

# Honeyguide

## 2022 Goals and outcomes



Our Mission is to  
build and support  
robust and  
sustainable  
community-based  
conservation  
outcomes in Tanzania





# SP26

## PREAMBLE

Honeyguide has completed its 5-year strategic plan (2017-2021), the journey has enabled us to learn with our community partners the challenges facing WMAs and their developmental path towards sustainability. These past 5 years we have developed governance training approaches, management tools (ma&t), awareness programs and a nationally recognized human-elephant conflict mitigation approach.

Honeyguide is developing its next Strategic Plan 2022-2026 (SP26) to scale up our impact that capitalizes on the past five years of investments. We will do this by working both directly with additional WMAs and also supporting other existing organizations who already have their relationships with their community partners to adopt our approach, systems and tools .

## HOW WE DEFINE SUSTAINABILITY

Honeyguide's mission is to deliver Wildlife Management Areas (WMAs) to be robust and sustainable models, yet what do we really mean by robust and sustainable? At this current stage there is still a broad space for how Honeyguide identifies sustainability within a WMA. It is partitioned into 3 areas, environment, economy and society; yet the precise definitions or indicators are not yet fully developed and understood. We believe that there will be a sliding scale of nearly sustainable to fully rock-solid; and yet the moment of exit for Honeyguide can be anywhere in-between.

We have seen Randilen WMA progress well along with all three fronts, while they are still dependant on donor funds and have a few areas that need further development they have advanced to a stage that is close to robust and sustainable, and that if we were to leave, they have the tools, systems and culture where they would continue their work. Makame for that matter are nearly fully independent of donor funds, and yet are very thirsty for building their management skills and strengthening their board.

We will need to develop a method to 'measure' how far a WMA has progressed and at what stage can we call it 'sustainable? Within that method, we need to include what the WMA considers 'sustainable' as their views of what this looks like could be different from what Honeyguide's views are. At the initial stages of engaging with a WMA, there is an appetite for learning and growing, further down the development path the WMA are ready to 'walk on their own'; yet there could be an interest to remaining attached to the security of funding that deters a WMA from taking that step.

<sup>1</sup> Sustainability is the capacity to endure in a relatively ongoing way across various domains of life. In the 21st century, it refers generally to the capacity for Earth's biosphere and human civilization to co-exist. Sustainability has also been described as "meeting the needs of the present generation without compromising the ability of future generations to meet their needs" (Brundtland, 1987). For many, sustainability is defined through the interconnected domains of environment, economy and society. Source [Wikipedia](#)





## OVERARCHING GOAL FOR 2022

To position Honeyguide where it has the capacity and resources to scale up its impact and be able to implement the SP26<sup>1</sup>.

<sup>1</sup> Honeyguide is developing its next Strategic Plan 2022-2026 (SP26)



# Annual Goals





**G**oal #1: To continue exploring and learning with our community partners the needs required for WMAs to succeed by completing all tools, systems, and approaches that will enable WMAs to be robust successful models of community-driven conservation and continue this approach in at least 5 WMAs ( including current 3 WMAs- Randilen, Burunge, Makame).

**G**oal #2: To develop the resources and approaches needed for Honeyguide to engage with partners and enable them to work and position WMAs across Tanzania along the path towards sustainability.





**Goal #3** To strengthen the internal systems, personnel, and resources that will position Honeyguide to implement the SP 26.

**Goal #4-** To establish the methodology and partnerships required to engage in a long-term collaborative approach to shift the current adverse narrative of WMAs in Tanzania to one that celebrates their roles, acknowledges the opportunity for success and private sector investment.

