

## CEPF Final Project Completion Report

<b>Organization Legal Name:</b>	Sociedad Peruana de Derecho Ambiental
<b>Project Title:</b>	Strengthening Community and Private Conservation in the Northeast Conservation Corridor of Peru
<b>Grant Number:</b>	66129
<b>CEPF Region:</b>	Tropical Andes II
<b>Strategic Direction:</b>	6 Strengthen civil society capacity, stakeholder alliances and communications to achieve CEPF conservation outcomes, focusing on indigenous, Afro-descendent and mestizo groups.
<b>Grant Amount:</b>	\$153,435.00
<b>Project Dates:</b>	July 01, 2016 - June 30, 2018
<b>Date of Report:</b>	December 03, 2018

### Implementation Partners

List each partner and explain how they were involved in the project

**We had two main implementation partners for this project.**

**First and foremost was the RED AMA, the Amazonas Private Conservation Network, which was the main target of our activities in this project. The RED AMA was involved in nearly all project activities, including planning and decision-making, where relevant. For instance, the RED AMA was involved in the creation of TORs for key consultants such as the RED AMA coordinator and the scholarship recipients. For the RED AMA coordinator, they were also involved in the hiring process. They also determined the ecotourism pilot routes, the emblematic legal cases to be dealt with, as well as main inputs for the policy proposal. They also determined the content of the project proposals for which we supported them in grant-writing.**

**The second partner was the social enterprise Shiwi, which was hired as a consultant to handle the sales and marketing aspect for the eco-products from the RED AMA private conservation areas. Shiwi also planned and executed the capacity-building workshops for honey and brown sugar producers.**

### Conservation Impacts

Summarize the overall impact of your project, describing how your project has contributed to the implementation of the CEPF ecosystem profile

RED AMA, and as a result, private conservation in Amazonas, has been significantly strengthened as a direct result of this project. For the first time, RED AMA had a coordinator, a role that became so vital in improving the functioning of the organization that they have included it in their new grant proposals. RED AMA is now better versed in dealing with legal threats through our trainings, and is also equipped with tools such as the pro bono legal counsel to deal with diverse legal issues. They have also build their capacity to design, plan and get funding for their own projects, having successfully received two grants as a result of our training in grant-writing. They are focusing in particular on tourism, for which they have also received capacity-building and support in marketing from us, resulting in steady and significant increases in visitor numbers. Due to the strong communications aspect of our work, which included the first ever travel guidebook for Peru's privately protected areas, RED AMA has an ample portfolio of marketing material that they can continue to use to market their tourism potential. Meanwhile, producers of honey and brown sugar also saw increased sales as a result of our efforts, including various new sales points in Lima and other cities, and benefited from capacity-building in production methods. Finally, a policy proposal has been delivered to and discussed with SERNANP, the National Protected Area Service, which, based on input from PPA managers, government, civil society and academia, lays out our proposed changes to the current legal framework, in order to better incentivize and support voluntary conservation in Peru.

Planned Long-term Impacts - 3+ years (as stated in the approved proposal)

Impact Description	Impact Summary
The long-term objective of our project is the conservation of biodiversity in the Amazonas department in the Northeastern Biodiversity Corridor through a network of privately protected areas that is capable of using the legal framework for private conservation to its advantage	The legal aspects of our project have significantly strengthened RED AMA's abilities to understand legal matters and address threats to their individual PPAs, as shown by their active participation in our legal workshops, as well as the ad-hoc legal cases addressed throughout the project period. They also successfully harnessed the support of a pro bono legal studio.
Achieve financial sustainability through entrepreneurship and fund-raising	We have helped RED AMA take significant steps towards this long-term goal. RED AMA now has around USD 25,000 of project funds that supports both specific activities, as well as basic administrative costs for the continued functioning of the organization, and importantly, funds for a coordinator, which follows up from our CEPF project. Furthermore, the PPAs practicing ecotourism and selling ecoproducts have increased their sales/visitor numbers. RED AMA is also discussing the implementation of a membership fee, which would help cover basic costs such as bank accounts and legal matters. There is, however, the continued need to further strengthen financial sustainability of the network, and SPDA will seek further projects in the future to collaborate with RED AMA on this issue.
Effectively manage volunteers	RED AMA has co-managed the work of several

	volunteers with our support, including a group of biologists who conducted Rapid Biological Inventories for the creation of several new PPAs in Amazonas. RED AMA as an institution is ready to receive the support of volunteers, although some of the individual PPAs still require further guidance on working with volunteers.
At the national level, we aim to provide the Ministry for Environment and other relevant government institutions with the tools to improve the policy framework that would allow private conservation to more effectively complement national protected area networks.	The National Protected Area Service, part of the Ministry for Environment, has received our policy proposal for improving the legal framework for private conservation. We are also now part of a working group to further elaborate on these proposals, and work with SERNANP to draft and implement changes to the legal framework. Given our MOU with SERNANP, we will continue to provide this support over the next few years. We are confident that with the current proactive administration, several of the legal changes proposed will be implemented in the near future.

Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal)

Impact Description	Impact Summary
1) The RED DBA and its members have an improved understanding of the legal and institutional framework governing private conservation, in order to defend their areas against threats (e.g. land-tenure conflicts, overlapping concession rights (particularly mining), illegal infrastructure), and to apply legal options for conservation (e.g. mosaic legal solutions, such as combinations of concessions, civil agreements and private protected areas). They have the legal support of at least 1 law firm through its pro bono scheme.	We are pleased to report two successful workshops on legal matters, in particular environmental justice, that we conducted with RED AMA. They received the support of the lawfirm Osterling, and are now eligible for presenting further cases to the pro bono platform. SPDA will provide further support for them in this if they request it. As shown in the record of the ad-hoc support provided to RED AMA members, several PPAs have taken action against threats such as illegal deforestation from neighboring communities, solution of internal community matters such as representation to the RED AMA, as well as creation of potential new PPAs. Through match funding from Global Forest Watch and the Andes Amazon Fund, we have published a guidebook on how to deal with deforestation threats (e.g. illegal logging, land invasions, illegal construction projects etc.) for private conservation managers, which was presented to RED AMA.
2) At least 3 legal cases related to private conservation (e.g. protected area creation, dealing with illegal logging etc.) have been successfully resolved.	We worked on three emblematic cases, based on the wishes of RED AMA. Summary articles have been published on our website, and were discussed in depth with RED AMA during the various workshops that were conducted throughout the project period. The first was a compilation of the legal tools available for private conservation in Peru, which RED AMA hopes to use to help new PPAs be created in the future. Indeed, through match funding from Global Forest Watch, SPDA was able to support a team of volunteers who worked

	<p>with RED AMA to do a preliminary assessment of 3 potential new PPAs in Amazonas. The second involved finding a solution for the fast rotation of PPA representatives to RED AMA, which for the community-based areas, were rotating every 2 years. SPDA created a model agreement that the communities can use internally, through with the PPA representative is elected permanently, with two substitutes. The third dealt with the creation of payments for ecosystem services schemes, based on the example at PPA Bosque Berlin in Amazonas. This is one of the most important potential sources of revenue for PPAs. SPDA is now working on new projects that further seek to formalize model PES systems for PPAs in Amazonas, and will involve RED AMA in these processes.</p>
<p>3) The Ministry of the Environment, Regional Government of Amazonas and SERNANP are implementing measures to improve the legal framework for private conservation, having received and discussed the project's analysis of existing private conservation policy and recommendations for at least 3 new regulations and/or laws.</p>	<p>Our final policy proposal lists over 10 different recommendations for the improvement of the legal framework, such as changes to criminal law, standardizing and unifying government data collection for granting property titles, and consolidating land rights for communities, see summary here: <a href="http://bit.ly/2zj3Blc">http://bit.ly/2zj3Blc</a> SPDA has been included in a new working group with SERNANP on how to improve the legal framework for private conservation. We will continue to follow up on this, given also our MOU with SERNANP until 2021 that outlines our support to them in this issue, among others. We are optimistic that with the new administration led by Fabiola Muñoz in the Ministry for Environment (since April 2018), there will be more political will for implementing some of the changes we have suggested for improving the legal framework for private conservation. The previous administration had shown very little initiative for supporting private conservation beyond mere recognition of newly created PPAs. Note: given the types of recommendations for changes to the legal framework, it would have been inappropriate to address the Regional Government of Amazonas, since the changes suggested involved MINAM (and SERNANP), as well as other ministries such as PRODUCE.</p>
<p>4) RED DBA fund-raising capacity for conservation is increased, as demonstrated by the securing of USD 10,000 from 3-5 new donors.</p>	<p>In total, RED AMA was able to raise just short of USD 25,500 as a result of this project. Of this, USD 6700 was funding other than CEPF. RED AMA is currently executing a project financed by NEBF for around USD 6000. Meanwhile, they received free long-distance bus tickets equivalent to around USD 700 from the bus company Civa. They also receive a 50% discount for outdoor gear from National Geographic Camping</p>

