REQUEST FOR MSP APPROVAL
(1-STEP PROCEDURE)

TYPE OF TRUST FUND:GEF Trust Fund

PART I: PROJECT INFORMATION

Project Title:	Mainstreaming Sustainable Management of Tea Production Landscapes		
Country(ies):	Global (India, China, Vietnam, Sri Lanka)	**GEF Project ID:**	
GEF Agency(ies):	UNEP	**GEF Agency Project ID:**	01266
Other Executing Partner(s):	Rainforest Alliance	**Resubmission Date:**	07 March 2014
GEF Focal Area (s):	Land Degradation	**Project Duration(Months)**	42
Name of parent programme (if applicable):		**Agency Fee (US$):**	189,962

A. Focal Area Strategy Framework –

Focal Area Objectives	Expected FA Outcomes	Expected FA Outputs	Trust Fund	Grant Amount (US$)	Co-financing
LD-1	1.1 An enhanced enabling environment within the agricultural sector	Training for government extensionists and industry leaders supports increased awareness, acceptance, and systems and policies to facilitate broader uptake of SLM in the focal regions (Project Outputs 3.1 and 3.2)	GEFTF	51,906	1,916,667
LD-1	1.2 Improved agricultural management	SLM training provided and practices adopted at farm level (Project Outputs 1.1, 1.2, and 1.3)	GEFTF	1,100,819	4,940,000
LD-1	1.3 Sustained flow of services in agro-ecosystems	SLM training provided and practices adopted at farm level (Project Outputs 1.1, 1.2, and 1.3)	GEFTF	330,000	4,000,000
LD-3	3.2 Integrated landscape management practices adopted by local communities	Landscape planning processes clarify priorities and catalyze action for INRM in tea-producing landscapes (Project Output 2.1)	GEFTF	222,109	200,000
LD-3	3.3 Increased investments in integrated landscape	Landscape planning processes help leverage and align investments from multiple sectors in support of INRM in	GEFTF	100,000	500,000

	management	tea-producing landscapes (Project Output 2.2)			
LD-4	4.2 Improved GEF portfolio monitoring using new and adapted tools and methodologies	New tools improve monitoring of key LD results and are applicable beyond this project to a wider segment of the GEF LD portfolio (Project Output 4.1)	GEFTF	194,767	583,333
Total Project Costs			GEFTF	**1,999,601**	**12,140,000**

B. Project Framework

Project Objectives: To reduce land degradation associated with tea production in Asia by supporting farmers and catalyzing industry and government leaders to mainstream sustainable land management (SLM) and integrated natural resource management (INRM) practices.						
Project Component	Grant Type	Expected Outcomes	Expected Outputs	Trust Fund	Grant Amount (US$)	Co-financing
Component 1	TA	Improved agricultural management results in more sustainable tea production systems and reduced vulnerability in five critical tea-producing regions	1.1: Training modules (one per region) developed to support producers to adopt site specific SLM practices, including locally appropriate species useful to smallholders and for erosion control and composting, alternative economic income (e.g., fruit trees), functional vegetative buffers around water and forest edges, and improved wood-fuel management practices	GEFTF	100,000	100,000
			1.2: Smallholder tea farmers and field and factory managers trained in landscape-prioritized SLM practices and energy efficiency measures in tea factories	GEFTF	1,212,685	6,003,334
			1.3: Trained lead farmers use farms as demonstration units to showcase best management practices	GEFTF	50,000	790,000
Component 2	TA	Integrated natural resource management (INRM) plans engage key tea and non-tea stakeholders in complementary activities to support INRM and	2.1. Landscape context analysis and planning processes (including participatory landscape mapping and assessment) are carried out in three tea-producing landscapes to guide SLM investments and engage key tea and non-tea stakeholders in complementary activities to support INRM	GEFTF	210,771	200,000

		guide investment to help reduce land and resource conflicts and safeguard key ecosystem services supporting tea production and local and downstream communities				
			2.2. Industry interest in reducing supply risk and promoting sustainable tea production landscapes leads to new investment in INRM (i.e., beyond tea-focused SLM practices)	GEFTF	96,000	810,000
Component 3	TA	Key public-sector agencies, tea associations, and tea industry decision-makers understand and have capacity to implement new policies, systems, or support mechanisms to facilitate uptake of SLM in the tea industry in the focal regions	3.1. Tea SLM training modules developed for government extensionists and industry technicians, to build their capacity in SLM practices	GEFTF	25,000	25,000
			3.2. Extension officers from tea authorities and other relevant institutions registered as trainers of the SAN standard and in ongoing contact with Executing Agency	GEFTF	24,434	3,628,333
Component 4	TA	New monitoring and analytical tools provide practical, cost-effective means to understand change and guide adaptive management related to sustainable productivity, vulnerability, and ecological	4.1. At least two new monitoring and analytical tools developed, field-tested in one project region, and subsequently applied more broadly through project monitoring & evaluation framework and/or tea industry partners	GEFTF	185,492	583,333

		integrity in tea-producing landscapes in the focal regions				
Subtotal				GEFTF	1,904,382	
Project Mngmt Costs (5%)				GEFTF	95,219	
Total Project Costs				GEFTF	1,999,601	12,140,000

C. Co-Financing for the project by source and by name if available

The main co-financing stakeholders in the project are private sector partners from the tea industry, including the largest buyers of tea in the world (Unilever, Tata Global Beverages), and government agencies investing in sustainable agriculture and SLM to reverse land degradation. The partners listed below have provided letters attesting to their co-financing. Additional companies, government organizations and tea producers will be making investments over the life of project. Throughout the reporting process these additional investments will be added to the total leverage amount below, and tracked through project reports.

Sources of Co-Financing	Name of Co-financier	Type of Co-Financing	Co-financing Amount ($)
Private Sector	Dunkin' Brands	Cash	$50,000
Private Sector	Unilever	Cash	$1,500,000
Private Sector	Kirin Holdings Company	Cash	$50,000
Private Sector	Ethical Tea Partnership	In Kind	$920,000
Private Sector	Finlays	In Kind	$160,000
Other Multilateral Agency (ies)	Trustea	In Kind	$1,000,000
National Government	Tea Smallholders Factories Ltd	In Kind	$840,000
National Government	Northern Mountain Agriculture & Forestry Science Institute	In Kind	$100,000
National Government	Institute of Policy and Strategy for Agricultural and Rural Development (IPSARD)	In Kind	$100,000
Private Sector	My Lam	In Kind	$800,000
Private Sector	Vietnam Tea Association (VITAS)	In Kind	$120,000
Regional Government	Municipal Government, Lincang City	In Kind	$2,660,000
Regional Government	Municipal Government, Baoshan City	In Kind	3,300,000
CSO	IDH	Cash	$540,000
			$12,140,000

C. GEF/LDCF/SCCF/NPIF Resources Requested by Agency, Focal Area and Country

GEF Agency	Type of Trust Fund	Focal Area	Country Name/Global	Grant Amount	Agency Fee	Total
UNEP	GEFTF	Land Degradation	Global-multicountry	1,999,601	189,962	**2,189,563**

E. Consultants working for technical assistance components:

Components 1, 2,3 and 4	Grant Amount	Co-financing	Project Total
National/Local			
India	161,000		161,000
Sri Lanka	98,000	49,000	147,000
Vietnam	31,200	23,400	54,600
China	84,000	21,000	105,000

Executive Summary

As a result of this project, land degradation associated with tea production in Asia will be reduced by supporting farmers and catalyzing industry and government leaders to mainstream sustainable land management (SLM) and integrated natural resource management (INRM) practices. At least 30,000 smallholders in the most important tea producing countries of Asia – India, China, Vietnam and Sri Lanka[1] - will make improvements in tea production to reverse land degradation on at least 60,000 hectares in key degraded landscapes through an incentives-based approach to sustainable land management that addresses major technical and financial barriers. New monitoring and analytical tools will be developed to provide practical, cost-effective means to understand change and guide adaptive management related to sustainable productivity, vulnerability, and ecological integrity in tea-producing landscapes in the focal regions. GEF's investment will ensure market-driven investments to reduce risk in supply chains strengthen INRM and support SLM in degraded ecosystems that are globally important for people and wildlife.

As an important land use in numerous developing countries, tea production systems can be both a contributor to land degradation and a segment of the rural economy that is particularly susceptible to land degradation. On the other hand, well-managed tea production landscapes can help arrest or even reverse land degradation, while providing a range of economic and ecological benefits for local communities, downstream beneficiaries, and the global commons. Tea is produced both on large plantations, employing thousands of workers, and also by millions of smallholders, for whom it often provides the only source of cash income. In both large- and small-scale production systems, inappropriate practices used in planting, growing and processing tea cause land degradation and depletion of natural resources. With global demand for tea growing at more than 2% per year, the pressures on land for cultivating the crop will increase, all the more intensely because of climate change. Governments are increasingly concerned about the impacts of inappropriate practices on the health of the natural environment, especially from soil erosion, contamination from agrochemicals and inefficient use of water resources. These land degradation impacts can also jeopardize food security, because smallholder farmers combine growing tea and subsistence crops on their plots.

An important approach to reversing this trend towards land degradation is to improve farm management practices, so that existing production land becomes more productive and forests, rivers, streams and other biologically important land situated on or adjacent to tea production areas are protected from negative impacts. The Rainforest Alliance has developed a proven model in East &

[1] India and China are the top two tea producers annually. In 2012, China was number one, followed by India, Kenya, Vietnam, Turkey and Sri Lanka.

Southern Africa, where market-based incentives are driving changes in land-use practices on more than 300,000 hectares. In Kenya, the Kenya Tea Development Agency, which represents the majority of smallholders, has already committed to meeting the environmental and socioeconomic standards of the Rainforest Alliance on 100% of its farms. This major achievement is due in part to the demand-driven sourcing policies of leading companies such as Unilever and Tata Global Beverages. This model will be adapted to meet the unique challenges of five high-priority tea-producing regions in Asia where it is particularly critical to mitigate and reverse land degradation to ensure the future sustainability and resilience of the agricultural economy and ecosystem service flows: the floodplains of the Brahmaputra Valley in north eastern India; the hill slopes of Darjeeling in northern India; the wet zone of south western Sri Lanka; the northern mountain region of Vietnam; and Yunnan Province in China. The project will train and support farmers to apply SLM practices, build knowledge and capacity among government extension officers and private sector technicians to apply these practices more widely, facilitate wider stakeholder initiatives for INRM practices, and measure results to understand the role of SLM and INRM in mitigating and reversing land degradation in tea-producing landscapes.

The project will apply an incentives-based approach to changing land management practices. Farmers who apply the practices of the Sustainable Agriculture Network (SAN) standard may obtain Rainforest Alliance certification, which is widely accepted in the tea industry. The largest tea companies, including Unilever, Tata Global Beverages and Finlays, have all committed to producing and buying tea that is Rainforest Alliance Certified™.

The project will also harness policy-based incentives, as governments increasingly seek to make production practices in major commodities consistent with their strategic interests in conserving the natural environment and in sustaining the production capacity of tea as a source of long-term employment of rural populations and of revenues for the national economy. Policies protecting natural resources are supported by investments in research, extension services, nurseries and training courses for tea farmers. Government organizations will participate fully in the project, providing endorsement and motivation for the farmers to get trained and apply this knowledge to deliver improved land management practices. The project will train extension workers and create training resources for them, so that they acquire the knowledge to disseminate the SLM practices both in the selected landscapes and in other tea production areas of the country. Once they perceive the benefits at farm level, these extensionists will become ambassadors of SLM to a growing number of farmers.

The strong participation of governments, private sector and tea farmers in the project will provide the necessary momentum to build from the focus on the farm and explore larger landscape factors affecting land degradation. The project will establish participatory process to carry out two or three landscape context analyses and planning processes, including participatory landscape mapping and assessment. There is an increasing interest among stakeholders, including an incipient initiative in the tea industry, to consider land management at a wider scale than the farm, as it becomes better understood how the production capacity of a commodity can be affected by issues beyond the farm, such as respect for forest boundaries, water use and application of agrochemicals. The project will invest in mobilizing communities, industry and stakeholder groups to take actions in support of INRM that strengthen the value of SLM at farm level and lead to land management initiatives beyond the project's scope in these biologically important regions.

The project will incorporate a robust monitoring and evaluation (M&E) approach to quantify farmers' adoption of sustainable land management practices over time, using a survey instrument, semi-structured farmer interviews, and field observations of trained technicians. Data will be aggregated into a management index that provides an integrated portrait of how the project is driving substantive change in land management practices. The project will also develop and apply a monitoring tool to quantify the adoption of practices that affect climate adaptation and resiliency. Practices such as shade management, water and wastewater management, improvements in water use efficiency, integrated crop management, and soil conservation form part of the criteria of the SAN standard. Through the project focus on wider landscape measures, other practices will also be monitored, such as conservation set-asides or reforestation initiatives. This project will bolster previous efforts by

Rainforest Alliance in some of the target areas where the path to certification has already begun, mostly with tea estates in India and Sri Lanka, and add an explicit focus on reducing land degradation through locally-adapted measures for erosion control, reforestation, reduced dependency on chemical fertilizers, and more. The project will package lessons learned through measuring the impacts of these improved farm management practices via new monitoring approaches that will be applicable to a wide range of GEF projects. The project is designed to be scalable, and Rainforest Alliance and UNEP will be in a position to bring these approaches to SLM and INRM to a wider audience after this project is completed.

PART II: PROJECT JUSTIFICATION

A. PROJECT OVERVIEW

A.1. Project Description

1) The global environmental problems, root causes and barriers that need to be addressed

Since the recognition of the Convention on Biological Diversity and the establishment of the United Nations Convention to Combat Desertification in the early 1990s, a number of emerging economies in Asia – including India, China, Vietnam and Sri Lanka - have been troubled by the rise of over-cultivation, overgrazing, deforestation, and poor irrigation practices that are degrading lands on a large scale and resulting in negative environmental, social and economic consequences. Roughly one-third of India's land is subject to some form of degradation, with twenty-five percent affected by desertification[2]. Likewise, the problem is significant in China, where approximately 60% of the population is living in areas affected by desertification and degradation, and roughly 100 million hectares of steppe and pasturelands have been seriously degraded. In Vietnam and Sri Lanka, half of all land is under considerable degradation, which is causing low fertility and poor production for a number of agricultural goods.

Among the main factors for this widespread degradation are inappropriate and extensive agricultural practices for both subsistence and commodity production. The pressures for expanding agriculture have resulted in the misuse and degradation of land in many parts of each of these countries, as seen by heavy soil losses, high sediment yields, decline in soil fertility, salinization and marginalization of agricultural land. Looking ahead to the coming decades, projections for increasing world population, economic growth, and changing patterns of consumption are expected to cause a sharp increase in the demand for agricultural commodities, especially from emerging economies where such commodities account for roughly 10 percent of gross domestic product on average[3].

The National Adaptation Plans (NAPs) for India, China, Vietnam and Sri Lanka cite the need for investments in new models of sustainable agriculture that use market-based incentives to ensure long-term sustainability, and build greater capacity of extension officers and farmers. Without new solutions, precious land continues to degrade at a rapid pace, which directly impacts natural resources and is resulting in reduced agricultural productivity and loss of biodiversity, vegetative cover and water. This in turn leads to a decline in the quality of life for rural communities, particularly smallholders, eventually affecting the socio-economic status of the region. While the governments of India, China, Vietnam and Sri Lanka are keen to address this problem, as evidenced in their NAPs and other strategies (see section B1), measures adopted over the past few decades to control land degradation have had only a limited impact. These countries continue to see the spread of agriculture into environmentally fragile areas, erosion of uplands, low and unreliable crop yields, soil erosion, sedimentation of reservoirs and flooding.

