

CEPF Final Project Completion Report

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

Organization Legal Name	ECNC Land& Sea Group Agrupación Europea de Interés Económico
Project Title	Fostering and Bringing Together Nature, Tourism and Civil Society at Bojana Delta Through Integrated Coastal Zone Management - Bojanatour
CEPF GEM No.	63758
Date of Report	23/2/2016
Report Author	Pedro Fernández
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CEPF Region: Mediterranean

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, Cyrenaican 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: 240382.00

Project Dates: 1/11/2013 – 31/12/2015

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

- a) Ulcinj Business Association (UBA): UBA has been involved all through project and took responsibility for the tourism-nature capacity building component as local project partner. Moreover, they have played an important role to network at local level; organized public events and provided great assistance in project communication.
- b) Green Step: Same as UBA, the involvement has been continuous along the project and they have led the component on civil society involvement in ICZM. Furthermore, they have contributed to review and input to the project technical reports, hold interviews with local stakeholders, assisted local and regional events organization and project communication.

Conservation Impacts

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

Bojanatour has tackled the three investment priorities within Strategic Direction 1 in the Mediterranean basin, through contributing to implement ICZM Protocol (namely Article 9

regarding tourism and other economic activities) with high civil society involvement by means of the ICZM workshops, interviews and building a Common Vision for coastal management, focusing on nature protection, tourism development and local entrepreneurship. Dialogue has been triggered among government, businesses and civil society, adopting a bottom-up approach and local empowerment to contribute to good coastal governance. Moreover, civil society and entrepreneurs have had the chance to implement field actions through the call for proposals programme.

Bojanatour has influenced the tourism model being promoted in Ulcinj and Delta Bojana. Comments were submitted to the municipality regarding the land use plan public consultation, and they have been considered for a new proposal, which is under development. Moreover, the training workshop demonstrated good and bad experiences in other Mediterranean destinations, and provided tools for concrete field actions. Training embraced quality systems implementation at the level of destinations and facilities, and the sub-grant programme provided the opportunity to implement improvements on the environmental performance and generating new nature-based products. At the same time, project partners have liaised with other stakeholders in the view of reaching effective protection of most important parts of Delta Bojana and minimizing impacts of tourism activity (e.g. with CZIP for the protection of Ulcinj Salina).

Finally, a Responsible Nature-Based Tourism Communication Strategy was conceived and its implementation has started at final project stage. The strategy collects all these actions and lessons learnt, and enhance and mainstream them towards the large public through attractive and long-lasting communication tools, which should substantially contribute to a responsible tourism model and a proper market outreach.

3. Summarize the overall results/impact of your project

Bojanatour has had a positive impact in Ulcinj in different ways, by improving coastal governance, providing opportunities for local entrepreneurship and better taken into account for nature areas. All these achievements were met in the context of enhancing tourism quality in Ulcinj, bringing it together to nature in harmony.

The ICZM process put in place has resulted into an agreed development plan, called Vision 2025 for Ulcinj coast. It contains a large number of concrete measures for a sustainable development of the city, with tourism as main driving force but accompanied by other sectors such as agriculture. Local entrepreneurship and a bottom-up approach are also features in this development plan. It comes together with a Communication Strategy for Sustainable Tourism in order to communicate extensively balancing tourism and nature values of the area. The project team worked out on “modeling” how this future could look like and this type of tool received a lot of attention resulting on an exhibition at the Ulcinj cultural centre.



Furthermore, the implementation of the selected pilot actions, funded by Bojanatour project, provided an overview of concrete actions aligned with this Vision and Communication Strategy, and allowed for example better market position of Ulcinj olive oil and cleaning up underwater river and sea.

Stakeholder's capacity was built through nature-based sustainable tourism training and ICZM workshops which enable them to continue Bojanatour approach after project completion. Project team has been networking with related initiatives and institutions in order to make measures feasible to be implemented, with excellent results since project follow-up is foreseen, consisting in implementation of some of these measures.

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

- 1) Due to the overarching ICZM framework focusing on civil society involvement and liaison with related initiatives, the project will become an ICZM Protocol showcase, contributing to good coastal governance and local empowerment.
- 2) Bojanatour, summing up to other CEPF efforts in Montenegro and Balkans region, will result on improved public and private socio-environmental performance of tourism in Bojana delta.
- 3) Promoting local socio-economic development through diversification of recreation activities and products based on nature will be the basis for branding Bojana Delta at national and Europe wide level as a rich biodiversity area and sustainable tourism destination, resulting on a better developed and balanced tourism industry and the conservation of its natural values.
- 4) The replicability potential of the process and the fluent communication with neighbouring nature areas will facilitate a greater geographical impact.

4. Actual progress toward long-term impacts at completion

- 1) The basis for this impact has been settled. Bojanatour has fostered dialogue among coastal stakeholders and a bottom-up approach that allowed empowering local civil society and entrepreneurs. This is captured in the Vision 2025 for Ulcinj coast with local

participation and stakeholder involvement in the process. It should be followed up by other initiatives to consolidate a good governance model, as well as being backed up with governmental support.

