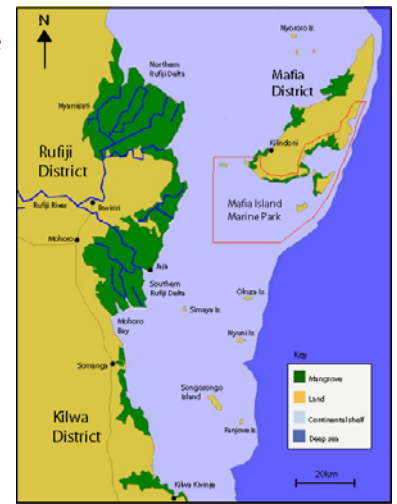




WWF Africa & Madagascar programme
"meeting the challenge"

Rufiji-Mafia-Kilwa Seascape Programme Tanzania



1. Summary:

This programme is one of a new generation of WWF projects based on a large-scale or 'eco-regional' approach to sustainable natural resources management and biodiversity conservation. The 'seascape' concept mirrors the terrestrial 'landscape' approach and recognises the need to look beyond protected areas to the wider geographic, social and economic context. It takes as its starting point the fundamental links between environment and poverty and between biodiversity conservation and sustainable livelihood development. The project area, at approx. 9,000 km², has a human population of approx. 140,000 and includes the largest contiguous block of mangrove forest (Rufiji) on the Eastern African seaboard, extensive coral reef areas and important prawn, finfish & invertebrate fisheries. These habitats harbour the equal highest levels of coral & fish biodiversity in the region, important sea turtle nesting sites and the only remaining dugong refuge in Tanzania. The area was selected as one of 8 high priority 'seascapes' under the Eastern African Marine Eco-region (EAME) planning process.

2. Programme purpose:

"Improved socio-economic well-being of coastal communities in Rufiji, Mafia & Kilwa districts through sustainable, participatory and equitable use and protection of their marine and coastal natural resources".

3. Objectives:

- 3.1 Collaborative engagement strengthened between District authorities and other stakeholders, resulting in improved planning for collaborative coastal and marine resources management and more proactive participation in implementation of relevant management initiatives.
- 3.2 Knowledge shared and awareness raised amongst stakeholders on issues relating to sustainable management of marine & coastal resources.
- 3.3 Environment for small and medium-scale enterprise improved through better access to micro-credit and market information, and demand-led capacity-building in entrepreneurship, financial management and technical skills to diversify income sources.
- 3.4 Protection of threatened habitats and species and control of destructive activities improved through collaborative initiatives.
- 3.5 Improved availability of information for natural resources management decision-making within Districts, MIMP and communities, through development and strengthening of sustainable data gathering and information management systems

Duration:

July 2004-June 2009

Funding status:

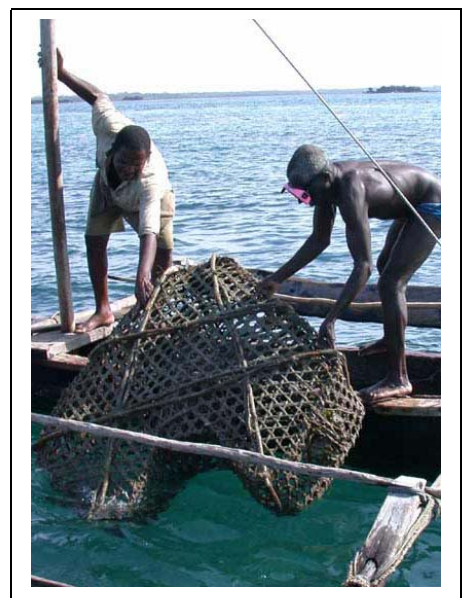
Core annual funding from WWF UK of 350,000 GBP committed so far for 2004-2007. Co-funding needed.

Executing agency:

WWF Tanzania Prog. Office

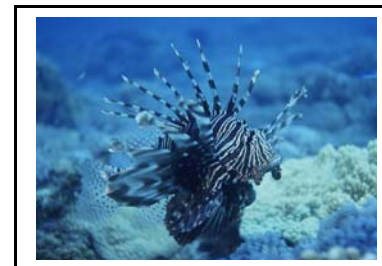
in partnership with:

- Vice President's Office
- National Environment Management Council (NEMC)
- Kilwa District Council
- Rufiji District Council
- Mafia District Council
- Mafia Island Marine Park



4. Achievements:

The programme is in the setting-up phase. Extensive stakeholder consultation and planning was undertaken during 2004 involving communities, District authorities, Mafia Island Marine Park, the tourism and fisheries private sector, govt authorities etc. The programme objectives, strategies and major activities were finalised and a programme document drafted. Staff recruitment and equipment procurement are under way and a field office is being established in Kilwa District.



5. Perspectives:

Wider issues of particular relevance are:

- i) **Poverty & HIV/AIDS.** 2000/01 data shows 18.7% of TZ population below the national food poverty line and 35.7% below the national basic needs poverty line. There are indications of slight increases in infant mortality and maternal mortality in recent years, probably related to HIV and AIDS pandemic. A revised National Strategy for Growth and Reduction of Poverty is being published in 2005 providing a framework for all development activity, whether by Govt or NGOs.
- ii) **Local Government Reform Programme (LGRP).** The RMK seascape programme covers three districts which constitute 3 of the 4 main project partners. The degree to which the districts are facilitated by the Govt and other donors to follow the LGRP reform process, which involves decentralisation of govt powers and building capacity within district authorities, will have a major bearing on both implementation of the project itself and post-

6. Collaboration with other programmes:

There is potential for close collaboration with the Ministry of Natural Resources & Tourism (MNRT) in connection with the World Bank/GEF-funded Marine & Coastal Environment Management Programme (MACEMP) and the a related Japanese Social Development Fund grant on coastal livelihoods, both due to start in 2005. The funding committed by WWF UK constitutes about 60% of the optimal project budget needed to ensure a meaningful contribution to livelihoods and conservation across the seascape, so such collaboration will be important in achieving significant impact.

6. Contact:

Jason Rubens
Technical Adviser
WWF Tanzania Programme Office
PO Box 63117, Dar es Salaam, Tanzania
jrubens@wwftz.org
Tel : +255 22 2700077
Fax : + 255 22 2775535
Mobile : +255 744 229450