



PROJECT IDENTIFICATION FORM (PIF)
PROJECT TYPE: Medium-sized Project
TYPE OF TRUST FUND:LDCF

PART I: PROJECT IDENTIFICATION

Project Title:	Enhancing the resilience of tourism-reliant communities to climate change risks		
Country(ies):	Samoa	GEF Project ID:	
GEF Agency(ies):	UNDP	GEF Agency Project ID:	4566
Other Executing Partner(s):	Samoa Tourism Authority, Ministry of Natural	Submission Date:	November 28, 2011
GEF Focal Area (s):	Climate Change	Project Duration (months):	48
Name of parent program: For SFM/REDD+ <input type="checkbox"/>		Agency Fee (\$):	200,000

A. FOCAL AREA STRATEGY FRAMEWORK:

Focal Area Objectives	Expected FA Outcomes	Expected FA Outputs	Indicative financing from revenant TF (LDCF) (\$)	Indicative co-financing (\$)
CCA-2	2.1: Mainstreamed adaptation in broader development frameworks at country level and in targeted vulnerable areas	2.1.1: Adaptation measures and necessary budget allocations included in relevant frameworks	350,000	1,600,000
	2.2: Increased adaptive capacity to climate change in development sectors	2.2.1: Vulnerable physical, natural and social assets strengthened in response to climate change impacts, including variability	1,415,000	2,100,000
Project management cost			185,000	400,000
Total project cost			1,950,000	4,100,000

B. PROJECT FRAMEWORK

Objective: Increase the resilience of the tourism sector of Samoa through mainstreaming climate risks into tourism-related policy processes and adaptation actions in coastal communities and tourism operators					
Project Component	Grant type	Expected Outcomes	Expected Outputs	Indicative financing from revenant TF (LDCF) (\$)	Indicative co-financing (\$)
1. Revising planning processes, regulations and financial instrument relating to tourism operators in Samoa	TA	1. Climate change adaptation mainstreamed into tourism-related policy instruments and public-private partnerships	<p>1.1 Management plans integrating climate risks are developed in 4 Tourism Development Areas¹ involving 9 villages.</p> <p>1.2 Technical guide developed on climate resilient beach tourism management practices</p> <p>1.3 Recommendations developed to internalize climate change considerations into existing micro-finance, grant and loan schemes to the tourism sector and feasibility of a climate risk transfer (insurance) mechanism</p>	350,000	1,600,000
2. Implementation of Climate Change Adaptation measures in nationally demarcated Tourism Development Areas (TDAs)	INV	2. Increased adaptive capacity to climate change and disaster risks of tourism-reliant communities	2.1. Concrete adaptation actions in the management of coastal infrastructure, water resources, shoreline and tourism recreational activities are implemented in 5 Tourism Development Areas involving 9 villages and at least 15 community-owned beach tourism operations, ensuring that both women and men participate in and benefit	1,415,000	2,100,000

¹ South East Upolu TDA (Lalomanu, Saleapaga), North-West Upolu TDA (Manono Island - Lepuiai, Faleu), Norther-West Savaii TDA (Falealupo, Satuiatua, Palauli), Eastern-Savaii TDA (Manase, Lano)

Objective: Increase the resilience of the tourism sector of Samoa through mainstreaming climate risks into tourism-related policy processes and adaptation actions in coastal communities and tourism operators					
Project Component	Grant type	Expected Outcomes	Expected Outputs	Indicative financing from revenant TF (LDCF) (\$)	Indicative co-financing (\$)
			from these. 2.2 Coastal tourism operators are connected to Climate Early Warning and Information system 2.3 South-South transfer of tourism adaptation case studies between operators in Samoan TDAs, and counterparts in other SIDS		
Project management cost				185,000	400,000
Total project costs				1,950,000	4,100,000

C. INDICATIVE CO-FINANCING FOR THE PROJECT BY SOURCE AND BY NAME IF AVAILABLE, (\$)

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Amount (\$)
Bilateral Agency	AusAid	Grant	700,000
National Government	Government of Samoa	In-kind	200,000
Local Government	Targeted communities	In-kind	100,000
GEF Agency	UNDP	Grant	3,000,000
Others	Victoria University (Australia)	In-kind	100,000
Bilateral	NZAID	Grant	3,000,000
Total Co-financing			7,100,000

D. GEF RESOURCES REQUESTED BY AGENCY, FOCAL AREAS AND COUNTRY

GEF AGENCY	TYPE OF TRUST FUND	FOCAL AREA	Country name/Global	Project amount (a)	Agency Fee (b)	Total c=a+b
UNDP	LDCF	Climate Change	Samoa	2,000,000	200,000	2,200,000
Total GEF Resources				2,000,000	200,000	2,200,000

PART II: PROJECT JUSTIFICATION

A. DESCRIPTION OF THE CONSISTENCY OF THE PROJECT WITH:

A.1.1 THE GEF FOCAL AREA STRATEGIES:

A.1.2 FOR PROJECTS FUNDED FROM LDCF/SCCF: THE LDCF/SCCF ELIGIBILITY CRITERIA AND PRIORITIES:

The project will implement priority interventions in Samoa's NAPA, and therefore satisfies criteria outlined in UNFCCC Decision 7/CP.7 and GEF/C.28/18. This proposed project is based on priority n. 9 outlined in Samoa's NAPA as "*Sustainable Tourism Adaptation Program*". The project requests the LDCF to finance the additional costs of integrating climate change and disaster risks and resilience into tourism-related policy instruments, planning and management of nationally demarcated Tourism Development Areas and community-based tourism operations.

The proposed project is exclusively country-driven, having been identified by the Government of Samoa and developed in full consultation with the Samoa Tourism Authority and Ministry of Natural Resources and Environment. The proposed project will enable Government of Samoa to work in close partnership with other stakeholders to integrate climate change risk considerations into coastal development and land use planning, which are priority interventions eligible under LDCF guidelines. The project focuses on expanding the resilience of natural and socio-economic systems in tourism-related operations and areas, enhancing livelihood strategies and supporting communities against climate change-induced hazards. This will be pursued through strengthening multi-level stakeholder collaboration and public-private partnerships to introduce a set of locally-tailored adaptation measures; strengthening of institutional capacities to integrate climate change and disaster risks in tourism-related policy frameworks; and improving local awareness and understanding of the necessity and benefits of preparedness for climate change risks, which are aligned with the scope of expected interventions as articulated in the LDCF programming paper and decision 5/CP.9.

A.2. NATIONAL STRATEGIES AND PLANS OR REPORTS AND ASSESSMENTS UNDER RELEVANT CONVENTIONS:

The project fits into the overall programmatic approach of the Government of Samoa to address climate change risks and adaptation as outlined in its Strategy for the Development of Samoa (SDS), NAPA, Second National Communications, National Climate Change Policy, as well as the Pacific Islands Framework for Action on Climate Change 2006-2015. Tourism has also been identified as one of the key sectors in the Pacific region, where adaptation needs to be introduced and implemented, by the UNCT Climate Change Scoping Study in 2009.

The current SDS strategy covers the period 2008 – 2012 and includes a number of cross sectoral activities relevant to climate change adaptation. This includes a commitment to improve "resilience to the adverse impacts of climate change to be addressed through continuation of work on coastal management and adaptation programs for vulnerable villages and other coastal locations". Considering the importance of tourism activities for the national economy and to community livelihoods, their concentration on vulnerable coastal areas, this project will effectively contribute to the goals of the SDS.

Considering tourism's cross-cutting nature, drawing on vulnerable natural resource base and related socio-cultural assets, this project will also contribute to other NAPA priorities, especially considering adaptation in the coastal and water sectors, also related to agriculture, health and biodiversity conservation issues. The proposed project is fully aligned with the Samoa Tourism Development Plan (STDP), which identifies climate change under key risks to the sector. This project is structured to finance

additional activities that are required to fully integrate climate and disaster risks into STDP, related policy instruments, implementation mechanisms, and institutional capacities, making tourism-dependent communities of Samoa and associated tourism value chains more resilient to existing and anticipated climate change induced threats.

The importance of the tourism sector in Samoa's national economy and development:

Tourism is a vital economic force in Samoa representing around 30% of GDP, and providing livelihood to many local businesses in the accommodation, catering and transportation sub-sectors, providing broader income opportunities through its knock off effects in the tourism value chain, such as handicrafts, agricultural production, communication services, etc. The benefits from tourism nationally and for local communities go well beyond direct economic impacts. The injection of new money into the local economy creates opportunities to re-spend and as such, larger benefits are retained within the communities. Tourism being a labour intensive industry, providing 5,400 direct employments (10% of national employment), creates many job opportunities especially for young people who are then encouraged to stay in local communities. Therefore, tourism is a major force to retain population in rural areas. Tourism being an export industry is a major source of foreign exchange earnings. It provides diversification which strengthens the local economy by making it less reliant on a single traditional base, such as agriculture and fishing.

In Samoa most beach accommodations are small scale and operated by local communities and families, providing the most authentic Samoan experience in form of beach fale (the traditional Samoan hut – '*fale*' means house or dwelling in Samoan language) adapted to provide tourist services. The beach fale areas benefit the broader village communities as fees are charged at access points, for day use of fale, overnight accommodation, related catering services and a variety of recreational activities (e.g. snorkel, kayak, visits to nearby sites, traditional Samoan dance night, traditional massage, etc.). Beach fale operations represent key economic opportunities creating local value chains for produce, goods and services sourced from local villages. Beach fale are also important recreational areas for residents in the Apia urban area and the local villagers themselves.

The high vulnerability of the tourism sector was very evident in the 2009 September Tsunami, where a total of 59 beach accommodation properties/facilities, mostly community owned beach fale operations, and their extended families were affected, also impacting over 500 families indirectly who have been suppliers to the accommodation properties. Although the tsunami is non-climate related, this tragic event was an important alert of natural hazards and risks the Samoan tourism industry can face as the frequency of extreme climatic events intensified by climate change.

Tourism in Samoa has grown significantly over the last 10 years both in terms of visitation and visitors spending. This can be attributed to factors including increased flight capacity and frequency with more point to point flights, intensive marketing campaigns and greater awareness about Samoa, increased availability of marketable holiday products, security and political issues globally and in competing destinations (like Fiji). Despite the devastation of the tsunami, total visitor arrivals for 2009 was 129,238 with visitor earnings of SAT\$304 million and the trend is expected to continue. Development in the accommodation sector has increased bed capacity by 22% between 2008 and 2009. It is expected that the trend will increase significantly.

