

ANNUAL REPORT FOR ENVIRONMENTAL CONSERVATION FOR WILDLIFE AND COMMUNITY ENTERPRISE

(ECOWICE)



YEAR 2015-2016

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1. Introduction



It my pleasure to reach on the second year of our organization. Last year we had a great success of registering our organization and initiate the project. In the context of seeking our goal this year we planned different issues as far as more promotion is concerned. For a new growing organization like ECOWICE, Promotion was very essential as it display to the public what unique features we bring to solve conservation issues, hence open the room for support. Therefore this report contains a detailed information concerning with different activities we have done mostly concerning with promotion and its outcomes.

A handwritten signature in blue ink, appearing to read 'Felician E. Chemihanda', written over a horizontal line of small dots.

FELICIAN E. CHEMIHANDA
Chief Executive Officer

List of Abbreviations

ECOWICE-Environmental Conservation for Wildlife and Community Enterprise

ITV-Independent Television

NCMC-National Carbon Monitoring Center

NSSF-National Social Security Fund

MEBTI-Magadu Entrepreneurship and Business Training Institute

PASS- Private Agricultural Sector Support

TANAPA- Tanzania National Park Authority

TOSCI- Tanzania Official Seed Certificate Institute

WCST-Wildlife Conservation Society of Tanzania

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

1. Background

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. The model aim to engage rural communities living adjacent protected areas in a commercial enterprise that buy crops and other commodities they produce.

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.

Then they will be processed, packed and sold to the market, with brand name '*save wild*' to emphasize conservation actions to consumers.

In implementing this model, ECOWICE prepared strategic objectives that will guide the implementation of different activities to ensure the goal is attained. Therefore for this year the following were strategic objectives;

- Preparation of ECOWICE policy and a five year strategic plan
- Increasing promotion efforts
- Increasing the institution capacity of ECOWICE
- Increasing partnerships and members
- Increasing Funding sources
- Initiating another project

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 based on the following;

- Presentation on the status of the implementation of strategic objectives from planning perspective
- Presentation on the status of the implementation of strategic 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 board for approval before presented on the annual general meeting.

4. Implemented Activities in 2015-2016

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

4.1. Preparation of ECOWICE policy and a five year strategic plan

For the organization to work effectively it requires a document that will guide different strategies on working toward a goal. Therefore on this year, the organization managed to prepare a policy that will guide all ECOWICE activities in implementing its objectives. Initially in preparing this document, the management team held a workshop that included a presentation from the President, presenting about the general idea of ECOWICE and the model of conservation based market, and the second one was from Chief executive officer presenting about the general activities that have already implemented and planned activities. After presentations, participants discussed into small groups and then shared their comments and views to reach consensus. After the workshop comments, views and presentations were analyzed to produce a policy document.



Fig 1: Management team in a workshop

4.2. Increasing promotion efforts

4.2.1. Changing of Logo

Following suggestions of different stakeholders and the importance of community to organization objectives, the organization decided to change its logo by putting the sign of community replacing that of mushroom. Therefore by these changes the organization logo will be having a green circular above the yellow tape with white stripes. In a circular there are words written in capital letters, ECOWICE above and ENVIRONMENTAL CONSERVATION FOR WILDLIFE AND COMMUNITY ENTERPRISE below separated on each side by green water droplets.

Emblem contains an elephant, man, woman and child and maize which are placed within a circular and trees located on either sides of the tape.



Fig 2: Old and New logo

4.2.2. Website

In the last annual report a website was suggested as an important tool that can provide detailed information of the organization to the public. This year the effort for constructing a website was successful and currently the organization has a website with an address www.ecowice.org. Thanks for all supporters who helped this to be successful.

