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Certifying Sustainable Frankincense through a Global Value Chains Approach

The project aims to improve the conservation status of *Boswellia* (frankincense) trees and livelihoods of collectors in Somalia and Kenya. Increasing global demand for frankincense is driving over-use of trees and threatening a key income source for local communities. The project will work with stakeholders across the global value chain to ensure sustainability outcomes and provide assurance thereof through an innovative combination of international sustainability certifications applied to global value chains and a landscape-based approach.

PRIMARY APPLICANT DETAILS

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Certifying Sustainable Frankincense through a Global Value Chains Approach

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

Title	Mrs
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GMS ORGANISATION

Type	Charity/ trusts
Name	FairWild Foundation
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Section 2 - Project Summary, Ecosystems, Approaches and Threats

Q3. Title

Certifying Sustainable Frankincense through a Global Value Chains Approach

Please attach a cover letter as a PDF document.

 [Cover letter FairWild Darwin Innovation Frankin
cense](#)

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Q4a. Is this a resubmission of a previously unsuccessful application?

No

Q5. Key Ecosystems, Approaches and Threats

Please select up to 3 biomes that are of focus, up to 3 conservation actions that characterise your approach, and up to 3 threats to biodiversity you intend to address, from dropdown lists.

Biome 1

Tropical-subtropical forests

Biome 2

Shrublands & shrubby woodlands

Biome 3

Deserts and semi-deserts

Conservation Action 1

Species Management

Conservation Action 2

Livelihood, Economic & Moral Incentives

Conservation Action 3

Education & Training

Threat 1

Biological resource use (hunting, gathering, logging, fishing)

Threat 2

Agriculture & aquaculture (incl. plantations)

Threat 3

Climate change & severe weather

Q6. Summary of project

Please provide a brief non-technical summary of your project: the problem/need it is trying to address, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on the website.

The project aims to improve the conservation status of Boswellia (frankincense) trees and livelihoods of collectors in Somalia and Kenya. Increasing global demand for frankincense is driving over-use of trees and threatening a key income source for local communities. The project will work with stakeholders across the global value chain to ensure sustainability outcomes and provide assurance thereof through an innovative combination of international sustainability certifications applied to global value chains and a landscape-based approach.

Section 3 - Dates & Budget Summary

Q7. Country(ies)

Which eligible country(ies) will your project be working in?

Country 1	Kenya	Country 2	Somalia
Country 3	No Response	Country 4	No Response

Do you require more fields?

No

Q8. Project dates

Start date:	End date:	Duration (e.g. 1 year, 8 months):
01 April 2024	31 March 2026	2 years

Q9. Budget Summary

Darwin Funding Request	2024/25	2025/26	Total request
(Apr - Mar) £	██████████	██████████	██████████

Q10. Do you have proposed matched funding arrangements?

Yes

Please ensure you clearly outline your matched funding arrangement in the budget.

Q11. If you have a significant amount of unconfirmed matched funding, please clarify how you will fund the project if you don't manage to secure this?

The Darwin funding will cover the activities most critical to project success. The project relies on the commitment of private sector partners to provide in-kind and financial support through their supply chains, and positive indications have been received in this regard – building on existing participation of Frankincense businesses in the FairWild certification scheme. The project team are well connected with extensive experience in the sustainable development sector and will align activities with other initiatives underway, whether or not they are formally confirmed as co-financing, ensuring that the necessary support can be leveraged regionally and globally for successful project delivery.

Q12. Have you received, applied for or plan to apply for any other UK Government funding for the proposed project or similar?

No

Section 4 - Darwin Objectives and Conventions

Q13. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of **biodiversity and its relationship with multi-dimensional poverty**.

For example, what are the causes of biodiversity loss, preventing conservation, and/or keeping people in multi-dimensional poverty that the project will attempt to address? Why are they relevant, for whom? How did you identify the need for your project? Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document).

Collection of frankincense resin is a crucial source of income for thousands of people in the Horn of Africa – globally, one of the poorest regions. Traditional stewardship has preserved individual trees and groves across landscapes ravaged by drought and conflict, but a recent dramatic increase in global demand for frankincense, for cosmetics, perfume and wellbeing products, will likely lead to over-tapping of trees.

Conservation concerns have been raised regarding the most harvested and traded *Boswellia* species. In 2019, CITES Decisions 18.205-208 called for a review to understand which species, if any, require listing to control their trade. The 2022 TRAFFIC/FAO/IUCN report 'WildCheck'(1) found that in addition to overexploitation, *Boswellia* are threatened by overgrazing, firewood collection and habitat conversion to farmland. Protection and restoration of groves would support livelihoods, protect associated species and landscapes, and help to prevent desertification. The report also highlights threats to workers' rights, including risk of forced and child labour in the sector, due to weak governance. The areas concerned suffer from persistent poverty, and resin is often collected by impoverished families, vulnerable to price fluctuations and exploitation. Gender roles vary across the range states, but overall, poor economic conditions and poverty is endemic. Traceability in supply chains is lacking(2).

In addition to the environmental and social conditions under which harvesting takes place, challenges in the Frankincense sector are present throughout the global value chain. A lack of transparency in supply chains can exacerbate social inequities and hinder efforts to ensure sustainability of harvesting methods. Competition for limited resources exacerbates this further and results in a lack of cooperation between industry actors on issues of wider concern, such as environmental and social sustainability. Low awareness of consumers of the social and

environmental factors associated with Frankincense ingredients, and limited options to purchase more sustainable alternatives, leads to a lack of pressure on the industry to change practices.

Weak governance in the region provides obstacles to increasing sustainability through regulating the international trade. While CITES Secretariat's review(3) found that sustainability concerns do exist for Boswellia species – including from overharvesting – the report authors recommended that listing these species in CITES appendices should be undertaken only with great care, due to the potential for unanticipated negative consequences. Due to lack of reporting, a trade suspension for all CITES-listed species for Somalia has been in effect since 2004. Thus, a listing of Boswellia species in Appendix II for Somalia may result in a defacto ban in legal trade of these ingredients, including for the autonomous regions of Somaliland and Puntland. Existing trade – sustainable and unsustainable alike – would be disrupted and incentives to manage landscapes for Boswellia production reduced, resulting in even more damaging practices, e.g. landscape conversion for livestock. The report instead recommended securing buy-in of key stakeholders to sustainable practices, noting that “in fragile states, positive outcomes are more likely from voluntary approaches by ethical companies than by punitive trade suspensions”.

Q14. Biodiversity Conventions, Treaties and Agreements

Q14a. Your project must support the commitments of one or more of the agreements listed below. Please indicate which agreement(s) will be supported.

- Convention on Biological Diversity (CBD)
- Nagoya Protocol on Access and Benefit Sharing (ABS)
- Convention on International Trade in Endangered Species (CITES)
- Global Goals for Sustainable Development (SDGs)

Q14b. National and International Policy Alignment

Using evidence where available, please detail how your project will contribute to national policy (including NBSAPs, NDCs, NAPs etc.) and in turn international biodiversity and development conventions, treaties and agreements that the country is a signatory of.

The project will align with national policy and action plans to implement international conventions across the two countries.

CBD/NBSAPs:

- Somalia specifically references the need to assess and improve the management of frankincense and other gum trees in the Golis range of Somaliland and Puntland, and the promotion of companies that can demonstrate the sustainable management of biodiversity products and services(4).
- Kenya highlights the important economic value of frankincense and other gums noting that they remain largely untapped due to poverty, threats and market factors (5).
- The project contributes to the delivery against Targets 5 and 9 of the Global Biodiversity Framework to 2030.

Nagoya Protocol:

Practical methodologies for equitable, sustainable management and trade of wild plants will showcase a benefit-sharing mechanism, supporting Articles 5, 6, 7, 9, 15 and 17.

CITES:

- CITES CoP18 adopted Decisions 18.205 - 18.208 on Boswellia trees, collating evidence on sustainability of

Frankincense trade to guide the considerations of Parties on meeting the CITES listing criteria. This project will generate evidence on sustainable harvest management approaches to guide decision making on potential CITES Appendices listings.

UNCCD

• Sustainable use of *Boswellia* spp. will contribute to country action plans to improve drought resilience, improve land management practices and land restoration, including through the Green Wall of Africa initiative.

SDGs:

The project contributes to following SDGs:

1 Poverty alleviation: Increased income from fair prices, premium fund.

3 Safeguarding of species essential for medicine systems.

5 Empowering women through co-management of resources and involvement in value-addition.

8 Creating decent work through value-addition and increased product quality.

10 Reducing inequality through fair and transparent trade partnerships.

12 Responsible consumption and production: embedding sustainable business practices across the value chain.

15 Landscape-level conservation through sustainable use of resources.

17 Regional and national multi-stakeholder partnerships for resource management.

Section 5 - Method, Innovation, Capability & Capacity

Q15. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- how you have reflected on and incorporated **evidence and lessons learnt** from past and present similar activities and projects in the design of this project.
- the specific approach you are using, supported by **evidence** that it will be effective, and **justifying why you expect it will be successful** in this context.
- how you will undertake the work (activities, materials and methods).
- what the **main activities** will be and where these will take place.
- how you will **manage the work** (governance, roles and responsibilities, project management tools, risks etc.).

