

## The Rufford Small Grants Foundation

### Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs please send these to us separately.

Please submit your final report to [jane@rufford.org](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

Grant Recipient Details	
Your name	David K Kuria
Project title	Bolstering community investment to boost conservation of the Kikuyu Escarpment Forest
RSG reference	15082-B
Reporting period	May 2014-May 2015
Amount of grant	£12000
Your email address	<a href="mailto:davekenvo@hotmail.com">davekenvo@hotmail.com</a>
Date of this report	May 2015

**1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.**

Objective	Not achieved	Partially achieved	Fully achieved	Comments
Develop and support a marketing strategy for the forests as a tourist destination			√	Conducted baseline survey in seven forest blocks on possible tourist areas for visitations, current status of the available tourist facilities, main stakeholders who are either directly or indirectly affected by the eco-tourism activities, ecosystem services as well as the type of facilities and information required by the visitors. Have developed tourist marketing brochures for all seven community forest associations. A 2-day walk dubbed "Pathway to Freedom" was organised in collaboration with East Africa Wildlife Society (EAWLS) in Aberdare forest, Kiambu county as a way of marketing the area as tourist destination. A 2 day learning exchange visit organised in collaboration with Kijabe Forest Trust (KFT) to Ngare Ndare Trust in Meru County A marathon was organised in collaboration with Capacity Africa with the aim to promoting ecotourism and conservation in Kereita forest.
Develop and support partnerships and alliance for marketing			√	Partnered with Kenya Forest Service, county government through tourism directorate and private investors e.g. African Forest Lodges (AFL), EAWLS, KFT, Capacity Africa among others to market forest as tourist destination. Have formed a county tourism steering committee.
Support the empowerment of existing community institutions			√	Initiated and organised several tourism and natural resource management multi-stakeholders forums. The meeting for these forums are ongoing.
Environmental education for the visitors and public at large		√		This is an ongoing.

**2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).**

The project witnessed high demand for more multistakeholder forums to empower and support the existing community organisations. County government also had similar initiatives. To overcome

these hurdles, KENVO, KFS and Kiambu County Government have partnered to have rotational financial support for a regular multi-stakeholder forum. KENVO has already supported hosting of these forums.

Weather was also an issue. Some areas witnessed high rainfalls which was a hindrance to field surveys. The team tried to work over time to recover lost time.

### **3. Briefly describe the three most important outcomes of your project.**

The project helped to identify and map a number of the tourist areas in seven forest blocks in the project sites. These activities were done in partnership with the beneficiaries. The information generated was used to develop brochures as market tools for area as a tourist destination. This undertaking has helped to attract attentions of many stakeholders including community forest associations, private investors and county government. As mentioned earlier the tourism directorate in the county are using some of the information to promote tourism in the project area.

During the project period, different partnerships were established to organise various events that aimed at promoting and marketing these forests as tourism destination. These included: (i) collaboration with East Africa Wildlife Society (EAWLS) and organised a 2-day walk dubbed “Pathway to Freedom” in Aberdare forest, (ii) a 2-day learning exchange visit organised in collaboration with Kijabe Forest Trust (KFT) to Ngare Ndare Trust in Meru County, and (iii) a conservation marathon organized in collaboration with other stakeholders in Kereita forest.

The project empowered local communities in identifying ecotourism for their sites. The numerous tourism and natural resource management multi-stakeholders forums, identified products and services needed to exploit up scaling the on-going touristic activities. A number community institutions are now working together to see to it that this potential is exploited to the maximum. The stakeholders included Community Forest Associations, Water Resources Users Association, Government departments and local investors of tourism

### **4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).**

The project had strong a community focus. The above stakeholders were involved in identifying and mapping various tourist areas/features in the seven forest blocks. The local communities provided information of the sites, as well as planning and participating in various events organised through this project.

Through these forums, local communities have acquired better understanding on ecotourism concept, types of tourist areas/features in various forests. Each forest has received a marketing brochure which will enable them to venture in ecotourism as an enterprise. County government is planning how to help some of the community associations to upscale a number of activities that were identify during the survey. These activities will be implemented by the communities themselves.

## 5. Are there any plans to continue this work?

During the baseline survey which was conducted to identify and map the tourist areas, a number of gaps were identified which include, establish nature trails to most forest areas/features, develop more marketing materials e.g. factsheets, posters, website, magazine, organise training for local guides on enterprise management, enlarge the network and partnership that promote tourism in the area among other gaps. To fill these gaps, plans are underway to look for more funding. Further a county tourism steering committee has been formed to help in developing tourism in these areas.

## 6. How do you plan to share the results of your work with others?

KENVO has ongoing information sharing mechanism mainly through community and stakeholders forums. We have shared reports with county and national governments. We also be uploading project documents in our website and those of partners. Further, KENVO will publish project results in its regular newsletter.

## 7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?

May 2014 to May 2015. It was implemented as it was anticipated.

## 8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.

Item	Budgeted Amount	Actual Amount	Difference	Comments
Planning meetings	600	612	12	More meetings were held than expected
Baseline survey	4000	4040	40	Extra days were added to complete the exercise
Brochure, Kanyoni newsletter production and Stationeries	1600	1600	0	
<b>Capacity building and Partnership development:</b> Multi stakeholders training forums (1615); Pathway to freedom event (825); Exchange visit (231); Conservation Marathon(154)	2000	2450	450	More forums were organised
Stipends for the team	4000	4000	0	
Contingency	500	500	0	Used to cater the deficits in various components.
<b>TOTAL</b>	<b>12700</b>	<b>13202</b>	<b>502</b>	

**9. Looking ahead, what do you feel are the important next steps?**

- Strengthen private public partnership in up scaling of tourism activities in project site.
- Develop a strong marketing strategy for the sites. More marketing materials to be developed - these will be fact sheets, posters, website and magazine.
- Continue with more empowerment programmes for the community tourism.
- Link the site to the national tourism circuit for the country.
- Strengthen community innovations on tourism.
- Develop Community mentorship for ecotourism.

**10. Did you use the RSGF logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?**

In every activity, participants involved were informed about what RSGF. RSG logos displayed during the events. Further, RSG logo was used in project reports and brochures.

**11. Any other comments?**

This project was timely because it was able to inform county government about the desires for the local communities to be included in tourism activities in the county. The project coincided with development of county's strategic plan for tourism. Aspirations of the communities were taken into account in this strategy. Of late the county government is inviting and involving community in planning tourism activities and other related matters within the county. This was not the case before.

A few youthful persons are also using the information generated by the project to advance their tourism career. This include Kereita Wildness Company formed by some members of KENVO.