrove patches are associated with unique coastal ecosystem features including the Wami River estuary, the Ruvu River delta north of Bagamoyo town and the 30 km^2 Mbegani Bay located just to the south. The coastal resources of Bagamoyo District offer opportunities for sustainable use (see activities 1.2: Mariculture Zoning and 3.2: NRM businesses) but also face unique challenges from proposed large scale developments including port and industrial facilities, waterfront homes and hotels, mariculture, and salt production.

In the first two years, the Pwani Project worked with the District's top leadership to revive the Bagamoyo ICM working group and it is now the project's primary vehicle for working with the District. For the work with the District on spatial planning and mariculure zone/permitting, a Task Force was created that reports directly to the ICM Working Group. Other accomplishments include: conducting a rapid assessment and producing a report on shoreline characteristics and dynamics in the Mbengani Bay, taking GPS coordinates for coastal uses involving mariculture and salt production throughout the Bagamoyo District coast, and compiling available and new GIS data layers, including acquiring digital base maps for the Bagamoyo/Pangani seascape.

Year Three activities are expected to provide the Bagamoyo district with rich information to assist in planning for the development and conservation of critical coastal areas.

Objectives

- Determine the ecosystem functions and services of Mbegani Bay including its physical, ecological and economic value and functioning.
- Protect the natural environment and critical coastal ecosystems through local by-laws
- Orient and build capacity of district staff, local leaders and project team members in coastal planning, including geographic information and shoreline processes and dynamics
- Build and maintain a Coastal Management GIS database to empower and improve the quality of District planning and decision making

Year Three Major Tasks

- Collaborate with the Bagamoyo District Task Force and Tanzanian researchers to develop and produce a State of Mbegani Bay Report
- Develop and manage a GIS data base for Mbegani Bay

Year Three Key Outputs

- Detailed report on information of Mbegani Bay coastal characterization and ecological processes (State of the Bay Report).
- Outreach materials on selected themes related to the spatial planning activities
- GIS database and maps for Mbegani Bay

TCMP Lead Person Responsible: TCMP Deputy Director (Activity Implementer); Jeremiah Daffa and Baraka Kalangahe (provide advisory role and linking policy and political issues to district and national level); Jumanne Mohamed (assisting process, field activities and management of GIS database); Don Robadue and Jim Tobey (technical advisors).

Cooperating Institutions and Personnel: Bagamoyo District, Ministry of Lands, Fisheries and Aquaculture, Forestry and Beekeeping Division, National Management Council, Village Councils. Institute for Marine Sciences.

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
1. **Collaborate with District in Developing a State of Mbegani Bay Report**	**x**	**x**	**x**	**x**
1.1 Spatial Planning Task Force meet and develop implementation strategies for Year 3	x			
2. **Developing State of Mbengani Bay Report**	**x**	**x**	**x**	**x**
2.1 Develop TOR and identify consultants	x			
2.2 Contract consultants (e.g. Dr. Yohana Shaghude and Christopher Muhando from IMS and other Scientists) for special studies to fill information gaps on shoreline dynamics, ecological characteristics, and off shore marine fishing habitats.	x	x		
2.3. Consolidate consultant reports and prepare state of the bay report		x	x	
2.4 Provide feedback to ICM working group meeting		x	x	
2.5 Prepare hand-out on Mbegani Bay and the CFM in the context of climate change and infrastructure development			x	
2.6 Distribute and provide outreach on scientific report and hand-out				x
3. GIS data base development and management	**x**	**x**	**x**	**x**

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of individuals reached through community outreach and planning that promotes biodiversity conservation and improved gender equity	500	Mlingotini village; District officers; CFM members; Mbegani Research Center; others (stakeholders to be identified)
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	3	Mbegani Bay state report and brochure; Mbegani Bay beach erosion report and handout

Activity 1.2. Mariculture zoning for mangrove ecosystem protection

In Year Two, a draft mariculture zoning and permitting guidelines was completed by Pwani in collaboration with the Bagamoyo District and a process of community feedback meetings and review among district decision making bodies (Spatial Planning Task Force; ICM Working Group; Council Meeting) was initiated. This work entailed significant field assessment, taking GPS coordinates of existing and potential new sites, collecting remotely sensed images, producing maps, determining land cover and land use, and constructing a GIS database. The team also collected background information on sources of pond water and soil quality. The mariculture zoning process in Bagamoyo is supervised by a sub-committee of the ICM Working Group. Meeting several times in 2011, the group guided the Pwani team and participated in information collection.

The mariculture zoning approach follows the successful model established by the Mkuranga District, which adopted the “Small-Scale Mariculture Zoning and Permitting Procedures” in September, 2009. The format and main policies of the procedures are endorsed by the National Environmental Management Council and the Department of Aquaculture, and are consistent with the National Mangrove Management Plan

In Year Three, *Pwani* working with the district and village leaders will complete the process of stakeholder review and formally adopt the Bagamoyo mariculture zoning and permitting

guidelines for small-scale coastal mariculture projects (particularly for milkfish, mullet, tilapia and prawn farming).

At the same time, the team will begin replicating the same process and approach in the Pangani District. It is planned that by the end of year three, a field survey and zoning information will be completed. Although local stakeholders will be involved from the outset, giving plenty of opportunity for public comments and review, the formal review process and adoption by village leaders and district authorities will not happen until year four. The survey and zoning work will cover all of coastal Pangani, but will begin with the Pangani River and its estuary, where there are already ponds constructed under the Pronto Project, which ended in 2010.

Objectives

- Create interest, understanding, and stakeholder engagement in mariculture zoning and sustainable mariculture development
- Establish a consensus on the appropriate level of mariculture operations in potential sites, including estuaries and salt flats, in Bagamoyo and Pangani.
- Identify potentially suitable locations for orderly, low-impact mariculture expansion
- Adapt the Mkuranga and Bagamoyo procedures to the needs and capabilities of the Pangani district

Year Three Major Tasks

<u>Complete and implement the Mariculture Permitting Procedures in the Bagamoyo District</u>

- Complete the Mariculture Permitting Procedures for the Bagamoyo District
- Translate to Swahili and publish the Mariculture Permitting Procedures
- Hold a small launch event for the Mariculture Permitting Procedures
- Test the Bagamoyo Mariculture Permitting Procedures in practice, by testing the procedures with selected volunteer projects
- Extend the detailed analysis of selected sites within the Mbegani Lagoon and Ruvu Delta areas.

<u>Initial survey and assessment, Pangani District</u>

- Conduct an assessment of environmental conditions suitable for small scale mariculture development in identified potential sites in Pangani (coordinated with a coast-wide rapid climate change vulnerability assessment)
- Develop a Pangani GIS base-map data set on existing and potential pond locations and incorporate other data layers related to evaluating the suitability of areas with potential for mariculture
- Feed-back and verification of zoning maps

Year Three Key Outputs

- GIS data base and zoning maps for Bagamoyo and Pangani
- Adopted Bagamoyo Mariculture Permitting Procedures in English and Swahili.

TCMP Lead Person Responsible: Alieth Mutatina (Activity Implementer); Baraka Kalangahe (Provide advisory role and linking issues to District and national level); Jumanne Muhammed (GIS support)
Cooperating Institutions and Personnel: Bagamoyo District/Pangani District

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
Bagamoyo				
ICM Working Group review of (English) draft of Mariculture permitting procedure	x			
Incorporate inputs from ICM WG	x			
Translate Mariculture document to Swahili and publication		x		

Activity/Tasks	Q1	Q2	Q3	Q4
Present the Mariculture document to the Full Council for Approval		x		
Launch procedures			x	
Facilitate piloting of application of the Mariculture Permitting Procedures from screening to approval			x	x
Print and distribute the guideline to all coastal villages in Bagamoyo			x	x
Promote Mariculture activities through media		x	x	
Pangani				
Consultations with Pangani District on mariculture zoning and permitting rules.	x			
Establish a Working Group to supervise the work.		x		
Introduce mariculture zoning activities in all Pangani coastal villages		x		
Arrange a district staff peer exchange to share Bagamoyo experience with the Pangani Working Group.		x		
Take GPS coordinates of existing and potential new sites		x	x	
Develop Pangani GIS base-map data set		x	x	
Conduct village and district feedback and verification meetings			x	
Finalize and print maps				x

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of hectares in areas of biological significance under improved management	No target, but will be tracked	Hectares covered by Bagamoyo and Pangani Mariculture Permitting Procedures
Number of laws, policies, strategies, plans, agreements or regulations addressing climate change (mitigation or adaptation) and/or biodiversity conservation officially proposed, adopted, or implemented as a result of USG assistance (Indicator 4.8.2-28)	1	Bagamoyo Mariculture Permitting Procedures
Number of individuals reached through community outreach and planning that promotes biodiversity conservation and improved gender equity	150	Estimated number of individuals participating in meetings
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	360	
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	2	

Activity 1.3. Protect and monitor of coastal forests and associated wildlife inside SANAPA

Saadani National Park (NP), Wami-Mbiki Wildlife Management Area (WMA), and the lower Wami-Ruvu River Basin provide important habitats and ecological links for elephants and other wildlife. Yet, the juxtaposition of extensive agricultural lands, deforestation and rapidly expanding rural communities pose significant challenges for elephants moving across the region and high potential for human-elephant conflicts. To conserve and enhance areas that provide important elephant habitats and facilitate their movements, it is essential to identify and map elephant habitats and conservation corridors within the region. Further, it is necessary to understand land use planning strategies that are needed to conserve and enhance these habitats and to understand how wildlife managers and

communities can work together to strengthen elephant conservation efforts and reduce human-elephant conflicts.

This activity aims to contribute to the establishment of a regional network of wildlife conservation corridors to conserve the elephant populations in Saadani NP and within the Wami-Ruvu River Basin, including the Wami-Mbiki WMA and Mikumi NP. The activity aims to address three research questions:

- Where are the elephant habitats and conservation corridors within the region?
- What land use planning strategies are needed to conserve and enhance these habitats?
- How can wildlife managers and communities work together to strengthen elephant conservation efforts and to reduce human-elephant conflicts within the region?

In Year One the Pwani Project collared 17 elephants (12 in Wami Mbiki and five in Saadani). Within three months, one collar (K11) stopped sending locations and therefore we remained with 11 collars in Wami Mbiki.

In Year Two, three elephants in Saadani were re-fitted with new units after learning that the collared elephants were not sending locations as expected. In Year Three, we will continue monitoring elephants by satellite and ground, especially in Saadani National Park. Geo-fencing technology will be employed to assess if it can be used to control crop raiding. We will further conduct a mapping exercise of human activities between Saadani and Wami Mbiki, using various methodologies that will determine the potential historical movement corridors for elephants and other species. The last activity will be to prepare a final report and conduct stakeholder feedback meetings.

Objectives

- Conduct satellite telemetry studies of elephants to determine local and regional seasonal movements, habitat use, and corridors
- Conduct systematic aerial surveys of elephants in Saadani NP, Wami-Mbiki WMA and lower Wami-Ruvu River Basin to determine seasonal distribution and abundance.
- Work with local communities and wildlife managers to identify and establish conservation corridors and reduce human-elephant conflict in the region.