Voluntary certification has been demonstrated to promote sustainable use of resources, support livelihoods and incentivise companies to promote sustainability in their supply chains. FairWild Foundation has more than a decade of experience working with companies sourcing wild collected plants, achieving impact on the ground(6) through application of the FairWild Standard - a unique framework that entirely focuses on the collection of wild plants. FairWild certification ensures that trees and ecosystems are managed sustainably, that rights of collectors and workers are protected, and fair wages are paid, as well as traceability and assurance across the value chain(7).

The project focuses on two regions of particular importance to the frankincense sector, and on selected *Boswellia* species, e.g. *B. carteri* and *B. sacra*. It will apply an approach to voluntary certification based on understanding the dynamics and sustainability opportunities across the global value chain for *Boswellia*. It builds on experience from existing FairWild certified companies producing frankincense and other gums in the project region(8), and partner experience such as ProFound's work to develop gum value chains in Ethiopia and natural ingredient enterprises in Kenya.

Understanding the vulnerability of the sector, the project will emphasise pre-audit support and training,

combined with engaging major companies and consumers to create demand for certified ingredients and to embed responsibility throughout the value chain. It will draw from the “Wild Harvest Improvement Projects” framework being developed under another Darwin Innovation project(9), which guides producers to reach certification standards with the support and commitment of multiple stakeholders.

Activities to transform the sustainability of Frankincense value chains originating in Somalia and Northern Kenya (Mandera and Wajir counties) will include:

1. Research and analysis of the global value chain for Frankincense production originating from the target regions. Led by AWEI with input from ProFound, the research will include market analysis, stakeholder identification, mapping, identification of sustainability opportunities and constraints, and stakeholder engagement to develop a list of certification candidates and areas.
2. Landscape analysis and identification of wildlife economy opportunities. Led by AWEI, *Boswellia* populations and production will be analysed to provide baseline information for improving harvest sustainability, combined with taking an innovative wildlife economy approach to the landscape. Pathways for embedding harvesting in a sustainable landscape approach offering an array of wildlife enterprise opportunities will be identified.
3. Provision of support to harvester groups and enterprises to implement the FairWild Standard in project areas. Led by FairWild, training will be delivered on implementation of sustainable *Boswellia* production, and support provided to collection operations to become certified and/or extend the scale of certification.
4. Embed sustainability across global value chains to ensure traceability and responsible business. FairWild will engage value chain actors (transformers, traders, exporters) to complete supply chain sustainability assurance through registration or certification, and to commit to purchase arrangements for FairWild certified ingredients.
5. Empower consumers to make sustainable purchasing decisions. FairWild will share information on Frankincense and the benefits of purchasing certified sustainable ingredients through websites, social, and general media, and engage industry partners to ensure widespread communication.

Q16. Innovation

Please specifically outline how your approach or project is innovative.

Is it the application of a proven approach in a distinctly different geography/issue/stakeholder (novel to the area), or in a different sector (novel to the sector), or an unproven approach in any sector (novel to the world)?

This approach is innovative and novel in that it seeks to combine a vertical understanding and engagement with stakeholders throughout the value chain with a horizontal understanding of landscape sustainability and wildlife enterprise opportunities. By not only ensuring sustainability outcomes through certification, but also assuring and empowering all stakeholders (including consumers) to make responsible decisions over time, long term sustainability is enhanced.

While projects applying the FairWild framework along value chains have been financed before (10,11), this project is innovative as it is managed directly by the Standard holder, allowing close engagement with industry actors and a flexible approach to find solutions according to the specific context and challenges of the sector. Thus, we expect many system innovations to arise from this project – including the potential to pilot certification for a company in the chain-of-custody for FairWild certified ingredients, a new option being introduced with FairWild version 3.0. The project also includes a strong focus on markets and securing business deals to embed FairWild certification in value chains.

The other source of project innovation is the inclusion of approaches focused on landscape sustainability and understanding the wildlife economy opportunities in the focal regions. Working with partners such as AWEI and WFEN, FairWild will support pathways for sustainable natural-resource based and wildlife-friendly (e.g. linkages to keystone species such as cheetah) enterprise at the landscape level which will strengthen the sustainability of

Boswellia production. The potential to adapt FairWild principles to certify other (non-plant) wildlife economy products will be explored.

Q17. Capability and Capacity

How will the project support the strengthening of capability and capacity of identified local and national partners, and stakeholders during its lifetime at organisational or individual levels? Please provide details of what form this will take, who will benefit (noting any Gender equality and social inclusion (GESI) considerations), and the post-project value to the country.

The primary beneficiaries in terms of strengthened capability and capacity will be the harvesters and collection organisations who participate in training and receive technical support to prepare for certification audit and to participate in international value chains more effectively (negotiation and business skills, etc.) (Output 3). Other stakeholders (civil society groups, local experts, government officials, and notably local actors engaged or potentially engaged in other wildlife enterprises) will also be identified during the stakeholder mapping phase (Output 1) and will be invited to participate in the training.

The capacity of local experts will also be built during the training workshops to enable them to take a role in delivering technical support to the collection operations after the training has been completed. Finally, capacity and skills available to the countries will also be built by the training of at least two additional auditors who will be available to conduct FairWild audits in the project region both within the project duration, and on an ongoing basis (being based in the target countries or in the wider region covering this area).

Particular consideration will be taken to promote gender equality and social inclusion (GESI), with these aspects being incorporated in the stakeholder mapping phase of the project to understand how women are currently participating in global value chains for Frankincense, and how their role may be enhanced through the training activities.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

 [Supplementary information-combined](#)

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Section 6 - Gender, Awareness, Change Expected & Exit Strategy

Q18. Gender equality and social inclusion

All applicants must consider whether and how their project will contribute to promoting equality between persons of different gender and social characteristics. Explain your understanding of how individuals may be excluded from equal participation within the context of your project, and how you seek to address this. You should consider how your project will proactively contribute to ensuring individuals achieve equitable outcomes and how you will engage participants in a meaningful way.

In frankincense collection areas across the region, there are historical gender-based roles. These differ widely between regions and cultures: for example, in Somaliland women can be excluded from ownership of Boswellia trees and collection of resin, but undertake sorting, while in Kenya, collection is typically carried out only by women. In each case the project will look at the specific context and traditions and work to promote equality by enabling opportunities for women to: i) to engage in decision-making processes and ii) be adequately

compensated when they do engage in collection and production, as required by the FairWild Standard. Participation of women in training sessions and other project activities will be encouraged and tracked through the M&E framework for the project, including collection of gender disaggregated data. Likewise, gender issues will be considered in landscape-level analysis and promotion of other wildlife enterprise activities and opportunities.

FairWild Standard requirements relevant to gender equality issues include that no discrimination against collectors based on gender (or other diversity factors) is allowed, that equal pay and contract conditions must be offered for equal work, and that protections must be in place for workers in risk groups, including pregnant and nursing women.

Q19. Change expected

Detail the expected changes to both biodiversity and multi-dimensional poverty reduction, and links between them, that this work will deliver. You should identify what will change and who exactly will benefit a) in the short-term (i.e. during the lifetime of the project) and b) in the long-term (after the project has ended).

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used.

In the short term, sales of certified frankincense will increase (by at least 75 tons per year), resulting in direct benefits for over 150 harvesters and their families. Income for harvesters and collection organisations is improved through fairer contracts with producers; certification standards do not allow child labour nor forced labour and women are empowered to take a more inclusive role. This proposal therefore impacts positively on both livelihoods and poverty reduction for communities who depend on *Boswellia*.

Through the FairWild certification framework, stable and trusting relationships are established between suppliers and buyers, leading to greater stability and continuity of trade flows. Certification training means that *Boswellia* trees and associated habitats (400 hectares) across the project area are better managed allowing for healthy populations, sustainable resin collection, reduced erosion, and reduced desertification. Collector organisations are trained and empowered to develop their capacity to trade in international value chains, properly prepared for export capability. The establishment of a FairWild Premium Fund, with contributions from industry players, will, over time, provide ongoing funding for other interventions at community level (and as selected by community members) such as improved sanitation.

In the longer term and with ongoing funding, frankincense value chains across East Africa and the Horn of Africa could be encouraged to adopt the sustainable practices being introduced, transforming the sector based on sustainable trade principles, resulting in benefits to both *Boswellia* conservation, and to those affected by poverty, in a landscape highly vulnerable to climate change. At the same time, using a landscape approach to understand the existing and potential opportunities for further wildlife economy-based sustainable livelihoods will help to ensure long term landscape health. In this regard, the project will identify pathways for further developing sustainable wildlife enterprise that builds resilience at the landscape level.