	<p>Collection. However, their most important achievement has been the approval of their LOI for the CEPF- Profonanpe Small Grant for around USD 18,750. This project was the direct result of our work with them through the two grant-writing workshops as well as follow-up support provided. Importantly, the grant will allow continuity from the activities in our current project, in particular, in further strengthening their eco-tourism capacities as well as financing an internal administrator, which turned out to be an essential element for project success. We are very pleased with the impact we were able to have in building fund-raising and project management capacity of RED AMA.</p>
<p>5) The RED DBA has an ecotourism business and marketing plan, that has been adapted and validated.</p>	<p>The RED AMA has been very pleased with the ecotourism business and marketing plan, called the "Plan para potenciar el desarrollo del turismo sostenible en las áreas de la RED AMA", which has served them as a guideline on how to go on to develop ecotourism in their PPAs and as a network. It has served them to liaise with local government, other NGOs and businesses, and they have expressed their interest in updating the information in it with their upcoming own projects on ecotourism. The plan served to prioritize and plan the pilot tourism routes, and will also guide the activities of RED AMA's new project with CEPF. It is freely available on our website:  <a href="http://www.conservamospornaturaleza.org/noticia/red-ama-destinos-paradesarrollar-el-turismo-sostenible/">http://www.conservamospornaturaleza.org/noticia/red-ama-destinos-paradesarrollar-el-turismo-sostenible/</a></p>
<p>6) Two pilot eco-tourism routes have been designed and promoted, resulting in a 20% increase in visitation to the promoted areas.</p>	<p>Full description of this impact update available here:  <a href="https://docs.google.com/document/d/1o14beoycdDGZ8a2PrWE2Ojxp_32kaJ_skvlfHJm81QI/edit?usp=sharing">https://docs.google.com/document/d/1o14beoycdDGZ8a2PrWE2Ojxp_32kaJ_skvlfHJm81QI/edit?usp=sharing</a></p>
<p>7) Sale of eco-products, specifically honey and brown sugar, increases by 10% by securing five new sales points, marketing and improved supply-chain management.</p>	<p>Our partnership with the Shiwi social enterprise was a successful strategy for marketing honey and brown sugar from the RED AMA PPAs. Sales increased steadily throughout the project period, despite setbacks such as the flooding in early 2017 that halted the supply chain, and changes in rainy seasons that affected honey production in some PPAs. In early 2018, a wildfire devastated PPA Milpuj- La Heredad, which has led to the loss of most of that PPAs beehives. Overall, on average, there was 99% increase in sales, and a 46% increase in income to the PPA producers - based on the average sales per semester after July 2016 (project start). Sales in the first half of 2016 (pre-project) being USD 4690.00, of which USD 2987.50 was income for PPA producers. After the project started, average sales per semester were USD 9348.50, of which USD 4,369.50</p>

	<p>went to PPAs. In total, sales during the project totaled USD 37,394.00, with USD 17,478.00 for PPA producers. In detail, sales totals were as follows: \$8,510.00 (2016 second half), \$8,674.00 (2017 first half), \$10,530.00 (2017 second half), \$9,680.00 (2018 first half). PPA producers' income was as follows: \$6,370.00 (2016 second half), \$3,420.00 (2017 first half), \$4,330.00 (2017 second half), \$3,358.00 (2018 first half).</p>
<p>8) Privately protected areas have been able to implement 6 small-scale projects related to eco-tourism, eco-products, or capacity-building elements of this project in the Northeastern Corridor, having received support from the young-professionals grants system (6 scholarships over 2 years).</p>	<p>All six project were completed, with excellent results. We also created a new webpage to show-case the work of the scholarship recipients. We hope to raise further funds in the future to keep sponsoring similar mini-projects under the umbrella campaign "Conserva Peru". <a href="http://www.conservamos.org/conservaperu/">http://www.conservamos.org/conservaperu/</a> The projects were: 1) GIS expert: Creation of maps and deforestation monitoring system for RED AMA. 2) Legal assistant: Support to our main legal expert in all legal components of this project. 3) Film maker: Production of short films for RED AMA. 4) Eco-architect: Renovation plan for cabin at Hierba Buena Allpayacu, and plans for modular cabins for any PPA. 5) Ecotourism: Capacity-building in hospitality at priority PPAs in ecotourism routes. 6) Administration: Training and guidance material on business formalization and accounting. All final products of the scholarship recipients are included in the attachments to this report.</p>

Describe the success or challenges of the project toward achieving its short-term and long-term impact objectives

