

CEPF FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Harrison Institute
Project Title:	Developing policies for sustainable tourism in the Upper Ayeyarwady River Corridor, Myanmar.
Date of Report:	August, 2015
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CEPF Region: Indo-Burma Region

Strategic Direction: SD6 – Engage key actors in mainstreaming biodiversity, communities, and livelihoods into development planning in the priority corridors.

Grant Amount: \$20,000

Project Dates: 1 June, 2014 – 31 May, 2015

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

Harrison Institute

To achieve Objective 1, Activity 1.1.

- Harrison Institute conducted a desk study of the natural heritage of the Upper Ayeyarwady River Corridor. This included a 640 km stretch of the river and associated riverine areas from Bagan to Bhamo and 15 additional KBAs. Completed July, 2015 http://media.wix.com/ugd/cec980_2d4d343a6f3145ea96814fe7375689bf.pdf . Information was sourced from:
 - a synthesis of literature based on 69 references
 - four field surveys
 - Ayeyarwady Section Bagan (KBA 2) and its environs (6-16 November, 2015)
 - Mandalay to Bhamo sector including 8 KBAs and 4 other sections (4-12 February, 2015)
 - Irrawaddy dolphin Protected Area (KBA 85) Ayeyarwady River Singu Section (KBA 7) (7-14 May, 2015)
 - (previously visited) Irrawaddy dolphin Protected Area (KBA 85) Ayeyarwady River Singu Section (KBA 7) and Sheinmaga-Tawyagyi (KBA 122) (14-16 May, 2014).
 - six workshops, which included
 - three parallel session workshops with delegates of the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' co-hosted by the Harrison Institute in Mandalay (28 October, 2014)
 - two workshops with senior scientific staff of Banmaw University, Kachin State (13-16 February, 2015 in Banmaw and 4-5 May, 2015 in Mandalay)
 - one workshop, field trips and discussions with scientists of the University of Mandalay, Mandalay Division in Mandalay (17-20 February, 2015).

- Harrison Institute is currently writing up a desk study of the cultural heritage of Upper Ayeyarwady River Corridor. This is restricted to cultural sites and cultural activities adjacent to the Ayeyarwady River from Bagan to Bhamo. Expected completion date is 30 September, 2015. Information is sourced from:
 - literature search
 - four field surveys as per natural heritage research (above), namely:
 - Bagan and its environs (6-16 November, 2015)
 - Mandalay to Bhamo sector (4-12 February, 2015)
 - Mandalay to Kyaukmyaung sector (7-14 May, 2015)
 - (previously visited Mandalay to Kyaukmyaung sector) (14-16 May, 2014).
 - three workshops as per natural heritage research (above), namely:
 - two workshops with senior scientific staff of Banmaw University, Kachin State (13-16 February, 2015 in Banmaw and 4-5 May, 2015 in Mandalay)
 - one workshop, field trips and discussions with scientists of the University of Mandalay, Mandalay Division in Mandalay (17-20 February, 2015).

To achieve Objective 1, Activity 1.2.

- Harrison Institute is currently writing up a desk study of the current situation and trends in river-based tourism in the Upper Ayeyarwady River Corridor. Expected completion date is 30 September, 2015. Information is sourced from:
 - internet search
 - extensive interviews with travel agents, boat owners, boat staff and crews in Mandalay, including (but not restricted to) those who attended the international Conference in Mandalay (28 October, 2015).

To achieve Objective 2, Activity 2.1.

- Harrison Institute is currently writing up a desk study in order to (1) identify current 'hot-spot' destinations for tourism on the Upper Ayeyarwady River Corridor; (2) propose new destinations, (3) identify and assess opportunities for livelihood interventions. Expected completion date is 30 September, 2015. Information is sourced from:
 - two field visits to current 'hotspots' of Mingun, Inwa and Sagaing (14 August, 2014 and previously on 16-17 May, 2014)
 - four field studies, including three visits to proposed new destinations of Hsith, Myitkangyi and Sheinmaga-Tawyagyi (4-5 February, 2015 and 7-14 May, 2015 and previously on 14-16 May, 2014;) and one to Bagan (6-16 November, 2014)
 - three workshops with villagers from two communities proposed as new destinations who were invited to Mandalay for discussions (8 August, 2014; 26-28 October, 2014; 4 May, 2015)
 - one international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' (and subsequent workshops) hosted by the project at the Sedona Hotel in Mandalay, which was attended by 92 delegates including the Deputy Minister of Hotels and Tourism and representatives of NGOs, universities, tour agents, tour guides, boat owners, UMTA, village communities, and local government authorities (28 October, 2014).
 - ongoing discussions with tour agents, boat owners and staff.