- 2) Bojanatour has contributed to this long-term impact with some limitations in the lifetime of the project. Sustainable tourism training, sub-grant programme and communication strategy and the tools will contribute to accomplish it; however, more actions from local people, general public and private business stakeholders are needed to reach the desirable state of affairs.
- 3) Project components have greatly contributed to reach that impact, more action is expected to reach the complete success. Bojanatour has emphasized the need to diversify economic activity around tourism, which complement the current tourism offers in Ulcinj, and is strongly based on nature and local entrepreneurship. This has been demonstrated through several pilot projects successfully, and this approach gives continuity to new or similar initiatives that has been identified in the Strategy.
- 4) This has been successfully pursued all through the project. Cooperation with Albanian society has been continuous and they have participated in Bojanatour activities, as well as the project final event. It is foreseen a project spin-off for cross-border cooperation on Ada and Velipojë.

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

- 1) The bottom-up approach to be followed by BojaNaTour will contribute to better governance in the coastal municipality of Ulcinj, particularly of Bojana Delta.
- 2) Local communities will be empowered by participating in the ICZM common vision and nature-tourism trainings.
- 3) Awareness will be raised regarding negative impacts of mass tourism development in proximity of highly valuable ecological sites, and successful alternatives will be proven.
- 4) The partnership, joining efforts with related initiatives and supported by the Steering Committee, will bring the local perspective to higher political stages to be considered and integrated within national policies.
- 5) Furthermore, ICZM benefits will be demonstrated with specific pilot actions by local stakeholders (sub-grant program) concerning tourism enhancement combined with nature and environmental protection.
- 6) Ulcinj and Bojana Delta will be promoted as a responsible tourism destination both national and internationally.

5. Actual progress toward short-term impacts at completion

- 1) Successfully completed, bottom-up approach has been crucial and defended by Bojanatour team towards governmental bodies. The project has moreover requested more governmental transparency and reclaimed rights for local people.
- 2) Successfully completed, local views are included in the ICZM Vision giving them the feeling and pride of being considered in the decision-making. Their capacity has been increased by learning about what sustainable and nature-based tourism means to their life and their

living space, as well as on sustainability aspects and indicators for proper coastal management.

- 3) This has been addressed mainly through the training on sustainable nature-based tourism training. Training was a great opportunity for different sectors and stakeholders to open up for alternative actions in tourism development towards nature-based and responsible. The alternative options are part of the ICZM Vision, where concrete interventions for low scale, locally owned businesses are explained.
- 4) This has been done all through the project, namely toward the Ministry of Tourism and Sustainable Development and Morsko Dobro. It is not easy to take into account local perspective in national decision-making, but Bojanatour made its best in this direction and the final reaction of Morsko Dobro at this regard is very satisfactory and promising for future initiatives.
- 5) Successfully completed, and beneficiaries showed high enthusiasm about the sub-grant programme and results were shared through various channels at local and regional level.
- 6) Promotion of Ulcinj through various communication tools have been completed, such as redesigning the website (sustainable tourism destination with relevant information), promotional videos and leaflets in different themes (environment, agriculture and business). Bojanatour was promoted in the international tourism market, such as introducing to bookdifferent.com (operating via booking.com) for eco-marketing, and also included in the QualityDestination programme which promotes sustainable destinations at local scale with unique features. Communication Strategy serves for a longer period and was presented to local stakeholders for their inclusion to the implementation process of the strategy when the project ends. It is accepted that local task force proposed in the Strategy work for the actions in the coming years. This was agreed with the local partners in the final event.

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

Overall, Bojanatour has been successful achieving the expected impacts, and set the basis for pursuing them. An important success has been the support from municipal authorities for the measures included in the Vision 2025, as well as considering proposals and comments in the revision of land-use plan. The sub-grant program was highly effective in terms of empowering civil society; demonstrating effectiveness of the approach; and concreteness of ICZM methodology. Communication was very successful in the sense that Bojanatour has become a well-known initiative among local people and improved the awareness of the natural values and showed better alternatives for future development in sustainable way. .

Regarding challenges, we have to admit that participation of public bodies and companies in the ICZM workshops has been limited, for different reasons. In order to counteract this lack of feedback and input, Bojanatour team had several meetings with the ministries, Morsko Dobro and key policy makers in the municipality. Results are satisfactory and it was very important to gather their views into the final project outcomes.

The large-scale tourism development in Velika Plaza is still on hold since no investors were found for this, however that threat persists. As planned, Bojanatour has worked towards demonstrating

that other type of development, low-scale and based on local entrepreneurship and local production, can bring more benefits to the local population and cause less impact to their natural and cultural heritage. Feedback from stakeholders on this approach has been positive and several pilot projects e.g. organic farming training have worked in this direction.

Another challenge is the insufficient transparency of public administration and the non-enforcement of law. As an example, the illegal housing along Bojana riverbank, is legally recognized and therefore “legalized” by requesting the owners to pay taxes, while this land is not meant to be constructed. As a project there is little room to intervene at this regard, however we kept on pointing out this issue despite the opposition and controversy with the administration.

