

## **GPAF IMPACT PROPOSAL FORM (for Round 2)**

The proposal documentation provides detailed information about your proposed project. This information is used to assess the strengths and weaknesses of the initiative and will ultimately inform the DFID funding decisions. It is very important you read the **GPAF Impact Window Guidelines for Applicants** and related documents before you start working on your Proposal to ensure that you understand and take into account the relevant funding criteria. Please also consider the **GPAF Impact Round 1 Proposals - Key Strengths and Weaknesses** document which was prepared following the appraisal of the full proposals submitted to the first round of GPAF Impact. This document identifies the generic strengths and weaknesses of proposals submitted in relation to the **key assessment criteria**.

**How:** You must submit a Microsoft Word version of your Proposal and associated documents by email to **gpafimpact@tripleline.com**. The Proposal Form should be completed using **Arial font size 12**. We do not require a hard copy.

**When:** Proposal documentation must be received by Triple Line by: **23:59 (GMT) on 10<sup>th</sup> January 2012**. Proposal documents that are received after the deadline will not be considered.

**What:** You should submit the following documents:

**1. Narrative Proposal:** Please use the form below, noting the following page limits:

- **Sections 1 – 7** : **Maximum of 15 (fifteen) A4 pages**
- **Section 8** : **Maximum of 3 (three) A4 pages per partner**

Please do not alter the formatting of the form and guidance notes. Proposals that exceed the page limits or that have amended formatting will not be considered.

**2. Logical Framework:** All applicants must submit a full Logical Framework/Logframe and Activities Log. Please refer to the GPAF Logframe Guidance and How-To-Note and use the Excel logframe template provided.

**3. Project Budget:** All applicants must submit a full project budget with the proposal. Please refer to the GPAF Impact Window Guidelines for Applicants, the Financial Management Guidelines and the guidance notes on the GPAF Impact budget template (for Round 2). The Excel document has three worksheets/tabs: Guidance Note; Budget; and Budget Notes. Please read all guidance notes and provide detailed budget notes to justify the budget figures.

**4. Organisational Accounts:** All applicants must provide a copy of their most recent (less than 12 months after end of accounting period) signed and audited (or examined) accounts.

**5. Project organisational chart / organogram:** All applicants must provide a project organisational chart or organogram demonstrating the relationships between the key project partners and other key stakeholders (please use your own format for this).

**6. Project Schedule or GANTT chart:** All applicants must provide a project schedule or GANTT chart to show the scheduling of project activities (please use your own format for this).

**Please complete the checklist provided in section 9 before submitting your proposal.**

**GLOBAL POVERTY ACTION FUND (GPAF) – IMPACT WINDOW PROPOSAL FORM**

**SECTION 1: INFORMATION ABOUT THE APPLICANT**

1.1	<b>Lead organisation name</b>	Traidcraft Exchange
1.2	<b>Main contact person</b>	Name: Rob Donnelly Position: Head of Africa Programmes Email: <a href="mailto:robertd@traidcraft.co.uk">robertd@traidcraft.co.uk</a> Tel: 01914976515
1.3	<b>2nd contact person</b>	Name: Edward Wambugu Position: East Africa Regional Director Email: <a href="mailto:edwardw@traidcraft.or.ke">edwardw@traidcraft.or.ke</a> Tel: +254 (0)20 3866005
1.4	<b>Please use this space to inform of any changes to the applicant organisation or Consortium details provided in your Concept Note</b>	None

**SECTION 2: BASIC INFORMATION ABOUT THE PROJECT**

2.1	<b>Concept Note Reference No.</b>	IMP-02-CN-1195
2.2	<b>Project title</b>	Beekeepers Economic Empowerment Tanzania (BEET)
2.3	<b>Country(ies) where project is to be implemented</b>	Tanzania
2.4	<b>Locality(ies)/region(s) within country(ies)</b>	Urambo, Sikonge, Uyui districts in Tabora Region, Rufiji district in Pwani Region
2.5	<b>Duration of grant request (<i>in months</i>)</b>	36 MONTHS
2.6	<b>Project start date (<i>month and year</i>)</b>	January 2013
2.7	<b>Total project budget? <i>In GBP sterling</i></b>	£714,123
2.8	<b>Total funding requested from DFID <i>in GBP sterling and as a % of total project budget</i></b>	£535,583 75%
2.9	<b>Year 1 funding requested from DFID</b>	£24,786 (Year 1: Jan 2013 - Mar 2013)
2.10	<b>Please specify the % of project funds to be spent in each project country</b>	94% Tanzania 6% Kenya
2.11	<b>Total match funding and status (sources of match funding, amounts, and secured or not secured) - Please enter match-funding details in the table below (add rows if necessary)</b>	

Source of funding	Year 1 (£)	Year 2 (£)	Year 3 (£)	Year 4 (£)	Total (£)	Secured? (Y/N)
Trusts, foundations and individuals	£6,537	£41,652	£57,896	£35,171	£141,256	No. Any shortfall will be covered by TX reserves.
HCT	£1,853	£29,036	£4,145	£2,251	£37,284	Yes
<b>Total (£)</b>	<b>£8,390</b>	<b>£70,688</b>	<b>£62,041</b>	<b>37,422</b>	<b>£178,540</b>	

### SECTION 3: FIT WITH GPAF IMPACT WINDOW

**3.1 CORE SUBJECT AREA** - Please identify **between one and three** core project focus areas (insert '1' for primary focus area; '2' for secondary focus area and; '3' for tertiary focus area)

Agriculture		Health (general)	
Appropriate Technology		HIV/AIDS / Malaria / TB	
Child Labour		Housing	
Climate Change		Income Generation	
Conflict / Peace building		Justice	
Core Labour Standards		Land	
Disability		Livestock	
Drugs		Media	
Education & Literacy		Mental Health	
Enterprise development		Reproductive Health / FGM	
Environment	3	Rural Livelihoods	1
Fisheries / Forestry		Slavery / trafficking	
Food Security		Water & sanitation	
Gender	2	Violence against women/ girls/ children	
Governance			
Other: (please specify)			

**3.2 Which of the following Millennium Development Goals is the project contributing to (if any)?** - Please identify **between one and three** MDGs in order of priority (insert '1' for primary MDG focus area; '2' for secondary MDG focus area and; '3' for tertiary MDG focus area)

1. Eradicate extreme poverty and hunger	1
2. Achieve universal primary education	
3. Promote gender equality and empower women	2
4. Reduce child mortality	
5. Improve Maternal Health	
6. Combat HIV/AIDS, malaria and other diseases	
7. Ensure environmental sustainability	3
8. Develop a global partnership for development	
None of the above (please explain in section 3.3)	

<b>3.3</b>	<b>Explain why you are focusing on these specific MDGs.</b> Are the above MDGs “off track” in the implementing countries? If possible please identify sub-targets within not just the national context but also related to the specific geographical location for the proposed project. Please state the source of the information you are using to determine whether or not they are “off track”. How will this project support the national government’s commitment to achieving identified MDGs? Your response should also inform section 4.4.
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Although Tanzania is making progress towards achieving many of the MDGs, recent economic growth in the country has not led to a major fall in poverty, particularly in rural areas (UNDP, 2010). Meeting the MDGs has been hampered by slow growth in the agricultural sector, which the rural poor are heavily dependent on. This has been exacerbated by inadequate private and public sector investment in agriculture (UNDP, 2010), despite policies designed to promote development. Consequently, Tanzania remains a poor country with 38% of the population living below the national poverty line (GoT, 2010), and the absolute number of poor rising by 1.3 million since 2001.

