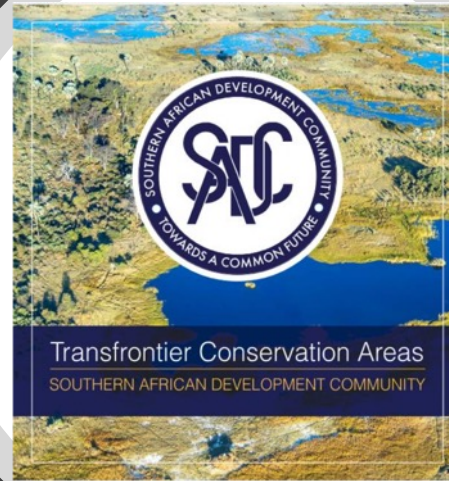




Transfrontier Conservation Areas  
SOUTHERN AFRICAN DEVELOPMENT COMMUNITY



Implemented by: **giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Radisson Blu Hotel, Maputo  
13 – 16 November 2023

# 2023 SADC TFCAs Network meeting



**USAID**  
FROM THE AMERICAN PEOPLE



# Welcome to Day 3

TFCA Coordinator







## Building Partnerships for SADC's Transfrontier Conservation Area Programme

### Day 3 – Thursday 16<sup>th</sup> November 2023

Time	Program 2033 Theme		Lead
8:30 – 8:45	Opening	SADC Chair Angola – Joyce Janota	SADC Secretariate
8:45 – 9:00	Agenda, Housekeeping		TFCA Coordinator
9:00 – 9:50	Tourism Program – Goal 2	Update on the Implementation of SADC Tourism Programme 2020-2030 TFCA Update on TFCA Tourism Market Development	Moreri Mabote-SPO- Tourism; Salifou Sidde - SADC/GiZ C-NRM Tourism Component Nick Tucker – SADC/GiZ C-NRM Tourism Component
9:50 – 10:00	East African Community	Bonaventure Ndikumana	
10:00 – 10:30	5 minute report backs from Streams	<ol style="list-style-type: none"> <li>1. SADC TFCAs and RBOs</li> <li>2. Road map for TFCA recognition</li> <li>3. Improving livelihoods</li> <li>4. Human Wildlife Conflict</li> </ol>	TFCA Coordinator
10:30	TEA		
11:00- 11:45	Human capital and professional development to support TFCAs - Goal 5	Training institutions working together to support SADC's TFCA program	Miriam Umarji : African Leadership University – School of Wildlife Conservation
11:45 – 12:30	Monitoring, Evaluation and Knowledge Management	<ol style="list-style-type: none"> <li>1. TFCA M&amp;E Framework – Rabson Dlodlo GiZ C-NRM</li> <li>2. The Role of CCARDESA – Bridgit Kakuwa – CCARDESA</li> <li>3. The Role of the Regional Resource Hub – Erick Wabwile</li> </ol>	Cornelio Miguel
12:30 – 12:45	TFCA Network Communications system revamp and plan.	Whatsapp group / Portal /Public Website Webinars /Newsletters	Steve Collins - TFCA Network coordinator
12:45 – 13:00	Summary of key outcomes		Tribute Mboweni - Rapporteur
13:00	Closure of the meeting	SADC Chair	Joyce Janota





# OPENING

**Joyce Janota**  
**SADC Chair (Angola)**





**B O U N D L E S S**

**SOUTHERN AFRICA**

*Nature Culture Community*



SADC TFCA Network Annual Meeting  
Maputo, Mozambique  
14-16 November 2023

Updates on the Implementation of the SADC Tourism Programme 2020-2030



Implemented by:





# CONTENTS

## I. Introduction and Update from SADC Secretariat

(15 minutes) – Moreri Mabote

- Objectives of the presentation
- Update on the integration of BSA into SADC TCU
- Update on the recruitment of Programme Officers (BSA & Market Development and Policy)



# OBJECTIVES

Update the SADC TFCA Network on:

- Implementation of the SADC Tourism Programme 2020-2030
- Integration of the Boundless Southern Africa Programme (BSA Programme) in to the SADC Secretariat
- Focus on Institutional Strengthening of the Tourism Coordinating Unit
- BSA/ Tourism TFCA Activities through the SADC/GIZ Climate Resilience and Natural Resources Management Project – Tourism Component

# INTEGRATION OF BSA INTO SADC TCU

- Feasibility Study for the BSA Programme completed and approved by the Joint Meeting of Ministers responsible for ENR&T
- The Position of Programme Officer – Boundless Southern Africa to be filled during the current FY 2023/4

# UPDATE ON SADC PROGRAM IMPLEMENTATION

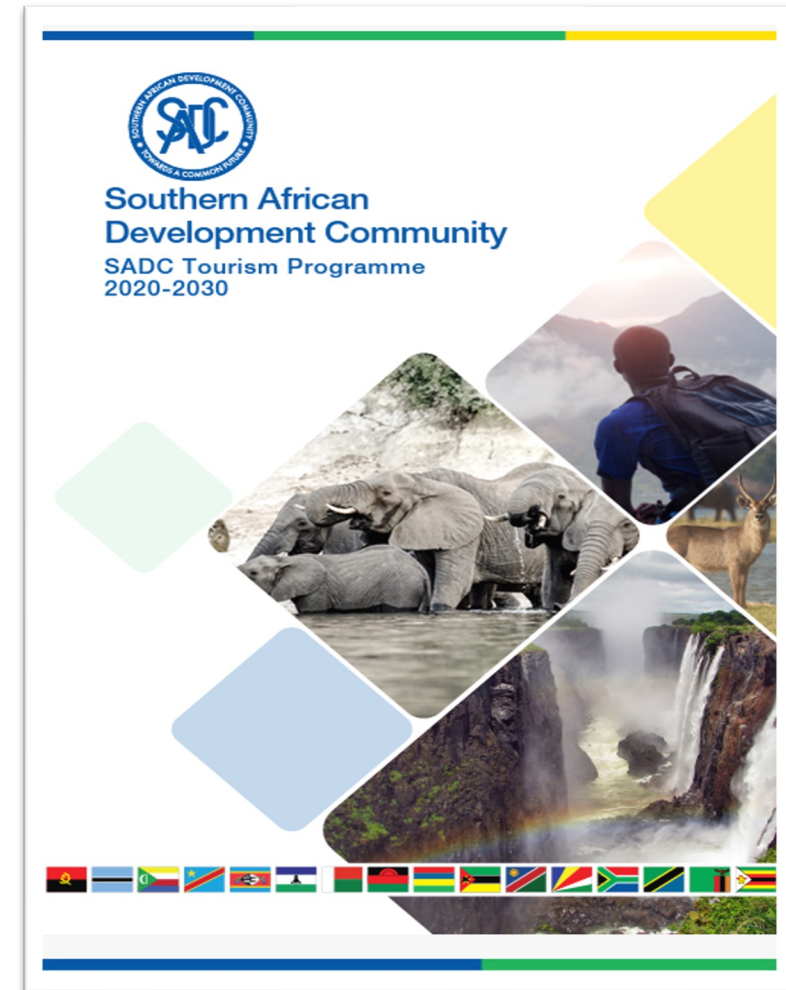
Phase I of implementation of the Tourism Programme ongoing:

- Institutional Strengthening of the TCU
  - Position of the Programme Officer - Tourism Policy & Market Development to be filled during 2023/4 FY
  - SADC Tourism Regional Working Groups Established
  - The SADC Tourism Platform [ Tourism Alliance] under the the Business Council operational
  - Activities of the Tourism Programme being Implemented to be presented

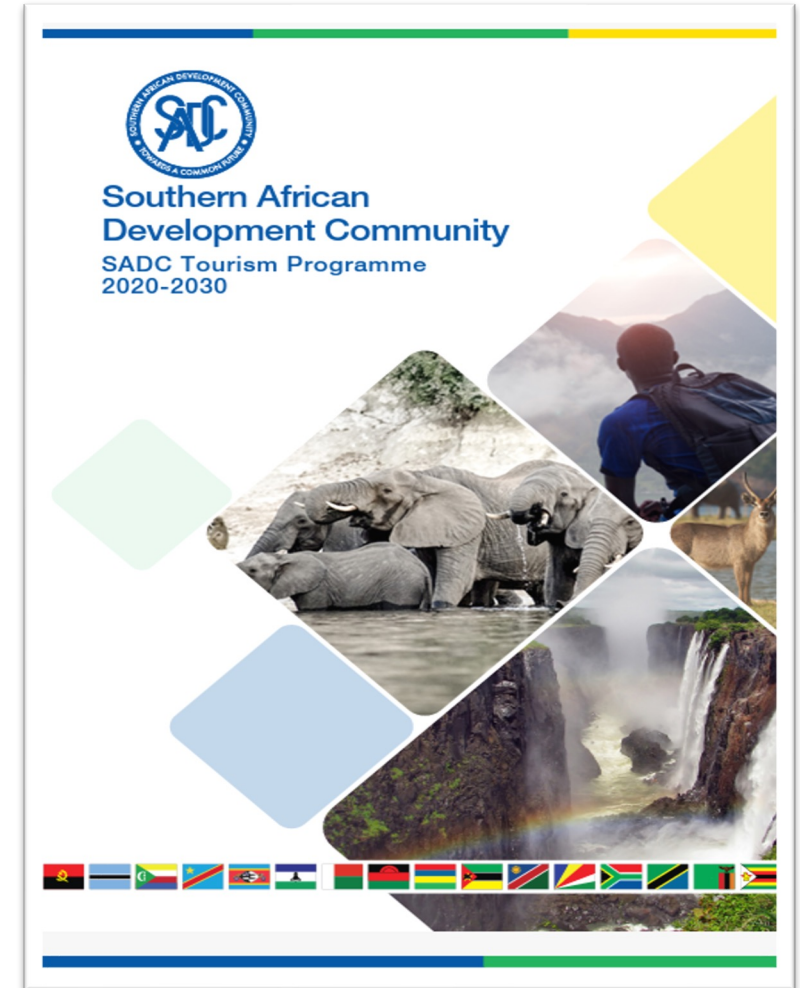
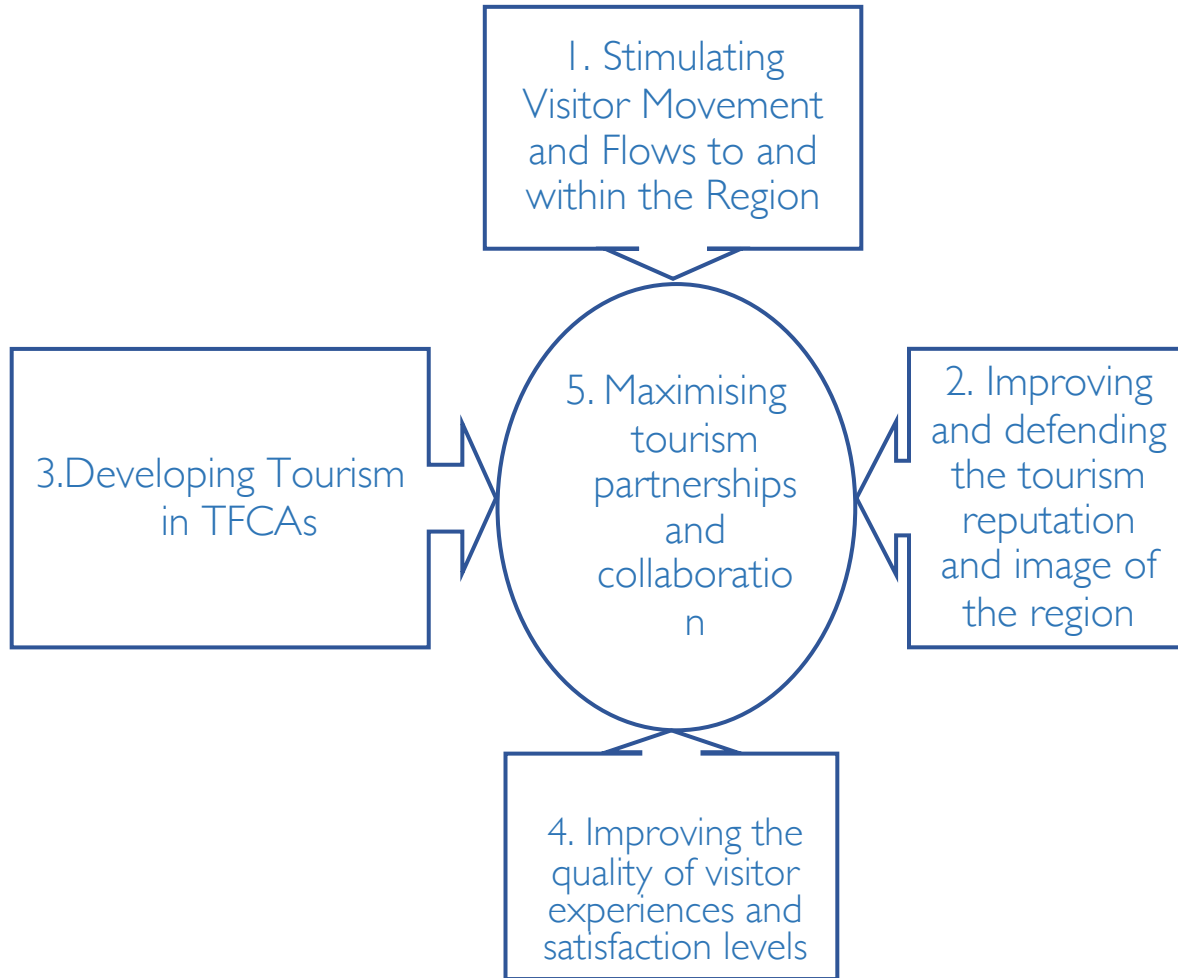
# Update on the Implementation of SADC Tourism Programme 2020-2030

## Contents

- SADC Tourism Working Groups
- SADC Univisa Pilot Programme
- Auditing and Improving Tourism Friendliness of SADC Borders Posts
- Tourism Disaster Risk Management and Communications Framework
- Air Access Study
- SADC Business Council Tourism Alliance

