Brief introduction and results achieved

The activities from July to September 2016 focused on **following up of the Training of Trainers (ToTs)** in Nairobi and Eldoret, **supporting trainers in their implementation activities**, and **preparing for the Collaborative Innovation Workshop**.

Major milestones and deliverables over this period include:

- Finalizing customization of the CBT workbook
- Finalizing the ToT video
- Maintaining an active exchange of information with the trained CBT practitioners and trainers, and supporting the replication of the trainings
- Preparing supporting activities for development of regional training centers in 2 counties.
- Preparing for the upcoming Collaborative Innovation Workshop
- Dissemination via social media channels.
Results already achieved to date

SCP changes at MSME level
• 19 CBTOs and 11 TOs are capacitated on customer-oriented CBT product innovation and partnership
• 4 TOs has identified CBTOs to partner with for joint product improvement and marketing, enriching current product profile with products that with potentially better sustainability impact on the community and the environment
• 2 counties have engaged CBTOs and TOs to enhance their capacity on sustainable product innovation and partnership, aiming at strengthening sustainable tourism for development
• 19 CBTOs and 11 TOs have started developing business plan incorporating SCP principle during the ToTs

Tools developed
• Finalized CBT workbook with good practices for trainers to guide CBT practitioners

Level of use
• 33 lecturers and 21 county representatives are committed to deliver replication trainings within 2 years from June 2016.
• 2 university trainers (Pwani University and Utalii College), replicated the training to over 120 tourism practitioners (mainly students)
• 7 trainers has engaged CBT practitioners and plan to replicate the training by end of November
• 4 counties (Siaya, Taita Taveta, Vihiga, and Kajiado) are preparing for mini CIW to apply the workbook for guiding the CBT innovation by end of November
Crosscutting issues

• **Water efficiency and energy efficiency, waste management and community development** are integrated principles in the CBT workbook to guide idea generation on CBT innovation, aiming at enhancing CBT practitioners’ understanding on SCP practices and their added value to the business.

• **Eco-innovation:**
  - 30 CBT practitioners are guided by the CBT workbook to develop product and business ideas on CBT to address sustainable demands of future tourists.
  - 4 TOs are match-made with the 6 CBTOs to enrich their mainstream tourism product portfolio with more sustainable products that benefit the local communities.

• **Gender and youth:**
  - SUS-TOUR included 5 women groups in the ToTs and prioritized women groups for the further capacity building opportunities.
  - SUS-TOUR support package (including the video sharing good practices and CBT success factors) has raised the audience awareness on women empowerment in CBT.
  - SUS-TOUR included young trainers and CBT practitioners in the ToTs.
Challenges and how they have been addressed

**Mobilizing the trained trainers to replicate the training**

Challenge: Many trained trainers have shown high commitment to the further replication training. Over 30% of the responding trainers reported the challenge for facilitation – lack of links and support from the county, financial barrier, lack of confidence from the CBT practitioners

Solution:
- Fostering matchmaking between the committed trainers, including teaming up the local experts with the university trainers to enhance the attractiveness of the joint training for the CBT practitioners
- Prototyping with online help desk and field visits to engage the committed trainers to guide CBT practitioners with the CBT support package
- Plan to share the good practices of the trainers that managed to replicate

**Enhance MSMEs’ engagement in actual product innovation and partnership following the ToTs**

Challenge: many CBTOs are interested in operationalizing ToT learning to start improving their actual products and marketing strategy. They face the challenge of getting further guidance on actual idealization and implementation, as well as matchmaking with interested TOs to enhance business principles

Solution:
- Develop the CBTO profile and sharing it with the TOs to foster initial matchmaking
- Engaging selected CBTOs and TOs in the mini CIW in Siaya and Kajiado and/or collaborative innovation guidance on sites
Visibility actions

All partners contributed to enhancing the visibility of the project activities during the quarter:

- EK distributed approximately 100 project flyers and 20 project stickers during the MKTE function. Project Banner was displayed during MKTE Exhibition and Eco Warrior Award.
- CSCP sent the newsletter containing SUS-TOUR ToTs to 2848 recipients.
- 8 email updates to 92 participating members ToTs, CBTOs, TOs and County Chiefs.
- Website update with videos of the trainings and presentations.
- Social Media Coverage through Twitter and Facebook each with postings read by 240 people.
- WhatsApp channel reached to 87 at each of the 10 postings.
Changes that have occurred in the work plan

Organizing 2 additional mini CIWs in counties

As the trained trainers and participating counties are passionate about replicating the trainings to benefit further CBT practitioners in the counties, SUS-TOUR offers support to the county of Siaya and county of Kajiado to organize mini CIW in November 2016. Partners will

• Support the interested trainers to plan for the training, including involving TOs and university trainers to the training in Siaya as requested by the county officer
• Invite 2 to 4 CBTOs in SUS-TOUR MSME list to join the training organized by the county, to explore innovation potential of their actual products

