

## CEPF Final Project Completion Report

*Instructions to grantees: please complete all fields, and respond to all questions, below.*

<b>Organization Legal Name</b>	WWF Mediterranean Foundation (Ex WWF European Policy Programme-Branch Office)
<b>Project Title</b>	Sustainable Economic Activities in Mediterranean Marine Protected Areas (SEA-Med)
<b>CEPF GEM No.</b>	61447
<b>Date of Report</b>	30/08/2016
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**CEPF Region:**

**Mediterranean Basin Hotspot**

**Strategic Direction:**

The project responded to Strategic Direction 1. "Promote civil society involvement in Integrated Coastal Zone Management to minimize the negative effects of coastal development in three priority corridors (Southwest Balkans, Cyrenaica Peninsula, and Mountains, Plateaus and Wetlands of Algerian Tell and Tunisia), and in 20 coastal and marine priority key biodiversity areas in other corridors".

**Grant Amount:**

350,656 USD

**Project Dates:**

01/07/2013 – 30/06/2016

**1. Implementation Partners for this Project (list each partner and explain how they were involved in the project)**

To achieve the objectives of the project WWF has worked in closed collaboration with the following partners:

- UNEP-MAP PAP/RAC and RAC/SPA, to further progress towards the objectives of the Barcelona Convention and the implementation of the Integrated Coastal Zone Management (ICZM) Protocol.
- MedPAN Organization and Conservatoire du Littoral to build the capacity of local NGOs and MPA managers and to develop joint communication activities.
- Government authorities and administrations related to resource management and tourism development, both at national and local level (Office national du tourisme; Commissariat régional du tourisme, Tabarka, Commissariat régional du tourisme, Bizerte, Direction régionale de l'Enseignement de Baja et de Bizerte, Commissariats de développement agricole de Beja et Bizerte, Agence de protection et d'aménagement du

- littoral, Direction générale des forêts, Direction générale de la pêche et de l'aquaculture) to secure the commitment, engagement and endorsement needed to establish effective management practices and to create governance structures required for functioning MPAs.
- In Tunisia, WWF worked to build the capacity of new environmental NGOs (Association de développement local de Sejnene, Association de développement local de Nefza, Groupement de développement agricole et de pêche El Moustakbal), with whom joint communication and outreach activities have been produced towards the creation of a new legal and institutional context for MPAs and ICZM.
  - Before the project activities were interrupted by the events in Libya (end 2014), WWF has worked with a scientific institution, the Marine Biology Research Center (MBRC) to develop the management plan of Ain-El-Ghazala and to build the skills of resource managers.
  - WWF provided guidance and technical support to the Institute for Nature Conservation in Albania (INCA) to implement the “Sustainable Economic Activities in Mediterranean Marine Protected Areas (SEA-Med) – Field Project Albania” in Albania.

### **Conservation Impacts**

#### **2. Describe how your project has contributed to the implementation of the CEPF ecosystem profile**

The objectives of the project responded to CEPF Strategic Direction 1 and all of its investment priorities. Specifically, the project trained and empowered NGOs and CSOs in priority Key Biodiversity Areas and provided them with the tools and opportunities to contribute and influence decision making processes related to the development of economic activities in coastal areas and the management of MPAs.

The project also showcased the benefits of sustainable tourism both for biodiversity conservation (through MPA financing) and income generation by promoting pilot nature based tourism initiatives associated to the project MPAs and promoting good practices replication across the Mediterranean.

During the course of the project the tourists and the public in general have been informed about the values and benefits of MPAs and their offers in terms of nature based tourism, contributing to create demand for the sector.

#### **3. Summarize the overall results/impact of your project**

The project was successful in mobilizing and empowering NGOs and CSOs in the project area and a series of tools and reports have been produced to support them in their future actions. Specifically in Tunisia, civil society organizations are now ready to promote and implement sustainable tourism initiatives in MPAs in the region. A new culture of dialogue between stakeholders in the region of Cap Négro-Cap Serrat MCPA, including CSOs, has been consolidated. A platform of NGOs of the Cap Négro-Cap Serrat area has been established and now operational and its members are preparing project proposals for different funding opportunities. The new ecotourism services are in place, promoted through social media, and are providing local guiding, hiking and local food. The region is starting to receive visitors, mainly from Tunisia.