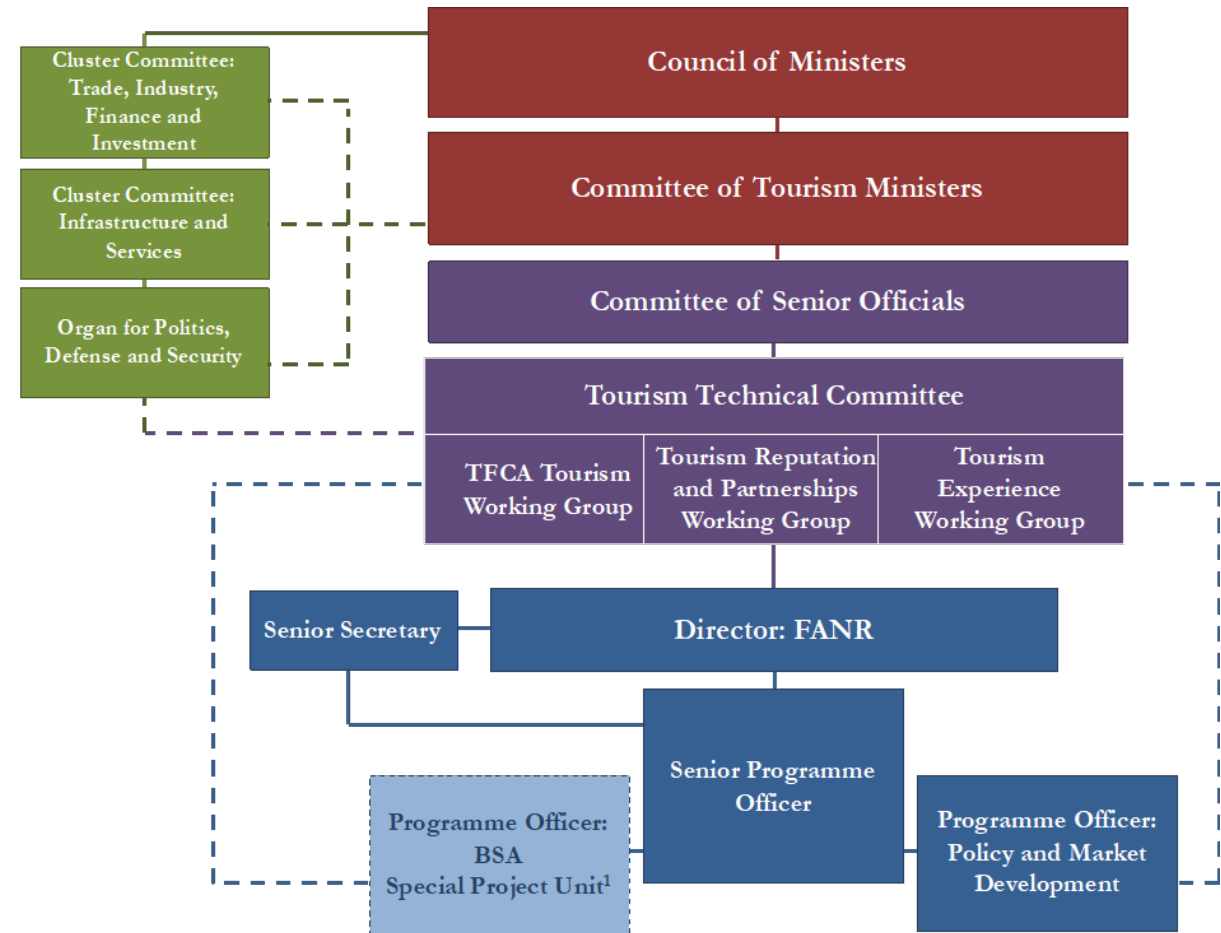


# SADC Tourism Programme – Core Goals



# SADC TOURISM WORKING GROUPS

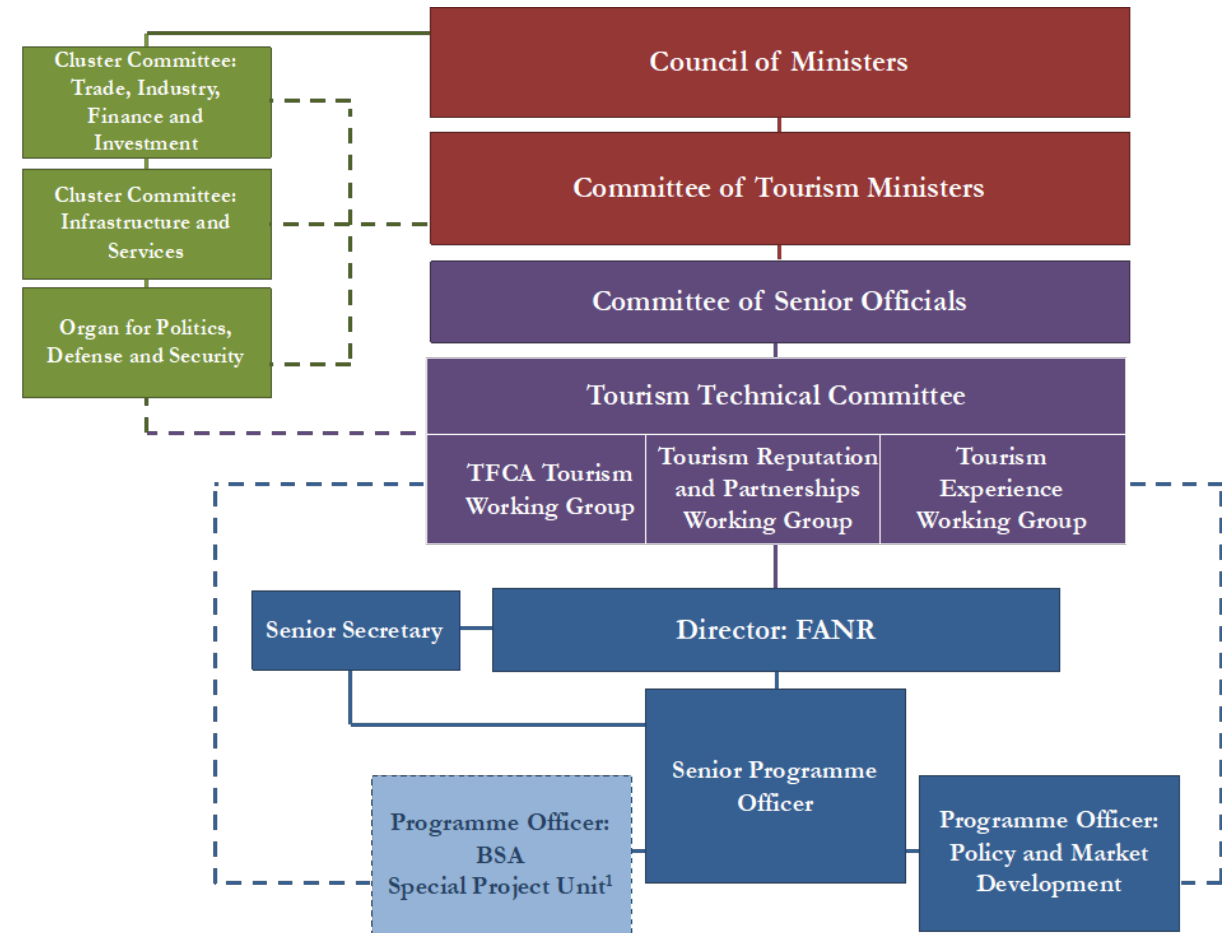
- SADC Tourism Programme 2020-2030 proposes the formation of inclusive stakeholder forums called SADC TWGs to oversee implementation of the 5 Core Goals
- Provision for three tourism working groups:
  - ✓ SADC TFCA TWG (Goal 3),
  - ✓ SADC Tourism Access and Experience WG (Goals 1 & 4), and
  - ✓ SADC Tourism Reputation, Policy Harmonization & Partnership WG (Goals 2 & 5)
- A series of consultative workshops throughout 2022 and 2023 to discuss and agree on the ToRs and Code Conduct and Governance Framework for each of the TWGs



<sup>1</sup> Depending on outcome of BSA Feasibility study

# SADC TOURISM WORKING GROUPS

- A Membership Nomination Form sent to MS by SADC Sec with a request to nominate three representatives each to the Tourism WGs
- For the SADC TFCA Tourism WG, each TFCA is requested to nominate three representatives
- Representatives to be nominated from the public, private and community-based tourism sectors and nominations to be received by 09 June 2023
- Nominations have been received from a number of MS and an elective meeting has been scheduled for 25 October to select the interim committees of the TWGs.

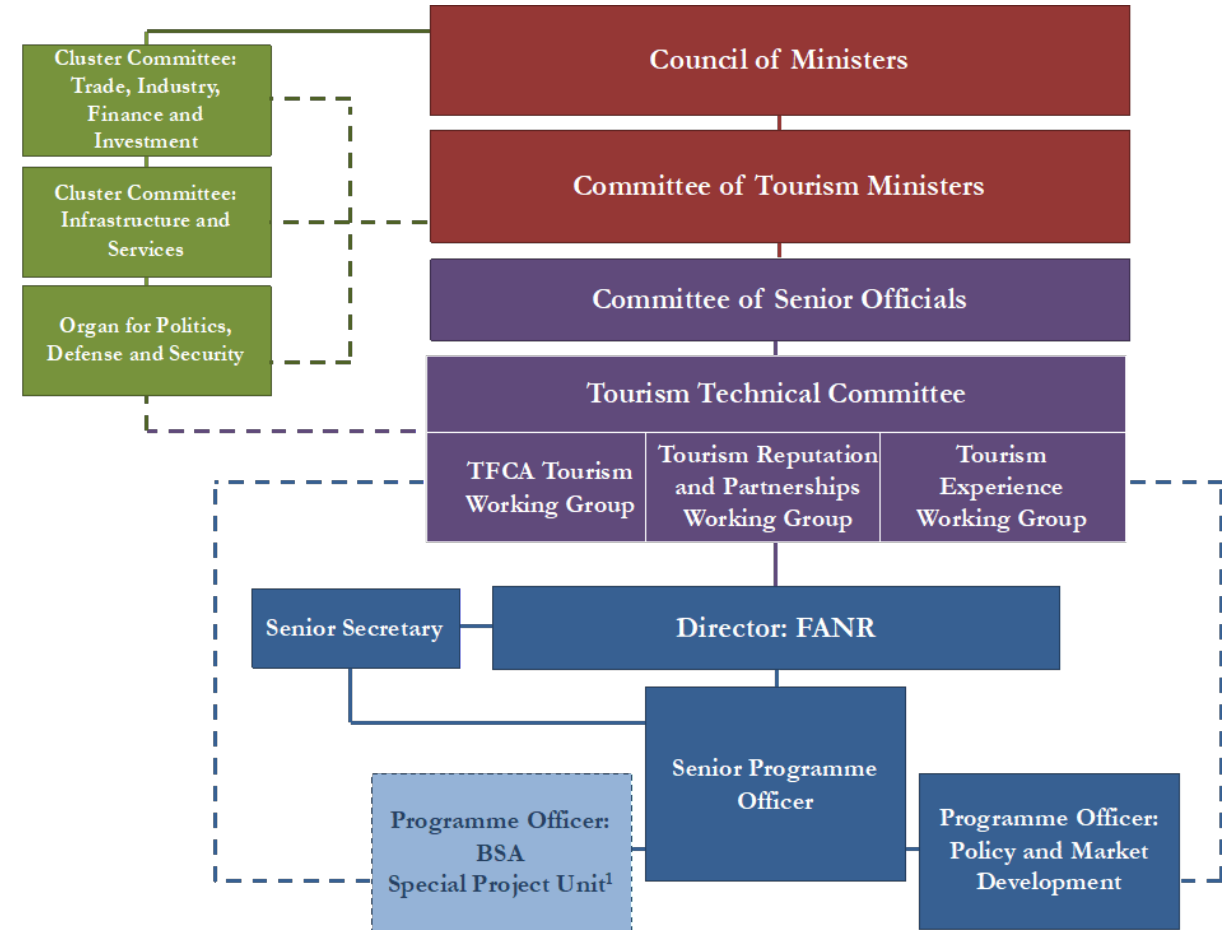


<sup>1</sup> Depending on outcome of BSA Feasibility study



# SADC TOURISM WORKING GROUPS

- A physical or hybrid workshop in Johannesburg with Office Bearers early in 2024
- Aim of workshop will be to induct members of the interim committees and make them deeply familiar with the ToRs, Code of Conduct and Governance Framework for each of the TWGs
- Workshop will also focus on the development of a workplan for the implementation of oversight activities
- SADC TCU and ICPs will work hand in hand and support Interim Committees in the implementation of their duties



<sup>1</sup>Depending on outcome of BSA Feasibility study

# SADC UNIVISA PILOT PROGRAM

- SADC UNIVISA project is part of strengthening regional integration and developing the regional tourism economy
- The Univisa project is being piloted by Angola, Mozambique, Namibia, South Africa, and Zimbabwe
- An “as-is” assessment of visa systems in Pilot Group Member States was carried out with support from GIZ
- Assessment report was validated at a workshop of Pilot Members Senior Immigration and ICT officials held in Johannesburg in August 2022
- Follow up workshops were held in May and June 2023 in Johannesburg to discuss the SADC Univisa Draft Legal Framework and the SADC Univisa Revenue Sharing Model
- These proposals - the SADC Univisa ICT Module, the SADC Univisa Draft Legal Framework and the SADC Univisa Revenue Sharing Model - were subsequently submitted to the SADC Ministerial Committee on Organ for approval at their meeting in July 2023 in Namibia and were approved
- C-NRM will be working with SADC Organ to support the implementation of the approved proposals