The good practices promoted under this project can also be extended to other *Boswellia* range states (e.g. Ethiopia, India) and to other dryland landscapes generating wildlife-based products, building on successes and adapting to different social, economic and environmental situations. Equally, this approach could be used for promoting change in other sectors and wild ingredients.

Q20. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline why and how you expect your Outputs to contribute towards your overall Outcome and, in the longer term, your expected Impact.

The core outcome of the project will be the sustainable management of *Boswellia* species and improvement of livelihoods of local communities. It will achieve this by transforming the value chain as a whole, so that sustainability is embedded at every point, and consumers are empowered to make responsible choices. To meet this demand for sustainably produced product, FairWild certification will be implemented and used to connect supply all the way to suppliers and consumers.

The project will stimulate and connect to demand for certification by engaging global buyers and encouraging them to require FairWild certification from suppliers as well as promoting sustainable choice to consumers. The capacity of suppliers to become certified to FairWild will be built through training and pilot projects based on guidance adapted to the reality of frankincense supply chains in the region.

In addition to working across value chains to transform the trade in *Boswellia*, pathways for sustainable economic opportunities in the affected landscapes as a whole will be identified, so that sustainable harvesting of *Boswellia* is integrated into sustainable production systems for the landscapes and a package of sustainable livelihood options are developed for the target regions.

Q21. Sustainable benefits and scaling potential

Q21a. How will the project reach a point where benefits can be sustained post-funding? How will the required knowledge and skills remain available to sustain the benefits? How will you ensure your data and evidence will be accessible to others?

Targeting improvement of existing value chains ensures benefits are likely to be sustained post-project, and careful industry partner selection ensures ongoing commitment to sustainable trade principles. Local capacity and resources developed to support certification will be made widely available.

The strong focus on securing industry commitment to purchase certified sustainable frankincense (including via consumer demand) will work to embed sustainability throughout value chains. Certification provides an ongoing mechanism to motivate and assure sustainable practices, through third party audits and corrective measures. The success and growth of FairWild to date shows that industry participation can be maintained, with fair pay and Premiums flowing to communities.

Identification of other wildlife economy opportunities will support sustainability across the landscape. The project will begin to explore use of FairWild as a model for other certifications for non-plant species; application to other plant species; and other certifications which would help embed sustainability such as Wildlife-Friendly.

Q21b. If your approach works, what potential is there for scaling the approach further? Refer to Scalable Approaches (Landscape, Replication, System Change, Capacitation) in the guidance. What might prevent scaling, and how could this be addressed?

Successful approaches can be scaled in different ways. The volume of FairWild certified Frankincense production can be increased by replication with other operations and collection sites, in response to increasing demand for sustainable products. The project's legacy will be the increased capacity available to support this, via publications and local experts who can provide training and pre-audit support. FairWild certification can also be extended to other ingredients (e.g. gums and resins) in the landscapes.

System innovations developed through combining the assurance provided by certification with a global value

chains approach can be applied to other ingredients and sectors. The holistic approach of identifying wildlife economy opportunities in the landscape is also replicable for other landscapes and scalable through pathways for mainstreaming the sustainable use of wild species. For example, exploring use of FairWild as a model to guide or certify other non-plant resources would provide a future scaling pathway.

Section 7 - Risk Management

Q22. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the Risk Guidance. This should include at least one Fiduciary, one Safeguarding, and one Delivery Chain Risk.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary (financial)</p> <p>Risk of fraud or mishandling of funds by staff or delivery partners.</p>	Moderate	Possible	Moderate	<p>FairWild Foundation and partners have robust financial policies and procedures to minimise risk and maximise oversight of book-keeping. Project partners have been selected based on robust, professional previous relationships, and/or application of due diligence to assure financial accountability. The project mainly provides services such as training, and not financial transfers.</p>	Minor
<p>Safeguarding</p> <p>Safety and welfare of project staff operating in context of political instability and potential for terrorist incidents in Somalia and Kenya.</p>	Severe	Possible	Severe	<p>UK FCDO and specialist security advice will be monitored and followed. Individual risk assessments will be conducted prior to travel, with option to relocate workshops to lower-risk locations where necessary. Activities will be conducted with the support of, or via, business partners who are already operating in the region.</p>	Minor

Delivery Chain	Raising unrealistic expectations from harvesting enterprises and communities in terms of trade and income generation opportunities.	Minor	Unlikely	Minor	Mitigated through inclusion of enterprises that have already demonstrated some interest and progress towards FairWild certification, and are known to have sufficient capacity and commercial acumen. We will maintain good communication with these enterprises throughout, while simultaneously working to raise demand and industry commitments to sustainable trade partnerships.	Minor
Risk 4	Harm to beneficiaries participating in training and other activities delivered under the project (e.g. sexual exploitation, abuse and harassment).	Major	Unlikely	Major	Due diligence will be conducted on business partners and consultants engaged in the project, and safeguarding principles will be applied during training. Evidence of any abuse related to FairWild principles covering these topics (human rights, sexual exploitation, abuse and harassment), will be checked via FairWild third-party audit.	Minor
Risk 5	Benefits are captured by elite stakeholders or powerful individuals and not shared equitably with disadvantaged groups and women.	Moderate	Possible	Major	Mitigated by application of FairWild principles, including for equitable payments and non-discrimination, and engagement of multiple stakeholders in landscape and across value chains to secure transparent and equitable trade arrangements. Third party audits will detect non-compliance.	Minor

Risk 6

No feasible other wildlife enterprise opportunities are identified for the target landscapes, or such opportunities are not attractive to stakeholders

Minor

Unlikely Minor

Wildlife economy opportunities are a secondary and longer-term area of focus; the primary focus is on Frankincense production, a major economic activity for the target regions known to be of significant interest to stakeholders. Partners leading on wildlife economy can apply experience from across Africa to identify other opportunities.

Minor

Q23. Project sensitivities

Please indicate whether there are sensitivities associated with this project that need to be considered if details are published (detailed species location data that would increase threats, political sensitivities, prosecutions for illegal activities, security of staff etc.). Please note your response to this question won't influence the outcome of your application.

Yes

Please provide brief details.

Business sensitivities exist around the disclosing of information that could be commercially sensitive, including supply chain relationships and the volume of ingredients being harvested from locations that can be readily identified.

Due to security risks in the Horn of Africa, photographs should not be published together with the names of individuals (project staff, consultants and associates) that may potentially travel to project sites within locations identified as being at higher risk of terrorist activities, as this can increase the security risk. Photographs of FairWild auditors and trainers at training workshops should not be published.

Section 8 - Workplan

Q24. Workplan

Provide a project workplan that shows the key milestones in project activities.

 [FairWild-Innovation-Frankincense-Workplan](#)

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Section 9 - Monitoring and Evaluation

Q25. Monitoring and evaluation (M&E)

Describe how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

Darwin Initiative projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add on'. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see Finance Guidance).

Project progress will be measured via regular progress reviews against indicators (as specified in the logframe) and will be coordinated by FairWild Foundation as the lead partner. M&E is integral to FairWild Foundation's work in order to maximise our reach, effectiveness and learning, with strong links between project M&E and overall assessment of institutional impact.

FairWild's Programme Manager will provide overall M&E supervision, with further contributions from the Project Leader and support staff. The following elements will ensure a "real-time" approach to monitoring:

- Monthly project calls and quarterly monitoring will track progress against the work plan, manage risk, take measures to adjust project management and track and respond to any negative, unintended impacts of the project (e.g. if underlying assumptions change or are proved wrong).
- Six-monthly technical progress assessments, and annual reports, will capture intermediate results for indicators, identify any negative impacts or issues, or opportunities, and provide recommendations for adaptive management.
- The Final Report will evaluate results at project end against the indicator for each output and reflect on lessons learned and sustainability of impact.

Given the short timeframe for this project, it will be essential to take on board feedback as quickly as possible to ensure success. The project outputs and means of verification (as listed in the logframe) will be monitored at monthly project calls against the project timetable and activities, which will provide opportunity for partners to comment, and revise approaches as needed to ensure success. A project SharePoint site will be established to facilitate open-access amongst all project partners to project documents.

As this is an Innovation project where we are testing a novel approach, M&E forms a critical part of the project. The partners will regularly review the project's theory of change and assumptions to ensure that the implementation remains on track. In each location, consultation with local stakeholders will also assess and make adaptive improvements to the project work plans.

Total project budget for M&E (£)

██████████

(this may include Staff and Travel and Subsistence Costs)

Total project budget for M&E (%)

█

(this may include Staff and Travel and Subsistence Costs)

Number of days planned for M&E

30

Section 10 - Logical Framework

Q26. Logical Framework (logframe)

Darwin Initiative projects will be required to monitor and report against their progress towards their Outputs and Outcome. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.

 [Log frame and Theory of Change combined](#)

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Impact:

Boswellia species are managed sustainably, supporting landscape conservation and livelihoods of harvesting communities in Somalia and Kenya.

Outcome:

Sustainability outcomes, including biodiversity conservation and dignified livelihoods, are ensured across value chains for Boswellia species through sustainability certifications and landscape conservation approaches.

