

**TANZANIA**

**COASTAL**

**MANAGEMENT**

**PARTNERSHIP**

**PROCEEDINGS OF THE CEAS  
COORDINATORS WORKSHOP**

**TCMP OFFICE, DAR ES SALAAM  
18<sup>th</sup> OCTOBER, 1999**

# **Proceedings of the CEAS Coordinators Workshop**

**TCMP Offices, Dar es Salaam**

18<sup>TH</sup> October, 1999

## **1.0 Summary of the Workshop**

Representatives of District Committees for the Coastal Environmental Award Scheme (CEAS), convened at the TCMP offices in Dar Es Salaam on 18<sup>th</sup> October to review CEAS 1998/99 performance and plan for the implementation of the award scheme in the year 1999/2000.

The workshop underscored the significance of the Coastal Environment Award Scheme as an important tool in building an aware constituency in sustainable environmental conservation and in enhancing efforts and initiatives by local governments in promoting integrated coastal resource management for sustainable community development.

Attended by 10 representatives of Ceas District Committee from Tanga, Pangani, Muheza, Mafia, Mtwara and Lindi, as well as by TCMP and GreenCOM officials, the workshop successfully evaluated the previous performance, planned for next season implementation and drew strategies for long-term sustainability of CEAS.

The workshop further acknowledged the stewardship of CEAS by the Regional Commissioners, District Commissioners, senior Regional and District officials and local conservation and development programs and projects. The cooperation and guidance provided by the Regional and District leaders was not only inspirational to committees and competitors but also demonstrated the government's commitment to sustainable development of the communities and the protection of coastal resources and associated delicate environment.

Special acknowledgement and thanks were extended to the Mtwara Regional Commissioner, Col. Nsa Kaisi, for his offer of T. Shs. 500,000/= and the 'Mazingira' Cup which are expected to have a positive impact on next year's CEAS performance in the Mtwara district.

## **1.2 Workshop Objectives**

- Evaluate the CEAS implementation in the years 1998/99;
- Plan for the award scheme implementation for the coming year;
- Draw strategies for CEAS long term sustainability; and
- Update participants on the ICM Policy process by TCMP Working Groups.

## **1.3 Follow up Actions**

Based on recommendations aimed at improving the Scheme's performance in the coming year and in building a sustainable base for the Coastal Environment Award Scheme, it was resolved that:

### **1.3.1 CEAS 1999/2000 implementation:**

- Each district will prepare workplan covering the period November 1999 to June 2000 that takes into account the workshop recommendations;
- Each District will organize the launching of CEAS 2000. The launching should involve stakeholders and should aim to broaden intersectoral and community participation and to attract potential local sponsors, supporters and donors to CEAS;
- TCMP/GreenCOM will provide CEAS implementation seed money - T.Shs.400,000/= (primarily for transport) for each district;
- CEAS District committees will develop and execute strategies for raising funds to supplement prizes and to meet costs for prize giving ceremonies;
- CEAS District Committees will request District Councils to consider the commemoration of the World Environment Day (June 5<sup>th</sup>) as a way of enhancing environmental awareness;
- CEAS District Committees will liaise with Regional and District authorities on the possibility of holding CEAS prize giving ceremonies on World Environment Day;
- TCMP/GreenCOM will edit and distribute a CEAS video to all districts;
- TCMP/GreenCOM will identify and secure social marketing expertise to assist in fund mobilization.

### **1.3.2 Making CEAS sustainable:**

- CEAS District Committees, in collaboration with Regional and District Authorities, will develop strategies for building CEAS

partnerships with local business communities, NGOs, village governments, institutions and other organizations with the view to attract local support;

- TCMP/GreenCOM will approach potential national level sponsors for CEAS;
- CEAS District committees will liaise with local authorities on integrating CEAS implementation in district councils workplan and budgets;
- CEAS District committees will focus more in villages through involving village governments in CEAS activities.