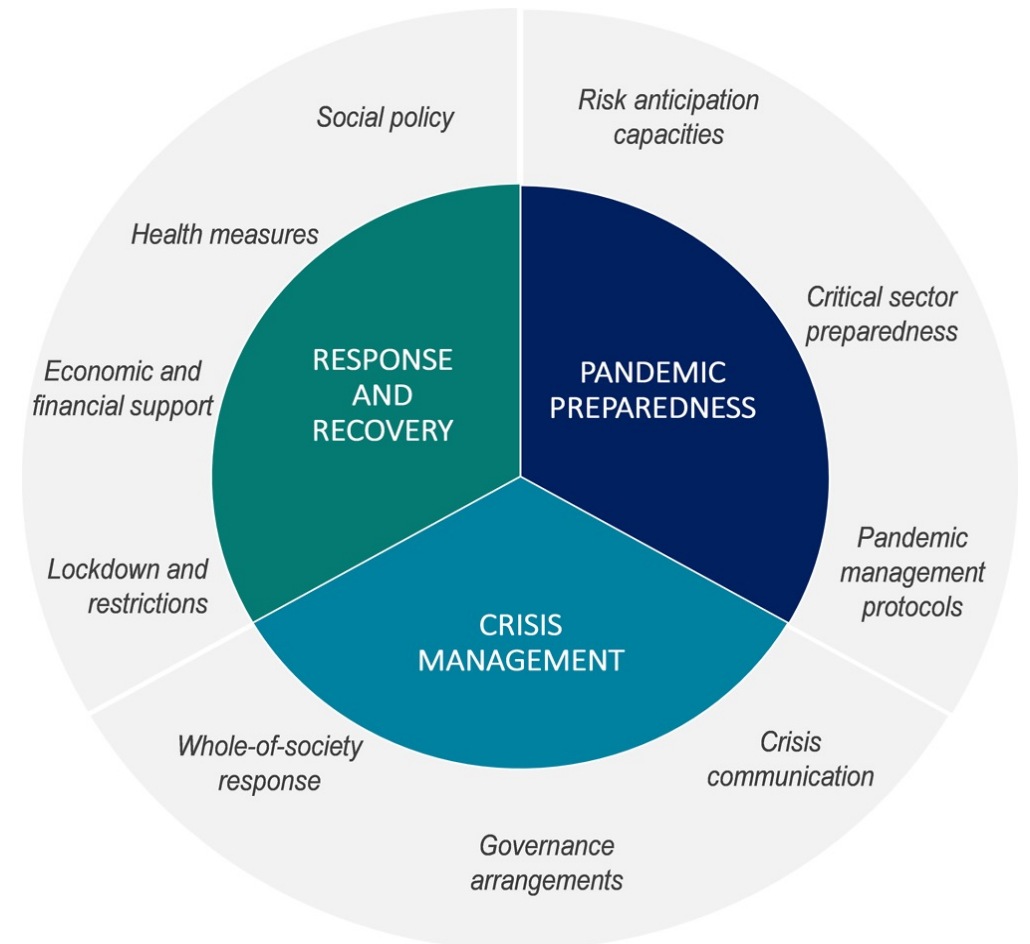
# AUDITING AND IMPROVING TOURISM FRIENDLINESS OF SADC BORDER POSTS









- ToRs for a Consultancy published, with 16 October 2023 as closing date
- Aim of project is to conduct an audit of two border posts and formulate a best-practice guideline and improvement plan for tourist-friendly border post facilities, processes and services for the SADC region
- Kazungula OSBP (Botswana/Zambia) and Beit Bridge Border Post (SA/Zim) have been identified as suitable candidates for the audit
- Improvement plan to be piloted at two border posts and if successful the plan will be rolled out to other border posts in collaboration with the relevant MS.

# TOURISM DISASTER RISK MANAGEMENT AND COMMUNICATIONS FRAMEWORK

- Consultancy (supported by FANR) completed
- Validation workshop held on 22 August 2023
- Strategy submitted to SADC structures for approval
- SADC BC Tourism Alliance to drive an awareness creation campaign for the Strategy and conduct Train the Trainer activities to help MS implement the strategy domestically



# AIR ACCESS STUDY

Airline	Flight#	Destination	Scheduled time	Status	Updated time	Gate
	TM302	Maputo	08:50	 Boarding		A22
	FA850	Mauritius	09:00			A06
	4Z174	Gaborone	09:15			A25
	FN8504	Victoria Falls	09:55			A21
	SA022	Harare	09:55			A11
	4Z150				10:20	A15

- Conducting a benchmark study of successful air access policies, practices and infrastructure, and comparing with regional SADC Member State practices to identify key gaps and opportunities is a deliverable of the SADC Tourism Programme 2020-2030
- Consultancy is underway in collaboration with COMESA which is undertaking a similar study
- Study is expected to lead to the development of a harmonized SADC regional aviation and airlift policy
- SADC Air Access stakeholders consultative workshop held on 13 October 2023
- Completion date to be determined

# SADC Business Council Tourism Alliance

- A series of tourism private sector consultative workshops took place throughout 2022
- SADC Business Council given full mandate to facilitate and steer establishing of the forum as one of its working groups
- Representatives of 11 Member States Tourism Apex Associations met in Johannesburg 22-23 November 2022 to agree on the constitution and mandate of the SADC Tourism Platform
- The meeting elected an Interim Board comprising a chair (CEO of SA's TBCSA) and two vice chairs (CEO of Namibia's FENATA, and CEO of Zimbabwe's TBCZ) to help SADC BC drive the process
- GIZ grant agreement with SADC BC is in place to help build capacity and support implementation of the activities of the SADC Tourism Platform
- Project Manager now in place
- Platform renamed SADC BC Tourism Alliance



# CONTENTS

## 3. Update on TFCA Tourism Market Development

(15 minutes) – Nick Tucker

- Update on BSA Activities
- Overview of TFCA Tourism Market Development Strategy
- Overview of cross-border tourism products in SADC TFCA
- TFCA Tourism Investment Promotion and Opportunity

## 4. Q & A (15 minutes)



# Update on TFCA Tourism Market Development

## SADC Tourism Programme 2020-2030

Goal 3: Developing tourism in TFCAs

Strategy 3.1 TFCA Market Development Programme

- 3.1.1 Formulating a well-researched market development strategy for TFCAs
- 3.1.2 Expanding TFCA marketing drive
- 3.1.3 Developing and promoting cross-border routes and itineraries
- 3.1.4 Supporting the development and growth of cross-border events in TFCAs

## Revised SADC TFCA Programme 2023-2033

Goal 2: Improved well-being and Livelihoods of People through Agriculture, Fisheries, Forestry, Tourism and Other Activities

Outcome 2.3 Diverse sustainable tourism products and experiences increase the attractiveness and value of TFCAs as tourism destinations.

- 2.3.1 TFCA Market Development supported by the Boundless Southern Africa unit across all TFCAs
- 2.3.2 TFCA Tourism Investment Programme implemented in a strategic and cost-effective manner
- 2.3.3 Rural economic inclusion opportunities in tourism value chains are identified and unlocked



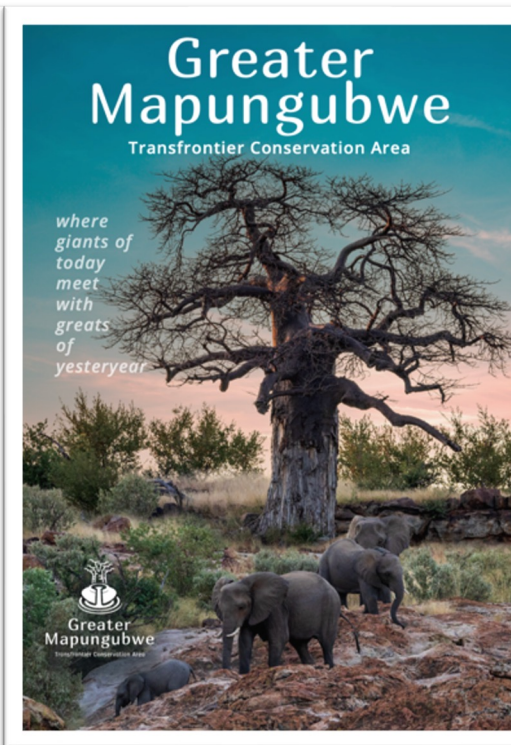


# UPDATE ON BOUNDLESS SOUTHERN AFRICA

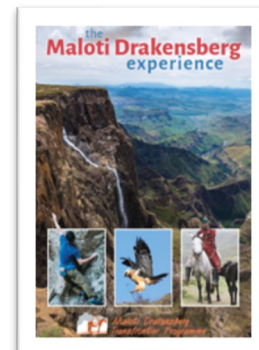
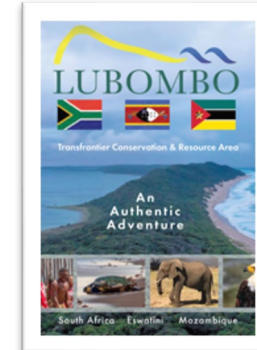
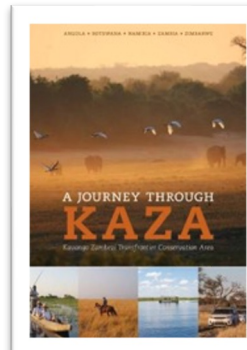
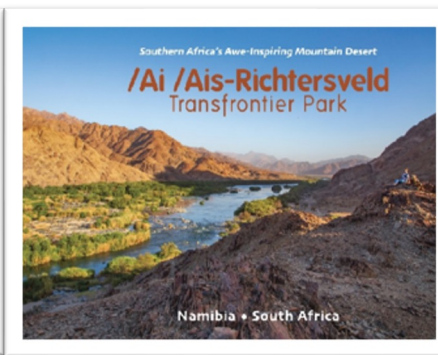
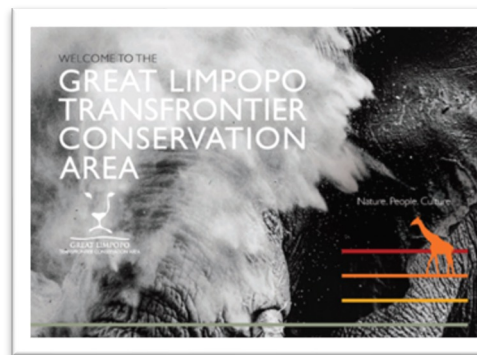
- *Destination brochures*
- *GLTFCA Signage Guidelines & Transboundary Tourism Strategic Framework*
- *GMTFCA Logo and Brand Guidelines*
- *TFCA Tourism Market Development and Support*

# TOURISM DESTINATION BROCHURES

Recently developed



Previously developed



# GLTFCA TOURISM SUPPORT



**NATIONAL ROAD SIGNAGE (3)**

As per the previous pages, this is the first choice for the road signage, as appose to regular tourism road traffic ordnances signage.

The road signage that includes the name of major destinations, such as national parks, within the GLTPA will always be deemed as "PART OF THE" Great Limpopo Transfrontier Conservation Area.

This top section of the signage to hold the primary destination's logo and name

All names that are not part of a logo to be in Century Gothic Bold (primary part of the name) & Century Gothic Regular (secondary part of the name)

This section of the signage, with the Great Limpopo Transfrontier Conservation Area logo to be kept standard, regardless of the top section changes

Take note of the space above the lion/bird logo [refer to pages 10 & 11]

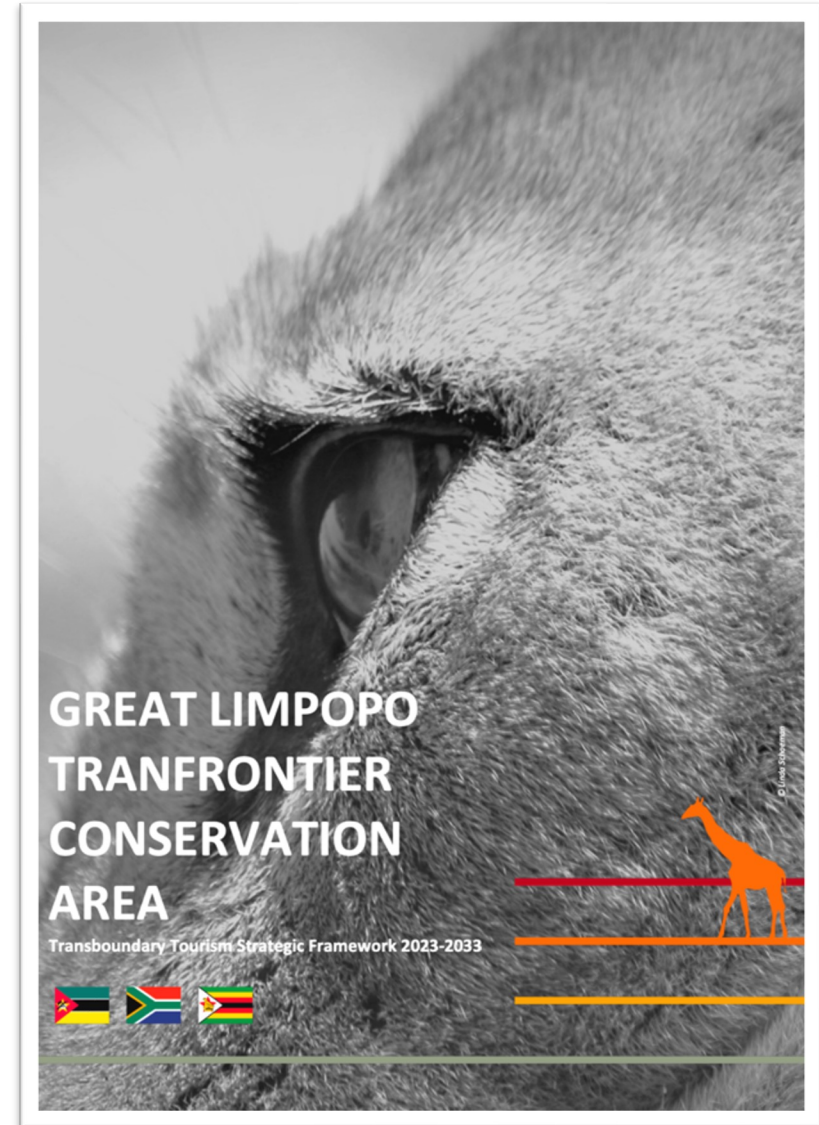
<p><b>GONAREZHOU</b></p> <p>PART OF THE</p> <p><b>GREAT LIMPOPO</b></p> <p>TRANSFRONTIER CONSERVATION AREA</p>	<p><b>Kruger National Park</b></p> <p>PART OF THE</p> <p><b>GREAT LIMPOPO</b></p> <p>TRANSFRONTIER CONSERVATION AREA</p>
<p><b>Banhine National Park</b></p> <p>PART OF THE</p> <p><b>GREAT LIMPOPO</b></p> <p>TRANSFRONTIER CONSERVATION AREA</p>	<p><b>Manjinji Pan Sanctuary</b></p> <p>PART OF THE</p> <p><b>GREAT LIMPOPO</b></p> <p>TRANSFRONTIER CONSERVATION AREA</p>