Accordingly, MDG 1 remains off-track (UNDP MDG Progress Report 2010). Improving physical infrastructure and access to markets, and promoting farmers associations and value-addition to primary products are recommended in the Progress Report as key strategies to accelerate growth in agriculture. By enabling people to increase their incomes from honey through better access to markets, services, knowledge and collective working, this project will directly address these strategies and contribute to MDG 1. While Tanzania is making progress towards MDG 3, levels of female participation in decision making remain low. Greater female involvement in decision-making units and economic empowerment are recommended as key strategies to increase women’s empowerment (UNDP, 2010). The project will directly contribute to this by encouraging female participation in beekeeping (increasing their income) and representation in governance structures such as beekeeper groups and associations (increasing their voice in decision making). This project can also make an important contribution in attempts to attain gender equity as women will be provided with opportunities to improve their income generation, gain employment, develop their skills and take up leadership positions. All of which are key features towards achievement of MDG 3 in Tanzania. The project will also contribute to MDG 7 which, in Tanzania, strongly influences progress towards achieving the other MDGs through the dominant interface between poverty, environment and climate change. Despite substantial efforts by donors and the GoT, MDG 7 remains off-track, exacerbated by a 10% increase in environmental degradation since 2005 (UNDP, 2010). Poverty and lack of education in rural areas are factors in the unsustainable harvesting of environmental resources that have perpetuated failures in progress towards attaining MDG 7. Ensuring environmental sustainability is a feature of this project as honey production is a livelihood practice ideally suited to ensuring a positive environmental impact, and honey quality and quantity is often dependent on the biodiversity in which it is produced. It is therefore in the interests of beekeepers to conserve and protect their environment which will be encouraged through specific training for beekeepers in environmental management and bee husbandry (see 4.14).

By enabling people in poverty to derive greater income through trade, our work will also contribute to the achievement of MDGs 2 - 6 where sustainable income increases access to education, health and nutrition for poor families.

<b>3.4</b>	<b>Please list any of the DFID’s standard output and outcome indicators that this fund will contribute to.</b> Please refer to the Standard Indicators document on the GPAF website. Note if stated here, these also need to be explicit in your logframe.
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None

## SECTION 4: PROJECT DETAILS

<b>4.1</b>	<b>ACRONYMS</b> Please list all acronyms used in your application in alphabetical order and explain them in full.
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BEE (Beekeepers Economic Empowerment), BEET (Beekeepers Economic Empowerment

Tanzania), BfD (Bees for Development), EU (European Union), FGD (Focus Group Discussion), FLO (Fairtrade Labelling Organisation), GoT (Government of Tanzania), HCT (HoneyCare Tanzania), MT (Metric Tonne), PLHA (People living with HIV/AIDS), PMT (Project Management Team), Service Providers (SP); SIDA (Swedish International Development Agency), TABECU (Tanzania Beekeepers Cooperative Union), ToT (Training of Trainers), TX (Traidcraft Exchange), TZS (Tanzanian Shilling), UNDP (United Nations Development Programme)

**4.2 SUMMARY: maximum 5 lines** - Please provide a brief project summary including the overall change(s) that the initiative is intending to achieve and who will benefit. Please be clear and concise and avoid the use of jargon (*This is for dissemination about the fund and should relate to the purpose statement in the logframe*).

This project will increase incomes for poor communities, including women, in Tanzania by improving their beekeeping skills and knowledge. The project will organise beekeepers into groups and link them to information, skills, services and markets. This will increase production, improve honey quality, and reduce costs of production leading to a 20% increase in income from honey sales, directly benefiting 2,760 beekeepers and their families (16,560 people).

**4.3 PROJECT DESIGN PROCESS**

Describe the process of preparing this project proposal. Who has been involved in the process and over what period of time? How have the intended beneficiaries and other stakeholders been involved in the design? If a consultant or anyone from outside the lead organisation and partners assisted in the preparation of this proposal please describe the type of assistance provided.

TX has been working to find solutions to beekeepers problems in East Africa over the past seven years through research, consultations, discussions with our local partner (HCT) and implementation of honey projects in Kenya and Tanzania. In 2007 TX conducted a study on EU market opportunities for African honey and beeswax highlighting increasing demand and unmet potential for Tanzanian honey in national, international and niche markets (particularly Fairtrade). TX also commissioned value chain analysis of East African honey and beeswax which illustrated a lack of collection centres, limited technical knowledge amongst beekeepers, widespread environmental degradation, and inefficiencies throughout the value chain. These findings were reinforced by similar work from BfD in Uganda, and consultation with the GoT and regional honey buyers (Melleck, Golden Foods).

The project has also been developed in response to beneficiaries' needs and learning drawn from our previous and current honey projects in Tanzania. In our current project (BEE), beekeepers organised into groups and provided with capacity building and links to service providers have achieved economies of scale, improved cultivation practices and negotiated better prices with buyers. This helped reduce production costs, increased yields by 10%, and increased prices from \$1.2 to \$2.7 per litre of honey in 18 months, exceeding any gains made by beekeepers outside the project target areas. The success of the project led to large numbers of neighbouring beekeepers wanting to be included, resulting in a scale-up of our work from 800 to 1500 beekeepers. Although BEE is demonstrating the positive impact of an improved value chain on beekeepers and suppliers (e.g. value addition through bulking, reduced transportation costs), only a small number of groups are benefiting compared to potential numbers and volume. There is a need to continue scaling up honey production, improve honey quality and establish efficient systems for collection, payment and transportation. This would increase volumes for local sale and export, and benefit larger numbers of poor beekeepers by assuring them of reliable and profitable markets.

The success of BEE also justifies the proposed approach and activities to achieve greater impact within this new project. For example, BEE helped us realise that, in addition to honey collection points beekeepers need honey centres to serve as a market place for buyers and sellers. It also highlighted the need to incorporate environmental management training (not addressed in BEE) to help beekeepers preserve their own environment and increase production. There is also a clear need to address gender disparities in beekeeping, as women's participation is much lower in this traditionally male livelihood. Although there has been some female beekeeping in BEE, a key driver for working in Rufiji is the cultural and practical opportunities for greater female participation in

beekeeping (e.g. hives closer to households, less historical associations as a male livelihood). Finally, project cost-effectiveness and efficiency can be improved by building on the infrastructure of active private sector players in the regions.

Consultation with approximately 300 people (beekeepers, local government, honey buyers) through FGDs and interviews in Tabora in 2011 confirmed that despite the scale-up of our work additional demand from beekeepers in neighbouring communities and districts remains unmet. We therefore want to expand to reach more poor people, especially the vulnerable and isolated with limited resources, such as women. Project monitoring and an external midterm review from BEE provided information on the scale, quality and price of honey produced in Tabora. Consultation (interviews, FGDs) conducted by HCT with approximately 250 people (beekeepers, local government), in the new target district of Rufiji (Pwani region) in 2010 helped gain an understanding of the scale, quality and price of honey produced. Consultations identified: ideal environmental conditions for two honey harvests per year; some existing female involvement in beekeeping and strong demand for further opportunities for women to become involved in beekeeping (it holds less historical associations as a male only livelihood than in Tabora); high demand amongst beekeepers for technical and business training; informal group organisation amongst some beekeepers; local level sales amongst a small pool of buyers; and use of top box hives (approximately 1000) alongside traditional bark hives. HCT gained support from local communities to construct apiaries and training sites to expand production.

#### **4.4 PROJECT RATIONALE (PROBLEM STATEMENT)**

Describe the context for the proposed project? What specific aspects of poverty is the project aiming to address? What are the causal factors leading to poverty and/or disadvantage? What gaps in service delivery have been identified? How has your proposal considered existing services or initiatives? Why has the particular project location(s) been selected and at this particular time? Please also refer to your response to section 3.3 (fit with MDGs) when answering this section.

Progress towards achieving MDGs 1, 3 and 7 in Tanzania has been hampered in recent years by slow growth and inadequate public and private sector investment in agriculture, which the rural poor are heavily dependent on (see 3.3). This has contributed to a rise in the absolute number of poor people and left Tanzania ranked 152 out of 187 countries in the 2011 Human Development Index.

The national picture is reflected across the inland region of Tabora and the coastal region of Pwani where poor households have few livelihood options. These communities fare poorly with regard to social and economic indicators (30% live below the poverty line in both regions) and there are high levels of malnutrition (30-40% incidence of stunted growth in both regions). Per capita GDP in Tabora and Pwani is amongst the lowest of the 26 regions at £76 and £79 respectively, and much lower than the national average of £95. The project target districts in these regions (Sikonge, Urambo, Uyui in Tabora, and Rufiji in Pwani) are often overlooked by donor funded projects; despite large numbers of poor people and few livelihood opportunities. However, beekeeping is an available livelihood opportunity for poor people as it does not demand huge capital to start, does not require formal education, and does not require land ownership. The forest reserves in these regions make it ideal for honey production (two harvests per year), which is a staple activity for thousands of households providing crucial income to support the costs of essential services (e.g. healthcare and education) and sustain environmental conservation ('more trees equal more bees' – see 4.14).

