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USAID/UGANDA TOURISM FOR BIODIVERSITY PROGRAM

African Wildlife Foundation (AWF)

Quarterly Report – July to September 2013

October 2013

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AFRICAN WILDLIFE FOUNDATION®

USAID/Uganda Tourism for Biodiversity Program

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Implementing Partners and the Technical Advisory Group

The following organizations comprise the USAID/Uganda Tourism for Biodiversity Program implementation team:

African Wildlife Foundation (AWF): The prime leader of the implementation team. AWF is an international non-governmental organization committed to conserving Africa's natural resources while leveraging the continent's tremendous natural endowment for economic growth and improved livelihoods for its people. AWF was founded in 1961 to improve the capacity of African institutions and individuals to manage wildlife and other natural resources. AWF's program has evolved and today is based on an integrated landscape-scale approach that conserves critical habitat, enables sustainable natural resource management, and improves livelihoods. AWF's mission is to *work with the people of Africa to ensure the wildlife and wild lands of Africa endure forever*. With over 51 years of experience in conservation and enterprise development in Africa, AWF brings relevant and needed lessons learned to the USAID/Uganda Tourism for Biodiversity Program.

AWF's work in Uganda has also entailed over two decades of support to Uganda Wildlife Authority especially through support to Lake Mburo, Bwindi Impenetrable, and Mgahinga Gorilla National Parks, in partnership with USAID. Since 2002, AWF and USAID Uganda partnership explicitly yielded the conception and creation of the Visitor Center at the Mgahinga Mountain Gorilla Park and the world-class Clouds Mountain Gorilla Lodge in Nkuringo outside of Bwindi. We have improved ecological monitoring and patrolling in the gorilla parks including support to the 2003 and 2011 gorilla censuses, and we have built capacity and supported alternative livelihoods projects in Uganda.

US Forest Service: Responsible for managing over 76 million hectares of national forests and grasslands, the U.S. Forest Service (USFS) is one of the largest land management agencies in the United States. The ultimate objective in managing these lands in the context of these different benefits and uses is to ensure sustainable healthy ecosystems for future generations via multiple-use policy. The Forest Service deals with a broad array of stakeholders, and must balance the need for resource use with competing interests including extraction, biodiversity protection, and local subsistence resource use, among others.

The Jane Goodall Institute (JGI): Founded in 1977, the Jane Goodall Institute (JGI) continues Dr. Goodall's pioneering research on chimpanzee behavior – research that transformed scientific perceptions of the relationship between humans and animals. JGI's work in Uganda focuses on four major forested areas that are home to more than 75% of the country's estimated population of 5,000 chimpanzees: Budongo Central Forest Reserve, Bugoma Forest Reserve, Kalinzu Central Forest Reserve, and Kibale National Park.

Uganda Community Tourism Association (UCOTA): UCOTA exists to empower poor communities to improve their lives through community based tourism products (accommodations, guiding, crafts and cultural performances). It spearheads community-

based tourism development in Uganda in an attempt to ensure that the benefits of tourism stay as much as possible in the local community. UCOTA supports its members through capacity building and marketing of community tourism products.

NatureUganda (NU): NU's mission is "*Promoting the understanding, appreciation, and conservation of nature*". In pursuit of this mission, NU strives to create a nature-friendly public, enhance knowledge of Uganda's natural history, advocate for policies favorable to the environment, and take action to conserve priority species, sites and habitats for the benefit of people.

USAID/Uganda Tourism for Biodiversity Program also works with the following partner institutions:

Uganda Wildlife Authority (UWA): UWA is governed by a Board of Trustees appointed by the Minister of Tourism, Wildlife and Antiquities to manage 10 National Parks, 12 Wildlife Reserves, and 14 Wildlife Sanctuaries. It also provides guidance for 5 Community Wildlife Areas. UWA's mission is to conserve and sustainably manage the wildlife in and outside protected areas of Uganda in partnership with neighboring communities and stakeholders for the benefit of the people of Uganda and the global community. It is committed to adhere to the international conventions and protocols for which Uganda is a party.

National Forestry Authority (NFA): NFA manages the central forest reserves on a sustainable basis to supply high quality forestry-related products to government, local communities and the private sector. NFA mission is a *sufficiently forested, ecologically stable and economically prosperous Uganda*. Their policy is to broaden NFA revenue base in terms of new products, services, development assistance and other innovative sources of funding as well as better marketing strategies of the already existing products as a way forward to addressing some of the challenges of capacity and limited funding.

Ministry of Tourism, Wildlife and Antiquities: The mandate of the Ministry of Tourism, Wildlife and Antiquities (MTWA) is "To formulate and implement policies, strategies, plans and programs that promote tourism, wildlife and cultural heritage conservation for socio-economic development and transformation of the country". The **Vision** is to have "Sustainable tourism, wildlife and cultural heritage contributing to the transformation of the Ugandan society from a peasant to a modern and prosperous one" and the **Mission** is "To develop and promote tourism, wildlife and cultural heritage resources for enhancement of Uganda as a preferred tourist destination, with accelerated sector contribution to the national economy".

Ministry of Water and Environment: The ministry is responsible for setting national policies and standards, managing and regulating both environment and natural resources and supervises the autonomous agencies like National Forestry Authority (NFA), National Environmental Management Authority (NEMA), National Water and Sewage Corporation (NWSC) and the Climate Change Unit (CCU).

Acronyms

AWF	African Wildlife Foundation
AMPROC	American Procurement Company
CBO	Community Based Organization
CPT	Core Planning Team
GLS	Great Lakes Safaris
GMP	General Management Plans (UWA)
JGI	Jane Goodall Institute
PMP	Performance Management Plan
MTWA	Ministry of Tourism, Wildlife and Antiquities
NFA	National Forest Authority (Uganda)
NU	NatureUganda
UCOTA	Uganda Community Tourism Association
USAID	United States Agency for International Development
USFS	United States Forest Service
UWA	Uganda Wildlife Authority

Target High Biodiversity Areas (National Parks and Forest Reserves)

MFNP	Murchison Falls National Park
KVNP	Kidepo Valley National Park
LMNP	Lake Mburo National Park
BCFR	Budongo Central Forest Reserve
KCFR	Kalinzu Central Forest Reserve

Summary

This quarter also marks the end of the first year activities for the four year Tourism for Biodiversity Program. This quarterly report will therefore provide an overview of the status of implementation of planned activities for the first year. Despite having started implementation in 2nd quarter, on average, about 75% of the planned activities for the year have been accomplished.

Two key consultancies planned to support the development of marketing information materials were signed and work started in earnest. One is developing the National Forest Authority (NFA) Ecotourism Plan while the other is development of marketing information materials for Lake Mbuo National Park (LMNP), Kidepo Valley National Park (KVNP) and Murchison Falls National Park (MFNP). A draft of the NFA Eco-tourism plan has already been submitted for review.

Two United States Forest Service trail specialists (design and interpretation) arrived in the country and have supported the development of the trails, especially through advising on design and interpretation requirements as they built the capacity of UWA and NFA our partners. They have already been to BCFR, MFNP, KVNP and LMNP.

The land use planning initiated in Karenga Sub County was extended to Lobalangit subcounty near Kidepo Valley National Park (KVNP). After the initiation meeting and reconnaissance, the Core Planning Team set up to develop the land use plan, discussed and agreed on the land use zones for the two sub counties (including placing these on a map). Within KVNP, 3 trails (total 15 km) have been opened.

The community forest management (CFM) plans for the communities neighboring Budongo Central Forest Reserve (BCFR) that were reviewed in the last quarter have been approved and signed off by NFA. The plans specifically incorporate tourism activities thus allowing the communities to benefit from this on top of the use forest products provided for in the previous plans. One of the key activities provided for in the CFM plans is the use of off cuts from logs in curving souvenirs for sale to visitors in Budongo. A market analysis has been taken to ensure the right products for the market are developed. The development of the 57 km biking trails is also on course.

As a follow up of the development of ranches neighboring LMNP for wildlife conservation, a tourism assessment was undertaken this quarter. The draft report now available indicates viability of tourism activities for the ranches should they embrace wildlife ranching. At the same time identified trails in LMNP have now been opened and in use as they await installation of the necessary directional and interpretative signage.

In MFNP, 122 wildlife scouts were trained in basic problem control methods with focus on the elephant, the major challenge. Equipment including hoes for trench maintenance, whistles

and bells for scaring, gumboots and water bottles for use while attending to problem animals were delivered.

Routine monitoring and evaluation activities continued to be implemented especially to capture the level of implementation as required for program monitoring plan and annual monitoring reporting. In house performance review workshops were held to share lessons learnt and develop a work plan for Year II.

A summary of the progress of activities is provided in the table below

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
General									
Establishment of field offices	Complete and operational		✓			Completed renovation of Kidepo field office	100	Offices in use	
Program inception	All stakeholders aware & participating in tourism and biodiversity program		✓			Completed within 2 months of work plan approval	100		
Program work in Lake Mburo									
Tourism Product Development for LMNP	Plan, design and implement park-related tourism infrastructure (signage, interpretation and tracks and trails): 8 km of trail; 30 new signage installed		✓	✓	✓	Designs for 4 trails totaling 15 km developed. Bush clearing undertaken by community members. The trails are Lakeside (5 km), interpretation (2.6 km), Rubanga (4 km) and Kigarama (4.1 km). The 4 nature walking trails offer a variety of touristic attractions in the different locations of the park.	80	Supporting facilities such as interpretation material stands, resting sheds, benches and toilets are to be installed in Year II	✓
						144 signs based on UWA requirements have been ordered and should be ready for installation by end of October	70	Installation of signage expected to run up to end of December 2013. All roads and key installations to be signposted.	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Build capacity of UWA staff in tourism related skills	Train 15 UWA staff in tourism infrastructure planning, interpretation and guiding				✓	16 (5 female & 11 male) UWA staff trained in trail design and management and conservancy development through hands-on activities working very closely with AWF and USFS staff	75	Training will continue in Year II especially in the area of interpretation and guiding	✓
Develop a marketing plan, packages and promotional materials for the domestic market	Marketing plan approved & 4000 copies of Promotional materials produced				✓	Consultant hired late in August and currently collecting data for development of marketing information materials. Materials expected to be produced by end of next quarter.	50	Materials will include a guide book, 6 and 12 page brochures and children's activity book. Relevant tourism stakeholder esp. private sector players have been consulted and made contributions to the materials being developed.	✓
Secure returns for communities from Wildlife conservation	20 people trained: 6 groups established		✓	✓	✓	23 people (2 of these from UWA) completed the UCOTA 5 module training for enterprise development. They were commissioned by the district leadership in August 2013	100	The trainees were from 9 community enterprises and UWA. The enterprise groups however need support to further improve the quality of their products and services. This should then be followed by conduction of dummy tours to market test the products	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
	Land suitable for wildlife management (conservancy) identified		✓	✓	✓	183 individual ranchers/landowners have been identified so far with interest in wildlife management/Wildlife User right (conservancy). An ecological assessment and a tourism assessment have been undertaken by AWF, both indicating the viability of the venture.	85	A land use plan process will commence in the next quarter	✓
Program work in Kidepo Valley National Park									
Improving tourism connectivity between MFNP and KVNP	Northern Uganda circuit investment plan developed and disseminated		✓	✓	✓	We are still waiting for USAID approval of this consultancy, but the consultant we had selected for this assignment pulled out of the bid due to the delay in approval of the consultancy. He indicates his availability late next quarter.	10	There will be an overall negative impact on program deliverables due to this slow progress especially the indicators for revenue, community and landowners' participation, number of tourism arrivals, etc.	✓
Develop tourism Mini-guide for Northern Uganda route to Kidepo	Tourism mini-guide for northern Uganda route to Kidepo used in marketing		✓	✓	✓	Dependent on the above consultancy	10	As above	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Improving tourism in KVNP	5 km trail developed and signage in place		✓	✓	✓	Opening of the trail completed. 3 interlinked trails with a total distance of 15 km developed. Signage installation to follow.	80	USFS team provided further support developing interpretation support and development of signage plan along the trail. USFS report expected in next quarter	✓
	Procurement of binoculars and telescopes to improve tourism in Kidepo				✓	Specifications of telescopes and binoculars agreed on with UWA and in consultation with USFS. Orders placed and delivery expected in the next quarter	30	Telescopes and binoculars will improve interpretation by UWA staff and support enhancing the tourism experience in Kidepo	✓
Apoka village redevelopment	Work with UWA to prepare Apoka park village redevelopment plan as defined in the KVNP GMP				✓	Work focused on trail planning and interpretation for the Apoka trail covering the village surroundings, armory, cemetery and museum	30	Support received from USFS. Report being prepared to be used in implementation.	✓
Support Karenga community in land use planning to secure community wildlife area (conservancy)	Approved Karenga Land use plan		✓	✓	✓	Initiation meeting held and reconnaissance for Lobalangit sub county undertaken. Zoning activity completed with the Core Planning Team	70	Key zones for the landscape agreed on and to be discussed in community meetings for the two sub counties before programs are determined. This is planned next quarter.	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Provide environmental awareness and conservation education to organized groups	2 groups supported.				✓	2 environmental clubs formed in two primary schools Jubilee Secondary school (125 members), Karenga Girls school (213), and 2 community groups Naoyero community group (23), and friends of wildlife Lorkul group (34) visited and conservation and tourism awareness done, capacity development support of institutional structure.	50	More community groups to be visited and conservation clubs established with governance structures including constitutions.	✓
Program work in Budongo Central Forest Reserve									
Increase benefits and livelihoods for communities using ecotourism	5 groups trained; market linkages established, 5 CFM plans reviewed		✓	✓	✓	Community Forest Management plans for 5 communities have been reviewed and signed between NFA and the communities	100	Membership includes 818 individuals (43% women and 44% youth)	
Improve tourism infrastructure	50 km of biking trail established		✓	✓	✓	EIA for trail development completed and a report produced, trail surveyed and designed with support from USFS staff, trail construction commenced and currently ongoing.	50	The program is employing a labor based approach that employs the CFM groups (300 youth recruited) in trail construction. These groups are also undergoing training to provide them with the skills to maintain the trails post-construction.	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
	Chimp trail network at Kaniyo Pabidi extended		✓	✓	✓	25 kilometers of trail extension and development is complete. In addition to covering the chimpanzee home range the extension also offers self-guided short loops including the Mother Tree (an old growth Mahogany), the salt lick (offering good views of forest primates and mammals), and the Lion Hill Loop offering great views of Lake Albert.	80	Maps and interpretative signage to be completed in Qr1Yr2. The development of these materials is pending contribution from the USFS.	✓
Build NFA capacity in tourism concessions, guiding and community forest management	Train 20 guides in interpretation		✓	✓	✓	Training needs assessment done and training plan discussed and agreed on with NFA	30	Training to be undertaken after peak season and after completion of trail development as interpretation along the trails is a major component of the training	✓
	Support CFM groups to access and add value to timber off-cuts		✓	✓	✓	Timber off-cuts value chain analysis is complete (see attached report). Training in value addition commences in Qr1Yr2.	90	The CFM agreements have just been signed; they provide the basis for the groups to negotiate for concessions to harvest timber off-cuts.	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Program work in Kalinzu Central Forest Reserve									
Diversify tourism products in Kalinzu Central Forest Reserve	4 additional tourism products identified for development		✓	✓	✓	A detailed tourism feasibility assessment has been concluded (see attached report). The main identified tourism products include new trails, tourist accommodation, camping sites. Other opportunities include for boat rides on crater lakes as well as cave visit in Kasyoha-Kitomi.	100		
Explore potential for canopy walk	Feasibility report on canopy walk available		✓	✓		Based on findings of the preliminary assessment, a detailed study and canopy design was conducted and concluded. A report is currently being drafted.	90	Report to be produced by 21 st October 2013.	✓
Support NFA to improve the ecotourism experience at Kalinzu Ecotourism site	15 staff trained and equipped			✓	✓	A needs assessment was carried out by the Jane Goodall Institute on tour guides' perception of their role, responsibilities and training needs. Field equipment has been procured and will be distributed on completion of training.	50	Training of the guides in Kalinzu will be synchronized with guide training in Budongo CFR	✓
Program work in Murchison Falls National Park									
Tourism product development within MFNP	Top of falls trail redeveloped		✓	✓	✓	USFS trail design and interpretation specialists provided support to UWA in designing the top of falls trails.	30	Activity still on going. Report expected in next quarter	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
	Improved Purongo community tourism product				✓	Initial meeting held with Purongo community to establish partners roles and schedule of activities held in preparation for activities in Year II	100	The current project committee (Leaders) to develop criteria and TOR for new committee (to be elected), sensitize community and facilitate election of new committee, and develop a constitution.	✓
National Cross Cutting									
Increase benefits and livelihoods for communities using ecotourism	Approved NFA tourism plan		✓	✓	✓	Consultant completed the development of the tourism plan through a consultative process. A draft report has been submitted for comments by stakeholders.	80	Final report expected in October before approval by NFA	✓
Tourism promotion/ marketing and development for protected areas to increase tourism and park revenue	4000 materials produced for marketing and distributed		✓	✓	✓	Consultant commissioned to develop marketing information materials for LMNP, MFNP and KVNP. Process on going. Materials expected before end of Year (December 2013)	40	Stakeholders have been involved through consultations on the format and content of the marketing materials	✓
	Pearl Guide Inc.			✓	✓	Supported a youthful company to launch Uganda's first tourism marketing internet app.		The App has generated huge interest from esp. international travelers and markets.	✓
	Production of marketing/ branding materials for community tourism enterprises		✓	✓	✓	Five signposts for 5 community tourism sites and one stand banner for Kidepo area have been developed.	50	Signposts' placement will be done next quarter	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Supporting Uganda Tourism Board in celebrating World Tourism Day	Creating awareness of Uganda biodiversity and promotion of domestic tourism		✓	✓	✓	Information and promotional materials were provided to Uganda Tourism Board	20	We plan to engage UTB and support them in creating awareness marketing materials for program target areas, and promotion of domestic tourism	✓
Partners' engagement	Two meeting held		✓	✓	✓	Meeting with tours operators to make input to interpretative and information materials being developed with and for UWA	60	TAG meeting postponed awaiting the approval of the work plan that will then be presented and discussed	✓
Expand both youth ranger and UWA mentoring program	100 youth trained and equipped to address problem animal and other conservation issues		✓	✓	✓	122 youth trained in human wildlife conflict and essential equipment and materials to support work and problem animal control delivered. Study tour for team leaders to Kibale and Queen Elizabeth being organized	90	Scouts already doing a tremendous job in addressing problem animal issues in Nwoya and Kiryandongo districts neighboring MFNP. Reported reduced conflict by UWA staff in MFNP	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Women in Conservation leadership program within UWA and NFA	Recognition of women in conservation in UWA underway			✓	✓	15 outstanding women were profiled and recognized (10 from UWA and 5 working with various conservation organizations)	100	More work expected to be done in Year II especially support to individual wins and their specific mentoring and conservation awareness program last year's working with UWA and NFA and bring corporate companies on board	✓
Media engagement									
Media engagement	Strengthened partnership with media houses and more awareness about conservation within Uganda and beyond		✓	✓	✓	Media continuously engaged throughout the reporting period; totals of 98 articles in the newspapers – average of 20 articles written per program site. Internal (within AWF) summary information provided regularly to inform on Uganda program	95	Increased number of articles about target sites.	✓
	Creating awareness about Kidepo among Tour Operators and potential tourists in Kampala		✓	✓	✓	Colorful celebrations for Kidepo @ 50 were held in Kampala and was attended by over 300 distinguished guests. A FAM trip for journalists was a key activity during the celebrations	100	We plan to keep supporting UWA in creating awareness for Kidepo	✓

