

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Nelson Mandela Metropolitan University

Project Title (as stated in the grant agreement): *Gouritz Corridor: Biodiversity Tourism Route (Off-the-Beaten Track)*

Implementation Partners for this Project:

Project Dates (as stated in the grant agreement): December 1, 2007 - November 30, 2008

Date of Report (month/year): June 12, 2009

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: *To conserve the biodiversity of the succulent Karoo by creating a tourism economy specifically linked to biodiversity conservation, through enabling the local tourism service providers, tour operators and land owners to benefit from biodiversity conservation.*

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
1. <i>At least 5 existing service providers along the proposed route are participating in and benefitting from the tourism route</i>	Information on all service providers has been included on the master map. (Accommodation 43, Restaurants 9, Attractions and activities 37, Community services 24, General services 12). The position and description has been color-coded to facilitate a search.
2. <i>At least 3 landowners along this route are participating in the CapeNature Stewardship programme</i>	The contact details of potential stewardship landowners have been passed on to CapeNature's local representative.
3. <i>At least 3 biodiversity based SMME's are being developed</i>	Assistance has been given to 7 SMME's along the route. This has taken the form of advice and/or drawing up of business plans to facilitate loans for development.
4. <i>At least 5 local tourism bureaus are marketing the tourism route</i>	Information sets have been distributed to seven Tourism bureaus in the vicinity and to four tour operators. They have also been distributed to all the businessmen along the route.
5. <i>At least 3 tour operators are actively marketing and utilizing this route</i>	Two local tour operators and 2 other tour operators are actively marketing the route. One of the local operators is a newly formed SMME owned by a

	previously disadvantaged individual.
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Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

The project has proved to be more successful than originally anticipated.

Were there any unexpected impacts (positive or negative)?

We over-estimated the buy-in of the local inhabitants to the concept that conservation could provide them with economic benefit.

IV. PROJECT OUTPUTS

Project Outputs:

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: Create a Biodiversity Tourism route, identifying key biodiversity based attractions, and providing information on service providers.	That portion of the route (associated with the Succulent Karoo) has been established. There is still a portion (Cape Fynbos) which has to be developed.
<i>1.1. Contracts signed with 6 people (at least 4 local inhabitants) to assist with audit of existing tourism and biodiversity attractions and facilities</i>	This function was outsourced and the company responsible utilized the services of locals to complete the function.
<i>1.2. Stakeholders understand the system and are participating in the audit</i>	Workshops were held for the project team as well as stakeholders where the process was explained. Support from everybody concerned was obtained.
<i>1.3. Supply audit conducted on service providers and biodiversity based attractions</i>	Audit results were displayed on the map and as such all stake holders are aware of the audit results.
<i>1.4. Audit outcomes mapped on GIS system and a final map and brochure of the tourism route are produced and distributed to relevant stakeholders</i>	A map and a set of brochures displaying the audit results was produced and distributed.
<i>1.5. Short term marketing strategy is being drafted</i>	Short term marketing strategy developed and aligned with Route 62 and that of CTRU. It included the making of a DVD and a two page advertisement in the Route 62 booklet for 2009.
<i>1.6. Website for the route is operational and linked to relevant other websites</i>	The website, www.gouritz-bio-meander.co.za , is operational and is linked to various other sites.
<i>1.7. A report on the procedures is distributed to all the stakeholders and approved by the Interim Steering Committee (ISC)</i>	All stakeholders received a written report of procedures required to take the project further. Information sets were distributed to all stakeholders.
<i>1.8. An Interim Steering Structure is elected and assisting with the management of the project process until an appropriate management structure has been established through the project.</i>	An interim steering committee was elected by the local stakeholders at two stakeholder meetings. The committee consisted of two representatives from Calitzdorp and two from Van Wyksdorp , and one representative from CapeNature, Cape Town Routes Unlimited, Eden District Municipality and Oudtshoorn Tourism. This committee was chaired by me in my capacity of project manager.
Output 2: Develop Biodiversity Information and	1000 information sets were produced. An