However, the opportunity to maximise these benefits is not being taken due to an inefficient value chain. Products are moved through informal channels, market speculation distorts farm-gate prices, and supply of quality honey fails to match significant regional and international demand. Beekeepers have inadequate technical knowledge, poor quality control, and lack support services to develop beekeeping into a sustainable business. Meanwhile, limited engagement between beekeepers and the private sector has restricted beneficial trading relationships for honey producers, creating uncertainty in supply and unstable prices that follow as a result. Despite these issues, continual increases in national and international demand have driven prices up from \$0.75 to \$1.75 per kilo of honey and \$0.75 to \$3.45 per kilo of wax over the past four years. The substantial returns have led to a degree of honey export, some of which is supported by a TX managed project (BEE - see 4.3).

These demands for Tanzanian honey are supported by market analysis (conducted by TX and HCT) that highlights a 30% global deficit in honey across the international market, which is growing by 4% annually. Local and regional demand for honey remains high with 50% sold locally for honey beer production. Exported Tanzanian honey is predominantly sold to the EU and UK where market potential is supported by stable honey consumption over the past five years (EU imports 25% of global honey, 63% of UK honey imports are from developing countries). Demand for Fairtrade honey is also growing, particularly in America since the Argentinean honey colony collapse. Honey buyers currently procure 100 metric tonnes (MT) of honey per annum from groups and the association in Tabora, with contracts signed to export 200 MT in 2011/12. Doubling production will still fail to meet demands from buyers. With demand outstripping supply there is a clear need to help beekeepers attain maximum benefits from these levels of demand and competition in the market place.

Some government programmes do assist beekeepers through the provision of technical support. However, technical provision is extremely low as government agriculture extension workers struggle to reach huge numbers of beekeepers scattered across vast rural areas (particularly in Tabora). Additionally, gaps in market information dissemination to beekeepers exist as a result of limited private service provision and limited capacity of groups to contact different buyers and access alternative markets. However, BEE is demonstrating how existing services and systems can be strengthened to maximise benefits for beekeepers. For example BEE established a beekeeper association in Tabora (TABECU) to represent 26 beekeeper groups in the region. This association has already lobbied local Government for increased beekeeper access to forest reserves and reduced taxes on honey sales. New beekeeper groups targeted through this project in districts within Tabora will be linked to this association with efficiency and minimum cost. The BEE project has also increased supply and quality of honey from beekeeper groups benefiting a number of honey buyers (Melleck, Golden Foods). Through this process the project has demonstrated the reciprocal benefits for beekeepers and honey buyers of working with beekeeper groups and an association rather than individuals. Engaging with private sector actors within an integrated honey value-chain effectively ensures long term benefits for beekeepers through a more sustainable route to market for them, and provides a more sustainable honey supply for buyers, creating a mutually beneficial win-win for both beekeepers and private sector buyers. This approach has also enabled TX to develop relationships with honey buyers and local government that builds on existing provisions, rather than duplicating services, and allows a range of private sector stakeholders to reach a wider number of beneficiaries to acquire increased amounts of better quality honey. The proposed project will therefore seek to build on this approach in Tabora and replicate it in Rufiji.

<b>4.5</b>	<b>TARGET GROUP (DIRECT AND INDIRECT BENEFICIARIES)</b>	
	Who will be the <b>direct</b> beneficiaries of your project and how many will be expected to benefit directly from the project intervention? Please describe the direct beneficiary group(s) – differentiate sub-groups where possible - and then provide a total number.	
	<b>DIRECT:</b>	a) Description
		b) Number
		2,760 beekeepers in Tabora and Pwani regions will directly benefit. About 20% will be women (500, mainly from Rufiji). With an average family size of six in these regions 16,560 people will benefit.
		16,560
	Who will be the <b>indirect (wider)</b> beneficiaries of your project intervention and how many will benefit? Please describe the type(s) of indirect beneficiaries and then provide a total number.	
	<b>INDIRECT:</b>	a) Description
		b) Number
		People will indirectly benefit via spin-off economic opportunities e.g beehive construction, sales of protective clothing, honey transporters, seasonal labour to harvest and pack honey.
		700

**4.6 POTENTIAL PROJECT IMPACT**  
Please describe the anticipated real and practical impact of the project in terms of poverty reduction. How does the proposal demonstrate a clear line of sight to poverty? What changes are anticipated for the main target groups identified in 4.5 within the lifetime of the project?

This project will tackle the issues beekeepers face within an inefficient value chain in Tabora and Pwani by scaling up our existing work in honey production, improving honey quality and establishing efficient systems for collection, payment and transportation. This will increase volumes for local sale and export, and benefit larger numbers of poor beekeepers (and their families) by assuring them of reliable and profitable markets. This is vital as these beekeepers face limited income opportunities and lack social capital, key factors restricting their ability to move out of poverty. To do this the project will organise beekeepers and increase their access to knowledge, information, skills, services, equipment and inputs from local authorities. This will lead to 80% of beekeepers achieving a 20% increase in income from honey sales and 80% of beekeepers perceiving an improvement in their well-being. The project will have four result areas:

- *Target beekeepers are working collectively/collaboratively.* Indicators will be: 80% of beekeepers perceive benefits from membership of groups and association; 80% of groups delivering against their own business plans; 80% of groups satisfied with support provided by their association.
- *Target beekeepers improve their production of better quality honey.* Indicators of this will be: 60% of beekeepers will see a 20% increase in production; and a 20% increase in the quality of honey delivered to groups that meets mainstream buyers' quality requirements.
- *Increased empowerment and opportunities for female beekeepers.* Indicators will be: an increase in the number of women participating in beekeeping in the project; 80% of participating women who report an increase in agency and participation scores from the well being survey (see section 6); and the proportion of leadership positions within groups/associations held by women.
- *Target beekeepers have improved and more consistent access to local, regional and international markets.* Indicators of this will be: 70% of beekeepers perceive an improvement in their ability to access honey markets; 20% increase in honey sold by groups by the end of year 1; and 80% of beekeepers see an average 5% increase in price of honey sold through groups.

**4.7 PROJECT APPROACH / METHODOLOGY**  
Please provide details on the project approach or methodology proposed to address the problem(s) you have defined in section 4.4. You should justify why you consider this approach to be the most effective way in which to achieve the project purpose. Please justify the timeframe and scope of your project and ensure that the narrative relates to the logframe and budget. Be realistic and not over ambitious.

Tanzanian beekeepers face a number of challenges which mean that productivity, quality and prices are low, while supply fails to meet demand and market speculation distorts farm-gate prices. Beekeepers lack the volumes and capacity to bargain for better prices, have inadequate technical knowledge, lack support services to develop beekeeping into a sustainable business and have limited access to markets. We believe a strengthened honey value chain is the best and most sustainable way to address these issues and reduce poverty for beekeepers in Tanzania. A strong value chain is one which is efficient (it operates with low transaction costs, low wastage and minimal delays); effective (there is a free flow of the right product, at the right price and in the right quantity along the chain in one direction, supported by the free flow of market and product information along the chain in the other); and equitable (there is a fair distribution of benefits, risks and security throughout the chain). We believe a strong chain can be achieved if producers are able to work collectively and collaboratively through their participation in groups which are linked to private sector actors. In order to achieve this aim several approaches will be taken simultaneously:

- *Creating and building the collective power of beekeepers to realise business benefits:* Organising beekeepers into groups will enable them to utilise their collective power to negotiate better terms (e.g. with private sector actors), voice their concerns (e.g. to local/regional government), and attain services from service providers, buyers and government extension workers. Economies of scale achieved through group formation contribute to improved business outcomes, for example

bulk purchase of equipment or expensive services. It also provides efficiency of sales, reductions in transaction costs and increased leverage with buyers through honey bulking. Group organisation also facilitates the entry of women (key change agents) into beekeeping. Twenty new beekeeper groups (1200 beekeepers) will be formed (including some women-only groups) in districts within Tabora and Pwani regions. Local service providers (trained within the project using a ToT approach) will disseminate market information to groups and associations and provide them with training in organisational and business skills including governance, group operation, leadership, financial management, and dealing with buyers. These groups (approximately 60 members per group) will then be federated into regional associations (Tabora, Rufiji). The two associations (representing a total of 2760 beekeepers in 26 current groups from BEE and 20 new groups) will have their capacity built so they can take collective actions at district and regional levels. This will include training in lobbying and advocacy skills (including support for women to exercise their rights), and support for further negotiation and links to buyers to ensure continuing, improved and consistent access to local, regional and international markets. This builds on the work undertaken in project BEE which has established an association in Tabora (TABECU) to provide members with effective representation. Training will strengthen skills in TABECU, and establish a new association for groups in Pwani region. Specific activities include: 1) Formation and capacity building of beekeeper groups; 2) Formation and capacity building of regional associations; 3) Training service providers to train and support beekeeper groups.

