

Project Update: September 2018

1. Project planning meeting

The first project meeting was held on the 19th June 2018 led by the project PI Mr. Robert Runya. The main agenda of the meeting was to introduce the Rufford project to the team and review the specific action plans of the project. The team decided to schedule an inception workshop in July 2018 with Gazi Women Boardwalk Group; the community-based ecotourism group, which is currently supported by this Rufford project. Also, a date for the designing and production of promotional materials and resources was chosen. Key recommendations from this meeting were:

- The project team to have regular meetings with Gazi women boardwalk group to track progress and offer support.
- To include local youths and men in the ecotourism project in order to create the needed group dynamics to achieve project objectives (inclusivity).



Photo 1: Project team taking part in the planning meeting in KMFRI-Gazi office

2. Inception workshop

An inception workshop between the Rufford project team (led by the project PI, Robert Runya) and Gazi Women Boardwalk Group was held on the 2nd July 2018. The main objective of the workshop was to introduce the project to the group and to discuss the different activities we intended to carry out. The group members were informed of our intention to promote the sustainability of the ecotourism venture through various approaches including improving their management capacity, marketing via various media platforms (social media and physical visits) and

exchange visit to a similar project in Watamu. Gazi women ecotourism project was at the time almost collapsing with most of their members leaving the group mainly due to lack of capacity to manage the project and lack of economic incentives due to low influx of tourists and (their only source of revenue).

About 10 members from the group and seven from KMFRI participated in the workshop. The group affirmed their full support towards the Rufford project.

This workshop gave us a deeper understanding of the existing functional structures within Gazi Women Boardwalk Group, which will aid us to design best intervention approaches in order to improve the management and governance of the business aspects of the project. We also managed to identify specific training needs of the group in the areas of marketing, livelihood diversification, project management, bookkeeping and most importantly how best to sustain the ecotourism venture for the benefit of both the mangrove environment and the community.



Photo 2: Gazi women ecotourism boardwalk infrastructure (Right: Eco-conference hall)



Photo 3: On-going inception workshop with members of Gazi Women Ecotourism project (Left: Project PI, Robert Runya and Right: Agnes Mukami)

3. Design and production of promotional materials and resources

Part of the project target was to open up the community project to the larger market locally and internationally. This was initiated by the launch of promotional social media pages for the project branded as "Gazi ecotourism ventures" on Facebook, Twitter and Instagram (links provided below). These pages are currently utilised as online marketing tools, which have seen the number of followers, and clicks rise since their launch. They are also used as education platforms to create awareness on the best environmental practices and advocacy campaigns such using the hash tags #saveourmangrove, #beatplasticpollution #gazibay #twasijagazi, #gaziectourismventures among others in order to increase visibility on the internet. We have also put the project on Google map, which has attracted positive reviews, and we believe this will further enhance the digital footprint and attract more tourists. Other materials we designed and produced include project brochures (see attached) that highlight the products and services offered, and t-shirts to be used for the upcoming training workshop. Plans are also under way to put up a simple website for the project towards the end of the project and we are working tirelessly to assess the best tools and platforms to strengthen our engagement with both local and international markets.

Facebook Page: <https://www.facebook.com/Gaziecotourismventures>

Published	Post	Type	Targeting	Reach	Engagement	Promote
19/09/2018 10:47	The Gazi Beach in the afternoon #Gaziecotourismventures	Image	Public	127	6 18	Boost Post
13/09/2018 06:30	Members of the Gazi Women Boardwalk Group: a community	Image	Public	168	42 24	Boost Post
30/08/2018 09:02	Our Brochure is OUT. Come and enjoy the tranquility and nature's	Image	Public	197	41 25	Boost Post
23/08/2018 14:00	We have a new logo professionally designed by our abled project team	Image	Public	154	12 20	Boost Post
13/08/2018 08:48	Mangrove Forests. - Poem by Gangadharan nair Pulingat...	Text	Public	110	4 9	Boost Post
31/07/2018 10:33	A small video on what you have been missing. Experiences from	Video	Public	111	13 13	Boost Post
27/07/2018 15:41	Which one do you like?	Image	Public	86	7 6	Boost Post
23/07/2018 10:46	Today we had the privilege to host a community conservation group from	Image	Public	120	29 14	Boost Post
18/07/2018 12:38	Nature's little secret of joy, discovered at #gazibay	Image	Public	126	70 7	Boost Post
13/07/2018 11:00	The beach in the evening... The perfect environment for meditation,	Image	Public	192	41 40	Boost Post

Engagement and Interaction with facebook followers

Twitter: <https://twitter.com/GaziEcoVentures?lang=en>



The image shows the Twitter profile page for GaziEcotourismVentures. The header features a large background image of a wooden boardwalk through a mangrove forest. A circular profile picture shows a group of people on a similar boardwalk. Below the header, the profile name and handle are listed, along with a bio and location. A statistics bar shows 30 tweets, 468 following, 84 followers, 100 likes, 0 lists, and 0 moments. The tweets section displays two tweets, one with a quote and a quote tweet.

