
IWTR9S2\1013

Furs For Life – Preserving Culture, Protecting Nature

Panthera forms deep, integrative partnerships with communities who utilise wild cat skins as traditional regalia. Together, we facilitate the transition from authentic to synthetic wild cat skin garments (known as Heritage Furs) used in culturo-religious ceremonies. Thus far, we have formed successful partnerships with the Shembe Church and Lozi communities. We propose to develop women-led tailoring enterprises at key sites across both communities to trial the use of a profitable business model to simultaneously reduce poverty and illegal wildlife trade.

PRIMARY APPLICANT DETAILS

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Furs For Life – Preserving Culture, Protecting Nature

Section 1 - Contact Details

PRIMARY APPLICANT DETAILS

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GMS ORGANISATION

Type	Organisation
Name	Panthera
Phone (Work)	[REDACTED]
Email (Work)	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED]

Section 2 - Objectives, Species & Summary

Q3. Title:

Furs For Life – Preserving Culture, Protecting Nature

What was your Stage 1 reference number? e.g. IWTR9S1\1001

IWTR9S1/1066

Q4. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply. Note that projects supporting more than one will not achieve a higher score.

- Reducing demand for IWT products
- Developing sustainable livelihoods to benefit people directly affected by IWT

Q5. Species project is focusing on

Where there are more than four species that will benefit from the project's work, please add more boxes using the selection option below.

Panthera pardus (leopard)

Leptailurus serval (serval)

Panthera leo (lion)

No Response

Do you require more fields?

No

Q6. Summary

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on the website.

Please write this summary for a non-technical audience.

Panthera forms deep, integrative partnerships with communities who utilise wild cat skins as traditional regalia. Together, we facilitate the transition from authentic to synthetic wild cat skin garments (known as Heritage Furs) used in culturo-religious ceremonies. Thus far, we have formed successful partnerships with the Shembe Church and Lozi communities. We propose to develop women-led tailoring enterprises at key sites across both communities to trial the use of a profitable business model to simultaneously reduce poverty and illegal wildlife trade.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

Which eligible host country(ies) will your project be working in? Where there are more than four countries that your project will be working in, please add more boxes using the selection option below.

Country 1 South Africa

Country 2 Zambia

Country 3 No Response

Country 4 No Response

Do you require more fields?

No

Q8. Project dates

Start date:

01 April 2023

End date:

31 March 2026

Duration (e.g. 2 years, 3 months):

3 years

Q9. Budget summary

Year:	2023/24	2024/25	2025/26	Total request
Amount:	£288,494.00	£187,347.00	£124,157.00	£599,998.00

Q10. Proportion of IWT Challenge Fund budget expected to be expended in eligible countries: %



Q11a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

[Redacted]

Q11b. Total confirmed & unconfirmed matched funding (£)

[Redacted]

Q11c. If you have a significant amount of unconfirmed matched funding, please clarify how you fund the project if you don't manage to secure this?

N/A

Section 4 - Problem statement & Gap in existing approaches

Q12. Project stage

With reference to the application guidance, please select the relevant project stage.

Main

Q13. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of illegal wildlife trade and its relationship with poverty. Please describe the level of threat to the species concerned. Please also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to reduce poverty.

Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document).

The use of leopard skins in traditional ceremonies is one of the greatest threats to the species in southern Africa (Stein et al., 2019) and presents a substantial threat to lions and serval. There are an estimated 1,688 to 6,979 leopards in South Africa (Swanepoel et al., 2011) and recent surveys in the Kavango-Zambezi Transfrontier Conservation Area (KAZA) revealed lower-than-expected population densities (Panthera unpublished data).

Male members of the Nazareth Baptist "Shembe" Church eBuhleni (NBCE) in South Africa wear leopard skin Amambatha during ceremonies. With an estimated 15,000 Amambatha currently in circulation, this equates to a demand for 800 new skins annually (Whittington-Jones et al., 2020). Although a UMI country, there are significant disparities between upper and low income classes in South Africa (World Bank Group, 2020) with unemployment and poverty within the Shembe community notably high (Naude et al., 2020; Statistics South Africa, 2011 and 2021). One Amambatha costs up to £600 – a significant cost for many Shembe members (Panthera unpublished data).

The Lozi in Zambia wear leopard and serval skin Lipatelo skirts and lion mane headpieces principally during the annual Kuomboka and Kufuluhela ceremonies hosted by the Barotse Royal Establishment (BRE). An estimated 200 paddlers participate in the events, but surveys revealed that many more Lozi men acquire a Lipatelo (costing up to £20) in the hope of being selected to paddle, equating to hundreds of wild cats being harvested annually. Lozi men purchase skins from poachers/traders or hunt for the animals themselves. As 82% of individuals living in Western Province, Zambia live below the poverty line of £9 per month, this represents a significant cost to Lozi households (Central Statistical Office of Zambia, 2017).

South Africa has an estimated leopard population of approximately 4,500 leopards, and it is unlikely that demand from the Shembe in particular can be met through leopards poached in South Africa alone. This is supported by anecdotal reports from Shembe traders, which points to a well-established transnational trade. Although some targeted carnivore poaching has been recorded in South Africa and Zambia (Panthera unpublished data) leopard poaching is largely thought to be opportunistic or incidental through

snares set for bushmeat. In South Africa illicit leopard skin products are openly sold in urban markets and at large Shembe gatherings. Due to the cultural and political sensitivity of the issue, national laws in South Africa are rarely enforced. Conversely, the trade in skins involving the Lozi is less lucrative but more clandestine.

Leopards remain widely distributed throughout southern Africa, although many populations are under significant pressure (Rogan et al 2022). This makes it difficult to identify key sites at which to target leopard-specific anti-poaching interventions, and thus a demand-reduction approach is likely to be more appropriate and effective. Our approach reduces demand for authentic skins through targeted behaviour change campaigns (in consultation with leaders in behaviour change science) while simultaneously reducing poverty. We propose developing women-led tailoring operations to produce and sell traditional garments as an alternative to the trade in illicit wild cat skins.

Q14. Gap in existing approaches

What gap does your project fill in existing approaches? Evidence projects should describe how the improved evidence base will be used to design an intervention and the gap the intervention will fill. Extra projects should also provide evidence of the intervention's success at a smaller scale.

Currently, we are not aware of any other project in Africa that specifically focuses on reducing local demand for wild cat skin products through the provision of high-quality synthetic alternatives. Very little is known about the use of wild cat skins across Africa. Panthera recently coordinated an Africa-wide review of all existing literature and available evidence of the demand for wild cat skins finding that it is almost completely neglected as a conservation and cultural preservation issue.

There are, however, a variety of behaviour change projects globally that inform our project strategy and design. A consistent theme across all behaviour change projects is the need to promote an inclusive new behaviour instead of shaming a current behaviour (Williamson et al. 2020). Our project does just this by focusing on the use of synthetic Heritage Furs instead of shaming or prosecuting the use of authentic wild cat skins.

Section 5 - Objectives & Commitments

Q15. Which national and international objectives and commitments does this project contribute towards?