**We were able to reach all of our project goals and impacts. RED AMA now has improved understanding of how to use the legal system not only to respond to threats, but also for the creation of new PPAs. Meanwhile, three emblematic legal cases were dealt with and published on our website, as well as discussed on a continuous basis with RED AMA. Next, SERNANP is now equipped with a proposal to improve the legal system for private conservation, which we will follow up on in the future. We have an MOU with SERNANP that includes providing legal support for private conservation, and we are part of a newly created working group to discuss changes in legislation to improve private conservation in Peru. Furthermore, RED AMA, through our support, was able to raise around USD 25,000 in new project funding, and is currently executing these projects, one of which is a CEPF small grant. We also created business and marketing plans for both ecotourism for RED AMA, as well as for the eco-products, both of which, coupled with capacity-building and our marketing and sales support, resulted in significant increases in income from product sales and increases in visitor numbers. We also implemented a series of mini-projects with young professionals that fed into the various goals of the project - this was an excellent way to increase RED AMA's network of supporters, while generating valuable products such as a guide on how to formalize one's business, or architectural plans for modular cabins for tourists.**



Were there any unexpected impacts (positive or negative)?

**Both tourism visitor numbers, as well as income from the sale of ecoproducts, were much higher than our initial goal, with which we are very pleased.**

## Project Components and Products/Deliverables

Describe the results from each product/deliverable:

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
1	SPDA pro bono "legal clinic" provides legal support, legal advice, follow-up of specific emblematic cases, capacity-building activities, and setting up relationships with the pro-bono system of law firms in Lima.	1.1	Written summaries of at least 3 emblematic legal cases advanced by the SPDA during the project period, published on the <a href="http://www.conservamos.org">www.conservamos.org</a> website and printed for reference to RED DBA members.	The three emblematic cases we worked on were: 1) Case study on implementation of ecosystem-services in a PPA, 2) filing a lawsuit in response to illegal activity in a PPA, and 3) legal and procedural steps for the creation of a new PPA. All were published online, see the links below. We also presented and discussed the final results to RED AMA at the project wrap-up event we held in Chachapoyas on June 28, 2018. 1) Herramientas legales para iniciativas de conservación privada en el Perú - Percy Grande Link: <a href="http://www.conservamospornaturaleza.org/noticia/herramientas-legales-emprenderiniciativas-conservacion-privada-peru/">http://www.conservamospornaturaleza.org/noticia/herramientas-legales-emprenderiniciativas-conservacion-privada-peru/</a> 2) La representatividad de las áreas de conservación privada en comunidad campesinas - Luis Zari Link: <a href="http://www.conservamospornaturaleza.org/noticia/representatividad-areas-conservacionprivadas-comunidades-campesinas/">http://www.conservamospornaturaleza.org/noticia/representatividad-areas-conservacionprivadas-comunidades-campesinas/</a> 3) Mecanismos de retribución por servicios ecosistemas - Rosa Pineda Link: <a href="http://www.conservamospornaturaleza.org/noticia/retribuirecosistemas-dan-bienestar/">http://www.conservamospornaturaleza.org/noticia/retribuirecosistemas-dan-bienestar/</a>
1	SPDA pro bono "legal clinic" provides legal support, legal advice, follow-up of specific emblematic cases, capacity-building activities, and setting up relationships with the pro-bono system of law firms in Lima.	1.2	Minutes detailing the results of two legal training workshops with the RED DBA.	Completed, text included in the final progress report.
1	SPDA pro bono "legal clinic"	1.3	Summary of the legal	Completed, with summaries of ad hoc legal support provided for each semester reported in the respective

	provides legal support, legal advice, follow-up of specific emblematic cases, capacity-building activities, and setting up relationships with the pro-bono system of law firms in Lima.		support provided on a rolling basis to the RED DBA and its members, and other relevant local stakeholders (e.g. government).	progress report. The document can be accessed here: <a href="https://drive.google.com/open?id=1tOwL-PXC2qh8HjfeGsnJXOzfVBzgU-FU">https://drive.google.com/open?id=1tOwL-PXC2qh8HjfeGsnJXOzfVBzgU-FU</a>
1	SPDA pro bono "legal clinic" provides legal support, legal advice, follow-up of specific emblematic cases, capacity-building activities, and setting up relationships with the pro-bono system of law firms in Lima.	1.4	At least 1 law firm has agreed to provide pro-bono legal support to the RED DBA for future legal disputes or procedures.	Completed, RED AMA received the pro bono support from Osterling Abogados, a legal studio in Lima. Support was provided for the following. 1) making changes to the official statute of RED AMA, 2) gaining tax-free status for RED AMA, due to it being a non-profit organization, and 3) include a protocol for including new members in the RED AMA that do not yet have a registered PPA, but fulfill a series of requirements that demonstrate their conservation commitment.
3	New donors for the RED DBA have been secured through increased capacity of the RED DBA to plan projects and raise funds.	3.1	One training held in Chachapoyas for the RED DBA on project design and grant-writing, accompanied by follow-up support to the RED DBA members in charge of grant-writing.	We held two training sessions due to the breadth of topics that had to be covered.