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

An important impact that was not foreseen in the proposal has been the increased capacity of the two local partners, both in terms of project management and delivery, conducting an ICZM process and communicating sustainability. From the perspective of the lead partners, this is of utmost importance for future local initiatives where they can play a pivotal role in pursuing the implementing the rest of the actions in the strategy.

Project Components and Products/Deliverables

Component 1 (as stated in the approved proposal)

1.1.BojanaTour communication plan

1.2.BojanaTour multilingual communication tools (website, fact-sheet, posters, leaflets)

1.3.Report of the interviews, including stakeholders mapping

1.4.3 Workshop reports

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

1.1. The plan was completed and applied all through the project. Main communication tools are website, Facebook, mailing list, roll-up and fact-sheets.

Furthermore, media (tv, newspapers, radio, web) have released articles about Bojanatour. Some examples:

TV Teuta (local TV in Ulcinj):

- Final event: <https://www.youtube.com/watch?v=mC9TqCrtJJl>

Written article: <http://tvteuta.me/ne-kuader-te-projektit-bojanatour-u-mbajt-takimi-perfundimtare-moton-turizmi-gjelbert-ne-ulqin/>

- Interview with UBA prior to final event:
<https://www.youtube.com/watch?v=hnmNNitypRE>

- 3rd ICZM workshop: https://www.youtube.com/watch?v=ZM1IsRo_Fnk

- Pilot project underwater waste management:
<https://www.youtube.com/watch?v=hq6FQCK-4AE>
- Pilot project fair exhibition of handicrafts:
<https://www.youtube.com/watch?v=V3y81efbG6g>
- 2nd ICZM workshop: <https://www.youtube.com/watch?v=16NwEKQBh6U>
- 1st ICZM workshop and project kick-off: <http://bojanatour.org/drupal/node/29>

Website ul-info:

- Pilot project olive oil: <http://mne.ul-info.com/na-takmicenju-u-hrvatskoj-zlatna-medalja-za-kolarija/>
- Project kick-off: <http://ul-info.com/mbroj-tja-e-deltas-se-bunes-me-partneritet-deri-tek-suksesi/>

"Underwater waste management" in the news:

<https://www.facebook.com/454265428007346/photos/a.460414620725760.1073741829.454265428007346/558060620961159/?type=3&theater>

Novine Crnogorski DNEVNE NOVINE govori o Bojanatour na prilikom sastanka sa Morsko Dobro:

<https://www.facebook.com/454265428007346/photos/a.460414620725760.1073741829.454265428007346/525432727557282/?type=3&theater>

Article in Vijesti newspaper:

OBJAVA RIBARA I EKOLOGA IZ ULCINJA

UŠĆE BOJANE SE ZATVARA



ničkog pristupa regulisanju rečima mora skladarskog jezika i podjete da su mali snajpli u zadnje vrijeme izgradili četiri hidrocentrale na Drinu.

"Time je divotirno smanjen dotok vode Bojani. Ako uzmete u obzir i informacije, tako nevažno, da su mali snajpli u posljednjih 40 godina deponovali skoro 40 hiljada tona štapa i otpada u kantu rijeke sa obje strane, uzrok problema je jasniji", kazao je Hodžić.

Uzrok svega toga, naravno, je i nekontrolisane eksploatacije pjevnika na Bojani, smanjena je i "priharna" obalama donjeg toka.

"To podstiče eventualno obala, obradivanje starih i bolovanih stabala u rijeku što uslovljava i izmjenično blokiranje protoka vode", kazao je Hodžić se osvrnuo i na ljudski faktor, koji prema njegovoj ocjeni, snosi veliku odgovornost za stanje na Bojani, posebno rukavcu koji pripada Crnoj Gori.

"Intenzivna gradnja mega-kvadratnih višenamjenskih stambeno poslovnih objekata koja se bacaju u rijeku. Zajedno sa ovim koji u porječju tako padaju zbog

Barkama se na more sada može striktno uz lijevu obalu, a sa mora prvo suprotnom ivicom, pa ulijevo

Foto: S. LADROVIC

Sve se potopilo, gradnja HE u Albaniji nekontrolisano odlažanje otpada u Ulcinj

SAMIR ADROVIĆ

Zabeleži su ovih dana poznati bojanjski ribari Šafet Kolari i Zeljko Knežević. Meteorolozi za večera najavljuju jak jugo a bojanjski je do mora svakog jutra sve teže.

"Danas sam nekako i ušao, a sutra ne znam biću li moći izći na more", tiptički Knežević najbolje sve kaže o stanju na ušću desnog rukavca Bojane, čiji je širina dosezla visinu svjetskog rekorda u akciju u dalj dok je najveća dubina ravna gvozdi male ribarke barka.

Zato su svi veći brodovi i barke duboko usidreni na obalama rijeke jer je vlasnicima, da bi eventualno izšli na more i oplovili, potrebna mala ekakurcija preko drugog, zajedničkog rukavca.