Consider national plans such as NBSAPs and commitments such as London Conference Declarations and the Kasane and Hanoi Statements. Please provide the number(s) of the relevant commitments and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

This project directly corresponds to Zambia's second National Biodiversity Strategy and Action Plan (NBSAP-2) goals A, B, and E. Reducing demand for IWT products through community enterprise partnerships reduces an underlying cause of biodiversity loss, reduces poaching, and capacitates the Lozi community to better contribute towards conservation.

The project similarly contributes to South Africa's National Data Sharing and Accessibility Policy (NDSAP) target 4 by mobilising the Shembe community to adopt practices that sustain the long-term benefits of biodiversity through reduced *P. pardus* poaching.

The project will also contribute to the United Nations Sustainable Development Goals (SDG) 1, 5, and 15 by reducing poverty and promoting gender equality among the Lozi and Shembe communities through the formation and business training of women's groups to tailor Heritage Furs that disrupt the illegal wild cat product market and reduce poaching.

The project aligns with the African Unions Agenda 2063 Aspiration 1, Goal 7; Aspiration 5; and Aspiration 6, Goal 17. The traditional garment tailoring enterprises promote inclusive green growth, preserve the cultural heritage of our community partners, and improve gender equality.

Lastly, the project contributes to the Gaborone declaration by ensuring that sustainable economic growth is at the heart of our community owned business model and the Kasane statement by eradicating the market for illegal wildlife products (Action A) and providing sustainable livelihoods and economic development (Action D).

Section 6 - Method, Change Expected, Gender & Exit Strategy

Q16. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- How have you reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project?
- The need for this work and a justification of your proposed approach.
- How you will undertake the work (materials and methods).
- How you will manage the work (roles and responsibilities, project management tools, risks etc.).

This project sits at the interface between business and biodiversity. Previous iterations of Furs For Life involved the sale of garments by the Shembe Church to their members for profit after purchasing garments from Panthera at cost price. While this approach was successful (Naude et al., 2020), it failed to empower the Shembe community to manage the project themselves, in that it did not equip them with the necessary tailoring capacity and business acumen. The next phase of the project will do just that. It will include the capacitation of local communities, as requested by the BRE and Shembe, specifically focusing on women to independently run tailoring and business operations. We will leverage existing relationships with culturo-religious leaders, Community Resource Boards and Village Action Groups to select women to be involved in the project.

In Zambia the Heritage Furs are stored centrally by the BRE, distributed ahead of traditional events and reclaimed afterwards to help ensure the sustainability of the project. Producing Lozi Heritage Furs (which require double the material of Heritage Amambatha) is typically more expensive than the cost of Lozi acquiring authentic skins. We therefore propose implementing a different model to that established with the Shembe. We will capacitate the Lozi community to produce Heritage Furs for the BRE and individual purchasers as required but will also provide them with the necessary tailoring and business management skills to produce and repair an array of other products including traditional garments (e.g., Msisi dresses). Through this program we aim to provide training, tailoring equipment and materials to individual women or small groups and facilitate access to cooperative retail spaces in Mongu and Livingstone. While this program is women-focused we will also use it as an opportunity to explore alternative livelihood options for male Lozi from communities involved in the illegal trade in wild cat products, including hunters previously interviewed during our community sensitisation work.

Previous projects in the business of biodiversity space often fail due to a limited understanding of how cultural dynamics influence market forces. Furs For Life will overcome this challenge by transitioning responsibility for the initiatives to the communities themselves. Panthera will play a largely supporting role to assist communities in their journey of conservation and cultural preservation through the transition from authentic to synthetic wild cat skin garments, while economically empowering women to produce a range of garments that will be sold to local and regional markets. This will provide an alternative source of income to vulnerable communities reliant on the illegal trade in wildlife. We engaged an expert consultant to draft a business plan for the Shembe tailoring enterprise, which was shared with the Church for comment and feedback prior to finalisation. We will similarly engage the services of a consultant to develop a business plan for the Lozi, working closely with a number of stakeholders during the information gathering and feedback stages, in order to maximise revenue generating opportunities.

A collaboration with RARE and the NBCE (in 2020) highlighted previous shortcomings in our awareness raising approaches which focused predominantly on conservation messaging. It was evident that alternative messaging would be more effective at engendering change and increasing the desirability and uptake of synthetic Heritage Furs. These lessons have been incorporated in the Shembe behaviour change campaign that we are launching in early 2023 using the tagline "Practice your faith with pride". These lessons will inform campaign design in Zambia and ongoing campaign delivery in South Africa.

Experts from Rare will be contracted to deliver a customised version of their Campaigning for Conservation workshop. The program will commence with a two-day virtual workshop that will guide representatives of Panthera, the BRE and Lozi community through the development of a survey that will be used to collect data to inform the campaign developed in Zambia. This will be followed by two months of data gathering conducted among the Lozi community and BRE by Panthera's Saving Spots community engagement team. After completion, Rare will deliver an in-person workshop focusing on developing and implementing an evidence-based campaign. Additionally, Rare will also assist in developing the M&E framework for the campaign. Following the conclusion of Rare's involvement, all campaign materials (including promotional videos, radio segments, billboards, children's books and print adverts) will be developed by a media/ PR firm in collaboration with Panthera and project partners. This is the approach we have followed with the Shembe behaviour change campaign. Panthera will be responsible for evaluating the impact of the campaigns using the aforementioned M&E framework.

Q17. Capability and Capacity

How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels, please provide details of what form this will take and the post-project value to the country.

We will capacitate a minimum of 50 women from local communities, focusing on Zambia. This will start with basic sewing training, providing sewing machines and equipment (manual machines for where there is no electricity), and will build up to the more advanced use of industrial overlocker and walking foot machines needed to tailor pile fabric. Pile fabric sewing is considered to be very complex and technical. In addition, select women (minimum of five) will participate in business management and administration training. This will involve capacitation on operations, stock and supply chain management, marketing, financial accounting, leadership and strategy. This will equip and empower the women to not only tailor garments but also run small retail enterprises. In time the individuals trained and capacitated through this initiative will be well-positioned to pass on those skills to other members of the community, including their daughters, thereby extending the legacy of this initiative beyond the lifespan of the project.

Although South Africa is classified as an upper middle income country, 68% of adults in KwaZulu Natal, South Africa are classified as impoverished, earning below £60 per month (Statistics South Africa, 2021) and 82% of individuals living in Western Province, Zambia live below the poverty line of £9 per month

(Central Statistical Office of Zambia, 2017). Individuals participating in the project will be from impoverished backgrounds with limited opportunities for revenue generation. Funds raised through this initiative, although likely modest, will potentially be significant at the household level.

At a community level, we will capacitate the BRE and Shembe Church to restore the majesty and beauty of their cultural gatherings thus simultaneously preserving their cultural and natural heritage for future generations. Conserving charismatic wildlife represents a boost to the tourism industry which is a significant revenue generator and source of employment in both countries.

Q18. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your understanding of gender equality within the context your project, and how is it reflected in your plans.