## **2.0 CEAS for building ICM Constituency**

In his opening remarks of the Workshop, the TCMP Support Unit Leader, Mr. Jeremiah Daffa who chaired the Workshop, briefed the participants on the progress of the Integrated Coastal Management (ICM) policy development process. He thanked them for their contribution to the process and pointed out that their views expressed during the several field trips by TCMP Working Group members and during meetings and discussions at various activities including the CEAS implementation, are valuable contributions for the policy development process and its ultimate implementation.

Elaborating that the ICM policy's prime goal is to guide integrated actions and practices at both national and local level with the focus on sustainable development that will improve the quality of life of communities, Mr. Daffa noted that efforts are being made to build an aware constituency for ICM. He explained that the Award Scheme is one of the tools designed to help in achieving that goal.

Elaborating further, Mr. Daffa explained that CEAS was not a project but an initiative to compliment and supplement local efforts and undertakings by local governments in administering sustainable natural resources management. He explained that CEAS aims to link community and local governments, science and management and sectoral and public interests so that coastal resources are wisely used to achieving sustainable community development.

## **3.0 Review of CEAS 1998/99 Implementation**

In a review and evaluation session facilitated by Anna Kashaija and Gratian Luhikula, the CEAS District Committee representatives made brief presentations on the CEAS implementation in their relevant districts. The presentations were

based on the administration of the Scheme, activities undertaken by competitors, successes and constraints.

Then participants discussed achievements and shortfalls and made recommendations to guide the way forward.

### **3.1 Summaries of CEAS performances in Districts**

Following are summaries of CEAS District Committees presentations on the Scheme implementation:

#### **3.1.1 Tanga Municipal District** (*Ms. Christina Mndeme*)

The Coastal Environmental Award Scheme was administered by a committee of multi-disciplinary nature composed of technical officials from departments of education, health, community development, planning, economy, agriculture and NGOs. The 15 person committee was headed by the Municipal Director

The scheme attracted 9 groups, 4 individuals, 14 schools and 2 institutions. Participants undertook a variety of activities including:

- Tree planting
- Solar salt making
- Horticulture
- Vegetable gardening
- Cleaning of surroundings
- Seaweed farming

Winners were awarded during the commemoration of the World Environment Day on June 5, 1999. The prize giving ceremony was held jointly with the districts of Pangani and Muheza and was officiated by the Regional Administrative Secretary on behalf of the Regional Commissioner. It was a colorful event attended by over 5000 people.

#### ▪ **Successes:**

- A good number of people showed interest and participated in the competition beside the fact that it was new to them;
- Some participants have changed their habits and they are still maintaining environment conservation activities;
- Raised the publicity of environment conservation and more people are likely to participate in the future.

- **Constraints**
  - Lack of enough money. The District hasn't reliable budget for this activity;
  - People were reluctant to register for competition, as they didn't know exact prizes they were to compete for.
  
- **Recommendations**
  - More and reliable funds should be available;
  - Prizes should be made known to intended participants during enrollment stage.

### 3.1.2 Pangani District (*Mr. Emmanuel Mgongo*)

For the purpose of running the scheme, a multi-disciplinary committee of 12 people under the leadership of the District Executive Director was selected. The committee registered competitors, sensitized the communities, assessed activities and selected winners.

Participants in the scheme undertook the following activities:

- Marine resource conservation and mangrove replanting;
- Tree nurseries preparation and tree planing;
- Cleaning of surroundings;
- Vegetable nurseries;
- Environmental friendly organic farming/soil conservation;
- Aquaculture

Winners were awarded on the World Environmental Day (5<sup>th</sup> June) at a special function that also involved the districts of Tanga and Muheza. The ceremony was highlighted by an environmental advocacy procession, live band, songs and poems, a demonstration of an 'Environmental Degraded' and the Regional commissioner's speech read by the Regional Administrative Secretary. The speech apart from emphasising on coastal environmental conservation expressed the government's commitment to Integrated Coastal Management (ICM) and further briefed on the ICM policy process.

- **Successes:**
  - Created awareness on coastal environmental conservation in the district of Pangani and more people promised to enter the scheme competition next season;
  - Promoted environmental conservation activities which are now given priority within the communities; and
  - Environmental friendly practices enhanced.

