

**ANNEX B 4: KENYA - NATIONAL DEMONSTRATIONS FOR TESTING BEST AVAILABLE PRACTICES AND BEST AVAILABLE TECHNOLOGIES FOR SUSTAINABLE TOURISM**

Demonstration project focus – Integrated Sustainable Tourism Destination Planning

**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 site in the Kenya demonstration project. 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: Total : **US\$876,000**; **GEF US\$351,000** ;**Co-financing: US\$525,000**)

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 Kenya budget cycle (July 2009/ June 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.<sup>7</sup>

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 project<sup>8</sup>.

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<sup>7</sup> For example for Kenya the following GEF budget allocations to cover the complete demo project period (3-4yrs) have been given as a guideline: Consultants and personnel \$92k, In-country travel \$12.5k, Demo site activities \$230k, Training and capacity building \$127k, Equipment at demo site \$52k, Monitoring and Evaluation \$15k, Awareness, media, dissemination \$30k.

<sup>8</sup> For more details on this please see attached documentation from WIO-Lab (Tracking government co-financing).

#### **b) Implementation arrangements for the demonstration project:**

The Kenyan government works through a decentralised (district and local authority) mechanism – Figure 1. It is proposed that the COAST project works through this mechanism, but with the introduction of a post of Demo Project Coordinator, in order to ensure smooth flow of reporting and communication during the demonstration period. This position would 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 (NEMA), there will need to be a Letter of Agreement or MOU drawn up between UNIDO and NEMA 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 Kenya 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 is 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 the 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.

#### **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 in the case of Kenya (where the coastal tourism industry is well developed), 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 and Eco-labelling proposed activities.

**Annex B4: Kenya Demo Work Plan for year 1 (1<sup>st</sup> July 2009 - 30<sup>th</sup> June 2010):**

| No | Activity/Task  | Quarter One<br>(Jul-Sept) | Quarter Two<br>(Oct- Dec) | Quarter Three<br>(Jan –March) | Quarter Four<br>(April – June) | Lead Role | Budget<br>estimate |
|----|--|---------------------------|---------------------------|-------------------------------|--------------------------------|-----------|--------------------|
| 1  | Develop and agree an MoU between UNIDO and NEMA  | ✓                         |                           |                               |                                |           |                    |
| 2  | Agree disbursement procedure for demo GEF funds  | ✓                         |                           |                               |                                |           |                    |
| 3  | Identify and recruit Demo Coordinator  | ✓                         |                           |                               |                                |           |                    |
| 4  | Prepare and implement initial demo project awareness raising activities (public event, brochure)   | ✓                         |                           |                               |                                |           |                    |
| 5  | Identify and nominate key representatives from each stakeholder group as a local management committee (EMS, eco-tourism, reefs management) | ✓                         |                           |                               |                                |           |                    |
| 6  | Undertake a baseline survey to identify the key sources of local land-based contamination in the tourist sector and report the results     |                           | ✓                         |                               |                                |           |                    |
| 7  | Undertake a local assessment of capacity gaps (in the three sub-theme areas) and report the results to check against proposed activities   |                           | ✓                         |                               |                                |           |                    |

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|----|---|--|---|---|---|--|--|
| 8  | Develop a partnership action plan/pathway for each and agree roles  |  | ✓ |   |   |  |  |
| 9  | Design and agree an information collection, analysis, use and dissemination action plan   |  | ✓ |   |   |  |  |
| 10 | Design and produce educational materials on HIV/AIDS, gender and environmental conservation and disseminate throughout the project period |  | ✓ | ✓ | ✓ |  |  |
| 11 | Develop and test an enhanced monitoring mechanism for destination planning using UNWTO indicators   |  | ✓ | ✓ | ✓ |  |  |
| 12 | Build upon existing KEMFRI sensitivity mapping and develop reef & marine use maps and complete for the whole demo site                    |  | ✓ | ✓ | ✓ |  |  |
| 12 | Share the mapping results with all relevant stakeholders in order to revise useage zoning and conservation management approach            |  |   |   | ✓ |  |  |
| 13 | Disseminate to stakeholders in the Wasini and Malindi marine park areas for replication purposes  |  |   |   | ✓ |  |  |

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|----|---|--|--|---|---|--|--|
| 14 | Identify and establish an MoU with a locally based training and/or research institute                           |  |  | ✓ | ✓ |  |  |
| 15 | Begin work with selected hotels to demonstrate an investment rationale for EMS, eco-certification and labelling |  |  | ✓ | ✓ |  |  |
| 16 | Start to identify actions required by hotels & partners in order to gain Green Key & Blue Flag status           |  |  |   |   |  |  |