Both the Shembe Church and the Lozi community are traditionally patriarchal. However, women play a prominent role in Lozi culture: the community was established in the Barotse Flood Plains by a woman, and continues to be led by two Queens subordinate to the Litunga (Lozi King). Our approach has led to women tailoring the majority of Heritage Furs and directly targets gender inequality by promoting economic empowerment and independence of participating women. All participating women will be capacitated and supported to manage and run micro enterprises. Over time, these women will in turn serve other women in their communities by acting as examples and points of support.

There is limited knowledge on the role of women in the illicit wild cat product supply chain and the extent of their decision-making and influence on it. In Shembe and Lozi communities, wild cat skins are worn predominantly by men with a few exceptions. For example, Zulu brides may wear a leopard skin on their wedding day and that tradition is maintained by the Shembe. In addition to empowering women through business, we will focus on developing a deeper understanding of the role women play in the illegal wildlife trade. We seek to understand the involvement of women in tailoring, transporting (including transnationally) and selling of skins. Similarly, we seek to understand the role women play in influencing the involvement of male relatives in the illicit wild cat product supply chain and if they influence selection of which men are allowed to wear skins. We understand that the two Lozi Queens select their own male paddlers at each ceremony, but we do not adequately understand the influence Shembe women have. This information, gathered through our surveys, will allow us to hone future interventions using a gendered lens.

Q19. Change expected

Detail the expected changes to both illegal wildlife trade and poverty reduction this work will deliver. You should identify what will change and who will benefit, considering both people and species of focus a) in the short-term (i.e. during the life of the project) and b) in the long-term (after the project has ended).

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used. Demand reduction projects should demonstrate their indirect links to poverty reduction.

A key change expected from this project is the disruption of the current market for wild cat skins among

the Shembe and Lozi communities. In particular we anticipate further reducing demand within the Shembe and Lozi communities and translating that into reduced purchase or acquisition of authentic wild cat skins. Reduced demand will occur in the short-term and will be maintained in the long-term through the long lifespan of the Heritage Fur garments (up to 8 years). The use of Heritage Furs by members of the Shembe Church at major gatherings increased from 10% to over 50% between 2013 and 2016 (Balme, 2016), and has since been maintained at that level. Through this project we aim to increase Heritage Fur use at major gatherings to 60%. While a seemingly modest increase, this is a sizeable achievement over and above what has been status quo for several years. Heritage Furs were used by the Lozi during a Kuomboka ceremony for the first time in April 2022. An estimated 61-76% percentage of paddlers were wearing the Heritage Furs exclusively and we anticipate that increasing to over 90% through the lifetime of this project. Encouragingly, over 80% of Lozi paddlers interviewed (n=166) about the project had a positive opinion of the Heritage Furs and 67% no longer wanted to acquire an authentic skin (Panthera unpublished report 2022).

At a species level, it is unlikely that increases of wild cats will occur at the population level within the lifetime of this project. In the short-term, the reduced demand for wild cat skins is expected to alleviate the pressure exerted by targeted and opportunistic harvesting and associated national and transnational trade in illicit products for use in ceremonial regalia. In the long-term, we expect to see key regional source populations in South Africa and KAZA stabilise or increase with the continued expansion and replication of this project. Panthera has established monitoring programs to track population changes in big cat species in both South Africa and Zambia. Ultimately a key long-term outcome of this project is to achieve a stabilisation or increase in wild cat populations through a reduction in hunting pressure, and Panthera are well-placed to monitor these changes over the duration of the project and beyond.

At an economic level we expect to see a short-term increase in income and alternative livelihoods for all women participants involved in the tailoring enterprises. This will be maintained over the long-term by their increased business acumen and tailoring capacity. The purchase and use of Heritage Furs will primarily benefit up to 3,200 male members of both communities by helping them avoid the risk of prosecution associated with the illegal trade and saving them money in the purchase of traditional garments. This may have a household-level benefit by allowing reallocation of money reserved for the purchase of wild cat skins to other items. Prosecution leading to incarceration or severe financial penalties may have a significant impact at the household level.

Q20. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

The creation of local, tailoring enterprises is expected to reduce demand for and acquisition of authentic wild cat skins among the Shembe and Lozi communities, by facilitating sustained access to viable alternatives to illicit skins. The enterprises will also provide alternative livelihoods and income streams for participating women.

Simultaneously, behaviour change campaigns in Zambia and South Africa will reduce demand for wild cat skins within the Shembe, Lozi and potentially other communities, while driving demand for Heritage Furs. Heritage Furs, endorsed by the leadership and promoted as a culturally sensitive and preferred alternative, will allow communities to practice their customs with pride and without risk of prosecution associated with illicit products. This will contribute to a reduction in the poaching and sale of wild cat skins in both South Africa and Zambia and associated transnational trade. The impact of the behaviour change campaigns will be monitored through questionnaires, after sales calls, media traffic and skin usage at major events. The impact on wild cat populations will be monitored through camera trap and sign surveys

of key sites in southern Africa.

Income streams and improved livelihoods directly resulting from this initiative will be monitored and assessed through pre- and post-household surveys.

Q21. Exit Strategy


How the project will reach a sustainable point and continue to deliver benefits post-funding? Will the activities require funding and support from other sources, or will they be mainstreamed in to “business as usual”? How will the required knowledge and skills remain available to sustain the benefits? How will your approach, if proven, be scaled?


The post project sustainability is dependent on successfully reducing demand for authentic wild cat skins and increasing desirability of Heritage Furs through the behaviour change campaigns coupled with the creation of women-led, tailoring enterprises that supply those garments and other traditional wares. By directly involving the leaders of the Lozi and Shembe communities in all decision making, we will continue to foster high level support for these initiatives which is critical to their ongoing success. Additionally, we will also capacitate the leaders throughout the project lifecycle to support the tailoring enterprises independently and indefinitely. Similarly, by empowering and capacitating the female tailors to be business managers/ owners, we will ensure they are fully capable of ensuring the longevity of the businesses beyond the lifespan of the project. Moreover, the tailoring equipment we will supply to the enterprises will be high quality and survive beyond the lifetime of the project.


It is possible, and potentially likely, that the tailoring enterprises will not be independently profitable within three years. As with any small to medium business start-ups, reaching economies of scale takes time. It is also possible that covering all associated costs of fabric procurement, importation, customs taxes, land rental, and wages from garment sales and repair income alone is not profitable in the medium-term. In this case, Panthera will continue to subsidise fabric purchases and importation costs (a relatively small annual cost) through ongoing fundraising efforts in perpetuity.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

 [Attachment References](#)

 16/12/2022

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Section 7 - Risk Management

Q22. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the [Risk Guidance](#). This should include at least one Fiduciary, one Safeguarding Risk, and one Delivery Chain Risk.