- **Constraints:**
  - The time allocated to monitor progress of activities was limited; and
  - Resources for the scheme were not sufficient to make adequate and frequent visits to all competitors.
- **Recommendations:**
  - Increase of resources (funds) to run activities of the scheme; and
  - More time for arrangements and follow up.

### 3.1.3 District of Muheza (*Ms. Martha Kusaga*)

The Muheza CEAS Committee was comprised of coordinators of the TCZCDP and heads of departments. Though the committee was not well versed with the running and administration of the CEAS activities, it managed to register a good number of participants who carried out various activities.

The activity that was culminated by a colorful ceremony held in Tanga on the World Environment Day, is expected to attract more competitors especially schools in the next season.

- **Successes and Constraints:**

There is no doubt that CEAS raised awareness and motivated people in participating in sustainable resource management. But there would have been even bigger successes only that the District Committee had no clear instructions and guidelines on how to administer and implement CEAS. As a result, the scheme was run on a try and error method.
- **Recommendations:**
  - Instructions on CEAS implementation should be made clear and transparent;
  - CEAS Committee members to assess activities should be limited to two or three people - those who are continually involved in specified CEAS activities; and
  - The CEAS Committee should review and approve assessment made by the assessment team.

#### **3.1.4 Mafia Island District** (*Mr. Anthony Melele*)

The Mafia District Committee was formed in October 1998. It comprised of district technical officers, MIMP and religious leaders.

The Mafia Island communities responded well to the scheme whereby 70 individuals, 4 primary schools, 33 groups and 2 industrial organisations enrolled in the CEAS competitions. Participants undertook various activities including tree planting (including mangroves), bee keeping, seaweed farming, advocacy for environment protection, cleaning of surroundings and other environmentally friendly activities.

The prize giving ceremony was rather delayed (held on 14/9/99) due to unavoidable circumstances. Nevertheless, the ceremony officiated by the District Commissioner was well attended and achieved its objectives - awareness raising and demonstrating (through the DC speech), the government's commitment to sustainable coastal management.

- **Comments:**

The District committee was disheartened by the TCMP/GreenCOM over-ruling on recommended cash prizes without notifying the committee in advance. With consideration of the situation in Mafia where income sources are poor, the committee appeal for the inclusion of cash prizes on top of equipment and tools.

#### **3.1.5 Mtwara Districts** (*Mr. R.N. Ndumbalo*)

The Mtwara CEAS District committee under the leadership of the District Commissioner was formed on 31<sup>st</sup> July, 1998. The committee has 18 members including district technical officers, NGOs, Media and two Members of Parliament.

However, the committee did not start business until in September when it selected a secretariat of four members who spearheaded CEAS implementation.

The Secretariat made several field trips to sensitize the communities and registering competitors. The response was encouraging and resulted in registering 6 primary schools, 19 individuals, and 9 groups.

Competitors undertook various activities including tree planting, cleaning of surroundings, preventing soil erosion, promoting beekeeping, seaweed farming, mangrove replanting, the use of natural manure and environmental advocacy.

Selection of winners was done fairly. Prizes were presented at a special ceremony held on Sabasaba Day (7<sup>th</sup> July, 1999) and was officiated by the Regional Commissioner.

Though the ceremony did not attract the expected crowds due to late publicity of the event, it was attended by about three thousand people including government officials, school children and the general public.

The RC took the opportunity to emphasize on environmental conservation and the use of resources sustainably so as to enhance community development. He further expressed his appreciation of the government efforts in the coastal policy process, but cautioned that the process should involve community participation and should target to develop the communities who rely on coastal resources.

▪ **Successes and Constraints:**

- Though the implementation of CEAS was successful, there were several constraints in all steps - committee formation, sensitization, assessment, selecting winners and prize giving. The constraints were mainly due to lack of adequate guidelines;
- Misconception of TCMP/GreenCOM as projects resulting in committee members anticipating sitting allowances; and
- Operational costs were higher than the provided seed money.

