

CEPF FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	The Regional Environmental Center for Central and Eastern Europe – Country Office for Bosnia and Herzegovina (REC BiH)
Project Title:	Promoting Trebizat as Ecotourism Destination
Date of Report:	July 8, 2014
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CEPF Region: Mediterranean Basin

Strategic Direction: Improve the conservation and protection status of 44 priority key biodiversity areas

Grant Amount: 110.000,00 USD

Project Dates: July 1, 2013 – June 30, 2014.

Implementation Partners for this Project (please explain the level of involvement for each partner):

Referentna grupa Capljina and local NGOs (EU “Lijepa nasa” Capljina, SREK “Vidra” Ljubuski, NGO “EHO” Capljina, NGO “Kadulja” Grude) involved in conduction of certain project activities (promotional activities, organization and participation in manifestation “Days of Trebizat”, organization and participation in trainings for NGOs, educational institutions and tourist stakeholders).

Conservation Impacts

Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile.

The project is related to the 3rd strategic direction from Ecosystem Profile “Improve the conservation and protection status of 44 key biodiversity priority areas “ as the River Trebizat is among these 44 areas. The scope of the project fits in the investment priorities under the 3rd strategic direction such as “promoting community management of priority key biodiversity areas” and “raise awareness of the importance of priority key biodiversity areas”.

The project aimed at promoting environmentally friendly performance and wide use of natural resources in the area of Trebizat, which has great probability to become Natura 2000 site. It contributed to the promotion of the area’s potentials (natural values and cultural heritage, traditional activities, local products) for development of eco and sustainable tourism, securing balance between economic development and nature protection in this area.

Please summarize the overall results/impact of your project.

- Interest of local authorities and other stakeholders for improvement of current situation and preservation of natural values in the area of Trebizat improved
- Biological and landscape diversity of the area recognized as the main motive of attracting people and tourists to the area along the River Trebizat
- Concept of sustainable ecotourism development in the area of Trebizat supported and adopted by local authorities and local stakeholders
- Public awareness about eco and sustainable tourism raised
- Interest of local authorities and local stakeholders for sustainable development initiatives, activities and investments increased.

Planned Long-term Impacts - 3+ years (as stated in the approved proposal): Trebizat is recognized as eco tourism destination with applying principles of sustainable development

Actual Progress Toward Long-term Impacts at Completion:

The area of the River Trebizat as desirable ecotourism destination in the domestic and foreign tourist market was promoted through promotion of natural values and cultural heritage, sustainable tourism activities (canoe safari, climbing, horse riding, bicycling), local gastronomy and cultural events (photo exhibition, summer carnival, folk dance, art colonies, etc.). The Ecotourism Brochure was prepared and submitted to municipalities of Capljina, Ljubuski and Grude, tourism associations/organizations, tourist facilities and tourist destinations in surrounding areas in order to distribute it to visitors and tourists. Beside tourism, Brochure has an educational role and will be delivered to the elementary schools in three municipalities in order to pay attention to the valorization of natural and cultural heritage of this area.

The manifestation "Days of Trebizat" that gather many nature lovers, especially young people and which is meant to be traditional event overtaken by three municipalities and local organizations will be organized in the summer 2014, as well as in the next years.

Cooperation between the public and private sector is enhanced as an important precondition for the creation of unique tourism experiences and integrating tourism resources of the River Trebizat in a unique tourism product.

Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal): The concept of ecotourism and its advantages accepted by public and local communities in Trebizat watershed

Actual Progress Toward Short-term Impacts at Completion:

Interest of local authorities and local stakeholders for sustainable use of natural resources along the River Trebizat based on principles of sustainable development and willingness to change is improved. Municipalities of Capljina and Ljubuski has established public institutions, whose scope of work, besides others, include management of natural and cultural-historical values in the areas of municipalities (Municipality of Grude has formerly established public institution "Vrilo").