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Media Capacity Improvement	Uganda Tourism Press Association website running and regularly updated with tourism related information		✓	✓	✓	Support provided in upgrading the Uganda Tourism Press Association	85	Training of tourism journalists planned next year	✓
	Production and dissemination of Pearls post and e newsletter		✓	✓	✓	The Pearls post was distributed to over 300 individuals and institutions. E-blast has been produced and shared every month.	100	Two paid for ads from the private sector were placed in the Pearls post thus contributing to the goal of attaining a self-sustaining newsletter	✓
	Pearls of Uganda website upgraded and updated		✓	✓	✓	Website upgraded and updated	100	New features added. Regular updates will continue.	✓
Media Coverage analysis	Daily clipping has been done to capture biodiversity stories published		✓	✓	✓	Daily capture of stories published has been captured. The annual analysis shows a great increase of coverage of tourism and biodiversity stories	90	We will keep capturing the news stories to evaluate the trends	✓
Monitoring and Evaluation									
Establishing program baseline	Baseline survey report ready and targets uploaded on monitoring website		✓			Baseline information acquired on seven program indicators as per the SOW for the survey and figures entered into the USAID web based performance measurement system.	100	Baseline information was used to set program targets based on which program progress and performance will be measured.	

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Training of program staff and partners in data collection	25 staff and partners trained		✓			Training of Program and Implementing partner staff in data collection for monitoring undertaken	100	A total of 25 staff and partners were trained in data collection and are now collecting monitoring data for the program. Follow up training will be given as and when need arises	
Designing of data collection tools	Data collection tools designed for all indicators in the paper based system of data collection		✓			Data collection tools designed for 17 program indicators and are currently being used by the program staff and partners to collect program monitoring data	100	Tools are subjected to annual reviews based on feedback and lessons learned to ensure that they continue to capture relevant data for the program	
Performance review	Performance review workshop held, lessons learned and applied		✓	✓	✓	4 performance review workshops undertaken both with the program implementation team and the technical advisory group	100	Performance review workshops will continue to be held throughout the second year of program implementation.	✓
Identification and training of Data collectors	Data collectors identified and trained in data collection.		✓			75 data collectors identified and trained and have since been used to collect baseline data for the program	100	The identified data collectors will continue to be engaged in data collection activities of the program especially od data related to community aspects.	

Activity As in Work Plan	Planned/Target As in work plan	Implementation plan				Progress/Achievement to date (September 30, 2013)	% completed	Remarks	Planned next quarter
		Q1	Q2	Q3	Q4				
Ecological Monitoring	Identify and train UWA staff in ecological monitoring.		✓	✓	✓	26 UWA staff trained in systematic data collection and capture in KVNP	100	Systematic data collection is expected to aid in trend analysis and provide better information for management. Similar training will be undertaken in MFCA and Lake Mburo and NFA estates.	
Program support to USAID/Uganda AMPROC initiative									
Start AMPROC activities	Provide technical assistance to AMPROC in the development of a community wildlife area (conservancy) with the attendant tourism facilities		✓	✓	✓	Construction of the cultural center commenced.	30	Support to AMPROC suspended by AWF pending review of the process by USAID	✓

1.1 Program progress on key performance Indicators

During the first year of program implementation, a number of key performance and impact indicators were selected to monitor progress and measure program performance and impact. Data on most of these indicators, especially on those determined by activity implementation based system of data collection has been collected during the year under review using standardized data collection tools designed and developed earlier in the year. Below is a summary of program performance against each of the non-survey indicators, and a brief on progress towards the achieving the survey indicator targets.

Indicator 1: Number of hectares in areas of biological significance under improved management as a result of USG assistance.

Year 1 target: 50,000

Achieved: 121,080 hectares (121% of target achieved)

During the period under review, the program provided support to the Uganda Wildlife Authority especially in the Kidepo valley national park to improve biodiversity management. This support came in the form of training in ecological monitoring, trail design and construction as well as maintenance. This work is very crucial to the management of protected areas because it not only provides information needed to inform decision making, it expands the network of roads for patrols. This work has contributed to the improved management of about 36,050 Hectares in the park.

In addition and through the Jane Goodall institute, the program also worked with the communities around the Budongo forest to improve their attitudes and appreciation of the forest. Further support was provided to the communities to form or renew in some cases, their collaborative forest management agreements as a means of enhancing management of the forest. A change in attitude and active participation of the communities around the forest has been noted. For example, communities have revived the joint forest patrols with NFA which had stalled for over three years. In addition, a 57km trail was also opened in the forest to attract more tourists and increase revenue to NFA for conservation. This trail however also provides additional access within the forest for management. In total and as a result of this work, a total of 82,530 hectares has been brought under improved management.

In Murchison Falls, a total of 2500 hectares has been brought under improved management as a result of program work with the community wildlife scouts in two sub counties of Koch Goma and Purongo. During the period under review, the program has engaged and supported over 122 community wildlife scouts around these two sub counties to address issues to do with human-wildlife conflict and community attitude towards conservation. Reports coming in from the area indicate improved attitudes towards conservation and

less human-wildlife conflicts to the extent that the Uganda Wild Life Authority has reduced the number of rangers in the area, from 14 to 3 and in the process saved approximately UGX 15million annually in operation costs, food rations, transport and supervision.

Indicator 2: Percentage change in contribution of tourism to household incomes of targeted communities as a result of USG assistance.

Year 1 target: 0

Achieved: 0

This indicator works under the assumption that tourism contributes to biodiversity management. The rationale is that the more benefits communities living around the areas of high biodiversity receive from biodiversity conservation, the more they will be inclined to protect and conserve these areas. It is this thinking that informs the program hypothesis as well as the activities designed to increase community benefit from conservation. Such activities include among others; increasing protected area revenues and therefore the 20% of their total revenue that goes to the communities through the revenue sharing program, providing support to communities to establish community tourism enterprises as well as conservancies in order for them to increase their share of the tourism cake.

The program through the Uganda Community Tourism Association has trained and supported a total of 9 community tourism enterprises who made it through UCOTA's selection criteria, (out of the 32 originally identified and introduced to the concept of community tourism enterprise development), in business planning, operation planning, marketing among other modules. These community tourism enterprises are expected to transform into market viable enterprises and earn revenue through selling their products.

All the above activities are preliminary in the process of increasing community benefit and it would have been unrealistic for the program to set a target and claim to have increased community incomes from tourism in the first year of implementation. However, there are already a number of people who are enjoying economic benefits as a result of our intervention, for example through our labor based approaches in most of the work we are doing in the conservation areas such as trail construction. A target will be set for the second year of program implementation when activities move beyond set up to market outreach, and chances of genuine contribution towards household incomes become high.

Indicator 3: Number of stakeholders adopting at least one recommended conservation practice as a result of the USAID/Uganda Tourism for Biodiversity Program.

Year 1 target: 120

Achieved: 1,034 (861 % of targeted achieved, 37% women)

Recommended conservation practices have been defined to include; agro-forestry, afforestation/reforestation, soil conservation, sustainable resource utilization and practicing alternative sustainable economic activities/ businesses, natural resource management planning and zoning, establishment of conservancies, conflict mitigation among others.

During the first year of program implementation, the program worked with five communities around the Budongo forest reserve to review their collaborative forest management plans. These Community Forest Management groups include Kapeeka Community Association (KICODA), Budongo Good Neighborhood Conservation Association (BUNCA), Nyantozzi-Nyakasene (Nyakase) Environmental Conservation and Development Association (NECODA), Karujubu Forest Adjacent Communities Association (KAFACA) and North Budongo Forest Conservation Association (NOBUFOCA) and comprise 818 individuals (43% women and 44% youths) coming from three sub counties around the forest reserve. The reviewed and renewed forest management plans have not only encouraged and facilitated increased participation in tourism and conservation around the forest reserve; they have improved people's attitudes and conservation practices. For example, and as highlighted earlier, this renewal of the community forest management plans has already seen the revival of joint community and the National Forest Authority patrols of the forest reserve.

In Kidepo as well, a total of 36 (6 female, 27 male) have committed their time to land use planning and zoning as a bid to improve land use in and around the conservation area in order to increase biodiversity protection and conservation. The same applies to Lake Mburo National Park where a total of 183 (161 male, 22 female) land owners have pledged and committed their land to conservation.

In total therefore, 655 men and 379 women have adopted better conservation practices as a result of the USAID/Uganda Tourism for Biodiversity Program

Indicator 4: Organizational capacity assessment score of at least 60% by UWA and NFA on select capacity attributes as a result of the USAID/Uganda Tourism for biodiversity program.

Year 1 target: 0

Achieved: 0

As part of the plan to improve capacity to manage Uganda’s protected areas, the program has designed a number of hands on training and technical support, as well as structured trainings for both the Uganda Wildlife Authority and the National Forestry Authority. In Kidepo Valley National Park for example, 24 rangers have been equipped with the skill of ecological monitoring data capture and download as part of the effort to build the organization’s capacity to monitor ecological changes in the conservation area.

Additional staff members within the Uganda Wildlife Authority and the National Forestry Authority have also undergone training in land use planning, designing and development of tourism trails, designing and development of signage and interpretive material, development of frameworks and information materials for tourism product marketing like brochures, self guiding information, and guiding maps.

While the program has captured the number of people receiving this training and technical support, it is imperative that time be allowed for the trained staff to adopt and utilize the training they have received. This is based on the recognition that adopting and utilizing acquired skills is a behavioral change which normally takes more time to materialize. An organizational capacity assessment tool is being designed however that will capture the impact of this training and technical support on key selected functions where capacity has been built.

Indicator 5: Number of functional partnerships in place to support and strengthen implementation of protected area management plans.

Year 1 target: 10

Achieved: 29 (290% of targeted achieved)

In order to ensure a large scale impact and sustainability, maintaining communications that are able to last beyond the program and building trust and support among the key industry players is essential. As such the program is very vigilant in rallying support for most of the activities undertaken, first as a means of creating ownership, but also as a means of ensuring stakeholder renewal of their commitments towards wild life conservation and sustainable tourism. Going by the program definition of functional partnerships (e.g. holding regular meetings, having formal structures in place and or active involvement in

conservation and related issues), a total of 29 partnerships have been established and built around various program activities during the fiscal year under review. Examples of these partnerships have been with the local communities in the program target sites where they have pledged their support towards conservation. A case in point are the community forest management groups in Budongo who have not only been vigilant towards renewing their management plans and participating in joint forest patrols with the National Forestry Authority, they have also conceded 30% of their labor costs (from their contract to construct biking and hiking trails in Budongo through the labor- based approach that the program has applied), as their contribution to the trail development.

