



BIRD UGANDA SAFARIS

Unique Birding Tours

Promoting East African Women Birders in Uganda and South Sudan.

End of Project Narrative Report

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1. Executive Summary

Name of the Project	Promoting East African Women Birders in Uganda and South Sudan.
Name of the Organization	Bird Uganda Safaris
Organization is active since	2006
Number of People in the Organization	15
Project Duration	6 months
Any other Stakeholders involved?	<ul style="list-style-type: none">• African Institute of Tourism and Field guiding• Uganda Safari Guides Association (USAGA)• Ministry of Tourism Wildlife and Antiquities (MTWA)-Uganda• Ministry of Wildlife Conservation and Tourism -South Sudan• Ministry of East African Community Affairs (MEACA)• Youth coordinators, Amuru District Officials
EAC member states involved	Uganda and South Sudan
Total Number of people reached	1100, 10 South Sudan, 90 Uganda, 1000 on social media and website of East Africa Women Birders Association.
Benefit for people reached	<ul style="list-style-type: none">• The trainees were equipped with bird watching and tourist guiding skills• 8 of the trainees attained leadership responsibilities as regional representatives and coordinators after the project training and were offered free bird-guide training in the scheduled trainings of the year 2022.• A network of female bird guides created across East Africa (East African Women Birders) and this will enable sharing of knowledge across the EAC countries
Number of events organized	The project had four events

	<ol style="list-style-type: none"> 1. Stakeholders' orientation workshop 2. Training of women in bird watching and guiding 3. Development and documentation of new tour packages 4. Create and introduce the South Sudan Women Birders to the East African Women Birders Association (Zoom engagement of representatives of the regional groups that form the East African Women Birders Association)
Number of people participated in events	<ol style="list-style-type: none"> 1. 117 attended the stakeholders' orientation workshop. (100 trainees and 17 officials) 2. 100 trainees attended the bird-guiding training. 3. 2 trainers carried out the development and documentation of the new tour packages. 4. 57 people have been engaged in officiating and promoting the East Africa Women Birders.
Benefit for people participating in events	<p>The following were benefits for people who participated in events;</p> <ol style="list-style-type: none"> 1. Knowledge and awareness on the advantages of engaging, promoting, and tapping opportunities from EAC as a result of regional integration. 2. Opportunity for partnerships, networking and exchange of knowledge among the already trained guides and the other stakeholders in the tourism sector.
Number of beneficiaries (Number for each EAC Country) (Number of Youth) (Number of Women)	<ol style="list-style-type: none"> 1. 100 youth in total 2. 50 young women in total 3. 50 young men in total <p><u>South Sudan (10 youth)</u></p> <ul style="list-style-type: none"> - 10 young women (youth) - No young men (youth) <p><u>Uganda (90 youth)</u></p> <ul style="list-style-type: none"> - 40 young women (youth)



	- 50 young men
Concrete impact on beneficiaries	The project has opened doors for more young women and men in South Sudan and Northern Uganda to engage in professional bird guiding, for better livelihoods
Number of paying customers	N/A
Frequency & amount of purchase	N/A
Number of jobs created	N/A
Sort of jobs & income	No jobs or income have been earned by the trainees because more training would be required for the trainees to attain professional skills in bird-guiding and consequently earn from it.
Further activities planned?	All activities have been successfully implemented.
Financing secured for further operations?	Bird Uganda Safaris has created a budget line in its internal budget to support at least 5 individuals, from the project trainees, in the forthcoming training scheduled to take place between August and December 2022.



2. Introduction and Background

Background

Bird Uganda Safaris (BUS) has been conducting birding trips and trainings for more than 10 years. The training and bird watching projects and related activities have been conducted in East African countries specifically, Kenya, Rwanda, Tanzania and Uganda. With this experience and exposure, BUS has been able to identify the gap between women and men in bird guiding and related fields. Therefore, Bird Uganda Safaris is on the campaign of promoting bird watching activities in tourism in the entire East Africa with more emphasis put on the youth, especially the female.

BUS has been instrumental and successful in the establishment of women groups in the said countries, and boasts being on the front line during the formation and promotion of the women regional groups/ organizations namely: Kenya Women Birders, Rwanda Women Birders and Uganda Women Birders.