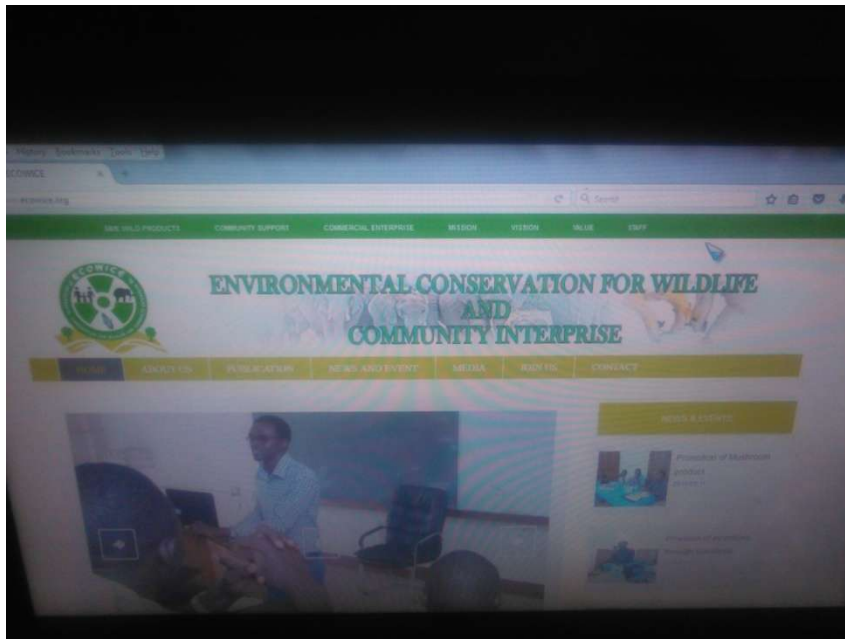


Fig: ECOWICE official website

4.2.3. Forum

One of the said *'an interesting forum we made'*. It is a conservation forum held again at Sokoine University of agriculture, the forum was under the theme **Climate change impacts and challenges in sustainable tourism and biodiversity conservation**. In this forum ECOWICE invited to present on the issue of **climate change impacts on non-governmental organization activities**. Taking its role as a non-governmental organization, different challenges were addressed such as the impact of climate change in research, crop productivity, diseases e.t.c. The issue was not only to address climate change issues, but also to introduce the organization to different stakeholders. The forum was attended by members from Sokoine University of Agriculture, University of Dar es Salaam, Tanzania National Park (TANAPA) and National Carbon Monitoring Center (NCMC).

- (b) Chief executive officer of ECOWICE during presentation
- (c) Participants on the forum



(a)



(b)



(c)

(a) Participants and presenters of the forum, the guest of honor Prof. Dos Santos Silayo, Dean faculty of forestry and nature conservation(fifth from right), Prof. Zahabu(first right) Director, National Carbon Monitoring Center, Mr. Samwel Mghochi (second right), park ecologist Mikumi national park, Dr. Sayuni Mariki(seventh from right) and Dr. Agnes Sirima(third from right) From Sokoine University of Agriculture, and Chief executive officer of ECOWICE(ninth from right) Mr. Felician Ezekiel

4.2.4. T-shirt and Key holders

This was another important approach for promoting the organization this year. The organization printed T-shirts that sold to both ECOWICE and non-ECOWICE members. Also Key holders played a great role when they are used by members. Another significance of Tshirts and keyholders is that they has been used also in raising fund in launching event.



ECOWICE members wearing T-shirt



Key holders

4.2.5. Media (Tv and newspapers)

For the purpose of launching the organization to the public, ECOWICE prepared an event that goes with Fundraising. The event was held on 30th January 2016 in ICE hall at Sokoine University of Agriculture. The guest of honor on this event was Hon. Pascal Kihanga (The Morogoro Municipal Mayor). Some of the invited guests were, a representative of director general, Tanzania National Park Authority (TANAPA), Staffs from Sokoine University of Agriculture, participants from private institutions and government Institutions (i.e Private Agricultural Sector Support- PASS, National Social Security Fund-NSSF and Tanzania Official Seed Certificate Institute-TOSCI). Other important stakeholders were the local media include Independent Television (ITV) and newspapers of JAMBO LEO, NIPASHE and UHURU.



