



PROJECT NARRATIVE AND FINANCIAL PROGRESS REPORT TEMPLATE

PROJECT NAME AND ID: FUTURE IS IN TOURISM, 00071721

REPORTING PERIOD: JANUARY-DECEMBER 2020

Project Synopsis

Project Name	Future is in Tourism
Location	Turkey
Project Duration	8 years with 5 years of extension
Project Start Date	September 2012
Project End Date	December 2021
Reporting Period	January – December 2020
Overall Objective	The overall objective is to provide local tourism actors and NGOs with necessary guidance, tools and resources to strengthen their capacities in order to contribute to the sustainable tourism development through partnerships with public and private institutions
Direct Beneficiary	NGOs, local authorities, public sectors and academia and all other tourism related stakeholders
Target Groups	Local people, NGOs, local authorities, vulnerable groups (women, disabled, youngsters etc)
Final Beneficiaries	Local tourism actors such as travel agencies, tour operators, restaurants, accommodation facilities, local entrepreneurs, tourism products developer and services suppliers and other actors in tourism value chain (most of them are women) and vulnerable groups

Expected Results	Strengthened capacity of local tourism actors and NGOs to contribute to sustainable tourism development through partnerships with public and private institutions, with a view to build good examples that will contribute to knowledge building and community development, and for additional income generation for all through tourism.
Main Activities	<ul style="list-style-type: none"> - Encouraging the development of awareness-raising, capacity development and research projects for sustainable tourism - Supporting innovative, creative, participatory, sustainable, society-sensitive and gender-balanced projects of local tourism actors and NGOs that provide best practices for sustainable tourism implemented in partnership with public and private institutions - Strengthening the project development and implementation skills of local tourism actors and NGOs via implementation support, structured trainings, networking platforms (via regular meetings, conference and web portal)
Annexes	<ul style="list-style-type: none"> - Annex I Media Coverage

EXECUTIVE SUMMARY

During the reporting period, the most important achievements and key elements are listed below.

- The six cycle of the grant program was initiated on July 2020 due to Covid-19. The grant agreements of “Kars Cheese Route in Kars, “Journey of Linen in Ayancık” in Sinop-Ayancık and “Home of Aromatic Plants in Köycegiz” in Muğla-Köyceğiz were signed and projects started their implementation in July 2020. These projects were technically and administratively monitored for sustaining effective project implementation especially in line with Covid-19 and UNDP’s gender perspective. Capacity building in these selected destinations was ensured.
- Three scenarios were prepared regarding the implementation of the project activities and the timeline of the grant projects according to the effects of covid-19. The implementation of the work plan has been monitored closely and actions were taken regarding delays due to Covid-19. All the project activities were reviewed under the circumstances of Covid-19 and activities were revised accordingly. Online monthly project meetings were held with all the partners of the grant projects for effective project implementation.
- Specific trainings such as hygiene, digital literacy and social media management were included in the activities of grant projects. For Kars Cheese Route Project, it has been planned to create QR codes that identifies hygiene standards for cheese production. Within the scope of Journey of Linen in Ayancık Project and Home of Aromatic Plants in Köycegiz Project, social distancing measures were taken into consideration at these buildings. Signs, tape marks, or other visual cues such as decals or coloured tape on the floor, placed 2 metre apart, were put in place to show where to stand. Trainings, meetings, workshops, webinars were organized online.
- 3 universities, 3 NGOs and 4 public institutions were supported to raise awareness on sustainable tourism and increase opportunities for employment and decent work.
- Capacity building and awareness raising activities developed for universities, local authorities and local NGOs in the field of sustainable tourism.
- Communication activities were carried out such as webinars, videos, e-newsletter, press bulletins, newspapers and magazines in line with sustainable tourism initiatives.
- Activities in project destinations were monitored with respect to sustainable tourism indicators and SDGs.
- The implementation of the work plan has been monitored closely and actions were taken regarding delays due to Covid-19. All the project activities were reviewed under the circumstances of Covid-19 and activities were revised accordingly.
- Project Steering Committee Meeting was organized in July 2020 and revisions made as a response to Covid-19 were shared with the Committee. The AWP and the Budget Cover Page was revised accordingly.
- The best examples of local traditional architectural heritage were restored to conserve and sustain its usage with a new function in Sinop and Koycegiz.
- The natural and cultural heritage has been promoted by supporting local socio-economic development of the region.