The project

Basing on the above background, Bird Uganda Safaris (BUS) received a funding of UGX 71,200,000.00 (USD 19,849) from EAC-GIZ IRTF to implement a project **“Promoting East African Women Birders in Uganda and South Sudan”**.

The project aimed at training 100 youth in bird and nature guiding

generally, from Uganda and South Sudan, specifically in the Elegu (Northern border areas of Uganda) and Nimule (Southern border areas of South Sudan).

During the implementation, 90 youth (40 females and 50 male) were from Uganda and 10 females from South Sudan. They were trained for 14 days in both classwork (5 days) and fieldwork (9 days).

Consequently, upon completion of the training, a group of 8 youth (5 females and 3 males) was selected as leaders and given the responsibility of coordinating and promoting the initiative of the project, hence formulating the club under the alias, Nimule- Elegu Tourist Guides Club, which is envisioned to be instrumental in formulating and formalizing the East Africa Women Birders Association. The project also led to the developing and documenting of new tour packages and looking forward to improving the existing with the ultimate goal of making the entire East Africa as a single destination.

Despite the project having been backed up by factors like; availability of funds, attendance of trainers and presence of trainers and support from the local community, the following challenges were also encountered.

- Most women could not attend the project unless accompanied



by a male from either family or otherwise.

- Some project activities like training required more money, so as to facilitate more trainees and trainers as well as more time to do a variety of tourist guiding training activities.
- Due to the pandemic of COVID 19, for some activities like training, there was a lot of scrutiny in selection of the trainees to be trained and the places where the training was to take place. Additionally, it limited the number of participants since the pandemic directives specified specific numbers of gatherings.
- Inadequate birding equipment like; binoculars, telescopes, cameras and guidebooks presented a big challenge as the trainees did not possess these and bird watching largely relies on this equipment.

In conclusion, BUS is working towards pushing the project forward and this has been done through working with different partners and sponsors to ensure more financial support comes through in regard to the project.

Despite the achievements made during the training, there is still a lot of effort needed to close the gap between women and men in the bird watching sector as indicated in the following

recommendations.

- Conducting long-term training instead of a one off to ensure continuity.
- There is a need for constant follow-up on for the trainees to make sure we do not lose the group and the skills that were gained.
- There is a need to continuously provide opportunities such as mentorship, internship to get hands-on experience from bird watching companies as well as employment.
- There is a need to support female run tour companies and any other companies that are employing female birding guides.

3. Objectives of the Project

1. To train and equip young women with skills and professionalism in bird guiding.
2. To avail market access and information of tourism rich attractions and women tourist guides of Nimule and Elegu region to both local and international tourists and the potential tourist guide employers.
3. To officiate and promote the existence of the East Africa Women Birders Association.



4. Did you collaborate with any other organizations?

Yes, Bird Uganda Safaris collaborated with the following:

African Institute of Tourism and Field Guiding (AITFG) together with *Uganda Safari Guides Association (USAGA)* played an instrumental role in providing the suitable skilled guides that offered the training to the trainees. Furthermore, the two entities provided resources like binoculars, that were used during the training and developing and documenting of new tour packages.

Ministry of Tourism Wildlife and Antiquities (MTWA)-Uganda, Ministry of Wildlife Conservation and Tourism -South Sudan and Ministry of East African Community Affairs (MEACA) played the following supportive roles;

- 1- They gave the project a green light to take place by encouraging and guiding the rightful procedures to follow for the successful implementation.
- 2- They recommended and encouraged the right individuals who helped in the on-groundwork of the project.

Additionally:

In Uganda, it collaborated with the **Amuru District Tourism Committee** which is overseen by the Commercial Officer.

- The committee was key in identifying and mobilizing project

trainees.

Through its different youth coordinators several trainees were evenly gathered from the different sub counties of Amuru which include: Elegu, Atiak, Pabbo, Lamogi, Guru-guru, Amuru Trading Center.

- The coordinators helped in mediating between the project team and the community at large mostly during fieldwork training sessions. Additionally, the coordinators made it easy for the community to get a good understanding about the project initiative, benefits and motives.

In South Sudan, Bird Uganda Safaris coordinated with individual coordinators to mobilize the trainees from Nimule specifically areas like: Abila, Malakia, Motayo and Roal City.