In Kidepo as well, a group of community members have been very vigilant in the process of land use planning both by committing their time to the process and also convincing the wider community of the importance of land use planning. Local government support has also been tremendous in this endeavor, offering time and money as well as valuable information to push the process forward. The same kind of support has been noted in Lake Mburo as well around the process of establishing conservancies.

Our partners; the Uganda Wildlife Authority, the National Forestry Authority, the Jane Goodall institute and the Uganda Community Tourism Association have been very responsive when called upon to support many activities even beyond their contractual obligations. The response towards our call for support on these activities has exceeded our expectation and target of 10 for the fiscal year, and we believe that the activities that we have initiated during the fiscal year under review will be continued by the partners that we rallied around them.

Indicator 6: Dollar value of public and private sector resources leveraged through PPP developed under USG funded activities to support implementation of protected area management plans.

Year 1 target: \$ 200,000

Achieved: \$ 43,636 (22 % of target achieved)

This indicator defines leverage as ‘the amount of resources, both direct monetary input and in-kind input, leveraged by the program from public- private partnership (civil society and the private sector) mainly to support USAID funded activities. This leverage is seen as one of the gestures of commitment towards conservation and related activities by the stakeholders.

During the fiscal year under review, the program leveraged a total of \$41, 836 from various partners in support of various program activities. UCOTA for example contributed over \$13,476 towards the community tourism enterprise training program, while the National Forestry Authority, the Uganda Wild Life Authority and various districts bordering the

conservation areas, including Kaabong, Masindi and kiruhura, contributed; \$ 1,800, \$ 21,040, and \$ 2,280, respectively both in-kind and in cash towards various activities including trail design and construction.

Communities in Budongo also conceded approximately \$ 5,040 (30%) of their payment to construct biking and hiking trails.

Indicator 7: Number of UWA and NFA staff, scouts and guides trained in natural resource management and/or biodiversity conservation

Year 1 target: 40

Achieved: 59 (148% of target achieved, 14 % women)

As per this indicator, natural resource management and biodiversity conservation training can consist of transfer of knowledge, skills, or attitudes through structured learning and follow-up activities, or through less structured means, to solve problems or fill identified performance gaps. It can consist of long-term academic degree programs, short- or long-term non-degree technical courses in academic or in other settings, non-academic seminars, workshops, on-the-job learning experiences, observational study tours, or distance learning exercises or interventions.

During the fiscal year under review, a total of 59 (51 male, 8 female) Uganda Wildlife Authority staff and National Forestry Authority staff were given technical support and on the job training in trail design, construction and maintenance, ecological monitoring data capture and download, development of ecotourism plans, development of informational and marketing materials among other support. This was done through the United States Forest service experts and some consultants in the tourism industry. It is anticipated that the trained officers will utilize the skills acquired to undertake similar works within the protected areas, but also train their counterparts in similar areas.

Indicator 8: Percentage change in annual tourism revenue registered by UWA as a result of the USAID/Uganda Tourism for Biodiversity program intervention

Year 1 target: 0

Achieved: 0

One of the program strategies to promote conservation of the high biodiversity areas is to increase revenue to the protected areas, not only because it provides the much needed revenue for re-investment in conservation, but also because it increases the revenue benefit to the communities aimed at improving their attitude and conservation practice. During the period under review, the program has laid the ground work envisioned to bring about this increase in revenue for the protected areas, including diversifying tourism

products and improving services. These are initial activities in nature and are only expected to bring in more revenue during the second year of program implementation and most especially if we have caught up with lost time due to postponement of marketing activities. The program has lost two marketing seasons of 2013 and 2014.

Indicator 9: Percentage change in annual tourism revenue registered by NFA as a result of the USAID/Uganda Tourism for Biodiversity program intervention.

Year 1 target: 0

Achieved: 0

Similar to indicator 8, activities within the NFA estate have also been preliminary in nature and could not have contributed to an increase in revenues in the first year. However, a number of marketing efforts are planned during the second year of program implementation that will facilitate an increase in revenue in these areas. This indicator will be helped if we catch up with lost time due to postponement of marketing activities. The program has lost two marketing seasons of 2013 and 2014.

Indicator 10: Percentage increase in the number of visitors to focal protected areas (UWA) as a result of the USAID/Uganda Tourism for Biodiversity program intervention

Year 1 target: 0

Achieved: 0

To increase the number of visitors to the program focal protected areas, a number of strategies were identified, including but not limited to; Improving services within the protected areas, diversifying the products that the tourists will engage in and carrying out outreach activities to inform the tourist of the improved services and the various new products established in the protected areas especially through information sharing with the tour operators. This was based on feedback from various studies including meetings with tourism industry stakeholders, tourists, studies from other institutions like the world bank, UNDP, Uganda Government, etc., who cited poor services and limited tourism activities as the areas that needed to be addressed in they were to stay longer or make return trips to these protected areas. It is too early to measure percentage increase in visitors as a result of program work, and most especially if we can catch up with lost time due to postponement of marketing activities. The program has lost two marketing seasons of 2013 and 2014.

Indicator 11: Percentage increase in the number of visitors to focal protected areas (NFA) as a result of the USAID/Uganda Tourism for Biodiversity program intervention

Year 1 target: 0

Achieved: 0

Same as under indicators 8, 9, and 10 above, the program employs a similar strategy in most of the program target sites and therefore the above notes on number of visitors to the Uganda Wildlife Authority conservation areas, applies to the NFA areas as well. These strategy in nature and are driven by marketing. The program has lost two marketing seasons of 2013 and 2014.

Indicator 12: Number of tourism products established and improved in and around the focal protected areas as a result of the USAID/Uganda Tourism for Biodiversity program.

Year 1 target: 5

Achieved: 8 (160% of target achieved)

During the fiscal year under review, the program, through its field officers, the Uganda Wildlife Authority wardens and rangers, and a team of four US Forest service officers, designed and constructed seven trails in Kidepo Valley and Lake Mburo national Parks. This was part of the program effort to improve services in the protected areas and therefore visitor satisfaction. The trails include three birding trails in Kidepo valley national park totaling 15km and 4 nature walk trails in Lake Mburo National Park totaling 15.66km.

In Budongo, a block of gridline trails located to the south of the existing grid was laid out and opened. This extension, adds 25 kilometers of trail to the grid system. Only the peripheral trails to be added to the grid were geo-referenced and flagged on the ground by National Forestry Authority staff and USFS. The new grid lines contained within the “block” were cut in at 200 and 300 meter intervals.

It is anticipated that these trails will offer additional activities for the tourists, especially in Lake Mburo, where activities for tourism have been few in number. All trails have been approved and certified by the Uganda Wildlife Authority and the National Forestry Authority and are ready for use with a few minor amenity installation pending but scheduled for completion in the first quarter of the second year of program implementation.

Indicator 13: Number of signs and interpretative material installed in the focal protected areas as a result of the USAID/Uganda Tourism for Biodiversity program intervention. .

Year 1 target: 60

Achieved: 0 (0% of target achieved)

At the start of the program implementation period, the program anticipated production and installation of 60 signs and interpretative material in the focal protected areas to enhance visitor experience and therefore satisfaction. It was envisioned that if more visitors are satisfied with the products and services within the protected areas, there higher chances of an increase in the length of their stay, and return visits, hence more money to parks and communities. As a consequence park revenues would increase, providing both; the much needed funding for conservation and the community benefits through the revenue sharing program.

Sites for signage installation were identified during the first quarter of program implementation, and so was the information needed for product interpretation. However due to a number of delays from USFS team schedule, the consultancy approvals from USAID, and long negotiations with UWA to buy into their already procured service contractors to undertake the actual development and installation of these materials. The works have not been completed within the anticipated time. As of this report writing, procurement of the consultancy services has only recently been finalized for top of the falls, and cofounding of UWA selected company for Lake Mburo is underway and production of the materials has started to be delivered on the 28th of October 2013. Although the program has achieved 0% against the set target of 60, the completed work towards achieving this indicator target amount to 80% done.

Indicator 14: Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance.

Year 1 target: 600

Achieved: 487 (81% of target achieved, 15% female)

During the fiscal year under review, and in order to accrue maximum benefit to the community and enhance collaboration with program activities and partnerships with UWA/NFA, the program adopted a labor intensive-based approach to work by partnering engineering firms/consultancy firms hired to undertake program activities within the program target sites with members of communities in and around the program target sites. In Kidepo, Lake Mburo and Budongo forest reserve for example, the program sought services of the community members to construct various trails designed by the US Forest service team. These partnerships did not only ensure skill transfer to the community

members that can later be exploited in similar works especially maintenance, they ensured an economic gain by the communities as well.

In Lake Mburo alone, a total of 66 men from the communities in and around the protected area were hired to open 15.66km of trails, with over UGX 14,028,000 spent on labor costs. In Budongo a total of 300 (45 female, 255 male) community forest management group members were engaged to open up the 57km biking and hiking trail and that this engagement has accrued direct benefit to over 300 households.

In Kidepo, 10 men from Lorkul community and specifically from the friends of wildlife group were engaged as well, to open the birding and nature walk trails in the national park and where paid for their services. In addition, a total of 111 (84 male, 27 female) community members in kidepo have received economic benefits as a result of program engagement during the fiscal year under review.

Indicator 15: Amount of tourism revenue accrued to targeted enterprises in and around the protected areas as a result of the USAID/Uganda Tourism for biodiversity program.

Year 1 target: 0

Achieved: 0

During the first year of program implementation, activities related to community tourism enterprises where mainly preliminary, including community enterprise identification by the Uganda Community Tourism Association, several trainings in community tourism enterprise development and operation among other activities. These activities could not yield any revenue for the communities in the year under review, but are expected to lay a foundation for revenue generation in the following years especially when the marketing activities commence. These are initial activities in nature and are only expected to bring in more revenue during the second year of program implementation and most especially if we have caught up with lost time due to postponement of marketing activities. The program has lost two marketing seasons of 2013 and 2014.

Indicator 16: Number of women and youths directly assisted as a result of the USAID/Uganda Tourism for Biodiversity program activities.

Year 1 target: 100

Achieved: 614 (614 % of targeted achieved, 73 % women)

In implementing its activities, the program strives to have at least 30% women participation and a large number of youths. This is because 1). Women are the major resource users and therefore any efforts to ensure sustainable utilization of resources have to involve them. 2) The youths are 60 percent of Uganda's population, and they are the

future leaders, poachers, and conservationists; engaging them on the onset help influence future policy.

During the period under review, a total of 60 women have been engaged in Lake Mburu National Park in the process of land use planning and 7 in the Uganda Community Tourism Association's process of developing community tourism enterprises. These women have acquired knowledge and skills that will be very invaluable to them in terms of positioning themselves to share the tourism cake. Similar benefits have accrued to 81 youths (38 women, 43 men) in the Kidepo Valley National Park.

In Budongo, a total of 351 women, most of whom are youths, have been engaged in the review and renewal of the collaborative forest management agreements with the National Forestry Authority. It has been reported that this renewal of the collaborative forest agreements will enhance people's (mostly women) access to and utilization of forest products.

122 (119 male, 3 female) youths have been engaged and supported by the program during the fiscal year under review under the community wildlife ranger program in Murchison Falls national park. These youths have been provided with equipment to facilitate their activities geared towards addressing the human-wildlife problem, and have also been facilitated to go for a study tour to Kibale Forest and Queen Elizabeth National Parks as part of building their capacity.

In total therefore, a total of 614 Women and youths have been directly supported as a result of the program activities during the fiscal year under review.

Indicator 17: Number of non-financial benefits accruing to targeted community enterprises as a result of the USAID/Uganda Tourism for Biodiversity program, activities.

Year 1 target: 6

Achieved: 4 (67%)

Benefits to the communities that live in and around the protected areas have been known to go beyond just financial, and this has been no exception during the fiscal year under review. Improved relations among the community members and between the community members and the Uganda Wildlife Authority and the National Forestry Authority have been noted throughout the year under review. This has mainly been brought about through the continued engagement in the process of land use planning and collaborative forest management that have been central to the program first year activities in the Uganda Wildlife Authority conservation areas and the National Forestry Authority forest reserves. It has been noted for example that already members from 5 community forest management groups are engaged in joint forest patrols with the national Forestry Authority rangers in

the Budongo area. This is already an achievement considering that during the baseline survey, over 67% of the community members challenged the way the conservation managers treated them.

A number of community members have also acquired invaluable skills in terms of planning for their land and what activities they can engage in to ensure more benefit from tourism and conservation. Conflicts over resources have been reported to have reduced especially in Budongo where people are guided by the collaborative forest management framework on resource extraction and utilization.

Reports emerging from Murchison Falls Conservation area indicate a reduction in the human-wildlife conflict and its associated issues such as crop raids and property loss. This has been as a result of the efforts of the community wildlife ranger program initiated by the Uganda Wildlife Authority and supported by the program.

All these benefits are as a result of the USAID/Uganda Tourism for biodiversity activities and are non-financial in nature. However due to the preliminary nature of the activities undertaken by the program during the first year of program implementation, the program has seen only a 50 % achievement on the target set for non-financial benefits during the fiscal year. More benefits are expected to accrue to the communities as the program progress through its life.

Indicator 18: Number of people directly participating in tourism for biodiversity conservation activities as a result of the USAID/Uganda Tourism for Biodiversity conservation program activities.

Year 1 target: 500

Achieved: 1,507 (301% of target achieved, 34% women)

The program implementation approach and strategies are very participatory, involving all stakeholders including community members, program partners and other stakeholders in the conservation and tourism industry. The rationale behind this approach is to encourage ownership of the activities and therefore the products and results, and to ensure sustainability beyond the program. It is part of the program exit strategy. A number of people (men and women) have therefore been mobilized around various activities during the period under review.

In Lake Mburo for example, 380 individuals have participated in tourism and biodiversity conservation activities including 20 (7 female and 13 male) in activities of the Uganda Community Tourism Association and 360 (60 female and 300 male) in the program land use planning activities.

In Budongo, a total of 818 individuals among whom 351 are women, have participated in tourism and biodiversity conservation activities as a result of the USAID/Uganda Tourism for biodiversity program either indirectly or directly through their membership with the community forest management groups.

For Kidepo Valley National Park, a total of 309 individuals among whom 148 were women, have participated in tourism and biodiversity conservation activities as a result of the USAID/Uganda Tourism for biodiversity program. These activities have mainly centered on land use planning around the karenga community wildlife area.

From the data above, it is evident that participation during the fiscal year under review has surpassed program expectations. This is because of the surprising enthusiasm and willingness of the community members to embrace the process of land use planning. Issues of land use are always very contentious and are often coated with very much resistance from the land owners and the program expected no less. It is always after so many meetings and explanations that the community land owners come to agree to the process. However the community members in the program sites where the process of land use has been initiated have surprisingly shown very much enthusiasm towards the process perhaps because their traditional way of living e.g. cattle keeping in Lake Mburo, is failing them, making any new promise of economic livelihood are well received.