Na pitanje kako će u lov ako narednih dana ušće bude pliće i užo, Kolari sijete ramena.

"Ne znam, prvi put je ovako", kaže Kolari.

I on i Knežević žive od ulova i prodaje ribe izruba svakog dana. Jutro donosi neizvjesnost i nelagodni. Sa zabrinutosti čekaju najavljivi joga koji ako potraje, rukavac lako može pretvoriti u stajajuću vodu, a Bojanu u "lijepu ulicu".

Bojanjski se sa mora barkama trenutno može samo striktno sa desne lijeve obale. Za mora, riječi se mora prići sa suprotne strane, pa opet sa lijevu obalu.

"Ovo je katastrofa, nezapamćena", dovika se re-



Višenamjenski objekti narušavaju

Pobodeno 50.000 šipova

Biodiverzitet desnog rukavca Bojane narušen je i postavljanjem velikog broja šipova, koji prema nekim procjenama pretrži rijeku od pedeset hiljada.

"Šipovi su u moru kao betonski nakon dva do tri dana, i to je jedna vrsta podvodne blokade, a osim toga većina šipova su impregnirani kromom sa šina, odloženo kancerogeno", kazao je predsjednik nevladine organizacije Zelene kante Otaš Hodžić. Uputeri Za Vijesti govore kako se sjećaju da su svojevremeno gradili sa šina o kojima govori Hodžić. Sjećanja dovode na Adu Bojanu.

Za večeras je najavljen jak jugo, a ako bude dugo trajao onda bi to značilo kraj



Kajak nikada je još prije više od 100 godina održavao prolaznost, danas se riko ne bina

porteri Vijesti čovjek iz barke pokazajući na ušće. Govorio svi sagovornici Vijesti tvrdile da nikad ne pamte više i pliće ušće.

"Ovdje sam desetinama ali ne pamtim da je ušće ikada bilo ovako", kazala je vlasnica restorana "Mliko", Vesna Leković.

Predsjednik NVO Zelene kante Otaš Hodžić tvrdi da je pitanje prirodnog fenomen, ali i da ljudski faktor ima svojih zasluga za stanje na Bojani.

"Problem 'zadepljenja' desnog rukavca direktna je posljedica uslova i stanja u kojem akvatorijuma rijeka Bojana i Drina i svega-lisnog režima vodostaja skladarskog jezera", kazao je Hodžić Vijestima. Pojasnio je da Crna Gora i Albanija već deset godina ne mogu da se dogovore oko zajed-

Kućice na 50 metara od obale

Koordinator projekta Bojana tour, Šarun Pedra Fernandez tvrdio je biće u Ulcinj i bio neprijatno iznenađen situacijom na Bojani.

"Kada je video kućice 60 vodu, rekao je da to nema nigdje u svijetu. Prema njegovoj ocjeni, kućice su morale biti građene najmanje 50 metara od vode. Na samim obalama trebalo je graditi kase", kazao je Hodžić koji je bio domaćin Fernandezem tokom njegovog posjete ulcinjskoj rivijeri.

enošće, ta stabla na nekih metrima paze jednu vrstu podvodne blokade jer se padajući na dno, talože u mulju i u kontinuirano ušću na visini dubine a čime i protoka", ocijenio je Hodžić.

Kazao je da je Bojana u nedjeljnosti JP sa upravljanje morskim dobrom, ali da se to predlaže nije pokazao kao dobar dijamant. Sekretar NVO "Bojana" Momo Caponović pozvao je ministarstvo, Ministarstvo, Opština, civilni sektor i vlasnike vjerkovica da se svi ukluče u rješavanje problema.

"Upitna se čitava linija i to je znak da svi moramo urgentno djelovati. Ako je kraj hiljada prije više od stotina godina mogao gelatičiti konstantno prisustvo bregova sa ušću Fort Milera da ga more ne bi zasvoćilo valjda i mi vjerkovica u svim moderne tehnologije modernu učiniti nešto da odobrinamo riječu", kazao je Caponović. Ocijenio je da bi država moralo hitno da formira ekspanzivna ekipa koja bi razdijela studija kao trajno rješavanje problema.

"To rješavanje postoji, ali moramo da reagujemo odmah i svi zajedno", kazao je Caponović.

Rajko Mihović iz "Morskog dobra" Vijestima je kazao da to predlaže nije nedjeljno za problem na ušću rijeke i odgovornost administracije na Ministarstvo poljoprivrede i vodoprivrede. Portugal tog ministarstva Vijestima nije nije odgovorio na pozive.

1.2. The website was released in February 2014 in three languages: English, Montenegrin and Albanian. In addition to this, a Facebook page was set up and it's been a great channel for communication. Two factsheets were also produced in three languages and they have been disseminated at meetings with stakeholders, very appreciated. Furthermore, a roll-up was produced containing a very summary of the project with graphical information in order to catch up attention and be used in all project events.