- Technical consultation meetings were realized with the aim of revitalising the forgotten local products, traditional knowledge and production techniques and transfer them to future generations, and ultimately contribute to local socio-economic development of the region.
- In Koycegiz and Sinop, women were encouraged to work collectively so that they will feel empowered both economically and socially.
- Livelihoods and employability opportunities were improved focusing on women, rural and the urban poor and young women in tourism sector and/or other related sectors.
- Sustainable tourism trainings for tour operators were planned within the scope of MoU with TÜRSAB (Association of Turkish Travel Agencies) and UNDP. The content of the trainings was developed. Future is in Tourism Project will be used as a case study for trainings. The aim of the trainings is to raise awareness for tour operators and travel agencies on sustainable tourism as well as to promote sustainable production and consumption at local level.
- On July 2020, one day online workshop on grant monitoring and implementation was realized for the grant holders (Mugla, Kars, Sinop) with the participation of three representatives of each project (6 women, 3 men in total) and the representatives of MoCT and Anadolu Efes. The online workshop included administrative implementation of the grant fund, procurement rules, communication rules in project.

I. Purpose

The main objective of the project is to strengthen capacity of local tourism actors and NGOs to contribute to the sustainable tourism development through partnerships with public and private institutions. The expected outcome of the project is increased opportunities for employment and decent work for all through implementation of equity enhancing policies, strategies and programmes that promote economic growth, based on competitiveness, increased productivity in the field of sustainable tourism.

II. Results

i) Narrative reporting on results:

Outcomes: Increased opportunities for employment and decent work for all through implementation of equity-enhancing policies, strategies and programmes that promote economic growth, based on competitiveness, increased productivity and social corporate responsibility.

The project conducts its activities through a grant scheme and training programmes, with a view to develop best practice examples and contribute to knowledge sharing in the area of sustainable tourism implementation. The project targets rural communities and especially women since women living in rural areas are generally working as domestic laborers. In all implementations under the project, raising awareness on sustainable tourism development has been ensured in order to conserve the natural and cultural heritage including the intangible cultural heritage that the tourism sector depends on.

The results of 2020 that contributed to the above outcome statement as follow:

- 3 universities, 3 NGOs and 4 public institutions were supported to raise awareness on sustainable tourism and increase opportunities for employment and decent work.

- Capacity building and awareness raising activities developed for universities, local authorities and local NGOs in the field of sustainable tourism.
- The best examples of local traditional architectural heritage were restored to conserve and sustain its usage with a new function in Sinop and Koycegiz.
- The natural and cultural heritage has been promoted by supporting local socio-economic development of the region.
- Technical consultation meetings were realized with the aim of revitalising the forgotten local products, traditional knowledge and production techniques and transfer them to future generations, and ultimately contribute to local socio-economic development of the region.
- In Koycegiz and Sinop, women were encouraged to work collectively so that they will feel empowered both economically and socially.
- Livelihoods and employability opportunities were improved focusing on women, rural and the urban poor and young women in tourism sector and/or other related sectors.
- Women NGOs were supported to raise awareness on sustainable tourism and increase opportunities for employment and decent work.
- Women's entrepreneurship was supported to include women into tourism value chain
- Capacity building and awareness raising activities developed for local authorities and local NGOs in the field of sustainable tourism were carried out.
- A traditional building was restored to be used as tourism facility in Koycegiz.
- The natural and cultural heritage has been promoted by supporting local socio-economic development of the region.
- Awareness raising has been created on the value of the heritage to local people by promoting Kars Cheese Route in Kars and A Journey of Linen in Sinop.
- Usage of renewable resources was encouraged by the projects.
- 30 Women were encouraged to work collectively so that they will feel empowered both economically and socially.
- Livelihoods and employability opportunities were improved focusing on women, rural and the urban poor and young women in tourism sector and/or other related sectors.