- *Improving beekeepers' production practices:* Linkages will be built between government extension workers and beekeeper groups to ensure beekeepers access appropriate and affordable technical training to help them improve bee husbandry, increase production, reduce costs and improve honey quality and traceability. Twenty new groups (1200 beekeepers, including 500 women) will receive training (from local government extension workers) in beekeeping techniques (bee husbandry, quality control) and environmental management (use of flora & fauna to support honey production). Two honey centres (one each in Tabora and Rufiji) will be established as hubs for training (including apiary demonstration sites), honey bulking, testing, storage, selling, and communication focal points for all 2760 beekeepers, honey buyers and SPs. Four honey collection points will be set-up to further decentralise honey collection and bulking, and host some training programmes. 100 beekeepers (selected by their groups) will undertake exchange visits to groups established under BEE to gain insight into their practices. Specific activities include: 1) Establish honey centres and collection points; 2) Training in bee husbandry and environmental management; 3) Exchange visits between beekeeper groups.
- *Increasing empowerment and opportunities for women in beekeeping:* Forums will be established in Rufiji to support female opportunities in beekeeping. Training will be provided on gender awareness for all groups/associations and the wider community, alongside support to ensure women are represented in governance structures (groups and associations). Additional training will be tailored for women beekeepers on business and enterprise, accessing credit, financial management and leadership. This training will be enhanced by the sharing of ideas and experience with existing women beekeepers in Tabora and female members of TABECU. These activities will also be explored in Tabora. Specific activities include: 1) Establish forums to encourage female participation in beekeeping; 2) Training for groups, associations, communities on gender awareness; 3) Training women in enterprise, financial management, accessing credit.
- *Improving beekeepers access to local, regional and international markets:* Groups and associations will receive training in negotiation and contracting skills to secure the best terms and prices for their products. The TX market access advisor will engage a range of buyers so they are involved and informed about new and current beekeeper groups. They will also work with the groups and associations to link them to other honey companies to ensure they are aware of all potential buyers and have opportunities to negotiate with buyers of their choice. There will not be any specific loyalty within the terms agreed by groups, unless they wish to do so. TX will also facilitate beekeeper involvement in agricultural and honey trade events (e.g. Api-trade), so groups can network and showcase their products to buyers. Access to additional markets will come through Fairtrade training and assessments, organised for new groups and the Rufiji

association to pursue Fairtrade certification if they wish to. New groups in Tabora will be linked to TABECU, which recently secured Fairtrade certification. Specific activities include: 1) Training for groups/associations on negotiation and contracting; 2) Involve beekeepers in buyer and honey forums and trade fairs; 3) Linking buyers to groups; 4) Facilitate Fairtrade assessments.

These particular approaches were chosen as the most effective for the following reasons:

- *Track record of success delivered through the BEE project:* The success of BEE indicates poverty reduction through sustainable beekeeping is achievable for large numbers of poor people. BEE demonstrated capacity building beekeeper groups helps achieve economies of scale, reduces production costs and has increased income by 25% or more for 71% of participants in 18 months.
- *Cost-effectiveness and efficacy of collective operations:* Working with groups of beekeepers is cost-effective and sustainable as it enables SPs, government extension workers, buyers and project staff to reach large numbers of beekeepers, and empowers beekeepers to maximise production capacity, negotiate lower input costs, access services and lobby for policy changes. Within the project timeframe this allows more beekeepers to enhance technical skills and thus increase productivity and quality of honey harvested. This approach has been successfully implemented in several TX projects, including the formation of 4000 dairy traders into 10 associations in Kenya (supported by DfID), which now work under a national umbrella body.

We believe the planned outputs are achievable within a three-year timeframe. We are starting from an advanced point in Tabora – building on established successes to scale up our work there – and have gained a large amount of experience and knowledge in the process, including working with our project partner HCT, setting up the regional association (TABECU) and dealing with other honey buyers (Golden Foods, Melleck, Kitubie Ltd). HCT bring experience of engaging with beekeepers in Tabora and the new project district (Rufiji), which will also expedite implementation of activities.

#### **4.8 SUSTAINABILITY AND SCALING-UP**

How will you ensure that the benefits of the project are sustained? Please provide details of any ways in which you see this initiative leading to other funding or being scaled up through work done by others in the future. Describe how and when this may occur and the factors that would make this more or less likely.

The sustainability of project activities and impact will be ensured through:

- **Tested TX approach:** Using a methodology that promotes and strengthens collective power of people, supported by capacity building, mentoring and ensuring good governance of existing structures has led to sustainable change and poverty alleviation (e.g. from BEE, see 4.7).
- **Building actions to strengthen the synergies between community, private sector and government needs** will ensure all three constituencies have a stake in continuing to engage with each other.
- **Formation and strengthening governance of beekeeper groups/associations:** Ensuring groups are membership-based and operating effectively provides an inbuilt degree of financial and institutional independence and sustainability. Facilitating inclusive group/association formation with female representation also ensures groups act in the interests of all community members and therefore gain full community support during and beyond project completion. The success of group/association activities combined with efforts to encourage more beekeeper groups to join associations will also help ensure future sustainability of project activities.
- **Building the capacity of groups/associations to negotiate terms and contracts with buyers:** Ensuring all groups/associations have the skills, knowledge and opportunities to develop successful relationships with a range of buyers will enable them to control their own development needs beyond the life of the project. This will include the capacity to run groups as a successful business, capacity to access support from service providers and government extension workers beyond the project, and capacity to ensure their association best represents their needs.
- **Sustainable structures:** Groups/associations will have the ability to pay for technical services and ability to determine the level of service provision required beyond the project. The groups will take ownership and management of the collection points after their construction. TABECU will take ownership and management of the honey centre in Tabora. These transfers to beekeepers will strengthen their capacity, independence and ability to find buyers during and after the project.

Service providers will have the skills to support other beekeepers and farmers beyond the project.

**4.9 CAPACITY BUILDING, EMPOWERMENT & ADVOCACY**

If your proposal includes capacity building, empowerment and/or advocacy components, please explain how they these elements contribute to the achievement of the project's outcome and outputs? Please explain clearly why your project includes these elements, what specific targets you have identified.

Capacity building will strengthen group and association governance, and build technical knowledge and skills among beekeepers and local service providers to achieve business outcomes. Through the formation of groups and associations, beekeepers, particularly women, will be empowered to use their collective power to negotiate access to services, markets and a range of honey buyers. Capacity building and collective empowerment processes in turn will facilitate effective advocacy with local and regional government and private sector bodies if key problems facing small and marginal beekeepers arise. For value chain actors (e.g. input sellers and traders) this will include highlighting the importance of beekeepers as business clients and the benefits of creating a more secure market. For local government, meetings will stress their accountability to beekeepers and provision of supportive policies and increased resources (e.g. credit at affordable interest rates). This will help achieve project outcomes by helping beekeepers improve their production practices, production levels and create improved links to a wider range of buyers. A local consultant will train association members on approaches in lobbying, advocacy and negotiation, and how to effectively represent the interests of beekeepers within their regions. Trade events (e.g. ApiTrade, nane-nane) will be used as a key opportunity to engage with Government and private sector stakeholders.