ITV media



Newspapers talking about the event

4.2.6. Video clip

To give great understanding of a conservation based market, ECOWICE promotion department prepared a video clip that was presented during the launching event. A clip contains detailed information of poaching issues and the role of local communities in poaching. Also it describes habitat destruction activities including poverty and food insecurity issues. The clip will soon be posted in the website and ECOWICE social media accounts.



Some features in the video clip

4.3. Increasing the institutional capacity of ECOWICE

4.3.1. Capacity building trainings to members and staffs

For improving staff competence, ECOWICE organized two training seminar based on skills for mushroom cultivation and that of Entrepreneurship skills and business planning. The former was conducted by Chief executive officer and involved imparting the knowledge for mushroom cultivation to new members and staffs. In this training participants were able to understand how to cultivate mushroom and significance of mushroom especially as it is used in ECOWICE model of conservation based market.



Members and staffs of ECOWICE during training



Practical session



Group discussion on training



ECOWICE after training

Also participants went through processing and packaging whereby they practiced essential procedures for mushroom processing and packaging.



Processing and packaging of mushroom



Another training was organized by ECOWICE in partnership with MEBTI institute and involved imparting the knowledge of business planning and financial management. At the end of this training participants were able understand how to write a business plan, financial analysis by using Microsoft excel and significance and approaches of entrepreneurship.

4.3.3. Formation of a board

One of the great challenge addressed in the last report was formation of the board. On this year, this was one of the greatest task we had, and we have succeeded to obtain members of the board who are the following;

1. Prof. Dos Santos Silayo- Chairman
2. Mr. Felician Ezekiel- Secretary (Also Chief executive officer)
3. Mr. Paschal Kihanga-Member
4. Dr. Mbije Nsajigwa-Member
5. Dr. Christopher Sabuni-Member
6. Mr. Salumu Mkolwe-Member
7. Miss Angella Kisanga-Member
8. Dr. Suzana Agustino-Member
9. Dr.Sayuni Mariki-Member

4.4. Increasing partnerships and members.

This year was very successful in increasing number of members and partners. Currently the organization has 51 members. The organization also managed to have partnership with the following

2. Faculty of forestry and nature conservation at Sokoine University of Agriculture
3. Department of Wildlife Management at Sokoine University of Agriculture
4. Magadu Entrepreneurship and Business Training Institute (MEBTI).
5. Wildlife Students Association of Sokoine University of Agriculture(WISA-SUA)
6. Wildlife Conservation Society of Tanzania(WCST)
7. Tanzania National Park Authority(TANAPA)
8. Morogoro District Council
9. Mvomero District Council
10. Magadu Village council
11. National Social security fund(NSSF)
12. Tanzania Official seed certificate Institute(TOSCI)
13. Private Agricultural Sector Support (PASS)

4.5. Increase funding sources

On this year, the organization has managed to increase funding sources through fundraising activity, Membership contributions and from selling mushroom. Fundraising conducted during launching played a great role in increasing the organization fund. On that event the organization got financial support from Tanzania National Park Authority, National Social Security Fund (NSSF), Staffs from Sokoine University of Agriculture and other private and public institutions.



The guest of honor. Mr. Paschal Kihanga (Morogoro Municipal Mayor) giving out his words during the event



Representative of Director general Tanzania National Park Authority (TANAPA), Mr. Vitalis Uruka giving out a pledge

Membership contributions also was very high, however this was due to the pressure of launching event, therefore members contributed fee for the event but only few has paid membership fee. Mushroom selling also contributed some amount however production was very uncertain due to the fact that mushroom cultivation was only done for membership training.

4.6. Initiating another project

After collecting fund from fundraising and membership, it's time now to look another site for initiating the project. The proposed site will be villages adjacent to Mikumi National Park starting with Doma Village. Currently the baseline survey and procedures for acquiring the land are in progress.