In the table below, number of visitors is shown divided by the four new hosting sites.

Ecotourism Initiative /Zone	year	#Visits	#Visitors
Ouled Salem Ecotourism Information point	2015	2	60
	2016	12	860

Ecotourism Initiative /Zone	year	#Visits	#Visitors
Khogalia Nature house (indoor Information point)	2014	8	480
	2015	18	1080
	2016	21	1260

Ecotourism Initiative /Zone	year	#Visits	#Visitors
Sidi Mecherg / underwater trail and Ecotourism Information point	2016 (Underwater trail)	2	30
	2016 (Info point)	5	250

Ecotourism Initiative /Zone	year	#Visits	#Visitors
Dmaien Ecotourism Information point	2015	2	120
	2016	5	300

The contribution to the Regional Capacity Building Programme on Sustainable Tourism 1 contributed to train over 36 Mediterranean MPA managers in tourism planning in MPAs. Attendees have been guided through the development of a sustainable tourism management plan and they are now capable of autonomously design it and implement it in their own MPAs.

A Mediterranean wide network of young conservation leaders has been created and through a series of trainings it contributed to the exchange of best practices across the region. The network is already autonomous in the organization of numerous activities, including social network exchanges and thematic webinars.

Finally, the Assessment of Tourism Offer and Demand in the Mediterranean Basin represents a much needed tool for project partners to identify opportunities and to guide future initiatives related to sustainable tourism developments in the region.

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

*List each long-term impact from Grant Writer proposal*

Conservation communities, including MPA practitioners, civil society organizations (CSOs), NGOs and public administrations, in CEPF's Key Biodiversity Areas across the Mediterranean have the capacity, tools and support to promote sustainable coastal tourism development, integrated management of natural resources, and ensure that MPAs have the resources and political support to effectively protect marine and coastal resources and provide socio-economic benefits to local communities.

#### **4. Actual progress toward long-term impacts at completion**

The project enabled a large number of stakeholders to promote sustainable coastal tourism development while protecting marine and coastal resources in MPAs. Specifically, during the course of the regional training workshop in year 1, 36 MPA managers and practitioners have been trained in management planning. Attendees are now able to autonomously design and implement sustainable tourism management plans for their MPAs. Stakeholders were also actively involved at the national and regional level and have been able to play a role in mobilizing communities, addressing conflicts and advocate for better environmental policies

and governance. Furthermore a team of young conservationists in the region has been trained to address complex challenges in MPA management in the near future, Moreover, the project MPAs are now able to manage tourism in a more effective and sustainable way and to attract more green-oriented visitors and gain support for conservation or sustainable use of their natural resources. Sustainable tourism opportunities co-managed by local NGOs and CSOs have been developed and promoted, enabling a more responsible use of natural resources, the protection of key biodiversity areas, and the improvement of the livelihoods of local communities. NGOs are actively involved at the national level and will be able to play a role in mobilizing communities, addressing conflicts and advocate for better environmental policies and governance.

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

*List each short-term impact from Grant Writer proposal*

The project aims to have ecological and social short-term impact. From an ecological perspective, the project intends to deliver on effectively managed MPAs (with management plans and user zones) which will secure biodiversity safeguarding and resource protection. Well-managed MPAs are recognized as key tools to maintain vibrant and healthy ecosystems with high levels of biodiversity, which are more resilient to invasion of alien species, climate change and human stressors. From a social point of view, the project will deliver on improved governance, where authorities, stakeholders and civil societies openly participate in decision-making processes. Developing NGOs will have the capacity to engage in resource management processes and MPA practitioners will acquire the skills to adequately address management challenged and shortfalls. The overall SEA-Med Project (including activities not funded by CEPF) will also deliver on economic benefits, where tourism operators will develop best management practices and will engage and contribute to MPA management.