3	New donors for the RED DBA have been secured through increased capacity of the RED DBA to plan projects and raise funds.	3.2	At least 3 completed project proposals, formally submitted to international and/or national funders.	Completed - RED AMA submitted proposals to the Crowder-Messersmith Fund, the New England Biolabs Foundation, and the CEPF-PROFONANPE small grants. The latter two projects were accepted.
3	New donors for the RED DBA have been secured through increased capacity of the RED DBA to plan projects and raise funds.	3.3	Registry of at least 10 potential new donors from the private sector in Lima that have been contacted through outreach meetings, presentations and similar activities.	We have met with all 10 enterprises listed in our first progress report, and, as reported for the past period, were able to finalize two agreements, one with National Geographic Camping Collection, and with the bus company CIVA.
4	Sale of eco-products (honey and brown sugar) from the participating privately protected areas has increased by at least 20% (based on sales in 2015).	4.1	Updated and finalized business plan for brown sugar and honey commercialisation and marketing approved.	Completed, included in Progress Report.
4	Sale of eco-products (honey and brown sugar) from the participating privately protected areas has increased by at least 20%	4.2	Online and printed marketing material for both products printed and disseminated.	Completed, included in all Progress Reports.

	(based on sales in 2015).			
4	Sale of eco-products (honey and brown sugar) from the participating privately protected areas has increased by at least 20% (based on sales in 2015).	4.3	At least 5 new sales points for the products.	Completed, included in Progress Report.
4	Sale of eco-products (honey and brown sugar) from the participating privately protected areas has increased by at least 20% (based on sales in 2015).	4.4	Final report of accounts and stock showing production/stock/sales of brown sugar and honey.	Completed - updated reports of sales were given in each progress report. Overall, total sales of the ecoproducts throughout the project period were USD 37,394.00, with USD 17,478.00 being direct income to the PPA producers. The USD 19,916 that were income for the Shiwi enterprise is what Shiwi invested in transport of the raw material from Amazonas to Lima, factory costs for packaging and labeling, salary costs for employees, transport within Lima and other normal business costs. As part of Shiwi's socio-environmental business model, they also invested in capacity-building for the producers, therefore, there were several capacity-building workshops with the honey and brown sugar producers involved in this project. For these workshops, the project budget covered all or part of transportation and accommodation costs for Shiwi personnel, while Shiwi covered salary costs in most cases. Benefits for the producers were therefore not only direct winnings, but also capacity-building and access to markets, production facilities and marketing from an existing enterprise.
5	The RED DBA has a eco-tourism business and marketing plan that has been prepared, approved, and piloted in at least 2 eco-tourism routes.	5.2	Two pilot eco-tourism routes developed with private conservation areas in Amazonas.	See the full description for this item here:  <a href="https://docs.google.com/document/d/1jNbdaMTRgPrBGiltHLLyRSeXiL-fSzFtwXy5qt3GvR0/edit?usp=sharing">https://docs.google.com/document/d/1jNbdaMTRgPrBGiltHLLyRSeXiL-fSzFtwXy5qt3GvR0/edit?usp=sharing</a>
6	6 small-scale projects related	6.2	Written annual record	We have created a new section on our website called Conserva Peru to showcase the scholarships and the work

	to the eco-tourism, eco-products or capacity-building aspects of the current project, thanks to the work of 6 young professionals/students funded by scholarships (USD 1,000 each).		of the students/young professionals selected to receive the scholarships of USD 1,000.	of the young professionals. <a href="http://www.conservamos.org/conservaperu/">http://www.conservamos.org/conservaperu/</a> All six young professionals have a profile on the site, describing themselves and the work they did with the scholarship.  <a href="http://www.conservamospornaturaleza.org/becario/johanna-guadalupe-saavedra-ramos/">http://www.conservamospornaturaleza.org/becario/johanna-guadalupe-saavedra-ramos/</a> <a href="http://www.conservamospornaturaleza.org/becario/dana-bonilla/">http://www.conservamospornaturaleza.org/becario/dana-bonilla/</a> <a href="http://www.conservamospornaturaleza.org/becario/veronica-lopez/">http://www.conservamospornaturaleza.org/becario/veronica-lopez/</a> <a href="http://www.conservamospornaturaleza.org/becario/rafael-maque/">http://www.conservamospornaturaleza.org/becario/rafael-maque/</a> <a href="http://www.conservamospornaturaleza.org/becario/luis-zari-alva/">http://www.conservamospornaturaleza.org/becario/luis-zari-alva/</a> <a href="http://www.conservamospornaturaleza.org/becario/maria-teresa-quiros-rojas/">http://www.conservamospornaturaleza.org/becario/maria-teresa-quiros-rojas/</a>
7	The RED DBA is equipped and has the capacity to partner with CEPF/SPDA for the conservation of the Northeastern Corridor. A hired assistant is providing support in administrative and financial matters, as well as supporting project monitoring activities.	7.2	RED DBA has an assistant to support project coordination with the SPDA throughout the project period.	Henry Diaz was the RED AMA coordinator throughout the project period. His TOR and hiring process were co-organized between RED AMA and SPDA.
8	SPDA performs all necessary monitoring, evaluation, reporting (narrative and financial) and final audit requirements.	8.1	Annual monitoring of project indicators (current portfolio and global CEPF) is completed and approved by CEPF.	All reporting was completed on a timely manner and in the formats provided.

8	SPDA performs all necessary monitoring, evaluation, reporting (narrative and financial) and final audit requirements.	8.2	SPDA has completed the baseline and final HSSCs (2) to monitor the project's impact on the capacities of the RED DBA and SPDA.	HSSC baseline and final assessments of SPDA and RED AMA were completed and submitted to CEPF.
8	SPDA performs all necessary monitoring, evaluation, reporting (narrative and financial) and final audit requirements.	8.3	Narrative and financial reports submitted to CEPF.	All reporting was completed in a timely manner and in the formats provided.
8	SPDA performs all necessary monitoring, evaluation, reporting (narrative and financial) and final audit requirements.	8.4	Audit for 2017 submitted to CEPF.	As approved by CEPF, the project is not undergoing an audit.
2	The MINAM has received a policy proposal containing SPDA's analysis of the current legal framework, as well as suggestions for policy and conservation incentive measures required to improve the legal framework (at least 3 new	2.1	final policy proposal delivered to Ministry of Environment, SERNANP and the GR of Amazonas (analysis of current legal framework, suggestions, and at least 3 new regulations or modifications to existing	Completed, included in final progress report, text available here: <a href="https://docs.google.com/document/d/1MdMyJeTYdIUa85hU8dQEUDLJotieaYX1F5K39NGYMvi/edit">https://docs.google.com/document/d/1MdMyJeTYdIUa85hU8dQEUDLJotieaYX1F5K39NGYMvi/edit</a>

	regulations proposals).		laws/regulations).	
5	The RED DBA has a eco-tourism business and marketing plan that has been prepared, approved, and piloted in at least 2 eco-tourism routes.	5.1	The final eco-tourism business and marketing plan has been prepared and approved by the RED DBA. The plan includes a business model, potential markets, assessments of risks to wild flora and fauna and mitigation methods.	The eco-tourism business and marketing plan was completed and published, having been revised extensively by both RED AMA and SPDA. A printed version was provided to all RED AMA members, and it was also published on our website: <a href="http://www.conservamospornaturaleza.org/noticia/red-ama-destinos-para-desarrollar-el-turismo-sostenible/">http://www.conservamospornaturaleza.org/noticia/red-ama-destinos-para-desarrollar-el-turismo-sostenible/</a>
5	The RED DBA has a eco-tourism business and marketing plan that has been prepared, approved, and piloted in at least 2 eco-tourism routes.	5.3	RED DBA and individual areas are marketed online and through printed material (printed guide of travel routes, a short video of each area, photography and articles in mainstream media), and reaches at least 500,000 people.	Completed - overall, we estimate to have reached around 700,000 people through our media work, based on the following: audience sizes of the magazines/newspapers we have published in (El Comercio, Vamos!, Publimetro, La Republica, El Peruano, Peruvian Magazine, ELLE España) and social media followers of Conservamos por Naturaleza (30,000). We have sold over 1300 copies of the La Ruta Natural travel guide published during this project.
5	The RED DBA has a eco-tourism business and	5.4	The pilot eco-tourism have received USD	This deliverable was changed, with approval by both RED AMA and CEPF. The funds were spent on purchase of a telescope for RED AMA that will be lent to PPAs on a