resource material on the identified route.	information set consisted of a map and four brochures viz; Where to stay and to eat, What to see and do, Culture and history, Bio-diversity and protected areas
<i>2.1. Stakeholders have identified information sets needed to add to the map that has been developed in Output 1.</i>	Stakeholders identified information required.
<i>2.2. Specialists have been appointed to populate resource material informational sheets/brochures - contracts signed</i>	Four specialists were identified and recruited to populate the information sets.
<i>2.3. Information sets (could include brochures, maps, CD's) are printed and distributed</i>	Information sets were printed and distributed.
Output 3: Transfer Biodiversity information and resource material to the stakeholders.	Done.
<i>3.1. Appointment of specialists to convey specialist information to stakeholders - contracts signed</i>	Specialists appointed.
<i>3.2. Workshop and guided tours for knowledge transfer have taken place</i>	The envisaged work shop was combined with the one below and took place during the official opening in October of 2008. The opening took the form of a bus tour along the route during day one and an information or knowledge transfer during day two whereby the identified specialists disseminated their knowledge concerning the biodiversity found on the route, the history and culture of the region and rock art present on the route.
<i>3.3. Certificates of attendance have been distributed to those who attended</i>	No certificates were issued.
Output 4: Development of an appropriate management structure for the ongoing development of the Biodiversity Route.	
<i>4.1. Conduct role player meeting to establish interim Steering Committee (same meeting/workshop as output 1)</i>	Done.
<i>4.2. Appoint specialists to investigate management structures to report back to ISC</i>	Prof W v/d Westhuizen was appointed and he reported back to the ISC who decided on the establishment of a Section 21 Company.
<i>4.3. Conduct 5 more ISC meetings to oversee the process until appropriate management structure has been identified</i>	Seven ISC meetings were held.
<i>4.4. Set up appropriate management structure, or integrate with existing one</i>	A Section 21 company was formed - Gouritz Biodiversity Meander Pty Ltd.
<i>4.5. Draw up "responsibility sheet" for management structure, i.e. facilitate ongoing audits and potential project identification to ensure sustainability, roll-out marketing plan, website update etc.</i>	It was decided by the ISC that this should be left to the new committee to decide on and implement.
Output 5: Gap analysis review for the development of further biodiversity conservation based economic opportunities along the biodiversity route.	
<i>5.1. Gaps identified through audits conducted (at same time as audits for output 1)</i>	During the audit exercise Gaps in the supply side were identified.
<i>5.2. Municipalities' LED officers have assisted in identifying potential SMME's on the route</i>	Eden District Municipality's LED officer sat on the ISC and assisted in identifying potential SMME's.
<i>5.3. Possible funders for SMME development to assist identified LED</i>	Possible funders were identified. Because of the size and composition of identified projects, most of

<i>projects have been identified</i>	these projects/SMME's decided to make use of SKEPPIES facilities.
5.4. Local biodiversity assets and areas have been identified that can be utilized by Cape Nature and other role players to raise money towards conservation.	This is an ongoing activity.

Describe the success of the project in terms of delivering the intended outputs.

The project is regarded as a huge success by all stake holders involved and this success can already be seen by the increase in visitor numbers reported by local tourism bureaux and facility owners.

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

The plotting of all facilities and service providers on the map by means of GPS was not achieved because of the length of the route (a too large map scale resulted in the acceptable positioning of concentrated facilities, but unacceptable positioning of the outlying facilities. Conversely, a small scale identified outlying facilities acceptably but was unable to depict concentrated facilities adequately). This problem was overcome by depicting the facilities within the towns of Calitzdorp and Van Wyksdorp not according to scale. The overall impact was not affected.

Increased printing costs and budget constraints only allowed for the production of 1000 information sets. This curtailed the planned degree of distribution (especially overseas distribution). This might be a blessing in disguise as the interest generated among domestic tourists has far exceeded anticipation.

The budget for the short term marketing strategy was underestimated. This was overcome by the negotiation of \$2500 sponsorship from the Eden District Municipality towards advertising in the Route 62 Booklet.

V. SAFEGUARD POLICY ASSESSMENTS

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

The steering committee was of the opinion that the original name of the route (Off-The-Beaten-Track) would result in an influx 4x4 owners who could possibly damage the sensitive area of the route. It was, therefore, decided to change the name to The Gouritz Biodiversity Meander which would assist in creating an awareness of the sensitive nature of the area and the need for conservation.

It is therefore recommended that the new management place a high priority on the dissemination of knowledge regarding the route's biodiversity and the need for conservation which can only be achieved through responsible tourism.

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

1. I overestimated initial stake holder acceptance, participation and buy-in of the project. Future projects should take this into consideration when budgeting both in terms of monetary as well as time required.
- 2.

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

Project Execution: (aspects of the project execution that contributed to its success/failure)

VII. ADDITIONAL FUNDING

Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.

Donor	Type of Funding*	Amount	Notes
Eden District Municipality	A	\$2500	Sponsorship of advertising the route in the official Route 62 Booklet.
The Krans Winery	A	\$100	Donation of 40 bottles of Locally produced port wine which was included in a "give-away" package to guests attending the official opening of the route.
M Geysers	A	\$75	Donation of locally produced feather dusters as "give-aways" to official opening guests.
D Rutherford	A	\$50	Bags for guests at official opening.
		\$	
		\$	
		\$	
		\$	

***Additional funding should be reported using the following categories:**

- A** Project co-financing (Other donors contribute to the direct costs of this CEPF project)
- B** Complementary funding (Other donors contribute to partner organizations that are working on a project linked with this CEPF project)
- C** Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)
- D** Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)

Provide details of whether this project will continue in the future and if so, how any additional funding already secured or fundraising plans will help ensure its sustainability.

The project entailed the establishment of a biodiversity tourism route. This is now completed but will require future management which in turn will require funding. The new management organization will have to be creative in its attempt to raise funding to accomplish this. Stake holders will have to realize that they will benefit economically through the maintenance and conservation of the route. To this end they will have to be prepared to contribute towards the costs involved.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

VIII. INFORMATION SHARING

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. One way we do this is by making programmatic project documents available on our Web site, www.cepf.net, and by marketing these in our newsletter and other communications.

These documents are accessed frequently by other CEPF grantees, potential partners, and the wider conservation community.

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