

# PROJECT STATUS REPORT (PSR)

07/01/2022 - 12/31/2022 - PSR-09570

## PROJECT SUMMARY

Operation number

GY-T1172

Suboperation number

ATN/ME-18502-GY

Project Name

Safe Lodges, Safe Guests, Safe Communities

Team Leader

Vashtie Dookiesingh

Executing Agency

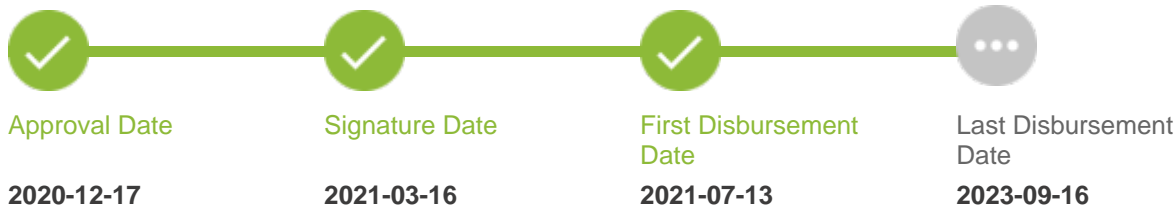
Dai Global Llc

Purpose

Percentage of targeted 10 lodges located in North Rupununi re-opened for business with health and safety protocols in place (disaggregated by gender, lodges managed by males or females)



## Project cycle



## PSR SCORE



- 0 - 1 Red Flag
- 1 - 2 Yellow Flag
- 2 - 4 Green Flag

# LEARNINGS

## 1. Risk and Lessons

### 1.1. Risk

1.1.1. What do you think is the biggest risk that threatens the achievement of the project objectives?

While the mobile application is a tool that helps Guyana tourism become more resilient to future shocks, its not as salient in the current context of the pandemic as COVID tracking and reporting is no longer a requirement. However, the application does offer a pandemic preparedness and response tool that the government can quickly mobilize and adapt for any future outbreaks. The ecotourism industry should be more resilient to future shocks as a result. The challenge as the project closes out, is how can and should the application be updated to better suit the tourism needs of Guyana. This has impacts on the training and marketing activities of the program because they are contingent upon the mobile application and how we define its primary purpose. Finally, as ecotourism has increased dramatically since the start of the COVID pandemic, there is a decreased emphasis on health and safety protocols that threatens project close out momentum.

### 1.2. Greatest Achievement or Failure

1.2.1. What has been the greatest achievement or failure in the last semester that affected the implementation of the project?

Ecotourism has increased dramatically since the start of the COVID pandemic with the Rupununi as a leading destination internationally for ecotourism. Guyana was featured as one of Lonely Planet's top places to travel in 2023 and was also featured in the Financial Times, National Geographic, Wanderlust UK, and Essence Magazine.

### 1.3. Findings and Lessons

1.3.1. What are the most useful findings and lessons from this project that when taken into consideration could improve the execution and results of existing projects and the design of similar projects in the future? A finding describes an action, circumstance or decision that was critical in determining the positive or negative evolution of the project (for example, switching from the development of a blockchain platform to a web-based shared database reduced the cost and time devoted to implementing the traceability capabilities required by the project). A lesson is a concrete, actionable proposal based on a finding that, in similar circumstances, would facilitate problem solving, risk mitigation, and the achievement of results (for example, Develop guidelines and criteria to identify candidates that could benefit from the implementation of a blockchain platform, and assess during the design if the selected project satisfies the criteria before committing to develop one).

A key lesson is that mobile application development always takes longer than the project team initially plans. in order for mobile application development to be successful it requires a champion within the owner organization who has a strong understanding of the core purpose of the application and can organize all necessary parties around its successful execution. Additionally, a product manager who can bridge the development team and the project team helps the process run smoothly and prevent misunderstanding about what the application needs to do vs what it is technically capable of doing. Another key lesson is that sometimes it is the traditional capacity building activities on a project that have the largest impact and they should not necessarily be overlooked when compared to exciting, technology development. The protocol development and lodge training is less flashy than mobile application development but it has had very tangible benefits for the Lodges, setting Guyana as an example for COVID safe travel in the region. Adaptive management and flexible funding is key when working on experimental and innovation seeking projects. The evaluation process is not linear. For a project that requires multi-stakeholder partnerships, the IDB lab should consider that objectives and strategies of all stakeholders are fluid rather than static along the project lifecycle. As such,

commitment from all partners may fluctuate and risks waning at different points in the project lifecycle. Project design teams should be cognizant of relying on in-kind contributions from government partners where not having commercial stake in the project outcomes could unbalance priorities.