In cooperation and numerous consultations with all relevant stakeholders, Ecotourism Development Strategic Plan for the area of Trebizat for period 2014-2018 was developed. The Strategic Plan will help the decision makers at the local level and other stakeholders to focus activities and efforts towards improvement of the current situation in the field of nature conservation and ecotourism development based on sustainable development principles. The Strategic Plan contains strategic goals, programs and project/activities for ecotourism development in the coming period and supports institutional strengthening and cooperation among municipalities, education and public awareness raising, infrastructure investments, ecotourism services/offers development and marketing promotion. Based on the Plan, each municipality should plan the budget for its implementation and provide additional funding (co-financing from relevant institutions, donations, international funds, etc.)

The interest of local stakeholders for investments and improvement of the situation in the area is increased.

Please provide the following information where relevant: -

Hectares Protected:

Species Conserved:

Corridors Created:

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

The main challenge within the project was convincing the local authorities in adopting of sustainable development principles and wide use of natural resources. Improved interest, understanding of sustainable development principles and willingness to change is reflected in the establishment of municipalities' public institutions for management of natural and cultural-historical heritage. Thus, the Municipality of Capljina has established a public institution "Turist", whose scope of work, beside others, includes management of natural and cultural-historical heritage within the territory of the Municipality, where the zone of Trebizat belongs too. Municipality of Ljubuski has established a public institution "Parkovi", whose scope of work, beside others, includes management the area of Kravice waterfall on the River Trebizat.

There are initiatives to establish Local Action Group (LAG) for Trebizat, whose founder will be local governments, educational institutions, representatives of the local business sector and citizens' associations in the area of the River Trebizat. The activities of LAG will be focused on sustainable development of the area, protection and promotion of nature and cultural-historical heritage, public education and branding the area of Trebizat River as an unique tourist destination.

Also, it was crucial to change behavior of local population and encourage them to join sustainable development initiatives and activities which will lead to increased number of visitors in the area and income. Through promotional campaign, educational activities and number of meetings with local stakeholders understanding of sustainable development principles and interest for improvement of the current situation is improved.

Were there any unexpected impacts (positive or negative)?

Positive impact: The Municipality of Capljina has started the project of embankment regulation along the River Trebizat against flood protection.

Project Components

Project Components: *Please report on results by project component. Reporting should reference specific products/deliverables from the approved project design and other relevant information.*

Component 1 Planned (as stated in the approved proposal): Establishment of the project team and purchase of small equipment

Component 1 Actual at Completion: Project team consisted of REC staff and 6 local external experts established and professional camera purchased at the beginning of the project

- ToRs for 6 local external experts (1. ecotourism expert, 2. biodiversity expert, 3. socio-economics expert, 4. water and environmental management expert, 5. communication and public relations expert and 6. expert in local tradition and cultural heritage) were developed in the beginning of July 2013.
- ToRs and request for application were distributed in July 2013.
- CVs and Statements of interest collected by July 15, 2013 and reviewed by July 16, 2013.

- Evaluation and decision on selection of local experts done on July 17, 2013.
- Request for approval for contracting 2 experts (ecotourism and biodiversity expert) submitted to CEPF on July 18, 2013. Engagement of the above mentioned experts approved by CEPF on July 29, 2013.
- Contracts with 6 local external experts signed on August 1, 2013.
- Project team meeting was held in July 2013.
- Professional camera for the project implementation purpose was purchased in July 2013. In June 2014, it was awarded to the most active local photographer.

Component 2 Planned (as stated in the approved proposal): Promotion of Trebizat as ecotourism destination through preparation of promotional materials, media campaign and organization of "Day of Trebizat" that is meant to be traditional event that would be overtaken by three municipalities and local organizations in the future

Component 2 Actual at Completion:

- **Promotional materials (ecotourism leaflets and billboards) prepared** (2000 copies of leaflet with information about the project and natural values of Trebizat area were printed and distributed in August 2013; 200 copies of leaflets related to photo exhibition organized within the manifestation "Days of Trebizat" printed and distributed in August 2013; 5 billboards related to the promotion of natural values and attractions of the area of Trebizat prepared and set up at the entrance to the Capljina City).
- **Newspaper articles and radio shows** (newspaper articles about project activities such as manifestation "days of Trebizat", trainings and Final conference were prepared and announced in daily newspaper "Dnevni list". Radio shows related to promotion of Trebizat River and project activities were broadcasted on Federal Radio, Radio Ljubuski and Radio Grude. Information on project activities was announced on different local news portals and internet magazines.)
- **Riverbank and riverbed cleaned, canoe safari, local gastronomy event and photo exhibition held** (within the manifestation "Days of Trebizat" , cleaning of riverbanks and riverbed of Trebizat River was conducted on August 29, 2013, in cooperation with diving association, local NGOs, public utility companies, volunteers and local citizens. Canoe safari with 50 participants, competition in jumping of the bridge in Struge, local gastronomy competition and photo exhibition were organized on August 30, 2013).

Component 3 Planned (as stated in the approved proposal): Development of Ecotourism Action Plan for Trebizat as five years implementation plan with identified priority measures and activities for ecotourism development in the area of Trebizat and organization of Study Tour to National Park Krka

Component 3 Actual at Completion:

- **Ecotourism Development Strategic Plan for the Area of Trebizat for period 2014-2018** was developed in April 2013
- **Study Tour Report** (Study Tour for 25 local stakeholders to national Park Krka was organized on April 24-25, 2014 in order to exchange experiences and best practices related to management of protected area, ecotourism offer, promotion and public relations, cooperation with local population, etc.)

Component 4 Planned (as stated in the approved proposal): Awareness raising and education of local stakeholders about eco and sustainable tourism

Component 4 Actual at Completion:

- **NGO's and stakeholders' Ecotourism training report** (Training for NGOs and educational institutions was held on December 5-7, 2013. 27 participants attended the training. Training for tourism stakeholders was held on December 27-29, 2013. 25 participants attended the training).
- **Ecotourism brochure** (1000 copies of ecotourism brochure that contains information about natural values, cultural heritage and tourist offers of Ljubuski, Capljina nad Grude municipalities were printed and disseminated in June 2014)

- **Five ecotourism attraction sites identified and info boards set up** (5 info boards prepared and set up at five locations: Mogorjelo, Matica, Trebizat – Kameni most, Bozjak and Cevaljusa)
- **Conference report** (Final conference “Ecotourism possibilities and challenges in the area of Trebizat” with 40 participants was held on June 19-20, 2014)

Were any components unrealized? If so, how has this affected the overall impact of the project?

All project components/activities were realized in accordance with project proposal, budget and timeframe.

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

- Promotional leaflet printed in the beginning of the project
- Photo exhibition leaflet and poster related to jumping of the bridge in Struge (photo exhibition and jumping organized within the manifestation “Days of Trebizat” in August 2013),
- T-shirts and caps prepared for participants within the manifestation “Days of Trebizat”
- 5 billboards posted at the entrance of Capljina City
- Ecotourism brochure (in local language)
- Ecotourism Development Strategic Plan for the area of Trebizat for period 2014-2018, five year implementation plan that contains strategic goals, programs and projects/activities for ecotourism development (in local language)
- 5 info boards set up at five locations: Mogorjelo, Matica, Trebizat – Kameni most, Bozjak and Cevaljusa.

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 projects designed or implemented by your organization or others, as well as lessons that might be considered by the global conservation community.

Project Design Process: (aspects of the project design that contributed to its success/shortcomings)

The project was prepared in cooperation with representatives of local NGOs, experts and representatives of the municipalities already active in promotion of sustainable development within the area of Trebizat. This was a good basis for successful implementation of project activities.

Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)

Communication and cooperation among different stakeholders is necessary, as well as joint implementation of activities.

Cooperation among different stakeholders achieved through a number of meetings and consultations proves to be efficient in sharing experiences and ideas and disseminating project results.

Knowledge and examples of best practices gained through Study Tour to National Park Krka could be easily applied in the area of Trebizat.

Other lessons learned relevant to conservation community:

Involvement of local community is crucial for success.

Projects and activities have to meet the needs and interest of local communities and people who live in the area of Trebizat.