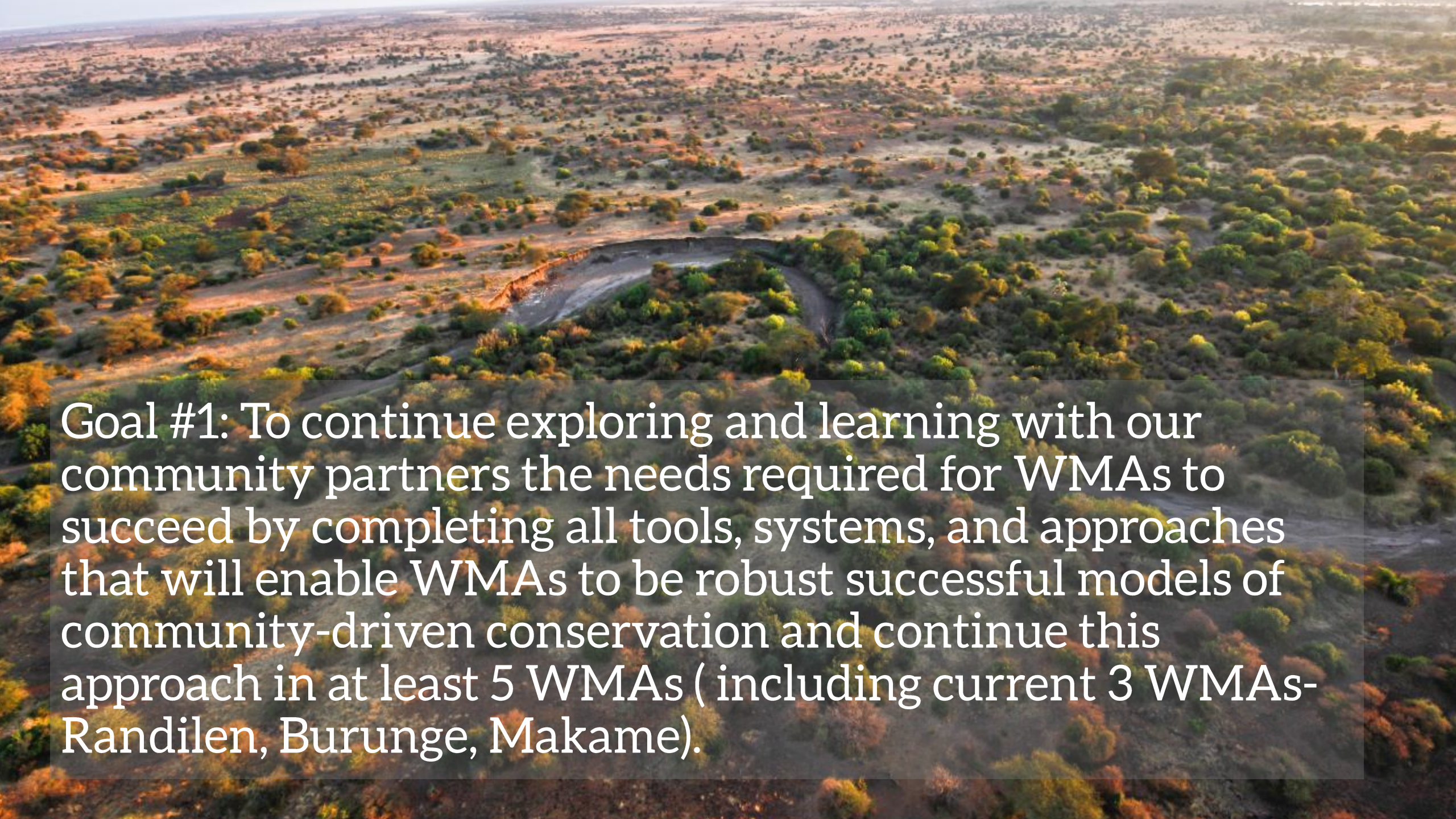
**Goal #5** Strengthen Honeyguide relationships with key partners to generate support and attract funding for our SP26





# Goals and outputs



An aerial photograph of a savanna landscape. A winding river or stream flows through the center of the image, surrounded by dense, green and yellowish vegetation. The surrounding area is a mix of open, dry ground and scattered trees and shrubs. The lighting suggests a warm, golden hour, possibly late afternoon or early morning.