Projects should also draft their initial risk register, using the [Risk Assessment template](#), and be prepared to submit this when requested if you are recommended for funding. Do not attach this to your application.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary</p> <p>Ordinary administrative delays in international transfers between Panthera offices in New York, South Africa, and Zambia causing short-term cash flow issues.</p>	Moderate	Unlikely	Moderate	Panthera proposes to manage all project funds at the local/regional level through the hiring of a grant administrator who will work closely with our head office accountants and Southern African finance team, minimizing delays in internal cash flow.	Minor
<p>Safeguarding</p> <p>Risk of adverse reactions from known or unknown poachers and other community members in the course of our community engagement surveys.</p>	Minor	Possible	Moderate	Panthera has strict SoPs for community engagement and is currently developing a Human Rights policy with assistance from Global Rights Compliance. Prior to meetings, field officers share locations, participant names, and expected meeting end time. They send a message upon departure. Field staff have Garmin InReach devices for emergencies.	Minor
<p>Delivery Chain</p> <p>Risk of Covid and other global supply chain disruptions (for example, the Ukraine invasion) delaying the procurement of fabric from suppliers in China.</p>	Major	Possible	Major	To mitigate this risk, Panthera will place all fabric orders at the start of the project so that any delays are minimised. It is much safer to pre-order and store a large stock of fabric rather than ordering fabric in smaller regular increments.	Mnor

Risk 4	Break down of relations between Panthera and the Shembe Church or Barotse Royal Establishment (Lozi community leadership).	Major	Rare	Moderate	Panthera endeavours to always engage our community partners with respect and trust. Our partnerships come from a deep understanding and appreciation of the need to protect and preserve their cultural practices for the sake of the world's heritage. This allows us to form and build upon trust-based partnerships.	Minor
Risk 5	Delay in payments to Panthera from other donors leading to cash flow issues and ultimately delays in project implementation.	Insignificant	Possible	Minor	Panthera is a global network which has a balanced ratio between restricted and unrestricted funding. Panthera has a dedicated team managing donor relationships and following up on donor commitments to avoid/reduce referenced delays. Additionally, all finances will be managed from Panthera's Southern Africa hub, limiting the potential for delays.	Minor
Risk 6	When meeting with ordinary community members who disagree with the use of synthetic Heritage Furs, field officers may encounter dangerous situations.	Insignificant	Unlikely	Minor	Panthera has strict SoPs for community engagement. Prior to meetings, field officers share locations, participant names, and expected meeting end time. They send a message upon departure. Field staff have Garmin In Reach devices for emergency calls. These discussions take place nearby to other Panthera staff.	Minor





Section 8 - Implementation Timetable

Q23. Provide a project implementation timetable that shows the key milestones in project activities

Provide a project implementation timetable that shows the key milestones in project activities. Complete the Word template as appropriate to describe the intended workplan for your project.

[Implementation Timetable Template](#)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

 [Q21 Project Implementation Timetable](#)
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Section 9 - Monitoring and Evaluation

Q24. Monitoring and evaluation (M&E)

Describe how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

IWT Challenge Fund projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance Guidance](#)).

M&E will be fully integrated into the daily activities of our projects. The Shembe and Lozi community officers will be tasked with conducting regular surveys with their respective communities. This will continuously monitor peoples' perceptions and acquisition of wild cat products throughout the project. This will be done by using economic valuation methods such as willingness to pay to understand how people's perceptions may change over time, including pre- and post-intervention. Similarly, the surveys will generate regular feedback on how to improve our Heritage Furs and better manage the project to reach as large an audience as possible. These officers will also monitor the number of Heritage Furs relative to the number of authentic wild cat skins in use at relevant major traditional gatherings. This will be the strongest indicator of the success or failure of our project.



The success or failure of the tailoring enterprises will be monitored through quarterly financial and technical reports created by the women groups that track garment production, sales, and fabric stocks. Meeting our sales targets will be considered a success.

Our respective community officers will also conduct regular household income surveys to determine the amount and number of income streams annually for each woman engaged and trained in the tailoring enterprises. These will be broad surveys that include information on who the household breadwinner is

and how the funds are spent and managed and by whom.

Rare will play a key role in assisting us with developing a robust M&E framework for measuring the impact of the behaviour change campaigns. This will include measurements of the number of people reached and self-reported change in demand for authentic wild cat skins. All media produced and distributed for the campaigns will include an estimate of the number of people reached. Our website and WhatsApp bot will provide data on engagement with members of the respective communities. Our community surveys will similarly ask which, if any, campaign material respondents have seen and remembered as well as if any peer-to-peer communication has occurred as a result of the campaign to gauge the social influence of purchasing Heritage Furs. Importantly, Panthera will also continue to monitor Heritage Fur versus authentic skin use at major Shembe and Lozi gatherings. Due to the overt nature of the trade in skins at Shembe gatherings, our community engagement teams will also engage with traders to assess the impact of this initiative. This will result in a total of four monitoring events; two events per community per year.

Separate to this grant, Panthera also conducts ongoing camera trap surveys at key sites across KAZA and South Africa to monitor leopard populations (annual budget ~USD 195,000, not included in this grant application), as well as dedicated lion monitoring in Zambia. That data is used to determine the impact of all Panthera projects at a species population level. We are currently investigating the suitability of using the data captured by these camera trap grids to assess the density of L. serval at the same sites.

Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs)	
Percentage of total project budget set aside for M&E (%)	
Number of days planned for M&E	300

Section 10 - Logical Framework

Q25. Logical Framework


IWT Challenge Fund projects will be required to monitor and report against their progress towards their Outputs and Outcome. This section sets out the expected Outputs and Outcome of your project, how you expect to measure progress against these and how we can verify this.

- [Stage 2 Logframe Template](#)


Please complete your full logframe in the separate Word template and upload as a PDF using the file upload below – **please do not edit the template structure other than adding additional Outputs if needed as a logframe submitted in a different format may make your application ineligible.** Copy your Impact, Outcome and Output statements and your activities below - these should be the same as in your uploaded logframe.

Please upload your logframe as a PDF document.

 [Q23 Logical Framework \(logframe\)](#)

 16/12/2022

 20:44:00

 pdf 82.08 KB

Impact:

Leopard, serval, and lion populations at Panthera priority landscapes in southern Africa are stable or increasing within 10 years.

Outcome:

By mid-2025, demand for and acquisition of wild cat skin among the Shembe and Lozi reduced by 60% and 80%, respectively, compared to baselines, reducing poaching pressure on wild populations.

Project Outputs

Output 1:

Three women-led tailoring enterprises (2 Lozi and 1 Shembe) comprising 50 women trained in basic tailoring and business management and administration by the end of Q1 Year 2. Additional refresher/ specialist training will take place throughout the project lifetime. (Note, a female Shembe Coordinator/enterprise manager has already been employed by Panthera.)

Output 2:

Three suitable and safe tailoring/ retail facilities developed (2 Lozi, 1 Shembe) secured by the end of Year 2.

Output 3:

2,000 regular Amambatha, 400 luxury Amambatha, 400 Heritage Furs (Lipatelo and Mishukwe), and 1,000 other traditional garments, including Lozi Siziba and Msisi, and Shembe Snene, headbands and armbands produced and distributed by the end of the project.

Output 4:

Behaviour change campaign in Zambia and South Africa implemented by the end of Year 3 that promotes the use of synthetic Heritage Furs instead of authentic wild cat skins.

