

# Halt Poverty

Madagascar is an enormous living lab of natural and cultural resources. However, the subsequent political crisis has taken a heavy toll on its people. More than 92 percent of the population survives on a less than \$2 a day (Worldbank, 2013). Poverty is one of the main causes of the environmental degradation (WWF, 2014). Burn agriculture is among the main cause of forest destruction. Hence, our efforts are directed at enhancing capacity building in eco-guide at a local level for alternative solutions towards environmental degradation and poverty.

## CATEGORY

[Climate Change and Environmental Protection](#)

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## LOCATION

[Madagascar](#)

## WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

**Describe the specific need or challenge that your team will address with this project**

Madagascar is an enormous living lab of natural and cultural resources. However, the subsequent political crisis has taken a heavy toll on its people. More than 92 percent of the population survives on a less than \$2 a day (Worldbank, 2013). Poverty is one of the main causes of the environmental degradation (WWF, 2014). Burn agriculture is among the main

<https://www.facebook.com/HaltPovertyCtrltourism>

### MEET THE TEAM

**Project owner**

[Mirana F. Razaf...](#)

[Madagascar](#)

[Fulbright Junior Staff Development Program](#)

**Project members**

[Manage members](#)

[Zo Mamihoa Rabe...](#)

[Madagascar](#)

[Mandela Washington Fellowship for Young African Leaders](#)

[remove from project]

[Ketakandriana R...](#)

[Madagascar](#)

[International Visitor Leadership Program \(IVLP\)](#)

[remove from project]

[Ulrichia Rabef...](#)

[Madagascar](#)

[Mandela Washington Fellowship for Young African Leaders](#)

[remove from project]

[Dominique Vola ...](#)

[Madagascar](#)

cause of forest destruction. Hence, our efforts are directed at enhancing capacity building in eco-guide at a local level for alternative solutions towards environmental degradation and poverty.

**Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative**

1. *Training eco-guides*: to unlock knowledge in impoverished communities and enhance not only english skills, but also eco-guiding related competencies. Enable young adult especially those labelled as "at-risk, disadvantaged".

2. *Developing scalable eco-clubs*: to increase sustainable behavior for people not to clear, but to guard forest using environmental campaigns through workshops, FM broadcast, and online materials. Conservation has been stereotyped as concerns for foreigners only. This project seeks to build environmental resiliency putting local people at the core.

**How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?**

- *Improved existing and new workforce capacities for career development in tour guiding*: 100 (aged 18-45) people from 5 regions trained and gained adequate skills and experience to enhance their opportunities either in Madagascar's main tourism destinations or in tour companies. Priority is given to people from a disadvantaged background.

- *At least 5 eco-clubs formed in each region*: 2,000 (16 or so) people had indirect exposure by joining eco-clubs, by discussing (e.g. sustainable tourism, community gardening, waste management techniques, etc.) by accessing online materials, by gaining knowledge from exchange with guest speakers including representatives of the 100 selected candidates.

- *Access to informational content*: People usually have to enroll in costly private institutions, travel to the capital Antananarivo, or purchase prohibitive books to enrich their knowledge in specific topics such as birding, lemurs, etc.

**WHO WILL BE INVOLVED?**

[Fulbright Student Program](#)  
[\[remove from project\]](#)

[Mahmoud Suliman](#)  
[Israel](#)  
[Fulbright Student Program](#)  
[\[remove from project\]](#)

[Elizabeth Balko](#)  
[United States](#)  
[Fulbright Student Program](#)  
[\[remove from project\]](#)

[Manitra Andriam...](#)  
[Madagascar](#)  
[Study of the U.S. Institutes](#)  
[\[remove from project\]](#)

[Volanirina Ramahery](#)  
[Madagascar](#)  
[Fulbright Student Program](#)  
[\[remove from project\]](#)

[Hervet Randriamady](#)  
[Madagascar](#)  
[Fulbright Junior Staff Development Program](#)  
[\[remove from project\]](#)

[Rija Andriamoria](#)  
[Madagascar](#)  
[Young African Leaders Initiative](#)  
[\[remove from project\]](#)

**Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?**

1. *Primary beneficiaries:* 100 (18-45) existing and new workforce will be trained. Priority is given to candidates with (disadvantaged, at-risk) background such as high school leavers who do not have the resources to continue their professional education.
2. *Secondary beneficiaries:* 2000 (16 or so) will be reached through eco-clubs, workshops, and online communities. They will benefit from dialogues related to sustainable tourism. Local community leaders will be involved in the eco-clubs. 7,200 people reached via the national radio station using episodes on sustainable best practices.
3. *Geographical asset of the project:* will concentrate on 23 districts within the 5 regions of Fianarantsoa province: Atsimo-Atsinanana, Ihorombe, Haute Mahatsiatra, Amoron'i Mania, Vatovavy Fitovinany. Known as the capital of handicrafts and home to 3 national parks: Andringitra, Isalo, Ranomafana. There also dwells the 'Old Town' which has been listed in the World Monuments Fund.

**Local partners**

Existing partner organizations

1. *National government:* validation and certification of the training program (i.e. Ministry of tourism)
2. *Local government:* validation of the project and help connect with potential candidates (i.e. Fokontany)
3. Professional mentors: provide office space to conduct meetings (Regional Tourism Board of Fianarantsoa, Tea & talk English club)
4. Advisory & follow-up: U.S. Embassy, US Graduate Association, Go to Madagascar.