Indicator 19: Number of community tourism enterprises and landowners supported and strengthened.

Year 1 target: 10

Achieved: 192

A total of 9 community enterprises have been supported in tourism enterprise development and marketing, include Nshara gate community tourism group, Rwabarata drama actors , Rwamuhuku Crafts weavers group, Ssana community lodging, Rubale community tourism group, Rwetango Community Wildlife forum , Rwenjeru campsite, Ankole cultural community tourism group, and Igongo Cultural Institute. This has been part of the Uganda Community Tourism Association's effort to increase community benefits from biodiversity conservation and tourism. 183 land owners (161 male and 22 female) in the same area also received support in land use planning and are now fully committed to the process.

In total therefore 192 community tourism enterprises and land owners have been supported and strengthened as a result of the USAID/Uganda Tourism for Biodiversity program. This number also surpasses program expectation and the same reasoning for the huge leap in participation and enthusiasm towards the program land use planning process holds for this indicator as well.

Indicator 20: Number of community enterprise members and landowners trained in tourism and biodiversity management.

Year 1 target: 300

Achieved: 426 (142% of target achieved, 18% women)

30 (9 female and 21 male) community tourism enterprise members around Lake Mburo area have received training from the Uganda Community Tourism Association in community tourism enterprise development and marketing. These enterprises are now in the process of fine tuning their products to meet the standards set by the Uganda Community Tourism Association and based on feedback from the tour operators that tested the products during the dummy tours organized in the fiscal year.

On the other hand, a total of 360 (60 female and 300 male) land owners were introduced to the concept of land use planning and the potential it has to improve their livelihoods in and around the Lake Mburo area. Of the 360 however, 183 have committed their land for conservation and had their land titles verified by the program.

In Kidepo Valley National Park, a total of 36 individuals (27 male and 9 female) have also undergone the same training in land use planning as of this report writing. These members have accepted to be part of the core planning team and have pledged their continued support towards the land use planning process for the Karenga Community Wildlife area.

Activity Report

2 Program work in Lake Mburo

2.1 Tourism Product Development for LMNP



The four trails designed in the last quarters were opened using local community labor. The four are the Lake side trail (4 km); the Rubanga forest trail (4 km); the Interpretation center trail (2.6 km); and the Kigarama hill trail (4 km). Further support from USFS service was received in the alignment of the trail and directional and interpretative signage development (assessment and design). The signage and other fixtures (benches and sheds) will be installed in Year II.

UWA and AWF staff on one of the trails opened for tourism

144 signs for LMNP are being developed by Signcare in an effort to ensure visitors to LMNP gain better tourism experience and service. The signs will be installed in the next quarter. During the trail design and development as well as sign design, a total of 12 UWA staff were involved as part of the capacity building in the field of communication processes and interpretive services, done by AWF and USFS to enable them carry on these activities even after the end the Program life. Communication process training is focused on improving visitors' emotional and intellectual connections between their interests and the meanings inherent in the resource (National Association for Interpretation). The interpretive services focus on how any personal or non-personal media communicates to visitors, e.g., activities, presentations, publications, audio-visual media, signs, and exhibits.

Signage in parks can either enhance or diminish the quality of a visitor's experience. A good signage system performs multiple functions: it serves to orient, direct, educate, communicate rules and answer questions. Signage also helps maintain the image of the park or forest unit. Any form of communication that an agency may have with visitors involves two basic communication styles. Material the agency wants the visitor to know is presented in an informational style, or in an interpretive style. The difference between the two styles is not what is presented but how it is presented. Informational style simply dispenses the facts, presenting topic- or resource-specific material. Examples of informational signage include regulatory, warning, directional, site identification, park information and orientation signs (e.g., park and trail maps). Interpretive style, however, relies on principles of interpretation to reveal

a story or greater message that is significant to the park or forest unit and managing agency. It is the interpretive communication processes that will help each visitor understand the unique and special stories associated with each park and forest location.

Benefits of interpretive services

- Increases visitation by increasing the perception of benefits visitors receive by going to a particular park facility or site
- Ecological tourism is dependent upon the story of the site and willingness of visitors to want to travel to see, learn about and experience the site
- Well-planned and updated interpretation brings in more visitors, more repeat visitors and more income

Remove Existing Signs

New Sign

Junction of Impala Track and Zebra Track

Dotted outline indicates panel is composed of individual slats. This allows for the sign to be updated without having to replace the entire panel.

South-facing panel

- ↑ **ARCADIA COTTAGES**
- ↑ **MANTANA TENTED CAMP**
- ← **MIHINGO LODGE**
- ← **MBURO SAFARI LODGE**

North-facing panel

- **MIHINGO LODGE**
- **MBURO SAFARI LODGE**



Junction of Impala Track , Lakeside Track and Rwonyo Track



South facing panel



North facing panel

Dotted outline indicates panel is composed of individual slats. This allows for the sign to be updated without having to replace the entire panel.

2.2 Developing informational and marketing materials

During this quarter, the contract to develop informational materials for marketing was signed with Mark Jordahl. He has been to LMNP and met key tours operators and UWA to discuss the materials required, their content and the attractions, products and activities that need to be marketed. Draft materials are expected to be submitted early next quarter before production and distribution is undertaken.

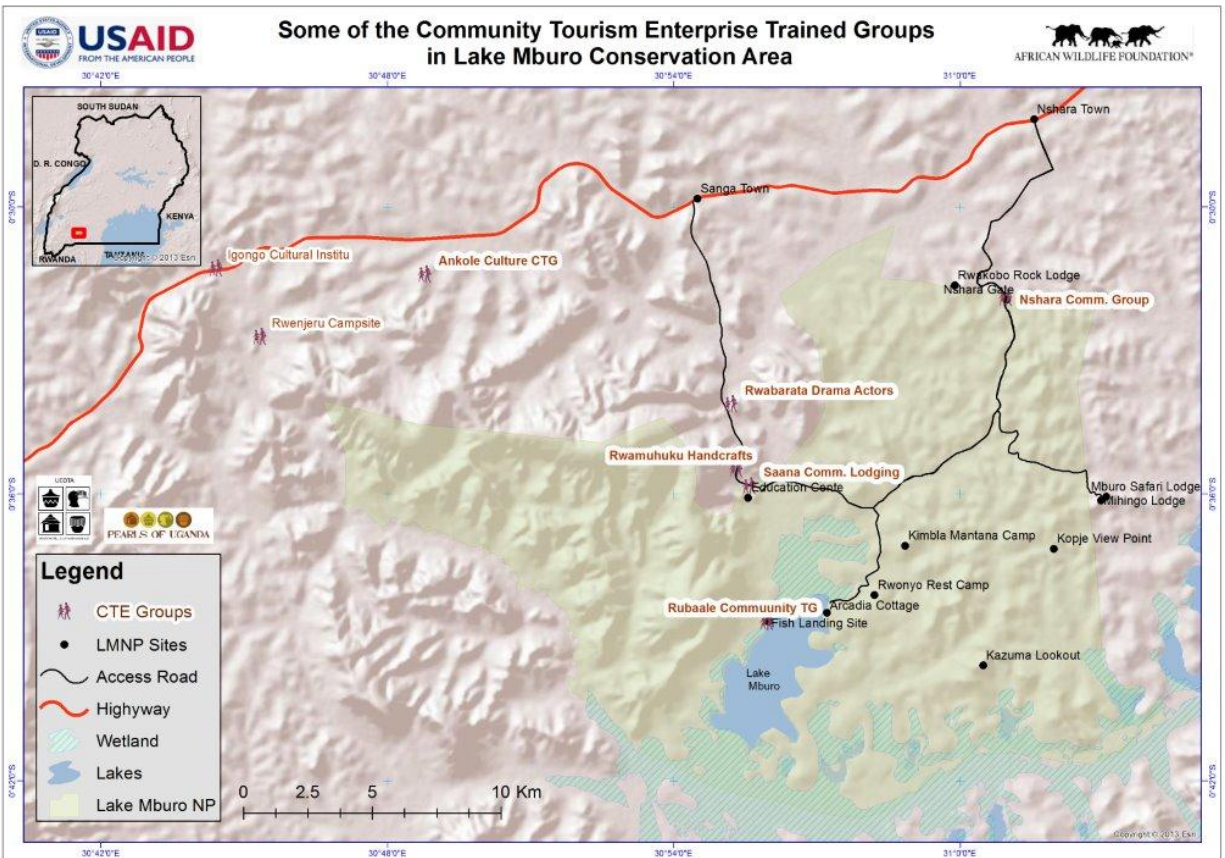


Information and marketing material consultant meeting and sharing ideas with UWA and tours operators

2.3 Secure returns for communities from Wildlife conservation

2.3.1 Community tourism enterprises

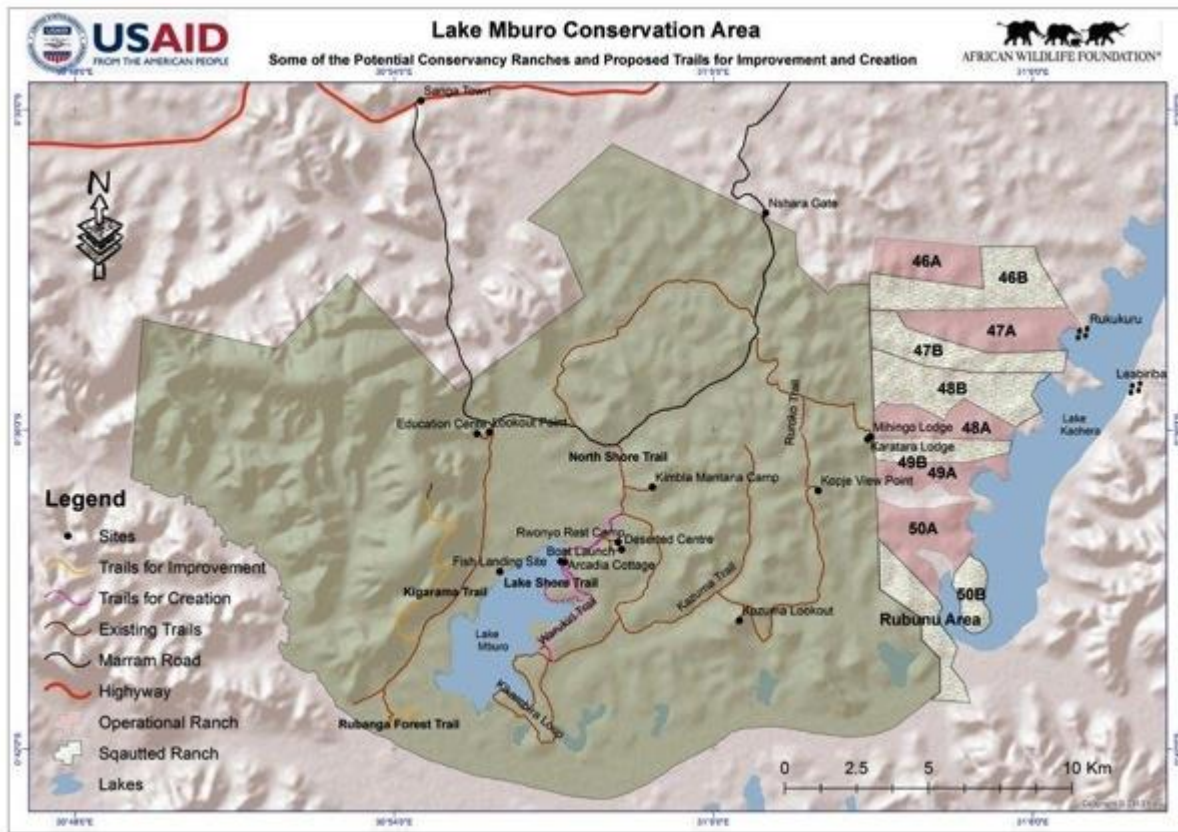
The 5-module enterprise training by UCOTA given to 9 community groups was concluded this quarter. Building on the successful approaches and lessons learned from USAUID STAR project, UCOTA training model have been designed to demonstrate ways in which tourism supports biodiversity conservation. The Models addressed the primary stakeholder groups that could be empowered as contributors to conservation through tourism. The groups were commissioned in August. They have now formed an umbrella organization called "Lake Mbuo Conservation Area Community Tourism Association" to coordinate all their activities especially marketing. The modules include: Protected areas: destination development and marketing module; Tourism Private Sector partnership; community tourism enterprise development; and government local engagement. Further support will be provided in the Year II to the groups focused on improving the quality of their products.



Concurrently, AWF undertook ecological assessment of the lake Mburo ecosystem, and another study to assess the tourism business to determine the viability of increasing tourism products and services in the area and a preliminary report recently submitted indicates viability. The ecological study showed ecological life and gaps to rehabilitate the ecosystem, and the business study analysis aimed to identify relevant gaps in the market not currently being serviced by existing tourism providers, which could be exploited by AWF through the conservancies and development of associated products or conservation enterprise activities. Both reports are still in draft and will be finalized in year II.

Preliminary reports found that: the combined landscape of the Nshara (ranches 40B to 50B in figure below) and LMNP is relatively small, and the ecological processes that operate across this landscape are not discrete. Weed spread, seed dispersal of critical native plants, animal dispersal and annual movements would be best considered as part of a more holistic ecological program. In turn this would make the Nshara conservancy more ecologically viable and probably support higher abundance and possibly diversity. There is ecological scope for a community conservancy in the Nshara area of the community pastoral lands. These lands are directly adjacent to the Lake Mburo National Park (LMNP) and so have a source and dispersal area. Nshara is bounded by LMNP and Lake Kachera to the west, south and east. This adds greatly to the appeal as a conservancy in a relatively densely populated landscape. Substantial

changes to grazing management will need to be enacted if the conservancy is to support enough game to attract tourists. Additionally, intensive vegetation remediation will be required across time. In some places soil rehabilitation will be necessary, but those locations are not extensive. The landscape is populated by a relatively large number of homesteads. This will need to be accounted for in the conservancy management. More importantly, extensive buy-in of the community will be required, and existing practices such as poisoning of predators must cease. The rich natural and cultural assets of the LMCA combined with the LMCA’s strategic positioning relative to Queen Elizabeth National Park (QENP), Bwindi National Park (BNP) and Kampala, are currently not being exploited to their full potential in a way that could optimise tourism markets servicing the area, and their subsequent potential and ability to support conservation outcomes; the result is that a number of potential wildlife tourism products and activities currently not available in the concessionary areas have been identified, that if developed may directly work to partly support the creation and on-going operations of the concessions.



Through various meetings, a total of 183 individual land owners have so far had their land holding documented and shown interest to join the conservancy development. The particulars and land size holdings have been ascertained for the owners in ranches 45 to 51. The total area held by these 183 individuals is estimated at 27 square miles or 6,990 hectares.



