

PROJECT STATUS REPORT

JANUARY 2014 - JUNE 2014

SECTION 1: PROJECT SUMMARY

PROJECT NAME: Strengthening Bird-Based Tourism as a Conservation and Sustainable Development T

Project Number: RG-M1238 - Operation Number: ATN/ME-14117-RG

Result:

The Project result objective is to increase economic opportunities in rural areas by connecting communities to bird-based tourism markets as well as increasing the understanding and value of the natural capital to local communities.

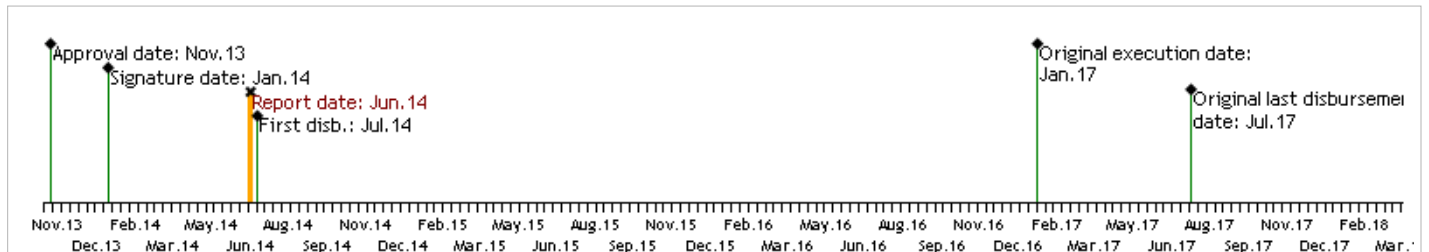
Country Administrator
UNITED STATES

Beneficiary Country
BAHAMAS, BELIZE, GUATEMALA,
PARAGUAY

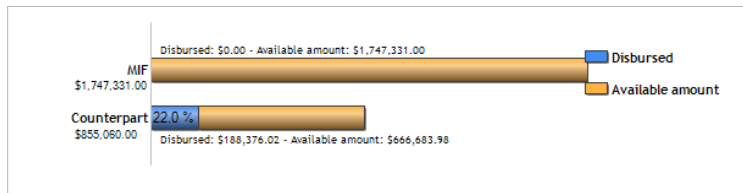
Executing Agency: NATIONAL AUDUBON SOCIETY