### **5. Actual progress toward short-term impacts at completion**

The Chart of Cap Negro- Cap Serrat Platform and its follow up activities represent some of the key short term impacts of the project. The Chart led to the launch and promotion of numerous ecotourism initiatives in the region, developed by civil society organizations.

The finalization of the Regional Assessment of Tourism Offer and Demand in the Med enabled local teams to have the necessary knowledge to engage the local tourist sector and understand the role and financial potential of tourism to support the MPAs and surrounding local communities. The short term impacts of the Regional Training Workshop in support of MPA management planning project consisted in the early engagement with businesses and authorities that participated to the workshop and have been directly involved in the development of the plans. The workshop also contributed to the identification of the main impacts of tourism in MPAs and the consequent mitigation measures. The programme "Building the next generation of leadership in marine conservation: a Learning Forum" has given rise to a strong and multicultural network of passionate individuals belonging to 11 different countries, that have already started to engage with the Mediterranean MPAs network committed to build on project results and keep working on sustainable development and nature conservation.

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

The major challenges were of course related to the Libyan components of the project that had to be interrupted due to the conflicts. Aside from Libya, all project components were successfully completed on time, and through the amendments, new activities were included to contribute to the achievement of the project objectives.

**7. Were there any unexpected impacts (positive or negative)?**

N/a

**Project Components and Products/Deliverables**

**Component 1 (as stated in the approved proposal)**

*List each component and product/deliverable from Grant Writer*

Component 1: By 2017, a management plan is completed for Ein-el-Ghazalah MPA in Libya through a step-by-step, integrated planning process, with full involvement of local civil society, relevant authorities and administrations and the private sector.

COMPONENT CANCELLED IN AMENDMENT (see explanation below)

*Deliverables:*

1.1 A planning team, including the MPA manager and lead staff, key decision-makers and experts, is established and operative in Libya;

ACTIVITY CANCELLED IN AMENDMENT (see explanation below)

1.2 The management plan of the Ain al Ghazalah MPA in Libya completed and officially endorsed by relevant authorities and local stakeholders;

ACTIVITY CANCELLED IN AMENDMENT (see explanation below)

**8. Describe the results from Component 1 and each product/deliverable**

THE ACTIVITY WAS AMENDED DUE TO THE CURRENT POLITICAL UNREST IN THE COUNTRY. The establishment of a planning team and the development of management plan for the MPA of Ain al Ghazalah required the organization of participatory meetings and frequent field visits by the staff of our project partner in Libya, the Marine Biology Research Center (MBRC), based in Tripoli. During the time of the project implementation, the northern-eastern part of Libya was unsecure and the staff of the MBRC could not receive the authorizations to travel in these zones.

**Component 2 (as stated in the approved proposal)**

*List each component and product/deliverable from Grant Writer*

Component 2: By 2017, public understanding of the benefits of MPAs and their potential for sustainable tourism enhanced, decision-makers engagement and investments in MPAs improved.

AMENDMENT

*Deliverables:*

2.1 Inter-sectoral and inter-ministerial committee(s) established to secure political endorsement of the field project in Libya;

ACTIVITY CANCELLED IN AMENDMENT – Inter-sectoral Committee(s) would have operated as advisory bodies to support the development of a management plan for Ain al Ghazalah MPA, support the submission process, and contribute to secure the support for its implementation

in the future. As the development of a management plan was cancelled due to the political unrest, the reasons no longer existed to establish such Committee(s).

*2.2 Assessment to understand the role and financial potential of tourism to support MPAs and surrounding local communities, the market dynamics and the label/certification/ best practices, with the purpose to create a roadmap to link tourism provides and MPAs in support of MPA conservation and provide a sustainable alternative to promote local economic growth*

*ACTIVITY ADDED IN AMENDMENT*

## **9. Describe the results from Component 2 and each product/deliverable**

Activity 2.2 was successfully completed and the main results are included in the report. The methodology combined desk research, focus interviews and questionnaires targeting the MPAs of the SEA Med project and the tourism market place. The report presents a general overview of the tourism market place, the relevant stakeholders, the destination analysis, and a certification landscape. The main outcomes reflect clearly a need and desire to build unique destinations that will service the growing trend of experiential and sustainable travel, together with a need to be economically viable for local communities to see the long term need for their existence. The report provides recommendations of how to link the outcomes of this research to practical follow ups that will include: establishing marketing plans at destination level within MPAs but also with surrounding communities; work in close collaboration with the industry to support MPAs; work with regional and international tourist services providers, create products and make tourism at MPAs economically viable while still being sustainable. The report has been already used a background analysis to develop the Marketing strategies for 6 MPAs (so far in Croatia and Turkey).