3 Program work in Kidepo Valley National Park

3.1 Improving tourism connectivity between MFNP and KVNP and Develop tourism Mini-guide for Northern Uganda route to Kidepo

This activity was to be undertaken with the help of a consultant. However USAID has taken long to approve the consultancy and consultant selected has declined to take on the work due to delayed approval of the consultancy indicating the time he was available he was waiting for an approval and had scheduled other activities by the time the approval came through. His next availability is later in the next quarter.

3.2 Improving tourism in KVNP

The USAID/Uganda Tourism for Biodiversity program supported three trail developments in Kidepo for birding purposes, game viewing and guided nature walks. The trails were: 7km Rionomoe-Katurum; 3km Katurum-Kaleroki; and 5km Kaleroki- Nagirangole. This quarter the trails were opened with local communities providing the much needed labor. The trail work lasted fourteen days and the product (trail) was certified by KVNP management. Installation of signage and interpretative materials designed by USFS support will follow in the subsequent months.



Inspection of opened Katurum trail in Kidepo Valley national Park

The USAID/Uganda Tourism for Biodiversity has also worked with USFS and KVNP to identify three more trails for birding in Namamkweny, Kidepo River and at Lopirpir/Nakawo confluence. Here too, interpretive requirements were identified for development in Year II.

Three telescopes and 5 binoculars have been ordered for KVNP and are expected to be delivered within the next few weeks. The equipment will support the interpretation work of the guides and add to the visitor satisfaction. The equipment were ordered after due consultation on the specifications with UWA.

3.3 Apoka village redevelopment

It has been realized that the Apoka village redevelopment would require more resources than initially proposed. AWF has therefore focused work on trail planning and interpretation for the Apoka trail covering the village surroundings, armory, cemetery and museum. The trail will be developed in the following months. Plan for the Redevelopment of Apoka village will be reviewed in the next Year with UWA to determine what is possible within the available budget.

3.4 Support Karenga community in land use planning to secure community wildlife area (conservancy)



Following the request from Lobalangit Sub County to be included in the land use plan process, an initiation meeting and a reconnaissance were conducted in July after which a joint meeting with the Karenga Core Planning Team was held. At the meeting a tentative schedule for the follow on activities was discussed and agreed as well as the different zones to be developed. Another planning meeting held in September specifically developed a zone map which will be discussed and agreed on with the communities before the program activities are developed.

The eight zones identified for mapping are Agriculture; Livestock production; Settlements and associated social services such as health clinics, schools, roads, markets among others; Forestry Wildlife conservation; Tourism; Industrial development; and Mining. It was however observed that due to the small nature of the industrial and mining areas, they were not easy to place on a map. Neither was it possible to separate the agriculture from the settlements as there is a lot of

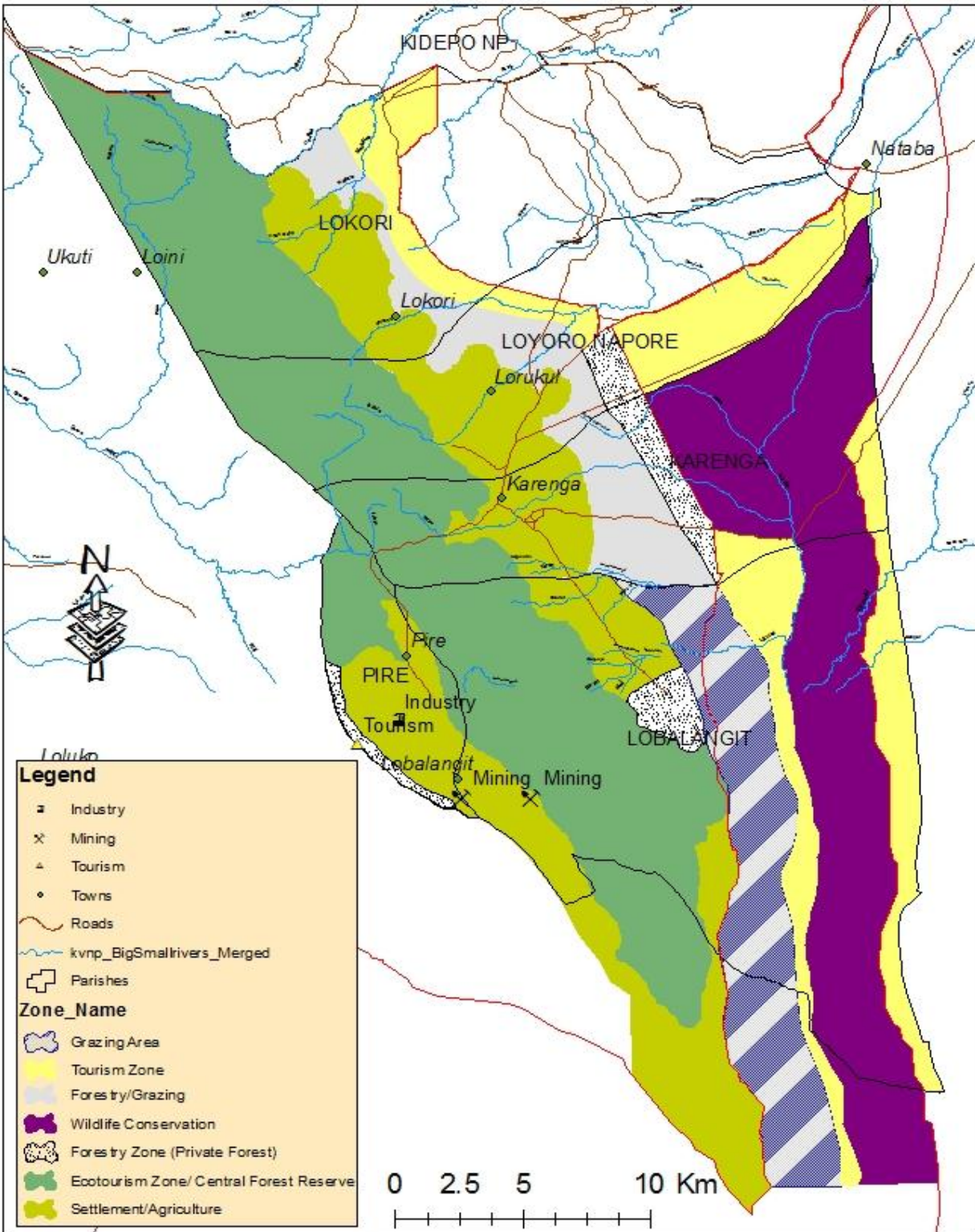
overlap. It was therefore agreed that Settlements, Agriculture, Industry and Mining will occupy one zone (on the map) but the communities will from time to time designate specific areas for the different activities especially in reference to mining and industry.



Members of Lobalangit (left) and Karenga (right and below) Sub counties planning teams identifying and drawing the land use zones on paper maps



KARENGA & LOBALANGIT LAND USE ZONATION



Draft Karenga and Lobalangit Sub Counties desired Land use zones

3.5 Provide environmental and conservation awareness education to organized groups

Conservation of natural resources have taken into account environmental issues and the program, working with community conservation unit of KVNP has visited Jubilee Secondary school (125 members) and Karenga Girls Primary school (213 members) where the wildlife clubs that were defunct have been revitalized, with clear roles and leadership structure. The community group of Lorkul (friends of Wildlife- 34 members) and Lokori Youth groups (23 members) are the other two community Environmental clubs formed and in place. The Tourism for Biodiversity program has supported Community Conservation unit of KVNP and sensitization and tree planting activities have taken place. This will offer alternative source of income and domestic energy needs (fuel wood) to communities in the area thus averting pressure from extraction of resources from the KVNP. More community and school programs are planned for 2014 calendar.

4 Program work in Budongo Central Forest Reserve

4.1 Increase benefits and livelihoods for communities using ecotourism

The Management Plans for the five (5) Community Forest Management (CFM) groups in and around Budongo CFR have already gone through the initial five (5) year phase of implementation as mandated by the CFM Guidelines, 2003. These CFM groups include Kapeeka Community Association (KICODA), Budongo Good Neighbourhood Conservation Association (BUNCA), Nyantozzi-Nyakasene (Nyakase) Environmental Conservation and Development Association (NECODA), Karujubu Forest Adjacent Communities Association (KAFACA) and North Budongo Forest Conservation Association (NOBUFOCA).

These guidelines recommend a review of CFM agreements every five years including renegotiation, and redrafting of CFM Management plans. The review processes for CFM plans in and around Budongo CFR was conducted with a view to fix gaps and make amends in the remaining part of the 10 year plan period. The review process also focused on including participation of CFM groups in tourism; a clause that was not explicitly provided for in the pre-current CFM agreements/plans. Inclusion of tourism will strengthen the tourism component in the CFM plans while it supports NFA in providing incentive for conservation.

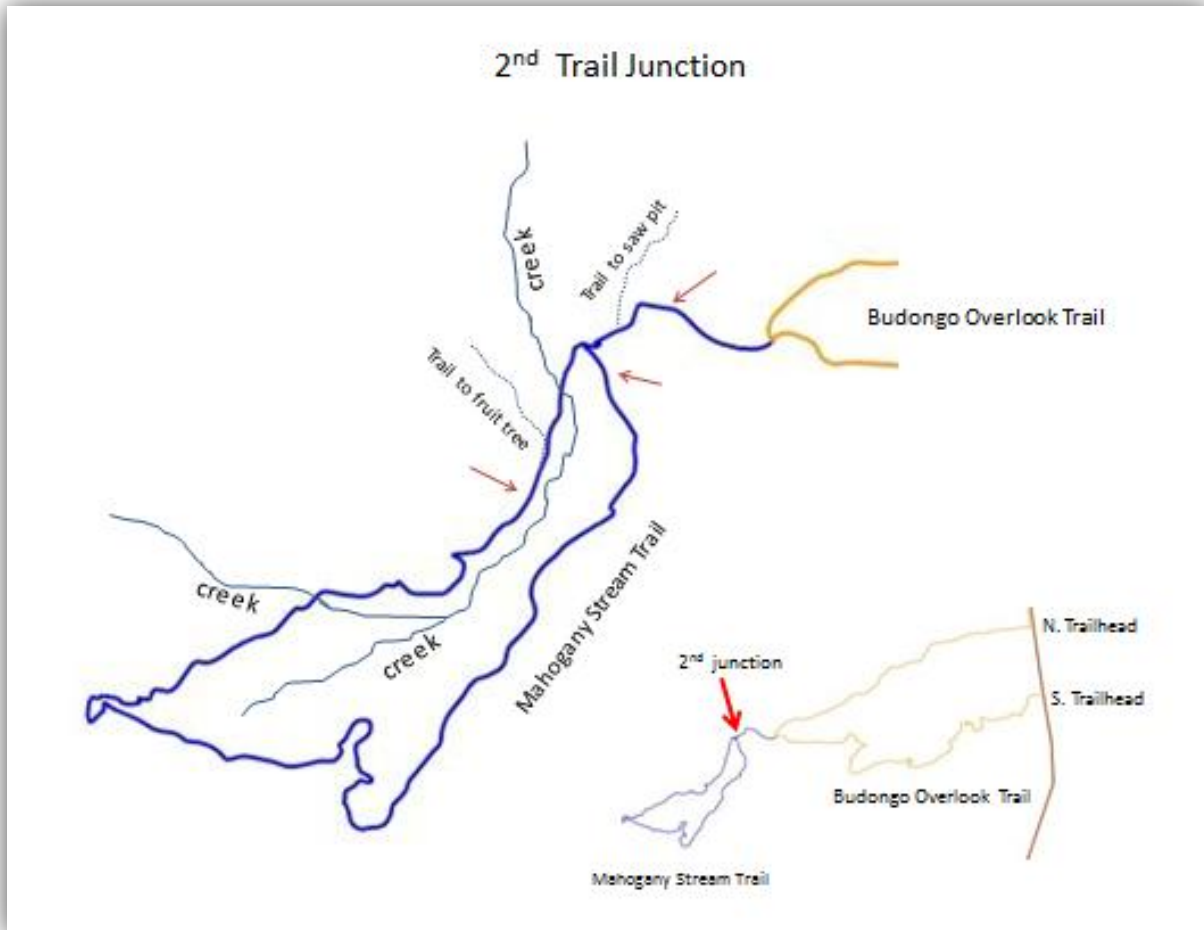
The review exercise was a participatory process involving JGI staff as lead facilitators complemented by UCOTA staff; NFA Range Manager, Sector Manager and respective Forest Supervisors, area politicians and civil servants. Gaps in the five CFM groups' Management Plans were identified and recommendations made. Prospects for tourism were particularly reviewed and included in some CFM groups that showed interest in tourism.

The reviewed CFM Management Plans were endorsed by NFA in a function held in Masindi on the 1st October 2013. These new plans provide the basis for collaboration between NFA and the

forest adjacent communities for the next 5 years. The membership of the five groups is 818 individuals (43% women and 44% youth).

4.2 Improve tourism infrastructure

4.2.1 *Chimp trail network at Kaniyo Pabidi extended*

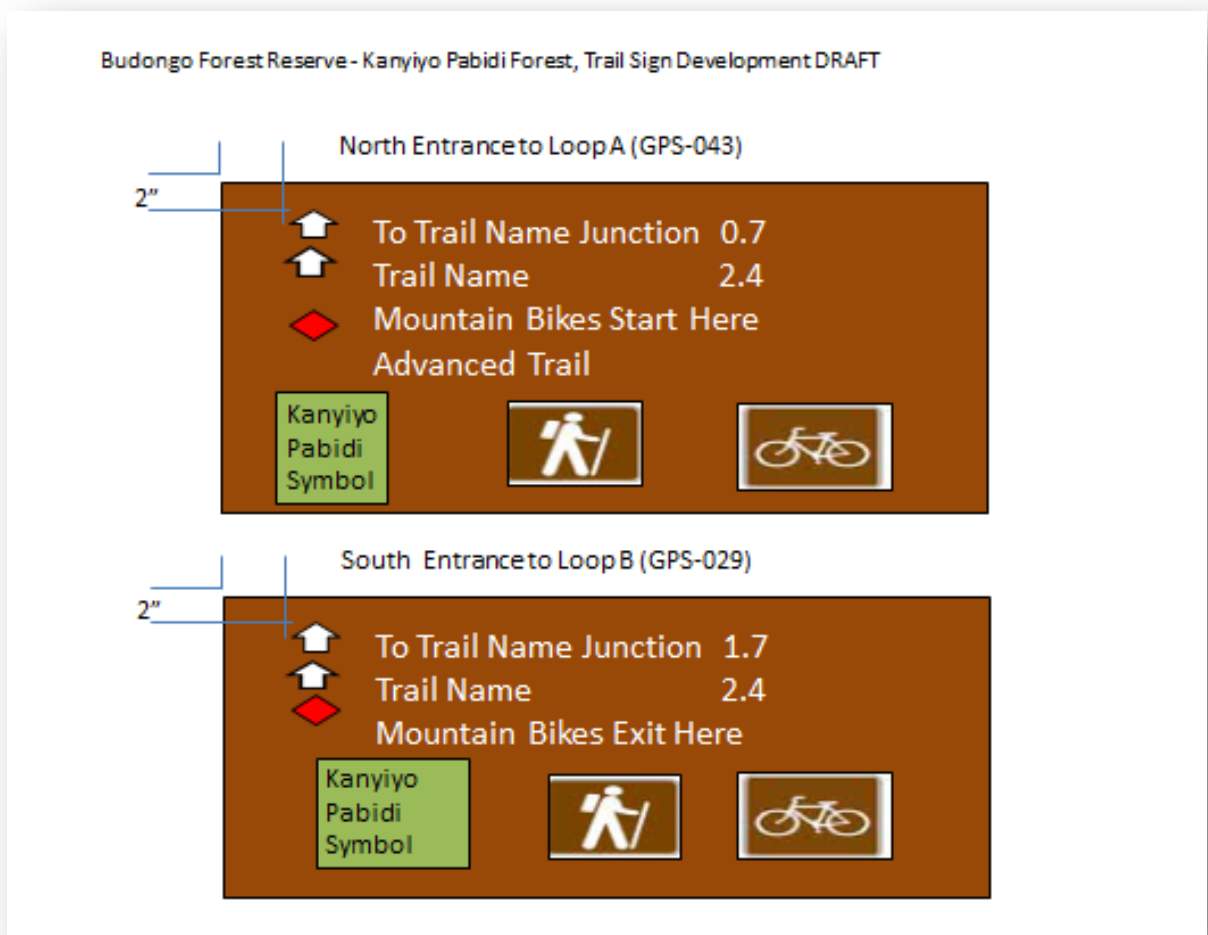




A block of gridline trails located to the south of the existing grid was laid out and opened. This extension, adds 25 kilometers of trail to the grid system. The peripheral trails to be added to the grid were geo-referenced and flagged on the ground by NFA staff and Renee Catherin (USFS Trail Specialist). The new grid lines contained within the “block” were cut in at 200 and 300 meter intervals. Following opening of the trails, the new grid trails were geo-referenced and added to the inventory of all the existing grid trails. Combined, these two inventories will provide a complete map of the grid lines useful to guides and researchers at this site. The map will also display a set of signs identifying key grid line numbers that will be placed throughout the grid system to aid guides.