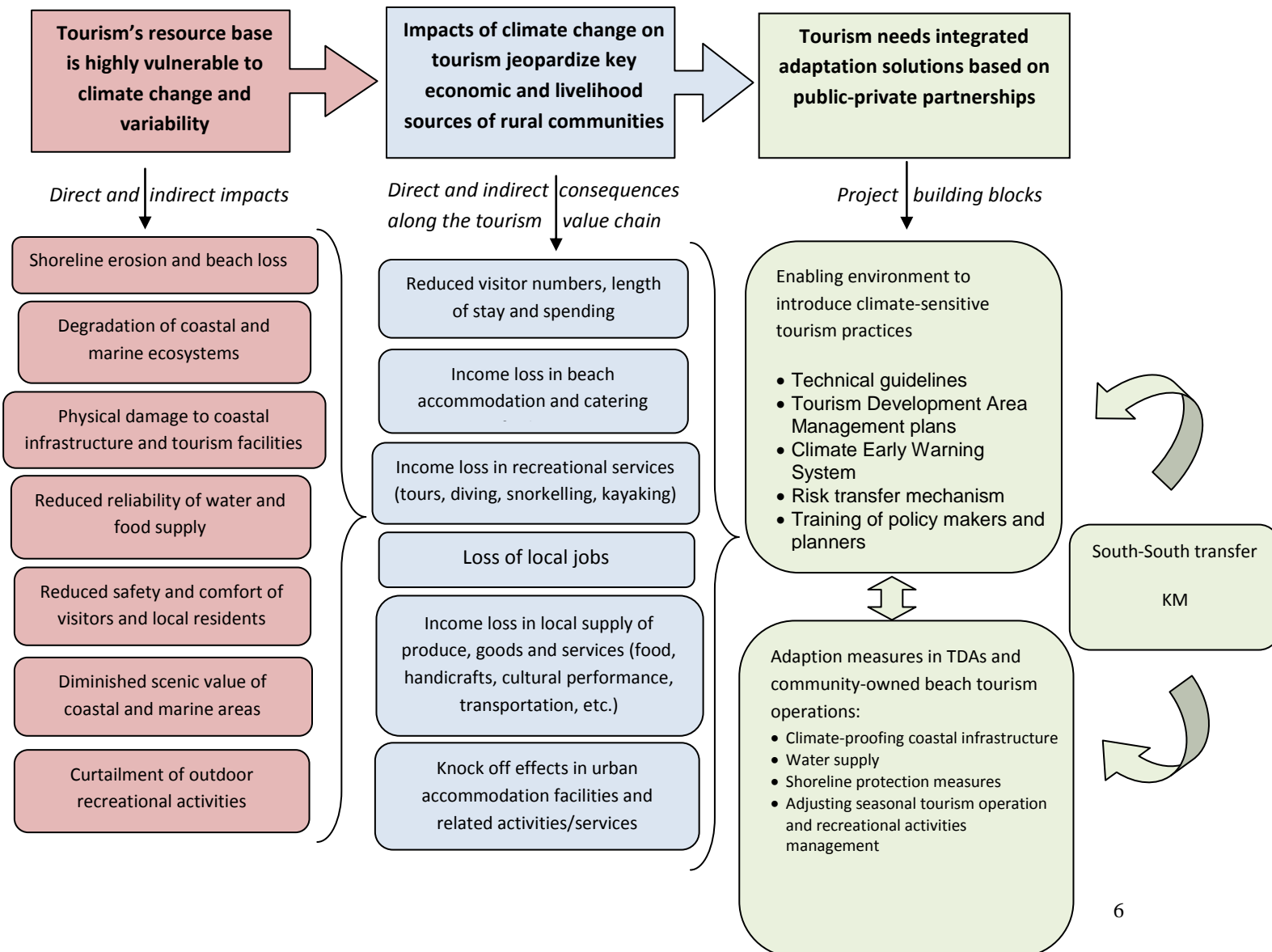
B. PROJECT OVERVIEW:

B.1. DESCRIBE THE BASELINE PROJECT AND THE PROBLEM THAT IT SEEKS TO ADDRESS:

Problem

The combined effects of climate variability (such as changing seasonal weather patterns) and climate change (including gradual sealevel and temperature rise, increasing frequency and intensity of storm surges and cyclones, changing precipitation patterns, including high intensity rainfall events and droughts), are posing a threat to community-based tourism operators and their vital assets located in highly vulnerable coastal areas. Beach tourism is a highly climate-dependent activity, relying heavily on vulnerable natural coastal resources. Tourism is a major economic sector in Samoa, driven by small scale and family-owned businesses as integral part of village areas and key income-generating supplement of mainly subsistence rural livelihoods. The effects of climate change and climate variability on tourism are both direct and indirect. Direct effects include the erosion and loss of beaches, inundation and degradation of coastal ecosystems, saline intrusion and damage to critical infrastructure, reduced reliability of water and food supply. Indirect impacts include the diminished beauty of natural resources, for example bleached coral and destroyed forests, curtailment of some outdoor activities, dangerous swimming and diving conditions. As a consequence, livelihood source of families in rural coastal areas is jeopardized along the complex tourism value chain, involving small beach accommodations, catering, recreational activities, associated jobs and local supply of goods and services (food, handicrafts, cultural performances, transport, etc).

Project logic:



Underlying causes

Climate change vulnerabilities and impacts:

The influence of global warming on Samoa manifests itself in more frequent and extreme rainfall events, longer dry spells and drought events, rising sea levels, extreme winds and extreme high air and water temperatures (Climate Risk Profile, 2007, referenced in the 2nd National Communications to UNFCCC 2009). Projections of long-term changes in the average climate for Samoa indicate that by 2050 the sea level is likely to have increased by 36 cm, annual average rainfall by 1.2 %, extreme wind gusts by 7% and maximum ambient surface temperatures by 0.7 °C. The observed long term trend in relative sea level for Apia is 5.2 mm/yr, but the maximum sea level is increasing by approximately 8 mm/yr, a rate far in excess of the observed local and global trends in mean sea level. For Apia, an hourly sea level of 1.8 m above mean sea level is currently a 100-year event. It will likely be at least a four-year event by 2025.

Currently a daily rainfall of at least 300 mm is a relatively rare event at Apia, with a return period of 14 years. Given Samoa's location, there is large uncertainty in the rainfall projections. Of the four global climate models used to prepare Samoa's Climate Risk Profile, two models indicated substantial increases in rainfall, one model suggested only small increases, and one model indicated a large decrease in rainfall into the future. While, an extreme daily rainfall of 400 mm is currently a 60-year event, it will likely be a 40-year event by 2050. An extreme six-hourly rainfall of 200 mm is currently a 30-year event. It will likely become a 20-year event by around 2050. A monthly rainfall below the ten percentile is used as an indicator of drought, with drought frequency in Samoa being strongly linked to the occurrence of El Niño events. If El Niño events are more common in a warming world, this will have significant implications for the frequency, duration and intensity of droughts in Samoa.

Currently an extreme wind gust of 70 kt at Apia has a return period of 75 years. This will reduce to approximately 40 years by 2050. There is relatively high confidence in projections of maximum air temperature. A maximum air temperature of 34 C is currently well in excess of a 100-year event. By 2050 it will likely have a return period of 40 years.

More recently, the EACC Samoa Country Study² used projections of climate variables downscaled from the results of the global climate models. Samoa is covered by 4 of the 0.5° grid cells. Most of the Samoan population is covered by the cell centred on 13.75°S, 171.75°W, which covers Apia. The Global Wet (NCAR) and Dry (CSIRO) scenarios differ little with respect to the annual average temperature projections. The Global Wet scenario projects an increase of 0.97-0.99°C by 2050 for the four grid cells, while the Global Dry scenario for 2050 projects an increase of 0.81-0.83°C by 2050 for the four grid cells. Since the differences between cells are much smaller than the standard errors of the projections, it is reasonable to assume a uniform increase of about 1°C for the Global Wet scenario and about 0.8°C for the Global Dry scenario. Changes in average daily maximum and daily minimum temperatures are almost identical to the changes in average daily mean temperatures.

While there is still a high degree of uncertainty about changes in weather variability and extreme events for future climate projections, the EACC study drew two inferences from the scenarios: (i) the severity – and perhaps the frequency – of ENSO droughts is likely to increase, especially under the Global Wet scenario; and (ii) the severity (wind speeds) of major cyclones may increase and the return period of the most damaging cyclones may fall, leading to a significant increase in the average damage caused by cyclones which hit Samoa. The latter change may be most marked in the Global Dry scenario as a consequence of the significant increase in precipitation during the wet season.

The focus of climate change scenarios for Samoa is overwhelmingly on the nature and frequency of extreme events (e.g. tropical cyclones, drought) and how their impacts may be exacerbated by sea-level rise. Over a medium time frame, sea-level rise will incrementally impact upon Samoa through events such

2 World Bank, 2010: Economics of Adaptation to Climate Change Samoa. The World Bank Group, Washington,

as flooding, coastal erosion and damage to coastal infrastructure. While low islands (e.g. atolls) are often judged to be more vulnerable to sea-level rise than high (e.g. volcanic) islands, the propensity for communities to be located along the coastal margins results in similar risks and vulnerabilities for all small island groups. In Samoa 70% of the population is reported to live within 1 km of the coast and critical infrastructure (e.g. hospitals, schools, port facilities, power plants, airports, tourism infrastructure) is also located in this zone.

Whilst the effects of sea-level rise are incremental over time, the impacts of tropical cyclones are an event of on-going and immediate concern. Tropical cyclones exacerbate coastal erosion, endanger life and well-being, and adversely impact upon infrastructure, agriculture, reefs, fishing and tourism. Climate modelling is indicating more El Nino-like conditions under global warming scenarios, and hence the potential for an increase in the intensity and frequency tropical cyclones in the Samoan region, increasing damage, and the costs and frequency of repairs.

Climate change can affect tourism destinations through both direct climatic impacts and indirect environmental and socio-economic change impacts³. Tourism operators and associated communities in Samoa are very heavily dependent on the country's natural resource base. Samoa's prime tourist attractions are its tropical climate and pristine beaches, its tropical coastal and inland ecosystems and landscapes, and the traditional culture very closely attached to the use of land-based, coastal and marine environmental resources. Tourism is a major economic sector in Samoa and most tourism areas are located within vulnerable coastal areas. Current and expected climate change trends are highly relevant to the tourism sector, as outlined in Samoa's SNC, CRP and NAPA report. Consequently, changes in climatic conditions represent existing and potential future risks to Samoa's tourism sector and to the livelihood of communities dependent on it:

- Climate variability: Samoa's prime beach tourism product depends on the tropical climate with a promise to visitors of ample sunshine and little precipitation to fully enjoy a perfect beach holiday. Changing climate variability has been altering the accustomed drier and wetter tropical seasons, with more erratic and unpredictable weather patterns, affecting the planning of tourism seasons and the management of recreational activities. High intensity rainfall events and high temperatures can affect the comfort of visitors and host communities alike.
- Extreme climatic events and climate-related hazards: Most tourism facilities, access and support infrastructure (road, water, sanitation, telecommunications) in Samoa are located in highly vulnerable coastal areas in close proximity of the beach or right on the beach, exposed to extreme weather events, such as cyclones, storm surges and high intensity rainfall events causing flash floods, extended drought periods causing forest and bush fires, putting increased strain on coastal ecosystems and damage to tourism and public infrastructure and facilities, also aggravating secondary impacts, such as salt water intrusion to coastal soils and fresh water lenses. These affect the safety of both visitors and the communities living in the surroundings of tourism facilities.
- Long-term and creeping climate change impacts: Tourism is an intensive user of natural resources, tourists are like temporary local residents, using all basic amenities. Changing precipitation patterns, extended drought periods can affect water and food supply for both visitors and host communities. Changes in health conditions due to changing climate regime (e.g. expected increase in vector- and water-borne diseases) can affect visitors and local communities alike. Samoa's main tourism products are its pristine beaches and coral reefs which already suffer the adverse effects of climate change, such as reduced reef cover and diversity as a result of increasing seawater temperatures causing coral bleaching and spread of invasive species, and shoreline erosion due to sea level rise and more intense storm surges, which are projected to increase in the future.