Output 5:

No Response

Do you require more Output fields?

It is advised to have fewer than 6 Outputs since this level of detail can be provided at the Activity level.

No

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

Activity 1.1: Identify and recruit Lozi and Shembe women to join tailoring groups in consultation with community partners as per pre-defined criteria.

Activity 1.2: Identify and solicit consultants to provide business administration and tailoring training for women groups.

Activity 1.3 Host relevant training.

Activity 1.4 - Identify and solicit consultant to develop enterprise business plan.

Activity 2.1: Identify suitable sites for tailoring/ retail facility development, selecting those most suitable in agreement with community partners.

Activity 2.2: Develop and/ or secure leases for tailoring/ retail sites, ensuring they meet minimum health and safety requirements.

Activity 2.3: Procure necessary sewing equipment and furniture for tailoring sites.

Activity 3.1: Acquire at least 1,000m of normal Amambatha pile fabric, 200m of luxury Amambatha pile fabric, 500m of Lipatelo and Mishukwe pile fabric, 2,000m of vinyl, suede and leather backing fabric, and 1,000m of other fabric for creation of other (traditional) garments.

Activity 3.2: Assist women tailors to sew and produce traditional garments independently.

Activity 3.3: Assist women tailors to sell garments and effectively manage their finances and stock.

Activity 4.1: Identify and solicit suitable media/ public relations organisation(s) to deliver the behaviour change campaigns in Zambia and South Africa.

Activity 4.2: Host behaviour change campaign design workshop in consultation with RARE.

Activity 4.3: Produce and distribute all relevant media content, including at least 2 promotional videos, 20 radio broadcast segments, 8 billboards, 2 children's books, and 4 print adverts.

Activity 4.4: Continuously monitor the number of people the campaigns have reached as well as number of people who prefer synthetic Heritage Furs over authentic wild cat skins as a result thereof.

Activity 4.5: Continuously monitor the use of authentic wild cat furs versus synthetic Heritage Furs at major Shembe and Lozi gatherings, and conduct regular ongoing surveys to gauge the change in demand among those communities.

Section 11 - Budget and Funding

Q26. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.





Note that there are different templates for projects requesting under £100,000 and over £100,000. Please refer to the [Finance Guidance](#) for more information.

- [Budget form for projects under £100k](#)
- [Budget form for projects over £100k](#)

Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.

N.B.: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

Please upload your completed IWT Challenge Fund Budget Form Excel spreadsheet using the field below.

 [Panthera Budget](#)
 16/12/2022
 20:44:42
 xlsx 90.11 KB

Q27. Funding

Q27a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

- Development of existing work

Please provide details:

This project builds on the ongoing work conducted by Panthera. The project received its first major donor, Cartier, through the Peace Parks Foundation (PPF) in 2015. This was a total of EUR 540,000 and formed the basis of Panthera's partnership with the Shembe Church. Both Cartier and PPF then agreed to an additional funding cycle of EUR 577,000 to replicate the project with the Lozi community in 2018. In 2022, Cartier provided direct funding to Panthera for this project, in the amount of EUR 1,000,000 over 5 years.

Q27b. Are you aware of any current or future plans for similar work to the proposed project?

- No

Q28. Capital items

If you plan to purchase capital items with IWT funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

We will purchase one utility vehicle in South Africa for project operations (including garment delivery) and M&E. Depending on operation requirements and subject to agreement with Defra, the vehicle will either be kept by Panthera or donated to the respective community. All sewing machines and equipment used to tailor garments will be donated to the communities from purchase. The long distances and difficult terrain in the region make it necessary to purchase a new, instead of a second-hand vehicle to reduce the need for repairs that may delay project implementation and reduce ongoing maintenance costs over the

long-term. In addition, used cars sell quickly, making it difficult for us to purchase the right vehicle for the project due to the time required for proper procurement.

Q29. Value for Money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

This application builds on an existing and successful programme, aiming to transform it into a self-sustaining enterprise with an extended lifespan. Our 10 years of experience give us a clear understanding of the required costs and a well-established fabric supply chain that benefits from economies of scale. The largest costs (including matched funding) are staff salaries. Our team has been specifically recruited for their capacity to deliver this project at a competitive market-based salary. Our relatively high field work costs are necessary to distribute the Heritage Furs and deepen our reach to the remote and rural areas of our community partners. The behaviour change campaign costs appear high, but in working with respected media partners, we leverage their extensive networks and contacts to significantly reduce the overall price, increasing our efficiency.

The cost per beneficiary is difficult to quantify. Technically, every individual wearing a Heritage Fur can be considered a beneficiary leading to at least 4,800 beneficiaries at a total cost of £125 each. Scaling the initiative to other communities will reduce this cost, but can only be achieved after proving the business model(s) at this scale.

This project has high replication potential and Panthera has already identified key communities with whom we will scale over the next 5 to 10 years. Additionally, we have strong evidence that the reduced demand for wild cat skins has led to population level impacts in both South Africa and Kafue National Park, Zambia (Panthera unpublished report 2022).

Section 12 - Safeguarding and Ethics

Q30. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work. In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place.

Please confirm the Lead Partner has the following policies in place and that these can be available on request:

Please upload the lead partner's Safeguarding Policy as a PDF on the certification page.

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on bullying, harassment and sexual exploitation and abuse	Checked
---	---------

We have attached a copy of our safeguarding policy to this application (file upload on certification page)	Checked
---	---------

We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We share our safeguarding policy with downstream partners	Checked
We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards	Checked

Please outline how you will implement your safeguarding policies in practice and ensure that downstream partners apply the same standards as the Lead Partner.

If your project involves data collection and/or analysis which identifies individuals (e.g. biometric data, intelligence data), please explain the measures which are in place and/or will be taken to ensure the proper control and use of the data. Please explain the experience of the organisations involved in managing this information in your project

As the lead partner for this application, Panthera will ensure adherence to all safeguarding policies through our standard internal processes. This includes regular reporting and feedback on all project operations from field-based officers to the project lead and the project management board. This free flow of communication and layered oversight ensures that all parties adhere to Panthera policies.

Community surveys will require the strictly voluntary collection of personal information such as name and phone number. Panthera has been conducting community surveys with the Shembe Church and Lozi community for 10 and 3 years, respectively. To date, we have had no breach of information. We store the names of each respondent on a separate password protected file that is not backed up on any cloud or server. Responses to all other questions are stored on a separate password protected file that is backed up on Panthera's Microsoft Teams account.

Q31. Ethics

Outline your approach to meeting the key ethical principles, as outlined in the guidance.

The project's approach is grounded on empowering and supporting communities to adopt their own solutions to problems they face. The communities we work with are intricately aware of the threat wild cat population declines pose to their cultural practices. As such, Panthera never seeks to force any cultural or behaviour change on any community. Rather, we work with communities who are already interested in adopting Heritage Furs and support their transition away from using authentic wild cat skins. Indeed, it was the BRE (leaders of the Lozi People) that requested Panthera partner with them to design and supply Heritage Furs for their ceremonial events after having learned of our Furs for Life partnership with the Shembe. In this way, all traditional knowledge is firmly integrated into the project to ensure that the traditions are protected.