Explain, if any delays in implementation, challenges, lessons learned & best practices:

In the Project Steering Committee Meeting of 1 November 2018, it had been decided to develop a regional multi-year and multi-stakeholder approach for 2019-2020 and 2021 project implementations with a view to strengthen capacity of local tourism actors and NGOs to contribute to sustainable tourism development through partnerships with public and private institutions. However, during the implementation phase, the implementing partner Ministry of Culture and Tourism, the donor Anadolu EFES and UNDP jointly decided to announce a call for grant applications to support 3 additional sustainable tourism destinations for 2020/2021 implementation. It has been agreed by the Steering

Committee to make necessary changes in the Annual Work Plan of the Project. Therefore, the revisions were made in 2020-2021 AWP. Also, it has been further mentioned that all activities of the grant projects were re-planned and revised within the framework of Covid-19. For example, online workshops, online trainings, general hygiene, food hygiene, digital literacy trainings have been added to the project activities. The current situation and risk analysis of the grant projects will be regularly conducted by organizing monthly online meetings with the grant project owners and partners.

Qualitative assessment: Provide a qualitative assessment of the level of overall achievement of the Project, its contributions to Project outcomes, and if the **causes and drivers of Project** were successfully addressed, or not. Please also assess the gender related results of the Project.

The causes and drivers of Project were successfully addressed, and Future is in Tourism has become a well-known brand on sustainable tourism both in Turkey and abroad. Future is in Tourism conducts its activities through a gender sensitive grant scheme and training programmes, with a view to develop best practice examples and contribute to knowledge sharing and job creation especially for local women.

Within the scope of Kars Cheese Route Project which aims to promote the region's tourism potential with its tradition, revitalizing its forgotten local products, traditional knowledge, and production techniques and transferring them to future generations, and ultimately contribute to the local socio-economic development of the region, A Technical Consultation Meeting was held on 26 November 2020, hosted by the Governorship of Kars and in cooperation with Atatürk University, Kafkas University, Boğatepe Environment and Life Association, Kars Trade and Industry Chamber Young Entrepreneurs Board. 200 representatives from public institutions, local government, private sector companies, NGOs, universities attended the meeting, which took place partially online. All documents of the Schleswig-Holstein Cheese Route were examined. Mr. Detlef Möllgaard, the founder of the route, supported the project voluntarily. Social media training was given to the project team and the project activities are being shared via @karspeynirrotasi Instagram account. A draft route was prepared for the first stops of the Kars Cheese Route was drafted and shared with. Also, Kars Cheese Museum is being built by the Kars Governorship. This museum was also included in the route. It was planned that women will employ in the museum. Training contents were developed for local tourism actors, cheese producers and local people with a community-based tourism approach. The training topics are Gastronomy Tourism, Cheese of the World, Cheese Products, Cheese Routes and best practices, Sustainability and Eco-tourism, Eco-tourism and hospitality management, Conservation of Historical, Cultural and Natural Heritages and case studies, Effective Guest Communication, Entrepreneurship and Change Management, Food Hygiene and Sanitation. Trainings will be realized in 2021.

The Journey of Linen in Ayancık Project which aims to revitalize the art of making linen cloth and linen yarn as a traditional product of Ayancik district of Sinop and incorporate it into tourism. The project intends to bring together the last masters of linen yarn makers and young people so that masters teach traditional production techniques and raise young masters. Thereby, it will contribute to preserving the district's cultural heritage and handing it over to future generations. Within the scope of this project, A stone oven was built to dry the pool and the plant for the rotting process of the flax plant. The retaining wall of the school was painted. A drawing for linen production is planned on this wall. Flax cultivation was made in İnaltı Village and the garden of the linen yarn workshop. All necessary materials and equipment were purchased for the establishment of the linen yarn making workshop. Traditional linen yarn making tools based on muscle power have been redesigned for enabling the usage of women. The lighting, shelves, panels, and hangers where linen products will be displayed in and the area where visitors will be welcomed at the entrance of the workshop have been completed. Painting, maintenance and repair activities for the landscape design of the linen yarn making workshop were completed with the support of Ayancık Municipality. The area where the flax plant will be crushed and combed for linen yarn production was organized as suitable for education. In cooperation with the Public Education