Current unsustainable practices affecting resilience of tourism areas and operations:

A range of current unsustainable practices exacerbate climate-induced impacts in tourism areas:

³ Climate Change and Tourism, World Tourism Organization -UNWTO, 2008)

- poor coastal management, encroachment of tourism facilities in sensitive coastal ecosystems and highly vulnerable areas, exacerbating coastal erosion and degradation of coastal zones
- exploitation of land and forest resources, deforestation in inland areas
- inadequate waste management and pollution control on tourist sites affecting both terrestrial and marine ecosystems (e.g. organic runoff from sewage causing proliferation of algae over reef areas, uncontrolled solid waste deposits affect coastal habitats)
- unsustainable fishing practices for both local and tourism supply causing degradation of reefs.
- tourism growth poses increased water and food supply demand, which if not sustainably sourced from the nearby areas and local communities, can contribute to degradation of land and water resources, competing with local needs.

Long-term solutions and barriers to achieving it:

The long term solutions at the national level is to enhance the capacity of the Samoan Tourism Authority in coordination with related government institutions and private sector associations to create a suitable enabling environment for climate resilient tourism businesses by taking the following actions:

- Integration of climate change and climate-induced disaster risks in the Samoa Tourism Development Plan and related policy instruments (e.g. Environmental Impact Assessment, Tourism Standards, Tourism Fale Operational Guidelines)
- Integration of CC risks into local destination-level planning and management processes at the designated Tourism Development Areas
- Disaster preparedness and response plans covering both tourists and local populations in an integrated way
- Climate early warning and information services tailored to tourism sector needs
- Financial and investment support schemes integrating climate and disaster risk criteria
- Insurance scheme as climate risk transfer mechanism

At the local level, the solution is to develop the capacity of communities in tourism areas and of their beach fale operators in the following areas:

- Preparedness and response measures to climate-induced extreme events and disasters, including climate proofing of both public infrastructure and tourism establishments
- Integrated coastal management and shoreline protection that is adapted to climate-induced effects
- Management of water resources that is adapted to climate-induced disturbances in water supply
- Ensuring adequate food supply satisfying combined need of tourists and host under climate-induced stresses
- Adjustment of seasonal tourism operational planning and recreational activities management under changing seasonal weather patterns
- Use of climate early warning and information services to inform decisions on the above measures

The above solutions will need to be supported through systematic South-South exchange and knowledge management actions, in order to systematically codify, analyse and disseminate good practices and lessons learnt.

There are various barriers to achieve the above solutions:

- **Institutional barriers:** existing capacity within the Samoa Tourism Authority to integrate climate risk concerns into tourism planning processes (including regulatory procedures, incentives and awareness raising activities) is limited. A particular institutional difficulty is given due to tourism's cross-cutting nature, with most processes dealt with by line ministries in charge of water, agriculture, health, coastal management, infrastructure, thus needing strong inter-ministerial coordination on climate-change related matters affecting tourism, which is currently weak. Current disaster risk management frameworks facilitated by the National Disaster Management Office only apply general preparedness programmes for villages, but without specific protocols or practices to tourism areas, considering the temporary tourist population and local population jointly.
- **Policy barriers:** The STDP recognizes the dependency of the Samoan tourism product on climate factors as a tropical island destination, and in its risk matrix recognizes climate-related natural disasters. Nevertheless, it only points out the need for factoring climate change and disaster risks into tourism planning and operational processes, without specifying how. Similarly, in the related policy instruments (e.g. EIA, standards, indicators, guidelines), climate change risks are not reflected. The designated Tourism Development Areas defined in STDP have not been supported through comprehensive management plans that integrate climate change risks, and linkages with other territorial planning processes (such as the Coastal Infrastructure Management Plans, or more recent Watershed Management Plans) have not been systematically established.
- **Financial barriers:** the additional costs often involved in anticipating the effects of climate change in tourism operations (e.g. 'climate-proofing' tourism facilities and installations, adapting climate-sensitive water and shoreline management practices) may prevent community-run tourism businesses, to undertake the necessary actions to anticipate the effects of climate change. Currently there is a lack of awareness on, and availability of tourism tailored climate risk transfer mechanisms (such as insurance schemes). Currently the only financial support process for tourism businesses that integrates disaster-risk management criteria is the Tourism Tsunami Rebuilding Programme (TTRP), which has the prerequisite of a disaster risk management plan to be in place for the provision of grants. Other financial and investment support mechanisms (such as the Small Business Enterprise Center – linked with loan procedures by the Development Bank of Samoa, South Pacific Business Development Foundation or the Private Sector Support Facility) adhere to existing standards and procedures that do not integrate climate and disaster risks, consequently financial support processes to tourism businesses fall short in promoting investment thinking and practices that are climate risk-averse.
- **Technological and technical barriers:** there is limited awareness and availability of locally-tested techniques and technologies suited for community tourism operators in Samoa addressing the above climate-induced problems. Community operators cope with climate-induced effects on an ad-hoc and piecemeal fashion without having the information and capacity to implement cost-effective adaptation measures, while only a few bigger tourist resorts apply environmental technologies and techniques (e.g. water-saving or storage devices).
- **Informational barriers:** The Samoa Meteorology Division has ongoing work through sectoral NAPA implementation projects to develop overall observational and data management capacities, while the formulation of sector-tailored information services is currently focusing on agriculture, health and forestry sectors. Currently there is a lack of climate early warning and information services tailored to the specific needs of tourism policy makers, planners and operators. Tourism stakeholders (including STA, private sector associations and operators) lack the capacity to apply climate information to both shorter term and seasonal operations and long term tourism planning purposes. Awareness raising on climate change risks and adaptation options for tourism has been

limited to a few ad-hoc environmental or tourism events, without systematic and broad dissemination of information. Environmental management and coping practices in the tourism sector have never been analyzed in the country.

Baseline projects

Baseline projects and their links with this proposed LDCF project are detailed in section B.6 of the concept. Particularly relevant entry points for the proposed LDCF interventions are presented by the UNDP -supported Community Centered Sustainable Development Programme (CCSDP), Tsunami Early Recovery Project (ERP), the Private Sector Support Facility (PSSF) and MDG Acceleration Project. These projects are part of the UNDP Samoa Multi-country Office's broader environmental, poverty reduction and governance programmes supporting the Government of Samoa and key development sectors, including tourism. The tourism component of the multi-sectoral climate change adaptation project initiated in early 2010 and implemented by STA (funded by AusAid – see further details in section B.6.) will be implemented in a complementary and synergetic way with this proposed project. LDCF resources will be used to further support the climate change policy mainstreaming processes being initiated through NAPA4, and will focus on implementing on-the-ground measures amongst community-owned beach tourism operators in selected Tourism Development Areas, with related capacity development and knowledge management actions.

B.2. Incremental/Additional cost reasoning: DESCRIBE THE INCREMENTAL (GEF TRUST FUND) AND THE ASSOCIATED Global environmental benefits TO BE DELIVERED BY THE PROJECT:

The proposed project targets communities operating small-scale and traditional beach accommodations and recreational areas, which represent the bulk of tourism facilities outside of the urban area of Apia. The project responds to the climate-induced risks described in section B.1. in an effort to safeguard natural and cultural assets of tourism-reliant rural communities, associated tourism value chains and livelihood sources. The project components are designed to address climate change and disaster risks through an integrated approach, combining policy and institutional strengthening to support an enabling environment for public-private partnerships, engagement of local communities through site-specific risk assessments and adaptation planning, implementation of on-the-ground adaptation measures in key community-based tourism areas and operations, as well as South-South exchange and knowledge management processes. The implementation of the 2 outcome areas will not be sequential, but closely interrelated and parallel, to ensure bottom-up and top-down linkages.

Component 1. Institutional strengthening to support climate-resilient tourism policy frameworks

Without LDCF intervention (project baseline)

While the STDP recognizes the importance of climate factors and related risks to the Samoa's tourism, it falls short in devising a strategy to address climate change risks throughout the tourism planning process and related policy instruments:

The current Environmental Impact Assessment (EIA) process is generic and not specified to tourism facilities and operations. Consequently, its application is ineffective and not coupled with regular environmental monitoring or reporting processes. Current procedures do not allow systematic assessment

in the changes of environmental conditions in tourism sites, their impacts on operation, and improvement of environmental management.

The current tourism standards are set as minimum requirements (specified for hotels and beach fale), serving rather for orientation purpose for new tourism developments. The standards include a section on green policy, but only with a few generic points regarding tree planting, recycling, or asking on availability of a “green policy” at the operation without detailing what it means, or how this can be operationalized. The Standards are applied on a voluntary basis, not used currently for licensing and permit purposes, therefore it has limited influence on the way tourism facilities are developed or operated. These limitations have been recognized, and STA now recommends licenses for accommodation properties complying with standards, for which a legal framework needs to be established to strengthen the regulatory nature of the standards, introduce environmental operation criteria informed by climate change risks. The revision of the SDTP, the EIA process and tourism standards to integrate climate risks will be addressed through the recently initiated NAPA 4 project (financed by AusAID). There is an opportunity to link the review of the standards with the approval process of the proposed Tourism Development Act, which has been endorsed by Cabinet and is now ready to be tabled with Parliament.

An illustrative educational/training manual has been developed for beach fale operators in 2000, but it was not introduced or distributed systematically, and copies ran out. This manual neither did place emphasis on environmental practices, nor dealt with climate-related risks. It focused on service quality and conduct.

Environmental practices and coping techniques in tourism operations have never been analysed systematically in Samoa, consequently, technical guidelines on environmental and climate change adaptation techniques and practices is non-existent.

The STDP identifies 7 TDAs over the islands of Upolu and Savaii, with the aim of facilitating local destination level planning and management processes, in a coordinated way between tourism operators, village constituencies, involving also tourism sites in inland areas (ecotourism sites). Some villages have started to coordinate on tourism-related decisions, but on an ad-hoc basis and without systematic coordination between representatives of adjacent villages and districts for broader tourism area planning. Sustainable village development plans have been established so far for 24 villages in Samoa through the UNDP supported CCSDP and ERP projects, involving 4 villages proposed under this project (Faleu, Lepuia, Lalomanu and Saleapaga), but these do not integrate systematically climate-related risks, and support to tourism operators is limited to tsunami recovery. Furthermore, these plans are limited to village boundaries and do not consider issues at the broader district and functional tourism development area levels. The Coastal Infrastructure Management (CIM) Plans created between 2000-2004 were based on broad community consultations at the district level, but without specifying on tourism areas and operations, or considering broader tourism areas cutting across village and district boundaries. Without LDCF resources the planning and management process for Tourism Development Areas (TDAs) identified in the Samoa Tourism Development Plan will remain ad-hoc, without effectively linking to current broader planning frameworks (like the CIM Plans), and without integrating climate change and disaster risks, jeopardizing the long-term sustainability of local tourism development processes and efforts in tourism-reliant coastal communities.