Similarly, Panthera is a global leader in conservation science. We follow stringent research protocols and have a high ethical bar to meet before any research is approved internally. The credibility of the evidence we generate is fundamental to our existence as an organisation.

Section 13 - FCDO Notifications

Q32. FCDO Notifications

Please state whether there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project’s success in the Darwin Initiative in any country.





No

Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach details of any advice you have received from them.

Yes

Please attach evidence of request or advice if received.

 [Q31 FCDO Notifications Panthera Outreach t
o FCDO Zambia Dec 2022](#)
 16/12/2022
 20:48:47
 pdf 316.15 KB

 [Q31 FCDO Notifications Panthera Outreach t
o FCDO South Africa Dec 2022](#)
 16/12/2022
 20:48:42
 pdf 286.76 KB

Section 14 - Project Staff

Q33. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the [Finance Guidance](#).

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Gareth Whittington-Jones	Project Leader	15	Checked
Tristan Dickerson	Project Coordinator	100	Checked
Kristine Maciejewski	Regional Director Southern and East Africa (Project Management Board)	10	Checked

Gareth Mann	Leopard Program Director (Project Management Board)	10	Checked
-------------	---	----	---------

Do you require more fields?


Yes


Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Lunga Wanda	Shembe Project Coordinator	100	Checked
Siyathemba Ncwane	Shembe Engagement Officer	100	Checked
Maswabi Lishandu	Lozi Senior Community Engagement Officer	100	Checked
TBD	Lozi Project Coordinator	100	Checked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked
<i>No Response</i>	<i>No Response</i>	0	Unchecked


Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.


 [CV Tristan Dickerson](#)


 16/12/2022

 20:51:36


 pdf 80.36 KB


 [Job Description Lozi Project Coordinator](#)


 16/12/2022

 20:51:36


 pdf 105.79 KB


 [CV Siyethemba Ncwane](#)


 16/12/2022


 20:51:36


 pdf 103.44 KB


 [CV Lunga Wanda](#)


 16/12/2022


 20:51:36

 pdf 81.54 KB


 [CV Maswabi Lishandu](#)


 16/12/2022


 20:51:36

 pdf 103.13 KB


 [CV Kristine Maciejewski](#)


 16/12/2022


 20:51:36

 pdf 133.36 KB


 [CV Gareth Whittington-Jones](#)


 16/12/2022


 20:51:35

 pdf 97.86 KB

 [CV Gareth Mann](#)

 16/12/2022

 20:51:35

 pdf 80.91 KB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q34. Project partners

Please list all the Project Partners (including the Lead Partner), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

Lead partner name: Panthera

Website address: www.panthera.org

As the lead implementing partner, Panthera will assume responsibility for all roles related to the implementation of this project and grant.

Details (including roles and responsibilities and capabilities and capacity):

Panthera has a demonstrated capacity to managing large grants as an international organisation with an estimated income of about [REDACTED] annually.

Similarly, we have a demonstrated capacity to implement this specific project having formed lasting partnerships with the Shembe Church over 10 years and the Lozi community for over 5 years.

Allocated budget (proportion or value):

[REDACTED]

Represented on the Project Board

Yes

Have you included a Letter of Support from this organisation?

Yes

Have you provided a cover letter to address your Stage 1 feedback?

Yes

Do you have partners involved in the Project?

Yes

1. **Partner Name:** Nazareth Baptist Church eBuhleni (commonly known as the Shembe Church)

Website address: N/A

Details (including roles and responsibilities and capabilities and capacity):

The Nazareth Baptist Shembe Church eBuhleni (NBCE) and the Barotse Royal Establishment (see below) will facilitate Panthera's access to the broader Shembe and Lozi communities, respectively. They will assist in the identification of women to participate in capacity building, will decide tailoring and sales locations, and will be integrated into the change management process devolving tailoring and sales control to women-led groups. The NBCE and BRE will have oversight of all high-level strategic decision making and necessary day-to-day management decisions.

Allocated budget:

[REDACTED]

Represented on the Project Board

No

Have you included a Letter of Support from this organisation? No

If no, please provide details

A letter of support is in progress as of the submission of this application. We expect to have it shortly, and will be glad to share it with Defra IWT should we be selected for an award.

2. Partner Name: Barotse Royal Establishment

Website address: N/A

Details (including roles and responsibilities and capabilities and capacity):

The Nazareth Baptist Shembe Church eBuhleni (see above) and the Barotse Royal Establishment (BRE) will facilitate Panthera's access to the broader Shembe and Lozi communities, respectively. They will assist in the identification of women to participate in capacity building, will decide tailoring and sales locations, and will be integrated into the change management process devolving tailoring and sales control to women-led groups. The NBCE and BRE will have oversight of all high-level strategic decision making and necessary day-to-day management decisions.

Allocated budget: 

Represented on the Project Board No

Have you included a Letter of Support from this organisation? Yes

3. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity):

No Response

Allocated budget: 

Represented on the Project Board Yes No

Have you included a Letter of Support from this organisation? Yes No

4. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity): *No Response*

Allocated budget: £0.00

Represented on the Project Board Yes No

Have you included a Letter of Support from this organisation? Yes No

5. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity): *No Response*

Allocated budget: £0.00

Represented on the Project Board Yes
 No

Have you included a Letter of Support from this organisation? Yes
 No

6. Partner Name: *No Response*

Website address: *No Response*

Details (including roles and responsibilities and capabilities and capacity): *No Response*

Allocated budget: £0.00


Represented on the Project Board Yes
 No


Have you included a Letter of Support from this organisation? Yes
 No


If you require more space to enter details regarding Partners involved in the project, please use the text field below.


No Response


Please provide a cover letter responding to feedback received at Stage 1 if applicable and a combined PDF of all letters of support.


 [Attachment Letter of Support from Panthera and BRE \(combined PDF\)](#)


 16/12/2022


 20:58:21

 pdf 1.61 MB

 [Attachment Cover Letter \(addressing feedback\)](#)

 16/12/2022

 20:56:23

 pdf 182.06 KB

Section 16 - Lead Partner Capability and Capacity

Q35. Lead Partner Capability and Capacity

Has your organisation been awarded IWT Challenge Fund funding before (for the purposes of this question, being a partner does not count)?

Yes

If yes, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
IWT037	Byron Weckworth, Panthera	Conservation and community resilience: IWT alternatives in Snow Leopard range
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government Agencies.

Yes

Section 17 - Certification

Q36. Certification

On behalf of the

Company

of

Panthera

I apply for a grant of



I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I have enclosed CVs for project key project personnel, letters of support, budget, logframe, safeguarding policy and project implementation timetable (uploaded at appropriate points in application).
- Our last two sets of signed audited/independently verified accounts and annual report (or other financial evidence – see [Financial Guidance](#)) are also enclosed.

Checked

Name	Jennie Chalet
Position in the organisation	Senior Manager, Institutional Giving
Signature (please upload e-signature)	Signature Jennie Chalet 16/12/2022 21:03:33 png 40.61 KB
Date	16 December 2022

Please attach the requested signed audited/independently examined accounts.