Project Outputs

Output 1:

Research and analysis of the global value chain for Frankincense production originating in target areas, including stakeholder identification, mapping, identification of key opportunities and constraints, and engagement.

Output 2:

Landscape analysis and identification of wildlife economy opportunities in the project target areas.

Output 3:

Provision of support to harvester groups and enterprises to implement the FairWild Standard and certification system in project target areas.

Output 4:

Sustainability embedded across global value chains to ensure traceability and responsible business for Boswellia from Somalia and Kenya.

Output 5:

Empower consumers to make sustainable purchasing decisions for Frankincense ingredients.

Do you require more Output fields?

It is advised to have less than 6 Outputs since this level of detail can be provided at the activity level.

No

Activities

Each activity is numbered according to the Output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1.

- 1.1 Design the methodological approach to global value chain and market analysis and share with project partners.
 - 1.2 Map the global value chain for Boswellia from Somalia and Kenya, identifying current and potential market opportunities, and opportunities and constraints for improving sustainability outcomes.
 - 1.3 Conduct stakeholder mapping exercise through desk studies and interviews.
 - 1.4 Conduct interviews with economic actors and other stakeholders to provide input to global value chain analysis.
 - 1.5 Review findings and prepare comprehensive global value chain sustainability opportunities and challenges report.
 - 1.6 Prepare list of potential certification candidates and collection areas.
- 2.1 Undertake desk-based review of information on the landscape within the proposed target areas, including Boswellia collection, population demographics, and other economic activities currently underway.
 - 2.2 Interview stakeholders to validate the desk study and identify other sustainable wildlife economy opportunities in the target regions.
 - 2.3 Production of reports on current economic activity in the landscape and wildlife economy opportunities.
 - 2.4 Convene discussion with stakeholders on the wildlife economy opportunities identified.
- 3.1 Prepare guidance for implementation of the FairWild Standard and certification requirements, adapted to local context.
 - 3.2 Deliver training to collection operations and harvesters (150 beneficiaries) and other stakeholders (civil society, local experts) to enable sustainable harvesting methods and traceability to certification standards.
 - 3.3 Support collection operations and harvesters to implement FairWild-compliant harvesting practices, prepare for audit and to effectively engage in international value chains.
 - 3.4 Provide training and support to at least 2 auditors for undertaking FairWild audits of value chains proposed for certification.
 - 3.5 Certification audits undertaken at each project site by accredited certification bodies.
- 4.1 Engage with value chain actors (transformers, traders, exporters) to complete supply chain sustainability assurance through FairWild registration or certification.
 - 4.2 Secure purchase arrangements for FairWild certified ingredients from international buyers.
 - 4.3 Support roll-out of new traceability systems for Boswellia ingredients.
- 5.1 Share information on Frankincense and the benefits of purchasing FairWild certified sustainable ingredients through FairWild and partner websites, newsletters and social media.
 - 5.2 Publish at least one article on Frankincense in the general media with broad consumer reach.
 - 5.3 Engage with brand and retail companies to ensure information about FairWild certification status of products will be disseminated through product marketing and/or corporate sustainability statements.

Section 11 - Budget and Funding

Q27. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

 [FairWild-Innovation-Frankincense-Budget_final](#)

 23/10/2023

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 xlsx 38.54 KB

Q28. Alignment with other funding and activities

This question aims to help us understand how familiar you are with other work in the geographic/thematic area, and how this proposed project will build on or align with this to avoid any risks of duplicating or conflicting activities.

Q28a. Is this new work or does it build on existing/past activities (delivered by anyone and funded through any source)?

Development of existing/past activities

Please give details.

The project extends FairWild's successful certification model which includes certified Frankincense operations in Somalia (Kobac, Neobotanika) and Kenya (Arbor Oils). The project will expand FairWild certification to new sites and operations, partnering with operations wishing to pursue certification such as Nagaad (Kenya), and proactively engaging industry to embed responsibility, including through provision of project co-financing. The project will road-test FairWild Standard version 3.0, anticipated to be available in 2024 following a revision process. FairWild 3.0 introduces the option of certification for actors in the chain-of-custody for certified ingredients, which will be promoted during the project for a possible test application.

The project will also extend existing work to implement FairWild principles within a sustainable landscape approach. FairWild Foundation and the Wildlife Friendly Enterprise Network (WFEN) are exploring co-implementation of the FairWild and WFEN standards, which may be identified as a possibility for the pilot landscapes in this project.

The project will also engage with discussions on Boswellia trees taking place within other relevant fora, including the CITES Plants committee, the Global Frankincense Alliance, and industry networks such as the Network for Natural Gums and Resins in Africa (NGARA) and the International Federation of Essential Oils and Aroma Trades (IFEAT).

Q28b. Are you aware of any current or future plans for work in the geographic/thematic area to the proposed project?

Yes

Please give details explaining similarities and differences, and explaining how your work will be additional, avoiding duplicating and conflicting activities and what attempts have been/will be made to co-operate with and share lessons learnt for mutual benefit.

The CITES plants committee is currently identifying "meetings or other venues that might provide opportunities to collaborate or share information regarding harvest and management of Boswellia species, and consider to propose draft decisions regarding a possible range State meeting to be organized by the Secretariat, subject to available funding". The project partners will engage with any such meetings that may be organised, to contribute information and keep informed of potential developments.

The Royal Botanic Garden Edinburgh has a programme on "Conservation status, trade and threats to Boswellia

species (frankincense)" which focuses on resolving taxonomic and other scientific questions related to Frankincense. The project will provide an avenue to assist with the dissemination of such work to industry, as well as drawing on the programme's findings.

Early discussions have also been held with the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) about the possibility of co-financing the proposed project activities, as they have a presence in the region and are working on sustainable economic development of gums and resins. GIZ would finance capacity building and market access support for producers, but do not maintain a certification framework similar to FairWild – hence the work would be complementary.

Q29. Value for Money

Please demonstrate why your project is good value for money in terms of impact and cost-effectiveness of each pound spend (economy, efficiency, effectiveness and equity). Why is it the best feasible project for the amount of money to be spent? Please make sure you read the guidance documents, before answering this question.

The project represents excellent value for money in that it draws upon the existing infrastructure provided by the FairWild certification system – the FairWild Standard and audit procedures, company registration system, and network of auditors and trainers are already established and available to apply in the context of this project. The project maximises value for money by partnering with existing initiatives, avoiding costs associated with establishing a new presence in the project area. In particular, by partnering with the private sector, the project will draw upon significant resources in terms of in-kind support and investment into supply chains, and will benefit from the economic efficiencies associated with commercial value chains.

The application of the FairWild Standard and principles helps ensure equity; for example Principle 3 covers tenure, management authority and use rights, while Principle 4 covers benefit sharing, Principle 5 promotes fair contractual relationships, and Principle 7 ensures benefits (fair prices) for collectors. Applying these existing standards is also cost-effective.

FairWild policies and systems ensure financial efficiency. A priority is identifying and minimising key cost drivers (including staff time, meetings, travel, and consultant fees) without compromising quality. Competitive pricing will be sought for all purchases. Travel is planned well in advance where possible and kept to a minimum, using the lowest economy airfare and using virtual/hybrid meetings wherever possible. FairWild reimburses reasonable actual expenses incurred when travelling and generally does not issue per diems apart from small daily allowances for incidentals as per HMRC guidelines.

Q30. Capital items

If you plan to purchase capital items with Darwin funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

No capital items are intended to be purchased.

Section 12 - Outputs, Open Access, Ethics & Safeguarding

Q31. Safeguarding

All projects funded under the Biodiversity Challenge Funds must ensure proactive action is taken to promote the welfare and protect all individuals involved in the project (staff, implementing partners, the public and beneficiaries) from harm. In order to provide assurance of this, projects are required to have specific procedures and policies in place.

Please upload the following required policies:

- **Safeguarding Policy**: including a statement of commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse.
- **Whistleblowing Policy**: which details a clear process for dealing with concerns raised and protects whistle blowers from reprisals.
- **Code of Conduct**: which sets out clear expectations of behaviours – inside and outside the workplace – for all involved in the project and makes clear what will happen in the event of non-compliance or breach of these standards, including compliance with IASC 6 Principles.

If any of these policies are integrated into a broader policy document or handbook, please upload just the relevant or equivalent sub-sections to the above policies, with (unofficial) English translations where needed.

Please outline how (a) beneficiaries, the public, implementing partners, and staff are made aware of your safeguarding commitment and how to confidentially raise a concern, (b) safeguarding issues are investigated, recorded and what disciplinary procedures are in place when allegations and complaints are upheld, (c) you will ensure project partners uphold these policies.

If your approach is currently limited or in the early stages of development, please clearly set out your plans address this.