In 2002 a handbook was published as a guide to the development and use of Samoa’s Sustainable Tourism Indicators. This handbook has been used only for education and research purposes to raise awareness on environmental and socio-economic impacts of tourism, but currently does not integrate

climate-induced risks and impacts. This guidebook is a tool for local destination planning and management, but has not been applied given the non-existence of planning processes for Tourism Development Areas.

Current financial and investment support processes for tourism businesses only partially integrate criteria and prerequisites related to DRM aspects, and fall short of integrating climate risk considerations, due to inadequate standards and their inconsistent application.

Currently, none of the community-operated beach fale have insurance coverage on their assets due to lack of awareness on insurance options and financial resources to access them. Only few of the bigger tourism resorts have insurance partially covering assets. The lack and deficiencies of such systems have been exposed following the 2009 tsunami.

Without LDCF resources, the modification of policy instrument and related capacity building will not be addressed in a comprehensive manner that is conducive to facilitate the application of adaptation measures in Tourism Development Areas. Climate early warning and information systems will remain general and not tailored to specific user needs in the tourism sector, thus hindering both shorter term and seasonal as well as longer term tourism planning processes adapted to changing climatic conditions. Current insurance options will continue to be out of reach to most tourism operators, thus reducing chances of adequate preparedness for and timely recovery from climate-induced hazards.

With LDCF intervention (adaptation alternative)

LDCF resources will be used to further strengthen the effectiveness of policy instruments and related institutional and technical capacities within the process of mainstreaming climate and disaster risks into the Samoa Tourism Development Plan. Capacity-development actions will aim at strengthening inter-ministerial collaboration and public-private partnerships engaging key line ministries and tourism private sector associations, such as the Samoa Tourism Authority (STA), Ministry of Natural Resources and Environment (MNRE), Ministry of Women, Community and Social Development (MWCSO), Ministry of Finance (MOF), Ministry of Commerce, Industry and Labour (MCIL), Samoa Hotel Authority (SHA), Savaii Samoa Tourism Association (SSTA). The policy, institutional support and capacity development processes are targeted to create an enabling environment for public-private partnerships as a means of facilitating the realization of Outcome 2 of the project, principally the introduction and implementation of on-the-ground adaptation measures in selected Tourism Development Areas and community-owned beach tourism operations. The following proposed actions will complement the policy mainstreaming processes initiated under the AusAID financed project being implemented by STA (review of STDP, tourism standards, EIA processes)

- **Management plans for Tourism Development Areas integrating climate and disaster risk resilience**

LDCF resources will be used to prepare integrated and climate-sensitive management plans for 5 Tourism Development Areas, involving at least 9 villages and 15 community-owned tourism operations, as well as the broader communities in the villages:

- South-East Upolu TDA: Lalomanu, Saleapaga
- North-West Upolu TDA: Manono Island - Lepui, Faleu
- North-West Savaii TDA: Falealupo, Satuiatua
- Eastern-Savaii TDA: Manase, Lano
- South-East Savaii TDA: Palauli

The above TDAs and villages have been identified for this project, given that they cover the most popular beach areas and the bulk of beach fale operations in the country. Importantly, the adaptation support activities will target already established and upcoming new community operations in order to demonstrate the application of policy instruments and adaptation measures in tourism areas and business at different stages of development.

The plans will be prepared through the active involvement of village constituencies, including traditional leaders, women and church groups, youth groups, and families operating tourism facilities. Detailed and site specific climate and disaster risk and vulnerability assessments will be undertaken, followed by the selection and detailed design of adaptation options. These processes will be facilitated through participatory consultation, planning and community training activities. The climate-sensitive tourism planning process will involve the broader territories of villages that form part of TDAs, with a double purpose: a) in order to ensure a ridge-to reef approach for integrated coastal adaptation solutions, and b) to diversify tourism recreational activities involving inland areas (e.g. eco- and cultural tourism activities) as an adaptation strategy to adjust to changing seasonal weather patterns and to reduce pressure on vulnerable coastal areas. The TDA management planning process will serve to integrate a number of technical and policy instruments, such the Sustainable Tourism Indicators and DRM protocols and plans that integrate climate-risks and apply to the combination of permanent local population, temporary tourism population and the tourism operators' staff as well. In effect, the adaptation plans to be developed in these TDAs will serve to establish a model for tourism management planning integrating CCA and DRM risks.

- **Technical guide on climate resilient tourism area and beach tourism operation management practices**

To start with, an inventory of current environmental management, adaptation and maladaptation practices will be established. Subsequently this guide will serve to systematically capture the experience and technical know how from the TDA planning process to be carried out under Output 1.1 and the adaptation implementation processes to be undertaken under output 2.1. The technical guidelines will also serve to support revision and application of the tourism standards, EIA and other regulatory and incentive processes directed to tourism operators. The dissemination of the technical guidelines will be linked with the South-South exchange activities to be supported in Output 2.2.

- **Financial support and climate risk transfer (insurance) mechanisms**

Project resources will be used to analyse current financial and investment support processes available to tourism operators (such as the Small Business Enterprise Center – linked with loan procedures by the Development Bank of Samoa, South Pacific Business Development Foundation or the Private Sector Support Facility) and make recommendation on how to align them with climate and disaster risk considerations and criteria, making the application of related standards and procedures more effective. The project will support awareness raising on insurance as climate risk transfer mechanism, analyse feasibility and make recommendations on options for suitable institutional and operational arrangements that can be applied for beach tourism operators in Samoa. Exchanges will be established with similar initiatives, e.g. in the Caribbean or Maldives, to draw experience from successful risk-transfer mechanism examples, through the South-South exchange activities to be carried out in Output 2.3.

The effective development and application of the above policy tools and processes will be facilitated through engaging technical experts, carrying out detailed capacity and policy gap analysis, targeted training to government officers and tourism private sector associations. Policy dialogue will be facilitated through preparing regular policy briefs to inform higher level policy makers at the ministerial and cabinet

level. Top down and bottom up linkages between the policy processes and on-the-ground adaptation implementation will be ensured through systematic knowledge management actions, informing the national processes from the community-level experience and vice versa.

Component 2. Implementation of climate change adaptation measures in nationally demarcated Tourism Development Areas (TDAs)

Without LDCF intervention (project baseline)

Currently only a few tourism fale operators apply local coping techniques to tackle coastal erosion (such as planting of trees, or installing barriers to prevent tourists passing through eroded beach ledges), but in a piecemeal manner. Due to the lack of awareness and technical capacities, non of the small beach fale operators and only a handful of resorts apply environmental management techniques (such as Samoa Resort uses compost toilets, Savaii Lagoon Resort's filters and recycles waste water for gardening). Some beach fale operators use rainwater catchment and storage (e.g. Falealupo, Lalomanu, Satuiatua) to counteract shortages of reticulated water supply. Technical advice on environmental measures is received only partially and through initial stages of tourism development through obtaining the Development Consent from the Planning and Urban Management Agency (PUMA). These practices are partially noted during STA Product Inspections, but there is no systematic stocktake, analysis and dissemination of current environmental and coping practices in place.

Currently NDMO has general preparedness programmes in place for villages, but there are no specific protocols or practices to tourism areas, that considers the temporary fluctuating tourist population and local population jointly. Following the disastrous tsunami in 2009, which affected key tourism fale operation areas, the Facilitation Group of the Tourism Tsunami Rebuilding Programme (TTRP) conducted some trainings with DMO for operators in affected areas to prepare for natural disasters with an aim to develop DRM plans. The DRM plans will be limited to the strict tourism activity sites, without considering the broader Tourism Development Areas, and only applied to the Tsunami-affected sites.

Currently only general weather information is received on a daily basis by STA, displayed in the tourism information fale located in Apia, on short term forecast. The tourism sector does not receive or use mid-term seasonal forecasts for operational planning (only using conventional knowledge for starting and duration of dry and wet seasons, which are currently shifting due to changing climate variability). Information and warnings on extreme climatic events (storms, cyclones, drought, floods, etc.) are not channelled and applied specifically to community beach fale operators. Similarly there is a lack of applying longer term climate projections in the tourism sector that can serve as basis for risk assessments for tourism development and operations. Climate Early Warning System (CLEWS) is being developed through other NAPA follow up projects tailored to the agriculture, health and forestry sectors, through building overall capacity of the Meteorological Service (observational, data management and communication capacity) and sectoral authorities, but not tailored to tourism and its actors in public and private sectors.

Climate change and related environmental and socio-economic issues have been discussed at a few events, such as at the National Climate Change Summit in 2009 where a tourism working group session was held, or at the Samoa Tourism Exchange in 2009 that included a session on CC. Other tourism-related environmental awareness activities are conducted through the annual Village Beautification Campaign and the tourism education programmes broadcasted weekly via radio. There are a number of

existing communication channels, such as the tourism circular for professionals (weekly) to stakeholders (2000 plus recipients including overseas partners), national websites (STA, SHA, Savaii Samoa Tourism Association, but currently they are not harnessed to communicate on climate change risks and adaptation measures. Tourism professional training (tourism and hospitality courses) is conducted at the National University of Samoa (NUS), Asia-Pacific Technical College (APTC) and the University of the South-Pacific (USP), but curricula does not integrate systematically climate change and environmental management issues.

In the context of a continued absence of climate-sensitive and systematic local tourism planning and management processes, awareness of communities on climate change risks will remain low, with continued ad-hoc and piecemeal coping responses. This also carries the additional risk of well intentioned efforts leading to mal-adaptation (e.g. implementing coastal adaptation measures that are either insufficient to address climate –induced impacts, or harm the scenic and tourism use value of coastal areas). Without LDCF resources, climate change awareness raising and knowledge management activities will continue to be limited to a few ad hoc events, and without facilitating the exchange of experience at the national and regional levels and with other SIDS regions, losing an important opportunity to inform tourism professionals, planners and operators on effective adaptation responses.

With LDCF intervention (adaptation alternative)

LDCF resources will be used to implement on-the-ground community-driven adaptation measures in the selected 4 Tourism Development Areas. These measures will be aligned and complement ongoing disaster risk management practices.

Responding to the climate-induced risks described in section B1, adaptation options will be assessed and specified in the following four main areas, through consultations with communities and tourism operators in the TDAs during the project development phase:

- **Climate-proofing community managed tourism infrastructure.** LDCF funds will be used to enhance the robustness of what is currently very basic infrastructure to climate-induced extreme events and disasters (cyclones, storms, floods). This will involve access roads, drainage, water, and sanitation systems and *fales* in community based tourism facilities. These climate proofing infrastructure measures will be complemented with the application of DRM protocols adjusted to integrate climate-induced risks and tailored to local population, tourism operators and tourists (e.g. warning and communication system, escape routes, shelters, preparation of emergency stocks).
- **Climate resilient water management technologies and practices in community managed tourism facilities,** such as rainwater capture and storage, water saving techniques, community reservoirs, surface and ground-water management.
- **Shoreline protection measures** against climate induced erosion focusing on no-regrets adaptation techniques, such as coastal vegetation planting, conservation of coastal forests and coral reefs as first line natural defense against extreme climatic events, and prime source of sand accretion and beach replenishments. Beach-replenishment techniques will be applied based on site-specific assessments, in order to maintain the accessibility and aesthetic value of beaches used by tourists and local recreational purposes, as an alternative of commonly used seawalls in Samoa which are not suited for tourism areas.

