

# PROJECT STATUS REPORT

JULY 2014 - DECEMBER 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.

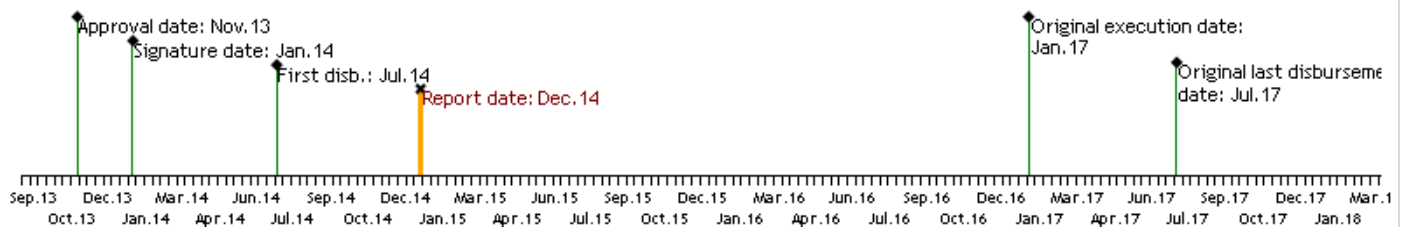
**Country Administrator**  
UNITED STATES

**Beneficiary Country**  
BAHAMAS, BELIZE, GUATEMALA,  
PARAGUAY

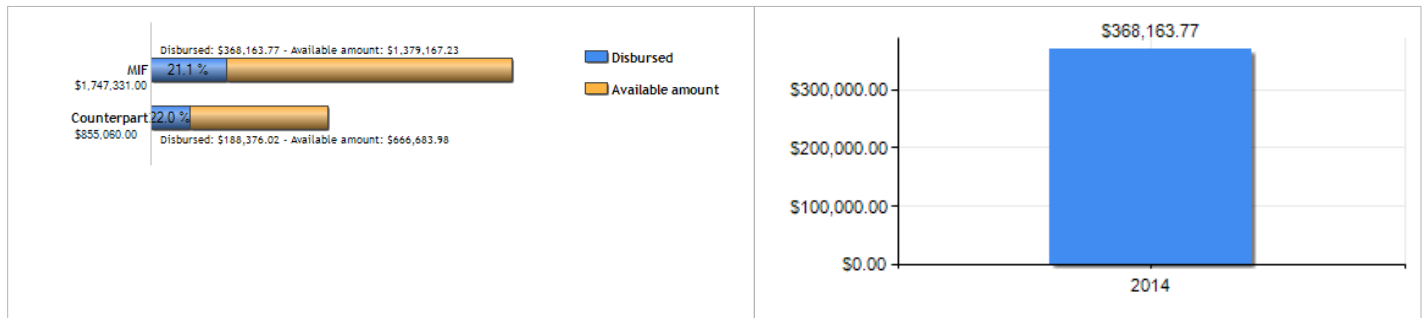
**Executing agency:** NATIONAL AUDUBON SOCIETY