1.3. 8 extensive interviews were conducted in September and October 2014, providing precious information to the project especially for the state-of-the-art & future scenarios report. It was also an opportunity to enhance cooperation. These stakeholders were interviewed:

- Morsko Dobro (Public enterprise for coastal management in Montenegro)
- Tourism Organization Ulcinj
- Secretariat of urbanism and sustainable development in Ulcinj Municipality
- Hotel manager in Velika Plaza
- Restaurant and beach facilities manager in Velika Plaza
- Agriculture association in Velika Plaza (Agrumi)
- Association Bojana (fishermen)
- Tour operator

A report was produced compiling main outcomes and is available upon request



1.4 The concept of ICZM workshop was produced and agreed by the partnership. Based on this, three workshops were held which reports were produced and disseminated to the meeting

and mailing contact list. They can be found at the website section ICZM process:
<http://bojanatour.org/drupal/node/28>



Component 2 (as stated in the approved proposal)

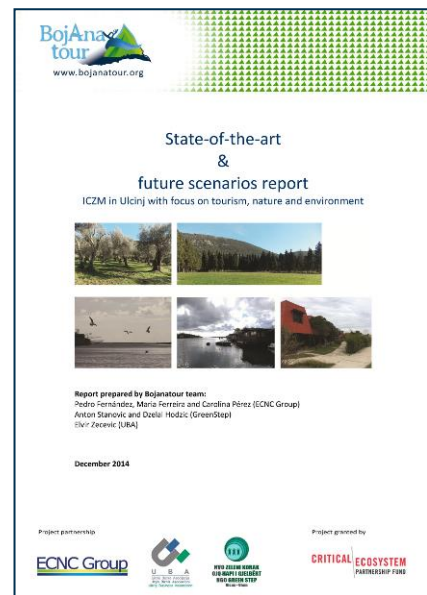
- 2.1. State-of-the-art report regarding ICZM and focusing on nature protection and tourism performance
- 2.2. Scenarios and public discussion report
- 2.3. Common ICZM Vision publication

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

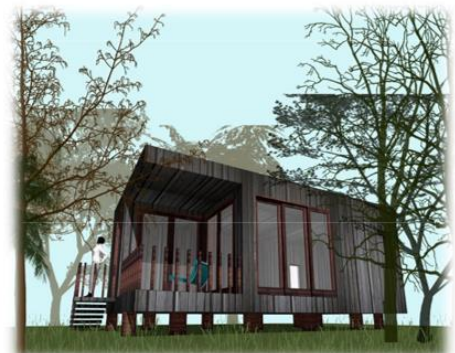
2.1. The document has been completed by the end of December 2015. The project team finally decided to combine this report with the definition of future scenarios since they read better together. It contains useful information on the current situation and two future development possibilities. A thorough exercise to assess the sustainability was performed and gives an idea of how sustainable development should be pursued, which are the most problematic issues. The report was very welcomed by workshop attendants and some stakeholders provided written comments. Finally, the Bojanatour scenario was the basis to develop the Common ICZM Vision.

2.2. See above.

2.3. The ICZM Vision was published in August 2015 after considering the feedback by stakeholders. It can be found online in English and Montenegrin. Furthermore, the Montenegrin version was printed (300 copies) as an attractive, highly visual brochure summarizing the measures. It was distributed mainly at the final event and a dedicated exhibition for the Vision posters.



The roadmap was published by the end of the year containing more information on steps towards implementation, after consultation with main stakeholders involved.



Component 3 (as stated in the approved proposal)

3.1. Training workshops conception, including agenda, trainers and target audience

3.2. Training workshop report, including training material

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

3.1. The invitations were sent in due time to concerned stakeholders, as well as the training programme agreed by the partnership.

3.2. The training took place the 26th May 2014 in Ulcinj and was very fruitful for the project and participants. The full report is available in the project website.



Component 4 (as stated in the approved proposal)

4.1. Communication strategy for sustainable and nature tourism in Bojana Delta and neighbouring area

4.2. Final multilingual communication tools (e.g. website, leaflets, merchandising)

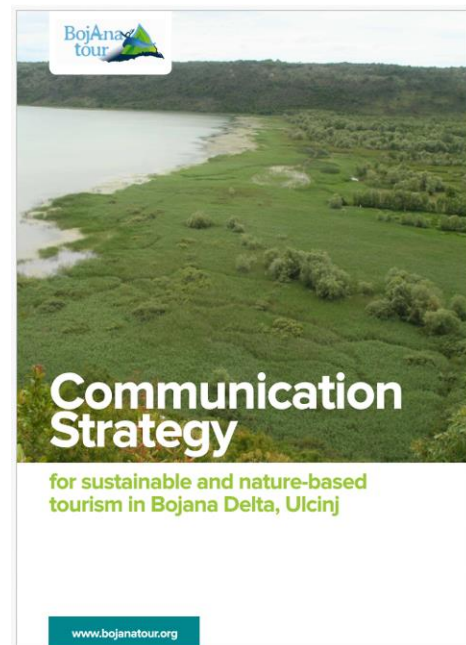
4.3. Public event to present Communication Strategy and tools

4.4. Communication activities outreach and follow-up report

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

4.1. The final draft of the “Communication Strategy for Responsible and nature-based tourism in Bojana Delta and neighboring area” was prepared and presented at the final public event. Following the event the document has been finalized by integrating the feedback from the event, and comments and suggestions of the project team. The Strategy focuses on promoting Ulcinj and Bojana Delta as a responsible nature-based sustainable tourism destination, building on the Bojanatour project results and outcomes.