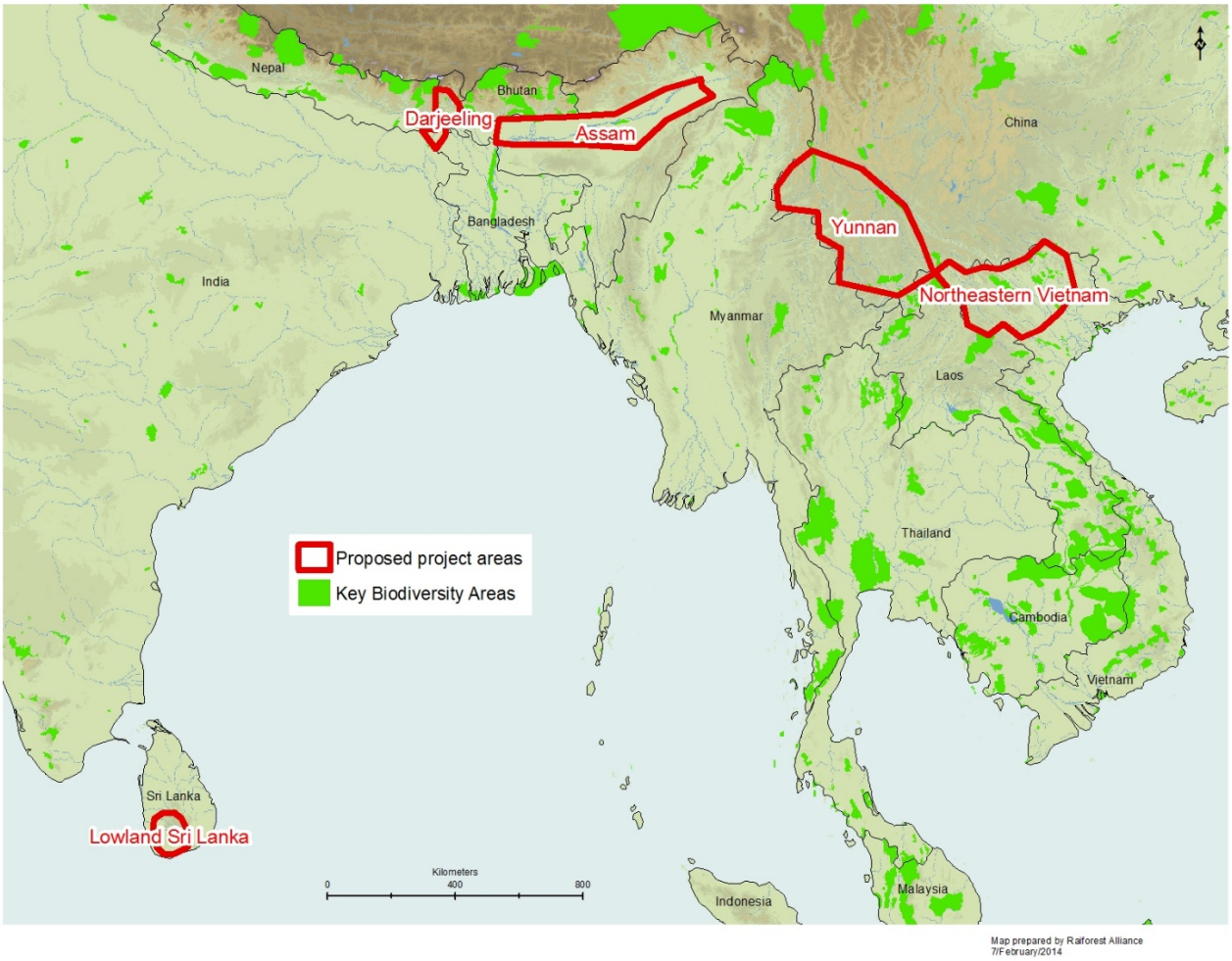
For India, China, Vietnam and Sri Lanka, **tea** is an important commodity grown for the export market as well as domestic consumption. India and China are the world's leading tea producers[4], with Vietnam and Sri Lanka among the top six producing countries. In the number three producer, Kenya, the Kenya Tea Development Agency, which represents the majority of smallholders, has already committed to 100% Rainforest Alliance Certified production, with farms now meeting strict standards for environmental, social and economic sustainability. The results in Kenya provide a proof of concept that can be replicated in the other major tea producing regions of the world.

[2] National Adaptation Plan to Combat Land Degradation (India, China, Vietnam, Sri Lanka)

[3] GEF-6 Strategic Planning Document, 2013

[4] Depending on the year, either India or China is the top producer. For 2011, China was 1st, India was 2nd, Sri Lanka was 4th (behind Kenya) and Vietnam 6th (behind Turkey).

Tea production systems can be both a contributor to land degradation and a segment of the rural economy that is particularly susceptible to land degradation. On the other hand, well-managed tea production landscapes can help arrest or even reverse land degradation, while providing a range of economic and ecological benefits for local communities, downstream beneficiaries, and the global commons. Tea is produced both on large plantations, employing thousands of workers, and also by millions of smallholders for whom it often provides the only source of cash income. Given that most tea estates are already at maximum production, tea industry observers predict that most of the new tea production to meet increased demand will come from smallholders, many of whom lack the tools, knowledge, skills or support to practice SLM that will allow for increased and long-term productivity.



Map 1. The project will focus on five major tea-producing regions of Asia: Darjeeling and Assam in India, Yunnan in China, Northeastern Vietnam and Lowland Sri Lanka.

In both large- and small-scale tea production systems, inappropriate practices used in planting, growing and processing tea cause land degradation and depletion of natural resources. With global demand for tea growing at more than 2% per year, the pressures on land for cultivating the crop will increase, all the more intensely because of climate change. Governments are increasingly concerned about the impacts of inappropriate practices on the health of the natural environment, especially from soil erosion, contamination from agrochemicals and inefficient use of water resources. Land degradation can also jeopardize food security, because smallholder farmers often combine growing tea with subsistence crops on their plots.

An important approach to reversing this trend towards land degradation is to improve farm management practices so that existing production land becomes more productive and forests, rivers, streams and other biologically important land situated on or adjacent to tea production areas are protected from negative impacts. The project proposes to achieve this in five major tea-producing regions in Asia by training and supporting farmers to apply SLM practices, building knowledge and capacity among government extension officers and private sector technicians to apply these practices more widely, facilitating wider stakeholder initiatives for INRM practices, and measuring results to understand the role of SLM and INRM in mitigating and reversing land degradation.

The main land degradation effects resulting from present tea production practices are:

- Soil erosion, depletion of soil nutrients and cover, and, with increasing frequency, landslides;
- Soil, surface water and ground water contamination from agrochemical waste;
- Decrease in soil's capacity to hold water, which affects ground water recharge and leads to excess runoff into surface water bodies during high rainfall;
- Reduced shelter for wildlife, as hedgerows and copses are removed to increase planting;
- Spread of invasive alien species, both flora and fauna;
- Lack of resilience in the face of climate change.

The project will address these drivers of land degradation in the following tea-producing landscapes, where some issues resulting from inappropriate land use management practices are more prevalent and problematic:

Brahmaputra Valley, India: About 60% of India's tea production comes from Assam, in the region of the Brahmaputra Valley. Land degradation has led to severe problems of flooding there in recent years, which has caused the displacement of communities living in vulnerable areas. According to the Desertification and Land Degradation Atlas of India (2007), the major process of land degradation is soil erosion (due to water and wind erosion), contributing to over 71% of the land degradation in the country. The project's attention to INRM will be particularly important in this region, because environmental degradation cannot be addressed only at the farm level. It is now so severe, and the origin so important in commercial terms, that significant attention from all stakeholders can be expected over the lifetime of the project.

Darjeeling, India: Soil erosion is particularly severe and widespread and threatens the heritage of one of India's finest single origin teas. The project's presence will be especially valuable as few institutions are working in Darjeeling to improve environmental management, particularly because there has been some social unrest in recent years. Many tea bushes are over a hundred years old and no longer producing well, so that productivity per land area is well below that of Assam. Old tea bushes require higher chemical inputs, which do not provide an opportunity for soils to rejuvenate, thereby affecting productivity. Unsustainable resource management practices are often induced by population pressures and poverty, which constitutes a vicious cycle linking deteriorating natural resources to deteriorating livelihoods as people need to encroach further on fragile soils, sparse vegetation and limited water resources to meet their basic needs for food, shelter and livelihood.

Yunnan Province, China: Yunnan Province is especially important for tea production and also one of the regions most vulnerable to land degradation. The use of agrochemicals in tea production is extensive, and many water sources have become contaminated by agrochemical run-off as farmers tend to maximize the planting density per hectare and do not usually create buffer zones to separate production areas from rivers and streams. Inputs are used to increase yields and to increase the frequency of plucking, especially during the spring season, when tea bushes are producing high-quality, high-value leaves. Aside from the negative environmental impacts of agrochemical use, pesticide residues make China a high-risk origin for exporting countries who must comply with regulations regarding Maximum Residue Levels (MRLs) of agrochemicals in tea, which are defined by various national, regional and international bodies.

Northern Vietnam: Tea production in Vietnam is concentrated in the Central and Northern Highlands, which is the most vulnerable region to land degradation and food insecurity[5]. Roughly one in seven people in the mountainous regions are ethnic minorities who traditionally have relied on slash and burn agriculture and timber harvesting. Agrochemical use is pervasive in Vietnam and Vietnamese tea is considered risky in terms of compliance with MRLs. Although government regulations are in place, the practices of agrochemical application are a threat to the environment and humans alike. Agrochemicals of largely uncontrolled types cross the border from China, which is in close proximity to north eastern Vietnam. As with China, water sources in Vietnam have become contaminated by agrochemical run-off. There is direct contamination of water bodies as well, both from cleaning of spraying equipment as well as disposal of empty agrochemical containers (mixing of agrochemicals is often done next to a water body). There is little planting of shade trees and low levels of erosion control. Hunting of wild animals on farms and bordering areas is widespread practice. Waste is rarely managed in a proper way: agro chemical containers and domestic waste easily find their way onto production plots; chemical containers are often reused for unsuitable purposes; and waste is burnt in the open air.

Lowland Sri Lanka: The agriculture sector of Sri Lanka is traditionally split between the tea sector, which generates 74% of all export earnings from agriculture, and the food crop sector that provides subsistence. Tea is grown on approximate 200,000 hectares of land (3% of total land) on large estates and smallholdings, and is the second largest earner of foreign exchange after textiles. Tea smallholder cultivation in the wet zone of south western Sri Lanka has expanded in a disorganized manner, as farmers look for more land in response to declining productivity. Sri Lankan farmers do not use many herbicides and pesticides, but chemical fertilizers are widely applied and many smallholder farmers misuse them. Some of these products include persistent organic pollutants and other harmful ingredients that are banned in developed countries. Their excessive use has resulted in soil degradation, while chemical residues in runoff have led to the pollution of streams and rivers in this region. Erosion is also caused by the practice of removing vegetation, in the belief that a farm without vegetation on the ground is clean.

> "The most vulnerable districts are those in which a high proportion of land is used for cultivation of tea"
>
> Sri Lanka National Action Plan (NAP) for Combatting Land Degradation, 2002

The illegal expansion of smallholder tea cultivation threatens the remnants of the biodiversity-rich tropical rainforests and aggravates the loss or degradation of habitats of endemic and threatened plants. A UNESCO World Heritage Site- Sinharaja- and a UNESCO Man & Biosphere Reserve site- Kanneliya Forest Reserve- are adversely affected in the project region by such encroachment. Forest clearing, cultivation of tea in sensitive lands, such as steep slopes) and poor land management practices have contributed to several landslides in the wet zone, leading to siltation of streams and rivers, damage to property, and loss of lives as well. These landslides have also increased with extreme weather events, such as high rainfall. A further problem is caused by the deliberate introduction of some exotic plant species (e.g., *Wedelia trilobata*) for erosion control in tea plantations. These have spread in an invasive manner into adjoining natural ecosystems, resulting in adverse impacts on habitats and native species. Improper land management practices in tea plantations have also facilitated the spread of the Giant African Snail (*Lisachatina fulica*) and several other exotic mollusks. Conversely, an exotic shrub, *Dillenia suffruticosa,* which could potentially provide fuel wood in tea processing factories, is not being used as such. Instead, traders supply wood for fuel, which may often include indigenous species that are being overharvested. This is an example of how lack of awareness of and training on environmental issues is preventing the tea industry from growing sustainably.

Root Causes of Land Degradation

There are a number of underlying causes of land degradation in the target regions of this project, including policy failures and lack of enforcement of existing laws that seek to prevent land

[5] Vietnam National Adaptation Plan

degradation; insecurity of land tenure for smallholders, which fails to incentivize sustainable land management measures; and lack of capacity in government to manage systemic programs on conservation. One of the main underlying causes of land degradation that this project will focus on is a lack of awareness of SLM practices and the impacts poor practices have on land degradation by smallholders. This lack of adequate knowledge and awareness of land degradation manifests itself through:

- Inefficient planting, farm management and harvesting practices;
- Unsuitable selection and application of agrochemicals and fertilizers;
- Consumption of wood fuel for tea processing;
- Inappropriate irrigation and drainage in production areas;
- Encroachment into high value ecosystems to plant tea;
- Increasing adoption of monoculture production systems.

Inefficient planting, farm management and harvesting practices: To achieve good yields and use their land efficiently, farmers need to space tea bushes properly and renovate or replant tea plots periodically. The bushes need regular pruning and monitoring against any infestation or disease. Harvesting must be undertaken with care, plucking the correct amount of the bush for the best quality, and moving the tea quickly to the processing factory. If farmers do not have the necessary knowledge of management practices, access to new planting material from nurseries, or to training and extension services, then their productivity will decline and the quality of their leaf will deteriorate, leading in turn to further pressure on land as they may seek to sustain production levels by expanding the production area. This land pressure may also lead farmers to plant right up to the banks of rivers and streams, without leaving a riparian buffer that protects the land against soil erosion and the water sources from contamination. Farmers may remove trees and other vegetation to plant some additional tea bushes, reducing habitat and exposing soil to runoff during strong rains.

Unsuitable selection and application of agrochemicals and fertilizers: Tea farms require inputs to boost productivity and to control pests and diseases. Farmers, particularly smallholders, often have a very limited choice of products to fertilize their tea bushes or protect them from disease and insect attack. Local input suppliers may not stock the most appropriate products or provide farmers with good advice. Many smallholder farmers are illiterate and cannot read product labels. As a result, they may use inappropriate products at the wrong time of the year and, worse, toxic products that may be banned under national or international law but that still find their way to local markets. The resulting environmental problem is not only land degradation, but also contamination, as drift or spillage of chemicals may occur into the surrounding environment when farmers spray their crops. Empty agrochemical containers are of particular concern due to their high toxicity and the common practice of recycling them to use as containers for other products. As recycling facilities are largely unavailable another common practice is open burning, which amplifies the toxic output of the hazardous plastic. Smallholders grow tea on farms that also produce subsistence crops; the practices they apply in their tea production are generally the same as on the adjacent crops, so that land degradation on smallholder tea farms can also exacerbate food insecurity. Estate managers may have more choice of inputs than small farmers but often default to using chemicals before considering how integrated crop management may meet the same pest control objective. Smallholders and estate workers may endanger their health if they do not use adequately protective equipment while applying agrochemicals. If products are not stored properly, residues may enter the soil or even the food chain, as grains are often stored in the same area. Excessive use of fertilizers is often a symptom of inadequate soil conservation practices, leading to soil depletion that will threaten the farmers' livelihood and also the amount of food that can be grown.

Consumption of wood fuel for tea processing: Tea, once plucked, must be moved quickly to a processing factory; otherwise its quality will quickly deteriorate. Therefore, factories are located in rural areas, close to the production, and commonly on an estate. Often, these areas lack electricity so factories are fuelled by wood. The wood used in tea processing may be bought from suppliers or, on large estates, grown on adjacent plantations of fast-growing species, often eucalyptus. India consumes 780,000 tons of wood fuel annually in its tea processing factories. In Sri Lanka, tea factories consume

70% of all the wood fuel used in the agro-industrial sector. Two common problems lead to excessive wood consumption: 1) cut wood is often stored in the open with no protection from rainfall, and wet wood has lower burning efficiency and higher energy waste; and 2) inefficient boilers, which are common, consume high quantities of wood. This lack of efficient consumption further exacerbates land degradation associated with tea production.

Inappropriate irrigation and drainage in production areas: Irrigation may be required to provide adequate water to the tea bushes during the dry season. If this is not available, soils may dry up, a threat that is increasingly severe as dry seasons in tropical landscapes are tending to last longer. Smallholders may not have the knowledge or resources to install an irrigation system and may not have any storage system for water, such as rain barrels. Where irrigation is used, the system needs to be managed so that the right amount of water is carried, there is no leakage in the delivery system that would lead to water being wasted, and the topsoil is not washed away by excessive water application. Soil runoff occurs also because drainage channels on tea estates are often stripped of vegetation that would otherwise help with the soil's absorption capacity and prevent soil erosion.

Encroachment into high value ecosystems to plant tea: Most tea producing countries are high in biodiversity and many of the tea growing regions are adjacent to high conservation value ecosystems. Tea estates are often surrounded by forested areas that provide habitat for important plant and animal species and may be protected by law. Encroachment into those areas may in some cases be illegal but there is inadequate capacity for enforcement as governments do not have resources to patrol the boundaries. Farmers may enter in order to plant tea and other crops, because their present plot is not sufficiently productive, or they may encroach for other purposes, such as hunting wildlife or collecting timber. Increasing pressure on agricultural land from land degradation, population growth and climate change increases the risk of encroachment, and the cycle repeats itself.

Increasing adoption of monoculture production systems: Diversified farming systems, in which tea is grown in combination with food and also perhaps other cash crops, can help conserve soil quality, while improving food security, resilience, and nutrition at the household level. Yet farmers are increasingly using more of their land for tea to increase their earnings, as it is often their only source of cash income. Intensive cultivation of tea may achieve production increases in the short term but may also lead to land degradation, especially when accompanied by high use of inputs and removal of vegetation, and reduction of available habitat on the farm. Without a proper SLM plan, the carrying capacity of the land continues to decline.

Barriers to overcome

Some of the main confounding barriers to changing land-use decisions that we will seek to overcome through this project are high levels of poverty that trap producers in a cycle of short-term decision-making, and a lack of training and awareness that can help producers to make new SLM choices. Given that most tea estates are already at maximum production, tea industry observers predict that the majority of new tea production to meet increased demand will come from smallholder tea growers. The project will work predominantly with smallholders who are clustered around tea factories, as well as in environmentally sensitive areas around streams, water bodies, and forest edges. These smallholders are historically difficult to reach with extension services, education and market information. They typically sell their green leaf to factories associated with larger tea plantations, so the project will also work with those tea estates, which often manage biologically important areas situated around the tea production land. Farmers, including smallholders and larger estate managers, need to be sensitized to the long-term threat of land degradation in tea landscapes to their environment and their livelihoods. One of the main barriers to overcome is simply changing minds, and demonstrating that there are alternatives and improvements to the land-use practices that have been applied for generations, and that will ensure the long-term health of the tea sector. The project will first need to reach remote villages, which have rugged terrain and scant infrastructure and amenities, in order to carry out our training approach that builds capacity of lead trainers from remote villages, and uses model farms to showcase best practices.