Design Team Leader: Berardi, Filippo
Supervision Team Leader: Berardi, Filippo

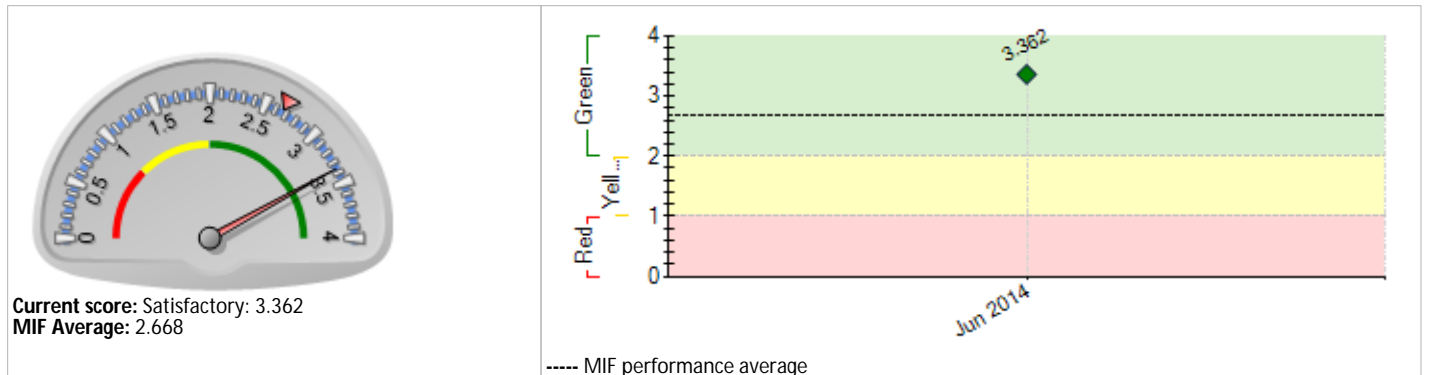
TIMELINE



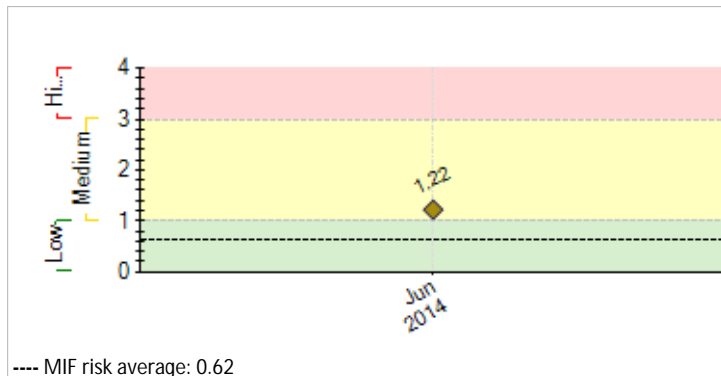
FUNDS



PERFORMANCE SCORE



EXTERNAL RISKS



INSTITUTIONAL CAPACITY

Risk
Financial Management: Medium
Procurement: High
Technical Capacity: Medium

SECTION 2: PERFORMANCE

Summary of project performance in the last six months

Component 1--A team of experts is creating a regional level bird guide training curriculum, a draft of which was presented at the project kickoff meeting in June in Belize. Each of the 5 project partners is bringing together relevant stakeholders in their countries to review the curriculum and identify ways to customize it to their local context and training requirements.

Over 50 people in the bird-based tourism sector participated in a 3-day project kickoff meeting, on June 16-20 in Belize City.

Component 2-- National Audubon staff have presented the goals and objectives of this project to relevant stakeholder groups, especially Audubon chapter members. Media coverage peaked following the project approval in January and the project kickoff in June. Project partners are socializing and disseminating the goals and objectives of the project.

Component 3--A joint effort between the Belize Audubon Society, National Audubon, and US Fish and Wildlife Service at one of the project sites, Cockscomb Basin Wildlife Sanctuary in Belize, yielded the first of several scientific research reports on bird populations, including data on the gradient of habitat conditions within the park and habitat use by migrants.

The purchase of basic equipment for bird guiding equipment marks the completion of a milestone. Upon projected completion of national level curricula development at the end of the 2014, project partners will employ the equipment during basic guide training courses.

Comments from the Supervision Team Leader

Agree with the Executing Agency comments

The project started its implementation as planned. No obstacles encountered to the moment, and none are foreseen after NAS conformed a competent team to manage and direct the program. First disbursement made, and funds allocated to the local entities as planned as well, after prior conditions were fulfilled on time.

SECTION 3: INDICATORS AND MILESTONES

Indicators		Baseline	Intermediate 1	Intermediate 2	Intermediate 3	Planned	Achieved	Status
Result: 1 The Project result objective is to increase economic opportunities in rural areas by connecting communities to bird-based tourism markets as well as increasing the understanding and value of the natural capital to local communities.	R.1 # of bird guides graduating from basic or advanced bird guide program	0	112			230	0	
		Feb 2014	Feb 2016			Feb 2017		
	R.2 % of guides rated as good or excellent by visitors.	0	60			75	0	
		Feb 2014	Feb 2016			Feb 2017		
	R.3 % of visitors rating visit to site as good or excellent .	0	60			75	0	
		Feb 2014	Feb 2016			Feb 2017		
	R.4 % Change in annual visitation to project sites.	0	10			10	0	
		Feb 2014	Feb 2017			Feb 2017		
	R.5 Percent of community members indicating positive attitudes toward natural capital of protected areas and national parks.	40				50	0	
		Jan 2014				Feb 2014		
Component 1: Improved structure and capacity of bird-based tourism MSMEs (supply side development) Weight: 51% Classification: Satisfactory	C1.11 Basic and advanced bird guiding training program developed	0	4	4		4		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.12 # of guides trained (BASIC)	22	38	160		313		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.13 # of guides trained (ADVANCED)	4	4	9		30		
		Jan 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.14 # of people participating in English for tour guides course	0	50	130		130		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.15 # people participating in the apprenticeship program	0	25	25		50		
		Feb 2014	Jan 2016	Jan 2017		Jan 2017		
	C1.16 # of individuals trained in business and marketing	0	30	175		175		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.17 # of individuals trained in hospitality (incl., cooking, customer service, etc)	0	180			200		
		Feb 2014	Jan 2016			Jan 2017		
	C1.18 # of site-level tourism development plans	0	4	4		4		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.19 # Audubon members providing feedback on bird tourism experience at project sites	0	30	90		150		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C1.110 # individuals with internships	0	2			4		
		Feb 2014	Jan 2016			Jan 2017		
	C1.111 # sites with birding interpretation and trail signage	0	2	7		8		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
Component 2: Marketing (demand side development) Weight: 24% Classification: Satisfactory	C2.11 Value of advertising by governments in Audubon and other internationally distributed magazines	0				80000	32450	On Course
						Jan 2017	Jun 2014	
	C2.12 # of stories in Audubon magazine on project sites	0	1	1		4	1	On Course
		Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2013	
	C2.13 # Audubon chapters reached by project marketing	0	467	467		467		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C2.14 # of hotels and tour operators including project sites in tour packages	0	12			24	1	On Course
		Feb 2014	Jan 2016			Jan 2017	Mar 2014	
	C2.15 # of tourism and birding fairs where project is promoted	0	3			6		
		Feb 2014	Jan 2016			Jan 2017		
	C2.16 # of marketing events hosted by Audubon magazine or chapters	0	3			6	3	On Course
		Feb 2014	Jan 2016			Jan 2017	Apr 2014	
	C2.17 # of articles or programs in other media outlets highlighting project sites	0	1	2		3		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
	C2.18 # birding trails developed	0	4	6		6		

		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
C2.I9	# of government or industry websites including content about project	0	4	12		12		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
C2.I10	# of birding festivals	0	3			3		
		Feb 2014	Jan 2016			Jan 2017		

Component 3: Conservation outreach, education and citizen science.