Year Three Tasks

- Monitor elephants (satellite and ground)
- Map and analyze settlements and other movement resistance features between Saadani and Wami Mbiki conservation area
- De-collar 14 elephants
- Analyze telemetry data, maps, and ground monitoring data
- Prepare final report
- Conduct two stakeholder meetings

Year Three Key Outputs

- Home range sizes determined for all 14 elephants
- All major human activities between Saadani and Wami Mbiki mapped
- Fourteen elephants de-collared
- Elephant movement data analyzed
- Final report that includes recommendations and way forward
- Findings shared with stakeholders

TCMP Lead Person Responsible: Jeremiah Daffa (activity coordinator)
Cooperating Institutions and Personnel: Afred Kikoti (lead researcher), SANAPA.

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
Elephant monitoring (satellite & ground)	X	X	X	X
Map human activities between the two protected areas	X	X	X	
Elephant de-collaring		X		
Data analysis	X	X	X	X
Final report				X
Conduct two stakeholder feedback meetings				X

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	2	

Activity 1.4. Reduce deforestation through promoting improved energy technologies as climate change adaptation measure

Dependence on biomass energy among coastal communities is a challenge that can be reduced through awareness raising and promotion of energy saving technologies. These include modern biomass energy technologies, such as improved wood fuel stoves, improved baking oven and solar multi chargers. In Year Two, the Pwani project collaborated with TaTEDO to promote and introduce modern energy technologies in the villages of Changwahela, Mlingotini, Kitonga and Mkange, Bagamoyo. The first step was forming a district sustainable energy development cluster (DiSEDC) and conducting a needs assessment for the participating villages. Thereafter TaTEDO provided training on how to use the improved technologies and how to market them locally. One underlying assumption is that the energy efficient technologies will spread through entrepreneurship and peer education by champions. Hence, the project is promoting microenterprises that are connected to the energy saving technologies.

In Year Three, TaTEDO will continue training entrepreneurs on the use of photovoltaic solar energy (solar PV), fuel efficient wood stoves and improved baking oven technologies in villages surrounding SANAPA. We expect that the entrepreneurs will raise their incomes by for example offering people to charge their cell phones for a small fee or selling baked cakes or breads. Solar PV can also be used for lighting, communications, refrigeration, education, and entertainment.

TaTEDO's methodology is based on an entrepreneurial approach that is integrated and community based, ensuring participation of local communities and district authorities. In the third year, TaTEDO will follow up on the activities started in Bagamoyo in Year Two and expand awareness raising and adoption of energy saving technologies through demonstrations, printed materials, peer to peer education, mass media, and village meetings. Through TaTEDO, the project will also implement trainings in energy saving techniques and business management/marketing, and conduct participatory monitoring and evaluation.

Objectives

- Contribute to increased resilience, improved livelihoods, and reduced fuel wood consumption through introduction of modern energy technologies.
- Conserve biodiversity through sustainable production and utilization of renewable resources using sustainable modern energy technologies.

Year Three Tasks

- Demonstrate the use of modern energy technologies, including solar multi chargers and improved baking ovens

- Asses potential entrepreneurs' business needs and the support needed to disseminate efficient energy technologies
- Assess existing use of fuel efficient stoves and current needs in Mkalamo, Mkwaja, Saadani, Matipwili and provide technical assistance on how to improve the adoption rate
- Provide coaching to business entrepreneurs
- Conduct on-the-job training on alternative and efficient energy technologies in the Mkange, Gongo and Saadani villages.
- Conduct monitoring and feedback meetings in communities
- Develop success stories for newspapers and Pangani FM

Year Three Key Outputs

- Three entrepreneurs disseminating modern energy technologies
- Thirty individuals trained in modern energy technologies
- Two success stories

TCMP Lead Person Responsible: Jairos Mahenge
Cooperating Institutions and Personnel: TaTEDO

Activity Implementation Schedule:

Activity/Tasks	Q1	Q2	Q3	Q4
1. Raise awareness and mobilize communities to use fuel efficient stoves, baking ovens and solar-multi-chargers	**x**	**x**	**x**	**x**
1.1. Facilitate one day meeting in each village to promote fuel efficient technologies and conduct live demonstrations	x	x		
2 Facilitate entrepreneurs to market fuel efficient technologies for both consumptive and productive use	**x**	**x**	**x**	**x**
2.1. Identify potential entrepreneurs and assess their needs	x			
2.2. Provide marketing and business support to three entrepreneurs	x	x	x	x
3. Increased use of alternative and energy efficient technologies	**x**	**x**	**x**	**X**
3.1. Conduct on job training on alternative and energy efficient technologies through installing demo units(stoves, ovens and solar multi-chargers)	x	x	x	x
4. Monitor project activities; information processed and disseminated	**x**	**x**	**x**	**x**
4.1. Conduct semiannual monitoring visits		x		x
4.2. Process and disseminate results to stakeholders through reports and newsletters	x	x	x	x

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of institutions with improved capacity to address climate change issues (adaptation) as a result of USG assistance	1	Bagamoyo DiSEDC
Number of households implementing energy efficient measures as a result of USG assistance	43	These are villagers using the modern energy technologies
Number of individuals with increased economic benefits derived from sustainable NRM	215	

Proportion of females participants in USG-assisted programs designed to increase access to productive economic resources	60%	Women involved in businesses related to energy saving technologies.
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	180	Village trainings on fuel efficient technologies
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	2	

2. Protect Critical Marine Ecosystems and Endangered Species

Pwani targets specific problems and opportunities critical to reversing current trends of marine ecosystem misuse and over-use in the **Bagamoyo-Pangani and Menai Bay Seascape**. This means protecting marine biodiversity assets such as fish stocks, coral reefs, intertidal resources, and sea turtles by investing in activities related to marine protected area management (community-based and park-based), fisheries management, and protection of marine turtles. Ensuring multiple uses, community empowerment, capacity building, local ownership, use of a participatory approach, and science for management are important features of these *Pwani* activities.

Activity 2.1.1. Scale-up of community-led no-take zones of intertidal areas

Pwani is in the process of scaling-up the community-led management of intertidal areas, including no-take zoning, to new areas in the Menai Bay Conservation Area (MBCA) and the Chabangwa Conservation Area. The objective of establishing no-take zones and size limits of cockles collected by local communities is to protect the bivalves and other intertidal resources. In year two, the project identified two new communities interested in establishing intertidal no-take zones—Kikungwi and Unguja Ukuu—and Kizingo, a village closer to Stone Town, expressed interest in establishing a size limit to the cockles collected. These activities fit well with the MBCA framework, which allows for community-based management within the conservation area.

Objective: Improve the existing no-take zones and scale up community-based management of cockles and half-pearl farming to two new areas. This work will be closely coordinated with partnership with the Zanzibar Department of Fisheries, Menai Bay Conservation Authority.

Year Three Tasks

- Monitor the four existing community-managed no-take zones in the Menai Bay Conservation Area and present the monitoring result to the communities.
- Revise the current no-take zone adjacent to Nyamazi.
- Establish community based management of cockles and intertidal reef flats, including new no takes zones, in collaboration with the Kikungwi and Unguja Ukuu villages.
- Conduct training on monitoring of intertidal reef flats in Kikungwi and Unguja Ukuu
- Formulate community management plans and by laws for community no take zones nearby Kikungwi and Unguja Ukuu.
- Map selected sites for establishment of the new community-managed no-take zones
- Conduct training on minimum size limits for harvested bivalves in Kizingo. This will help control over-harvesting and harvesting of juvenile cockles.
- Create and put up sign boards that show the location of all no-take zones

Year Two Key Outputs

- Report on existing community no-take zone
- Report presenting baseline data from new sites
- Draft management plans and by laws for new sites
- Sign boards that show the locations

TCMP Lead Person Responsible: Baraka Kalangahe (activity coordinator). Elin Torell (technical assistance)
Cooperating Institutions and Personnel: WIOMSA, IMS, MBCA, local communities

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
Monitor existing no take zones	x		x	
Present the monitoring results in villages	x		x	
Establish of new no-takes zones	x	x		
Conduct training on monitoring in Kikungwi and Unguja Ukuu			x	x
Conduct training on bivalve harvesting sizes for women harvesters in Kzingo		x	x	
Prepare and put up sign boards	x			
Produce two reports on no-take zone monitoring		x		x

Activity 2.1.2. Half pearl farming

In the Pwani project, the model of community no-take reserves combined with pearl grow-out and jewelry-making has been expanded to three new villages and marine sites. In order to scale up half-pearl farming, improved methods of spat collection and grow out to implantation size are needed. This will reduce dependence on wild harvests and reduce the risk of depleting wild stocks. In addition, there are no bay-wide policies on half-pearl farming. While current farms are small in size, expansion brings the possibility of conflicts with fishermen, half pearl farmers, and seaweed farmers over space. Therefore, policies need to be put in place by the MBCA for siting and permitting of half-pearl farms.

Objective: Scale up the number of households benefiting economically from half-pearl farming and establish policies based on good practice for farm sitting and permitting.

Year Three Tasks

- Hire one of the "old" half pearl farmers from Nyamanzi to act as an extension agent for half pearl farmers on the Fumba Peninsula, Kikungwi, and Unguja Ukuu
- Provide monthly technical assistance to newly established half pearl farmers to improve production quality and spat collection.
- Assess and pilot new half pearl farming business models, for example where the farmers work their farms and receive a monthly salary to produce half pearls that are marketed and sold by an external marketing person.
- Ensure monthly grafting, cleaning, and harvesting on old farms in Bweleo and Nyamanzi
- Train new pearl farmers on spat collection, spat grow out, half pearl implementation, and harvesting methods.
- Train new pearl farmers on establishment of underwater long lines
- Work with MBCA to develop policies for half-pearl farming that includes both zoning and permitting procedures.

Year Three Key Outputs

- Training report with list of new half pearl farmers
- Two new half-pearl sites established
- MBCA half-pearl farming policies drafted

TCMP Lead Person Responsible: Baraka Kalangahe (activity coordinator), Elin Torell (technical assistance**)**
Cooperating Institutions and Personnel: WIOMSA, IMS, MBCA, local communities

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
Support existing pearl farmers in monthly grafting, cleaning, and monitoring of seeded oysters	x	x	x	x
Replicate half pearl farming in Kikungwi & U/ukuu.	x	x		
Training on establishment of underwater long lines and grading	x		x	
Train new pearl farmers in Kikungwi & U/ukuu on half pearl farming	x	x		
Training on establishment and monitoring of spat collectors	x		x	
Half pearl policy development		x	x	
Production of reports	x	x		x

Activity 2.1.3. Improving sustainability of Dolphin Tourism in Menai Bay

The Menai Bay Conservation Area is one of the most important marine habitats in Zanzibar's coastal waters. The area is inhabited by marine mammals, which attract a large number of tourists. Two dolphin species (Indo-Pacific bottlenose and humpback dolphins) reside in the area, and whales have been reported to visit the area seasonally, from June/July to November, to mate and breed. Despite this wealth of marine life, awareness of the diversity and its importance is relatively low. Explaining the need to maintain this diversity through conservation is especially important as the economies of many coastal communities (through the fishing industry and boat-based tourism) depend upon the diversity of marine species. If both visitors and local inhabitants act responsibly towards the marine mammals, they can help boost tourism-based business, which is the second largest employer in the village of Kizimkazi.