Center and Evening Art School, linen yarn making training was given to women. 15 women started to work at the restored atelier and received trainings on linen production such as yarn making, handicrafts and products that protected by geographic indication to sustain the intangible cultural heritage. Social media training was given to the project owner and its partners. The project activities are being shared via @ayanciktaketeninyolculugu Instagram account. Meetings on product development were held with the well-known designer Zeynep Tosun. The product range made from linen until today was discussed, new design areas and what to do was discussed. It was decided to make a tableware collection with products to be produced from linen.

The Home of Plants in Koycegiz Project aims to increase the tourism potential of Köycegiz, the 16th Cittaslow in Turkey by promoting its botanic richness of medicinal and aromatic plants. The project will realize its activities with a community-based tourism approach, increase women's employment and will set a good example for aromatherapy tours which are already a trend in the world. Within the scope of the project, the traditional building (Sabri Başoğlu Mansion) has been allocated to the project by the municipality. The unused materials in the mansion were sent to the village schools. Painting procedures were carried out in the garden of the mansion to recycle the old, worn, idle tables and chairs. Painting, wood maintenance and cleaning processes were carried out both inside the mansion and in its garden. Landscape design was made for the garden. All necessary renovations and furnishings have been completed to transform the mansion into an Aromatic Plants House. Social media training was given to the project team. @koycegizaromatikbitkilerevi Instagram account is successfully run by the project team. Workshops are held in the mansion every Wednesday. Participation in workshops limited to 30 people, registrations are received through the Instagram account. A Sustainable Life library was created for adults and children on sustainability, environment, zero waste and ecological life in the mansion. In order to raising local people's awareness in sustainable tourism, survey questions were developed, and the survey will be conducted in 2021. Local rugs, lace, curtains and wooden objects were donated by the local women to be used in the mansion. 30 women participated to the regular trainings on aromatic plants and workshops. An association will be established with the participation of these women in 2021.

ii) Indicator Based Performance Assessment:

Using the **Project Results Framework from Logframe of the Project Document** - provide an update on the achievement of indicators at both the output and outcome level in the table below. Where it has not been possible to collect data on indicators, clear explanation should be given explaining why, as well as plans on how and when this data will be collected.

	<u>Achieved</u> Indicator Targets¹	Reasons for Variance with Planned Target (if any)	Source of Verification
<p>Output 1_Strengthened capacity of local tourism actors and NGOs to contribute to sustainable tourism development through partnerships with public and private institutions with a view to build good examples that will contribute to knowledge building and community development for additional income generation for all through tourism</p> <p>Indicator 1.1: The number of supported projects on sustainable tourism development Baseline: 15 supported sustainable tourism projects Planned Target: Additional 3 supported sustainable tourism projects</p> <p>Indicator 1.2: Number of community-based sustainable tourism destinations supported Baseline: 15 community based sustainable tourism destinations supported Planned Target: Additional 3 supported sustainable tourism projects for 2020 implementation</p>	<p>3 sustainable tourism projects were selected to be implemented in 2020.</p> <p>3 community based sustainable tourism destinations were supported which are Koycegiz- Mugla, Kars, Ayancık-Sinop.</p>	n/a	Project reports, communication materials and other related written documents