- **Recreational activity diversification as an adaptation response to changes in patterns of climate variability.** This will include the application of climate early warning and seasonal forecasting for tourism activity planning, development of alternative sites in-land, awareness raising and training on diversification of tourism recreational activities (e.g. ecotourism and cultural programmes) that are less dependent on changing weather patterns and less concentrated in highly exposed coastal zones

The implementation of the above adaptation actions will be facilitated through:

- The establishment of the climate-sensitive TDA Management Plans supported under Output 1.1
- Targeted technical assistance and training to communities and tourism operators on climate risk assessments, technical and managerial adaptation solutions – captured through the technical guidelines to be established under Output 1.2
- Facilitating the application of climate-sensitive policy instruments, such as standards, building codes, EIA processes. These policy instruments are currently to be developed or revised under the NAPA 4-AusAID supported project,
- Establishing business plans for community-operators for the implementation and longer-term maintenance of the climate-sensitive management practices, especially considering resource-intensive measures (e.g. climate proofing of facilities and related coastal infrastructure). The business plans will integrate recommendations developed for internalizing climate change considerations into micro-finance, grant and loan schemes and risk transfer mechanisms under Output 1.3

LDCF resources will be used to develop **Climate Early Warning System (CLEWS) and information services tailored to tourism operators.** This will be based on ongoing work through other NAPA projects aiming at enhancing overall capacity of the Meteorological Office. The proposed LDCF project will build on this and support the design of tourism-sector oriented climate information services (such as short and mid-term seasonal forecasting, early warning for extreme climatic events) with appropriate communication mechanisms and needed awareness raising and training of tourism stakeholders.

The above proposed adaptation measures aim at safeguarding the environmental and cultural assets of tourism reliant communities, and associated value chains from climate change –induced risks and hazards. Climate change adaptation in tourism, being based on location-specific assets and activities intensively using natural and cultural resources, can only be tackled through integrated approaches. Therefore, the implementation of these activities will be closely linked to each other, as they will take place in tourism areas concentrating in highly vulnerable and exposed narrow coastal strips.

To address climate change and environmental issues in an integrated way in tourism beach fale operations, linkages will be explored during the project development phase with initiatives supporting enhanced energy management (siting and design of buildings, energy efficiency, and use of renewable sources).

Project resources will be used to systematically capture, analyse and disseminate experience and best practices, from early stages of community engagement and policy-related work. A range of knowledge products will be developed by the project team involving knowledge management and media specialists, including case studies, experience notes, technical notes, brochures, posters, photo-stories, videos in both Samoan and English language, tailored to national stakeholder groups. The systematic dissemination of these will be facilitated through developing a project communication strategy, harnessing appropriate

local, national and regional media and means. Direct exchange and learning opportunities will be supported through South-South transfer of knowledge nationally, within the Pacific region and with other SIDS regions. Exchange site visits will be organized between pilot communities in the selected TDAs. National dissemination workshops will be organized, and project experience will be presented in relevant national events (e.g. Samoa Tourism Exchange, National Environment Week, National Climate Change Summit, etc.), as well as in regional events. Sharing of project results will be pursued through incorporating knowledge products and updates in national websites (like MNRE, STA, SHA, SSTA), as well as regional and global web-based platforms (such as the SPREP CC Portal, or the Adaptation Learning Mechanism). South-South exchange will be also fostered through establishing linkages and exchanges with similar tourism-related adaptation projects in other SIDS, such as the Adaptation Fund project being formulated for Cook Islands or the LDCF-funded NAPA implementation project being developed in the Maldives – both through UNDP support.

The project sustainability after its completion will be ensured through the strengthened institutional structures and public-private partnerships to be supported through the policy and related capacity building processes (including more effective application of standards, climate early warning and information systems, financial and risk transfer support mechanisms for the private sector and enhanced technical capacities). The development of management plans in the selected TDAs will provide a blueprint for tourism area planning process integrating climate risks that can be replicated in other TDAs. The technical guidelines to be established through the project will serve as knowledge and know-how base to replicate practical adaptation measures in broader range of existing and future new tourism operations and establishments. The South-South transfer and knowledge management activities will serve as vehicle to replicate project experience within and beyond Samoa.

During the preparatory phase, the cost effectiveness of measures proposed in this concept will be examined in detail. The results of this analysis will be presented in the documentation submitted for CEO endorsement.

B.3. DESCRIBE THE SOCIOECONOMIC BENEFITS TO BE DELIVERED BY THE PROJECT AT THE NATIONAL AND LOCAL LEVELS, INCLUDING CONSIDERATION OF GENDER DIMENSIONS, AND HOW THESE WILL SUPPORT THE ACHIEVEMENT OF GLOBAL ENVIRONMENT BENEFITS. AS BACKGROUND INFORMATION, READ [Mainstreaming Gender at the GEF](#):

The project will directly benefit the population of at least 9 villages located in the 5 targeted TDAs, involving at least 15 community-operators, around 100 staff, and approximately 500 households through the extended families, engaging equally man, women and youth. The project will indirectly benefit the broader population in the 9 target villages totalling 4,325 inhabitants (Samoa Housing and population count 2006). The institutional strengthening activities will involve officers from a range of Ministries and Departments, given the cross-cutting nature of tourism, involving STA, MNRE, MAF, MWCSO, MOF, others, as well as private sector associations (SHA, Savaii Samoa Tourism Association) and national NGOs. The actions under Outcome 1 will strengthen public-private partnerships that will benefit a broader range of tourism accommodation and service providers. The knowledge management and awareness raising activities are designed in a way to reach out to a broader professional and general audience, involving national stakeholders and regional organizations, national and overseas visitors and tourists alike.

The community-level activities will be designed using participatory and gender-sensitive techniques, ensuring the active involvement of women, youth and church groups, and especially targeting staff of the community and family tourism operations, of which a considerable part is composed by women in both managerial, skilled and unskilled positions, through a range of jobs (reception, hospitality, catering, management, cultural activities, etc.). To ensure gender-sensitive processes, the Ministry of Women, Community and Social Development, in charge of coordinating development activities at village level, will be involved at all stages of project implementation.

Tourism is a principal income and livelihood source in the villages of the Tourism Development Areas, and through its multiplier effect provides a broad range of income and job opportunities. Tourism beach fale areas serve both local recreational and tourism purposes and vital spaces of village life. Through safeguarding vital environmental assets tourism operations depend on, the project will provide economic benefits to local communities through reducing and avoiding losses due to climate change impacts. The introduced adaptation measures (e.g. water supply, protection of beaches and coastal ecosystems) will benefit the broader village population, beyond the tourism operations, and will also support the resilience of traditional livelihood activities (e.g. no-regret measures supporting fishing through coastal ecosystem protection). It is expected that the project will produce environmental benefits through the ecosystem-based adaptation measures, especially in coastal and reef areas, as well as through supporting nature-friendly tourism activities in inland areas.

B.4. INDICATE RISKS, INCLUDING CLIMATE CHANGE RISKS THAT MIGHT PREVENT THE PROJECT OBJECTIVES FROM BEING ACHIEVED, AND IF POSSIBLE, PROPOSE MEASURES THAT ADDRESS THESE RISKS

Risk	Level	Mitigation
Staff turnover affects project implementation	low	Provision of continuous training and incentives for project staff, setting up and regular engagement of project board and technical advisory group to avoid too narrow focus and involvement of direct project staff. Alert Project Manager and Board on potential staff issues and changes in timely manner.

Risk	Level	Mitigation
Competing mandates and lack of coordination between relevant government departments and with tourism private sector organizations causes delay in the review and approval processes of climate-sensitive tourism-related policy and planning frameworks.	moderate	Continuously inform high level policy makers through the National Climate Change Country Team and the Tourism Climate Change Project Taskforce (being established under NAPA4 project), ensure good coordination with related initiatives through project technical team, provide high quality technical assistance, link effectively to the on-the-ground demos to inform policy processes and showcase direct applications of policy instruments.
Local tourism operators and communities in Tourism Development Areas may not perceive benefits of the application of climate sensitive tourism planning processes, use of climate information, and other technical activities, and interest and support to the project might fade	low	Maintain regular consultations, communications and set up effective local coordination processes throughout project formulation and implementation. Address shorter term climate-variability for seasonal tourism planning and management and longer term creeping CC impacts of destinations at the same time. Implement immediate and tangible on-the-ground activities addressing priority community needs, while conducting the detailed assessment and adaptation planning process. Management of community expectations as well as leveraging additional resources for activities that are priorities for local communities but fall outside the scope of this NAPA follow-up project.
The possibility of hazards caused by extreme climatic effects beyond predicted changes can harm adaptation efforts at tourism sites	Moderate	Implement effective Climate Early Warning System in early project stages tailored to tourism operators and sectoral users, to allow timely preparedness and adjustment of tourism management practices and climate-proofing of tourism facilities, preventing and mitigating potential damage from unexpected extreme events. Implement adaptation activities in a good variety of tourism areas in different parts of the country, to avoid simultaneous harmful impacts in all sites and complete disruption or damage of field implementation results.

B.5. IDENTIFY KEY STAKEHOLDERS INVOLVED IN THE PROJECT INCLUDING THE PRIVATE SECTOR, CIVIL SOCIETY ORGANIZATIONS, LOCAL AND INDIGENOUS COMMUNITIES, AND THEIR RESPECTIVE ROLES, AS APPLICABLE:

STAKEHOLDER	RELEVANT ROLES
Samoan Tourism Authority (STA)	Government agency in charge of tourism policies, development and marketing. STA will serve as executing agency for this project
Ministry of Natural Resources and Environment	As the lead technical agency for climate change-related policies, MNRE's prime function will be ensuring overall coordination of the project with other NAPA implementation processes and projects through the National Climate Change Country Team (chaired by

(MNRE)	MNRE), supporting the tourism sector tailored climate early warning system (through its MET Office).
Ministry of Women, Community and Social Development (MWCSD)	Government agency mandated to coordinate local development processes, involvement of communities and women. MWCSD will be involved in the community liaison for the planning and implementation of adaptation measures at the local level in the Tourism Development Areas.
Ministry of Finance (MOF)	Overall donor and aid coordination, supporting co-financing arrangements and programmatic linkages with other initiatives, making on-going linkages and updating the national policies outlined in the SDS, financial management of project funds and the monitoring of expenditures.
Key industry associations (SHA, Savaii Samoa Tourism Association, Car Rentals Association)	Coordinating with tourism operators and advocating for the adoption of climate sensitive planning and policy frameworks, instruments and adaptation techniques.
NGOs (SUNGO, METI, WIDBI)	Linking with environmental and capacity building activities supporting communities in the tourism areas
Education institutions (NUS, APTC, USP)	Support the knowledge management activities of the project, integrate project experience in their tourism-related curricula and training programmes
CROP agencies (SPTO, SPREP, SPC, SOPAC, USP)	Supporting the adaptation implementation and policy processes through their technical and sectoral mandates, expertise and country support programmes. Support the South-South exchange and dissemination of lessons learnt and good practices generate by the project
World Tourism Organization (UNWTO)	Technical project documents will be communicated to UNWTO, the UN Agency serving as global platform for tourism policy and development matters, in order to broadly disseminate project results, and inform global tourism studies and policy processes related to climate change
UNDP	As Implementing Agency for this proposed project, UNDP provides its usual technical and operational oversight support throughout the project formulation and implementation phases. The assistance being provided is based on UNDP's extensive development assistance and climate change adaptation support programmes and projects with the Government of Samoa and collaborations with development partners in the region, through the UNDP Samoa MCO, Asia-Pacific Regional Center in Bangkok, Pacific Center in Suva and Head Quarters in New York.