Safeguarding, whistle-blowing and code-of-conduct policies have been established and will be disseminated to project staff, consultants and partners through subcontracts, training and a dedicated session to safeguarding and risk assessment included during project inception. Project staff and partners will sign to confirm their understanding and compliance with the procedures and confirm they understand the process to report safeguarding concerns. FairWild Foundation carries out due diligence when engaging with new project implementing partners or awarding service contracts via tender. The FairWild Standard itself includes safeguarding provisions for vulnerable groups associated with wild harvesting - principles which will be applied in the project.

Q32. Ethics

Outline your approach to meeting the key principles of good ethical practice, as outlined in the guidance.

Key principles of good ethical practice are outlined in FairWild's Code of Conduct. These policies and procedures encourage and support the highest standards of conduct and professional ethics from FairWild's staff, including respect for communities and the law. A due diligence check will be conducted to ensure partners know and meet the same standards. Where conflicts exist, FairWild Foundation will work with local partners and stakeholders to find a balance between international standards and local customs.

FairWild Foundation has carried out an initial risk assessment for the project which will be followed up with a fuller assessment in the initial stages of implementation, and application of risk mitigation procedures. The Project Leader, staff and partner organisations involved in the project will take steps to ensure that the same rigorous standards for assessing and addressing health and safety risks are applied to all individuals engaged in this project, regardless of gender, nationality or ethnicity.

The Project Leader will ensure that any concerns arising from project participants and their organisations are understood and addressed, and that all information gathered is accurately recorded and carefully verified. An external complaints mechanism is in place.

Section 13 - British Embassy or High Commission Engagement

Q33. British embassy or high commission engagement

It is important for UK Government representatives to understand if UK funding might be spent in the project country/ies. Please indicate if you have contacted the relevant British embassy or high commission to discuss the project and attach details of any advice you have received from them.

Yes

Please attach evidence of request or advice if received.

 [Communication with British High Commission N](#)

[airobi](#)

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Section 14 - Project Staff

Q34. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Name (First name, surname)	Role	% time on project	1 Page CV or job description attached?
Deborah Vorhies	Project Leader	5	Checked
Bryony Morgan	Project coordination and M&E	5	Checked
Luke Heller	Business engagement	2	Checked
Claudia Delgado	Communications and consumer engagement	2	Checked

Do you require more fields?

Yes

Name (First name, surname)	Role	% time on project	1 Page CV or job description attached?
----------------------------	------	-------------------	--

Francis Vorhies	Global value chain (GVC) / landscape research	2	Checked
Wiseman Ndlovu	Global value chain (GVC) / landscape research	4	Checked
Stephen Johnson	GVC / enterprise capacity support	2	Checked
Kasper Kerver	GVC / enterprise capacity support	1	Checked
Ashenafi Gedamu	Training and enterprise capacity support	6	Checked
Valdon Smith	Training and enterprise capacity support, auditor training	6	Checked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

 [Compiled CVs FairWild Darwin Innovation Franki](#)

[ncense](#)

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 pdf 2.13 MB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q35. Project Partners

Please list all the Project Partners (including the Lead Partner who will administer the grant and coordinate delivery of the project), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far.

Lead Partner name: FairWild Foundation

Website address: www.fairwild.org

FairWild Foundation is a Swiss non-profit organisation with the mission to enable transformation of resource management and business practices to be ecologically, socially and economically sustainable throughout the supply chain of wild-collected products.

Our main approach is promoting and enabling the use of the FairWild Standard and certification system for sustainable harvest and fair trade of wild collected ingredients. Our work engages industry throughout the value chain, from harvesters and wild collection enterprises through to consumers. We provide technical advice and pre-audit support, and engage all parts of the value chain to foster commitment to responsible and equitable trade – while working to educate consumers and empower them to make sustainable purchasing choices.

Why is this organisation the Lead Partner, and what value to they bring to the project?

(including roles, responsibilities and capabilities and capacity):

FairWild Foundation has been engaged in the conservation and sustainable use of *Boswellia* spp. for more than 10 years, having supported the first FairWild certification in Kenya in 2013, and welcoming operations in Somalia to the FairWild network in 2019 and 2021. FairWild Foundation is a known and respected player in the Frankincense sector, and is thus well placed to lead an expansion of sustainable sourcing practices - having the standing and networks necessary to engage closely with the industry, and bring all value chain actors along the sustainability journey.

FairWild Foundation has already been a collaborating partner on a number of Darwin Initiative projects. This application would be the first opportunity to lead implementation of a project financed through the Darwin Initiative. FairWild Foundation has been able to convene a capable and committed consortium of partners willing to contribute their time and expertise, in partnership with the network of frankincense enterprises and other stakeholders already engaged in FairWild in this sector.

The project would be led by FairWild's CEO, Deborah Vorhies. Project coordination, monitoring and evaluation, communications, business engagement, and financial administration capabilities are also available.

International/In-country Partner

International

Allocated budget (proportion or value):



Representation on the Project Board (or other management structure)

Yes

Have you included a Letter of Support from the Lead Partner?

Yes

Do you have partners involved in the project?

Yes

1. Partner Name: ProFound – Advisers in Development

Website address: <https://thisisprofound.com/>

ProFound is a consultancy company with the mission “Local income generation and sustainable sourcing by linking producers of biodiverse agri-products & natural ingredients to the market”.

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

ProFound assists support organisations and entrepreneurs in emerging markets of agricultural produce. The company helps to capture economic opportunities from production to market entry, offering services from market and value chain research; to business and sector action planning, compliance and product development; and market access. ProFound works in different regions of the world, with particular expertise in natural ingredients from Africa. A sister company, Green Rhino Kenya Ltd. was established in 2017 to promote and realise traceable, safe and (where possible) organic food chains in Kenya. ProFound has also worked on gums in Ethiopia.

ProFound will support this project with value chain research; the development of local capacities in the Horn of Africa to implement the FairWild standard; and engagement and with potential identified buyers. ProFound staff and associates (Kasper Kerver, Ashenafi Gedamu) will support project delivery, especially training activities and provision of capacity building support to enterprises, as well as engaging in value chain development and industry engagement aspects of the project. Support will also be available via Green Rhino as needed.

International/In-country Partner International

Allocated budget: ██████████

Representation on the Project Board (or other management structure) Yes

Have you included a Letter of Support from this partner? Yes

2. Partner Name: The African Wildlife Economy Institute at Stellenbosch University (AWEI)

Website address: ██

AWEI is an academic think-do tank undertaking strategic research and engagement to strengthen the enabling environment and promote sustainable wildlife enterprise leading to transformed, enhanced, and maintained African landscapes. It is based within the Faculty of AgriSciences, Stellenbosch University, South Africa.

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

AWEI delivers impactful research to restore African landscapes through wildlife economies. Research and strategies developed by AWEI intend to deliver nature conservation, climate resilience, improved livelihoods, and community well-being; strengthen the enabling environment for sustainable wildlife economies; and promote best practice for responsible and inclusive wildlife enterprises.

AWEI's role in the project will focus on assessing the wildlife economy opportunities in the project's frankincense landscape and supporting the development and growth of sustainable and inclusive wildlife enterprises, in addition to activities to map the global value chain for Boswellia trade originating from the target areas. In this regard, Dr Francis Vorhies (Director and conservation economist) and Dr Wiseman Ndlovu (Programmes Manager and rural development economist) will directly support the project with desk research, semi-structured interviews, and oversight of targeted field-based activities.

International/In-country Partner International

Allocated budget: ██████████

Representation on the Project Board (or other management structure) Yes

Have you included a Letter of Support from this partner? Yes

3. Partner Name: TRAFFIC

Website address: www.traffic.org

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

TRAFFIC is a leading non-governmental organisation working on wildlife trade in the context of both biodiversity conservation and sustainable development. TRAFFIC has a worldwide network of offices with staff members based in important source, trade and consumer markets for the wildlife species and resources in international trade. TRAFFIC works to improve the sustainability of wild plant resources in trade and was a founding partner in the creation of the FairWild Standard. Knowledge products developed by TRAFFIC include the 2022 TRAFFIC/FAO/IUCN report 'WildCheck' which provides a methodology and comprehensive assessment of knowledge, risks and opportunities for frankincense, focusing on Boswellia sacra in North-East Africa.

As the current host of the FairWild Secretariat – an arrangement made under a partnership agreement between TRAFFIC and the FairWild Foundation – TRAFFIC will provide staff time of the FairWild Programme Manager to support delivery of the project. TRAFFIC will also contribute expertise from staff based in the East Africa region, who are engaged in a programme of relevant work on trade in wild harvested ingredients, including Boswellia. TRAFFIC is actively engaged in discussions on Frankincense in the context of CITES, providing an avenue for exchange through the project.

International/In-country Partner International

Allocated budget: 

Representation on the Project Board (or other management structure) Yes

Have you included a Letter of Support from this partner? Yes

4. Partner Name: FairSource Botanicals

Website address: <https://www.fairsourcebotanicals.com/>

FairSource Botanicals is a private sector company focusing on the development of regenerative value chains in wild botanical products. We conduct socio-ecological research; provide technical advising services to universities, NGOs, multilaterals, and private sector actors; and partner with community-based enterprises to develop and implement innovative solutions to value chain challenges.