**4.10 GENDER AND SOCIAL INCLUSION**

How was the specific target group selected and how are you defining social differentiation and addressing any barriers to inclusion which exist in the location(s) where you are working? Please be specific in relation to gender, age, disability, HIV/AIDs and other relevant categories depending on the context (e.g. caste, ethnicity etc.). How does the project take these factors into account?

The main target beneficiaries are 2760 beekeepers and their families in Sikonge, Urambo, Uyui districts (Tabora) and Rufiji district (Pwani). About 20% of these beneficiaries will be women (500). Social, economic and geographic vulnerabilities were the main drivers for selecting these districts and beneficiaries. Per capita GDP in Tabora and Pwani is amongst the lowest of the 26 regions of Tanzania at £76 and £79 respectively, much lower than the national average of £95. The districts in these regions have been largely overlooked by donor funded projects; have high numbers of poor people and few livelihood opportunities beyond beekeeping. Our experience of delivering honey projects highlighted the importance of economic activities for vulnerable groups including women, PLWH and the disabled. This project builds on learning from previous work and will aim to increase female participation in beekeeping (See 4.6 and 4.7), where barriers to inclusion include cultural and location factors in Tabora (traditionally male livelihood, hives often located away from households) and lack of opportunities in Rufiji (it is a relatively new livelihood opportunity). Support for PLWH will be provided through the beekeeping groups, which are excellent platforms for HIV/AIDS information dissemination. Local HIV/AIDS organisations will deliver this training, due to the social stigma linked to HIV/AIDS, and discretely encourage PLWH to participate. Training will include the importance of involving marginalised people and ensuring their rights are represented. Beekeeping, by its nature, is difficult to perform with severe physical disabilities, however the project will organise training sessions in accessible locations and involve disabled people in activities and groups where possible. Increases in household income from the project will also benefit vulnerable groups.

**4.11 VALUE FOR MONEY (VFM)**

Please demonstrate how you have determined that the proposed project would offer optimum value for money and that the proposed approach is the most cost efficient way of addressing the identified problem(s). Please ensure that your completed proposal and logframe demonstrate the link between activities, outputs and outcome, and that the budget notes provide clear justifications for the inputs and budget estimates.

TX is a relatively small organisation. We focus on increasing our impact rather than our physical size. As well as keeping our overheads low, we have few management layers and short communication lines enabling us to respond to opportunities and issues within project operation quicker than larger organisations. TX has a solid record of financial management ensuring all in-country expenditure is accounted and allocated in a cost effective manner. As we have built capacity in Kenya and established a relationship with HCT, with complementary strengths to TX, we have reduced the need for UK-based personnel in the project. This is reflected in our project budget.

Value for money will also be achieved through efficient project methodologies and delivery. TX and HCT have both worked in this region for seven years. Our experience has shown that increasing the organisation, capacity and collective voice of producers is the most cost-effective way to achieve impacts. The formation of beekeeper groups enables economies of scale and more cost-effective training (delivered by local consultants costing less than international consultants). The use of local trainers and existing government extension workers reduces project staff numbers and increases value for money in activity delivery. Working with HCT allows us to harness private sector resources and supply chains, building on active relationships with supply chain actors and utilising existing infrastructure to enhance project cost effectiveness. This includes HCT's in-kind provision of staff time (Project Manager FTE 0.2), office space for PMT meetings and vehicles for PMT site visits. Within five years beekeepers will achieve a range of non-financial benefits including improved agency, participation, women's empowerment etc. Their total additional increase in income will be broadly in line with the DFID investment, significantly increasing after seven years and beyond.

**4.12 COUNTRY STRATEGY(IES) AND POLICIES**

How does this project support the achievement of DFID's country or regional strategy objectives and specific DFID sector priorities? How would this project support specific national government policies and plans related to poverty reduction?

This project is compatible with several key strategic priorities of the DFID Tanzania Operational Plan (2011-2015). This includes wealth creation, increasing the incomes of the rural poor and reducing the cost of doing business. It also corresponds with the Operational Plan's focus on promoting women's economic empowerment through business skills training and increased market access.

BEET complements the GoT's National Beekeeping Policy and Strategy Framework, which aims to enhance the contribution of beekeeping for the sustainable development and conservation of natural resources. Key objectives to attain this goal, and to which BEET will contribute, include: improved quantity, quality and sustainable supply of honey; poverty alleviation and foreign exchange earnings through sustainable supply of bee products, services and trade; and enhanced national capacity to develop the beekeeping sector in collaboration with other stakeholders. BEET also complements the GoT's 'One District One Product Programme', to promote rural industry through key products in each district. Honey is a designated key product for BEET's target districts within Tabora and Pwani. The project also complements the EC's Joint Assistance Strategy for Tanzania, designed to support national growth and poverty reduction through trade and regional integration. BEET contributes to specific objectives including: development of supply chains in key commodities that offer an opportunity for pro-poor trade, and facilitation of market access to smallholders, especially women.

**4.13 LESSONS LEARNED**

What lessons have you drawn on (from your own and others' past experience) in designing this project? If this project is based on similar project experience, please describe the outcomes achieved and the specific lessons learned that have informed this proposal.

Key lessons from our previous work in beekeeping and current BEE project in Tanzania include:

- Building the collective power of beekeepers leads to a range of sustainable benefits for them by increasing empowerment to improve their trade in beekeeping, thus improving their livelihoods.
- Embedded services create a win-win situation for beekeepers (access to quality inputs, services, enhanced production and better prices) and private sector players (lower transaction costs, access to better quality produce, increased sales).
- Engaging with private sector buyers within an integrated honey value-chain ensures long term benefits for beekeepers through a more sustainable route to market and provides a more

sustainable honey supply for buyers, creating a mutually beneficial win-win for both parties.

#### 4.14 ENVIRONMENT

Please specify what overall impact (positive, neutral or negative) the project is likely to have on the environment. What steps have you taken to assess any potential environmental impact? Please note the severity of the impacts and how the project will mitigate any potentially negative effects.

Honey production is ideally suited to ensuring a positive environmental impact. Beekeeping generates an income without exerting pressure on land resources. Since the quality and quantity of honey production relies on availability of nectar from a range of flowering shrubs and trees (“more trees equal more bees”), it is in the interests of beekeepers to conserve and protect their environment. The project will provide environmental management training for the 20 new groups during the project. In Tanzania most beehives are kept within Government protected forest reserves (community forest reserves in Rufiji) as beekeeping is a nationally recognized method of environmental conservation. Learning from our previous honey projects has shown that as individuals’ income from honey production increases, so too does their commitment to conserving their environment. After occasional beekeepers recognise the income earning potential of honey, they begin to take it more seriously as a business and, subsequently, they pay attention to the management of natural resources. This results in improved livelihoods for beekeeping families and sustainable community land management that facilitates further income generation. This project will therefore have a positive impact and serve to protect the local environment in the long term.

### SECTION 5: PROJECT MANAGEMENT AND IMPLEMENTATION

#### 5.1 PROJECT MANAGEMENT

Please outline the project implementation and management arrangements for this fund.

*This should include:*

- *A clear description of the roles and responsibilities of each of the partners. You must also provide an organogram of the project staffing and partner management relationships.*
- *A clear description of the added value of the each organisation within the project.*
- *An explanation of the human resources required (number of full-time equivalents, type, skills, background, and gender).*

**Traidcraft Exchange** will support the project from its office in Nairobi and market access advisor based in Tanzania. TX has over 20 years experience of project delivery and will be responsible for overall project management, financial management and project reporting to DfID. With its international presence and expertise in helping small enterprises access local, regional and international markets, TX will lead on market access support for groups/associations. This will include helping link groups/associations to a range of regional and national honey buyers, ensuring they are free to sell to whoever they choose. TX will build associations’ capacity to ensure they become sustainable beyond the project and provide advisory and mentoring support to HCT field project staff, including relevant trainings at the start of the project (See 8.9). TX will also lead all M&E activities during the project as we seek to use the information to inform cross organisational learning and dissemination of outcomes and learning to key stakeholders (see section 6).