**Design Team Leader:** Berardi, Filippo  
**Supervision Team Leader:** Auge, Isabel

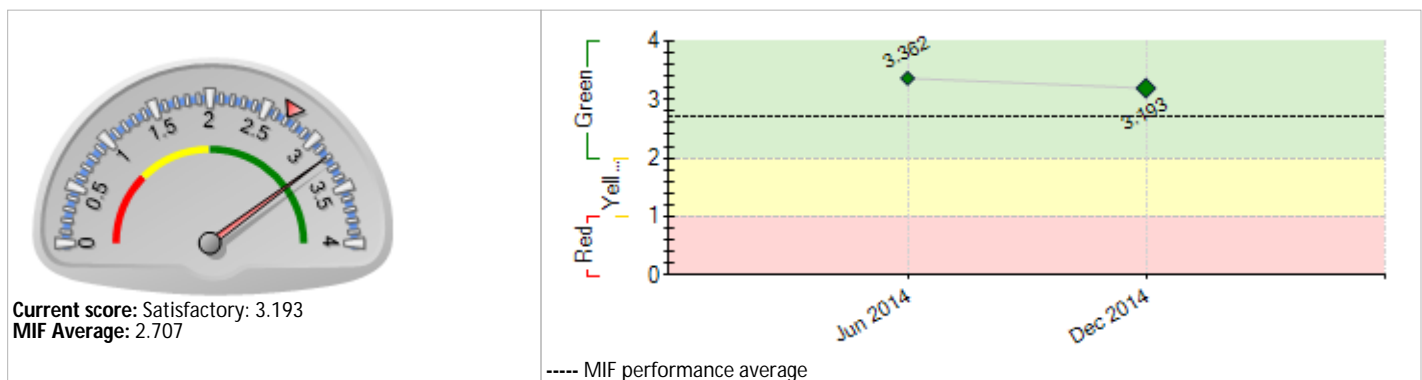
## TIMELINE



## FUNDS



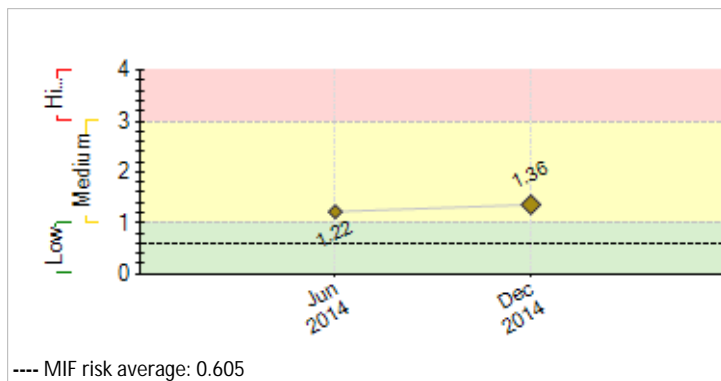
## PERFORMANCE SCORE



## EXTERNAL RISKS

## INSTITUTIONAL CAPACITY

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



## SECTION 2: PERFORMANCE

### Summary of project performance since inception

In 2014, Audubon and its partners reached the 3<sup>rd</sup> of 8 project milestones. The basic birding equipment was purchased and the regional and national level bird guide training curricula were completed. The project gained media attention in Belize and The Bahamas, and we built partnerships with key stakeholders in bird tourism across the region.

Major activities included the regional project launch in Belize, 4 national level curriculum development workshops that convened major stakeholders, and initial equipping of partners. Also, Belize and Guatemala developed trail maps and bird inventories that are key inputs to complete these project goals: birding trails, signage and site level development plans. Paraguay participated in and organized several events, including the UK Bird Fair, the 1<sup>st</sup> Latin American Nature Photography Congress and annual bird festival in Asunción. Bahamas is generating interest in the bird guide training program through community meetings and has received high praise and endorsement from the Ministry of Tourism.

Following the recent completion of the bird guide curriculum, project partners can now carry out bird guide and other related trainings during 2015, initially planned for late 2014. Initial interest in bird guide trainings indicates we will meet project goals. However, the logistics to carry out these trainings (remote locations, demanding schedule, etc.) may pose challenges that we will not be able to measure until later in 2015.

#### Comments from the Supervision Team Leader

Agree with the Executing Agency comments

Although with some delays mainly originated in a miscalculation of the timeline (mostly more through consideration of holidays/vacation in each area), the activities are being carried out satisfactorily.

### Summary of project performance in the last six months

Component 1- Audubon completed the regional level bird guide curriculum in Spanish and English. Audubon and partners held 3-day workshops in each country to review the curriculum and adapt it for national level curriculums. Each process actively involved participants from diverse sectors working in bird-based tourism and included tourism ministries who made crucial contributions.

Component 2- Marketing efforts focused on developing important baseline information for the principal marketing efforts planned for later in the project: Belize Audubon Society finished a short manual on birding trails including species highlights, birding hotspots, and resources for bird tourists. In Guatemala, we are conducting analysis for developing bird trails. Initial marketing activities included promoting the project and sites in the 1<sup>st</sup> Nature Photography Congress in Paraguay (Guyra and Audubon) and participation in the UK Bird Fair (Guyra).

Component 3- Project partners educated 300 adults and over 1,000 children on the importance of birds to the ecosystem through traditional classroom talks, bird counts, camps, urban bird walks, trail walks, and multi day workshops. In Belize, 16 Mayan women used binoculars for the first time to identify birds in their community.

During the next six months, project partners will develop and implement various trainings; Audubon will begin to market trips to its chapter network, develop itineraries and oversee completion of the baseline assessments.

#### Comments from the Supervision Team Leader

Agree with the Executing Agency comments

Establishment of the baseline is being done later than anticipated (IDB issues with procurement process through e-sourcing), thus delaying the development of marketing strategies and other activities. Nonetheless, the EA and its local partners continue making efforts to stay in track in terms of the planned activities and the established timeline. Abundant supporting documentation has been uploaded, showing, beyond the narrative, those efforts and the progressive achievement of the established goals.