**Kruger National Park**

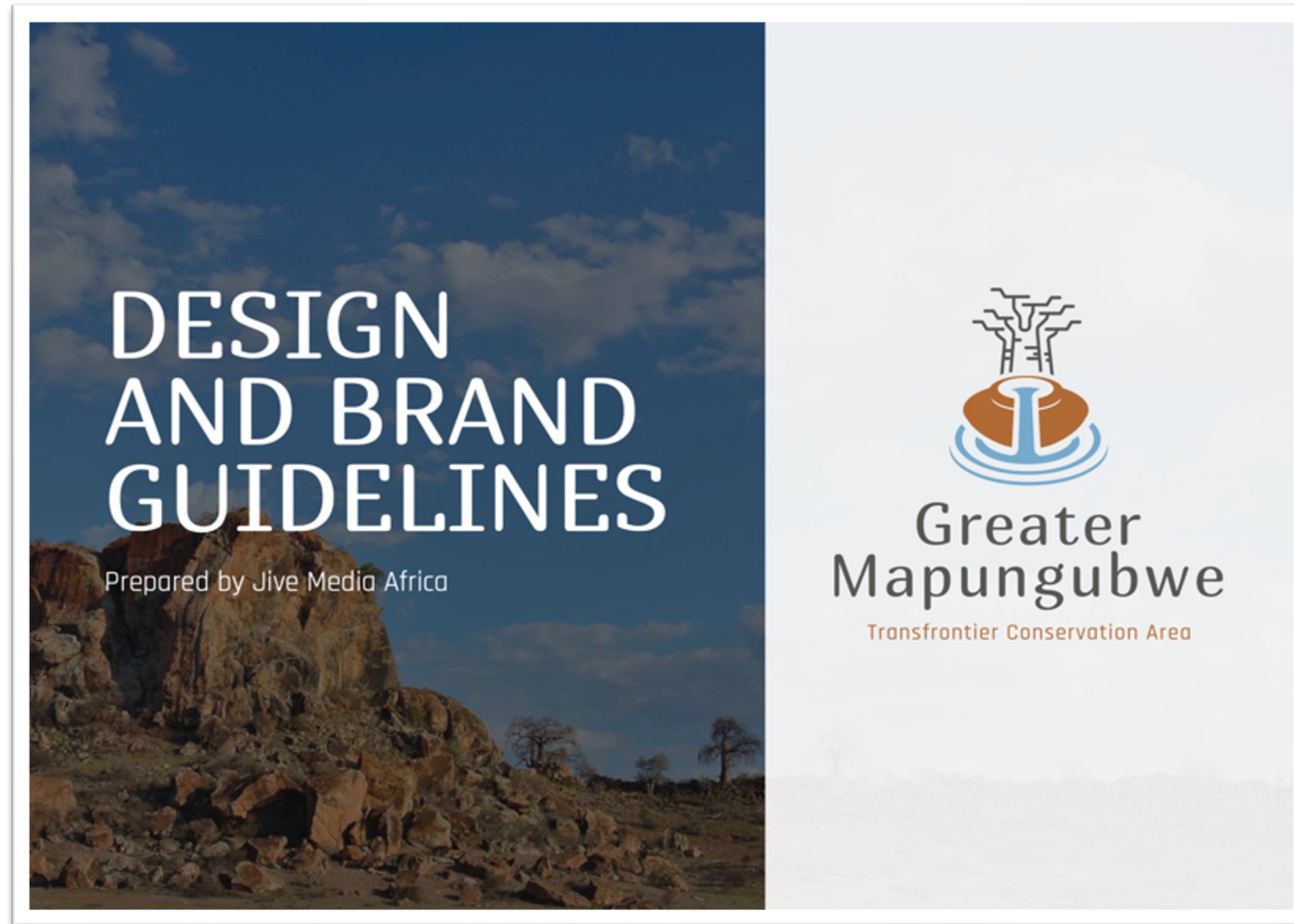
PART OF THE

**GREAT LIMPOPO**

TRANSFRONTIER CONSERVATION AREA



# GMTFCA LOGO AND BRAND GUIDELINES



# TFCA TOURISM MARKET DEVELOPMENT AND SUPPORT

- Represent TFCAs at international and regional travel trade exhibitions (for example, ITB Berlin, Africa's Travel Indaba, etc.)
- Press trips - to create awareness of and exposure for the TFCAs
- Tour Operator Familiarization Trips
- Develop media library and resources
- Social media marketing campaigns and support
- Support for cross-border events
- Develop itineraries for travel trade and self-drive tourists



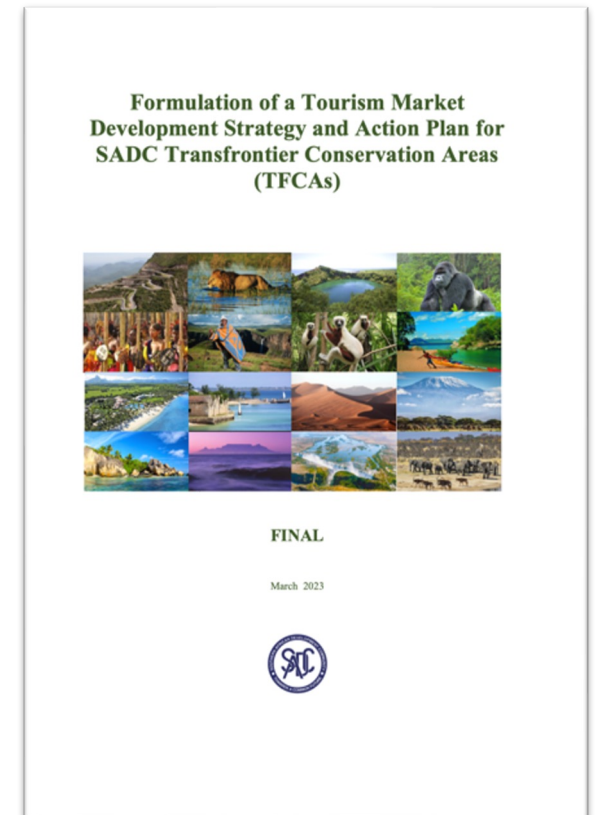
# OVERVIEW OF TFCA TOURISM MARKET DEVELOPMENT STRATEGY



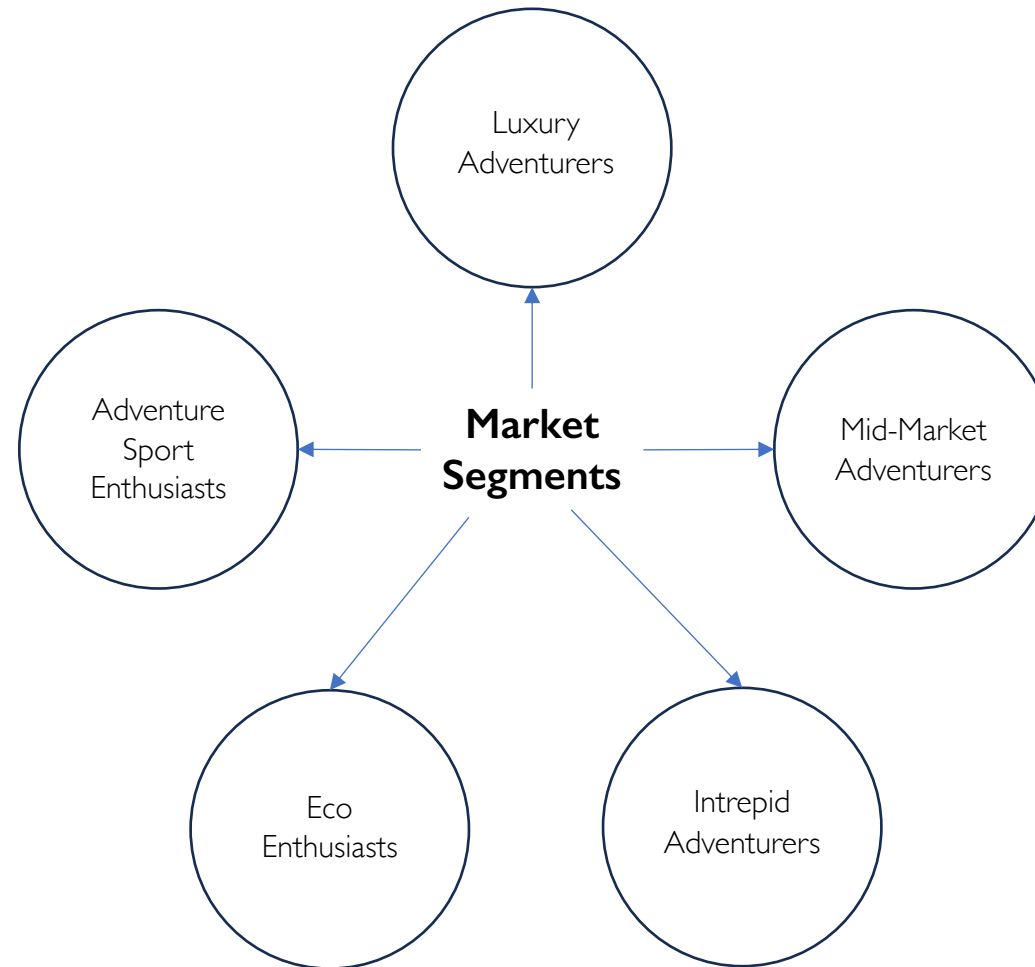
# OVERVIEW OF TFCA TOURISM MARKET DEVELOPMENT STRATEGY

**‘By 2030 growth in cross-border, multi-destination travel in SADC will exceed average global tourism growth levels’ (SADC, 2023)**

- This document aims to serve as an integrated Tourism Market Development Strategy, for the TFCA as envisaged by Goal 3 of the SADC Tourism Programme 2020-2030.
- It currently focuses on seven TFCAs and was compiled through a consultative process involving stakeholder meetings, in-depth interviews and desk analysis.
- Provides an overview of existing frameworks for tourism development in TFCAs
- Reviews progress made by Boundless Southern Africa in promoting and developing tourism, as well as tourism progress achieved in the individual TFCAs.
- Proposes the future direction for market development of TFCAs, including key global travel trends and implications, a market development vision, growth objectives and principles, a source market and market segmentation strategy, core market development goals to be addressed, as well as implementation strategies and activities.



# OVERVIEW OF TFCA TOURISM MARKET DEVELOPMENT STRATEGY





# OVERVIEW OF TFCA TOURISM MARKET DEVELOPMENT STRATEGY

## Goal 1: Improving tourism institutional capacity

- Strategy 1.1: Ensure effective planning: Develop implementable tourism strategies and action plans for individual market-ready TFCAs; and research the profiles of key potential market segments.
- Strategy 1.2: Strengthen implementation capacity: Appoint additional tourism expertise to support the implementation of tourism strategies for TFCAs; and appoint market representatives in key markets.
- Strategy 1.3: Improve funding for market development
- Strategy 1.4: Improve stakeholder collaboration: Establish strong and effective tourism working groups for TFCAs; and obtain the commitment of member country tourism authorities to actively promote cross- border tourism.

## Goal 2: Increasing tourism demand

- Strategy 2.1: Strengthen TFCA tourism brand awareness: Tell the TFCA stories, across all media.
- Strategy 2.2: Improve marketing collateral: BSA website, separate TFCA websites (where adequate capacity and resources are available), social media platforms; and establish media libraries for each TFCA.
- Strategy 2.3: Maximise digital marketing execution: Establish links; collaborate with content contributors and partners in each TFCA to develop content; develop and implement a social media strategy; identify and host influencers; produce and distribute a quarterly TFCA tourism newsletter; and conduct selective digital advertising.
- Strategy 2.4: Ensure travel trade and media knowledge and coverage: Establish and maintain a database of international and regional tour operators and media; initiate a marketing and sales training programme; host partners on BSA exhibition stands; conduct sales visits to tour operators; arrange an annual tourism roadshow; arrange annual trade familiarisation visits; arrange media/ press visits to TFCAs; and partner with private operators to launch special promotions.

# OVERVIEW OF TFCA TOURISM MARKET DEVELOPMENT STRATEGY

## Goal 3: Strengthening product variety and quality

- Strategy 3.1: Support selective events staged in TFCAs: Conduct a comprehensive assessment of past events staged in TFCAs; and develop a TFCA event strategy.
- Strategy 3.2: Develop and execute a TFCA investment and business development strategy:
- Strategy 3.3: Plot and develop suitable travel circuits, routes and trails to and in TFCAs.
- Strategy 3.4: Provide tourism support and capacity building for local entrepreneurs and communities: Develop a SME business development strategy and action plan for TFCAs.

## Goal 4: Monitoring tourism performance

- Strategy 4.1: Create a database of tourism supply in each TFCA.
- Strategy 4.2: Monitor tourism performance and satisfaction.

# OVERVIEW OF TFCA TOURISM MARKET DEVELOPMENT STRATEGY

Specific roles and responsibilities are also outlined to clarify the mandates of:

- The SADC Secretariat, through the BSA unit in the Directorate FANR, as the overarching organisation responsible for marketing of TFCAs, in conjunction with the individual TFCAs.
- Individual TFCA management structures and their TFCA Tourism Working Groups, which are essential for ensuring that market development activities and successes permeate to the level of individual TFCAs.

The implementation action plan summarises the goals, strategies and actions and, for each action:

- Indicates the priority that should be given to it.
- Sets a timeframe.
- Indicates which party should lead and support its execution.
- Sets a measurable success indicator(s).

# OVERVIEW OF CROSS-BORDER TOURISM PRODUCTS IN SADC TFCAS



# CROSS-BORDER TOURISM PRODUCTS IN SADC TFCAS



*Cycling through desert landscapes under a full moon.*

The /Ai/Ais-Richtersveld Transfrontier Park is a unique environment for adventure sports activities, having beautiful mountainous scenery, a remote wilderness character and the presence of a major river within a desert environment. This park is the perfect home for the Desert Knights mountain bike tour – which combines 5 days of cycling, some of it at night under the full moon, and 1 day of canoeing on the Orange River.



*Five days, two African countries, one ancient mountain wilderness.*

Five days, two African countries, one ancient mountain wilderness. A 200km, five-day foot race from South Africa to Namibia through the ancient arid landscape of the /Ai/Ais-Richtersveld Transfrontier Park. From the crystal fields of Sendelingsdrif in South Africa to the infamous giant boulders of Tatasberg deep in the /Ai/Ais-Richtersveld Transfrontier Park; this unparalleled journey then crosses the Orange River into Namibia and the wild lands of the Fish River Canyon.



*Three days, three African countries, one primal running experience*

A 92km, 3-day trail running safari experience through the culturally significant & wildlife rich bushveld of the Greater Mapungubwe Transfrontier Conservation area. From the ancient Mapungubwe citadel in South Africa, to the rolling savannah of Botswana's Tuli block; this journey of discovery takes us across the mighty Limpopo River to the banks of the gigantic Shashe River, through the rural villages of Maramani, past huge Baobabs & along ancient elephant trails etched into stone in Zimbabwe; this is the ultimate safari-on-the-run experience in one of Africa's most sought-after big-game areas.