Frankincense (*Boswellia* spp.) and myrrh (*Commiphora* spp.) have been key focal botanicals in these efforts. FairSource Botanicals has been engaging with these value chains on the ground in Somalia, Ethiopia, Oman, and various other locations for the past seven years.

What value does this Partner bring to the project?

(including roles, responsibilities and capabilities and capacity):

FairSource Botanicals will support the implementation of the project by providing support on mapping the value chain and stakeholders, identifying collection areas and certification candidates, data collection on the ground, and data collection and implementation on the ground in Somalia.

This work will be undertaken by FairSource's Director, Stephen Johnson, who has been working on frankincense and myrrh value chains for the past seven years, with a focus on northern Somalia. He has published more than a dozen peer-reviewed papers and book chapters on frankincense systems, and has directly implemented grant-funded sustainability and research projects in Somalia, Oman, and Ethiopia. He works with multiple on-the-ground community partners in northern Somalia.

International/In-country Partner International

Allocated budget: 

Representation on the Project Board (or other management structure) No

Have you included a Letter of Support from this partner? Yes

5. Partner Name: Wildlife Friendly Enterprise Network

Website address: <https://wildlifefriendly.org/>

Wildlife Friendly Enterprise Network (WFEN) is a conservation not-for-profit registered in the United States of America that uses the power of the marketplace to provide incentives for biodiversity protection around the world. WFEN has developed a unique certification ecolabel that recognizes enterprises that conserve key species and offer economic opportunities to communities living alongside endangered wildlife.

What value does this Partner bring to the project?

Working in partnership with herders, ranchers, farmers, indigenous peoples and local communities, and prominent conservation organisations, WFEN harnesses the power of business and offers economic opportunities to people whose basic needs often put them in conflict with wildlife.

(including roles, responsibilities and capabilities and capacity):

WFEN and FairWild Foundation have entered into a partnership to adopt a comprehensive approach to safeguarding the wild, effectively demonstrating the benefits of dual certification to plants, through verification of their sustainable collection, and wildlife, through the adoption of Wildlife Friendly® production practices.

WFEN's Executive Director will participate in the project, contributing in particular to the landscape research and identification of wildlife economy opportunities. WFEN staff will also engage with the global value chain analysis and business engagement efforts, to foster industry support for dual certification approaches where identified feasible, to embed sustainable harvesting of Boswellia in broader landscape level approaches backed by assurance mechanisms.

International/In-country Partner International

Allocated budget: 0

Representation on the Project Board (or other management structure) Yes

Have you included a Letter of Support from this partner? Yes

6. Partner Name: Nagaad Gums and Resins

Website address: <https://nagaadgums.com/>

What value does this Partner bring to the project?	<p>Nagaad Resins and Gums (Nagaad Gums) began in the late 1940s as a family business in rural Somalia. It was based on naturally and sustainably harvesting resins and gums from various tree species; as a means of adding value to the communities while conserving the environment and providing a steady source of income. Nagaad Gums aim is to create a sustainable future for Eastern Africa by becoming the Leading Producer and Exporter of Products from Naturally-Crafted Resins and Gums, and by working with the communities and for the communities in an environment-friendly and sustainable approach. Nagaad Gums is an Organic-certified Social Enterprise, certified by ECOCERT.</p>
(including roles, responsibilities and capabilities and capacity):	<p>Nagaad will support the aims and objectives of the project through participating in training sessions, working with partners to increase industry demand for certified ingredients and promoting supply chain traceability. Nagaad is interested to pursue FairWild certification for species and project sites in North East Kenya.</p>
International/In-country Partner	<input checked="" type="radio"/> In-country
Allocated budget:	0
Representation on the Project Board (or other management structure)	<input checked="" type="radio"/> No
Have you included a Letter of Support from this partner?	<input checked="" type="radio"/> No
If no, please provide details	<p>A representative from Nagaad Gums and Resins (Samuel Ndungu) confirmed interest in participating in the project by email, but was unable to provide a signed support letter in time for the submission deadline.</p>

If you require more space to enter details regarding Partners involved in the project, please use the text field below.

No Response

Please provide a combined PDF of all Letters of Support for all project partners or explain why this has not been included.

-  [Partner support letters FairWild Darwin Innovati on Frankincense](#)
-  23/10/2023
-  20:37:31
-  pdf 1.76 MB

Section 16 - Lead Partner Track Record

Q36. Lead Partner Capability and Capacity

Has your organisation been awarded Biodiversity Challenge Funds (Darwin Initiative, Darwin Plus or Illegal Wildlife Trade Challenge Fund) funding before (for the purposes of this question, being a partner does not count)?

No

Please provide the below information on the Lead Partner.

What year was your organisation established/ incorporated/ registered? 01 January 2008

What is the legal status of your organisation? NGO

Other explained *No Response*

How is your organisation currently funded? FairWild Foundation is funded through a mix of income generating activities, grants and charitable donations. Business revenue arises from our certification scheme operations, including fees paid by companies registering to trade FairWild-certified ingredients and use the FairWild label in product marketing, as well as fees paid for training and pre-audit assessment services. As a third party audited system, fees for audit and certification are not paid directly to FairWild Foundation, but to approved control bodies. FairWild Foundation also receives grant and service contract funding where this aligns with our charitable mission, and philanthropic donations from our "Friends of FairWild".

Describe briefly the aims, activities and achievements of your organisation. Large organisations please note that this should describe your unit or department.

Aims Our mission is to transform resource management and business practices to be ecologically, socially and economically sustainable throughout the supply chain of wild-collected products. We aim to provide a worldwide framework for implementing a sustainable, fair and value-added management and trading system for wild-collected natural ingredients and products thereof.

Activities Our main approach is promoting and enabling the use of the FairWild Standard and certification system for the sustainable harvest and fair trade of wild collected ingredients. Our work involves engaging with industry throughout the value chain for wild harvested products, from harvesters and wild collection enterprises through to consumers.

Achievements During more than 10 years of FairWild certification, we've helped 1,000s of wild collectors, protected ecosystems across four continents, and helped bring sustainable wild plant ingredients to global markets. Successes include over 400 tonnes of FairWild-certified wild plant resources traded annually, 47 different species under certification, and 78 companies participating.

Provide detail of 3 contracts/projects held by the Lead Partner that demonstrate your credibility as an organisation and provide track record relevant to the project proposed. These contracts/awards should have been held in the last 5 years and be of a similar size to the grant requested in your application.

Contract/Project 1 Title	Ecologically oriented regional development in the Aral Sea region (ECO ARAL) - Development of Guidelines on sustainable harvesting of wild licorice in the Aral Sea region in Uzbekistan and Kazakhstan
Contract value/Project budget (include currency)	██████████
Duration (e.g. 2 years, 3 months)	Ongoing since April 2022 (1 year 7 months)
Role of organisation in project	The FairWild Foundation has a service contract with the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) to delivery training and capacity building measures for Micro, Small and Medium Enterprises (MSMEs) in target regions within Uzbekistan and Kazakhstan, including supporting the MSMEs to become certified against internationally recognised standards (i.e. FairWild).
Brief summary of the aims, objectives and outcomes of the project	Liquorice value chains have been chosen as a key topic for the project "Ecologically Oriented Regional Development in the Aral Sea Region" (ECO-ARAL), an initiative implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). Between 2022 – 2023, FairWild Foundation is working with GIZ to introduce sustainable harvest methods for wild harvested liquorice value chains. Experts from the FairWild Foundation are developing capacity building measures for MSMEs and supporting companies to become FairWild certified. The project has successfully delivered training for MSMEs, developed a liquorice harvesting guidebook, and is providing technical support.

Client/independent reference contact details (Name, e-mail)	Christine Adelman Project Manager, Regional Office South ██████████
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Contract/Project 2 Title	Recognition arrangements for the mabagrown® standard
Contract value/Project budget (include currency)	██████████
Duration (e.g. 2 years, 3 months)	Ongoing since February 2022 (1 year 9 months)
Role of organisation in project	FairWild Foundation has a collaboration agreement with Martin Bauer GmbH & Co. KG, a longstanding participant in the FairWild certification scheme. The contract establishes recognition arrangements for Martin Bauer's mabagrown® standard. FairWild Foundation has designed a bespoke annual system audit process, and supervises an external control body in implementing it.