Attachment 2021 Panthera Audited Financial Statements 16/12/2022 21:03:59 pdf 402.39 KB	Attachment 2020 Panthera Audited Financial Statements 16/12/2022 21:03:58 pdf 198.69 KB
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Please upload the Lead Partner's Safeguarding Policy as a PDF

Q29. Panthera Employee Handbook (incl. Safe guarding Policy) + Code of Conduct 16/12/2022 21:04:09 pdf 1.87 MB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the "IWT Challenge Fund Guidance", "Monitoring Evaluation and Learning Guidance", "Risk Guidance" and "Financial Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached my completed logframe as a PDF using the template provided	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have included a 1 page CV or job description for all the Project Staff identified at Question 33, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Partner and partner(s) identified at Question 34, or an explanation of why not.	Checked
I have included a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 30.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
I have included a signed copy of the last 2 annual report and accounts for the Lead Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not.	Checked
I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the IWT Challenge Fund website.	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the Darwin Initiative and our sister grant

scheme, the IWT Challenge Fund. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).

Project Title: Furs For Life – Preserving Culture, Protecting Nature

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)				Year 3 (25/26)				Year 4 (26/27)				Year 5 (27/28)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	Three women-led tailoring enterprises (2 Lozi and 1 Shembe) comprising 50 women trained in basic tailoring and business management and administration by the end of Q1 Year 2. Additional refresher/ specialist training will take place throughout the project lifetime. (Note, a female Shembe Coordinator/ enterprise manager has already been employed by Panthera.)																					
1.1	Identify and recruit Lozi and Shembe women to join tailoring groups in consultation with community partners as per pre-defined criteria.	18																				
1.2	Identify and solicit consultants to provide business administration and tailoring training for women groups.	9																				
1.3	Host relevant training.	30																				
1.4	Identify and solicit consultant to develop enterprise business plan.	9																				

Project Title: Furs For Life – Preserving Culture, Protecting Nature

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)				Year 3 (25/26)				Year 4 (26/27)				Year 5 (27/28)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 2	Three suitable and safe tailoring/ retail facilities developed (2 Lozi, 1 Shembe) secured by the end of Year 2.																					
2.1	Identify suitable sites for tailoring/ retail facility development, selecting those most suitable in agreement with community partners.	24																				
2.2	Develop and/ or secure leases for tailoring/ retail sites, ensuring they meet minimum health and safety requirements.	24																				
2.3	Procure necessary sewing equipment and furniture for tailoring sites.	24																				
Output 3	2,000 regular <i>Amambatha</i> , 400 luxury <i>Amambatha</i> , 400 <i>Heritage Furs (Lipatelo and Mishukwe)</i> , and 1,000 other traditional garments, including Lozi <i>Siziba</i> and <i>Msimi</i> , and Shembe <i>Snene</i> , headbands and armbands produced and distributed by the end of the project.																					

Project Title: Furs For Life – Preserving Culture, Protecting Nature

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)				Year 3 (25/26)				Year 4 (26/27)				Year 5 (27/28)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
3.1	Acquire at least 1,000m of normal <i>Amambatha</i> pile fabric, 200m of luxury <i>Amambatha</i> pile fabric, 500m of <i>Lipatelo</i> and <i>Mishukwe</i> pile fabric, 2,000m of vinyl, suede and leather backing fabric, and 1,000m of other fabric for creation of other (traditional) garments.	27																				
3.2	Assist women tailors to sew and produce traditional garments independently.	36																				
3.3	Assist women tailors to sell garments and effectively manage their finances and stock.	36																				
Output 4	Behaviour change campaign in Zambia and South Africa implemented by the end of Year 3 that promotes the use of synthetic Heritage Furs instead of authentic wild cat skins.																					
4.1	Identify and solicit suitable media/ public relations organisation(s) to deliver the behaviour change campaigns in Zambia and South Africa.	9																				

Project Title: Furs For Life – Preserving Culture, Protecting Nature

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)				Year 3 (25/26)				Year 4 (26/27)				Year 5 (27/28)			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
4.2	Host behaviour change campaign design workshop in consultation with RARE.	9																				
4.3	Produce and distribute all relevant media content, including at least 2 promotional videos, 20 radio broadcast segments, 8 billboards, 2 children’s books, and 4 print adverts.	27																				
4.4	Continuously monitor the number of people the campaigns have reached as well as number of people who prefer synthetic Heritage Furs over authentic wild cat skins as a result thereof.	27																				
4.5	Continuously monitor the use of authentic wild cat furs versus synthetic Heritage Furs at major Shembe and Lozi gatherings, and conduct regular ongoing surveys to gauge the change in demand among those communities.	36																				

Project Title: Furs For Life – Preserving Culture, Protecting Nature

Project Summary	SMART Indicators	Means of Verification	Important Assumptions
<p>Impact: Leopard, serval, and lion populations at Panthera priority landscapes in southern Africa are stable or increasing within 10 years. (Max 30 words)</p>			
<p>Outcome: (Max 30 words) By mid-2025, demand for and acquisition of wild cat skin among the Shembe and Lozi reduced by 60% and 80%, respectively, compared to baselines, reducing poaching pressure on wild populations.</p>	<p>0.1 60% and 80% of Shembe and Lozi survey respondents, respectively report no further demand for acquiring wild cat skins by the end of the project.</p> <p>0.2 60% and 80% of Shembe and Lozi survey respondents, respectively report no acquisition of wild cat skins in the last year of the project.</p> <p>0.3 60% and 90% of Shembe and Lozi individuals, respectively at major cultural gatherings wear synthetic wild cat skins by the end of the project.</p> <p>0.4 Ensure that by 2032, leopard populations have stabilised or increased across 20% of their range in southern Africa from a 2018 baseline.</p>	<p>0.1 Continuous ongoing surveys of the Lozi and Shembe communities (200 surveys per community per year).</p> <p>0.2 Continuous ongoing surveys of the Lozi and Shembe communities (200 surveys per community per year).</p> <p>0.3 Ongoing monitoring of authentic versus synthetic skin usage at relevant major gatherings (minimum of two major ceremonies per community per year).</p> <p>0.4 Ongoing monitoring of key leopard source populations in southern Africa (not funded through this proposal).</p>	<p>It is largely assumed or trusted that demand or acquisition reduction is due to the desirability and use of synthetic furs. It is possible that demand or acquisition rates reduce due to increased costs, decreased personal income, or increased law enforcement and strengthening of judicial system.</p>
<p>Outputs: 1. Three women-led tailoring enterprises (2 Lozi and 1 Shembe) comprising 50 women trained in basic tailoring and business management and administration by the end of Q1 Year 2. Additional refresher/</p>	<p>1.1 Three women-led tailoring groups formed by the end of Year 1. (Note the Shembe enterprise is already in the process of being established.)</p>	<p>1.1 Founding documents signed by all participating women.</p> <p>1.2 Quarterly financial and technical reports produced by the women, demonstrating capacity development.</p>	<p>Female empowerment will unlock the economic potential of the regions. Increased revenue generated through tailoring enterprises linked to conservation will reduce the acceptability and desirability of engaging in the illegal trade of wild cat products.</p>