**HoneyCare Tanzania** will support this project from offices in Tabora and project field staff based in local government offices in each target district. HCT will lead on project implementation, with support from TX, particularly the formation and capacity building of beekeeper groups, facilitating training to improve production practices and increasing opportunities for female beekeepers. Currently very few organisations or businesses in Tanzania are able to upgrade the honey value chain in the way proposed in this application. Working with HCT brings added value through their knowledge of the target areas, expertise in supporting beekeepers and TABECU, ability to provide markets to groups/associations, and use of their existing infrastructure in the target districts (See 8.10).

An organogram outlining the project staffing and partner management relationships is provided as an attachment alongside an explanation of the human resources required to implement this project.

<b>5.2</b>	<b>NEW SYSTEMS, STRUCTURES AND/OR STAFFING</b> Please outline any new systems, structures and/or staffing that would be required to implement this project. Note that these need to be considered when discussing sustainability and project timeframes.
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One market access advisor (TX) will be recruited in the first project month, based in Tanzania and report to the project manager/M&E advisor. They will work closely with the HCT project manager to support project and financial reporting, attend PMT meetings (chaired by TX) and support staff to monitor project progress. They will also support project start-up activities, capacity building of the associations, and linking beekeeper groups/associations to potential buyers and new markets.

Two district coordinators (HCT) (1 in Tabora, 1 in Rufiji, both with group mobilisation and gender experience) will be recruited in month 3 to line manage field mobilisers, collate project reporting at district level and report on project activities at quarterly PMT meetings. 100% of their time will be divided across activities for outputs 1, 2 and 3 (see logframe). Two field mobilisers (HCT) (1 in Tabora, 1 in Rufiji, with group mobilisation and gender experience) will also be recruited in month 3. Coordinators and mobilisers will be allocated office space in target district government buildings; incurring no office rent (implemented in BEE). Field mobilisers will report to district coordinators. 100% of their time will be divided across activities for outputs 1, 2 and 3 (see logframe).

<b>5.3</b>	<b>IMPLEMENTING PARTNERS</b> Include a list of all organisations to be involved in project implementation including offices of the applicant and any partners starting with the main partner organisation(s). <b>Please only include those partners that will be funded from the project budget.</b>
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TX office in Nairobi and HCT through their existing office in Tabora town. HCT project staff (districts coordinators, field mobilisers) will use local government offices in each project target district.

<b>5.4</b>	<b>OTHER ACTORS</b> Include all other key stakeholders who will have a role in the project. Consider issues of integration with other programmes – especially those of the relevant government agencies – and how activities will be coordinated with others. How will you ensure that there will be no duplication of effort?
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- **Service providers** (retired professionals/local business people, trained using a ToT approach) will train beekeepers in organizational and business skills, and disseminate market information.
- **Government extension workers** who are technical beekeeping experts will provide training in bee husbandry, honey harvesting and quality control.
- **Honey buyers** such as Melleck, Golden Food Products, Kitube Ltd, will be linked to beekeeper groups and associations within Tabora and Rufiji.
- **Local Government** will play a role through the free provision of office space for district coordinators and field mobilisers in each target district (successfully implemented in BEE).
- **Local HIV/AIDS organizations** will work with beekeeper groups to promote information on HIV/AIDS and discretely support PLWH (see budget note 4.7).

No similar initiatives exist in the project districts. PMT meetings will assess involvement of local government and NGOs to ensure effective collaboration between organisations (where relevant) and avoidance of duplication. Meetings with local government will coordinate extension worker activities.

## **SECTION 6: MONITORING, EVALUATION, LESSON LEARNING**

This section should clearly relate to the project logframe and the relevant sections of the budget. Please note that you will be required to undertake a project evaluation towards the end of the funding period to assess the impact of the fund. Please allow sufficient budget for monitoring and evaluation (M&E) and note the requirements for external and independent evaluation.

<b>6.1</b>	How will the performance of the project be monitored? Who will be involved? What tools and approaches are you intending to use? How will your logframe be used in M&E? What training is required for M&E?
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A monitoring system will be agreed with HCT and stakeholders at project inception, and project staff will be trained as necessary in participatory monitoring tools and approaches. Beneficiaries will be consulted on the project's M&E processes and their role in these. Ongoing assessment of activities and results will measure progress against indicators in the logframe. This will include baseline data, regular measurement and analysis of training progress, sales records, etc, and economic and social development variables disaggregated by gender. The information will be fed into annual reports and planning cycles with HCT and stakeholders. It will also be used to refine activities, using the logframe under the stewardship of the PMT. Data collection and monitoring methods include:

- **Beneficiary surveys** at baseline, including: questionnaires with coded responses to facilitate data compilation and comparison; FGDs and in-depth case studies to provide a deeper understanding of change at individual and community level, and the extent to which the project contributed to that change. This will include a wellbeing survey, developed by the Wellbeing & Poverty Pathways international research project ([www.wellbeingpathways.org](http://www.wellbeingpathways.org)) to assess project impact on the wider non-material dimensions of individual and community wellbeing. **Written document analysis:** beekeeper group and association membership records (e.g. number, gender, leadership elections, payments to members, sales); HCT business records (e.g. purchases from beekeeper groups, sales); local trainer records on training provided to groups.
- **Case studies:** used for long-term and ongoing measurement of project impact across target beneficiaries in Tabora and Rufiji. Number of case studies to be determined from baseline survey
- **Quarterly project team self-reviews:** four-day long PMT meetings every quarter (location alternating between Tabora and Rufiji) will review project progress. Providing time for team reflection and learning, these include field visits, enabling direct consultation with beneficiaries.
- **Evaluations:** mid-term evaluation will be done by TX staff not involved in project implementation – a cost-effective approach providing an opportunity for internal sharing of learning while allowing objectivity. The final project evaluation will be conducted by an independent consultant. These evaluation tools will also make comparisons with beekeepers outside the project.

**6.2** Please use this section explain the budget allocated to M&E. Please state clearly in relation to evaluation costs and confirm your intention to commission an external evaluation.

TX will organise systems for project M&E, enabling us to report accurately and derive learning to inform future work. We incorporate best practice in our methodology, and are currently improving our systems to better incorporate: data aggregation to assess organisational impact, and to assess impact on different groups of people; and assessing improvement in project beneficiaries' wellbeing. Costs allocated to M&E (£50,736 – 7.1% of the budget) cover methods listed in 6.1 and are based on experience of similar actions (e.g. BEE). The evaluations (including external end of project) will identify achievements, weaknesses, key learning, and recommend future activities or follow-up. Summaries of evaluations will be disseminated to stakeholders to share outcomes and learning.

**6.3** Please explain how the learning from this fund will be incorporated into your organisation and disseminated, and to whom this information will be targeted (e.g. project stakeholders and others outside of the project). If you have specific ideas for key learning questions to be answered through the implementation of this project, please state them here.

The four-day quarterly PMT meetings provide a critical forum for sharing learning within the project team. The field visits included at PMT meetings will provide opportunities to reflect on progress with beneficiaries while staff learning notebooks will be used to capture observations, reflections and ideas, which are written up on a regular basis and shared with colleagues. Within the project exchange visits between new and existing beekeeper groups provides an opportunity for new groups to learn from the experience and practices of more established beekeepers. The mid-term evaluation, conducted by TX staff not directly involved in project implementation, provides a cost effective approach for internal sharing and learning while allowing for objectivity. The mid-term review and final project evaluation reports will include a section on lessons learnt, for sharing with project stakeholders and internally within Traidcraft. At the end of the project, outcomes and learning will be documented and shared at a dissemination workshop with project stakeholders and other interested actors. These will also be shared more widely through Traidcraft's networks globally.

Key learning questions include: 1) the impact of the project against planned indicators in the logframe and the extent to which the approach used in this project worked; 2) how the project will impact the wider, non-material dimensions of individual and community flourishing (e.g. agency and participation) and what we can do to increase this impact; 3) Given the project's focus on an economically important sector for the targeted rural communities yet traditionally male-dominated, what can we learn about overcoming barriers (practical and cultural) faced by women in participating in and/or benefitting equitably from their participation in trade?; 4) Given HCT's role as the local partner, what can we learn about working with private sector companies to deliver social benefit?