GaziEcotourismVentures
@GaziEcoVentures

We promote sustainable ecotourism activities as a community buy-in for conservation and management of mangroves in Gazi Bay-Kenya

Gazi, Kenya
Joined June 2018

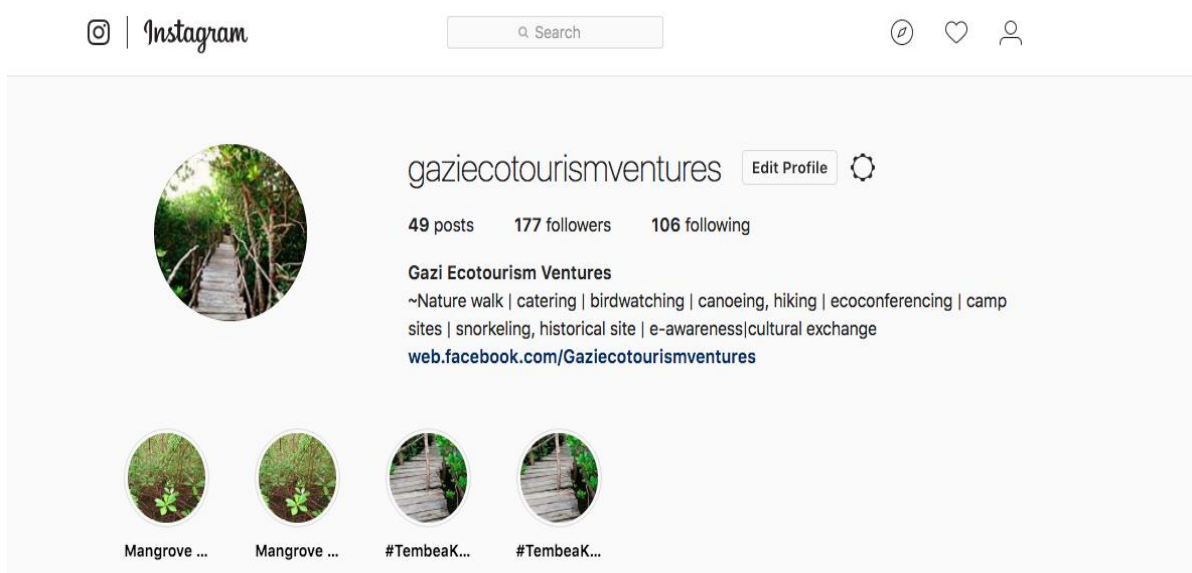
Tweets 30 Following 468 Followers 84 Likes 100 Lists 0 Moments 0

Tweets Tweets & replies Media

GaziEcotourismVentures @GaziEcoVentures · Oct 8
Look deep into nature and you will understand everything better ~Albert Einstein
#saveourmangroves

GaziEcotourismVentures @GaziEcoVentures
"There comes a time when humanity is called to shift to a new level of consciousness . . . that time is now." Wangari Maathai

Instagram: <https://www.instagram.com/gaziecotourismventures/>



The image shows the Instagram profile page for gaziecotourismventures. The header includes the Instagram logo, a search bar, and navigation icons. The profile picture is a circular image of a wooden boardwalk. The profile name and handle are listed, along with an 'Edit Profile' button. The bio and a link to the Facebook page are provided. A grid of four recent posts is shown at the bottom.

Instagram

Search

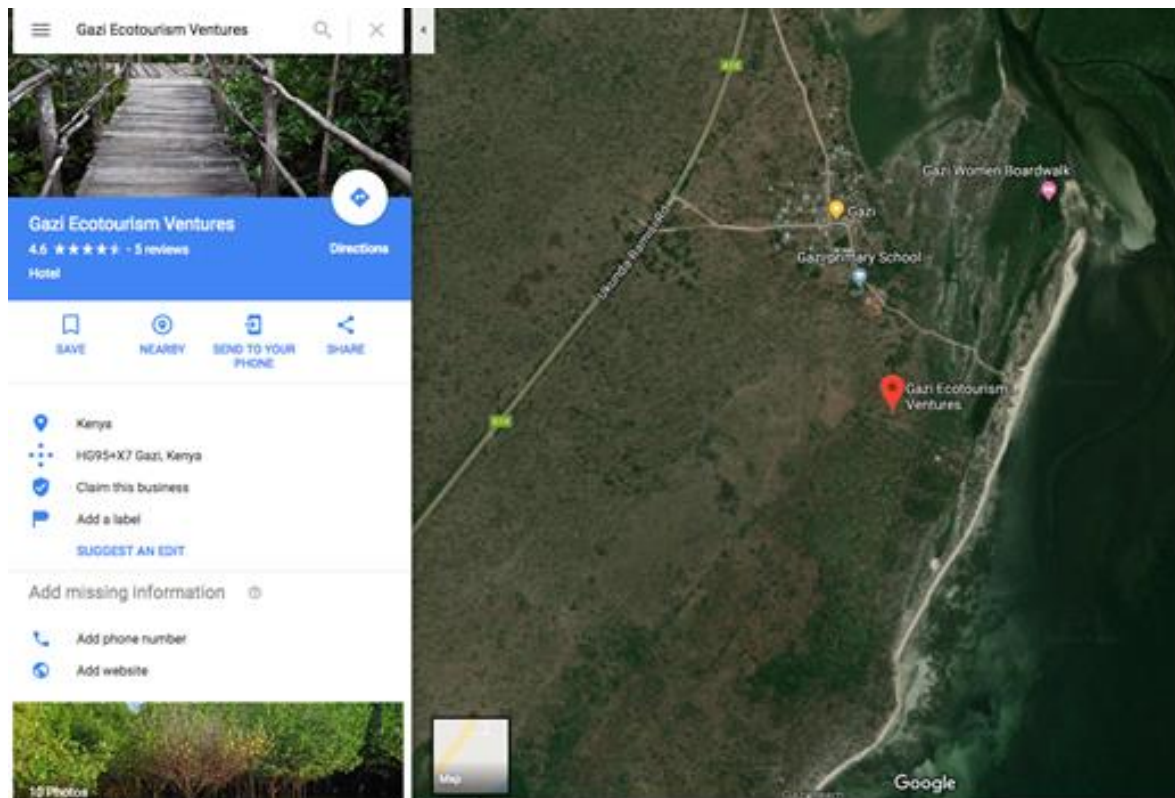
gaziecotourismventures Edit Profile

49 posts 177 followers 106 following


Gazi Ecotourism Ventures
~Nature walk | catering | birdwatching | canoeing, hiking | ecoconferencing | camp sites | snorkeling, historical site | e-awareness|cultural exchange
web.facebook.com/Gaziecotourismventures

Mangrove ... Mangrove ... #TembeaK... #TembeaK...

Project Location




Project Brochure (A pdf version is available separately)



A Rich History and Scenic Location

Gazi Ecotourism Ventures is a project that promotes sustainable ecotourism activities for the conservation and management of mangroves. The project is located in Gazi Bay village which is endowed with a rich cultural heritage. All the Southern part of Gazi village are magnificent ruins that were once used as a concentration center for slaves before being shipped to far East countries and served as the first Kwale District's center in the colonial periods. Their ruins were also used by Sheikh Ibrahim bin Rashid as his residence. He was notorious for torturing local people. The British troops eventually defeated him, and he ended his walled days in Tanzania. Gazi bay is bordered by a 700ha of beautiful mangrove forest formation which is among the most and longest studied in the world. Several villages surround the bay, the largest being Gazi with a population of ~3,000 people. The local people have a cultural connection with the mangroves which provide them with wood materials used as firewood, and as medicinal and construction products hence the need for rehabilitation, conservation, and sustainable utilization of mangroves at Gazi.




Gazi Women Boardwalk Facility

Take a leisure guided tour of the boardwalk. The boardwalk is 400m built at the interface of the mangrove forest and the ocean and managed by Gazi Women Boardwalk group. This gives you a perfect chance to have a better feel of the different mangrove species, a panoramic view of the ocean, the famous Chole island, the best sunrise view in the morning hours and diving spots. The boardwalk also offers a quiet space perfect for meditation, picnics, family time while enjoying the sea breeze and much more.




Swahili Cuisine

The swahili women are known for their mouth watering delicacy. The Gazi women provide exactly that only better because the food is served at the mangrove boardwalk. You eat while enjoying the sea breeze, the spectacular view of the ocean and fresh air from the mangrove forest. The menu comprises of the following dishes:



Location

Gazi Bay is located 55 km south of Mombasa Island and is found at the Southern extend of Diani Beach. It is easily accessible by public transport along the Mombasa-Ulundi main road. Tourists can also make a 15mins drive to and from Diani Beach or a 5min boat ride from Chole Island.



WHAT TO DO

- Bird watching
- Canoeing
- Eco-conferencing
- Camping and picnics
- Photography site
- Research and education
- Cultural exchange
- Fishing
- Snorkeling and swimming
- Nature walk and mangrove trekking
- Adopt a mangrove


BOARDWALK ENTRANCE FEES

Boardwalk fees:
 0-30 (Ksh 2000)
 31-50 (Ksh 3000)
 51-70 (Ksh 5000)
 71-100 (Ksh 6000)
 Above 100 (Ksh 8000)

Children rates (50 pp.)
 International rates (300 pp.)

NB: Free for children under 5
 Swahili buffet: Ksh 1000 (incl. of boardwalk entry charges)

Partners



Publication Supported By:



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