*Biking for a better tomorrow*

The most unique mountain bike adventure in the world, the Nedbank Tour de Tuli, provides participants with the life-changing opportunity of riding along ancient elephant migrations trails, unmanicured single track and unmarked routes in some of the most beautiful wilderness areas in the Greater Mapungubwe Transfrontier Conservation Area. Limited to just 350 participants and over four days, the route traverses terrain in three countries, Botswana, South Africa and Zimbabwe, navigating through informal borders on the bank of the Shashe River, through prime wildlife territory and interacting with the local communities.



*Transboundary Golfing in Harmony with Nature*

The Kavango Zambezi Golf Classic is a unique annual golf ensemble to celebrate, show case and market the Kavango Zambezi (KAZA) Transfrontier Conservation Area, the largest TFCA in the world. It presents an unparalleled sporting and networking opportunity to show case leadership in conservation and regional tourism growth.

# CROSS-BORDER TOURISM PRODUCTS IN SADC TFCAS



## *Cross-border 4x4 trails*

An exciting way to experience the TFCA through its 4x4 network, which traverses three parks, enabling visitors to experience the TFCA.

## *Mountain Bike Trail*

An adventure trail that will showcase the common attributes of the TFCA – its rich history (distant and recent), astonishing biodiversity, pristine wilderness, remote communities, communal lands, and spectacular scenery.

## *Pafuri Cross-border Trail and Shangane Festival*

Operated by the private sector, a ground-breaking unique cross-border event that combines the best walking experience in Kruger National Park with a full day traditional cultural celebration in Zimbabwe,



## DESERT KAYAK TRAILS

## *The /Ai/Ais-Richtersveld Transfrontier*

Park is a unique environment for adventure sports. Having beautiful mountainous scenery, a remote wilderness character & the presence of the Orange River within a desert environment. The local Nama people know this major river as the Gariiep River, which meanders across Southern Africa from the Maloti-Drakensberg Transfrontier Conservation Area.



## *Zambezi Chobe Boat Safari*

Experience the excitement of a boating safari along the mighty Zambezi River with each twist and turn in the river luring you ever onward! The Zambezi Chobe Boat Safari is a three-day safari adventure starting with a boat journey along the Zambezi River from Katima Mulilo in Namibia to the 180 000 ha Simalaha Community Conservancy situated on the northern banks of the Zambezi River in Zambia. The Conservancy is fundamental to re-establishing wildlife populations and their migration routes between Chobe National Park in Botswana to Kafue National Park in Zambia, an important component of the Kavango Zambezi Trans Frontier Conservation Area.



## *Mhlumeni-Goba Transboundary trail*

Explore a globally recognised biodiversity hotspot shared by three countries. The Lubombo Eco Trails comprises a network of existing and proposed trails set against the spectacular Lubombo Mountains. This little-known region will reward adventure-seekers with rich ecological and cultural experiences. By linking attractions across landscapes, local communities will benefit from a variety of products offered to visitors such as challenging mountain bike trails, rugged 4x4 routes, river rafting, canoeing and hiking.



# SADC Guidelines on cross border tourism products in TFCAs

Aim: Provide guidance for the development of cross-border tourism products in SADC TFCAs within the Southern African Development Community (SADC), and to support implementation of SADC protocols, programmes and strategies relating to TFCAs, including their conservation and development objectives.

Objectives:

- Provide practical evidence-based guidance on a step-by-step process to develop cross-border tourism products with associated templates.
- Ensure that guidance aligns the goals and objectives of TFCAs, conservation agencies and the private sector, and with the principles of sustainable tourism;
- Reduce risks to the private sector, TFCAs, host communities and the environment.
- Provide case study examples of good practices, highlight potential challenges, and provide suggestions on how to address the challenges; and
- Create guidance that is simple, clear, reliable, applicable, flexible, and concise.

# TFCA TOURISM INVESTMENT PROMOTION





# TFCA TOURISM INVESTMENT PROMOTION

Boundless Southern Africa brings together conservation and tourism communities across international borders and encourages collaborative effort in sustainable tourism development.





THANK YOU

Questions and Answers



Implemented by:



# SADC TFCA Network Annual Meeting

## Maputo, Mozambique

### 14-16 November 2023

## Questions and Answers





# Report back from Stream 1 and Stream 2



# STREAM 1

## Management of land and waterscapes – TFCAs and RBOs

- Strengthen the collaboration and partnerships and to formalise the partnerships
- Explore opportunities to continue engaging and discussing while acknowledging that the process to formalise engagements and arrangements may take time.
- Start off activities to continue the discussion and draw a programme and plan for the collaboration. Share lessons learnt from existing partnerships- how they have fared, their structure, how activities are implemented, challenges – recognising that there are TFCAs and RBOs that are already working together. The KAZA/ZAMCOM/OKACOM and Great Limpopo TFCA/LIMCOM cooperation as cases in point
- SADC Secretariate to convene a TFCA/RBO workshop by April 2024. ORASECOM committed to provide a concept note to outline possible areas of co-operation to guide the agenda.
- Share schedules of sector events e.g. SADC Multistakeholder Dialogue in 2024 and organise TFCA participate there.



# STREAM 2

Improved well-being and sustainable livelihoods

## The Wildlife Economy: Kule Chitepo

- Various projects whose aim is to improve the livelihoods of people living in the TFCAs: Maliasili, FAO, Herding for Health and the Community Leaders Network.
- All themed around partnering with communities and offering training, human rights, youth and gender inclusion





- Question around all this available funding while TFCAs raised funding concerns.
- Community benefits from Wildlife Economy need to be defined, understood and unlocked at a higher (SADC) level
- Livelihood issues need to become front and centre, and not just PC rhetoric.



## Human-Wildlife Conflict and Co-existence: Leo Niskanen IUCN

- HWC issue needs to be addressed in an integrated and holistic manner
- Incorporate actions at local, national, and transfrontier levels to address symptoms and the root causes
- Collaborative, sustained efforts across many different sectors, with local communities at the centre of decision-making & and clear agreement on roles and responsibilities among stakeholders







- The network should establish a working group on HWC linked to the IUCN SSC Human Wildlife Conflict Specialist Group to share lessons learned and best practices across the region.
- The role of media in shaping - either negatively or positively - public perceptions about HWC was noted.
- Recommendation: network to engage with media in the region to enhance balanced, sensitive and factual reporting to enhance understanding of the HWC issue and its complexities

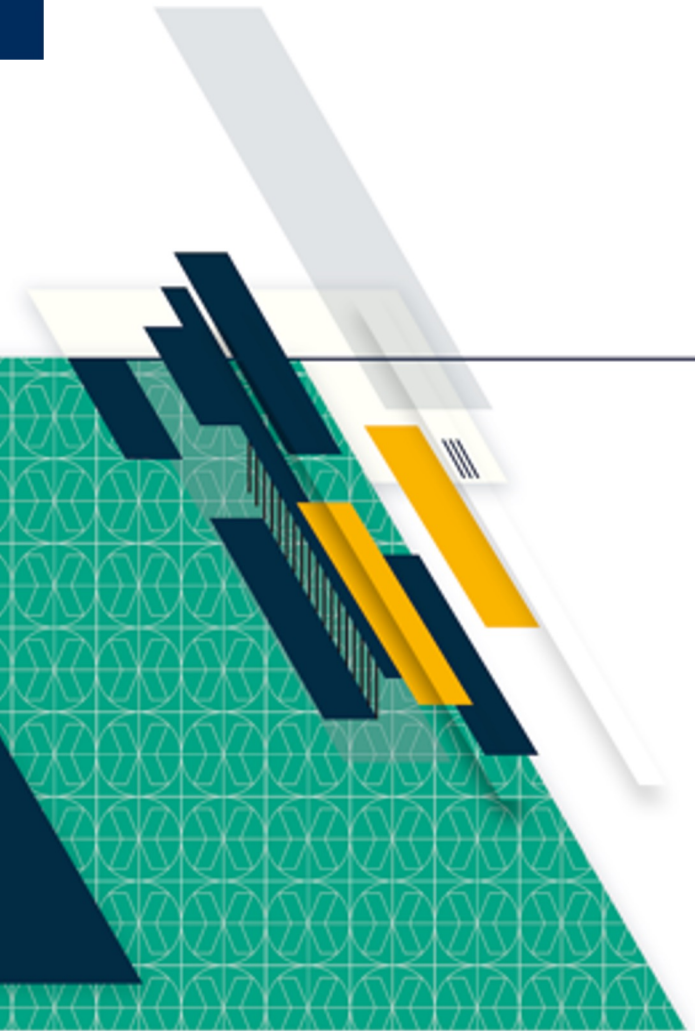




# Building Partnerships for SADC's Transfrontier Conservation Area Program

Enhanced skills and capacity  
development and improved knowledge  
management - The human capital  
development in TFCAs

**Maputo, November 2023**



# Agenda:

1. **What we are learning from the Market**
2. **Who we are**
3. **What we do**
4. **What we can do together**

**Mariam Umarji**  
[mumarji@alueducation.com](mailto:mumarji@alueducation.com)



# 1. What we are learning from the Market

## From Market Research, Partners, Students

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- **"Everyone is doing it."** There is no standard. There is this sense that "being in this space" is a growing "trend", a "must", and a "fashion" that everyone, independent of expertise and focus, should secure a space.
- **"Everyone"** being Universities, Institutes, Business Schools, Training Centers, Research Units or Hubs, Online Learning Platforms, Individuals, Private Sector, Donors (multilaterals, bilaterals, technical, etc.), Governments (funders and aid recipients), etc.
- **"It"** is Conservation at large, which includes Biodiversity, Environment, Climate, Finance, Climate Change, ESG, Circular Economy, etc.

# 1. What we are learning from the Market

## From Market Research, Partners, Students

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- **“Climate angle”** - everyone is trying to do it and fast. Universities with established Schools and Departments are advancing faster than other stakeholders in view of securing funding from donors (worth exploring?) and prospecting for higher education students (even if the detailed offer is not yet developed).
- For example, at the end of 2022, we have identified more than **108 offers** in the just for **Conservation Leadership** that illustrates this market status quo.
- **No standard mode of delivery** – despite a growing predominance of remote/online for “soft” skills.

# 1. What we are learning from the Market

## From Market Research, Partners, Students

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- **Online programs are short term** - learning institutions such as Edx, Coursera, and others inc non-governmental organizations are mainly short courses that can be completed at an individual's own pace within a maximum of 10 weeks.
- **MOOCs (Massive Open Online Courses) are one of the latest advances in distance learning and exist for Conservation.** Composed of online courses meant for an unlimited number of participants, MOOCs give anyone with an Internet connection access to training on a wide selection of topics. The courses are free of charge and open to all. Both English and French are available.

# 1. What we are learning from the Market

## From Market Research, Partners, Students

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- **Sector with inadequate and unreliable pipeline of professionals** - namely protected area managers and other professionals that are adequately qualified and experienced in both the practical aspects of conservation as well as leadership and management.
- Sector “professionals” do not necessarily have / need a **higher education degree**.
- Institutions try to address by delivering **in house capacity building**. Reaction is usually “**do our own thing**”. And Partners also do it.



# 1. What we are learning from the Market

## From Market Research, Partners, Students

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- **Needs known but not documented** – needs assessments not in general use and not informing curriculum design and development (no product approach).
- **Courses too academic, too theoretical, too specific, too exclusive** - they do not provide a comprehensive curriculum, covering all the practical elements of for example protected area management, and the quality of training of courses varies.
- **Course duration is an issue** – either too long or too short, many courses offered are 12-months or longer, which limits the number of staff who can attend and thus is not efficient/scalable. Other are too short and not comprehensive. Etc.

# 1. What we are learning from the Market

From Market Research, Partners, Students

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- **Cost is an issue** - pricing varies and in general is very high for the product being offered and contributing to making Conservation a sector for only a few. Or scholarship dependent.
- **The return on investment is often minimal** – see previous points.
- **Supply vs. Demand** - training facilities with the intent of supplying accredited students to the broader sector exist but the outcomes often do not service the very specific needs of sector or considering economies of scale.

## 2. Who we are

### The School of Wildlife Conservation at the African Leadership University

- Founded in 2016, the School is a centre of excellence focused on the "Business of Conservation".
- It promotes conservation as an African growth sector by developing the current and the next generation of entrepreneurial conservation leaders while undertaking research into Africa's wildlife economy.
- We seek to influence the sector's decision-makers to adopt sustainable business models and promote an entrepreneurial business-minded approach in African conservation.



## 2. Who we are

### The School of Wildlife Conservation at African Leadership University



**Richard Vigne**  
*Executive Director*

#### Academic



**Dr. Victor Muposhi,**  
*Academics Manager*



**Dr. Michael Musgrave**  
*Manager, Professional Development*



**Rudasingwa Olivier Briny**  
*Academic & Technical Assistant*



**Mariam Urmaji**  
*Consultant*



Research  
**Dr. Sue Snyman**  
*Director of Research*



**Kudzai Mpakairi**  
*Research Assistant  
Statistician/Data Modeller*



**Leigh Ann Kant**  
*Research Assistant*



**Sosthene Habumuremyi**  
*Statistician/Data Modeller*



**Irene Mhlanga**  
*Research Assistant*



Operations  
**Benedicta Selassie Amenyo**  
*Associate Director of Operations*



**Aina Andriambola**  
*Conservation Pathways Coordinator*



**Evon Evance**  
*Marketing & Operations Associate*



Circular Economy  
**Dorchanay Paykhar**  
*Expert*



**Elke Nijman**  
*Expert*

# 3. What we do

## Undergraduate Offer.

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### **Undergraduate Programme** Developing the next generation of Conservation Leaders

We provide tailored support to undergraduate students who are undertaking the Bachelors in Entrepreneurial Leadership with a Planetary Health track. We provide taught curriculum, hands on immersive experiences through our network of conservation partners and centres of conservation excellence, and long-term engagement and support through our "conservation ecosystem".

### 3. What we do

#### Conservation MBA Offer.

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## MBA for Conservation Leaders

Enhancing the management and leadership skills of rising conservation leaders

The MBA for Conservation Leaders combines world-class business education with cutting-edge training in leadership and conservation management. It prepares young and mid-career conservation leaders for the next stage of their journey.

### 3. What we do

#### Lifelong Learning Offers.

---



## Professional Development

### A suite of development courses in Conservation

We develop and deliver Professional Development courses and experiences to upskill or provide new skills in various areas that are critical to the business of conservation, as well as supply leadership training. Our programs also provide a platform for participants to expand their professional networks across the African continent and beyond, opening new opportunities for collaboration with conservation peers.