- Similarly, the coordinators helped in identifying the viable candidates for training from South Sudan.
- Additionally, through the coordinator's intervention, the communities from South Sudan where the trainees came from, were able to understand more about the project hence making it possible for both classwork and fieldwork to take place



5. Report of the Project Activities

Below are details of the project's implemented activities

1.1.1 Conduct stakeholder's orientation workshop

The activity was conducted on 18th October 2021 at Amuru District Headquarters Conference Hall in Amuru District.

Target

To bring on board all the relevant stakeholders in the implementation of the project. Stakeholders include trainees, trainers, local leaders.

Outcome

This activity was successfully completed and was attended by 117 participants of different capacities ranging from Deputy Residence District Commissioner, Deputy District Security Officer, Commercial Officer and Youth leaders.

1.2.1 Recruitment of the trainees within Elegu and Nimule region (call for interested trainees, interviewing, vetting the trainees)

The event started on 19th October 2021 and was completed on 1st November 2021. The training was done in two different modes, that is, classwork or theoretical training and field or practical training.

Target

To train 100 females from both Uganda (Elegu area) and South Sudan (Nimule area), in bird guiding.

Outcome

100 youth (10 females from South Sudan and 40 females and 50 males from Uganda) were trained.

2.1.1 Developing marketing materials or branding and promotion

More than 200 brochures were made and distributed to people in the regions of Elegu and Nimule. This was done to raise awareness of the project to the community at large and also as means of communicating to the would-be trainees about the project.

2.3.1 Development and documentation of new tour packages within the area

Tour packages are normally a predefined set of information regarding travel itineraries, major locations, durations of travel, accommodation and feeding services availability among others, based on tourists' interests, attractions availability among others. They are so essential in that without them, the tourists, tour



operators and guides cannot have a smooth execution of a given tour. In that regard, two professional guides were tasked with this role of documenting and developing tour packages and they covered different tourist attractions within the area of Nimule and Elegu.

Purpose

To provide information on female tourist guides and tour rich destinations of Nimule and Elegu for marketing.

Outcome

Tourist attractions like the Lamogi Heritage Site in Uganda and Nimule National Park in South Sudan are among the areas where much focus was put in order to increase the rate at which tourists frequent the region.

3.1.1 Create and introduce the South Sudan Women Birders to the East African Women Birders Association

A regional group of East Africa Women Birders is a big deal to the development of tourism in the East Africa Region since it would ensure that the women guides operate under similar standards and code of conduct, market the region as a single destination, encourage and smoothen exchange programs during tours.

Basing on the above, the project initiated the formation of South Sudan Women Birders group and consequently added it to the existing pool of other groups within the region, that is, Rwanda Women Birders, Kenya Women Birders and Uganda Women Birders, hence formalizing the East Africa Women Birders Association.

Target

To officiate and promote the existence of the East African Women Birders Association.

Outcome

A zoom engagement was held with participants from all over East Africa and the East Africa Women Birders Association was formulated. Further engagements like looking for partners, are being pursued by Bird Uganda Safari to ensure strengthening of the said association.

4.1.1 Create the East African Women Birders Association website

The website for East Africa Women Birders Association was developed and can be accessed via the following link.

[East Africa Women Birders Association – EAWOBA](#)



4.1.2 Project launch

A zoom engagement was carried out to mark the end of the project. Representatives all over East Africa from the different women birders groups in the region attended and appreciated the effort being put by Bird Uganda Safaris in promoting women birders and tourist guides at large.

6. Outreach of the project (in Numbers)

Group 1: Total number of people reached (gender, age groups, EAC countries)

- In addition to the 100 trainees and 12 youth coordinators, over 1000 people have been reached out through communication channels like social media, specifically WhatsApp and Telegram forums.
- Additionally, a total of seventeen (17) well-wishers attended the training. Amongst the well-wishers, six (6) were female and eleven (11) male.

Group 2: People actively participating in events & workshops (gender, age groups, EAC countries)

- 117 stakeholders attended the workshop of which 5 were government officials, 12 youth coordinators (2 from South -

Sudan and 10 from Uganda) and 100 trainees. The youth coordinators helped in the mobilization of the would-be trainees and were so influential in this task.

