

ANNEX B 3: GHANA - NATIONAL DEMONSTRATIONS FOR TESTING BEST AVAILABLE PRACTICES AND BEST AVAILABLE TECHNOLOGIES FOR SUSTAINABLE TOURISM

Demonstration project focus – Integrated Sustainable Eco-tourism Destination Planning and Environmental Management Systems

Process used to reach revised Demonstration project document, logical framework and work plan:

At the end of the planning phase for the COAST project (mid 2006) each partner country had produced (with consultant support) a narrative project document describing in general terms the proposed demonstration project(s). There was no logical framework, no work plan, and only a total budget figure (see below) to guide stakeholders in beginning to implement the project. From January 2009 through to June 2009, based upon a one week visit by the Technical Coordinator to each partner country (during the Inception period of the COAST project) a revised narrative, new logical framework, first year work plan and indicative GEF support budget were developed and discussed. Subsequent to each country visit further support has been provided through email discussions. This demonstration project document now provides a more concise definition of the activities and outputs which are expected to be undertaken at the two sites in Ghana. This short note highlights what are foreseen to be the main challenges in now starting to implement the work. This paper has been written as a subsidiary contribution to the general overview provided in the Inception Report.

The main issues which are outstanding are highlighted as follows:

a) Cost of Project and resourcing of specific activities:

The figures provided in the project documentation from the planning phase (PDF-B) indicate a high level of government/partner co-financing (the figures given were: **Site 1: (Ada) Total :** US\$1,138,280; GEF US\$ 138,070 ; Co-financing US\$ 1,000,210;

Given the long delay between the planning phase of the project and now its implementation, these commitments will need to be reviewed and revised by all the concerned parties. In particular for the current government of Ghana budget cycle (Jan 2009/ Dec 2009, and next cycle, Jan 2010 / Dec 2010) it will be important to estimate what co-financing funds or resources will be made available to support the activities identified in the first year work plan.

Within the work plan and for each separate major task or activity, we now need to establish a budget estimate for undertaking each activity. This exercise will need to be carried out by the focal point persons, demo project coordinators and other relevant partners for each activity based upon the local needs. A generic GEF budget allocation broken down by UNEP financial expenditure headings has already been provided to each partner country to assist in this process.⁵

Following the approach used by the GEF supported WIO-Lab project, we are proposing that the COAST project adopts a similar mechanisms for estimating partner country contributions to the project⁶.

⁵ For example for Ghana the following GEF budget allocations to cover the complete demo project period (3-4yrs) have been given as a guideline: Consultants and personnel \$146k, In-country travel \$12.5k, Demo site activities \$94k, Training and capacity building \$122k, Equipment at demo site \$23k, Monitoring and Evaluation \$15k, Awareness, media, dissemination \$30k.

⁶ For more details on this please see attached documentation from WIO-Lab (Tracking government co-financing).

b) Implementation arrangements for the demonstration project:

The Ghanaian government works through a decentralised (regional and local authority) mechanism – Figure 1. It is proposed that the COAST project works through this mechanism, but with the addition of a post of Demo Project Coordinator for each site, in order to ensure smooth flow of reporting and communication during the demonstration period. This position will be funded by GEF funds (up to a maximum of \$500/mn). The Demo project coordinator will report to both national focal points (who will provide oversight on both environmental and tourism sector matters). A TOR for this position has been drafted and is attached at the end of this note.

At the level of the executing agency (EPA), there will need to be a Letter of Agreement or MOU drawn up between UNIDO and the EPA which clearly states the responsibilities of each contracting party. Again there are examples from the WIO-Lab project which may be usefully drawn upon to design such an agreement. Funds will then be disbursed via the UNIDO Ghana office based upon the activities prioritised in each year's work plan. Funds spent will require to be fully receipted and retired before a replacement tranche can be disbursed.

c) Identification and gaining the commitment of On-the-ground Partners:

Further work will be required at the demo project site to obtain the full commitment of partners and stakeholders during the first year of implementation. This has been reflected in the work plan, and should be considered a priority networking activity for each Demonstration project coordinator as soon as he/she is in post. It will be especially important for the government designated Environment and Tourism officers at provincial and district level to be active in supporting and promoting such engagement as well as any locally based NGOs.

d) Private Sector involvement and co-financing:

Although this could be considered as having already been covered in the above points, it is especially important at the first site (Ada) in the case of Ghana (where the coastal tourism industry is more established), for the COAST project to obtain an early and effective partnership with private sector tourism industry players. This will be particularly important to facilitate positive developments to occur within the EMS proposed activities.

Annex B3: Ghana Site (Ada): Work Plan for year 1 (1st July 2009 – 31st Mar 2010): To be reviewed in Nov 09 and extended up to Dec 2010.

| No | Activity/Task | Quarter One (Jul-Sept) | Quarter Two (Oct- Dec) | Quarter Three (Jan – March) | Quarter Four (April – June) | Lead Role | Budget estimate |
|----|--|---------------------------|---------------------------|-----------------------------------|-----------------------------------|--|--|
| 1 | Develop and agree an MoU between UNIDO and EPA | ✓ | | | | This column needs to be completed by partners in Ghana | This column needs to be completed by partners in Ghana |
| 2 | Agree disbursement procedure for demo GEF funds | ✓ | | | | | |
| 3 | Identify and recruit Demo Coordinator | ✓ | | | | EPA/Min of Tourism | GEF funds \$500/mn available |
| 4 | Prepare initial demo project awareness raising materials (posters, brochure) | ✓ | ✓ | | | | |
| 5 | Identify and nominate key representatives from each stakeholder group as a local tourism management committee (destination planning, eco-tourism management, EMS, erosion control) | ✓ | | | | | |
| 6 | Undertake an inception meeting for all local stakeholders to introduce the demo project to the local people | ✓ | | | | | |

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| 7 | Undertake a baseline survey to identify the key sources of local land-based contamination, erosion, and biodiversity /environment / social stress measurement at the demo project sites and report the results | | ✓ | ✓ | | | |
| 7 | Undertake a local assessment of capacity gaps and report the results to check against proposed activities | | ✓ | | | | |
| 8 | Develop a partnership action plan/pathway for each and agree roles and co-financing commitments | ✓ | | | | | |
| 9 | Develop and test a simple monitoring mechanism for destination planning, EMS and eco-tourism (draw upon UNWTO indicators) | | ✓ | ✓ | | | |
| 10 | Begin to work on the existing district tourism development plan to transform it into an integrated tourism destination plan | | ✓ | ✓ | | | |
| 11 | Commission a consultant to study the marine erosion problem and building on previous studies/work, to make costed recommendations for | | ✓ | ✓ | | | |

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| | addressing this issue | | | | | | |
| 14 | Identify and establish an MoU with a locally based training and/or research institute | | ✓ | | | | |
| 15 | Hold a series of stakeholders meetings for waterway users to develop a negotiated water use zonation for the estuary and islands | | ✓ | ✓ | | | |
| 16 | Meet with stakeholders to discuss issues around mangrove cutting and re-forestation and agree actions | | | ✓ | | | |
| 17 | Prepare educational /informational materials on the Ada estuary for use by the general public | | | ✓ | | | |
| 18 | Meet with the management committee to develop a workplan for the 2010 calendar year | | ✓ | | | | |
| 19 | Produce awareness materials on; EMS for hoteliers, fishing and hunting regulations, community waste disposal, sand winning. | | ✓ | ✓ | | | |

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| 20 | Identify trainees for EMS training and begin implementation | | | ✓ | | | |
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