In addition to the above, two sites within the grid were identified to be developed as self-guided short loop hikes. They are: The Mother Tree (an old growth Mahogany) and the salt lick (good views of forest primates and mammals and/or their foot prints).

4.2.2 50 km of biking trail established and operational

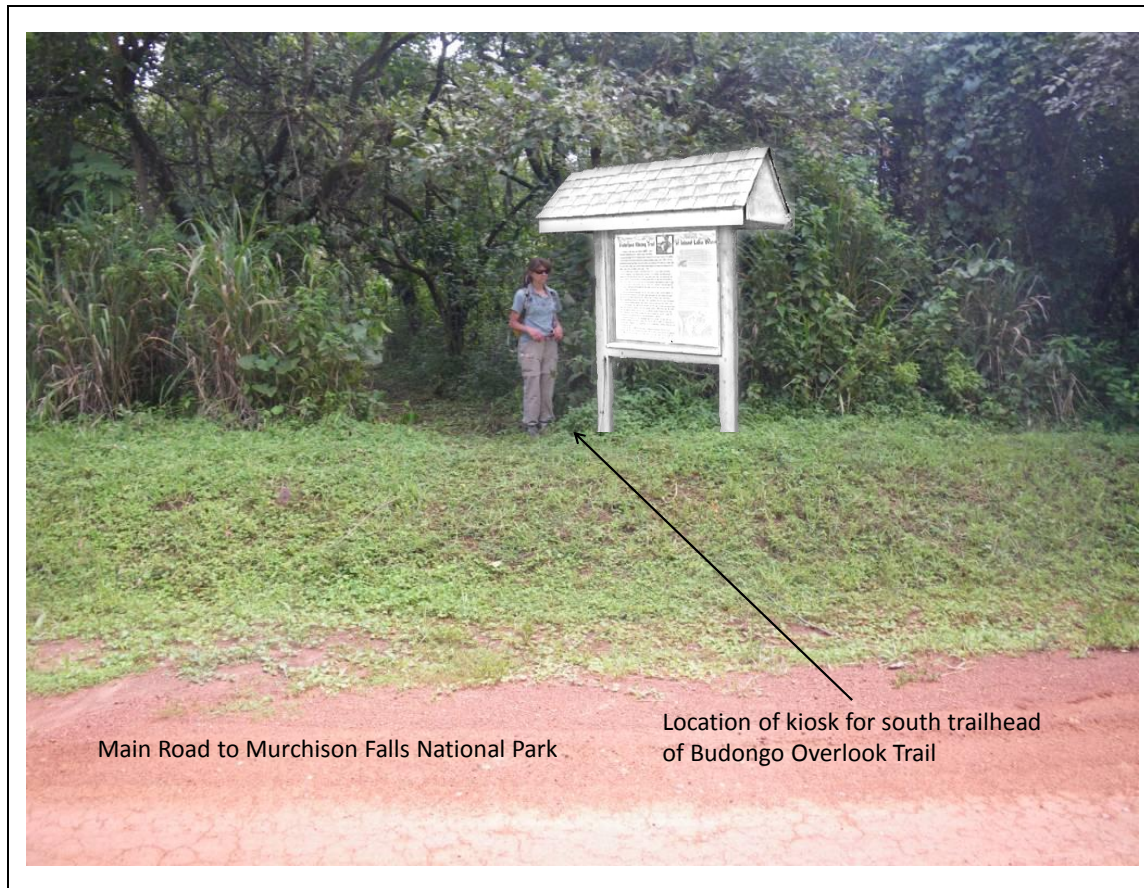


After 5 months of delay from its previous schedule, the construction of the 50 kilometer hiking/biking trail finally commenced. The delay resulted from several factors including the infestation of the forest with biting tsetse flies from February to May, and the prolonged process of the Environmental Impact Assessment (EIA) with preliminary report being produced in August 2013. The EIA consultant also established a biodiversity baseline to be used as a foundation for future monitoring of tourism impact.

Subsequent to the EIA, a local firm (Lemi Group Ltd) conducted a survey and design of the trail. This firm worked in partnership with Ms. Renee Catherin, a trail specialist from the United States Forestry Service (USFS). The final report divided the trail into three main sections with varying designs that seek to balance the touristic needs of the trail, with the need for vehicular access by NFA forest patrol teams:

- Section I: *from Busingiro on the Western aspect of Budongo CFR to River Sonso*- it traverses a production zone and so was designed as a 2 meter wide section allowing limited vehicular access.
- Section II: *from River Sonso to River Waisoke*- is to be a 1 meter wide non-motorable section that runs adjacent to a research area and will strictly be reserved for biking and hiking. This section will also have a rest site that can be developed into a camp site in future
- Section III: *from River Waisoke to Hanga Gate on the Eastern aspect of Budongo CFR*- this section will be 2 meters wide and motorable.





The above photo shows the location of one of two planned trailheads for the Budongo Overlook Trail. Both trailheads will be located along the east side of the main Paraa road, a few kilometers north of the Kichubanyobo Gate, which is the southern access route to Murchison Falls National Park.” The kiosk in the above photo is an example of the trailhead sign design that is suggested for both the north and south trailheads of Budongo Forest Trail. Materials suggested for the actual trailhead sign would include metal sign posts and roof.

Note: the name Budongo Forest Trail is not the official name of this new trail; it simply being used a “place holder” until an official name can be discussed and approved by the National Forestry Authority.

In order to accrue maximum benefit to the community and enhance collaboration under the CFM framework, the Program adopted a labor based approach that partners the engineering firms with the CFM groups in the construction of the trails. This partnership will also ensure that there is skill transfer to the CFM groups who will then provide the services for trail maintenance once the trail is operational. The construction is scheduled to take three months, ending in November 2013.

4.3 Build NFA capacity in tourism concessions, guiding and community forest management

4.3.1 Support CFM groups to access and add value to timber off-cuts

An assessment was undertaken to explore the potential value addition opportunities for timber off-cuts in communities bordering Budongo Central Forest Reserve (CFR). Currently, timber off-cuts are primarily being used and sold as fuel wood (firewood and charcoal production) or building materials. As a result, very little value addition occurs and profits from off-cuts are marginal. Timber off-cuts offer a unique opportunity for tourism diversification and signature handicraft specialization in Budongo CFR.

The USAID/Uganda Tourism for Biodiversity Program conducted a value chain analysis to establish a framework for developing the timber off-cuts value addition in Budongo CFR. Interviews were conducted with wide variety of value chain actors and key stakeholders in Kampala and Entebbe, major market areas for tourism crafts, as well as around Budongo CFR, the proposed source of development of a community-based timber craft industry. Major findings and the report's subsequent recommendations are listed below:

- Ugandan wooden handicraft production is less developed compared to other East African countries, most notably the DRC, Tanzania and Kenya
- Craft markets in Uganda are dominated by Kenyan and Tanzanian products and handicrafts
- High-quality wood is scarce within Uganda and thus is most often imported from Tanzania and Kenya
- Many tourists and craft vendors agreed there is an unmet demand for Ugandan-made products, particularly wooden souvenirs
- The main challenge handicraft producers identified was a limited market for crafts
- Handicrafts in communities surrounding Budongo CFR are produced on a small-scale and most often sold to local residents
- Budongo crafts are generally low in quality and there is no linkage between Budongo craft producers and the various craft markets in Kampala
- The abundance of timber off-cuts in numerous compartments of Budongo CFR poses a unique opportunity for signature wooden craft production in communities surrounding Budongo CFR

During the assessment, 74 questionnaires were administered and focus group discussions held in communities adjacent to Budongo CFR, the proposed site of development for a community timber-based craft industry as well as craft producers and sellers in and around Kampala. Key groups and organizations involved with natural resource management around Budongo CFR, mainly focusing on CFM groups interested in tourism, were also interviewed.



Inventorying timber off-cuts in Budongo CFR as part of Value Chain Analysis

5 Program work in Kalinzu Central Forest Reserve

5.1 Diversify tourism products in Kalinzu Central Forest Reserve (KCFR)

USAID/Uganda Tourism for Biodiversity Program through its implementing partner Jane Goodall Institute conducted a socio-economic baseline survey on tourism opportunities and community attitudes towards tourism development in villages bordering Kalinzu, Kasyoka-Kitomi and Maramagambo forest reserves. Over the course of the two-week field visit, 486 household questionnaires were administered in 16 randomly selected villages surrounding the forest and 13 focus group discussions with youth, women and men at Butezi, Ndekye and Rubirizi markets were held. A list and inventory of tourism opportunities within and around Kalinzu, Kasyoha-Kitomi and Maramagambo forests has now been developed for use in future planning.

Within Kalinzu CFR, five hiking trails totaling over 20 kilometers were mapped and geo-referenced. Three trails within Kasyoha-Kitomi Forest, amounting to nearly 15 kilometers, were also mapped and geo-referenced. Potential tourist attractions within the forest and on community land outside the reserves were identified, photographed and geo-referenced. The GPS coordinates and a photograph of the potential attraction were recorded and are included

in the report. Existing and abandoned trail networks were also geo-referenced, mapped and photographed.

The trails include:

- Old Sawmill Trail (abandoned)
- Palm Tree Trail (abandoned)
- Nature Walk (existing and maintained)
- Forest Walk 1 (existing and maintained)
- Forest Walk 2 (existing and maintained)
- Kishuzi Hill (existing and maintained)
- Mashaija Mukuru (proposed)
- Lake Kabuzuku Trail (established but poorly maintained)
- Stone Trail (established)
- Community Trail to Kibare Cave (proposed)

5.2 Explore potential for canopy walk

Following a preliminary work done by Dutch students and instructors from De Groene University on the feasibility of constructing a Canopy Walkway in Kalinzu CFR, a USAID Tourism for Biodiversity Program Team conducted a Rapid Biodiversity Survey in August 2013 involving terrain analysis for variability in potential for site viewing. Also the potential conservation impacts of such a development as well as the viability of a canopy walkway were assessed and on the basis of which the most appropriate steps forward will be determined.

The team studied biodiversity (key wildlife, plants and birds), tree species diversity with height and diameter estimates; and relative abundance, terrain and landscape visibility; and other scenic features, potential impacts of the Canopy Walk Way; and potential environmental impacts of the Canopy Walkway in compartments 1, 38 and 40 in addition to Kasyoha-Kitomi 1 (Lake Kamuzuku scenery) and Kasyoha-Kitomi 2 (Lake Kamuzuku – River Mabaare falls scenery). The main aim of this exercise was to evaluate the feasibility of erecting a modular system comprising interconnected bridges and platforms for biodiversity sampling, earth watch supported exhibitions and/or ecotourism.

Preliminary findings indicate that compartment 40 offers the best Canopy Walkway potential given its relatively high altitude (1573 m above sea level) and much taller trees with bigger Diameter at breast height (Dbh). Also in this compartment more site viewing can be done including the general topographic view of Kalinzu forest, Kasyoha-Kitomi forest, Maramagambo forest, Queen Elisabeth National Park, the seven peaks of the Greater Virunga National landscape (covering Uganda, Rwanda and Democratic republic of Congo) especially after rain. Compartment 38 could be the next best option but it is 100 m lower than the highest point of

compartment 40 and its highest point is at the same level with the lower point of compartment 40.

Six (6) soil samples were also drawn from the sites surveyed at equi-distance along the 500 meter transect. The samples have already been dispensed for laboratory evaluation at the Ministry of Works central Materials laboratory in Kampala to test for structural strength and bearing capacity where temporary support from the ground will be sought in the Canopy Walkway construction.

A final report will be produced by the 20th October 2013.



Evaluating the Canopy Walk in Kalinzu CFR

5.3 Support NFA to improve the ecotourism experience at Kalinzu Ecotourism site

The Program undertook an assessment out to investigate Kalinzu Central Forest Reserve (KCFR) forest tour guides; perception of their role, responsibilities and training needs. Based on the assessment, the following were observed and/are recommended:

- There are only four guides employed at the site, there is a need to recruit more guides to ensure better deployment and rotation
- Develop a health and safety manual with procedures for both visitors and tour guides

- Conduct a refresher training course on professionalism and forest ecology for the current guides
- There is an urgent need to resolve ongoing conflict between researchers and tour guides which continues to hinder visitor experience
- Develop informational brochures to distribute to visitors at Kalinzu CFR as well as marketing materials to promote diversified tourism activities in Kalinzu CFR and the surrounding areas
- NFA should ensure regular and on-time payment of tour guides. This is key in enhancing and building enthusiasm and motivation of the guides
- Improve visibility of signage (both on roadside and entrance) and the general appearance of camping ground and Ecotourism Centre
- Regular immunizations and health checks are necessary for tour guides
- Uniforms as well as guide training will help professionalize and improve tourism at Kalinzu CFR

Field equipment have been procured and will be distributed once the training is conducted. The equipment includes binoculars, GPS units, Compasses, rain gear, water bottles, rack sacks, and field boots. The training of the guides in Kalinzu will be synchronized with that planned for guides in Budongo CFR. This training is scheduled for the first quarter of Year II and was delayed pending completion of the development of various tourism products upon which the guiding and interpretation will be based.