To achieve Objective 2, Activity 2.2.

- Harrison Institute is currently writing up a desk study on the needs in the Upper Ayeyarwady River Corridor for environmental guidelines. Expected completion date is 30 September, 2015. Information is sourced from:
 - internet search and literature
 - three workshops including:
 - one workshop (parallel session at the international conference in Mandalay '*Tourism on the Upper Ayeyarwady: maximising the*

- opportunities, minimising the risks') attended by representatives of boat operators, UMTA, tour agents, tour guides, village communities, NGOs, CSOs, universities and local government authorities
 - 39 page manual for a workshop organized by the project and attended by over 60 persons including 53 tour guides and representatives of Mandalay Division of the Ministry of Fisheries, Endangered Species Unit of Department of Fisheries, an NGO, a CSO, boat owners, and the Union of Myanmar Tourism Association (UMTA) (9-11 December, 2014)
 - 57 page manual for a follow-up workshop organized by the project and attended by more than 60 persons including tour guides, fishermen, boat owners, UMTA, and local government authorities (26-28 April, 2015).
- three field studies on the Upper Ayeyarwady (4-12 February, 2015; 7-14 May, 2015 and previously on 14-16 May, 2014;).

To achieve Objective 2, Activity 2.3.

- To assess needs for enhanced in-country capacity for supporting responsible tourism, the Harrison Institute:
 - co-organised the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' (28, October, 2014)
 - provided a 71 page report on the natural heritage of the Upper Ayeyarwady River
 - will provide a report on the cultural heritage of the Upper Ayeyarwady River
 - has developed a network involving representatives of the Ministry of Hotels and Tourism, NGOs, universities, tour agents, tour guides, boat owners, UMTA, village communities, and local government authorities
 - facilitated a two month training workshop for 32 ecotourist/bird watching guides (August/September, 2014).

To achieve Objective 3, Activity 3.1.

- To raise public awareness and debate, media (especially the two TV channels, MITV and MTV) were briefed and provided with press releases. They:
 - reported on the training of 32 ecotour guides – filming the opening ceremony on 1 August, 2014 and start of training programme in Hwlaga Wildlife Sanctuary (2 August, 2014)
 - filmed the Deputy Minister's speech and a series of interviews at the International conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' (28 October, 2014)
 - filmed two environmental workshops on the Ayeyarwady River (9-11 December, 2014 and 26-28 April, 2015)
 - filmed a documentary on the potential new destinations up the Ayeyarwady River with Aung Myo Chit of Grow Back for Posterity (January, 2015) <https://www.youtube.com/watch?v=GCniiljrSYI> .

To achieve Objective 3, Activity 3.2.

- Produced a project website containing information about goals, objectives, activities, project progress, and contact details of local stakeholders - <http://www.tourismmyanmar-cepf.com/> .

Myanmar Bird and Nature Society (MBNS):

To achieve Objectives 1, 2 and 3

- MBNS staff:
 - participated and led the bird team in one field survey
 - Ayeyarwady Section Bagan (KBA 2) and its environs (6-16 November, 2015)

- co-hosted the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' in Mandalay (28 October, 2014)
- facilitated one workshop on bird conservation/ecotourism at the international conference
- promoted, facilitated, organised and undertook a two month training workshop for 32 ecotourist/bird watching guides (August/September, 2014)
- invited and liaised with MITV for extensive media coverage of ecotourism training including filming the opening ceremony on 1 August, 2014 and start of the training programme in Hwlaga Wildlife Sanctuary (2 August, 2014)
- provided interviews with MITV and MTV at the international conference in Mandalay (28 October, 2015).