Development of ecotourism in the area of municipalities of Grude, Ljubuski and Capljina should be towards enhancing the quality of life of the local population.

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 the CEPF investment in this project.

Donor	Type of Funding*	Amount	Notes

****Additional funding should be reported using 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.)*

Sustainability/Replicability

Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.

The project contributed to change the minds and behaviour of local stakeholders regarding sustainable development and wide use of natural resources and encouraged them to join sustainable development initiatives and activities, which should lead to the improvement of current situation and increased number of visitors to Trebizat area. Taking into consideration protection, use and management of the area along the River Trebizat, there is an interest of municipalities to protect certain attractive zones, such as Pec Mlini, Kosuca waterfall. Already established municipals' public institutions (Public institution "Turist" Capljina, Public institution "Parkovi" Ljubuski and Public institution "Vrilo" Grude - has been formerly established,, whose scope of work, besides others, include management of natural and cultural-historical values will continue to manage protected areas and develop a tourist destination, and create a unique brand of the River Trebizat.

The manifestation "days of Trebizat" organized in August 2013 that is meant to be traditional event overtaken by three municipalities and local organizations will be organized in the summer 2014, as well as in the next years.

The interest of local stakeholders is increased for investments and improvement of the situation in the area. Based on Ecotourism Development Strategic Plan for the area of Trebizat and defined list of projects/activities, each municipality should plan the budget for its implementation and provide additional funding (co-financing from relevant institutions, international funds, etc.). Preservation of natural beauties and promotion of local potentials could also attract the attention of donors who would be interested in supporting new initiatives in this area.

The project could be replicated to any other similar areas, which are rich in biodiversity, natural values and cultural-historical heritage with underdeveloped ecotourism offer.

Summarize any unplanned sustainability or replicability achieved. -

Safeguard Policy Assessment

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.

The project does not involve activities that have adverse impacts on the environment and the local community.

Additional Comments/Recommendations

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.ceph.net, and publicized in our newsletter and other communications.

Please include your full contact details below:

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*****If your grant has an end date other than JUNE 30, please complete the tables on the following pages*****

Performance Tracking Report Addendum

CEPF Global Targets

(Enter Grant Term)

Provide a numerical amount and brief description of the results achieved by your grant.
Please respond to only those questions that are relevant to your project.

Project Results	Is this question relevant?	If yes, provide your numerical response for results achieved during the annual period.	Provide your numerical response for project from inception of CEPF support to date.	Describe the principal results achieved from July 1, 2013 to May 30, 2014. (Attach annexes if necessary)
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.				Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?				Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each one.
3. Did your project strengthen biodiversity conservation and/or natural resources management inside a key biodiversity area identified in the CEPF ecosystem profile? If so, please indicate how many hectares.				
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.				
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.				

If you answered yes to question 5, please complete the following table

Table 1. Socioeconomic Benefits to Target Communities

Please complete this table if your project provided concrete socioeconomic benefits to local communities. List the name of each community in column one. In the subsequent columns under Community Characteristics and Nature of Socioeconomic Benefit, place an X in all relevant boxes. In the bottom row, provide the totals of the Xs for each column.

Name of Community	Community Characteristics							Nature of Socioeconomic Benefit																	
	Small landowners	Subsistence economy	Indigenous/ ethnic peoples	Pastoralists/nomadic peoples	Recent migrants	Urban communities	Communities falling below the poverty rate	Other	Increased Income due to:				Increased food security due to the adoption of sustainable fishing, hunting, or agricultural practices	More secure access to water resources	Improved tenure in land or other natural resource due to titling, reduction of colonization, etc.	Reduced risk of natural disasters (fires, landslides, flooding, etc)	More secure sources of energy	Increased access to public services, such as education, health, or credit	Improved use of traditional knowledge for environmental management	More participatory decision-making due to strengthened civil society and governance.	Other				
									Adoption of sustainable natural resources management practices	Ecotourism revenues	Park management activities	Payment for environmental services													
Total																									

If you marked "Other", please provide detail on the nature of the Community Characteristic and Socioeconomic Benefit:

