

ANNUAL REPORT OF ENVIRONMENTAL CONSERVATION FOR WILDLIFE AND COMMUNITY ENTERPRISE

ECOWICE



YEAR 2014-2015

Table of Contents

1. Introduction	4
List of Abbreviations	5
2. Background of ECOWICE.....	6
2.1. Vision	7
2.2. Mission	7
3. Approach and methodology.....	7
4. Implemented Activities in 2014-2015	7
4.1. Acquiring legal status.....	7
4.2. Acquiring the knowledge and establishing a proposed mushroom	7
project	7
4.2.1. Packaging of mushroom and marketing.....	9
4.2.2. Training for mushroom cultivation.....	10
5. Promoting the organization to different stakeholders	11
5.1. Social media.....	11
5.2. Publications.....	12
5.3. Forums	12
6. Increasing membership recruitment.....	13
7. Strengthening organization capacity and development	13
7.1. The organization structure	13
7.2. Staffs capacity and welfare.....	13
7.3. Office equipments and facilities.....	14
8. Highlight of Achievements	14
9. Progress of implementation	15
10. Challenges.....	15
10.1. Lack of investment capital and technology.....	15
10.2. Lack of staff morale and motivation.....	15
10.3. Lack of financial support	15
10.4. Lack of organization board	15
10.5. Lack of office equipments and facilities	15
10.6. Lack of Website.....	16
10.7. Poor capacity of handling financial and business matters	16

11. Way forward..... 16

1. Introduction



Foreword from chief executive officer

Our organization is now completing one year of survival with different activities toward our goal. In this report, different activities have been described to give the clear picture of what we did as a new growing organization.

Therefore it's our obligation as stakeholders to ready this interesting report so that we can understand our direction.


.....

FELICIAN E.CHEMIHANDA
CHIEF EXECUTIVE OFFICER

List of Abbreviations

ECOWICE-Environmental Conservation for Wildlife and Community Enterprise

MEBTI-Magadu Entrepreneurship and Business Training Institute

TANAPA- Tanzania National Park Authority

WISA-SUA- Wildlife Students Association of Sokoine University of Agriculture.

2. Background of ECOWICE

Environmental conservation for wildlife and Community Enterprise (ECOWICE), is a non-governmental organization established by students graduated Bsc. Wildlife management at Sokoine University of Agriculture. The organization was created and registered on 2014 after few students (studying by that time) innovated the model of conservation based market.

Soon after registration, founder members with an eager of putting the project into practice, they managed to establish a pilot project at Magadu village , without any financial support , tighten by studies, using free hours to visit the site to ensure the project is successful implemented.

This year is now ending with a success story of imparting knowledge of mushroom cultivation to Magadu villagers and members, giving the good direction for starting other projects.

Communities living adjacent protected areas are claimed to be one of the major driver of biodiversity loss. When they are looking food and cash to sustain their livelihood, they cut trees and hunt animals, as a result protected areas are in a greater threat of losing both species and habitat. ECOWICE have been established to enhance communities in undertaking greater challenges of food insecurity and poverty that will make them reduce pressure on protected area resources. To address these challenges, ECOWICE have designed a model of conservation based market, that aim to provide market for different commodities as a tool to trigger conservation efforts to rural communities living adjacent protected areas. Various commodities such as agricultural crops, honey and mushroom produced by local community will be bought by a commercial enterprise of ECOWICE before being processed, packed and sold to the market. Additionally, packed products are labeled '*save wild*' to emphasize conservation actions to consumers.

In implementing this model, ECOWICE have done the following this year based on five key strategic objectives.

- i. Acquiring legal status (Registration)
- ii. Acquiring the knowledge and establishing a proposed initial project (mushroom)
- iii. Promoting the organization to different stakeholders
- iv. Increasing membership recruitment and partnerships
- v. Strengthening organization capacity and development

2.1. Vision

The vision of ECOWICE is developed rural communities for biodiversity conservation

2.2. Mission

The mission of ECOWICE is increasing income and food security for biodiversity conservation

2.3. Core Values

- **Accountable** in biodiversity conservation
- **Innovative** in finding solutions regarding to challenges facing human and biodiversity
- **Efficient** in utilising available resources for biodiversity conservation

3. Approach and methodology

This report has been prepared based on the workshop held by staffs of the management team whereby the following was done;

- Presentation on the status of the implementation of strategic objectives from planning perspective
- Presentation on the status of the implementation of objectives from field/practical perspective
- Presentation on the key issues emanating from the objectives and review of other external perspective.

After presentation, participants gave their views and comments that analyzed to produce this document, to be presented to the annual general meeting.

4. Implemented Activities in 2014-2015

Depending on strategic objectives of this year, the following activities were implemented;

4.1. Acquiring legal status

The first meeting for establishing this organization made by founder members who made all legal requirements for registering the organization. After accomplishment of these, all documents were submitted to register of nongovernmental organizations for registration. It took a month until 15th October 2014 when ECOWICE officially registered as a non-governmental organization working at national level with registration no.00007552

4.2. Acquiring the knowledge and establishing a proposed mushroom project

In order to be competent in mushroom farming, ECOWICE members obtained the knowledge of mushroom cultivation from faculty of forestry and nature conservation at Sokoine University of Agriculture.

After getting the knowledge, arrangements for establishing the project were made, these involved three management meetings, one meeting with village executive committee and land acquisition procedures.

After acquiring the land, a small mushroom house(4m*4m) was constructed, this lasts for one month when the house was ready to start operating.



Fig 1: Mushroom house construction



Fig 2: Some of procedures in mushroom cultivation

Mushroom production started one month of incubation, and the following are production figures recorded;

First flash

Date	5-Dec	7-Dec	10-Dec	15-Dec	19-Dec	22-Dec	27-Dec	2-Jan	10-Jan	16-Jan	20-Jan	25-Jan	30-Jan	2-Feb	7-Feb	10-Feb	16-Feb	TOTAL
Weight(Kg)	3.4	3.5	4.25	3.2	4.5	4.125	2.5	3.5	2	1.125	2	2	1.5	3	1	1.5	1	44.1
Expected weight(Kg)	7	8	8	7	6	6	5	5	4	4	3	3	2	2	2	2	1	75
Production(%)	48.57143	43.75	53.125	45.71429	75	68.75	50	70	50	28.125	66.66667	66.66667	75	150	50	75	100	58.8



Fig 3: Mushroom harvesting

Second flash

Date	4-Mar	7-Mar	10-Mar	14-Mar	19-Mar	23-Mar	30-Mar	3-Apr	5-Apr	11-Apr	18-Apr	25-Apr	30-Apr	2-May	10-May	17-May	25-May	TOTAL
Weight(Kg)	3.4	4.5	5	3.2	3	4	4.4	3	2	3	2	1	1	3	2	1.5	2	48
Expected weight(Kg)	7	8	8	7	6	6	5	5	4	4	3	3	2	2	2	2	1	75
Production(%)	48.57143	56.25	62.5	45.71429	50	66.66667	88	60	50	75	66.66667	33.33333	50	150	100	75	200	64

From the above figures it shows that there were two flashes of production in this year, the average production in the first flash was 58% from the mean production while in the second it grew up to 64%.

4.2.1. Packaging of mushroom and marketing

After every harvest mushroom were packed into special packages with a brand name '*save wild*', then products were sold to the market whereby customers were mostly individuals, restaurant and supermarket.



Fig 4: Packaged mushroom branded 'save wild'

4.2.2. Training for mushroom cultivation



Fig 5: a poster for training

After a second flash of harvest, ECOWICE organized a two days training seminar to about 40% of Magadu villagers. The first day was basing on theory that conducted at MEBTI institute (One of the institution in the village, also ECOWICE).



Fig 6: Magadu villagers on first day, theory session

The second day was basing on practical that conducted at the mushroom house. Most of villagers were very much interested with the project, considering it as a good kind of food and also source of income.



Fig 6: Magadu villagers on second day, practical session

5. Promoting the organization to different stakeholders

As a new growing organization, promotion was highly encouraged, therefore this year some significant number of promotions were done, this was through the following approaches;

5.1. Social media

As one of the component that put the public together, the page on facebook has been opened with the account name ECOWICE and different posts concerning with ECOWICE are available. Also a blog with account name ecowiceorg.blogspot.com is also available with a lot of posts.

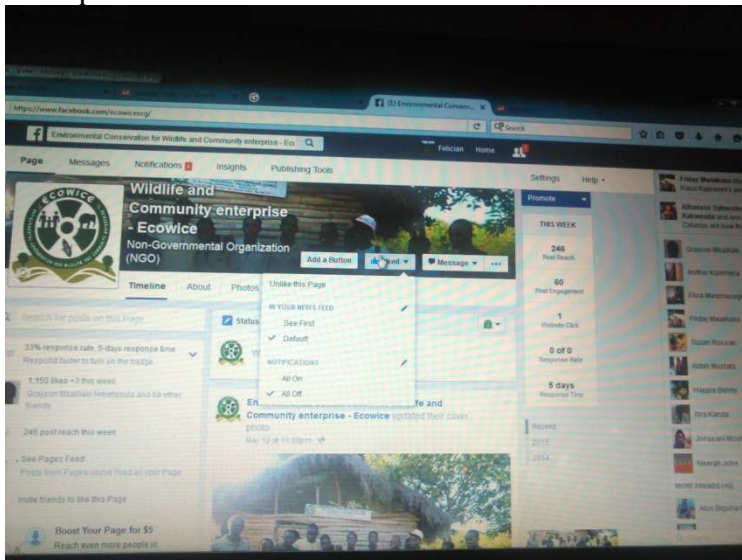


Fig 7: Facebook page

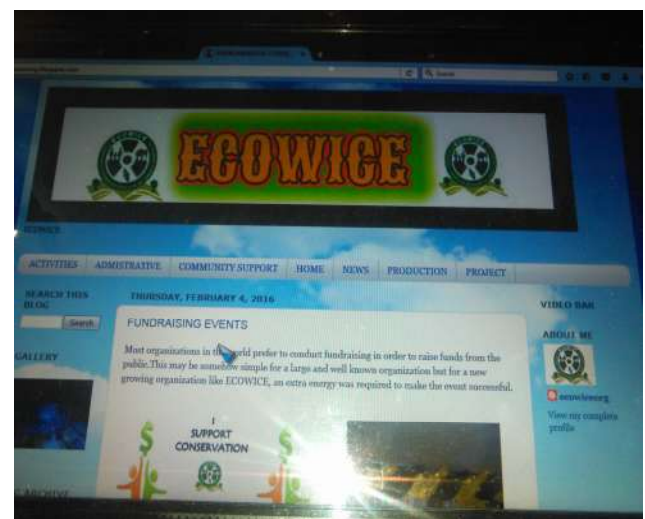


Fig 8: Blog

5.2. Publications

Two brochures, one for mushroom and another for ECOWICE activities are now available to the public

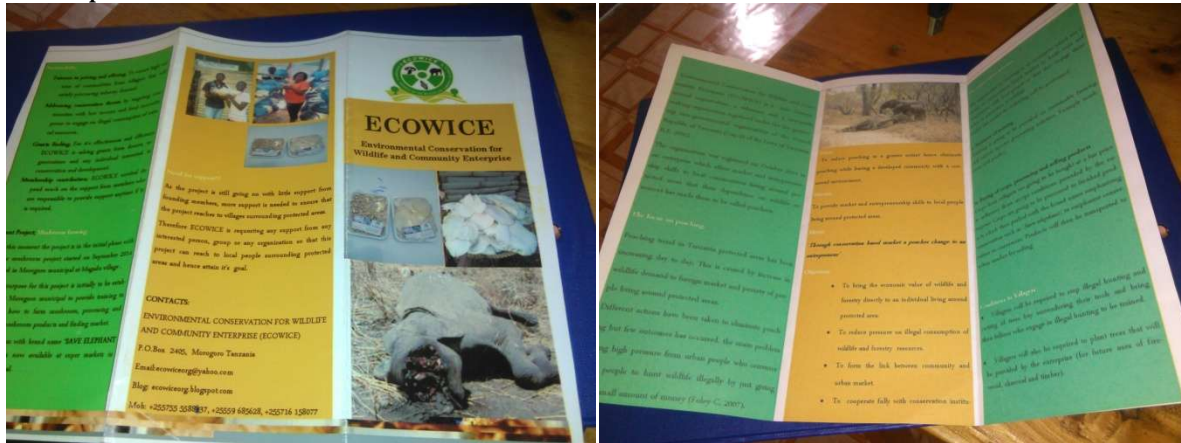


Fig 9: Brochure

5.3. Forums

This year we managed to participate on one Conservation forum organized by WISA-SUA at Sokoine University of Agriculture, the forum was concerning about **participatory wildlife management taking a roof of governance of wildlife by communities in Tanzania**. The forum was attended by participants from Tanzania National Park Authority(TANAPA), Wildlife Division, Sokoine University of Agriculture and University of Dar es Salaam. During that forum ECOWICE got an opportunity to present also promoted 'save wild' mushroom by being included in a lunch menu.



Fig 10: Participants during the forum



Fig 11: Chief Executive Officer of ECOWICE, Mr. Felician Ezekiel presenting his presentation



Fig 12: The guest of honour, Prof. Vedasto Ndibalema (1st left).

Presenters Mr.Saru (1st right), Mr. Mbugi (2nd right), Mr.Benson Kibonde(3rd) enjoying lunch with mushroom

6. Increasing membership recruitment

Membership recruitment is one of the important activities of ECOWICE as it increases number of members to save the organization. Therefore, in this year the meeting for preparing terms and procedures was held, one of the important issue discussed was concerning about , membership fee which suggested to be Tsh 20,000/=(USD 10) for ordinary member and Tshs 50,000(USD25) and above for honorary member. Currently the number has been increased up to 21 individuals.

7. Strengthening organization capacity and development

7.1. The organization structure

The organization structure of ECOWICE provide three different categories

7.1.2. Annual general meeting comprising members headed by chairman elected by vote. Currently the organization has twenty two (22) members headed by Chairman Mr. Felician Ezekiel who is also Chief executive officer.

7.1.3. Board members comprising ten (10) members elected by annual general meeting after every four years. Currently the organization do not have a board, this is due to difficultness in securing board members as people do not have much trust for a newly established organization like this. Therefore all activities of the board are undertaken by the management team.

7.1.4. Management team comprises of head of departments who are headed by Chief executive officer. Currently the organization has four departments that include: Production department, Sales and marketing department, administrative and finance department and processing and packaging department.

7.2. Staffs capacity and welfare

Currently the organization has six staffs who are working by volunteering (with no salary). To be competent in running the mushroom project all members of the management team were fully trained.

7.3. Office equipments and facilities

Currently the organization has rent an office which has one table, one laptop and one office chair and one bench. Other facilities include weight scale.(for mushroom packaging)



Fig 13: Weighing scale



Fig 14: Office facilities

8. Highlight of Achievements

Implementation of strategic objectives was a good way toward success, and the following achievements were noted;

- 8.1. To become officially registered hence be competent and trusted to work with different stakeholders inside and outside the country
- 8.2. Acquiring knowledge and become skilled mushroom producers, this helped us to have capacity of training other people especially local communities living adjacent protected areas.
- 8.3. Starting the project at Magadu village, this helped us to practice the knowledge we obtained from training hence be able to produce mushroom.
- 8.4. Identifying the market, with production capacity of established project we managed to identify the market of mushroom particularly supermarkets who are more profitable customers.
- 8.5. Conducting training to Magadu villagers, hence helping them to be able to produce mushroom and sell to already identified market.
- 8.6. Promoting the organization to different stakeholders, this helped the organization to be recognized by different stakeholders such as TANAPA, WD e.t.c something which open the room for partnerships and support.
- 8.7. Additionally promotion helped the organization to increase number of members who are helping the organization on volunteering in different activities.

8.8. Also the organization capacity has somehow improved by having skilled management team, also having an office with required facilities is a good way forward.

9. Progress of implementation

- 9.1. Currently the organization is progressing in producing and selling mushroom products to different customers.
- 9.2. The organization is seeking partnership and support from different stakeholders mostly those who attended at the forum

10. Challenges

Upon implementation of activities, different challenges arose; these are summarized as follows;

10.1. Lack of investment capital and technology

To be productive, mushroom cultivation must be practiced by using advanced equipments such as humidifier to maintain moisture in the house, sterilizing machine to sterilize substrates efficiently and advanced packaging materials. The current technology that is used, is more less outdated, resulting to poor production and loss of customers. For example, The current production capacity of mushroom neither sterilize proper nor maintain moisture to a required level something that has resulted to poor production. Also the organization is likely to lose customers of supermarkets due to poor packaging materials.

10.2. Lack of staff morale and motivation

A highly workforce in an organization mostly depend on staff motivation and morale, currently the organization does not pay salary, to its staff or any allowance the thing which has reduced the workforce and hence reduce organization capacity.

10.3. Lack of financial support

Currently the only sources of fund is through membership contributions and profits obtained from selling '*save wild*' mushroom which most of the time is not enough to run organization activities. This requires staffs to use fund from their pockets to run organization activities.

10.4. Lack of organization board

For it to operate effectively, the organization requires a board that will oversee different decisions and actions. However, this is not easy for a new established organization taking into account that it is created by students. Therefore for this case, efforts of forming a board was not successful to this year. For this case all activities required to be pursued by the board was performed by the management team something which is very difficulty however. For example on preparation of this report there must be a board that will pass through it and give out their recommendations and suggestions before being presented to annual general meeting

10.5. Lack of office equipments and facilities

Currently the organization does not have permanent office, the current office has obtained for rent, and it has few facilities such as chair, computer, and table. Therefore, for the organization to operate effectively, more advanced facilities are required.

10.6. Lack of Website

Currently the organization do not have website, therefore the major means of communicating our activities is only through blog, facebook page and brochures. However these approaches are not sufficient to provide detail information of the organization like a using website.

10.7. Poor capacity of handling financial and business matters

As an organization that conduct business, the knowledge for business planning and management of financial matters is required. Therefore this was a very great challenge on this year as more staffs were less able to work with business plans and also financial management was a great issue.

11. Way forward

This report shows a lot of information concerning with activities of ECOWICE on the year 2014-2015, a way forward now is to do the following;

- 11.1. To prepare ECOWICE policy and a five year strategic plan
- 11.2. To increase promotion efforts
- 11.3. To increase the institution capacity of ECOWICE
- 11.4. To increase partnerships and members
- 11.5. To secure fund and prepare financial plan

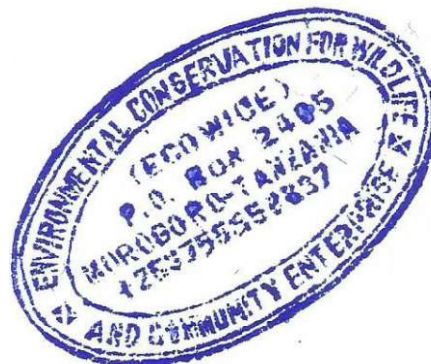
STATEMENT OF FINANCIAL POSITION AS AT 30th June 2015

	Note	30.06.2016 TZS
Non-current assets		
Property and equipments	1	1,284,500
Current assets		
Cash	2	421,660
TOTAL ASSETS		1,706,160
Reserves and liabilities		
Capital fund	3	300000
Capital grants	4	1,284,500
Differed(Unspent fund)	5	121660
TOTAL RESERVES AND LIABILITIES		1,706,160
STATEMENT OF INCOME AND EXPENDITURE AS AT 30th June 2015		
Open balance 1st July 2014	6	156,000
Add: Income		
Membership contributions	7	1,174,900
Commercial enterprise profit	8	411,060
Sub-total	9	1,585,960
Other	10	150,000
		1,735,960
Less: Expenditure		
Office expenditure	11	913500
Investment capital(Commercial enterprise)	12	636000
Registration	13	220800
Total expenditure		1770300
Closing balance 30th June 2015	14	-34,340

CASHFLOW STATEMENT FOR THE YEAR ENDED 30th June 2015

CASHFLOW FROM OPERATING ACTIVITIES		
Income		1,585,960
Other		150,000
		1,735,960
Total expenditure		1770300
Net cash flow from operating activities		-34,340
CASHFLOW FROM INVESTING ACTIVITIES		
Capital fund		300000
Net cash flow from investing activities		300000
NET INCREASE/DECREASE IN CASH FLOWS		265,660
Cash as at 1st July 2014		156,000
NET CASH AND CASH EQUIVALENT		421,660


 CHIEF EXECUTIVE OFFICER





End