	marketing plan that has been prepared, approved, and piloted in at least 2 eco-tourism routes.		8,000 worth of basic equipment for eco-tourism activities, based on the needs identified in the eco-tourism plan.	needs basis, as well as additional funds for travel and administrative costs, and capacity-building.
6	6 small-scale projects related to the eco-tourism, eco-products or capacity-building aspects of the current project, thanks to the work of 6 young professionals/students funded by scholarships (USD 1,000 each).	6.1	Completed list of possible research/implementation projects have been sent to SPDA by the RED DBA. All project must demonstrate a clear link to biodiversity conservation in the conservation area and the Northeastern Corridor.	The projects approved by RED AMA were: 1) GIS expert: Creation of maps and deforestation monitoring system for RED AMA. 2) Legal assistant: Support to our main legal expert in all legal components of this project. 3) Film maker: Production of short films for RED AMA. 4) Eco-architect: Renovation plan for cabin at Hierba Buena Allpayacu, and plans for modular cabins for any PPA. 5) Ecotourism: Capacity-building in hospitality at priority PPAs in ecotourism routes. 6) Administration: Training and guidance material on business formalization and accounting.
6	6 small-scale projects related to the eco-tourism, eco-products or capacity-building aspects of the current project, thanks to the work of 6 young professionals/students funded by scholarships (USD 1,000 each).	6.3	6 final narrative reports (in the style of a magazine article) have been received and approved by the RED DBA and the SPDA, and have been received by the CEPF Secretariat and RIT for use in outreach	All six narrative reports are available on the new website: <a href="http://www.conservamos.org/conservaperu/">http://www.conservamos.org/conservaperu/</a> 1) <a href="http://www.conservamospornaturaleza.org/becario/johanna-guadalupe-saavedra-ramos/">http://www.conservamospornaturaleza.org/becario/johanna-guadalupe-saavedra-ramos/</a> 2) <a href="http://www.conservamospornaturaleza.org/becario/dana-bonilla/">http://www.conservamospornaturaleza.org/becario/dana-bonilla/</a> 3) <a href="http://www.conservamospornaturaleza.org/becario/veronica-lopez/">http://www.conservamospornaturaleza.org/becario/veronica-lopez/</a> 4) <a href="http://www.conservamospornaturaleza.org/becario/rafael-maque/">http://www.conservamospornaturaleza.org/becario/rafael-maque/</a> 5) <a href="http://www.conservamospornaturaleza.org/becario/luis-zari-alva/">http://www.conservamospornaturaleza.org/becario/luis-zari-alva/</a>

				6) <a href="http://www.conservamospornaturaleza.org/becario/maria-teresa-quiros-rojas/">http://www.conservamospornaturaleza.org/becario/maria-teresa-quiros-rojas/</a>  The reports and products of the scholarship winners are included in the attachments to this report.
7	The RED DBA is equipped and has the capacity to partner with CEPF/SPDA for the conservation of the Northeastern Corridor. A hired assistant is providing support in administrative and financial matters, as well as supporting project monitoring activities.	7.1	The RED DBA has received basic communications and technological equipment to facilitate effective participation in the project, with a total max. worth of USD 5,000 (2 laptops, 1 cellphone, internet USB sticks, camera, GPS).	Total equipment received by RED AMA: - 2 laptops - 1 cellphone with data plan (data plan paid by CEPF, the cellphone was an in-kind contributions from SPDA) - 1 printer (in-kind contribution from SPDA) - 1 external hard drive - 1 USB internet modem (data plan paid by CEPF, modem was an in-kind contribution from SPDA) - 2 tents - 1 sleeping bag - 4 camping mats - 1 dry-bag - 2 headlamps - Polo shirt for each PPA representative, with the logo of RED AMA - Projector - GPS unit - Telescope (with funds re-assigned from deliverable 5.4)

Please describe and submit any tools, products, or methodologies that resulted from this project or contributed to the results.

