

Final Evaluation Report

Your Details	
Full Name	Joshua Wambugu
Project Title	Reef Stewardship: Empowering locals with modern conservation knowledge, promoting responsible tourism practices and visitors' experience in Shimoni, Kenya
Application ID	38686-2
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1. 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
To put locals abreast with emerging modern marine restoration knowledge, particularly on coral reef restoration.				Throughout the project implementation process the knowledge sharing went beyond basic or obvious marine conservation to expound on coral restoration. The real time and active engagement (face to face) with local communities, particular subsistence fishers offered an first-hand, authentic and practical information on why and how coral restoration as a modern marine intervention is done and expected outcome. The experiential learning approach involving 2 extensive workshop was a great catalyst toward the achievement of this objectives. The knowledge sharing didn't stop after project activities but media outputs (i.e. video, articles and a Swahili newsletters) provided continuation of the knowledge dialogues.
To promote responsible tourism through capacity building on basic responsible tourism practices among marine tourism boat operators and crew/guides.				We managed to achieve this objective by conducting an integrated 2-day workshop on basic but key responsible tourism practices involving diverse facilitators drawn from tourism related organisations that are actively involved in advancing responsible tourism practices in across the diverse spectrum of tourism. Engaging the marine

				tourism boat operators and crew from the 2 main boat operator's associations simplified the process to introduce, share and instil knowledge about responsible tourism practices as there are active in day-day tourism activities through traditional dhow excursions to the Kisite Marine Park and adjacent community managed areas.
To build on authentic guiding skills among marine tourism guides for best tourist's experiences for visiting tourists in the Shimoni seascape				While capacity building on responsible tourism practices played a critical role in advancing authentic guiding skills, this objective was partially achieved. To fully achieve this objective, the project implementation process expected to conducting some practical or experiential excursions involving the young learners from the local schools. The latter wasn't possible due to delay in getting official permission from the relevant Government of Kenya Department of Education. The permission was important to ensure we are within the guidelines set by the Department of Education as an external partner involved in extra-curricula activities outside the normal school curriculum.

2. Describe the three most important outcomes of your project.

a). Advanced understanding of coral restoration as a modern marine conservation intervention: Although the active coral reef restoration have been operational for over 7 years, in-depth knowledge about why and how this important marine stewardship action was still amiss, particularly on simplified level of a common or lay person from the local fishing villages. Engaging and interacting with locals after a year through the project implementation process, and witnessing them passionately explain their understanding is the best outcome the project have achieved.

b). Capacity building on responsible tourism practices: This was a key project outcome creating knowhow and general awareness about the responsible tourism

practices among the marine tourism boat operators and crew. The need to promote responsible tourism within the Shimoni seascape which attract over 70,000 both local and international tourists is crucial in safeguarding the life under water (SDG 13) as well minimising threats on the critical and unique marine ecosystems. The 2 boat operators' associations are key stakeholder in the marine (eco)tourism and have great influence of ethical behaviours of visiting tourists. By making them aware and encouraging them to be on the forefront to adhere to responsible tourism practices is an important step for guaranteed healthy future of the ocean.

c). Increased willingness toward local marine stewardship: Through active engagement with the local communities represented by their respective Beach Management Units and Boat Operators, the dialogue around marine conservation as well as coral reef restoration have increased. The result of is advanced curiosity in general to learn more and to be actively involved as local marine stewards in protecting, conserving and restoring their marine environment. These important conservation dialogues will continue through the 'Coral Heroes' comic booklet, particularly among the young learners as well as locals. The translated booklet into a Swahili version is equally another great project outcome to broaden the understanding on the coral reef ecosystem, their value and underlying threats.