It provides details about the communication activities with strategic objectives to be implemented over a longer period of time as part of the Bojanatour post-project goals, most importantly; it provides a framework for the follow-up activities which are required to ensure continuity in communication after the completion of the project.



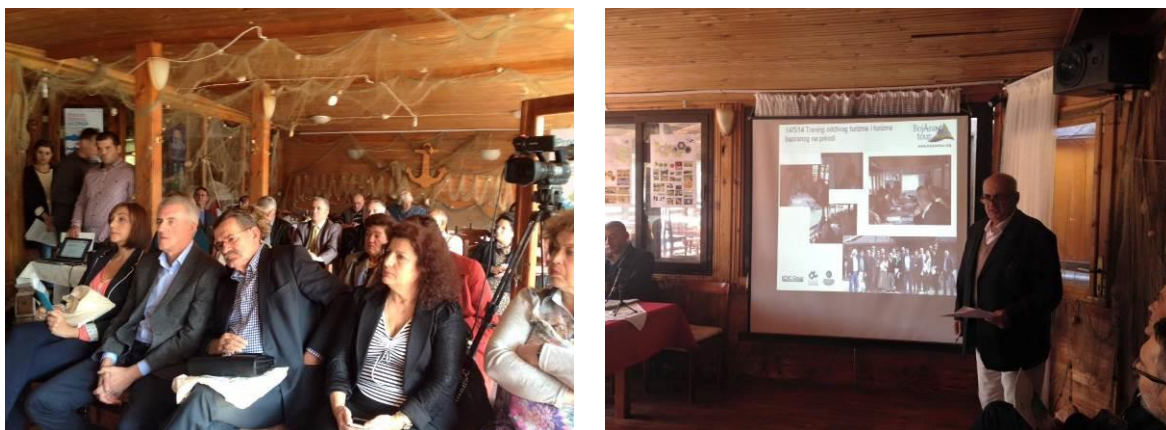
4.2. A number of communication tools and were prepared and distributed at the final public event. This included; a) promotional stickers (promoting various destinations in the area); b) promotional Bojanatour-bags; c) Bojanatour banner displayed during the event; d) 5 different street-posters promoting different aspects of sustainable tourism in Ulcinj and the area; e) promotional T-shirts for prime locations, f) 2 promotional videos; g) nature-based tourism leaflet; h) thematic leaflets targeting the general public (environment, agriculture and tourism); i) the Communication Strategy itself (summary and full version).

The project website was redesigned to serve for the promotion of Ulcinj as a sustainable tourism destination.



4.3. The final event of the project titled “Greening tourism in Ulcinj” was held on 5 November 2015. At the event the final outcomes of the project were presented: i.e. the 'Vision 2025 for Ulcinj Coast' and the 'Communication Strategy and Tools for sustainable and nature-based tourism in Bojana Delta'.

The event was attended by 52 participants with a good coverage of the relevant stakeholders from local, cross-border, and national level; including public authorities, media, scientific community, NGOs and business sector. A press release can be found at: <http://bojanatour.org/drupal/node/90>





4.4. "The Bojanatour Outreach and Follow-up Report" has been prepared. This document summarizes the up-to-date communication activities and their outreach while giving recommendations for further actions and follow-up the activities and actions for future. This document, together with the Communication Strategy, will enable the Bojanatour Task Force (when established with local setting) to continue the work on the communication activities when the project has finalized.

Component 5 (as stated in the approved proposal)

- 5.1. Call for proposals
- 5.2. Project proposals assessment report
- 5.3. At least 5 pilot actions implemented thanks to support granted from BojaNaTour project
- 5.4. Report on results of the Sub-grant programme and lessons learnt
- 5.5. Communication of projects development, especially through the website and newsletter

12. Describe the results from Component 5 and each product/deliverable

5.1. The call for proposals was launched on 26th May 2014 and explained at the occasion of the tourism training. The call was carefully elaborated, explaining eligibility, type of projects, assessment criteria, etc. together with the application form.

5.2. The proposals were assessed by the three project partners following the criteria set up in the call. Afterwards, we had a meeting to discuss the final scores and select the granted projects. 12 proposals were received, and the quality and content was very interesting. This is why we decided to fund more projects than expected, 7 in total for an amount of 16.500 euro. For that, some budget was reduced and agreed with applicants. The SC meeting agreed on the final projects to be granted and signed the resolution call (available upon request). This was announced publicly through the project website and Facebook on 17th July and informed individually to all applicants about they were awarded or not. The subsidy agreements were signed and thus projects started the implementation phase.