## **2. Scalability and replicability**

### **2.1. Scalability Plan**

2.1.1. Now that the Project is in the execution phase, have you developed any concrete plan or action that will allow it to reach a greater number of users/clients/beneficiaries (or broader environmental or resilience to climate change and natural disasters impacts) in the future?

The trainings and certifications that were developed for the lodges will have long term sustainability because of a train the trainer system for delivering the material that prepares and empowers local leaders to own and oversee the delivery of the material within their communities. Through this strategy, the number of lodge personnel trained will scale over time. Additionally, there is an opportunity for the mobile application to continue to grow and adapt through and become a resource for tourism destination application for all of Guyana tourism, not limited to the Rupununi region. Additionally, the protocols and trainings can be applied and adapted to other countries in the region or applied to other sectors within Guyana. GTA in partnership with the Ministry of Health could expand upon the protocols to build out a larger preparedness and response plan for Guyana.

### **2.2. Costs and Partners to Scale**

2.2.1. Now that the project is in the execution phase, do you know how much it costs to offer your product / service per user / client / beneficiary? Is this a factor that could affect reaching a greater number of users / clients / beneficiaries in the future? Has any public or private institution requested this information from you, looking for scaling or replicating the model / product / service?

Not Applicable for the mobile application \$2,850.68 per person for protocol training and implementation at the lodges \$18,856.86 per lodge certification

### **2.3. Facilitating or Hindering Factors**

2.3.1. Has any of these factors affected the number of users/clients/beneficiaries (more/fewer) reached by the project compared to what was originally planned (or environmental or resilience to climate change and natural disasters impacts)?

[Evidence of advantages of the solution for partners/allies/key market players, Visibility for users/clients/beneficiaries of the advantages of the proposed solution]

### **2.4. Scalability Scope**

2.4.1. How feasible it is that the organization could reach a number of users/clients/beneficiaries 5, 10 or 100 times the number originally planned in the project design, five years after the project ends?

[It could reach between 5 times and 10 times the number of users/clients/beneficiaries originally planned in the project design five years after its closure]

2.4.2. How likely is the organization to reach that number five years after the project ends?

[Probable (more than 50% but less than 90% chance)]

### **2.5. IDB Group business relation**

2.5.1. Has a business relation been created with another part of the IDB Group different from IDB Lab?

No.

### **2.6. Replicability Partners**

2.6.1. Are you aware of any other entity at a national or international level that has copied / replicated completely or partially the business model of the project? Did you collaborate in the process with that entity?

[Yes]

If Yes, Explain

Some interest to expand on health and safety protocols in Guyana coordinated through the GTA in partnership with the Organization of American States.

## 2.7. Replicability Scope

2.7.1. Number of users / clients / beneficiaries reached by entities that have fully or partially replicated / copied the business model / products / services implemented with the support of the project?

[At least 2 times but less than 5 times the number of users / clients / beneficiaries planned in the original project design]

2.7.2. Have you experienced, in the last year, significant expansion (50% or more) of the reach of the business model of the project beyond what was expected in the original project design (due to increasing of the organizational size, operational scope or geographic spread)?

[No]

If Yes. Explain

No

2.7.3. Number of users / clients / beneficiaries reached as of the end of the year?

[Less than 2 times the number of users / clients / beneficiaries planned in the original project design]

## 2.8. Sustainability

2.8.1. How do you think the project will continue once the IDB Lab financing ends? Examples: it has identified external financing sources to continue operating, it has reached the breakeven point through the sale of services and products, it has obtained the support of public institutions or the private sector, it will adjust the business model to remain viable (via franchises, etc.)

The Guyana Tourism Authority has pursued additional funding to develop COVID protocols for other sectors that operate in the tourism space. The GTA holds a maintenance agreement with V75 (the mobile application developers) for ongoing mobile application updates, add-on features, and bug fixes. This will help secure the long-term sustainability of the application.

Training of Trainers approach to health and safety protocols means new lodge staff members can be continuously onboarded on health and safety as it relates to COVID outbreaks and more generally for health and safety best practice.

## 3. Implementation

### 3.1. Facilitating or Hindering Factors

3.1.1. What specific aspects have (positively or negatively) affected the implementation of the project the most?

[Coordination with third parties, Advantages or disadvantages of technology]

3.1.2. Explain in detail how these factors that you identified have made the implementation of the project easier or more difficult

Coordination with third parties: Issues with Google have prevented the mobile application from being available in the Google Play store for download. As a COVID tracking application, Google requested a letter from the appropriate government body explaining why COVID tracking was needed and how data would be used. The team provided this letter signed by the Minister of Health of Guyana but has never received a response from Google despite following up via multiple avenues. Partnership with GTA has been essential for roll out of protocols and mobile application as the central coordinating body of tourism in the country.