### 3. What we do

#### Cross sector learning.

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## Circular Economy

Minimizing waste and maximizing resource efficiency by keeping resources in use for as long as possible.

We are taking the lead in accelerating the circular economy transition in Africa. The School is committed to educating its students, faculty and professionals on the importance of circular economy principles and practices with the aim of creating a sustainable future for the continent's wildlife and natural resources and bridging cross sector learning.



### 3. What we do

Incubators, Accelerators, Spaces and Experiences.

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# 3. What we do

## Research.

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# Wildlife Economy Centre for Africa



Information on different wildlife economy activities in Africa, with relevant case studies



List of enabling factors and conditions for success in the development and growth of the wildlife economy in different countries



Overview of the current regulatory frameworks governing the wildlife economy

### Africa Wildlife Economy Research Project

Natural resources and wildlife are traditionally seen as inputs and not as assets in a national economy. This approach has seen limited government resources being invested in the wildlife economy or allocated to supporting wildlife resources. If this is to change there is a need to illustrate to governments and other stakeholders the economic contribution of wildlife resources to local, national and regional economies. Too little is currently understood about this contribution.

### 3. What we do

Sharing and connecting.

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## Business of Conservation Conference

Breaking down the silos in Conservation

We convene a wide array of stakeholders to promote best practices, strengthen networks, and collectively tackle the challenges of conservation. We annually host hundreds of leaders from conservation, ecotourism, politics, conservation philanthropy and investors.

# 3. What we do

Unlock opportunities.



## 4. What we can do together

TFCA, Governments, Partners, SOWC

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## 4. What we can do together

TFCA, Governments, Partners, SOWC

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**GOAL 1:** Integrated and effective management of transboundary landscapes and seascapes.

**GOAL 2:** Improved well-being and livelihoods of people through agriculture, wildlife, fisheries, forestry, tourism, and other sectors.

**GOAL 3:** Strengthened Governance, Multi-Sector Partnerships and Regional Integration.

**GOAL 4:** Long-Term Sustainable Finance for TFCAs secured.

**GOAL 5:** Enhanced skills and capacity development and improved knowledge management.

## 4. What we can do together

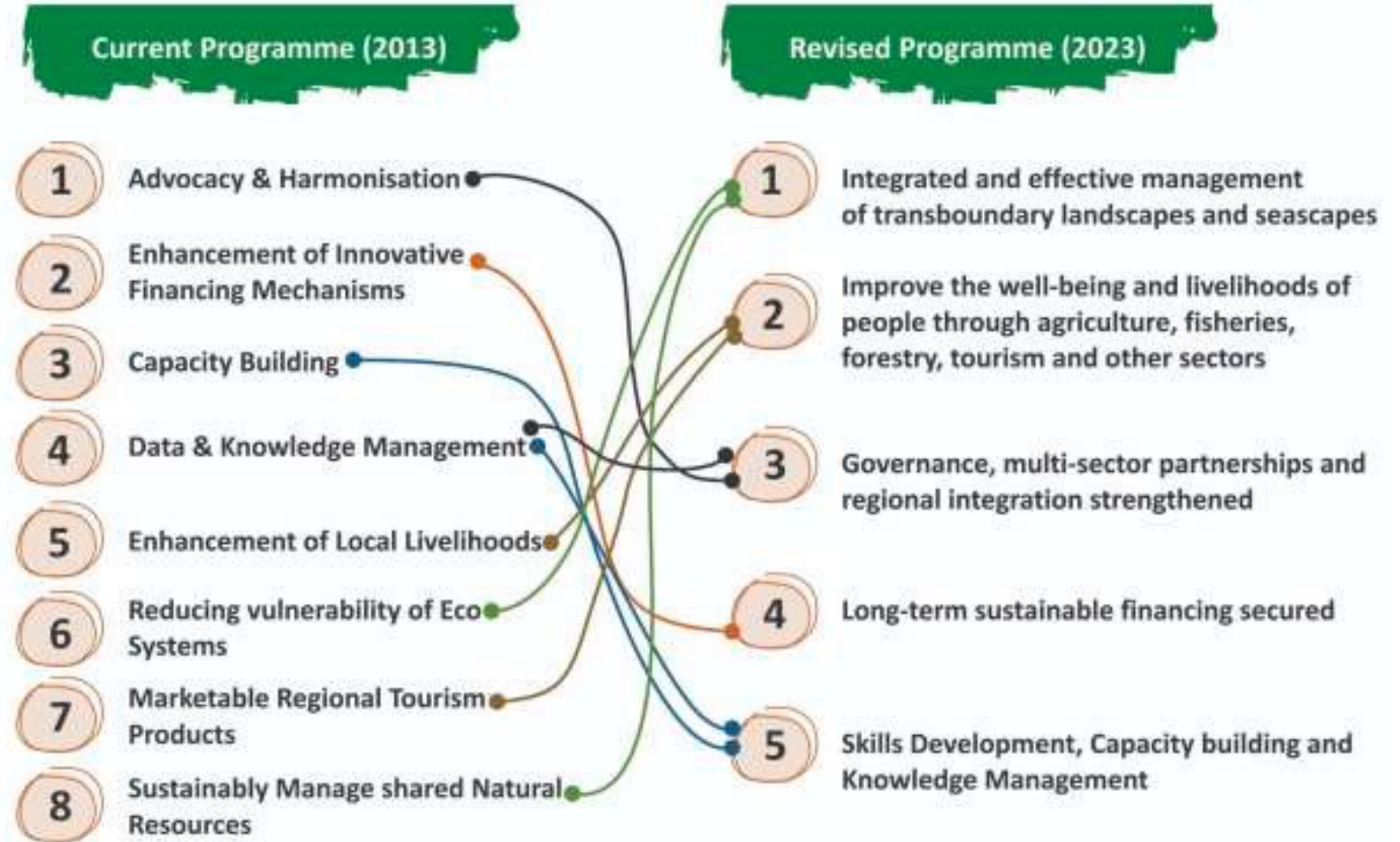
### TFCA, Partners, SOWC

SADC TFCA Programme (2013) Component Objectives	Fully Achieved	Partially Achieved	Initiated	Limited Progress
<b>3. Building capacity for TFCA stakeholders</b>				
3.1 Enhance capacity for the successful development and management of TFCAs				

SADC TFCA Programme (2013) Component Objectives	Fully Achieved	Partially Achieved	Initiated	Limited Progress
<b>4. Data and Knowledge Management Systems</b>				
4.1 Establish platforms for data and knowledge management and information exchange				
4.2 Establish monitoring and evaluation frameworks for TFCA development and management at the TFCA and regional levels				

# 4. What we can do together

TFCA, Partners, SOWC





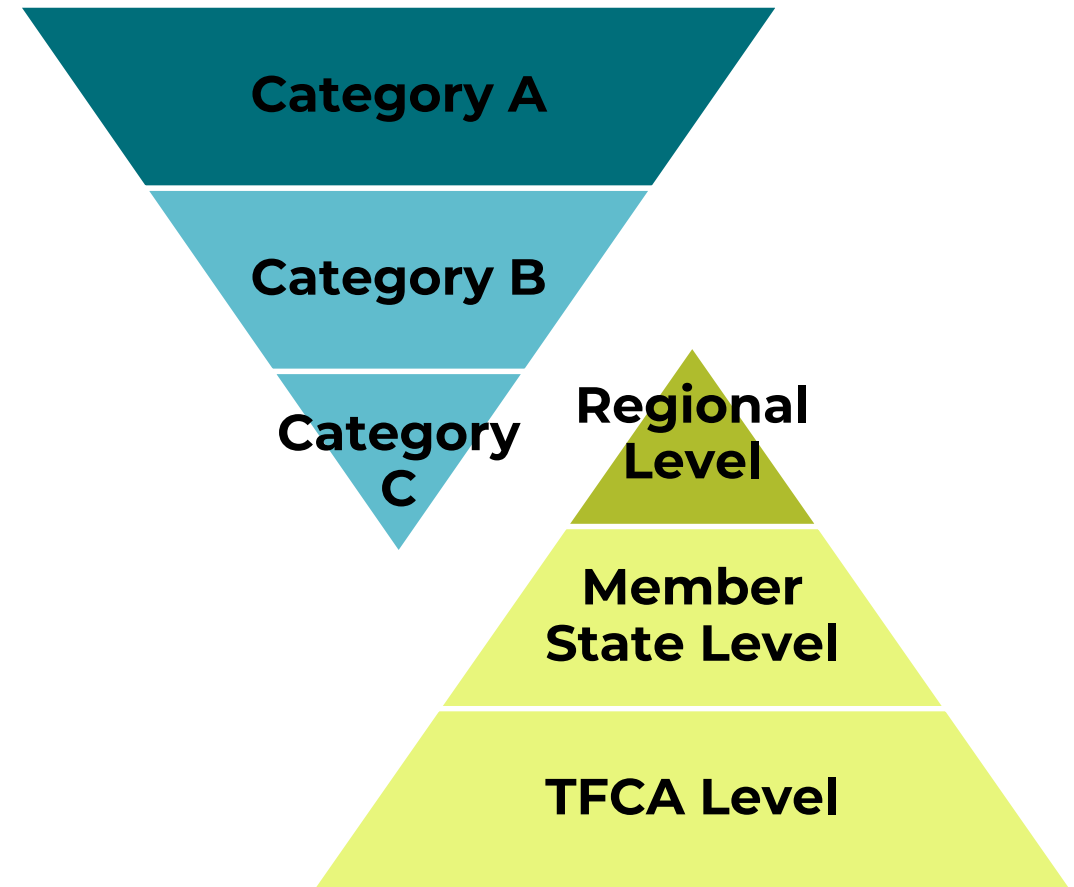
## 4. What we can do together

TFCA, Governments, Partners, SOWC

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**GOAL 5:** Enhanced skills and capacity development and improved knowledge management.

**Key Objective:** Improved organisational capacity and performance, knowledge management, and monitoring evaluation and learning to implement a sustainable programme.



# 4. What we can do together

## TFCA, Partners, SOWC

### Agreed Outcomes:

- An updated and expanded cross-sectoral **Training Needs Analysis**.
- **Indigenous Knowledge** practices are documented and strengthened.
- Undertake **research needs analysis** and scope what joint research frameworks are operational in TFCAs.
- **Research strategies strengthen transdisciplinary collaboration** and sharing between research and practice.
- **Research and professional development opportunities are created** for regionally based tertiary students through stronger partnerships with universities and more integrated research.
- Skills Development and Capacity Building **Community of Practice**.

- ✓ What have we done?
- ✓ Where are we?
- ✓ How far we need to go?
- ✓ Who? What? When? Needs to be done
- ✓ Resources? Partnerships?
- ✓ Connectors? Facilitators?
- ✓ What else?

**Kanimambo!**  
**Obrigada!**  
**Thank you?**



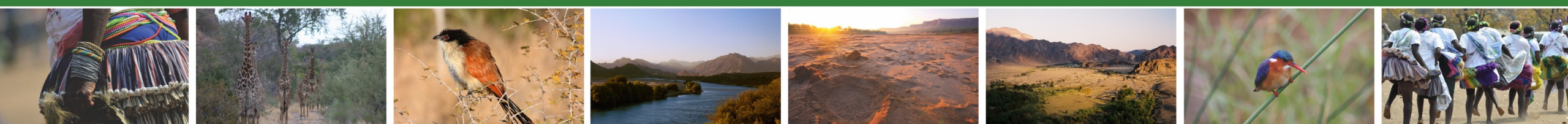
**Mariam Umarji**  
**[mumarji@alueducation.com](mailto:mumarji@alueducation.com)**



# SADC TFCA Programme (2023- 2033)

(M&E Tool Development)

SADC TFCA Network Annual  
Meeting 14-16 Nov 2023



***The SADC TFCA Programme (2023-2033) M&E Tool Contextual background and Redefining the Overarching Question towards a Revised M&E Tool for the Revised Programme***

**Revised SADC TFCA Programme 2023-2033**

<https://tfcaportal.org/sadc-tfca-program-2023-2033>



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



# SADC TFCA M&E Tool Contextual Background

- 2016 - SADC Secretariat begins the process of establishing a web-based regional results-based monitoring and evaluation system,
- This system allows for the periodical country monitoring and reporting on the objectives and activities of the SADC Protocols and the Regional Indicative Strategic Development Plan (RISDP)
- The SADC TFCA M&E framework to become part of this overall system
- The system would be made accessible to the people responsible for data entry and reporting once the indicators are agreed, and included



- Training provided to Member States representatives on how to access the system and enter data, for example – 2 training sessions held - one in Feb 2023 and the second one in Oct 2023
- In the past phase of the TFCA Programme, the TFCA Steering Committee had agreed that the M&E framework and its indicators were aimed at responding to the following overarching question:-



***“How do TFCAs add value to the joint management of shared natural and cultural resources to support sustainable development, conservation and the promotion of regional integration in the Southern African Development Community?”***

- Following the development of the revised SADC TFCA Programme (2023-2033) there is a need to review the M&E Tool which **might** lead to the refining of this overarching question in working towards the achievement of the following goals of the revised programme





# SADC TFCA Programme (2023-2033) – 5 Goals and Guiding Principles

## Reducing Threats

**Goal 1:**  
Integrated and effective management of transboundary landscapes and seascapes

## Meeting People Needs

**Goal 2:**  
Improved well-being and livelihoods of people through agriculture, wildlife, fisheries, forestry, tourism and other sectors

## Tools and Solutions

**Goal 3:** Strengthened Governance, Multi-Sector Partnerships and Regional Integration

**Goal 4:** Long-Term Sustainable Finance for TFCAs secured

**Goal 5:** Enhanced skills and capacity development and improved knowledge management

## Cross-cutting Themes:

- (i) Climate Change Mitigation, Adaptation and a Just Transition
- (ii) Transboundary Natural Resource Management and Sustainable Use
- (iii) Nature benefitting Local Communities, in particular women and youth

## Guiding Principles

- Environmental and social justice
- Accountability and transparency
- Harnessing innovation and technology
- Multi-sectoral and inclusive approach
- Evidence-based adaptive management
- Sustainable use of all natural resources

MONITORING & EVALUATION OF PROGRAMME

# Categorisation of TFCAS

- In addition to tracking progress in the implementation of the above goals, the M&E tool will also have a specific focus on:-
  - tracking progress in the implementation of key actions that were identified in the Programme's Costed Action Plan
  - tracking progress towards more effective and efficient management of Category A TFCAs, ensuring the graduation of TFCAs from Category B to A and from Category C to B