### **Component 3 (as stated in the approved proposal)**

*List each component and product/deliverable from Grant Writer*

Conservation communities (nature conservation practitioners, CSOs, NGOs and public administrations) at each project site have the knowledge, skills and capacity and are actively engaged with national governments in the development of integrated and participatory coastal and marine areas management plans and in addressing gaps in governance and environmental policy frameworks.

Deliverables:

3.1 1 "Training-the-Trainers" Workshop (8 participants, 3 trainers) organized in Year 1 to create a core group of trainers-to-be from the project countries;

AMENDMENT - The Training-the-Trainers program was canceled due to difficulties encountered by the governments of different countries to identify suitable candidates. Applicants didn't succeed to have the appropriate profile to be involved in capacity building activities as future trainers in their countries. This component has been replaced with a new training program: "Building the next generation of leadership in marine conservation: a learning forum".

3.2 1 Regional Training Workshops (36 participants, 3 trainers, 4 lecturers) organized in Year 1 in support to the MPA management planning process carried out by the Planning teams at each field project;

3.3 Two site-specific training workshops (about 30-35 participants, 6-10 CSOs/NGOs involved per workshop) organized in support of the field project in Tunisia (Year 1 and 3);

3.4 Two site-specific training workshops (about 30 participants per workshop) organized in support to the field project in Libya (in Year 2 and 3);

ACTIVITY CANCELLED IN THE AMENDMENT –The training workshops would have supported the development of the management plan for Ein-el-Ghazalah MPA. As this activity was cancelled due to the political unrest in Libya, the reasons no longer existed to organize such workshops.

#### **10. Describe the results from Component 3 and each product/deliverable**

3.1 A training was conducted on 1 - 12 October 2015 in Ancona (Italy) "Building the next generation of leadership in marine conservation: a learning forum" for 20 participants from the "Training Network for Monitoring Mediterranean Marine Protected Areas" ([www.mmmpa.eu](http://www.mmmpa.eu)) and "Sustainable Economic Activities in the Mediterranean (SEA-MED)" projects. The innovation of the program stands on its focus on identifying and developing the personal skills of participants essential to foster a managerial career, such as skills at co-leading teams, facilitating stakeholders' and community engagement, visioning and communicating with a wide range of audiences.

3.2 The training was conducted successfully on March 28, together with a project staff meeting. The workshop was organised in Albania with 3 trainers, 4 lecturers and 30 participants, including a delegation from Libya. The training was focused on understanding, assessing and managing tourism impacts in MPAs. After the training the planning teams of each local field project were able to start the process of developing sustainable tourism strategies.

3.3 The workshop was organised in Bizerte on 19-20 February 2014 with about 20 participants. The focus of the workshop was to define lobbying and advocacy and to ensure that participants understand how to apply these techniques. Specifically, the training addressed: a) understanding the importance of clearly define and present the identity of the Association; b) defining lobbying and advocacy; c) establish step-by-step approach for advocacy; d) understand the value of communication and networking. After the training, the local team developed the guide on techniques for lobbying and advocacy with the support of many participants.