Advantages/Disadvantages of technology: trying to develop an application that has all the required functionality while still operating in a low bandwidth environment is technologically difficult and hard to test outside of the Rupununi operating conditions.

### 3.2. Novel Technologies Factors

3.2.1. If the project makes use of novel technologies or methodologies, what factors have facilitated or hindered the implementation of the technological solution initially proposed by the project?

[Previous experience of the executing agency / client with the technology, Access to subject matter experts by executing agency/client, Clarity of technical requirements, Telecommunications network coverage]

#### **4. Development Outcomes (Quantitative)**

4.0 Has your project contributed to any of the following indicators in the last 12 months (last year)?

[4.1. Number of companies benefited, 4.3. Households/People with improved living conditions]

4.1. Number of companies with improved business performance or productivity

Total

14

Companies Owned/Led by Men

14

Companies Owned/Led by Women

0

4.1.2. Indicate which indicator in the results matrix is related to your answer, or how did you calculate this number?

14 lodges that have received training and become certified by the GTA.

4.1.3. What type of services did the companies receive?

[Non-Financial]

4.1.4. Please select how the project is benefiting these companies

[Improved productivity or business performance (e.g. improved sales/reduced costs/improved profitability/return on capital/yields/labor productivity)]

4.3. Number of Households/People with improved living conditions

[People]

4.3.1. Total

118

Men

39

Women

79

4.3.3. Indicate which indicator in the results matrix is related to your answer, or how did you calculate this number?

Number of individuals at the lodges trained to implement COVID safety protocols

4.3.4. Please select the type of benefit

[Improved access to health]

Others, Which?

The Indigenous communities around the 10 Lodges benefit from improved COVID health and safety protocols as it reduces the risk of transmission within their communities from international tourists.

4.5. Data Source

4.5.1. What kind of verification sources have you used to report the data you provided in this section? (Please select all that apply)

[Evaluation, Administrative information]

#### **5. Development Outcomes (Qualitative)**

### 5.1. Target population identified in the design

Is the target population that was identified in the design being reached by the project? Select the target population actually reached by the project that was originally identified in the project design.

[Indigenous population, SMEs]

### 5.2. Population served NOT identified in the project design

5.2.1. Select if there are Groups that were NOT originally identified in the project design but are being reached in the execution phase?

[Women, Rural population]

### 5.3. Facilitating or Hindering Factors

5.3.1. Factors that have affected (facilitated or hindered) reaching these groups, or the resilience/environmental impacts, in the numbers/dimensions that the project had originally planned.

[Demand for the product/service (market needs), Interest of clients/users/beneficiaries, Difficulties or advantages related to the adoption of technology]

5.3.2. Explain in detail how these factors that you have identified have affected the ability of the project to reach the groups (achieve resilience/environmental impacts) in the numbers/dimensions originally expected

Interest of clients/users/beneficiaries: Both the Lodges and travelers have been invested in and have expressed positive feedback on the protocol development and training. Both groups see the value of the improved health and safety standards which is encouraging more tourism in the region. Difficulties related to the adoption of technology: This has affected our ability to reach target populations of the mobile application because the extremely low internet connectivity in the Rupununi region is at odds with complex mobile application development. Even while keeping in mind the need of the application to function in low bandwidth, actually achieving that objective while maintaining other features, is technically at odds. Market needs: market needs have helped the project reach beneficiaries because there was a gap in knowledge in the Rupununi about how to reopen travel safely during COVID in communities that are especially vulnerable to impacts on the tourism sector. This gap meant that key stakeholders were invested in the project outcomes.

## INDICATORS

 Overachieved  Achieved  Pending  In process  Overdue

### C1: COMPONENT 1: Development of Digital Monitoring and Surveillance System

**Weight:** 20%

**Qualification:** High Satisfactory

100%

| Indicators   | Planned         | Achieved          | Status |
|--|-----------------|-------------------|--------|
| I1 Mobile application for communication of health and safety protocols designed, tested and launched for public use  | 0 ( 2022-06-16) | Yes ( 2021-12-01) |        |
| I2 Certifications of compliance, travel protocols for visitors and tracking of visitor movement features duly integrated in the mobile application as per design | 0 ( 2022-06-16) | Yes ( 2021-12-01) |        |