**All of the products listed below have been submitted as part of our regular progress reports.**

**1) Summaries of emblematic cases published on our website:**

**i) Herramientas legales para**

**iniciativas de conservación privada en el Perú: Link:**

**<http://www.conservamospornaturaleza.org/noticia/herramientas-legales-emprenderiniciativas-conservacion-privada-peru/>**

**ii) La representatividad de las áreas de conservación privada en comunidad campesinas: Link:**

**<http://www.conservamospornaturaleza.org/noticia/representatividad-areas-conservacionprivadas-comunidades-campesinas/>**

**iii) Mecanismos de retribución por servicios ecosistemas: Link:**

**<http://www.conservamospornaturaleza.org/noticia/retribuirecosistemas-dan-bienestar/>**

**2) Analysis of legal framework for private conservation in Peru, and proposals for improved**

**policy: <https://docs.google.com/document/d/1MdMyJeTYdIUa85hU8dQEUDLJotieaYX1F5K39NGYMvI/edit>**

**3) Updated business plan for honey and brown sugar from PPAs (included in Progress Report).**

**4) Marketing material for honey and brown sugar (included in various Progress Reports).**

5) Eco-tourism business and marketing plan: included in Progress Report, and available online here: <http://www.conservamospornaturaleza.org/noticia/red-ama-destinos-paradesarrollar-el-turismo-sostenible/>

6) Travel guide for private conservation in Peru: physical copies delivered to Michele Zador and Odile Sánchez de la Cruz.

7) Marketing of tourism in RED AMA PPAs: marketing material included in Progress Report.

8) Final short reports/articles by winners of scholarships: <http://www.conservamos.org/conservaperu/>

## Lessons Learned

Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building.

Consider lessons that would inform:

- Project Design Process (*aspects of the project design that contributed to its success/shortcomings*)
- Project Implementation (*aspects of the project execution that contributed to its success/shortcomings*)
- Describe any other lessons learned relevant to the conservation community

**Some key lessons learned from this project include:**

- **The importance of having at least part-time paid staff in a young organization with the nature of RED AMA. This staff member is in charge of administrative tasks that voluntary members do not have the time or capacity to complete, and is also in charge of fund-raising, which is very time-consuming.**
- **There are large differences in needs, capacities and world views within PPA managers, because in Peru, this includes both community-based conservation areas and private conservation areas. Any projects must respect and take into account these differences.**
- **The private sector, pro-bono systems and small foundations can be excellent partners for small NGOs. It is important that an organization like RED AMA has quality marketing material to attract support from such entities.**
- **We supported RED AMA in gaining its first funds, but their need for support did not end there: they further required our advice for grant negotiations, project planning, accounting issues etc. These forms of support are very important activities to include in addition to grant-writing support.**
- **Although tourism can be an important source of income for private conservation areas, successful management of this resource includes learning about hospitality, creating appropriate accommodation, dealing with dietary needs of tourists, creating good itineraries and tours for visitors, dealing with accounting and formality, distribution of income and allocating a proportion of this to conservation efforts, and much more. We have tried to deal with many of these issues in this project, however, we see the continued need to support RED AMA in developing its tourism capacities and skills.**

## Sustainability / Replication

Summarize the success or challenges in ensuring the project will be sustained or replicated, including any unplanned activities that are likely to result in increased sustainability or replicability.

- RED AMA has gained independent funding as a direct result of our activities in this project, which will help continue some of the core elements of our current project. SPDA continues to seek funding in order to be able to further accompany RED AMA in the coming years.

## Safeguards

If not listed as a separate Project Component and described above, summarize the implementation of any required action related to social, environmental, or pest management safeguards

N/A

## Additional Comments/Recommendations

Use this space to provide any further comments or recommendations in relation to your project or CEPF

N/A

## Additional Funding

Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of CEPF investment

**Total additional funding (US\$)**  
\$76,749.00

### Type of funding

*Please provide a breakdown of additional funding (counterpart funding and in-kind) by source, categorizing each contribution into one of the following categories:*

- A *Project Co-Financing (other donors or your organization contribute to the direct costs of this project)*
- B *Grantee and Partner Leveraging (other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project)*

C *Regional/Portfolio Leveraging (other donors make large investments in a region because of CEPF investment or successes related to this project)*

**A - Co-financing:**

**Global Forest Watch, USD 39,999 - focus on deforestation monitoring in RED AMA PPAs, which added content to the legal workshops and creation of a booklet for RED AMA members to deal with threats to their areas.**

**Andes Amazon Fund, USD 12,000 - match funding for design and printing of the travel guidebook for PPAs in Peru.**

**B - Grantee and Partner (Grants to RED AMA):**

**New England Biolabs Foundation: USD 6,000**

**CEPF-Profonanpe Small Grant: USD 18,750**

## **Information Sharing and CEPF Policy**

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, [www.cepf.net](http://www.cepf.net), and publicized in our newsletter and other communications.

1. Please include your full contact details (Name, Organization, Mailing address, Telephone number, E-mail address) below

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