Chemical dependency - Many decisions in tea farms are based on short-term productivity goals, especially in the estate sector in India, where plantations compete (and indeed are awarded prizes) to produce the most tea per hectare. This leads to land-use decisions that are purely based around immediate crop needs, including the aggressive eradication of competing weeds and crop pests through powerful chemicals. This creates a vicious circle of pests gaining resistance and monoculture-crops that are grown on ever depleted and bare soils. Regulations regarding Maximum Residue Levels (MRLs) of agrochemicals in tea are defined by various national, regional and international bodies. Governments are increasingly active in stimulating through policy and technical support a rational use of agrochemicals that is consistent with these international requirements. However, agrochemicals are still being widely used by smallholders throughout the region - including "Paraquat", which has been banned in many countries due to its impact on human health - because they are widely promoted by agrochemical companies and promoted as easy "silver bullet" solutions to crop problems.

The international market provides a policy incentive for reduced chemical use, and the Rainforest Alliance offers a practical mechanism to help farmers and governments operationalize these. Agrochemical selection, application and storage are subject to detailed criteria in the SAN standard, in view of the threat that they pose to both the degradation of the natural environment and the health and safety of farm workers. To achieve Rainforest Alliance certification, farms must comply with these requirements and also with restrictions defined in the SAN List of Prohibited Pesticides[6]. By promoting the practices of the Standard, the project will provide technical support that not only achieves SLM outcomes but also secures compliance with the regulatory situation for international trade in tea.

Lack of support from, and capacity in, government institutions – A major barrier that can be overcome through this project concerns the insufficient amount of technical support available to or accessible by smallholder farmers from government extension officers. Despite policies that favor sustainable agriculture practices and efforts to reverse land degradation, government agencies often lack the capacity or resources to provide effective and consistent support to farmers. There are too few extensionists to reach the large number of smallholders, and those that exist often lack transportation or funds to spend most of their time on farms. Moreover, extension officers often have limited knowledge of SLM. Most have been trained in agronomic techniques that focus on crop productivity but they have generally not received training on how to protect natural resources as part of a sustainable approach that relies less on inputs and more on management practices, such as composting and pruning. There is also a lack of demonstration farms where farmers can see firsthand the social, environmental and economic benefits of SLM and INRM.

Moreover, the best management practices of the SAN standard upon which Rainforest Alliance certification is based are rigorous and make significant demands that smallholders are not always able to meet without significant training. The standard includes 100 criteria in total across ten sustainable agriculture principles, including 15 critical criteria with which a certified farm must be in full compliance. These range from fully protecting high value ecosystems, maintaining water sources free from contamination and avoiding use of any agrochemical that is not permitted according to one of several internationally recognized protocols, to many social criteria around minimum working age and wages. A farm must be 100% compliant with these critical criteria, and must achieve an overall 80% compliance with all criteria across the ten principles to earn certification. Despite this flexibility, the SLM practices of the SAN standard require a significant investment of time and resources.

Remote access and market disconnect – Tea farms are often in remote, mountainous regions of the country with insufficient infrastructure, making them difficult to reach by extension officers, agronomists or tea buyers. Farmers are largely cut off from potential education and training opportunities. Despite the growing market demand for certified, sustainable tea (i.e. Unilever's commitment to source 100% Rainforest Alliance Certified tea for its Lipton Yellow Label products by 2015), many smallholders are disconnected from the incentives of the market. Estates are aware of the

[6] http://sanstandards.org

financial and supply chain incentives to achieve certification for their own production, but the benefits are not always passed along to the smallholders who supply them, and they often do not recognize the importance and the potential of a well-trained outgrower group, including their impact on the quality of the final product.

Competition for land suitable for agriculture – There is high competition for arable land, and pressure to clear forestland or unused scrubland in and around estates. Unless farmers can find ways to increase productivity on current land (by restoring fertility and function of soil and native vegetation), they will continue to look for new land to clear. The project will work with smallholders to improve productivity on existing land and reduce the need to leave existing land behind.

Lack of political will across institutions, and lack of effective collaboration and communication among departments and agencies **–** While land degradation is mentioned as a major issue to be dealt with in national strategic documents, it has not been fully embraced by the myriad agencies responsible for implementing plans on development, agriculture and social issues. The perceived conflict between rising poverty, the need to increase agricultural productivity and efforts to conserve natural resources and protect the environment remains an obstacle to long-term sustainable growth strategies at the local and national level. The project will provide a model of sustainable production that demonstrates the congruence between increased productivity and decreased land degradation.

2) **Baseline scenario and any associated baseline projects**

The baseline scenario includes two broad categories of investment in SLM: private sector investment in training for Rainforest Alliance's sustainability program and other initiatives; and government development plans for the tea sector. Each of these is described briefly below.

Government and Industry Sustainability Programs

Governments in all five project focal regions support the tea industry through regional administrations and national Tea Boards. Rainforest Alliance has contact with these institutions and has in some cases trained their extension officers. The project will strengthen those relationships and scale up training activity, so that they can be mobilized to undertake SLM training and also join stakeholder activities to define and implement INRM.

The Tea Board of **India**, the world's largest tea producer along with China, is particularly active in supporting the industry. The former Chairman, who is moving in 2014 to a ministerial position in Assam, has been Chair of the Trustea initiative, which is a joint collaboration with the industry and the Dutch Sustainable Trade Initiative, aiming to reach 50% of the Indian tea industry. ETP is closely involved in Trustea, and additionally acts as a channel for implementing pre-competitive initiatives on behalf of its members. Like Rainforest Alliance, it has produced training materials for farmers in local languages on specific key issues, of which agrochemical use is a major one. The Tea Board has regional offices in all tea growing areas.

In **China**, technical support to producers is mainly managed by the city tea offices in major producing regions. These specialist offices fall under the provincial offices for industry, which cover a range of sectors. The city tea offices implement policies and plans from central and provincial government, providing advice and plans for the local industry based on the specific context. They coordinate, guide and monitor tea projects in their municipality on research and demonstration; and they guide establishing farms, processing, marketing and technical innovation. They also coordinate with other departments on supervising tea quality and inspecting companies on implementing China's relevant standards, including for food safety. National level bodies, such as the Chinese Tea Research Institute and the China Tea Marketing Association, provide leadership on the national policy level. In response to the overuse of agrochemicals and concern about food safety and environmental pollution, an NGO,

Pesticides Eco-Alternatives Center, was founded in 2002. It undertakes some field level projects to test the results of reduced use of agrochemicals on farms.

Although work has been done to combat desertification in **Vietnam**, meaningful results have either not reached implementing agencies because of inadequate dissemination or have not been directly relevant to the needs of the related sectors. The Rainforest Alliance has developed a close relationship with the Ministry of Agriculture and Rural Development (MARD) at both national and district levels, as it tries to move Vietnam's agricultural development to a more sustainable land use approach. The government intends to work closely with the private sector to develop scalable solutions that can be implemented across the country with multiple partners. In 2012, Unilever signed an agreement with MARD, committing to help Vietnam increase its export of black tea through enabling Vietnam's designated tea growers and processors to improve the quality and competitiveness of tea; and specifically, to increase black tea procurements from Vietnam by Unilever to 25,000-30,000 tons of Rainforest Alliance Certified tea by 2015. The tea industry has its own representative body, the Vietnam Tea Association (VITAS), which protects the interests of the tea producers, business community and tea consumers.

The government of **Sri Lanka** has been keen to address the problem of land degradation and several measures have been adopted over the past few decades, but they have had limited impact to date. As a party to the UNCCD Sri Lanka is committed to implement a National Action Programme (NAP) to identify the factors contributing to land degradation and practical measures necessary to combat land degradation. Sri Lanka's central government implements policies through Divisional Secretariats that report to the Government Agent of the respective districts. The Divisional Secretary is supported by a village level administrative officer (Grama Niladari), who acts as the link person for reporting and implementing national level policies to the grass roots level. The project can mobilize this structure to address key issues of land degradation. Sri Lanka's forestry department is responsible for maintaining Sri Lanka's forested land and, as such, for preventing encroachment by smallholders to establish agricultural production, which is a particular problem in Sri Lanka. The project will maintain dialogue with the forestry department.

Sri Lanka also has a government agency with special responsibility for tea smallholders: the Tea Smallholders Development Authority (TSHDA). This authority has eight regional offices in the main production areas and 200 extension workers attached to these offices. It provides training and technical support to a network of community-based organizations (CBOs), which it helps develop, so that smallholder farmers may get the benefit of organized structures. ASLM has undertaken an initial introductory session for THSDA's extension officers in the SAN standard.

Rainforest Alliance Sustainability Initiatives

Since beginning to work in tea in 2007, Rainforest Alliance has grown to become the largest certification scheme for sustainable farm management. Globally, the Rainforest Alliance has trained nearly 900,000 farmers through a comprehensive program built on the principles and standards of the SAN, a coalition of leading non-governmental organizations working on sustainable agriculture throughout the tropics. The practices that the project will promote are based on the SAN standard, which defines a set of principles and criteria for economically, socially, and environmentally sustainable agriculture. These principles and criteria strongly emphasize SLM, and are supported by context-specific local interpretation guidelines for each major crop and country that are developed through consulting stakeholders. The project will design site-specific outreach to train large numbers of smallholders and selected estate managers in the SAN standard's best management practices, prioritizing those that most directly address land degradation. Trainers and farmers will be supported by customized training materials in local languages, addressing the most important SLM issues.

The project will apply an incentives-based approach to changing land management practices. Farmers who apply the practices of the SAN standard may obtain Rainforest Alliance certification. This

certification is widely accepted in the tea industry. The largest tea companies, including Unilever, Tata Global Beverages and Finlays, have all committed to producing and buying tea that is Rainforest Alliance Certified.

To date, 540,000 hectares of tea farms have earned certification, comprising over half a million farms. These certified farms produce 675,000 tons of tea, which represents over 13% of global production. In the project regions, certified tea production is as follows (from SAN certification report, December 2013):

	Assam, India	Darjeeling, India	Yunnan, China	Northern Vietnam	Lowland Sri Lanka
Rainforest Alliance Certified land (ha)	47,400	11,000	15,900	2,500	2,150
Rainforest Alliance Certified tons tea	52,000	2,600	3,500	5,400	2,560

Most of the current work by Rainforest Alliance has been with tea estates, who have expressed interest in best practices and certification to help with environmental and social issues associated with tea production. A recent study from India[7] on sustainability standards in tea production found that tea estates have been investing in SLM on their own land, including efforts to reduce fuel wood use, installing solar drying units, composting and practicing agroforestry to prevent soil erosion, but that these efforts have largely not reached smallholder land. Nevertheless, smallholders have seen or heard about some of the impacts of improved practices and are beginning to become aware of and interested in SLM issues. In order to reach more smallholders with tools and techniques for SLM and INRM, SAN standard trainers will require more detailed material, including technical guides to explain the SLM practices, and trainer guides to assist them to communicate this information effectively with farmers.

Most training of farmers takes place in the field, but the video and photographic material is also used for an open source global training platform that is available online (www.sustainableagriculturetraining.org) and on disc (as internet is not always available in tea production areas). This platform is available in six languages, including English, Chinese and Vietnamese. It incorporates an examination, which asks the trainee random questions to test knowledge of the SAN standard. This examination is part of a process of registering and approving trainers, so that Rainforest Alliance can monitor and manage the quality of the technical dissemination of the best management practices. The platform also contains a library of all the training resources available, and includes resources from other organizations, where appropriate. The project will build upon this unique training resource to ensure SLM and INRM are integral aspects of training.

The private sector has been actively supporting the training required by farmers to learn the SLM practices of the SAN standard. Two companies have provided funding directly to Rainforest Alliance to cover the costs of trainers, training materials and training courses. Other companies have invested in these through Ethical Tea Partnership (ETP), an industry association, of which many important tea companies are members. In 1997, ETP introduced a base code to improve social and environmental conditions in tea production regions. Members require their suppliers to comply with the base code. In 2007, Rainforest Alliance and ETP signed a cooperation agreement, under which technicians are trained in both the ETP and SAN systems and ETP recognizes SAN certification as qualifying for sale to its member companies. This collaboration means that ETP technicians can train farmers to pass first

[7] Assessing the Poverty Impact of Sustainability Standards: Indian Tea (2013), N Lalitha, V Nelson, A Martin & H. Posthumous

through the ETP system and then to improve their practices to achieve compliance with the SAN standard. Companies that have their own tea production farms have invested in training their estate managers and technical staff to apply the SLM practices and, in some cases, disseminate them to smallholders who supply green leaf for processing in the factory. The companies have invested in their processing systems, because certified tea must be segregated in the factory (and all subsequent supply chain processes) from non-certified tea.

Companies have been able on occasions to leverage public sector investment in certification programs in the tea sector in order to deliver social and environmental benefits by harnessing the power of the market. Two examples of donor-funded projects that have invested in Rainforest Alliance certification in tea are the Dutch Sustainable Trade Initiative's Tea Improvement Program, and the UK Department for International Development's Food Retail Industry Challenge Fund. Rainforest Alliance is not the only certification scheme operating in the tea industry. Fairtrade International, Utz Certified and organic are three other voluntary certification schemes, supported by standards that are defined through multi-stakeholder consultation. None of these is as strongly focused on SLM criteria because only Rainforest Alliance among them has a mission of conserving the world's biodiversity, including healthy ecosystems that deliver flows of ecosystem services for human benefit.

The list of projects that have invested in Rainforest Alliance tea work is as follows:

Funding source	Start Date	End date	Countries	Amount (US$)
Unilever	2007	ongoing	Turkey, Ethiopia, Kenya, Tanzania, Malawi, Uganda, Rwanda, Burundi, South Africa, Zimbabwe, India, Sri Lanka, Indonesia, China, Vietnam	1,990,000
IDH - Sustainable trade Initiative	2010	2013	Kenya, Rwanda, Sri Lanka, Indonesia	2,700,000
Flanders International Cooperative Agency	2010	2012	Tanzania, Malawi, South Africa	405,000
IDH - Sustainable trade Initiative	2013	ongoing	Vietnam	540,000
DFID-FRICH & Taylors of Harrogate	2009	2012	Rwanda	326,000
DFID-FRICH & Taylors of Harrogate	2012	ongoing	Burundi	70,000
Tata Global Beverages	2010	2012	Kenya, Tanzania, Uganda, India, Indonesia	640,000
Z Zurich Foundation	2010	2,013	India	30,000
Teekanne	2011	2012	India, Sri Lanka	83,000
Kirin Holdings Company	2012	ongoing	Sri Lanka	110,000
Dunkin' Brands	2013	ongoing	India	100,000

Total				6,994,000

In India, China, Vietnam and Sri Lanka, the following work has been done to date under the above-referenced projects with respect to sustainability in tea production landscapes:

Region	Funding source	Work to date
Assam	Unilever, Z Zurich Foundation, Teekanne, Dunkin' Brands, Tata Global Beverages	The focus of efforts to date has been to provide training to large tea estates that supply the international market. This work has not much involved smallholder out-growers as estates have focused on their own plantations. Smallholders are now aware of the Rainforest Alliance's work and have expressed interest in accessing training and technical assistance.
Darjeeling	Unilever	Rainforest Alliance has provided training and support to three estate companies over the past two years. All three companies have successfully achieved certified status for some of their estates, totaling an area of over 9,000 hectares. Under the project we will begin to work with the smallholders supplying one of the companies, Goodrickes.
S-W Sri Lanka	Unilever, Teekanne, Kirin Holdings Company	Sri Lanka has a large percentage of smallholder production, and all of Rainforest Alliance's work to date has been with smallholders. Working with the Sri Lanka tea development authority, Rainforest Alliance began in 2013 implementing a plan to bring small farms into sustainable management.
N-E Vietnam	IDH, Unilever	Rainforest Alliance has been working with Unilever to carry out training activities for farmers, in close coordination with the Ministry of Agriculture (MARD).
Yunnan	Unilever	Rainforest Alliance has maintained a continuous and solid dialogue with the government of Yunnan since 2011. In 2012, we were granted authorization to certify tea. Rainforest Alliance has since worked with Unilever, which has a strong role in conducting training.

3) The proposed alternative scenario, with a brief description of expected outcomes and components of the project

To conserve the productivity and sustainability of agricultural land requires appropriate management on the farm: maintaining adequate vegetation, creating buffer zones between production areas and water sources and between production and dwelling areas, applying integrated crop management practices, and properly sorting and disposing of waste. The project will promote and measure the results of a land use and natural resource management system that addresses these causes of land

degradation, selecting among them the most important in each region. The project will harness industry and policy incentives to help bring SLM and INRM investments and benefits to scale. The project goal is for land degradation associated with tea production in Asia to be reduced by supporting farmers and catalyzing industry and government leaders to mainstream SLM and INRM practices.

The project has four components, each with associated outcomes:

Component 1: Promote SLM to mitigate and reverse land degradation in tea-producing landscapes

Outcome 1: Improved agricultural management results in more sustainable tea production systems and reduced vulnerability on 60,000 hectares in five critical tea-producing regions.