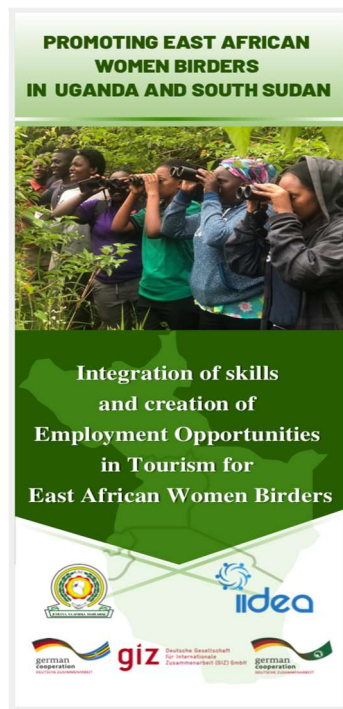
- 100 trainees attended the training for the 14 days, both classwork and fieldwork.
- 50 females attended the training. All the females were between the age of 18 and 30 years. 10 came from South Sudan and 40 came from Uganda.

Group 3: People with substantial life improvements through your project (gender, age groups, EAC countries)

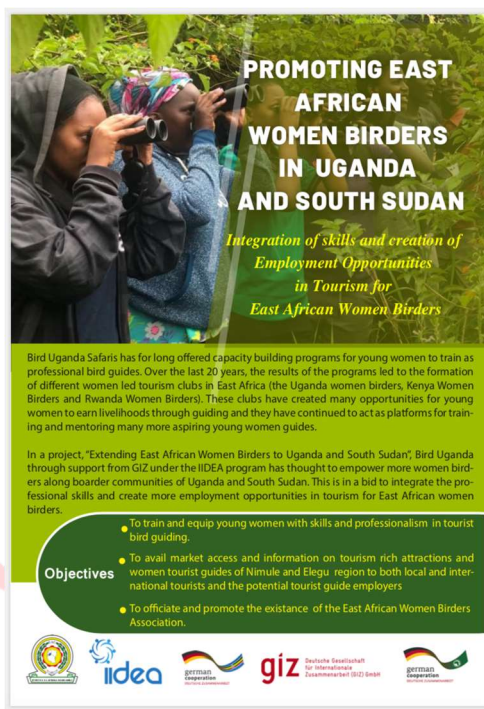
- 10 youth (7 female and 3 male) were voted as the pioneers of the newly created club dubbed “Amuru-Nimule Bird Guides Club”.
- Amongst the team, two (2) females from South Sudan took up the positions of Secretary and Club member, five (5) Ugandans filled the rest of the positions as follows: One (1) female as Chairperson, One (1) female as Vice Chairperson, One (1) female as Club Coordinator, One (2) females as Club Members and three (3) males as club coordinators.

7. Describe the Communication interventions

Publication material, specifically brochures, flyers and stand banners were created and distributed as a means of promoting the project.



Project Stand Banner



Project flyer

Additionally, during and after project implementation the following measures have been used since they have been discovered to be very effective.

Social Media platforms

BUS uses its social media platforms e.g Facebook, WhatsApp & Telegram forums to relay communication online amongst its stakeholders. Most of the project activities were shared on the said forums.

Mobilizers

Additionally, BUS has used mobilizers as a way to overcome the remoteness of the region of the border areas of Uganda and South Sudan. The project relied greatly on mobilisers to carry out communication to communities and also look for viable trainees based on criteria like; age bracket, gender, and education background, sub-county.

8. Describe the M & E intervention implemented

In accordance to Monitoring & Evaluation, below are the following interventions put in place by BUS:

- The project management team conducted meetings for the purpose of planning, follow-ups of tasks and reporting the results of the project and also devised means of addressing the challenges that might hinder implementation. Attach the minutes of the management team as an annex to this report

- The project team liaised with stakeholders, like youth coordinators, to ensure the recruitment of would-be trainees takes place successfully.
- The accounts assistant ensured that the money of the project was spent as planned in the budget.
- The trainers worked together with the youth coordinators to ensure that both class work and fieldwork training activities take place successfully.

coordinating, identifying, and encouraging trainees to attend the women birders guides training.