A strategy and plan for stakeholder involvement and collaboration with relevant ongoing and planned initiatives will be prepared during the project formulation phase, further defining the roles and responsibilities of key stakeholders.

B.6. OUTLINE THE COORDINATION WITH OTHER RELATED INITIATIVES:

In general coordination with related initiatives will be ensured through the participation of representatives from organizations in charge of them in the project formulation technical team during the PPG phase, and in the Project Board, Technical Advisory group during project implementation. The National Climate Change Country Team, chaired by MNRE, will serve as overall quality assurance and national coordination mechanisms for this proposed project, especially considering the cross sectoral nature of tourism.

Initiatives	Links
NAPA implementation projects 1- 4	<p>NAPA implementation projects are currently ongoing to address agriculture and health sectors (NAPA 1, UNDP-GEF, LDCF), coastal adaptation (NAPA 2, national component of the PACC project, UNDP-GEF, SCCF) and forestry sectors (NAPA 3, UNDP-GEF, LDCF). Given tourism’s cross-cutting nature, linkages will be established through MNRE’s coordination function, the NCCCT, and the projects’ knowledge management and exchange activities. Another key link is the Climate Early Warning System being developed within NAPA 1 project, and based on this being tailored to other sectoral NAPA applications, including for tourism under this proposed project.</p> <p>NAPA 4 for is a multi-sectoral project, including climate information, water resources, forest fire and tourism, for the period of 2010-2015. It is financed by AusAid through the Samoa-Australia Partnership for Development. The tourism component of NAPA4 is managed by STA, with a total budget of \$AUD 775,000. Project implementation has been initiated in early 2010, with a project coordinator recruited in March. UNDP assisted in the development of ToR and recruitment process, ensuring synergetic linkages with the proposed LDCF tourism adaptation project for project management purposes. The NAPA 4 tourism component is focusing on policy issues: aims at supporting the integration of climate risks into the Samoa Tourism Development Plan, and strengthen the application of a number of related policy processes and instruments in tourism, such as Environmental Impact Assessment; standards for tourism infrastructures, transport and for nature tourism services. The proposed LDCF project will complement the policy mainstreaming measures through integrating climate change in further related instruments and processes (e.g. Climate Early Warning System, planning for Tourism Development Areas, financial support and risk transfer mechanisms) and associated training activities, and will principally focus on implementing on-the-ground adaptation</p>

	measures in designated Tourism Development Areas.
WB-Pilot Programme on Climate Resilience (PPCR)	<p>Samoa is involved in the PPCR, as one of the 3 pilot countries in the Pacific regional project, implemented through the World Bank. The process is being coordinated by the Ministry of Finance, with coordination mechanisms in place involving MNRE and other ministries. UNDP has been involved since early stages of the PPCR process, and has been advocating for linkages with existing and pipeline NAPA implementation and related development assistance initiatives. PPCR in Samoa has recently completed its Phase 1 design, and defined a Strategic Programme for Climate Resilience. The Programme focuses on coastal adaptation and related infrastructure measures with the following investment projects and components:</p> <ul style="list-style-type: none"> • Investment Project 1: Enhancing the Climate Resilience of West Coast Road, Samoa, • Investment Project 2: Enhancing the Climate Resilience of Coastal Resources and Communities <ul style="list-style-type: none"> ○ Component 1: Implement CIM Plans to Manage Climate and Disaster Related Threats ○ Component 2. Knowledge Management ○ Component 3. Support to Civil Society Organizations <p>The West Coast area proposed under Investment Project (1) does not coincide with the proposed 5 Tourism Development Areas (TDAs) in the LDCF project, but will indirectly support tourism sector adaptation, given that West Coast Road is the main access between Apia to the Airport, vital for tourism purposes. More direct linkages will be established during the PPG phase with the components of Investment Project 2 of PPCR, to create synergies in supporting communities in the proposed TDAs, and through overall coastal adaptation processes and techniques linked with the implementation of CIM Plans.</p>
Enhancing resilience of coastal communities of Samoa to climate change and disaster risks	<p>The Government of Samoa has developed a proposal for the Kyoto Adaptation Fund, led by MNRE and supported by UNDP in its capacity as Multi-lateral Implementing Entity to AF. The project will focus on revising and implementing CIM Plans, in a complementary and synergetic fashion with the WB-PPCR, in order to cover broadly Samoa’s districts and communities. Overlaps will be avoided and synergies created through close coordination between the AF and LDCF processes, considering the following aspects:</p> <p>Summary rationale:</p> <ol style="list-style-type: none"> 1. Project site and activity locations: The AF proposal is a nation-wide programme that covers more than half of the country’s territory, complementary to and closely coordinated with the WB-PPCR process, therefore aerial overlaps with the proposed LDCF project sites are

inevitable. However, the AF proposal aims at addressing a broad set of interventions, and the water management and coastal protection measures will be implemented only in a limited number of villages, to be identified during the inception phase. It will be ensured that overlaps are avoided in the implementation of water and coastal measures between the AF sites to be selected and the target Tourism Development Areas and villages involved in the proposed LDCF project. *A map showing the relation of the AF target districts and LDCF sites is included below in Figure 1.*

2. **Technical distinctions and complementarities in proposed AF and LDCF-financed interventions:** While both projects involve shoreline protection and water management interventions that can be developed in a synergetic fashion, there are important distinctions in approaches and scope, as detailed below. Considering these, the adaptation measures to be implemented through the respective projects will be complementary, avoiding any duplication.
3. **Project coordination processes ensuring synergies:** the assessments to be undertaken in the respective project formulation, inception and implementation stages offer ample opportunities to synergize and avoid overlaps, through strong coordination mechanisms by the Government and supported by UNDP.

Detailed description:

1. Project site and activity locations:

The AF proposal targets an area involving 25 districts of the country (out of 41 in total) and some 139 villages (51% of the national total). Of the 9 target villages in the 5 Tourism Development Areas under the LDCF proposal all are within the districts involved in the AF proposal with the exception of one (Satuiatua in Savaii).

The AF proposal is oriented to support the implementation of the district-level Coastal Infrastructure Management Plans that the Government formulated between 2000 and 2007. Given the large number of districts and villages to be involved in the AF project and the broad range of actions identified by the communities in the CIM Plans, the water and coastal protection measures will be implemented only in selected areas. Shoreline protection measures will be implemented in about 10 districts and 40 villages and water sector measures will be limited to 5 districts with 15 villages. The exact locations of the particular interventions will be defined during the CIM Plan review process, in initial stages of the AF project implementation. This process, aligned with the LDCF PPG and inception stages will clearly identify complementarities in terms of locations and adaptation interventions.

2. Technical distinctions and complementarities in proposed AF and LDCF-financed interventions:

	AF proposal	LDCF proposal
	Focuses on general assets of a broad set of communities assessed on a district and village basis (CIM Plans)	Focuses on tourism-driven communities, with assets related to tourism activities in functional tourism areas as local destinations (essentially the Tourism Development Areas), cutting across different villages and districts.
	Will apply a combination of hard and soft coastal protection measures, with protective structures, such as seawalls, sheltering vital community assets and areas. The AF project also aims at piloting innovative beach replenishment techniques in 2 sites, to be defined during the inception stage, based on site-specific assessments.	<p>Seawalls cannot be an option for the tourism areas, given the aesthetic value and ecological implications, and key recreational use of beaches with good access needed for visitors. Therefore, the LDCF project will principally aim at soft, ecosystem-orientated solutions tailored to tourism and recreational use of beach areas. Distinct approaches for tourism-use and communal areas within the same coastal area or villages territories will be needed.</p> <p>Synergies can be created with the beach replenishment pilots of AF proposal, as these techniques can be applied and adapted more broadly in tourism and recreational beaches in target 5 TDAs and 9 communities, to be supported by the LDCF project.</p>
	Aims at enhancing general water supply to communities either through the Samoa Water Authority mains supply, or independent communal village supply schemes.	While the LDCF proposal will be linked to water-adaptation measures within broader community schemes (financed from other resources), the focus of the LDCF project will be on tourism operations that need to deal with a fluctuating and seasonal visitor population, in order to avoid climate-induced disturbances in water supply.
	The AF proposal involves the application of partial relocation of	Relocation cannot be an option for tourism operations, given the

	<p>community assets and related infrastructure located in hazard zones to further inland and higher areas, as an adaptation option.</p>	<p>beaches being the key attractions, thus the need for tailored adaptation measures to enhance resilience of tourism operations and assets that need to remain in highly exposed and vulnerable coastal zones.</p>
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3. Project coordination processes ensuring synergies

The Government of Samoa intends to develop and implement the AF and LDCF financed projects in a synergetic and complementary fashion. These synergies will be established through the following project processes:

The AF-financed proposal involves an extensive review of the CIM Plans through participatory processes and community engagement under its Outcome 1, in order to identify entry points for integrating climate change risks. This is expected to take place during the initial stages of project implementation in 2012 (if project is approved at AF Board meeting in December this year). This review will be the basis of the definition of site-specific measures in targeted districts and villages. This process will be closely coordinated with the planned assessments and consultations to be undertaken in the target TDAs and communities during the PPG phase of the proposed LDCF project (as outlined in the PIF and PPG documents), ensuring that LDCF interventions will not duplicate those to be financed by the AF initiative.

Complementarily of interventions will be also ensured in the broader national process of aligning the AF and WB-PPCR processes. As described above in this table, the WB-PPCR Samoa pilot includes 2 main investment projects. The first one is about climate-proofing the West-coast road between Apia and the airport, which does not overlap at all with the proposed tourism sites and communities under the LDCF project. The 2nd Investment project aiming at implementing the CIM Plans in the balance of districts with the AF proposal, involves one of the tourism-driven communities under the LDCF proposal (Satuiatua in Savaii). The design of the 2nd investment project will be initiated in 2012 through assessments and consultations, and will be coordinated for Satuiatua with the LDCF PPG phase to establish complementarities.