Brief summary of the aims, objectives and outcomes of the project	<p>To expand supply of certified material for brands and streamline auditing requirements for collection operations, this project has put in place a recognition arrangement for Martin Bauer's mabagrown® standard. This followed a benchmarking and equivalency exercise encompassing the associated checklists and indicators.</p> <p>Recognition arrangements involve the use of the mabagrown® standard in supplier audits, under the supervision of a FairWild-accredited control body. A custom-designed annual system audit ensures the internal control system is functioning properly, and also assesses topics implemented at the company group level. The recognition has expanded certified supply and is functioning well.</p>
Client/independent reference contact details (Name, e-mail)	<p>Linda Peßler Manager Procurement Qualification/Certification [REDACTED]</p>
Contract/Project 3 Title	<p>Improving community sustainable natural resource management of Mount Mulanje (Darwin 29-014)</p>
Contract value/Project budget (include currency)	<p>[REDACTED]</p>
Duration (e.g. 2 years, 3 months)	<p>Ongoing since July 2022 (1 year 4 months)</p>
Role of organisation in project	<p>FairWild Foundation is an implementing partner in this Darwin Initiative funded project. The role involves provision of technical support and training on the FairWild Standard, facilitating market links, and developing new certification methodologies for fungi to test in the project. FairWild Foundation participates in the project steering committee meetings.</p>
Brief summary of the aims, objectives and outcomes of the project	<p>The project aims to develop sustainable livelihoods options from native plants and fungi from Mount Mulanje Biosphere Reserve as alternatives to current practices that damage mountain ecosystems, reducing biodiversity and livelihood opportunities. The project partners are working with businesses and local communities to access local, national and international markets, including through certified sustainable products.</p> <p>FairWild Foundation has organised training and capacity building support for FairWild Foundation, has conducted risk analyses of target species proposed for certification under the project, and is developing certification methodologies for fungi as part of an innovative pilot for this taxonomic group.</p>
Client/independent reference contact details (Name, e-mail)	<p>Alex Hudson Plant Conservation Project Manager – Africa and the Indian Ocean Islands [REDACTED]</p>

Have you provided the requested signed audited/independently examined accounts?

Yes

Section 17 - Certification

Q36. Certification

If this section is incomplete the entire application will be rejected.

Please note if you do not upload the relevant materials below your application may be ineligible.

On behalf of the

Trustees

of

FairWild Foundation

I apply for a grant of

£70,000.00

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget, logframe, theory of change, Safeguarding and associated policies, and project workplan.
- Our last two sets of signed audited/independently verified accounts and annual report (or other financial evidence – see Finance Guidance) are also enclosed.

Checked

Name	Deborah Vorhies
Position in the organisation	Chief Executive Officer
Signature (please upload e-signature)	 DVO Deborah Vorhies Signature  23/10/2023  15:03:05  pdf 2.75 KB
Date	23 October 2023

Please attach the requested signed audited/independently examined accounts.

 FairWild Accounts 2022 translated-combined  23/10/2023  16:27:47  pdf 1.75 MB	 FairWild Accounts 2021 translated-combined  23/10/2023  16:27:42  pdf 1.35 MB
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Please upload the Lead Partner's Safeguarding Policy, Whistleblowing Policy and Code of Conduct as a PDF

 [Whistleblowing Policy 2023](#)

 23/10/2023

 15:13:15

 pdf 174.15 KB

 [FairWild Safeguarding 2023](#)

 23/10/2023

 15:13:12

 pdf 234.64 KB

 [Code of Conduct 2023](#)

 23/10/2023

 15:13:06

 pdf 267.56 KB

Section 18 - Submission Checklist

Checklist for submission

I have read the Guidance, including the "Darwin Initiative Guidance", "Monitoring Evaluation and Learning Guidance", "Standard Indicator Guidance", "Risk Guidance", and "Finance Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for my project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that the budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached the below documents to my application: <ul style="list-style-type: none">a cover letter from the Lead Partner, outlining how any feedback received at has been addressed where relevant, as a single PDF.	Checked
my completed logframe as a PDF using the template provided	Checked
<ul style="list-style-type: none">my 1 page Theory of Change as a PDF which includes the key elements listed in the guidance	Checked
<ul style="list-style-type: none">my budget (which meets the requirements above) using the template provided.	Checked
<ul style="list-style-type: none">a signed copy of the last 2 annual report and accounts for the Lead Partner (or other financial evidence – see Finance Guidance, or provided an explanation if not	Checked
<ul style="list-style-type: none">my completed workplan as a PDF using the template provided.	Checked
<ul style="list-style-type: none">a copy of the Lead Partner's Safeguarding Policy, Whistleblowing Policy and Code of Conduct (Question 31).	Checked
<ul style="list-style-type: none">1 page CV or job description for all the Project Staff identified at Question 34, including the Project Leader, or provided an explanation of why not, combined into a single PDF.	Checked
<ul style="list-style-type: none">a letter of support from the Lead Partner and partner(s) identified at Question 35, or an explanation of why not, as a single PDF.	Checked

I have been in contact with the FCDO in the project country(ies) and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
My additional supporting evidence is in line with the requested evidence, amounts to a maximum of 5 sides of A4, and is combined as a single PDF.	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have checked the Darwin website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the Darwin Initiative website.	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the Darwin Initiative and our sister grant scheme, the IWT Challenge Fund. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).

Project Title: Certifying Sustainable Frankincense through a Global Value Chains Approach

	Activity	No. of months	Year 1 (24/25)				Year 2 (25/26)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	Research and analysis of the global value chain for Frankincense production originating in target areas									
1.1	Design the methodological approach to global value chain and market analysis	3	■							
1.2	Map the global value chain for <i>Boswellia</i> from Somalia and Kenya	6		■	■					
1.3	Conduct stakeholder mapping exercise through desk studies and interviews	6		■	■					
1.4	Interview economic actors and other stakeholders as input to global value chain analysis	6		■	■					
1.5	Prepare global value chain sustainability opportunities and challenges report	3			■					
1.6	Prepare list of certification candidates and collection areas	3			■					
Output 2	Landscape and wildlife economy opportunity analysis									
2.1	Desk-based review of information on the landscape within the proposed target areas	6		■	■	■				
2.2	Stakeholder interviews to validate the desk review and identify wildlife economy opportunities	6			■	■				
2.3	Prepare landscape analysis and wildlife economy reports	3				■				
2.4	Convene discussion with stakeholders on the wildlife economy opportunities identified	6				■	■			
Output 3	Provision of support to harvester groups and enterprises to implement the FairWild Standard and certification									
3.1	Prepare guidance for implementation of FairWild Standard and certification requirements	6		■	■					
3.2	Deliver training to collection operations, harvesters and other stakeholders	3				■				
3.3	Support collection operations to implement FairWild and prepare for audit	15					■	■	■	
3.4	Provide training to auditors to increase capacity for FairWild audits in the region	3				■			■	
3.5	Certification audits undertaken at each project site	6							■	■

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	Activity	No. of months	Year 1 (24/25)				Year 2 (25/26)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 4	Sustainability embedded across global value chains to ensure traceability and responsible business									
4.1	Engage with value chain actors to complete supply chain sustainability assurance through FairWild registration or certification	21		■	■	■	■	■	■	■
4.2	Secure purchase arrangements for FairWild certified ingredients from international buyers	18			■	■	■	■	■	■
4.3	Support roll-out of new traceability systems for <i>Boswellia</i> ingredients	15				■	■	■	■	■
Output 5	Empower consumers to make sustainable purchasing decisions for Frankincense ingredients									
5.1	Share information on Frankincense and benefits of purchasing FairWild certified ingredients	21		■	■	■	■	■	■	■
5.2	Publish article on Frankincense in the general media with broad consumer reach	12					■	■	■	■
5.3	Engage with brand and retail companies to ensure information about FairWild certification status of products will be disseminated	12					■	■	■	■

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Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<p>Impact: (Max 30 words) <i>Boswellia</i> species are managed sustainably, supporting landscape conservation and livelihoods of harvesting communities in Somalia and Kenya.</p>			
<p>Outcome: (Max 30 words) Sustainability outcomes, including biodiversity conservation and dignified livelihoods, are ensured across value chains for <i>Boswellia</i> species through sustainability certifications and landscape conservation approaches.</p>	<p>0.1 By end of Y2, at least 75 additional tons of frankincense from the target regions in Somalia and Kenya are FairWild certified annually. [DI-B08 – at least 75 additional tons of frankincense is traded sustainably, proven by FairWild certification]</p> <p>0.2 By end of Y2, at least 150 additional harvesters from at least 75 households in the target communities in Somalia and Kenya have been trained, certified, and are receiving a fair income (price per kilo of harvested resin) as derived from collection and sale of frankincense, plus other benefits (e.g. predictable and fair income, premium fund contributions) as per the FairWild Standard. [DI-D16 - At least 75 additional households and 150 people reporting improved livelihoods]</p>	<p>0.1 Data from FairWild audits on harvest volumes</p> <p>0.2 Data from FairWild audits on contracted collectors, family helpers and employed workers</p> <p>0.3. Project reports, species and area management plans; data from FairWild audits on size of collection areas</p>	<ul style="list-style-type: none"> • Environmental and/or geopolitical threats do not inhibit the implementation of the project. • Stakeholders perceive the integral value of the project in terms of poverty alleviation and biodiversity conservation. • Consumer and corporate demand for sustainably sourced wild harvested ingredients will continue to grow and sustain incentives for certification beyond the project. • Large international buyers will maintain interest in developing sustainability in supply chains and be motivated to purchase from certified companies. • Consumers respond to assurance of sustainability by choosing to buy certified products.