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<p>specialist training will take place throughout the project lifetime. (Note, a female Shembe Coordinator/enterprise manager has already been employed by Panthera.)</p>	<p>1.2 5-10 women trained in business administration by Q1 Year 2.</p> <p>1.3 Minimum of 50 women (predominantly from Zambia) trained in garment tailoring and repair by Q1 Year 2.</p> <p>1.4 Lozi tailoring enterprise business plan produced by expert consultant by end of Q3 Year 1.</p>	<p>1.3 Before and after household surveys to determine impact of training and revenue generation and influence of participating women in their communities (to be conducted with each household involved in the enterprises).</p> <p>1.4 Number of traditional garments produced quarterly by women groups, demonstrating capacity development.</p> <p>1.5 Barotse Royal Establishment sign written agreement to support implementation of enterprise business plan</p>	
<p>2. Three suitable and safe tailoring/ retail facilities developed (2 Lozi, 1 Shembe) secured by the end of Year 2.</p>	<p>2.1 One suitable and safe Shembe tailoring/ retail facility developed by the end of Year 1.</p> <p>2.2 One suitable and safe Lozi tailoring/ retail facility developed by the end of Year 1.</p> <p>2.3 One suitable and safe Lozi tailoring/ retail facility developed by the end of Year 2.</p>	<p>2.1 Number of garments produced by Shembe tailors as an indication of productivity of the site.</p> <p>2.2 Number of garments produced by Lozi tailors as indication of productivity of the tailoring network.</p> <p>2.3 Number of garments sold at each retail site as an indication of productivity of each site.</p>	<p>The Shembe tailoring/ retail facility is currently under construction and will be complete by the end of Q2 2023. Retail facilities in Zambia will be rented and/ or renovated.</p>
<p>3. 2,000 regular <i>Amambatha</i>, 400 luxury <i>Amambatha</i>, 400 <i>Heritage Furs (Lipatelo and Mishukwe)</i>, and 1,000 other traditional garments, including Lozi <i>Siziba</i> and <i>Msis</i>, and</p>	<p>3.1 2,000 <i>Amambatha</i>, 400 luxury <i>Amambatha</i>, and 600 other traditional garments such as <i>Snene</i> and headbands produced and sold by the</p>	<p>3.1 Quarterly stock take reports and production registers that monitor ongoing progress.</p>	<p>We are assuming that there is still sufficient demand for synthetic Heritage Furs among the Shembe and Lozi communities during the course of the project.</p>

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<p>Shembe <i>Snene</i>, headbands and armbands produced and distributed by the end of the project.</p>	<p>Shembe tailoring group by the end of the project. 3.2 400 <i>Heritage Furs (Lipatelo and Mishukwe)</i> and 400 other traditional garments such as <i>Siziba</i> and <i>Msis</i> produced and distributed by Lozi women tailoring network by the end of the project.</p>	<p>3.2 Quarterly sales/ distribution and finance reports that monitor ongoing progress.</p>	
<p>4. Behaviour change campaign in Zambia and South Africa implemented by the end of Year 3 that promotes the use of synthetic Heritage Furs instead of authentic wild cat skins.</p>	<p>4.1 One behaviour change campaign development workshop held with Lozi participants in Zambia by end of Year 1. (Note workshop already held with Shembe participants in South Africa.) 4.2 At least 1 promotional video each produced and distributed for both the Lozi and Shembe by end of Year 2. 4.3 Eight billboards or mobile billboards produced and distributed by the end of Year 2 (four per community). 4.4 Twenty radio segments produced/ broadcast across Zambia and South Africa by the end of Year 3 (10 per community). 4.5 Two children’s books produced and distributed to respective communities and schools by the end of Year 3.</p>	<p>4.1 Workshop attendance register, final report, and workshop campaign strategy outputs. 4.2 Online videos automatically record viewer rates. Videos placed on TV automatically estimate number of viewers. 4.3 Radio adverts/ interviews automatically estimate number of listeners for each segment. 4.4 Billboard suppliers to provide estimate of number of people viewing each billboard for period it is displayed, based on industry standard equation. 4.5 Anonymous report cards from children and schools receiving books indicating their preference of either synthetic Heritage Fur or authentic wild cat skin. 4.6 Print advert suppliers provide estimated number of viewers for</p>	<p>N/A</p>

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	<p>Minimum of 100 copies each per book.</p> <p>4.6 At least four print adverts produced and distributed across Zambia and South Africa by the end of Year 3 (two per community).</p>	<p>each publication based on industry standard equation.</p> <p>4.7 Ongoing surveys of Lozi and Shembe communities including pre- and post-campaign interviews (200 per community per year).</p> <p>4.8 Ongoing monitoring of authentic versus synthetic skin usage at relevant major gatherings (minimum of two major ceremonies per community per year).</p>	
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1. Each activity should start on a new line and be no more than approximately 25 words.)</p> <p>Activity 1.1: Identify and recruit Lozi and Shembe women to join tailoring groups in consultation with community partners as per pre-defined criteria.</p> <p>Activity 1.2: Identify and solicit consultants to provide business administration and tailoring training for women groups.</p> <p>Activity 1.3 Host relevant training.</p> <p>Activity 1.4 - Identify and solicit consultant to develop enterprise business plan.</p> <p>Activity 2.1: Identify suitable sites for tailoring/ retail facility development, selecting those most suitable in agreement with community partners.</p> <p>Activity 2.2: Develop and/ or secure leases for tailoring/ retail sites, ensuring they meet minimum health and safety requirements.</p> <p>Activity 2.3: Procure necessary sewing equipment and furniture for tailoring sites.</p> <p>Activity 3.1: Acquire at least 1,000m of normal <i>Amambatha</i> pile fabric, 200m of luxury <i>Amambatha</i> pile fabric, 500m of <i>Lipatelo</i> and <i>Mishukwe</i> pile fabric, 2,000m of vinyl, suede and leather backing fabric, and 1,000m of other fabric for creation of other (traditional) garments.</p>			

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Activity 3.2: Assist women tailors to sew and produce traditional garments independently.

Activity 3.3: Assist women tailors to sell garments and effectively manage their finances and stock.

Activity 4.1: Identify and solicit suitable media/ public relations organisation(s) to deliver the behaviour change campaigns in Zambia and South Africa.

Activity 4.2: Host behaviour change campaign design workshop in consultation with RARE.

Activity 4.3: Produce and distribute all relevant media content, including at least 2 promotional videos, 20 radio broadcast segments, 8 billboards, 2 children's books, and 4 print adverts.

Activity 4.4: Continuously monitor the number of people the campaigns have reached as well as number of people who prefer synthetic Heritage Furs over authentic wild cat skins as a result thereof.

Activity 4.5: Continuously monitor the use of authentic wild cat furs versus synthetic Heritage Furs at major Shembe and Lozi gatherings, and conduct regular ongoing surveys to gauge the change in demand among those communities.