Objective of the mini CIW

• To demonstrate how the trained trainers can apply the CBT support packages with CBT practitioner to engage TOs and CBTOs in collaborative development of marketable innovation, marketing strategies and constructive partnership.
• To enhance the matchmaking and joint idea development between CBTOs and TOs on product development, marketing and partnership, based on their actual products and guidance from trainers with the CBT workbook

Expected outcome: TOs and CBTOs can generate ideas on product innovation, marketing strategy and partnership potentials, as trainers will use the CBT workbook to guide them to discuss how to improve their actual products and marketing strategies to better meet tourists' demand
Plans for next quarter October to December 2016

Highlight
- Mini CIW and/or collaborative innovation guidance on sites from end of October to November 2016
- Collaborative innovation workshop preparation
- Project management meeting in November 2016
- MSPB meeting in November 2016
- Establishing Go-CBT marketing subcommittee and starting
  - Analyzing market access and tailor marketing messages accordingly
  - Developing CBT guide book, integrating CoC for tourists
  - Prototyping simplified online booking system
  - Establishing international marketing linkages
- Starting preparation of the policy package by engaging MSPB members in the discussion of enabling framework
Progress report
WP2: CBT Support Package Dissemination
Customize training workbooks based on feedback

Summary
Partners coordinated the ToTs to provide feedback to the workbook, which is integrated by the CSCP to finalize the workbook to improve its applicability by further trainers and practitioners.

Highlights
The feedback from participants included comments on:

• Background information about SWITCH Africa Green and SUS-TOUR objectives
• Request for a glossary

Outcome
The workbook is finalized and designed, incorporating the feedback from the ToT participants.
Mobilize the trained trainers to apply the learning to support CBT practitioners

**Summary**
EK and FECTO has maintained exchanges with the trained trainers with online platform and emails, mobilizing the trainers to replicate the CBT training and benefit further CBT practitioners

**Highlights**
The feedback from the trained trainers is listed on the next page

**Outcome**
3 trainers have reported replicating the training to CBT practitioners. They include Meru County, Pwani University and Utalii College (The last two replicated training in their institutions/schools)

9 more trainers have committed to deliver the replication training before CIW
Mobilize the trained trainers to apply the learning to support CBT practitioners

Highlights of the feedback

• However we have been having a problem with finances since counties had not received money from national treasury until late last week. So far we have identified the CBTEs in every sub-county we have not identified tour operators because they are not very active in Siaya.
• The biggest challenge that I faced was facilitation of the training. The participants expected to be paid at least transport expense. It was also hard to convince the participants to stay for the three days away from their day to day operations and yet as stated earlier I was not going to pay plus if that was to happen then they expected to be fed (basically the process was going to be expensive if I was to involve local from the community).
• ... However, because of how NGO’s working in these areas have cultured these people into 'transport reimbursement' whenever they are called for a training/workshop, it somehow became difficult for me to mount it.

Learning and solution:
• Trainers should emphasize that the objective of SUS-TOUR is to make communities financially independent of external donors.
• Most trainers face the challenge of finance as participants expect reimbursement.
• Some trainers managed to replicate the training, who has maintained active exchange with the counties, demonstrated the added value to the CBT practitioners, and starting with organizations locally

SUS-TOUR aims at
• Building sustaining capacity building mechanism that mobilizes participation due to demonstrated added value instead of reimbursement
• SUS-TOUR will foster learning exchange among the trainers at CIW to spread the good practices
• SUS-TOUR will facilitate matchmaking between the trainers and county officers to enhance outreach
Mobilize the trained trainers to apply the learning to support CBT practitioners

Mini CIW preparation

**Outcome**
The County Officials and University Trainers were willing to replicate the training from the ToTs

They mentioned facilitation as the major obstacle to the training. Counties and institutions mention that their budgets and procedures make it difficult to acquire funds for CBTO training

This is the rationale for the project partners to undertake a mini CIW

During a meeting with Chelaba Women Group to identify their training needs
Collaborative innovation workshop participation

Summary
Partners have prepared the concept and agenda of the CIW, and is actively engaging stakeholders for enhancing the impact of the upcoming event.

Highlights
- CSCP has drafted the agenda of CIW
- CSCP is developing the marketing guideline as one additional capacity building session at the CIW
- CSCP reached to EPS on potential cooperation – aligning the CIW as part of the EPS conference
- CSCP linked with GIZ to discuss cooperation for SUS-TOUR 2.0 and engagement in CIW
- EK developed the potential participants list of the CIS
Thank You

Join us

SUSTOUR-Kenya

Community Based Tourism Kenya

Website: [www.sustourkenya.org](http://www.sustourkenya.org)

Email: info@sustourkenya.org