## SECTION 3: INDICATORS AND MILESTONES

Indicators

Baseline

Intermediate

Intermediate

Intermediate

Planned

Achieved

Status

<b>Result:</b> <b>1</b> 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.	<b>R.1</b>	# of bird guides graduating from basic or advanced bird guide program	0	112			230	0	
	<b>R.2</b>	% of guides rated as good or excellent by visitors.	Feb 2014	Feb 2016			Feb 2017		
			0	60			75	0	
	<b>R.3</b>	% of visitors rating visit to site as good or excellent .	Feb 2014	Feb 2016			Feb 2017		
			0	60			75	0	
	<b>R.4</b>	% Change in annual visitation to project sites.	Feb 2014	Feb 2016			Feb 2017		
			0	10			10	0	
	<b>R.5</b>	Percent of community members indicating positive attitudes toward natural capital of protected areas and national parks.	Feb 2014	Feb 2017			Feb 2017		
			40				50	0	
			Jan 2014				Feb 2014		

<b>Component 1:</b> Improved structure and capacity of bird-based tourism MSMEs (supply side development)  <b>Weight:</b> 51%  <b>Classification:</b> Satisfactory	<b>C1.11</b>	Basic and advanced bird guiding training program developed	0	4	4		4	11	Finished
	<b>C1.12</b>	# of guides trained (BASIC)	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			22	38	160		313	0	Delayed
	<b>C1.13</b>	# of guides trained (ADVANCED)	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			4	4	9		30	0	On Course
	<b>C1.14</b>	# of people participating in English for tour guides course	Jan 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	50	130		130	0	Delayed
	<b>C1.15</b>	# people participating in the apprenticeship program	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	25	25		50	3	On Course
	<b>C1.16</b>	# of individuals trained in business and marketing	Feb 2014	Jan 2016	Jan 2017		Jan 2017	Dec 2014	
			0	30	175		175	0	Delayed
	<b>C1.17</b>	# of individuals trained in hospitality (incl., cooking, customer service, etc)	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	180			200		
	<b>C1.18</b>	# of site-level tourism development plans	Feb 2014	Jan 2016			Jan 2017		
			0	4	4		4	0	Delayed
	<b>C1.19</b>	# Audubon members providing feedback on bird tourism experience at project sites	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	30	90		150	0	Delayed
	<b>C1.110</b>	# individuals with internships	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	2			4		
	<b>C1.111</b>	# sites with birding interpretation and trail signage	Feb 2014	Jan 2016			Jan 2017		
			0	2	7		8	0	Delayed

<b>Component 2:</b> Marketing (demand side development)  <b>Weight:</b> 24%  <b>Classification:</b> Satisfactory	<b>C2.11</b>	Value of advertising by governments in Audubon and other internationally distributed magazines	0				80000	32450	On Course
	<b>C2.12</b>	# of stories in Audubon magazine on project sites	Jan 2017				Jan 2017	Jun 2014	
			0	1	1		4	1	On Course
	<b>C2.13</b>	# Audubon chapters reached by project marketing	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2013	
			0	467	467		467	0	Delayed
	<b>C2.14</b>	# of hotels and tour operators including project sites in tour packages	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	12			24	1	On Course
	<b>C2.15</b>	# of tourism and birding fairs where project is promoted	Feb 2014	Jan 2016			Jan 2017	Mar 2014	
			0	3			6	2	On Course
	<b>C2.16</b>	# of marketing events hosted by Audubon magazine or chapters	Feb 2014	Jan 2016			Jan 2017	Dec 2014	
			0	3			6	3	On Course
	<b>C2.17</b>	# of articles or programs in other media outlets highlighting project sites	Feb 2014	Jan 2016			Jan 2017	Apr 2014	
			0	1	2		3	2	On Course
	<b>C2.18</b>	# birding trails developed	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	4	6		6	1	Delayed

<b>Component 3:</b> Conservation outreach, education and citizen science.  <b>Weight:</b> 15%  <b>Classification:</b> Satisfactory	<b>C3.11</b>	# of individuals attending conservation programs on birds (adults)	0	300	720		1180	300	On Course
	<b>C3.12</b>	# of individuals registering their sightings on e-Bird or in park database	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	15	45		80	4	On Course
	<b>C3.13</b>	# of students participating in environmental education programs related to birds.	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	
			0	775	2075		3000	1020	On Course
	<b>C3.14</b>	Community engagement strategies developed.	Feb 2014	Jan 2015	Jan 2016		Jan 2017	Dec 2014	Delayed

