



Promoting Tanzania's Environment, Conservation and Tourism (PROTECT)

Implemented by RTI International

Implementation Period: April 2015 – March 2020

USAID Support for 5-years: \$16.5 million

The PROTECT Activity addresses dynamics in Tanzania that threaten biodiversity conservation and inhibit private sector-led tourism growth. PROTECT incorporates interventions that support and strengthen capacity for conservation in a manner which: (i) strengthens a wide range of organizations so they can participate effectively in the policy process; (ii) strengthens biodiversity conservation and tourism; (iii) contributes to increased private sector investment in the wildlife sector, especially in community Wildlife Management Areas (WMAs); and (iv) reduces threats to biodiversity and actively contributes to the conservation of biodiversity at landscape scale.

PROTECT has an estimated value of \$16.5 million for five years and is strengthening Tanzanian organizations that are or should be at the forefront of wildlife and conservation policy reform/implementation. These organizations are providing complementary support for wildlife protection and tourism promotion in Tanzania, and fall into three categories: Government of Tanzania; private sector; and NGOs/industry associations. PROTECT focuses on three main technical areas:

- Policy, Research and Advocacy: The legal, technical and economic frameworks and incentives for good conservation and development need to be improved. The conservation community needs to deliver clear, accurate evidence-based analysis to policy makers in order to drive sound, science-based decision making.
- Institutional Strengthening: For long term sustainability and viability of its natural resources, Tanzania requires strong, able public and private institutions to effectively manage these resources.
- Strengthened Private Sector Investment in the Wildlife Sector: Promote increased private sector investment in the wildlife sector with a specific focus on WMAs. Support research and innovative financing mechanisms for wildlife conservation. Support key conservation organizations to improve marketing and communications efforts to promote WMAs; attract private sector investment; and increase revenue from tourism.

PROTECT has a grants program which provides targeted support, including communications capacity building, to civil society organizations, conservation organizations, and the private sector. The PROTECT grants program -- totalling approximately \$3.25 million over the 5-year implementation period -- complements and supports activities identified through a participatory annual work planning process, which includes USAID Biodiversity Landscape Partners in Tanzania, Government of Tanzania officials, private sector, civil society, and conservation organizations.

The Communications Unit of the PROTECT project works with the grants program to support conservation and biodiversity partners to effectively communicate natural resource management and anti-poaching interventions to key audiences in Tanzania. PROTECT grants support innovative solutions for improved wildlife management and countering threats to biodiversity; promote sustainable economic growth and private sector partnerships for the tourism sector; and strengthen or solidify key partners in their position or ability to carry out their conservation mandate.