3.4 This activity could not be conducted in Libya during this period due to the political situation  
ACTIVITY CANCELLED IN THE AMENDMENT

#### **Component 4 (as stated in the approved proposal)**

*List each component and product/deliverable from Grant Writer*

By 2017, Tunisian NGOs and CSOs have a better understanding of the importance and role of MPAs within an ICZM framework, have the capacity and opportunity to influence relevant decision-making processes and inform the future government, as well as the public in general, of the benefits of well-managed MPAs and what they offer in terms of nature-based and sustainable coastal tourism development. Subgrant to Living Planet (WWF-MedPO's representation in Tunisia) – LEAD WWF- MedPO (Living Planet SARL)

Deliverables:

4.1 At least 1 technical report developed on MPAs, ICZM, sustainable tourism/green economy in support of the advocacy work in Tunisia;

4.2 At least 40 students and 20 teachers informed of the benefits and values of MPAs and what they can offer in terms of sustainable tourism through the organization of 2 seminars "Semaine de la Mer" in Tunisia;

ACTIVITY AMENDED

4.3 Communications/education tools on the future coastal and marine protected area of Cap Nègro-Cap Serrat and what it can offer in terms of sustainable tourism produced and disseminated in Tunisia.

4.4 Two site-specific training workshops (about 30-35 participants, 6-10 CSOs/NGOs involved per workshop) organized in support of the field project in Tunisia (Year 1 and 3);

#### **11. Describe the results from Component 4 and each product/deliverable**

4.1 A guide on techniques for lobbying and advocacy was developed for CSOs in Tunisia. This publication is the first concrete tool for new-born environmental NGOs and CSOs after the democratic revolution of Tunisia. WWF- MedPO (Living Planet SARL) was one of the few organization with experience on lobbying and advocacy and is having an important role in disseminate best practices, lessons learned and tools such the ones included in this guide. The guide was printed and distributed and it is also available in PDF.

4.2 The "semaine de la mer" was organised on 3 - 10 August 2014 and focused on "ecotourism in the coastal area of Cap Nègro-Cap Serrat". In total 26 participants with various backgrounds (Bachelor students, PhD students, engineers) from Tunisia, Morocco, Algeria and Lebanon attended the seminar. The 8th "Semaine de la mer" was held on 3 -11 August 2015 in Tabarka /Sidi Mecherg with 24 participants from Tunisia, Algeria and Morocco.

4.3 An eco-tourism map, a promotional video and a website (<http://ecotourismetunisie.tn/fr/>) on the eco-tourism opportunities in the Mogods region was launched and disseminated.

The three ecotourism initiatives started their activities and were finalized. A fourth initiative, consisting of an eco-touristic rest area and the development of an underwater trail, was launched in collaboration with the "Club bleu artisanal" NGO in Sidi Mecherg.

4.4 Three training were organised a) "Atelier de formation sur le rôle des aires protégées pour la valorisation des produits -éco touristiques pour la société civile du Nord Ouest" hosted in Bizerte on 2-3 May 2014 with 22 participants from local NGOs; b) "Session de formation sur la vision, la mission, et stratégie des ONGs" organised in Bizerte on 29-30 May with 19 participants; c) "Session de formation sur Aspect juridique administratif et gestion comptable des ONGs recherche de fonds et cycle de projet associatifs" organised in Bizerte on 6-7 June with 22 participants. This training was instrumental to develop the fourth ecotourism initiatives led by the local NGOs of Cap Nègro-Cap Serrat.

#### **12. If you did not complete any component or deliverable, how did this affect the overall impact of the project?**

All the activities in Libya have not been completed, due to the political unrest in the country. Due to these events, an amendment was made to carry out other activities that responded to the needs of the partners. The impact of these changes was therefore limited to the minimum possible and the new activities have been very successful.

#### **13. Please describe and submit any tools, products, or methodologies that resulted from this project or contributed to the results**

1. Reports of the workshops "Semaine de la Mer" 7th (2014 ) and 8th (2015) Editions
2. Report of the workshop : « Atelier participatif avec les Organisations de la Société Civile OSC pour la promotion de l'éco-tourisme dans la région de Cap Negro- Cap Serrat Nefza-Tunisie », 2014
3. Publication : Potentialités et développement des activités éco-touristiques dans la région de Cap Nègro Cap Serrat