The coordination of these initiatives will be carried out based on existing mechanisms, such as the National Climate Change Country Team (chaired by MNRE), and the Cabinet Development Committee. The function of NCCCT ensures coherence in the NAPA implementation process which relies on financing from multiple sources, including the LDCF. The National Executing

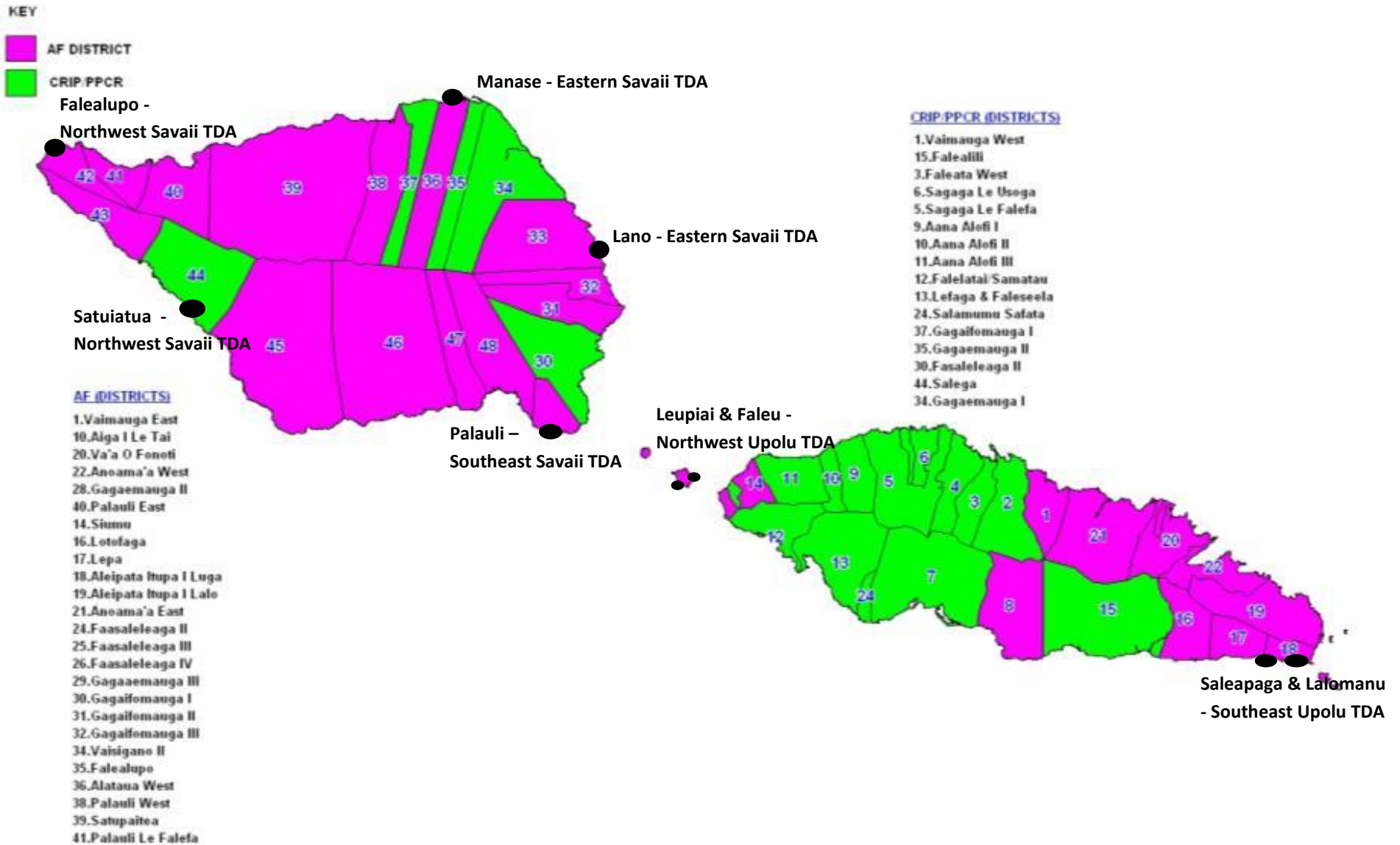
	<p>Agency for the proposed AF project is also MNRE, therefore close collaboration between MNRE and the Samoa Tourism Authority is guaranteed for synergetic implementation of the AF and LDCF projects. There is a close collaboration established between the AF and WB-PPCR programme teams and processes, involving government agencies, UNDP and WB. This was demonstrated also at the last coordination meeting took place between agencies involved in the WB-PPCR and AF initiatives on 18 October 2011.</p>
<p>UNDP Community-Centered Sustainable Development Programme (CCSDP), the Tsunami Early Recovery Project (ERP) and Tourism Tsunami Rebuilding Programme (TTRP)</p>	<p>CCSDP is UNDP's sub regional programme to foster the development and implementation of sustainable village development plans through the facilitation of participatory planning processes. In Samoa CCSDP is being implemented in partnership with MWCSA, MNRE and National NGOs, such as South-Pacific Business Development and Samoa Business Enterprise Center. CCSDP and the Tsunami Early Recover Project (ERP) in the affected villages are being implemented in a synergetic way. CCSDP started in 2008 and has been aligned with ERP following the 2009 tsunami disaster event. It has facilitated so far the development of 24 village plans. Ending in 2012, these 2 projects programme some 900.000 USD from UNDP core resources.</p> <p>The Tourism Tsunami Rebuilding Programme (TTRP) is channeled through the PSSF and funded by NZAID and through the UNDP the Tsunami Early Recovery Project. NZAID funds support infrastructure rebuilding while UNDP resources are used for Information & Communications Technology (ICT) support to tourism businesses (i.e. computers, photocopiers, phones for office restoration)</p> <p>The CCSD-ERP and TTRP projects are especially relevant to the South East Upolu (Lalomanu and Saleapaga villages) and North-West Upolu (Manono Island) Tourism Development Areas, which have suffered from the 2009 Tsunami disaster and have been receiving assistance for recovery efforts. This proposed LDCF project will build on and further enhance the experience developed through CCSDP, ERP and TTRP through integrating climate risk and resilience considerations, and replicating them in tourism areas that were not impacted by the 2009 Tsunami. Relevant experience include, amongst others, the participatory village planning techniques, the development of green coastal zones as bioshields for natural hazards, coral reef restoration activities, and disaster preparedness actions.</p>
<p>Private Sector Support Facility (PSSF)</p>	<p>PSSF is managed by the Ministry of Commerce, Industry and Labor; Ministry of Finance; and private sector organizations (Chamber of Commerce, SAME, SHA, WIDBI and Farmers Association), funded by NZAID (1.95M USD) and UNDP (1.36M USD) for the period of 2008-2012. As part of the activities business forums were organized in key economic sectors, referred to as platform organizations, aiming at creating policy dialogue for sectoral priorities between business, government, commercial banks, and development partners (e.g. crops; livestock; cut flowers; fisheries; organic farming; manufacturing & industry; tourism). A tourism-focus business forum was held</p>

	<p>in 2009, and being planned again for 2011. PSSF is a grants scheme to consolidate and channel all grants to SMEs. The Tourism Tsunami Rebuilding Programme is also channeled through the PSSF.</p> <p>It will be analysed during project formulation stage how the PSSF can be best harnessed to support the delivery of this proposed Tourism NAPA project, to strengthen public-private partnerships, as part of implementation arrangements.</p>
<p>MDG Acceleration Project</p>	<p>Started in April 2011 with duration of 5 years, this project aims at strengthening trade for Samoa as it transitions from LDC to Middle-Income Country status by January 2014. As part of the MDG Acceleration Project, a Trade Sector Plan and a Pro-Poor Policy by the end of this year. Tourism will be included in the TSP and the Pro-Poor Policy has a tourism component. The TSP is being implemented by the Ministry of Finance. Responsible parties include Ministry of Commerce, Industry and Labor; Ministry of Foreign Affairs and Trade (MFAT) and private sector (Women in Business -WIBDI, SHA, Samoa Association of Manufacturers and Exporters - SAME, Chamber of Commerce -COC).</p> <p>The Pro-Poor Policy will provide a framework to implement an action matrix defined through the Diagnostic Trade Integrated Study (DTIS) in 2010. This study, funded under the global Integrated Framework for Trade (IF) Trust Fund, conducted an in depth analysis of the trade sector in Samoa in 2010 and made recommendations for action to improve pro-poor trading for Samoa. Tourism is included in the DTIS Plan of Action for implementation under other funding from the Trust Fund, now called the Enhanced Integrated Framework for Trade (EIF) to the tune of USD 6M USD. The UNDP Samoa MCO is working with the Government to mobilize these recourses.</p> <p>Linkages will be established during the PPG phase to ensure synergies with policy-oriented and private sector support activities in the proposed LDCF project.</p>
<p>Victoria University – Pacific Tourism – Climate Adaptation Project (PT-CAP)</p>	<p>Funded through AusAID’s International Development Research Grant, this project aims at developing policy analysis methods and recommendations for climate change and tourism in 10 Pacific Island Countries, and more detailed case studies, in 3 destinations. The Samoa studies are coordinated through the Samoa Tourism Authority and the UNDP RTA for CC Adaptation in the Pacific forms part of the technical advisory committee of this project. PT-CAP will serve as co-financing for the proposed LDCF project, especially contributing to the policy mainstreaming outcome, and also to the community-based adaptation planning process through the case study the Victoria University team is developing at the Manase Tourism Development Area in</p>

	Savaii.
Samoa Tourism Support Programme (STPP) - NZAID	<p>This programme is currently in a proposal stage, with detailed assessments on the particular components and activities planned following an inception stage. Funded by NZAID and to be implemented through the Samoa Tourism Authority, the programme is expected to receive an estimated NZ\$ 19.8 m over a five year period starting from 2012. Co-financing relations and synergies will be specified through closely coordinating the STPP development and LDCF PPG phases with STA. Synergies can be created especially with the following planned STPP components and activity areas:</p> <p>Component One – Tourism Sector Governance</p> <ul style="list-style-type: none"> • Activity1:1 - TDP Review and Tourism Action Plan • Activity1:2 – Sector Coordination and Policy Support <p>Component Three – Workplace Development</p> <ul style="list-style-type: none"> • Activity3:2 – Vocational Training and Education <p>Component Four – Product, Service and Infrastructure Development</p> <ul style="list-style-type: none"> • Activity4:1 – Industry Standards and Accreditation • Activity4:4 – Infrastructure • Activity4:5 – Tourism Investment Support

During the PPG phase, in-depth consultations will be undertaken to establish a plan for partnerships and practical modalities for linking and collaborating with the above ongoing initiatives. These consultations will also help to avoid duplication of activities ensuring that LDCF resources build on the progress and achievements made to date through other initiatives. The stakeholder involvement plan to be developed during the project formulation phase will also serve to further specify links and collaboration mechanisms with relevant ongoing and planned initiatives.

Figure 1. Location of AF proposal target districts and LDCF target communities



C. DESCRIBE THE GEF AGENCY'S COMPARATIVE ADVANTAGE TO IMPLEMENT THIS PROJECT:

UNDP's comparative advantage for the proposed project lies in a strong track record supporting the Government of Samoa on disaster risk and vulnerability reduction efforts in tourism-reliant coastal areas. UNDP is the only agency on the ground in Samoa which can connect tourism adaptation efforts with large-scale flagship development programmes, including the UNDP supported Community-Centered Sustainable Development Programme (CCSDP, US\$500,000), the Tsunami Early Recovery Project (US\$600,000) and Tourism Tsunami Rebuilding Programme (US\$1,800,000 by NZAP & UNDP). Given that tourism is one of the key economic sectors of Samoa, UNDP is also well placed to link the proposed project with a number of economic development programmes, including the Private Sector Support Facility (US\$548,050) and the MDG Acceleration Project with its Trade Sector Plan and a Pro-Poor Policy (US\$689,000) directly relevant to tourism. Both the PSSF and the TTRP have contributed greatly to the ongoing development of tourism in Samoa, the former, supporting several delegations to regional and international tourism and trade venues to attract more markets for local tourism businesses, the most recent being to the Beijing Expo in 2010.