Free movement of services. In addition to coordinators and youth leaders, tourism experts who were hired to develop and document tour packages were key witnesses in this regard as they freely moved from one country to another with ease.

9. Achievements during the project implementation period

In regards to regional integration, projects achievements are as follows:

Free movements of persons. This was realized when trainees came from as far as South Sudan to Uganda and back, without any barrier in crossing the borders. This was registered as one of the key factors that contributed to the success of the project.

Free movement of labour / workers. This was realized when regional leaders and coordinators (specifically commercial officers and youth leaders) crossed from South Sudan to Uganda and vice versa to ensure they carry out services like mobilizing,

10. To what extent do the outcomes of the project match the objectives of the original proposal?

OUTPUTS: Detail all Planned and actual activities carried out during the reporting period and the actual outputs. Explain any deviation between the planned and actual activities and propose follow-up actions.				
Description of activities planned for the reporting period	Output targets		Level of achievement (achieved/ planned) in percent	Explanation (s) / Performance / Remarks
	Planned	Achieved		
1.1.1 Conduct stakeholders orientation workshop	To officiate the implementation of the project by involving trainees, leaders, well-wishers, among others.	✓	100%	This was the opening ceremony and more than 150 members in different capacities like would-be trainers, District Commercial Officer, Deputy Resident District Commissioner and Youth coordinators, among others. This initiative was appreciated.
1.2.1 Recruitment of the trainees within Elegu and Nimule region (call for interested trainees, interviewing, vetting the trainees)	To mobilize youth from border communities of Elegu (Uganda side) and Nimue (South Sudan).	✓	100%	10 women youth from South Sudan and 90 youth (50 male and 40 female) from Uganda, were mobilized for training.
1.3.1 Invitation of 100 selected trainees from the different districts of Nimule and Elegu region	At least 100 trainees confirm attendance for the 14 days.	✓	100%	100 youth confirmed taking part in the training.
1.4.1 Conduct Training (class work and field training)	To train the shortlisted trainees in bird guiding for 14 days.	✓	100%	100 youth were trained in bird guiding



2.3.1 Development and documentation of new tour packages within the area	Craft tour packages specifically those that connect Uganda and South Sudan so as to increase the number of visitors / tourists in the region.	✓	90%	The experts that were hired to develop the tour packages have visited the Nimule region (Uganda and South Sudan side) and successfully developed tour packages in order to promote the region. Consequently more support is required to exhaust the region in terms of crafting tour packages.
3.1.1 Create and introduce the South Sudan Women Birders to the East African Women Birders Association (Zoom engagement of representatives of the regional groups that form the East African Women Birders Association)	To add South Sudan participants to the network of Women birders and officiate the existence of the East Africa Women Birders Association	✓	90%	An official engagement was held online to officiate the existence of the East Africa Women Birders Association. More engagements such as physical meetings between country representatives of Women Birders, conferences like the International Conference for Women Birders (IC4WB), are being prepared and are to be used to take head the initiative of “Promoting East Africa Women Birders in Uganda and South Sudan”.
4.1.1 Create the East African Women Birders Association website	To create online presence for the East Africa Women Birders	✓	80%	The website was created and can be visited via the link below. East Africa Women Birders Association – EAWOBA More content is to be added based on the forthcoming activities like trainings, conferences concerning the same project.



11. Describe the Lesson Learnt during the Implementation of the Project

The lessons learnt are both negative and positive and they are detailed below as follows;

Policy Makers

- Involvement of policy makers and political leaders is important in the successful implementation of the project. During the stakeholder engagement, the local leaders were able to listen to issues as articulated by the participants.
- In order to exploit the benefits from the EAC, the member countries need to establish cross border mechanisms of sharing knowledge and skills so as to ensure a harmonized tourism industry
- Different countries charge tourists different fees to visit tourist attractions like National parks and wildlife reserves. This makes tourists prioritizing some countries over the other. Additionally it makes tourists perceive as if other areas are better than others because of their prices which might not be the case. These further explain the disparities between revenues from bird watching among different countries and thus presents a need to harmonize fees charged for tourists visiting these countries.

Citizens

- An all-inclusive training is good because the participants got to learn from experiences of their male counterparts, however females were given a higher priority in the enrolment process. Harmonized regions are relevant to bird tourists in a way that they (the tourists) will access unified skilled individuals when they visit the region. On the side of guides, it makes it possible for them to have unified knowledge on the region and encourage tour exchange programs from one country to another.