4. Report of the workshop : "Session de formation sur la vision, la mission, et stratégie des ONGs"
5. Report of the workshop : "Session de formation sur Aspect juridique administratif et gestion comptable des ONGs recherche de fonds et cycle de projet associatifs"
6. Publication : «L'analyse et la gestion des conflits – Guide pratique pour des associations de protection de la nature et de l'environnement et de développement durable ».
7. Guide des techniques de lobbying et plaidoyer pour les ONG de l'Afrique du Nord
8. Tabarka Declaration on Sustainable tourism
9. La Charte des ONGs de Cap Negro-Cap SerratRapport du projet de fin d'étude «Etude de faisabilité pour le développement de la pêche tourisme dans les régions du Golfe de Gabes de la Tunisie »
10. Rapport du projet de fin d'étude« Etude de faisabilité pour le développement de la pêche tourisme dans les régions Nord et Est de la Tunisie »
11. Guidelines for Young ecoreporters (in Arabic) for students from 8 to 16 years old.
12. Eco-tourism opportunities in the Mogods promoted through:
  - Eco-tourism map
  - Video:  
<https://www.facebook.com/WWFTunisie/videos/vb.366605733453050/949129388534012/?type=2&theater>
  - Website: <http://ecotourismetunisie.tn/fr/>
13. Memorandum Of Understanding for the collaboration between APAL and WWF; October 2014 → The report should not be made public
14. Evaluation of the 1<sup>st</sup> Regional workshop on MPA Sustainable tourism of the SEAMed Project 2015 → The report should not be made public
15. Evaluation of the 2<sup>st</sup> Leadership Forum Workshop\_2016 → The report should not be made public
16. Harms, E. 2016. Assessment of Tourism Offer and Demand in the Mediterranean Basin → The report should not be made public

#### **CEPF Global Monitoring Data**

Respond to the questions and complete the tables below. If a question is not relevant to your project, please make an entry of 0 (zero) or n/a (not applicable).

- 14. Did your organization complete the CEPF Civil Society Tracking Tool (CSTT) at the beginning and end of your project? (Please be sure to submit the final CSTT tool to CEPF if you haven't already done so.)**

<b>Aire Protégée Cap Negro - Cap Serrat Tunisia</b>	<b>Date</b>	<b>Composite Score</b>
Baseline CSTT	January 2014	25
Final CSTT	August 2016	41

The final CSTT for Ain al Ghazalah MPA in Libya was not completed as the activity was canceled due to the current political unrest in the country.

- 15. List any vulnerable, endangered, or critically endangered species conserved due to your project**

Not Applicable

**Hectares Under Improved Management**

Project Results	Hectares*	Comments
16. Did your project strengthen the management of an existing protected area?	10122 ha	<i>Le Parc National Majen chitana-Cap Negro</i>
17. Did your project create a new protected area or expand an existing protected area?	N/a	N/A
18. Did your project strengthen the management of a key biodiversity area named in the CEPF Ecosystem Profile (hectares may be the same as questions above)		<i>The project contributed to strengthen the management of areas included in the Mountains, Plateaus and Wetlands of Algerian Tell and Tunisia corridor, included in the CEPF Ecosystem Profile.</i>
19. Did your project improve the management of a production landscape for biodiversity conservation		<i>List the name or describe the location of the production landscape</i>

\* Include total hectares from project inception to completion

20. In relation to the two questions above on protected areas, did your project complete a Management Effectiveness Tracking Tool (METT), or facilitate the completion of a METT by protected area authorities? If so, complete the table below. (Note that there will often be more than one METT for an individual protected area.)

N/A

Protected area	Date of METT	Composite METT Score	Date of METT	Composite METT Score	Date of METT	Composite METT Score

21. List the name of any corridor (named in the Ecosystem Profile) in which you worked and how you contributed to its improved management, if applicable.

The project falls within the Mountains, Plateaus and Wetlands of Algerian Tell and Tunisia corridor, which is included in the Ecosystem Profile.

The project contributed to the improvement of the capacity of local managers, governmental authorities and civil society representative in managing natural resources and economic activities sustainably, therefore it also directly contributed to the overall management of the corridor.