<b>Component 4:</b> Knowledge Management and Communications Strategy.  <b>Weight:</b> 10%  <b>Classification:</b> Satisfactory	<b>C4.11</b>	Report and fact sheet (1 fact sheet each country) on economic benefits of bird-based tourism	0				4		
	<b>C4.12</b>	Project Infographic developed	Jan 2014				Jan 2017		
			0				1		
	<b>C4.13</b>	# of US promotional events	Feb 2014	Jan 2016			Jan 2017		
			0	1			2		

Milestones	Planned	Due Date	Achieved	Date achieved	Status
<b>M1</b> PROJECT WIDE: purchase of basic equipment for bird guiding (e.g. binoculars, scopes, bird guidebooks, etc.)	1	Jun 2014	21271	May 2014	Achieved
<b>M1</b> Conditions Prior	1	Jul 2014	1	Jul 2014	Achieved
<b>M2</b> [*] PROJECT WIDE: Develop basic and advanced training curriculum (1basic and 1advanced per country, except basic training for Bahamas)	7	Jan 2015	8	Dec 2014	Achieved
<b>M3</b> GUATEMALA – Petén: Complete 1st round of national BASIC bird guide training and certification.	4	Jun 2015			
<b>M4</b> BAHAMAS: Carry out tourism business and marketing training for MSMEs (i.e. financial management, etc.). Individuals trained.	175	Dec 2015			
<b>M5</b> BELIZE: Pilot national BASIC bird guide training and certification in at least 3 sites (Cockscomb, St. Herman's, Crooked Tree)	3	Dec 2015			
<b>M7</b> PARAGUAY: Complete national BASIC and ADVANCED bird guide training and certification.	2	Jun 2016			
<b>M6</b> PROJECT WIDE: # of students participating in the environmental education programs related to birds: min = 2075	2075	Jun 2016			
<b>M8</b> PROJECT WIDE: 3 birding festivals organized and carried out	3	Sep 2016			

[\*] Indicate that the milestone has been reformulated

**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. Local Institutional risk. The permanence of local partners depends not only of their interest but also their capacity to provide counterpart funding. Although NAS performed an in-depth analysis of the local partners capacities in all aspects, external circumstances may drive them to step-down from the project.	Medium	NAS, together with MIF, will analyze the situation if it becomes real and will act together accordingly trying to help the local institution to stay in the project, or establishing the necessary steps to achieve the planned goals in case of the local partner stepping-down.	NAS & MIF implementing teams.
2. 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
3. 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
4. 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
5. 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 1) provision of specific training in 'hospitality services' which will be delivered to the project locations where this risk was deemed more significant; 2) collection of useful information through a feedback mechanism (in the form of a survey to be given to Audubon members that visit project sites), to be shared with the appropriate people in the supply chain to modify and correct issues over the life of the project, thus ensuring quality control and improvement in visitor experience.	Invitado Proyecto

**PROJECT RISK LEVEL:** Medium **TOTAL NUMBER OF RISKS:** 5 **IN EFFECT RISKS:** 5 **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:**

With the start of the Project this year, the first major action that Audubon and its project partners have taken to guarantee sustainability is promoting a high level of inclusion and active participation by communities, governments and the private sector in each step of the project. This is generating interest, expectations and ownership. Specifically, in designing the curricula for each country, we held workshops in all 4 countries, where government officials, local bird guides, experts, tour operators, hotels and others participated in the input and design of the materials that will train guides. This has given them a sense of ownership of the curricula and upcoming trainings; consequently, the curricula is better adapted to each of the 4 countries' unique local needs.

**SECTION 6: PRACTICAL LESSONS**

	Relative to Implementation	Author
1. Adquisiciones - La utilización del e-sourcing puede generar serias demoras como ha ocurrido en este proyecto, ocasionando demoras en la realización de otras actividades planeadas. Se debe iniciar el proceso con esa aplicación con bastante mayor antelación a los plazos establecidos por las		Auge, Isabel [MIF]

políticas del Banco, a fin de completar el proceso en el plazo programado.

2. Timeline - The insufficient consideration of holidays, vacation time, "low activity seasons" at the design stage cause some delays in the implementation of activities, like it is happening with some of the ones planned in this project. It is very important to work more closely with local partner (when applicable) at the design stage to establish more accurate timelines.

Design

Auge, Isabel *[MIF]*