The core approach that Rainforest Alliance applies to promote improved land use practices is building capacity for farms to apply the practices of the SAN standard. This is a set of detailed criteria for best environmental, social and agronomic practices developed and managed collaboratively by ten non-government organizations (NGOs) specialized in tropical agriculture. Farms and smallholder groups that apply the criteria of the standard can achieve Rainforest Alliance certification. The SAN standard is regularly updated to take account of learning from members' work, as well as recent research relevant to key issues affecting tropical land use and livelihoods. In the draft 2015 version of the SAN standard, currently under public consultation, criteria for smallholders are distinct from criteria that are relevant only to large plantations or to group administrators, making certification increasingly accessible and understandable to smallholders, who are the main focus of this project.

The process of applying the practices of the Standard teaches farmers best management practices to improve conditions on their farms, including mitigating land degradation and conserving soil. Examples of practices include planting locally appropriate species that control erosion and provide the farmer with additional crops for subsistence or sale. Farmers learn the importance of maintaining functional vegetative buffers around water and forest edges. The transfer of knowledge is supported by a number of tools, namely: locally appropriate training materials; demonstration plots established on actual farms, which enable farmers to not only see the practices but also to talk to other farmers about them; and tree nurseries, which provide a stock of planting material to enable farmers to renovate their farms. Under this component, the project will generate all of those tools to enable farmers to learn and apply the practices.

In order to build farmer capacity in applying SLM, the project will work through identified structures for disseminating training and technical assistance and bring farms into compliance with the SAN standard. In each region, the project's point of entry will be through a technical specialist in sustainable agriculture who acts as Rainforest Alliance's national coordinator. A coordinator in each project region is already contracted by Rainforest Alliance. They will train estate managers, company technicians, partner NGOs, and private service providers, who will in turn train the target smallholders with a view to their applying the practices and obtaining Rainforest Alliance certification.

In order to encourage companies to work with smallholders on SLM the project will reinforce quality issues in the training of smallholders. Leaf that the companies buy from outside must meet the same quality criteria as that from the estate, which is produced under greater supervision by trained employees. The project will produce training materials for both company technicians, who will be literate and have strong technical knowledge, and farmers, who will need predominantly visual materials and any writing to be in their local language. Training materials and courses will be gender sensitive. For example, women smallholders may be excluded from training if its organization does not take account of their other responsibilities, which limit their time, especially at certain times of the day, and their ability to travel far from home. The project will monitor training attendance by women and men, and use this information to adjust training strategies as needed to ensure that women are able to participate fully.

- *Output 1.1: Training modules (one per region) developed to support producers to adopt site specific SLM practices, including locally appropriate species useful to smallholders and for erosion control and composting, alternative economic income (e.g., fruit trees), functional*

vegetative buffers around water and forest edges, and improved wood-fuel management practices

Rainforest Alliance estimates that the project will train 30,000 smallholders. In Sri Lanka and Vietnam, the majority of outreach will be to smallholders, while in the other regions, the project will work with estates as well as smallholders, reflecting the predominant production system operating in the region. Of the target 60,000 hectares to come under improved management as Rainforest Alliance Certified tea farms, 25,000 hectares represents land in Assam that has already achieved certification but where the SLM practices need to be consolidated through further training. The Rainforest Alliance operates on a principle of continuous improvement; the farms in Assam that are already certified are applying some SLM practices, but these will be strengthened through GEF's investment.

The target smallholders have different forms of organization. In Brahmaputra Valley (Assam), the project will work with the bought leaf suppliers of large plantations that have already achieved Rainforest Alliance certification and whose factories buy additionally from independent smallholder suppliers. Many of these smallholders border key biodiversity areas, such as Kaziranga National Park and the Manas Wildlife Sanctuary. In Darjeeling, the project will also work with bought leaf suppliers, but the contacts are much newer, as Rainforest Alliance has only quite recent experience of the region. The most important smallholder organization is in Sri Lanka, where a number of groups have expressed their interest in receiving training. These smallholders sell through their own organization, Tea Smallholders Factories Ltd., which owns tea processing factories in the region. These factories are in competition with private companies and also a government-owned processing company, Tea Shakthi.

Eighty percent of Vietnam's tea is exported, but prices and quality are low compared to other regions. Rainforest Alliance will pilot a training model through a farmer field school (FFS) approach, in which attendees test out new and more sustainable practices on their own farms, and learn from each other the best management approaches under the guidance of an experienced facilitator. The project will build on that base, incorporate training on good agricultural practices, integrated pest management strategies and land degradation issues specific to Vietnam; and aim also to conserve pockets of biodiversity on small landholdings. Training will emphasize limited use of inputs, strict segregation and vegetative buffer zones along high risk border areas. The project will link up with other initiatives in the country to ensure that training content and materials are harmonized with parallel efforts to reduce soil erosion and degradation, due to overuse of agrochemicals. The project will identify which agrochemicals are used to manage those problems and the identification of alternative solutions that work for famers but also keep tea compliant with standards for international trade, and integrate those strategies into training modules and training materials. From an environmental perspective, waste management will reduce contamination of natural water bodies. The mindset of farmers and other members of the society will gradually shift toward more awareness of the benefits that come from conserving remaining ecosystems, wildlife and micro climatic conditions, while maintaining valuable soil on the farmland.

In Yunnan province, the project will work with smallholders producing leaf for large manufacturers and exporters of green tea in Yunnan. The project will benefit from having a company with strong environmental management practices- the already Rainforest Alliance Certified Green Fountain tea- as a leader and example for other producers. This company sets an example that conservation of buffer zones and careful application of agrochemicals is a model for a profitable operation. High density tea gardens might have a higher return on investment from a short- and mid- term perspective; but an increasing number of tea companies in Yunnan see the long term risk of unsustainable soil and input management. This risk is not only from a tea quality point of view, but also from increasing costs to maintain soil fertility and meet the labor expenses to apply agrochemicals and handle waste and also from public criticism.

- *Output 1.2: Smallholder tea farmers and field and factory managers trained in landscape-prioritized SLM practices and energy efficiency measures in tea factories*

Given the obvious logistical limitations of reaching individual farmers with training and the financial constraints for smallholders to invest in SLM, the project will strive to support the growth and development of smallholder farmer organizations that can serve their members and represent their interests to government and industry. Organized farmers have a stronger voice, which can help create the mandate for distributing cost-effectively the information, technology, technical support and services they require to learn and apply improved practices on their farms, such as supply of inputs or planting material. Where smallholders have their own organization, training courses can be organized through it, usually employing a system of lead farmers, who take responsibility for disseminating learning in their communities. Rainforest Alliance has used this approach with great success in Kenya, which is Africa's largest tea producer and the leading tea exporter in the world, with 600,000 smallholders. The project will support and encourage such organizations in the selected landscapes and use these structures to deliver training where possible.

The major driver to lead smallholders to attend training courses will be the market. Rainforest Alliance's success in the international market, with the brand leaders committed to the certification system, provides a strong incentive for farmers and the factories that process their tea. In India, where the domestic market consumes most tea and international demand has weak leverage, Rainforest Alliance Certified tea also has some presence in the market. Increasingly, though, Rainforest Alliance is able to offer a double value proposition to farmers: not just demand for their product once it is certified but also the value of the training in the SAN standard to make the long term productivity of their farms and hence their livelihoods more secure. Policy instruments, such as international food safety legislation, and national laws promoting sustainable land use strengthen the incentive system. Moreover, all of these regions, especially Yunnan province, are tourism destinations. The sight of polluted rivers and poisoned or hunted animals undermines their attraction to tourists and provides a further incentive for local action in support of SLM.

Under this component, the project will also work at the tea processing factory level to improve wood fuel management practices. Potential solutions are varied and need to be tailored to the specific local context and factory needs. A straightforward answer to the problem of damp wood is to keep wood covered, so that it is dry when it goes into the boiler. The boiler's efficiency can be affected by the operator's following correct procedures, such as keeping the fire box closed. Opportunities may exist to improve the lay-out of the processing equipment, for example pre-heating the boiler air intake through innovative technologies such as heater exchanges built around the factory chimney. There may also be opportunities for more efficient plantation management requiring less land and thus the potential to incorporate conservation areas with native tree species through a more rigorous reforestation plan that would provide habitat.

- *Output 1.3: Trained lead farmers use farms as demonstration units to showcase best management practices*

Component 2: Plan and implement integrated landscape management approaches as part of a sustainable tea production system

Outcome 2: INRM plans engage key tea and non-tea stakeholders in complementary activities to support INRM and guide investment to help reduce land and resource conflicts and safeguard key ecosystem services supporting tea production and local and downstream communities

The purpose of Component 2 is to link SLM investments at the farm level to key needs and activities beyond the farm to address land degradation challenges that are controlled at larger scales, such as water shortages, sedimentation, flooding and landslides, deforestation and associated loss of ecosystem services, and invasive species. The project will design and facilitate implementation of an approach to INRM that helps reduce land and resource conflicts and safeguard key ecosystem services supporting tea production as well as local and downstream communities. The purpose is to direct

project investments in facilitating application of SLM towards areas where the greatest benefit to livelihoods and ecosystems can be realized, e.g., near forests and water courses.

While using market forces to drive incentives for small holders to apply SLM on their farms, the project will go beyond market-driven spatial targeting to include ecologically based targeting. It will build awareness in the supply chain about why this is important by applying a landscape context analysis and planning methodology, which includes landscape mapping and assessment, in two or three tea-producing landscapes in India, China, and Vietnam. This will be the basis for targeting priority investments to those places.

The first step in this process will be to conduct a participatory situation assessment to identify and map threats, drivers, and opportunities for land degradation and its remediation, considering related issues such as biodiversity conservation, local livelihood strategies, and climate change projections and impacts. This will include a stakeholder mapping exercise to identify and work to engage other key stakeholders in tea-producing landscapes whose activities are critically associated with land degradation or restoration. This work will include compiling existing data and carrying out participatory mapping to inform spatial analyses at the landscape scale. These inventories and analyses will consider socioeconomic variables such as access to markets, infrastructure, and farmer opportunity costs, as well as biophysical processes such a land cover change, fragmentation, biodiversity value, and flows of ecosystem services.

- *Output 2.1: Landscape context analysis and planning processes (including participatory landscape mapping and assessment) are carried out in three tea-producing landscapes to guide SLM investments and engage key tea and non-tea stakeholders in complementary activities to support INRM*

The next step will involve a decision support process that enables stakeholders to understand how INRM could be adapted across the landscape to address key land degradation threats and drivers. From this process, INRM implementation plans will be developed, outlining shared goals, key activities, stakeholder roles, needs for administrative capacity and external support, and indicators for measuring and evaluating status and trends over time. While the delivery of actual landscape management initiatives is outside the scope of the project, it is anticipated that by bringing together key stakeholders and identifying common priorities and areas of potential alignment between existing activities, these INRM planning processes will help to leverage both existing investments and new INRM actions that are synergistic with the SLM investments that this project is directly supporting.

The major tea companies in the world, including the top two, Unilever and Tata Global Beverages, have all made public commitments to buying tea that is produced in compliance with the SAN standard and are selling tea products bearing the Rainforest Alliance certification seal. Increasingly these companies are thinking beyond the farm boundaries and considering how the health and well- being of the of the wider landscape, including the communities living close to tea production areas, will affect long term tea production. There is a growing interest to consider how, for example, wood fuel grown to provide energy for processing tea can be more efficiently managed and harvested to avoid land degradation and deforestation.

The conditions under which workers, who often come from the local communities, live on tea estates and the services they have access to, such as health and education, also affect the private sector's ability to produce profitably. Rainforest Alliance is participating actively- and will continue to do so- in one international effort to consider how business can benefit from landscape-scale conservation, namely Landscapes for People, Food and Nature, led by Ecoagriculture Partners. One of the project outputs has been a case study of Rainforest Alliance's collaboration in Ghana with the commodity trading company, Olam International, which works across sectors (forestry and agriculture) and through multi-stakeholder channels (community, producer groups, company, local authorities, national government) to plan and implement an INRM approach.

An initiative began in the tea industry in 2013 to develop three "collaborative platforms", of which one is on sustainable landscapes. These platforms will serve as pre-competitive processes where companies, with expert advice from outside, can define approaches to building a more competitive and stable tea industry. The project will maintain dialogue with the platform and contribute to its work. Through this type of engagement, as well as through exploring opportunities for bilateral initiatives with individual tea companies, the project will enable additional data and learning to be gathered and presented to international business events and further disseminate the concept of INRM in the tea industry.

- *Output 2.2: Industry interest in reducing supply risk and promoting sustainable tea production leads to new investment in INRM (i.e. beyond tea-focused SLM practices)*

Component 3: Engage key public and private institutions to mainstream SLM in the tea sector

Outcome 3: **K**ey public-sector agencies, tea associations, and tea industry decision-makers understand and have implemented new policies, systems, or support mechanisms to facilitate uptake of SLM in the tea industry in the focal regions.

The project will draw on Rainforest Alliance's extensive network of relationships with the tea authorities and key institutions in each of the five regions to articulate and demonstrate the value of the SLM practices of the SAN standard and promote their wider adoption as an effective approach for both ecosystem conservation and a competitive, modern tea industry. Rainforest Alliance has established these relationships through becoming the global leader in voluntary certification in tea, as well as a highly credible international conservation organization. Its national coordinators have successfully maintained close relations with national and regional government officials, so that Rainforest Alliance is seen as an organization that must be at the table in initiatives to develop new models for sustainable production. This reputation has been enhanced by producing state-of-the-art locally appropriate training materials, such as the Tea Implementation Guide, which is available in English and will be translated into Vietnamese.

The project will build from Rainforest Alliance's credibility and experience to produce appropriate materials to train government extension officers and disseminate learning to policy makers whose decisions affect the way tea is grown. In each of the selected regions, tea institutions are important because tea is a major source of local employment and income generation. Close coordination with policy institutions is essential in any plan to influence the sector. The knowledge of SLM and these tools in the hands of extension officers and policy makers will enable the project to achieve greater scale. Government officers will participate as trainers in the project, both to train target farmers and also to take the learning further afield to other regions. Rainforest Alliance estimates that the project will reach 300 trainers.

- *Output 3.1: Tea SLM training modules developed for government extensionists and industry technicians to build their capacity in SLM practices*

- *Output 3.2: Extension officers from tea authorities and other relevant institutions registered as trainers of the SAN standard and in ongoing contact with Executing Agency*

The project will support national policy makers to meet the goals of their agriculture development plans by providing practical evidence of the viability and value of an SLM approach. The project will also provide a response to an increasing number of international campaigns and growing consumer concerns on food safety, which will in turn strengthen the incentives for companies and governments to improve farm practices on agrochemical use. Greenpeace led a campaign in China in 2012 against irrational agrochemical use in tea and further such campaigns are expected.

Component 4: Develop robust tools to evaluate sustainability and reduced vulnerability associated with SLM and INRM in tea-producing landscapes.

Outcome 4: New monitoring and analytical tools provide practical, cost-effective means to understand change and guide adaptive management related to sustainable productivity, vulnerability, and ecological integrity in tea-producing landscapes in the focal regions.

Continued interest in and support for SLM and INRM investment from companies, governments, and farmers will depend on being able to demonstrate that such investment delivers real benefits in terms of productivity, profitability, human wellbeing, and ecosystem integrity. In other words, robust monitoring and performance assessment will be integral to the future scalability of the sustainability initiatives described above. The project thus includes a dedicated component focused on delivering credible information on the effects of SLM and INRM investment in tea-producing landscapes. Component 4 will involve the design and field testing of at least two new monitoring and analytical tools to quantify and track changes in practices and key outcomes associated with SLM and INRM investments.

The first anticipated tool will support monitoring and evaluation of project component 1. This "Farm Performance Monitoring Tool" will quantify the adoption of sustainable land management practices over time. The tool will use a survey instrument, semi-structured farmer interviews, and field observations of trained technicians to quantify and report change in agricultural practices that are promoted by the SAN standard and localized to reflect the key land degradation issues in each region. Data from the Farm Performance Monitoring Tool will be aggregated into a management index that provides an integrated portrait of how the project is driving substantive change in land management practices.

A second tool, also intended to support M&E for component 1, will assist technical assistance teams and auditors to carry out practical and cost-effective monitoring of tea producers' resiliency to climate change and how this resiliency is changing as a result of SLM training and investments. The tool will provide a structured framework for quantifying the adoption of practices that affect climate adaptation and resiliency. Field observations and measurement will place particular focus on climate smart practices such as establishing conservation set-asides, reforestation and fuelwood management, shade management, water and wastewater management, water use efficiency, integrated crop management, and soil conservation. The tool will also enable analysis of resiliency and changes in resiliency based on context (e.g., biogeographic, socioeconomic, market, and political settings) and type of training (e.g., how training is delivered and the focus of training). These data will become fundamental to how farmer group Internal Management Systems and auditors evaluate and implement continuous improvements on tea farms.

Application of these tools and processes as part of the Project Results Framework and M&E activities will be facilitated by training in-country project staff and partners (e.g., government extension officers and tea industry technicians) to operationalize use of these approaches for monitoring and evaluation. Written documentation of these tools, including examples of their application n this project, will be provided and disseminated publicly to make such tools available for wider application or adaptation throughout the tea sector and the GEF Land Degradation portfolio.

- *Output 4.1: At least two new monitoring and analytical tools developed, field-tested in one project region, and subsequently applied more broadly through project results framework and/or tea industry partners*

4) Incremental cost reasoning and expected contributions from the baseline, the GEFTF, LDCF/SCCF and co-financing

The main focus of the project is to reverse land degradation associated with current tea production practices by applying an incentives-based approach, which addresses technical and financial barriers identified in the baseline situation.