3. Explain any unforeseen difficulties that arose during the project and how these were tackled.

- a) Securing official permission to conduct experiential learning excursion was one of unforeseen difficulties, we were able communicate the same with the Rufford team and shifted the anticipated project cost towards production of extra Swahili version of comic booklet – 'Mashujaa wa Matumbawe: Hekaya za Miamba ya Kisite'.
- b) Extended project delay with final reporting was another unforeseen difficulty. While delays are inevitable in the project implementation process, our project experienced extended delay due to the above mention difficulty (permission issues) but also the process of developing Swahili version due to limited availability of the graphic designer as result of other assignments. Furthermore, reviewing process to ensure all details new Swahili translations and art aligned well and clearly. While we were keen to harmonise targeted deadline though sometimes they were missed especially at the climax (last) phase of the project.
- c) Guaranteed availability of participants, particularly with boat operators and crews. Due to constant visiting tourists to the seascape, it is difficulty to have a guarantee availability of many boat operators and crews. However, we managed to ensure a good number 38 participants were able to participate in the 2-day consecutive workshop by harmonising planning logistics together with the leadership of the 2 boat operators' association.

4. Describe the involvement of local communities and how they have benefitted from the project.

From the inception of the 2nd Rufford Project Grant, the involvement of the local communities was a key priority. Besides having an effective project implementation committee, the successful implementation of the project was a result of willingness and acceptance of the project by the local communities. Here, the local

communities as mentioned in the progress reports, are represented by the Beach Management Units (i.e. Mkwiro, Wasini, Shimoni and Kibuyuni) and Boat operators associations (i.e. Wasini Youth and Kisite Community).

All participants in the experiential learning workshops on coral restoration and responsible tourism practices originated from the 4 local fishing villages named after the BMU names. As per the explanation on how the objectives were achieved as well as main project outcomes, the local communities greatly benefited from the project.

First, with the advanced awareness and knowhow about coral reef restoration and associated benefits accrued from the seascape, and second, a broadened understanding about responsible tourism practices as catalyst to enhance visitor's marine tourism experiences during their visits to the seascape.

Additional, the young learners from the local schools have/and will continue benefiting greatly as the knowledge and awareness about coral reef ecosystem have been simplified in a more fun and comic way, catching their attention with cartoon-like characters. We anticipated to expand the distribution of the comic booklets beyond Shimoni region.

5. Are there any plans to continue this work?

Yes, first in expanding the ocean literacy and with the Swahili version of coral Heroes - 'Mashujaa wa Matumbawe: Hekaya za Miamba ya Kisite', we will collaborate with Wildlife Clubs of Kenya coast region chapter to fundraise for extra fund to facilitate large production the comic booklet. The intention is to distribute copies of comic booklet beyond the local schools in Shimoni region, potentially learning institution along Kenya's coast. Additionally, we hope to engage with a local print media for printing and distribution support by having the 24 page comic booklet as an insertion in their daily newspaper. Second, on the capacity building for the marine tour operators and crew we hope to continue with the dialogue about responsible tourism. Lastly, to better understand the local community perception and understanding about coral reef restoration, there will be a follow-up social science research in the near future.

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

Besides the social media platform, we have continuously shared the results of our work through REEFolution newsletter and local media outlet. Below are some online links associated with project activities are results: -

Type	Title	Platform
Video	The reef stewardship	Youtube
Article	Communities use modern technologies in restoring coral reefs	Sayanzi Magazine Mesha (Media for Environment, Science, Health & Agriculture)
Article	Safeguarding coral reef through responsible tourism practices	Media for Nature Sayanzi Magazine
Article	Championing coral reef preservation through	Diraj (Disaster Risk

	conscious tourism practices	Reduction – Association of Journalists)
Podcast	Siku ya Matumbwe: Juhudi za Uhifadhi wa Matumbawe za shirika la REEFolution	Media for Nature
Comic booklet	Coral Heroes	Secore International

To further share our project results, particularly for Swahili comic booklet which we hope and commit to have it used beyond Kenya's coast to other Swahili-speaking nations, we will be drafting a brief/article with a focus title - simplifying ocean 'coral reef' literacy through comic art to be submitted to the Western Indian Ocean Marine Science Association (WIOMSA) [Newsbrief](#).