In year one, a dolphin tourism value chain assessment was developed. Based on this assessment, a number of activities were started that will continue in Year Three. First, the Pwani project reviewed the efforts that have been implemented by the local dolphin tourism association, KIDOTOA (formed in 2006) and the UDSM Institute of Marine Science, which has worked on dolphin related issues on Zanzibar since 1998. The review found that IMS and KIDOTA have developed and posted information signs for marine mammal at public access areas, where tourists, tour operators and local communities can easily access them. KIDOTA has also trained boat operators and tour guides, produced dolphin tourism guidelines, and provided education and awareness to the community and schools.

Building on earlier efforts and to avoid replication, Pwani works very closely with KIDOTOA, the Zanzibar Marine Conservation Unit, and local communities. In Year three, this will include promoting an accreditation plan. The plan, which includes sections on environmentally sustainable tourism, promotion and marketing, education and interpretation, training, monitoring and compliance, has been signed by some of the dolphin tour operators, but it needs a larger buy-in to become effective. Other Year Three activities will include training dolphin tour operators, collecting by-catch information, and working with MBCA and local communities to revise existing dolphin guidelines.

Objective: Improve sustainability of dolphin tourism that protects dolphins from harassment as well as improves the local tour guiding businesses.

Year Three Tasks

- Promote accreditation plan to get more operators to sign on
- Train operators in 1) how to set their prices to generate revenue and profit, and 2) first aid and how to act in an emergency
- Conduct training on tour guiding and safety

- Establish best practice guidelines for dolphin tourism to use and certify the operators that have completed the tour guiding and safety training course
- Collect by-catch information from gill nets used in the area
- Work with MBCA and local communities to revise the dolphin guidelines

Year Three Key Outputs

- Report on the adoption of accreditation plan
- Dolphin tour guides and operators certified
- Training report
- Dolphin by-catch monitored and reported

TCMP Lead Person Responsible: Baraka Kalangahe (activity coordinator), Elin Torell (technical assistance)
Cooperating Institutions and Personnel: WIOMSA, IMS, KIDOTOA, MBCA

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
Promote accreditation plan	x	x	x	x
Train boat operators	x	x		
Work with MBCA to initiate best practice by laws		x	x	
Certify boat operators and dolphin guides that have completed training	X		x	
Collect by catch information in the MBCA	x		x	
Train villagers to understand the need to stop using gill nets within the MBCA				
Production of reports		x		x

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of hectares in areas of biological significance under improved management	45,040	Menai Bay Conservation Area, improved because of area wide management of intertidal zones and dolphin tourism
Number of hectares in areas of biological significance showing improved biophysical conditions for selected parameter(s)	5,300	Hectares with improved bivalve stocks as a result of no-take zones in Menai Bay
Number of laws, policies, strategies, plans, agreements or regulations addressing climate change (mitigation or adaptation) and/or biodiversity conservation officially proposed, adopted, or implemented as a result of USG assistance (Indicator 4.8.2-28)	1	Accreditation plan
Number of local organizations strengthened to manage endangered ecosystems, and to support sustainable livelihoods and cross-cutting issues such as HIV/AIDS and gender	1	KIDOTA
Number of individuals reached through community outreach and planning that promotes biodiversity conservation and improved gender equity	180	
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	800	Tour guide and certification training
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows,	2	

Indicator	Target	Comments
conference papers, and research studies		

Activity 2.2. Support the implementation of the SANAPA marine zone.
Pwani will support and strengthen management of the marine and coastal area of SANAPA by addressing knowledge and data gaps, building capacity among key stakeholders, strengthening and promoting participatory approaches to management, and supporting management decisions. The goal of these activities is to generate information that helps safeguard biodiversity and marine environmental health inside Saadani National Park and build the capacity of national park staff and surrounding villagers to maintain the marine products and services that they rely on for their food, livelihood, and recreation.

This activity has been postponed due to reduced funding from the biodiversity earmark. If funding becomes available the activity will be implemented in year 4.We have contacted the DOI team to see if they might be able to support part of this activity too, but although they are interested in assisting, they have other priorities for FY 12.

Activity 2.3. Protection of sea turtles

Threats to rare and endangered species are one of the key issues addressed by the Pwani Project. In the marine zone, rare and endangered species under threat include sea turtles, dugongs, whale sharks and several species of cetacean. Sea turtle populations are declining on a global scale and are at risk from human exploitation at all stages of their life cycle. All five species present in Tanzanian waters (green, hawksbill, loggerhead, olive ridley and leatherback) are categorised by IUCN as critically endangered, endangered, or vulnerable. In Tanzania, sea turtles face persist threats from incidental capture in both commercial and artisanal fisheries, deliberate slaughter for meat, poaching of eggs and habitat disturbance caused by coastal development, beach seines and dynamite fishing.

To help reverse sea turtle population declines, Sea Sense has implemented community-based sea turtle monitoring and protection programs at eight key nesting sites within the Pwani project area. The nest monitoring programs are having a positive impact on nesting sea turtles and are engaging coastal communities in conservation efforts. To support the monitoring program and increase understanding of the importance of marine species and habitat conservation, several education and awareness raising initiatives have been implemented including a teacher training workshop, a marine conservation seminar for village leaders and a ‘World Environment Day’ celebration.

Significant progress has been made during the first two years of the Pwani project. Community Conservation Officers conducted daily patrols at six key nesting sites and a further two sites were identified at the end of year 2. Nests under threat from poaching, predation or tidal inundation were translocated to a safer area. Since the start of the Pwani project, 169 nests have been recorded and monitored by community Conservation Officers and over 12,000 sea turtle hatchlings have safely reached the sea. A significant number of these nests were laid in Maziwe Island, representing the first successful hatching of sea turtles eggs laid in Maziwe Island in over three decades.

A sea turtle ecotourism initiative has been developed and is raising revenue in two villages. Staff members from five lodges/hotels have received training in sea turtle conservation and guests are actively participating in the initiative.

Objectives

- Monitor and protect nesting sea turtles and hatchlings at six nesting sites
- Expand sea turtle monitoring and protection program to two new nesting sites
- Identify areas of high risk to nesting and foraging sea turtles
- Develop sea turtle ecotourism as a revenue generating activity
- Raise awareness of threats to endangered marine species and their habitats
- Reduce threats to endangered marine species

Year Three Tasks

- Recruit and train two new Conservation Officers in Kipumbwi and Stahabu villages
- Collect data on endangered marine species strandings and causes of death
- Recruit and train a Turtle Tour Guide in Ushongo village
- Train SANAPA staff in sea turtle conservation and ecotourism
- Conduct Theatre for Development project in two villages
- Visit 16 primary schools and monitor delivery of environmental education programs
- Show marine conservation films and distribute awareness materials in four villages
- Provide awareness training to fishers on impact of endangered marine species bycatch
- Develop a reporting system for illegal/destructive fishing

Year Three Key Outputs

- Sea turtle nesting activity monitored at eight sites
- Community Tour Guide leading sea turtle ecotourism initiative in Ushongo village
- 15 SANAPA staff trained in sea turtle conservation and ecotourism
- TFD performances held in two villages
- 16 primary schools visited and teachers given guidance on environmental education
- 100 fishers trained in sea turtle bycatch reduction and release of sea turtles from nets

TCMP Lead Person Responsible: Baraka Kalangahe
Cooperating Institutions and Personnel: Sea Sense

Activity Implementation Schedule:

Activity/Tasks	Q1	Q2	Q3	Q4
Sea turtle nest monitoring and protection at six sites	x	x	x	x
Collect data on species strandings	x	x	x	x
Recruit & train new Conservation Officers & Tour Guide	x	x		
Train SANAPA staff		x		
Theatre for Development			x	
Primary school visits	x	x	x	x
Marine conservation films		x		x
Bycatch awareness	x	x	x	x
Reporting system development		x	x	

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of individuals with increased economic benefits derived from sustainable NRM	12	Two new Conservation Officers & one new Tour Guide and their families
Number of individuals reached through community outreach and planning that promotes biodiversity conservation and improved gender equity	1,532	100 Fishers receiving training in by-catch reduction 600 Community members participating in/watching Theatre for Development performances 32 Teachers receiving further guidance in delivering environmental education programs 800 Community members watching marine conservation films in four villages

Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	120	SANAPA staff
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	3	Newspaper/magazine releases

3. Human Dimensions of the Coastal Ecosystem

Pwani concentrates on three aspects of the human dimensions of coastal ecosystems: climate change adaptation, economic growth, and HIV/AIDS mitigation and prevention activities. The goal is to create wealthier and more empowered communities. Wealthier communities are created not by simply increasing people's economic health and standing, but improving as well other factors that contribute to quality of life—factors such as increasing people's resilience to the impacts of climate change stressors; and improving their access to health services that shape their overall physical well being, including reducing their vulnerability to quality-of-life reducing diseases such as HIV/AIDS. It is this combination of socio-economic "wealth" factors that the *Pwani* project seeks for its beneficiaries. In terms of economic wealth, *Pwani* helps coastal entrepreneurs move up the value chain by diversifying and improving production and marketing of goods and services for local and international trade of natural, non-traditional marine fisheries and coastal ecosystem assets; helping provide access to capital; and improving connections between industry groups and improving the investment and market climate.

Activity 3.1. Increasingly resilient communities are enabled to adapt to climate change impacts

Climate changes are already impacting coastal communities and the impacts are anticipated to intensify in the future, resulting in significant alteration of coastal and marine ecosystems, and increased coastal hazards in low-lying areas. They affect fishers, coastal communities and resource users, recreation and tourism, and coastal infrastructure. Experience shows that it is the poorest, who are most dependent on natural resources for livelihood, that are most exposed to climate hazards and changes affecting the environment. Yet, they are also the ones least equipped to deal with the consequences.

TCMP Pwani emphasizes climate change vulnerability assessment of various assets, education and awareness, collaborating with local communities and other stakeholders in adaptation planning and implementation of small, doable adaptation actions. Prior to the Pwani Project, TCMP collaborated with TaTEDO on energy conservation for sustainable villages, businesses and families, and through its participation in the Water and Development Alliance, gained experience in the construction of rain-water harvesting in public facilities, including schools and health clinics, as well as tree nurseries and reforestation for both energy and food.

