

COUNCIL FOR DEVELOPMENT & RECONSTRUCTION
BEIRUT - LEBANON

No. : 3959/1

Beirut, 08/08/2011

Mr. Robert Watkins
Resident Representative
United Nations Development Programme
Arab African Int'l Bank bldg
Riad el-Solh str.,
Beirut, Lebanon

Dear Mr. Watkins,


We refer to the “*Developing an Ecotourism Strategy in the Fisheries Sector Along the Lebanese Coast – Project ID: /00079364/*” and attach one (1) approved and signed original copy of both the Project Document and the Initial Annual Workplan.

Please note that we have retained one original copy for our files.

Looking forward to a continued collaboration and a successful initiation of this important project, we remain,

Sincerely yours,

Council for Development and Reconstruction


y/ Nabil A. El Jisr
President



Enclosure

UNDP OFFICE - BEIRUT
FILE: 00079364
03 AUG 2011
INFO: RR
ACTION: JS

CC EC



Project Document

Project Title: Developing an Ecotourism Strategy in the Fisheries Sector Along the Lebanese Coast
(Fisheries Ecotourism)

UNDAF Outcome(s): Outcome 5.1: Environmental considerations are mainstreamed in sector and local-level strategies and plans

Expected CPAP Output(s): Output 1.1 Sector environmental action plans developed in relevant key ministries and public institutions

Responsible Party: United Nations Development Programme

Implementing Partner: United Nations Development Programme

Brief Description

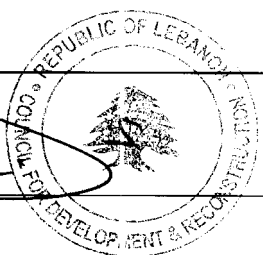
Poverty is today persistent among fishing community in Lebanon. In Lebanon we can count 32 fishermen cooperatives and more than 35 000 fishermen. These cooperatives are poor and do not have real means to rehabilitate the harbours, help fishermen to improve their skill, acquire knowledge about technology, market, nor utilise an ecosystem-based approach. They need help to upgrade their infrastructure and to find a solution for overfishing.

The project will assist local fishermen cooperatives in Lebanon. It will show the advantages and efficiency of implementing a national ecotourism strategy to protect marine biodiversity, and provide an additional source of income and will propose a pilot project with a Lebanese fishermen cooperative. The overall objective is the protection of marine biodiversity and the improvement of the economic and social well being of the fisherman through the promotion of ecotourism as an alternative income generating activity for fishermen.

Programme Period:	2010 - 2014
Atlas Award ID:	00062096
Atlas Project ID:	00079364
Start date:	July 2011
End Date:	December 2012
PAC Meeting Date:	July 27 th , 2010
Management Arrangements:	DIM

Total resources required:	150,000 USD
Total allocated resources: From UNDP:	150,000 USD

Agreed by CDR



08 AUG 2011

Agreed by UNDP

I. SITUATION ANALYSIS

Lebanon is a predominantly mountains countries, with an area of 10 452 Km² and a population of around four millions. Nearly half of the country's population lives in the greater Beirut area. The Lebanese coastline is 220km long. Seventy percent of the Lebanese population lives on the coastline and Lebanon's coastal zone is suffering from unregulated development. The Lebanese are historically ocean-origin people, consuming lots of fish in their diet. Local demand for fish is considerably higher than that of neighbouring Middle Eastern countries. Due to low local fish production, the Lebanese have been depending on imported fish that are generally of inferior quality.

The fisheries of Lebanon are classified as small scale "artisanal" and traditional based mainly on bottom stationary gear (trammels and long lines), purse seine nets (lampara) and beach seines. Fishing operations, with the exception of longlines, are mostly carried out at depths of up to 50m. Most of the fishing nets used have extremely small mesh size (less than 2x2 cm). Because of the strict control by the military, extensive fishing with explosives has been significantly reduced during the past few years. Fishing equipment is expensive. Moreover, the traditional fishermen have no access to institutional credit.

To add the existing problems, the July 2006 conflict resulted in the destruction of four hundred boats, complete half of fishing activity and the loss of a unique source of income for more than 5,000 fishermen. Fishermen were without any doubt one of the groups heavily affected by the conflict.

The combination of an increasing number of fishermen at sea, poor income and little government regulation has only fed the use of dynamite, as well as of small, indiscriminate nets to snare a day's profit. This in turn is destroying the seabed and rapidly emptying the ocean of fish, which are not given a chance to breed. Nevertheless, despite the absence of sufficient data in Lebanon, there is sufficient information worldwide for us to make clear predictions of the future for Mediterranean fishermen if this current situation of industrial over-fishing it to continue (as it is continuing).

When fish stocks are reduced catches become scant and consequently income is reduced. Under strong economic pressures, fishermen and their cooperatives have clearly sensed their imminent need to develop long term programmes addressing sustainable ecosystem management and diversified sources of incomes. Considering the situation in the country, with the noted lack of engagement by the government in protecting marine and coastal ecosystems, it is understandable that the activities have not yet become sustainable. This makes it imperative to pursue and strengthen the activities, especially the awareness raising activities.

The project focuses on raising awareness on the ecosystem approach and on the socioeconomic upgrading of the fishing community. It dovetails the activities of the fishing community into the tourism development objectives of the government. The project activities involve several disciplines and sectors. For example, the development of the ethno-ecological guide brings together the disciplines of marine biology, sociology and cultural anthropology. Seminars on wise and sustainable fishing practices touch on marine biology, social relations, legal frameworks, cultural sensitivities and economic aspects. The activities targets all the main identified social groups of the coastal area: fishermen, farmers, women, churches, hotels, children, small businesses and community associations.

II. STRATEGY

Cooperatives are considered shield of the weak. In cooperatives, members with limited means pool their resources and efforts to achieve which otherwise they would not have achieved on personal basis. Dbayeh is a small town located on the Lebanese coast (Northern Metn Caza, Mohafaza of Mount Lebanon). This locality does not benefit from the flourishing economical situation because of the unavailability of tourism infrastructure and the lack of capacity of the fishermen and their cooperatives to promote eco-tourism. Dbayeh present a high eco-touristic potential on land that can be combined with activities at sea or on the beaches.

After meetings with many cooperatives in Lebanon, the choice was oriented towards the fishermen cooperatives of Dbayeh, noting that this cooperative is the only one having a permit for ecotourism/sightseeing, needed for the implementation of this pilot project. The enthusiasm of the members was obvious and the willingness to participate in the action was strong. This cooperative regroups around one hundred fifty of official members whose families depend on the fishing activities. The action should be a pilot project for fishermen all along the coastline in Lebanon.

The project will consider a national strategy involving all the fishermen cooperatives in Lebanon but will consider one pilot project with the fishermen cooperatives of Dbayeh. Lebanese fisheries are operated in a traditional basis. Trawling is prohibited by the law while the most commonly used gear includes trammels and long-lines, round haul nets...Lebanese fisheries have suffered considerably during the war from the bombings, the economical impacts of it and the use of explosive and toxic baits. Fishermen are faced with poverty that is exacerbated by a diminishing fish population and lack of alternative income sources.

Conservation of marine resources and the socioeconomic upgrading of the fishing community are the focus of this project. Ecotourism has attracted increasing attention in recent years, not only as an alternative to mass tourism, but as a means of economic development and environmental conservation. Proponents and some scholars believe that it can potentially focus the benefits of tourism on the local population and environment while minimizing negative impacts and also contributing to the protection of the marine biodiversity.

The project will seek to promote the development of ecotourism activities in order to provide alternative income sources to fishermen who are keen to introduce sustainable fishing in their practices. The project also aims at introducing the ecosystem approach and demonstrates its importance and the benefits generated from it. The fishermen of Dbayeh are aware of the sharp increase in fishing effort resulting in over fishing and the reduction of the fish population. They are hoping to find, a desperately needed, new source of income through ecotourism. Further to several consultation meetings and site visits, it was agreed that a project working on the development of eco-tourism through a defined strategy would help provide additional income to fishermen and reduce pressure on marine resources. The project will benefit thousands of fishermen on the Lebanese coast. It will be initiated in one pilot area: Dbayeh.

III. RESULTS AND RESOURCES FRAMEWORK

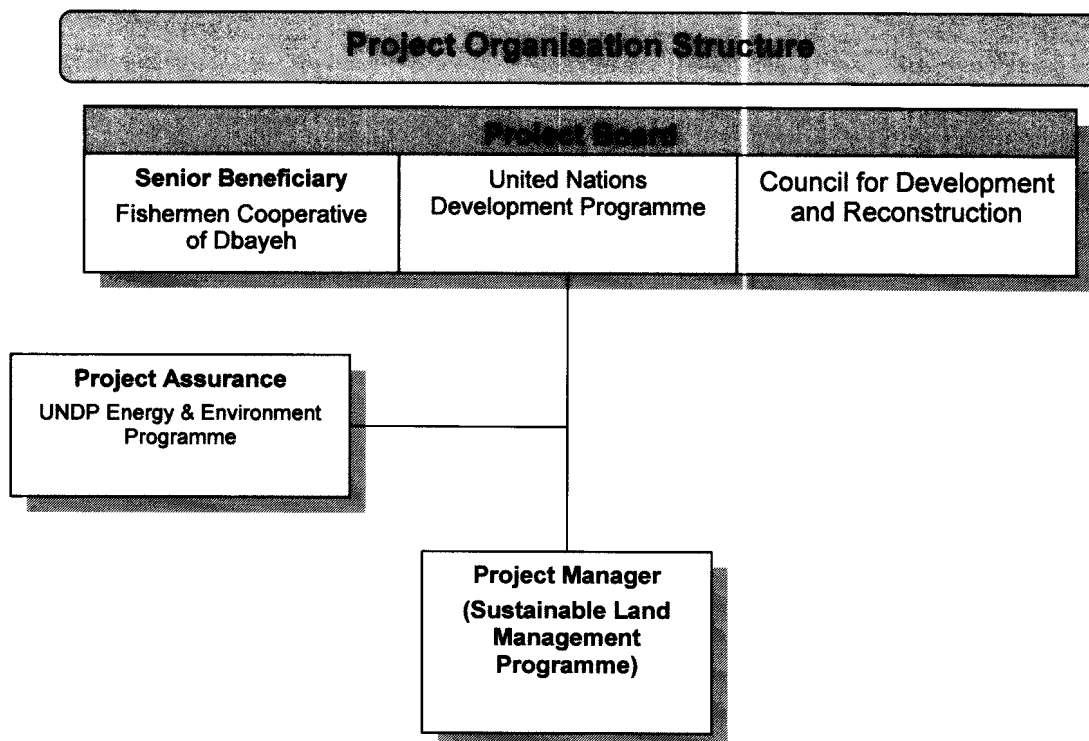
<p>Intended Outcome as stated in the Country Programme Results and Resource Framework: Environmental considerations are mainstreamed in sector and local-level strategies and plans</p> <p>Outcome indicators as stated in the Country Programme Results and Resources Framework, including baseline and targets: Ministerial plans/strategies include environmental considerations</p> <p>Project title and ID (ATLAS Award ID 00062096): Developing an Ecotourism Strategy in the Fisheries Sector Along the Lebanese Coast</p>			
INTENDED OUTPUTS	OUTPUT/TARGETS (YEARS)	INDICATIVE ACTIVITIES	RESPONSIBLE PARTIES
<p>Output 1 Ecotourism strategy for the fisheries sector in Lebanon developed and piloted in 1 cooperatives</p> <p>Baseline: sustainable environmental strategies in economic sectors remains limited</p> <p>Indicators:</p> <ul style="list-style-type: none"> - sustainable environmental strategy developed for fisheries sector - Improvement in fishermen livelihoods <p>Target:</p> <ul style="list-style-type: none"> - Ecotourism strategy for fisheries sector in Lebanon developed and endorsed - Increased capacity and awareness on ecotourism strategy 	<p>Targets (year 1)</p> <ul style="list-style-type: none"> - Socio-economic assessments and needs - Technical specifications developed - Grant Agreement with local cooperative signed <p>Targets (year 2)</p> <ul style="list-style-type: none"> - Draft national ecotourism strategy for fishing sector - Procurement of needed equipment and renovation of infrastructure for cooperatives - At least 2 trainings implemented - At least 10 commercial travel agents, Syndicate of Tourist Guides interested in organization of trips to target areas. 	<p>Activity 1: Project Coordination and Promotion of Ecotourism</p> <ul style="list-style-type: none"> - Assess the potential of ecotourism in the fishing industries (with fishermen's cooperatives) along the Lebanese coast, along with needed equipment, trainings, etc. - Draft a national ecotourism strategy for fisheries sector in Lebanon - Develop specifications and terms of reference for all equipment and tools needed for pilot cooperatives - Raise awareness and facilitate dialogue on the ecosystem approach to fisheries management. - Disseminate knowledge and findings to all cooperatives in Lebanon and to concerned stakeholders nationally and regionally. <p>Activity2 Pilot Project Implementation</p> <ul style="list-style-type: none"> - Implement a pilot project in a fisherman cooperative (through a grant agreement) including rehabilitation of premises to encourage ecotourism activities. 	<p>UNDP team local fisheries community</p> <p>70.350 USD</p> <p>79,650 USD</p>

IV. ANNUAL WORK PLAN

EXPECTED OUTPUTS	PLANNED ACTIVITIES	2011		2012				PLANNED BUDGET						
		Q3	Q4	Q1	Q2	Q3	Q4	Fund	Donor	B/A	Budget Description	Amount 2011 (USD)	Amount 2012 (USD)	Total
Output 1: Ecotourism strategy for the fisheries sector in Lebanon developed and piloted in Dbayeh fishermen cooperative	Activity 1: Project Coordination and Promotion of Ecotourism	X	X	X	X	X		30076	00012	71300	Local Consultant	2,000	2,000	4,000
		X	X	X	X	X		30076	00012	75100	Facilities and Administration	100	100	200
											Sub-total	2,100	2,100	4,200
Output 2: Ecotourism strategy for the fisheries sector in Lebanon developed and piloted in Dbayeh fishermen cooperative	Activity 2: Pilot Project Implementation	X	X	X	X	X	X	30076	00012	72600	Grants	65,000	73,857	138,857
		X	X	X	X	X	X	30076	00012	75100	Facilities and Administration	3,250	3,693	6,943
											Sub-total	68,250	77,550	145,800
											TOTAL	70,350	79,650	150,000

V. MANAGEMENT ARRANGEMENTS

1. The Project will be implemented under the UNDP Support to Direct Implementation modality (DIM), whereby UNDP will act as both the implementing and the executing agency in collaboration with the Ministry of Environment for the establishment of the national ecotourism strategy.
2. UNDP will continue to ensure high-quality technical and financial implementation of the project and will be responsible for monitoring and ensuring proper use of all funds to assigned activities, timely reporting of implementation progress as well as undertaking of mandatory and non-mandatory evaluations for each of their respective components. The project structure is elaborated below. All services for the procurement of goods and services, and the recruitment of personnel shall be provided in accordance with UNDP procedures, rules and regulations.
3. **Project Board** will be responsible for making by consensus, management decisions for the project when guidance is required by the Project Manager, including recommendation for UNDP/Implementing Partner approval of project plans and revisions. In order to ensure UNDP's ultimate accountability, Project Board decisions should be made in accordance to standards that shall ensure management for development results, best value money, fairness, integrity, transparency and effective international competition. In case a consensus cannot be reached within the Board, final decision shall rest with the UNDP Programme Manager.
4. **Project Manager:** The Project Manager has the authority to run the project on a day-to-day basis on behalf of the Implementing Partner within the constraints laid down by the Board. The Project Manager is responsible for day-to-day management and decision-making for the project. The Project Manager's prime responsibility is to ensure that the project produces the results (outputs) specified in the project document, to the required standard of quality and within the specified constraints of time and cost.



QUALITY MANAGEMENT FOR PROJECT ACTIVITY RESULTS

OUTPUT 1: Enabling environment for sustainable environmental development strengthened		
Activity Result 1	Project Coordination and Promotion of Ecotourism	Start Date: July 2011 End Date: December 2012
Purpose	<i>To assess capacity assets and identify technical needs of the sector and to promote ecotourism activities at the national level</i>	
Description	<ul style="list-style-type: none"> - Assess the potential of ecotourism in the fishing industries (with fishermen's cooperatives) along the Lebanese coast, along with needed equipment, trainings, etc. - Draft a national ecotourism strategy for fisheries sector in Lebanon - Develop specifications and terms of reference for all equipment and tools needed for pilot cooperative - Raise awareness and facilitate dialogue on the ecosystem approach to fisheries management. - Disseminate knowledge and findings to all cooperatives in Lebanon and to concerned stakeholders nationally and regionally 	
Quality Criteria	Quality Method	Date of Assessment
Depth of literature review and needs analysis	Review of progress report	December 2011
Engagement of stakeholders	Minutes of meetings and agreement with the Cooperative of Dbayeh	July 2011;
National ecotourism strategy for fisheries sector	Review of strategy	December 2012
Awareness raising activities and materials	Minutes of workshops/trainings Awareness brochures and tools	December 2012
Activity Result 2	Pilot Project Implementation	Start Date: July 2011 End Date: December 2012
Purpose	<i>To pilot ecotourism activities within one fishermen cooperative and gather lessons learnt to better implement the national strategy</i>	
Description	Implement a pilot project in one fisherman cooperative including rehabilitation of premises to encourage ecotourism activities	
Quality Criteria	Quality Method	Date of Assessment
Premises at Dbayeh cooperatives ready for ecotourism activities	Site visit reports and photographs	December 2012
Fishing ecotourism activities initiated	Site visit reports	May 2012

VI. LEGAL CONTEXT

This project document shall be the instrument referred to as such in Article 1 of the SBAA between the Government of (country) and UNDP, signed on (date).

Consistent with the Article III of the Standard Basic Assistance Agreement, the responsibility for the safety and security of the executing agency and its personnel and property, and of UNDP's property in the executing agency's custody, rests with the executing agency.

The executing agency shall:

- a) put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the project is being carried;
- b) assume all risks and liabilities related to the executing agency's security, and the full implementation of the security plan.

UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this agreement.

The executing agency agrees to undertake all reasonable efforts to ensure that none of the UNDP funds received pursuant to the Project Document are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>. This provision must be included in all sub-contracts or sub-agreements entered into under this Project Document.

VII. ANNEXES

ANNEX A – RISK LOG

#	Description	Date Identified	Type	Impact & Probability (1= low, 5=high)	Countermeasures / Management response	Owner	Submitted, updated by	Last Update	Status
1	Unwillingness of the Ministry of Tourism to adopt ecotourism within its overall tourism strategy	Project initiation date	Political	This would substantially delay the initiation of project activities P = 4 I = 4	Follow-up with Ministry of Tourism and private sector tourism institutions	MoE			
2	Political instability and security situation in the country	Project initiation date	Security	Political or security changes can hinder access to site and delay in receiving legal issues P = 5 I = 5	Close coordination with UN DSS	UNDP			
3	Tourism sector is not attracted by "environmental tourism"	Project initiation date	Operational	This may cause a delay in implementation of some policy level decision P = 3 I = 4	Continuous and targeted awareness raising activities should be undertaken to sensitise tourists on the benefit and importance of the "environment"	UNDP			
4	Low willingness to cooperate amongst the stakeholders in the tourism sector	Project initiation date	Operational	This may cause a delay in implementation of some technical activities P = 3 I = 4	Continuous support of Ministry of Environment to push eco-tourism forward among the private sector, tourism actors, and the general public	MoE			