6 Program work in Murchison Falls National Park (MFNP)

6.1 Expand both youth ranger and UWA mentoring program

A two-day training for 122 wildlife scouts (in two groups 72 and 50) was undertaken for the sub counties neighboring MFNP specifically targeting Kochgoma and Purongo sub counties which have had a long standing problem animal challenge. Field gear to support problem animal intervention activities have also been supplied. The equipment that includes garden gloves, buckets, nose-masks, vuvuzella, bells, whistles, hoes, pick axes, spades, gumboots, raincoats, torches, and water bottles was handed over to the wildlife scouts (mainly youth). The handover ceremony that took place in Ayago Sub-county (at the boundary of Murchison Falls National Park) was presided over by Kaddu Sebunya (Chief of Party AWF/USAID Uganda Tourism for Biodiversity Program) and Tom Okello (Conservation Area Manager-Murchison Falls National Park).



The Community Wildlife Scouts (CWS) program was started by Uganda Wildlife Authority as it embarked on implementing different human wildlife conflict mitigations measures. Community representatives and volunteer youths (scouts) were mobilized to chase away 'evading' elephants from community gardens through simple, cheap methods including increased vigilance, beating tins, drums, whistle, blowing vuvuzella, application of pepper, setting fires and other traditional methods in an organized manner. This has helped in controlling crop raids in areas. It has also resulted into other positives such a growing population of hippos in river Ayago from only two to about 23 on the last two years due to community's protection.

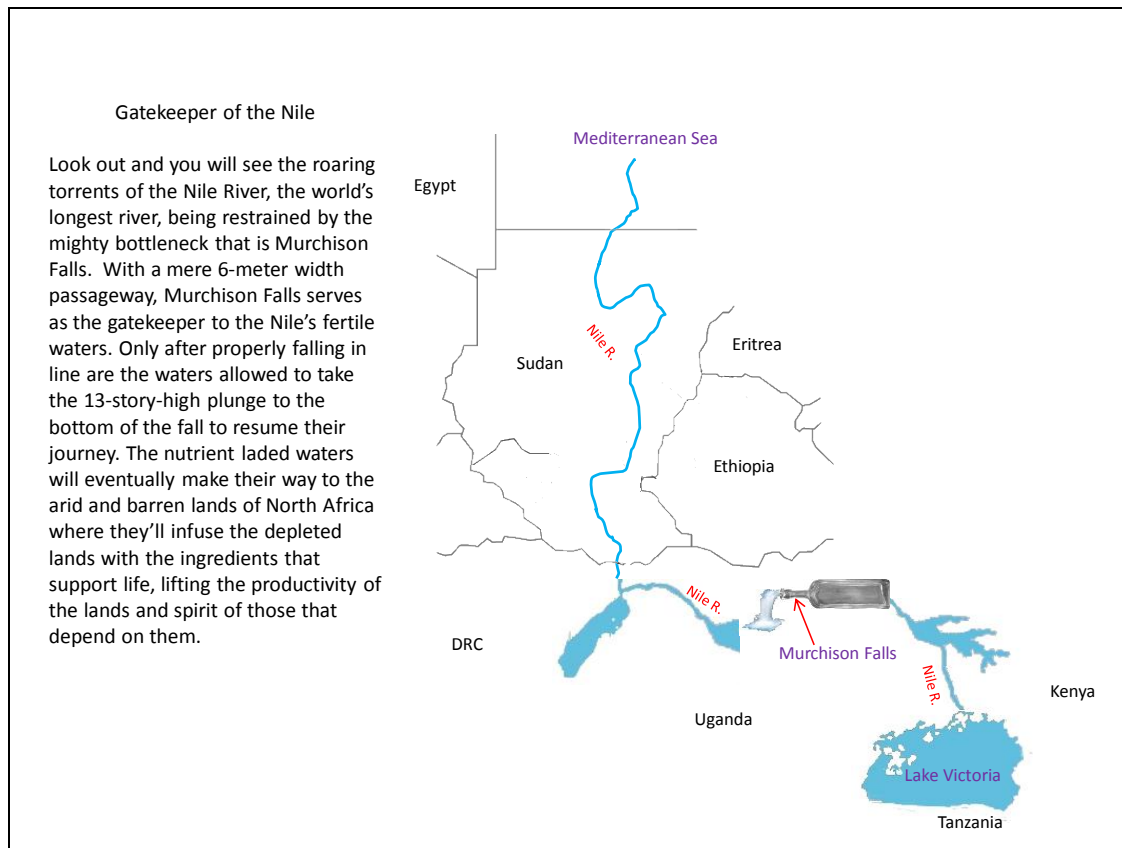
The scouts have also helped UWA to reduce ranger presence and patrol in this area. Mr. Okello indicated that in 2008, UWA had 14 rangers at Ayago but has now reduced these to 3 rangers due to reduce conflict with communities. UWA have saved approximately 15 million Uganda Shillings annually on operational costs, food ratio, transport, patrol and supervision. This community carries scars of the Kony war, at the time when warlords poached the park but now have settled in Ayago after peace returned in the area.



Handover of field gear to wildlife scouts at Kochgoma by the Conservation Area Manager MFNP

6.2 Tourism product development within MFNP

6.2.1 Re-design Top of Falls layout





Example of kiosk to be constructed and installed in parking lot at Top of the fall and the parking lot will be leveled and soil erosion fixed.



The USFS trail and interpretation specialists spent about two weeks in Murchison Falls support the design of additional trails at the top of falls. After signing the consultancy for marketing an informational materials development, which includes the designing of the top of falls, it was realized that the original time frame provided for the consultancy design team to come had already passed and they had to reschedule some of their activities. It is now anticipated that the team will be available towards to end of October to undertake the designing for the top of falls.

6.2.2 Improve Purongo Community tourism product

The communities of Purongo Sub County, through support from UNDP and UWA are developing a community cultural center near the Wangkwar gate of MFNP. They hope to provide visitors with the cultural history of the Acholi, the Kony war, camping, crafts and simple meals among others things. Despite the construction of two buildings from the funds provided, the communities are not quite ready to sell this product due to inadequacies in governance. With UWA planning to provide additional funding through its revenue sharing scheme, the Tourism for Biodiversity program was approached to build the capacity of the group to manage the venture. An initial meeting was held in September with Purongo community to establish roles and responsibilities of the different players as well as schedule of activities to be undertaken with the support of the program in Year II. Other players in this venture are Gulu University, UWA and the Nwoya district local government.

7 National Cross Cutting

7.1 Development of an NFA eco-tourism plan

Basing on the activities outlined in the first year work plan for USAID / Uganda Tourism for Biodiversity Program to support tourism marketing, AWF sought individual proposals (technical and financial) for the development of NFA's ecotourism plan. This marketing consultancy is being undertaken by Bradley Weiss who started work on 29th July 2013. He has consulted with the various stakeholders and both in Kampala and the field and prepared a draft plan which is now being reviewed by stakeholders. A final plan is expected in the next quarters which will be submitted to NFA for approval.

7.2 Tourism promotion/marketing and development for protected areas to increase tourism and park revenue

7.2.1 Development of information and promotion materials

After the approval of the consultancy for developing of materials for information and marketing at the beginning of the quarter, the consultant embarked on development of materials for LMNP, KVNP and MFNP. Draft materials for MFNP and LMNP have already been developed and discussed with UWA and tour operators in a meeting in September. Work on KVNP materials will be undertaken in October.

7.2.2 Support of Uganda Tourism Board in Celebration of World Tourism Day

As part of promoting domestic tourism, USAID/Uganda Tourism for Biodiversity Program supported Uganda Tourism Board during World Tourism Day celebration with both informational and promotional materials including canvas and pull-up banners. USAID/Uganda Tourism for Biodiversity believes that if we are to realize sustainable conservation of natural resources, locals/Ugandans have to visit and appreciate these resources.



Sample banners produced for UTB

7.3 Media engagement

7.3.1 Media FAM Trip Engagement



The USAID/Uganda Tourism for Biodiversity Program has continued to engage the media by providing the information regarding tourism and biodiversity conservation throughout this quarter. In August, the project partnered with Uganda Wildlife Authority and took over eighteen journalists (both local and regional) to Kidepo Valley National Park in preparation for celebration of Kidepo 50 years of conservation. In the past, there has been little information on Kidepo and this Media FAM trip, over 20 print publications and 15 news stories and documentaries have been broadcasted. Some media houses have also arranged follow-up stories on the Park. There is no doubt that this information will create public awareness and will lead to increased visitation to the Kidepo in the near future.

7.3.2 Celebration of Kidepo @50

On August 24, 2013, the USAID/Uganda Tourism for Biodiversity Program supported Uganda Wildlife in organizing a colorful event to celebrate 50 years of conserving Kidepo Valley National Park, a Park that was nominated by CNN as the Third Best National Park in Africa in February 2013. The program supported this Kampala event as a purely special marketing information awareness opportunity of Kidepo to local tour operators.

7.3.3 Celebration of Women in Conservation Leadership

USAID/Uganda Tourism for Biodiversity in partnership with Uganda Wildlife Authority (UWA) launched Women in Conservation Leadership Program on August 22, 2013 and recognized ten women from UWA who have contributed a great deal to conservation. Another five women working with conservation related NGOs were also mentioned during the celebration. This program recognizes that natural resource management and conservation requires women's participation and empowerment to mitigate threats to biodiversity and the fact that there are

women involved in biodiversity and conservation leadership. This is planned to be an annual event and we believe that, with support from other partners, it will help to encourage and challenge other youth and women to join conservation and mentor others.



The event that coincided with Kidepo@50 celebration was held at Kampala Serena Hotel and was attended by over 400 guests from diplomatic fraternity, private sector, Non-government organization, private sector and government. While announcing the Women in Conservation Leadership, UWA Executive Director said that this deliberate effort to target and build the professional skills of women was in confirmation of US Ambassador's commitment to involve the youth and women in conservation while launching USAID/Uganda Tourism for Biodiversity Program in March 2013 in Budongo Forest Reserve.

The program supported the launch of the Uganda's first tourism mobile application for the tourism industry. USA Ambassador, the Uganda Minister of Tourism, UWA directors, tour operators, world Bank and UNDP representatives were among the 200 guests that attended the function.



The Uganda Guide App won the Judges Choice Award at Uganda Communications Commission's 3rd Annual ACIA Awards Gala. The Annual Communication Innovation Awards is an initiative by Uganda Communication Commission (UCC) that seeks to recognize excellence through technological innovation across various local sectors.

Developed by The Pearl Guide Uganda Limited, the [Uganda Guide Mobile App](#) was recognized by the Judges as a key development that is going to be a game changer in the way Uganda avails herself globally as a travel destination and in the way common people access common services and amenities. The Uganda Guide was recognized for the unique void it fills in regard to making Uganda available to over 1.038 billion smartphone users globally. This app offers a user complete background information on Uganda, listings of attractions and things to do, personalized digital maps, complete travel directory with tour operators, taxi cabs, hotels, safari lodges, embassies, banks, forex bureaus and a host of smart mini apps such as Expense Trackers, Bus Fare Finder, Safari Package Generator, Trip Journal etc.

8 Monitoring and Evaluation

This quarter, USAID commissioned a consultancy, Measuring Impact Inc., (MI), to review and provide M&E technical support to USAID/Uganda Tourism for biodiversity program. Initial planning meetings were held during this quarter, between Measuring Impact, USAID Washington Biodiversity office, USAID/Uganda Mission, and AWF to examine possible areas of support. These meetings were followed with a field visit to Uganda by the USAID Washington biodiversity team and the Measuring Impact team. The meetings USAID/DC, USAID/Uganda, the MI team, AWF and later AWF discussing with all its partners, explored the following:

1. Discussed the aims of the MI project, along with the structure and the needs of the Uganda Mission to identify a possible long-term vision for the MI and AWF - Tourism for biodiversity program relationship.
2. Developed a draft work plan and timeline for proposed activities under the MI / AWF relationship that aligns with the aims of the MI project and USAID.
3. Worked with AWF (USAID/Uganda Tourism for Biodiversity Program) to continue to refine their M&E approach help harmonize PMP with the Uganda Mission CDCS.
4. Mapped out results chains for the intermediate results that the program is working towards achieving.
5. Developed new Results Chain and discussed its logic validity in liaison with AWF program technical team, USAID, and implementing partners as a true representation of the program theory of change.
6. Processed mapping the various indicators onto the approved results chain to ensure that all the required data for monitoring and reporting is being collected.

During the week long engagement with this team, discussions revolved around Monitoring and evaluation within the USAID/Uganda Tourism for Biodiversity Program and it was agreed that overall, the monitoring and evaluation framework for the program was good. However it was highlighted and agreed, that although the program results frame work – which is a USAID requirement, was well linked and mapped out, there was a need to further break it out using RESULT CHAIN to provide more details on the casual linkages between the various intermediate results. This was envisioned to provide clear linkages and make it easy for all users to interpret how the various intermediate results will lead to the overall program objective.