**Direct Beneficiaries: Training and Education**

Did your project provide training or education for . . .	Male	Female	Total	Brief Description

<b>22. Adults for community leadership or resource management positions</b>	56	20	76	For leaders of associations and community group and for manager of natural resources protected areas (Marine and forest), four training workshops resources were held, which focused on: - Conflict management interest in the use of marine and coastal resources - The role of protected areas for the promotion of ecotourism products - Advocacy and lobbying techniques for the North West civil society Workshop on the vision, goals and strategy of the new local associations Northwest
<b>23. Adults for livelihoods or increased income</b>	30	13	43	For leaders and members of associations and community group two training workshops on eco-tourism income generating activities have been held, they focused on:  Training workshop on good practices of all tourist activities in MPAs for North West local associations Consultation Workshop with GDA and associations for the implementation of eco-tourism initiatives
<b>24. School-aged children</b>	250	350	600	Specifically for school children of Cape Negro Cap Serrat region an education program was conducted during two years and attended by children of 7 primary schools in (Oulija to Teberdga, Ouled Salem, Oued Damous, Tabouba and Twila), as part of environmental clubs in schools and environmental demonstration and national tree Day and also on training of the guide young eco-reporter.
<b>25. Other</b>	15	28	43	Organization of the seventh (2014) and eighth (2015) of "semaine de la mer" for marine biology and oceanography students in North Africa

**26. List the name and approximate population size of any "community" that benefited from the project.**

*Community name, surrounding district, surrounding province, country*                      *Population size*

Community name : Délégation de Sejnane représenté par le Douar de Sidi Mechreg  
Délégation de Nefza représenter par les Douars de : Khorgalia, Cap Négro, Dmaïen, Mgasseb, Ouled Salem, Marja Msabhia, Soulhia, Hmaidia, Kettanet, Abadlia et Ouled Ali et Zouaraa

Surrounding district, Délégation : (1) Sejnane et (2) Nefza  
Surrounding province, Gouvernorat : (1) Bizerte et (2) Beja  
Country : Tunisia  
Population size : 8300 habitants

### 27. Socioeconomic Benefits to Target Communities

Based on the list of communities above, write the name of the communities in the left column below. In the subsequent columns under Community Characteristics and Nature of Socioeconomic Benefit, place an X in all relevant boxes.

Community Name	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 line	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												

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

## Lessons Learned

### **28. 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**

- During the design of the project, one of the main lessons learnt was the importance of early stakeholder engagement in the process, particularly the decision makers and the local NGOs, that contributed to address the right targets from the very beginning.
- Stakeholder involvement in the validation of the project progress and results was also fundamentally important as it produce valuable feedback to improve the targets of the activities, that in some cases changed as the project was progressing.
- Adequate planning and reporting to monitor progress has been a priority as was the adoption of adaptive management strategies.
- It was also essential to establishing clear agreements and partnership scope with public institutions and other CSO, in order to avoid potential conflicts.
- A key lesson learned was related to the benefits to engage in multiple donor projects and to ensure active donor participation to promote transparency and constructive dialogue.
- Particularly in Tunisia, engaging with stakeholders required a long time and to avoid frustration among stakeholders, it was important to promote concrete actions and to active participation at all stages.
- Supporting the creation of new economic opportunities related to ecotourism by the local communities allowed us a improve the dialogue between the stockholder and to increase commitment for conservation.
- Bringing the local leaders in our side by dialogue and training was the key to build the climate of trust among people involved.
- A specific lesson learned was gained from the Leadership Learning Forum we organised in collaboration with the Training Network for Monitoring Mediterranean Marine Protected Areas (MMMPA Project led by the University of Ancona). The training brought together selected Marine Protected Areas (MPA) practitioners working in Southern and Eastern Mediterranean counties, as well as Early Stage Researchers and Experienced Researchers from European Universities. This cross interaction enriched the training opportunity and provided different approaches to addresses issues as: facilitating stakeholder engagement, managing conflicts, engaging in professional mentorship and peer support in MPAs. The training was an opportunity to share ideas, exchange experiences, and explore opportunities for collaboration among participants.