5. Highlight of Achievements

5.1. Innovative promotion strategies

This year was successful in promotion as many planned activities were successfully implemented. The organization was launched to the public through media, participating in conservation forum, opening a website, preparing video clip and also using T-shirts and key holders. Promotion has helped the organization to secure fund from different supporters.

5.2. Participatory approach in policy making

During policy making, the approach involved collection of views and comments from staffs which were analyzed to produce a policy document. This is significant during policy implementation whereby every staff will be able to implement as their own policy.

5.3. Improvement of institution capacity

The current office condition has been improved compared to last year although a lot of improvements are required.

5.4. Formation of the board

One of the major success attained is formation of the board, formation of the board will help the organization move in good direction as all activities and decisions will be overseen by the board.

5.5. Improved capacity building trainings

This year member and staffs got an opportunity to be trained all processes of mushroom farming including processing and packaging. This has increased competence to members and staffs hence be able train villagers and other members.

5.6. Increase funding sources

On this year the organization have succeeded to increase number funding sources, the major one being fundraising and T-shirt and key holder project. This has opened an opportunity to start another project.

5.7. Increasing members and partners

In this year there were an increasing number of members from 20 to 51 also the organization has partnership with fourteen institutions. This is a great opportunity to the organization will get technical and material support.

6. Challenges

Although there success, challenges also arose as described below;

6.1. Inadequate Capacity (skills and experience)

As young graduates, an exposure of different issues relating to our carrier so that we can improve our working efficiency. Therefore in this year we struggled a lot to look for capacity building trainings however we obtained little.

6.2. Restrictions difficulties of securing fund

Many donors have restrictions and conditions that mostly cannot be met by a small growing organization like ECOWICE. This was a very great challenge when we were trying to write proposals to Donors.

6.3. Challenges in securing board members

This was also a great challenge as many people have little trust on working with a new growing organization, but thanks to those who accepted to become board members of ECOWICE.

6.4. Difficulty in securing partnership with large institutions.

As a growing organization it is not easy to be trusted and sometime it takes time until someone accept to work with you, therefore on this year the organization struggled to have partnership with large institutions however until now we are waiting for their answers.

6.5. Inadequate office facilities

For the organization to work effectively, essential office facilities are required. However the current situation of our office is not good furniture, computer, transport and information facilities are all inadequate.

7. Way forward

- Initiating the project to villages adjacent Mikumi national park
- Improve institutional capacity
- Increase partnership

STATEMENT OF FINANCIAL POSITION AS AT 18th May 2016

		18.5. 2016
	Note	TZS
Non-current assets		
Property and equipments	1	194,500
Current assets		
Cash	2	1,868,689.61
TOTAL ASSETS		2,063,190
Reserves and liabilities		
Capital fund	3	47,100
Capital grants	4	194,500
Differed(Unspent fund)	5	1,821,589.61
TOTAL RESERVES AND LIABILITIES		2,063,189.61

STATEMENT OF INCOME AND EXPENDITURE AS AT 18th May 2016

Open balance at 1st July 2015	6	421,660
Add: Income		
Membership contributions	7	728,500
Fundraising	8	4,809,000
Commercial enterprise (profit)	9	211,060
Sub-total		5,748,560
Less: Expenditure		
Office expenditure	10	1,552,000
Fundraising expenditure	11	2,005,000
Investment capital(Commercial enterprise)	12	368750
Total expenditure		3,925,750
Closing balance 30th April 2016		1,822,810

CASHFLOW STATEMENT FOR THE YEAR ENDED 18th May 2016

CASHFLOW FROM OPERATING ACTIVITIES		
Income		5,748,560
Total expenditure		3,925,750
Net cash flow from operating activities		1,822,810
CASHFLOW FROM INVESTING ACTIVITIES		
Capital fund		47100
Net cash flow from investing activities		47100
NET INCREASE/DECREASE IN CASH FLOWS		1,869,910
CASH AND BANK BALANCE AS AT 30th June 2015		-1,220.39
NET CASH AND CASH EQUIVALENT		1,868,689.61


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CHIEF EXECUTIVE OFFICER





Thank you.