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	<p>through fair trading arrangements for frankincense collection]</p> <p>0.3 By end of Y2, an additional 400 hectares <i>Boswellia</i> collection areas are under FairWild certification, compared to project baseline. [D1-D01 – At least 400 additional hectares managed sustainably, demonstrated through FairWild certification]</p>		
<p>Outputs:</p> <p>1. Research and analysis of the global value chain for Frankincense production originating in target areas, including stakeholder identification, mapping, identification of key opportunities and constraints, and engagement.</p>	<p>1.1 By end of Y1 Q2, global value chain analysis, market research and stakeholder mapping completed, with key opportunities and constraints identified.</p> <p>1.2 By end of Y1 Q2, potential certification candidates and areas identified and confirmed through stakeholder engagement.</p>	<p>1.1. Value chain analysis and markets report, including stakeholder identification, key opportunities and constraints.</p> <p>1.2 List of potential certification candidates.</p>	<ul style="list-style-type: none"> • Key actors in <i>Boswellia</i> supply chains are willing to share information on their roles in the supply chain and sourcing information.
<p>2. Landscape analysis and identification of wildlife economy opportunities in the project target areas.</p>	<p>2.1 By end of Y1 Q3, landscape review and analysis of current natural resource-based economic activity in the project areas completed.</p> <p>2.2 Identification of wildlife economy opportunities available to stakeholders in the project areas.</p>	<p>2.1 Landscape review reports.</p> <p>2.2 Wildlife economy opportunity reports.</p>	<ul style="list-style-type: none"> • Target landscapes afford other feasible wildlife economy opportunities.

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<p>3. Provision of support to harvester groups and enterprises to implement the FairWild Standard and certification system in project target areas.</p>	<p>3.1 By end of Y1, guideline documentation and training materials produced in paper and electronic format for dissemination to target groups. [D1-C01 – At least one publication relating to sustainable harvesting of Boswellia]</p> <p>3.2 By end of Y2 Q2, at least 6 collection operations in project target areas are trained in implementation of the FairWild Standard. Training in sustainable harvesting is onward disseminated to at least 150 people in total by end of Y2. [D1-A01 – at least 150 people complete structured and relevant training]</p> <p>3.3 By end of Y2, at least 2 collection operations from the target regions have achieved FairWild certification, and another 4 are actively pursuing it. [D1-B02 – Six new or improved Management plans in place and endorsed by FairWild] [D1-A03 – Six collection operations have improved capacity to manage Boswellia populations sustainably]</p>	<p>3.1.i Copies of documentation and training materials, including video.</p> <p>3.1.ii Downloads/views of e-training materials from FW and partner websites</p> <p>3.2 Registration records of collection operators and other stakeholders (civil society, local resource people) who complete FairWild training workshops.</p> <p>3.3 FairWild audit data and certificates.</p> <p>3.4 Registration records at training events; evidence of completed audits</p>	<ul style="list-style-type: none"> • Local collectors and traders are willing and motivated to participate in training and understand the benefits to participating in the project. • Training activities will lead to change in behaviour by participants. • The economic and social gains to be enjoyed by joining the FairWild scheme provide sufficient incentive for collection operations. • Certification bodies are able to recruit a sufficient number of prospective auditors for training.
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	<p>3.4 By end of Y2, at least 2 new auditors covering the two focal regions are trained and approved to audit against the FairWild standard.</p> <p>[D1-A01 – structured and relevant training]</p>		
<p>4. Sustainability embedded across global value chains to ensure traceability and responsible business for <i>Boswellia</i> from Somalia and Kenya.</p>	<p>4.1 By end of Y2, at least 2 ingredient transformers and traders in FairWild certified supply chains from target project areas are registered and/or have had a pilot certification audit with FairWild.</p> <p>4.2 By end of Y2, at least 2 buyers from international companies conclude procurement agreements to purchase FairWild certified frankincense from suppliers supported under the project.</p> <p>4.3 By end of Y2, support roll-out of new traceability systems for <i>Boswellia</i> ingredients.</p>	<p>4.1 FairWild data on trader registrations and audits.</p> <p>4.2i Purchase orders for FairWild certified products (prices may be redacted)</p> <p>4.2ii Communications with buyers which evidences intent; commitments published as policy statements or on website.</p> <p>4.3 Company records and communications.</p>	<ul style="list-style-type: none"> • Collection operations and trading partners are willing to engage in discussions on improving the sustainability of supply chains. • International corporate purchasers of frankincense have sufficient corporate commitment to supply chain sustainability. • Buyers will see wild harvest-specific certification as an effective way to provide assurance of sustainability. • Buyers will have confidence in the feasibility of sourcing certified frankincense and the ability of producers to meet their additional needs in terms of communications, quality etc.
<p>5. Empower consumers to make sustainable purchasing decisions for Frankincense ingredients.</p>	<p>5.1 By the end of Y2, at least 2,000 consumers have accessed information on sustainability</p>	<p>5.1i Downloads/views of articles on Frankincense sustainability</p>	<ul style="list-style-type: none"> • Consumers remain engaged on sustainability topics amidst a volatile media environment

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	<p>challenges associated with Frankincense and the benefits of purchasing certified sources. [D1-C11 – Visitors to Frankincense web pages, plus D1-C12 – Social media users reached. Together, reaching 2,000 consumers]</p> <p>5.2 By the end of Y2, the FairWild certification status of products sourced from the target regions has been communicated to consumers through product marketing and/or corporate sustainability statements.</p>	<p>from FairWild and partner websites.</p> <p>5.1ii Estimated reach of consumers reading articles in the media about Frankincense.</p> <p>5.1iii Estimated reach of consumers reading information about Frankincense via social media and newsletters of FairWild and partners.</p> <p>5.2 Estimated reach of consumers accessing information about FairWild certification status of products through website, social media and newsletters of participating businesses.</p>	<p>and in the face of other priorities (cost-of-living, etc.).</p>
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1. Each activity should start on a new line and be no more than approximately 25 words.)</p> <p>1. Research and analysis of the global value chain for Frankincense production originating in target areas, including stakeholder identification, mapping, identification of key opportunities and constraints, and engagement. .</p> <p>1.1 Design the methodological approach to global value chain and market analysis and share with project partners.</p> <p>1.2 Map the global value chain for <i>Boswellia</i> from Somalia and Kenya, identifying current and potential market opportunities, and opportunities and constraints for improving sustainability outcomes.</p> <p>1.3 Conduct stakeholder mapping exercise through desk studies and interviews.</p> <p>1.4 Conduct interviews with economic actors and other stakeholders to provide input to global value chain analysis.</p> <p>1.5 Review findings and prepare comprehensive global value chain sustainability opportunities and challenges report.</p> <p>1.6 Prepare list of potential certification candidates and collection areas.</p>			

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2. Landscape analysis and identification of wildlife economy opportunities in the project target areas.

- 2.1 Undertake desk-based review of information on the landscape within the proposed target areas, including *Boswellia* collection, population demographics, and other economic activities currently underway.
- 2.2 Interview stakeholders to validate the desk study and identify other sustainable wildlife economy opportunities in the target regions.
- 2.3 Production of reports on current economic activity in the landscape and wildlife economy opportunities.
- 2.4 Convene discussion with stakeholders on the wildlife economy opportunities identified.

3. Provision of support to harvester groups and enterprises to implement the FairWild Standard and certification system in project target areas.

- 3.1 Prepare guidance for implementation of the FairWild Standard and certification requirements, adapted to local context.
- 3.2 Deliver training to collection operations and harvesters (150 beneficiaries) and other stakeholders (civil society, local experts) to enable sustainable harvesting methods and traceability to certification standards.
- 3.3 Support collection operations and harvesters to implement FairWild-compliant harvesting practices, prepare for audit and to effectively engage in international value chains.
- 3.4 Provide training and support to at least 2 auditors for undertaking FairWild audits of value chains proposed for certification.
- 3.5 Certification audits undertaken at each project site by accredited certification bodies.

4. Sustainability embedded across global value chains to ensure traceability and responsible business for *Boswellia* from Somalia and Kenya.

- 4.1 Engage with value chain actors (transformers, traders, exporters) to complete supply chain sustainability assurance through FairWild registration or certification.
- 4.2 Secure purchase arrangements for FairWild certified ingredients from international buyers.
- 4.3 Support roll-out of new traceability systems for *Boswellia* ingredients.

5. Empower consumers to make sustainable purchasing decisions for Frankincense ingredients.

- 5.1 Share information on Frankincense and the benefits of purchasing FairWild certified sustainable ingredients through FairWild and partner websites, newsletters and social media.
- 5.2 Publish at least one article on Frankincense in the general media with broad consumer reach.
- 5.3 Engage with brand and retail companies to ensure information about FairWild certification status of products will be disseminated through product marketing and/or corporate sustainability statements.