## C2: COMPONENT 2: Design of Health and Safety Protocols

Weight: 20%

Qualification: High Satisfactory

100%

| Indicators  | Planned         | Achieved          | Status |
|---|-----------------|-------------------|--------|
| I1 Health and safety protocols for key providers of accommodation, transportation, food/beverages, tours and experiences for visitors in the Rupununi, duly defined with relevant stakeholders            | 0 ( 2022-06-16) | Yes ( 2021-10-08) |        |
| I2 Health and Safety protocols endorsed and signed off by regional and international agencies such as the Guyana Tourism Authority, Caribbean Public Health Agency, and the Caribbean Travel Organization | 0 ( 2022-06-16) | Yes ( 2021-10-08) |        |
| I3 Certification system to assess and report on adherence to protocols and changes needed developed and rolled-out in country.  | 0 ( 2022-06-16) | Yes ( 2021-11-30) |        |





## C3: COMPONENT 3 Training/Stakeholder Engagement for Implementation and Certification

Weight: 20%

Qualification: Satisfactory

60%

40%

| Indicators  | Planned           | Achieved          | Status  |
|---|-------------------|-------------------|---|
| I3 Number of indigenous communities trained in COVID-19 prevention and maintaining wellness at the household level  | 16 ( 2022-06-16)  | 16 ( 2021-11-30)  |  |
| I1 Training plan including the production of multimedia and multi-language training materials developed   | 0 ( 2022-06-16)   | Yes ( 2021-11-30) |   |
| I5 Number of personnel (health and safety officers) in targeted communities trained to monitor compliance with health and safety protocols and surveillance of eco-lodges and direct service providers. | 28 ( 2023-06-16)  | 4 ( 2021-11-30)   |  |
| I2 Number of personnel of 10 lodges working or directly supporting eco-tourism in North Rupununi, trained in Health and Safety protocols  | 310 ( 2023-06-16) | 180 ( 2021-11-30) |  |
| I4 Number of eco-lodges that have fully adopted the health and safety protocols and are certified compliant with the protocols  | 10 ( 2022-06-16)  | 30 ( 2021-11-30)  |  |


## C4: Component 4 - Marketing of the Rupununi Visitor Experience

Weight: 20%

Qualification: Satisfactory

33%

67%

| Indicators   | Planned         | Achieved         | Status  |
|--|-----------------|------------------|---|
| I1 Safe destination marketing campaign targeting visitors (past and potential) as well as to tour operators launched | 0 ( 2022-06-16) | No ( 2022-07-29) |  |

|    |  |                   |                   |
|----|--|-------------------|-------------------|
| I2 | High level of satisfaction reported by consumer survey to gauge awareness of and confidence in health and safety protocols and certifications supporting the campaign for North Rupununi | 0 ( 2023-06-16)   | Yes ( 2022-06-30) |
| I3 | Number of local and international tour operators continuously sensitized on the Rupununi visitor experience (33 local and international operators approx. 100+) -disaggregated by gender | 150 ( 2023-06-16) | 0 ( 2022-06-30)   |



## C5: Project Administration

**Weight:** 10%

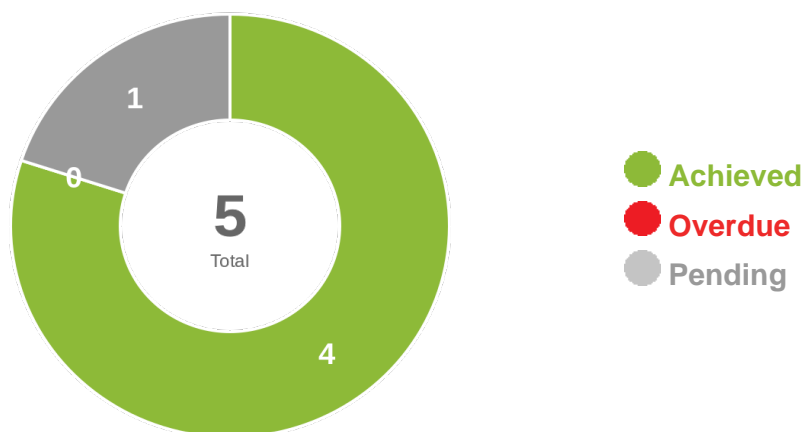
**Qualification:** Satisfactory

## C6: Contingency

**Weight:** 10%

**Qualification:** Satisfactory

## MILESTONES



| Milestones   | Achieved Value | Due Date   | Achieved Date | Status |
|--|----------------|------------|---------------|--------|
| *Condiciones Previas / Prior Conditions                            | 1              | 2021-09-16 | 2021-06-26    | ✓      |
| *Testing of demo mobile application                                | 1              | 2021-09-30 | 2021-08-26    | ✓      |
| *Draft Health and Safety Protocols completed for Rupununi tourism  | 1              | 2022-02-25 | 2021-10-08    | ✓      |
| *Training of second cohort of health and safety officers initiated | 1              | 2022-09-16 | 2021-11-12    | ✓      |
| *Marketing campaign for Rupununi Visitor experience                | 1              | 2023-06-30 |               | ...    |