The GEF incremental financing will build on Rainforest Alliance, government and industry sustainability programs and efforts to improve production, processing, marketing and innovation in the tea sector, with an overlay of activities designed to prevent and reverse land degradation and to promote improved land use practices, particularly at the smallholder level. Through existing extension networks, the GEF incremental financing will support activities to disseminate training and technical assistance for the adoption of the SAN standard and associated best practices in SLM. Ecological analysis and market research will also be supported, so as to reduce land and resource conflicts which might otherwise be associated with planned baseline investment and development strategies at the landscape level. Development of data driven awareness materials coupled with Rainforest Alliance partnerships with the private sector will nurture and incentivize international initiatives to consider more strategically the benefits derived from landscape scale conservation.

Without incremental GEF financing, tea production practices will continue to degrade land, and where sustainability initiatives are underway, smallholders will not have the same level of participation. Without the project, application of SLM practices will be restricted mostly to large tea estates. Extension officers working for government institutions will have limited opportunities for attending training courses in SLM. Without incremental GEF financing, the value of investments being made in SLM will not be properly monitored, evaluated or disseminated. In summary, the justification for the project is to reach large numbers of smallholders through a model that has already been demonstrated as effective, promote a holistic and data-driven approach to SLM/INRM and build capacity in national institutions to maintain it; and to demonstrate its contribution to reversing land degradation.

5) Global Environmental Benefits (GEFTF, NPIF) and Adaptation Benefits (LDCF/SCCF)

The project will provide significant global environmental benefits (GEBs) across the intervention landscapes, but also across the broader global tea industry.

Under component 1, agro-ecosystem services will be improved in a minimum of 60,000 hectares in critical tea producing regions as will the livelihoods of famers and small holder groups in the intervention areas of Brahmaputra Valley (Assam); south western Sri Lanka, north-eastern Vietnam and Yunnan. Adoption of the SAN standard, which features principles of ecosystem conservation, water conservation, soil conservation and integrated crop management, will improve the flow of agro-ecosystem services in the tea sector, from the producer farm level, embedding consideration of these up through the supply chain, to tea companies and consumers.

The project's component 2 will deliver GEBs in the form of improved planning and investments based on principles of SLM. By providing scientifically accurate data and analyses, decision makers in target regions and at the national level, together with investors, will be in a better position to tailor policy for SLM by taking into account trade-offs relating to water availability, vulnerability to soil erosion and critical ecosystem services.

In component 3, improved capacity of extension agents and institutions as well as producers will generate GEBs in the form of improved SLM practices being applied at the farm level, across targeted landscapes and beyond, in 4 countries. The training of 200 extension officers will leverage the training of some 30,000 famers and smallholder groups.

The Farm Performance Monitoring Tool and the Climate Resiliency Monitoring Tool to be developed and tested in component 4, will support monitoring and evaluation of project components, while also

contributing to a broader SLM tool kit in measuring impacts and GEBs of GEF supported interventions to combat land degradation. These tools have the potential for replication at a broader scale both regionally and globally.

6) Innovativeness, sustainability and potential for scaling up

The project will apply an incentives-based approach to changing land management practices. Farmers who apply the practices of the SAN standard may obtain Rainforest Alliance certification. This certification is widely accepted in the tea industry. The largest tea companies, including Unilever, Tata Global Beverages and Finlays, have all committed to producing and buying tea that is Rainforest Alliance certified. Major international tea companies own estates in some countries to meet a portion of their tea volume requirement and purchase the balance, including from smallholders. These companies' demand for Rainforest Alliance Certified tea influences major segments of the tea supply chain, providing incentives for farmers to adopt the practices identified in the SAN standard. The integration of sustainable tea production practices into the purchasing criteria of major tea companies will sustain the incentive mechanism and project benefits for farmers and communities beyond the life of the project, as it is mainstreamed to become the norm for doing tea business and as companies move their investment in SLM into their cost of goods.

The project will also harness policy-based incentives, as governments increasingly seek to make production practices in major commodities consistent with their strategic interests in conserving the natural environment and in sustaining the production capacity of tea as a source of long term employment of rural populations and of revenues for the national economy. Policies protecting natural resources are supported by investments in research, extension services, nurseries and training courses for tea farmers. Government organizations will participate fully in the project, providing endorsement and motivation for the farmers to get trained and apply this knowledge to deliver improved land management practices. Governments employ extension workers. The project will train these, and create training resources for them, so that they acquire the knowledge to disseminate the SLM practices both in the selected landscapes and in other tea production areas of the country. Once they perceive the benefits at farm level, these extensionists will become ambassadors of SLM to a growing number of farmers.

The international market provides a further policy incentive for improved land management. Regulations regarding MRLs of agrochemicals in tea are defined by various national, regional and international bodies. Governments are increasingly active in stimulating through policy and technical support a rational use of agrochemicals that is consistent with these international requirements. The SAN standard offers a practical mechanism to help farmers and governments operationalize these policy commitments. Agrochemical selection, application and storage are subject to detailed criteria in the standard, in view of the threat that they pose to both the degradation of the natural environment and the health and safety of farm workers. To achieve Rainforest Alliance certification, farms must comply with these requirements and also with restrictions defined in the SAN List of Prohibited Pesticides. By promoting the practices of the standard, the project will provide technical support that not only achieves SLM outcomes but also secures compliance with the regulatory situation for international trade in tea.

Social and environmental practices in the tea industry have been under scrutiny among national and international civil society organizations and media and the subject of numerous campaigns led by NGOs. The major focus has been on social issues, including wages paid and treatment of female workers. This type of international scrutiny provides further strong motivation for concerted effort by producers, companies and governments to improve a situation that is a root cause of land degradation. Standards and certification, such as the SAN/Rainforest Alliance system, can provide an effective vehicle for translating the awareness and concern raised by such campaigns into tangible improvements on the ground for people and the environment.

The strong participation of governments, private sector and tea farmers in the project will provide the necessary momentum to build from the focus on the farm and explore larger landscape factors affecting land degradation. The project will establish participatory process to carry out three landscape context analyses

and planning processes, including participatory landscape mapping and assessment. There is an increasing interest among stakeholders, including an incipient initiative in the tea industry, to consider land management at a wider scale than the farm, as it becomes better understood how the production capacity of a commodity can be affected by issues beyond the farm, such as respect for forest boundaries, water use and application of agrochemicals. The project will invest in mobilizing communities, industry and stakeholder groups to take actions in support of INRM that strengthen the value of SLM at farm level and lead to land management initiatives beyond the project's scope in these biologically important regions.

The project will incorporate a robust M&E approach to quantify farmers' adoption of sustainable land management practices over time, using a survey instrument, semi-structured farmer interviews, and field observations of trained technicians. Data will be aggregated into a management index that provides an integrated portrait of how the project is driving substantive change in land management practices. The project will also develop and apply a monitoring tool to quantify the adoption of practices that affect climate adaptation and resiliency. Practices such as shade management, water and wastewater management, improvements in water use efficiency, integrated crop management, and soil conservation form part of the criteria of the SAN standard. Through the project focus on wider landscape measures, other practices will also be monitored, such as conservation set-asides or reforestation initiatives.

A.2. Stakeholders. Identify key stakeholders (including civil society organizations, indigenous people, gender groups, and others as relevant) and describe how they will be engaged in project and/or its preparation:

Stakeholder	Function	Role in project
Global		
Ethical Tea Partnership (ETP)	ETP is the tea industry's association, based in London. Most of the leading companies are members. ETP has a base code for social and environmental management of tea production units. Rainforest Alliance has signed an MOU with ETP so that certified farms can also be recognized as meeting ETP's base code. ETP's regional representatives are trained in the SAN standard. One of ETP's main activities is developing initiatives in sustainability in countries of importance for its members' supply chains. It has initiatives presently in all four countries of the project.	ETP's three largest members (Tata Global Beverages, Twinings, Taylor's of Harrogate) will buy Rainforest Alliance Certified tea. ETP will develop on their behalf sustainability initiatives, especially on reduced agrochemical use. Rainforest Alliance and ETP, which already collaborate in Africa, will evaluate opportunities for collaborating on specific site activities on a case by case basis; they will maintain a regular dialogue through meetings in London and share learning and ideas for strengthening SLM/INRM in tea production landscapes through new projects.
Unilever	Unilever is the world's largest tea company. It is a pioneer in private sector management of sustainability, developing its own rigorous code to guide buying policy for agricultural commodities. In 2007, it committed its Lipton brand globally to source only Rainforest Alliance Certified tea. This was the first major brand to make the commitment and led to the other leading tea companies following suit, so that Rainforest Alliance is by a long way the leading certification	Unilever will have three roles in the project: - Create demand through its brands for Rainforest Alliance certified tea so that the market incentive drives adoption of SLM; - Invest in SLM/INRM through both Rainforest Alliance and its own structure to build capacity in SLM and prepare producers for Rainforest Alliance certification; it is already doing this in all four project countries.

	system in the tea sector. Unilever does not belong to ETP but collaborates with ETP in some joint initiatives, such as Trustea in India, of which it is a steering committee member.	- Provide strategic guidance and research findings on sustainable tea production through high level meetings and continuous program-level interaction in implementation of the MOU and service agreement that Unilever and Rainforest Alliance have signed.
Finlays	Finlays is a major international tea company, which owns estates in Sri Lanka, as well as Kenya, and buys and manufactures large quantities of tea from other producers. Its Sri Lankan operations are Rainforest Alliance Certified. It is leading part of the follow up to the *Tea 2030* multi-stakeholder process, which aims to chart a road map for long-term sustainability in the sector. Its role is to define an approach to landscape scale management to get companies to think about the importance of INRM in the wider ecosystem.	Through its commitment as a Rainforest Alliance Certified tea producer, Finlays will promote SLM practices on its tea farms. RA will participate in the Tea 2030 process and contribute ideas and learning about INRM, with a view to influencing land management practices in the tea industry. Participation will include: attending meetings in UK, commenting on and contributing text for documents and sharing learning both from RA's field experience and also from other organizations with which RA is in touch through the landscapes for People, Food and Nature initiative.
Tata Global Beverages (TGB)	TGB is the second largest tea company. It has committed its Tetley brand globally to Rainforest Alliance certification. It is a major tea producer in India, having its own estates and also a majority holding in Amalgamated Plantations, India's second largest tea producer. TGB is the largest member of ETP and is also a steering committee member of the Trustea initiative. It participates in Tea 2030.	As a result of its bilateral commitment to certification TGB will invest in its supply chain to promote the SAN standard. Because of its market power and its significant role in Trustea and ETP, Tata will be an important influencer of industry adoption of SLM. The Rainforest Alliance will hold regular meetings with TGB to monitor progress on certification and plan cooperation on sustainability initiatives.
Dutch Sustainable Trade Initiative (IDH)	IDH is an independent organization channeling Dutch development funds and leveraging them with funds from other bilateral donors to support sustainable trade initiatives. It works in a number of sectors impacting on tropical land use, including tea. Its Tea Improvement Program worked with RA, Unilever, TGB and other companies in a number of countries, including Sri Lanka. At the beginning of 2014 it launched a new project in collaboration with RA and Unilever in Vietnam. It is also planning to start up a landscape-scale initiative.	IDH will directly contribute to the achievement of project goals in Vietnam through its project with Unilever and RA to promote the SAN standard. IDH convenes periodic learning events and also widely attended annual conferences, which provide RA with an opportunity to share learning on approaches to SLM and INRM. IDH collaborates closely with ETP and is a funder of Trustea so it will indirectly support the project in this way in other countries.
India		
Trustea	Trustea is a multi-stakeholder initiative led by the Tea Board of India and with close cooperation of Unilever, TGB and	A will agree and sign an MOU with Trustea. Although it is a competitive system to Rainforest Alliance

	IDH. It was launched in 2013 as a training and verification program, which has its own code. Trustea was founded in order to have a national code of best practice in a market which consumes most of the tea grown in the country. Tea producers also wanted a standard that was more tolerant of certain systemic practices, such as use of certain agrochemicals not allowed in the SAN standard. Trustea has begun providing training and verification services. It aims to reach 50% of the Indian tea market, representing half a million tons, by 2016.	certification, Rainforest Alliance and Trustea will cooperate to achieve efficiencies and market scale for producers, for example, by benchmarking the Trustea code with the SAN standard so that producers can understand the differences and common points and perhaps by producing joint training materials or organizing joint audits. Trustea will be an additional market force promoting SLM in India.
Tea Board of India	The Tea Board of India is the main regulatory body of the Indian tea industry Its structure incorporates a network of regional offices situated in all the main tea growing regions, as well as research institutions, including the Tea Research Association (North East India) and National Tea Research Foundation (NTRF). The strong role played by the Tea Board in the Trustea initiative demonstrates its commitment to promoting sustainability.	The Rainforest Alliance is already in contact with the tea board through its National Coordinator and through RA's engagement in Trustea. RA will present the project to the Tea Board and share ideas initially on how it can support and be reinforced by national policy and investment plans. RA will similarly make an introduction to the regional board.
Ministry of Environment & Forests (MoEF)	MoEF is the nodal agency of the Central Government overseeing the implementation of India's environmental and forestry policies and programs, relating to conservation of the country's natural resources including its lakes and rivers, biodiversity, forests and wildlife, ensuring the welfare of animals, and the prevention and abatement of pollution. The Ministry also serves as the nodal agency in the country for UNEP, South Asia Co-operative Environment Programme (SACEP), International Centre for Integrated Mountain Development (ICIMOD) and for the follow-up of the United Nations Conference on Environment and Development (UNCED). The Ministry is also entrusted with issues relating to multilateral bodies such as the Commission on Sustainable Development (CSD), Global Environment Facility (GEF) and of regional bodies like Economic and Social Council for Asia and Pacific (ESCAP) and South Asian Association for Regional Co-operation (SAARC) on matters pertaining to the environment.	MoEF is the executing agency for the Sustainable Land and Ecosystem Management (SLEM) Program, a joint initiative of the Government of India and GEF. The proposed project will coordinate with SLEM because of the compatibility of its approach to promote sustainable land management and use of biodiversity as well as to maintain the capacity of ecosystems to deliver goods and services while taking into account climate change.
China		

Lincang City tea office	The city tea office comes under the provincial industry office. It is the specialist local government body to implement policies and plans from the central and provincial governments in the tea sector. Its major roles are: implement strategy and plans for the local tea industry; coordinate and guide research on tea issues; guide the industry on farm establishment, processing and marketing; coordinate with other departments on supervising tea quality; inspect companies on implementing China relevant standards; and collect tea industry information and establish data systems.	The Rainforest Alliance has been working with farmers in these two cities' jurisdictions. The office is supportive of efforts to increase productivity while conserving natural resources and reversing land degradation trends. The city tea offices will participate in training programs to build capacity of the office on issues of SLM, climate change adaptation, and quality in tea production.
Baoshan City tea office	The Baoshan City tea office has the same role as the Lincang City office (above).	
Vietnam		
Northern Mountainous Agriculture and Forestry Science Institute (NOMAFSI)	NOMAFSI is a research institute affiliated to the Vietnam Academy of Agricultural Sciences. It is responsible for research and technology transfer in agriculture and forestry. Tea is a major activity area because of the importance of the crop in the regional economy. NOMAFSI was a partner in the ADAM project (Support for Agroecology extension in mountainous areas of Vietnam), which included testing best environmental practices for tea production on slopes.	NOMAFSI will form part of the Training of Trainers (ToT) team to provide advice on best practices based on the prioritized topics influencing land degradation, such as composting and water management for irrigation. NOMAFSI will provide soil testing services in order to guide the farmers in appropriate application of fertilizer.
Vietnam Tea Association (VITAS)	VITAS is a governmental organization responsible for overseeing farmers' implementation of sector policy, and ensuring food safety and hygiene. VITAS is also involved in international standards of quality management. It has nearly 200 members in the tea producing provinces in the country. This is an important force for the implementation of sustainable development objectives and sustainability of the tea industry.	VITAS has established five centers, of which one, the Center for Human Resource Development for the Tea industry can be considered as an implementing partner in training, and another, the Information Centre can support disseminating the project outputs and materials. VITAS will also play a role in monitoring and evaluating their members for inclusion in the project.
My Lam Tea Joint Stock Company	My Lam is a tea producer, with a 400 hectare tea estate. It hires 700 workers and is committed to integrating smallholders in local communities into SLM practices. My Lam has been a pioneer in applying and promoting the SAN standard in Vietnam.	My Lam will set an important example in the tea sector, and to the government, of efficient implementation of SLM and outreach to the local communities.
Ministry of Agriculture and	The Crop Division has responsibility for controlling land use in the agricultural	As the Ministry responsible for Vietnam's agricultural policy MARD's national and