In Year One and Two of the Pwani Project, vulnerability assessments and adaptation plans (V&A) were conducted in two villages in the Bagamoyo District and in Paje and Jambiani, which are located in the Southeastern section of the Unguja Island, Zanzibar. In each location, climate change working groups were formed, acting as the entry points for vulnerability assessment, education and awareness raising, adaptation planning, and implementation of small, doable adaptation actions. In addition, a rapid assessment of Mbegani Bay, the location of the Mlingotini V&A, was conducted to characterize and understand the dynamics of this critical marine ecosystem.

In Year Three, Pwani will continue to assist the four villages with adaptation actions and monitor their effectiveness. At the same time, two new V&A efforts will begin in Pangani District, in villages to be selected in collaboration with the district authorities and village leaders.

Objectives

- Raise awareness of coastal vulnerability and adaptation to climate change in the Pwani project area at the village and district level
- Identify climate change vulnerabilities and ways to increase resilience and reduce harm from climate change impacts
- Catalyze small, doable, adaptation actions
- Share good practices in coastal adaptation

Year Three Tasks

Zanzibar local adaptation actions

- Assist local stakeholders living between Paje and Jambiani in planting ipomea grass, which can help reduce erosion
- Conduct a GIS inventory of ipomea grass already planted and the width of the area they occupy
- Improve involvement of hotels in climate change adaptation through formulation of village by-laws in cooperation with the Paje and Jambiani village committees

Bagamoyo local adaptation actions

- Assist the Kitonga Village to implement an improved rice farming demonstration that is designed to work in drier conditions
- Monitor mango trees planted in Kitonga as an adaptation measure
- Monitor mangroves planted as an adaptation measure and for beekeeping in Mlingotini
- Follow-up exchange visit for climate change committee leaders between Mlingotini and Kitonga, to share good adaptation practices

Pangani vulnerability assessments

- Rapid coast-wide Pangani climate change vulnerability assessment (done in collaboration with Pangani wide mariculture assessment) to select two villages for conducting participatory and in-depth vulnerability assessments.
- Conduct vulnerability assessments in two villages in Pangani
- Begin implementation of adaptation actions—especially those that can be coordinated with other Pwani initiatives (e.g. energy saving technologies, economic growth, and PHE activities)

General outreach on climate change

- Document vulnerability and adaptation techniques for national outreach and replication
- Prepare climate change educational handout in Swahilli
- Participate in the process of revising the National Integrated Coastal Environmental Management Strategy (NICEMS) to ensure that climate change is properly addressed in the Strategy.

Year Three Key Outputs

- Monitoring reports on adaptation actions taken by villages
- V&A reports from two Pangani District villages
- Climate change educational handout in Kiswahili
- Revised NICEMS

TCMP Lead Person Responsible: Jairos Mahenge (Activity Implementer); Wilbard Mkama (Field Assistant); Jeremiah Daffa (Policy advisory role and national level linkage); Don Robadue and Jim Tobey (technical advisors).

Cooperating Institutions and Personnel: IMS/WIOMSA, NEMC/STWG, VPO, Dr.Yohana Shagude, Dr. Narriman Jiddawi and Dr. Christopher Muhando.

Activity Implementation Schedule

Activity/Tasks	Q1	Q2	Q3	Q4
1. Zanzibar	**x**	**x**	**x**	**x**
1.1 Assist local stakeholders in the Paje to Jambiani seascape	x	x	x	x

Activity/Tasks	Q1	Q2	Q3	Q4
to plant ipomea grass				
1.2 Conduct GPS/GIS inventory of ipomea grass	x	x	x	x
1.3 Improve involvement of hoteliers in climate change adaptation	x	x	x	x
2. Follow-up and monitor effectiveness of adaptation actions implemented in the Bagamoyo District	**x**	**x**	**x**	**x**
2.1 Monitor and provide TA to rice farm demonstration	x	x		
2.2 Monitor mango trees	x	x	x	x
2.3 Monitor planted mangroves and beekeeping activities	x	x	x	x
2.4 Follow-up exchange visit between Mlingotini and Kitonga				x
3. Pangani V&A	**x**	**x**	**x**	**x**
3.1 Rapid coast-wide Pangani climate change vulnerability assessment	x			
3.2 Detailed climate change vulnerability assessment for two selected villages		x	x	
3.3 Begin implementing early adaptation actions				x
4. Communications		**x**	**x**	**x**
4.1 Prepare and distribute a climate change educational hand-out		x	x	x
5. Participate in ICEMS revision process	**x**	**x**	**x**	**x**

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of laws, policies, strategies, plans, agreements or regulations addressing climate change (mitigation or adaptation) and/or biodiversity conservation officially proposed, adopted, or implemented as a result of USG assistance (Indicator 4.8.2-28)	2	Adaptation plans implemented in Kitonga, Mlingotini, and Jambiani/Paje
Number of stakeholders with increased capacity to adapt to the impacts of climate variability and change as a result of USG assistance	2,500	Exact number will depend on the villages and adaptation measures selected
Number of climate vulnerability assessments conducted as a result of USG assistance	2	Two selected villages in Pangani District
Number of institutions with improved capacity to address climate change issues as a result of USG assistance	3	Pangani District Office; Village Climate Change Working Groups
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	1	

Activity 3.2.a Communities benefitting economically from NRM-based businesses through increased income, access to credit, new markets, and enhanced goods and services—Mainland

The Pwani economic growth activity area includes capacity building and technical assistance to individuals and groups working with natural resource-based products and services. Good resource stewardship is partly assured when individuals and communities place value on a resource, and have ownership in its sustained management. An increase in income from the natural resource base will

increase the opportunity value they place on the resources in the short and long term. The objective is to promote increased wealth through improved resource management of the coastal and marine environment, which at the same time increases the revenues of local communities and enterprises by diversifying and improving production and marketing of fishery products and ecotourism services. *Pwani* supports approaches and actions that increase the resilience and social capital of the society's most vulnerable sectors (especially women and HIV/AIDS-affected households). Value added activities in small scale ecotourism, beekeeping, and half-pearl jewelry-making are supported through mini-grants, savings and loan mechanisms, technical assistance, and training. In the Northern Seascape, nature-based tourism based is growing rapidly, with new hotel developments cropping up around the Saadani National Park and the beaches abutting the Ushongo and Mkwaja villages.

A value chain assessment of ecotourism in Pangani District was prepared in Year One to provide a baseline of current operations and infrastructure development, to map out ecotourism participants and their interests, and define entry points for catalytic actions. To follow up on the value chain assessment, the Pwani Project will support Sea Sense's ecotourism activities and small eco-tourism groups in the Mkwaja village in Year Three. Pwani will also work to improve the enabling conditions for planned and environmentally sustainable ecotourism growth in Bagamoyo and Pangani, for example by providing access to savings and credit associations (SACCOs).

Value chain activities will be supported among seaweed producers in Bagamoyo and jewelry making on Zanzibar. For example, through peer-education, entrepreneurs from Zanzibar who are making and marketing seaweed soap will travel to Bagamoyo to teach the Mischoke Seaweed farmers how to make, package, and market soap. The value added activities have been selected based on a high likelihood for success, scale up, and diffusion, especially among female entrepreneurs.

Objectives

- Improve access to savings and credit services for coastal communities
- Support the growth of existing community-based ecotourism initiatives and demonstrate good conduct in ecotourism development
- Improve enabling conditions for future coastal tourism development
- Introduce natural resource management (NRM) based sustainable livelihoods
- Add value to the existing NRM livelihoods products, including seaweed farming

Year Three Tasks

<u>SACCO development</u>

- Establish new SACCOs and train them in the linkages between natural resource management and entrepreneurship development.
- Provide management and accounting training for leaders of three new SACCOs.
- Train three newly established SACCOs in Pangani in business development skills, including entrepreneurship, natural resource based microenterprise development, and savings mobilization techniques. These SACCOs target HIV/AIDS vulnerable groups.
- Provide seed funding to five established SACCOS (Three new in Pangani and two old in Bagamoyo)

<u>Ecotourism development</u>

- Train Mlingotini tour guides in ecotourism business management
- Document historical/cultural tourism attractions in Mlingotini
- Support Dunda (Bagamoyo Town) in developing its waterfront
- Connect Pwani ecotourism activities with the TCMP blog.
- Sensitize new Mkwaja eco-tourism groups in business management and conservation.
- Support the Bagamoyo District Council to ratify the Bagamoyo ecotourism plan

<u>Value chain support to beekeepers and seaweed farmers</u>

- Conduct training in seaweed soap making and other products in Mlingotini (peer exchange with Zanzibar)

- Conduct training in half pearl farming and jewelry making in Mlingotini (peer exchange with Zanzibar)
- Support groups in packaging and labeling

Year Two Key Outputs

- Three new SACCOs established
- At least 120 new individuals with access to credit
- At least 350 new beneficiaries of NRM-based livelihoods
- Ecotourism promotional materials

TCMP Lead Person Responsible: Patrick Kajubili (Activity Implementer); Jeremiah Daffa and Baraka Kalangahe (Provide advisory role and linking policy issues to District and national level); Elin Torell and Jim Tobey (technical advisors).

Cooperating Institutions and Personnel: Districts Cooperative Department, Bagamoyo Tour Guides Association (BATOGA), UZIKWASA and Pangani Tourism Centre

Activity Implementation Schedule:

Activity/Tasks	Q1	Q2	Q3	Q4
Establish three new SACCOs in Pangani	X			
Train three Pangani SACCOs that include HIV/AIDS vulnerable groups in SACCO establishment and loan management.	X			
Register SACCOs, prepare bylaws, and develop loan policies	X			
Arrange seed money handover ceremonies (Pangani and Bagamoyo)		x		x
Provide management and accounting training for leaders of three new SACCOs.		x		x
Train three newly established SACCOs in Pangani in business development skills		x		
Conduct training on half pearl farming and jewelry making in Mlingotini	x			
Conduct seaweed product value added training		x		
Prepare samples of packaging and labeling for display		x		
Facilitate sales and marketing in Bagamoyo hotels, shops etc.	x			
Support development of the seafront area of Dunda		x	x	
Conduct training to support Mkwaja tour guides, handicraft groups, tour guides, seaweed farmers, and village government in conservation and business skills.	x			
Train Mlingotini tour guides, handcraft groups, traditional food and dance groups.	x			
Clean the attraction sites with villagers		x		
Ratify the Bagamoyo ecotourism plan	x			
Support Dunda village in developing the waterfront		x		
Connect Pwani ecotourism activities with the TCMP blog	x	x	x	
Monitor and evaluate progress		x	x	x

Activity 3.2.b Communities benefitting economically from NRM-based businesses through increased income, access to credit, new markets, and enhanced goods and services—Zanzibar

In the Pwani project, the model of community no-take reserves combined with pearl grow-out and jewelry-making has been expanded to new villages and marine sites. Capacity building in craftsmanship and entrepreneurship skills are being provided to the new sites and to existing jewelry makers and half pearl farmers in Menai Bay. In Year One, the Pwani Project, trained new entrepreneurs in Kizingo—a community on the outskirts of Stone Town. The interest in half pearl farming and jewelry making is growing and acting as para-extension officers, the already trained

entrepreneurs have been engaged by other organizations (e.g. WWF) and communities to train new entrepreneurs in other parts of Tanzania.

In Year Three, the economic growth activities in Zanzibar will include the establishment of new savings and credit associations—using the Pwani Project's experience from the establishing SACCOs in Bweleo, Fumba and Nyamanzi. The SACCOs will decrease the communities' dependency on donor funding for capital input for their enterprises. Another important task under way is to work with the Fumba, Bweleo, and Nyamanzi communities to develop a resource center, where they can produce jewelry, train new entrepreneurs and showcase and sell their products. Funding for the resource center comes from the approximately US $10,000 that were given in donations during fund raising events that were organized under the USAID-funded Sustainable Costal Communities and Ecosystems Project and the State Department Funded PEARL project. In year one, the communities were provided with a plot of land from the Zanzibar government. In year three, the Pwani Project will continue providing technical assistance on the development and management of the resource center. This work started in year one and two when a plot of land was donated and registered, and an architect was contacted to prepare a blue print for the resource center.

Objective: To help communities benefit economically from small scale jewelry making businesses through increased income, establishing and expanding markets, and enhanced goods and services.

Year Three Tasks

Shell-craft jewelry making

- Conduct training in jewelry making, packaging and labeling for entrepreneurs in Kizingo, Kikungwi and Unguja Ukuu.
- Link jewelry makers to graphic designers and printers to create labels and brochures for the entrepreneurs and the resource center
- Conduct training in business management skills for Unguja Ukuu and Kikungwi.
- Design a website to link the jewelry makers with internal and external market.
- Help jewelry makers liaise with markets (hotels, shops, etc.)
- Hold quarterly meetings with old jewelry groups to provide technical assistance on marketing
- Conduct training on price setting, marketing, and sales for old jewelry makers

SACCO establishment

- Finalize the establishment of a SACCOs in Kizingo, and prepare new SACCOs in Kikungwi and Unguja Ukuu
- Conduct training in SACCO management and accounting for board members.
- Provide follow up support to old SACCOS in Fumba and Bweleo.

Resource center

- Continue resource center construction
- Form a resource center committee, which will include entrepreneurs and villages leaders.
- Train the resource center committee members in management and book keeping.
- Finalize blue print with architect.
- Develop a sign board for the resource center

Year Three Key Outputs

- Two new SACCOs established on Zanzibar
- Resource center constructed.

TCMP Lead Person Responsible: Patrick Kajubili (Activity Implementer) and Jim Tobey (CRC)
Cooperating Institutions and Personnel: WIOMSA and IMS

Activity Implementation Schedule:

Activity/Tasks	Q1	Q2	Q3	Q4
Train Kizingo, Kikungwi & U/Ukuu entrepreneurs in jewelry making,	X	X		

Activity/Tasks	Q1	Q2	Q3	Q4
packaging, and labeling.				
Produce brochures for each village	X		X	
Conduct training in business Mgt skills for Kizingo, Kikungwi & U/Ukuu groups		X	X	
Web site design and hosting		X	X	
Train selected community members on how to use the internet			X	
Support communities to purchase grinding machines and other tools for new jewelry makers in Kikungwi and Unguja Ukuu.	X			
Help jewelry makers liaise with market (hotels &shops)	X	X	X	X
Hold quarterly meeting with old jewelry groups	X	X	X	X
Support SACCO development in Kizingo, Kikungwi & U/Ukuu	X	X		
Train Kizingo SACCO board members in Mgt and accounting			X	X
Finalize blue print with architect.		X		
Form resource center committee		X		
Train resource center committee members in strategic management		X		X
Construct resource center	X	X		
Develop resource center signboard				X

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of laws, policies, strategies, plans, agreements or regulations addressing climate change (mitigation or adaptation) and/or biodiversity conservation officially proposed, adopted, or implemented as a result of USG assistance (Indicator 4.8.2-28)	3	SACCO agreements
Number of individuals with increased economic benefits derived from sustainable NRM	350	SACCO members, jewelry makers, tourism groups, etc.
Number of households with improved access to finance, including those receiving community credit and start up grants	120	Three new SACCOs with 40 members each
Proportion of females participants in USG-assisted programs designed to increase access to productive economic resources	60%	We expect at least 60% of all livelihood beneficiaries and SACCO members to be women.
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	1600	SACCO members and livelihood beneficiaries attending trainings

Activity 3.3.1. HIV/AIDS prevention and mitigation activities improve life for those living with HIV/AIDS and lead to quality behavior change among fishing communities in Pangani

CRC-URI and UZIKWASA have many years of experience integrating HIV/AIDS planning and behavior change communication with conservation and poverty alleviation. Anecdotal evidence indicates interventions in the target areas have led to behavior change (e.g. increased condom use, less "sex for fish", and fewer temporary marriages between visiting fishermen and local women) that can reduce HIV/AIDS prevalence. Yet, problems remain. In part, this is because individuals with HIV/AIDS or caring for individuals sick with HIV/AIDS are less capable than healthy individuals of engaging in sustainable resource use practices. *Pwani* continues to work with UZIKWASA to implement activities related to HIV/AIDS prevention and mitigation covering the whole Pangani District, but focusing on the communities adjacent to SANAPA.

The focus of the activities in Pangani are HIV/AIDS prevention, promoting behavior change among fishing communities through interactive theater, community radio, and the development of other information/education/communication (IEC) materials, such as posters, comic books, and leaflets. Behavior change is promoted within targeted mainland communities through innovative communications activities based on real-life issues/scenarios that contribute to the spread of HIV. The communications campaign is part of a larger UZIKWASA campaign called Banja Basi. This term is difficult to translate to English, but means something similar to "spit it out" (e.g. don't be silent about problems around you). The issue of fishermen "mobile men with money" is addressed through a communication campaign implemented in coastal villages (e.g. through video spots, theater, and radio shows that address risk taking behaviors among fishermen and their sexual partners). Fishermen will also be targeted through small focus group discussions that involve leaders, fishermen, and women related to the fishing business (e.g. fish buyers). The project will use educational sessions and peer education to reach at least 300 men and women involved in the fishing industry.

By integrating fishermen-specific issues into the village HIV/AIDS and gender plans, the project expects to reduce high risk behaviors and promote HIV prevention among migratory fishermen and women working in the fishing industry. As part of social marketing to encourage the use of condoms, the project will continue to support existing provider outlets and monitor condom use. Further, the project will continue working with savings and credit associations in the Pangani District to improve livelihoods and increase access to credit among PLWAs, CSWs, orphans, and widows.

The project will strengthen the skills of VMACs and other village stakeholders (PLWA associations and women and youth groups) to address local HIV and gender needs. The project will work with VMACs to update previously developed village HIV/AIDS Plans to include issues related to gender and mobile population (i.e. fishermen) and will support implementation of those plans through quarterly technical support visits. Connected to the VMAC action plans, the Pwani Project will support the development of a Pangani-wide leadership development program, aimed to help VMACs and District staff members improve their capacity to deal with HIV/AIDS as well as the underlying socio-economic and cultural issues and behaviors that exacerbates the spread of HIV.

Objective: To implement village and ward-based activities related to creating an effective community response to HIV/AIDS in the Pangani District

Year Two Tasks

- Develop leadership and gender responsive VMAC performance indicators
- Through a participatory process, revise and update four village HIV/AIDS plans to ensure they respond to local gender needs (engendering village HIV/AIDS plan)
- Conduct condom outlet monitoring visits
- Conduct training for fishermen, community members that interact with fishermen, and village leaders.
- Facilitate an annual joint review of the VMAC action plans together with the VMACs and fishing community representatives, to evaluate the achievements of the agreed upon HIV/AIDS control activities
- Conduct 198 Theatre for Development performances throughout Pangani (one performance per village per month)
- Survey VMACs to understand current support to HIV/AIDS vulnerable groups
- Develop livelihood strengthening strategy to support the HIV/AIDS vulnerable groups (in collaboration with TCMP).
- Implement livelihood strengthening pilot activities for vulnerable groups in at least three villages
- Produce and disseminate IEC materials, including:
- Banja Bas Posters (covering the 4 themes of 2012)
- Video spots (covering the 4 themes of 2012)
- T-shirts and calendars

- VMAC monitoring visits to provide technical backstopping and follow up on village HIV/AIDS plan implementation
- Produce and air two interactive radio shows, which will air weekly. The two shows will be on the following topics: 1. Banja Basi (UZIKWASA's HIV/AIDS behavior change communications campaign; 2. Mazingira (which include topic on environment and issues relevant to fishermen community)
- Conduct coaching to four extended VMACs twice per year
- Develop and implement a leadership development program for VMACs and District staff to improve the overall leadership capacity in the Pangani District.

Year Two Key Outputs

- Four village HIV/AIDS plans reviewed for being responsive to leadership and gender needs
- Leadership and gender responsive performance indicators developed
- 250 condom outlets monitored and functional
- 300 fishermen (and related community members) trained (50 from each of six villages)
- 156 interactive radio shows produced and aired (3 shows aired once per week over 52 weeks – i.e fishermen, Mazingira and Banja Basi radio sessions).
- 198 TFD shows performed
- Four new MVU spots produced and showed in Pangani
- IEC materials: 250 T-shirts, 500 wall calendars, 7,200 posters produced and distributed.
- 60 PLWA, orphans, and widows, with strengthened livelihoods (at least 20 individuals in three villages)
- At least four VMACs strengthened through leadership and gender program

TCMP Lead Person Responsible: Baraka Kalangahe and Elin Torell
Cooperating Institutions and Personnel: UZIWASA

Activity Implementation Schedule:

Activity/Tasks	Q1	Q2	Q3	Q4
Conduct training for fishermen, community members that interact with fishermen, and village leaders.	X	X	X	X
Conduct condom outlets monitoring visits	X	X	X	X
Review of village HIV/AIDS plans for leadership and gender response		X	X	
Produce and air three interactive radio shows, which will be aired weekly	X	X	X	X
Produce and disseminate IEC materials	X	X	X	X
Develop livelihood strengthening activities to support HIV/AIDS vulnerable groups (in collaboration with TCMP).	X	X	X	X
Conduct 198 Theater for Development performances throughout Pangani (one performance per village per month)[2].	X	X	X	X
Facilitate an annual joint review of the VMAC action plans				X
Conduct VMAC monitoring visits	X	X	X	X

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of individuals with increased economic benefits derived from sustainable NRM (SO 13, indicator 2)	240	Livelihood beneficiaries and their family members
Proportion of females participants in USG-assisted programs designed to increase access to productive economic resources	60%	We expect at least 60% of livelihood beneficiaries to be women.
Number of persons reached through community outreach that promotes HIV/AIDS prevention	30,000	People reached with MVU and TFD
Number of the targeted population reached with individual	300	VMACs and related

Indicator	Target	Comments
and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards required (PEPFAR P8.1.D)		community members participating in training with fishermen
Number of fishermen (mobile men with money) reached with individual and/or small group level preventive interventions that are based on evidence and/or meet the minimum standards required. (PEPFAR P8.3.D)	300	Fishermen participating in training
Number of targeted condom service outlets (PEPFAR P8.4.D)	250	shops, guest houses, bars, village offices, CBDs, dispensaries and selected peer group representatives distributing condoms
Number of local organizations strengthened to manage endangered ecosystems, and to support sustainable livelihoods and cross-cutting issues such as HIV/AIDS and gender	4	Number of new VMACs strengthened
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	4,800	Fishermen and VMAC leadership trainings
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	15	Radio shows (not all radio shows will report on key actionable findings)

Activity 3.3.2. Integrating Population, Health, Environment into the Pwani Activities in Bagamoyo, including HIV/AIDS prevention and mitigation activities

In the second year, the Pwani Project expanded its work to promote HIV/AIDS prevention through training and behavior change communication in the Bagamoyo District. Initial activities included focus group meetings and trainings with fishermen and women involved in the fishing industry. A second activity was training population, health, and environment (PHE) 66 adult peer educators in the Saadani and Mkange villages. The peer educators, who are involved in SACCOs, fuel efficient technologies, and other Pwani activities, deliver messages on biodiversity conservation, reproductive health/family planning, HIV/AIDS, energy saving technologies, and the value of micro credit to their fellow villagers. The PHE and HIV/AIDS prevention activities in Bagamoyo are implemented in collaboration with an international NGO, called Community Volunteers for the World/AIDS Partnership for Africa (CVM/APA) in collaboration with the Pwani-TCMP staff.

In Year Three, the Project will continue supporting the trained peer educators and collect data on the number of individuals counseled with population, health, and environment messages. Further, the project will promote condom social marketing for dual protection (family planning and prevention of sexually transmitted diseases including HIV/AIDS).

In collaboration with CVM/APA, Pwani will work to reduce the vulnerability of coastal communities to HIV infection, specifically targeting men and women involved in the fishing industry—as well as other high risk groups, such as bar workers and people living with AIDS (PLWA). Activities will promote a coordinated response to the HIV/AIDS epidemic and gender based violence (GBV), by building the capacity of fishing communities to promote behavior change and promote women's' rights through one to one and group peer education. The activities will naturally be linked to other *Pwani* activities related to HIV prevention and communication, environment and peer education. The activities will also be connected to the Pwani economic growth activities, by connecting HIV/AIDS vulnerable groups to savings and credit associations and by adding entrepreneurship components to life-skills trainings.

The main problems that will be addressed through these activities include: mobile men with money, multiple concurrent partners, transactional and commercial sex in the context of GBV. The Pwani Project will also facilitate networking and collaboration of newly trained community resource persons and those trained during previous CVM/APA interventions in the District.

Objectives

- Promote a coordinated response to HIV/AIDS and GBV in the Bagamoyo District's fishing villages
- Support an active response to HIV/AIDS in the context of GBV, by increasing knowledge and changing attitudes and behaviors among at risk groups, including fishermen/women, commercial sex workers, girls, and PLWA

Year Three Tasks

- Conduct trainings for fishermen on HIV/AIDS, gender and drama skills
- Establish condom social marketing outlets connected with trained peer educators and credit associations.
- Conduct monthly monitoring and mentoring visits of PHE peer educators
- Conduct a workshop for Women's and Children Rights Groups (WCR groups) and VMACs to develop strategies to improve the HIV/AIDS and GBV response within fishing communities;
- Conduct a workshop at village level for peer educators (girls and PLWHIV);
- Conduct a training for bar tenders on STIs, women's rights (10 per village);

Year Three Key Outputs

- 200 fishermen trained and acting as peer educators through drama.
- At least 50 condom social marketing outlets established and linked with peer educators.
- At least 8 supervision trips conducted
- 96 members of Women's and Children Rights groups and VMACS will be involved in workshops to improve the multisectoral village level response to HIV and GBV;
- 96 girls and PLWHIV will be trained on life skills (girls)/positive living (PLWHIV) and peer education;
- 90 bar tenders (MARP group) will be trained on STIs and women's rights;

TCMP Lead Person Responsible: Juma Dyegula and Elin Torell
Cooperating Institutions and Personnel: CVM/APA, Bagamoyo District SACCOs and VMACs.

Activity Implementation Schedule:

Activity/Tasks	Q1	Q2	Q3	Q4
Train fishermen on HIV/AIDS, gender and drama skills		X		
Establish of condom social marketing outlets connected with trained Peer educators and credit associations			X	
Conduct monitoring and mentoring visits to peer educators	X	X	X	X
Workshop for WCR/VMACs to develop strategies to improve the HIV/AIDS and GBV response		X		
• Workshop peer educators (60girls and 36 PLWHIV)		X		
Training for bartenders on STIs, women's rights and peer education			X	

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards required	2,200	Individuals reached by peer educators

Number of fishermen (mobile men with money) reached with individual and/or small group level preventive interventions that are based on evidence and/or meet the minimum standards required.	200	Fishermen reached through trainings and drama
Number of targeted condom service outlets	50	Condom outlets established
Number of local organizations strengthened to manage endangered ecosystems, and to support sustainable livelihoods and cross-cutting issues such as HIV/AIDS and gender	6	Women's and children rights groups-VMACs
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	800	Women's and children rights groups-VMACs members
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	2	Success stories written about lessons learned

Project Wide Communications Activities

In Year Two, Pwani initiated a project wide communications program. The program aims to make results, impacts, success stories, and challenges reach intended audiences. A secondary goal is to encourage a better flow of information between project partners to improve organizational efficiency, cohesion and image. The Pwani Project has two key audiences for its communication messages:

1. Local communities in the Northern Seascape. The communities include fishers, HIV/AIDS vulnerable groups, Pangani and Bagamoyo Districts, households adjacent to SANAPA, village leaders etc.
2. Government (NEMC, Division of Environment, Ministry of Natural Resources and Tourism etc. Universities (UDSM, IMS), Donors (USAID and others).

Objectives

- To increase mass media coverage and enhance the Pwani Project's visibility
- To use internet for online publication
- To bridge the communication gap between the Pwani Project, partner organizations, local government, and national government

Year Three Tasks

- Produce and publish articles for local and national newspapers and the Press Services
- Organize study tours for journalists
- Hold press conferences
- Regular update the TCMP blog
- Link the TCMP blog to other partners websites
- Produce IEC materials
- Produce handouts on TCMP Pwani thematic activities
- Assist staff and partners to produce success stories
- Conduct field visits
- Print and distribute a TCMP community newspaper

Year Three Key Outputs

- Two articles published every month in the local newspapers and on the Inter Press Service website
- Articles from study tours published in local media
- Media coverage from press conferences

- Updated TCMP blog
- TCMP blog linked to NEMC and other partners websites
- Printed folders, handouts and t-shirts
- Field visit reports, articles, and success stories
- TCMP newspaper – Pwani Yetu published and distributed

TCMP Lead Person Responsible: Marko Gideon
Cooperating Institutions and Personnel: All partners will be involved

Activity Implementation Schedule: Add tasks here – remove or add rows as needed

Activity/Tasks	Q1	Q2	Q3	Q4
• Produce and publish articles for local and national newspapers and Inter Press Services	x	x	x	x
• Organize study tours for journalists			x	
• Hold press conferences		x	x	
• Regular update of TCMP blog	x	x	x	x
• Link TCMP blog to other partners websites	x	x		
• Produce IEC materials	x	x	x	x
• Produce handouts on TCMP Pwani thematic activities		x	x	
• Assist staff and partners to produce success stories	x	x	x	x
• Conduct field visits	x	x	x	x
• Print and distribute TCMP Newspaper			x	

Government relations and support to national and regional coastal management policy development

The Tanzania national government—especially the National Environment Management Council (NEMC) and the Vice President's office—is an important partner/stakeholder in the Pwani Project. The Project's work plan and budget is embedded into the NEMC work plan creating national government ownership of the Project and its activities. The National Government, through NEMC and the SOT team, provides continuous guidance on how to best implement the Project, helping us assess what works, does not work, and why.

A tacit objective of the Pwani Project is to assist the national government in their development of national and regional East African policies, strategies, guidelines, and frameworks related to integrated coastal management. The exact work implemented under this activity area depends on the requests coming from the National Government, but in Year Three we expect that it will include the following:

- Support the Vice President's Office Division of Environment in reviewing the Kiswahili translated State of the Environment Report, which is getting ready for publishing
- Support VPO/NEMC in the annual planning and budgetary process for financial year 2012/13, focusing on the coastal and marine environmental issues tabled in the parliament.
- Support VPO/NEMC in the Eastern African regional process for developing a Protocol on Integrated Coastal Zone Management.
- Contribute and support VPO/NEMC in revising the National Integrated Coastal Environment Strategy (NICEMS);
- Contribute to the national process of developing an Artisanal Fisheries Development Plan under the fisheries division
- Participate in the Marine Parks and Reserves Board of Trustees.
- Host study tours for Tanzanian and other African projects interested in learning about the TCMP/Pwani project's work and implementation strategies
- Coordinate SOT Team field visits

TCMP Lead Person Responsible: Jeremiah Daffa
Cooperating Institutions and Personnel: NEMC, Division of Environment, Fisheries Division, MPRU

Expected results in relation to the PMP and earmark indicators

Indicator	Target	Comments
Number of laws, policies, strategies, plans, agreements or regulations addressing climate change (mitigation or adaptation) and/or biodiversity conservation officially proposed, adopted, or implemented as a result of USG assistance (Indicator 4.8.2-28)	1	Revised ICEMS
Number of local organizations strengthened to manage endangered ecosystems, and to support sustainable livelihoods and cross-cutting issues such as HIV/AIDS and gender	1	NEMC
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	1	