**SECTION 7: PROJECT RISKS AND MITIGATION**

**7.1** Please outline the main risks to the success of the project indicating if the potential impact and probability of the risks are high, medium or low. How will these risks be monitored and mitigated? If the risks are outside your direct control, is there anything you can do to manage their effects? If relevant, this may include an assessment of the risk of engagement to local partners; or risks related to natural or man-made shocks (e.g. drought, conflict) and longer term stresses (e.g. land degradation). The risk assessment for your programme needs to clearly differentiate the **internal** risks and those that are part of the **external** environment and over which you may have less (or little) control.

<i><b>Explanation of Risk</b></i>	<i><b>Potential impact</b></i> High/Medium/Low	<i><b>Probability</b></i> High/Medium/Low	<i><b>Mitigation measures</b></i>
Beekeepers do not realise the benefits of group formation (Internal). Monitored via methods listed in 6.1.	High	Low	Raise awareness of benefits of group formation and provide mentoring to encourage group action. Existing groups act as role models & share experience.
Beekeepers are reluctant to apply newly acquired knowledge and skills (Internal). Monitored via methods listed in 6.1.	High	Low	Demonstrate & raise awareness of the benefits of new skills e.g. improving, honey production, quality and sale prices. Existing groups act as role models and share practices with new groups
Local communities reluctant to support female beekeeping (External). Monitored via methods listed in 6.1.	Medium	Low - Rufiji Medium-Tabora	Training and sensitisation programmes will reinforce the benefits for households and the wider community.
Groups/associations fail to secure contracts with different buyers (Internal). Monitored via methods listed in 6.1.	Medium	Medium	Groups/associations linked to buyers, beekeepers attending trade/honey events to showcase products and network with buyers, training on honey quality, contracting/negotiation.
Adverse weather undermines project impact (External). Monitored via methods listed in 6.1.	Medium	Medium	Bee husbandry and environmental management training will reduce impact on honey production.
HCT use position in project to realise undue commercial benefit (Internal). Monitored via methods listed in 6.1.	Medium	Low	TX independent relationship with groups & other buyers, creation of choice for groups, HCT accountability monitored through PMT meetings.

**SECTION 8: CAPACITY OF LEAD PARTNER ORGANISATION AND ALL PARTNER ORGANISATIONS AND/OR CONSORTIUM MEMBERS (Max 3 pages each)**

Please copy and fill in this section for yourselves and each partner /consortium member

8.1	<b>Name of Organisation</b>	Traidcraft Exchange		
8.2	<b>Address</b>	Kingsway, TVTE, Gateshead, Tyne & Wear, NE11 0NE		
8.3	<b>Web Site</b>	<a href="http://www.traidcraft.org.uk">www.traidcraft.org.uk</a>		
8.4	<b>Registration or charity number (if applicable)</b>	Registered charity: 1048752		
8.5	<b>Annual Income</b>	Income (original currency): £3,460,000 Income (£ equivalent): N/A Exchange rate: N/A  <b>Start/end date of accounts (dd/mm/yyyy)</b> From: 01/04/2010 To: 31/03/2011		
8.6	<b>Number of existing staff</b>	Traidcraft Exchange has 40 staff (28 women and 12 men) across our offices in Gateshead, London, Nairobi, Hyderabad and Dhaka (27 in the UK and 13 overseas).		
8.7	<b>Proposed project staffing staff to be employed under this project (specify the total full-time equivalents - FTE)</b>	Existing staff	Regional director (0.045 FTE) Project manager/M&E advisor (0.2 FTE) Finance and administration officer (0.1 FTE)	
		New staff	Market access advisor (0.6 FTE)	
8.8	<b>Organisation category</b> (Select a maximum of two categories)			
	Non-Government Org. (NGO)	X	Local Government	
	Trade Union		National Government	
	Faith-based Organisation (FBO)		Ethnic Minority Group or Organisation	
	Disabled Peoples' Organisation (DPO)		Diaspora Group or Organisation	
	Orgs. Working with Disabled People		Academic Institution	
	Other... (please specify)			
8.9	<b>A) Summary of expected roles and responsibilities, AND B) Amount (and percentage) of project budget allocated to this partner</b>			
A):	TX will support the project from its regional office in Nairobi. TX has over 20 years experience of project delivery and will be responsible for overall project management, financial management and project reporting to DfID. With its international presence and expertise in helping small enterprises access local, regional and international markets, TX will lead on market access support for beekeeper groups and associations. This will include helping link groups/associations to a range of regional and national honey buyers. TX will also build associations' capacity to ensure they become sustainable beyond the project and provide management and supervision for HCT project staff based in the target districts, including relevant trainings at the start of the project. This role will become advisory and mentoring support to HCT field staff as the project progresses. TX will also lead all M&E activities throughout the project to measure impact and HCT accountability. This role will increase towards the end of the project as we use M&E information to inform cross organisational learning and dissemination of outcomes and learning to key stakeholders within the region.			

TX will undertake the following activities:

- Organise and coordinate all M&E activities (implementing some activities directly e.g. midterm review) throughout the project (evaluations, surveys, project reports, disseminating learning)
- Develop training materials and train project staff on project management, M&E, report writing, financial reporting and any other gaps amongst field staff skills/experience
- Organise trainers to deliver training to service providers and project staff and provide follow-up support to service providers and project staff (see budget notes 2.8 – 2.11)
- Training associations in governance, advocacy, lobbying (Tabora/Rufiji)
- Training associations in the management of payment systems (Tabora/Rufiji)
- Facilitating the registration of the new association in Rufiji
- Involve beekeepers in buyer forums, honey forums & trade fairs (e.g. ApiTrade, Tanzanian national honey conference, nane-nane trade event)
- Link groups and associations to a range of honey buyers
- Training beekeeper groups in negotiation and contracting
- Organise training for the associations in negotiation and contracting
- Organise Fairtrade training & assessment preparation for groups, Fairtrade support for TABECU

Activities to be undertaken by TX with HCT:

- Identify and recruit project field staff
- Identify and recruit service providers
- Organise and hold meetings with district stakeholders during project set-up
- Organise and facilitate quarterly project management team (PMT) meetings (Chaired by TX)

**B): £238,191 (33%)**

**8.10 EXPERIENCE:** Please outline this organisation's experience in relation to its roles and responsibilities on this project (including technical issues and relevant geographical coverage)

TX specialises in equipping the poor with business and enterprise skills, and lobbying and advocacy skills that enable them to improve their lives. We have over 20 years experience in East Africa based upon tried and tested practical interventions and over seven years experience of beekeeping projects in Tanzania and Kenya. We have particular expertise and experience in fair trade, Training of Trainers, sustainable service provision to small enterprises, and managing projects and M&E activities of a similar size to the proposed project. Traidcraft PLC, TX's sister organisation, has been working with small producers and farmers in East Africa for 30 years and has significant knowledge about the issues facing marginalised small-scale farmers. This experience has also informed TX's knowledge and the development of this project.

**8.11 FUND MANAGEMENT:** Please provide a brief summary of this organisation's recent fund management history. Please include source of funds, purpose, amount and time period covered.

In 2010/11 our income was made up of donations from: individuals, including legacies (43%); government and multilateral institutions, e.g., DFID, EU, IFAD (33%); grant-making bodies, including Big Lottery and Comic Relief (21%) and other (3%). We received 9.1% of our income from DFID.

**8.12 CHILD PROTECTION (for projects working with children and youth (0-18 years) only)**  
How does this organisation ensure that children and young people are kept safe? Please describe any plans to improve the organisation's child protection policies and procedures for the implementation of this project.

Not applicable – this project will not be working with children and youth (0-18 years).

**8.13 FRAUD:** Has there been any incidence of any fraudulent activity in this organisation within the last 5 years? How will you minimise the risk of fraudulent activity occurring?

TX has had no instances of fraud within the last five years. TX has a fully qualified accounting team and the organisation's accounts are audited regularly by external auditors. In addition, the governing body of TX monitors the finances and ensures that financial transparency is maintained at all levels.