Grow Back for Posterity (GBP)

To achieve Objectives 1, 2 and 3

- GBP staff:
 - participated two field surveys:
 - Irrawaddy Dolphin Protected Area (KBA 85) Ayeyarwady River Singu Section (KBA 7) (7-14 May, 2015)
 - and previously to the Irrawaddy Dolphin Protected Area (KBA 85) Ayeyarwady River Singu Section (KBA 7) and Sheinmaga-Tawyagyi (KBA 122) (14-16 May, 2014)
 - co-hosted the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' in Mandalay (28 October, 2014)
 - compiled two manuals on guiding and dolphin conservation and promoted, facilitated, organised and undertook two training workshops on the Ayeyarwady River namely:
 - For over 60 persons representing Mandalay Division of the Ministry of Fisheries, Endangered Species Unit of Department of Fisheries, 53 tour guides, an NGO, a CSO, boat owners, the Union of Myanmar Tourism Association (UMTA) (9-11 December, 2014)
 - For more than 60 persons representing fishermen, boat owners, UMTA, and local government authorities (26-28 April, 2015).
 - invited and liaised with MITV for extensive media coverage of the two workshops on the Ayeyarwady River (see above) (9-11 December, 2014 and 26-28 April, 2015)
 - provided interviews with MITV and MTV at the international conference in Mandalay (28 October, 2015)
 - worked with MITV on filming a documentary on the potential new destinations up the Ayeyarwady River (January, 2015).

University of Mandalay

To achieve Objectives 1, 2 and 3

- University of Mandalay staff and students:
 - participated in three field trips:
 - Bagan and its environs (6-16 November, 2015)
 - Mandalay to Bhamo sector (4-12 February, 2015)
 - Mandalay to Kyaukmyaung sector (7-14 May, 2015)

- co-hosted the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' in Mandalay (28 October, 2014)
- co-organised the ten day capacity building workshop in Bagan for university staff and students, which focused on bird and small mammal survey techniques.
- co-hosted the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' in Mandalay (28 October, 2014)
- participated in four workshops, which included
 - three parallel session workshops with delegates of the international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' co-hosted by the Harrison Institute in Mandalay (28 October, 2014)
 - one workshop, field trips and discussions with scientists of the University of Mandalay, Mandalay Division in Mandalay (17-20 February, 2015).
- contributed to the desk study of natural heritage of the Upper Ayeyarwady River Corridor
- facilitated interviews with MITV at the international conference in Mandalay (28 October, 2014).

Conservation Impacts

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

With a projected three-fold increase in the number of tourists visiting Myanmar between 2012 and 2020, effective development planning is essential to mitigate negative impacts associated with increased footfall in the Upper Ayeyarwady River Corridor (this area, including Mandalay, received 27.1% of international visitors to Myanmar in 2012). With an upsurge in the need of tour operators to identify new tourist destinations, the Harrison Institute supported its two civil society partner organisations (MBNS and GBP) in:

(1) identifying three new destinations within KBA 85 (Irrawaddy Dolphin Protected Area) namely the fishing villages of Hsithe and Myitkangyi and the monastery, small settlement and wildlife sanctuary at Tawyagyi (which is part of KBA 122).

(2) developing a range of tourist-orientated livelihood interventions that would

- a) provide additional income to the new destination communities (thereby maximising stakeholder benefit from increased levels of tourism)
- b) funds for community projects such as education
- c) funds, local expertise and manpower for Irrawaddy River dolphin conservation.

These livelihood interventions include:

- fishing demonstrations by fishermen/women who traditionally have fished co-operatively with Irrawaddy River dolphins
- guiding through traditional villages
- guiding through the Tawyagyi Wildlife Sanctuary
- hands-on participation in cigar making
- handicrafts such as wood carving and loofah products
- marketing of local produce (honey, jam, pepper)
- barbecues on the river bank

(3) working with tourist operators and boat owners to draw up protocols addressing water pollution, waste management, and interaction with wildlife, notably the Irrawaddy River Dolphin. These protocols have been circulated as two manuals at two workshops held on the Ayeyarwady River in December, 2014 and April, 2015 (for details see above) and are also posted in Myanmar (and English) on the website <http://www.tourismmyanmar-cepf.com/> .

(4) engaging the media as a tool to increase awareness of environmental issues. They were briefed before observing and reporting on a range of activities (for details see above) throughout the project (August, October, and December, 2014 and January and April, 2015).

(5) engaging key stakeholders including central and local government, local authorities, tour operators, tour guides, tourist police, NGOs, CSOs, universities and village communities in a series of workshops and one international conference to raise the profile of conservation and responsible tourism as a key part of sustainable development within the Upper Ayeyarwady River Corridor.

Please summarize the overall results/impact of your project.

The majority of outputs stated in the project proposal were achieved (all others will be achieved by the first anniversary of the initial release of funds by CEPF, namely 25 September, 2015). These comprise:

- (1) The identification of three new tourist destinations (Hsithe, Myitkangyi and Tawyagyi WS) [achieved].
- (2) The training of 32 ecotourist/bird watching guides [achieved].
- (3) The production of two manuals/protocols addressing water pollution, waste management, and interaction with wildlife, especially the Irrawaddy River dolphin [achieved].
- (4) The creation and subsequent consolidation of linkages between, and the raising of awareness of the need for enhanced in-country capacity for supporting responsible tourism amongst, the Ministry of Hotels and Tourism, Ministry of Fisheries, local NGOs and CSOs, the University of Mandalay, Banmaw University, tour agents, tour guides, boat owners, UMTA, village communities, and local government authorities [achieved].
- (5) The production of a project report containing a synthesis of existing and new information, the latter acquired in the course of field surveys undertaken during the project, on:
 - a) natural heritage and Key Biodiversity Areas and Important Bird Areas (71 page report completed) [achieved]
 - b) communities and cultural heritage (data gathered, to be completed by 25 September, 2015)
 - c) an evaluation of the existing situation and trends in river-based tourism and the sustainability of river resources with particular reference to gill-net fishing, electro-fishing, and gold-prospecting. (data gathered, report to be completed by 30 September, 2015)
 - d) The identification of “hot spot” destinations (data gathered, report to be completed by 30 September, 2015)
 - e) The identification of appropriate livelihood interventions and cultural/heritage conservation measures (data gathered, report to be completed by 30 September, 2015).
- (6) An assessment of the needs for enhancing in-country capacity for supporting sustainable tourism in respect of:
 - o better information on opportunities for cultural tourism and ecotourism
 - o better education and training of host communities
 - o a greater number of, and better-trained, ecotourism guides [achieved]

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

Planned impacts include:

- much greater understanding of the biodiversity and threats to biodiversity in the 640 km stretch of the Upper Ayeyarwady River Corridor (Bagan to Bhamo sector, including 8 KBAs) and in an additional 15 KBAs.
- much greater understanding of the cultural heritage of the 640 km stretch of the Upper Ayeyarwady River Corridor (Bagan to Bhamo sector).
- increased levels of conservation awareness among tour operators and boat owners in respect of wildlife, especially the Irrawaddy River dolphin.
- potentially reduced levels of waste and pollution.
- a more sustainable tourist infrastructure in the three new tourist destinations.

Actual Progress Toward Long-term Impacts at Completion:

Impacts included:

- a detailed, authoritative report concerning the biodiversity and threats to biodiversity in the 640 km stretch of the Upper Ayeyarwady River Corridor (Bagan to Bhamo sector, including 8 KBAs) and in an additional 15 KBAs circulated to stakeholders and available and posted on the website <http://www.tourismmyanmar-cepf.com/> (at http://media.wix.com/ugd/cec980_2d4d343a6f3145ea96814fe7375689bf.pdf)
- a detailed, authoritative report (available after 25 September, 2015) on the cultural heritage of the 640 km stretch of the Upper Ayeyarwady River Corridor (Bagan to Bhamo sector) circulated to stakeholders and posted on <http://www.tourismmyanmar-cepf.com/>
- two manuals raising awareness of environmental responsibilities and wildlife, notably the Irrawaddy River Dolphin population circulated to stakeholders and posted on <http://www.tourismmyanmar-cepf.com/#!/responsible-tourism/c1opl>
- reduced levels of waste and pollution following education programmes during the two workshops on the Ayeyarwady River December, 2014 and April, 2015)
- a sustainable tourist infrastructure in the three new tourist destinations
- networks concerned with sustainable/responsible development and wildlife conservation which include central government (Ministry of Hotels and Tourism; Department of Fisheries), local government and authorities, NGO and CSO conservation organizations, tour operators, boat owners and operators, universities, local communities and tourist police.

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

Impacts will include:

- providing information on the natural and cultural heritage of the Upper Ayeyarwady River Corridor and threats to this heritage
- establishing networks for promoting responsible development/conservation which include central government (Ministry of Hotels and Tourism; Department of Fisheries), local government and authorities, NGO and CSO conservation organizations, tour operators, boat owners and operators, universities, local communities and tourist police.
- raising awareness in the public/government domain of responsible development/conservation through extensive media coverage
- identifying the need for and training of ecotourist/bird watching guides to support a responsible tourism industry which focuses on nature tourism/ecotourism.

Actual Progress Toward Short-term Impacts at Completion:

The project:

- provided information on the natural heritage and will provide information on the cultural heritage of the Upper Ayeyarwady River Corridor and threats to this heritage
- has established active and robust networks for promoting responsible development/conservation which include central government (Ministry of Hotels and

Tourism; Department of Fisheries), local government and authorities, NGO and CSO conservation organizations, tour operators, boat owners and operators, universities, local communities and tourist police.

- has raised awareness in the public/government domain of responsible development/conservation through extensive media coverage
- has identified the need for ecotourist/bird watching guides and trained 32 individuals to support a responsible tourism industry which focuses on nature tourism/ecotourism.

Please provide the following information where relevant:

Hectares Protected: Not applicable
Species Conserved: Not applicable
Corridors Created: Not applicable

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

The project met with success in all areas owing mainly, but not exclusively, to:

- the strong support of all project partners in facilitating, promoting and participating in project activities including field work, workshops, production of manuals and reports
- the enthusiastic attendance at the international conference and workshops by all stakeholders, project partners, and government and non-government agencies combined with a desire of all parties to create and consolidate linkages and make progress towards responsible development
- the willingness of tour guides, local authorities, boat owners and tour operators to participate in the two environmental training programmes on the Ayeyarwady River (December, 2014 and April, 2015)
- the enthusiasm, capacity and experience of MBNS in training 32 ecotourist/bird watching guides
- the provision of extra finance from alternative sources to support additional elements of the project.

Challenges to the project included

- the over ambitious nature of the outputs for a one year \$20,000 project. To achieve all the outputs has required extensive field work, workshops, network building, much travelling and a detailed knowledge of a wide range of subjects including biodiversity science, conservation, social science, politics, and history
- there were delays in receiving funds, so we used alternative funds for some of the programme
- times spent developing complex networks involving government, local government, police, various universities, NGOs, CSOs, business, business organizations, village communities.
- SE Asian climate that restricts field surveys and activities in the field to the Dry Season (November to May – although April/May are exceptionally hot); this coincides with the High Season for tourism and inflated costs of accommodation and transport.

Were there any unexpected impacts (positive or negative)?

The project proved to be very interesting in all aspects and we were impressed by the:

- genuinely positive attitude of central and local government and business towards ideas of conservation and responsible tourism/development in the Upper Ayeyarwady River Corridor
- good condition of many of the habitats and wildlife of the Ayeyarwady River Corridor.

We suggest that the presence/absence of indicator species and the boundaries of many existing Key Biodiversity Areas in the Upper Ayeyarwady River Corridor be revised.

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:

Objective 1, Activities 1.1 and 1.2.

1. Desk study of natural heritage of Upper Ayeyarwady River Corridor.
2. Desk study of the cultural heritage of Upper Ayeyarwady River Corridor.
3. Desk study to evaluate current situation and trends in river-based tourism.
4. Two workshops with data providers.

Component 1 Actual at Completion:

Objective 1, Activities 1.1 and 1.2.

1. A 71 page desk study of natural heritage of Upper Ayeyarwady River Corridor. This included 640 km stretch of the river and associated riverine areas from Bagan to Bhamo and 15 additional KBAs.
2. A desk study of the cultural heritage of Upper Ayeyarwady River Corridor. This is restricted to cultural sites and cultural activities adjacent to the Ayeyarwady River from Bagan to Bhamo. Expected completion date is 25 September, 2015.
3. A desk study of the current situation and trends in river-based tourism in the Upper Ayeyarwady River Corridor. Expected completion date is 25 September, 2015.
4. Six workshops with data providers held.
5. Four field surveys undertaken on the Upper Ayeyarwady River.
6. Interviews with travel agents, boat owners, boat staff and crews in Mandalay.

Component 2 Planned:

To achieve Objective 2, Activities 2.1, 2.2 and 2.3.

1. A desk study in order to (a) identify current 'hot-spot' destinations, (b) propose potential new destinations for tourism, and (c) identify and assess opportunities at each site for livelihood interventions, and cultural and natural heritage conservation.
2. Two field studies along the Upper ARC, in order to generate new information for the action plan.
3. Five workshops; two with a wide range of stakeholders, two with data providers and one with relevant stakeholders (primarily local NGOs) in order to assess needs for enhanced in-country capacity, including (a) better information on opportunities for cultural and/or ecotourism, (b) better education and training of host communities, and (c) more and better trained ecotourism guides.
4. Hold one international conference in Mandalay outlining opportunities, requirements, and potential threats from the rapid expansion of tourism in the Upper ARC. Participants at the conference to comprise approximately 13 speakers and 100 delegates, representing national and local government, NGOs, local communities, and the tourism industry.
5. A desk study in order to assess needs in the Upper ARC for environmental guidelines, education and enforcement of policies relating to (a) water pollution, (b) waste management, (c) interaction with wildlife in KBAs and (d) sustainable use of river resources.

Component 2 Actual at Completion:

1. Desk study in order to (a) identify current 'hot-spot' destinations, (b) propose potential new destinations for tourism, and (c) identify and assess opportunities at each site for livelihood interventions, and cultural and natural heritage conservation to be completed by 25 September, 2015
2. Four field studies along the Upper ARC (November, 2014, February, 2015, and May, 2015 and previously in May, 2014).
3. Six workshops, two large ones on the Ayeyarwady River (December, 2014, April, 2015) and four smaller ones.
4. One international conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' hosted by the project at the Sedona Hotel in Mandalay, which was attended by 92 delegates including the Deputy Minister of Hotels and Tourism and representatives of NGOs, universities, tour agents, tour guides, boat owners, UMTA, village communities, and local government authorities (28 October, 2014)
5. A desk study in order to assess needs in the Upper ARC for environmental guidelines, education and enforcement of policies relating to (a) water pollution, (b) waste management, (c) interaction with wildlife in KBAs and (d) sustainable use of river resources. To be completed by 25 September, 2015.
6. Trained 32 ecotourist/bird watching guides in a two month training programme.

Component 3 Planned:

- Provide the local media with information, photographic opportunities, and access to workshops (especially the October 2014 International Conference in Mandalay) in order to inform them about opportunities and responsibilities for sustainable tourism in the Upper ARC.
- Produce a project website containing up-to-date information about goal/objectives/activities, project progress, contact details of local stakeholders, and other resources.

Component 3 Actual at Completion:

- Local media reported widely on project activities including
 - training of 32 ecotourism guides – filming the opening ceremony on 1 August, 2014 and the start of the training programme in Hwlaga Wildlife Sanctuary (2 August, 2014)
 - filming the Deputy Minister's speech and a series of interviews at the International conference '*Tourism on the Upper Ayeyarwady: maximising the opportunities, minimising the risks*' (28 October, 2014)
 - filming two environmental workshops on the Ayeyarwady River (9-11 December, 2014 and 26-28 April, 2015)
 - filming a documentary on the potential new destinations up the Ayeyarwady River with Aung Myo Chit of Grow Back for Posterity (January, 2015).
- Produced a project website containing up-to-date information about goal/objectives/activities, project progress, contact details of local stakeholders, and other resources - <http://www.tourismmyanmar-cepf.com/> ..

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

No component will be unrealized. Most have been greatly exceeded in scope and detail. However, three desk studies were not completed until September 2015. This is because the level of detail in each report exceeds that originally envisaged in the Lol. Each has incorporated data

from a wide variety of sources including field studies, which were only completed at the end of May, 2015. This has not affected the overall impact of the project.

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

These have been submitted by email. Two manuals are available on-line at <http://www.tourismmyanmar-cepf.com/>

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 as envisaged in the original Lol was considerably simpler than that which finally emerged in Annex 2 of the grant contract (Deliverables and Timelines). In hindsight, the number and nature of outputs in Annex 2 was unrealistic and the project was only made possible by using considerable additional funds from other funding agencies, by the support of commercial organizations in Myanmar (for example sponsoring most of the cost of the survey boat) and by utilizing the resources (especially many hours of staff time) at no cost from the Harrison Institute and from a number of project partners.

In addition, Annex 2 took much time to develop, and this delayed the start of the project. Therefore, if the project was to be completed to a high standard, a completion date of 31 May, 2015 was over-optimistic, not least, since field work was only completed at the end of May, 2015.

The project was assisted by pre-project:

- contact with project partners and stakeholders to ensure that each party understood its precise role in the project
- a pre-existing understanding and a clear definition of the geography of the project area
- organising extensive counterpart funding and in-kind contributions.

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

The success of the project is the commitment to high standards by all partners in the project in all aspects of the project, namely:

- four extensive field surveys
- numerous workshops
- international conference with a broad range of stakeholders
- detailed training – for example 2 months training of 32 ecotourism guides
- reports and manuals.

Other lessons learned relevant to conservation community:

The increase in tourist footfall within the Upper ARC need not have a negative environmental impact. If managed effectively, tourism can benefit both local communities and wildlife.

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
Harrison Institute	A	\$37,249	Staff salaries
University of Mandalay, GBP, MBNS	A	\$5,000	Staff salaries
Harrison Institute	A	\$2,000	Overheads and administration
Darwin Initiative	C	\$18,000	Proportion of funding for rural livelihoods and biodiversity conservation: international flights, internal flights accommodation, travel
SEABCRU	B	\$960	Flight costs
Prince of Songkla University	B	\$960	Flight costs
MBNS	A	\$2,000	Equipment used by CSOs
Total		\$66,169	

***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 data gathered through the desk studies, field studies and workshops will provide a lasting baseline for future research and conservation in the Upper Ayeyarwady River Corridor area and 15 additional KBAs.

It has introduced many stakeholders to the idea and practical implementation of community conservation and community-based tourism.

It has developed valuable long term networks with a broad range of stakeholders (government, business, education, community and conservation), which can be utilized for future projects.

It has started to increase institutional capacity in two CSOs and in the universities of Mandalay and Banmaw.

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.

There is a need to ensure that key stakeholders remain committed to:

- ideas on responsible use of the environment and conservation as being of national importance for sustainable development
- taking action and enforcing laws on water pollution, waste management, and interaction with wildlife, especially in the KBAs.

This will require:

- periodic workshops, meetings and discussions to update and reinforce ideas and values
- vigilance by local CSOs, NGOs and autonomous universities
- capacity building and training within the local CSOs and universities.

Additional Comments/Recommendations

The autonomous universities of Myanmar are an under-utilized resource in a country that has few CSOs and where some CSOs have vested interests and an ill-defined structure.

Capacity building of autonomous university staff will ensure a new generation of staff and students who understand and support biodiversity conservation. It will have a disproportionate impact on the ability of Myanmar to carry out successful and innovative community-based conservation projects in both the near-future and long term.

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, and publicized in our newsletter and other communications.

Please include your full contact details below:

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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 during the grant term. (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.	No			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?	No			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.	Yes	32,640 ha.	85%	85% Protocols were agreed with tour operators and boat owners that dealt with water pollution, waste management, and interaction with wildlife (notably the critically endangered Irrawaddy River Dolphin) within KBA 85 (Irrawaddy Dolphin Protected Area). In addition, the project clarified (or raised concerns about) the status of 23 KBAs in Upper Myanmar.
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	No			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	Yes	3	3	The project included destination planning at 3 communities on the Ayeyarwady River (Hsithe, Myit Kan Gyi and Tawyagyi-Sheinmaga). Tangible economic benefits will not start to accrue until 2015-2016.

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									
Hsithe village (KBA 85)	X	X							X	X									X	X	
Myik Kan Gyi village (KBA 85)	X	X							X	X									X	X	
Tawyagyi-Sheinmaga (KBA 122)	X	X							X	X	X								X	X	
(most of the economic benefits will not begin until 2015-2016)																					
Total																					

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