Rural Development (MARD), Crop Division	sector and management of fertilizers. It coordinates with the other governmental agencies to recommend the solutions for environmental protection in tea cultivation. The division manages relations with NGOs working in the tea sector and oversees that their activities are within Vietnam's policies and laws for the sector's development.	district offices will be closely informed about the project through regular meetings and reports and form part of the core group that is consulted on each step of the project's implementation. Its commitment is critical to achieving wider government support. It will also have a technical role, for example, coordinating with the Plant Protection Agency for policies regarding herbicides and pesticides, with consideration for the health and safety of farmers, workers and their families, as well as for soil conservation, biodiversity conservation and waste management.
Institute of Policy and Strategy for Agricultural and Rural Development Division and Policy Research (IPSARP)	IPSARP is one of six key institutions under MARD. Its functions include: scientific research; assessing impacts of policies, strategies, plans, and programs in the agricultural sector; and implementing cooperation activities in research, technology transfer, training, consultation and model development with domestic and foreign institutions and individuals. IPSARP has four independent and non-profit centers, one of which, the Center for Rural Development (RUDEC), works closely with farmers and rural stakeholders, setting up organizational models of rural stakeholders and applying a community-based approach to rural development.	IPSARP will build a favorable enabling environment for the project by advising the Ministry on tea sector development policy. It will form part of the project's core group.
Vredeseilanden (VECO)	VECO is a Belgian NGO, registered as a Vietnamese organization. The Rainforest Alliance signed an agreement with VECO in 2013 to implement technical assistance in tea.	VECO will train Vietnamese tea famers in the SAN standard and prepare them for Rainforest Alliance certification.
Sri Lanka		
Tea Smallholder Development Authority (TSDA)	TSDA is the government institution in Sri Lanka with responsibility for the well-being of the smallholder tea farmers. It has eight regional offices in the main production areas and 200 extension workers attached to these offices. It provides training and technical support to a network of community-based organizations (CBOs), which it helps develop, so that smallholder farmers may get the benefit of organized structures. Rainforest Alliance's technical partner in Sri Lanka, Alliance for Sustainable Landscapes Management (ASLM), has begun training TSDA's extension officers in the SAN standard.	The extension officers will complete their training in the SAN standard so that they can disseminate SLM principles to the CBOs

Tea Smallholders Factories Limited (TSFL)	Tea Smallholders Factories Ltd is a former government enterprise that was privatized. Eight factories now operate as a subsidiary of an established Sri Lankan tea company. These factories buy from 8,000 smallholders in south western Sri Lanka. In 2013 the smallholders began training in the SAN standard with a view to becoming certified	The company will provide the organizing structure and commit some staff resources to train the smallholders in the SAN standard.
Tea Shakti	Tea Shakti is a government organization that manages tea processing factories both in the wet zones of southwestern Sri Lanka and the central highlands. It already processes Rainforest Alliance Certified green leaf	Tea Shakti will facilitate market access for Rainforest Alliance Certified tea for Sri Lankan tea farmers who sell their leaf to it.
Department of Forests	The government's forestry department is responsible for maintaining Sri Lanka's forested land and as such for preventing encroachment by smallholders to establish agricultural production, which is a particular problem in Sri Lanka. ASLM has provided training to its extension officers so that they understand the principles of SLM.	The Department of Forests will reinforce the education of smallholder communities regarding the value of forests and need to respect them

A.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 (GEF Trust Fund/NPIF) or adaptation benefits (LDCF/SCCF)

The tea sector has been the subject of scrutiny over many years from NGOs and media because of concerns about social issues, of which worker representation, security of employment, respect for laws on wages and treatment of women have been the major issues. The SAN standard, which applies equally to large farms and smallholders, acts as a driver of good social practice. It has detailed criteria dealing with employment contracts, freedom of association, health and safety at work, remuneration and equal rights. Workers on certified tea estates must have access to safe drinking water, decent housing, education for their children and medical facilities. When they spray agrochemicals they must wear protective clothing. Smallholder farmers benefit from managing a healthier farm, in which domestic and agricultural waste is properly disposed of, water sources are kept clean, agrochemicals stored in secure locations and out of reach of children, production areas are separated from the home and the house itself is clean, ventilated and has safe drinking water.

This process of upgrading the working and living environment through applying the practices of the SAN standard is part of the essential effort to make tea farming attractive to future generations. If young people are to continue producing tea on family farms, it must seem not only a remunerative occupation to them but also a secure and healthy one. Tea farms must become sufficiently productive to offer an attractive livelihood option and be pleasant to work in.

At this household level, women play a crucial role as producers and providers of food and nutritional security for their families. Overall in Asia, 14% of households are headed by women[8]. They are often

[8] FAO Women and Sustainable Food Security report

the farmers who cultivate food crops and produce cash crops alongside the men in their households. Certification can help address gender discrimination and female empowerment in smallholder agriculture by enabling women to learn together with men about SLM management and sharing decisions about implementing the practices on farm and eventually marketing the certified tea. This is consistent with UNEP's measurement of gender empowerment as "whether women and men are able to actively participate in economic and political life and take part in decision-making[9]". Women's health, social status and livelihoods improve when they have access to knowledge, skills and technology to exert greater control over decisions that affect their lives, and when the structures and values of their communities and workplaces enable them to work safely and achieve their potential. The SAN standard requires women to be treated equally to men in all aspects of the production process. When women have an income, substantial evidence indicates that the income is more likely to be spent on food and children's needs. Women are generally responsible for food selection and preparation and for the care and feeding of children.

Studies have shown that women have suffered from discrimination and harassment on tea estates. Training in the SAN standard includes a review of the company's labor practices and how they promote equality in the workplace. Rainforest Alliance has established a gender unit to support its field personnel with specialist advice and learning on promoting gender equality and opportunities for women to secure management roles. The unit will inform training courses on good gender practice, such as establishing reporting procedures and setting up gender committees, leading to improved people-management skills by managers and supervisors, increased understanding of employee rights and effective procedures for reporting and resolving issues affecting women.

This attention to good social practice will contribute to the overall growth of the tea sector in the project regions. Each of the regions is economically significant for tea and tea provides a major source of employment. Assam produces 55% of India's total tea production of 1,100,000 tons. While Darjeeling is very small in terms of national output, it has the most prestigious name and reputation and the decline of the industry through land degradation would reverberate beyond its importance on volume terms. The south west of Sri Lanka, which is the world's fourth largest producer after China, India and Kenya, is the largest tea growing region in the country. Tea generates US$700 million in earnings for Sri Lanka, representing 2% of GDP. In Vietnam, tea has been part of the fast growing agricultural export sector. It is estimated to employ 6 million people in the country. It is especially important as a source of livelihood for indigenous people. The same is true in Yunnan, which is home to 26 state-designated socio-linguistic groups.

The project will deliver global environmental benefits by building the capacity of tea estate managers and smallholder farmers to improve decision-making in managing production landscapes to ensure maintenance of ecosystem services important for the global environment and for peoples' livelihoods. The market success of Rainforest Alliance certification will act as a mechanism to scale up good agricultural practices. The improved agricultural management will include soil conservation and, through engagement with wider groups of stakeholders, form a component of a wider INRM commitment. The project will provide a market incentive to avoid deforestation and improve the management of agricultural activities in production areas bordering protected areas. The project will pilot at least two new monitoring and analytical tools to quantify and track changes in practices and key outcomes associated with SLM and INRM investments.

A.4 Indicate risks, including climate change, potential social and environmental risks that might prevent the project objectives from being achieved, and if possible, propose measures that address these risks

Risk Statement	Risk Level	Risk Mitigation Strategy
Market risk:	Low to medium;	Rainforest Alliance has secured the commitment

[9] UNEP 1995

(1)If international tea prices drop, it could be un-economical for groups to make investments to apply the SAN standard and to pay certification audit fees. (2) Markets for certified tea could grow less strongly than in recent years, especially given the project's focus in two countries in which export markets are much smaller than domestic.	tea prices have been high for the past five years, making it a favorable time to invest in sustainability.	of the major tea companies to build the market. The certification seal is already appearing in the Indian domestic market and Rainforest Alliance will sustain a high level of market engagement, financed by a royalty payment on certified tea. Moreover, the SAN standard assists producers to meet regulations on MLRs and to manage their tea farms more efficiently and as shown by the University of Wageningen study, it provides value to farmers even iof the market for certified tea grows less strongly than predicted.
Environmental risk: (1)Degraded production land environments could threaten productivity of all agricultural crops, including tea. (2) Climate change exacerbates the threat to availability of suitable land for growing tea.	Low to medium	The application of the SAN standard practices will build farmer capacity to conserve soil quality, add vegetation and plant trees. The 2015 version of the Standard will have enhanced criteria for adaptation to climate change, based on the success of field application since being introduced in 2011.
Social risk: (1) Many tea smallholders are poor and tea farming may not attract the next generation. (2) Large tea estates may not meet requirements of the Standard regarding wages paid to their workers and so may not be able to obtain certification and then do not see the point of applying the practices of the SAN standard.	Medium	Rainforest Alliance is promoting agroforestry concepts, so that farms may become more productive and diversified. It is working with other stakeholders to raise awareness among estate owners of legal requirements regarding wages, which are in line with the SAN standard.

A.5. Explain how cost-effectiveness is reflected in the project design

The project seeks to train 30,000 small holder farmers through establishing a lead farmer and FFS model. In this system, trainers train members of the farming community who are selected for their communication and leadership skills, as well as their technical knowledge. These lead farmers then share the learning with the other farmers in their communities. Their farms are often used as models for others in the community, and each lead farmer is tasked to train between 50 and 150 other farmers.

The FFS topics and curriculum will be chosen and prioritized by the farmers themselves, but guided by experienced trainers. Rainforest Alliance's experience is that farmers usually want to learn about increasing the productivity and quality of their main crop first, as well as learning about other sources of income on the farm, such as keeping livestock and growing high-value fruits and vegetables. FFS are also an effective and empowering way of conveying other messages to farming communities, such as information on social or health issues.

Rainforest Alliance has demonstrated the effectiveness of the FFS approach over six years of working in the tea sector in Asia and Africa. The cost effectiveness of the training approach is not just related to the quantity of smallholders reached (assuming that 75% of the training cost is directed at smallholders and 25% at estate managers, the cost per farmer is $66 of GEF investment). The value of training also depends very much on its quality. The project will deliver a comprehensive package of training comprising: the best practices of the SAN standard- with enhanced criteria in the 2015 version- that leads to Rainforest Alliance certification; and additionally training specifically on agrochemical management, because of the overriding

importance of this issue. The approach will identify gaps in compliance with agrochemical regulations (as defined both by the SAN and by regulatory bodies), identify alternative solutions and integrate them into the training.

In each of the focal regions, Rainforest Alliance has an established presence through high quality technicians and partners who have built relationships with the important institutions, companies and stakeholders. The project will hit the ground running, working with agronomist structures already in place, and engaging partners and stakeholders with whom relations are already established and in some cases agreements already made.

Cost effectiveness is also achieved through undertaking the project as part of Rainforest Alliance's global sustainable commodity program. The project will benefit from a number of functions in Rainforest Alliance's structure that are not drawing significantly on project funds, including: a markets team in Europe, North America, Australia, Japan and India for managing relations with companies, developing new market opportunities and building client understanding and knowledge of SLM/INRM; a supply chain integrity unit that manages all the operational functions of trading certified products, such as traceability and chain of custody; and a communications team, which works with companies, media and consumers to promote and inform about Rainforest Alliance's work. All the functions that do draw more significantly on project funds, particularly the technical team, are only charging a portion of their actual costs as they also draw on funds from other sources.

A.6. Outline the coordination with other relevant GEF financed initiatives [not mentioned in A.1]

In all the proposed countries, the Rainforest Alliance will approve and implement activities through and in conjunction with its local conservation and development partners in the SAN and/or with other local partner organizations or individuals. The Rainforest Alliance and SAN partners have good communications with governments in the target countries and will work with the relevant national agencies and where relevant project managers of ongoing GEF financed LD initiatives, to help create an enabling environment for the program. As a starting point, this PIF will be shared with all agency task managers of ongoing LD projects in the four countries. The project team will also work closely with the SAN members, private sector, relevant international and local NGOs, agricultural research and extension personnel, and major co-financers in a Steering Committee to provide guidance and facilitate cross-sector coordination. The Project Manager will report to the Steering Committee, which will have regular meetings throughout the project and will supervise all project activities and decisions.

The project will explore linkages and lessons learned under the China PRC-GEF Partnership on Land Degradation in Dryland Ecosystems, and the India Sustainable Land and Ecosystem Management Country Partnership Program (SLEM CPP).

A.7 Describe the institutional arrangement for project implementation

As executing agency, the Rainforest Alliance will work across the value chain and with policy makers in each country to deliver an incentive-based SLM and INRM model. The project manager (South Asia Manager) will be responsible for overseeing the execution and reporting on progress and managing an international team of regional managers. This team will provide strategic guidance to the field staff, who will undertake day-to-day project execution. The project manager will be supported by finance staff responsible for financial reporting; markets staff responsible for leading most external relations in Europe, North America, Japan and Australia, including with industry, NGOs and other stakeholders; forestry specialists, responsible for community outreach and training; and an evaluation and research team responsible for component 4, and project monitoring and evaluation.

The project manager will form a steering committee to provide strategic guidance. This will comprise the UNEP task manager; the Lead Scientist and the Senior Manager of the tea program from Rainforest Alliance; and a rotation of external representatives of industry and government, with one representative each from industry and government every year of the project, on a rotating basis. In

order to ensure that project activities are closely coordinated with government policy, the national coordinators for each country will have regular consultation with government representatives from the appropriate ministries *(See Annex D – Project Implementation Arrangements for a project organogram)*.

In India, China and Vietnam, national coordinators are responsible for project execution. Each of the coordinators are nationals of their country. They have expertise in agronomy, sustainability and the SAN standard. The national coordinator in India has a distinguished professional career in tea. In Sri Lanka, Rainforest Alliance works through a partner organization, the Alliance for Sustainable Landscapes Management (ASLM), whose lead technical officer has equivalent expertise and performs the same role as the national coordinators. These national coordinators will organize training and other activities in their countries, bringing on additional technicians or local organizations to support activities. In Vietnam, Rainforest Alliance signed an agreement with Vredeseilanden, a Belgian NGO registered as a Vietnamese organization, which has developed expertise in the tea sector. In Yunnan, Rainforest Alliance has contracted an additional technician, who is working full time with tea producers, to support Rainforest Alliance's collaboration with Unilever.

The national coordinators also have a key role of maintaining external relations in their countries with: companies interested to work with Rainforest Alliance; government officials, especially the technical officers situated in the offices where production is taking place; and with other stakeholders and media. Because of their concern with land degradation in the main tea production regions, high-level government officials have responded favorably to discussions about this project, including the Deputy Chair of the Tea Board of India, Ms Neelam Meena, and the Vietnamese Minister of Agriculture and Rural Development, Cao Duc Phat. Mr Cao Duc Phat spoke at the World Economic Forum in Davos in 2012 to assembled ministers of how Rainforest Alliance was contributing to the development of a sustainable agriculture sector through its work in tea with Unilever.

In leading implementation of training activities, the national coordinators will have the support of a specialist training unit, which is part of the Rainforest Alliance's international technical team. The unit provides the materials required by trainers and farmers, using locally produced video and photographic materials to create strong visual examples of good practice in a variety of audience- specific formats. These materials are gathered through visits to the field, where many hours are spent on farms talking to the farmers about their most important concerns and verifying the key messages with the national coordinators. The two most frequently produced materials for farmers are posters and crop calendars that remind them of the training and indicate at which time of year, according to the crop cycle, the best management practices should be applied. The training unit has produced posters in English, Chinese, Vietnamese, Sinhalese and Tamil. The themes of the posters are specific to the main issues affecting the farmers. For example, the unit has already produced posters on soil conservation and water conservation for Sri Lanka in Sinhalese language.

The training methodology in each country will vary, depending on local circumstances. For example, the producer companies often take an active role in training, and in some countries there is a strong coverage of government extension officers. These technical resources can be mobilized to scale up the project's reach, because they have an incentive to learn the SAN standard. For the companies, it enables them to secure supply of Rainforest Alliance Certified tea; for the extension officers, it provides an opportunity to implement the government's sustainability strategy and get access to new techniques and knowledge that they would not normally be able to obtain from their government structures. One of the main tasks of a national coordinator is to make and develop the relationships that will enable rolling out training to large numbers of producers. The national coordinator trains the identified technicians and maintains contact with them to provide on-going technical advice.

While rolling out a training program through third parties enables scale, it carries an inherent quality control risk. Because the market for certification has grown rapidly, some producers may be more concerned to obtain the certificate than to make lasting change in their land management practices and take short-cuts in the training course. Another risk is the ability of trainers to absorb all the content of the standard and to communicate it to farmers and workers. To address these risks,

Rainforest Alliance has developed a system to register and approve trainers. The online platform incorporates an examination, which trainers have to take each year. There is also a peer evaluation system, by which other qualified trainers evaluate their progress. The system is similar to an auditor qualification system. The ability to provide knowledgeable, qualified local trainers and auditors is an important aspect of Rainforest Alliance's capacity to execute the project to a high quality.

The national coordinators will also ensure alignment with other relevant projects in their countries, both those supported by GEF and also those by other donors. They will establish contact with the UNEP, UNDP, ADB and World Bank offices at the outset of the project and make periodic visits to report progress. This kind of coordination among projects has already been taking place in each country, especially because government officials now require it to ensure efficient delivery and avoid confusion of agricultural producers. UNEP representatives in each project country will receive copies of project reports. The national coordinators will also keep the key government officials informed. They have already engaged with them as part of the preparation for this project, as described in Section A2.

Annual work plans and targets will be determined by a coordinated dialogue between national coordinators and the international technical team. The Rainforest Alliance markets team brings to the table knowledge of the tea companies' plans. These may sometimes be quite detailed and specific regarding volumes of certified tea required and producers requiring certification in order to supply it. The national coordinators and international program managers consider the perspective of the producers and governments and together the teams determine their targets and resulting training plans for the coming year. Unless there is an enabling driver, such as market demand or government policy, training would not take root or be effective over the long term.