### **29. Project Design Process (*aspects of the project design that contributed to its success/shortcomings*)**

There are many reasons why the project design contributed to its success. Probably the most important one is represented by the early stakeholder engagement process that allowed to plan the activities according to the real needs of the areas involved, and to adapt them as the project was evolving. The project was also perfectly integrated in the large Sustainable Economic Activities in Mediterranean MPAs Project (SEA Med), that included further capacity building activities and exchange visits with other MPAs of the Mediterranean for the same beneficiaries, that were able to “grow” together in the various steps of the project, while being guided through the development of the Sustainable Tourism Management Plan and through the implementation of the small grants and pilot tourism activities in the field.

The Leadership training programme was also designed as a response to a need for qualified individuals that can contribute to improve MPAs management in the Mediterranean. The training programme was designed to allow for a wide diversity of participants, that came from different countries, which helped to promote an exchange of best practices. Similarly all trainings had been very interactive and allowed the participants to work on specific case studies and learn from the lessons learned of other projects worldwide. This type of design of the capacity building programme proved to be very successful and effective. The assessment of tourism offer and demand was also designed to provide essential information for the sustainable tourism planning process at the regional level.

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

A variety of aspects of the project implementation contributed to its success. First of all, the joint implementation of many activities of the project with key partners played a crucial role in its success. Examples of these joint activities include the regional exchange visits, many of which were organized with MedPAN (that also promoted the project results through its Newsletter) and the collaboration with RAC/SPA in the organization of the Semain de la Mer in Tunisia.

The constant presence of WWF's team in the field also contributed to improve the engagement with both the authorities and the various NGOs/CSOs. The project also successfully engaged the local conservation community by organizing hands on activities and trainings. Particularly in Tunisia, the selection of a national market as the main target during the implementation of the project has led to an increase in local tourists choosing the new ecotourism structures instead of others.

The project was also successful in implementing and managing the main training events which have been adapted to the needs of the students during the implementation phase of the project, leading to a more effective participatory learning experience.

The WWF team selected a very qualified consultant for the implementation of the assessment of tourism offer and demand, leading to a high quality final product.

**31. Describe any other lessons learned relevant to the conservation community**

N/A

**Sustainability / Replication**

**32. Summarize the success or challenges in ensuring the project will be sustained or replicated**

The substantial capacity building activities held in Tunisia led to a number of NGOs and CSOs being completely autonomous and ready to continue the processes that have been kick started by the project. It is also expected that these organizations will continue this type of work either through internal funding or with funding from international donors. WWF will also continue to work hand in hand with local NGOs and CBOs and this will lead to the consolidation of the network and potential joint projects in the future both at the North African and at the Mediterranean Level.

The first training, which was also attended by Libyan stakeholders, created a network of managers and authorities that has been exchanging information ever since. Many of the project ideas have already been replicated regionally, and various exchanges among different North African MPAs have started to occur as a direct result of the trainings performed during the project.

The participants to the leadership training have already started to join forces by creating a web portal in which they are actively exchanging information and by autonomously organize webinars and focus sessions on different aspects of MPAs management and research in the Mediterranean.

The Assessment of Tourism Offer and Demand in the Mediterranean Basin has and will also contribute to improve engagement of the local stakeholders and hopefully it will lead to further replications at the regional level.

**33. Summarize any unplanned activities that are likely to result in increased sustainability or replicability**

N/A

#### **Safeguards**

**34. If not listed as a separate Project Component and described above, summarize the implementation of any required action related to social, environmental, or pest management safeguards**

N/A

#### **Additional Comments/Recommendations**

**35. Use this space to provide any further comments or recommendations in relation to your project or CEPF**

N/A



## **Additional Funding**

**36. 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 CEPF investment**

<b>Donor</b>	<b>Type of Funding*</b>	<b>Amount</b>	<b>Notes</b>
DEVCO	A	US \$ 1.360.747	
UNDP	A	US \$ 30.800	UNDP Albania
MAVA	A	US \$ 1.229.868	
FFEM	A	US \$ 355.204	

*\* Categorize the type of funding as:*

- 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)*

## **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](http://www.cepf.net), and publicized in our newsletter and other communications.

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