5.3. Seven projects were selected for the sub-grant programme. They have been implemented in the period August 2014 – August 2015. The Bojanatour sub-grant program has been highly successful and become a highlight in the project. On the one hand, it allowed involvement and provided resources to local stakeholders to work towards sustainable development following Bojanatour spirit. On the other hand, beneficiaries were acknowledged about the importance of having the opportunity to conduct these projects and thus, local ownership was guaranteed. Three projects contributed substantially to enhance agriculture and nature-based organic products, explicitly olive oil. Two of them focused on processing and marketing of olive oil resulting in better position in the market for Ulcinj olive oil. Another one served to raise awareness and build capacity on organic agriculture, which should be followed by more concrete actions. At this regard, Bojanatour contributed to the purchase of local goats. Ulcinj natural and cultural heritage was the focus of two projects: one about a handicraft fair and other about an herbs brochure. This has contributed to enhance local identity and offer new tourism assets. Private companies also participated in the program to improve environmental performance through changing the lights system in apartments to low-energy consumption. Finally, several field actions allowed underwater cleaning-up in the river and coast and most importantly, pointing out this as an environmental and socioeconomic problem that needs action from the government.

Bojanatour team is very satisfied with the pilot projects results, and even it was demanding in terms of managing the whole sub-grant process, the results are worth and benefit the whole Bojanatour project.

5.4. Bojanatour team prepared a questionnaire addressed to beneficiaries to assess different aspects of the sub-grant program. 5 out of 7 responded and that was the basis to formulate the report "Conclusions and lessons learnt from sub-grant program" (available upon request). Bojanatour team is very satisfied with the pilot projects results, and even it was demanding in terms of managing the whole sub-grant process, the results are worth and benefit the whole Bojanatour project.



5.5. The press release was published in the project website, facebook page and disseminated to local media, as well as to CEPF communication team.

Component 6 (as stated in the approved proposal)

6.1. Report on synergies with other projects/initiatives

13. Describe the results from Component 6 and each product/deliverable

6.1. Cooperation with other projects and initiatives was satisfactory, both with other CEPF projects in the region and the governmental actions and plans in the region. The project team has attended meetings like those organized by the Ministry and affecting our project area to bring Bojanatour and CEPF view. Bojanatour has been always in contact with other CEPF project and participated for example in the info day organized by the sister project led by the Institute for Entrepreneurship

and Economic Development. A memorandum of understanding for formalized with the latter for a clear cooperation. A dedicated report has been produced and available upon request.

Component 7 (as stated in the approved proposal)

7.1. Report on potential funding sources for tourism and nature initiatives in Bojana Delta

7.2. Report on BojaNaTour support to stakeholders on view of implementing ICZM and Responsible Tourism Communication Strategy

14. Describe the results from Component 7 and each product/deliverable

7.1. The report on funding sources, detailing EC funds and other relevant funds in the region, has been produced and is available upon request. It is an important to complement the Vision and provides indications for Bojanatour follow-up.

7.2. There have been several meetings with key stakeholders for the implementation of the Vision 2025 and the Communication Strategy. An implementation roadmap, which was not considered in the project proposal, has been worked out in order to give better indication on how to realize the proposed actions. Furthermore, some of these actions have been carefully budgeted through a professional support (an architect). There are initial agreements with local key stakeholders on the way forward, including potential funding sources (e.g. Cross-border cooperation programme, Interreg ADRION). A specific action of purchasing and donating local breed goats was accomplished in order to give continuity to the traditional agriculture component, which was comprised in the Vision 2025. A dedicated report is available upon request.

Component 8 (as stated in the approved proposal)

8.1. Minutes of Steering Committee meetings

8.2. Minutes of the project team meetings

8.3. Reports to CEPF

8.4. Audits

8.5. Sub-grantee management and compliance oversight

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

8.1 Three Steering Committees were held along the project and all minutes are available

8.2. Project team meetings were held at the occasion of the lead partner missions in Montenegro, minutes of them are available

8.3. Reports to CEPF have been submitted in due time and the project informed on any request

8.4. Two project audits have been produced and submitted to CEPF

8.5. Local partners have reported in time according to lead partner instructions, which supervised them carefully.

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

Everything has been completed without major deviations.

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

For ICZM process, the “Imagine - The Systemic and Prospective Sustainability Analysis” methodology was used, originally developed by Plan Bleu and Dr Simon Bell.

As for tools, we have used variety of tools through the project, such as communication for pilot projects, fact sheets as architectural model visualization, adaptive flexible ‘learning by doing’ techniques for training components and Prezi presentations.

The products are described above per component are available in the website, some of them are available upon request.

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).

18. 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.)

	Date	Composite Score
Baseline CSTT	13/1/2014	0.77
Final CSTT	22/2/2016	0.83

19. List any vulnerable, endangered, or critically endangered species conserved due to your project

Skadar oak (*Quercus robur ssp. scutariensis*) - rare endangered specie

Hectares Under Improved Management

Project Results	Hectares*	Comments
20. Did your project strengthen the management of an existing protected area?		<i>List the name of each protected area</i>
21. Did your project create a new protected area or expand an existing protected area?		<i>List the name of each protected area, the date of proclamation, and the type of proclamation (e.g., legal declaration, community agreement, stewardship agreement)</i>
22. 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)	600	<i>Bojana Delta</i>
23. Did your project improve the management of a production landscape for biodiversity conservation	60	<i>Pine wood</i>

* Include total hectares from project inception to completion

24. 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

25. 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.