¹ Please provide sex/gender disaggregated achieved indicator targets

<p>Indicator 1.3 Number of supported NGOs, universities, local authorities through grant projects Baseline: 21 NGOs, 6 universities, 46 local authorities, Planned Target: n/a</p> <p>Indicator 1.4 Number of employed women through grant projects Baseline: 304 women were employed through grant projects Planned Target: n/a</p> <p>Indicator 1.5 Number of institutions that raised awareness on sustainable tourism through capacity building trainings Baseline: 529 institutions benefitted from capacity building trainings (132 NGOs, 286 public institutions, 61 private institutions, 50 universities) Planned Target: n/a</p> <p>Indicator 1.6 Number of people received capacity building trainings related to sustainable tourism Baseline: 425 people benefitted from capacity building trainings where 212 were women. Planned Target: At least 50% of the participants will be women.</p>	<p>In addition to the baseline numbers, 3 NGOs, 3 universities, 4 local authorities were supported through grant projects.</p> <p>In addition to the baseline numbers, 30 women employed through grant projects (15 women in Sinop, 15 women in Koycegiz)</p> <p>In addition to the baseline numbers, 19 institutions benefitted from capacity building trainings (3 NGOs, 3 universities, 4 local authorities, 9 private institutions)</p> <p>In addition to the baseline numbers, 125 people benefitted from capacity building trainings where 60 were women.</p>	<p>The grant projects were started to be implemented in July 2020. Therefore, it is expected to reach 54 women (9 women in Kars, 15 women in Sinop, 30 women in Mugla)</p> <p>Capacity building trainings on sustainable tourism will continue in 2021.</p>	<p>Project reports, communication materials and other related written documents</p>
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ii) Success Story

Local initiatives supporting women's active role in tourism are being shared as a best practice to create awareness raising on this issue to be replicated in other areas. Below detailed grant projects were supported within the scope of Future is in Tourism Project and contributed for economic and social empowerment of women in rural areas.

- Since the project is being implemented with GEN2 rating, utmost importance has been given to the analysis of issues from a gender perspective and application of corporate gender policies to strategic/practical situations where relevant. Future is in Tourism conducts its activities through a gender sensitive grant scheme with a view to develop best practice examples and contribute to knowledge sharing and job creation especially for local women.
- Within the scope of Home of Aromatic Plants in Köycegiz Project, 15 women are participated to the workshops at the restored atelier that held on every Wednesday.
- Within the scope of Journey of Linen in Ayancık Project, 15 women started to work at the restored atelier and received trainings on linen production such as yarn making, handicrafts and products that protected by geographic indication to sustain the intangible cultural heritage.
- Within the scope of 18 grant projects, 500 women were employed directly / indirectly. 3 NGOs have been established and 18 NGOs, 32 public institutions, 5 universities have been supported. 135 NGOs, 286 public institutions, 70 private institutions, 53 universities participated awareness raising trainings and more than 5,000 people received tourism certificates. Future is in Tourism has become a sustainable tourism brand in Turkey and plays crucial role for localization of SDGs.

III. Monitoring Arrangements

- Embedded to the annual work plans and the annual progress reports, the project had M&E plans based on the indicators. Targeted groups have been engaged in the project through site visits, stakeholder focus group meetings, needs analysis, workshops. The project's governing mechanism, namely the Steering Committee functioned properly. The Steering Committee met at least once a year and stakeholder consultation were ensured at every milestone, as well as quarterly updates. The project coordination meetings were held with MoCT and Anadolu Efes on quarterly basis to monitor and follow up possible risks. In addition to that risk log in Atlas System was updated regularly every year as evidenced by each years' progress reports. Communication activities were carried out such as webinars, videos, e-newsletter, press bulletins, newspapers and magazines in line with sustainable tourism initiatives. Press coverage and outputs of the grant projects were attached as Annex I. Also, all videos of the grant project are regularly uploaded to UNDP Turkey YouTube account.
- The grant projects implemented in 2020 were technically and administratively monitored for sustaining effective project implementation especially in line with Covid-19 and UNDP's gender perspective. The activities in project destinations were monitored with respect to sustainable tourism indicators and SDGs. The implementation of the work plan has been monitored closely and actions were taken regarding delays due to Covid-19. All the project activities were reviewed under the circumstances of Covid-19 and activities were revised accordingly.