# Categorisation of TFCAS

- GIZ, in support of the SADC Secretariat, is working on the appointment of a consultant to develop an M&E Tool in line with the revised programme.
- The overarching responsibility of the consultant will be to develop, with specific guidance from the SADC TFCA Steering Committee, a results-based M&E tool that is well aligned to the SADC M&E system



# Categorisation of TFCAS

- The plea is for your support and guidance to ensure the development of an M&E tool that we can comfortably and confidently call our own as SADC Member States





**THANK YOU!**



**SADC TRANSFRONTIER CONSERVATION AREA**  
**RADISSON BLU HOTEL**  
**MAPUTO-MOZAMBIQUE**  
**ROLE OF CCARDESA**  
**16<sup>TH</sup> NOVEMBER 2023**

*Bridget Kakuwa-Kasongamulilo: Information, Communication & Knowledge  
Management Officer*

[bkakuwa@ccardesa.org](mailto:bkakuwa@ccardesa.org)



CAADP



# CCARDESA

Centre for Coordination of Agricultural Research and Development for Southern Africa

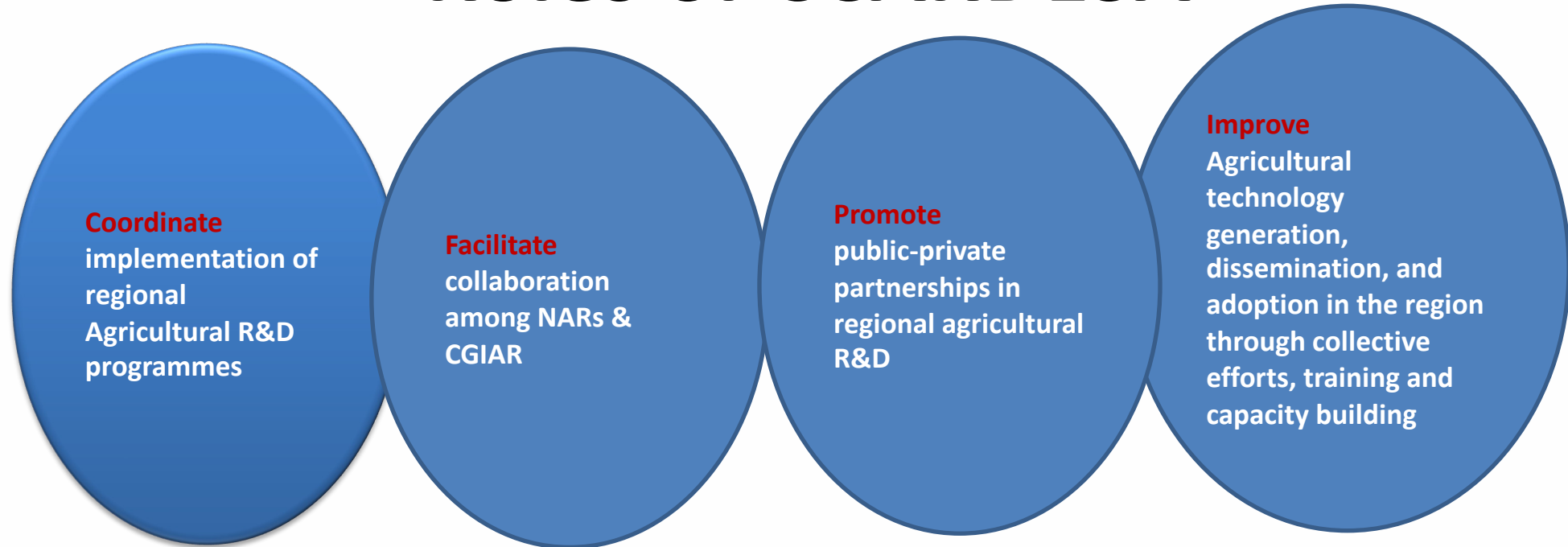


## Background



- CCARDESA – established in 2010 by SADC Member states to coordinate agriculture research and development (AR&D)

# Roles of CCARDESA



**Vision** | **Sustainable agricultural growth and socio-economic development in the SADC Region.”**

**Mission** | **To set the regional research and development agenda, mobilize resources, support capacity development, foster collaboration, and provide agricultural information and knowledge in the SADC”.**



## Roles of CCARDESA

- **Empower** and strengthen farmers and their organisations or groups
- **Facilitate** development of sustainable education, training and learning systems
- **Promote** co-operation, consultation and exchange of scientific and technical information on best practices in agricultural research



CAADP



CCARDESA

Centre for Coordination of Agricultural Research and Development for Southern Africa



## Thematic Areas

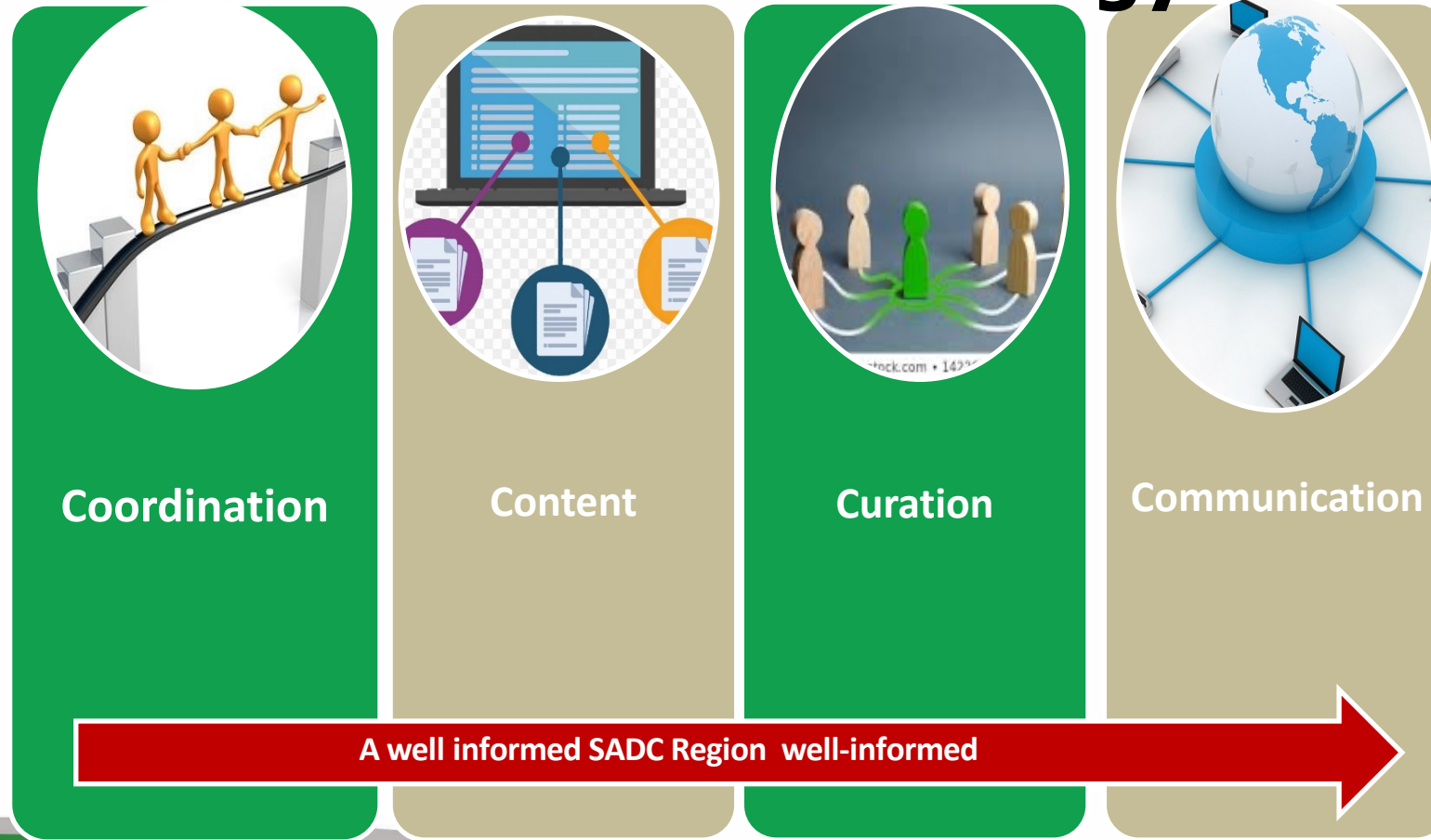
- i) Agricultural productivity and food and nutrition security;
- ii) Resilience to emerging agricultural risks: environmental, climate change and transboundary diseases and pests;
- iii) Commercialisation of the agricultural sector and market access;
- iv) Women, youth and social inclusion;
- v) Knowledge and information management, communication and policy support; and
- vi) Capacity strengthening of CCARDESA and AR4D institutions.

# CCARDESA's ICKM Mandate

Building and operating a regional **Information Communication and Knowledge Management (ICKM) System** which strengthens capacity to manage and facilitate access to and broker the sharing of agricultural information.



# The 4 C Model of the CCARDESA ICKM Strategy



# CCARDESA KM Strategic Actions

1. Facilitate Access to Audience-Specific Agricultural Knowledge and Information through CCARDESA ICKM & SAAIKS
  - i. Strengthen and Maintain Knowledge Hub, ICKM system, and Associated Infrastructure
  - ii. Knowledge Translation into Interactive/audio/Visual Knowledge products
2. Create Linkages to Knowledge Management Hubs to foster Collaboration and Information Sharing Among Stakeholders
  - i. Facilitate the interoperability of systems
  - ii. Strengthen e-learning solutions and knowledge exchange and partnerships
  - iii. Optimise Media Engagements, Malabo Advocacy & Knowledge Brokerage Foras.
3. Strengthen the Capacity of NARES in Information Packaging and Use of Digital Innovations and ICT to Transform Agriculture
4. Monitoring & Evaluation of ICKM performance



# Certification



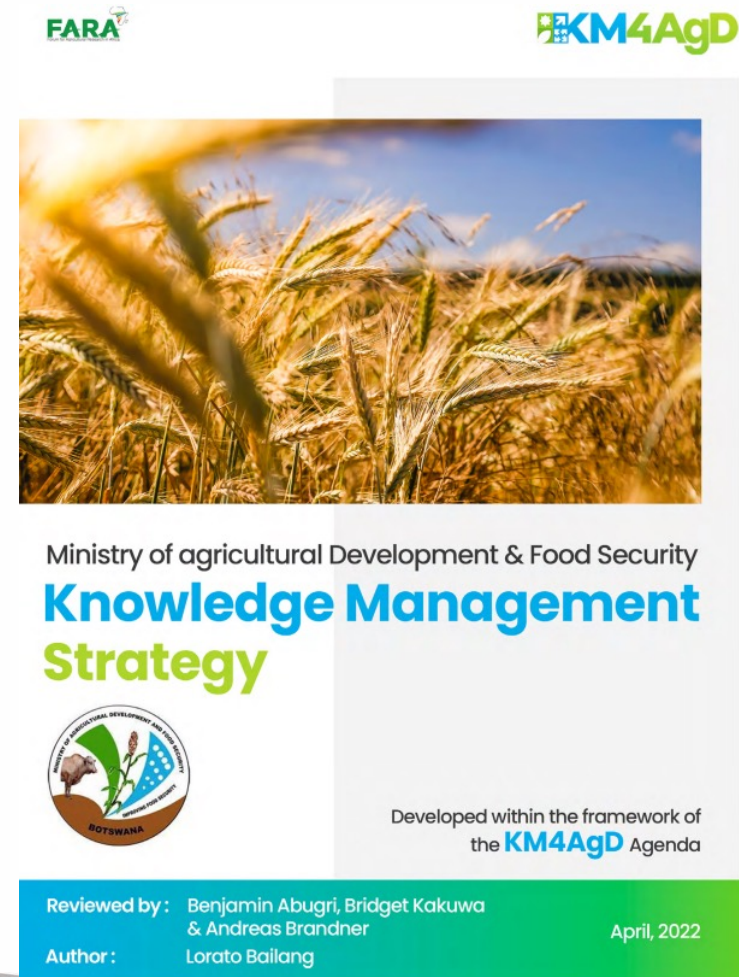
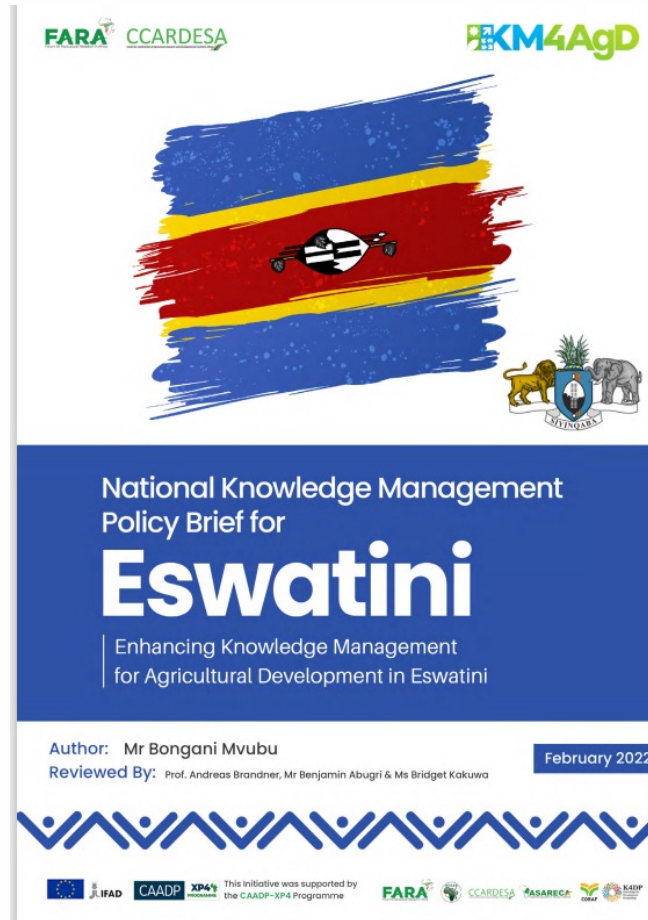
CAADP



CCARDESA  
Centre for Coordination of Agricultural Research and Development for Southern Africa




# 8 KM Strategies Developed



# CCARDESA Knowledge Products



**KP01**  
Knowledge Product 01




**POLICY BRIEF:**  
How to Support Climate Smart Decision Making – Best Bet Options for the SADC Region

**CLIMATE SMART AGRICULTURE  
KNOWLEDGE PRODUCTS FOR EXTENSION WORKERS**  
Customised Information for Agricultural Extension and Research Professionals