ANNEX B – PRELIMINARY NEEDS ASSESSMENT OF DBAYEH FISHERMEN COOPERATIVE

EQUIPMENT (COOP DBAYE)	QT	U/PRICE (USD)	PRICE (USD)
4 BURNER + OVEN IND.	2	4,630	9,260
HOT + INST.	1	4,500	4,500
DEEP FREEZER 400 LIT (1.30 M)	2	900	1,800
REFRIGERATED TABLE TOP (ESP)	1	1,100	1,100
DISPLAY FOR FISH (1.30 M)	1	4,700	4,700
ICE MAKER (8 KGS * 24 H)	1	3,500	3,500
REFRIGERATOR (2.5 M) REG. DISPLAY	1	9,900	9,900
PLASTIC TABLES	20	30	600
PLASTIC CHAIRS	200	10	2,000
PC & DESK TOP	2	600	1,200
DESK	3	350	1,050
DESK CHAIR	3	200	600
CONFERENCE TABLE	1	1,500	1,500
FILING CABINET	2	450	900
FIRST AID KIT	10	50	500
CB MARINE BASE	3	350	1,050
CB MARINE HANDY	6	150	900
LIFE JACKETS	50	50	2,500
KITCHEN UTENSILS (TOOLS ...)			5,000
FISHING UTENSILS (REELS,ROAD,HOOKS, LINES....)			3,000
GENERATOR (15 KVA)	1		15,590
AWARENESS MATERIAL (Brochures and Posters)			5,000
FISHING MAP (CD , OR SHIP CARD)			2,000
TV LCD(42 "),DVD.....			2,000
FISHING BOOKS			3,000
CONSTRUCTION WORKS			20,000
PREFABRICATED STRUCTURES			20,000
TAXONOMIST			5,000
Miscellaneous			10,707
Total Budget for Cooperative			138,857

7/19/2011



UN Development Programme

Lebanon - Beirut

Award ID: 00062096

Award Title: Developing an Ecotourism Strategy in Fisheries Sector

Start Year: 2011

End Year: 2012

Implementing Partner (Executing Agency): UNDP

Budget (US\$) as of Last Revision on 19-July-2011		
Donor	Fund	Amount
UNDP	30076 Prog Country Cost Sharing6	150,000.00
Total Budget (2011 and Beyond)		150,000.00
Total Expenditure (2010 and Prior)		0.00
Award Total		150,000.00
Unprogrammed/Unfunded		0.00

Responsible Party (Implementing Agent): UNDP

Revision Type: Initial Project Approval

Brief Description:

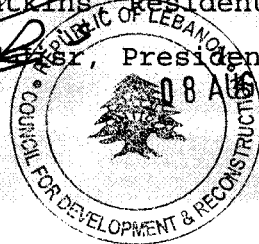
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Agreed by: *[Signature]* Mr. Robert Watkins, Resident Representative, UNDP

Agreed by: *[Signature]* Mr. Nabil El-Kher, President, Council for Development and Reconstruction

Agreed by:

Agreed by:



R



Annual Work Plan

Lebanon - Beirut

Award Id: 00062096

Award Title: Developing an Ecotourism Strategy in Fisheries Sector

Year: 2011

Report Date: 7/19/2011

Project ID	Expected Outputs	Key Activities	Timeframe		Responsible Party	Planned Budget				
			Start	End		Fund	Donor	Budget Descr	Amount US\$	
00079364	Developing an Ecotourism Strat	Pilot Project Implementation			UNDP	30076	UNDP	72600	Grants	65,000.00
		Project Coordination			UNDP	30076	UNDP	75100	Facilities & Administration	3,250.00
					UNDP	30076	UNDP	71300	Local Consultants	2,000.00
					UNDP	30076	UNDP	75100	Facilities & Administration	100.00
TOTAL										70,350.00
GRAND TOTAL										70,350.00

A



Annual Work Plan

Lebanon - Beirut

Award Id: 00062096

Award Title: Developing an Ecotourism Strategy in Fisheries Sector

Year: 2012

Report Date: 7/19/2011

Project ID	Expected Outputs	Key Activities	Timeframe		Responsible Party	Planned Budget				
			Start	End		Fund	Donor	Budget Descr	Amount US\$	
00079364	Developing an Ecotourism Strat	Pilot Project Implementation			UNDP	30076	UNDP	72600	Grants	73,857.00
		Project Coordination			UNDP	30076	UNDP	75100	Facilities & Administration	3,693.00
					UNDP	30076	UNDP	71300	Local Consultants	2,000.00
					UNDP	30076	UNDP	75100	Facilities & Administration	100.00
TOTAL										79,650.00
GRAND TOTAL										79,650.00