Southwest Balkans. Bojanatour contributed to better governance of the coast, by putting in place a participatory, transparent ICZM approach with pilot actions. Also, the project raised awareness on negative impacts of high-scale tourism developments.

Direct Beneficiaries: Training and Education

<i>Did your project provide training or education for . . .</i>	Male	Female	Total	Brief Description
26. Adults for community leadership or resource management positions				
27. Adults for livelihoods or increased income	50	40	90	There have been two training sessions: ecotourism and bio-agriculture. The ICZM workshops were also an education event for coastal sustainability, especially the session on sustainability indicators. There were slightly more males involved due to the bio-agriculture training, where the majority were men. In the other events, women and men were equally present.
28. School-aged children	30	30	60	Local partner GreenStep had an event in the school to explain the nature values in Ulcinj
29. Other				

30. List the name and approximate population size of any “community” that benefited from the project.

Ulcinj, Montenegro. Aprox 11.000 citizens

31. 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										
Ulcinj residents						X															X	
Farmers	X									X									X			
Accommodation owners						X				X												

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

Lessons Learned

32. 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

- It has been very important to visit related initiatives and stakeholders at the very beginning of the project, to be able to adapt the project activities for successful outcomes.
- It is very important to participate in public consultation processes regarding coastal planning, such as the local land use plans. This gave the project the opportunity to study the proposal and bring the view to the local authority, based on the work being done as Bojanatour scenario and Common ICZM Vision. It was also important to share these comments with other CEPF projects, and in the future it was convened to share in advance so they could be submitted jointly.
- The work on visualizing the Bojanatour scenario was very welcome and raised a lot of interest. Indeed it is important to counteract the current mass-tourism resort approach with the same tools: landscape modelling and marketing.
- The face-to-face interviews proved to be a very powerful tool to know the main issues in-depth directly from stakeholders, as well as enhancing the position of the project on coastal management in Ulcinj.
- Pilot projects proved to be a very powerful demonstration tool since they show practically how Bojanatour and CEPF and pursuing their objectives. Furthermore, it is a way to share economic resources among local population and promoting entrepreneurship.
- Regarding the Vision, it is felt the need to develop it further so it becomes more feasible. Therefore the team had designed a roadmap for implementation.
- Thorough communication efforts are very important not only for a good project image and delivery but also for a good perception and local ownership of final products. Bojanatour team made its best at the final event and posters exhibition, with good outreach, even at the national level.
- Stakeholders' involvement has been very important to plan the implementation of the Vision and Communication Strategy. We had dedicated meetings with them, finding very promising the position of the municipality and Morsko Dobro. We also had a meeting with the Ministry in charge of IPA funds. Other stakeholders have been informed about the outcomes using our regular channels and final event.

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

It is worth noting the importance of sub-grant programme for pilot actions in the design process

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

The project was carefully conceived and no major adjustments were needed. However the comments to public plans and the roadmap for ICZM implementation were important extras to the project components.

35. Describe any other lessons learned relevant to the conservation community

It was important for conservation community to raise their concerns through the project, especially building their knowledge and experiences with an international project and its outcomes.

Sustainability / Replication

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

Efforts on involving stakeholders are the basis for the results to be sustained in time. For example the municipality has been strongly involved and willing to implement some of the measures contained in the ICZM Vision. The pilot projects programme also shows concreteness and feasibility of field actions, and should inspire future initiatives and projects.

Bojanatour has been transparent and comprehensive on explaining project developments. The website contains all information regarding methodology and steps taken, as well as full reports explaining how workshops, trainings and other events were planned and executed. This would allow retaking the ICZM cycle, starting by evaluating Vision and Communication Strategy results.

The project also started promoting implementation of the final products and already contacted stakeholders and donors for project follow-up, which will likely happen.

However, some challenges remain such as the possibility of large mass tourism developments in Velika Plaza in the event of an international investor willing to do that. In the event that would happen the project partnership would get mobilized to continue raising criticism on this type of intervention.

Another challenge, as usual, is the availability of funds to keep on implementing ICZM by local stakeholders.

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

Project activities were designed to tackle this issue and there were not unplanned activities at this regard.

Safeguards

38. 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

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

There is potential for stronger support of the RIT to the projects in different ways, such as technical support, increased project exchanges and especially joint lobby to institutions.

Additional Funding

40. 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

Donor	Type of Funding*	Amount	Notes
*			

* Even though funding has not been secured yet, we have started talks with different stakeholders in Montenegro, Albania and Italy for a possible project focusing on sustainable and nature-based tourism, which would comprise field actions in Ada such as the restoration of kalimeras and nature trails. That would be submitted around April 2016 to the IPA cross-border cooperation programme between these three countries (this would correspond to category B)

* 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, and publicized in our newsletter and other communications.

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