*Audience: Directors of Research, Directors of Extension, Heads of National Agricultural Research and Extension Systems and National Level Extension Staff*



**giz** Deutscher Akademischer Austauschdienst  
Cooperation Unit 01 01 0448



**KP03**  
Knowledge Product 03



**OPTIONS PAPER:**  
Best Bet Climate Smart Agriculture Options for Sorghum in SADC

**CLIMATE SMART AGRICULTURE  
KNOWLEDGE PRODUCTS FOR EXTENSION WORKERS**  
Customised Information Tool for Agricultural Professionals

*Audience: Local Extension Staff*



**giz** Deutscher Akademischer Austauschdienst  
Cooperation Unit 01 01 0448



CAADP

XP4  
PROGRAMME

CCARDESA

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# TFCA Media Training



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PROGRAMME

CCARDESA

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# CCARDESA Knowledge Hubs

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CCARDESA Website

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The Southern Africa Agriculture Information & Knowledge Information System

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The CCARDESA CSA Mobile Learning Application

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CCARDESA/SADC Futures Foresight e-Learning Platform



CAADP



CCARDESA

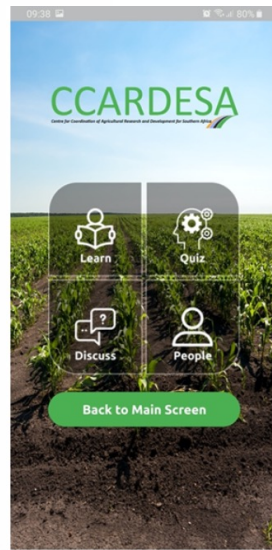
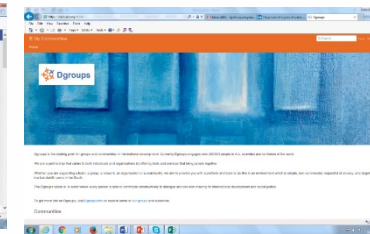
Centre for Coordination of Agricultural Research and Development for Southern Africa



# Communication & Features



[www.ccardesa.org](http://www.ccardesa.org)



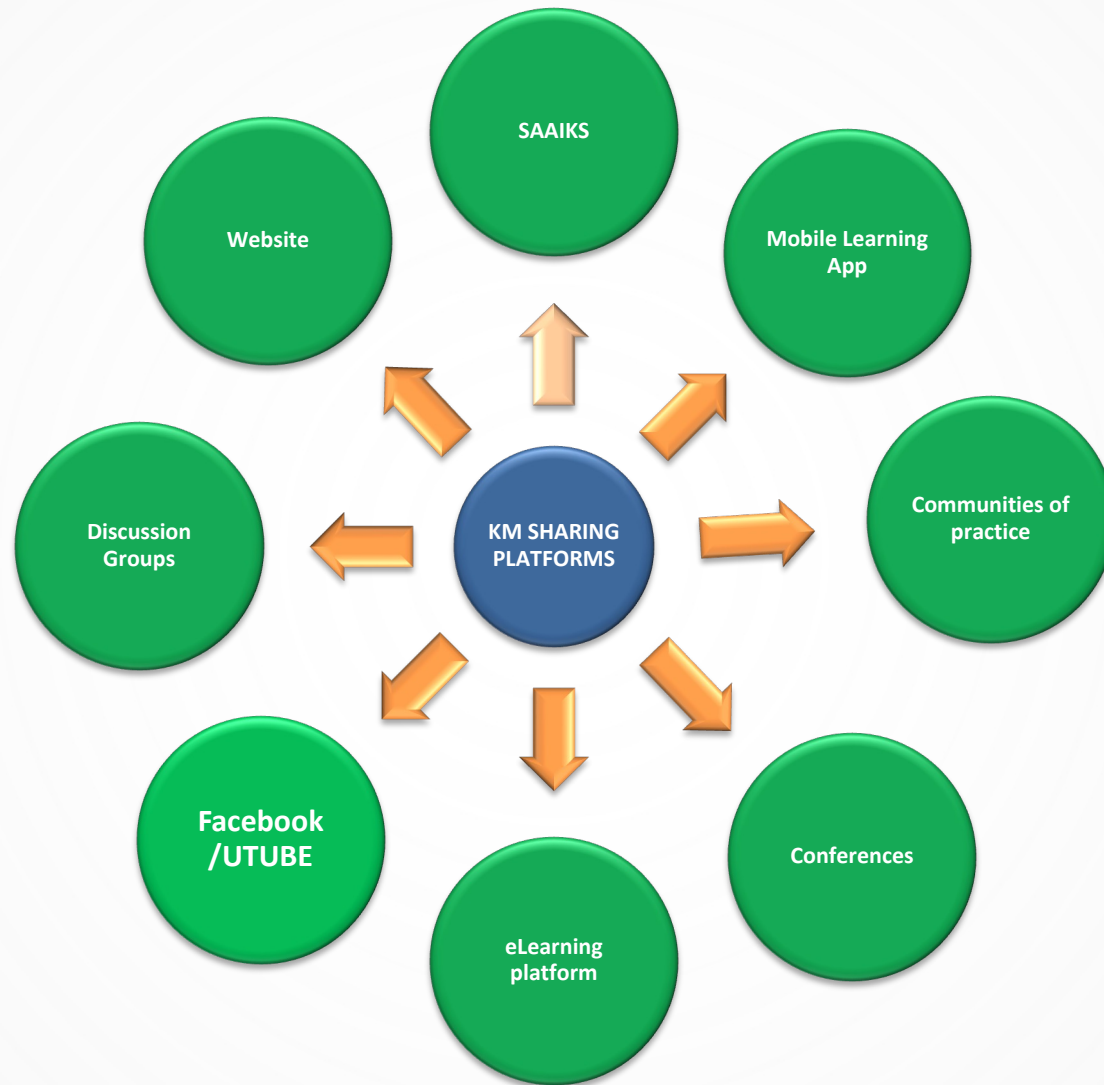
## E-Learning



### SADC Futures Training Series

Like many regions in Africa, the SADC (Southern African Development Community) region remains fundamentally dependent on a resilient agricultural system and natural resource base which is increasingly threatened by climate change. The SADC Futures project is a response to the dynamic and uncertain circumstances of the SADC region. The project has created tailored foresight training to equip users in practical application of a range of foresight tools and methods for innovative strategic planning and policy formulation for climate resilience. The suite of free, easy-to-access and engaging training materials includes an e-learning course and a toolkit, as well as a set of reports and recordings informed by a webinar series that saw about 150 participants over the summer of 2020. Image Source: <http://www.freepik.com>

[Get Started Now](#)



# Acknowledgements



CAADP

XP4  
PROGRAMME

CCARDESA

Centre for Coordination of Agricultural Research and Development for Southern Africa





# REGIONAL RESOURCE HUB



An initiative of the Organisation of African, Caribbean and Pacific States  
financed by the European Union's 11th EDF.



From Knowledge to Action for a Protected Planet

# What is the Regional Resource Hub?

The Regional Resource Hub (RRH) is a knowledge hub for the Eastern and Southern Africa region that supports better decision making for fair and effective management and governance of protected and conserved areas.

The Hub compiles and analyzes relevant data and provides information to support field interventions, policy dialogue and decision-making processes at local, national and regional levels.



# INTERVENTION AREA



## RRH in Numbers



24

Countries Covered



4

Regional Economic Communities



100

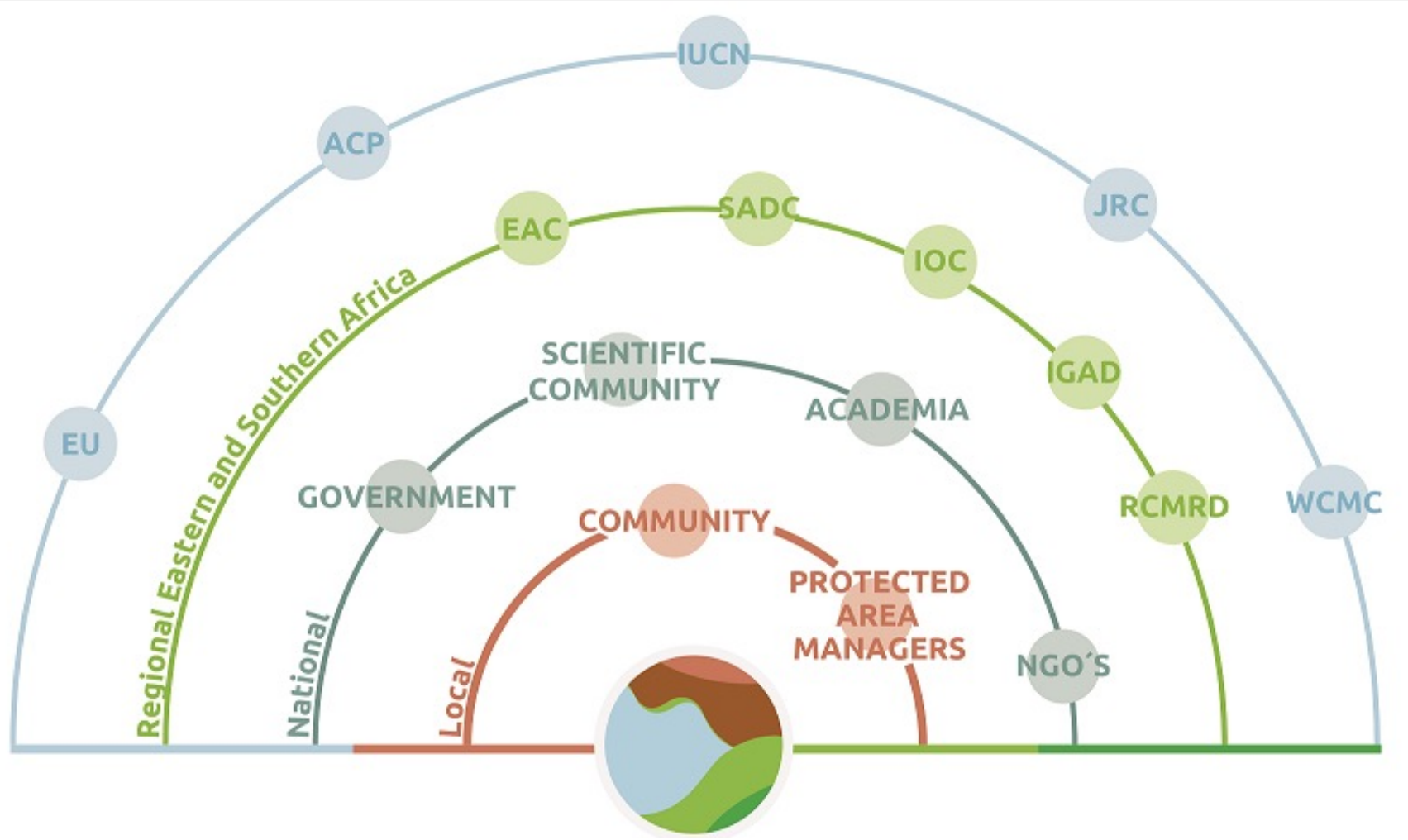
Trained People



**BIOPAMA**

From Knowledge to Action for a Protected Planet





# Stakeholders

- EU** - European Union
- OACPS** - Organization of African, Caribbean and Pacific States
- IUCN** - International Union for Conservation of Nature
- JRC** - Joint Research Centre of the European Commission
- WCMC** - World Conservation Monitoring Center

- EAC** - East African Community
- SADC** - Southern African Development Community
- IOC** - Indian Ocean Commission
- IGAD** - Intergovernmental Authority on Development
- RCMRD** - Regional Centre For Mapping Of Resources For Development



# Delivering information for better decisions



Focus on objectives



Filter relevant data



Fill data gaps



Analyze



Produce information



Informed decision

[esahub.rcmrd.org](http://esahub.rcmrd.org)

Regional Resource Hub Host



With the support of



Donors & Partners



# RRH after BIOPAMA

BIOPAMA's Regional Resource Hub and OFESA (Forest Observatory for East and Southern Africa) will be merged to form the Regional Centre of Excellence for Biodiversity and Forestry in the ESA region

The services being provided by the two projects will continue at least for the next four years



# RECs in the upcoming RCoE

The upcoming RCoE is designed to work closely with the Regional Economic Communities to:

- ❑ Conserve biodiversity and forests
- ❑ Promote sustainable use of natural resources



**REGIONAL CENTRE FOR  
MAPPING OF RESOURCES  
FOR DEVELOPMENT**



## The Regional Economic Communities:

- ❑ East African Community (EAC)
- ❑ Southern African Development Community (SADC)
- ❑ Indian Ocean Commission (IOC) and Intergovernmental Authority on Development
- ❑ (IGAD) play an important role in the definition of regional priorities and needs.



# CBD Mandate:

Sub-regional Technical and Scientific Cooperation Centre to support implementation of the Kunming-Montreal Global Biodiversity Framework in the Eastern and Southern Africa region



Convention on  
Biological Diversity

Provide "one-stop" service centre for technical knowledge, tools and expertise

Facilitate joint research programmes and technology development ventures

Provide information on opportunities

Mobilize resources to address identified technical and scientific needs

Facilitate matchmaking

Support the development of TSC projects and programmes

Promote partnerships

Facilitate technology development and transfer

Strengthen institutional capacities to facilitate TSC

Facilitate knowledge sharing and learning

Compile and share good practices and lessons learned

Create synergies with other TSC mechanisms



From Knowledge to Action for a Protected Planet



# Protected and Conserved Areas Data Training Workshop for Eastern and Southern Africa Countries, Second Edition.

20 – 24 March 2023 at RCMRD, Nairobi - Kenya

**State of Protected and Conserved Areas report launch and Regional Resource Hub data training: 18<sup>th</sup> March 2024**



[esahub.rcmrd.org](http://esahub.rcmrd.org)

Support



From Knowledge to Action for a Protected Planet

Donors & Implementing Partners



Regional Resource Hub Host



Regional Centre for Mapping of Resources for Development



From Knowledge to Action for a Protected Planet



# Support to the RECs

RRH is hosting the SADC TFCA portal – support guaranteed for the next 4 years.

What else would you like us to support?





# BIO PAMA

From Knowledge to Action for a Protected Planet

## Donors & Implementing Partners



[www.biopama.org](http://www.biopama.org)





# TFCA Network Communications System Revamp

WhatsApp group/Portal/Public  
Website/Webinars/Newsletter

Steve Collins  
Network Coordinator





# Summary of key outcomes and way forward

Tribute Mboweni  
Rapporteur





# Closure of the meeting

## SADC Chair (Angola)