IV. Programmatic Revisions (if applicable)

In the Project Steering Committee Meeting of 1 November 2018, it had been decided to develop a regional multi-year and multi-stakeholder approach for 2019-2020 and 2021 project implementations with a view to strengthen capacity of local tourism actors and NGOs to contribute to sustainable tourism development through partnerships with public and private institutions. However, during the implementation phase, the implementing partner Ministry of Culture and Tourism, the donor Anadolu EFES and UNDP jointly decided to announce a call for grant applications to support 3 additional sustainable tourism destinations for 2020/2021 implementation. Project Steering Committee Meeting was organized in July 2020 and revisions made as a response to Covid-19 were shared with the Committee. It has been agreed by the Steering Committee to make necessary changes in the Annual Work Plan of the Project. Therefore, the revisions were made in 2020-2021 AWP.

V. Resources

The allocated financial source for the project has been distributed into three tranches, monitored monthly and re-visited annually between activities through AWP's for resource efficiency purposes. Project had monitoring mechanisms in place and in-house team to ensure day to day hand on and timely implementation. Other resources, i.e. expert inputs, tools were used on need basis for efficient use of resources. Project costs were monitored by the project team on a monthly basis, UNDP's procurement processes were followed on a best value and high-quality principle, yet prioritizing experience and evidence especially in-service procurement. The first tranche of the three grant projects (out of three) namely; "A Journey of Linen", "Home of Aromatic Plants in Koycegiz" and "Kars Cheese Route" were directly spent for empowering women and generating income through sustainable tourism activities (total budget of 180,000 TL) Briefly find below budget breakdowns for the reporting year of 2020.

Project Id : 00071721 Future Lies in Tourism Support		Period :		Jan-Dec (2020)	
Output # : 00085037 Future Lies in Tourism Support		Impl. Partner :		03127 Ministry of Culture and Tour	
		Location :		UNDP-TURKEY	
	Govt Exp	UNDP Exp	UN Agencies Exp	Total Exp	
Dept: 57810 (Turkey - Finance)					
Fund : 30000 (Programme Cost Sharing)					
71305 - Local Consult.-Sht Term-Tech	0.00	561.59	0.00	561.59	
71360 - Local Consult-Security	0.00	23.00	0.00	23.00	
71405 - Service Contracts-Individuals	0.00	49,562.00	0.00	49,562.00	
71410 - MAIP Premium SC	0.00	21.60	0.00	21.60	
71415 - Contribution to Security SC	0.00	1,729.07	0.00	1,729.07	
71605 - Travel Tickets-International	0.00	455.95	0.00	455.95	
71615 - Daily Subsistence Allow-Intl	0.00	1,664.04	0.00	1,664.04	
71635 - Travel - Other	0.00	1,907.34	0.00	1,907.34	
72415 - Courier Charges	0.00	558.19	0.00	558.19	
72425 - Mobile Telephone Charges	0.00	123.01	0.00	123.01	
72605 - Grants to Instit & other Benef	0.00	25,836.09	0.00	25,836.09	
74596 - Services to projects -GOE	0.00	2,065.50	0.00	2,065.50	
75105 - Facilities & Admin - Implement	0.00	6,888.59	0.00	6,888.59	
75705 - Learning costs	0.00	1,599.90	0.00	1,599.90	
76125 - Realized Loss	0.00	0.48	0.00	0.48	
76135 - Realized Gain	0.00	- 0.86	0.00	- 0.86	
Total for Fund 30000	0.00	92,995.49	0.00	92,995.49	
Total for Dept : 57810	0.00	92,995.49	0.00	92,995.49	
Total for Output : 00085037	0.00	92,995.49	0.00	92,995.49	
Project Total :	0.00	92,995.49	0.00	92,995.49	

Note: The detailed financial statement (CDR for 2020 implementation) shall be submitted separately.

Report Submitted By:

Name/Surname: Aslı Çakın Dağlı

Title: Project Manager

Date: 16/04/2021

Signature:

Asli Cakin