B. DESCRIPTION OF THE CONSISTENCY OF THE PROJECT WITH

B.1 National strategies and plans or reports and assessments under relevant conventions, if applicable, i.e. NAPAs, NAPs, NBSAPs, national communications, TNAs, NCSA, NIPs, PRSPs, NPFE, etc.

The project is consistent with national strategies, plan, reports and assessments under relevant conventions for each of the four countries involved: India, Sri Lanka, Vietnam, and China. For instance, the project aligns with the objectives of each countries NAP, National Communication to the UNFCCC, and national strategies and plans for development, environment, and climate change, among others.

For India, the project's objectives are consistent with the UNCCD-NAP, the National Environmental Program and the Initial National Communication to UNFCCC, which highlight severe land degradation and loss of biodiversity as key issues related to agriculture. Continued pressure to increase agricultural production and reduce land degradation will require more efficient and sustainable management of resources and greater productivity on current lands. Profitable and sustainable land use and ecosystem practices can be the principal means for protecting India's significant environmental assets and alleviating poverty in the largest and poorest segments of Indian society.

The project is aligned with the Government of India's 11th Five-Year Plan, which places high priority on raising agricultural productivity to achieve an annual agricultural growth of more than 4.1 percent, while acknowledging that this goal cannot be achieved with the ongoing shrinking and degradation of the country's natural resources. It therefore puts emphasis on conservation and sustainable use of natural resources.

The project is also consistent with the goals of the SLEM Program, a joint initiative of the Government of India (GOI) and the Global Environmental Facility. Both projects will work to achieve synergies and avoid duplication of efforts to promote sustainable land management and use of biodiversity. The project has common goals with the SLEM partnership for: 1) Prevention and/or control of land degradation by restoration of degraded (agricultural and forested) lands and biomass cover to produce, harvest, and utilize

biomass in ways that maximize productivity, as well as by carbon sequestration, biodiversity conservation, and sustainable use of natural resources; 2) Enhancement of local capacity and institution building to strengthen land and ecosystem management; 3) Facilitation of knowledge dissemination and application of national and international good practices in SLEM within and across states; and, 4) Replication and scaling up of successful land and ecosystem management practices and technologies to maximize synergies across the UN conventions on Biological Diversity (CBD), Climate Change (UNFCCC) and Combating Desertification (UNCCD).

For China, the project's objectives are consistent with the 12th Five Year Plan (2011-2015), which emphasizes the importance of reducing land degradation. The project is also consistent with the UNEP Country Cooperation Framework on China (CCFC) 2014-2017, which prioritizes soil protection. Knowledge sharing and technical support will be at the core of UNEP's strategy on China, which will further facilitate China's resource efficiency, green economy, sustainable consumption and production, and economic development pattern transformation. The Director and Regional Representative of the Regional Office for Asia and the Pacific (ROAP) acts as the coordinator of UNEP CCFC in cooperation with UNEP's Country Office in Beijing and the Donor, Partnerships and Contributions Section.

Since the 16th National Congress of Communist Party of China, the Chinese Central Authority has adopted agriculture, rural development and farmers issues as a major priority. The 12th Five Year Plan emphasizes: improved preferential policies for agriculture; greatly increased agricultural investments; the transformation of traditional agriculture into modern agriculture; and a focus on improving productivity, risk resilience and market competitiveness. The Plan has eight priority areas, which include a number of key issues directly relevant to the project, including: (1) Modernize the agriculture industrial system; (2) Strengthen the supporting roles of science and technology and talents in agriculture (including strengthening international cooperation and launching projects on capacity building in order to speed up and mainstream innovation in the agriculture industry; and increasing efforts to train rural workers in crop production, animal farming and agricultural science and technology, based on the requirements of agricultural production and rural management, as well as on the employment needs of agriculture-related enterprises); (3) Improve agricultural infrastructure and equipment, including establishing and consolidating environmentally friendly modern farms that are well equipped with state-of-art facilities and technologies; and accelerating conservation farming and protected agriculture, increasing capacity for disaster preparedness and reduction; (4) Enhance capacity to ensure agro-product quality and safety, including developing pesticide standards to improve farming standard systems; promoting agricultural standardization demonstration farms; and intensifying efforts in the development of safe agro-products, green food and organic agro-products; (5) Upgrade agricultural industrialization and large-scale operations; (6) Promote development of agricultural services; including encouraging and facilitating the adoption of technical training, distribution of agricultural inputs and product marketing; (7) Strengthen conservation of agricultural resources and ecosystems, including promoting scientific conservation, sustainable use and development of water resources and water-efficient farming; reinforcing the conservation of wild agricultural plant resources; encouraging the use of bio-pesticides, low-toxin and low-residue pesticides, and organic fertilizers; promoting energy saving and emission reduction in the agriculture sector; and disseminating technologies for the sustainable management of land, water, seeds, fertilizer, pesticides and energy in order to promote agricultural sustainability; and (8) Establish national demonstration areas of modern agriculture.

The proposed project clearly aligns with these national strategies and plans for each region, and will help local and national authorities meet targets for reduced land degradation while maintaining or increasing productivity on existing agricultural lands.

In Vietnam, the project is consistent with the main national strategies for development, environment and climate change. The project is aligned closely with the National Environmental Action Plan, and the Vietnam-UNCCD NAP. The Annual Reports of UNCCD Implementation have identified the need to address the causes of land degradation, to prevent further land degradation and to rehabilitate and restore the production capacity of degraded areas. The NAP sets out short, medium and long term actions for addressing land degradation through sustainable forest land management and has identified priority areas and programs for implementation. The Project will assist the NAP to address land degradation with enabling activities

including: demonstration of sustainable natural resource management, landscape protection and restoration, improved international cooperation, information exchange, training and education. The project aligns with the Socio-economic Development Plan 2006-2010, the Strategic Orientation for Sustainable Development in Vietnam (Vietnam's Agenda 21), the Vietnam Environment Protection Strategy, the Vietnam Forestry Development Strategy 2006-2020 (FDS), the Vietnam Land Law (2003), Law on Forest Protection and Development (2004), and Environment Protection Law (2005).

The project is also consistent with Vietnam's Sustainable Development Strategy for 2011-2020, which aims to "increase the productivity of land ecosystems and consider sustainable agriculture production as a priority, promulgate policies on poverty reduction support based on the view of climate change adaptation and biodiversity conservation, apply cultivation techniques in order to mitigate the use of fertilizer and chemical substances in agriculture production. Enhance scientific and technological research in combination with preservation of local residents' knowledge to prevent land degradation and restore degraded land. Develop structure of crop plants and livestock in accordance with each specific region, ensure sustainable use of land resources and protect and develop forests".

The project is also consistent with the Sectorial Master Plan for agriculture, which set targets for long-term stability of land for 140,000 hectares, an increase of 10,000 hectares compared to 2010. The mountainous tea-growing regions are expected to apply clean tea production processes and new techniques for high productivity and quality. Investments will be made in modernization of tea, with funding for new and renovated tea plants and improvements in processing. Vietnam has targets for total capacity of 840,000 tons of fresh tea leaves per year, industrial processing for seventy percent of fresh tea, and 270,000 tons of dry tea output. Fifty-five percent of the production will be black tea, and forty-five percent will be green tea by 2020, with a goal of having export tea prices equal the average world price.

For Sri Lanka, the project's objectives are consistent with the Development Policy Framework (2010-2016), the Five Year Cooperation Plan of the Ministry of Agriculture (2011-2015), and the NAP for Sri Lanka, which identifies land degradation as a key objective, and notes the traditional impact of unsustainable tea production toward degradation. The NAP calls for the adoption of "an integrated management approach to the management of land resources", more stakeholder participation in resource planning, implementing, monitoring and evaluation; alignment between alternatives to degradation and poverty alleviation. A main programme on "rehabilitation of degraded agricultural lands" calls for agroforestry systems and agronomic practices that improve soil and vegetation cover, conservation farming practices, organic farming and other programmes in degraded agricultural areas, training and demonstration programs, and rehabilitation of degraded tea lands.

The government's focus on land degradation is evident from additional policy initiatives, strategies and plans, including The National Land Use Policy (2007), the National Forestry Policy (1996), the National Policy Framework of the Ministry of Agricultural Lands and Forests (1995), the National Water Policy (2000), National Environmental Action Plan (1992), National Conservation Strategy (1988), the Upper Watershed Management Policy (2008), and the Green Lanka program (2008).

B.2. GEF focal area and/or fund(s) strategies, eligibility criteria and priorities

The proposed project is consistent with the objectives of the GEF-5 Focal Area in Land Degradation to contribute to arresting and reversing current global trends in land degradation, specifically desertification and deforestation. The project activities are designed to contribute to the Land Degradation objectives 1,3 and 4 in the following overarching outcomes:

Outcome 1.1 An enhanced enabling environment within the agricultural sector
Outcome 1.2 Improved agricultural management
Outcome 1.3 Sustained flow of services in agro-ecosystems
Outcome 1.4 Increased investments in SLM
Outcome 3.2 Integrated landscape management practices adopted by local communities
Outcome 3.3 Increased investments in integrated landscape management

Outcome 4.2 Improved GEF portfolio monitoring using new and adapted tools and methodologies

B.3 The GEF Agency's program (reflected in documents such as UNDAF, CAS, etc.) and Agencies comparative advantage for implementing this project

The project is fully in line with the UNEP role of catalyzing the development of scientific and technical analysis and advancing environmental management in GEF-financed activities. UNEP provides guidance on relating the GEF financed activities to global, regional and national environmental assessments, policy frameworks and plans, and to international environmental agreements. More specifically, the project lies within the following areas recognized by GEF as areas where UNEP has a comparative advantage:

- Sound science for national, regional and global decision-makers, notably by strengthening science-to-policy linkages and by strengthening environmental monitoring and assessment;
- Technical assistance and capacity building at country level, notably by strengthening technology assessment, by demonstration and through innovation, and also by directly developing capacity;
- Knowledge management, including through awareness raising and advocacy.

The project is consistent with UNEP's Programme of Work for 2014-2017, particularly the Ecosystem Management (EM), Resource Efficiency (RE) Programme Frameworks. Specific objectives and supporting activities under Programme Frameworks include: Collaboration with the private sector through partnerships and pilot projects to integrate the ecosystem approach into sector strategies and operations is enhanced (EM); The 10 Year Framework of Programmes on Sustainable Consumption and Production and UNEP's delivery on Green economy in the context of sustainable development (RE)

UNEP will be the "Implementing Agency" of the project and will contribute its experience in managing complex multi-country conservation-themed initiatives. UNEP will be responsible for overall project supervision to ensure consistency with GEF and UNEP policies and procedures, and will provide guidance on linkages with related UNEP- and GEF-funded activities as well as technical guidance on specific issues. UNEP will also have the responsibility for regular liaison with the project Executing Agency (Rainforest Alliance) on substantive technical and administrative matters and participating in meetings and workshops as appropriate. The UNEP/GEF will be responsible for clearance and transmission of financial and progress reports on the relevant portions of the project to the Global Environment Facility Secretariat. UNEP/GEF retains responsibility for review and approval of the substantive and technical reports and products produced in accordance with the schedule of work.

UNEP falls under the category of non-resident agencies in the UN system and as such works through a network of regional offices rather than country offices. Notwithstanding, Project implementation for the 4 countries will thus be followed up from the regional office for Asia, located in Bangkok, Thailand, and the UNEP Country Office for China in Beijing, with technical backstopping from the Sustainable Consumption and Production Branch, Division of Technology Industry and Energy (DTIE) in Paris, France. UNEP has a history of working with the Governments of China, India, Sri Lanka and Vietnam on projects ranging from enabling activities, to country specific and regional GEF projects, in several GEF focal areas.

During the inception phase, UNEP will explore opportunities for collaboration between the proposed project and relevant GEF investments in the target countries, including:

Agency	Country	Title	Status	GEF Grant
ADB	China	Sustainable and Climate Resilient Land Management in Western PRC	Council Approved	3,652,603
GEFSEC	China	China UNCCD NAP formulation and implementation reporting	Pending	150,000

IFAD	China	PRC-GEF Partnership: An IEM Approach to the Conservation of Biodiversity in Dryland Ecosystems - under the PRC-GEF Partnership on Land Degradation in Dryland Ecosystem Program	Under Implementation	4,545,000
ADB	China	PRC-GEF Partnership: Capacity and Management Support for Combating Land Degradation in Dryland Ecosystems	Under Implementation	2,728,000
World Bank	India	Integrated SLEM Approaches for Reducing Land Degradation and Desertification	Council Approved	4,164,384
World Bank	India	SLEM/CPP: Sustainable Rural Livelihood Security through Innovations in Land and Ecosystem Management	Under Implementation	10,000,000
World Bank	India	SLEM/CPP: Sustainable Land Water and Biodiversity Conservation and Management for Improved Livelihoods in Uttarakhand Watershed Sector	Under Implementation	7,000,000
FAO	Sri Lanka	Rehabilitation of Degraded Agricultural Lands in Kandy, Badulla and Nuwara Eliya Districts of the Central Highlands (CH)	PIF Approved	1,344,657
ADB	Vietnam	GMS-FBP: Integrating Biodiversity Conservation, Climate Resilience and Sustainable Forest Management in Central Annamite Landscapes	PPG Approved	3,794,954
IFAD	Vietnam	SFM: Promotion of Sustainable Forest and Land Management in the Vietnam Uplands	Under Implementation	654,545

C. DESCRIBE THE BUDGETED M &E PLAN

The project's Monitoring & Evaluation (M&E) plan aims, first and foremost, to furnish reliable evidence to track progress, facilitate management decisions, and inform continuous improvement throughout the life of the project. It will do this by producing quantitative and qualitative information on project performance, highlighting key accomplishments, challenges, and risks. The M&E plan will also ensure that quality and timely performance reports are produced and delivered to GEF, including: Quarterly Performance Reports, Annual Reports, and the Mid-Term and Final Performance Reports. Results highlighting progress towards achieving each of the project outcomes will be frequently shared with project staff and managers at all levels. This includes communication staff responsible for sharing success stories and key project highlights with external audiences.

The project's M&E system will be transparent, inclusive of all the project's stakeholders, and will implement processes and norms that will:

- Generate reliable information on progress related to delivery of activities (process indicators);
- Generate reliable information on progress related to achievement of outputs and outcomes (results indicators);
- Analyse project status and performance, identifying strategies and actions that are working well and those that are not; and identify key challenges, risks, and unintended positive and negative results;
- Guarantee data quality control processes and criteria;
- Specify methodologies and roles responsibilities for data collection, management, and reporting;
- Ensure that key contextual information is collected alongside project indicators to enable the evaluation of project status and trends by important characteristics such as gender, location, type of beneficiary, and type of intervention (e.g. training); and

- Build capacity of project field staff and implementing partners to operationalize all elements of the project's M&E system.

Implementation of the M&E plan will be led by a designated staff person posted in Asia, backstopped by appropriate technical specialists, and designed and implemented through collaborative processes that engage key project stakeholders and partners. At project inception, a two-day planning workshop will be conducted with the project team and selected stakeholders from each country to revisit the project's key parameters and regional contexts, and refine as necessary the project indicators and means of verification based on a theory of change logic. This exercise will clarify assumptions or hypotheses about how the project's strategies and activities will achieve the project goals of reducing land degradation and increasing productivity and resilience in tea-production landscapes. The final means of verification and indicator tracking processes will be defined to evaluate these assumptions and track progress in achieving stated outcomes and outputs. This workshop will also formalize, for each project indicator, persons or organizations responsible for measurement and reporting; timing and frequency of data collection; the indicator's geographic and thematic scope; and field costs of, and training needs for, data collection and analysis. This workshop will be co-facilitated by the Project Manager and the Evaluation & Research Asia Associate. These two positions will also work closely to operationalize the M&E plan, including coordinating annual reviews of monitoring data, identifying any changes needed to improve the flow and quality of monitoring data, evaluating project progress, and modifying activities and investments accordingly. Conclusions from annual reviews will be socialized and discussed as appropriate with regional leads as part of the overall project management process.

M&E data will be generated at the field level through five primary streams, which will be coordinated and aggregated through Rainforest Alliance's overall M&E systems infrastructure. These streams include:

1) Baseline data on pre-intervention farming practices and farm and landscape characteristics furnished by trainers in each region; by farmers and farmer groups (and reviewed by independent certifying bodies) as part of their initial applications for certification; and by landscape-level analysis conducted as part of the landscape context assessment exercises (Component 2);

2) Post-intervention data on key farm characteristics and practice adoption, furnished through certification audit processes and typically collected as a time series based on the annual audit cycle;

3) Data on the reach and characteristics of training activities and beneficiaries, furnished by trainers in each region;

4) Data on other indicators identified in the Project Results Framework, which will be collected by the project team; and

5) Participatory approaches to mapping, a Geographic Information System (GIS), remote sensing imagery and other secondary data to measure and report on two core project indicators that require spatial analysis; 1) area (hectares) of tea-producing lands in the focal regions that have adopted key SLM practices, and 2) length and proportion of streams with vegetated riparian buffers.

An important and innovative feature of the M&E Plan will be a set of activities to develop new monitoring tools to track more effectively the results of efforts to address land degradation and improve resilience. These tools will be developed under project Component 4 and applied in a portion of the project regions as part of project M&E. The intent is for these tools to be useful and user-friendly enough that they will be adopted more broadly by key tea industry stakeholders. These monitoring tools will be developed, tested, and administered on a representative sample of tea farms in selected landscapes at project baseline and during at least one post-intervention period. The proposed methodologies are described in greater detail as part of the Component 4 narrative, above.