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

One, conducting a survey study on the local community perception on their awareness and understanding coral reef ecosystem and restoration efforts.

Second, actively source for funds to guarantee continuity of the project, particularly bulk production of comic booklets for further distribution to local schools within the Shimoni-Vanga seascape and beyond Kenya's coast.

Third, seeking extra fund to broaden capacity building on responsible tourism and towards encouraging professional membership network for the marine tourism boat operators and crew e.g., Kenya Professional Safari Guides Association that majorly attracts tour driver/guides.

8. Did you use The Rufford Foundation logo in any materials produced in relation to this project? Did the Foundation receive any publicity during the course of your work?

Yes, the Rufford Foundation logo was constantly used in all documents and presentations throughout the implementation process. Further, used the logo in the certificate of participation distributed to all participants during the capacity building workshop on responsible tourism practices. Further used the logo in the comic booklet as well as in the reef stewardship video. Besides the logo, the phrase – Rufford Foundation was adversely mentioned in all publicity publications listed above in No.6. as well as via social media postings.

9. Provide a full list of all the members of your team and their role in the project.

Name	Institution	Role
Joshua Wambugu	Wageningen University & Research REEFolution Trust	Project lead – overall project leadership, management and coordination of project activities as well as effective utilisation of project finances.
Yvonne Muyia	REEFolution Trust	Acted as secretariat providing critical support with project management and coordination in line with REEFolution's implementation procedures.
Mercy Zawadi	REEFolution Trust intern	As a Project Assistant supported and assisted the project implementation

		process as a project secretariat, particularly supporting general errands prior and during capacity building workshop/training session. As well as support with compiling and writing progress report.
Dzivula Gube	REEFolution Trust	Voluntary supported the project through photo/videographic documentation of project activities including underwater videos as well as final video editing.
Yatin Patel	Pilli Pipa Dhow Safaris	As dive master, Yatin supported the project with his safety and snorkelling skills to ensure all experiential workshop participants experienced snorkelling and teaching about responsible tourism practices, particularly on Safety, Search and Rescue efforts as well as guiding skills.
Judy Kepher Gona Job Odhiambo	Sustainable Tourism and Travel Agenda	Supported the project implementation as facilitators for the responsible tourism practices workshops.
Edward Karanja	Kenya Wildlife Service	As a Warden Kisite Marine Park, supported the project by providing workshop venue as well as goodwill by government to support responsible tourism efforts through training and action.
Mtengo Makame	Kwale County Beach Management Units Network	Also chairperson for Mkwiro BMU supported the project by assisting in mobilising participants, particularly from the local BMUs.
Mohamed Ali and Nassir Shee	Chairs, Kisite Community Boat Operators and Wasini Youth Boat Operators	Supported the project implementation as active members of the implementation committee and supported mobilisation for boat operators and crews to participate in responsible tourism practice training session.
Ruth Keah	Media for Nature	A multi-media winning journalist supported the project through online articles (see No.6) as well as voiceover for the video and podcast. Further, offering much need consultancy service to translate the Coral Heroes comic booklet into Swahili version.

10. Any other comments?

We are indebted to the Rufford team for your patience with unavoidable and extended reporting delays, particularly with the last half of the project phase. Thank you to Rufford Foundation for the 2nd Rufford Small Grant. Thank you for Rufford

Foundation recommendation letter towards EOCA project proposal. Though we weren't successful to secure the funds, we were deeply touch by your goodwill and support.

We hope to set a feedback session together with Rufford team towards ensuring effective implementation process in the future project. Upon acceptance of this final evaluation report, we will initiate application process by developing another project proposal to make a continuation of our great outcomes. This will particularly focusing on building a strong marine (eco)tourism boat operators' and crews network as well as further trainings on responsible tourism practices. We will be looking forward to successful application of the **Boost Rufford Small Grant**.

Lastly, thank you for your patience with the prolonged delay in submitting final evaluation report.