Weight: 15%

Classification: Satisfactory

C3.I1	# of individuals attending conservation programs on birds (adults)	0	300	720		1180		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
C3.I2	# of individuals registering their sightings on e-Bird or in park database	0	15	45		80	2	On Course
		Feb 2014	Jan 2015	Jan 2016		Jan 2017	Jun 2014	
C3.I3	# of students participating in environmental education programs related to birds.	0	775	2075		3000		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		
C3.I4	Community engagement strategies developed.	0	5	5		5		
		Feb 2014	Jan 2015	Jan 2016		Jan 2017		

Component 4: Knowledge Management and Communications Strategy.

Weight: 10%

Classification: Satisfactory

C4.I1	Report and fact sheet (1 fact sheet each country) on economic benefits of bird-based tourism	0				4		
		Jan 2014				Jan 2017		
C4.I2	Project Infographic developed	0				1		
						Jan 2017		
C4.I3	# of US promotional events	0	1			2		
		Feb 2014	Jan 2016			Jan 2017		
C4.I4	Audio-visual on the project developed	0				1		
						Jan 2017		

Milestones	Planned	Due Date	Achieved	Date achieved	Status
M1 PROJECT WIDE: purchase of basic equipment for bird guiding (e.g. binoculars, scopes, bird guidebooks, etc.)	1	Jun 2014	21271	May 2014	Achieved
M1 Conditions Prior	1	Jul 2014			
M2 PROJECT WIDE: Develop basic and advanced training curriculum (1basic and 1advanced per country, except basic training for Bahamas)	7	Dec 2014			
M3 GUATEMALA – Petén: Complete 1st round of national BASIC bird guide training and certification.	4	Jun 2015			
M4 BAHAMAS: Carry out tourism business and marketing training for MSMEs (i.e. financial management, etc.). Individuals trained.	175	Dec 2015			
M5 BELIZE: Pilot national BASIC bird guide training and certification in at least 3 sites (Cockscomb, St. Herman's, Crooked Tree)	3	Dec 2015			
M7 PARAGUAY: Complete national BASIC and ADVANCED bird guide training and certification.	2	Jun 2016			
M6 PROJECT WIDE: # of students participating in the environmental education programs related to birds: min = 2075	2075	Jun 2016			
M8 PROJECT WIDE: 3 birding festivals organized and carried out	3	Sep 2016			

CRITICAL ISSUES THAT HAVE AFFECTED PERFORMANCE

[None reported in this period]

SECTION 4: RISKS

MOST IMPORTANT RISKS AFFECTING FUTURE PERFORMANCE

	Level	Mitigation action	Responsible
1. External risks. Security issues in remote areas in some of the selected countries may have an adverse effect on tourism in general in the country and possibly in the specific areas being promoted as part of this project;	Medium	to be determined	Invitado Proyecto
2. Sector risks. Advertising and promotion are key components of the project, and this depends on governments and the private sector making the decision to invest in advertising. Although National Audubon and the MIF will engage both sectors as part of the project's activities, including through providing economic incentives to scale up their marketing activities, this is not a guarantee that they will invest in sufficient advertising and promotion;	Medium	to be determined	Invitado Proyecto
3. Environmental risk. As part of the development of the natural areas that are the basis for these bird-based ecotourism projects, significantly increased visitation could damage the ecology of the sites. This requires the project to take into account prevention and mitigation measures related to the carrying capacity for tourism.	Medium	to be determined	Invitado Proyecto
4. Reputational risks. The birding sites being developed and promoted through this project will potentially attract thousands of people. If the sites promoted and visited produce a less than satisfactory experience, this could affect the MIF's and Audubon's institutional image as we could be seen as promoting a product that does not live up to the level of quality expected.	Low	This risk is being mitigated through the provision of specific training in 'hospitality services' which will be delivered to the project locations where this risk was deemed more significant;	Invitado Proyecto

PROJECT RISK LEVEL: Medium **TOTAL NUMBER OF RISKS:** 4 **IN EFFECT RISKS:** 4 **NOT IN EFFECT RISKS:** 0 **MITIGATED RISKS:** 0

SECTION 5: SUSTAINABILITY

Likelihood of project sustainability after project completion: HP - Highly Probable

CRITICAL ISSUES THAT MAY AFFECT PROJECT SUSTAINABILITY

[None reported in this period]

Actions related to sustainability which will be or have been implemented:

Actions taken by Executing Agency include building capacity of local partners; actions taken by project partners include building long term relationships with key stakeholders.

SECTION 6: PRACTICAL LESSONS

[No lessons learned added yet.]