Goal #1: To continue exploring and learning with our community partners the needs required for WMAs to succeed by completing all tools, systems, and approaches that will enable WMAs to be robust successful models of community-driven conservation and continue this approach in at least 5 WMAs ( including current 3 WMAs- Randilen, Burunge, Makame).




**Output #1.1** Operations (protection, enterprise dev, HWC, comms) in 3 WMAs (Randilen, Burunge and Makame) are professionally managed as examples of robust successful WMAs and Honeyguide has a clear exit strategy in place.

**Output #1.2** Engaged and committed to at least 2 additional WMAs and completed governance training and management 50% of Level 2 of ma&t.

**Output #1.3** Finalised an assessment of 5 WMAs in southern Tanzania, which has resulted in the production of plans and financial forecasts that will deliver the 5 WMAs to sustainability.

**Output #1.4** WMAs are exchanging knowledge and experiences through specific peer-learning communities of WMA managers and leaders, exchange programs, and tailor-made peer-learning workshops and events.



A photograph of a group of people in a meeting room. In the foreground, a woman wearing a red and black patterned shawl and a blue headscarf is seated, looking down. To her left, a man in a purple shirt is seated with his back to the camera. In the background, a man in a blue shirt stands near a projection screen. The text is overlaid on a semi-transparent dark purple rectangle in the upper right portion of the image.

Goal #2: To develop the resources and approaches needed for Honeyguide to engage with partners and enable them to work and position WMAs across Tanzania along the path towards sustainability.






**Output #2.1** Finalized the development of all WMA management tools and systems (ma&t) to share with others.

**Output #2.2** Finalized all governance training materials and courses to share with others.

**Output #2.3** Developed and tested a methodology to engage and strengthen other organizations to work and position WMAs on a trajectory towards sustainability.

**Output # 2.4** Engage with the CWMAC with a long-term partnership agreement to build their capacity to support their members.





Goal #3 To strengthen the internal systems, personnel, and resources that will position Honeyguide to implement the SP 26.

‘getting **better**, not  
**bigger**’.





**Output #3.1** An optimised team of Tanzania conservation leaders that have the tools and support to be able to do their job.

**Output #3.2** A board that understands the goals of the organization and is committed to the approach and supporting and engaging with the government.

**Output #3.3** A strong and engaging fundraising and communications department that can support the goals of the organization and SP26.





Goal #4- Change the narrative; where there is a narrative shift from generally a negative one due to the lack of successful models in Tanzania to one where WMAs are seen as a solution and attractive investment area.





**Output #4.1.** Developed a long-term plan that will strategize on the communications and the necessary interventions to lead to a change in the narrative regarding communities and their role in conservation in Tanzania.

**Output #4.2.** Engage with partners and stakeholders who have signed up and agreed to shift the narrative regarding WMAs in Tanzania as successful opportunities for conservation and social business investments.



Goal #4- Strengthen Honeyguide relationship with key identified organizations and institutions that will lead to political or financial support for Honeyguide and the implementation of our SP26.







**Output 5.1** Developed a collaborative relationship with various Tanzanian government entities where Honeyguide has supported and contributed to their long-term strategic goals and activities.

**Output 5.2.** Developed and signed long term agreements with conservation foundations and organizations for Honeyguide services and project management expertise.



# SUSTAINABLE DEVELOPMENT GOALS

Our work strengthening WMAs contributes to the Sustainable Development Goals global blueprint for prosperity and peace for people and planet, now and in the future.

**1** NO  
POVERTY



**2** ZERO  
HUNGER



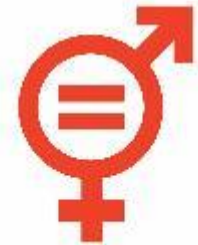
**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**8** DECENT WORK AND  
ECONOMIC GROWTH



**10** REDUCED  
INEQUALITIES



**13** CLIMATE  
ACTION



**15** LIFE  
ON LAND





Honeyguide is looking forward to working with our community and global partners to achieving our 2022 goals and outputs.