UNDP has a track record assisting the government of Samoa with the formulation of the NAPA document and subsequent NAPA follow-up projects, which was embedded in a cohesive and programmatic framework. As a result, implementation of UNDP-supported adaptation projects is under-way in the agriculture, health, coastal management and forestry sectors, which are relevant to the proposed project, given tourism's cross sectoral nature. The corresponding interaction between individual NAPA follow-up projects ensures cost-efficiency and enables the cross-sharing of training materials and knowledge products between projects.

With a view on staffing capacity, the UNDP Samoa Multi-country Office hosts a number of highly specialized staff in the fields of, climate change, crisis prevention and recovery, natural resource management and tourism. UNDP's Regional Technical Advisor based in Samoa has formerly served as Sustainable Tourism Specialist at the World Tourism Organization, covering climate change-related initiatives, and is well placed to enable South-South transfer between tourism adaptation projects worldwide. The operational staff in UNDP Samoa has a long-standing work relation with the Ministry of Finance of Samoa and related project operational support mechanisms provided to line ministries, ensuring smooth project implementation processes. This includes an established system for quarterly work planning and review of project performance. UNDP's use of the National Implementation Modality (NIM) and support to that system over the years has built capacity in the Government in project management and reporting which bodes well for ongoing partnerships in all development fields. UNDP's emphasis on gender equality and application of the Human Rights Base Approach to development programming is a strength which would ensure that this tourism adaptation project is well-grounded on these important development principles.

UNDP's comparative advantage in the implementation of this tourism adaptation project also lies in the effective facilitation of partnerships with fellow UN Agencies and regional organizations (agencies which are party to the Council of Regional Organizations of the Pacific, such as SPREP, SPC/SOPAC, SPTO and a number of NGOs).

C.1. INDICATE THE CO-FINANCING AMOUNT THE GEF AGENCY IS BRINGING TO THE PROJECT:

UNDP will leverage over \$3m of funding for this project as parallel co-financing, based on relevant UNDP-supported baseline projects, such as the Community-Centered Sustainable Development

Programme, the Tsunami Early Recovery Project, as well as the Private Sector Support Facility and MDG Acceleration Project, all of which are currently active in Samoa. Through the UNDP MDGs Acceleration project pro-poor policy options are currently being developed for government to ensure that all relevant policies and institutional frameworks in the tourism sector do positively impact the lives of the grassroots communities that surround such touristic infrastructures and services.

C.2. HOW DOES THE PROJECT FIT INTO THE GEF AGENCY’S PROGRAM (REFLECTED IN DOCUMENTS SUCH AS UNDAF, CAS, ETC.) AND STAFF CAPACITY IN THE COUNTRY TO FOLLOW UP PROJECT IMPLEMENTATION:

The importance of environmental sustainability and DRR/DRM is enshrined not only in the MDGs and UNDP’s Strategic Plan but also in regional policies. The Pacific Plan, a regional agreement of 16 Pacific Island Forum members on development priorities for the region, also places the environment on par with economic growth; good governance and regional security. The Pacific Plan together with the MDGs has formed the basis for the Regional UNDAF and Multi-country Programme Document (MCPD) for Samoa to which UNDP is a clear contributor to both its formulation and financial support. UNDP has both the mandate for ensuring the success of the UNDAF by the UN system but also is favorably placed to influence the focus of the work of the UN in economic growth that is adaptable to climate change and DRR/DRM especially in such key sectors as tourism in Samoa and in the region at large. UNDP has developed the operational frameworks of the UNDAF and MCPD to ensure regular monitoring and review and also provides support to joint programming. A series of annual UNDAF technical reviews is the main mechanism for this and affords the opportunity to closely monitor the contribution of the UN system to the achievement of its national goals through the UNDAF. UNDP brings a rich experience in M&E to this forum to ensure results are achieved. UNDP will be able to support this proposed project through a number of key initiatives being undertaken in support of the public and private sectors of the country in the following programme areas

UNDAF Outcome 1: Equitable Economic Growth & Poverty Reduction.

MCDP Outcome 1.1.1 Pro-poor national development plans and strategies developed and aligned with the MDGs

MCDP Outputs:

1.3.1.1 Trade mechanisms are sustainable, pro poor and equitable.

1.3.2 Private sector partnerships and employment generation are sustainable, pro poor and equitable.

1.4.1.1 Sub-regional South-South cooperation and capacity development enhanced

This Outcome provides the framework for the UNDP MCO’s support to Samoa’s transition from LDC to MIC status through the development of pro-poor policies and support to strengthening Samoa’s trade position relative to WTO accession and a number of global and regional trade agreements. The nationally validated Diagnostic Trade Integration Study (DTIS) carried out under the Integrated Framework (IF) for Trade project in 2010 under this outcome, has identified several areas of priority focus in the tourism sector one of them being on developing integrated climate change adaptation measures in tourism. This tourism adaptation project would address this priority area directly. The DTIS has provided UNDP with a comprehensive understanding of the tourism sector and its constraints as well as opportunities and the DTIS Action Matrix contains a host of other areas that need development in the tourism sector as highlighted below. UNDP is therefore well placed at both the macro and community levels to ensure that

the adaptation project fits well within the ambit of this overall DTIS Action Matrix which will be implemented through the Trade Sector Plan.

Action Matrix details for the tourism sector:

1	Develop & Implement a National Emergency Response & Recovery Plan and required policy and regulatory framework
2	Enhance and develop the level of skills of the workforce by encouraging and supporting skills standards development and certification process through SQA and other relevant International Agencies
3	Strengthen the partnership and enhance communication between the Government through the lead tourism agency, STA and the private sector
4	Develop guidelines/standards to promote the eco-tourism and other potential niche markets concepts.
5	(i) Strengthen the country branding concept by focusing on the truly unique Samoan experience and the pristine natural environment. (ii) Prepare and implement targeted marketing campaigns in potential emerging markets. (iii) Continue to promote Samoa as a Cruise Ship and Sports Tourism destination
6	Revisit the National Accounts Statistics for the development of an input-output model to determine the direct impact of tourism on the economy
7	Strengthen and develop the research and information capability of STA to ensure provision of timely, accurate and meaningful data to support proper planning and impact assessments of the sector
8	Invest in accommodation infrastructure to ensure that there is sufficient room capacity to meet the demands of the 2009-2013 TDP forecasted increase in visitor arrivals: additional 423 rooms as estimated in the TDP forecasts
9	Prepare development/expansion plan for airport facilities to respond to expected increase in tourism demand
10	Encourage the development of new routes to establish better access to and from source markets

UNDP is leading the process for drafting Samoa's first Trade Sector Plan for the implementation of the DTIS Action Matrix. This provides a unique opportunity for UNDP to ensure that the adaptation project remains intricately woven into the overall framework for trade and tourism promotion for the country and ensuring its deep-rooted contribution to poverty reduction. An assessment by UNDP of current tourism related plans, policies, legislation and strategies in relation to poverty reduction and MDGs achievement will contribute greatly to the latter objective.

A South-South Cooperation and Capacity Development Project funded by UNDP under this outcome will also provide a vital opportunity for linkages to other 'South-South' countries to exchange best practices and lessons learned in the tourism sector. The proposed adaptation project will benefit greatly from this modality to complement its specific project outputs.

UNDAF Outcome 2: Good Governance and Human Rights.

MCDP Outcome: 2.1.1 Principles of inclusive good governance and human rights are integrated into policy frameworks and decision-making processes.

MCDP Output: 2.1.1.1. Civil Society Organizations (CSOs) capacities in Samoa strengthened on human rights and gender equality through the United Nations joint programme for CSOs.

This outcome provides support to strengthening community based traditional governance systems to make them more rights based as well as piloting a rights-based approach to urban planning and management of urban centers by the government's Planning and Urban Management Agency (PUMA), Ministry of Natural Resources and Environment. A rights-based approach to climate change adaptation initiatives by UNDP is extremely important particularly in ensuring gender equality in decision-making and leadership at community levels. UNDP is ideally suited to address this in element in the proposed adaptation project.

UNDAF Outcome 4: Sustainable Environmental Management

CPD Outcome: 4.1.1. & 4.2.1 The environment-economic-governance nexus demonstrated through community-based natural resource management and use that supports implementation of gender-sensitive national policies as well as the mainstreaming of environment into national plans.

CPD Output 4.2.2.1. Engendered MDG-based village and local level sustainable development plans developed and implemented by communities

Under this outcome, UNDP has been supporting the Government of Samoa through a number of key initiatives, such as the Community-Centred Sustainable Development Programme, focusing on disaster preparedness and response to long term environmental threats, which makes it ideal to link with climate change adaptation efforts that address both immediate climate-induced extreme events and long-term creeping effects of climate change. The CCSDP targets the community level, providing support to effectively manage and sustainably use their environment and natural and cultural resources. This is being achieved by the incorporation of indigenous knowledge and practices in local governance systems and decision making processes. The CCSDP initiative focuses on building a diverse "green economy", aiming to improve local environmental management by strengthening local capacity to reduce the risk of disasters as well as minimize the adverse effects of climate change. The Tsunami Early Recovery Project has been fully aligned with the CCSDP process and methodology, contributing also to UNDAF Outcome 3 on Crisis Prevention and Recovery, and its disaster management outputs. UNDP has also provided significant support to the development of the National Adaptation Plan of Action. This document is currently serving as a crucial guidance for the Government of Samoa to allocate funds for the implementation of the NAPA. From the 9 priority areas for action identified in the NAPA, UNDP is already supporting the Government of Samoa to address forestry, health, climate services, agriculture, land use planning biodiversity and coastal management through a combination of funding sources, including GEF SCCF, LDCF, Adaptation Fund and bilateral donors.

In summary, as an advocate of the MDGs and their integration into national sustainable development processes, UNDP is able to backstop implementation of this project on the basis of a strong history supporting climate change and environmental programmes in Samoa. The UNDP-MCO based in Samoa with its programme staff experienced in environmental, policy and community development issues, along with the presence of a UNDP Regional Technical Adviser (RTA) for Climate Change Adaptation, who is also based in Samoa, UNDP is well placed to provide the institutional and technical support required for this project. In addition, the UNDP RTA previously served at the World Tourism Organizations' Sustainable Tourism Department, specializing on climate change and tourism issues, and

supported the preparation of project proposals in a number of tourism-driven SIDS.


PART III: APPROVAL/ENDORSEMENT BY GEF OPERATIONAL FOCAL POINT(S) AND GEF AGENCY(IES)

A. RECORD OF ENDORSEMENT OF GEF OPERATIONAL FOCAL POINT (S) ON BEHALF OF THE GOVERNMENT(S):

NAME	POSITION	MINISTRY	DATE (MM/DD/YYYY)
Taulealeausumai Laavasa Malua	Chief Executive Officer GEF Operational Focal Point	Ministry of Natural Resources and Environment	August 2, 2011

B. GEF AGENCY(IES) CERTIFICATION

This request has been prepared in accordance with GEF policies and procedures and meets the GEF criteria for project identification and preparation.

Agency Coordinator, Agency name	Signature	Date	Project Contact Person	Telephone	Email Address
Yannick Glemarec Executive Coordinator, UNDP/GEF		November 28, 2011	Gabor Vereczi, Regional Technical Advisor, Pacific, Gr-LECRDS, UNDP/GEF	+685 27482	Gabor.vereczi@undp.org