▪ **Recommendations:**

- The District Committee should be involved in purchasing and allocating prizes;
- The funds to facilitate the implementation should be increased as more participants are expected in the next season;
- Timely release of funds is necessary;
- TCMP/GreenCOM are requested to assist the committee with at least one motor cycle for field visits;
- Prizes should be increased;

- Procedures and guidelines on implementation should be harmonized to provide for best implementing district; and
- Accountability of CEAS funds should be streamlined to allow the use of payment vouchers where receipts cannot be obtained.

### **3.1.6 Lindi District** (*Mr. Stanford Mahimbo*)

The implementation of CEAS in Lindi started in September 1998 with the establishment of the committee. The committee was headed by the District Commissioner and was comprised of officials from both the District Council and the Town Council. The DNRO was selected the Secretary of the Committee.

Registration of competitors started rather late due to lack of experience. The fact that the CEAS concept was not well grasped, it was not given the necessary back up from the district authorities.

Nonetheless, the committee managed to sensitize the communities and a good number of participants including 10 schools, (3,042 people), 10 groups (106 people) and 9 individuals were enrolled.

Participants undertake a variety of activities, including tree planting, seaweed farming, monitoring of fishing activities, environmental education in schools, beekeeping, the use of natural fertilizer and cleaning of surroundings.

Due to delays in assessing activities, Lindi could not hold prize giving ceremony until on 8/8/99 - the Peasants Day. Despite the delay, the prize giving function was very successful with CEAS achieving its objective of awareness raising. The functions was officiated by the DC on behalf of the RC.

#### ▪ **Successes and Constraints**

- Awareness raising was achieved and there are many aspirants for the next event;
- The prize giving ceremony made impact on district leaders and the community; and
- The Radio Tanzania (Southern Region) was not adequately used for publicity.

#### ▪ **Recommendations**

- To make use of Radio Tanzania in publicity and sensitization;
- Planning should be early in the next season; and

- Implementation subsistence funds for implementation should be increased.

### **3.2 CEAS 1998/99 Achievements and Shortfalls**

In discussing presentations of each district, participants named achievements and shortfalls of the Scheme's first year of its implementation as follows:

- **Achievements:**
  - Made good impact on environmental awareness and the need for environmental conservation and protection;
  - Stimulated community participation in sustainable development activities;
  - Consolidated and supplemented inter-link between district management and local communities;
  - Demonstrated government's commitment in integrated coastal management;
  - Promoted World Environment Day;
  - Enhanced the building of ICM constituency;
  - Promoted environmental advocacy and environmental education;
  - Promoted the use of environmentally friendly techniques and the manufacturing of environmentally friendly gear and tools from available local material; and
  - Provided forum for discussions and exchanges on environmental related and natural resources management issues.
- **Shortfalls**
  - Inadequate implementation financial resources;
  - Lack of experience;
  - Misconception of the Scheme
  - Lack of sustainability base for the Scheme;
  - Lack of ownership of the Scheme by district authorities and other stakeholders;

### **3.3 The Way Forward**

Participants discussed further on the way forward of the Scheme. They arrived to an agreement that despite of noted constraints in the implementation, the Award Scheme achieved most of its objectives and that the Scheme would greatly contribute to coastal conservation and

community development if it will be objectively implemented. Hence, CEAS should be continued.

Taking into account of noted achievements and shortfalls, Participants recommended that in order CEAS to achieve greater successes, efforts should be focused on the following key elements:

- Building base and environment for the Scheme's long term sustainability;
- Enhancement of stakeholder ownership of the scheme;
- Building local partnerships as a way to achieve sustainability and increasing community participation;
- Focusing the Scheme to villages with a view to link management and rural communities who rely heavily on resources for food and basic livelihood needs; and
- Monitoring of activities initiated in the previous CEAS competitions to ensure their continuity.

## **4.0 Making CEAS sustainable**

The sustainability of the Coastal Environment Award Scheme was discussed at length with the view to establish mechanism and strategy to guide the building base for long term sustainability of the Scheme.