A fully costed M&E plan is available at Annex C.

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): (Please attach the Operational Focal Point endorsement letter(s) with this template. For SGP, use this OFP endorsement letter).

N/A

B. GEF AGENCY(IES) CERTIFICATION

This request has been prepared in accordance with GEF/LDCF/SCCF policies and procedures and meets the GEF/LDCF/SCCF criteria for project identification and preparation.					
Agency Coordinator, Agency name	**Signature**	**DATE** *(MM/dd/yyyy)*	**Project Contact Person**	**Telephone**	**Email Address**
Brennan Van Dyke, Director, GEF Coordination Office, UNEP		MARCH 07, 2014	Kristin Mclaughlin, GEF Task Manager, DEPI, GEF BD/LD Unit, UNEP, Nairobi	+1-202-550-4066	kristin.mclaughlin@unep.org

ANNEXES

Annex A. Project Results Framework

Annex B. GEF and Co-financing Detailed Budgets – separate file

Annex C. Costed M&E Plan

Annex D. Project Implementation Arrangements – Organigramme

Annex E. Mid Term Review and Terminal Evaluations

Annex F. Tracking Tool – separate file

Annex G – Co-financing letters – separate file

Annex H – Supervision Plan

ANNEX A: PROJECT RESULTS FRAMEWORK

Objectives, Outcomes, and Outputs	Baseline Project Target	Mid-Project Target	End-Project Target	Objectively Verifiable Indicators	Means of Verification	Important Assumptions
Overall project objective: Land degradation associated with tea production in Asia is reduced by supporting farmers and catalyzing industry and government leaders to mainstream sustainable land management (SLM) and integrated natural resource management (INRM) practices.						
Component 1: Promote SLM to mitigate and reverse land degradation in tea-producing landscapes						
Outcome 1: Improved agricultural management results in more sustainable tea production systems and reduced vulnerability in five critical tea-producing regions	0	16,800	37,300[10]	Area (hectares) of tea-producing lands that have adopted key SLM practices (disaggregated by region, and practices adopted)	Records and maps of lands achieving nationally or internationally recognized sustainability certification or demonstrating change in improved SLM. Improved SLM will be verified using a semi-structured survey with farmer interviews and field observations. This survey will quantify themes such as erosion control, water and wastewater management, composting, soil fertility management, and integrated pest management at baseline and annual post-intervention periods.	Market and/or policy incentives motivate producers to change practices
	0	25,500	25,500[11]	Area (hectares) of certified tea-producing lands under improved SLM practices	Improved SLM will be verified using a semi-structured survey with farmer interviews and field observations. This survey will quantify themes such as erosion control, water and wastewater management, composting, soil fertility management, and integrated pest management at baseline and annual post-intervention periods.	
	TBD	TBD	TBD	Length and proportion of streams with vegetated riparian buffers	Farm maps and/or remote sensing imagery	

[10] Smallholder breakdown - Assam: 1,500, Darjeeling: 500, Sri Lanka: 14,000, Vietnam: 16,000, China: 5,300

[11] Certified Assam tea estates

Objectives, Outcomes, and Outputs	Baseline Project Target	Mid-Project Target	End-Project Target	Objectively Verifiable Indicators	Means of Verification	Important Assumptions
Output 1.1: Training modules (one per region) developed to support producers to adopt site specific SLM practices, including locally appropriate species useful to smallholders and for erosion control and composting, alternative economic income (e.g., fruit trees), functional vegetative buffers around water and forest edges, and improved wood-fuel management practices	0	5	5	Number of training modules developed (disaggregated by thematic focus and language)	Availability of these modules through RA national coordinator	None
Output 1.2: Smallholder tea farmers and field and factory managers trained in landscape-prioritized SLM practices and energy efficiency measures in tea factories	0	17,600	30,100[12]	Number of farmers trained (disaggregated by region, type of training, and gender)	Training records, sign-in sheets, and photographs	A sufficient number of lead farmers with communication and leadership skills and technical knowledge are identified in communities, are trained and are receptive to training other farmers in SLM
	0	100	180	Number of factory managers trained (disaggregated by region, type of training, and gender)	Training records, sign-in sheets, and photographs	Knowledge of the SAN standard is effectively transferred by trainers and lead farmers in each region
Output 1.3: Trained lead farmers use farms as demonstration units to showcase best management practices	0	100	200	Number of trained lead farmers using farms as demonstration units (disaggregated by region and farmer gender)	Farm visits and documentation of location details, and photographs that depict demonstration activities	Demonstration units are accessible to other farmers
Component 2: Plan and implement integrated landscape management approaches as part of a sustainable tea production system						

[12] Assam: 1,500, Darjeeling: 200, Sri Lanka: 14,000, Vietnam: 11,000, China: 3,400

Objectives, Outcomes, and Outputs	Baseline Project Target	Mid-Project Target	End-Project Target	Objectively Verifiable Indicators	Means of Verification	Important Assumptions
Outcome 2: Integrated natural resource management (INRM) plans engage key tea and non-tea stakeholders in complementary activities to support INRM and guide investment to help reduce land and resource conflicts and safeguard key ecosystem services supporting tea production and local and downstream communities	0	5	10	Number of key institutions and stakeholders engaged in supportive SLM and INRM activities that target land degradation issues	Documentation of activities identified in planning processes that stakeholders have agreed to take forward	INRM planning processes serve to catalyse or better align various activities in the landscape that support ecosystem services and resilient tea production
Output 2.1: Landscape context analysis and planning processes (including participatory landscape mapping and assessment) are carried out in three tea-producing landscapes to guide SLM investments and engage key tea and non-tea stakeholders in complementary activities to support INRM	0	1	2[13]	Number of landscape planning processes conducted; land area covered by each	Landscape planning products (e.g., maps) and workshop sign-in records	Stakeholders will choose to participate in landscape planning processes
Output 2.2: Industry interest in reducing supply risk and promoting sustainable tea production leads to new investment in INRM (i.e., beyond tea-focused SLM practices)	1	3	4	Number of initiatives by tea companies, public agencies, tea industry associations, conservation organizations and other civil society groups in researching and piloting landscape scale approaches to sustainable tea production	Inventory of new INRM projects and initiatives related to tea production landscapes in the focal geographies	Stakeholders see a business case or other core value in investing in INRM to sustain a productive tea industry and meet other landscape objectives
Component 3: Engage key public and private institutions to mainstream SLM in the tea sector						

[13] India and China

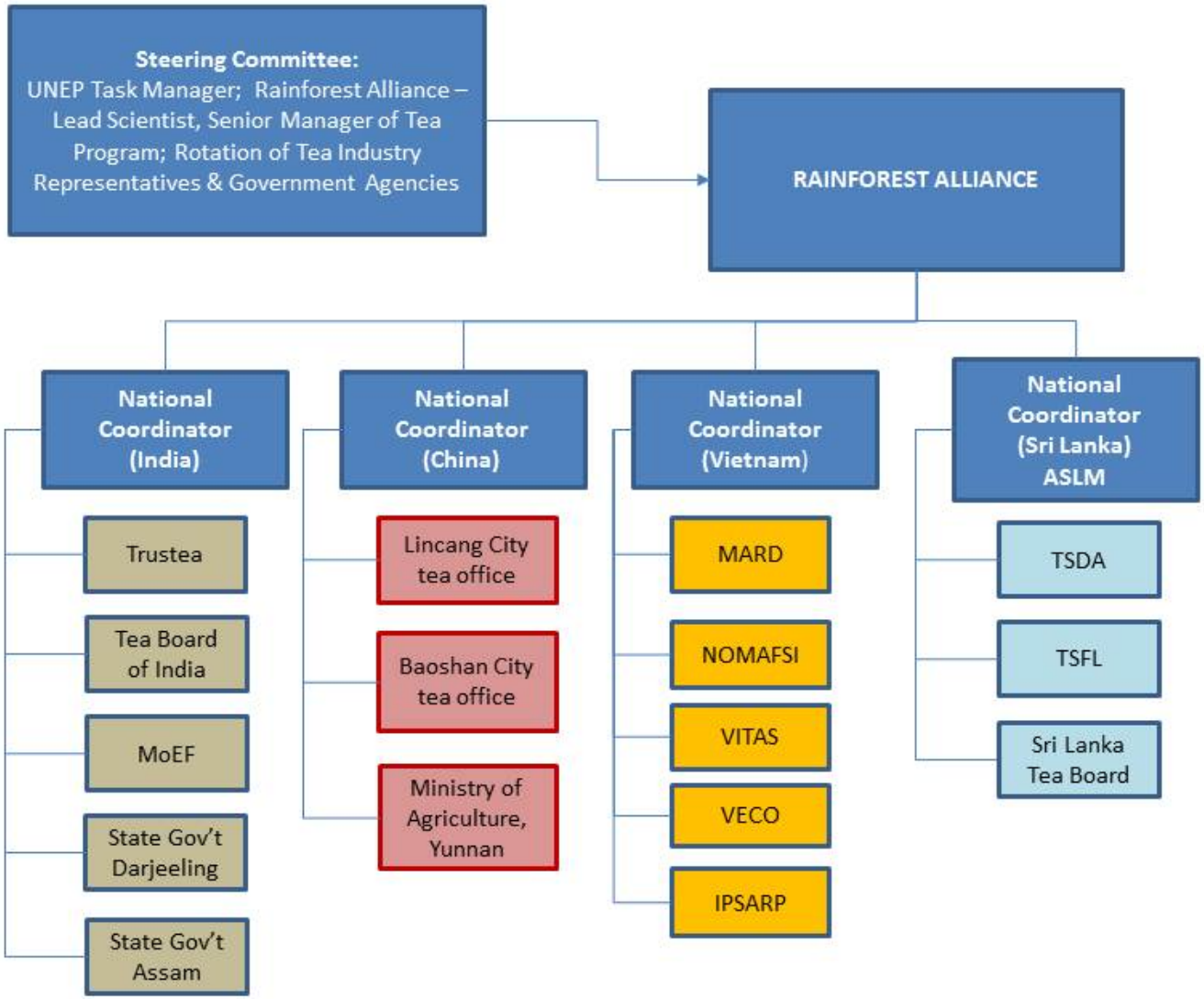
Objectives, Outcomes, and Outputs	Baseline Project Target	Mid-Project Target	End-Project Target	Objectively Verifiable Indicators	Means of Verification	Important Assumptions
Outcome 3: Key public-sector agencies, tea associations, and tea industry decision-makers understand and have capacity to implement new policies, systems, or support mechanisms to facilitate uptake of SLM in the tea industry in the focal regions	0	5	5	Number of organizations and companies active in each region with improved of SLM-related awareness, policy and support mechanisms	Assessment surveys carried out by project personnel in each country at project inception (baseline) and completion	Executing Agency and its partners maintain existing credibility and influence among key tea industry stakeholders
Output 3.1: Tea SLM training modules developed for government extensionists and industry technicians, to build their capacity in SLM practices	1	5	5	Number of training modules developed (disaggregated by thematic focus and language)	Presentation of modules in printed form and electronically on the *Sustainable Agriculture Training* website	None
Output 3.2: Extension officers from tea authorities and other relevant institutions registered as trainers of the SAN standard and in ongoing contact with Executing Agency	0	200	300	Number of persons trained and successfully passing trainer approval process (disaggregated by region and gender)	Training records, sign-in sheets and photographs	Governmental agencies and other key tea industry stakeholders are receptive to training in SLM
Component 4: Develop robust tools to design, monitor, and evaluate sustainability and climate adaptation strategies associated with SLM and INRM in tea-producing landscapes						
Outcome 4: New monitoring and analytical tools provide practical, cost-effective means to understand change and guide adaptive management related to sustainable productivity, vulnerability, and ecological integrity in tea-producing landscapes in the focal regions.	0	6,000	6,000	Land area for which these tools have been applied and are generating useful information for land managers and value chain actors	Data on tool application from the project M&E system	
	0	3,000	3,000	Number of farmers for which these tools have been applied and are generating useful information for land managers and value chain actors	Data on tool application from the project M&E system	
Output 4.1: At least two new monitoring and analytical tools developed, field-tested in one project region, and subsequently applied more broadly through project results framework and/or tea industry partners.	0	1	2	Number of new monitoring and analytical tools developed	Delivery of these tools as project deliverables	None
	0	200	200	Number of farms on which these tools are applied	Inventory of locations where the tools are applied, linked to project M&E reporting	

Annex C. Costed M&E Plan

Activity or Report and Content	Timing	Responsibility
Project Inception		
- Inception Workshop - Inception Report	w/in 2 months of project start	Rainforest Alliance & UNEP DEPI Task Manager
- Project Results Chain, Workplan, and Performance Monitoring Plan	w/in 2 months of project start	Rainforest Alliance
Data collection for Project Indicators (outcome and output indicators, GEF Tracking tools) at national and global levels		
- Field testing of new monitoring and analytical tools (Output 4.1).	Year 1	Rainforest Alliance
- Annual data collection for outcomes and output indicators	Annually	Rainforest Alliance
UNEP Half Yearly Progress Report/ GEF Project Implementation Report (PIR)		
- Progress against annual work plan; - Annual indicator report - Summary of problems and adaptive management; - Project outputs for review	Annually (30 January, 31 July respectively)	Rainforest Alliance
Annual and updated work plans		
- Annual workplan development	Annually	Rainforest Alliance
Project Steering Committee Meetings		
- Annual Steering Committee Meetings.	Annually	Rainforest Alliance and UNEP DEPI Task Manager
Supervision		
- Supervision visits.	Annually	UNEP DEPI Task Manager
Quarterly Financial report		
- Project expenditures according to established budget and allocations; - Budgetary plans for the next quarter; - Requests further cash transfers; - Requests budget revision as necessary; - Inventory of non-expendable equipment procured for project, if applicable	Annually (30 January, 31 July)	Rainforest Alliance
Financial Audit		

Activity or Report and Content	Timing	Responsibility	GEF Budget (US $)	Co-financing Budget (US $)
- Audit reports of project accounts and records	Annually	Rainforest Alliance	$10,000	$0
Co-financing report				
- Co-financing provided to the project; and - Co-financing inputs against GEF approved financing plan	Annually (30 January)	Rainforest Alliance	$12,000	$0
Mid Term Review				
- Tracking Tool (RA) - Review of project management, actions, outputs and impacts; - Sustainability analysis - Project effectiveness; - Technical outputs; - Lessons learned; - Progress towards outcomes	At mid-term of project	UNEP DEPI Task Manager with Rainforest Alliance cooperation and support	IA Fee	$0
Project Terminal Report				
- Reviews effectiveness against implementation plan - Highlights technical outputs - Identifies lessons learned and likely design approaches for future projects, assesses likelihood of achieving design outcomes	At project completion	Rainforest Alliance	$10,000	$0
Terminal Evaluation				
- Independent evaluation of project management, actions, outputs and impacts; - Sustainability analysis - Project effectiveness; - Technical outputs; - Lessons learned; - Progress towards outcomes - 2 of 4 countries visited	At project completion	Independent Evaluator	$30,000	$0
TOTAL			**$227,260**	**$45,000**

Annex D – Project Implementation Arrangements



Annex F. Mid Term Review and Terminal Evaluations

UNEP will be responsible for managing the mid-term review/evaluation and the terminal evaluation. The Project Manager and partners will participate actively in the process.

The project will be reviewed or evaluated at mid-term. The purpose of the Mid-Term Review (MTR) or Mid-Term Evaluation (MTE) is to provide an independent assessment of project performance at mid-term, to analyze whether the project is on track, what problems and challenges the project is encountering, and which corrective actions are required so that the project can achieve its intended outcomes by project completion in the most efficient and sustainable way. In addition, it will verify information gathered through the GEF tracking tools.

The project Steering Committee will participate in the MTR or MTE and develop a management response to the evaluation recommendations along with an implementation plan. It is the responsibility of the UNEP Task Manager to monitor whether the agreed recommendations are being implemented. An MTR is managed by the UNEP Task Manager. An MTE is managed by the Evaluation Office (EO) of UNEP. The EO will determine whether an MTE is required or an MTR is sufficient.

An independent terminal evaluation (TE) will take place at the end of project implementation. The EO will be responsible for the TE and liaise with the UNEP Task Manager throughout the process. The TE will provide an independent assessment of project performance (in terms of relevance, effectiveness and efficiency), and determine the likelihood of impact and sustainability. It will have two primary purposes:

(i) to provide evidence of results to meet accountability requirements, and
(ii) to promote learning, feedback, and knowledge sharing through results and lessons learned among UNEP and executing partners.

While a TE should review use of project funds against budget, it would be the role of a financial audit to assess probity (i.e. correctness, integrity etc.) of expenditure and transactions.

The TE report will be sent to project stakeholders for comments. Formal comments on the report will be shared by the EO in an open and transparent manner. The project performance will be assessed against standard evaluation criteria using a six point rating scheme. The final determination of project ratings will be made by the EO when the report is finalized. The evaluation report will be publically disclosed and will be followed by a recommendation compliance process.

The direct costs of reviews and evaluations will be charged against the project evaluation budget.

Standard Terminal Evaluation ToR template should be obtained from the Evaluation Office to make sure the latest version is used. The UNEP Project Document does not need to have a standard TOR template in annex.

Budget estimate. Fees: 20,000 for team leader, Travel: 5,000 per country visit