Gender Mainstreaming

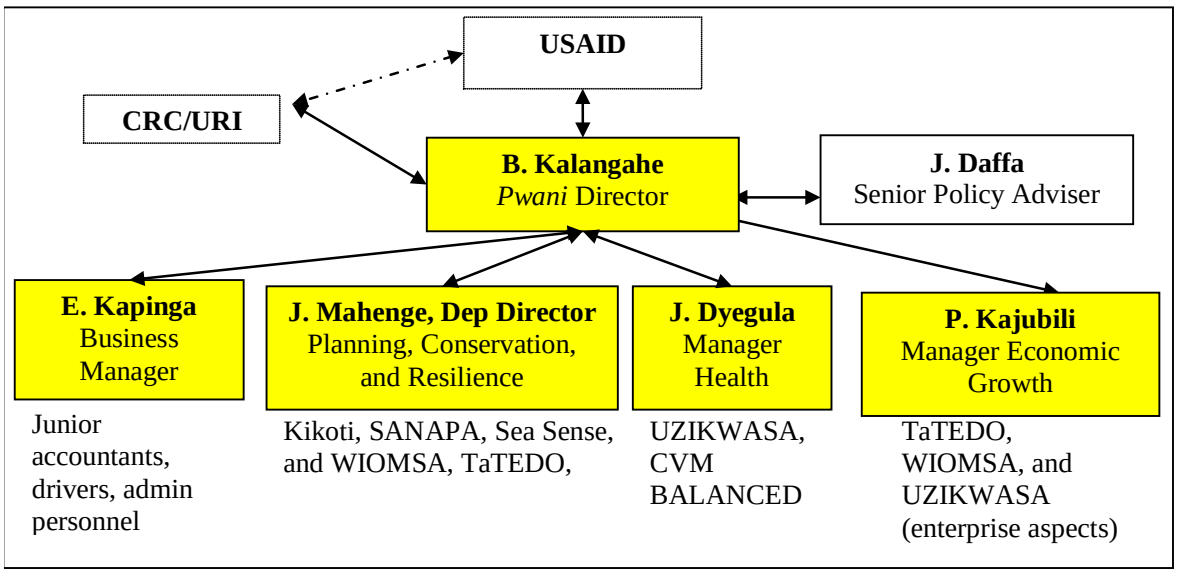
Understanding and addressing societal structures and patterns that perpetuate inequities is a critical part of ecosystem-based management. *Pwani* considers gender in all aspects of its work, with the goal of helping women and men get to the point where they are able to participate as equals in the project. That said, the reality in Tanzania is that women are disempowered—with little access to economic opportunities and a minimal role in village governance. *Pwani* considers these constraints in its project implementation. The Pwani Project's gender mainstreaming plan includes: involving women in managing intertidal areas and climate change adaptation activities; targeting women for microcredit and providing leadership training to both men and women villagers with the goal of transforming women's role in decision-making. It also includes identifying and collecting data on measurable gender-related targets; involving women in natural-resource management decisions; and encouraging female scientists to participate in project work. Leveraged funding from BALANCED also helps empower women. Increasing women's access to family planning information, services and commodities has implications for almost every aspect of improved quality of life—for not only the women themselves, but for the entire family. This includes improvements in income, health, and education. In turn, these and other quality-of-life improvements increase the willingness and ability of individuals to attend to the health of the environment.

Implementation Structure and Management

The Coastal Resources Center (CRC) at the University of Rhode is the primary USAID partner implementing this project through the USAID cooperative agreement. CRC is a non-profit institution with a mission to promote coastal stewardship worldwide. CRC has over two decades of international experience in integrated coastal management and a decade of experience working with local partners in Tanzania.

The Pwani Project is implemented locally through the Tanzania Coastal Management Partnership (TCMP) and its highly capable in-country staff, under the leadership of the Project Director. TCMP is a legal entity of URI. URI provides TCMP with decentralized authority for the project's financial management including all local purchasing and contracting—with the exception of US-based sub-recipients and personnel. Programmatic authorities are also decentralized. TCMP, through the project director, has responsibility for implementation of annual work plans and achievement of performance targets. Empowering local staff builds local technical and managerial capacity that will continue to reside in Tanzania after the project ends. CRC-URI does hold legal fiduciary responsibility for fiscal reporting on and meeting the results outlined in the USAID Cooperative Agreement. As such, it provides technical and administrative backstopping and oversight to the in-country team—including

reviewing all work plans and programmatic reports before they are submitted to USAID. However, the day-to-day implementation of activities is led by the Pwani Project Director and his senior management team (see graph below). Senior managers are responsible for managing activities, their respective budgets and delivery of associated results. Each senior manager supervises junior technical staff and oversees implementation of activities and subcontracts within her/his areas of expertise.



Implementing Partner Institutions

CRC, through TCMP, will manage the project through key staff (below) and a team of talented and committed local implementing partners. Together CRC, TCMP, and these partners offer the range of expertise and experience necessary to meet project goals and results. Implementing partner roles are:

- UZIKWASA: implement activities on HIV/AIDS communication and prevention in Pangani District
- Sea Sense: implement activities to protect sea turtles in Pangani; implement endangered species awareness activities—targeting school children and fishers; develop and promote environmental and cultural ecotourism initiatives
- TaTEDO: lead fuel efficient stove and other activities to reduce destructive practices and pressures on forest resources
- WIOMSA: work with IMS staff to expand intertidal no-take zones and half-pearl farming in Menai Bay; work with dolphin tourist groups in Menai Bay to make the entrepreneurs more environmentally responsible
- CVM: implement activities related to HIV/AIDS communication and prevention in the Bagamoyo District.

Supporting partners are national and regional government counterparts (e.g. NEMC; Department of Environment; Ministry of Livestock Development and Fisheries; Ministry of Natural Resources and Tourism; Wami-Ruvu Basin Office); the local scientific community (WIOMSA, USDM, IMS, the Tanzania Fisheries Research Institute); the private sector (tourism businesses and agro-industries); and international groups (e.g. US Department of Interior, US Fish and Wildlife Service, and the National Oceanic and Atmospheric Administration). Supporting partners will be drawn upon for targeted research and technical support related to project activities and cross-sectoral themes, such as climate change and gender. Other collaborators include MACEMP, ReCoMaP and Norges Vel (Norwegian development organization)—all represent significant leveraging opportunities.

Office Structure, Operational Staffing and Lines of Authority

In Year Two, the project underwent a significant staffing change. Baraka Kalangahe came onboard as the Project Director and Jeremiah Daffa transferred to become a part time senior policy adviser to the project. This change is part of a process of developing TCMP as a local NGO and it will free up some of Daffa's time to fundraise for TCMP and grow the NGO to become a Tanzanian center of excellence. It means that from Year Three, Baraka will be the main Tanzanian liaison with USAID and the operational officer in charge of the Pwani Project.

The main project management office is in Bagamoyo, where most of the project staff members are located. Senior staff on the mainland report to the project director (see schematic above and table below). A small office is maintained in Dar es Salaam. Although, no staff members are located full time in Dar, it is an important hub for national policy coordination. WIOMSA is the main implementing partner on Zanzibar and they coordinate all activities in Menai Bay. WIOMSA is also responsible for hiring Zanzibar extension staff, who report to Dr. Francis, the WIOMSA Executive Secretary. Zanzibar extension personnel are housed in the WIOMSA office. UZIKWASA is the main implementing partner for HIV/AIDS in Pangani and they have a room where Pwani staff can sit when they are in Pangani.

The local administrative and fiscal support staff members work from the Bagamoyo office. The local administrative team is backstopped by a CRC/URI administrative team which conducts periodic internal audits of the in-country office and local sub-recipients, compliance with the TraiNet tracking system and USAID branding requirements, and ensures submission of relevant Program documents and materials to the USAID Development Experience Clearinghouse.

Staff Responsibilities for Key Result and Major Activity Areas

Program Areas	Implementer (TCMP staff or local partner)	TCMP Lead	CRC Technical Assistance Lead
1. Protect Critical Coastal Forests, Wildlife, and Freshwater Resources			
1.1: Critical coastal area use planning in Bagamoyo District	J. Mahenge	B. Kalangahe	D. Robadue
1.2: Mariculture zoning for mangrove ecosystem protection	A. Mutatina	B. Kalangahe	D. Robadue
1.3: Protect and monitor of coastal forests and associated wildlife inside SANAPA	A. Kikoti	J. Daffa	E. Torell
1.4: Reduce Deforestation through Improving Energy Technologies.	TaTEDO	J. Mahenge	J. Tobey
2. Protect Critical Marine Ecosystems and Endangered Species			
2.1a. Scale-up of community-led no-take zones of intertidal areas.	S. Hamed /WIOMSA	B. Kalangahe	E. Torell
2.1b Improving sustainability of Dolphin Tourism in Menai Bay	S. Hamed /WIOMSA	B. Kalangahe	E. Torell
2.2: Support the implementation of the SANAPA marine zone.	To be determined	J. Mahenge	E. Torell
2.3: Protection of sea turtles	SeaSense	B. Kalangahe	E. Torell
3.Human Dimensions of the Coastal Ecosystem			
3.1: Increasingly resilient communities are enabled to adapt to climate change impacts	W Mkama	J Mahenge	J. Tobey
3.2: Communities benefitting economically from NRM-based businesses through increased income, access to credit, new markets, and enhanced goods and services	P. Kajubili	B. Kalangahe	J. Tobey
3.3: HIV/AIDS prevention and mitigation	UZIKWASA	J. Dyegula	E. Torell

Program Areas	Implementer (TCMP staff or local partner)	TCMP Lead	CRC Technical Assistance Lead
activities improve life for those living with HIV/AIDS and lead to quality behavior change among fishing communities			
Project Management			
PMP		W. Mkama	E. Torell
TrainNet		W. Mkama	E. Torell
Quarterly reporting		B. Kalangahe	E. Torell

International Travel Schedule

The following table provides tentative dates and purposes for all international travel budgeted by the Project during the implementation plan period.

MONTH	Traveler and Purpose
January	Robadue: Spatial planning, mariculture zoning, and climate change.
February	
March	Torell: Program management and site visit to Zanzibar in conjunction with SOT
April	Tobey: Economic Growth TA,
May	Robadue: Spatial planning, mariculture zoning, and climate change.
June	Torell: Follow up on HIV/AIDS prevention and economic growth activities in Pangani and Bagamoyo; McNally: Livelihoods Survey
July	
August	
September.	Robadue: Spatial planning, mariculture zoning, and climate change.
October	Tobey: Economic Growth TA
November	Torell and Moreau: Year 3 self assessment, work planning and year 3 budgeting
December	

Coordination with other Donors and Initiatives

The *Marine and Coastal Environment Management Project* (MACEMP), which is funded by the World Bank from 2005 until 2011, works on the mainland and Zanzibar to strengthen coastal management and fisheries. MACEMP works through the Tanzanian Government to support the implementation of the ICEMS by working with the coastal districts to develop or revise district ICM action plans. *Pwani* does not directly support district ICM action planning and small scale fisheries management, since this area is now covered by MACEMP. Rather, *Pwani* complements MACEMP's work. In Menai Bay, *Pwani* builds on MACEMP's work with dolphin tour operators to make their work more sustainable and beneficial to surrounding communities. Pwani also supports MACEMP's effort to review and revise the National Integrated Coastal Environmental Strategy (see activity 3.1.b).

The *Program for the Sustainable Management of the Coastal Zones of the Indian Ocean Countries* (ReCoMaP) works primarily through local NGOs, who receive grants to implement coastal management-related projects such as turtle conservation, beekeeping, and mariculture. ReCoMaP also

provides support to the MPRU for the establishment of a network of MPAs in the Tanga Region. *Pwani* benefits from leveraging resources from two ReCoMaP projects: 1) its support to Sea Sense for turtle conservation in Tanga and Pangani, including monitoring, establishing community-based turtle conservation, promoting turtle ecotourism, and increasing public awareness, and 2) its support to the scale-up half-pearl farming on Zanzibar—an initiative that *Pwani* builds upon to add new no-take zones.