Anticipated partnership

1. *NGOs & other organizations:* National Tourism Board of Madagascar, Madagascar National Parks, Valbio, Peace Corps, Maison des guides, Conservation International,

Wildlife Conservation Society, Durrell Wildlife Conservation, WWF Madagascar

2. *Universities and technical support:* Institut des Sciences et Techniques de l'Environnement Fianarantsoa, Institut National de Tourisme et d'Hotellerie.

## **Alumni team**

### *The roles and responsibilities that the alumni team will play in implementing the project*

- *Advisors:* Elisabeth Balko, Ketakandriana Rafitoson, Volanirina Ramahery, Zo Mamisoa Rabetsimamanga, Narindra Randrianavony
- *Media outreach & technical coordinators:* convey internal and external communication: Rija Andriamoria
- *Program evaluation & coordinators:* measure the quantitative impact of the project and oversee project expenditure: Mamy Harijaona Andriamparany, Ulrichia Rabefitiavana, Hervet Randriamady
- *Training coordinators:* secure place and educators for implementation of program, coordinate curriculum development: Tahina Juliana Ratovoson, Manitra Rivoniaina Andriamialisoa, Vola Ambinintsoa
- *Project manager:* plans, implements, tracks, controls, and evaluates the project: Mirana F. Razafindramboa

**Proposed Project Dates:** July 31, 2015 - July 31, 2016

## **HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?**

### **Implementing Plan and Timeline**

1. *July-September 2015. Strategy meeting with entire alumni team:* Identification of partners, training institutions, and curriculum development. Secure place for implementation of the program. Establish contacts and make arrangements with partners for provision of vocational training. Develop online lesson modules to help teach the informational content (i.e. lemurs, birds, history, etc.)

2. September 2015. **Selection of potential candidates:** Raise awareness on employment opportunities in tourism industry among local people. Identify, screen, and select the most deserving candidates in partnership with the participating professionals (travel & tours, national parks, etc.)
3. October - December 2015. **Delivering of intensive vocational training courses:** Capacity building and practical training for the 100 selected youth based on existing training courses that the participating professional partners regularly offer to their staff supplemented by external courses. Series of intensive courses focuses on 5 modules: communication, responsibilities, emergency, and leadership on tour including informational content (i.e. natural history, lemurs, birds, culture, arts, etc.). Participatory courses with interactive working sessions and group exercises. Including international, regional, and local case studies and best practices which can be applicable to the local context. Nomination of 'the guide of the year' at the end of the program. Evaluation of the program.
4. January - Jun 2016. **Environmental campaign:** 5 representatives of the 100 attending the training will participate in a focus group and discuss about common environmental concerns and solutions. At least 5 eco-clubs implemented including 2000 members reached through workshops, radio, and/ or online communities. Small funds will be allocated to the '3 greenest regions of the year' that would deliver tangible efforts in ways to tackle deforestation and keep their surrounding clean.
5. July 2016. **Overall assessment & closing ceremony:** Publicize the project achievements, voice the participants' aspirations, and invite government officials as well as press media to raise awareness and attention.

## Communication Plan

- Massive campaigns will be launched using referred leads, websites, blogs, and other social media (Twitter, Facebook, Instagram, LinkedIn, etc.).
- Awareness materials using banners, posters, local handicraft will be broadcasted.
- Quaterly report will be posted on our blogs for results reviews.
- Mailing list for exchanging and disseminating information.
- On-going interactions for community building posted on social medias.
- Written and oral media coverage (i.e. radio, Television) are also scheduled for the environmental campaign.

## **Evaluation**

- *Evaluation Eco guides based on:* The rates of participated regions. The number of successful participants. Number of offered courses, partners, and volunteers. Participants' ranks based on test results, attendance, classroom performance, level of satisfaction, on field experience. Conduct a survey to measure the change of attitude of people. Some kind of questionnaire will be given to participants after the training to assess the knowledge gained. Feedback from professionals. Assessment of instructors and the overall program. Nomination of 'the guide of the year'.

- *Evaluation of Eco clubs based on:* The number of environmental eco-clubs implemented. Number of members in eco-clubs. Measurement of actions taken towards bushfire. Number of regions winning small grants as "green region". The official status of a community based management association in order to sustain project achievements'. This association will permit us to extend our activities and to target a broader audience from other province of Madagascar. Compilation of the number of media coverage, press, radio, television; social media exposure measurements including Facebook, Twitter, and YouTube.

## **Sustainability**

*The sustainability of the project beyond this initial funding year:*

1. The program will get an official status as an association.
2. Participants will pay symbolic membership fee.
3. Driven with the vision to upgrade malagasy workforce in tour guiding to get aligned with international standards, the program will be implemented in other major touristic destination of Madagascar such as Andasibe, Maroantsetra, Nosy Be, Taolagnaro, etc.
4. The top 10 tour guides will be nominated to mentor new candidates.

## **TOTAL FUNDING REQUESTED**

\$22,210.00

## **PROPOSAL DOCUMENT:**

Download budget

## **Halt poverty ctrl tourism**

[https://www.youtube.com/watch?v=pp\\_NXeMjkNY&feature=youtu.be&ac=&app=desktop](https://www.youtube.com/watch?v=pp_NXeMjkNY&feature=youtu.be&ac=&app=desktop)