Opening the discussions, Mr. Daffa noted that CEAS has proved its worth in its first year of implementation, and that the Scheme will succeed in achieving its goal for the benefit of the coastal communities, local governments and the nation in general, if it is embraced by all stakeholders. Mr. Daffa said making CEAS sustainable was of critical significance since TCMP/GreenCOM were short-term initiatives operating on limited resources.

Further noting that CEAS sustainability was of a critical concern not only to TCMP/GreenCOM, but also to Regional Commissioners of Tanga and Mtwara who underscored the need to integrate CEAS activities in operational frameworks of districts, Mr. Daffa requested participants to make use of the workshop to brainstorm and come out with solutions that will lead in making CEAS sustainable. He took the opportunity to thank Col. Nsa Kaisi, RC Mtwara who offered T.Shs. 500,000/= to assist in next season implementation of the Scheme. The RC had observed in his speech, that the district should not only rely on foreign sponsorships, but should move to use local resources to support environment and development initiatives.

After the opening remarks, Dr. Irma Allen led the participants in a brainstorming session to identify strategies that can be utilized at national, regional, district and

local level to ensure CEAS is a sustainable activity. In this regard, the following steps were suggested:

- **Stakeholders Sensitization:** District committees to undertake sensitization of the award scheme as broad as possible amongst stakeholders, including regional and district leaders, officials and the general staff, business organizations, NGOs, schools, village governments and the general community with the view to establish stronger local partnerships which would support CEAS in terms of resources, participation and stewardship;
- **District Authorities participation:** District committees to strive to enhance district authorities participation and support of CEAS implementation. The support may be through providing technical support, transport and by integrating CEAS activities in the districts calendar and workplans;
- **Mobilization of resources:** To look for more resources at national and local level. While TCMP/GreenCOM have to explore ways to raise funds at national level, district committees are to work towards raising funds through local sponsors and other activities like raffles, dinners, charity walks, selling T.Shirts etc. Also TCMP/GreenCOM to look in the possibility of getting **Social Marketing expertise** to assist district committees in fund raising techniques.
- **Prize- giving ceremonies:** District committees to seek support from regional and district governments and counselors in organizing prize-giving ceremonies on the commemoration of the World Environment Day with the view to impact environmental awareness. On the other hand, prize-giving ceremonies may be combined with existing celebrations like May Day so as to avoid direct expenses.

## 5.0 Work-planning for CEAS 2000

The Workshop brainstormed on how to plan for CEAS implementation in Districts and agreed that district committees should prepare their workplans for the period November 1999 to June 2000 basing on the following aspects:

- Briefing Regional and District authorities
- Launching of the scheme
- Community sensitization
- Enrollment of participants
- Inspection of entered activities
- Assessment of activities
- Deciding on prizes
- Selecting winners
- Buying prizes
- Prize giving ceremonies

- Reporting of developments to TCM/GreenCOM
- Evaluation

Representatives made draft workplans which are to be discussed by District CEAS Committees for the development of final workplans.

## **6.0 General recommendations and clarifications on important issues raised by participants**

In a Question and Answer session led by Mr. Daffa, recommendations and clarifications were made on important issues as summarized below:

### **6.1 Operational funds**

TCMP/GreenCOM clarified that it had no funds to support ground work activities. The available little resources were only able to buy prizes. However, after a discussion it was realised that district committees could not carryout CEAS activities without subsistence support as districts authorities have no budgets for CEAS activities. It was then agreed to use part of the prize-funds as seed money, while committees will work to attract local support (funds) through partnerships with business communities in respective districts. The local raised funds will be used to buy prizes and to support prize-giving ceremonies.

### **6.2 Cash prizes for Mafia**

TCMP/GreenCOM regreted for the inconveniences caused to the Mafia committee in regard to the over-ruling on the cash prizes which was communicated initially. Also clarification was made that cash prizes were strictly not permissible in the Scheme terms and conditions.