Performance Management, Evaluation, and Learning

Following USAID ADS 203 guidance, the Pwani Project has developed a Results Framework (RF) and Performance Management Plan (PMP) that was approved by USAID in June 2010—and revised/re-approved in May 2011. The indicators were revised yet again in December 2011 and a revised PMP will be submitted in early 2012. A summary of the results to date and targets for FY 12 are presented in the table below.

Summary of Pwani indicators, targets, and FY 11 results

INDICATOR	Baseline data, 2009	FY 10 Results	FY 11 Target	FY 11 results	FY 12 Targets
Number of hectares in areas of biological significance under improved management	180,117	56,414	104,000	102,046	45,040
Number of hectares in areas of biological significance showing improved biophysical conditions for selected parameter(s)	26,734		-		5,300
Number of laws, policies, strategies, plans, agreements or regulations addressing climate change (mitigation or adaptation) and/or biodiversity conservation officially proposed, adopted, or implemented as a result of USG assistance (Revised in FY 12, Indicator 4.8.2-28)	5	1	8	5	8
Dollar value of funds leveraged	0	189,471	No target	149,473	No target
Number of stakeholders implementing risk reducing practices/actions to improve resilience to climate change as a result of USG assistance (Deleted in FY 12)	0	-	**400**	563	No target, indicator deleted
Number of households implementing energy efficient measures as a result of USG assistance (NEW)	New, no targets or reporting before FY 12				43
Number of stakeholders with increased capacity to adapt to the impacts of climate variability and change as a result of USG assistance (NEW)	New, no targets or reporting before FY 12				2,715
Number of institutions with	0		6	10	4

INDICATOR	Baseline data, 2009	FY 10 Results	FY 11 Target	FY 11 results	FY 12 Targets
improved capacity to address climate change issues (adaptation) as a result of USG assistance					
Number of climate vulnerability assessments conducted as a result of USG assistance	0		4	1	2
Number of individuals with increased economic benefits derived from sustainable NRM *(SO 13, indicator 2)*	0	301	260	334	602
Number of households with improved access to finance, including those receiving community credit and start up grants	0	104	200	174	120
Proportion of females participants in USG-assisted programs designed to increase access to productive economic resources	New, no targets or reporting before FY 12				60%
Number of persons reached through community outreach that promotes HIV/AIDS prevention	44,385	66,244	30,000	29,968	30,000
Number of the targeted population reached with individual and/or small group level HIV prevention interventions that are based on evidence and/or meet the minimum standards required (PEPFAR P8.1.D)	0	685	650	1,999	2,500
Number of fishermen (mobile men with money) reached with individual and/or small group level preventive interventions that are based on evidence and/or meet the minimum standards required. (PEPFAR P8.3.D)	0	203	450	753	500
Number of targeted condom service outlets (PEPFAR P8.4.D)	62	147	42	153	300
Number of local organizations strengthened to manage endangered ecosystems, and to support sustainable livelihoods and cross-cutting issues such as HIV/AIDS and gender	0	18	14	14	12

INDICATOR	Baseline data, 2009	FY 10 Results	FY 11 Target	FY 11 results	FY 12 Targets
Number of individuals reached through community outreach and planning that promotes biodiversity conservation and improved gender equity	2,506	1,719	2,240	1,412	2,362
Number of individuals trained and/or certified in coastal governance, MPA management, HIV/AIDS action planning, and other cross-cutting issues (SO 13, indicator 4) Deleted in FY 12	1,166	602	836	838	No target, deleted in FY 12
Number of person hours of training in natural resources management and/or biodiversity conservation supported by USG assistance (SO 13, indicator 4.8.1-29)	New, no targets or reporting before FY 12				8,660
Number of success stories documenting key actionable findings about best practice approaches and lessons learned published in local media reports, radio shows, conference papers, and research studies	0	14	30	33	33

The main purpose of the PMP is to assess whether activities are leading to intended results. The PMP serves as the basis for continual assessment and adaptive management of the project design and implementation, for generalized learning on ecosystem management, and for reporting results to USAID.

Monitoring and Evaluation (M&E) and reporting to USAID are built around each major result area. The goal was to design an M&E system that draws upon the principles of adaptive-management. *Pwani* uses indicators that are valid, reliable, precise, measurable, timely, and programmatically important. Project impacts related to climate change, gender, and HIV/AIDS are mainstreamed into the project indicators, but can be extracted for customized reporting. The Program's PMP results framework and indicators are closely linked to USAID/Tanzania strategic objectives and biodiversity and PEPFAR earmark objectives. Indicators will be monitored and reported in workplans and quarterly reports. In addition, Pwani reports on biodiversity indicators through the T-MEMS indicator reporting system and on PEPFAR indicators through the PROMIS system.

Regular Project management and annual reporting activities are carried out by the CRC and TCMP senior management team. Main tasks and report deliverables are:

- Preparation and submission of quarterly progress reports to USAID/Tanzania CTO (Cognizant Technical Officer) and NEMC
- Timely and regular input of data by TCMP into the USAID TrainNet system for all Project training activities
- Annual self-assessment of progress and annual workplan submitted by CRC for approval by USAID
- External evaluation by a local consultant (Nov. 2008)

- Collection, analysis and reporting of data to USAID on project indicators and targets for project performance monitoring, submitted quarterly as part of the Standard quarterly progress report
- Monthly accounting reports sent from TCMP to CRC
- Expenditure reports submitted to USAID from CRC/URI

Workplans, and quarterly, annual, and final project reports draw upon the PMP data analysis and include: 1) a comparison of actual accomplishments with the goals and objectives established for the period, 2) an explanation of the quantifiable outputs generated by project activities and what the data implies about the value-added of an integrated approach, 3) the reasons why goals were met or not met, and 4) an analysis and explanation of cost overruns or high unit costs, as appropriate.

Management and Administration Activity Implementation Schedule

Activity	**2011**												**Respon. person**
	J	F	M	A	M	J	J	A	S	O	N	D	
Subcontracts and personnel													
Prepare subcontracts for partners and consultants	x												ET, BK,EK
Hire Zanzibar Conservation Officer	x	x											ET, JD
Routine reporting													
Quarterly PMP reporting	x			x			x			x			ET,BK
TCMP quarterly reports to USAID	x			x			x			x			BK, ET
Semiannual district and working group meetings				x					x				JD, BK
Input data by TCMP into the USAID TrainNet	x	x	x	x	x	x	x	x	x	x	x	x	
Workplan for approval by USAID												x	BK, ET
Financial Management													
Monthly account reports from TCMP to CRC	x	x	x	x	x	x	x	x	x	x	x	x	EK
Expenditure reports to USAID from CRC/URI			x			x			x			x	CM, SW

ET-Elin Torell (CRC), BK-Baraka Kalangahe (TCMP), Jeremiah Daffa (JD)
CM-Cindy Moreau (CRC), EK-Esther Kapinga (TCMP), Sarah Woodring (SW)

Environmental Monitoring and Compliance

An initial environmental evaluation (IEE) was prepared in year one and submitted to USAID in May 2010. The IEE screened project activities and developed monitoring measures that will be applied to future activities. After careful audit, the IEE recommended that most of the Pwani Project activities would fall under categorical exclusion and a few under negative determination. Environmental screening and review procedures have been adopted for those activities that have a negative determination with conditions. The Pwani Project Team does the environmental screening. The project team works with local partners to identify potential impacts, develop alternatives to avoid or minimize those impacts, and identify mitigation actions and monitoring measures. Some of the mitigation measures undertaken by the project are:

Elephant tracking and monitoring: A Tanzania-certified veterinarian with the Tanzania Wildlife Research Institute supervised animal immobilization and recovery.

Strengthening and expanding half-pearl farming operations. Qualified marine scientists supervise half-pearl farming activities and training in best practices in half-pearl farming.

Implementation of coastal climate change adaptation actions. Best practices in coastal adaptation follow the USAID manual "Adapting to Coastal Climate Change: A Guidebook for Development Planners."

Design, construction and operation of half-pearl jewelry resource center. Siting and construction of the Resource Center will minimize adverse impacts to habitat and the natural environment.

Ecotourism development actions. Ecotourism small-scale actions will be screened for potential adverse impacts prior to any undertaking.

Branding

The Pwani Project provides information through many existing channels. This includes through presentations at meetings, conferences, outreach sessions and other forums as well as through print media—e.g., peer-reviewed articles in professional journals, locally produced Information, Education and Communication (IEC) materials, pamphlets, brochures, policy briefs, guides, and PowerPoint presentations. The main target audiences include local communities, local government agencies, national policymakers, grassroots NGOs, and other donors. Acknowledgement is always given to the generous support of the American people through USAID in all Project communications and materials. Also recognized are partnerships and support from local government ministries, agencies and departments who participate in various activities of the Project.

Project items that will be marked with the USAID Identity

Item	Type of USAID Marking	Type of Materials	When and Where Items will be Marked
Presentations at meetings, conferences, outreach sessions and other fora	USAID Identity (cobranded where/as appropriate)	PowerPoint presentations	At the time they are produced; first and last slides
Project website	USAID Identity (cobranded where/as appropriate)	Online electronic Identity	At the time the website goes on-line; with USAID Identity at top or bottom left
Publications, including pamphlets, brochures, policy briefs, guides, teaching case studies, training manuals, and PowerPoint presentations	USAID Identity (cobranded where/as appropriate)	Tanzania as focus; other regional and international distribution as appropriate	At the time they are produced; on publication cover and title page
Project events such as an annual partners' meeting, training workshops, exchanges, study tours, conferences and network meetings	USAID Identity (cobranded where/as appropriate)	Tanzania as focus; other regional and international distribution as appropriate	On any banners displayed for the event and on the first page of agenda provided
Selected physical infrastructure (e.g. Resource Center billboard) to which the Project has contributed	USAID Identity (cobranded where/as appropriate)	Stickers or plaques	At time gear or equipment is purchased/delivered or infrastructure construction completed

Budget

Year Three Budget by Program Element	Request*	Cost Share URI	Cost Share Third Party	Total
Coastal Forests and Terrestrial Wildlife	256,438			
Marine Ecosystems and Habitats	108,230			
Strengthened Resilience	349,882			
Project Management and Coordination	156,076			
Total Direct	870,626	39,237	52,401	
Indirect	161,617	10,202		171,819
Total Budget	**1,032,244**	**49,439**	**52,401**	**1,134,083**

Year Three Budget by Object Class Category	Request*	Cost Share URI	Cost Share Third Party	Total
URI Personnel	98,470	27,060		125,530
Fringe	44,311	12,177		56,488
In country staff and consultants	209,890		30,401	209,890
Subcontracts	249,021		22,000	249,021
Other direct costs	214,375			214,375
Travel	54,560			54,560
Capital Equipment				0
Total Direct	*870,627*	*39,237*	*52,401*	*962,265*
Indirect	161,617	10,202		171,819
Total Budget	**1,032,244**	**49,439**	**52,401**	**1,134,084**

*Note: There is an expected US $32,244 carry over from Year Two.