12. What are some of the Challenges encountered during the Project Implementation?

Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.

1a. Obstacle: Difficult in coordinating trainees and other stakeholders from South Sudan due to the insecurity when you cross over from Uganda.

1b. Solution: The use of training took place in the Ugandan side and additionally, individual coordinators were used to mobilize trainees from South Sudan.



2a. Obstacle: Covid 19 made it challenging to gather trainees in large numbers. It even became more challenging when the trainees had to come from scattered border areas of Uganda and South Sudan hence increasing chances of transmission. Generally this slowed down the free movement from one state to another hence making the regional integration process slow in the long run.

2b. Solution: Bird Uganda Safaris ensured the observation of Standard Operating Procedures (SOPs) all throughout the training.

3a. Obstacle: Most women trainees thought that the tourist guiding profession was meant for the male.

3b. Solution: Bird Uganda Safaris engaged a female trainer who helped motivate the females and give them assurance on the very many opportunities awaiting in case they participated. There is still more need to create awareness and to make females feel comfortable in the tourist guiding profession across East Africa and this needs to be done by the Tourism sector players across the East African Region.

4a. Obstacle: There was a challenge of equipment for example the binoculars and guidebooks which were hardly enough for the

trainees.

4b. Solution: Bird Uganda Safaris used equipment from the Uganda Women Birders Club and this was shared among the trainees for the purpose of the training. If there are equipment donations, they should be given to the different clubs so that members can borrow for use. This will ensure that equipment can benefit a wider group instead of giving them to individuals.

Additionally, there is no shop for this equipment which are largely expensive and would thus attract high taxes for importation into the different EAC members thus calling for a subsidized tax rate for those that deal in this equipment.

13. What are the recommendations for the Integration Process from the Project?

1. The state of South Sudan requires a lot of attention in terms of support by the EAC so as to catch-up with the other partner states in terms of regional integration. In relation to this project, more resources in terms of money, equipment and persons as well as longer time, are needed to bring more positive impact. Intensive engagement is highly required to push the project initiatives.



2. Government agencies like Ministry of Ministry of Wildlife Conservation and Tourism (South Sudan), Ministry of Tourism Wildlife and Antiquities (Uganda), Ministry of East African Community Affairs (Uganda), private bodies like Uganda Tourism Association (Uganda) should work hand in hand to ensure that they provide support in whatever manner for the project to be carried forward. More similar capacity building and tourist guiding training programs are needed to be carried out in order to motivate the participation of more youth from South Sudan to engage in tourism both locally and internationally.

14. Next Quarter Work Plan and Budget as per the agreement

All the project activities have been implemented and the accountability handed to the GIZ country office.

15. Conclusion and Way Forward

Bird Uganda Safaris is grateful for the support from EAC and GIZ to carry out this particular cross-border trade with the aim of promoting tourism in East Africa.

BUS is looking forward to more partnerships as a means of sustainability of the same project and executing related ones in other East African partner states.

BUS has furthermore identified specific individuals who participated in the training whom further support in regards to training and mentorship will be given and these will be instrumental in mentoring their fellows and sharing skills learnt.

There is a need to scale up the project both geographically and concept wise. Below are some of the techniques BUS has identified so as to achieve the scalability;

- Refining the initial innovative ideas of the project and introducing new ones that will lead to strengthening of the East Africa Women Birders Association which is not only one of the key deliverables of the project but also one of the avenues through which tourist guiding will be enhanced at regional level as well as bridging the gender gap in tourist guiding.
- Working together with partners, sponsors and other stakeholders to ensure that more support is directed towards the scalability of the project at regional level.

16. Pictures



The deputy RDC addressing the attendees at the stakeholder orientation workshop



Abia Atukwatse, a female trainer from Bird Uganda Safaris



Amuru District Commercial Officers Mr Kidega addressing the attendees of the stakeholder orientation workshop



Youth Coordinator Mr. Kilama Simon addressing the trainees in one of the classwork training sessions.



A group of the female trainees during the field training.



Some of the youth coordinators and the newly created guides club "Amuru-Nimule Bird Guides Club"