**SECTION 8: CAPACITY OF LEAD PARTNER ORGANISATION AND ALL PARTNER ORGANISATIONS AND/OR CONSORTIUM MEMBERS (Max 3 pages each)**  
Please copy and fill in this section for yourselves **and each partner /consortium member**

<b>8.1</b>	<b>Name of Organisation</b>	HoneyCare Tanzania		
<b>8.2</b>	<b>Address</b>	26 D Nyerere Road, Dar es Salaam, Tanzania		
<b>8.3</b>	<b>Web Site</b>	<a href="http://www.honeycare.co.tz">http://www.honeycare.co.tz</a>		
<b>8.4</b>	<b>Registration or charity number (if applicable)</b>	N/A		
<b>8.5</b>	<b>Annual Income</b>	Income (original currency): TZS: 1,741,006,513 Income (£ equivalent): £659,589 Exchange rate: £1 = TZS 2,611  <b>Start/end date of accounts (dd/mm/yyyy)</b> From: 01/07/2009 To: 30/06/2010		
<b>8.6</b>	<b>Number of existing staff</b>	14		
<b>8.7</b>	<b>Proposed project staffing staff to be employed under this project (specify the total full-time equivalents - FTE)</b>	Existing staff	Project manager (0.2 FTE)	
		New staff	District coordinator (2 FTE) Field mobiliser (2 FTE)	
<b>8.8</b>	<b>Organisation category (Select a maximum of two categories)</b>			
	Non-Government Org. (NGO)		Local Government	
	Trade Union		National Government	
	Faith-based Organisation (FBO)		Ethnic Minority Group or Organisation	
	Disabled Peoples' Organisation (DPO)		Diaspora Group or Organisation	
	Orgs. Working with Disabled People		Academic Institution	
	Other... (please specify)	X	Private company	
<b>8.9</b>	<b>A) Summary of expected roles and responsibilities, AND B) Amount (and percentage) of project budget allocated to this partner</b>			
<p><b>A):</b> HCT will support this project from offices in Tabora town and Dar es Salaam, and project field staff based in local government offices in each target district. HCT will lead on project implementation in the target areas with support from TX, particularly the formation and capacity building of beekeeper groups, facilitating training to improve production practices, increasing opportunities for female beekeepers and facilitating groups' access to SPs. HCT have the necessary experience, capacity and infrastructure to upgrade the honey value chain in the way proposed in this application, which very few organisations or businesses in Tanzania are able to do in such an efficient and cost-effective way.</p> <p>HCT will undertake the following activities:</p> <ul style="list-style-type: none"> <li>• Beekeeper group identification, selection and mobilisation</li> <li>• Beekeeper group training, with service providers on governance, registration, representation/inclusion, leadership</li> <li>• Beekeeper group training, with service providers on financial management, bookkeeping, credit asset management, beekeeping as a business</li> </ul>				

- Organise training in bee husbandry skills and quality control
- Organise training in environmental management
- Organise beekeeper exchange visits and women beekeeper exchange visits
- Facilitate construction of honey centres and honey collection points
- Establish forums to encourage female participation in beekeeping and facilitate forum meetings
- Beekeeper group and association training on gender awareness
- Organise training for women in enterprise and development, financial management, accessing credit

**B): £475,932 (67%)**

**8.10 EXPERIENCE:** Please outline this organisation's experience in relation to its roles and responsibilities on this project (including technical issues and relevant geographical coverage)

HCT was established in 2004 in response to the limited access beekeepers had to a ready and guaranteed market for their honey in Tanzania. HCT has significant experience in apiculture, rural development and working with small and medium enterprises within Tabora and Rufiji. HCT's aim is to produce and market high quality honey that will successfully compete on the world market. This is supported by strict adherence to ethical and farmer-friendly business practices. For example, they enter into contractual agreements with beekeepers to buy honey at a guaranteed and mutually agreeable price for a set period (e.g. each honey season rather than locking groups into a set price over a year, which would mean beekeepers cannot benefit from increases in prices that may occur). They have also established collection points in response to the remote location of beekeepers across Tabora to assist in bulking and delivery. HCT has also established strong regional /international networks to sell honey and beeswax. Since 2009, HCT has supported TX to enable 1500 beekeepers in two districts of Tabora (Sikonge, Urambo) earn increased income from trade in honey. This has included HCT support for the beekeeper association (TABECU) through the free provision of equipment (e.g. scales, buckets, protective clothing) and credit during start-up of the association which helped the association start to sell honey from groups to various buyers including HCT, Melleck, Golden Food Products, Kitube Ltd.

HCT is also committed to promoting sustainable beekeeping initiatives which include community participation, gender equality and environmental sustainability. HCT has used participatory approaches to understand production and supply issues, and used this information to successfully develop/deliver beekeeper training programmes. One example of this is HCT's 'Honey for Hives' programme, funded by SIDA, which provides hives on an interest-free loan basis to self-help groups and individuals who have demonstrated their ability to manage progressive, eco-friendly bee husbandry. Under this programme, selected groups and individuals pay HCT for the cost of hives with the honey they produce. HCT has also supported beekeepers to introduce sunflower in beekeeping areas to vary the flavour of honey and help supplement beekeepers' income.

HCT's understanding of the honey sector far exceeds that of other potential partners, including NGOs. In the current BEE project TX is working with a local organisation (Faida Mali) and while we could continue to work with this organisation our experience is that they are expensive with ineffective support and management from head office (field staff are experienced and qualified). There are few other organisations working in this sector in the target districts. We have explored the possibility of working with those organisations that carry out similar work (e.g. Africare); however they do not represent good value for money (e.g. 30% overheads, additional management structures). This context further reinforces the added value of HCT.

**8.11 FUND MANAGEMENT:** Please provide a brief summary of this organisation's recent fund management history. Please include source of funds, purpose, amount and time period covered.

HCT has received funds in the past from the International Finance Corporation (IFC) (£80,000) to support their work with beekeepers within Tabora. HCT have also participated in work funded by

SIDA through a related company (HoneyCare Africa based in Kenya) to support beekeepers through hive distribution. HCT's current role in BEE (funded by the EC) is through the procurement of honey from groups and some support to TABECU. They are not funded by the EC for this work.

**8.12 CHILD PROTECTION (for projects working with children and youth (0-18 years) only)**  
How does this organisation ensure that children and young people are kept safe? Please describe any plans to improve the organisation's child protection policies and procedures for the implementation of this project.

Not applicable – this project will not be working with children and youth (0-18 years).

**8.13 FRAUD:** Has there been any incidence of any fraudulent activity in this organisation within the last 5 years? How will you minimise the risk of fraudulent activity occurring?

HoneyCare Tanzania (HCT) has had no instances of fraud within the last five years. HCT employs a fully qualified accountant and the organisation's accounts are audited annually by external auditors. TX will develop HCT's project and financial reporting capacity to comply with development sector requirements, though they have some experience of reporting to the International Finance Corporation and SIDA. This support will be provided during the first year of the project through training to all HCT project staff. TX's Finance Manager from our UK head office will also visit HCT during the first twelve months of the project to carry out a review of their controls and systems, verify their expenditure and provide any additional support and training in financial reporting. Further support will be provided by the Finance Manager on a remote basis during year 2 and then phased out by the start of year 3. These costs are not included in the project budget and will instead come from TX organisational budgets. However, we have included annual project audits within our budget to further minimise the risk of fraudulent activity occurring. These audits will be based on the financial reports that HCT submit to TX at the end of each quarter.

Finally, the construction of honey centres and collection points, although relatively small in cost, could provide an opportunity for fraudulent activity. Therefore the project team will have clear budgets for each level of construction allowing for close tracking of work versus expenditure. Payment for each level of construction will only take place after completion of each previous construction phase. TX project staff has experience of managing this process through other similar projects in Tanzania and Kenya.

**SECTION 9: CHECKLIST OF PROPOSAL DOCUMENTATION**

**9.1** Please check boxes for each of the documents you are submitting with this form.  
All documents must be submitted **by e-mail to: [gpafimpact@tripleline.com](mailto:gpafimpact@tripleline.com)**

<b>Mandatory Items</b>	<b>Check Y/N</b>
Proposal form (sections 1-7)	Y
Proposal form (section 8 - for applicant organisation <b>and</b> each partner or consortium member)	Y
Project Logframe	Y
Project Budget (with detailed budget notes)	Y
Most recent set of organisational annual accounts	Y
Project organisational chart / organogram	Y
Project bar or GANTT chart to show scheduling	Y

**9.2** Please provide comments on the documentation provided (if relevant)

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