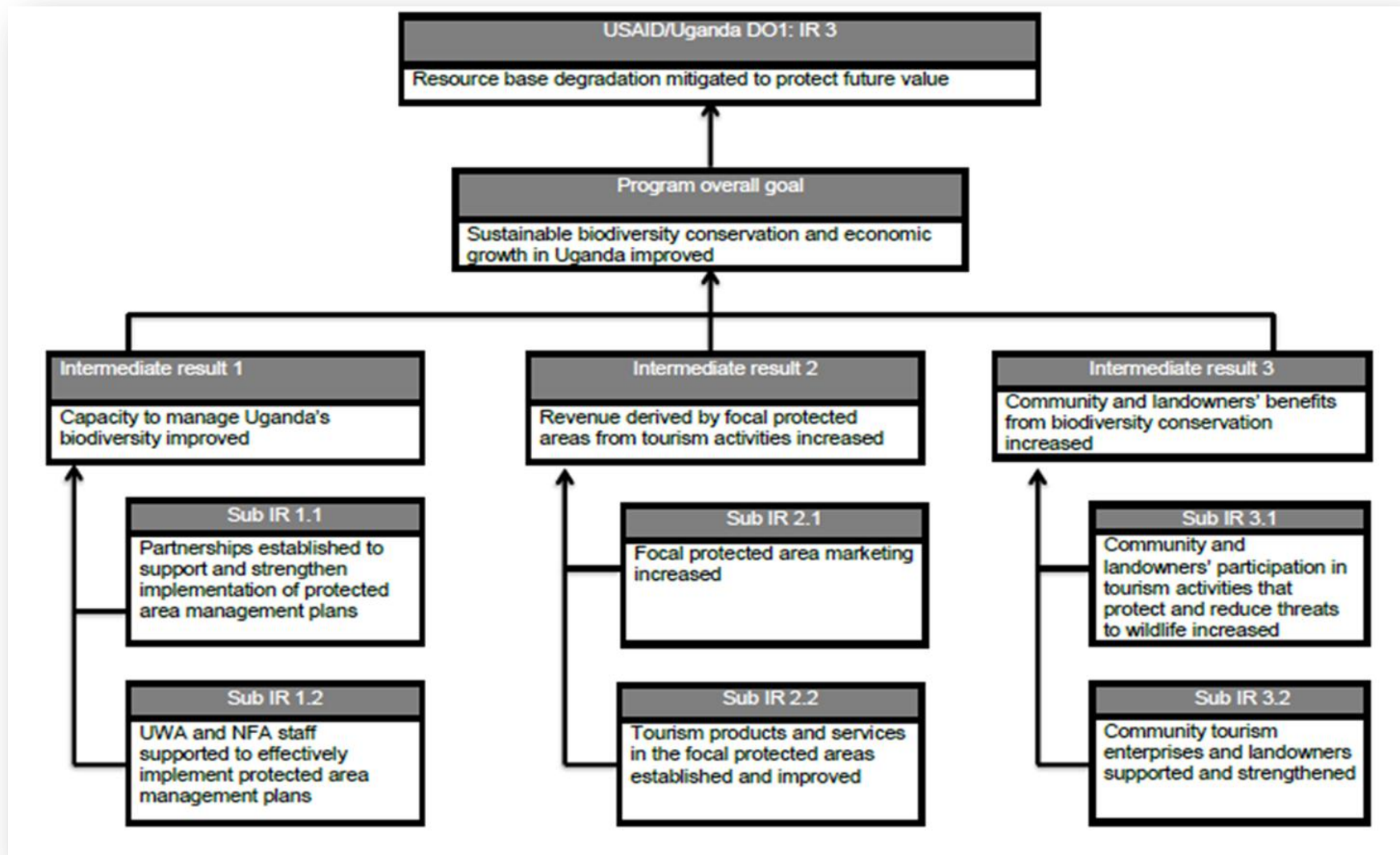
Figure 4 below represents the original program results framework that was approved by USAID, while Figure 5 shows the new results chain that has been developed together with the Measuring Impact team. This draft has been discussed and its logic validated by the program technical team and implementing partners and the agreement was that it is a true representation of the program theory of change. Once validation was done, the program, together with the Measuring Impact team started the process of mapping the various

indicators onto the approved results chain to ensure that all the required data for monitoring and reporting is being collected and fill any gaps that may come to light. This work is expected to continue through most of the first quarter of the second year of program implementation.

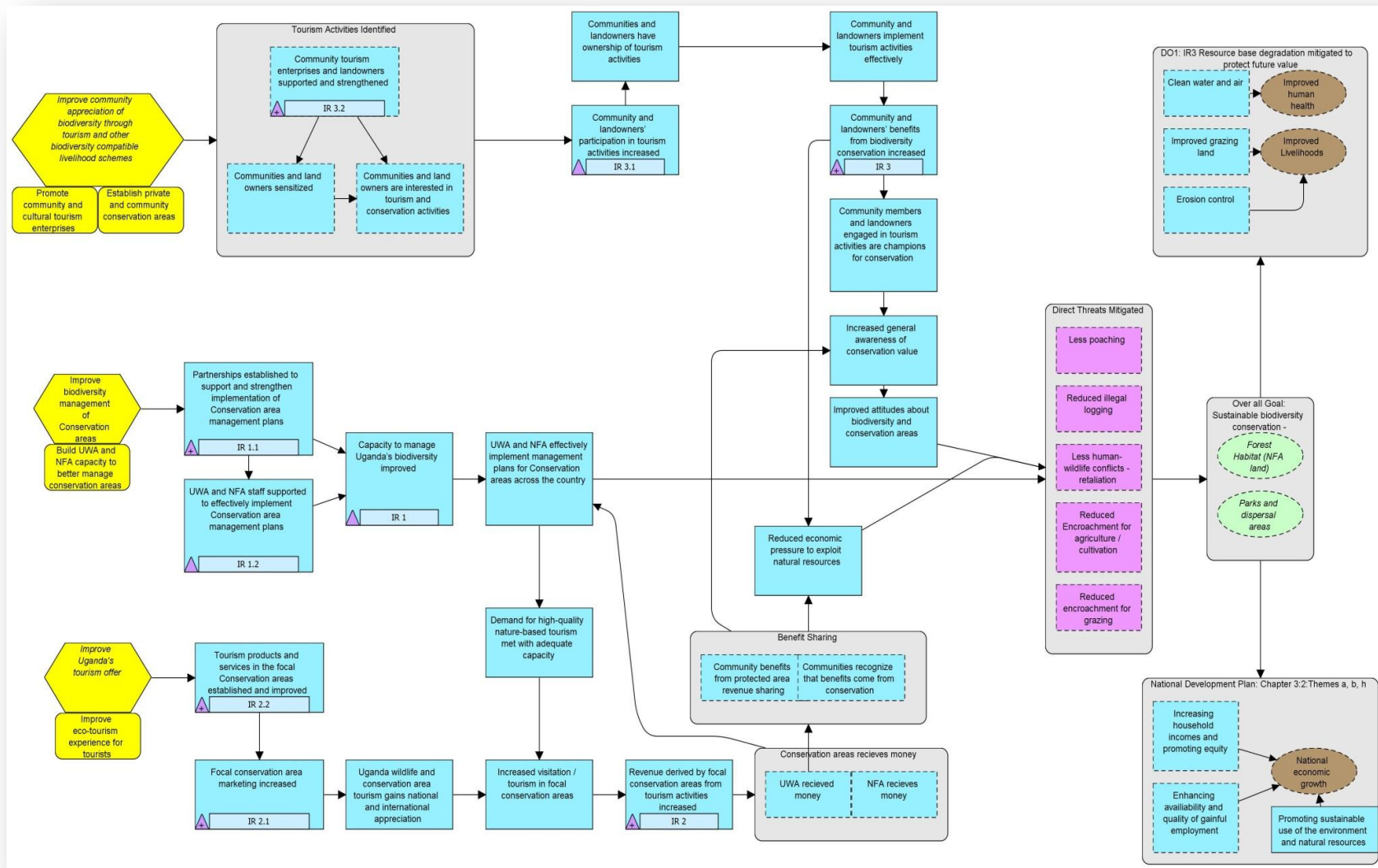
In addition to working with the Measuring Impact team to draft results chains for the various program intermediate results, the program will also be working with the team to explore the appropriate impact evaluation design that will facilitate capture of program impact. The USAID/Uganda Tourism for Biodiversity Program had originally envisioned using interrupted time series design for evaluation because; apart from the fact that there is need to report on the overall program impact, there is need to identify which elements of the program intervention are working and those that are not, in order to improve program delivery. In addition, there is need to capture the trends to be able to identify problems quickly and also control for internal validity. The use of quasi-experimental design for evaluation was deemed difficult because of existence of other development partners working to improve livelihoods of people living in and around the protected area, making selection of comparison groups rather difficult.

We expected further discussions with the Measuring Impact team, USAID/Uganda, USAID/DC to ensure that the program is contributing to USAID Mission plans.

8.1 Figure 4: Previous Results Framework for the USAID/Uganda Tourism for Biodiversity Program



8.2 Figure 5: New Program Results Chain



9 Challenges, possible solutions and lessons learned

During the implementation of activities, several lessons have been learned over the first year. AWF will use these lessons in the coming months to further engage partners and communities to ensure successful implementation of the Tourism for Biodiversity activities and sustainability at the end of the life of the Program. The lessons are listed below:

1. The data collection challenge and hope that technology provides: Initial engagement with the program beneficiaries during the fiscal year under review revealed a generally low level of education within the program target sites. This poses an anticipated challenge in terms of data collection considering the program approach of involving all stakeholders and program partners in program implementation and data collection. Majority of the community members have not attained an education beyond primary school, and those that have gone beyond to secondary school and university, still face some challenges in communication. While training in data collection techniques will be provided for those that will be selected to collect monitoring data, there is need to equip them with tools that facilitate easier collection of this data. To mitigate this challenge, the program envisions the use of simple recording devices, and use of pictures to tell our story. Community members will be interviewed especially in regard to attitudes and perceptions towards conservation and transcripts analyzed and compared over the course of the program implementation to monitor improvements and changes. The program will invest in these simple technologies if data capture is to be enhanced and our story is to be accurately told.
2. Enumerator limitations and the importance of large samples: Most of the program targeted communities, as is the case with most communities, are prone to cultural sensitivities with strangers. This always creates challenges when it comes to data collection unless people from within the communities are involved in the process, as was the case during the program baseline data collection. However, while this approach ensures that data is collected more easily, the fact that most of these rural communities have low levels of education as already mentioned above creates yet another challenge. Even with training, chances of getting accurate data are not guaranteed. The lesson learnt during the program baseline exercise is that by increasing the sample size and therefore the enumerator numbers, one is more likely to get adequate and valid questionnaires to form a basis for good analysis.
3. Program support to USAID/Uganda AMPROC initiative: Following advice from USAID, AWF has suspended support to AMPROC pending further communiqué from USAID. Long term suspension coupled with deficit on information to explain the suspension may affect program engagement with other private land owners.
4. Community wildlife scouts if well selected and engaged can contribute to provide sustainable solutions to human wildlife conflict and conservation. This has been seen in MFNP where the Murchison national park has withdrawn some of the rangers at Koch Goma outpost (leaving only two of the initial 6) as the wildlife scouts are now supporting and addressing the crop raiding issues as well as providing surveillance against poaching.
5. The continued engagement of media can result into increased awareness in the population of what the different parks and reserves have on offer. Analysis from media monitoring has shown that reporting on biodiversity issues has greatly increased this year and should result into increased awareness and ultimately support to conservation (UWA and NFA) and local visitation.
6. With the right information and support, communities are willing to be engaged in wildlife and biodiversity conservation. This however needs both technical and financial resources as the

benefits are long term and most communities are mainly concerned about their daily needs due to the levels of poverty which are still high in most areas.

7. Small grants : there is a need for a small grants program to complement our technical efforts in supporting community involvement in tourism businesses. A small grants program would cut across all components of the program, supporting the development of tourism experiences linked to conservation benefits. It would complement the training and technical assistance provided by the program technical staff, and to fund products and other program activities in line with the overall goal.
8. Marketing of tourism attractions and products is expensive and requires the right expertise and experience for it to be a success. Most communities and the conservation agencies do not have this expertise and will continue to need support in this area as they build their own capacities. The project will continue providing marketing information for UTB, UWA, NFA, and private sector players for their targeted specific marketing needs. There is a to start right way on the marketing efforts because it takes 2 years cycle to market and actually get international arrivals, the program has already lost 2013 and 2014 stages especially with new products.
9. Implementation of Programs inside parks with the involvement of community members helps win community support for conservation and diffuse human wildlife conflict;
10. Local government systems are powerful means and structures to engage communities is sustainable natural resources management for community driven processes;
11. NatureUganda did not come on board in implementation related to ecological monitoring and birding activities. AWF has used its internal capacity to start the ecological monitoring activities and received some support from USFS to address the birding activities (trail design and proposals for interpretation. AWF is now looking at other means of having the work previously planned to be undertaken by NatureUganda to be taken up by other institutions like USAGA and FFI or individuals with the capacity to implement.

10 Planned activities for October – December 2013

Activity	Remarks
Program work in Lake Mburo	
Tourism Product Development for LMNP	<ul style="list-style-type: none"> • Install signage and supporting facilities along the four trails in Mburo • Design Buffalo tented camp and advertise for contractors • Start works on improvement of camping sites in LMNP • Print and distribute information materials for LMNP
Secure returns for communities from Wildlife conservation	<ul style="list-style-type: none"> • Provide support to CTE to ensure sustainability • Initiate Land use planning process for ranches
Build staff capacity in tourism planning and infrastructure	<ul style="list-style-type: none"> • Conduct a hands-on training of LMNP staff in tourism planning, infrastructure and development
Program work in Kidepo Valley National Park	
Improving tourism in KVNP	<ul style="list-style-type: none"> • Open Kidepo valley, Lopirpir and Namamkeny trails • Install signage and supporting facilities along the three trails opened in KVNP
Support Karenga community in land use planning to secure community wildlife area (conservancy)	<ul style="list-style-type: none"> • Develop programs and start drafting Land use plan for Karenga and Lobalangit sub counties • Start design of Lochim community tourism sites
Program work in Budongo Central Forest Reserve (JGI with support from UCOTA)	
Increase benefits and livelihoods for communities using ecotourism	<ul style="list-style-type: none"> • Train communities in value addition on off cuts • Engage communities in implementing aspects of the biking trail
Improve tourism infrastructure	<ul style="list-style-type: none"> • Install signage all trails
Build NFA capacity in tourism concessions, guiding and community forest management	<ul style="list-style-type: none"> • Train selected community members and NFA in guiding and community forest management • Marketing efforts and launch of bike and chimp trails
Program work in Kalinzu Central Forest Reserve (JGI with support from UCOTA)	
Diversify tourism products in Kalinzu Central Forest Reserve	<ul style="list-style-type: none"> • Discuss and agree with stakeholders on products and facilities that need to be developed in KCFR • Start development of selected products/facilities
Explore potential for canopy walk	<ul style="list-style-type: none"> • Finalise report on feasibility of canopy walk construction in Kalinzu
Support NFA to improve the ecotourism experience at Kalinzu Ecotourism site	<ul style="list-style-type: none"> • Train guides to improve tourism services
Program work in Murchison Falls National Park	
Expand both youth ranger and UWA mentoring program	<ul style="list-style-type: none"> • Implement problem animal measures
Tourism product development within MFNP	<ul style="list-style-type: none"> • Finalize improvement plan for Top of Falls • Initiate improvement activities for Top of Falls trails • Start procurement process for the production of signage for MFNP
Secure returns for communities from Wildlife conservation	<ul style="list-style-type: none"> • Initiate land use planning process for land north of MFNP

Activity	Remarks
National Cross Cutting	
Tourism promotion/ marketing and development for protected areas to increase tourism and park revenue	<ul style="list-style-type: none"> • Produce at least 15,000 assorted marketing materials for the five program sites • Obtain approval of NFA eco-tourism plan and select priority activities from plan for implementation • Kick start Women and Conservation program campaign
Media engagement	
Media engagement	<ul style="list-style-type: none"> • Continue media engagement • Organize one Familiarization trip for journalists and tour operators to program focal sites
Media Capacity Improvement	<ul style="list-style-type: none"> • Train tourism journalists in improved reporting
Partners' engagement	<ul style="list-style-type: none"> • Call and hold Technical Advisory Group meeting
Monitoring and Evaluation	
Training of program staff and partners in data collection	<ul style="list-style-type: none"> • Continue providing back stopping for staff and program partners in data collection
Train UWA staff in ecological monitoring	<ul style="list-style-type: none"> • Organize and hold training for UWA ecological monitoring staff in MFNP & LMNP
Hold Performance review workshops	<ul style="list-style-type: none"> • Organize quarterly review workshop
Data capture	<ul style="list-style-type: none"> • Collect, analyze and enter data into USAID web based performance management system
Program support to USAID/Uganda AMPROC initiative	
Support to AMPROC activities	<ul style="list-style-type: none"> • Implement as per USAID review recommendations