### **6.3 District committees composition**

It was clarified that districts have liberty on the number and composition of the committee and on how the committee should operate. What was important is to form a participatory committee that is committed and able to act effectively with the available limited resources. An alternative is to form a committee of a multi-sectoral nature (including the private sector), which can appoint an implementing secretariat to undertake the day to day activities.

### **6.4 Prizes**

Prizes should be decided by the committees and should be made known to potential participants in early stages of the scheme implementation.

## **6.5 Boundary of CEAS**

It was clarified that CEAS competitions are relevant to the whole participating district and not only in areas on the sea shoreline.

## **6.6 Prize giving ceremonies**

In order for the prize giving ceremonies to make more effective impact on environmental awareness, they should be well programmed in the district calendars and promoted in villages well ahead of time.

## **6.7 World Environment Day**

Underlining the significance of the World Environment Day, it was recommended that efforts should be made by District Committees to promote the Day and if possible to convince district and regional governments to include World Environment Day in activity calendars. It was further recommended to hold prize-giving celebrations on World Environment Day so as to promote environmental conservation with substantial impact.

## **6.8 Local partnerships**

While it was agreed that CEAS sustainability was a crucial issue, it was resolved that district committees should strive to draw strategies to establish local partnerships which, would give resourceful support and enhance local ownership of the scheme.

## **6.9 Launching of CEAS 2000**

In building environment for CEAS sustainability, and enhancing local ownership of the scheme, district committees should aim to involve stakeholders in the launching of CEAS 2000. The launching should aim at achieving the following objectives:

- Sensitization of CEAS objectives and targeted results of the scheme;
- Stakeholder participation in strategic planning for implementation and resource mobilization;
- Broadening community participation in CEAS;
- Reviewing and approving implementation plan.

## **7.0 Annexes**

### **7.1 Workshop Agenda**

#### **CEAS Coordinators Workshop Agenda**

**Monday 18<sup>th</sup> October 1999**

- 9.00 – Opening and presentation of meeting objectives (*Mr. J. Daffa*)
9. 15 – Presentation of agenda and Roundtable Introductions (*Ms Anna Kashaija*)
9. 25 – Update on ICM policy process (*Mr. J. Daffa*)
- 10.00 – TEA BREAK
- 10.15 – Tanga District Committee presentation
- 10.40 – Pangani District Committee presentation
- 11.05 – Muheza District Committee presentation
- 11.30 – Mafia District Committee presentation
- 11.55 – Lindi District Committee presentation
- 12.20 – Mtwara District Committee presentation
- 13.00 – LUNCH BREAK with a CEAS Video presentation
- 14.15 – Discussion: Making CEAS sustainable
- 15.00 – Work-planning for CEAS 1999/2000
- 15.30 – Question and Answers
- 16.00 – Recommendations/ Resolutions
- 16.30 - Closing remarks (*Mr. Daffa/ Dr. Irma Allen*)

## 7.2 Names of Participants

<b>NAME</b>	<b>DESIGNATION</b>
Mr. Jeremiah Daffa	TCMP Support Unit Leader
Dr. Irma Allen	GreenCOM (T) Chief of Party
Ms. Anna Kashaija	GreenCOM (T) Coordinator
Mr. Gratian Luhikula	TCMP Information Officer
Mr. Mussa Dengo	CEAS Secretary Tanga Municiple District
Mr. Selemani Milela	CEAS Committee member Mafia
Mr. Anthony Melele	CEAS Secretary Mafia District
Mr. R. Rugemalira	Wildlife Division (Observer)
Mr. Emmanuel Mgongo	CEAS Secretary Pangani District
Ms. Martha Kussaga	CEAS Committee member Muheza District
Ms. Christina Mndeme	CEAS Committee member Tanga Municipal District
Mr. R.N Ndumbalo	CEAS Committee member Mtwara District
Mr. J. J. Mwaisaka	CEAS Committee member Mtwara District
Mr. Stanford Mahimbo	CEAS Secretary Mtwara District
Mr. S. S Ngaweje	CEAS Committee member Lindi District